

K-Research TAM service in Kazakhstan - Q2 2024

3M3A Global AS

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Overall Summary

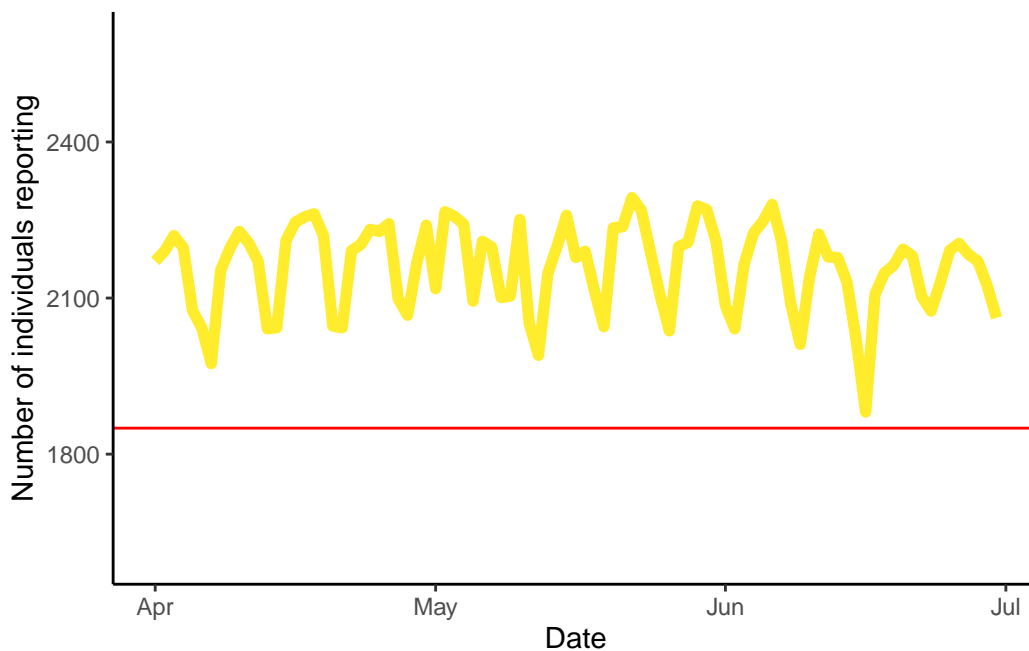
- Relatively stable panel composition for all checked dates in Q2 2024
 - We see that the most broken down rims (rim002 and rim009), are most out of line compared to the ideals from the ES. For rim009 this is partially caused by the 50 household boost of the category “Kaz Off Air 4+ ind”. The misalignment in rim002 and other partially misalignment with the ES in rim009 should be addressed in the panel recruitment.
- The number of reporting households is as agreed for the whole Q2 2024 period.

- We cannot find any suspicious viewing from any subgroup of panel households. The clustering analysis shows that the only split in the panel that has any significance is the split between households with a “normal” TSV (Time Spent Viewing) and a smaller group with a longer TSV. There are no big demographic differences between the two groups, one group simply watches more than the other.

Daily reporting stable in Q2 2024

We see some variation in the daily number of reporting households. This is mainly from week-day/weekend differences in polling. The minimum sample of 1850 reporting individuals is achieved every day of Q2 2024.

The red line is the 1850 minimum reporting sample.



Weight dispersion day by day Q2 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.

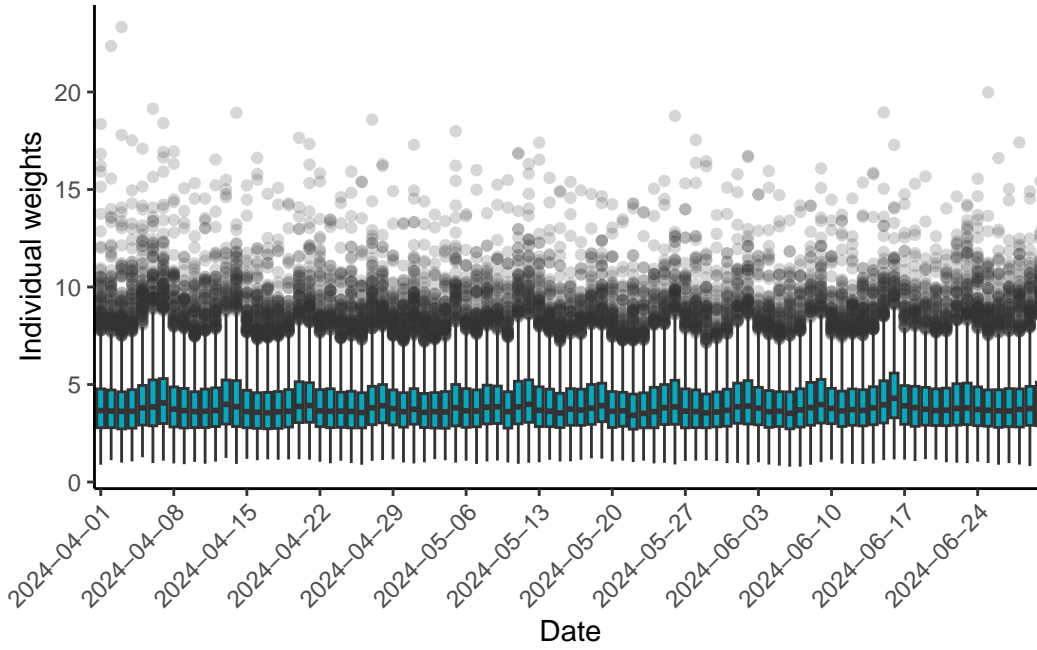


Table 1: Q2 day by day descriptives

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-04-01	880	2,171	8,703	4.01	0.84
2024-04-02	878	2,190	8,703	3.97	0.84
2024-04-03	887	2,220	8,703	3.92	0.83
2024-04-04	879	2,197	8,703	3.96	0.84
2024-04-05	842	2,076	8,703	4.19	0.84
2024-04-06	831	2,042	8,703	4.26	0.82
2024-04-07	809	1,974	8,703	4.41	0.83
2024-04-08	870	2,153	8,703	4.04	0.84
2024-04-09	890	2,196	8,703	3.96	0.85
2024-04-10	896	2,228	8,703	3.91	0.86
2024-04-11	891	2,206	8,703	3.95	0.85
2024-04-12	865	2,171	8,703	4.01	0.85
2024-04-13	826	2,041	8,703	4.26	0.85
2024-04-14	821	2,043	8,703	4.26	0.83
2024-04-15	874	2,211	8,703	3.94	0.86
2024-04-16	891	2,246	8,703	3.87	0.85
2024-04-17	899	2,256	8,703	3.86	0.86
2024-04-18	894	2,262	8,703	3.85	0.86
2024-04-19	873	2,220	8,703	3.92	0.87
2024-04-20	824	2,046	8,703	4.25	0.86

Table 1: Q2 day by day descriptives (*continued*)

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-04-21	838	2,043	8,703	4.26	0.85
2024-04-22	862	2,191	8,703	3.97	0.85
2024-04-23	878	2,203	8,703	3.95	0.85
2024-04-24	887	2,232	8,703	3.90	0.86
2024-04-25	887	2,228	8,703	3.91	0.85
2024-04-26	878	2,243	8,703	3.88	0.86
2024-04-27	848	2,098	8,703	4.15	0.85
2024-04-28	834	2,067	8,703	4.21	0.87
2024-04-29	866	2,169	8,703	4.01	0.88
2024-04-30	884	2,240	8,703	3.89	0.87
2024-05-01	838	2,118	8,703	4.11	0.85
2024-05-02	873	2,266	8,703	3.84	0.87
2024-05-03	886	2,257	8,703	3.86	0.87
2024-05-04	880	2,242	8,703	3.88	0.86
2024-05-05	821	2,094	8,703	4.16	0.84
2024-05-06	873	2,209	8,703	3.94	0.87
2024-05-07	865	2,198	8,703	3.96	0.86
2024-05-08	851	2,101	8,703	4.14	0.87
2024-05-09	847	2,104	8,703	4.14	0.87
2024-05-10	883	2,251	8,703	3.87	0.86
2024-05-11	835	2,052	8,703	4.24	0.85
2024-05-12	804	1,990	8,703	4.37	0.85
2024-05-13	850	2,147	8,703	4.05	0.85
2024-05-14	864	2,200	8,703	3.96	0.86
2024-05-15	890	2,259	8,703	3.85	0.87
2024-05-16	880	2,178	8,703	4.00	0.87
2024-05-17	865	2,190	8,703	3.97	0.87
2024-05-18	840	2,113	8,703	4.12	0.86
2024-05-19	821	2,045	8,703	4.26	0.86
2024-05-20	866	2,235	8,703	3.89	0.86
2024-05-21	866	2,237	8,703	3.89	0.88
2024-05-22	891	2,293	8,703	3.80	0.85
2024-05-23	897	2,269	8,703	3.84	0.87
2024-05-24	858	2,187	8,703	3.98	0.86
2024-05-25	834	2,106	8,703	4.13	0.86
2024-05-26	812	2,037	8,703	4.27	0.84
2024-05-27	867	2,199	8,703	3.96	0.85
2024-05-28	874	2,207	8,703	3.94	0.85
2024-05-29	892	2,277	8,703	3.82	0.87
2024-05-30	893	2,270	8,703	3.83	0.88
2024-05-31	862	2,209	8,703	3.94	0.87
2024-06-01	819	2,085	8,703	4.17	0.86

Table 1: Q2 day by day descriptives (*continued*)

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-06-02	813	2,041	8,703	4.26	0.85
2024-06-03	839	2,165	8,703	4.02	0.87
2024-06-04	864	2,225	8,703	3.91	0.86
2024-06-05	868	2,247	8,703	3.87	0.87
2024-06-06	879	2,280	8,703	3.82	0.86
2024-06-07	859	2,210	8,703	3.94	0.86
2024-06-08	825	2,088	8,703	4.17	0.85
2024-06-09	801	2,011	8,703	4.33	0.85
2024-06-10	846	2,141	8,703	4.06	0.88
2024-06-11	856	2,223	8,703	3.91	0.87
2024-06-12	848	2,179	8,703	3.99	0.87
2024-06-13	853	2,178	8,703	4.00	0.86
2024-06-14	838	2,131	8,703	4.08	0.86
2024-06-15	803	2,018	8,703	4.31	0.85
2024-06-16	751	1,881	8,703	4.63	0.86
2024-06-17	822	2,107	8,703	4.13	0.87
2024-06-18	833	2,148	8,703	4.05	0.86
2024-06-19	847	2,163	8,703	4.02	0.87
2024-06-20	846	2,194	8,703	3.97	0.87
2024-06-21	838	2,181	8,703	3.99	0.87
2024-06-22	807	2,103	8,703	4.14	0.85
2024-06-23	811	2,075	8,703	4.19	0.85
2024-06-24	827	2,131	8,703	4.08	0.85
2024-06-25	848	2,192	8,703	3.97	0.86
2024-06-26	854	2,205	8,703	3.95	0.86
2024-06-27	844	2,184	8,703	3.98	0.86
2024-06-28	838	2,171	8,703	4.01	0.85
2024-06-29	826	2,124	8,703	4.10	0.85
2024-06-30	798	2,062	8,703	4.22	0.84

Snapshot of panel weighting rims on April 01 2024

Table 2: Rim 001- Strata, April 1 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	586	1,955	3.34	0.85	488	120
Astana	283	1,222	4.32	0.82	305	93
200 000+	1,147	4,847	4.23	0.85	1,209	95
100 000-200 000	155	679	4.38	0.86	169	92
Total	2,171	8,703	4.01	0.84	2,171	100

Table 3: Rim 002 - Gender by Age, April 1 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	226	1,014	4.49	0.91	253	89
Female (6-17 y.o.)	230	963	4.19	0.90	240	96
Male (18-24 y.o.)	85	430	5.06	0.86	107	79
Female (18-24 y.o.)	107	432	4.04	0.84	108	99
Male (25-34 y.o.)	124	740	5.97	0.83	185	67
Female (25-34 y.o.)	163	791	4.85	0.84	197	83
Male (35-44 y.o.)	170	701	4.12	0.89	175	97
Female (35-44 y.o.)	220	756	3.44	0.87	189	117
Male (45-54 y.o.)	155	491	3.17	0.88	122	127
Female (45-54 y.o.)	191	590	3.09	0.86	147	130
Male (55 years and older)	161	701	4.35	0.87	175	92
Female (55 years and older)	339	1,094	3.23	0.86	273	124
Total	2,171	8,703	4.01	0.84	2,171	100

Table 4: Rim 003 - Nationality, April 1 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	726	2,791	3.84	0.88	696	104
Kaz	1,445	5,911	4.09	0.82	1,475	98
Total	2,171	8,703	4.01	0.84	2,171	100

Table 5: Rim 004 - Family language, April 1 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	950	4,288	4.51	0.82	1,070	89
Kaz	1,221	4,415	3.62	0.88	1,101	111
Total	2,171	8,703	4.01	0.84	2,171	100

Table 6: Rim 005 - Education, April 1 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	645	3,054	4.73	0.83	762	85
Primary Education	1,526	5,649	3.70	0.86	1,409	108
Total	2,171	8,703	4.01	0.84	2,171	100

Table 7: Rim 006 - Working status, April 1 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,163	4,557	3.92	0.82	1,137	102
Not working	1,008	4,146	4.11	0.86	1,034	97
Total	2,171	8,703	4.01	0.84	2,171	100

Table 8: Rim 007 - Family status, April 1 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	940	3,859	4.11	0.83	963	98
Not married	1,231	4,844	3.93	0.85	1,208	102
Total	2,171	8,703	4.01	0.84	2,171	100

Table 9: Rim 008 - No Off Air Types, April 1 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	554	2,279	4.11	0.83	569	97
Alma Tv	315	1,082	3.43	0.82	270	117
ID TV	420	1,806	4.30	0.85	451	93
Other cable	650	2,498	3.84	0.85	623	104
Sat	232	1,038	4.47	0.84	259	90
Total	2,171	8,703	4.01	0.84	2,171	100

Table 10: Rim 009 - Panel Matrix 100 000+, April 1 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	136	518	3.81	0.84	129	105
NKaz Non Off Air 2+ TV 4+ ind	160	860	5.37	0.87	215	75
NKaz Non Off Air 1 TV 1-3 ind	279	1,157	4.15	0.81	289	97
NKaz Non Off Air 1 TV 4+ ind	228	934	4.10	0.83	233	98
NKaz Off Air 1-3 ind	77	419	5.44	0.85	105	74
NKaz Off Air 4+ ind	70	400	5.71	0.83	100	70
Kaz Non Off Air 2+ TV 1-3 ind	74	198	2.68	0.89	49	150
Kaz Non Off Air 2+ TV 4+ ind	251	789	3.14	0.90	197	128
Kaz Non Off Air 1 TV 1-3 ind	169	742	4.39	0.88	185	91
Kaz Non Off Air 1 TV 4+ ind	320	1,226	3.83	0.91	306	105
Kaz Off Air 1-3 ind	134	565	4.22	0.89	141	95
Kaz Off Air 4+ ind	273	895	3.28	0.92	223	122
Total	2,171	8,703	4.01	0.84	2,171	100

Table 11: Rim 010 - Smart TV, April 1 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,552	6,756	4.35	0.85	1,685	92
No	619	1,947	3.15	0.85	486	127
Total	2,171	8,703	4.01	0.84	2,171	100

Snapshot of panel weighting rims on April 15 2024

Table 12: Rim 001- Strata, April 15 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	577	1,955	3.39	0.86	497	116
Astana	295	1,222	4.14	0.85	310	95
200 000+	1,184	4,847	4.09	0.86	1,231	96
100 000-200 000	155	679	4.38	0.90	172	90
Total	2,211	8,703	3.94	0.86	2,211	100

Table 13: Rim 002 - Gender by Age, April 15 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	221	1,014	4.59	0.91	258	86
Female (6-17 y.o.)	229	963	4.21	0.91	245	94
Male (18-24 y.o.)	89	430	4.83	0.88	109	81
Female (18-24 y.o.)	116	432	3.72	0.88	110	106
Male (25-34 y.o.)	123	740	6.02	0.89	188	65
Female (25-34 y.o.)	169	791	4.68	0.88	201	84
Male (35-44 y.o.)	172	701	4.07	0.90	178	97
Female (35-44 y.o.)	235	756	3.22	0.89	192	122
Male (45-54 y.o.)	160	491	3.07	0.88	125	128
Female (45-54 y.o.)	195	590	3.03	0.88	150	130
Male (55 years and older)	160	701	4.38	0.89	178	90
Female (55 years and older)	342	1,094	3.20	0.89	278	123
Total	2,211	8,703	3.94	0.86	2,211	100

Table 14: Rim 003 - Nationality, April 15 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	733	2,793	3.81	0.90	709	103
Kaz	1,478	5,910	4.00	0.84	1,502	98
Total	2,211	8,703	3.94	0.86	2,211	100

Table 15: Rim 004 - Family language, April 15 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	972	4,288	4.41	0.85	1,089	89
Kaz	1,239	4,415	3.56	0.89	1,122	110
Total	2,211	8,703	3.94	0.86	2,211	100

Table 16: Rim 005 - Education, April 15 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	706	3,054	4.33	0.85	776	91
Primary Education	1,505	5,649	3.75	0.87	1,435	105
Total	2,211	8,703	3.94	0.86	2,211	100

Table 17: Rim 006 - Working status, April 15 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,195	4,557	3.81	0.84	1,158	103
Not working	1,016	4,146	4.08	0.88	1,053	96
Total	2,211	8,703	3.94	0.86	2,211	100

Table 18: Rim 007 - Family status, April 15 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	968	3,859	3.99	0.85	980	99
Not married	1,243	4,844	3.90	0.86	1,231	101
Total	2,211	8,703	3.94	0.86	2,211	100

Table 19: Rim 008 - No Off Air Types, April 15 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	567	2,279	4.02	0.86	579	98
Alma Tv	310	1,082	3.49	0.84	275	113
ID TV	420	1,806	4.30	0.86	459	92
Other cable	647	2,498	3.86	0.87	635	102
Sat	267	1,038	3.89	0.85	264	101
Total	2,211	8,703	3.94	0.86	2,211	100

Table 20: Rim 009 - Panel Matrix 100 000+, April 15 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	131	518	3.95	0.86	132	100
NKaz Non Off Air 2+ TV 4+ ind	157	860	5.48	0.91	218	72
NKaz Non Off Air 1 TV 1-3 ind	276	1,157	4.19	0.84	294	94
NKaz Non Off Air 1 TV 4+ ind	247	934	3.78	0.85	237	104
NKaz Off Air 1-3 ind	78	419	5.37	0.88	106	73
NKaz Off Air 4+ ind	83	400	4.82	0.86	102	82
Kaz Non Off Air 2+ TV 1-3 ind	69	198	2.87	0.90	50	137
Kaz Non Off Air 2+ TV 4+ ind	282	789	2.80	0.92	200	141
Kaz Non Off Air 1 TV 1-3 ind	164	742	4.52	0.89	189	87
Kaz Non Off Air 1 TV 4+ ind	318	1,226	3.86	0.92	311	102
Kaz Off Air 1-3 ind	132	565	4.28	0.91	144	92
Kaz Off Air 4+ ind	274	895	3.27	0.92	227	121
Total	2,211	8,703	3.94	0.86	2,211	100

Table 21: Rim 010 - Smart TV, April 15 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,611	6,756	4.19	0.87	1,716	94
No	600	1,947	3.24	0.87	495	121
Total	2,211	8,703	3.94	0.86	2,211	100

Snapshot of panel weighting rims on May 01 2024

Table 22: Rim 001- Strata, May 1 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	588	1,955	3.32	0.88	476	124
Astana	277	1,222	4.41	0.82	297	93
200 000+	1,108	4,847	4.37	0.86	1,180	94
100 000-200 000	145	679	4.68	0.90	165	88
Total	2,118	8,703	4.11	0.85	2,118	100

Table 23: Rim 002 - Gender by Age, May 1 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	221	1,014	4.59	0.91	247	90
Female (6-17 y.o.)	219	963	4.40	0.90	234	93
Male (18-24 y.o.)	100	430	4.30	0.87	105	96
Female (18-24 y.o.)	103	432	4.19	0.90	105	98
Male (25-34 y.o.)	104	740	7.12	0.89	180	58
Female (25-34 y.o.)	172	791	4.60	0.86	192	89
Male (35-44 y.o.)	159	701	4.41	0.90	171	93
Female (35-44 y.o.)	201	756	3.76	0.88	184	109
Male (45-54 y.o.)	145	491	3.39	0.89	119	121
Female (45-54 y.o.)	199	590	2.96	0.87	144	139
Male (55 years and older)	159	701	4.41	0.88	171	93
Female (55 years and older)	336	1,094	3.26	0.88	266	126
Total	2,118	8,703	4.11	0.85	2,118	100

Table 24: Rim 003 - Nationality, May 1 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	745	2,791	3.75	0.90	679	110
Kaz	1,373	5,911	4.31	0.83	1,439	95
Total	2,118	8,703	4.11	0.85	2,118	100

Table 25: Rim 004 - Family language, May 1 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	962	4,288	4.46	0.83	1,044	92
Kaz	1,156	4,415	3.82	0.88	1,074	108
Total	2,118	8,703	4.11	0.85	2,118	100

Table 26: Rim 005 - Education, May 1 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	657	3,054	4.65	0.85	743	88
Primary Education	1,461	5,649	3.87	0.86	1,375	106
Total	2,118	8,703	4.11	0.85	2,118	100

Table 27: Rim 006 - Working status, May 1 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,123	4,557	4.06	0.83	1,109	101
Not working	995	4,146	4.17	0.87	1,009	99
Total	2,118	8,703	4.11	0.85	2,118	100

Table 28: Rim 007 - Family status, May 1 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	921	3,859	4.19	0.83	939	98
Not married	1,197	4,844	4.05	0.86	1,179	102
Total	2,118	8,703	4.11	0.85	2,118	100

Table 29: Rim 008 - No Off Air Types, May 1 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	534	2,279	4.27	0.84	555	96
Alma Tv	296	1,082	3.66	0.86	263	112
ID TV	413	1,806	4.37	0.86	440	94
Other cable	625	2,498	4.00	0.85	608	103
Sat	250	1,038	4.15	0.86	253	99
Total	2,118	8,703	4.11	0.85	2,118	100

Table 30: Rim 009 - Panel Matrix 100 000+, May 1 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	136	518	3.81	0.85	126	108
NKaz Non Off Air 2+ TV 4+ ind	178	860	4.83	0.89	209	85
NKaz Non Off Air 1 TV 1-3 ind	275	1,157	4.21	0.81	282	98
NKaz Non Off Air 1 TV 4+ ind	227	934	4.11	0.80	227	100
NKaz Off Air 1-3 ind	71	419	5.90	0.87	102	70
NKaz Off Air 4+ ind	75	400	5.33	0.88	97	77
Kaz Non Off Air 2+ TV 1-3 ind	70	198	2.83	0.90	48	145
Kaz Non Off Air 2+ TV 4+ ind	231	789	3.42	0.92	192	120
Kaz Non Off Air 1 TV 1-3 ind	163	742	4.55	0.90	181	90
Kaz Non Off Air 1 TV 4+ ind	304	1,226	4.03	0.91	298	102
Kaz Off Air 1-3 ind	113	565	5.00	0.88	138	82
Kaz Off Air 4+ ind	275	895	3.25	0.92	218	126
Total	2,118	8,703	4.11	0.85	2,118	100

Table 31: Rim 010 - Smart TV, May 1 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,535	6,756	4.40	0.86	1,644	93
No	583	1,947	3.34	0.84	474	123
Total	2,118	8,703	4.11	0.85	2,118	100

Snapshot of panel weighting rims on May 15 2024

Table 32: Rim 001- Strata, May 15 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	585	1,955	3.34	0.89	507	115
Astana	315	1,222	3.88	0.85	317	99
200 000+	1,205	4,847	4.02	0.87	1,258	96
100 000-200 000	154	679	4.41	0.88	176	87
Total	2,259	8,703	3.85	0.87	2,259	100

Table 33: Rim 002 - Gender by Age, May 15 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	221	1,014	4.59	0.93	263	84
Female (6-17 y.o.)	237	963	4.06	0.91	250	95
Male (18-24 y.o.)	105	430	4.09	0.91	112	94
Female (18-24 y.o.)	105	432	4.11	0.90	112	94
Male (25-34 y.o.)	121	740	6.12	0.88	192	63
Female (25-34 y.o.)	168	791	4.71	0.90	205	82
Male (35-44 y.o.)	185	701	3.79	0.90	182	102
Female (35-44 y.o.)	226	756	3.34	0.90	196	115
Male (45-54 y.o.)	154	491	3.19	0.91	127	121
Female (45-54 y.o.)	211	590	2.80	0.90	153	138
Male (55 years and older)	170	701	4.12	0.90	182	93
Female (55 years and older)	356	1,094	3.07	0.90	284	125
Total	2,259	8,703	3.85	0.87	2,259	100

Table 34: Rim 003 - Nationality, May 15 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	771	2,792	3.62	0.92	725	106
Kaz	1,488	5,910	3.97	0.85	1,534	97
Total	2,259	8,703	3.85	0.87	2,259	100

Table 35: Rim 004 - Family language, May 15 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	1,013	4,288	4.23	0.86	1,113	91
Kaz	1,246	4,415	3.54	0.89	1,146	109
Total	2,259	8,703	3.85	0.87	2,259	100

Table 36: Rim 005 - Education, May 15 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	728	3,054	4.19	0.86	793	92
Primary Education	1,531	5,649	3.69	0.88	1,466	104
Total	2,259	8,703	3.85	0.87	2,259	100

Table 37: Rim 006 - Working status, May 15 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,235	4,557	3.69	0.85	1,183	104
Not working	1,024	4,146	4.05	0.89	1,076	95
Total	2,259	8,703	3.85	0.87	2,259	100

Table 38: Rim 007 - Family status, May 15 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	1,000	3,859	3.86	0.85	1,002	100
Not married	1,259	4,844	3.85	0.88	1,257	100
Total	2,259	8,703	3.85	0.87	2,259	100

Table 39: Rim 008 - No Off Air Types, May 15 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	591	2,279	3.86	0.87	592	100
Alma Tv	308	1,082	3.51	0.88	281	110
ID TV	404	1,806	4.47	0.88	469	86
Other cable	695	2,498	3.59	0.87	648	107
Sat	261	1,038	3.98	0.86	269	97
Total	2,259	8,703	3.85	0.87	2,259	100

Table 40: Rim 009 - Panel Matrix 100 000+, May 15 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	137	518	3.78	0.87	134	102
NKaz Non Off Air 2+ TV 4+ ind	195	860	4.41	0.89	223	87
NKaz Non Off Air 1 TV 1-3 ind	288	1,157	4.02	0.85	300	96
NKaz Non Off Air 1 TV 4+ ind	225	934	4.15	0.85	242	93
NKaz Off Air 1-3 ind	85	419	4.93	0.87	109	78
NKaz Off Air 4+ ind	83	400	4.82	0.88	104	80
Kaz Non Off Air 2+ TV 1-3 ind	73	198	2.71	0.90	51	142
Kaz Non Off Air 2+ TV 4+ ind	274	789	2.88	0.92	205	134
Kaz Non Off Air 1 TV 1-3 ind	168	742	4.42	0.90	193	87
Kaz Non Off Air 1 TV 4+ ind	308	1,226	3.98	0.92	318	97
Kaz Off Air 1-3 ind	134	565	4.22	0.92	147	91
Kaz Off Air 4+ ind	289	895	3.10	0.94	232	124
Total	2,259	8,703	3.85	0.87	2,259	100

Table 41: Rim 010 - Smart TV, May 15 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,677	6,756	4.03	0.87	1,754	96
No	582	1,947	3.35	0.88	505	115
Total	2,259	8,703	3.85	0.87	2,259	100

Snapshot of panel weighting rims on June 01 2024

Table 42: Rim 001- Strata, June 1 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	562	1,955	3.48	0.88	468	120
Astana	281	1,222	4.35	0.85	293	96
200 000+	1,096	4,847	4.42	0.88	1,161	94
100 000-200 000	146	679	4.65	0.89	163	90
Total	2,085	8,703	4.17	0.86	2,085	100

Table 43: Rim 002 - Gender by Age, June 1 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	226	1,014	4.49	0.92	243	93
Female (6-17 y.o.)	214	963	4.50	0.91	231	93
Male (18-24 y.o.)	96	430	4.48	0.90	103	93
Female (18-24 y.o.)	100	432	4.32	0.89	103	97
Male (25-34 y.o.)	105	740	7.05	0.89	177	59
Female (25-34 y.o.)	150	791	5.27	0.90	189	79
Male (35-44 y.o.)	176	701	3.98	0.90	168	105
Female (35-44 y.o.)	204	756	3.71	0.90	181	113
Male (45-54 y.o.)	140	491	3.51	0.91	118	119
Female (45-54 y.o.)	193	590	3.06	0.90	141	137
Male (55 years and older)	151	701	4.64	0.90	168	90
Female (55 years and older)	330	1,094	3.32	0.91	262	126
Total	2,085	8,703	4.17	0.86	2,085	100

Table 44: Rim 003 - Nationality, June 1 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	700	2,792	3.99	0.90	669	105
Kaz	1,385	5,911	4.27	0.85	1,416	98
Total	2,085	8,703	4.17	0.86	2,085	100

Table 45: Rim 004 - Family language, June 1 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	961	4,288	4.46	0.87	1,027	94
Kaz	1,124	4,415	3.93	0.86	1,058	106
Total	2,085	8,703	4.17	0.86	2,085	100

Table 46: Rim 005 - Education, June 1 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	646	3,054	4.73	0.86	732	88
Primary Education	1,439	5,649	3.93	0.88	1,353	106
Total	2,085	8,703	4.17	0.86	2,085	100

Table 47: Rim 006 - Working status, June 1 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,108	4,557	4.11	0.84	1,092	101
Not working	977	4,146	4.24	0.89	993	98
Total	2,085	8,703	4.17	0.86	2,085	100

Table 48: Rim 007 - Family status, June 1 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	884	3,859	4.37	0.85	925	96
Not married	1,201	4,844	4.03	0.88	1,160	103
Total	2,085	8,703	4.17	0.86	2,085	100

Table 49: Rim 008 - No Off Air Types, June 1 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	546	2,279	4.17	0.86	546	100
Alma Tv	292	1,082	3.71	0.87	259	113
ID TV	370	1,806	4.88	0.88	433	86
Other cable	637	2,498	3.92	0.89	598	106
Sat	240	1,038	4.32	0.85	249	97
Total	2,085	8,703	4.17	0.86	2,085	100

Table 50: Rim 009 - Panel Matrix 100 000+, June 1 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	138	518	3.75	0.88	124	111
NKaz Non Off Air 2+ TV 4+ ind	171	860	5.03	0.90	206	83
NKaz Non Off Air 1 TV 1-3 ind	265	1,157	4.37	0.86	277	96
NKaz Non Off Air 1 TV 4+ ind	230	934	4.06	0.87	224	103
NKaz Off Air 1-3 ind	86	419	4.87	0.92	100	86
NKaz Off Air 4+ ind	71	400	5.63	0.89	96	74
Kaz Non Off Air 2+ TV 1-3 ind	70	198	2.83	0.89	47	148
Kaz Non Off Air 2+ TV 4+ ind	253	789	3.12	0.90	189	134
Kaz Non Off Air 1 TV 1-3 ind	159	742	4.67	0.88	178	89
Kaz Non Off Air 1 TV 4+ ind	253	1,226	4.85	0.91	294	86
Kaz Off Air 1-3 ind	115	565	4.91	0.89	135	85
Kaz Off Air 4+ ind	274	895	3.27	0.92	214	128
Total	2,085	8,703	4.17	0.86	2,085	100

Table 51: Rim 010 - Smart TV, June 1 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,522	6,756	4.44	0.87	1,619	94
No	563	1,947	3.46	0.88	466	121
Total	2,085	8,703	4.17	0.86	2,085	100

Snapshot of panel weighting rims on June 15 2024

Table 52: Rim 001- Strata, June 15 2024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	539	1,955	3.63	0.87	453	119
Astana	252	1,222	4.85	0.85	283	89
200 000+	1,104	4,847	4.39	0.85	1,124	98
100 000-200 000	123	679	5.52	0.90	157	78
Total	2,018	8,703	4.31	0.85	2,018	100

Table 53: Rim 002 - Gender by Age, June 15 2024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	214	1,014	4.74	0.89	235	91
Female (6-17 y.o.)	211	963	4.56	0.91	223	94
Male (18-24 y.o.)	94	430	4.57	0.90	100	94
Female (18-24 y.o.)	88	432	4.91	0.89	100	88
Male (25-34 y.o.)	105	740	7.05	0.89	172	61
Female (25-34 y.o.)	136	791	5.82	0.89	183	74
Male (35-44 y.o.)	170	701	4.12	0.88	163	105
Female (35-44 y.o.)	197	756	3.84	0.88	175	112
Male (45-54 y.o.)	130	491	3.78	0.88	114	114
Female (45-54 y.o.)	188	590	3.14	0.87	137	137
Male (55 years and older)	159	701	4.41	0.89	163	98
Female (55 years and older)	326	1,094	3.36	0.90	254	129
Total	2,018	8,703	4.31	0.85	2,018	100

Table 54: Rim 003 - Nationality, June 15 2024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	666	2,793	4.19	0.88	648	103
Kaz	1,352	5,910	4.37	0.83	1,370	99
Total	2,018	8,703	4.31	0.85	2,018	100

Table 55: Rim 004 - Family language, June 15 2024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	897	4,288	4.78	0.85	994	90
Kaz	1,121	4,415	3.94	0.86	1,024	110
Total	2,018	8,703	4.31	0.85	2,018	100

Table 56: Rim 005 - Education, June 15 2024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	633	3,054	4.82	0.85	708	89
Primary Education	1,385	5,649	4.08	0.86	1,310	106
Total	2,018	8,703	4.31	0.85	2,018	100

Table 57: Rim 006 - Working status, June 15 2024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,061	4,557	4.30	0.83	1,057	100
Not working	957	4,146	4.33	0.87	961	100
Total	2,018	8,703	4.31	0.85	2,018	100

Table 58: Rim 007 - Family status, June 15 2024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	864	3,859	4.47	0.84	895	97
Not married	1,154	4,844	4.20	0.86	1,123	103
Total	2,018	8,703	4.31	0.85	2,018	100

Table 59: Rim 008 - No Off Air Types, June 15 2024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	505	2,279	4.51	0.85	528	96
Alma Tv	276	1,082	3.92	0.86	251	110
ID TV	394	1,806	4.58	0.85	419	94
Other cable	621	2,498	4.02	0.86	579	107
Sat	222	1,038	4.68	0.85	241	92
Total	2,018	8,703	4.31	0.85	2,018	100

Table 60: Rim 009 - Panel Matrix 100 000+, June 15 2024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	129	518	4.02	0.87	120	107
NKaz Non Off Air 2+ TV 4+ ind	158	860	5.44	0.91	199	79
NKaz Non Off Air 1 TV 1-3 ind	255	1,157	4.54	0.84	268	95
NKaz Non Off Air 1 TV 4+ ind	220	934	4.25	0.82	217	102
NKaz Off Air 1-3 ind	65	419	6.45	0.91	97	67
NKaz Off Air 4+ ind	70	400	5.71	0.91	93	75
Kaz Non Off Air 2+ TV 1-3 ind	63	198	3.14	0.91	46	137
Kaz Non Off Air 2+ TV 4+ ind	252	789	3.13	0.90	183	138
Kaz Non Off Air 1 TV 1-3 ind	157	742	4.73	0.86	172	91
Kaz Non Off Air 1 TV 4+ ind	279	1,226	4.39	0.90	284	98
Kaz Off Air 1-3 ind	107	565	5.28	0.89	131	82
Kaz Off Air 4+ ind	263	895	3.40	0.92	208	127
Total	2,018	8,703	4.31	0.85	2,018	100

Table 61: Rim 010 - Smart TV, June 15 2024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,475	6,756	4.58	0.86	1,567	94
No	543	1,947	3.59	0.85	451	120
Total	2,018	8,703	4.31	0.85	2,018	100

Clustering of time spent viewing to different channels

Clustering is done with the [ClusterR](#) package, and is a machine run process run with little input other than each respondents viewing to each channel. The patterns in the amounts of viewing to each channel is used to split the sample into two groups with internally similar patterns of viewing. The number of groups is found by checking how many breakdowns will add new significantly different subgroups.

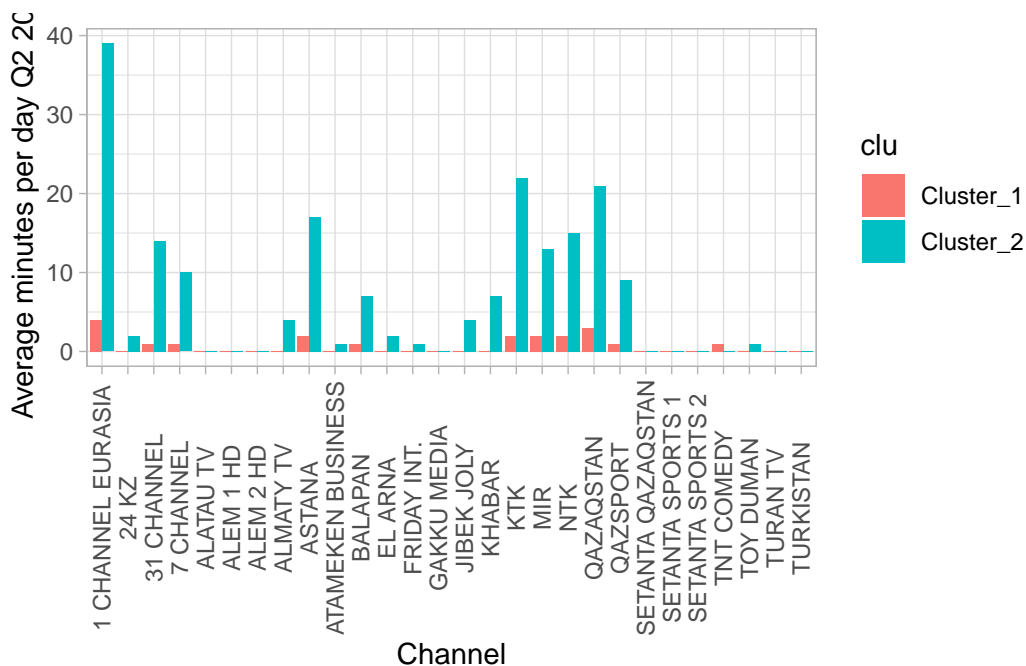
The viewing data is from all respondents that have been in the panel on one or more day in Q2 2024. Cluster two is around 17.5% of the total sample. The data should not be used to look at TSV in it self, as some respondents may have more days of viewing than others, in this analysis that does not matter since it is the pattern and not the volume we study.

K Means Cluster Specification (partition)

Main Arguments:

```
num_clusters = 2
```

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, compared to Q1 the

clustering splits the sample in only two groups. But the average consumption of all channels is the only difference.

As we see in the tables below, the demographic composition of the groups is similar.

Demographic description of clusters

Table 62: Sex x Age group - 3 clusters, Q2 2024

sexage2	Cluster_1	Cluster_2
Male (6-17 y.o.)	11.1% (280)	9.2% (49)
Female (6-17 y.o.)	10.7% (271)	10.1% (54)
Male (18-24 y.o.)	4.7% (119)	3.0% (16)
Female (18-24 y.o.)	5.3% (134)	3.9% (21)
Male (25-34 y.o.)	5.7% (143)	5.8% (31)
Female (25-34 y.o.)	7.7% (195)	6.7% (36)
Male (35-44 y.o.)	7.7% (195)	8.4% (45)
Female (35-44 y.o.)	11.2% (283)	8.8% (47)
Male (45-54 y.o.)	7.3% (183)	6.5% (35)
Female (45-54 y.o.)	8.9% (224)	10.5% (56)
Male (55 years and older)	6.4% (162)	9.0% (48)
Female (55 years and older)	13.2% (332)	18.1% (97)
Total	100.0% (2,521)	100.0% (535)

Table 63: Sex x Age group - 3 clusters, Q2 2024

social_class	Cluster_1	Cluster_2
A (high)	23.1% (583)	24.1% (129)
B (middle)	62.6% (1,577)	57.9% (310)
C (low)	14.3% (361)	17.9% (96)
Total	100.0% (2,521)	100.0% (535)

Table 64: Sex x Age group - 3 clusters, Q2 2024

most_frequently_spoken_language_in_hh	Cluster_1	Cluster_2
KAZAK	58.4% (1,473)	68.0% (364)
RUSSIAN	40.7% (1,026)	30.8% (165)
OTHER	0.9% (22)	1.1% (6)
Total	100.0% (2,521)	100.0% (535)