



Senegal: TV and Radio audiences and Internet uses in Dakar – 2nd half of 2023 By Médiamétrie, leader in media audience measurement



Médiamétrie support the Senegalese market by conducting a half-yearly survey, which are now based on a sample of 1,499 people aged 15 and over living in the four districts comprising Greater Dakar.

Mediametrie is publishing the audience results for the wave of the 2nd half of 2022 of this regular reporting-based measurement (from 1st to 16th October, from 29th October to 13th November, and from 26th November to 11th December 2023) carried out with Omedia.

This approach allows study clients to analyse the results for specific targets and per day.

This measurement aims to provide television channels, communication agencies and advertisers with the data necessary for the advertising and editorial management of their offers.

Television

TV Daily Coverage

Cumulative Audience - from Monday to Sunday



Table with 3 columns: Category, Audience Group, and 2nd half of 2023 percentage. Rows include age groups (15+ yo, 15-34 yo, 35-49 yo, 50+ yo) and gender (Women, Men), plus CSP SUP.

Radio

During the same period, more than half of people living in GreaterDakar (44%) spent an average of 1 hour and 26 minutes listening to the radio every day (Monday-Friday).

The radio stations ZIK FM and RFM are the most listened to stations in Senegal, alone representing almost two thirds of the total radio audience (62.7%), ahead of WALF FM and SUD FM



Internet

People living in Greater Dakar were also surveyed about their personal smartphone use. More than nine out of ten people (**95%**) own a smartphone.

Regarding Internet usage, **80.3%** of the surveyed people stated that they connect to the internet almost everyday.

The use of social networks is increasing : **86.2%** of individuals have signed up to at least one social network platform, Facebook leads the list, followed closely by TikTok, then Instagram and X (formerly Twitter).

Audience measurement

The TV and Radio audience study is the reference survey providing information on television channel/radio station awareness, listening/watching habits and ratings. Médiamétrie and its fieldwork partner Omedia carried out the study in the four districts comprising Greater Dakar **in the second half of 2023, from 01/10 to 16/10/2023, from 29/10 to 13/11/2023 and from 26/11 to 11/12/2023.**

It also includes data on the multimedia equipment and Internet uses by senegalese. The surveys were conducted in person, in three waves lasting 48 days, with 1,499 people aged 15 and older who are representative of the population living in the four districts comprising Greater Dakar.

The qualified staff at **Omedia directed the data collection efforts. Médiamétrie** provided its expertise and know-how for the **survey methodology, the statistical adjustments, the production of their results and their** provision by means of its analysis and consultatio software. In Africa, Médiamétrie conducted reporting-based surveys on the TV and Radio audience in Ivory Coast, Senegal and Cameroon with Omedia.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

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