

# K-Research TAM service in Kazakhstan - Q3 2024

3M3A Global AS

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## Overall Summary

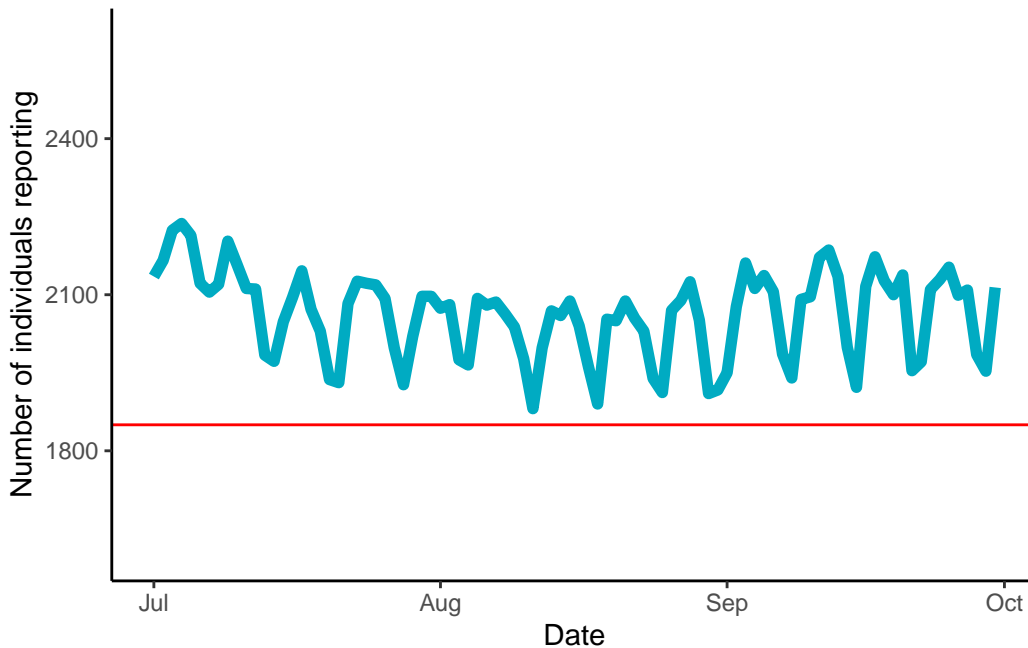
- Stable panel composition for all checked dates in Q3 2024
  - Like in Q2 we see that the most broken down rims (rim002 and rim009), are most out of line compared to the ideals from the ES. For rim009 this is partially caused by the 50 household boost of the category “Kaz Off Air 4+ ind”. Any other misalignment with the ES in rim009 and the misalignment in rim002 should be addressed in the panel recruitment.
- The number of reporting households has a slight dip during the summer holiday, but within 1850 threshold for whole Q3 2024 period.

- Also like in Q2, 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 Q3 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 Q3 2024.

The red line is the 1850 minimum reporting sample.



### Weight dispersion day by day Q3 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.

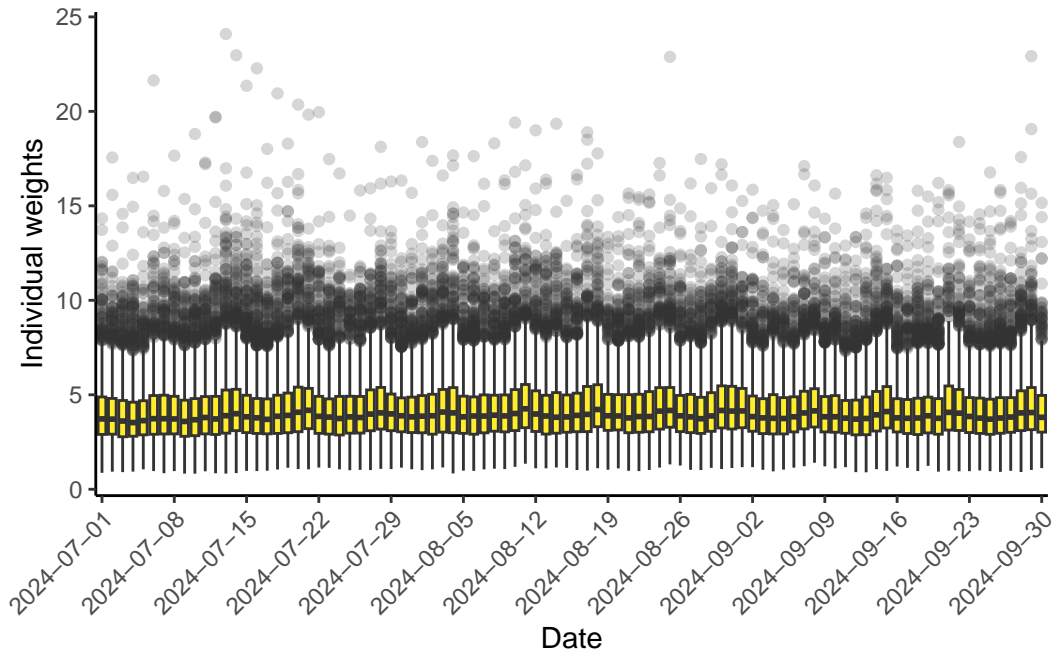


Table 1: Q2 day by day descriptives

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-07-01	815	2,135	8,703	4.08	0.86
2024-07-02	837	2,166	8,703	4.02	0.86
2024-07-03	844	2,224	8,703	3.91	0.86
2024-07-04	864	2,237	8,703	3.89	0.85
2024-07-05	850	2,214	8,703	3.93	0.87
2024-07-06	812	2,122	8,703	4.10	0.85
2024-07-07	810	2,105	8,703	4.13	0.85
2024-07-08	812	2,120	8,703	4.11	0.85
2024-07-09	826	2,203	8,703	3.95	0.85
2024-07-10	834	2,158	8,703	4.03	0.85
2024-07-11	813	2,112	8,703	4.12	0.86
2024-07-12	815	2,111	8,703	4.12	0.84
2024-07-13	773	1,984	8,703	4.39	0.81
2024-07-14	761	1,972	8,703	4.41	0.84
2024-07-15	792	2,048	8,703	4.25	0.84
2024-07-16	803	2,095	8,703	4.15	0.84
2024-07-17	824	2,146	8,703	4.06	0.85
2024-07-18	806	2,072	8,703	4.20	0.84
2024-07-19	786	2,030	8,703	4.29	0.84
2024-07-20	763	1,937	8,703	4.49	0.83
2024-07-21	760	1,931	8,703	4.51	0.85

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

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-07-22	806	2,083	8,703	4.18	0.85
2024-07-23	826	2,126	8,703	4.09	0.85
2024-07-24	820	2,122	8,703	4.10	0.85
2024-07-25	828	2,119	8,703	4.11	0.87
2024-07-26	816	2,093	8,703	4.16	0.86
2024-07-27	773	1,998	8,703	4.36	0.86
2024-07-28	762	1,927	8,703	4.52	0.85
2024-07-29	788	2,020	8,703	4.31	0.86
2024-07-30	811	2,097	8,703	4.15	0.87
2024-07-31	840	2,097	8,703	4.15	0.86
2024-08-01	811	2,074	8,703	4.20	0.85
2024-08-02	807	2,081	8,703	4.18	0.85
2024-08-03	769	1,975	8,703	4.41	0.84
2024-08-04	778	1,965	8,703	4.43	0.82
2024-08-05	813	2,093	8,703	4.16	0.86
2024-08-06	819	2,080	8,703	4.18	0.84
2024-08-07	809	2,086	8,703	4.17	0.86
2024-08-08	800	2,063	8,703	4.22	0.87
2024-08-09	787	2,038	8,703	4.27	0.86
2024-08-10	769	1,977	8,703	4.40	0.84
2024-08-11	747	1,881	8,703	4.63	0.85
2024-08-12	782	1,998	8,703	4.36	0.85
2024-08-13	806	2,069	8,703	4.21	0.84
2024-08-14	801	2,060	8,703	4.22	0.84
2024-08-15	805	2,088	8,703	4.17	0.87
2024-08-16	795	2,040	8,703	4.27	0.86
2024-08-17	758	1,962	8,703	4.44	0.83
2024-08-18	735	1,890	8,703	4.60	0.86
2024-08-19	795	2,053	8,703	4.24	0.88
2024-08-20	802	2,050	8,703	4.25	0.87
2024-08-21	809	2,088	8,703	4.17	0.85
2024-08-22	801	2,055	8,703	4.24	0.85
2024-08-23	799	2,030	8,703	4.29	0.85
2024-08-24	776	1,939	8,703	4.49	0.85
2024-08-25	763	1,912	8,703	4.55	0.86
2024-08-26	810	2,070	8,703	4.20	0.86
2024-08-27	818	2,089	8,703	4.17	0.86
2024-08-28	823	2,125	8,703	4.10	0.86
2024-08-29	809	2,051	8,703	4.24	0.86
2024-08-30	763	1,910	8,703	4.56	0.86
2024-08-31	748	1,917	8,703	4.54	0.85
2024-09-01	771	1,950	8,703	4.46	0.87
2024-09-02	805	2,077	8,703	4.19	0.87

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

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-09-03	829	2,161	8,703	4.03	0.86
2024-09-04	814	2,112	8,703	4.12	0.86
2024-09-05	818	2,137	8,703	4.07	0.87
2024-09-06	817	2,106	8,703	4.13	0.87
2024-09-07	778	1,986	8,703	4.38	0.87
2024-09-08	775	1,940	8,703	4.49	0.87
2024-09-09	811	2,091	8,703	4.16	0.87
2024-09-10	818	2,096	8,703	4.15	0.87
2024-09-11	839	2,172	8,703	4.01	0.88
2024-09-12	847	2,186	8,703	3.98	0.87
2024-09-13	828	2,135	8,703	4.08	0.85
2024-09-14	797	1,999	8,703	4.35	0.84
2024-09-15	767	1,922	8,703	4.53	0.85
2024-09-16	830	2,116	8,703	4.11	0.87
2024-09-17	838	2,173	8,703	4.01	0.87
2024-09-18	823	2,127	8,703	4.09	0.85
2024-09-19	810	2,100	8,703	4.14	0.87
2024-09-20	815	2,138	8,703	4.07	0.86
2024-09-21	785	1,954	8,703	4.45	0.85
2024-09-22	780	1,971	8,703	4.42	0.85
2024-09-23	821	2,110	8,703	4.12	0.86
2024-09-24	834	2,129	8,703	4.09	0.86
2024-09-25	840	2,153	8,703	4.04	0.86
2024-09-26	816	2,099	8,703	4.15	0.85
2024-09-27	824	2,109	8,703	4.13	0.87
2024-09-28	798	1,985	8,703	4.38	0.85
2024-09-29	794	1,953	8,703	4.46	0.85
2024-09-30	823	2,114	8,703	4.12	0.87

## Snapshot of panel weighting rims on July 1 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	578	1,955	3.38	0.88	480	121
Astana	291	1,222	4.20	0.85	300	97
200 000+	1,110	4,847	4.37	0.86	1,189	93
100 000-200 000	156	679	4.35	0.90	167	94
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	222	1,014	4.57	0.90	249	89
Female (6-17 y.o.)	221	963	4.36	0.90	236	94
Male (18-24 y.o.)	94	430	4.57	0.89	105	89
Female (18-24 y.o.)	111	432	3.89	0.87	106	105
Male (25-34 y.o.)	116	740	6.38	0.89	182	64
Female (25-34 y.o.)	152	791	5.20	0.88	194	78
Male (35-44 y.o.)	172	701	4.08	0.89	172	100
Female (35-44 y.o.)	212	756	3.57	0.90	185	114
Male (45-54 y.o.)	144	491	3.41	0.90	120	120
Female (45-54 y.o.)	201	590	2.94	0.89	145	139
Male (55 years and older)	163	701	4.30	0.89	172	95
Female (55 years and older)	327	1,094	3.35	0.89	268	122
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	678	2,792	4.12	0.89	685	99
Kaz	1,457	5,911	4.06	0.84	1,450	100
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	938	4,288	4.57	0.87	1,052	89
Kaz	1,197	4,415	3.69	0.87	1,083	111
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	679	3,054	4.50	0.86	749	91
Primary Education	1,456	5,649	3.88	0.86	1,386	105
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,144	4,557	3.98	0.84	1,118	102
Not working	991	4,146	4.18	0.88	1,017	97
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	933	3,859	4.14	0.84	947	99
Not married	1,202	4,844	4.03	0.87	1,188	101
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	564	2,279	4.04	0.80	559	101
Alma Tv	269	1,082	4.02	0.88	265	101
ID TV	379	1,806	4.77	0.88	443	86
Other cable	658	2,498	3.80	0.90	613	107
Sat	265	1,038	3.92	0.87	255	104
Total	2,135	8,703	4.08	0.86	2,135	100

Table 10: Rim 009 - Panel Matrix 100 000+, July 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	137	518	3.78	0.90	127	108
NKaz Non Off Air 2+ TV 4+ ind	174	860	4.94	0.91	211	82
NKaz Non Off Air 1 TV 1-3 ind	271	1,157	4.27	0.89	284	95
NKaz Non Off Air 1 TV 4+ ind	226	934	4.13	0.88	229	99
NKaz Off Air 1-3 ind	58	419	7.22	0.91	103	56
NKaz Off Air 4+ ind	72	400	5.56	0.88	98	73
Kaz Non Off Air 2+ TV 1-3 ind	74	198	2.68	0.92	49	152
Kaz Non Off Air 2+ TV 4+ ind	256	789	3.08	0.90	194	132
Kaz Non Off Air 1 TV 1-3 ind	160	742	4.64	0.90	182	88
Kaz Non Off Air 1 TV 4+ ind	273	1,226	4.49	0.91	301	91
Kaz Off Air 1-3 ind	129	565	4.38	0.90	139	93
Kaz Off Air 4+ ind	305	895	2.93	0.93	220	139
Total	2,135	8,703	4.08	0.86	2,135	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,601	6,756	4.22	0.86	1,657	97
No	534	1,947	3.65	0.85	478	112
Total	2,135	8,703	4.08	0.86	2,135	100



## Snapshot of panel weighting rims on July 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	526	1,955	3.72	0.87	460	114
Astana	257	1,222	4.76	0.84	288	89
200 000+	1,101	4,847	4.40	0.83	1,141	97
100 000-200 000	164	679	4.14	0.89	160	103
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	206	1,014	4.92	0.89	239	86
Female (6-17 y.o.)	200	963	4.81	0.90	227	88
Male (18-24 y.o.)	105	430	4.09	0.89	101	104
Female (18-24 y.o.)	104	432	4.15	0.89	102	102
Male (25-34 y.o.)	104	740	7.11	0.89	174	60
Female (25-34 y.o.)	134	791	5.90	0.87	186	72
Male (35-44 y.o.)	153	701	4.58	0.88	165	93
Female (35-44 y.o.)	208	756	3.63	0.87	178	117
Male (45-54 y.o.)	137	491	3.58	0.89	116	119
Female (45-54 y.o.)	209	590	2.82	0.88	139	151
Male (55 years and older)	158	701	4.44	0.87	165	96
Female (55 years and older)	330	1,094	3.31	0.91	257	128
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	676	2,792	4.13	0.87	657	103
Kaz	1,372	5,911	4.31	0.82	1,391	99
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	900	4,288	4.76	0.82	1,009	89
Kaz	1,148	4,415	3.85	0.88	1,039	110
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	671	3,054	4.55	0.84	719	93
Primary Education	1,377	5,649	4.10	0.84	1,329	104
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,104	4,557	4.13	0.81	1,072	103
Not working	944	4,146	4.39	0.87	976	97
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	899	3,859	4.29	0.81	908	99
Not married	1,149	4,844	4.22	0.85	1,140	101
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	480	2,279	4.75	0.77	536	90
Alma Tv	266	1,082	4.07	0.88	255	104
ID TV	405	1,806	4.46	0.88	425	95
Other cable	642	2,498	3.89	0.88	588	109
Sat	255	1,038	4.07	0.86	244	104
Total	2,048	8,703	4.25	0.84	2,048	100

Table 20: Rim 009 - Panel Matrix 100 000+, July 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	125	518	4.14	0.89	122	103
NKaz Non Off Air 2+ TV 4+ ind	167	860	5.15	0.89	202	83
NKaz Non Off Air 1 TV 1-3 ind	276	1,157	4.19	0.89	272	101
NKaz Non Off Air 1 TV 4+ ind	229	934	4.08	0.84	220	104
NKaz Off Air 1-3 ind	57	419	7.35	0.84	99	58
NKaz Off Air 4+ ind	46	400	8.70	0.89	94	49
Kaz Non Off Air 2+ TV 1-3 ind	77	198	2.57	0.93	47	165
Kaz Non Off Air 2+ TV 4+ ind	237	789	3.33	0.90	186	128
Kaz Non Off Air 1 TV 1-3 ind	163	742	4.55	0.90	175	93
Kaz Non Off Air 1 TV 4+ ind	294	1,226	4.17	0.92	289	102
Kaz Off Air 1-3 ind	105	565	5.38	0.90	133	79
Kaz Off Air 4+ ind	272	895	3.29	0.92	211	129
Total	2,048	8,703	4.25	0.84	2,048	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,545	6,756	4.37	0.84	1,590	97
No	503	1,947	3.87	0.84	458	110
Total	2,048	8,703	4.25	0.84	2,048	100

## Snapshot of panel weighting rims on August 1 2024

Table 22: Rim 001- Strata, August 12024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	558	1,955	3.50	0.88	466	120
Astana	271	1,222	4.51	0.83	291	93
200 000+	1,086	4,847	4.46	0.86	1,155	94
100 000-200 000	159	679	4.27	0.90	162	98
Total	2,074	8,703	4.20	0.85	2,074	100

Table 23: Rim 002 - Gender by Age, August 12024 descriptives

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	219	1,014	4.63	0.91	242	91
Female (6-17 y.o.)	197	964	4.89	0.91	230	86
Male (18-24 y.o.)	97	430	4.43	0.91	102	95
Female (18-24 y.o.)	109	432	3.96	0.90	103	106
Male (25-34 y.o.)	107	740	6.91	0.89	176	61
Female (25-34 y.o.)	152	791	5.20	0.87	188	81
Male (35-44 y.o.)	157	701	4.46	0.89	167	94
Female (35-44 y.o.)	208	756	3.63	0.89	180	115
Male (45-54 y.o.)	139	491	3.53	0.91	117	119
Female (45-54 y.o.)	206	590	2.86	0.88	141	147
Male (55 years and older)	154	701	4.55	0.89	167	92
Female (55 years and older)	329	1,094	3.33	0.89	261	126
Total	2,074	8,703	4.20	0.85	2,074	100

Table 24: Rim 003 - Nationality, August 12024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	708	2,792	3.94	0.88	665	106
Kaz	1,366	5,911	4.33	0.84	1,409	97
Total	2,074	8,703	4.20	0.85	2,074	100

Table 25: Rim 004 - Family language, August 12024 descriptives

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	948	4,288	4.52	0.84	1,022	93
Kaz	1,126	4,415	3.92	0.88	1,052	107
Total	2,074	8,703	4.20	0.85	2,074	100

Table 26: Rim 005 - Education, August 12024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	695	3,054	4.39	0.84	728	96
Primary Education	1,379	5,649	4.10	0.86	1,346	102
Total	2,074	8,703	4.20	0.85	2,074	100

Table 27: Rim 006 - Working status, August 12024 descriptives

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,123	4,557	4.06	0.83	1,086	103
Not working	951	4,146	4.36	0.88	988	96
Total	2,074	8,703	4.20	0.85	2,074	100

Table 28: Rim 007 - Family status, August 12024 descriptives

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	879	3,859	4.39	0.84	920	96
Not married	1,195	4,844	4.05	0.87	1,154	104
Total	2,074	8,703	4.20	0.85	2,074	100

Table 29: Rim 008 - No Off Air Types, August 12024 descriptives

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	485	2,279	4.70	0.84	543	89
Alma Tv	307	1,082	3.52	0.86	258	119
ID TV	377	1,806	4.79	0.87	430	88
Other cable	643	2,498	3.88	0.88	595	108
Sat	262	1,038	3.96	0.86	247	106
Total	2,074	8,703	4.20	0.85	2,074	100

Table 30: Rim 009 - Panel Matrix 100 000+, August 12024 descriptives

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
NKaz Non Off Air 2+ TV 1-3 ind	133	518	3.89	0.87	123	108
NKaz Non Off Air 2+ TV 4+ ind	170	860	5.06	0.88	205	83
NKaz Non Off Air 1 TV 1-3 ind	279	1,157	4.15	0.87	276	101
NKaz Non Off Air 1 TV 4+ ind	241	934	3.88	0.85	223	108
NKaz Off Air 1-3 ind	65	419	6.45	0.90	100	65
NKaz Off Air 4+ ind	60	400	6.67	0.85	95	63
Kaz Non Off Air 2+ TV 1-3 ind	69	198	2.87	0.90	47	146
Kaz Non Off Air 2+ TV 4+ ind	257	789	3.07	0.90	188	137
Kaz Non Off Air 1 TV 1-3 ind	164	742	4.52	0.89	177	93
Kaz Non Off Air 1 TV 4+ ind	276	1,226	4.44	0.92	292	94
Kaz Off Air 1-3 ind	115	565	4.91	0.90	135	85
Kaz Off Air 4+ ind	245	895	3.65	0.93	213	115
Total	2,074	8,703	4.20	0.85	2,074	100

Table 31: Rim 010 - Smart TV, August 12024 descriptives

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,560	6,756	4.33	0.85	1,610	97
No	514	1,947	3.79	0.86	464	111
Total	2,074	8,703	4.20	0.85	2,074	100

## Snapshot of panel weighting rims on August 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	531	1,955	3.68	0.89	469	113
Astana	272	1,222	4.49	0.86	293	93
200 000+	1,143	4,847	4.24	0.86	1,163	98
100 000-200 000	142	679	4.78	0.90	163	87
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	212	1,015	4.79	0.93	243	87
Female (6-17 y.o.)	198	964	4.87	0.93	231	86
Male (18-24 y.o.)	102	430	4.22	0.89	103	99
Female (18-24 y.o.)	103	432	4.19	0.91	104	99
Male (25-34 y.o.)	111	740	6.66	0.92	177	63
Female (25-34 y.o.)	137	791	5.77	0.90	190	72
Male (35-44 y.o.)	171	701	4.10	0.92	168	102
Female (35-44 y.o.)	215	756	3.52	0.92	181	119
Male (45-54 y.o.)	135	491	3.64	0.93	118	115
Female (45-54 y.o.)	213	590	2.77	0.89	142	151
Male (55 years and older)	152	701	4.61	0.90	168	90
Female (55 years and older)	339	1,094	3.23	0.92	262	129
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	703	2,791	3.97	0.89	670	105
Kaz	1,385	5,912	4.27	0.86	1,418	98
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	964	4,288	4.45	0.86	1,029	94
Kaz	1,124	4,415	3.93	0.88	1,059	106
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	712	3,053	4.29	0.85	733	97
Primary Education	1,376	5,649	4.11	0.88	1,355	102
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,158	4,557	3.93	0.84	1,093	106
Not working	930	4,146	4.46	0.90	995	93
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	902	3,859	4.28	0.86	926	97
Not married	1,186	4,844	4.08	0.87	1,162	102
Total	2,088	8,703	4.17	0.87	2,088	100



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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	524	2,279	4.35	0.84	547	96
Alma Tv	291	1,082	3.72	0.88	260	112
ID TV	394	1,806	4.58	0.88	433	91
Other cable	634	2,498	3.94	0.89	599	106
Sat	245	1,038	4.24	0.87	249	98
Total	2,088	8,703	4.17	0.87	2,088	100

Table 40: Rim 009 - Panel Matrix 100 000+, August 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	120	518	4.32	0.87	124	97
NKaz Non Off Air 2+ TV 4+ ind	190	860	4.53	0.89	206	92
NKaz Non Off Air 1 TV 1-3 ind	279	1,157	4.15	0.88	278	101
NKaz Non Off Air 1 TV 4+ ind	237	934	3.94	0.87	224	106
NKaz Off Air 1-3 ind	62	419	6.76	0.89	101	62
NKaz Off Air 4+ ind	76	400	5.26	0.89	96	79
Kaz Non Off Air 2+ TV 1-3 ind	66	198	3.00	0.92	48	139
Kaz Non Off Air 2+ TV 4+ ind	240	789	3.29	0.91	189	127
Kaz Non Off Air 1 TV 1-3 ind	157	742	4.73	0.89	178	88
Kaz Non Off Air 1 TV 4+ ind	275	1,226	4.46	0.91	294	93
Kaz Off Air 1-3 ind	116	565	4.87	0.90	136	86
Kaz Off Air 4+ ind	270	895	3.31	0.91	215	126
Total	2,088	8,703	4.17	0.87	2,088	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,573	6,756	4.29	0.87	1,621	97
No	515	1,947	3.78	0.86	467	110
Total	2,088	8,703	4.17	0.87	2,088	100

## Snapshot of panel weighting rims on September 1 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	543	1,955	3.60	0.90	438	124
Astana	236	1,222	5.18	0.86	274	86
200 000+	1,028	4,847	4.71	0.88	1,086	95
100 000-200 000	143	679	4.75	0.92	152	94
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	212	1,015	4.79	0.92	227	93
Female (6-17 y.o.)	188	963	5.12	0.93	216	87
Male (18-24 y.o.)	97	430	4.43	0.92	96	101
Female (18-24 y.o.)	92	432	4.70	0.92	97	95
Male (25-34 y.o.)	108	740	6.85	0.91	166	65
Female (25-34 y.o.)	133	791	5.95	0.90	177	75
Male (35-44 y.o.)	157	701	4.46	0.90	157	100
Female (35-44 y.o.)	191	756	3.96	0.90	169	113
Male (45-54 y.o.)	126	491	3.90	0.91	110	115
Female (45-54 y.o.)	185	590	3.19	0.91	132	140
Male (55 years and older)	145	701	4.83	0.90	157	92
Female (55 years and older)	316	1,094	3.46	0.90	245	129
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	671	2,792	4.16	0.89	626	107
Kaz	1,279	5,911	4.62	0.87	1,324	97
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	912	4,288	4.70	0.86	961	95
Kaz	1,038	4,415	4.25	0.89	989	105
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	641	3,054	4.76	0.86	684	94
Primary Education	1,309	5,649	4.32	0.88	1,266	103
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,048	4,557	4.35	0.85	1,021	103
Not working	902	4,146	4.60	0.90	929	97
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	825	3,859	4.68	0.86	865	95
Not married	1,125	4,844	4.31	0.88	1,085	104
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	483	2,279	4.72	0.86	511	95
Alma Tv	278	1,082	3.89	0.86	242	115
ID TV	365	1,806	4.95	0.89	405	90
Other cable	604	2,498	4.14	0.89	560	108
Sat	220	1,038	4.72	0.87	233	95
Total	1,950	8,703	4.46	0.87	1,950	100

Table 50: Rim 009 - Panel Matrix 100 000+, September 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	116	518	4.47	0.87	116	100
NKaz Non Off Air 2+ TV 4+ ind	175	860	4.91	0.90	193	91
NKaz Non Off Air 1 TV 1-3 ind	253	1,157	4.57	0.87	259	98
NKaz Non Off Air 1 TV 4+ ind	229	934	4.08	0.85	209	109
NKaz Off Air 1-3 ind	68	419	6.16	0.89	94	72
NKaz Off Air 4+ ind	71	400	5.63	0.86	90	79
Kaz Non Off Air 2+ TV 1-3 ind	62	198	3.19	0.90	44	140
Kaz Non Off Air 2+ TV 4+ ind	217	789	3.64	0.89	177	123
Kaz Non Off Air 1 TV 1-3 ind	136	742	5.46	0.91	166	82
Kaz Non Off Air 1 TV 4+ ind	279	1,226	4.39	0.92	275	102
Kaz Off Air 1-3 ind	104	565	5.43	0.91	127	82
Kaz Off Air 4+ ind	240	895	3.73	0.94	201	120
Total	1,950	8,703	4.46	0.87	1,950	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,465	6,756	4.61	0.87	1,514	97
No	485	1,947	4.01	0.88	436	111
Total	1,950	8,703	4.46	0.87	1,950	100

## Snapshot of panel weighting rims on September 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	541	1,955	3.61	0.87	432	125
Astana	262	1,222	4.66	0.85	270	97
200 000+	994	4,847	4.88	0.87	1,070	93
100 000-200 000	125	679	5.43	0.91	150	83
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	204	1,014	4.97	0.91	224	91
Female (6-17 y.o.)	206	963	4.68	0.90	213	97
Male (18-24 y.o.)	93	430	4.62	0.91	95	98
Female (18-24 y.o.)	91	432	4.75	0.91	95	95
Male (25-34 y.o.)	107	740	6.91	0.90	163	65
Female (25-34 y.o.)	133	791	5.95	0.86	175	76
Male (35-44 y.o.)	144	701	4.87	0.86	155	93
Female (35-44 y.o.)	187	756	4.04	0.88	167	112
Male (45-54 y.o.)	119	491	4.13	0.90	108	110
Female (45-54 y.o.)	175	590	3.37	0.88	130	134
Male (55 years and older)	144	701	4.87	0.88	155	93
Female (55 years and older)	319	1,094	3.43	0.88	242	132
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	687	2,792	4.06	0.88	617	111
Kaz	1,235	5,911	4.79	0.85	1,305	95
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	901	4,288	4.76	0.83	947	95
Kaz	1,021	4,415	4.32	0.88	975	105
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	622	3,054	4.91	0.84	674	92
Primary Education	1,300	5,649	4.35	0.87	1,248	104
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,013	4,557	4.50	0.83	1,006	101
Not working	909	4,146	4.56	0.88	916	99
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	793	3,859	4.87	0.84	852	93
Not married	1,129	4,844	4.29	0.87	1,070	106
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	488	2,279	4.67	0.83	503	97
Alma Tv	255	1,082	4.24	0.84	239	107
ID TV	380	1,806	4.75	0.87	399	95
Other cable	577	2,498	4.33	0.87	552	105
Sat	222	1,038	4.68	0.86	229	97
Total	1,922	8,703	4.53	0.85	1,922	100

Table 60: Rim 009 - Panel Matrix 100 000+, September 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	121	518	4.28	0.86	114	106
NKaz Non Off Air 2+ TV 4+ ind	160	860	5.37	0.89	190	84
NKaz Non Off Air 1 TV 1-3 ind	255	1,157	4.54	0.85	256	100
NKaz Non Off Air 1 TV 4+ ind	237	934	3.94	0.82	206	115
NKaz Off Air 1-3 ind	62	419	6.76	0.86	93	67
NKaz Off Air 4+ ind	66	400	6.06	0.86	88	75
Kaz Non Off Air 2+ TV 1-3 ind	71	198	2.79	0.92	44	162
Kaz Non Off Air 2+ TV 4+ ind	204	789	3.87	0.90	174	117
Kaz Non Off Air 1 TV 1-3 ind	137	742	5.42	0.91	164	84
Kaz Non Off Air 1 TV 4+ ind	249	1,226	4.92	0.93	271	92
Kaz Off Air 1-3 ind	108	565	5.23	0.90	125	87
Kaz Off Air 4+ ind	252	895	3.55	0.92	198	127
Total	1,922	8,703	4.53	0.85	1,922	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,435	6,756	4.71	0.86	1,492	96
No	487	1,947	4.00	0.84	430	113
Total	1,922	8,703	4.53	0.85	1,922	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.

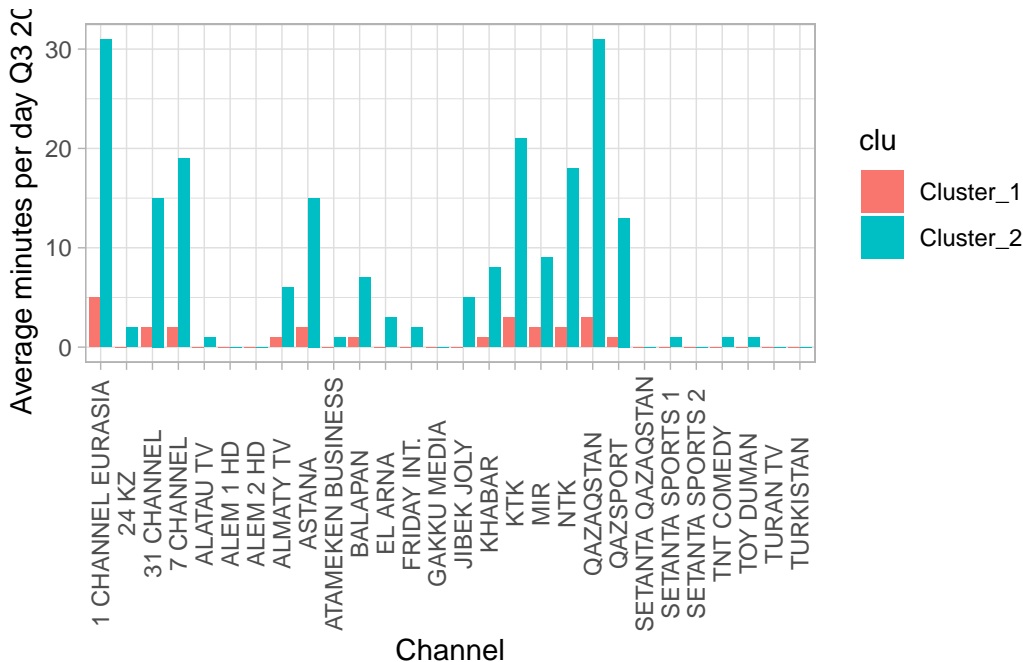
The viewing data is from all respondents that have been in the panel on one or more day in Q3 2024. Cluster two is only 9% of the total sample. The data should not be used to look at TSV in it self, as some respondents may have more days of viewing than others, in this analysis that does not matter since 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. But we also see a slightly older (55+) composition of cluster 2 and also a bit higher Kazakh speaking population (70.5% vs 57%)

### Demographic description of clusters

Table 62: Sex x Age group - 3 clusters, Q3 2024

sexage2	Cluster_1	Cluster_2
Male (6-17 y.o.)	10.8% (294)	7.5% (20)
Female (6-17 y.o.)	10.4% (284)	8.6% (23)
Male (18-24 y.o.)	4.8% (130)	3.7% (10)
Female (18-24 y.o.)	5.3% (145)	3.7% (10)
Male (25-34 y.o.)	5.7% (156)	5.2% (14)
Female (25-34 y.o.)	7.5% (203)	6.3% (17)
Male (35-44 y.o.)	7.9% (215)	7.5% (20)
Female (35-44 y.o.)	10.9% (297)	8.2% (22)
Male (45-54 y.o.)	7.2% (195)	5.6% (15)
Female (45-54 y.o.)	9.4% (255)	10.4% (28)
Male (55 years and older)	6.5% (178)	13.1% (35)
Female (55 years and older)	13.6% (370)	20.1% (54)
Total	100.0% (2,722)	100.0% (268)

Table 63: Sex x Age group - 3 clusters, Q3 2024

social_class	Cluster_1	Cluster_2
A (high)	23.2% (632)	24.6% (66)
B (middle)	61.9% (1,685)	60.1% (161)
C (low)	14.9% (405)	15.3% (41)
Total	100.0% (2,722)	100.0% (268)

Table 64: Sex x Age group - 3 clusters, Q3 2024

most_frequently_spoken_language_in_hh	Cluster_1	Cluster_2
KAZAK	57.1% (1,555)	70.5% (189)
RUSSIAN	42.0% (1,142)	27.2% (73)
OTHER	0.9% (25)	2.2% (6)
Total	100.0% (2,722)	100.0% (268)

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