



Kuwait Media Survey 2007

**Arab Advisors Group
Media Strategic Research Service**

October 2007

Analyst:
Faten Bader

**Arab Advisors Group
A member of the Arab Jordan Investment Bank Group**

PO Box 2374
Amman 11821 - Jordan
Tel. 962.6.5828849
Fax. 962.6.5828809
arabadvisors@arabadvisors.com
www.arabadvisors.com

This report has been delivered to *Client* as part of the subscription to the *Arab Advisors Group Strategic Research Service* to be used exclusively by its employees.

Copyright notice: Copyright 2007 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

Feedback: Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com

<u>Section I: Introduction and Survey Background</u>	7
<u>Section II: Survey Results and Analysis</u>	8
<u>General Information on Respondents and Their Households</u>	8
<u>Section III: Media Survey Results and Analysis</u>	15
<u>Television Viewing Patterns and Habits</u>	15
<u>Satellite TV</u>	29
<u>Respondents Views on the Credibility of Satellite News Channels</u>	41
<u>Pay TV</u>	42
<u>Terrestrial TV</u>	48
<u>Radio Listening</u>	52
<u>Internet Media</u>	62
<u>Movies</u>	64
<u>Daily News Updates</u>	72
<u>Media Advertising</u>	74
<u>Media Satisfaction Level</u>	77

List of Exhibits

<u>Exhibit 1: Nationality of survey respondents</u>	8
<u>Exhibit 2: Gender of mobile users</u>	8
<u>Exhibit 3: Mobile users age groups</u>	9
<u>Exhibit 4: Education</u>	10
<u>Exhibit 5: Education by gender</u>	10
<u>Exhibit 6: Age group by education</u>	11
<u>Exhibit 7: Governorate</u>	11
<u>Exhibit 8: Nationality by governorate</u>	12
<u>Exhibit 9: Household size</u>	12
<u>Exhibit 10: Monthly personal income (KD)</u>	12
<u>Exhibit 11: Monthly personal income (KD) by education</u>	13
<u>Exhibit 12: Monthly personal income (KD) by age group</u>	14
<u>Exhibit 13: Television viewing</u>	15
<u>Exhibit 14: Types of TV programs watched</u>	15
<u>Exhibit 15: Types of television programs watched by age group</u>	17
<u>Exhibit 16: Types of television programs by gender</u>	18
<u>Exhibit 17: Types of television programs watched by education</u>	19
<u>Exhibit 18: Types of television programs watched by nationality</u>	20
<u>Exhibit 19: Hours of TV viewing</u>	21
<u>Exhibit 20: Hours of TV viewing by age group</u>	22
<u>Exhibit 21: Hours of TV viewing by gender</u>	22
<u>Exhibit 22: Hours of TV viewing by education</u>	22
<u>Exhibit 23: Hours of TV viewing by monthly personal income (KD)</u>	23
<u>Exhibit 24: Hours of TV viewing by governorate</u>	23
<u>Exhibit 25: Time of TV viewing</u>	24
<u>Exhibit 26: Time of TV viewing by age group</u>	24
<u>Exhibit 27: Time of TV viewing by gender</u>	25
<u>Exhibit 28: Language preference</u>	25
<u>Exhibit 29: Language preference by age group</u>	26
<u>Exhibit 30: Language preference by gender</u>	26
<u>Exhibit 31: Language preference by education</u>	27
<u>Exhibit 32: Language preference by governorate</u>	27
<u>Exhibit 33: Language preference by nationality</u>	28
<u>Exhibit 34: Language preference by monthly personal income (KD)</u>	28
<u>Exhibit 35: Satellite dish availability</u>	29
<u>Exhibit 36: Satellite dish availability by governorate</u>	29
<u>Exhibit 37: Satellite dish availability by monthly personal income (KD)</u>	30
<u>Exhibit 38: Satellite system used</u>	31
<u>Exhibit 39: Name up to five channels you watch most</u>	32
<u>Exhibit 40: Music channels usually watched</u>	35
<u>Exhibit 41: General/ Movies and series usually watched</u>	37
<u>Exhibit 42: Sports channels usually watched</u>	38
<u>Exhibit 43: Religious channels usually watched</u>	39
<u>Exhibit 44: News channels usually watched</u>	40
<u>Exhibit 45: Trustworthiness of satellite news channels</u>	41
<u>Exhibit 46: Pay TV availability</u>	42
<u>Exhibit 47: Satellite pay TV availability by governorate</u>	42
<u>Exhibit 48: Pay TV availability by monthly personal income (KD)</u>	43
<u>Exhibit 49: Pay TV availability by nationality</u>	43
<u>Exhibit 50: Pay TV provider</u>	43

<u>Exhibit 51: Satellite pay TV provider by personal monthly income</u>	44
<u>Exhibit 52: ART packages</u>	45
<u>Exhibit 53: Orbit packages</u>	45
<u>Exhibit 54: Showtime packages</u>	46
<u>Exhibit 55: Usage of pay TV satellite Internet</u>	47
<u>Exhibit 56: Terrestrial TV viewing</u>	48
<u>Exhibit 57: Terrestrial TV viewing by age group</u>	48
<u>Exhibit 58: Terrestrial TV viewing by gender</u>	49
<u>Exhibit 59: Terrestrial TV viewing by education</u>	49
<u>Exhibit 60: Terrestrial TV viewing by monthly income</u>	49
<u>Exhibit 61: Terrestrial TV viewing by satellite dish availability</u>	50
<u>Exhibit 62: Terrestrial TV channels</u>	50
<u>Exhibit 63: Terrestrial TV channels viewed by age group</u>	51
<u>Exhibit 64: Terrestrial TV channels viewed by gender</u>	51
<u>Exhibit 65: Radio listening</u>	52
<u>Exhibit 66: Radio listening by age group</u>	52
<u>Exhibit 67: Radio listening by gender</u>	52
<u>Exhibit 68: Radio listening by governorate</u>	53
<u>Exhibit 69: Radio listening by education</u>	53
<u>Exhibit 70: Frequency of radio listening</u>	53
<u>Exhibit 71: Frequency of radio listening by age group</u>	54
<u>Exhibit 72: Frequency of radio listening by gender</u>	54
<u>Exhibit 73: Type of radio stations</u>	54
<u>Exhibit 74: Types of radio programs</u>	55
<u>Exhibit 75: Types of radio programs by age group</u>	57
<u>Exhibit 76: Types of radio programs by gender</u>	57
<u>Exhibit 77: Types of radio programs by education</u>	58
<u>Exhibit 78: Location of radio listening</u>	58
<u>Exhibit 79: Location of radio listening by age group</u>	59
<u>Exhibit 80: Location of radio listening by gender</u>	60
<u>Exhibit 81: Satellite radio</u>	60
<u>Exhibit 82: Satellite radio by age group</u>	61
<u>Exhibit 83: Satellite radio by gender</u>	61
<u>Exhibit 84: Internet radio</u>	61
<u>Exhibit 85: Respondent uses Internet</u>	62
<u>Exhibit 86: Internet radio listening (by Internet users)</u>	62
<u>Exhibit 87: Internet radio by age group</u>	63
<u>Exhibit 88: Internet radio by gender</u>	63
<u>Exhibit 89: Email service provider</u>	63
<u>Exhibit 90: Movies at home</u>	64
<u>Exhibit 91: Movies at home by age group</u>	64
<u>Exhibit 92: Movies at home by gender</u>	64
<u>Exhibit 93: Movies at home by monthly income</u>	65
<u>Exhibit 94: Medium of movies</u>	65
<u>Exhibit 95: Medium of movies by age group</u>	66
<u>Exhibit 96: Medium of movies by gender</u>	67
<u>Exhibit 97: Going to the movie theatres</u>	67
<u>Exhibit 98: Going to the movie theatres by age group</u>	68
<u>Exhibit 99: Going to the movie theatres by gender</u>	68
<u>Exhibit 100: Frequency of going to movie theaters</u>	68
<u>Exhibit 101: Frequency of going to movie theatres by age group</u>	69
<u>Exhibit 102: Frequency of going to movie theatres by gender</u>	69
<u>Exhibit 103: Movie theatres</u>	69

<u>Exhibit 104: Movie theaters by age group</u>	70
<u>Exhibit 105: Movie theaters by gender</u>	71
<u>Exhibit 106: Daily news updates</u>	72
<u>Exhibit 107: Daily news updates by age group</u>	72
<u>Exhibit 108: Daily news updates by gender</u>	73
<u>Exhibit 109: Daily news updates by education</u>	73
<u>Exhibit 110: Most effective type of ad</u>	74
<u>Exhibit 111: Most effective types of ad by age group</u>	75
<u>Exhibit 112: Most effective type of ads by gender</u>	75
<u>Exhibit 113: Most effective type of ad by monthly income</u>	76
<u>Exhibit 114: Satisfaction level of media</u>	77