

K-Research TAM in Kazakhstan

Review of Q4 2024

3M3A Global AS

January 16, 2025

Overall summary

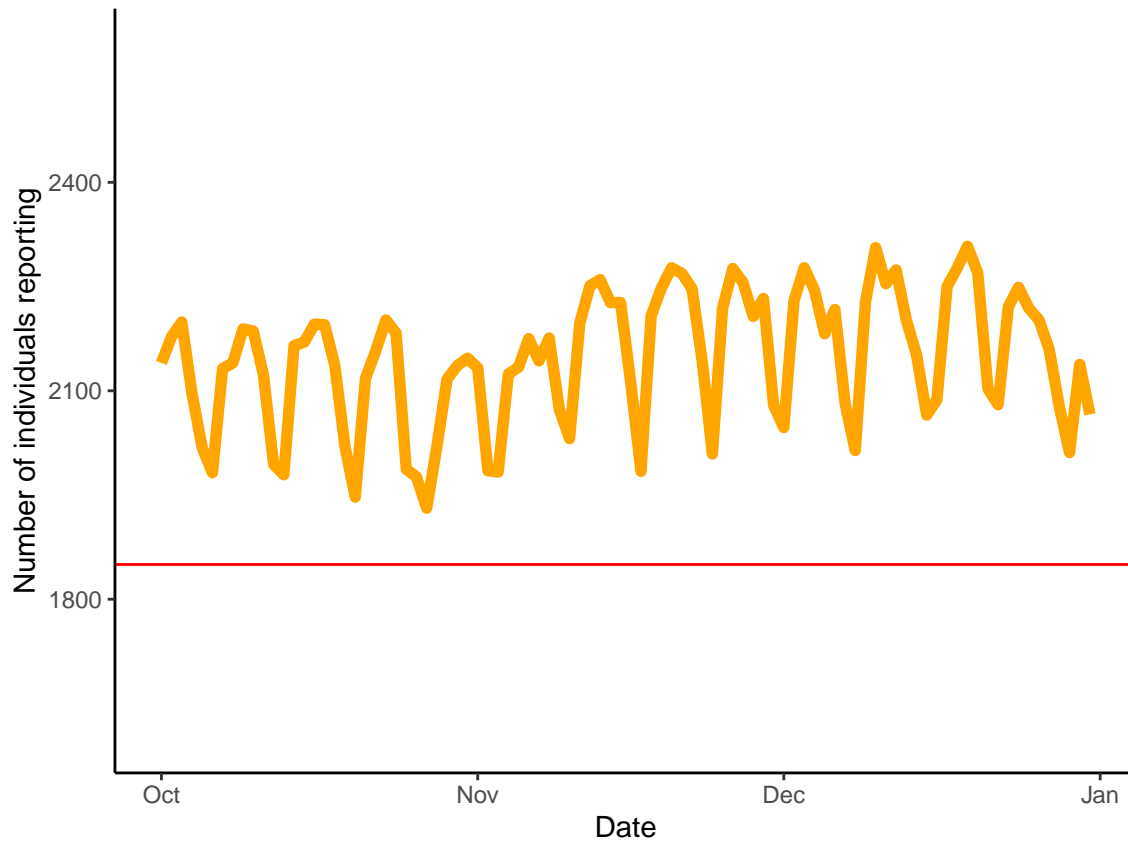
- Stable panel composition for all checked dates in Q4 2024, panel efficiency is stable in the mid 80s for every date in Q4.
- Like in Q2 and Q3, we see that the most broken down rims (rim002 and rim009), are most out of line compared to the ideals from the ES. For rim009 this is partially caused by 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.
- Also like in Q3, 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. This finding is the same as in the last report.
- Auditors view on ES size and recruitment methods
A reduction of the ES sample size from 5200 to 3200 interviews should not have a major impact on establishing the correct weighting proportions of the KZ panel.
If the recruit base from the ES needs more sample, additional recruitment surveys with random selection of respondents can be used to recruit new homes.
- Many countries are exploring new, often “mixed methods” recruitment.
We have shared a separate EMRO paper by Mr. Knut-Arne Futsæter from Kantar Norway with the National Media Association and K-Research.
- All in all the K-Research TAM service works well without any issues.



Daily reporting stable in Q4 2024

We see some variation in the daily number of reporting households. This is mainly from weekday/weekend differences in polling. The minimum sample of 1850 reporting individuals is achieved every day of Q4 2024.

The red line is the 1850 minimum reporting sample.





Weight dispersion day by day Q4 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.

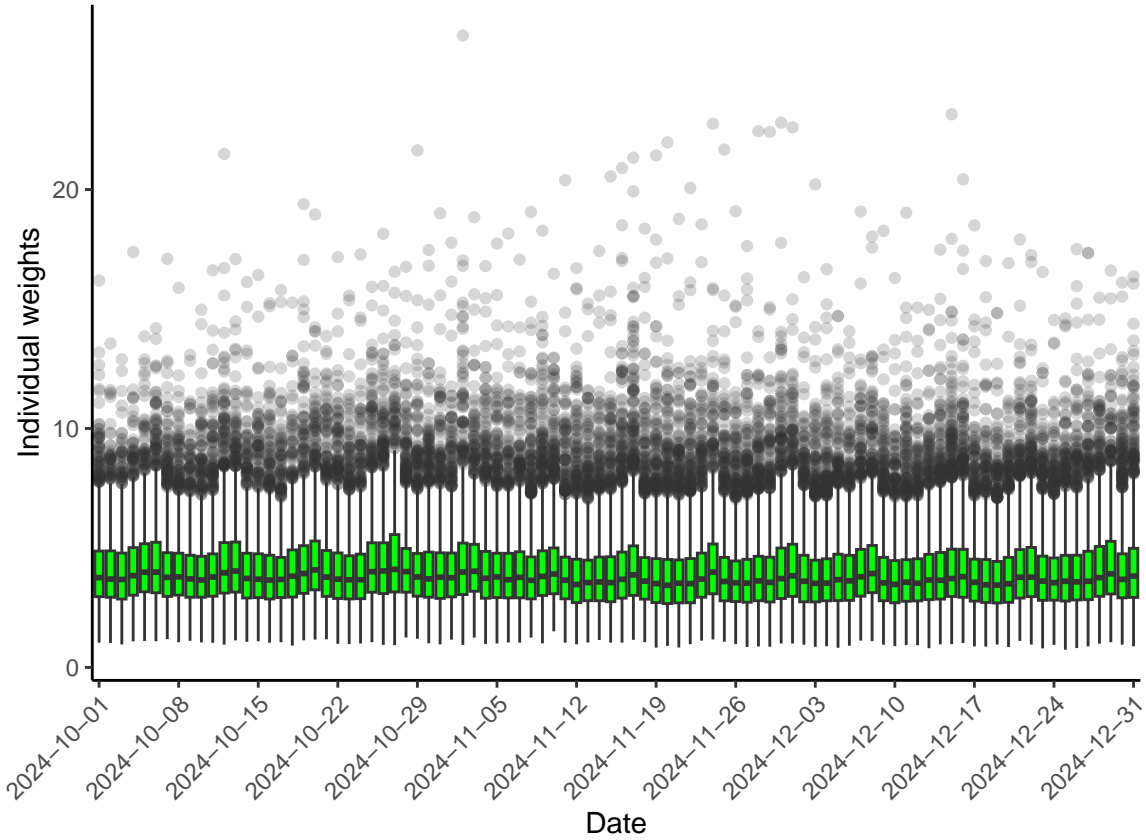


Table 1: Q4 2025, day by day descriptives

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-10-01	837	2,140	8,703	4.07	0.87
2024-10-02	855	2,178	8,703	4.00	0.88
2024-10-03	860	2,199	8,703	3.96	0.87
2024-10-04	835	2,096	8,703	4.15	0.88
2024-10-05	810	2,018	8,703	4.31	0.87
2024-10-06	777	1,982	8,703	4.39	0.86
2024-10-07	833	2,132	8,703	4.08	0.87
2024-10-08	828	2,140	8,703	4.07	0.88
2024-10-09	846	2,189	8,703	3.98	0.88
2024-10-10	856	2,186	8,703	3.98	0.87
2024-10-11	837	2,123	8,703	4.10	0.86
2024-10-12	791	1,994	8,703	4.36	0.84
2024-10-13	786	1,979	8,703	4.40	0.86
2024-10-14	831	2,165	8,703	4.02	0.87
2024-10-15	852	2,170	8,703	4.01	0.87
2024-10-16	854	2,196	8,703	3.96	0.86
2024-10-17	855	2,195	8,703	3.96	0.87
2024-10-18	842	2,136	8,703	4.07	0.87

Table 1: Q4 2025, day by day descriptives (*continued*)

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-10-19	801	2,019	8,703	4.31	0.85
2024-10-20	772	1,947	8,703	4.47	0.86
2024-10-21	825	2,118	8,703	4.11	0.86
2024-10-22	839	2,157	8,703	4.03	0.85
2024-10-23	851	2,202	8,703	3.95	0.86
2024-10-24	849	2,183	8,703	3.99	0.86
2024-10-25	782	1,987	8,703	4.38	0.85
2024-10-26	781	1,976	8,703	4.40	0.84
2024-10-27	771	1,931	8,703	4.51	0.84
2024-10-28	796	2,020	8,703	4.31	0.86
2024-10-29	818	2,117	8,703	4.11	0.86
2024-10-30	836	2,136	8,703	4.07	0.85
2024-10-31	837	2,147	8,703	4.05	0.85
2024-11-01	830	2,133	8,703	4.08	0.86
2024-11-02	787	1,985	8,703	4.38	0.83
2024-11-03	791	1,983	8,703	4.39	0.86
2024-11-04	826	2,124	8,703	4.10	0.84
2024-11-05	837	2,134	8,703	4.08	0.85
2024-11-06	847	2,175	8,703	4.00	0.86
2024-11-07	845	2,143	8,703	4.06	0.86
2024-11-08	844	2,176	8,703	4.00	0.85
2024-11-09	825	2,073	8,703	4.20	0.84
2024-11-10	806	2,031	8,703	4.29	0.85
2024-11-11	855	2,197	8,703	3.96	0.85
2024-11-12	856	2,251	8,703	3.87	0.83
2024-11-13	856	2,260	8,703	3.85	0.85
2024-11-14	852	2,227	8,703	3.91	0.85
2024-11-15	866	2,227	8,703	3.91	0.84
2024-11-16	813	2,111	8,703	4.12	0.83
2024-11-17	776	1,984	8,703	4.39	0.81
2024-11-18	847	2,208	8,703	3.94	0.84
2024-11-19	873	2,248	8,703	3.87	0.82
2024-11-20	874	2,277	8,703	3.82	0.83
2024-11-21	874	2,269	8,703	3.84	0.83
2024-11-22	865	2,247	8,703	3.87	0.83
2024-11-23	841	2,143	8,703	4.06	0.85
2024-11-24	810	2,009	8,703	4.33	0.85
2024-11-25	847	2,219	8,703	3.92	0.84
2024-11-26	854	2,276	8,703	3.82	0.85
2024-11-27	871	2,256	8,703	3.86	0.84
2024-11-28	861	2,207	8,703	3.94	0.84
2024-11-29	859	2,233	8,703	3.90	0.83
2024-11-30	796	2,079	8,703	4.19	0.82
2024-12-01	798	2,047	8,703	4.25	0.84
2024-12-02	858	2,230	8,703	3.90	0.85
2024-12-03	869	2,277	8,703	3.82	0.85
2024-12-04	860	2,245	8,703	3.88	0.85
2024-12-05	833	2,182	8,703	3.99	0.85
2024-12-06	844	2,217	8,703	3.93	0.86
2024-12-07	802	2,082	8,703	4.18	0.85
2024-12-08	796	2,014	8,703	4.32	0.85



Snapshot of panel weighting rims on October 1 2024

Table 1: Q4 2025, day by day descriptives (*continued*)

date	Households	Sample size	Sum Weights	Mean Weight	Efficiency
2024-12-09	855	2,228	8,703	3.91	0.85
2024-12-10	864	2,306	8,703	3.77	0.86
2024-12-11	859	2,254	8,703	3.86	0.84
2024-12-12	856	2,274	8,703	3.83	0.86
2024-12-13	847	2,202	8,703	3.95	0.85
2024-12-14	816	2,152	8,703	4.04	0.84
2024-12-15	798	2,065	8,703	4.21	0.82
2024-12-16	797	2,087	8,703	4.17	0.84
2024-12-17	861	2,250	8,703	3.87	0.85
2024-12-18	868	2,277	8,703	3.82	0.85
2024-12-19	866	2,308	8,703	3.77	0.85
2024-12-20	862	2,270	8,703	3.83	0.85
2024-12-21	810	2,103	8,703	4.14	0.84
2024-12-22	812	2,080	8,703	4.18	0.84
2024-12-23	851	2,221	8,703	3.92	0.86
2024-12-24	866	2,249	8,703	3.87	0.86
2024-12-25	850	2,219	8,703	3.92	0.85
2024-12-26	848	2,202	8,703	3.95	0.84
2024-12-27	840	2,160	8,703	4.03	0.84
2024-12-28	807	2,077	8,703	4.19	0.85
2024-12-29	774	2,011	8,703	4.33	0.85
2024-12-30	819	2,138	8,703	4.07	0.84
2024-12-31	803	2,066	8,703	4.21	0.83

The good stability day by day and the high statistical efficiency shows a well monitored panel that works as intended.

Snapshot of panel weighting rims on October 1 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Almaty	579	1,955	3.38	0.89	481	120
Astana	257	1,222	4.76	0.86	301	86
200 000+	1,152	4,847	4.21	0.87	1,192	97
100 000-200 000	152	679	4.47	0.91	167	91
Total	2,140	8,703	4.07	0.87	2,140	100



Table 3: Rim 002 - Gender by Age, October 1 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	0.92	249	83
Female (6-17 y.o.)	213	963	4.52	0.91	237	90
Male (18-24 y.o.)	109	430	3.94	0.93	106	103
Female (18-24 y.o.)	100	432	4.32	0.92	106	94
Male (25-34 y.o.)	120	740	6.17	0.90	182	66
Female (25-34 y.o.)	151	791	5.24	0.89	194	78
Male (35-44 y.o.)	177	701	3.96	0.89	172	103
Female (35-44 y.o.)	209	756	3.62	0.90	186	112
Male (45-54 y.o.)	140	491	3.51	0.92	121	116
Female (45-54 y.o.)	209	590	2.82	0.90	145	144
Male (55 years and older)	163	701	4.30	0.89	172	95
Female (55 years and older)	343	1,094	3.19	0.90	269	128
Total	2,140	8,703	4.07	0.87	2,140	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	734	2,792	3.80	0.90	687	107
Kaz	1,406	5,911	4.20	0.86	1,453	97
Total	2,140	8,703	4.07	0.87	2,140	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	984	4,288	4.36	0.85	1,054	93
Kaz	1,156	4,415	3.82	0.89	1,086	106
Total	2,140	8,703	4.07	0.87	2,140	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	685	3,054	4.46	0.86	751	91
Primary Education	1,455	5,649	3.88	0.87	1,389	105
Total	2,140	8,703	4.07	0.87	2,140	100



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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,162	4,557	3.92	0.85	1,121	104
Not working	978	4,146	4.24	0.89	1,019	96
Total	2,140	8,703	4.07	0.87	2,140	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	937	3,859	4.12	0.86	949	99
Not married	1,203	4,844	4.03	0.88	1,191	101
Total	2,140	8,703	4.07	0.87	2,140	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	551	2,279	4.14	0.84	560	98
Alma Tv	294	1,082	3.68	0.87	266	111
ID TV	401	1,806	4.50	0.88	444	90
Other cable	631	2,498	3.96	0.88	614	103
Sat	263	1,038	3.95	0.88	255	103
Total	2,140	8,703	4.07	0.87	2,140	100

Table 10: Rim 009 - Panel Matrix 100 000+, October 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	129	518	4.02	0.88	127	101
NKaz Non Off Air 2+ TV 4+ ind	195	860	4.41	0.89	211	92
NKaz Non Off Air 1 TV 1-3 ind	270	1,157	4.29	0.86	284	95
NKaz Non Off Air 1 TV 4+ ind	247	934	3.78	0.85	230	108
NKaz Off Air 1-3 ind	72	419	5.82	0.89	103	70
NKaz Off Air 4+ ind	71	400	5.63	0.87	98	72
Kaz Non Off Air 2+ TV 1-3 ind	73	198	2.71	0.92	49	150
Kaz Non Off Air 2+ TV 4+ ind	236	789	3.34	0.90	194	122
Kaz Non Off Air 1 TV 1-3 ind	150	742	4.95	0.90	182	82
Kaz Non Off Air 1 TV 4+ ind	289	1,226	4.24	0.94	301	96
Kaz Off Air 1-3 ind	127	565	4.45	0.91	139	91
Kaz Off Air 4+ ind	281	895	3.19	0.93	220	128
Total	2,140	8,703	4.07	0.87	2,140	100



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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,614	6,756	4.19	0.87	1,661	97
No	526	1,947	3.70	0.87	479	110
Total	2,140	8,703	4.07	0.87	2,140	100

Snapshot of panel weighting rims on October 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	567	1,955	3.45	0.89	487	116
Astana	289	1,222	4.23	0.84	305	95
200 000+	1,141	4,847	4.25	0.87	1,209	94
100 000-200 000	173	679	3.92	0.91	169	102
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	217	1,014	4.67	0.93	253	86
Female (6-17 y.o.)	221	963	4.36	0.92	240	92
Male (18-24 y.o.)	108	430	3.98	0.92	107	101
Female (18-24 y.o.)	101	432	4.28	0.94	108	94
Male (25-34 y.o.)	115	740	6.43	0.91	184	62
Female (25-34 y.o.)	154	791	5.14	0.89	197	78
Male (35-44 y.o.)	176	701	3.98	0.90	175	101
Female (35-44 y.o.)	204	756	3.71	0.90	188	108
Male (45-54 y.o.)	148	491	3.32	0.93	122	121
Female (45-54 y.o.)	210	590	2.81	0.91	147	143
Male (55 years and older)	169	701	4.15	0.89	175	97
Female (55 years and older)	347	1,094	3.15	0.90	273	127
Total	2,170	8,703	4.01	0.87	2,170	100



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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	742	2,792	3.76	0.90	696	107
Kaz	1,428	5,911	4.14	0.86	1,474	97
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	988	4,288	4.34	0.85	1,069	92
Kaz	1,182	4,415	3.74	0.90	1,101	107
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	712	3,054	4.29	0.86	761	94
Primary Education	1,458	5,649	3.87	0.87	1,409	104
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,177	4,557	3.87	0.84	1,136	104
Not working	993	4,146	4.17	0.90	1,034	96
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	932	3,859	4.14	0.85	962	97
Not married	1,238	4,844	3.91	0.88	1,208	103
Total	2,170	8,703	4.01	0.87	2,170	100



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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	542	2,279	4.20	0.83	568	95
Alma Tv	300	1,082	3.61	0.88	270	111
ID TV	407	1,806	4.44	0.89	450	90
Other cable	647	2,498	3.86	0.89	623	104
Sat	274	1,038	3.79	0.88	259	106
Total	2,170	8,703	4.01	0.87	2,170	100

Table 20: Rim 009 - Panel Matrix 100 000+, October 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	145	518	3.57	0.88	129	112
NKaz Non Off Air 2+ TV 4+ ind	204	860	4.22	0.90	214	95
NKaz Non Off Air 1 TV 1-3 ind	272	1,157	4.25	0.87	288	94
NKaz Non Off Air 1 TV 4+ ind	234	934	3.99	0.85	233	100
NKaz Off Air 1-3 ind	68	419	6.16	0.89	104	65
NKaz Off Air 4+ ind	65	400	6.15	0.87	100	65
Kaz Non Off Air 2+ TV 1-3 ind	76	198	2.61	0.93	49	154
Kaz Non Off Air 2+ TV 4+ ind	236	789	3.34	0.92	197	120
Kaz Non Off Air 1 TV 1-3 ind	183	742	4.05	0.90	185	99
Kaz Non Off Air 1 TV 4+ ind	278	1,226	4.41	0.94	306	91
Kaz Off Air 1-3 ind	123	565	4.59	0.91	141	87
Kaz Off Air 4+ ind	286	895	3.13	0.93	223	128
Total	2,170	8,703	4.01	0.87	2,170	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,654	6,756	4.08	0.87	1,685	98
No	516	1,947	3.77	0.86	485	106
Total	2,170	8,703	4.01	0.87	2,170	100



Snapshot of panel weighting rims on November 1 2024

Table 22: Rim 001- Strata, November 12024 descriptives

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Almaty	550	1,955	3.55	0.88	479	115
Astana	265	1,222	4.61	0.84	300	88
200 000+	1,154	4,847	4.20	0.86	1,188	97
100 000-200 000	164	679	4.14	0.92	166	99
Total	2,133	8,703	4.08	0.86	2,133	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Male (6-17 y.o.)	223	1,014	4.55	0.93	249	90
Female (6-17 y.o.)	207	963	4.65	0.93	236	88
Male (18-24 y.o.)	105	430	4.09	0.94	105	100
Female (18-24 y.o.)	107	432	4.04	0.92	106	101
Male (25-34 y.o.)	103	740	7.18	0.90	181	57
Female (25-34 y.o.)	147	791	5.38	0.89	194	76
Male (35-44 y.o.)	179	701	3.92	0.91	172	104
Female (35-44 y.o.)	199	756	3.80	0.90	185	107
Male (45-54 y.o.)	139	491	3.53	0.92	120	116
Female (45-54 y.o.)	217	590	2.72	0.89	145	150
Male (55 years and older)	158	701	4.44	0.90	172	92
Female (55 years and older)	349	1,094	3.13	0.92	268	130
Total	2,133	8,703	4.08	0.86	2,133	100

Table 24: Rim 003 - Nationality, November 12024 descriptives

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
N-Kaz	729	2,792	3.83	0.89	684	107
Kaz	1,404	5,910	4.21	0.85	1,449	97
Total	2,133	8,703	4.08	0.86	2,133	100



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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
N-Kaz	964	4,288	4.45	0.84	1,051	92
Kaz	1,169	4,415	3.78	0.90	1,082	108
Total	2,133	8,703	4.08	0.86	2,133	100

Table 26: Rim 005 - Education, November 12024 descriptives

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Higher Education	686	3,054	4.45	0.85	748	92
Primary Education	1,447	5,649	3.90	0.87	1,385	105
Total	2,133	8,703	4.08	0.86	2,133	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Working	1,141	4,557	3.99	0.83	1,117	102
Not working	992	4,146	4.18	0.90	1,016	98
Total	2,133	8,703	4.08	0.86	2,133	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Married	919	3,859	4.20	0.84	946	97
Not married	1,214	4,844	3.99	0.88	1,187	102
Total	2,133	8,703	4.08	0.86	2,133	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Off Air	547	2,279	4.17	0.82	559	98
Alma Tv	284	1,082	3.81	0.85	265	107
ID TV	419	1,806	4.31	0.87	443	95
Other cable	618	2,498	4.04	0.89	612	101
Sat	265	1,038	3.92	0.88	254	104
Total	2,133	8,703	4.08	0.86	2,133	100



Snapshot of panel weighting rims on November 15 2024

Table 30: Rim 009 - Panel Matrix 100 000+, November 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	135	518	3.84	0.86	127	106
NKaz Non Off Air 2+ TV 4+ ind	193	860	4.46	0.90	211	92
NKaz Non Off Air 1 TV 1-3 ind	266	1,157	4.35	0.85	284	94
NKaz Non Off Air 1 TV 4+ ind	231	934	4.04	0.82	229	101
NKaz Off Air 1-3 ind	65	419	6.45	0.88	103	63
NKaz Off Air 4+ ind	74	400	5.41	0.84	98	75
Kaz Non Off Air 2+ TV 1-3 ind	69	198	2.87	0.91	49	142
Kaz Non Off Air 2+ TV 4+ ind	231	789	3.42	0.91	193	119
Kaz Non Off Air 1 TV 1-3 ind	176	742	4.22	0.90	182	97
Kaz Non Off Air 1 TV 4+ ind	285	1,226	4.30	0.93	300	95
Kaz Off Air 1-3 ind	123	565	4.59	0.91	138	89
Kaz Off Air 4+ ind	285	895	3.14	0.93	219	130
Total	2,133	8,703	4.08	0.86	2,133	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,597	6,756	4.23	0.86	1,656	96
No	536	1,947	3.63	0.86	477	112
Total	2,133	8,703	4.08	0.86	2,133	100

Snapshot of panel weighting rims on November 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	576	1,955	3.39	0.86	500	115
Astana	276	1,222	4.43	0.80	313	88
200 000+	1,216	4,847	3.99	0.84	1,240	98
100 000-200 000	159	679	4.27	0.89	174	92
Total	2,227	8,703	3.91	0.84	2,227	100



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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	238	1,014	4.26	0.92	260	92
Female (6-17 y.o.)	211	963	4.57	0.90	246	86
Male (18-24 y.o.)	103	430	4.17	0.90	110	94
Female (18-24 y.o.)	112	432	3.86	0.90	111	101
Male (25-34 y.o.)	105	740	7.05	0.88	189	55
Female (25-34 y.o.)	142	791	5.57	0.89	202	70
Male (35-44 y.o.)	181	701	3.87	0.89	179	101
Female (35-44 y.o.)	209	756	3.62	0.91	193	108
Male (45-54 y.o.)	154	491	3.19	0.89	126	123
Female (45-54 y.o.)	235	590	2.51	0.88	151	156
Male (55 years and older)	169	701	4.15	0.90	179	94
Female (55 years and older)	368	1,094	2.97	0.91	280	131
Total	2,227	8,703	3.91	0.84	2,227	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	773	2,792	3.61	0.87	714	108
Kaz	1,454	5,911	4.07	0.83	1,513	96
Total	2,227	8,703	3.91	0.84	2,227	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	1,033	4,288	4.15	0.82	1,097	94
Kaz	1,194	4,415	3.70	0.86	1,130	106
Total	2,227	8,703	3.91	0.84	2,227	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	717	3,054	4.26	0.83	781	92
Primary Education	1,510	5,649	3.74	0.85	1,446	104
Total	2,227	8,703	3.91	0.84	2,227	100



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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,189	4,557	3.83	0.80	1,166	102
Not working	1,038	4,146	3.99	0.88	1,061	98
Total	2,227	8,703	3.91	0.84	2,227	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	977	3,859	3.95	0.81	987	99
Not married	1,250	4,844	3.88	0.86	1,240	101
Total	2,227	8,703	3.91	0.84	2,227	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	553	2,279	4.12	0.78	583	95
Alma Tv	293	1,082	3.69	0.87	277	106
ID TV	403	1,806	4.48	0.87	462	87
Other cable	693	2,498	3.60	0.87	639	108
Sat	285	1,038	3.64	0.86	266	107
Total	2,227	8,703	3.91	0.84	2,227	100

Table 40: Rim 009 - Panel Matrix 100 000+, November 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	158	518	3.28	0.86	133	119
NKaz Non Off Air 2+ TV 4+ ind	217	860	3.96	0.89	220	99
NKaz Non Off Air 1 TV 1-3 ind	294	1,157	3.94	0.84	296	99
NKaz Non Off Air 1 TV 4+ ind	229	934	4.08	0.82	239	96
NKaz Off Air 1-3 ind	70	419	5.99	0.88	107	65
NKaz Off Air 4+ ind	65	400	6.15	0.82	102	64
Kaz Non Off Air 2+ TV 1-3 ind	67	198	2.96	0.90	51	132
Kaz Non Off Air 2+ TV 4+ ind	244	789	3.23	0.88	202	121
Kaz Non Off Air 1 TV 1-3 ind	168	742	4.42	0.90	190	88
Kaz Non Off Air 1 TV 4+ ind	297	1,226	4.13	0.90	314	95
Kaz Off Air 1-3 ind	111	565	5.09	0.87	145	77
Kaz Off Air 4+ ind	307	895	2.92	0.91	229	134
Total	2,227	8,703	3.91	0.84	2,227	100



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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,680	6,756	4.02	0.84	1,729	97
No	547	1,947	3.56	0.84	498	110
Total	2,227	8,703	3.91	0.84	2,227	100

Snapshot of panel weighting rims on December 1 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	534	1,955	3.66	0.86	460	116
Astana	259	1,222	4.72	0.80	287	90
200 000+	1,109	4,847	4.37	0.84	1,140	97
100 000-200 000	145	679	4.68	0.91	160	91
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	201	1,014	5.05	0.92	239	84
Female (6-17 y.o.)	194	963	4.97	0.91	227	86
Male (18-24 y.o.)	105	430	4.10	0.90	101	104
Female (18-24 y.o.)	90	432	4.80	0.90	102	89
Male (25-34 y.o.)	101	740	7.32	0.88	174	58
Female (25-34 y.o.)	133	791	5.95	0.87	186	72
Male (35-44 y.o.)	171	701	4.10	0.88	165	104
Female (35-44 y.o.)	179	756	4.22	0.90	178	101
Male (45-54 y.o.)	136	491	3.61	0.91	115	118
Female (45-54 y.o.)	205	590	2.88	0.89	139	148
Male (55 years and older)	175	701	4.01	0.90	165	106
Female (55 years and older)	357	1,094	3.06	0.89	257	139
Total	2,047	8,703	4.25	0.84	2,047	100



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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	743	2,792	3.76	0.87	657	113
Kaz	1,304	5,911	4.53	0.83	1,390	94
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	976	4,288	4.39	0.81	1,009	97
Kaz	1,071	4,415	4.12	0.86	1,038	103
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	658	3,054	4.64	0.83	718	92
Primary Education	1,389	5,649	4.07	0.85	1,329	105
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,096	4,557	4.16	0.81	1,072	102
Not working	951	4,146	4.36	0.86	975	98
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	884	3,859	4.37	0.83	908	97
Not married	1,163	4,844	4.17	0.85	1,139	102
Total	2,047	8,703	4.25	0.84	2,047	100



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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Off Air	493	2,279	4.62	0.81	536	92
Alma Tv	294	1,082	3.68	0.86	254	116
ID TV	387	1,806	4.67	0.86	425	91
Other cable	623	2,498	4.01	0.86	588	106
Sat	250	1,038	4.15	0.86	244	102
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim009	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
NKaz Non Off Air 2+ TV 1-3 ind	137	518	3.78	0.85	122	112
NKaz Non Off Air 2+ TV 4+ ind	197	860	4.37	0.87	202	97
NKaz Non Off Air 1 TV 1-3 ind	271	1,157	4.27	0.85	272	100
NKaz Non Off Air 1 TV 4+ ind	237	934	3.94	0.80	220	108
NKaz Off Air 1-3 ind	71	419	5.90	0.85	99	72
NKaz Off Air 4+ ind	63	400	6.35	0.80	94	67
Kaz Non Off Air 2+ TV 1-3 ind	73	198	2.71	0.91	47	157
Kaz Non Off Air 2+ TV 4+ ind	223	789	3.54	0.90	186	120
Kaz Non Off Air 1 TV 1-3 ind	170	742	4.36	0.89	175	97
Kaz Non Off Air 1 TV 4+ ind	246	1,226	4.98	0.91	288	85
Kaz Off Air 1-3 ind	97	565	5.82	0.90	133	73
Kaz Off Air 4+ ind	262	895	3.42	0.92	211	124
Total	2,047	8,703	4.25	0.84	2,047	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sam-ple/ideal
Yes	1,525	6,756	4.43	0.84	1,589	96
No	522	1,947	3.73	0.84	458	114
Total	2,047	8,703	4.25	0.84	2,047	100



Snapshot of panel weighting rims on December 15 2024

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

rim001	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Almaty	530	1,955	3.69	0.86	464	114
Astana	263	1,222	4.65	0.77	290	91
200 000+	1,125	4,847	4.31	0.83	1,150	98
100 000-200 000	147	679	4.62	0.89	161	91
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim002	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Male (6-17 y.o.)	220	1,014	4.61	0.89	241	91
Female (6-17 y.o.)	202	963	4.77	0.89	229	88
Male (18-24 y.o.)	104	430	4.14	0.90	102	102
Female (18-24 y.o.)	95	432	4.55	0.88	102	93
Male (25-34 y.o.)	100	740	7.40	0.88	176	57
Female (25-34 y.o.)	127	791	6.23	0.87	188	68
Male (35-44 y.o.)	160	701	4.38	0.86	166	96
Female (35-44 y.o.)	191	756	3.96	0.88	179	107
Male (45-54 y.o.)	136	491	3.61	0.89	116	117
Female (45-54 y.o.)	207	590	2.85	0.88	140	148
Male (55 years and older)	169	701	4.15	0.87	166	102
Female (55 years and older)	354	1,094	3.09	0.88	260	136
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim003	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	750	2,792	3.72	0.86	663	113
Kaz	1,315	5,911	4.49	0.82	1,402	94
Total	2,065	8,703	4.21	0.82	2,065	100



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

rim004	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
N-Kaz	964	4,288	4.45	0.79	1,017	95
Kaz	1,101	4,415	4.01	0.87	1,048	105
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim005	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Higher Education	658	3,054	4.64	0.81	725	91
Primary Education	1,407	5,649	4.02	0.84	1,340	105
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim006	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Working	1,096	4,557	4.16	0.80	1,081	101
Not working	969	4,146	4.28	0.86	984	99
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim007	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Married	875	3,859	4.41	0.81	916	96
Not married	1,190	4,844	4.07	0.84	1,149	104
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim008	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Off Air	503	2,279	4.53	0.78	541	93
Alma Tv	287	1,082	3.77	0.85	257	112
ID TV	399	1,806	4.53	0.85	429	93
Other cable	627	2,498	3.98	0.85	593	106
Sat	249	1,038	4.17	0.84	246	101
Total	2,065	8,703	4.21	0.82	2,065	100



Table 60: Rim 009 - Panel Matrix 100 000+, December 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	135	518	3.84	0.83	123	110
NKaz Non Off Air 2+ TV 4+ ind	194	860	4.43	0.85	204	95
NKaz Non Off Air 1 TV 1-3 ind	269	1,157	4.30	0.84	275	98
NKaz Non Off Air 1 TV 4+ ind	243	934	3.84	0.77	222	110
NKaz Off Air 1-3 ind	66	419	6.35	0.83	99	66
NKaz Off Air 4+ ind	57	400	7.02	0.81	95	60
Kaz Non Off Air 2+ TV 1-3 ind	78	198	2.54	0.91	47	166
Kaz Non Off Air 2+ TV 4+ ind	204	789	3.87	0.89	187	109
Kaz Non Off Air 1 TV 1-3 ind	151	742	4.91	0.88	176	86
Kaz Non Off Air 1 TV 4+ ind	288	1,226	4.26	0.92	291	99
Kaz Off Air 1-3 ind	102	565	5.54	0.89	134	76
Kaz Off Air 4+ ind	278	895	3.22	0.92	212	131
Total	2,065	8,703	4.21	0.82	2,065	100

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

rim010	Sample size	Sum Weights	Mean Weight	Efficiency	Ideal HHsample	Idx ind sample/ideal
Yes	1,553	6,756	4.35	0.83	1,603	97
No	512	1,947	3.80	0.81	462	111
Total	2,065	8,703	4.21	0.82	2,065	100

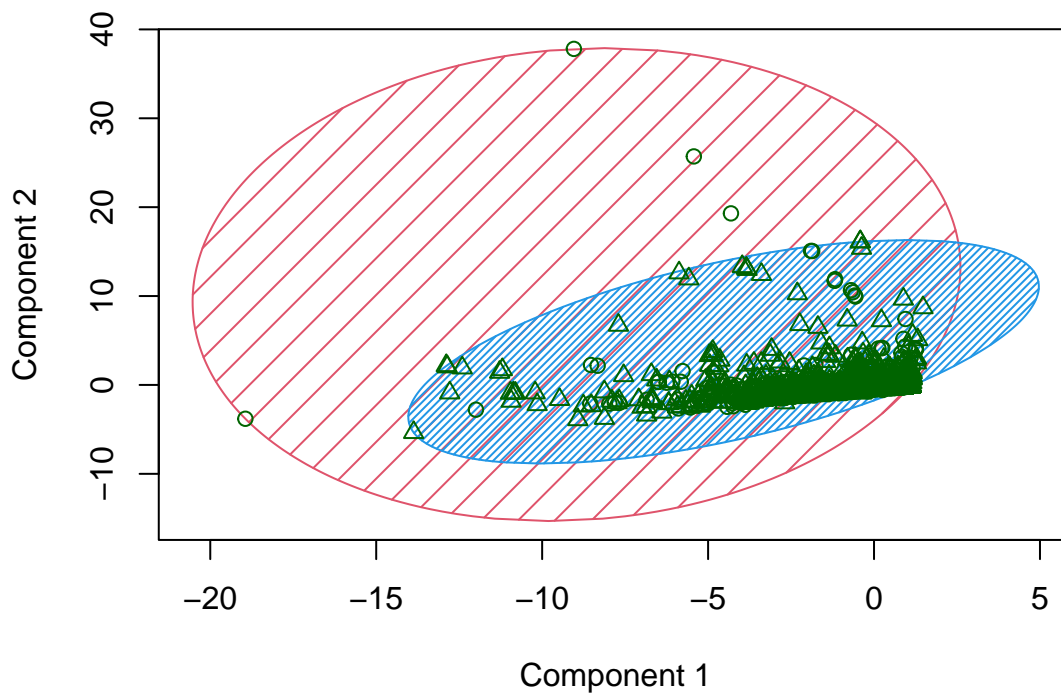
Clustering of time spent viewing to different channels

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 Q4 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.

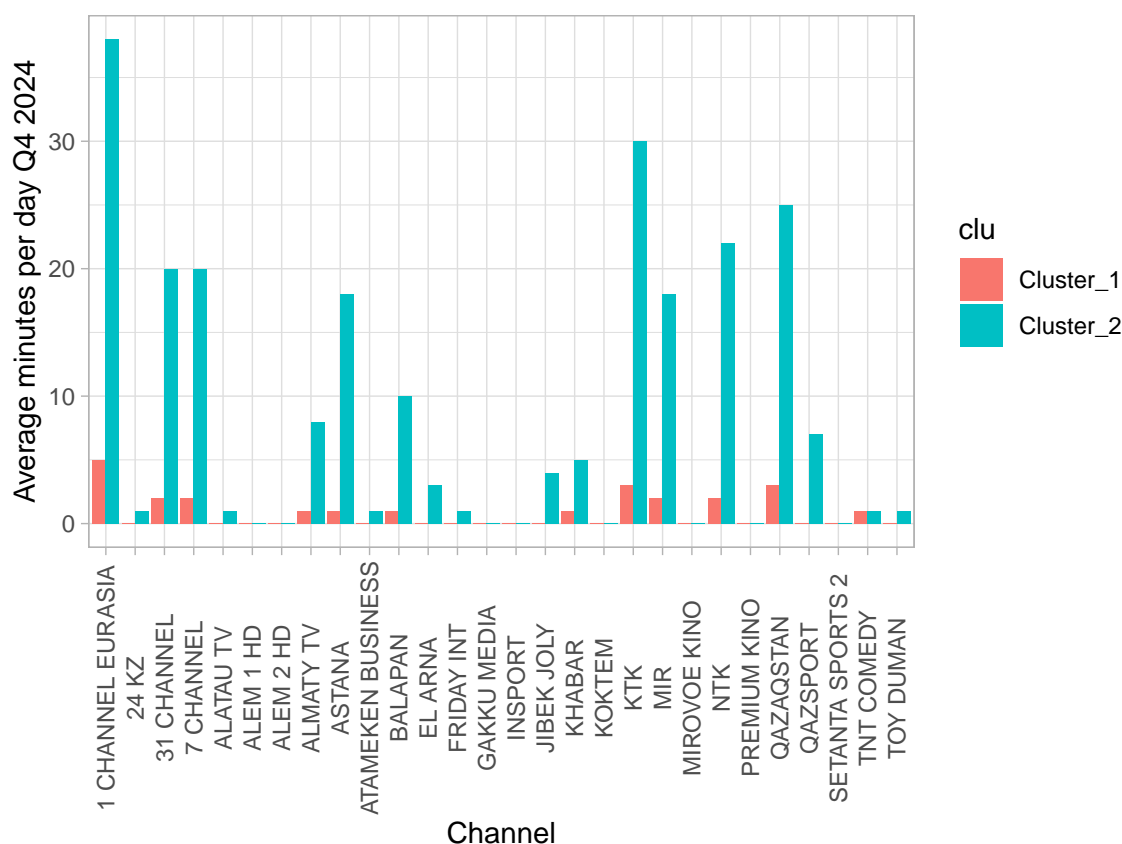


The 2 clusters



These two components explain 16.65 % of the point variability.

The clusterplot above shows that there is very little difference between the clusters. They partly overlap and the main difference is that some viewers have strong affinity for specific channels as we see in the Average minutes per channel per day below. Cluster_2 consists of people with significantly more viewing to channels “1 Channel Eurasia”, “31 Channel”, “7 Channel”, “Astana”, “KTK”, “MIR”, “NTK” and “Qazaqstan”.



The wide range of channels indicates that the difference is in interest in viewing more than different channel preferences.

As we see in the tables below, the demographic composition of the groups is similar. But like in Q3, we also see a slightly older (55+) composition of cluster 2 and also a bit higher Kazakh speaking population (70% vs 56%)

Demographic description of clusters

Table 62: Comparison of 2 clusters. Gender by age

sexage2	Cluster_1	Cluster_2
Male (6-17 y.o.)	11.0% (286)	8.3% (33)
Female (6-17 y.o.)	9.8% (256)	10.3% (41)
Male (18-24 y.o.)	4.5% (118)	5.0% (20)
Female (18-24 y.o.)	5.2% (136)	2.8% (11)
Male (25-34 y.o.)	5.7% (150)	4.3% (17)
Female (25-34 y.o.)	6.7% (176)	7.0% (28)
Male (35-44 y.o.)	8.2% (215)	6.0% (24)
Female (35-44 y.o.)	10.8% (281)	7.0% (28)
Male (45-54 y.o.)	7.4% (194)	6.3% (25)
Female (45-54 y.o.)	10.0% (262)	10.6% (42)
Male (55 years and older)	6.9% (181)	11.8% (47)
Female (55 years and older)	13.6% (356)	20.6% (82)
Total	100.0% (2,611)	100.0% (398)



Table 63: Comparison of 2 clusters. Social class

social_class	Cluster_1	Cluster_2
A (high)	24.5% (639)	26.4% (105)
B (middle)	61.5% (1,606)	57.0% (227)
C (low)	14.0% (366)	16.6% (66)
Total	100.0% (2,611)	100.0% (398)

Table 64: Comparison of 2 clusters. Language at home

home_language	Cluster_1	Cluster_2
KAZAK	55.6% (1,453)	69.8% (278)
RUSSIAN	43.5% (1,136)	28.4% (113)
OTHER	0.8% (22)	1.8% (7)
Total	100.0% (2,611)	100.0% (398)

Auditors view on ES size and recruitment methods

Reducing the ES size

K-Research have suggested reducing the ES sample size from 5200 to 3200 interviews. The auditor is sure you can get a good base for modelling which variables should be in the weighting from a smaller survey of 3200 interviews. The CHAID or Decision Tree analysis you use to find the right rim variables will not be much affected by the smaller sample.

If the recruit base from the Establishment Survey is not sufficient to cover the panel rotation, it is acceptable to use additional recruitment surveys with random selection of respondents to recruit new homes to the panel.

Exploring new recruitment methods

Many countries are exploring new, often “mixed methods” recruitment.

There are many examples of different recruitment methods tested. We have shared an EMRO paper by Mr. Knut-Arne Futsæter from Kantar Norway with the National Media Association and K-Research.

Within the Kantar system there is considerable expertise and a number of projects investigating mixed methods recruitment. 3M3A can help set up contact with the right experts.

Robert Ruud

3M3A Global AS