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# Strategies



# Harris Interactive®

## Jordan Media Survey

Feb 2008

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## Jordan Media Survey - 2007

### About USAID/Jordan's 2004-2009 Strategy

“An independent media sector forms one of the cornerstones of a vibrant democratic system” (Government of Jordan). Under USAID/Jordan's 2004-2009 strategy, “improved social sector development and governance form one of three strategic objectives.”

Intermediate Result 3.0 seeks to “increase citizen participation, expand the role of civil society, strengthen democratic institutions and increase the flow and diversity of information to citizens... an independent, professional media sector contributes most directly to this aim.”

Toward these goals, in June 2006 USAID signed a contract with IREX to implement the **Jordan Media Strengthening Program**.

# Jordan Media Survey – 2007

## About IREX

- IREX is an international nonprofit organization providing leadership and innovative programs to improve the quality of education, strengthen independent media, and foster pluralistic civil society development.
- Founded in 1968, IREX has an annual portfolio of \$50 million and a staff of over 500 professionals worldwide. IREX and its partner IREX Europe deliver/ cross-cutting programs and consulting expertise in more than 50 countries.

# Jordan Media Survey – 2007

## The Jordan Media Strengthening Program

- JMSP works with local partners to advance the professionalism and long-term economic sustainability of newspapers, radio, television, and Internet media.
- Independent media informs and engages citizens through the free flow of information that advances democratic and economic development.
- A professional media sector builds more transparent and effective governance, promotes fair and open economies, and generates responsible discussion about social and political issues.

# Jordan Media Survey – 2007

## The Jordan Media Strengthening Program

- 1) improves journalism education and provides state-of-the-art facilities
- 2) trains professionals and offers in-house consultancies to media outlets
- 3) improves the enabling legal environment for independent media, through support to regulators, media law experts, civil society, advocates
- 4) fosters local media
- 5) boosts sustainability of media NGOs, businesses

# Jordan Media Survey – 2007

## Introduction

The opening up and liberalization of the media scene in Jordan over the past 10-15 years has brought with it growth and business opportunity but also challenges and constraints.

One major constraint is emerging media's sustainability, development and profitability.

Other constraints impact independence, diversity, competition, transparency, employment and resource development and training.

Plurality, diversity and independence of media research are another important factor.

# Jordan Media Survey 2007

## Introduction

Data disclosure about readership/listenership and audiences strengthens media sustainability, that in turn strengthens editorial quality, which not only brings in advertising revenues, but also contributes to social, economic and political development.

# Jordan Media Survey – 2007

## Introduction

“The power of data strengthens the role of the media:

- New and updated data should be freely available and should be well publicized as an easy reference.
- Prosperous media safeguards the independence of media and consequently journalists who can play a key role by tracking how countries are doing and holding politicians accountable.
- Journalists can offer not only disclosures but provoke debate about solutions.
- Pressing for more disclosure about the media itself: firm-level indicators, ownership, profits, advertising.”

Source: Media, Governance and Development, Mark Nelson, Capacity Development Unit, World Bank Institute

# Jordan Media Survey – 2007

## About the Project

- JMSP through the grantee offers the general public, stakeholders, investors and policy makers a free media survey.
- This media survey covers for practical reasons radio, publications and new media, excluding TV.
- It is the first media survey to introduce the very important sample component of ‘opinion leaders’.
- It is the first time that perception of ‘new media’ is being gauged; Unsolicited Bulk Email (UBE) and Mobile Text Messaging (SMS).
- It is the first time that ad and brand recall is being tested in a media survey.

# Jordan Media Survey – 2007

## About the Project Execution

**Field work** was conducted by Statistical Information Technology Co [SITC] who mobilized for this exercise 40 interviewers, 10 supervisors and coordinators; 8 technicians for data entry and processing.

**Overall project consultancy and questionnaire design** by Tony Sabbagh, Middle East Marketing and Research Consultants, Amman – Jordan

**Project leadership and initiation** by grantee, Muin Khoury, Strategies-HarrisInteractive – Jordan

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**“Disclaimer: This study was only funded by USAID through IREX and it does not represent their views.”**

# Jordan Media Survey – 2007

## Methodology

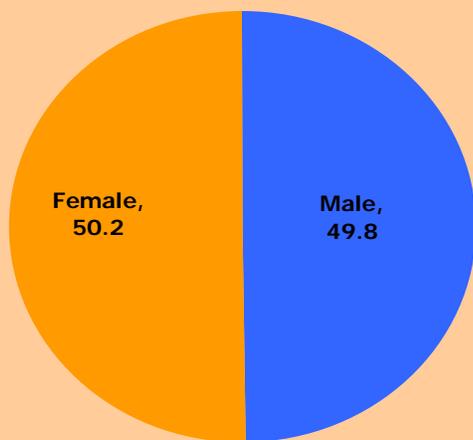
- Strategies-HarrisInteractive conducted the first independent Jordan Media Survey during the period 29/10/2007 to 8/11/2007 with the support of an USAID grant.
- The size of the national sample for the household survey was 2912 face-to-face interviews, originally 2900. Sample households were selected according to scientific basis using a multi-stage, cluster stratified, random design. The sample of the survey is based on the frame provided by the 2004 Population and Housing Census.
- A reliability test of extra 100 was conducted in both Amman-West and Amman-East for magazine readers only, bringing the total sample for magazine readership to 3012.
- The size of the opinion former sample was 560 telephone interviews, originally 600, with a non-response rate of 6.7%.
- The opinion former sample constituted of six categories; Senior State Officials, Union Leaders, Political Party Leaders, Professionals, Business People and University Professors.
- The confidence level for this poll was 95%, and the margin of error was  $\pm 2.5\%$ .

# Jordan Media Survey – 2007

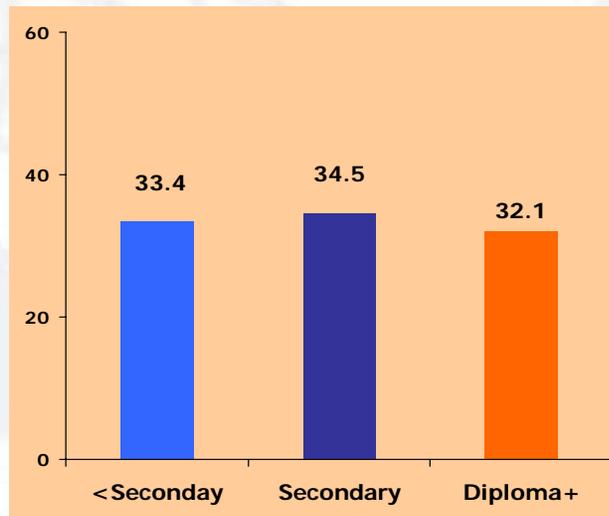
## Sample Demographic Characteristics

**Adults age 15 yrs + amount to 3,605,490 of a total population of 5,723,000 or 63% as at 31/12/2007 [Source: DOS]**

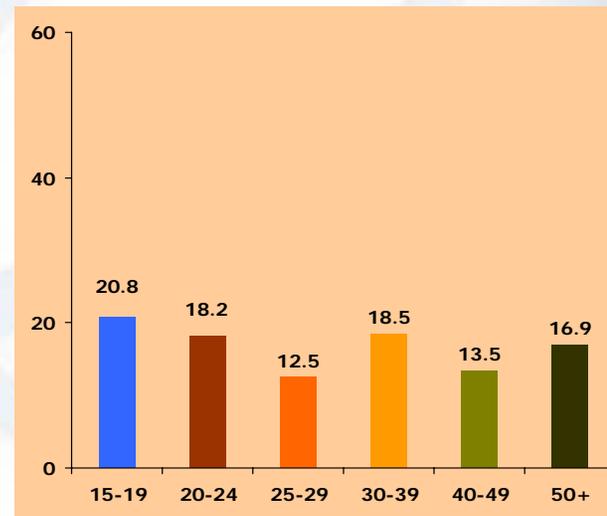
By Gender



By Education



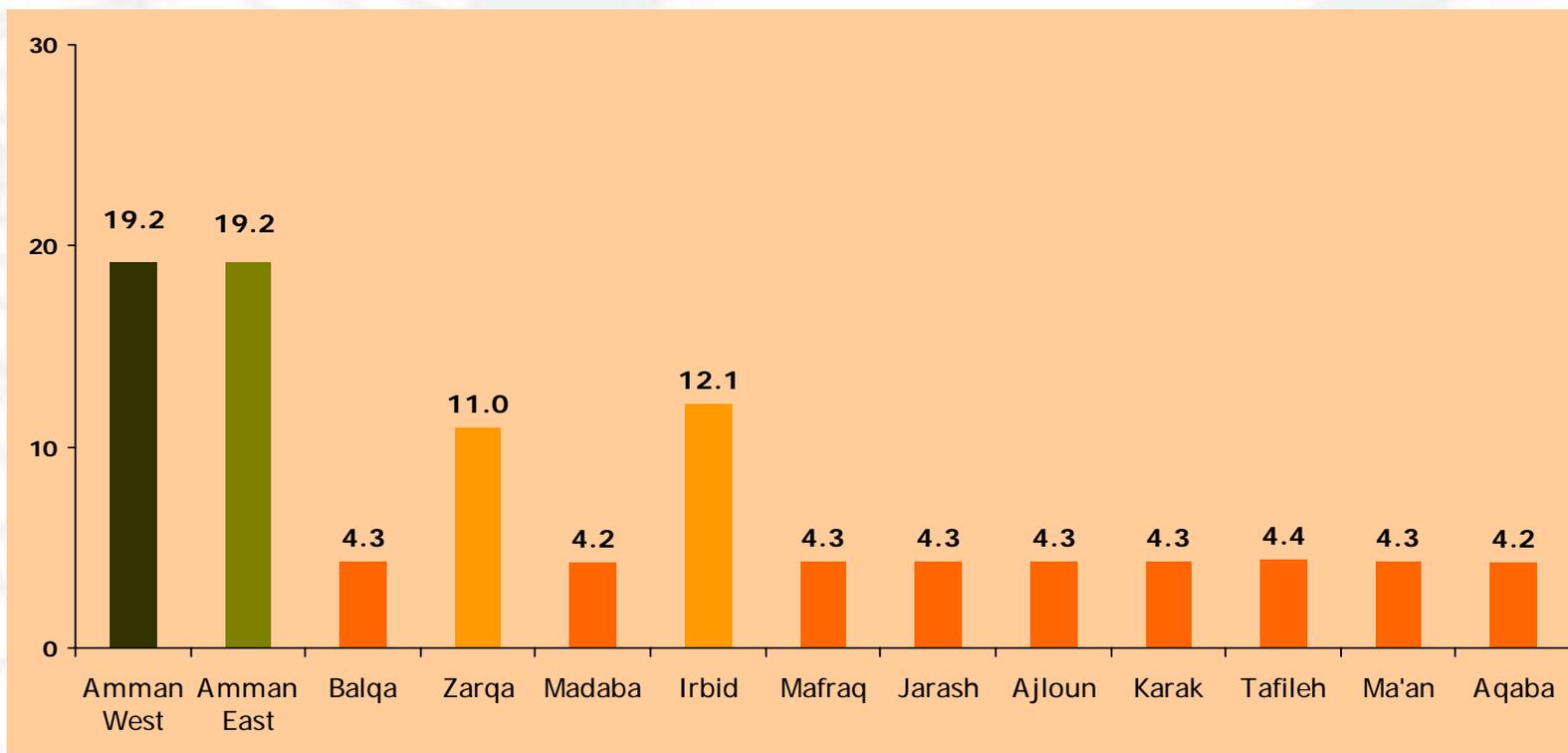
By Age



# Jordan Media Survey – 2007

## Sample Distribution

### By Region



# Jordan Media Survey - 2007

## Amman West & Districts

Based on socio-economic status and inhabited by the largest number of middle to upper income households







**Jordan Media Survey**  
*Radio Listenership & New Media*  
**PART #1**

**Sections [1], [2] and [3]**  
Dec 2007

# Jordan Media Survey – 2007

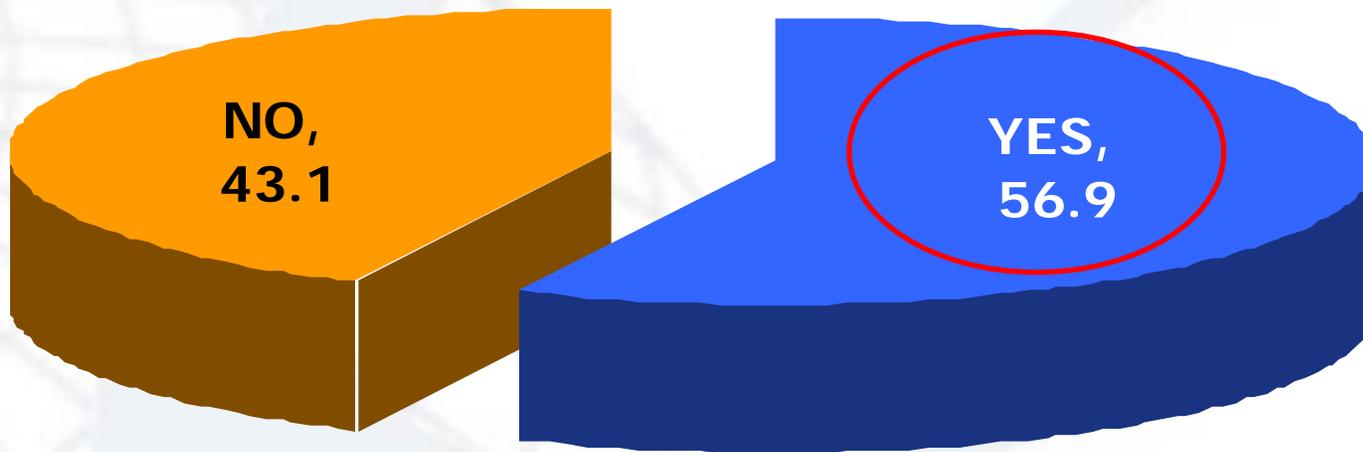
## *Radio Listenership*

### **PART # 1** **Section [1]** **Radio Listenership**

# Jordan Media Survey – 2007

## Radio Listenership

*Listened to any radio station  
during the last 7 days...*



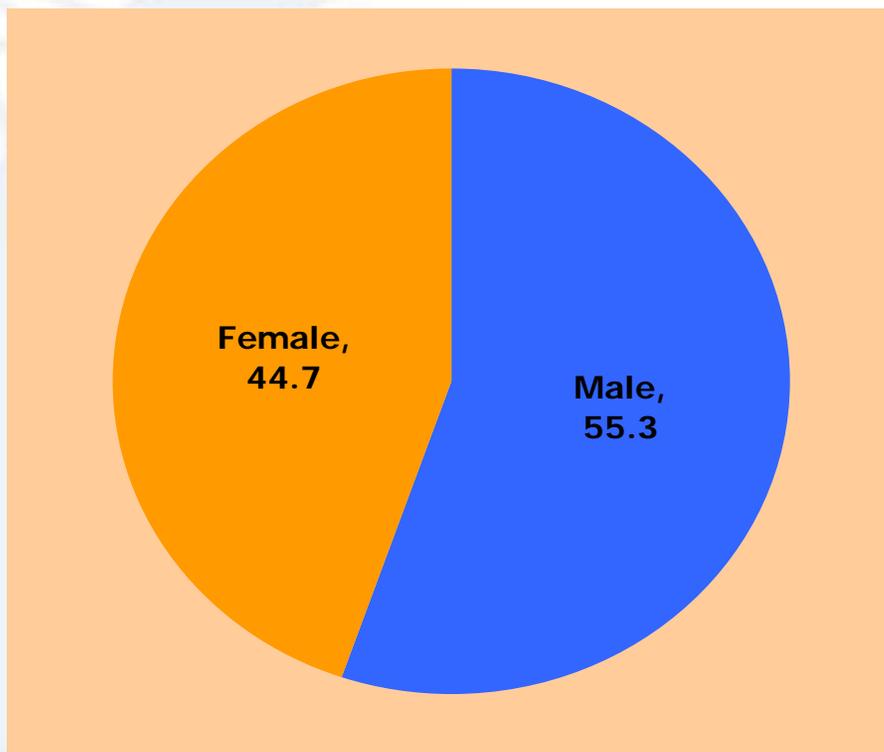
Base: 2912

# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Gender

Based on Last 7 Days

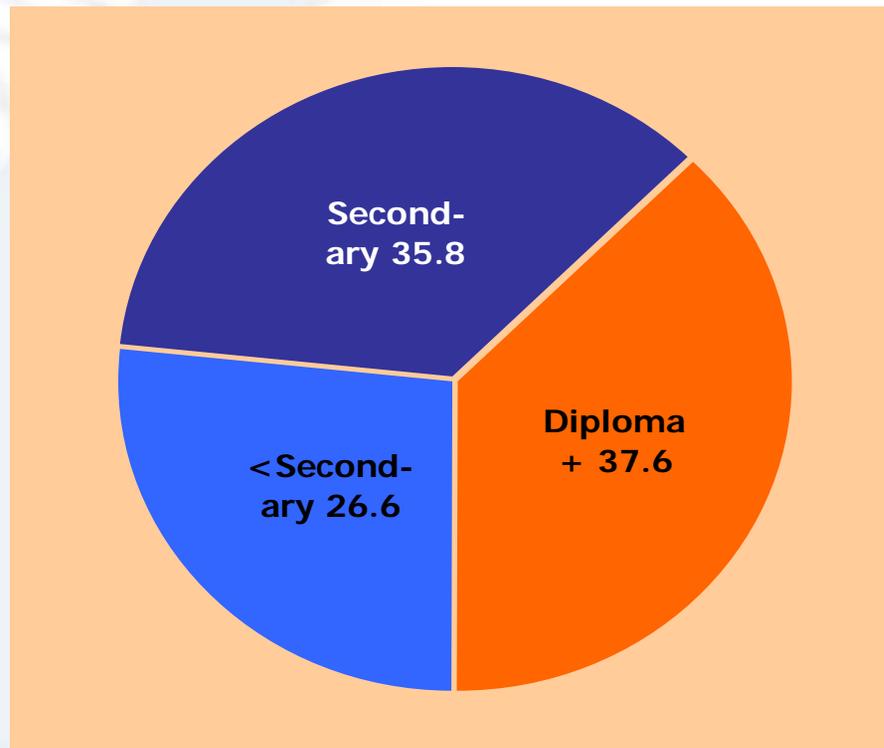


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Education

Based on Last 7 Days

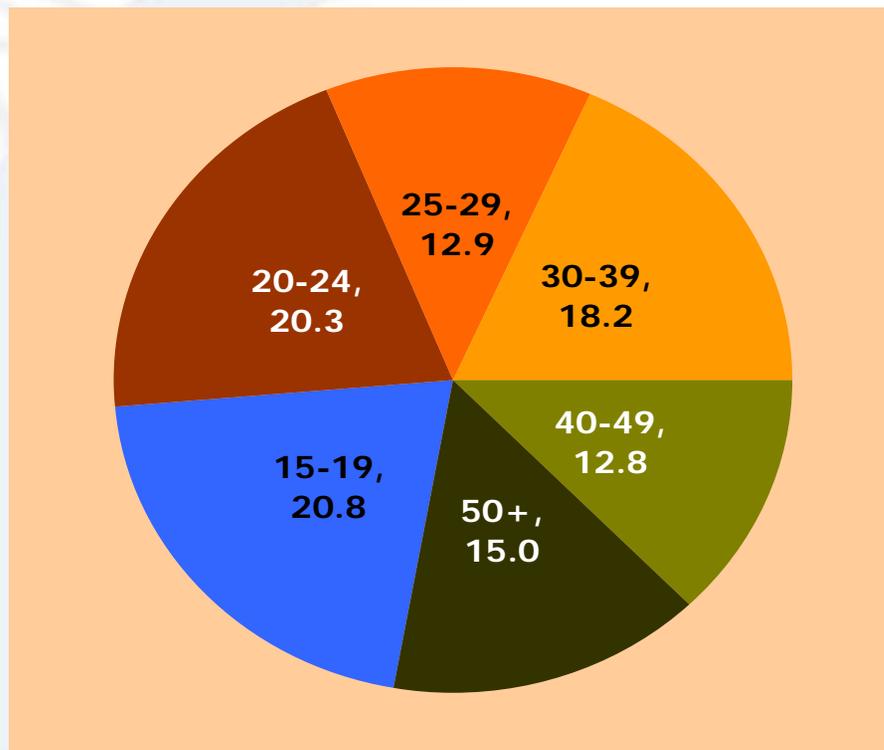


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Age

Based on Last 7 Days

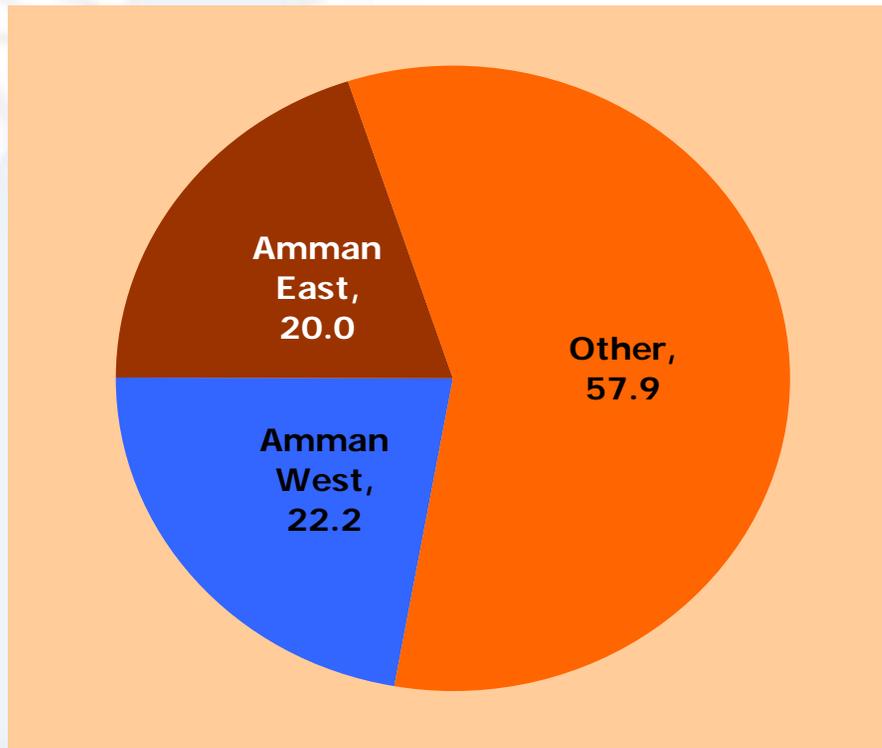


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Region

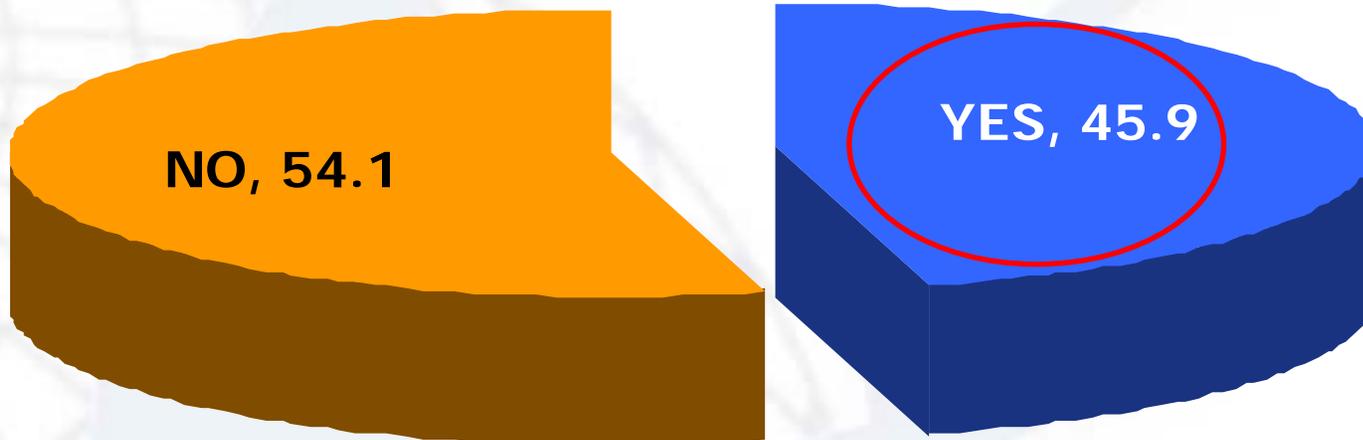
Based on Last 7 Days



# Jordan Media Survey – 2007

## Radio Listenership

*Listened to any radio station  
yesterday...*

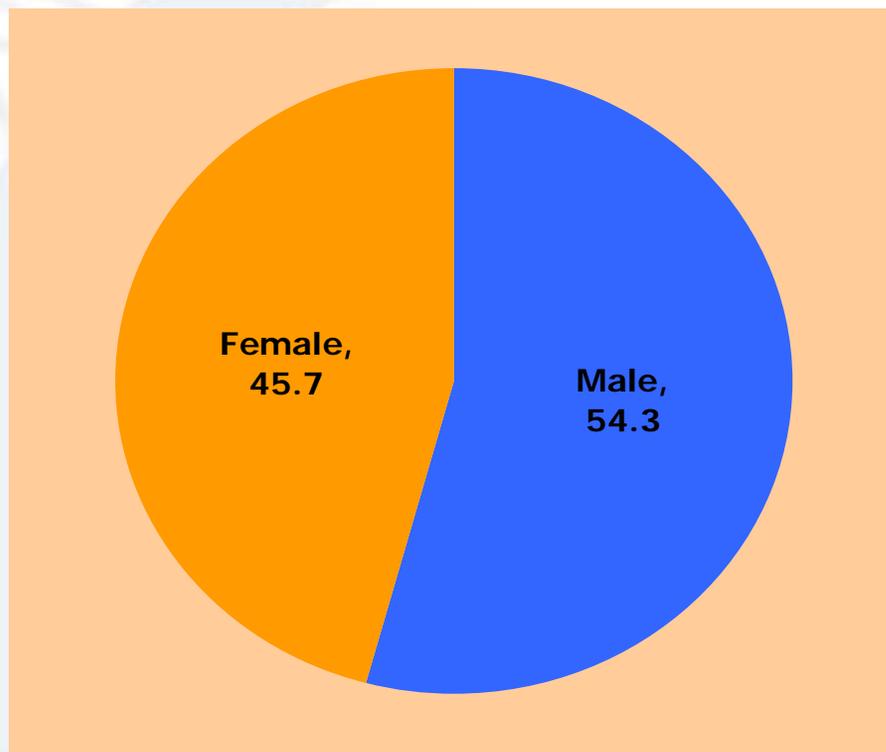


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Gender

Based on Yesterday

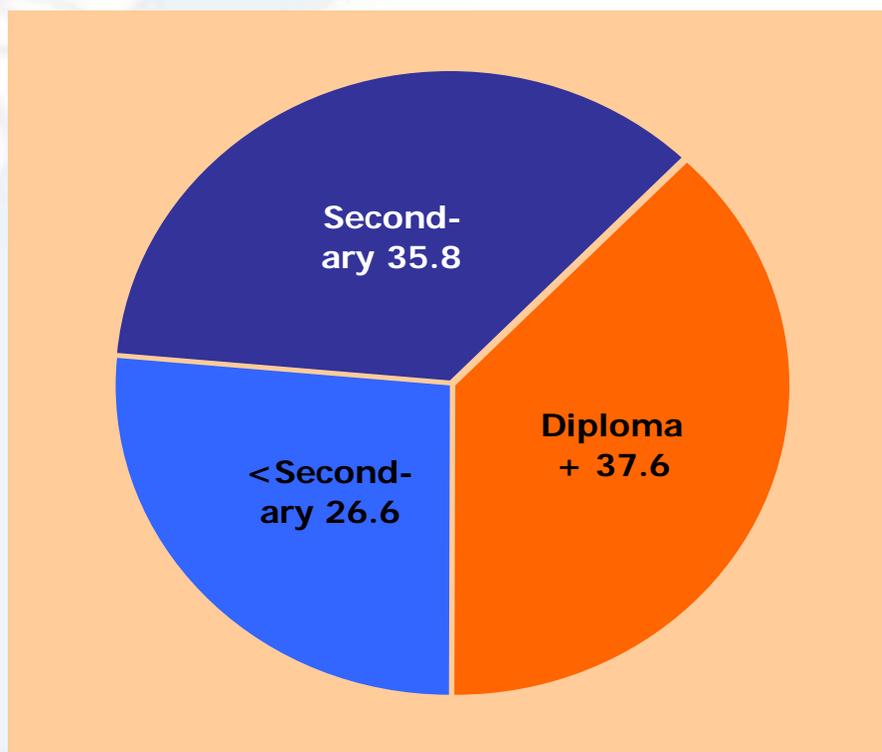


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Education

Based on Yesterday

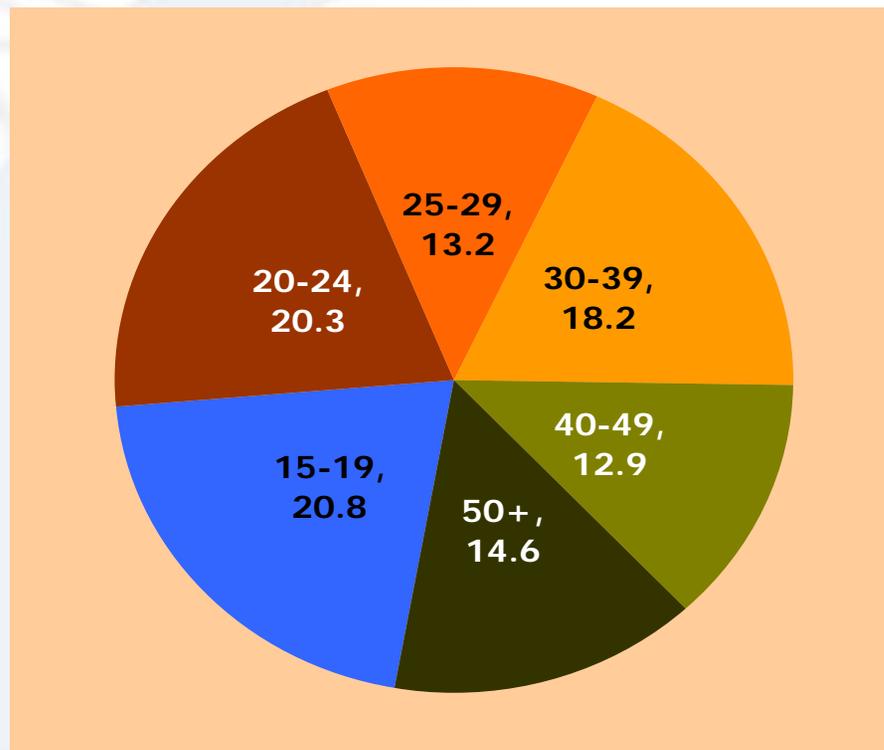


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Age

Based on Yesterday

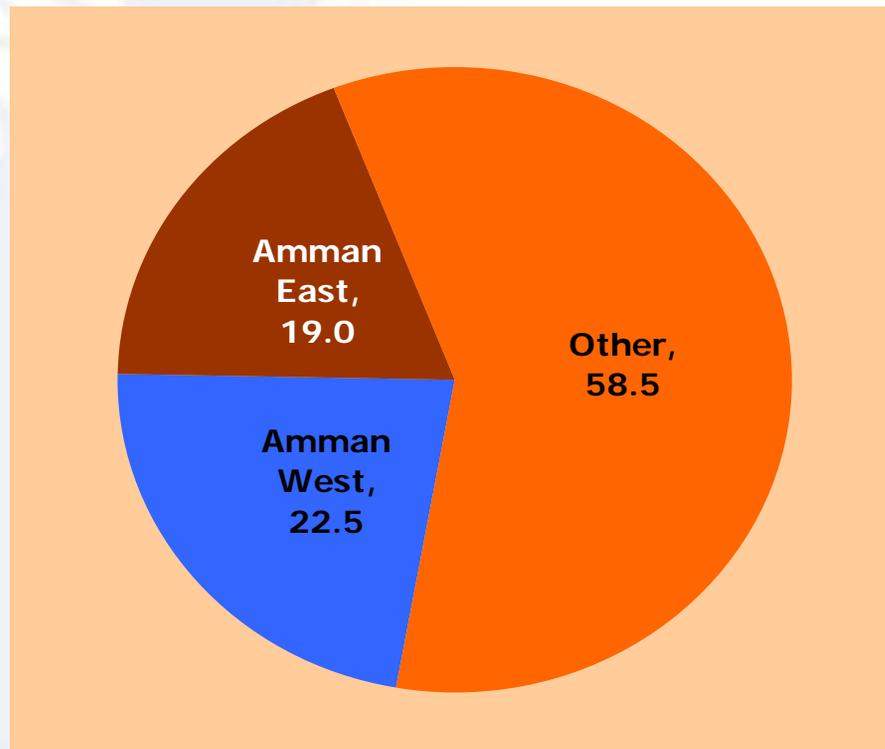


# Jordan Media Survey – 2007

## Radio Listenership

### Radio Listener Profile By Region

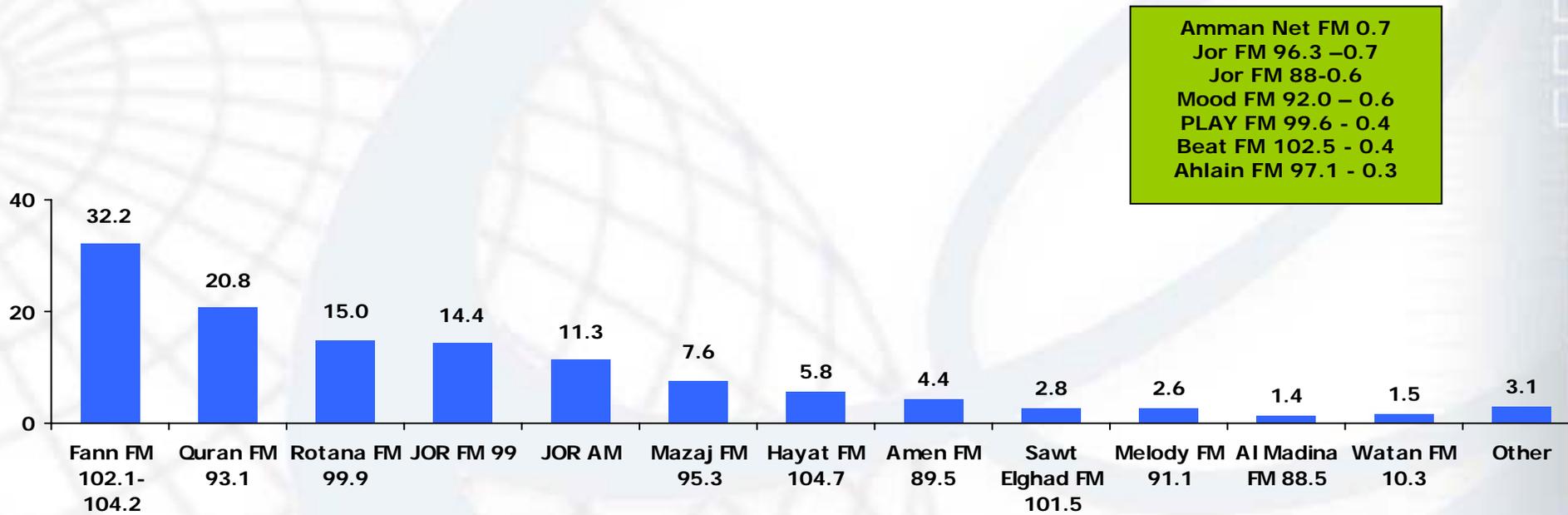
Based on Yesterday



# Jordan Media Survey – 2007

## Radio Listenership

### Listened to Radio Last 7 Days ...

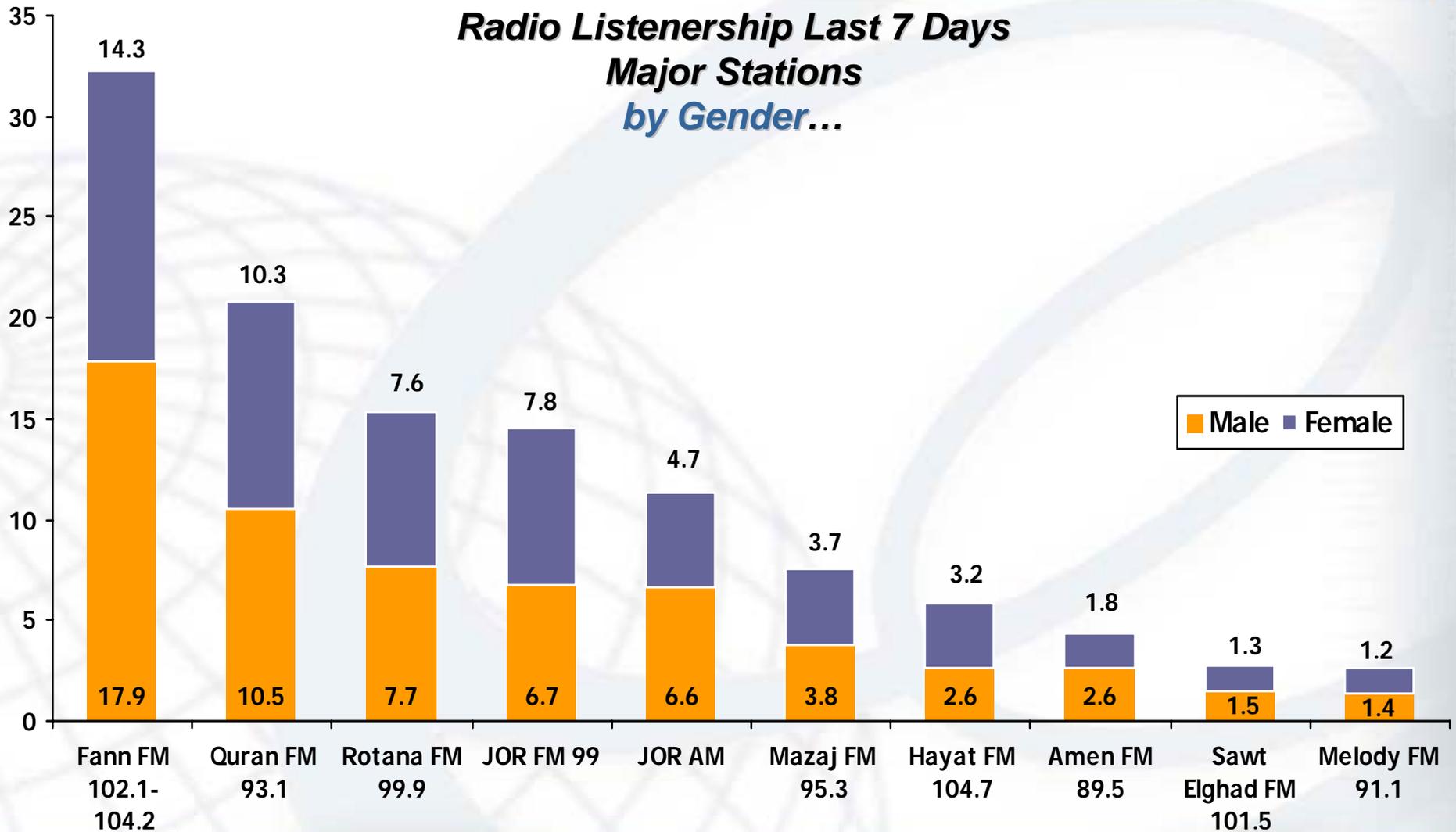


Base: 2912

# Jordan Media Survey – 2007

## Radio Listenership

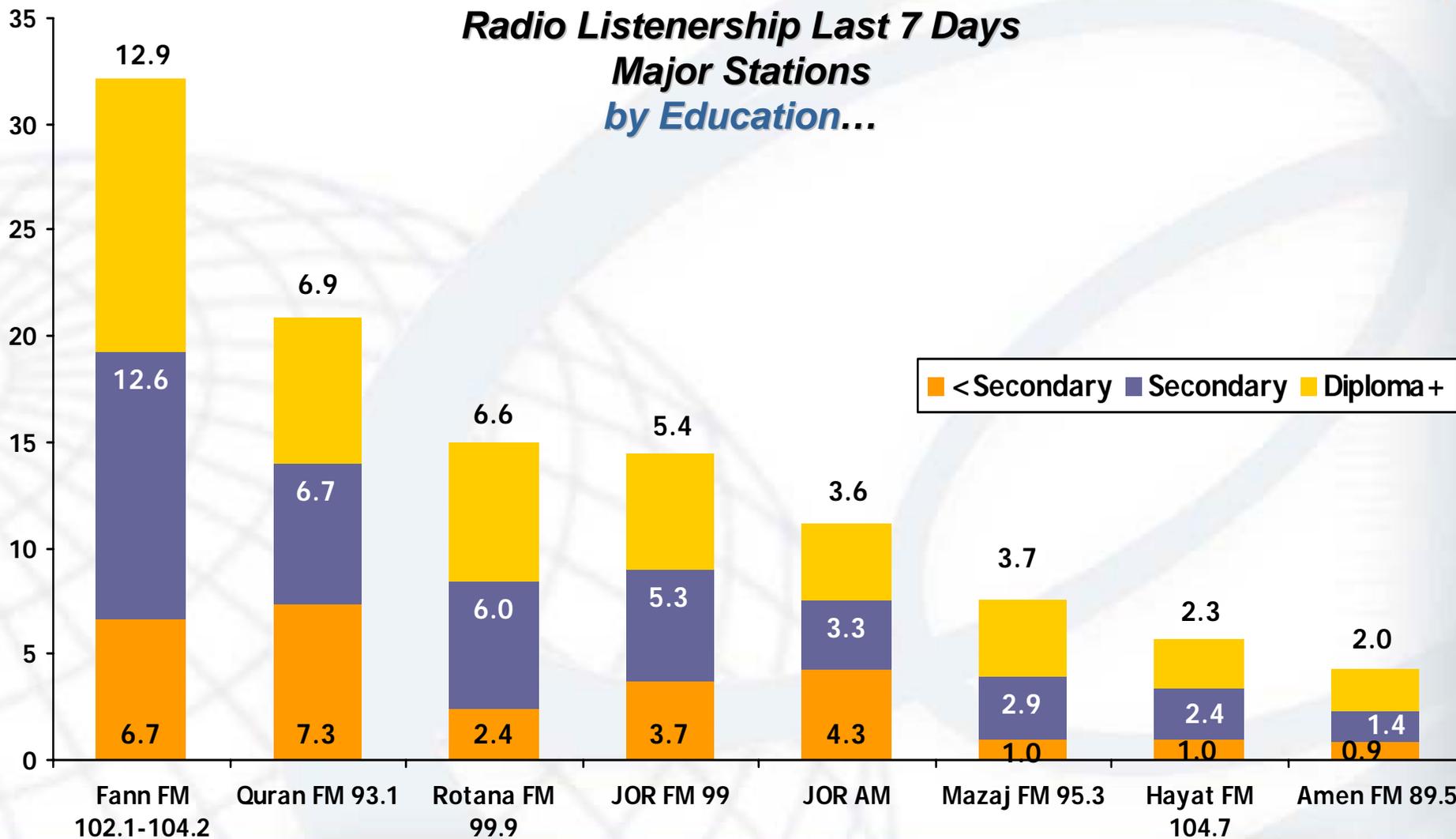
**Radio Listenership Last 7 Days  
Major Stations  
by Gender...**



# Jordan Media Survey – 2007

## Radio Listenership

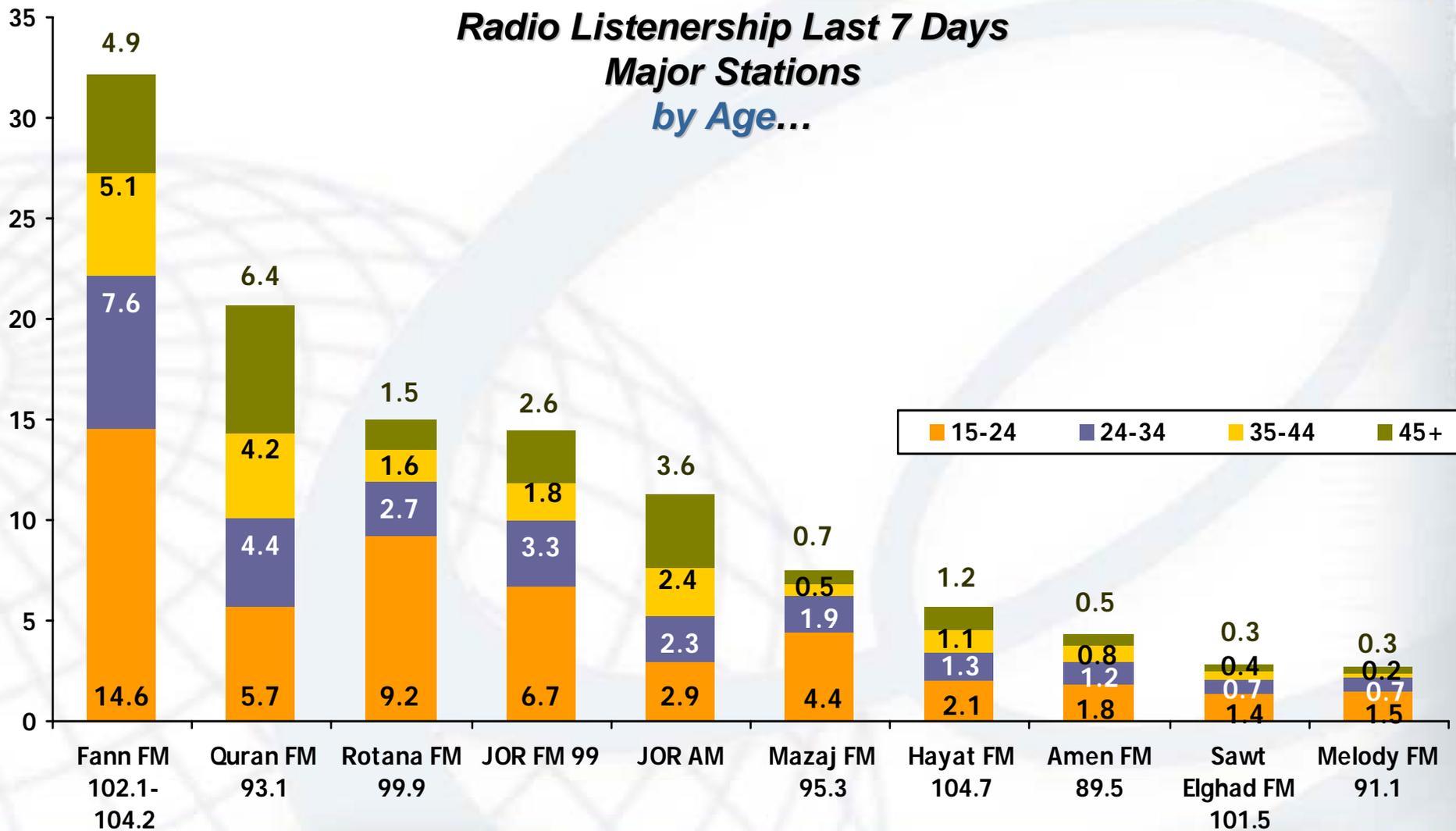
**Radio Listenership Last 7 Days  
Major Stations  
by Education...**



# Jordan Media Survey – 2007

## Radio Listenership

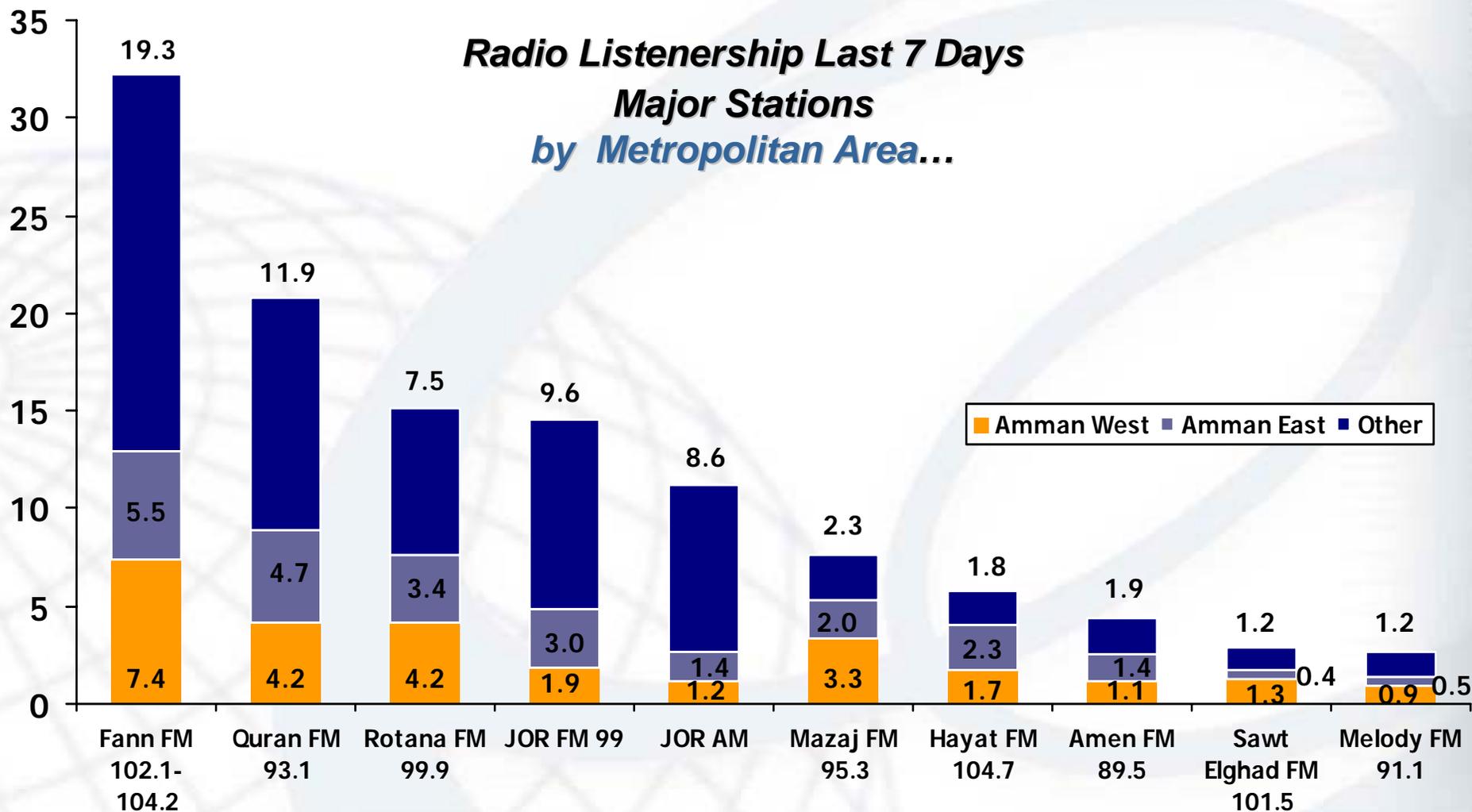
**Radio Listenership Last 7 Days  
Major Stations  
by Age...**



# Jordan Media Survey – 2007

## Radio Listenership

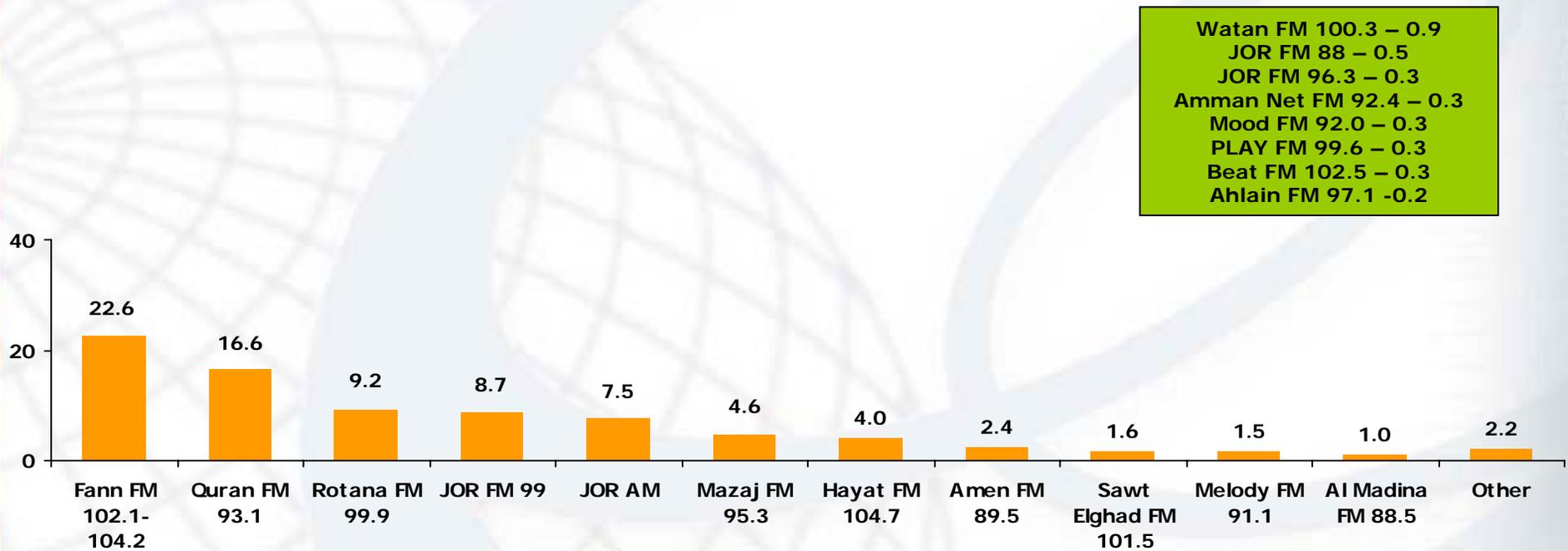
**Radio Listenership Last 7 Days**  
**Major Stations**  
*by Metropolitan Area...*



# Jordan Media Survey – 2007

## Radio Listenership

### Listened to Radio Yesterday ...



Base: 2912

# Jordan Media Survey – 2007

## *Radio Listenership*

### *Summary of Radio Penetration by Jordan's Demographic Characteristics*

- Our analysis of demographic characteristics for major stations is contained within the **7 day listenership** benchmarks.
- The following two slides are a wrap up of this exercise and are of special comparative benefits to advertisers with specific target audiences.
- With comparative price lists of airtime advertisers can calculate the cost of reaching 1000 people of their audiences and make the right investment decisions or media mix.

# Jordan Media Survey – 2007

## Radio Listenership

### Radio Penetration... by Gender & Education

Station	Station Sample Base	Last 7 Days	Male	Female	<Secondary	Secondary	Diploma+
Fann FM 102.1-104.2	938	32.2	17.9	14.3	6.7	12.6	12.9
Quran FM 93.1	606	20.8	10.5	10.3	7.3	6.7	6.9
Rotana FM 99.9	438	15.0	7.7	7.6	2.4	6.0	6.6
JOR FM 99	420	14.4	6.7	7.8	3.7	5.3	5.4
JOR AM	329	11.3	6.6	4.6	4.3	3.3	3.6
Mazaj FM 95.3	220	7.6	3.8	3.7	1.0	2.9	3.7
Hayat FM 104.7	168	5.8	2.6	3.2	1.0	2.4	2.3
Amen FM 89.5	127	4.4	2.6	1.8	0.9	1.4	2.0
Sawt El Ghad FM 101.5	82	2.8	1.5	1.3	0.4	1.0	1.4
Melody FM 91.1	77	2.6	1.4	1.2	0.3	1.1	1.2

Total Base: 2912

# Jordan Media Survey – 2007

## Radio Listenership

### Radio Penetration... by Age & Metropolitan Area

Station	Station Sample Base	Last 7 Days	15-24	25-34	35-44	45+	Amman West	Amman East	Other
Fann FM 102.1-104.2	938	32.2	14.6	7.6	5.1	4.9	7.3	5.5	19.3
Quran FM 93.1	606	20.8	5.7	4.4	4.2	6.4	4.2	4.7	11.9
Rotana FM 99.9	438	15.0	9.2	2.7	1.6	1.5	4.2	3.4	7.5
JOR FM 99	420	14.4	6.7	3.3	1.8	2.6	1.9	3.0	9.5
JOR AM	329	11.3	2.9	2.3	2.4	3.6	1.2	1.4	8.6
Mazaj FM 95.3	220	7.6	4.4	1.9	0.5	0.7	3.3	2.0	2.3
Hayat FM 104.7	168	5.8	2.1	1.3	1.1	1.2	1.7	2.3	1.8
Amen FM 89.5	127	4.4	1.8	1.2	0.8	0.5	1.1	1.4	1.9
Sawt El Ghad FM 101.5	82	2.8	1.4	0.7	0.4	0.3	1.3	0.4	1.2
Melody FM 91.1	77	2.6	1.5	0.7	0.2	0.3	0.9	0.5	1.2

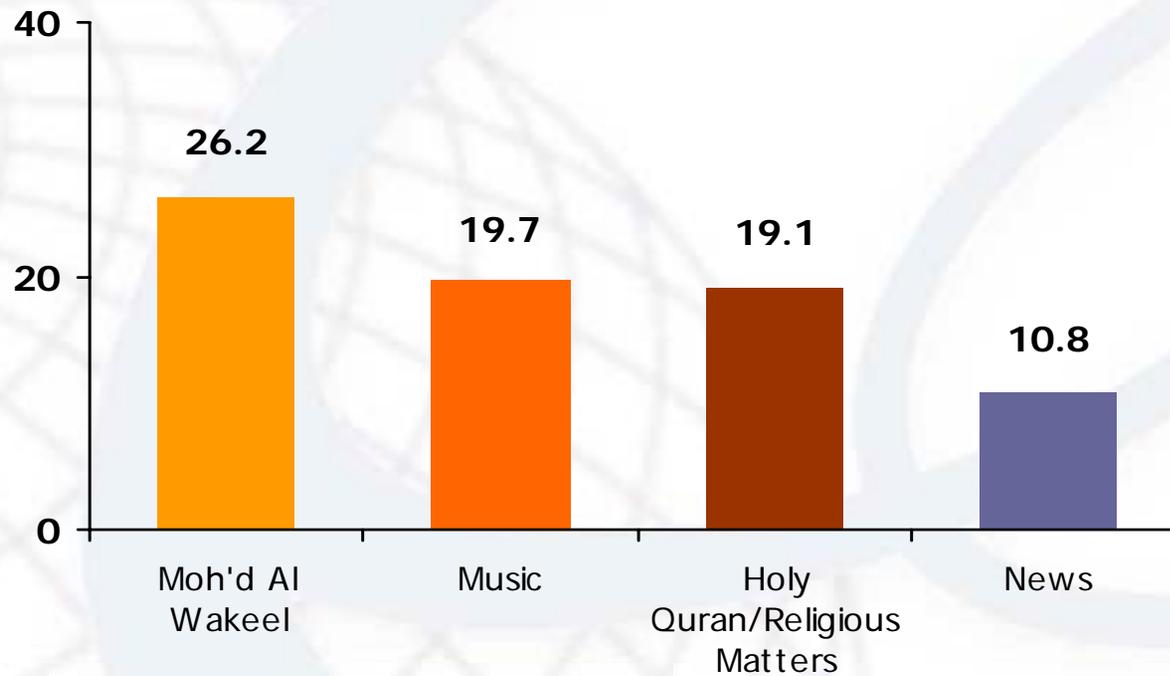
Total Base: 2912

# Jordan Media Survey – 2007

## Radio Listenership

### Favourite Radio Programs

Based on Last 7 Days Listenership



# Jordan Media Survey – 2007

## *New Media – Mobile Commercial Text Messages*

**PART # 1**

**Section [2]**

**New Media**

**Mobile Commercial Text Messages**

# Jordan Media Survey – 2007

## New Media – Mobile Commercial Text Messages

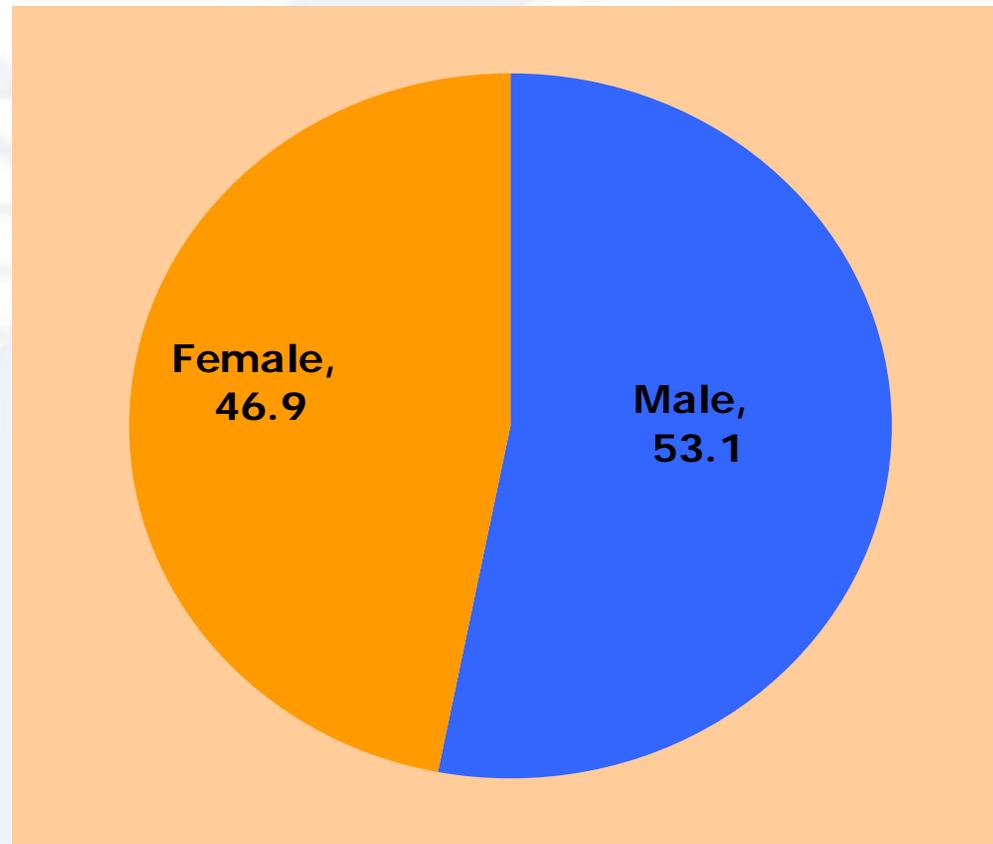
**Mobile Users...**



# Jordan Media Survey – 2007

## *New Media – Mobile Commercial Text Messages*

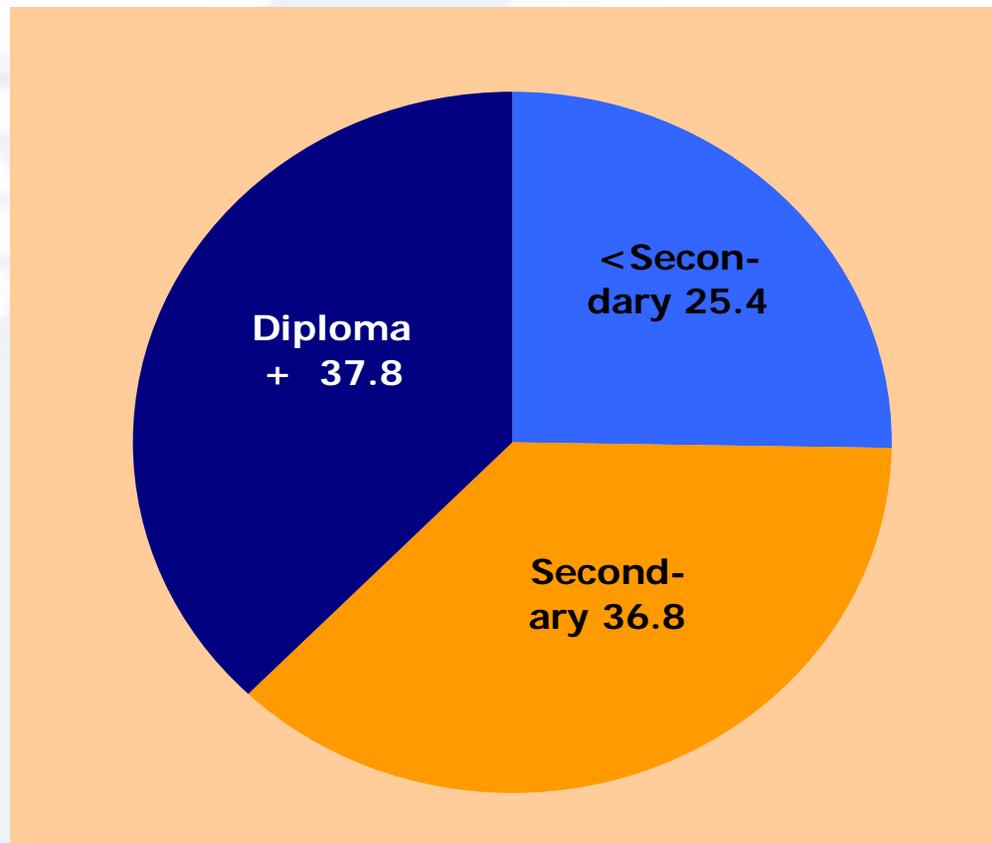
### *Mobile User Profile By Gender*



# Jordan Media Survey – 2007

## New Media – Mobile Commercial Text Messages

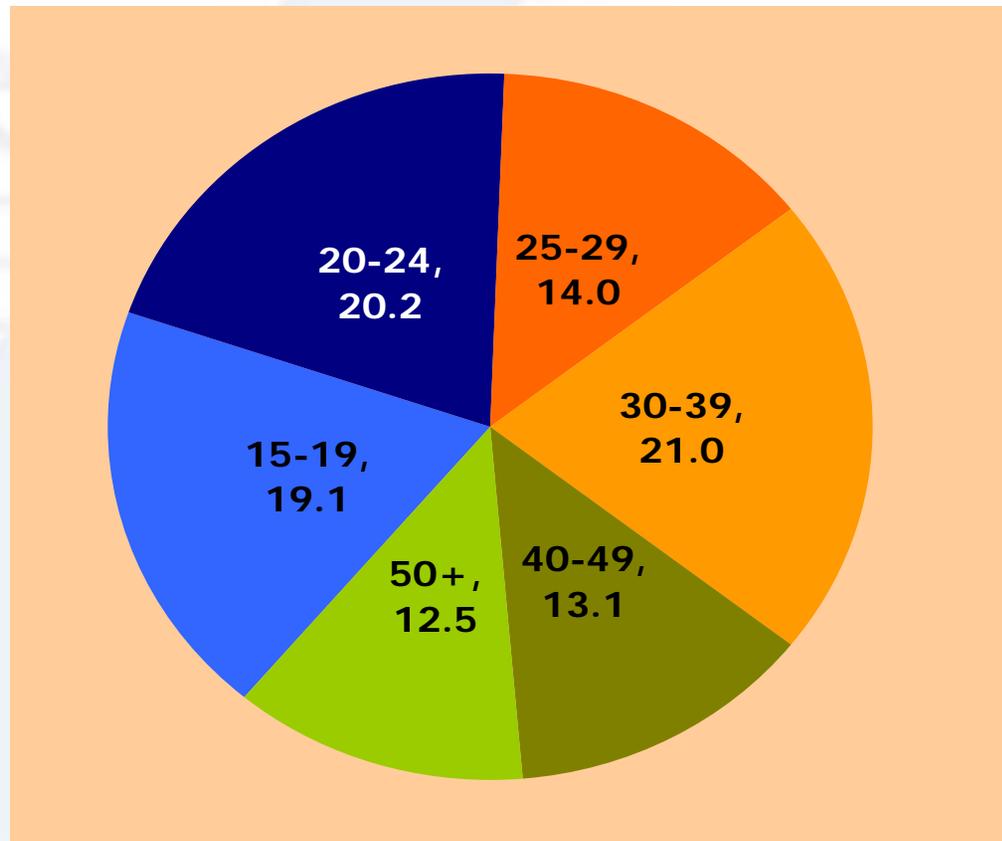
### Mobile User Profile By Education



# Jordan Media Survey – 2007

## New Media – Mobile Commercial Text Messages

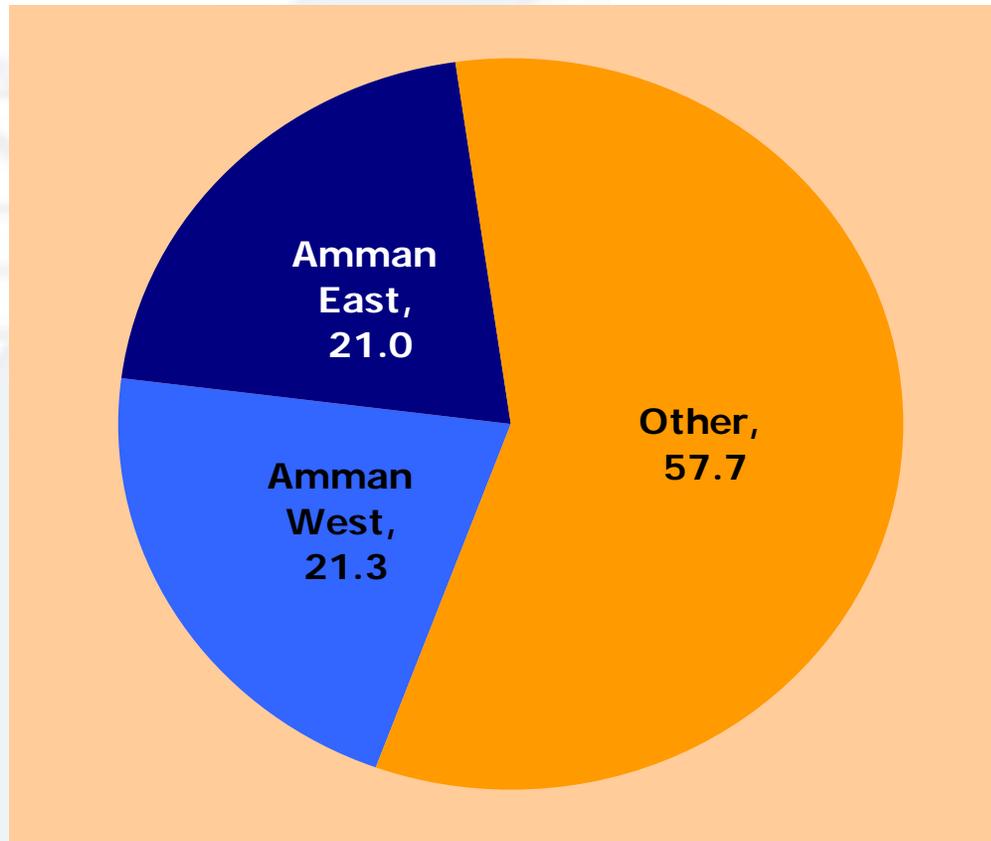
### Mobile User Profile By Age



# Jordan Media Survey – 2007

## New Media – Mobile Commercial Text Messages

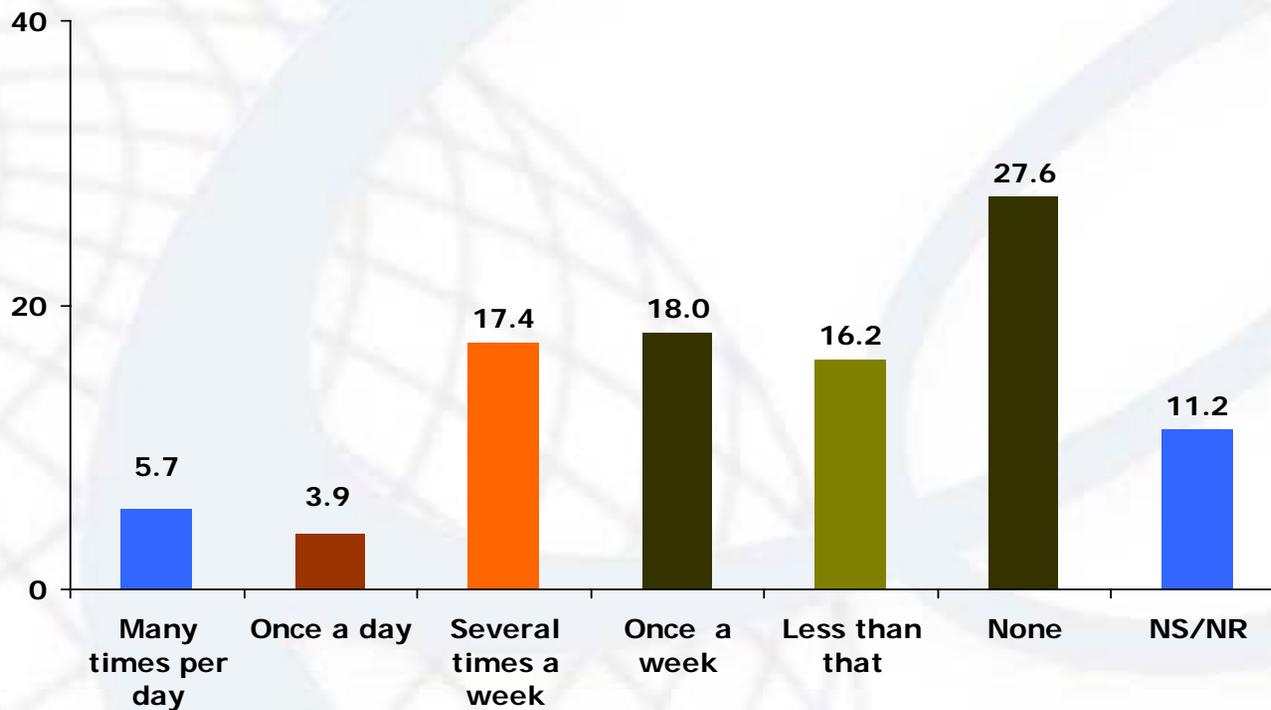
### Mobile User Profile By Region



# Jordan Media Survey – 2007

## New Media – *Mobile Commercial Text Messages*

### Frequency of Receiving *Commercial Text Messages*

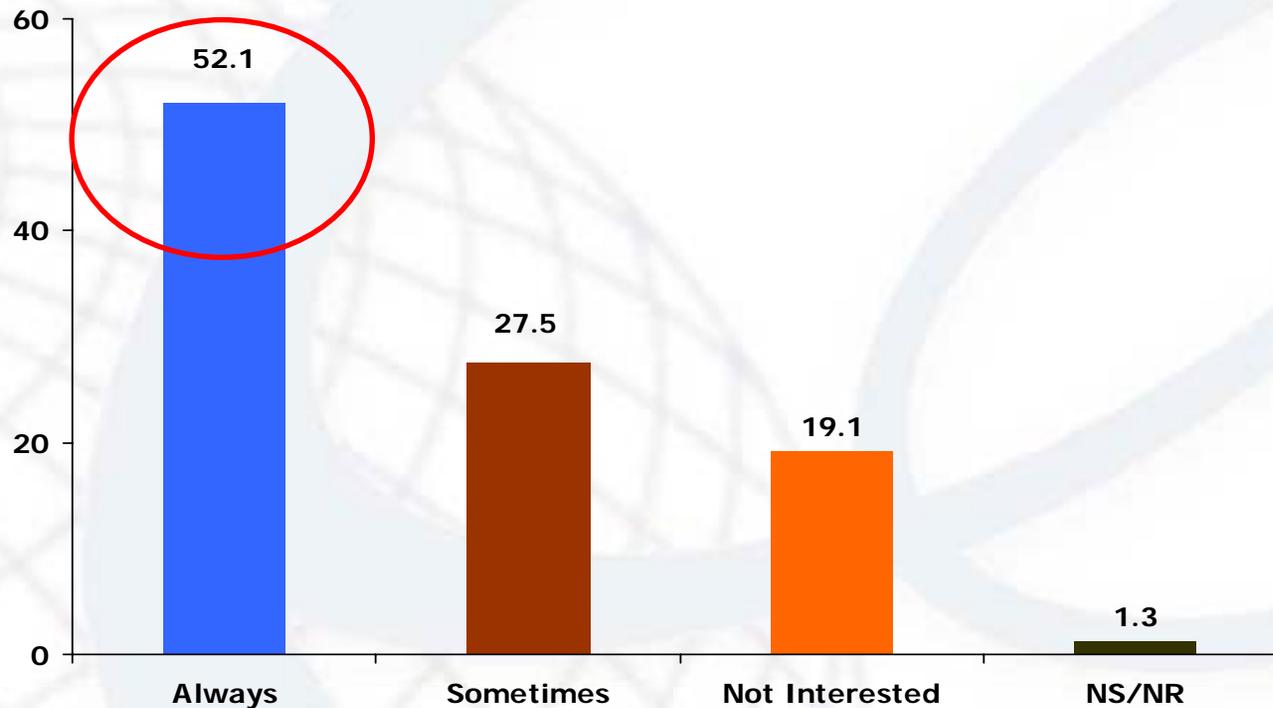


# Jordan Media Survey – 2007

## New Media – Mobile Commercial Text Messages

*Of Those Receiving Commercial Text Messages*

*% of Those Who Read...*

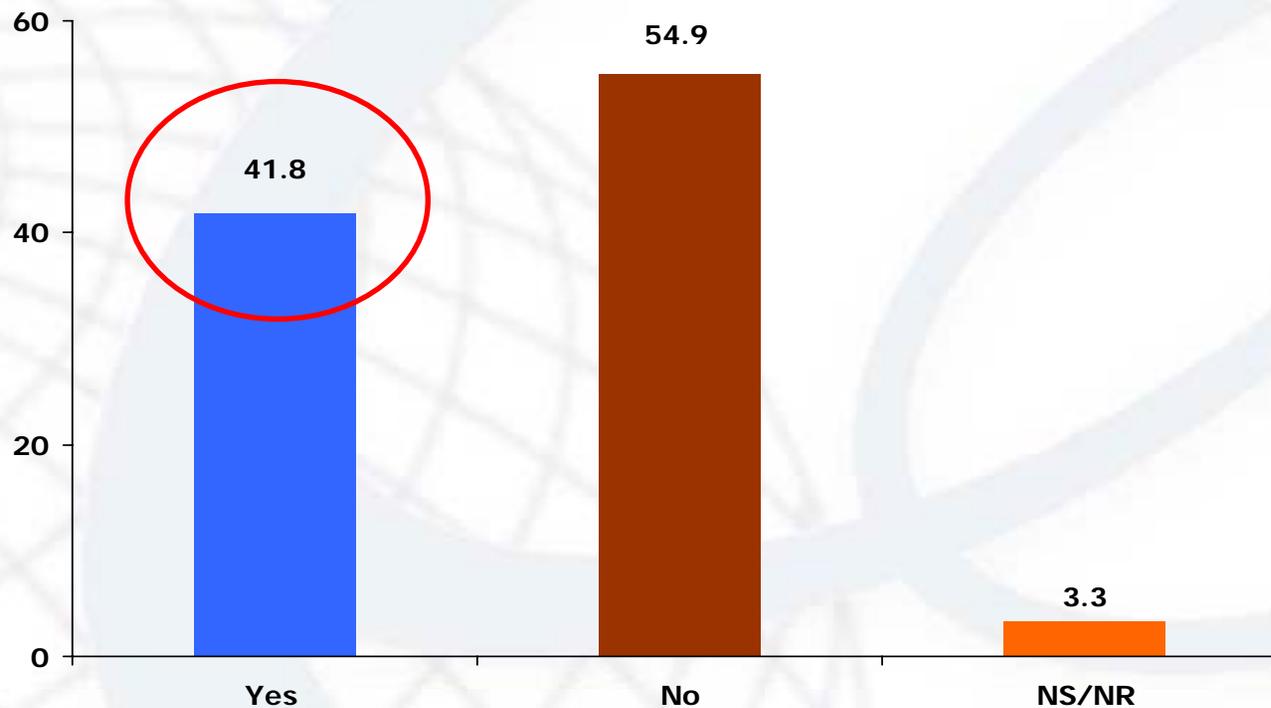


# Jordan Media Survey – 2007

## New Media – *Mobile Commercial Text Messages*

*Of Those Receiving Commercial Text Messages*

**Who Think It Requires Previous Consent...**

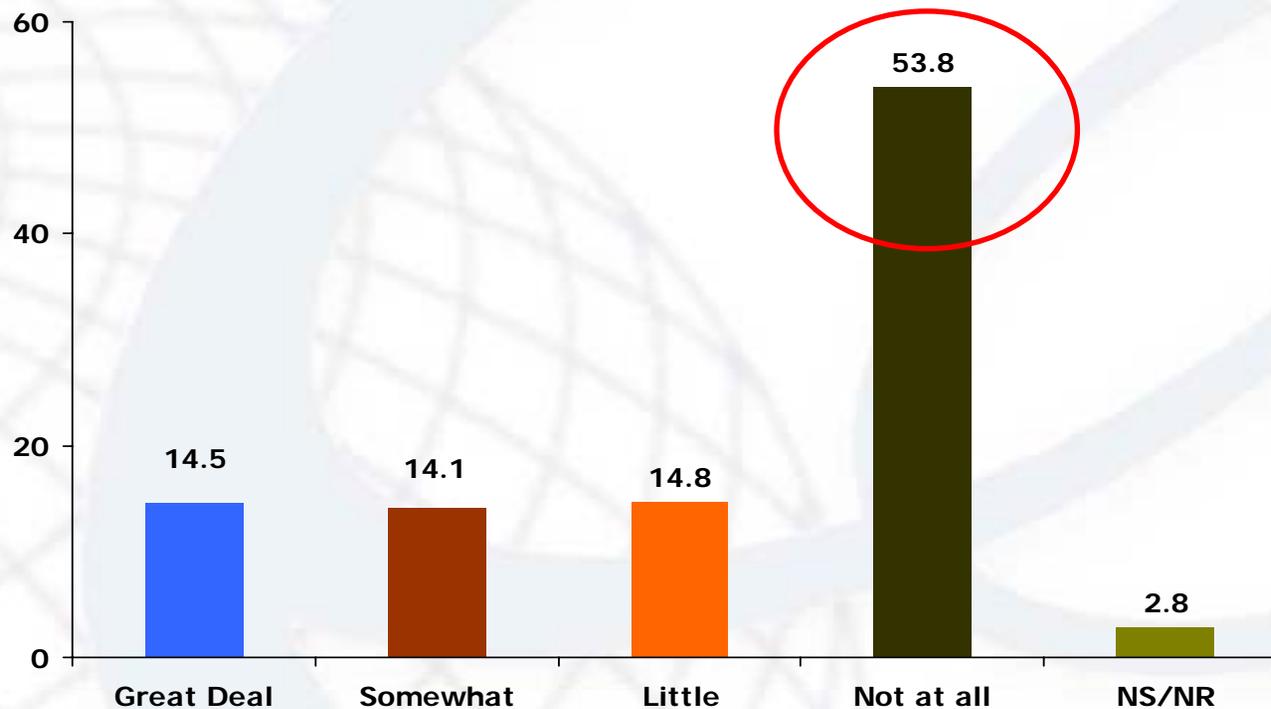


# Jordan Media Survey – 2007

## New Media – *Mobile Commercial Text Messages*

*Of Those Receiving Commercial Text Messages*

**A Source of Annoyance?...**



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

### **PART # 1** **Section [3]** **New Media** **E-mail Spam\***

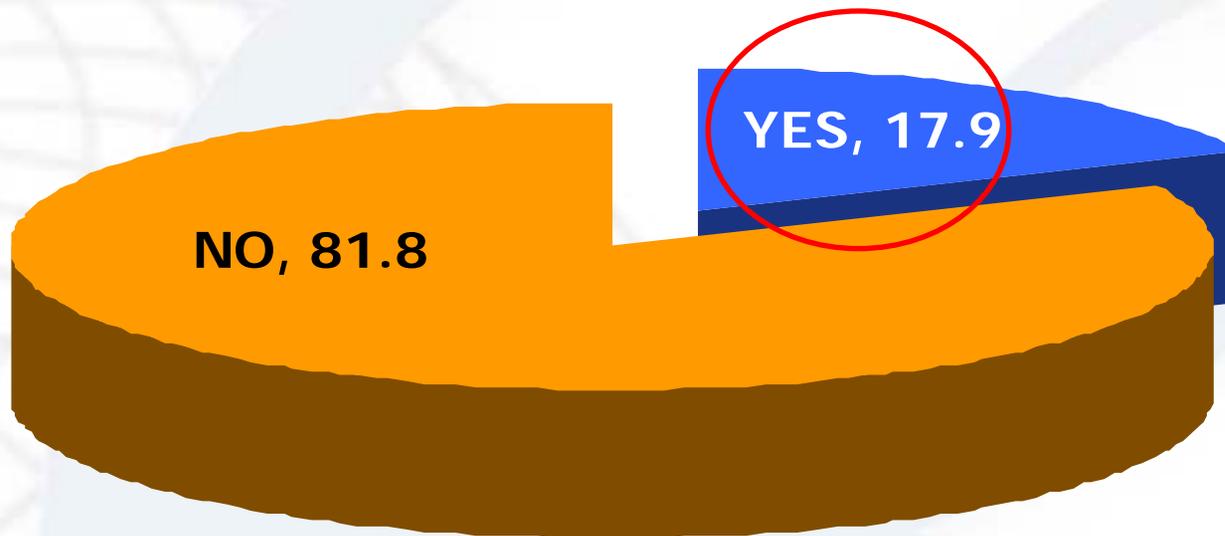
\*“E-mail spam, also known as unsolicited bulk email (UBE) or unsolicited commercial email (UCE), is the practice of sending unwanted e-mail messages, frequently with commercial content, in large quantities to an indiscriminate set of recipients”

Source: Wikipedia

# Jordan Media Survey – 2007

## New Media – E-mail Spam

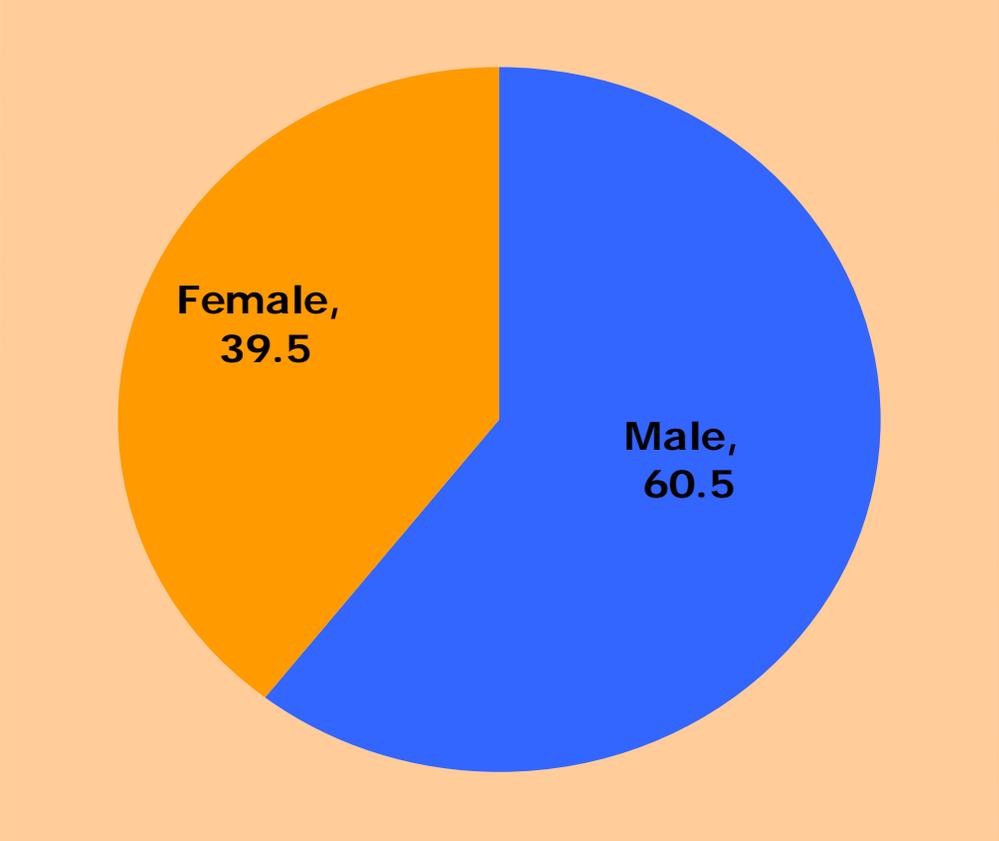
**E-mail Users...**



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

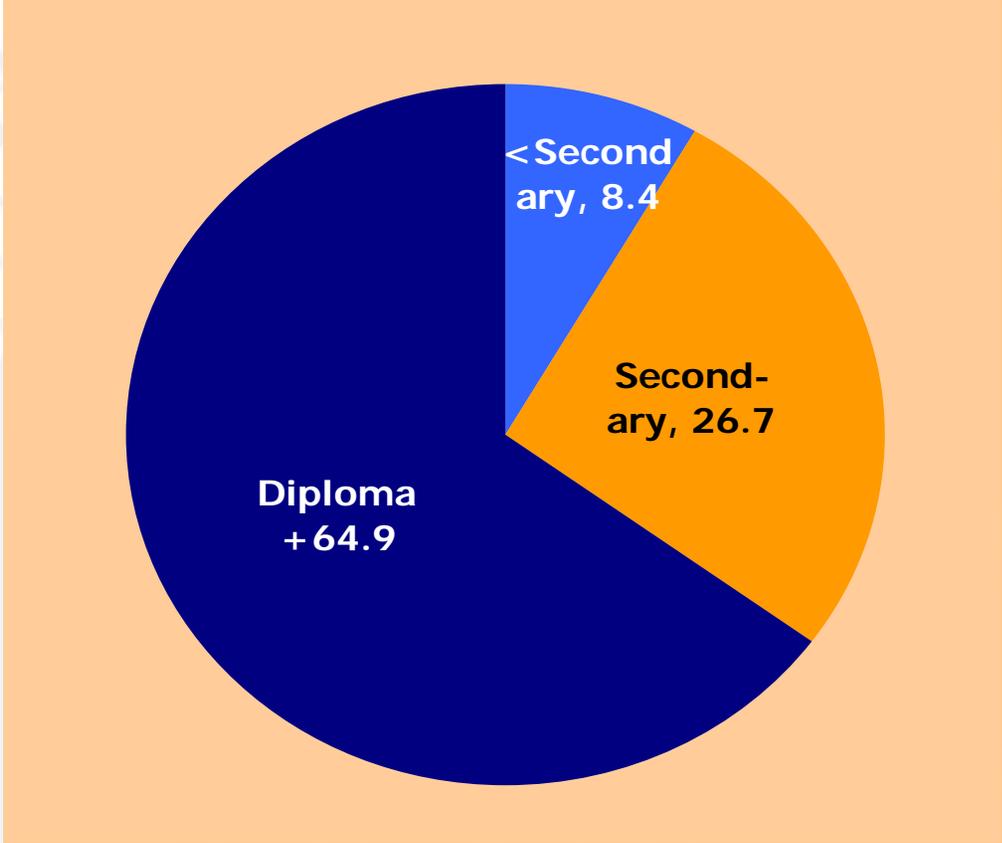
*E-mail User Profile By Gender*



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

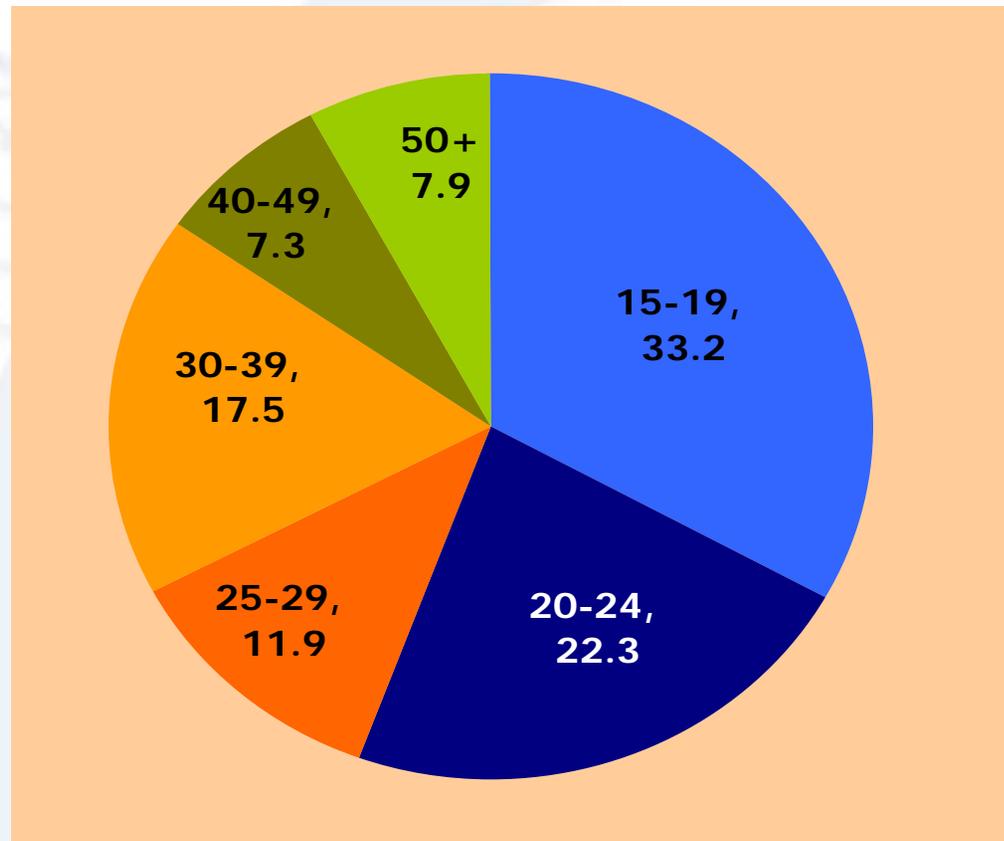
*E-mail User Profile By Education*



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

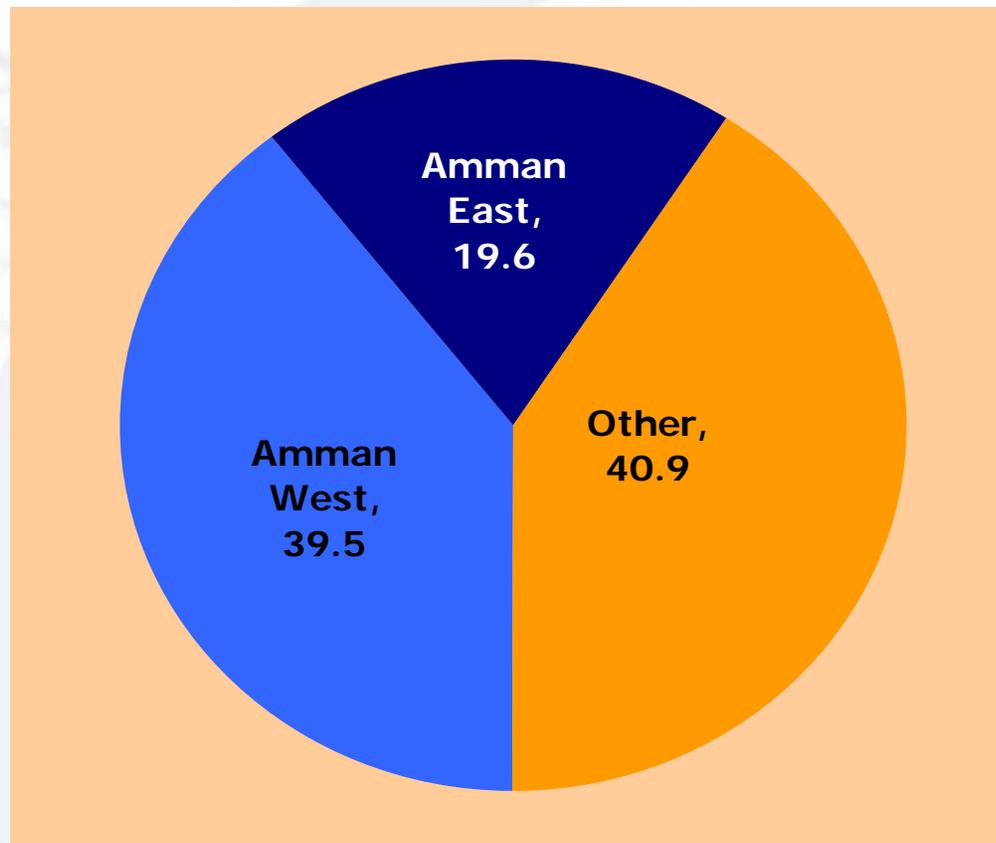
### *E-mail User Profile By Age*



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

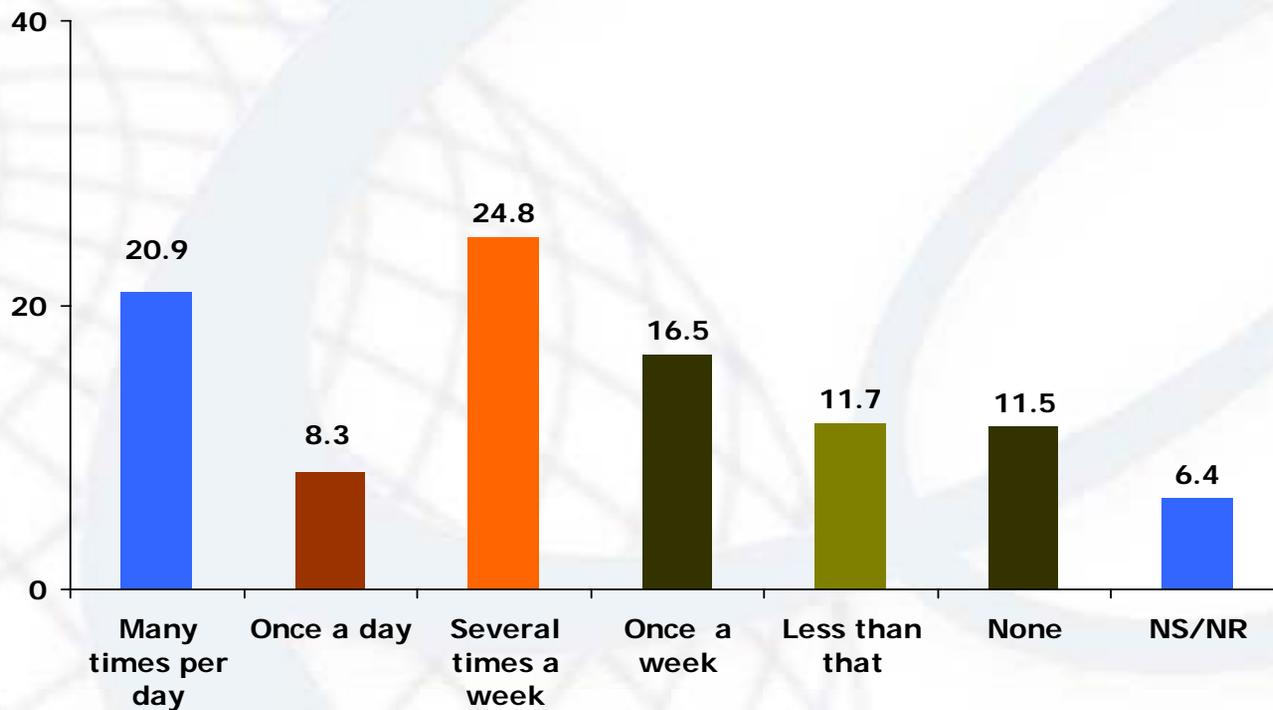
### *E-mail User Profile By Region*



# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

### Frequency of Receiving *E-mail Spam*

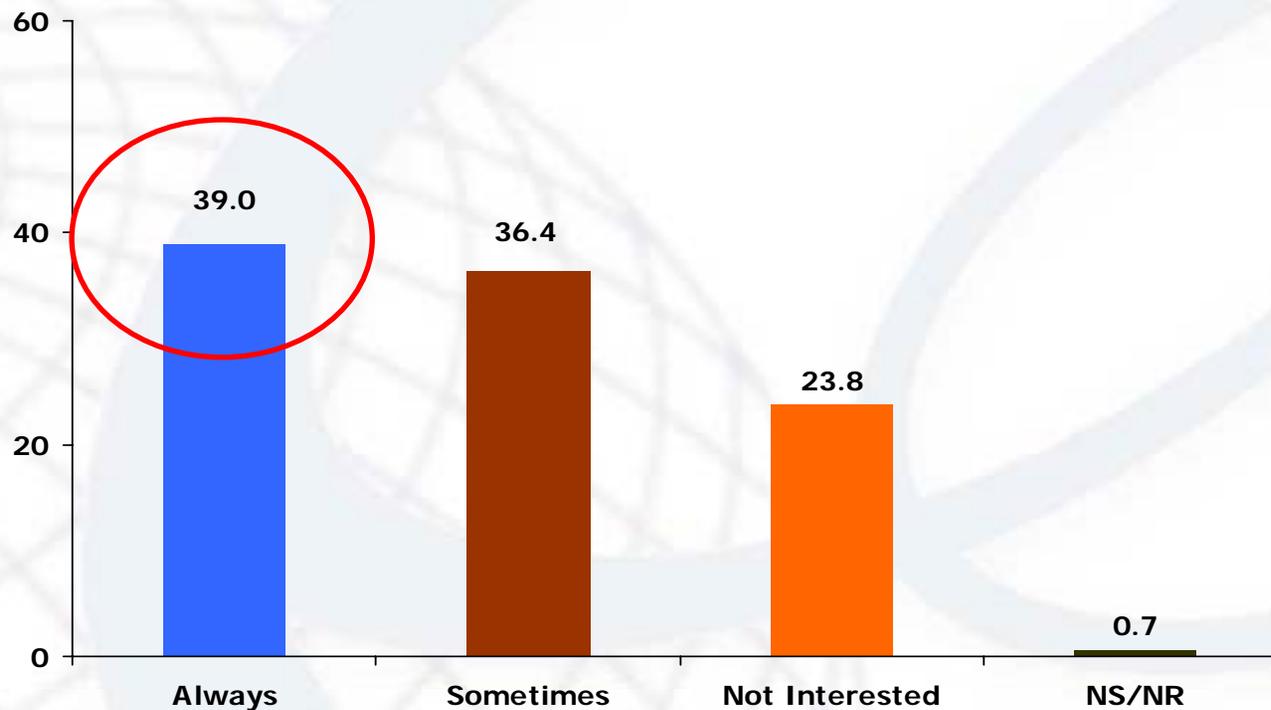


# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

*Of Those Receiving E-mail Spam*

**% of Those Who Read...**

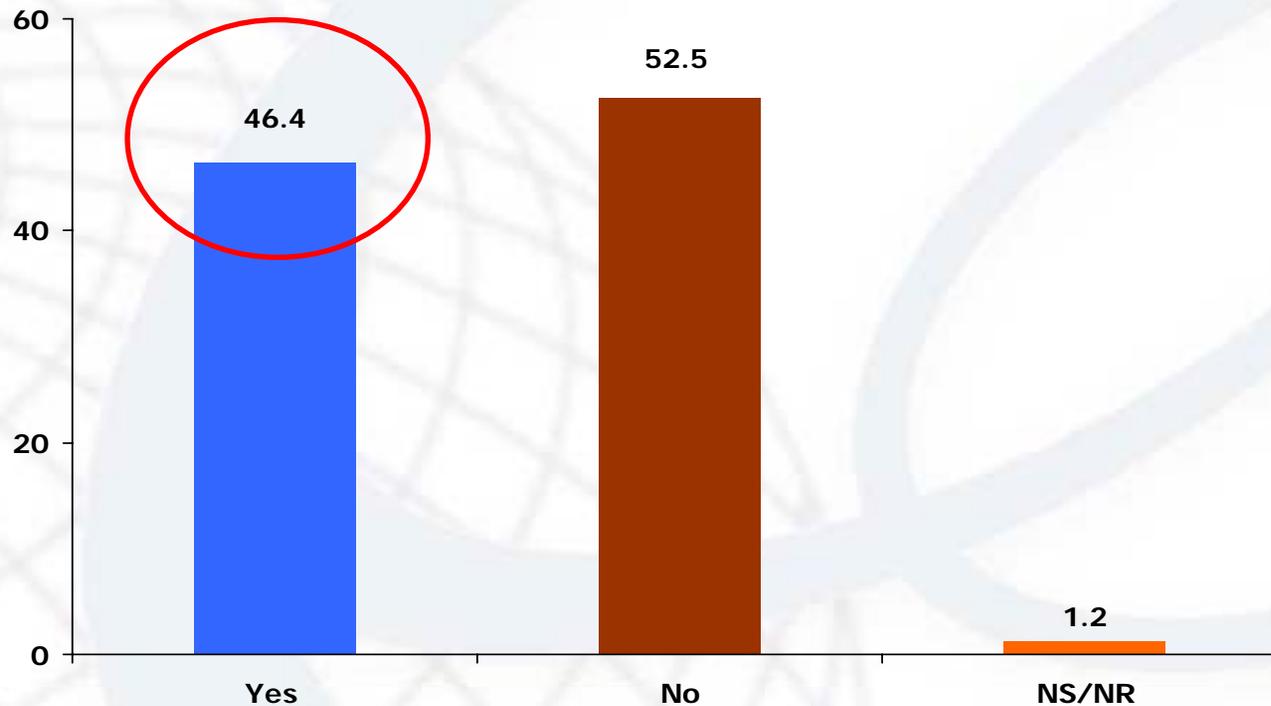


# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

*Of Those Receiving E-mail Spam*

**Who Think It Requires Previous Consent...**

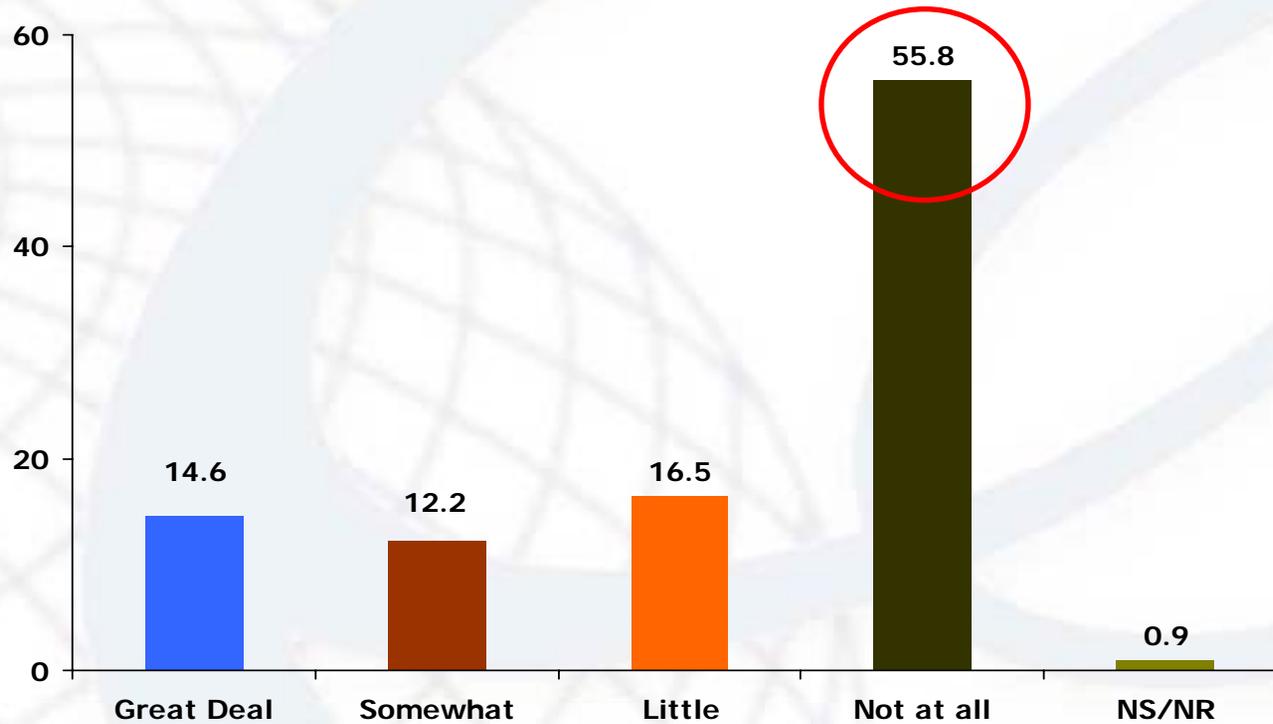


# Jordan Media Survey – 2007

## New Media – *E-mail Spam*

*Of Those Receiving E-mail Spam*

**A Source of Annoyance?...**





**Jordan Media Survey**  
*Publications: Daily Newspapers*

**SECTION [4]**

**Dec 2007**

# Jordan Media Survey - 2007

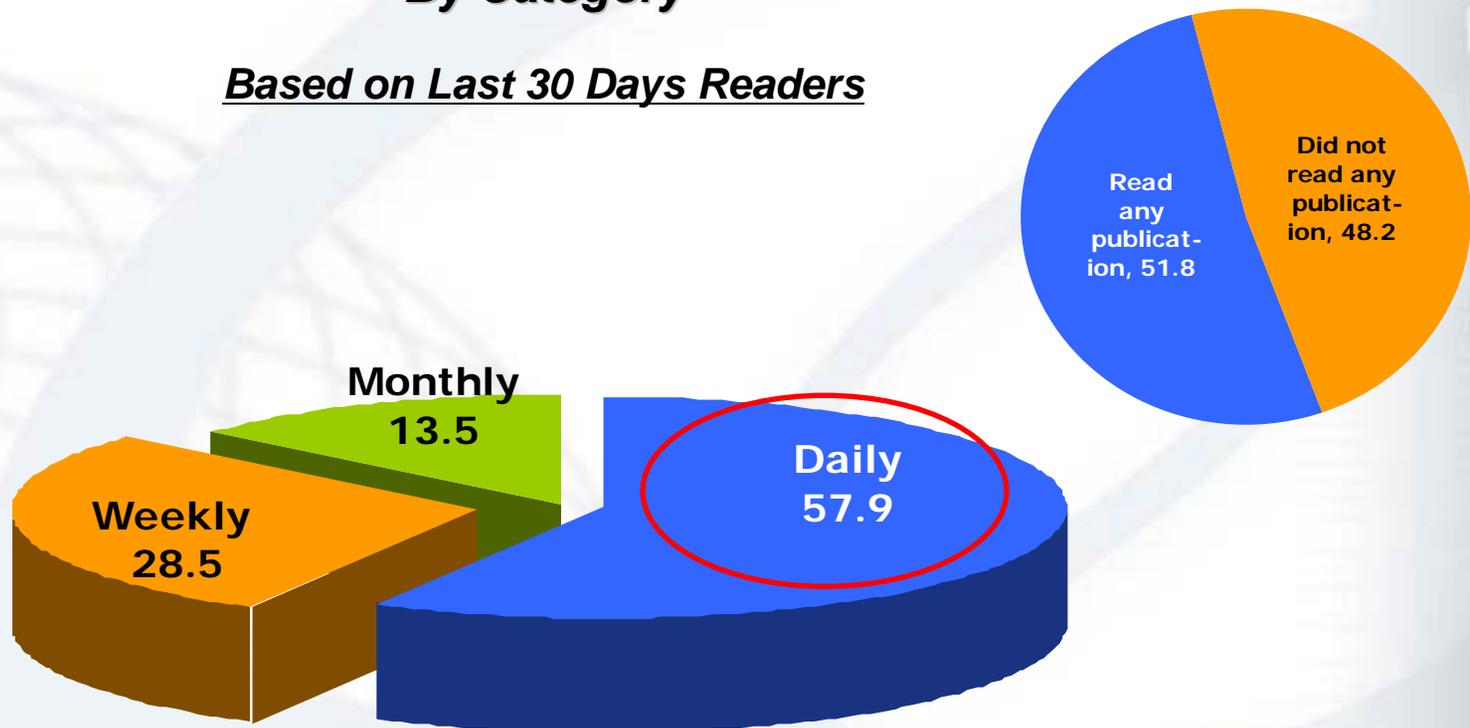
## PART # 1 Publications

# Jordan Media Survey – 2007

## Publication Readership

### Publication Share of Readership By Category

Based on Last 30 Days Readers



The above category shares represent 51.8% of those who read any publication during the last 30 days

Multiple answer questions

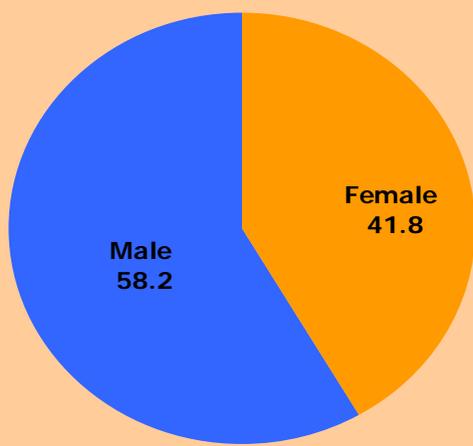
# Jordan Media Survey – 2007

## Publication Readership

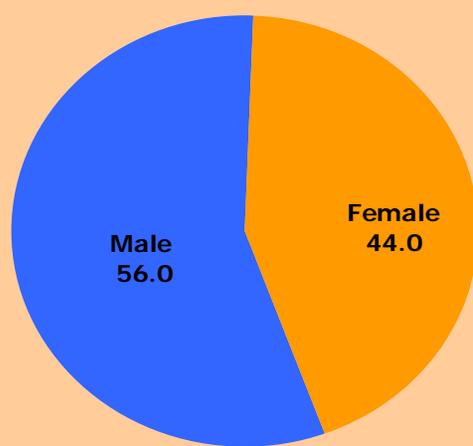
### Publication Readership Profile By Gender

Based on Last 30 Days Readers

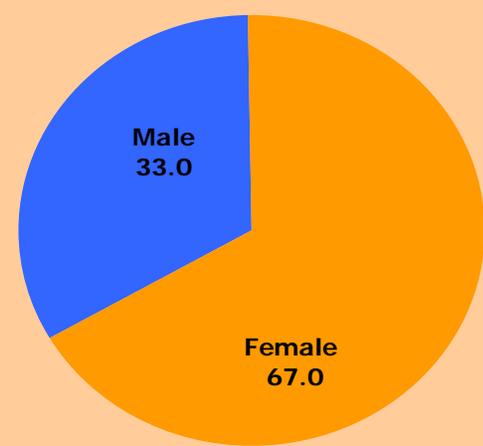
Daily



Weekly



Monthly



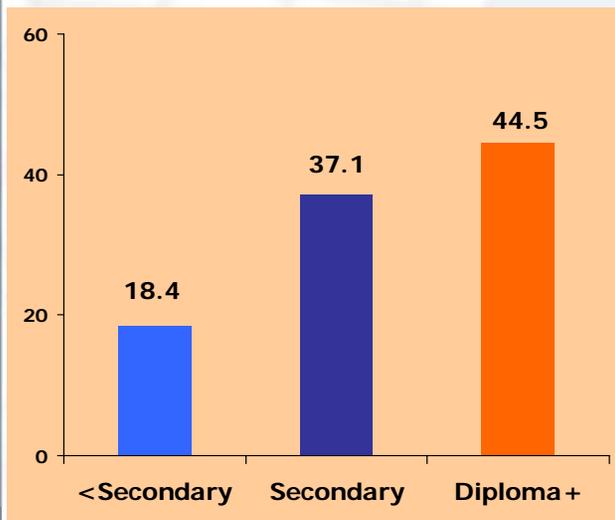
# Jordan Media Survey – 2007

## Publication Readership

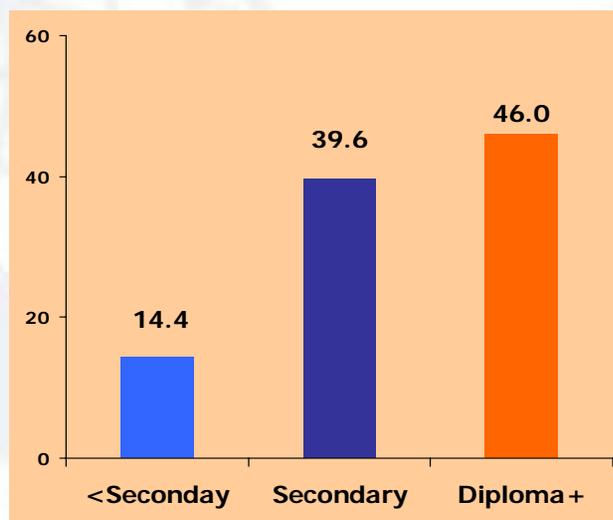
### Publication Readership Profile By Education

Based on Last 30 Days Readers

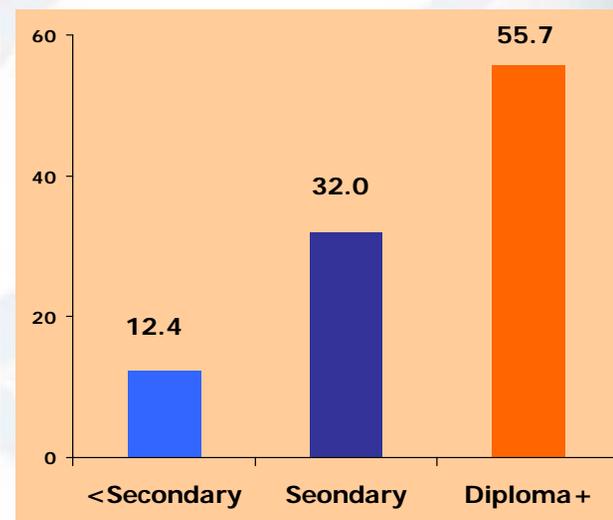
Daily



Weekly



Monthly



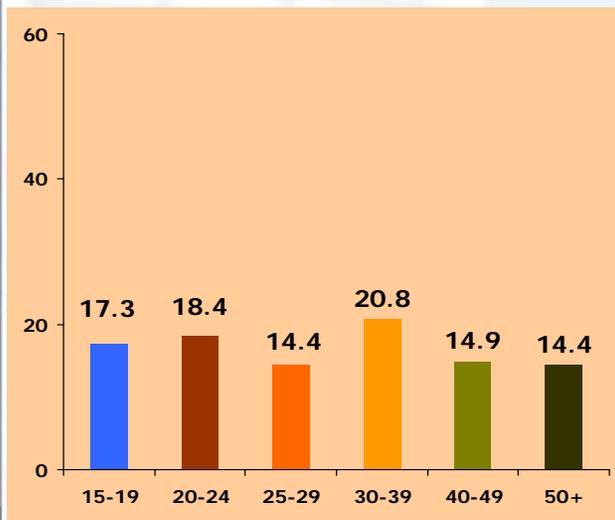
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## Publication Readership

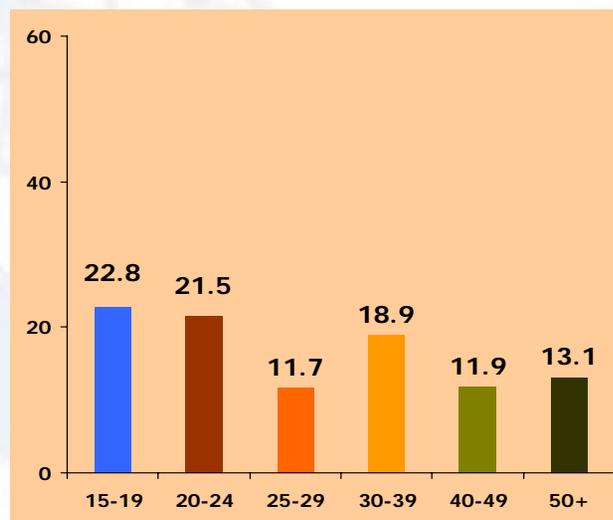
### Publication Readership Profile By Age

Based on Last 30 Days Readers

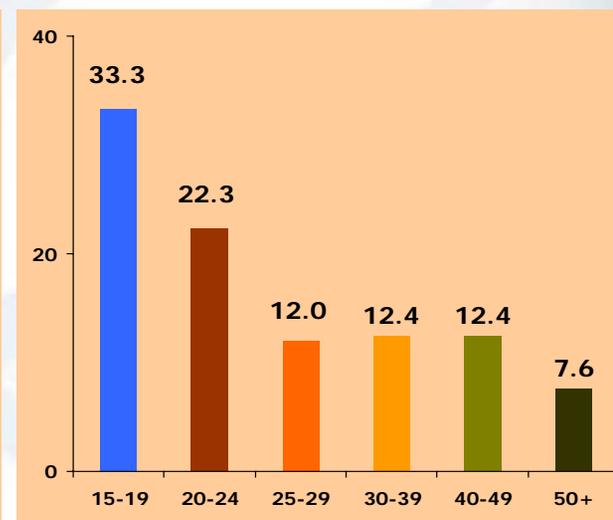
Daily



Weekly



Monthly



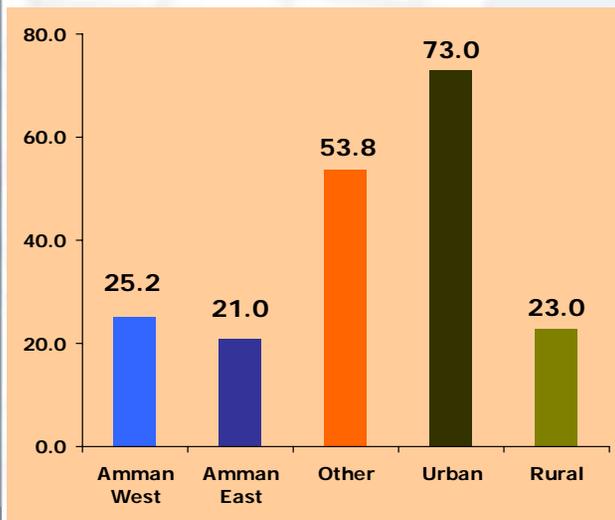
# Jordan Media Survey – 2007

## Publication Readership

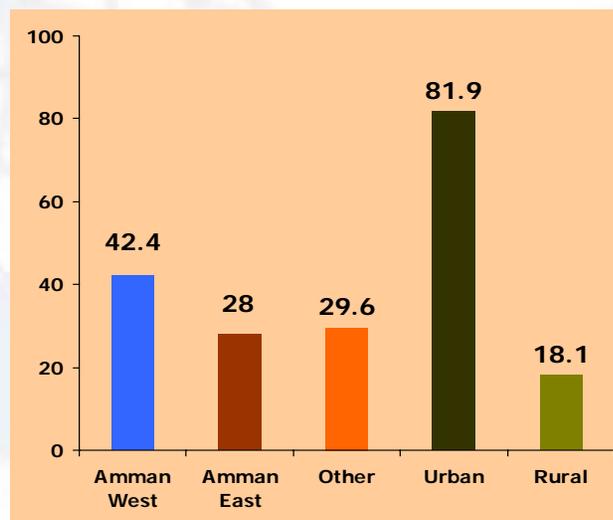
### Publication Readership Profile By Region

Based on Last 30 Days Readers

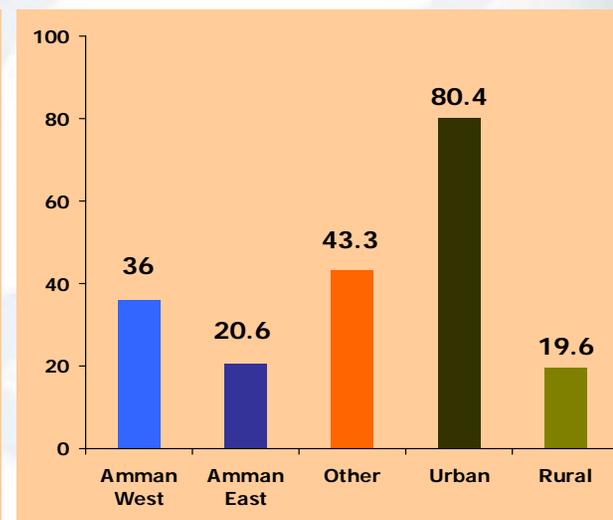
Daily



Weekly



Monthly



# Jordan Media Survey - 2007

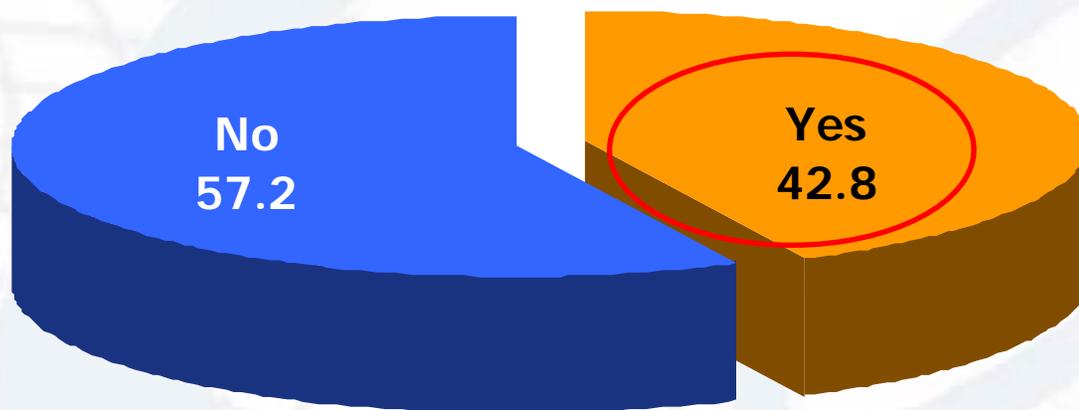
## PART # 1 Section [4]

### Publications: Daily Newspapers

# Jordan Media Survey – 2007

## *Daily Newspaper Readership*

**Daily newspapers readership  
during the last 30 days...**

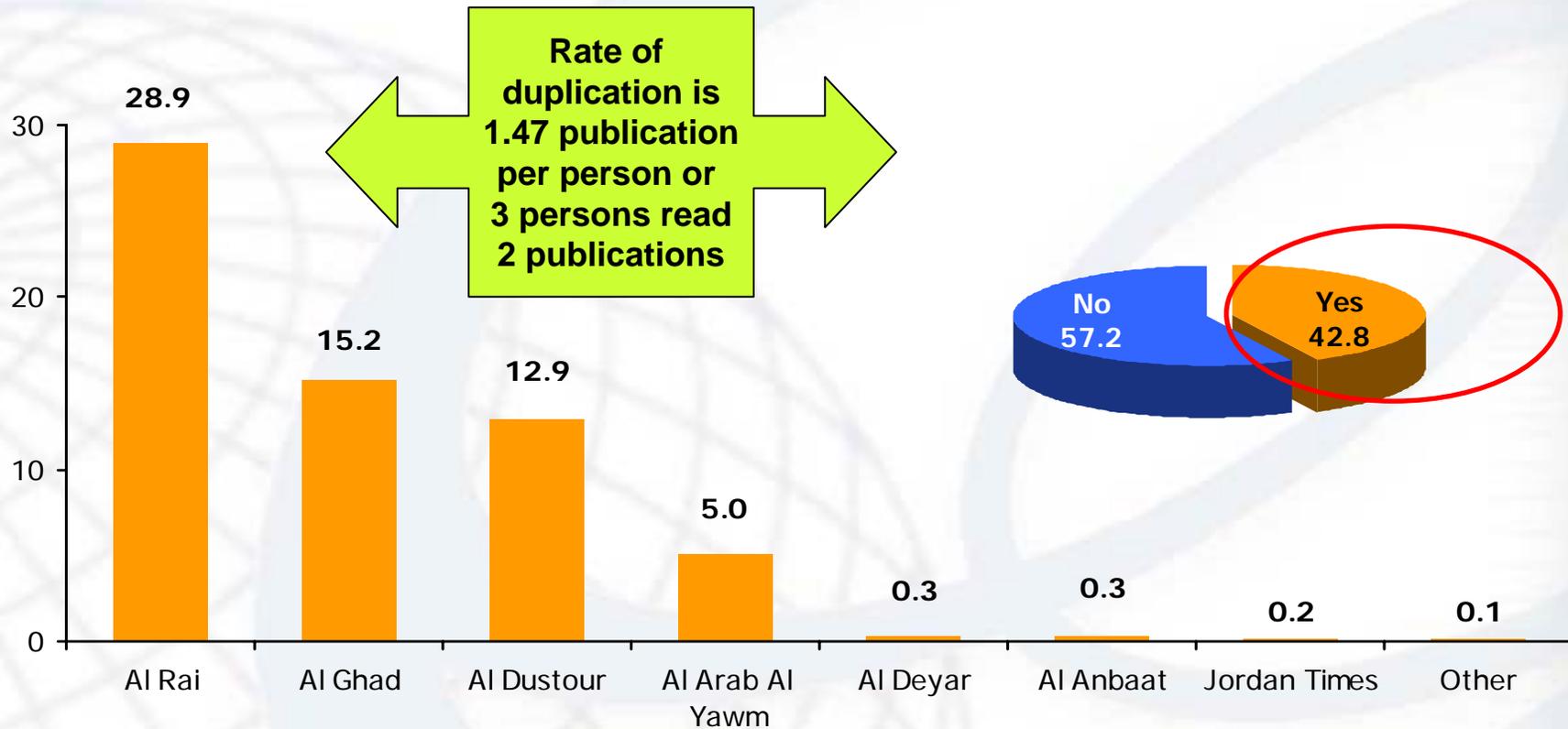


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

*Read/flipped through any of the daily newspapers during the last 30 days...*



Base:2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

**Read/flipped through any of the daily newspapers  
yesterday...**

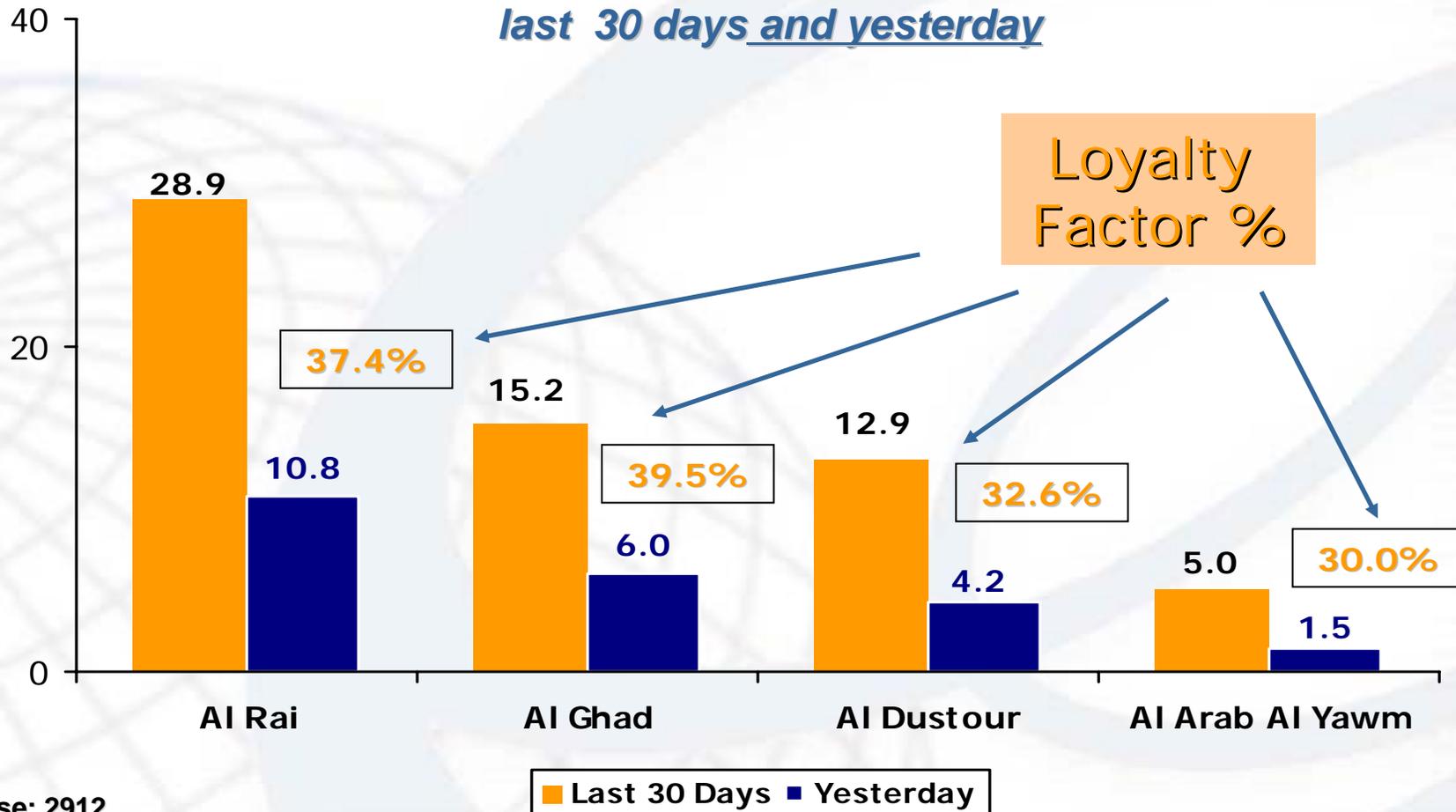


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

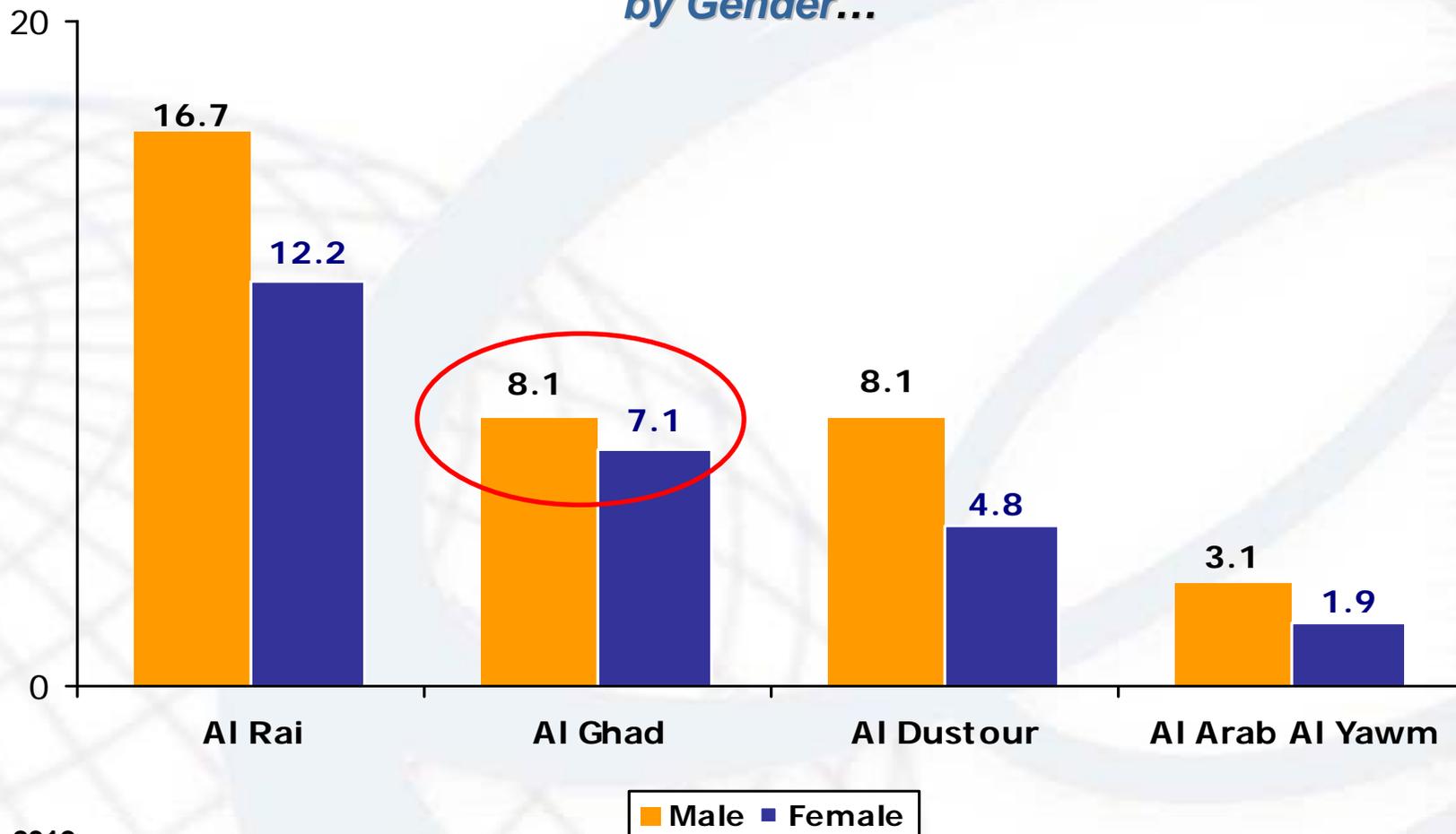
Readership of daily newspapers  
last 30 days and yesterday



# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Readership Last 30 Days by Gender...

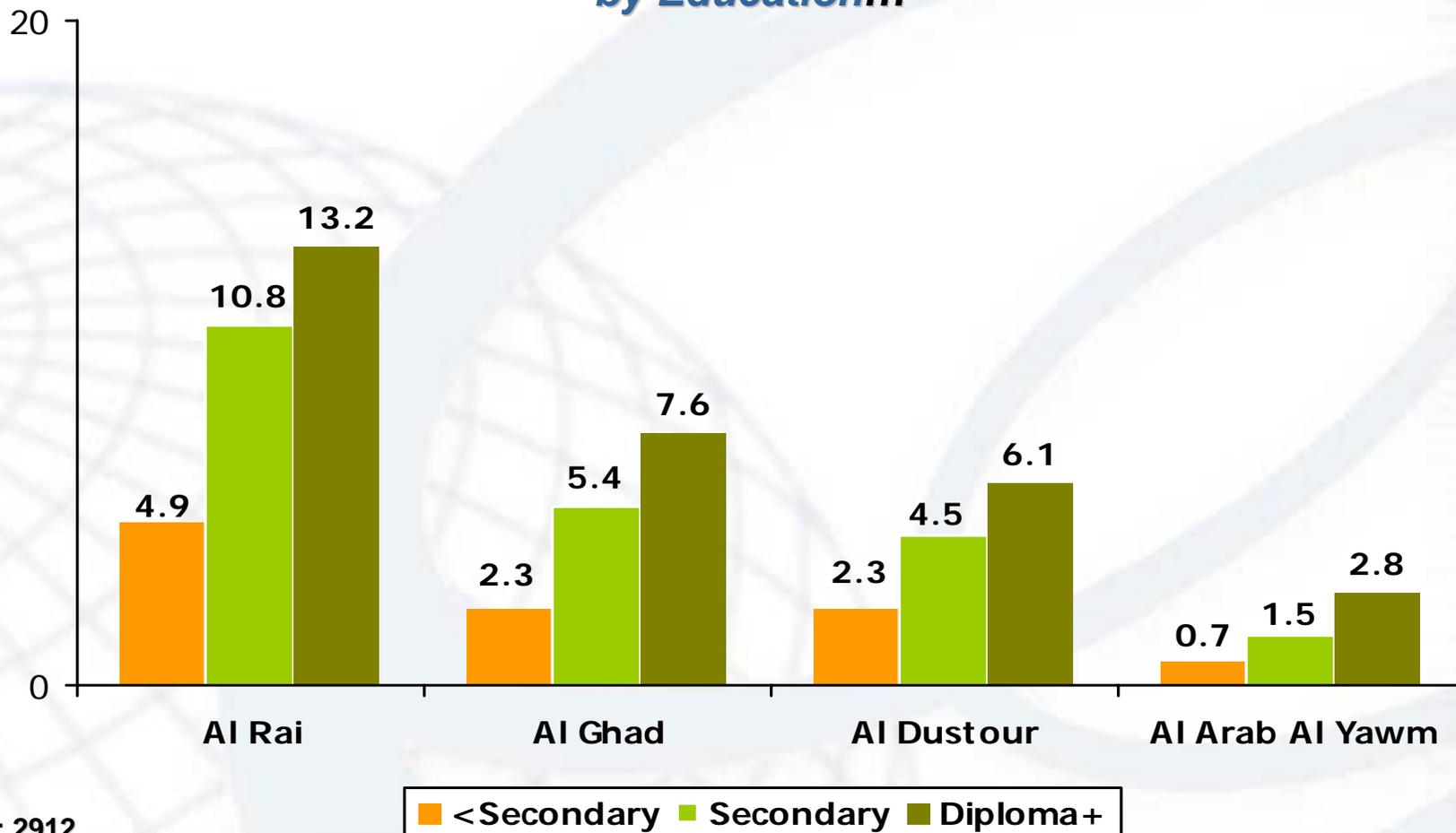


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Readership Last 30 Days by Education...

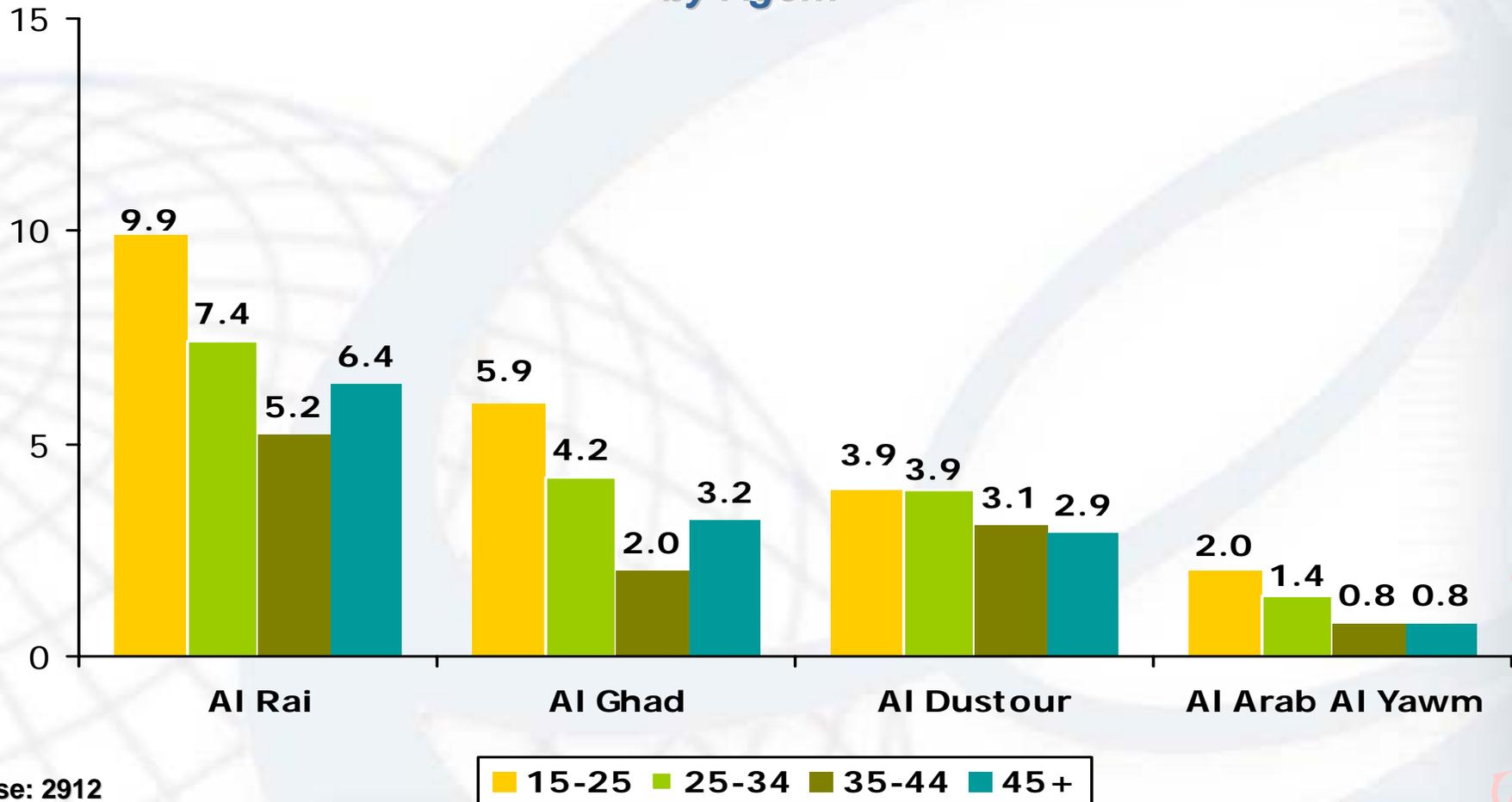


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Readership Last 30 Days by Age...

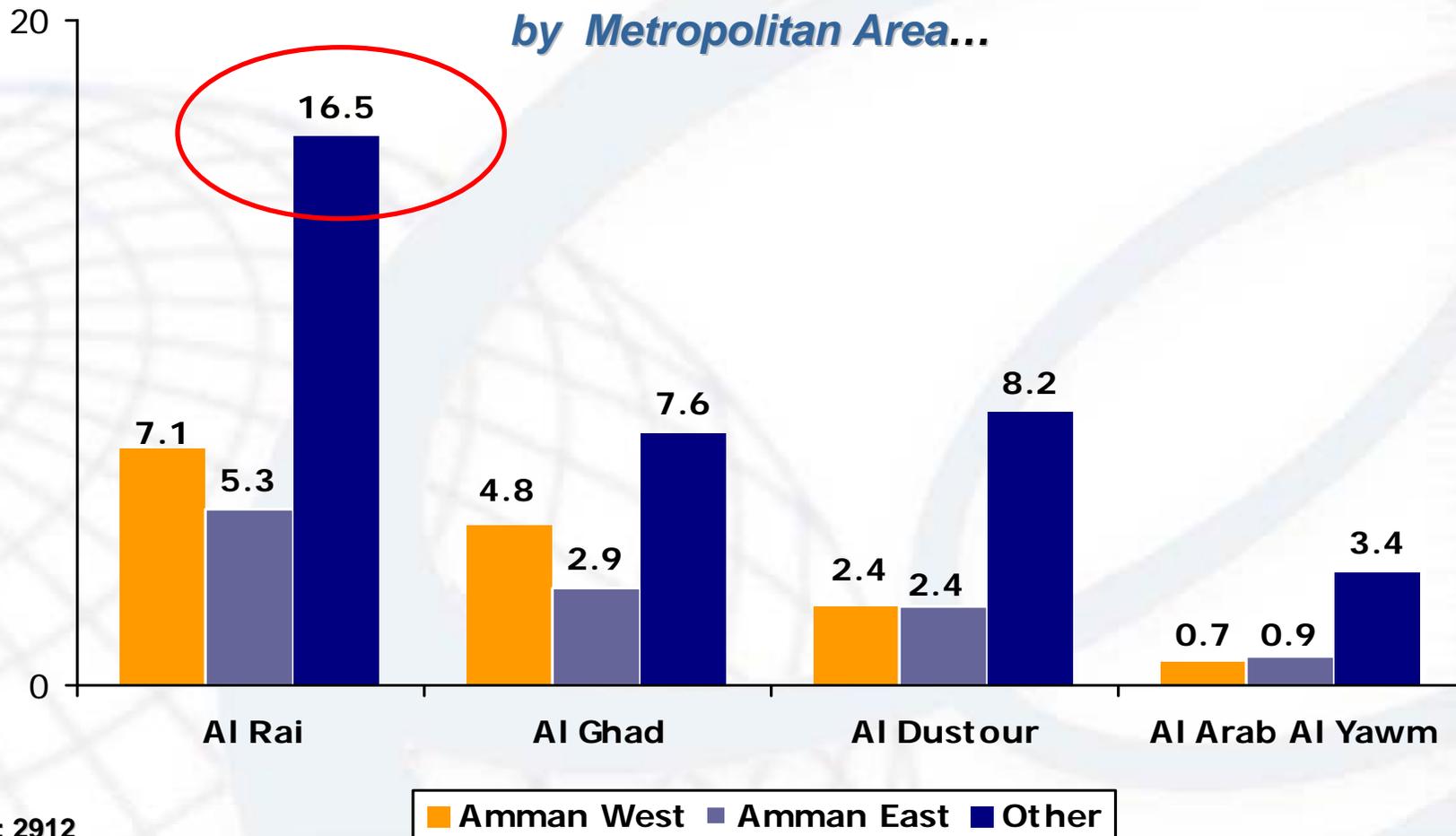


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

Readership Last 30 Days  
by Metropolitan Area...



Base: 2912

# Jordan Media Survey – 2007

## *Daily Newspaper Readership*

### *Summary of Daily Newspaper Penetration by Jordan's Demographic Characteristics*

- Our analysis of demographic characteristics for major dailies is contained within the **30 day readership** benchmarks.
- The following two slides are a wrap up of this exercise and are of special comparative benefits to advertisers with specific target audiences.
- With comparative price lists of space advertisers can calculate the cost of reaching 1000 people of their audiences and make the right investment decisions or media mix.

# Jordan Media Survey – 2007

## *Daily Newspaper Readership*

### *Daily Newspaper Penetration... by Gender & Education*

Daily Title	Title Sample Base	Last 30 Days	Male	Female	<Secondary	Secondary	Diploma+
Al Rai	841	28.9	16.7	12.2	4.9	10.8	13.2
AlGhad	444	15.2	8.1	7.1	2.3	5.4	7.6
Al Dustour	376	12.9	8.1	4.8	2.3	4.5	6.1
Al Arab Al Yawm	145	5.0	3.1	1.9	0.7	1.5	2.8

Total Base: 2912

# Jordan Media Survey – 2007

## *Daily Newspaper Readership*

### *Daily Newspaper Penetration... by Age & Metropolitan Area*

Daily Title	Title Sample Base	Last 30 Days	15-24	25-34	35-44	45+	Amman West	Amman East	Other
Al Rai	841	28.9	9.9	7.4	5.2	6.4	7.1	5.3	16.5
AlGhad	444	15.2	5.9	4.2	2.0	3.2	4.8	2.9	7.6
Al Dustour	376	12.9	3.9	3.1	2.9	2.9	2.4	2.4	8.2
Al Arab Al Yawm	145	5.0	2.0	1.4	0.8	0.8	0.7	0.9	3.4

Total Base: 2912

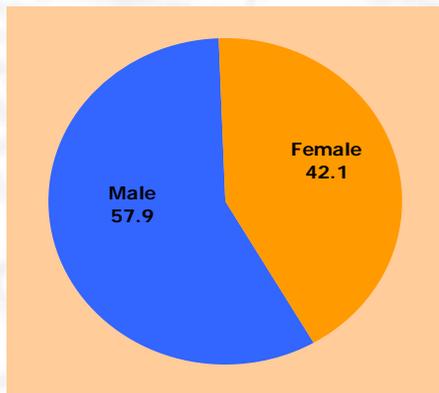
# Jordan Media Survey – 2007

## *Daily Newspaper Readership*

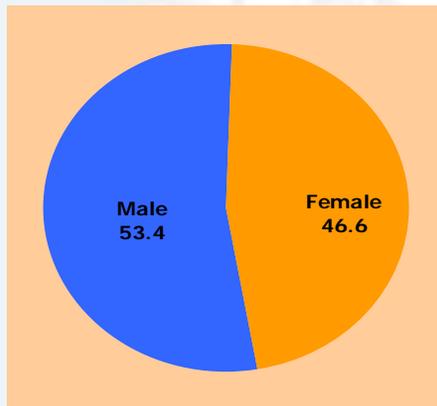
### **Title Readership Profile *By Gender***

Based on Last 30 Days Readers

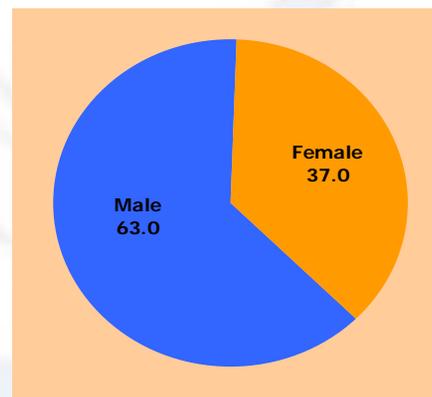
**Al Rai**



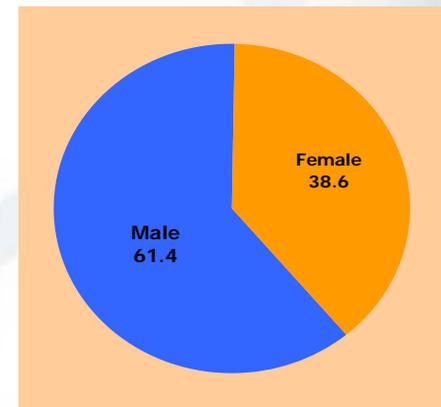
**Al Ghad**



**Al Dustour**



**Al Arab Al Yawm**



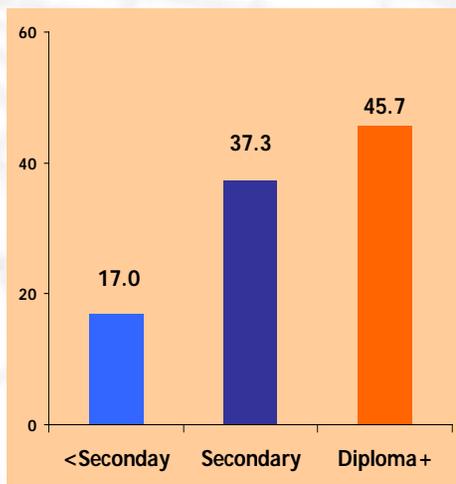
# Jordan Media Survey – 2007

## Daily Newspaper Readership

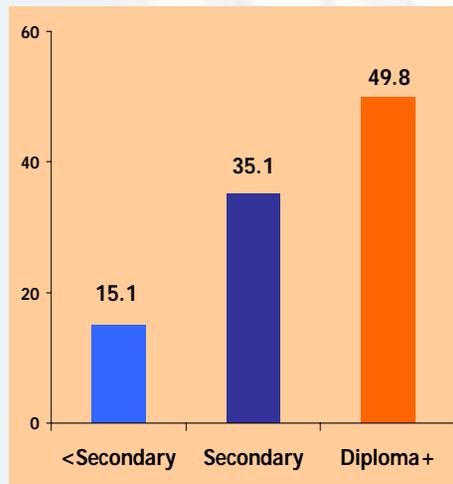
### Title Readership Profile *By Education*

Based on Last 30 Days Readers

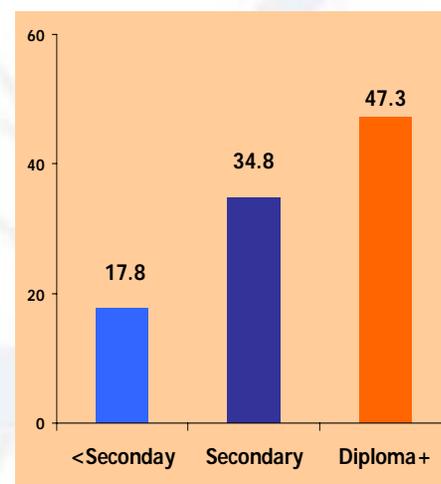
Al Rai



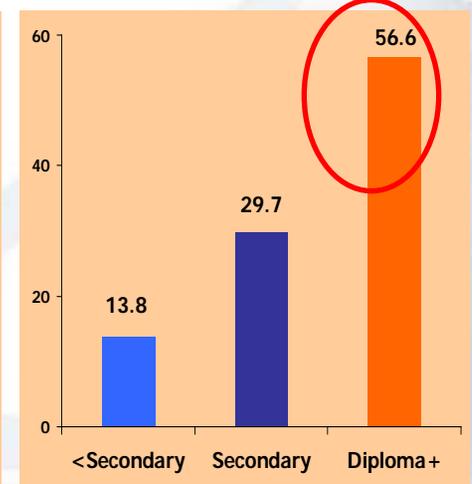
Al Ghad



Al Dustour



Al Arab Al Yawm



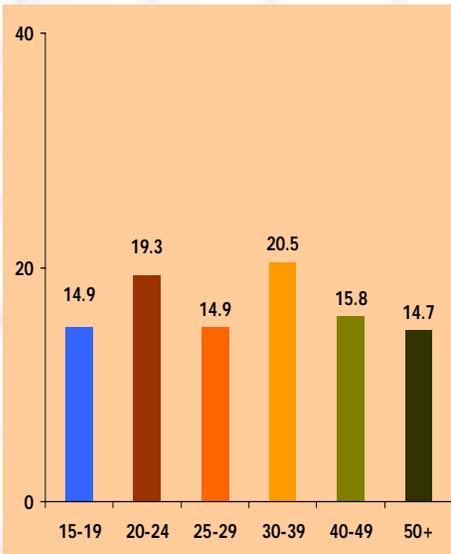
# Jordan Media Survey – 2007

## Daily Newspaper Readership

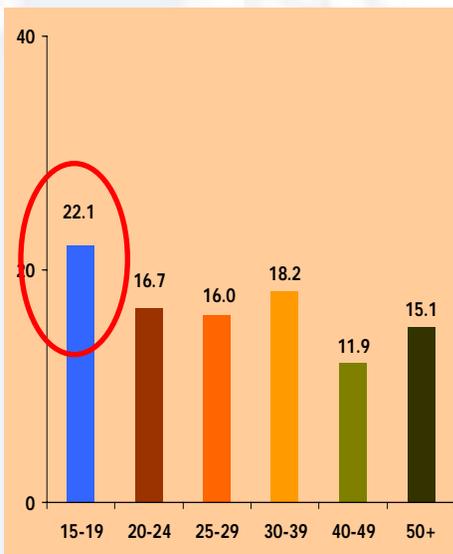
### Title Readership Profile By Age

Based on Last 30 Days Readers

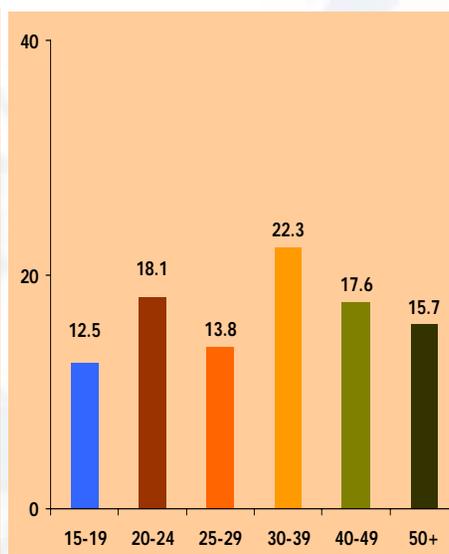
Al Rai



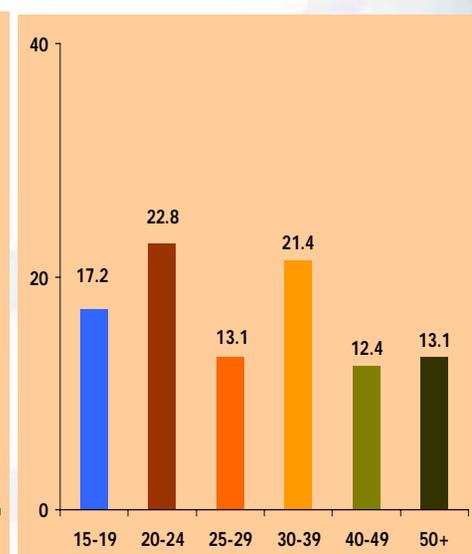
Al Ghad



Al Dustour



Al Arab Al Yawm



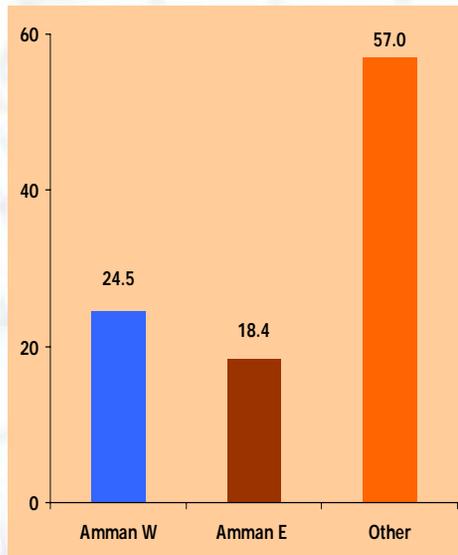
# Jordan Media Survey – 2007

## Daily Newspaper Readership

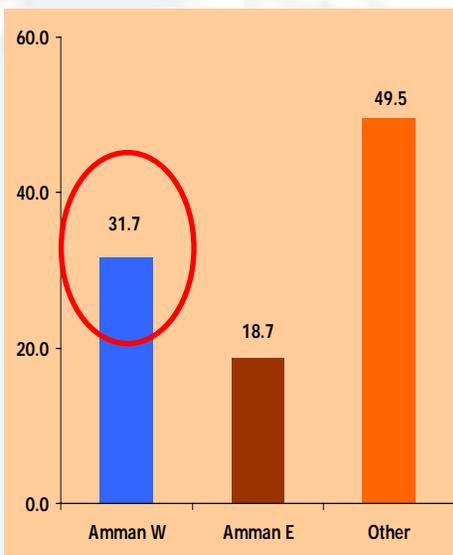
### Title Readership Profile *By Metropolitan Area*

Based on Last 30 Days Readers

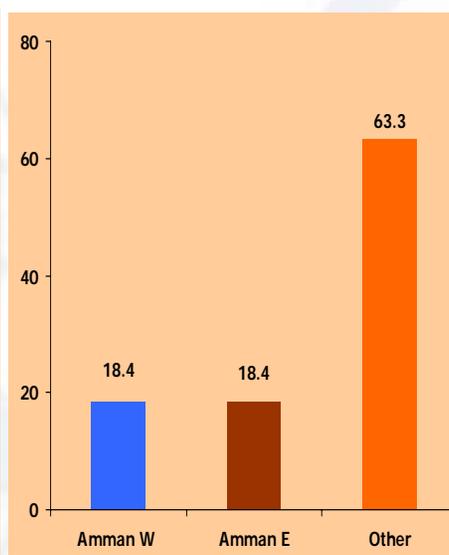
Al Rai



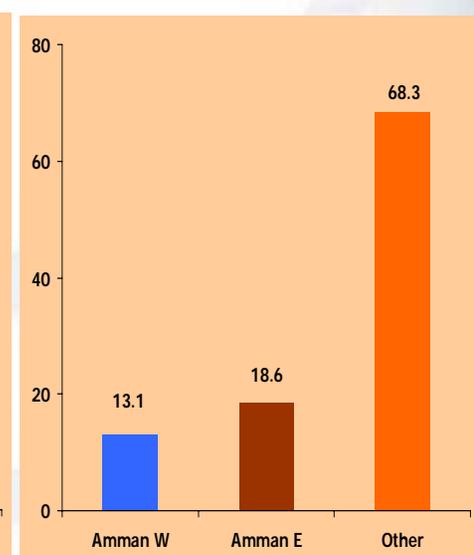
Al Ghad



Al Dustour



Al Arab Al Yawm

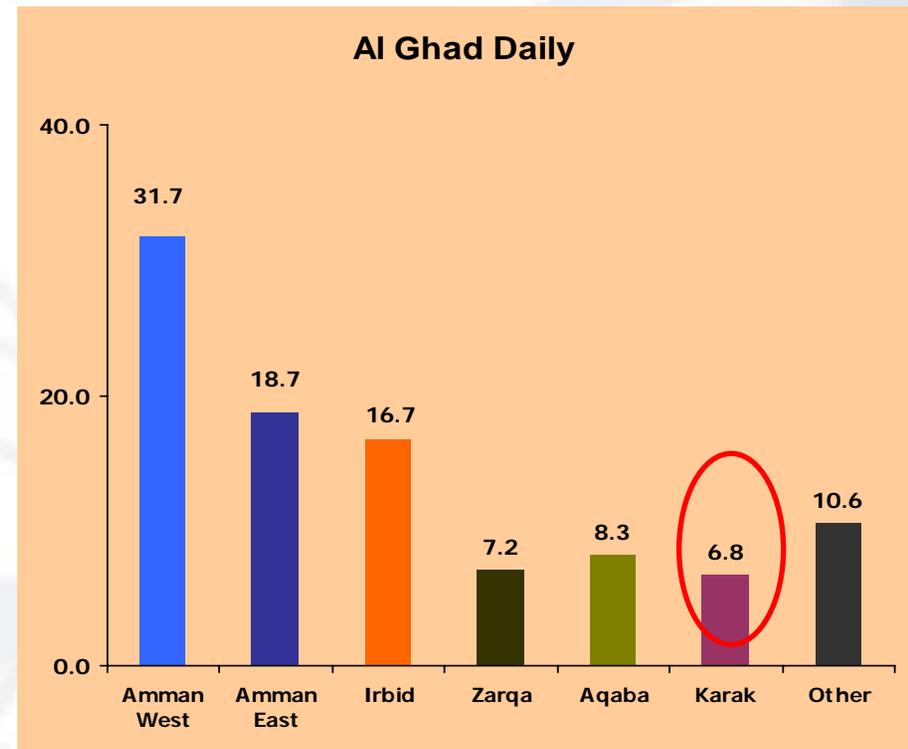
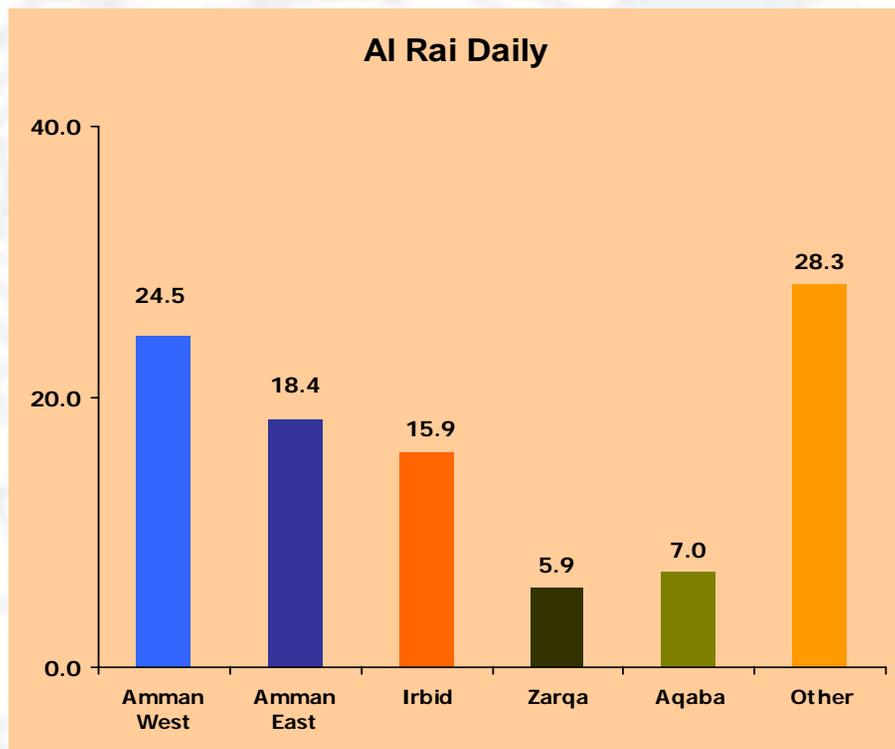


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Title Readership Profile By Metropolitan Area

Based on Last 30 Days Readers

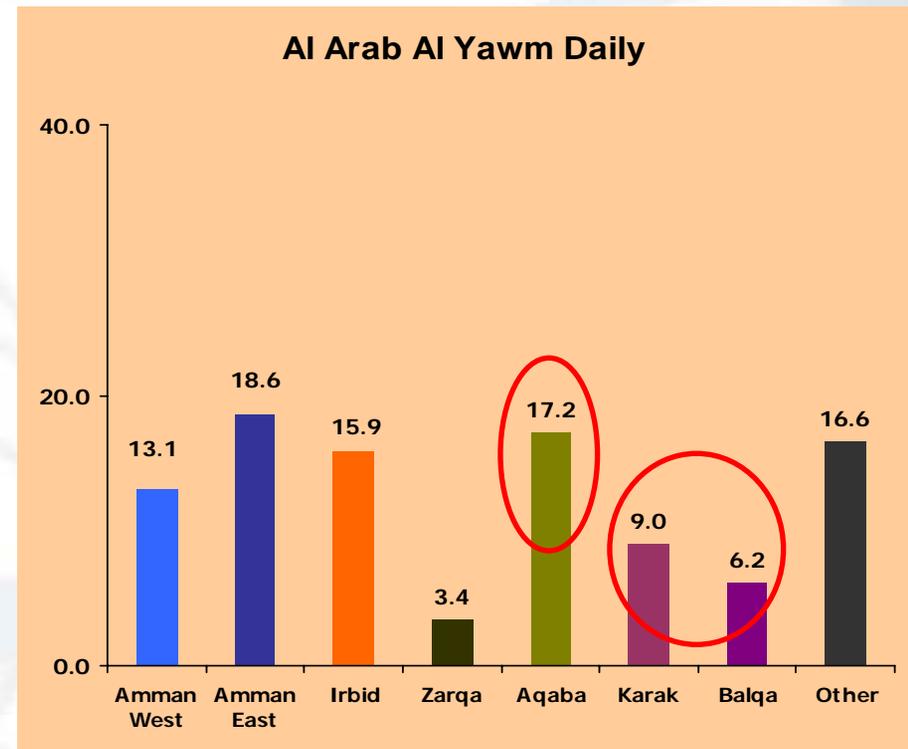
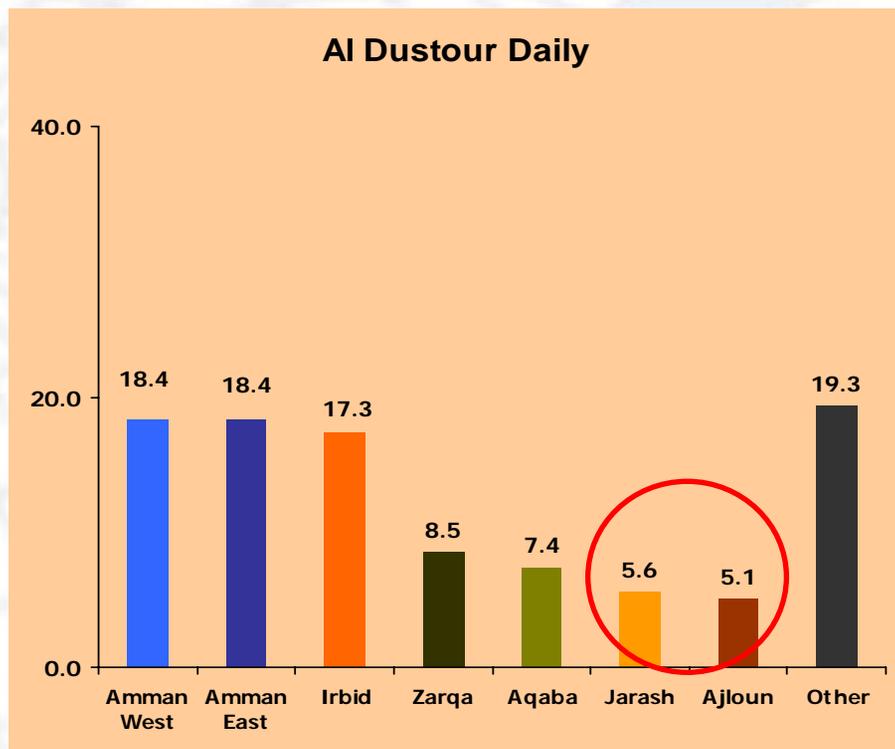


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Title Readership Profile By Metropolitan Area

Based on Last 30 Days Readers

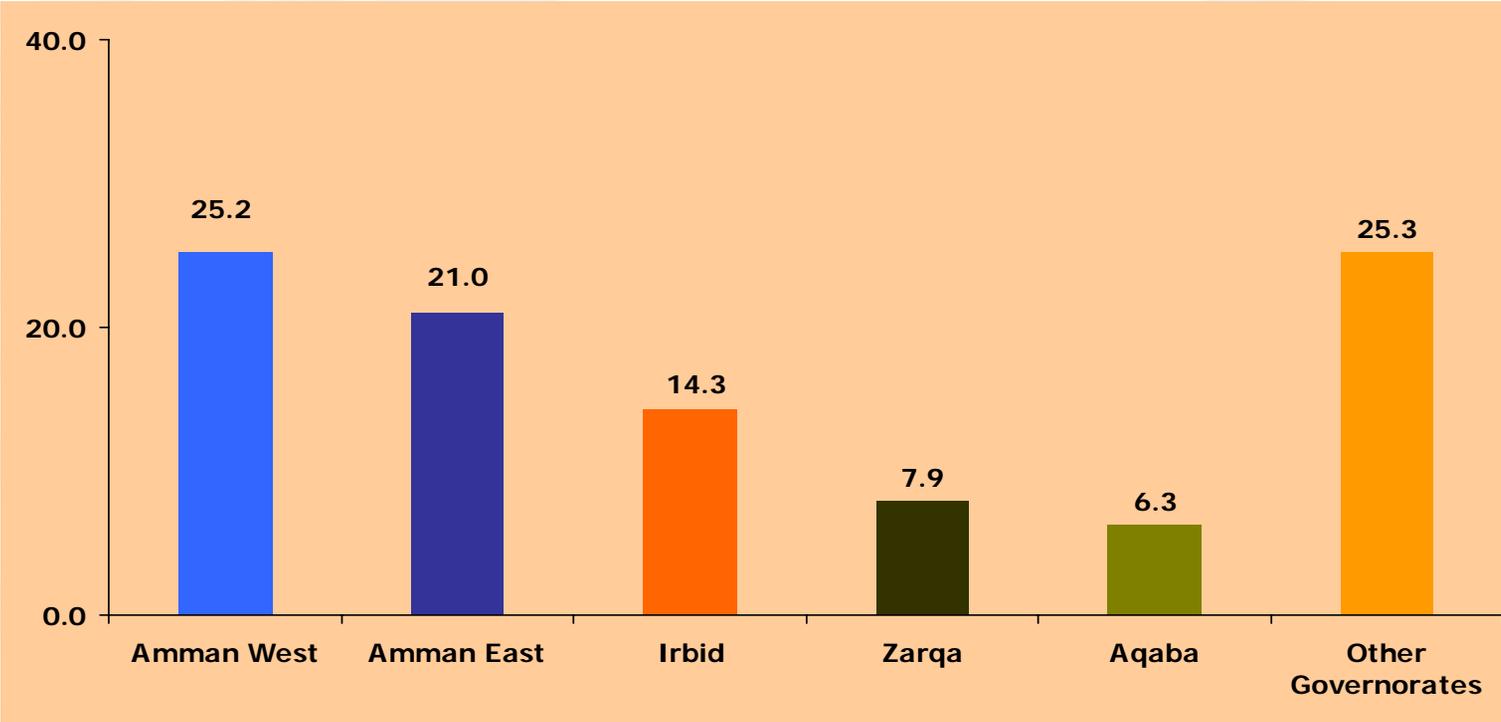


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Overall Readership Profile By Metropolitan Area

Based on Last 30 Days Readers

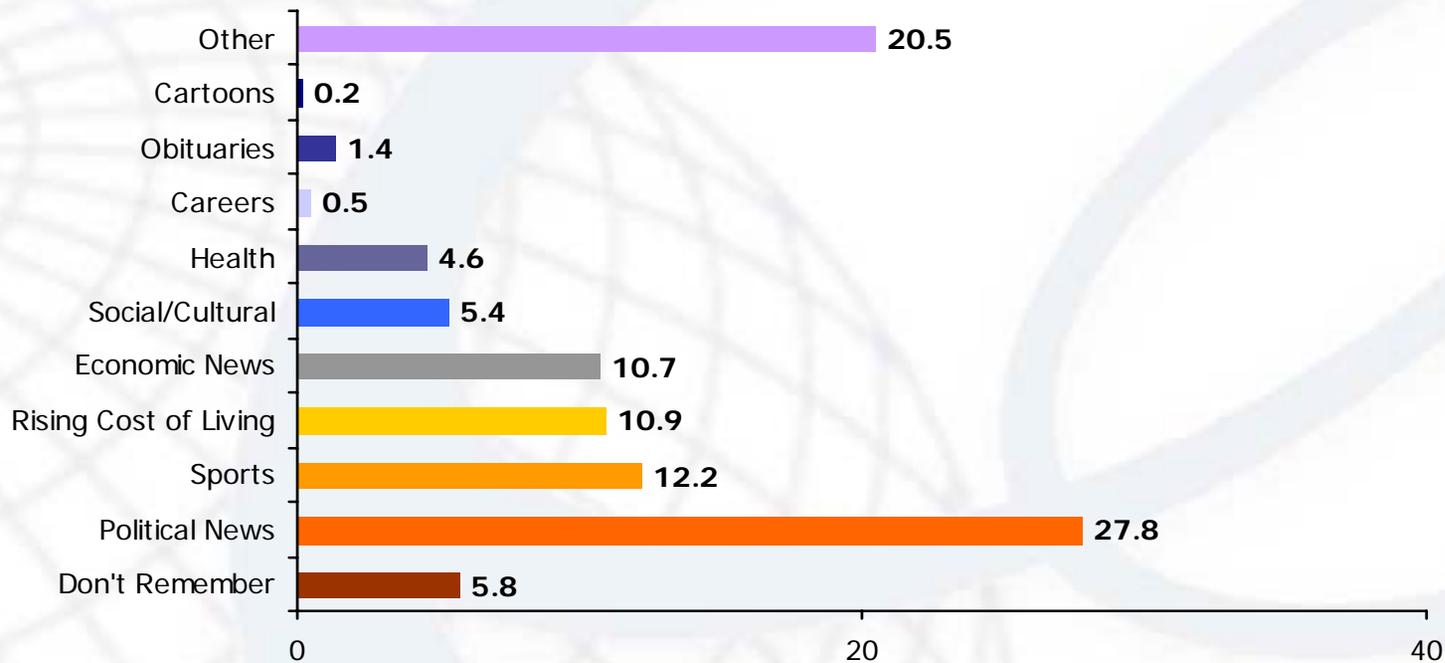


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Al Rai: Recall By Topic

Based on Yesterday's Readership

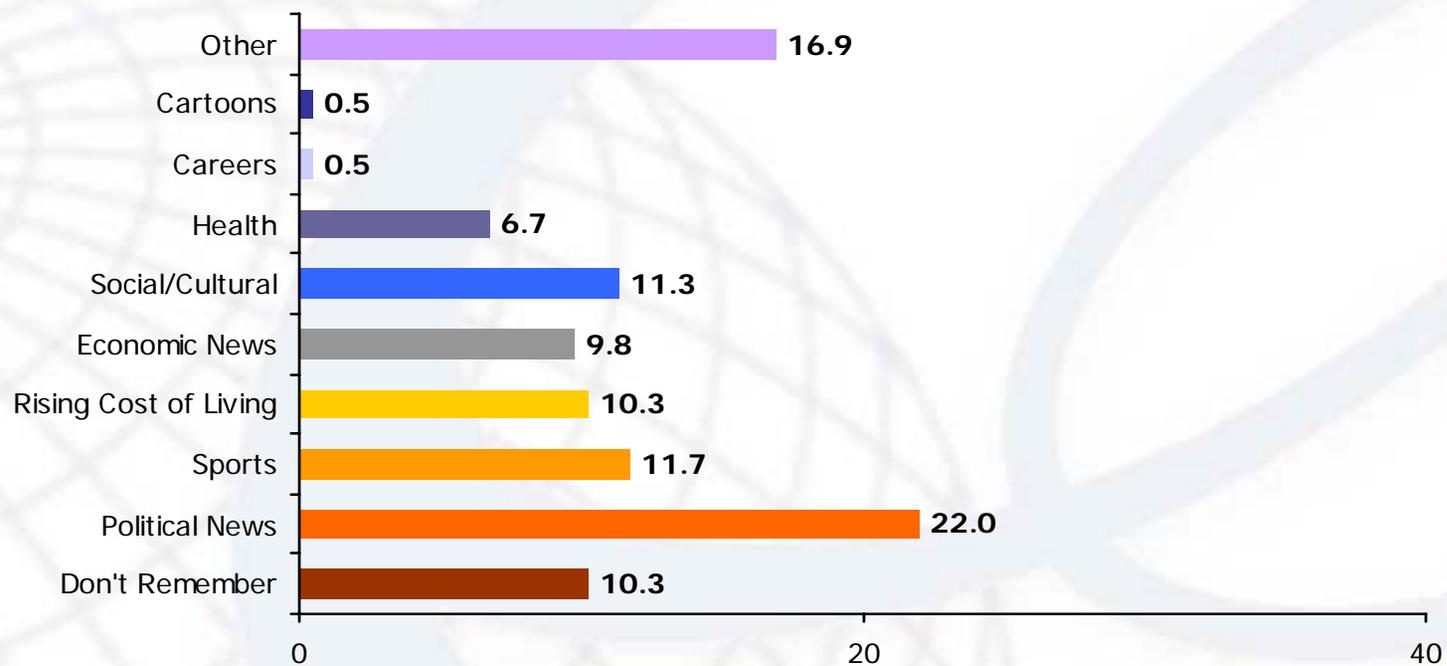


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Al Ghad: Recall By Topic

Based on Yesterday's Readership

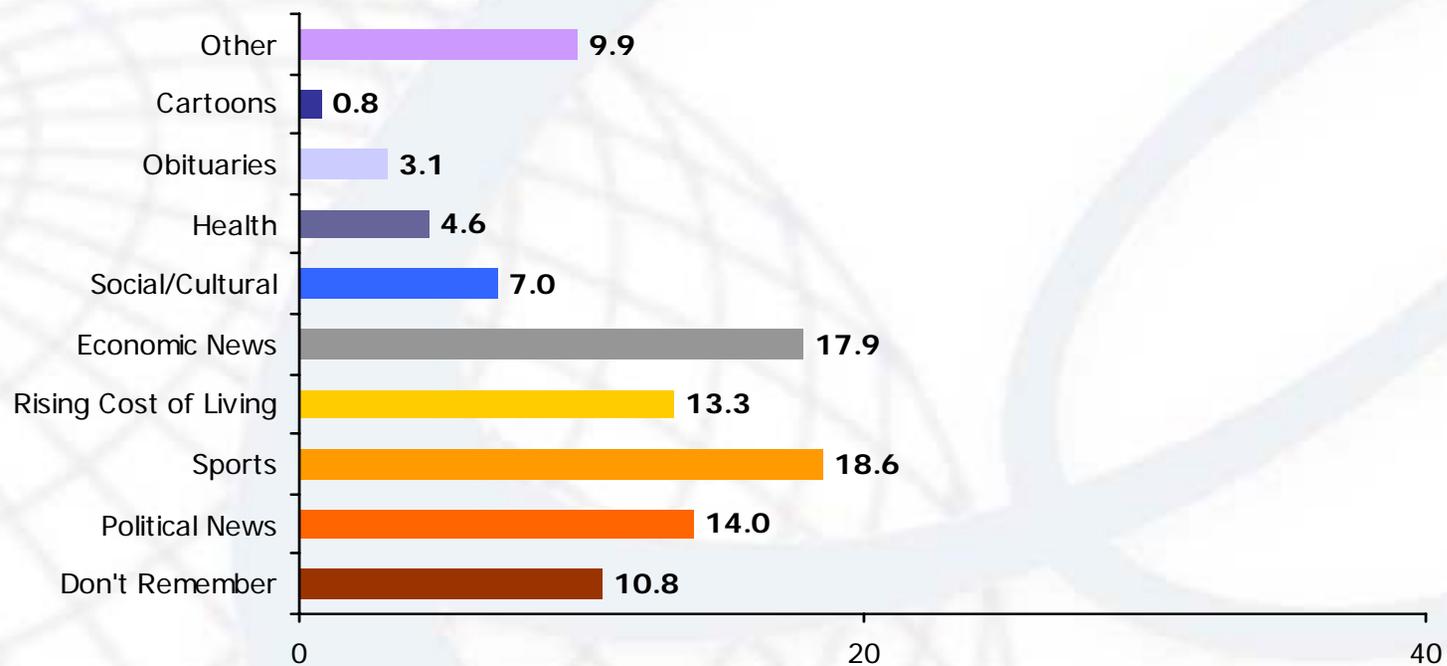


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Al Dustour: Recall By Topic

Based on Yesterday's Readership

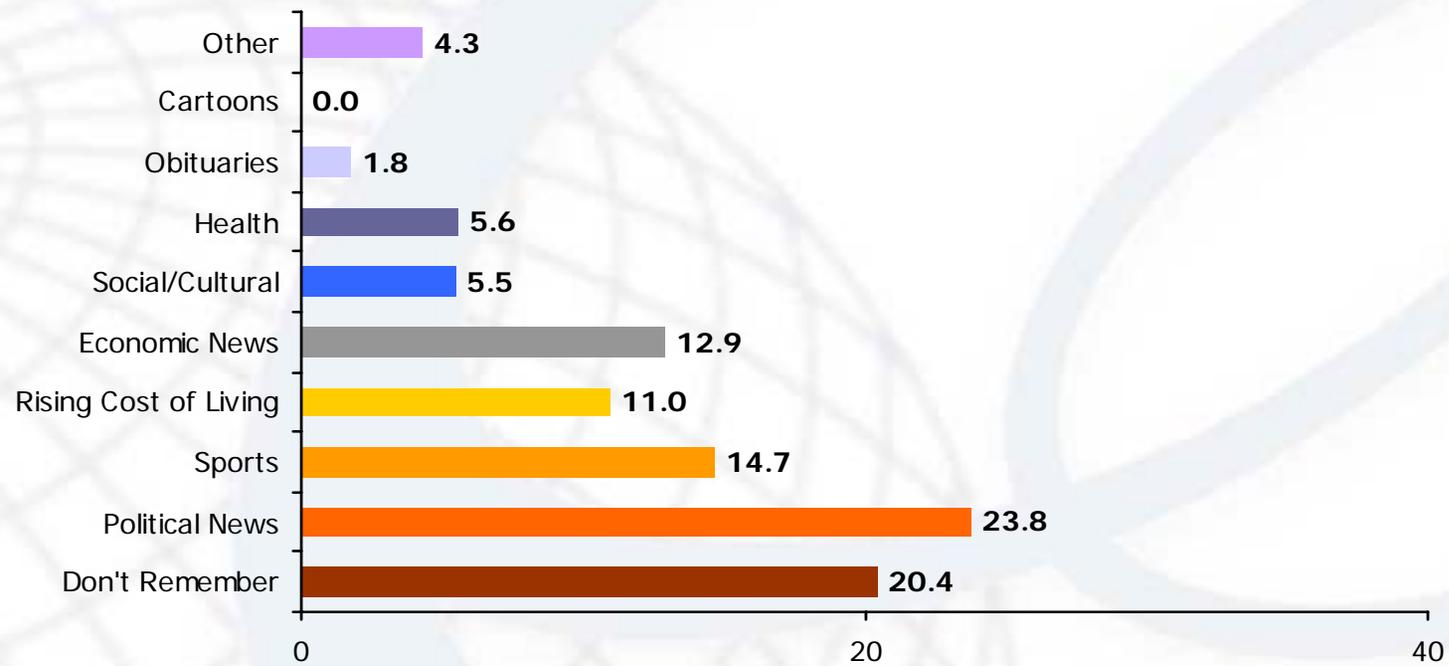


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Al Arab Al Yawm: Recall By Topic

Based on Yesterday's Readership

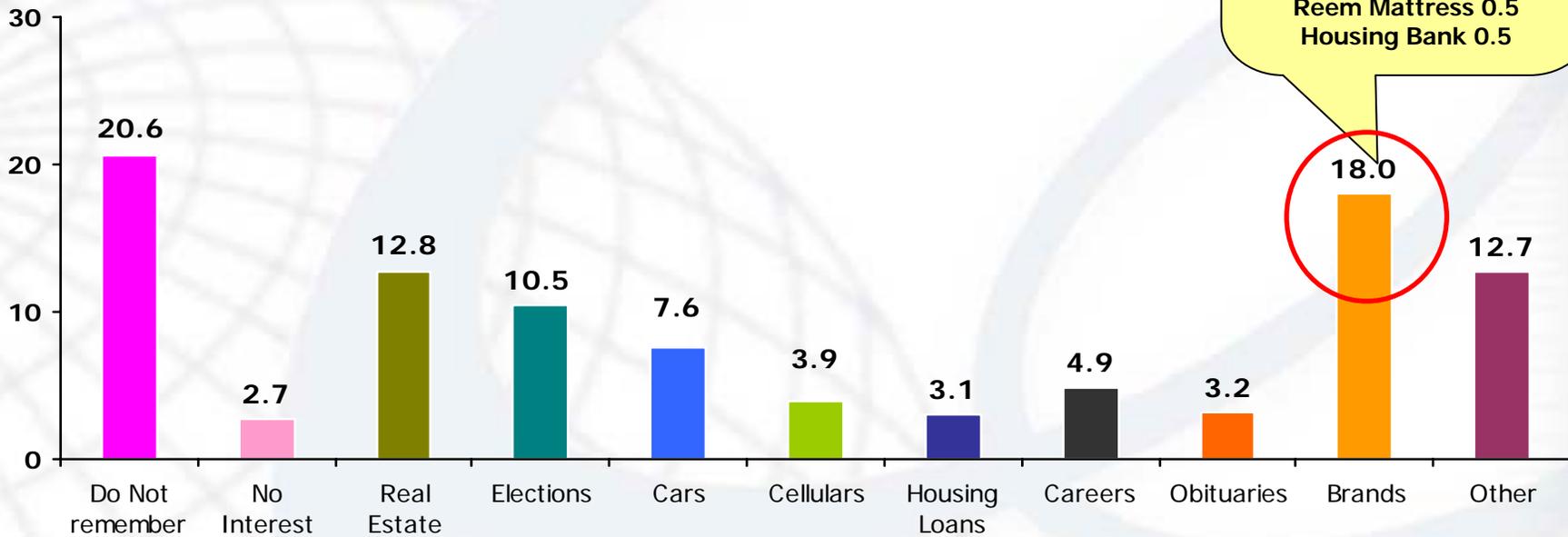


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Ad Recall in Al Rai ...

Based on Yesterday's Readership



**Brands Recall:**  
 Zain 5.9  
 MobileCom 3.9  
 Umniah 2.5  
 Cairo Amman Bank 2.0  
 Arab Bank 1.7  
 JT 1.0  
 Reem Mattress 0.5  
 Housing Bank 0.5

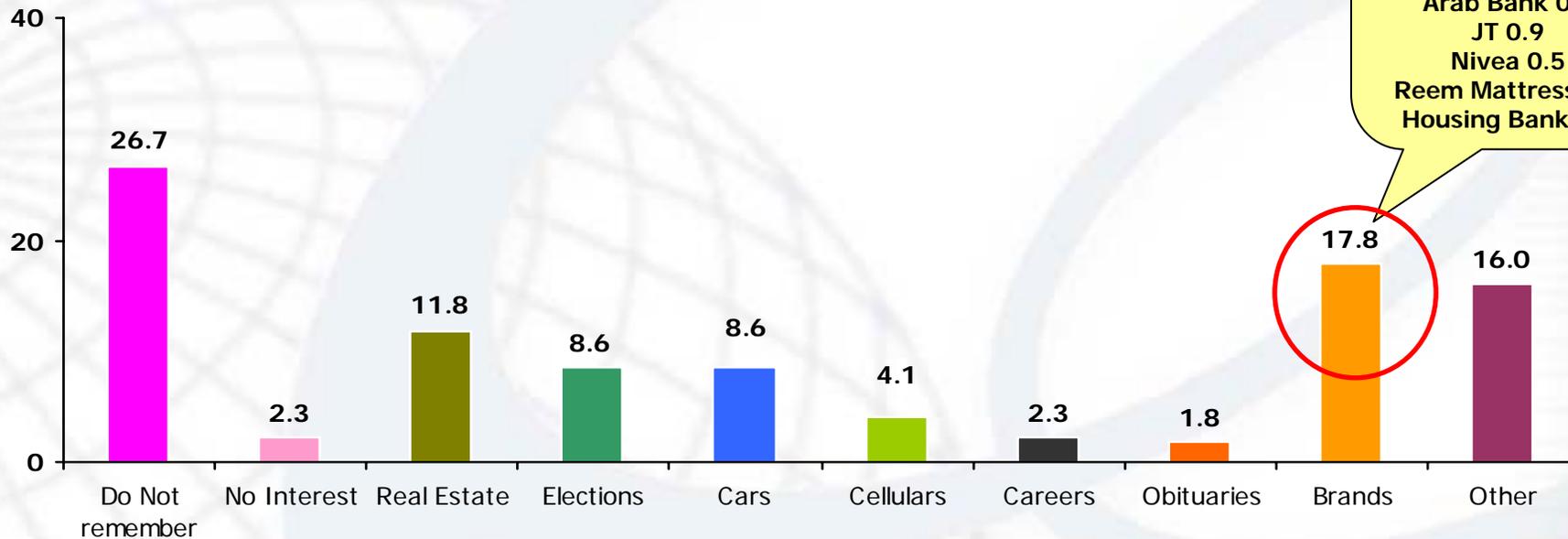
Brands were checked for date of appearance correctness

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Ad Recall in Al Ghad ...

Based on Yesterday's Readership



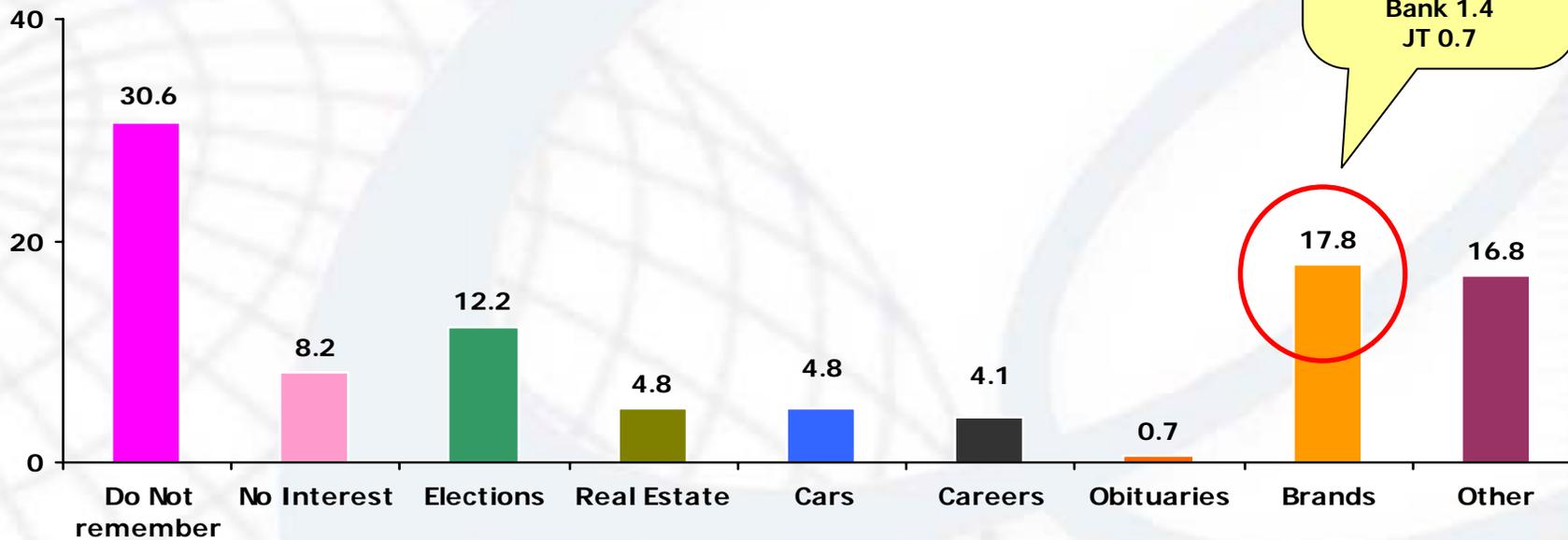
Brands were checked for date of appearance correctness

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Ad Recall in Al Dustour ...

Based on Yesterday's Readership



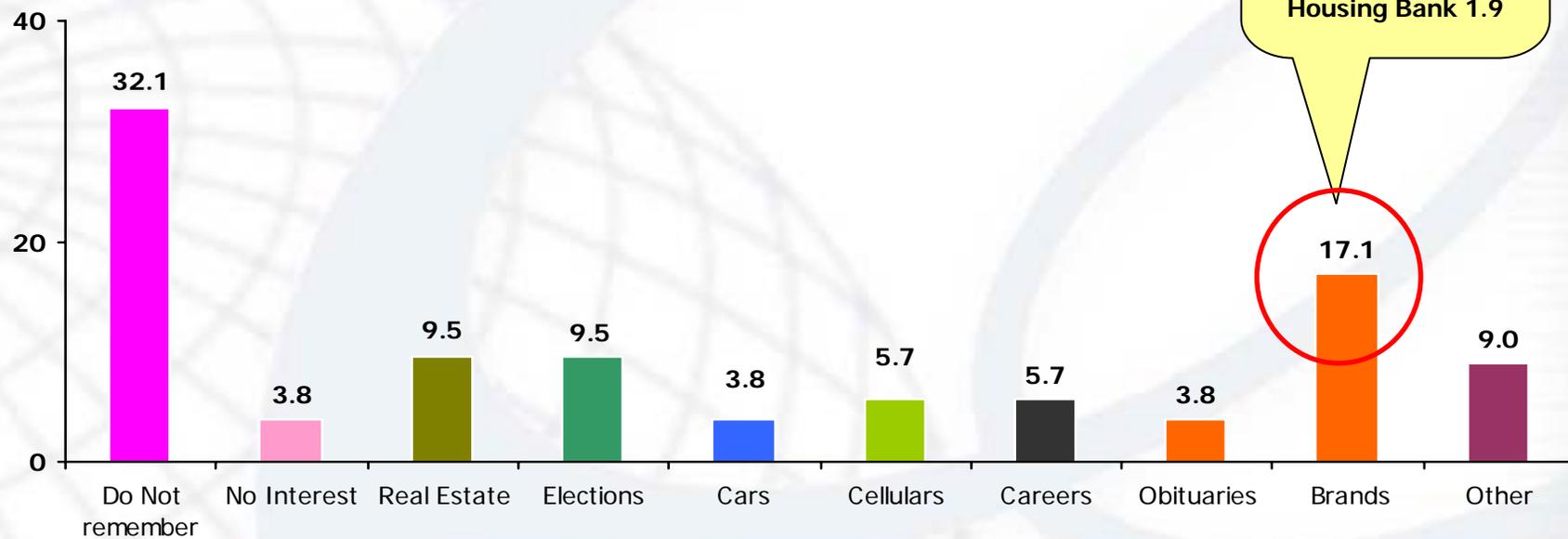
Brands were checked for date of appearance correctness

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Ad Recall in Al Arab Al Yawm ...

Based on Yesterday's Readership



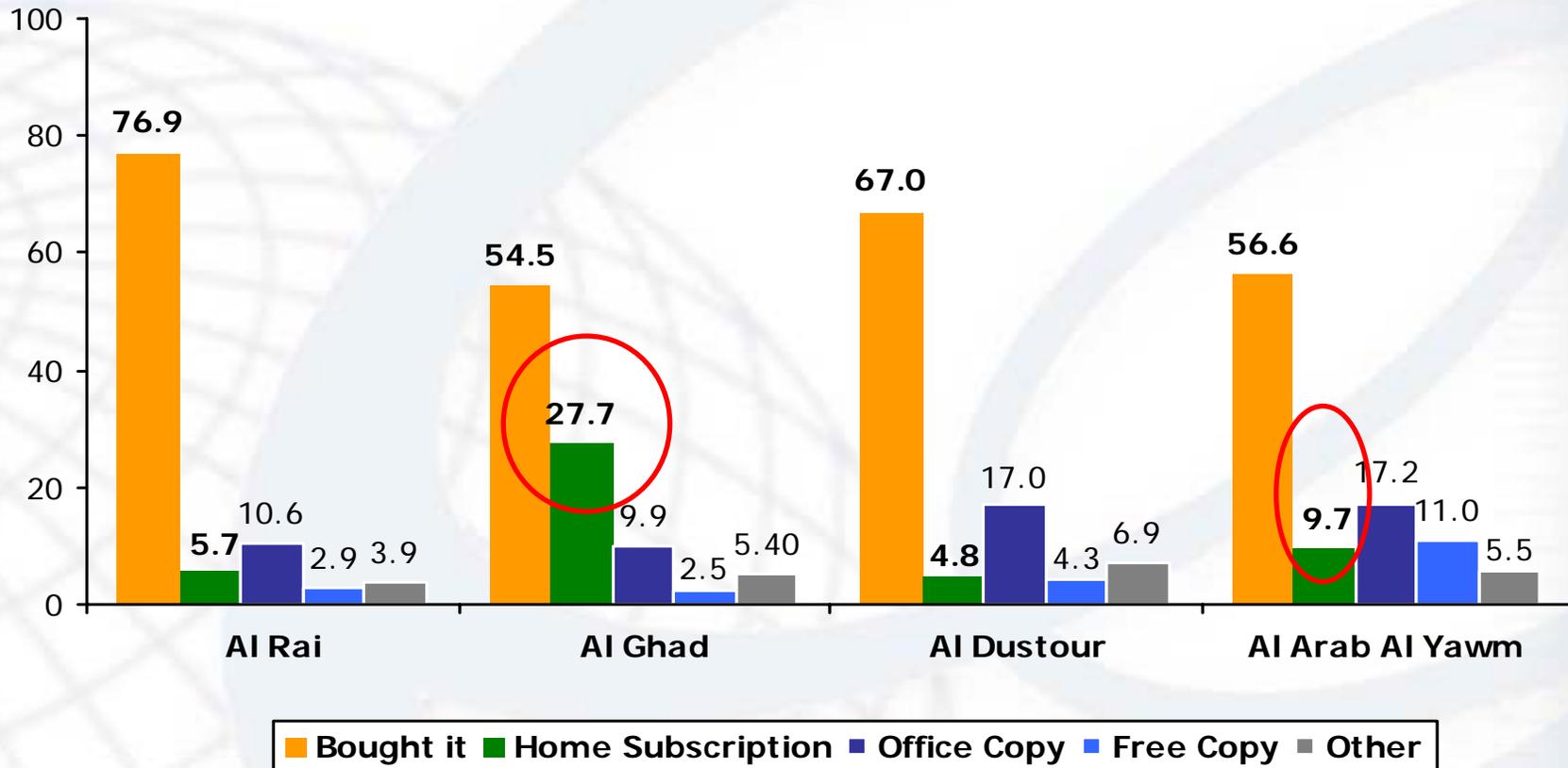
Brands were checked for date of appearance correctness

# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Source of Copy...Major Dailies

Based on Last 30 Days Title Readership

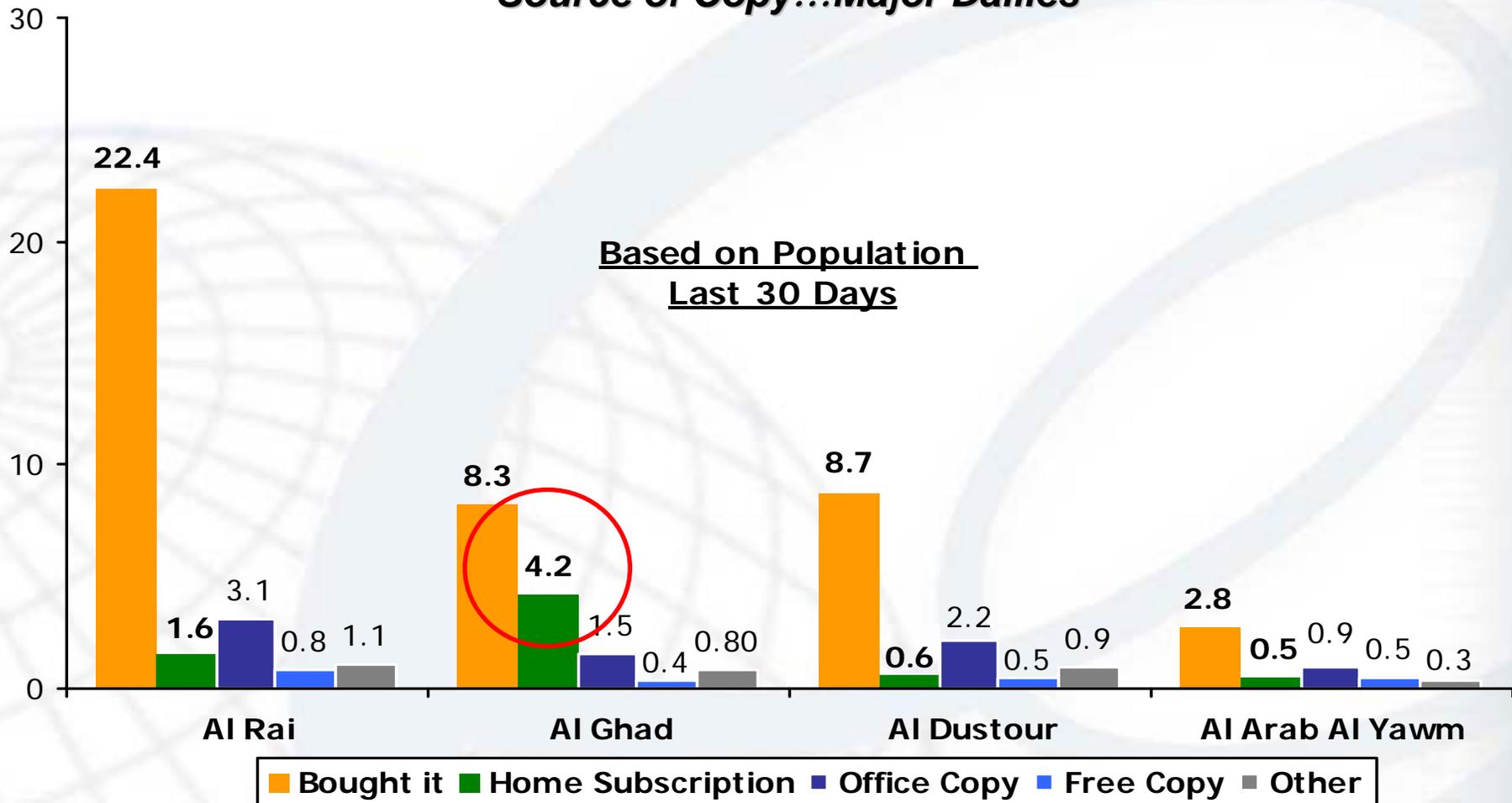


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Source of Copy...Major Dailies

Based on Population  
Last 30 Days

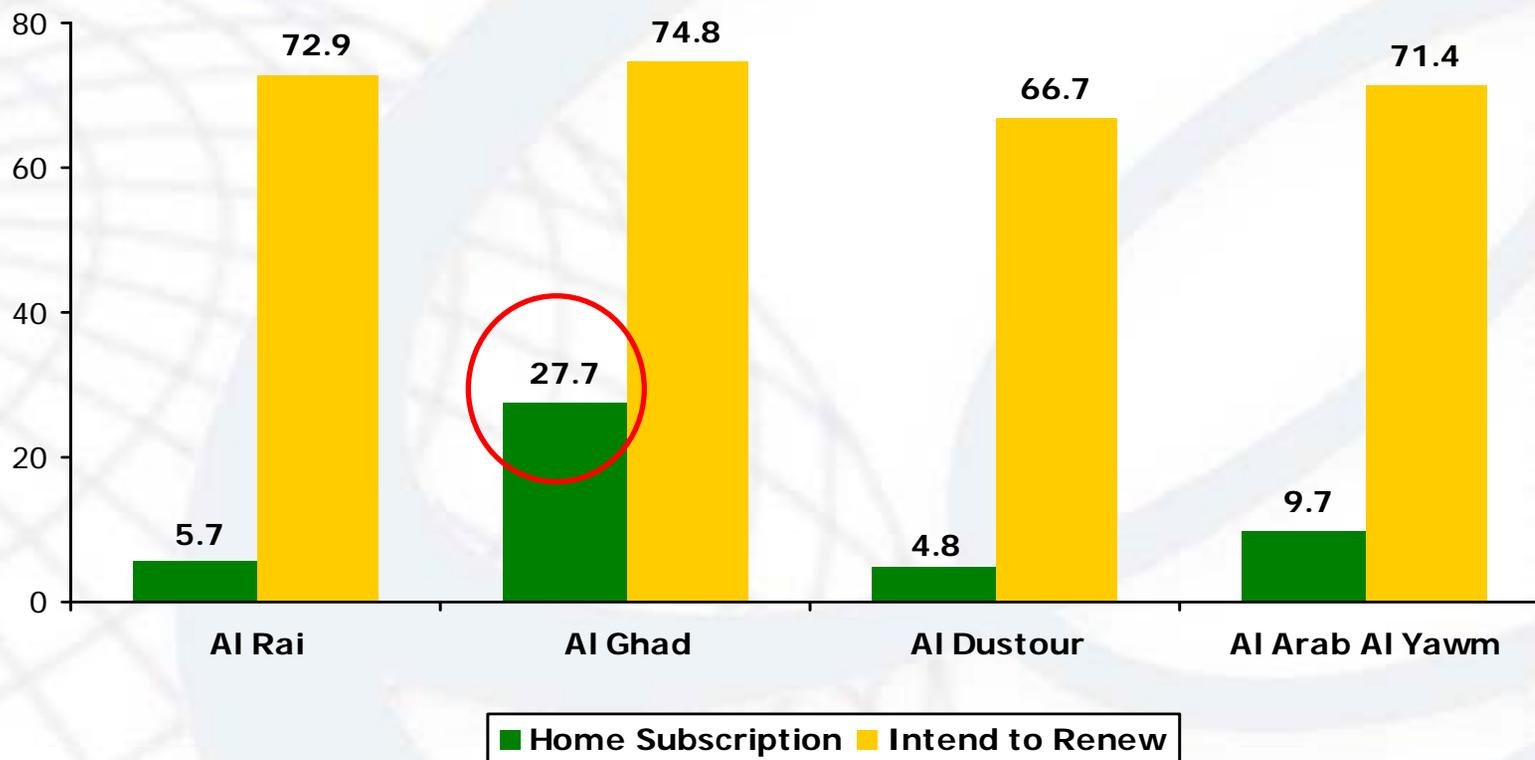


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Intend to Renew Home Subscription

Based on Last 30 Days Readership

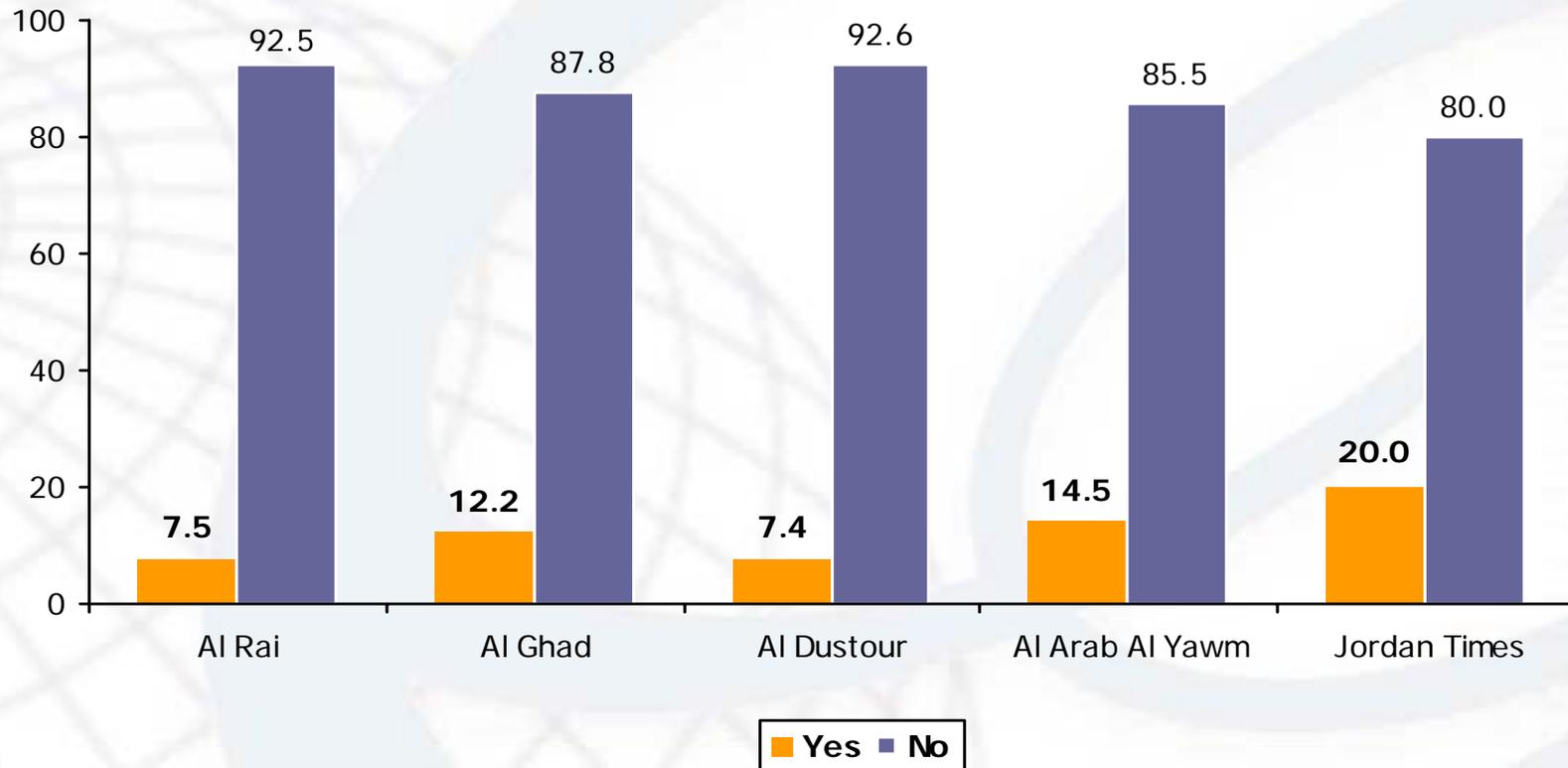


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Internet Readership

Based on Last 30 Days Title Readership

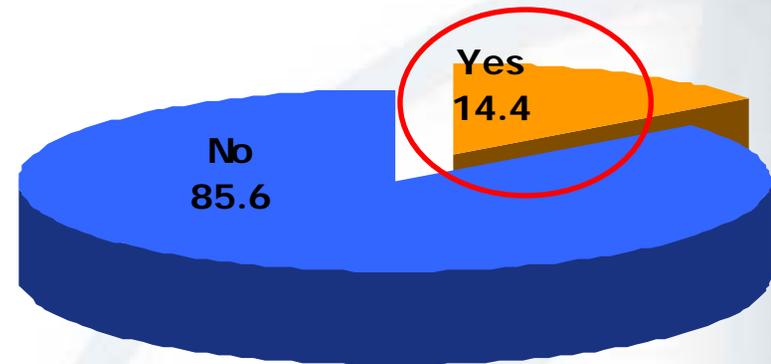
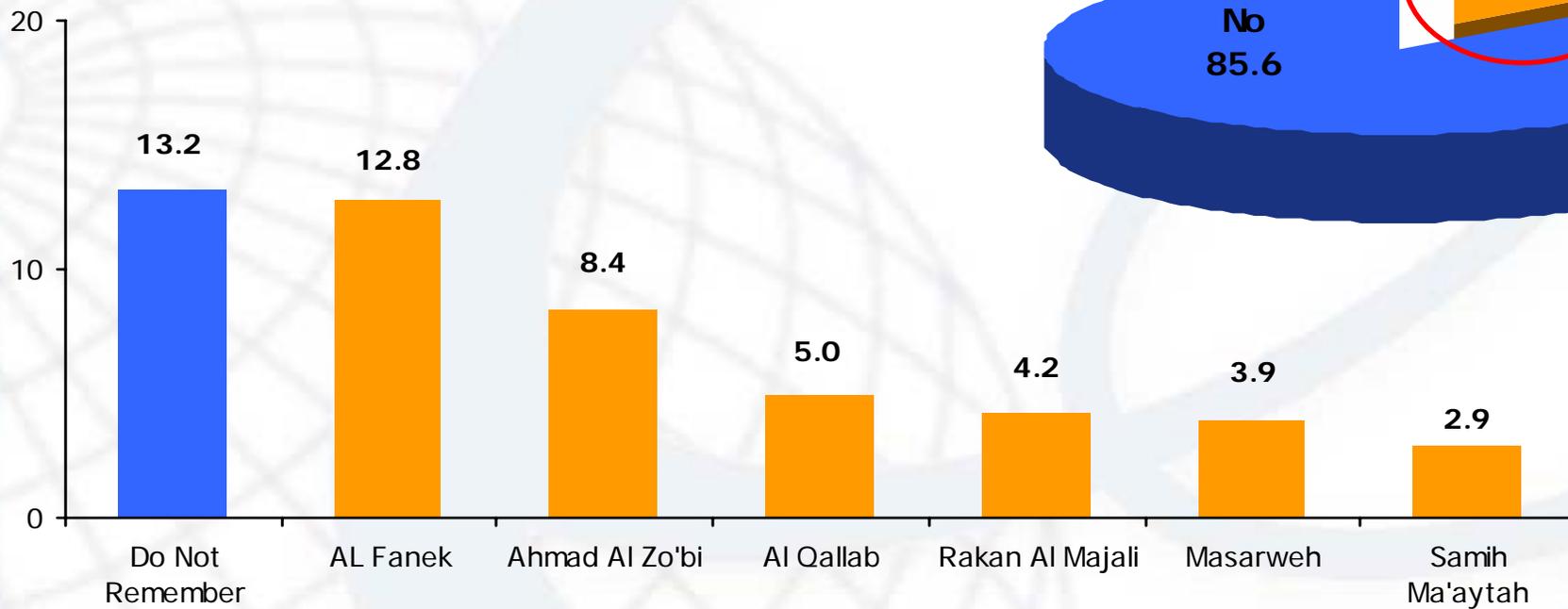


# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Usually Read Columnists

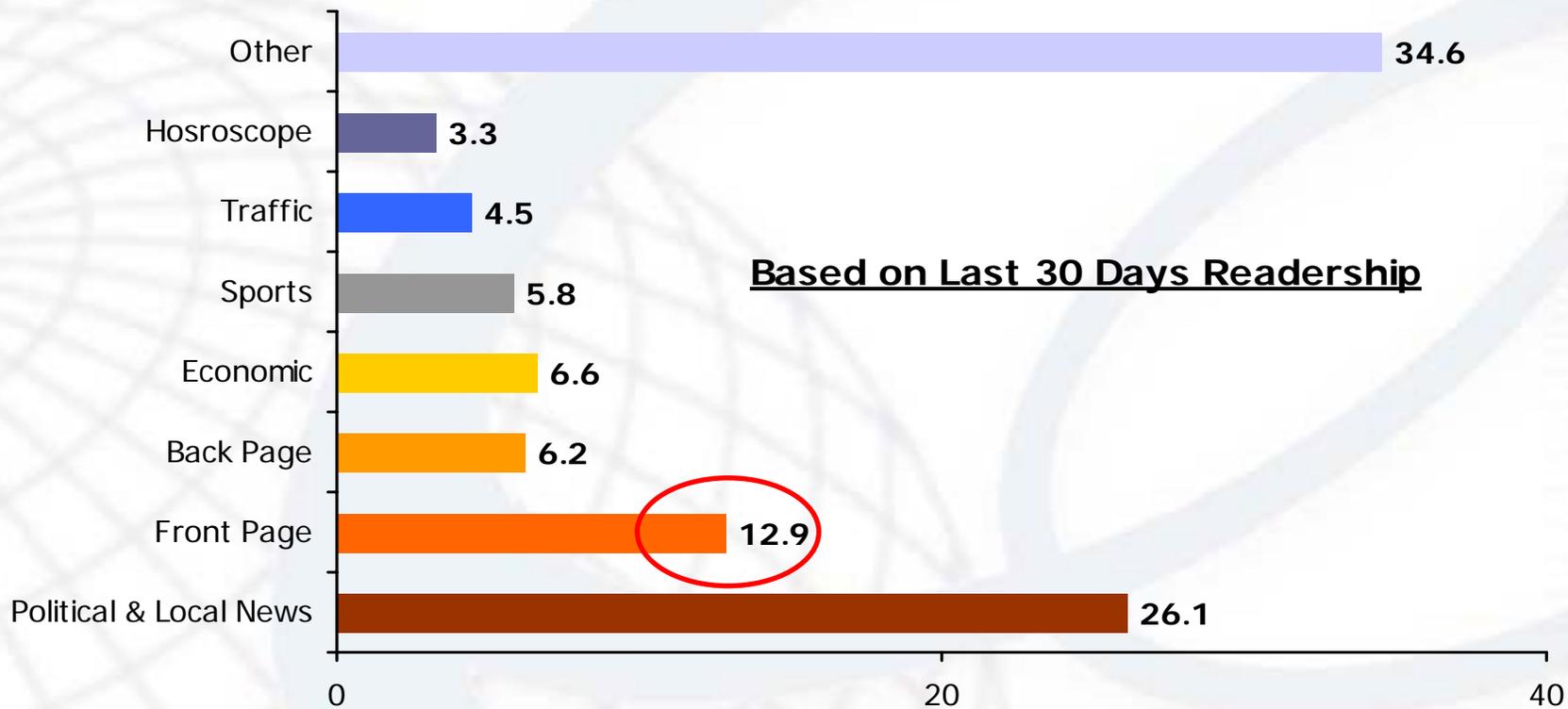
Based on Last 30 Days Columnist Readers



# Jordan Media Survey – 2007

## Daily Newspaper Readership

### Most read topics/sections overall...



Multiple answer questions



**Jordan Media Survey**  
***Publications: Weekly Newspapers  
and Magazines***

**SECTION [5] & [6]**

**Dec 2007**



# Jordan Media Survey – 2007

## *Weekly Newspaper Readership*

### **PART # 1**

## **Weekly Newspapers and Magazines**



# Jordan Media Survey – 2007

## *Weekly Newspaper Readership*

**PART # 1**

**Section [5]**

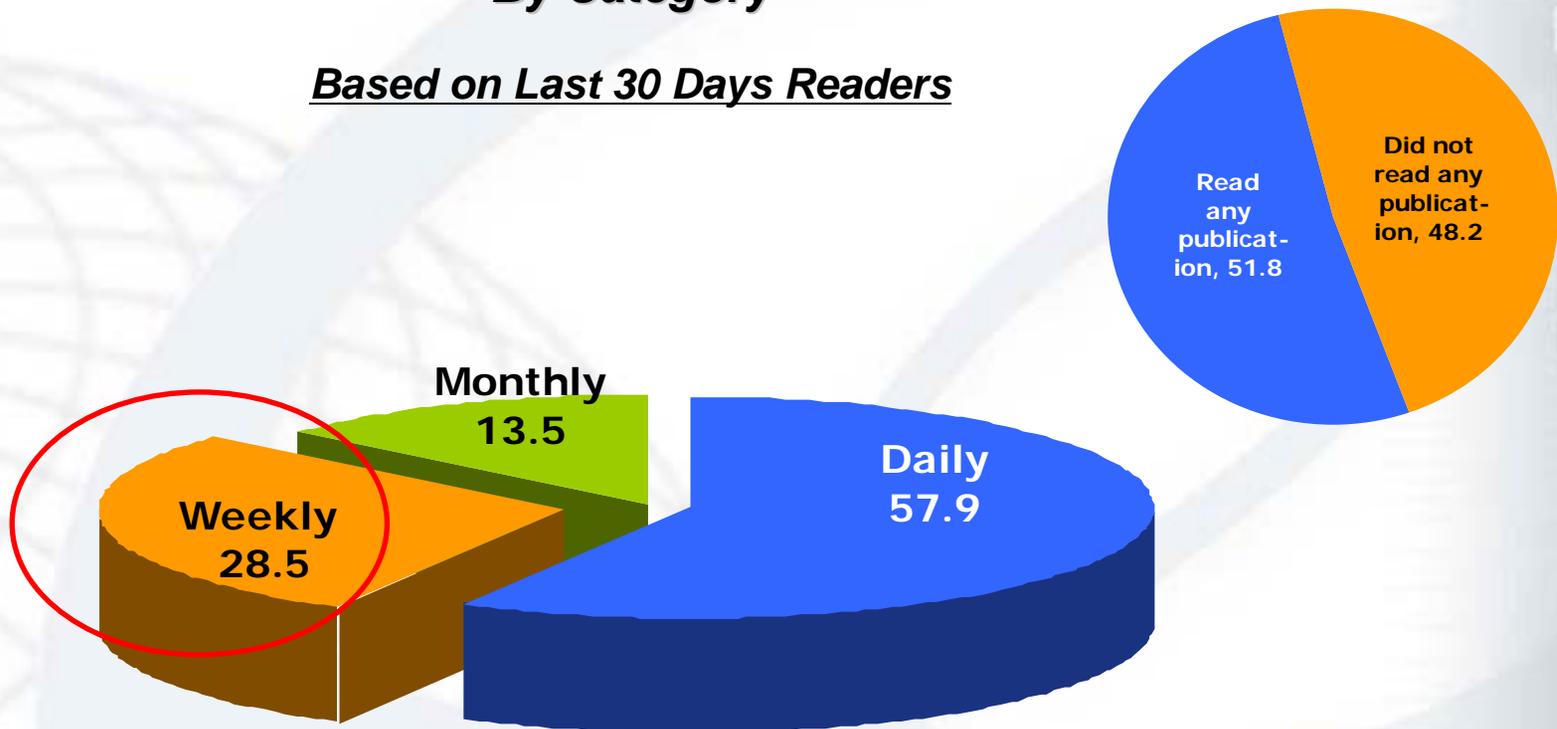
**Weekly Newspapers**

# Jordan Media Survey – 2007

## Publication Readership

### Publication Share of Readership By Category

Based on Last 30 Days Readers



The above category shares represent 51.8% of those who read any publication during the last 30 days

Multiple answer questions

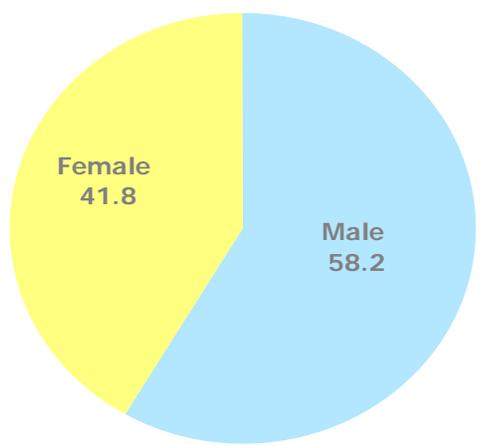
# Jordan Media Survey – 2007

## Publication Readership

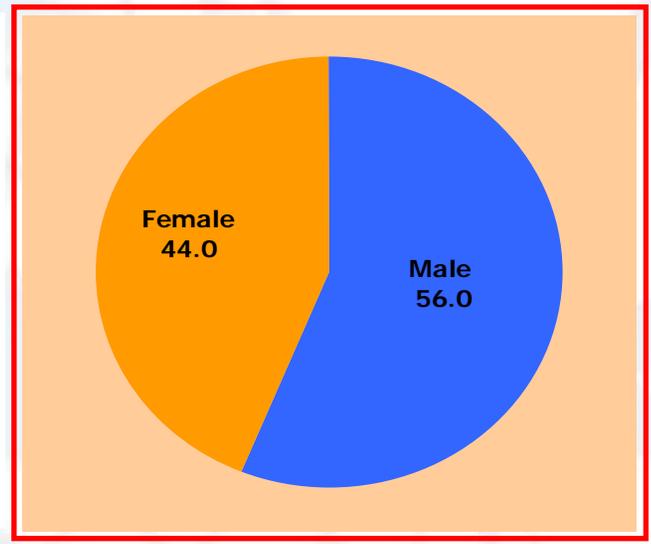
### Publication Readership Profile By Gender

Based on Last 30 Days Readers

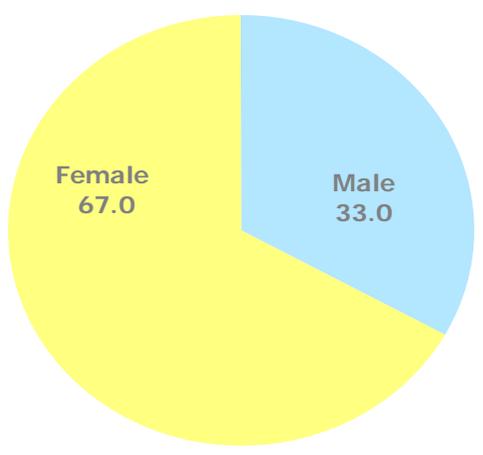
Daily



Weekly



Monthly



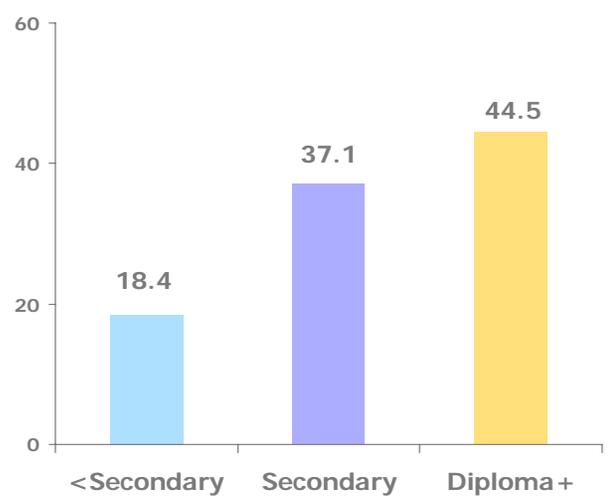
# Jordan Media Survey – 2007

## Publication Readership

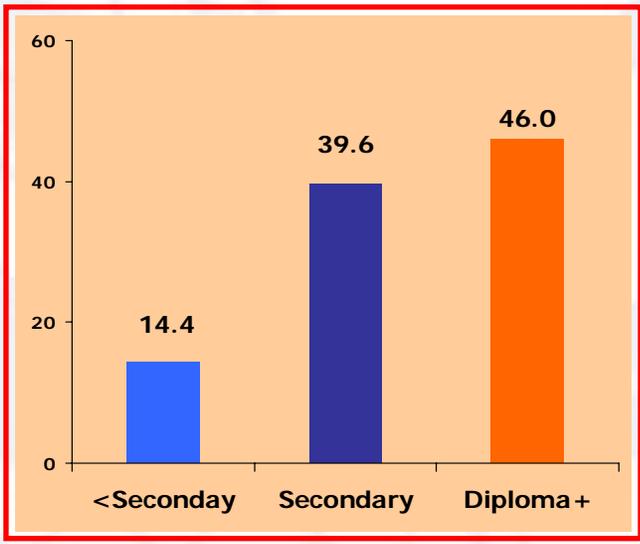
### Publication Readership Profile By Education

Based on Last 30 Days Readers

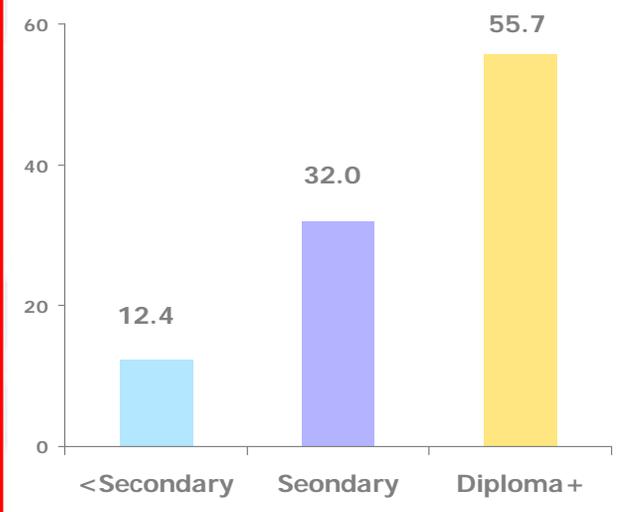
Daily



Weekly



Monthly



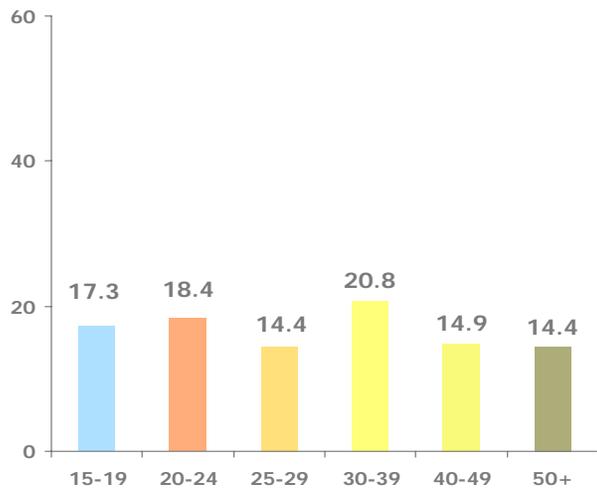
# Jordan Media Survey – 2007

## Publication Readership

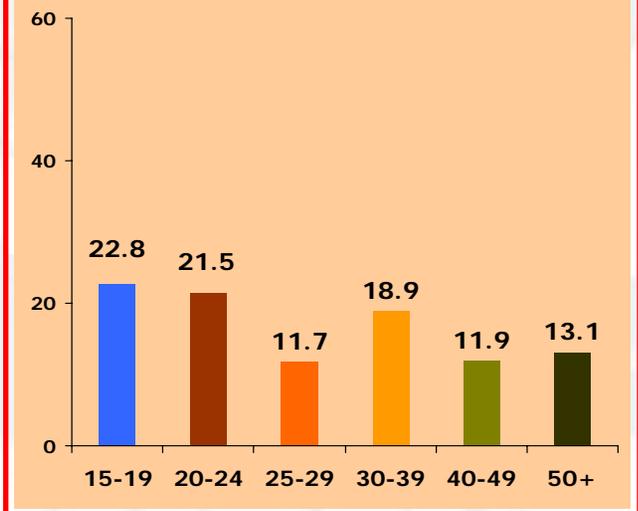
### Publication Readership Profile By Age

Based on Last 30 Days Readers

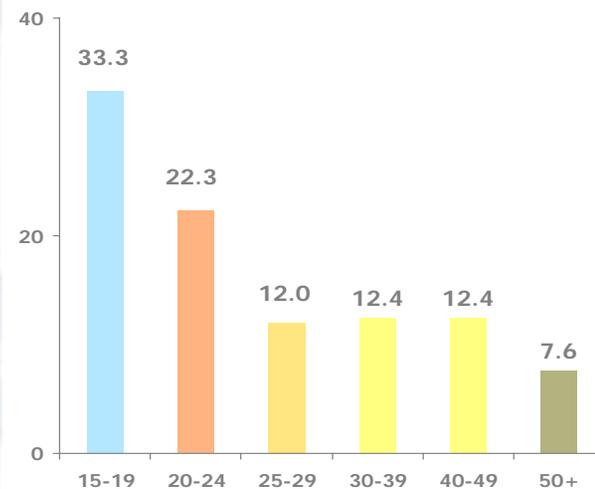
Daily



Weekly



Monthly



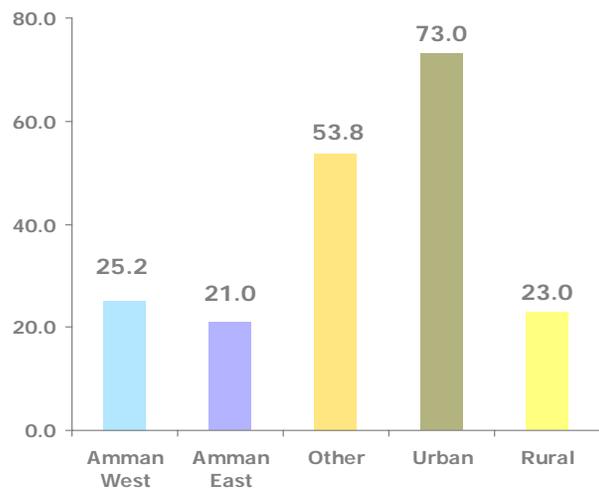
# Jordan Media Survey – 2007

## Publication Readership

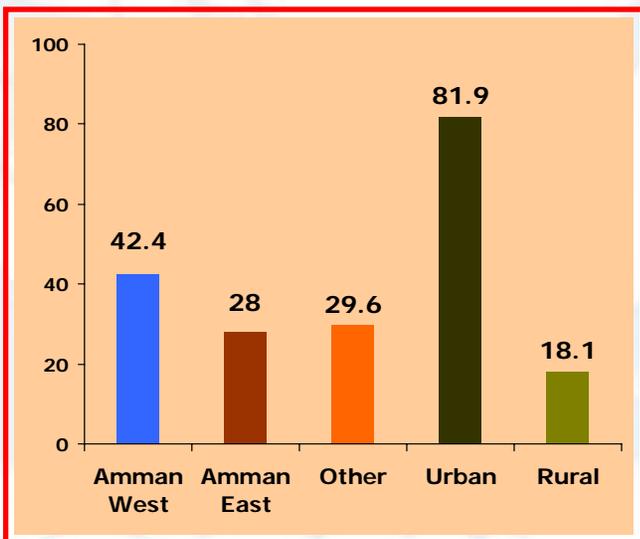
### Publication Readership Profile By Region

Based on Last 30 Days Readers

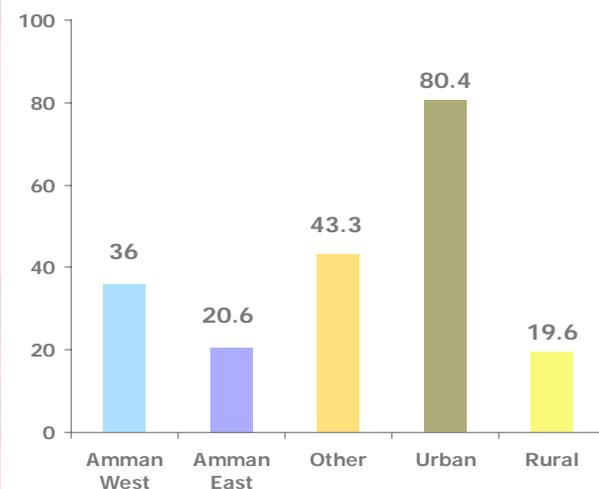
#### Daily



#### Weekly



#### Monthly



# Jordan Media Survey – 2007

## *Weekly Newspaper Readership*

***Read/flipped through any of the weekly newspapers  
during the last 30 days...***

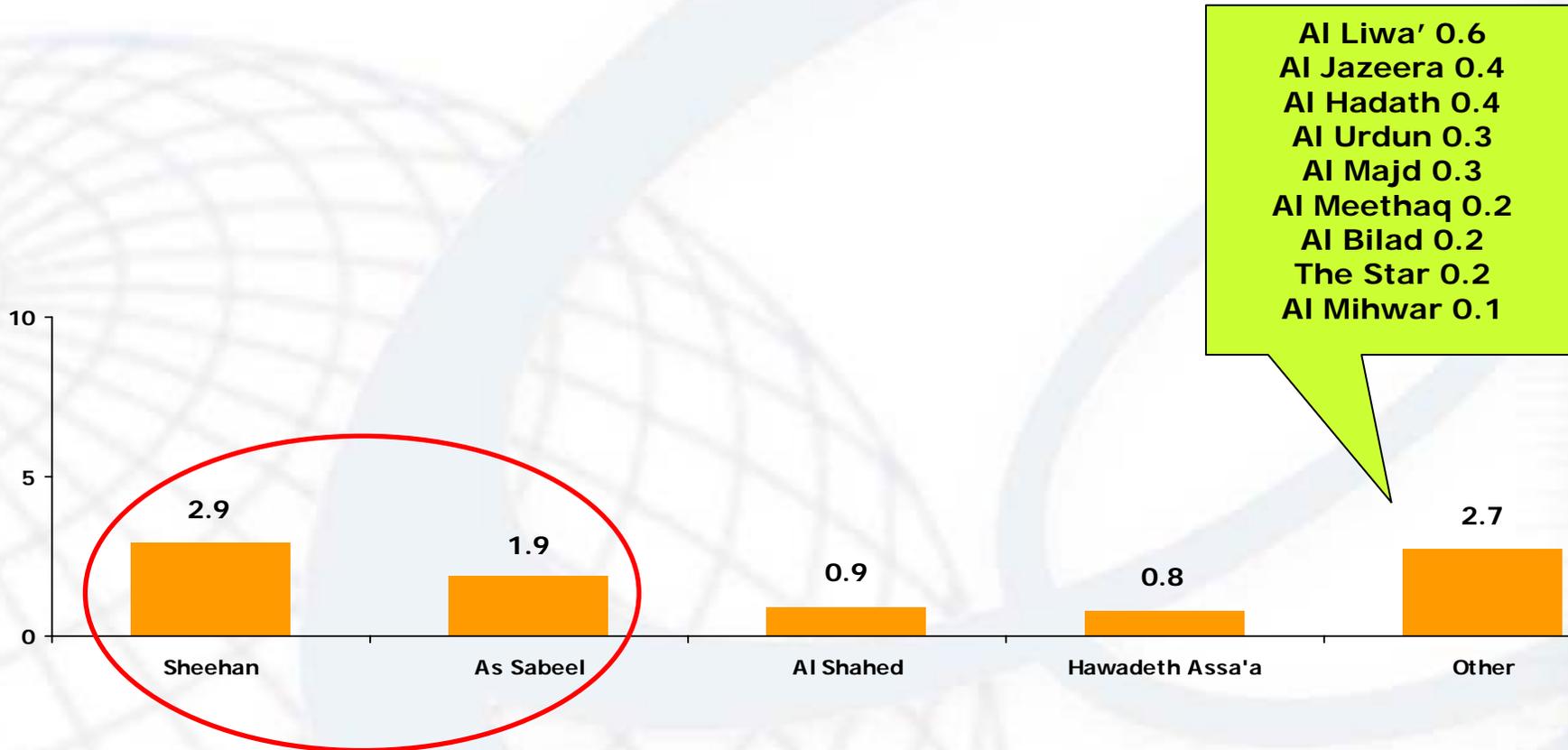


Total Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

Read/flipped through any of the **socio-political** weekly newspapers during the last 30 days...

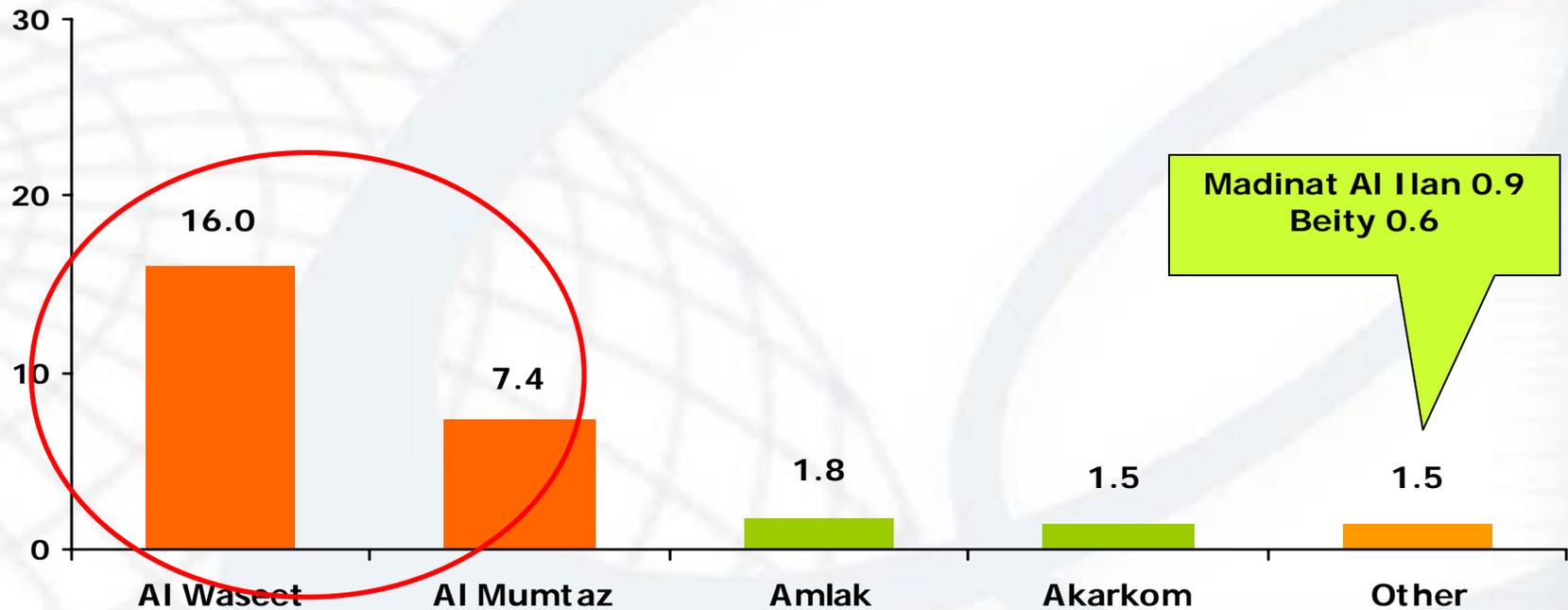


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

Read/flipped through any of the *free classified* weekly newspapers during the last 30 days...

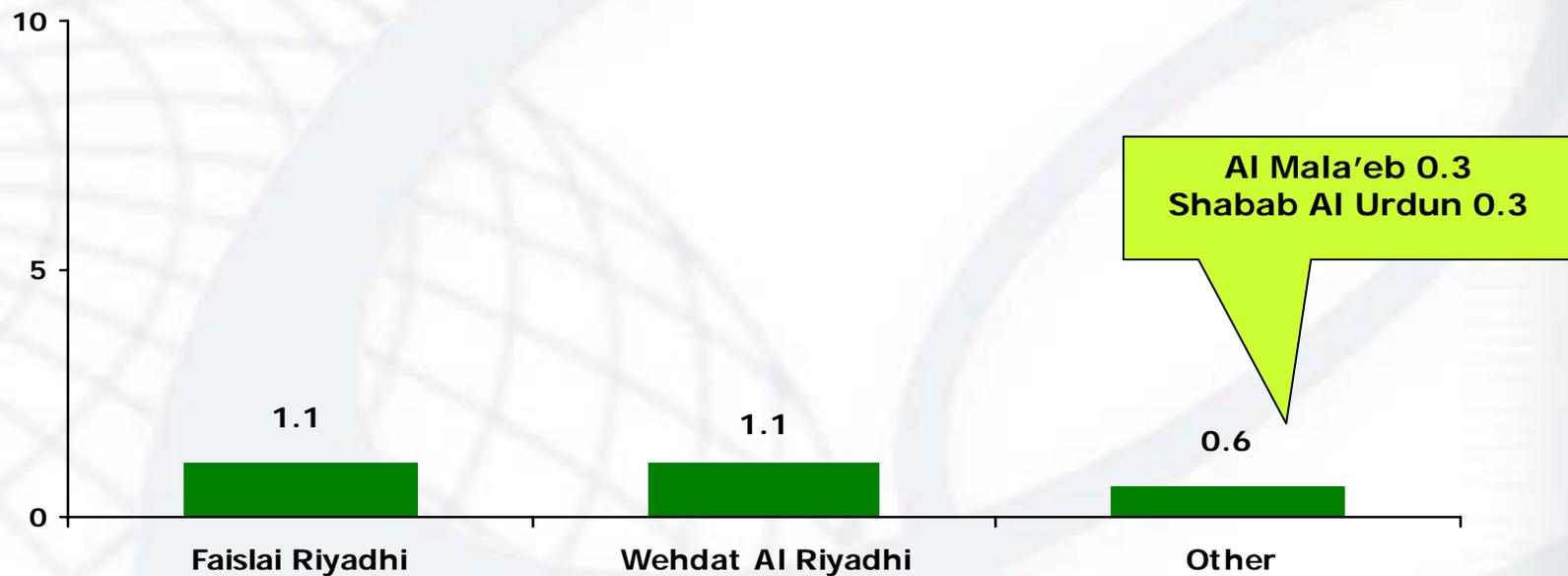


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

Read/flipped through any of the **sports** weekly newspapers during the last 30 days...

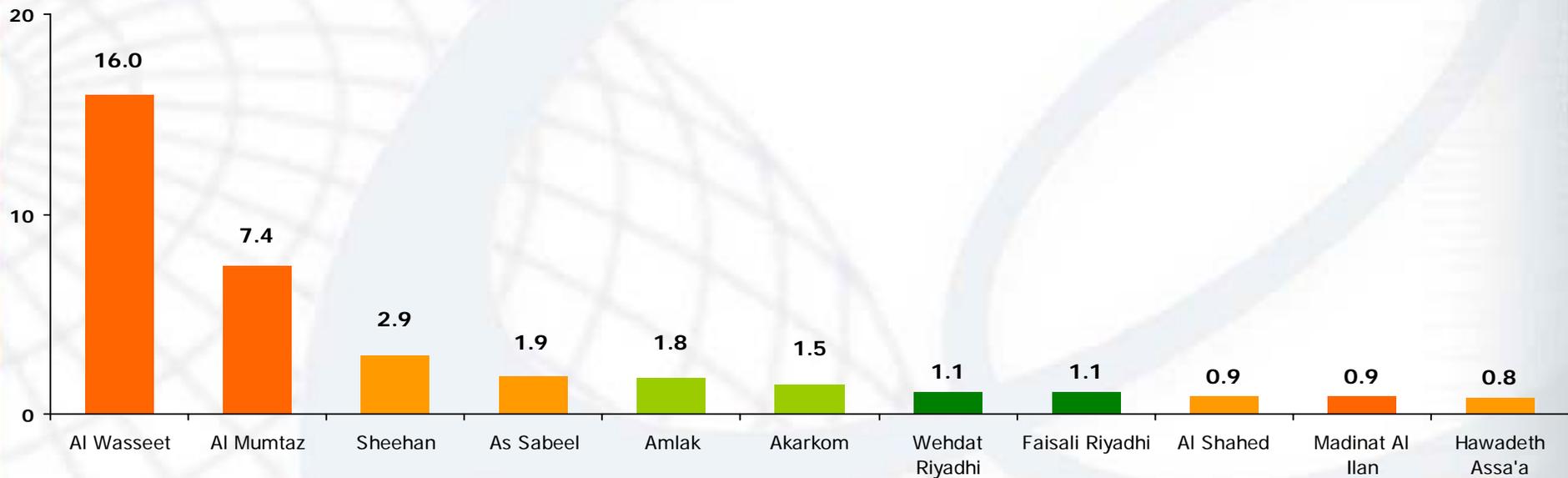


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

*Read/flipped through any of the weekly newspapers during the last 30 days...*

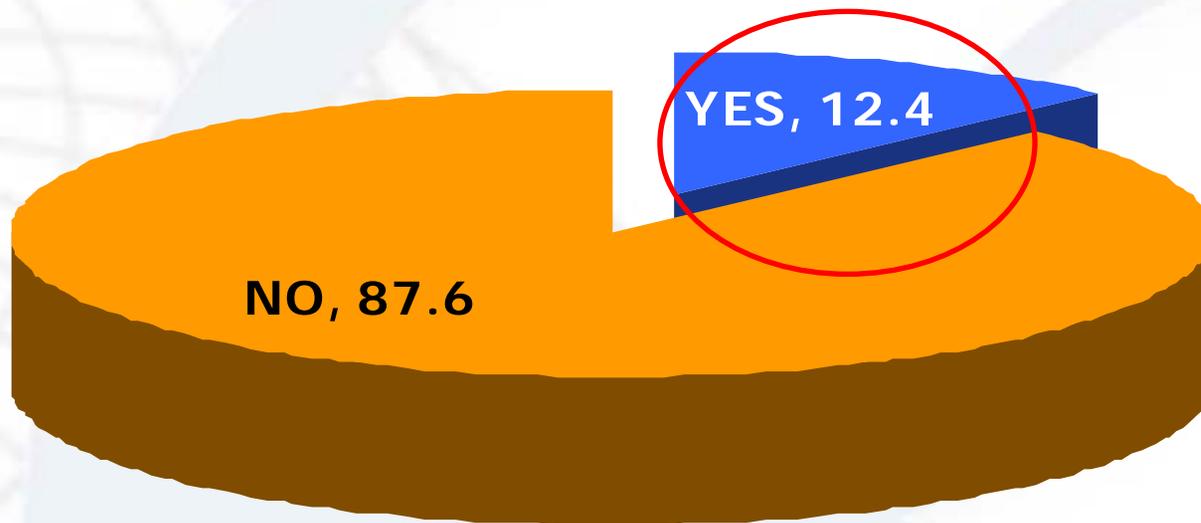


Base: 2912

# Jordan Media Survey – 2007

## *Weekly Newspaper Readership*

***Read/flipped through any of the weekly newspapers  
during the last 7 days...***

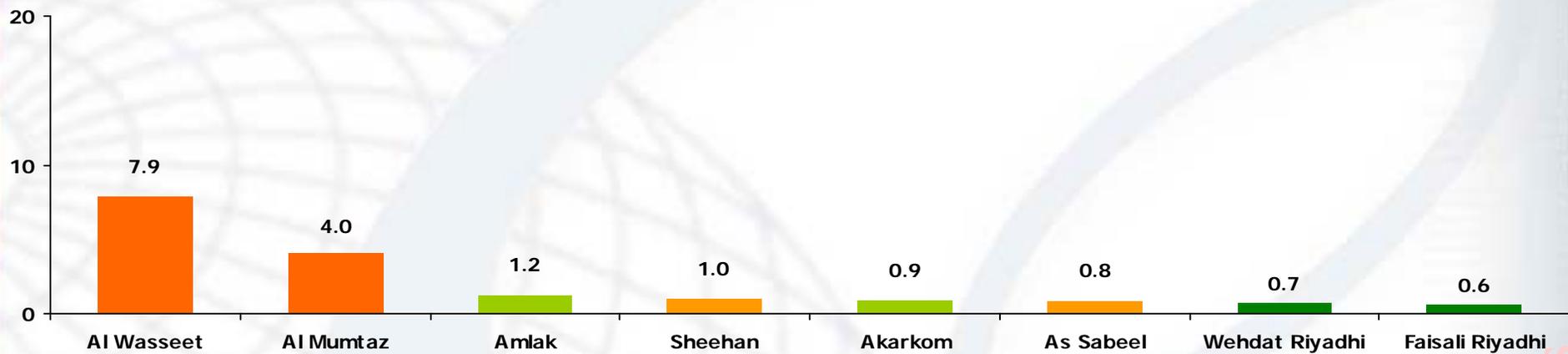


Total Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

*Read/flipped through any of the weekly newspapers  
within last 7 days...*

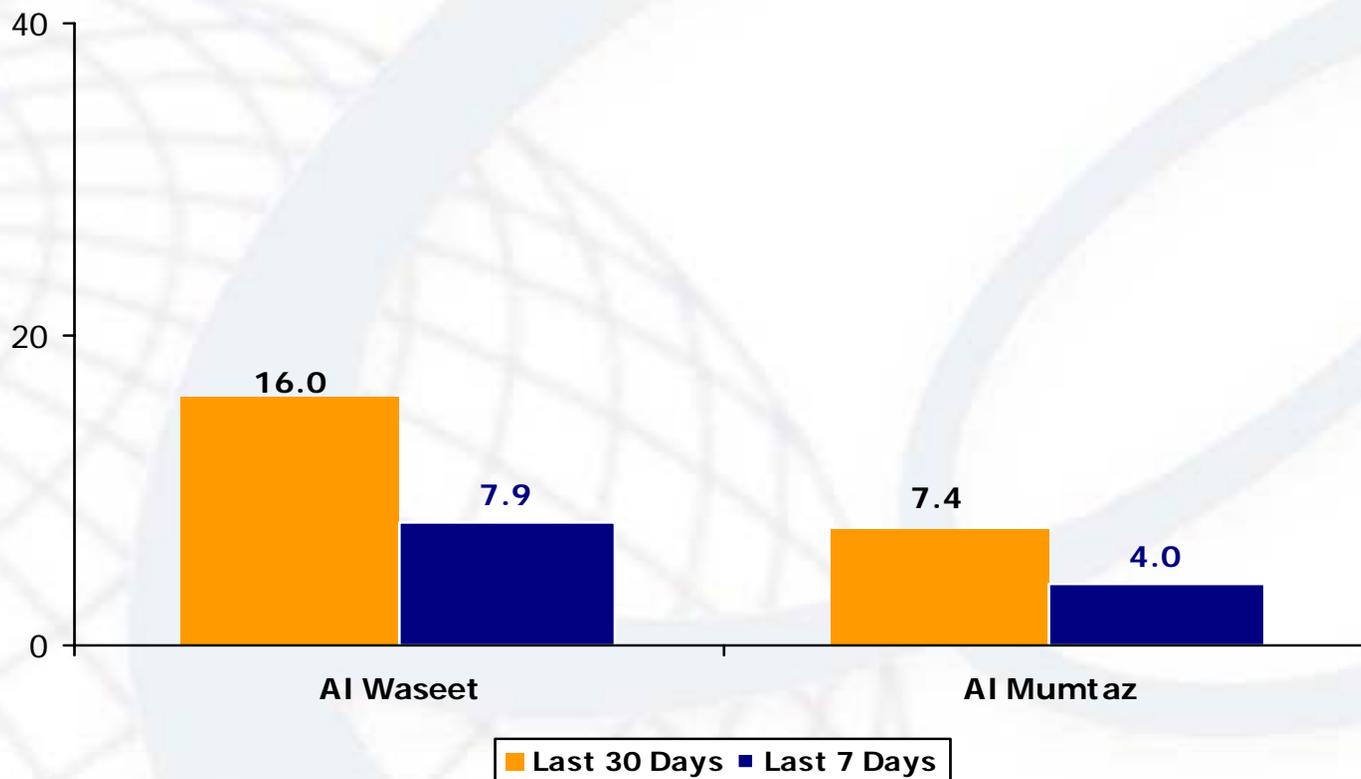


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

**Readership of the two major free classified weekly newspapers  
last 30 days and last 7 days**

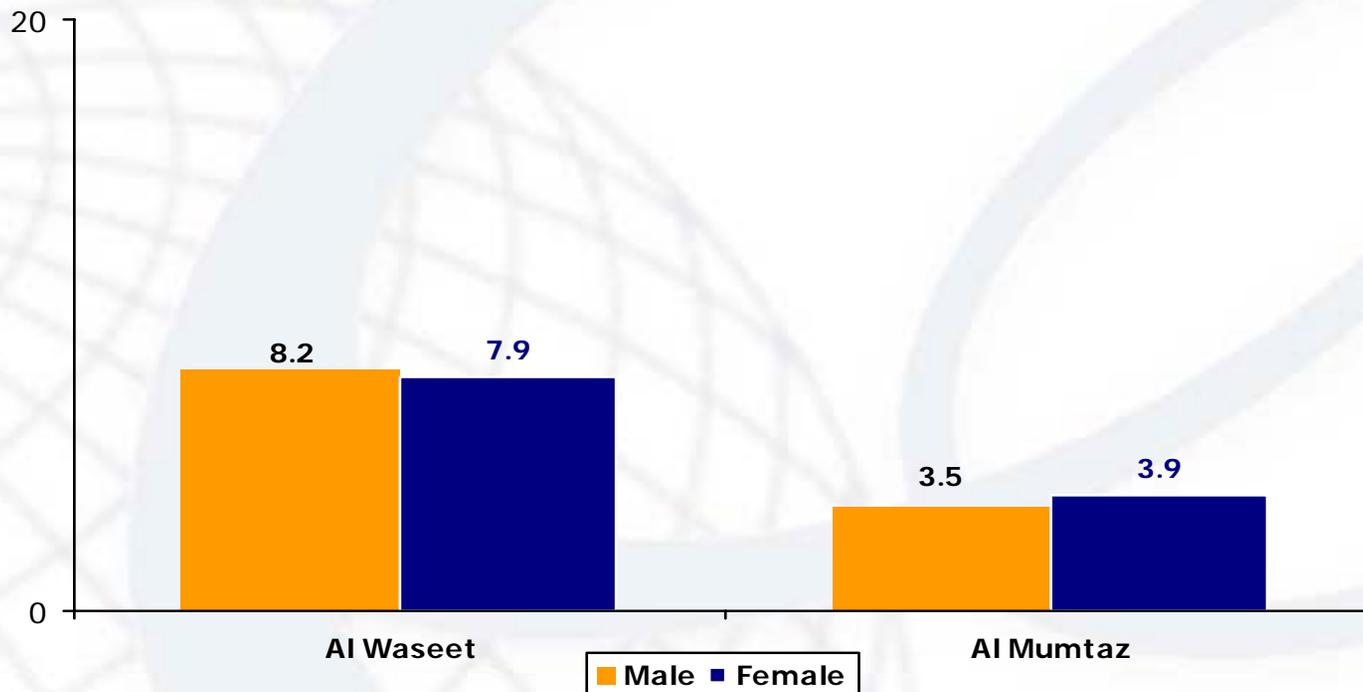


Base: 2912

# Jordan Media Survey – 2007 Weekly

## Weekly Newspaper Readership

**Readership of the two major free classified weekly newspapers  
Last 30 Days  
by Gender...**

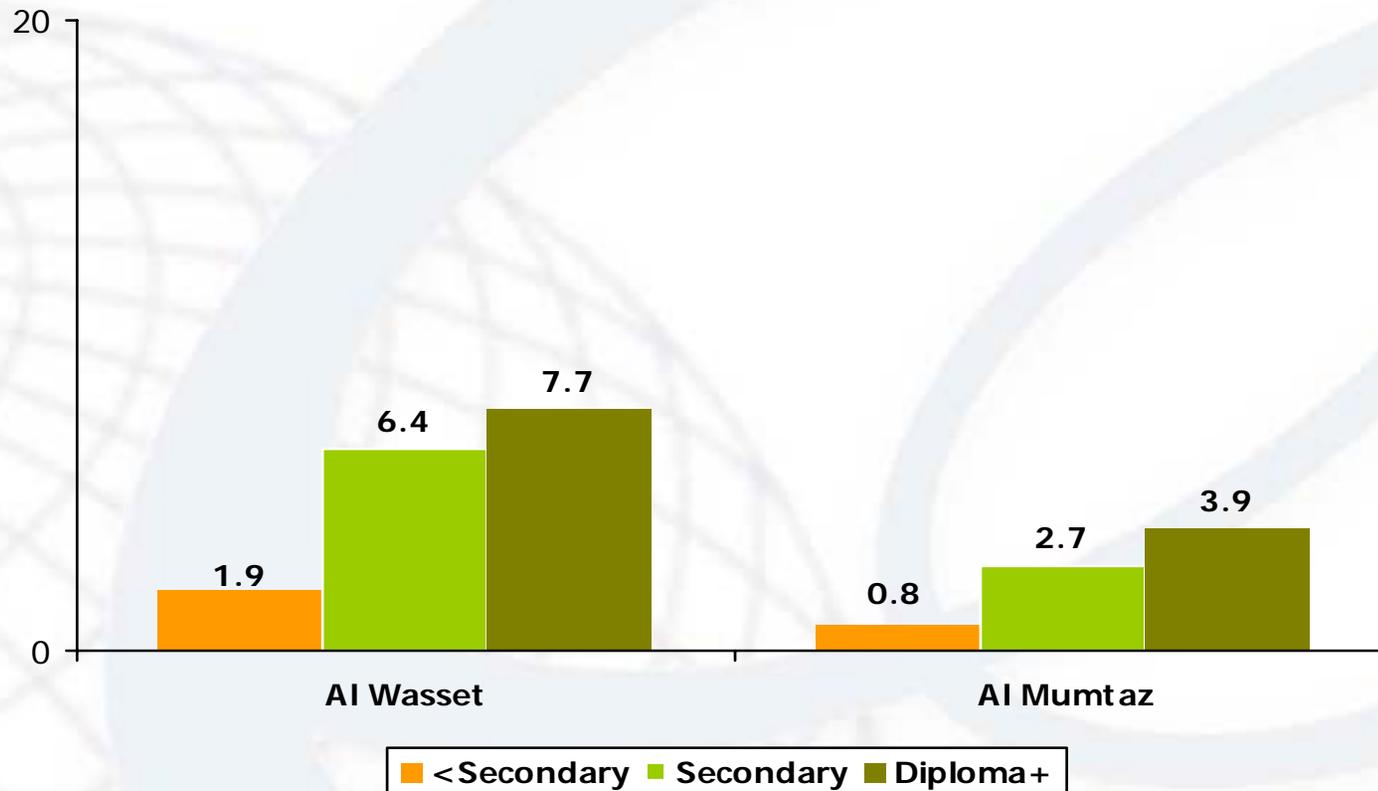


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

**Readership of the two major free classified weekly newspapers  
Last 30 Days  
by Education...**

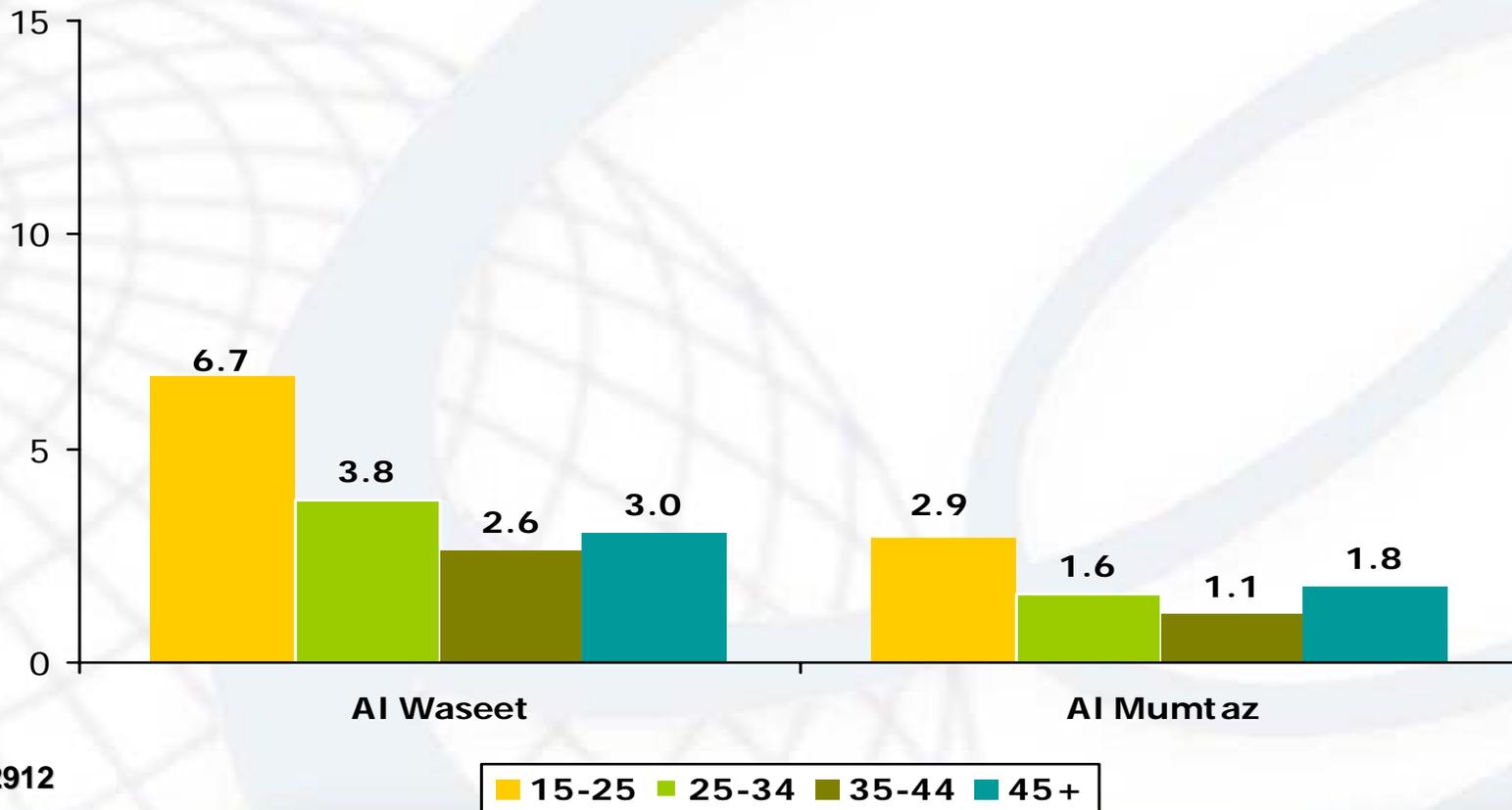


Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

**Readership of the two major free classified weekly newspapers  
Last 30 Days  
by Age...**

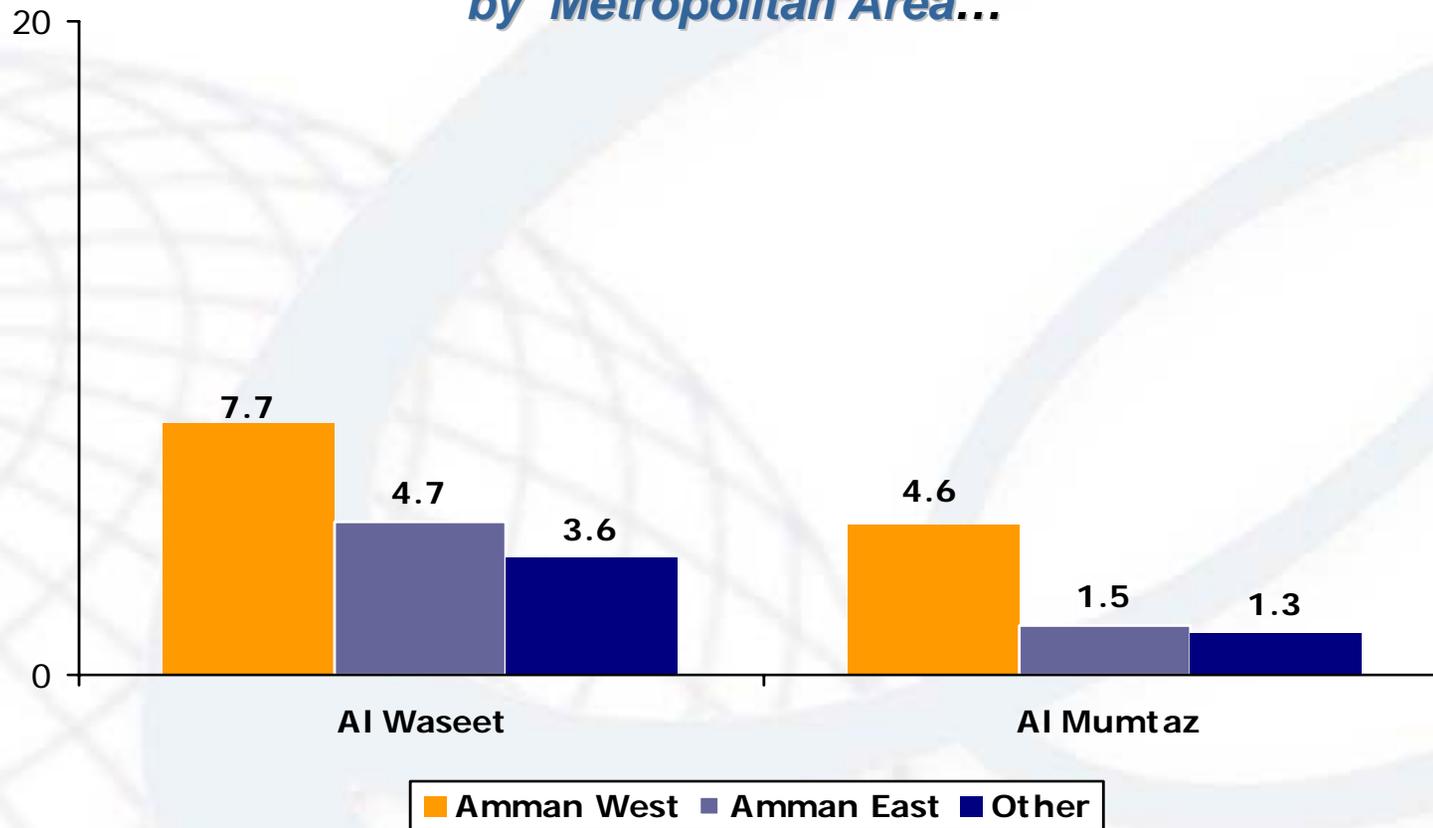


Base: 2912

# Jordan Media Survey – 2007

## Daily Newspaper Readership

**Readership of the two major free classified weekly newspapers  
Last 30 Days  
by Metropolitan Area...**



Base: 2912

# Jordan Media Survey – 2007

## *Weekly Newspaper Readership*

### *Summary of the two major free classified weekly newspaper penetration by Jordan's demographic characteristics*

- Our analysis of demographic characteristics for only Al Waseet and Al Mumtaz is contained within the **30 day readership** benchmarks.
- The following two slides are a wrap up of this exercise and are of special comparative benefits to advertisers with specific target audiences.
- With comparative price lists of space advertisers can calculate the cost of reaching 1000 people of their audiences and make the right investment decisions or media mix.

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

### Major Free Classified Weekly Newspaper Penetration... by Gender & Education

Free Classified Weekly Title	Title Sample Base	Last 30 Days	Male	Female	<Second-ary	Second-ary	Diploma+
Al Waseet	467	16.0	8.2	7.9	1.9	6.4	7.7
Al Mumtaz	216	7.4	3.5	3.9	0.8	2.7	3.9

Total Base: 2912

# Jordan Media Survey – 2007

## Weekly Newspaper Readership

### Major Free Classified Weekly Newspaper Penetration... by Age & Metropolitan Area

Free Classified Weekly Title	Title Sample Base	Last 30 Days	15-24	25-34	35-44	45+	Amman West	Amman East	Other
Al Waseet	467	16.0	6.7	3.8	2.6	3.0	7.7	4.7	3.6
Al Mumtaz	216	7.4	2.9	1.6	1.1	1.8	4.6	1.5	1.3

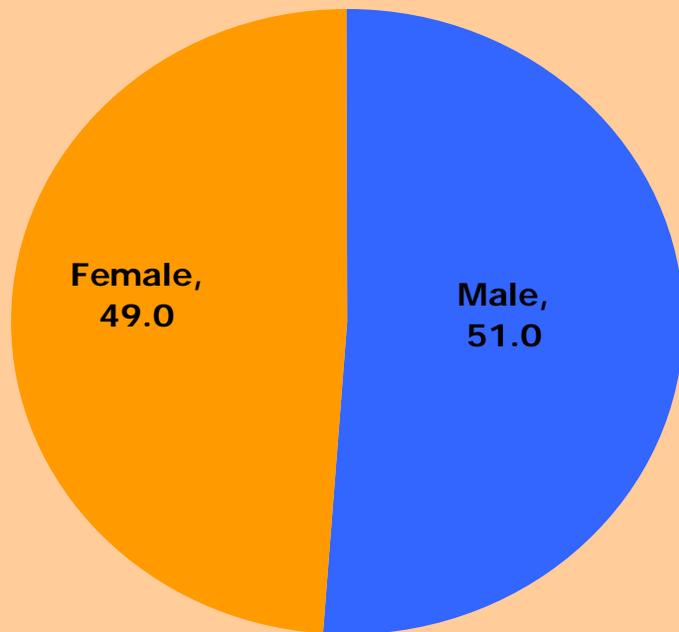
Total Base: 2912

# Jordan Media Survey – 2007

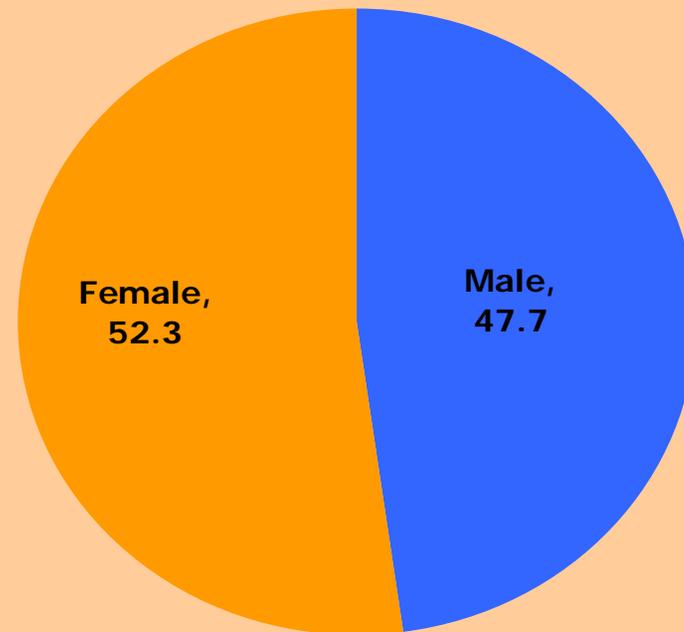
## *Weekly Newspaper Readership*

### *Readership Profile By Gender Based on Last 30 Days*

**Al Waseet**



**Al Mumtaz**

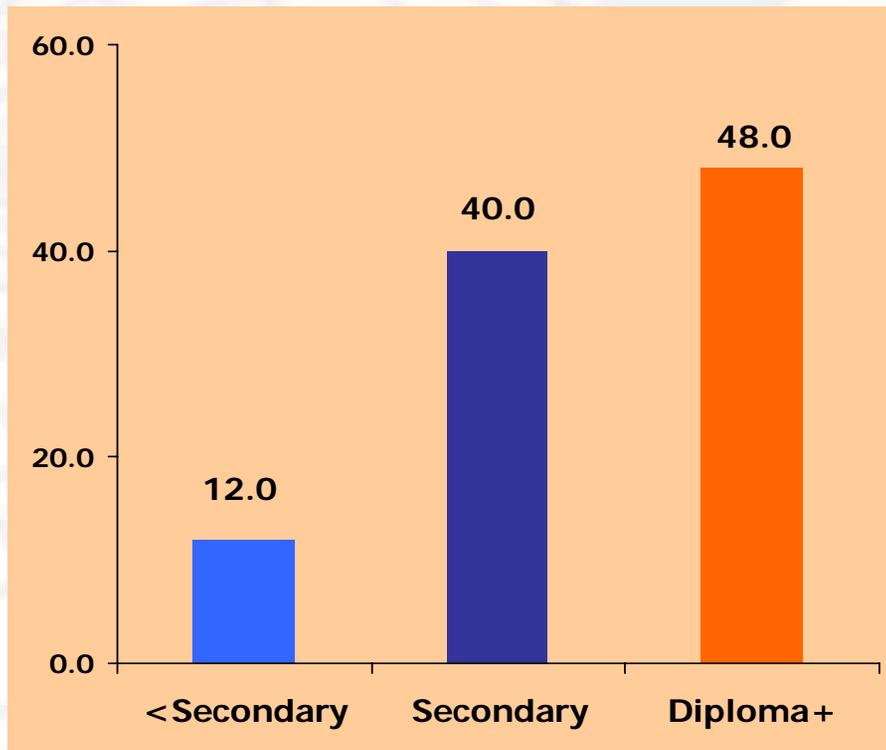


# Jordan Media Survey –2007

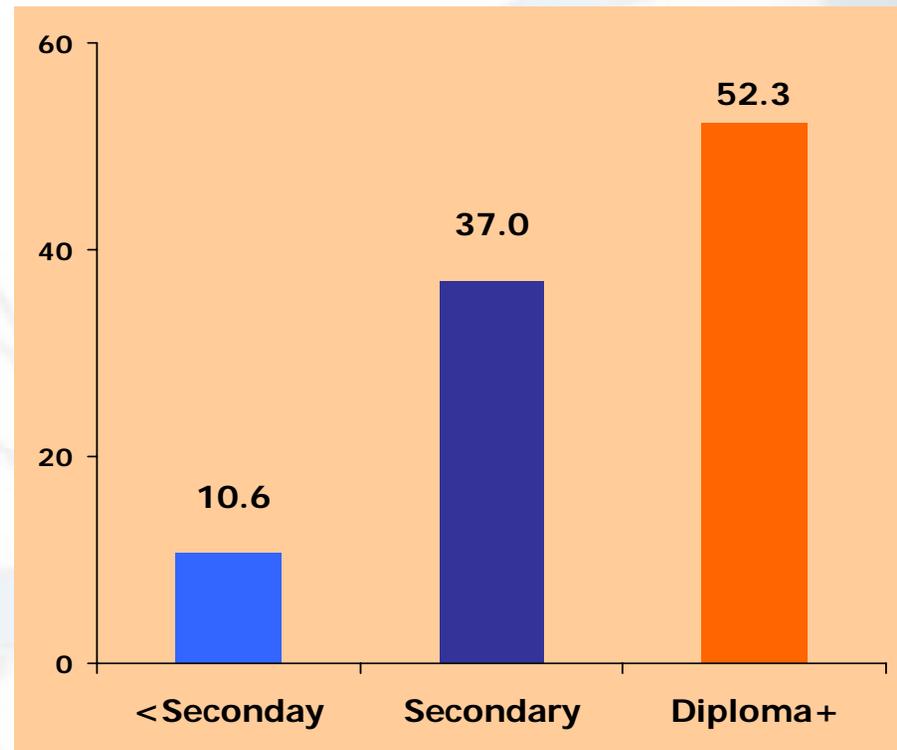
## Weekly Newspaper Readership

### Readership Profile By Education Based on Last 30 Days Readers

Al Waseet



Al Mumtaz

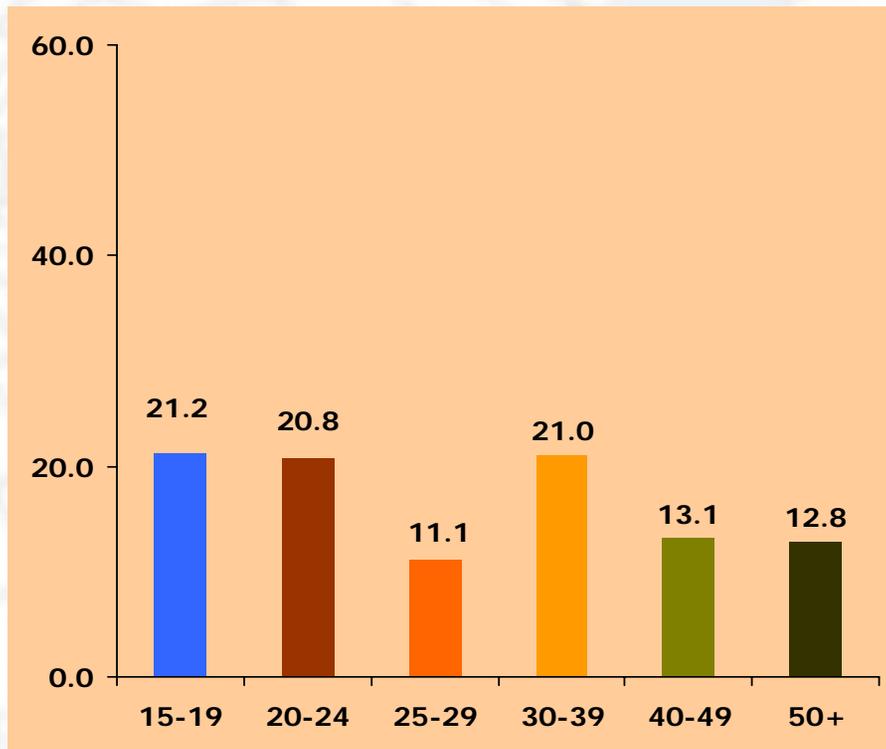


# Jordan Media Survey – 2007

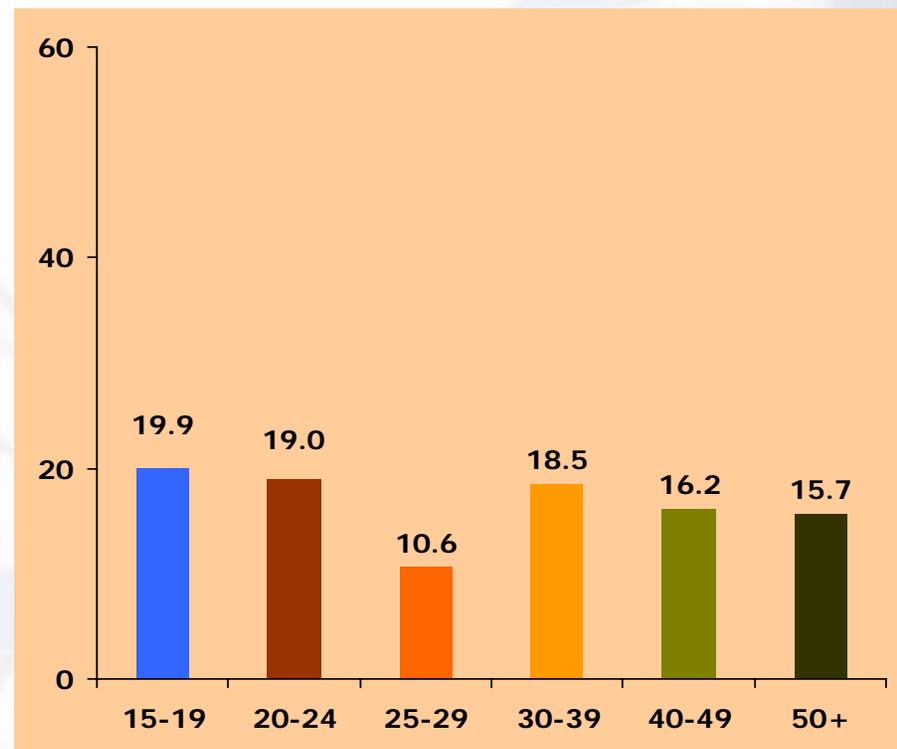
## Weekly Newspaper Readership

### Readership Profile By Age Based on Last 30 Days

Al Waseet



Al Mumtaz

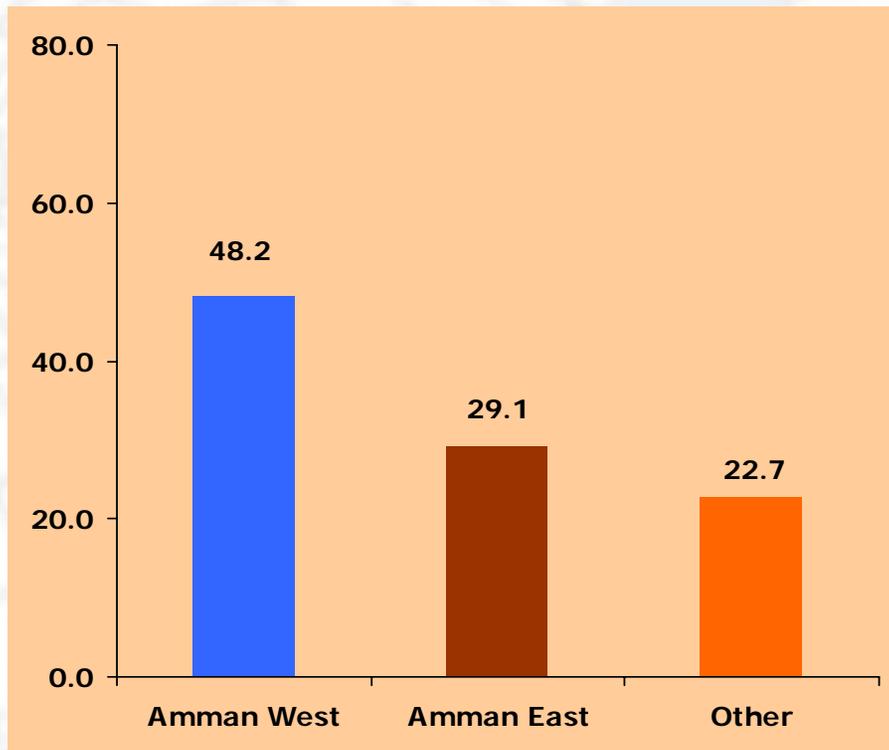


# Jordan Media Survey – 2007

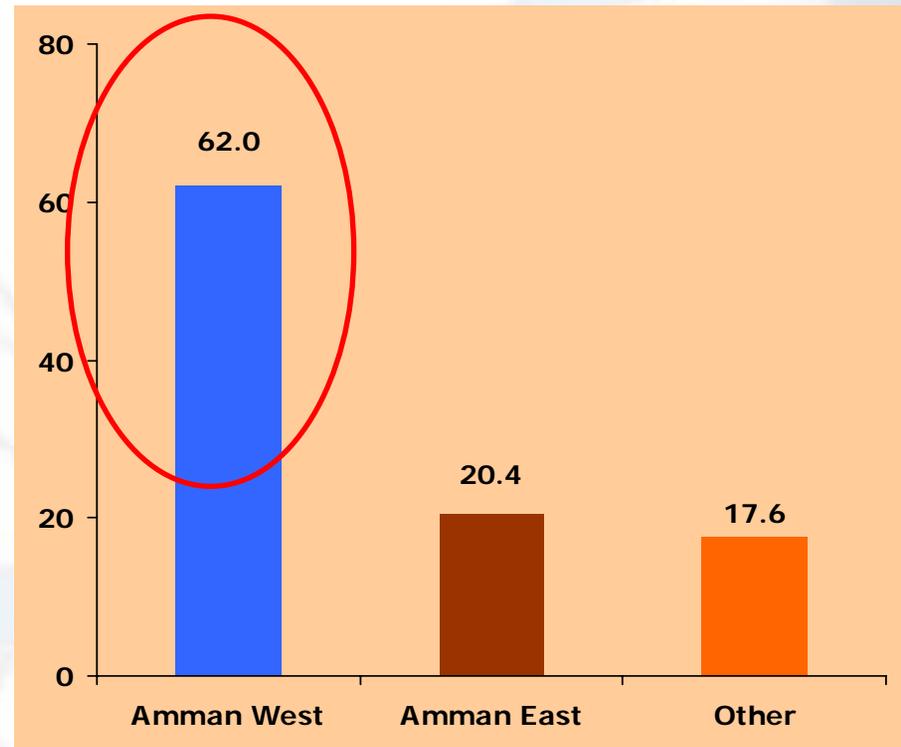
## Weekly Newspaper Readership

### Readership Profile By Metropolitan Area Based on Last 30 Days

Al Waseet



Al Mumtaz

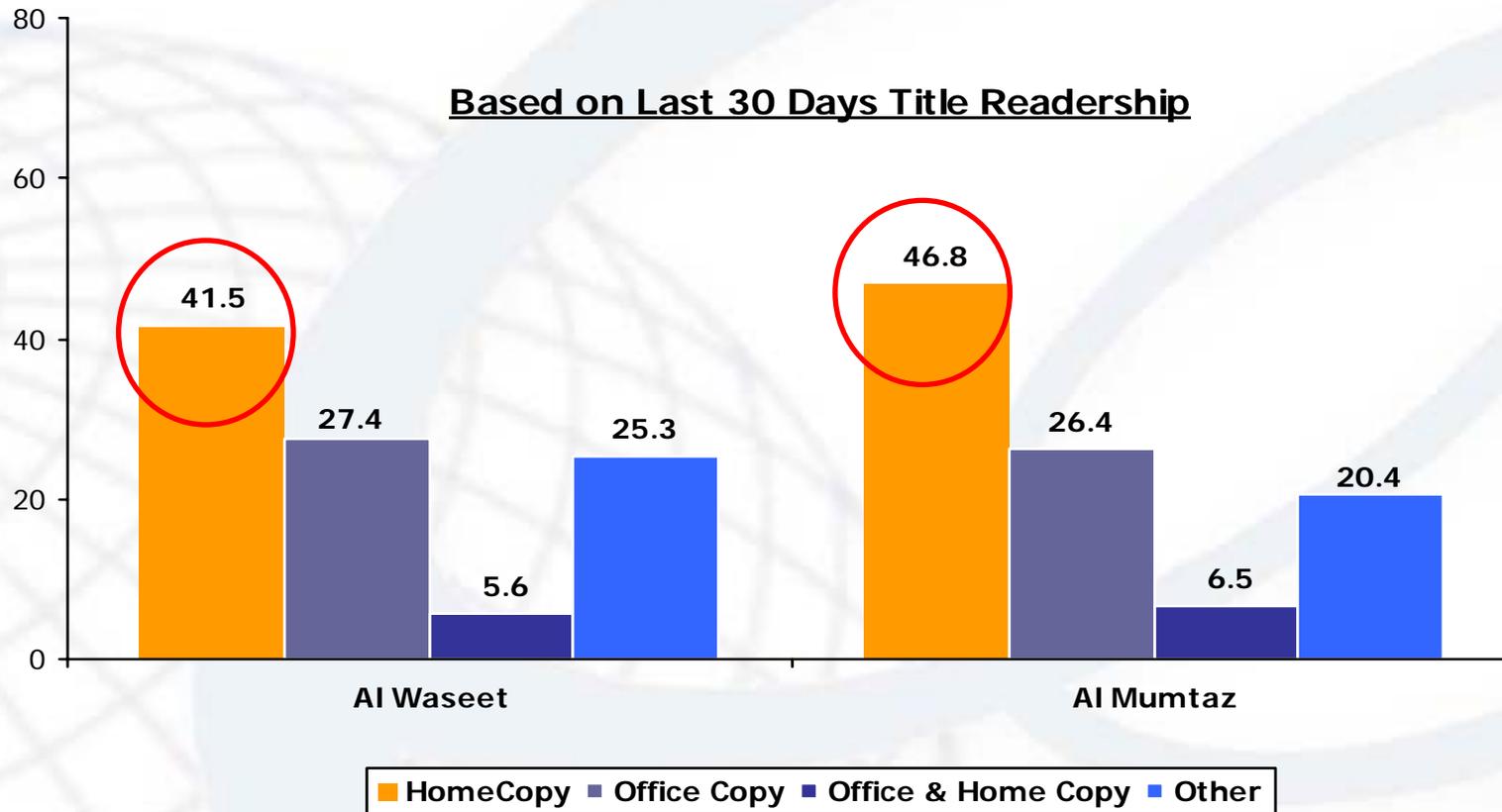


# Jordan Media Survey – 2007

## Weekly Newspaper Readership

### Source of Copy...

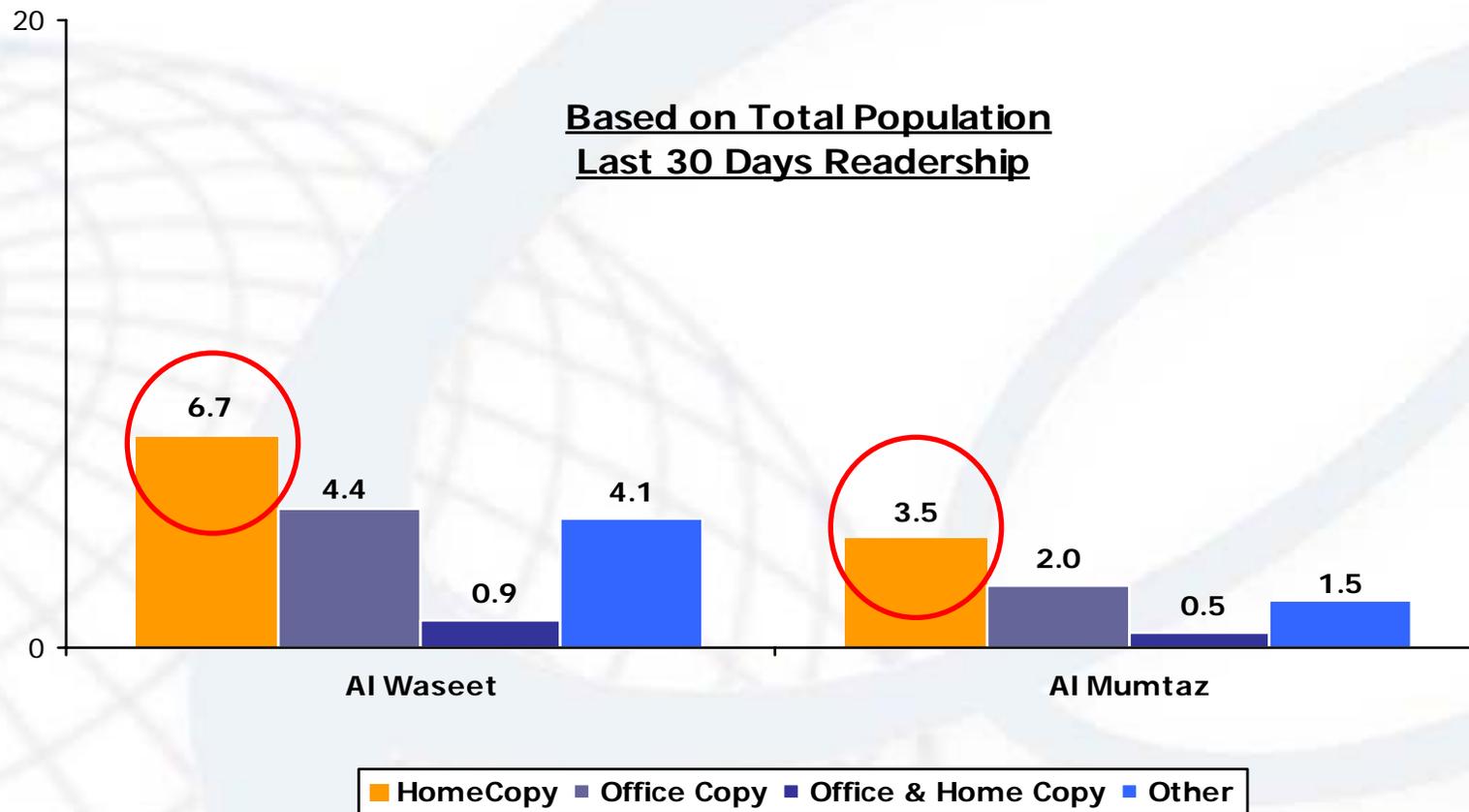
Based on Last 30 Days Title Readership



# Jordan Media Survey – 2007

## Weekly Newspaper Readership

### Source of Copy...

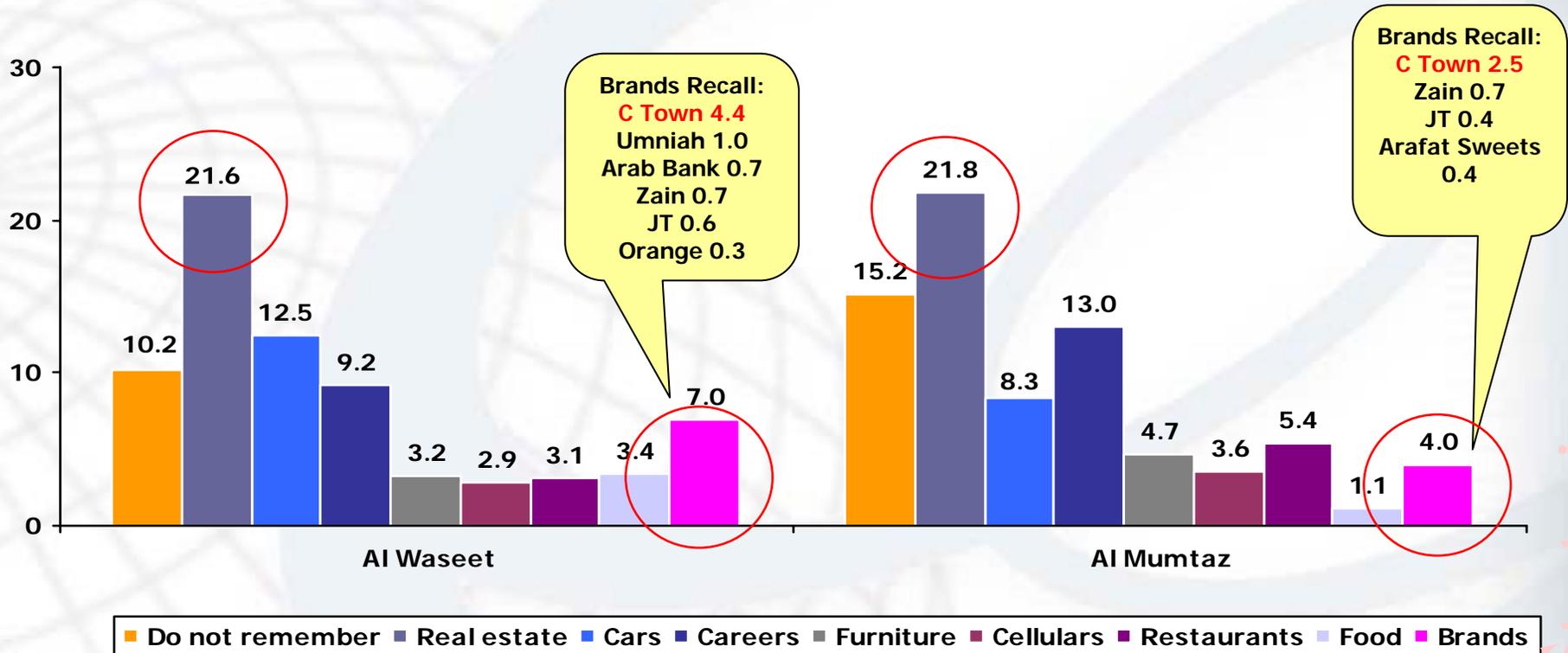


# Jordan Media Survey – 2007

## Weekly Newspaper Readership

### Ad recall in free classified weekly newspapers...

Based on Last 30 Days Readers



# Jordan Media Survey – 2007

## *Monthly Publications Readership*

**PART # 1**

**Section [6]**

**Monthly Publications**

# Jordan Media Survey – 2007

## *Monthly Publications Readership*

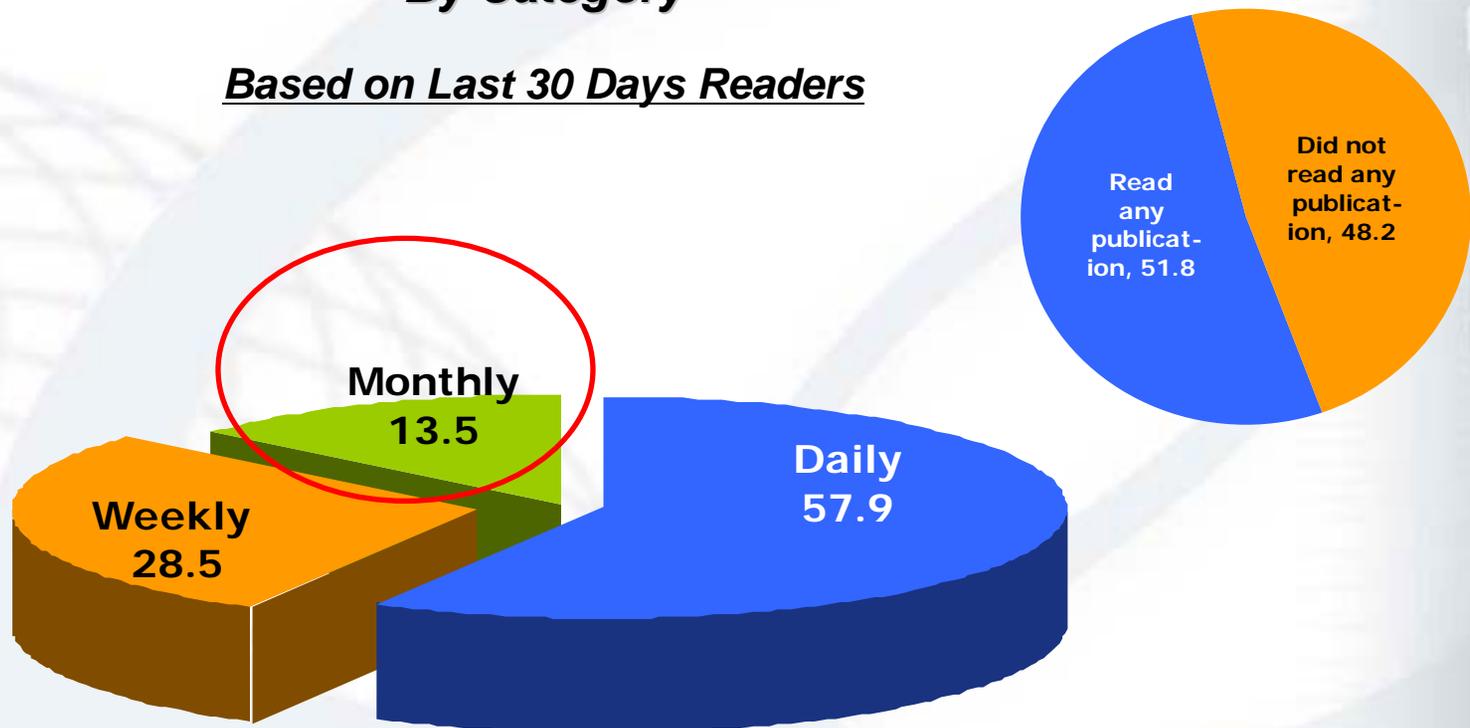
- Monthly publications readership during the last 30 days did not exceed 10.0% with almost only few Arabic magazines scoring slightly significant readership that ranged between a high 3.6% for Layalina and a 1.0% for both Sharquiat and Nas U Nas. All other magazines, including all English magazines fell beyond the 1.0% benchmark.
- *A reliability test of extra 100* was conducted in both Amman-West and Amman-East for magazine readers only, beyond the national sample of 2912, bringing the total sample for magazine readership to 3012
- It is only natural that Arabic magazines would be in the lead for Jordan's population. English speaking magazine readership concentrates in Amman's West tiny English magazine readers.
- **Layalina Magazine** is the only magazine in Jordan which is of statistical significance that warrants further analysis in terms of measuring magazine penetration by demographic characteristics, however for comparative purposes we shall feature comparative data for the top four Arabic magazines: Layalina, Anty, Sharquiat and Nas u Nas.

# Jordan Media Survey – 2007

## Monthly Publication Readership

### Publication Share of Readership By Category

Based on Last 30 Days Readers



The above category shares represent 51.8% of those who read any publication during the last 30 days

Multiple answer questions

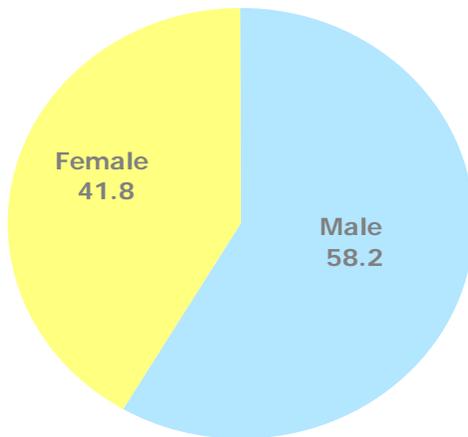
# Jordan Media Survey – 2007

## Monthly Publications Readership

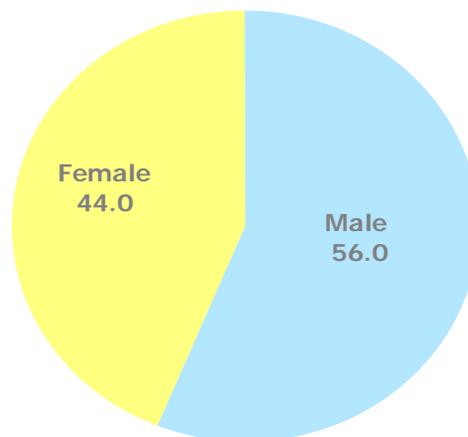
### Publication Readership Profile By Gender

Based on Last 30 Days Readers

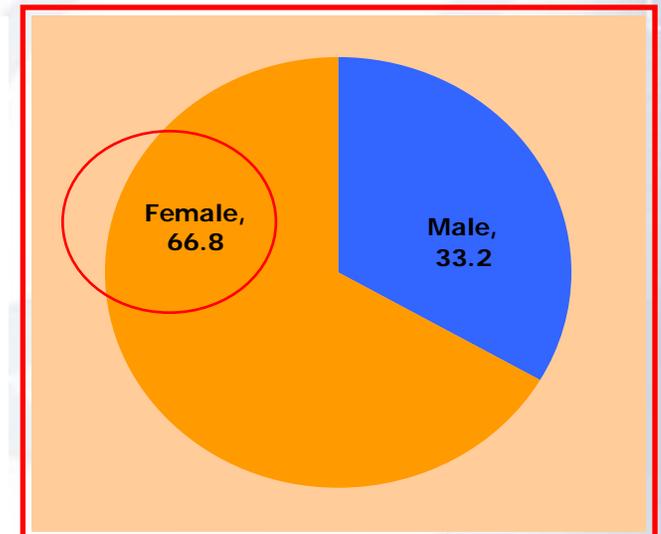
Daily



Weekly



Monthly



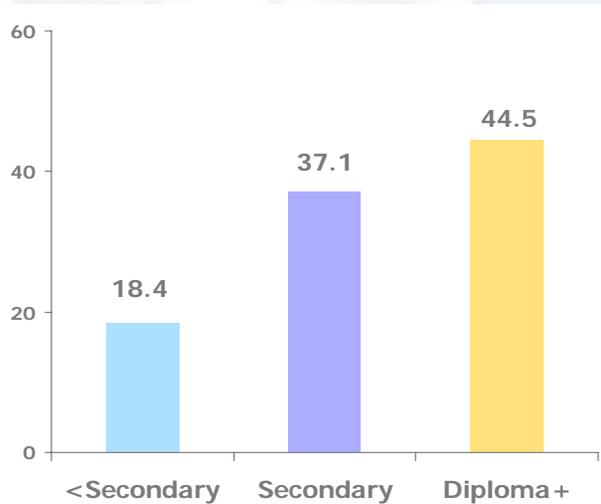
# Jordan Media Survey – 2007

## Monthly Publications Readership

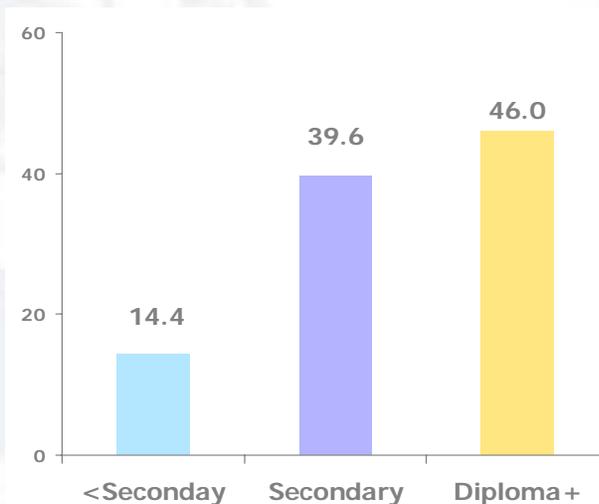
### Publication Readership Profile By Education

Based on Last 30 Days Readers

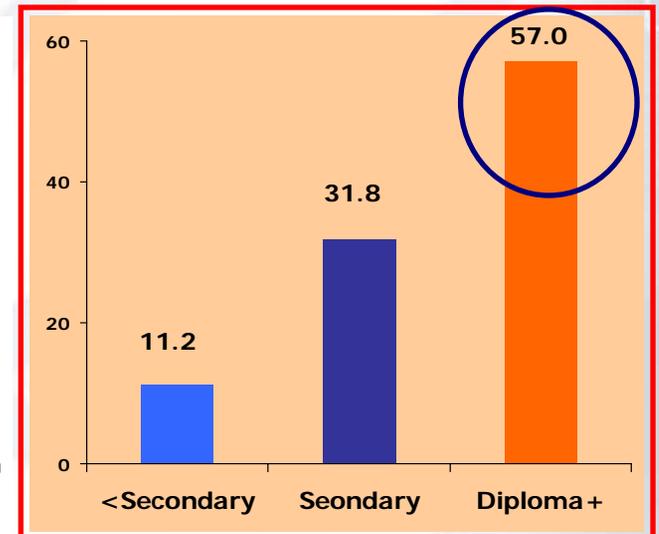
Daily



Weekly



Monthly



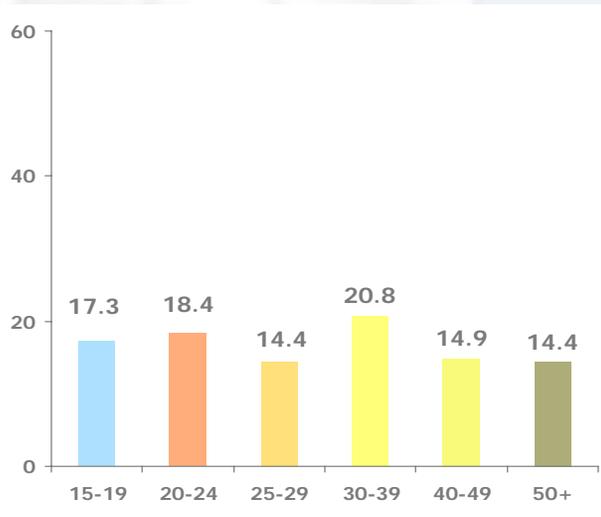
# Jordan Media Survey – 2007

## Monthly Publications Readership

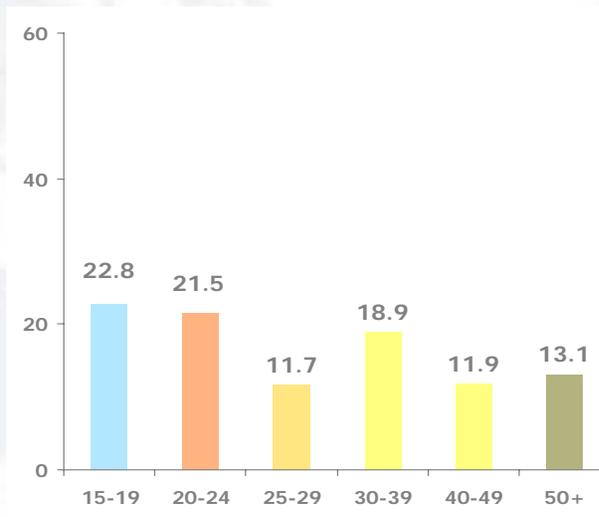
### Publication Readership Profile By Age

Based on Last 30 Days Readers

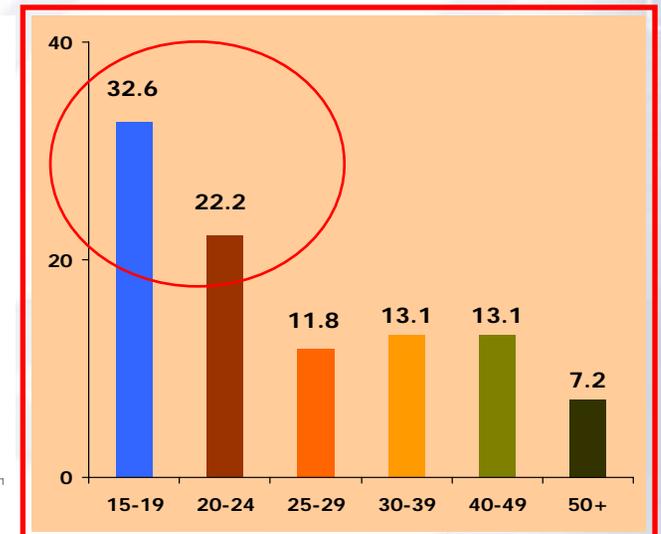
Daily



Weekly



Monthly



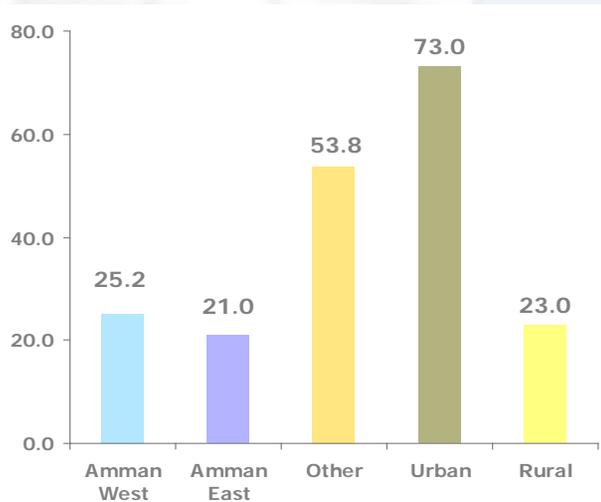
# Jordan Media Survey – 2007

## Monthly Publications Readership

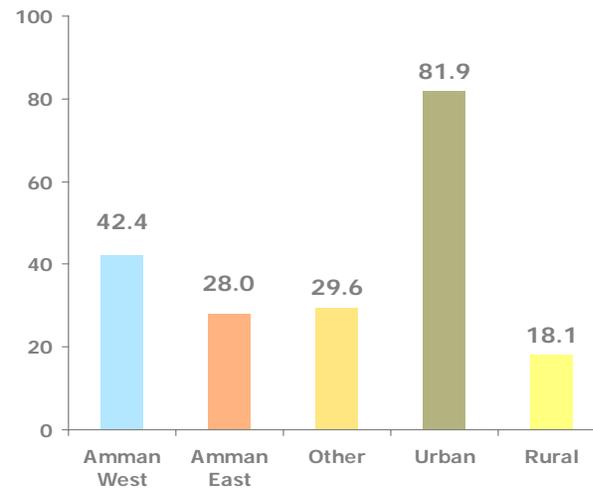
### Publication Readership Profile By Region

Based on Last 30 Days Readers

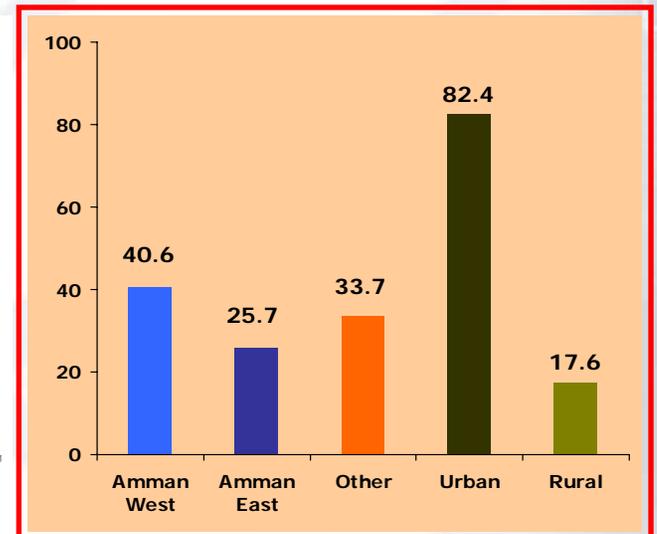
#### Daily



#### Weekly



#### Monthly



# Jordan Media Survey – 2007

## Monthly Publications Readership

**Read/flipped through any magazine during the last 30 days...**



# Jordan Media Survey – 2007

## Monthly Publications Readership

**Read/flipped through any of the magazines during the last 30 days...**

For more details on business magazines refer to Opinion Leaders Survey

Plus 32 other Jordanian Arabic and English magazines and directories that scored 0.4 and below

Other non-Jordanian magazines include Zahrat Al khaleej at 1.0 Sayidati at 0.9 Rotana at 0.6 and 20 others



Total Base: 3012

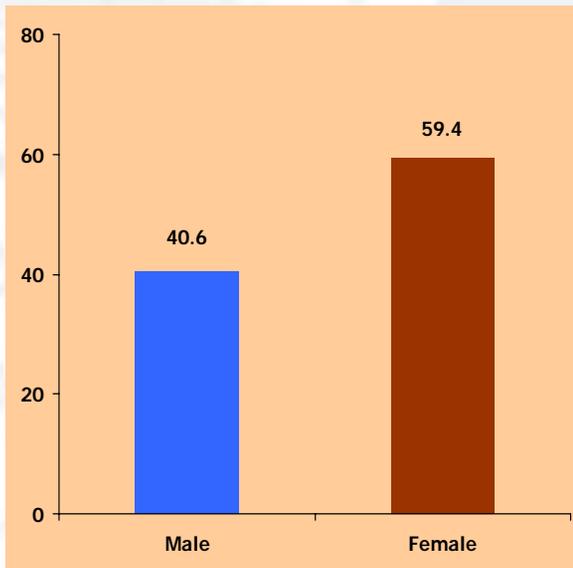
# Jordan Media Survey – 2007

## Monthly Publications Readership

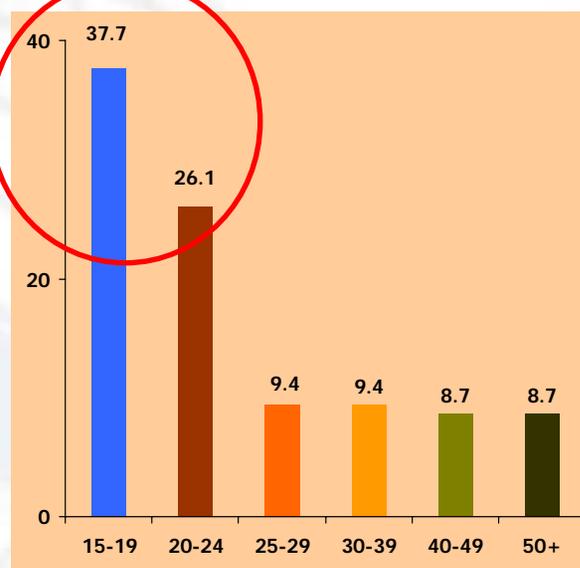
### Layalina Magazine Readership Profile

Based on Last 30 Days Readers

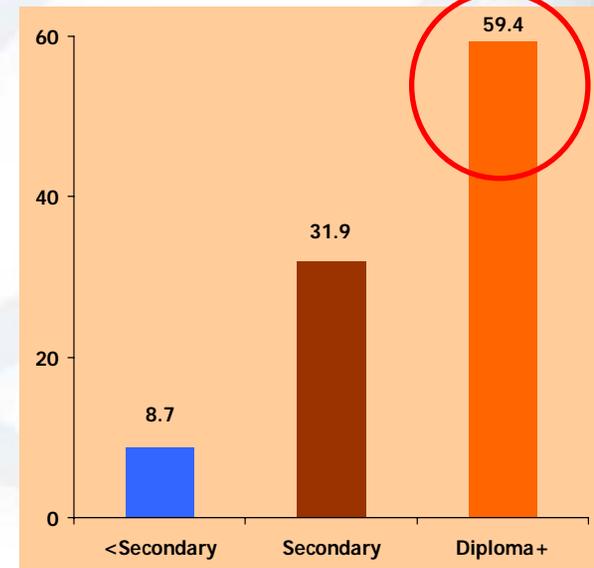
By Gender



By Age



By Education



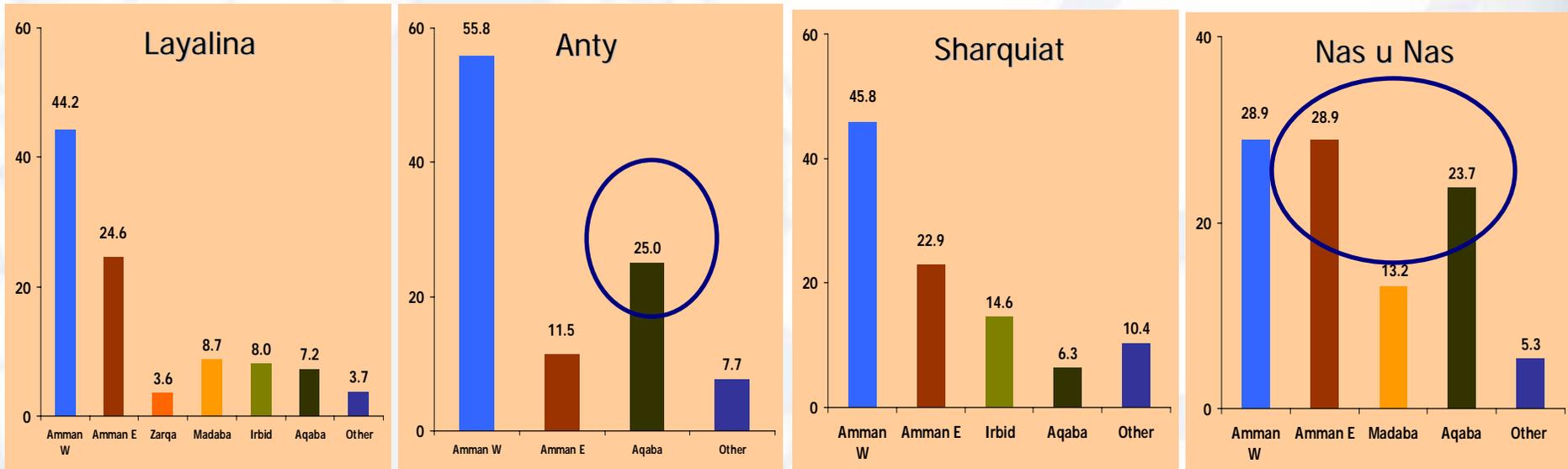
# Jordan Media Survey – 2007

## Monthly Publications Readership

### Layalina, Anty, Sharquiat & Nas u Nas Magazine Profile by Metropolitan Area

Based on Last 30 Days Readers

Note: Although Layalina is the only magazine in Jordan which is of statistical significance that warrants further analysis in terms of profiling, however here is the profile for four of the top ranking magazines by geographic distribution...

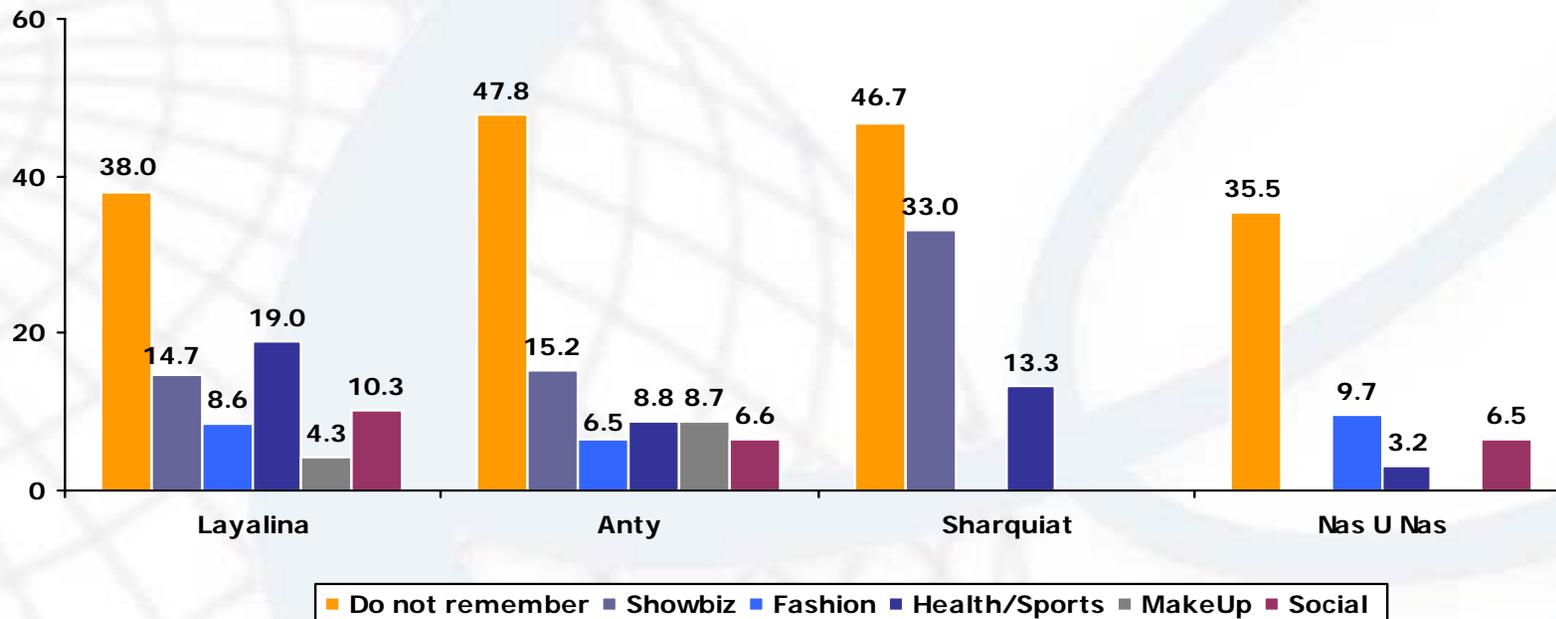


# Jordan Media Survey – 2007

## Monthly Publications Readership

### Topic recall in magazines...

Based on Last 30 Days

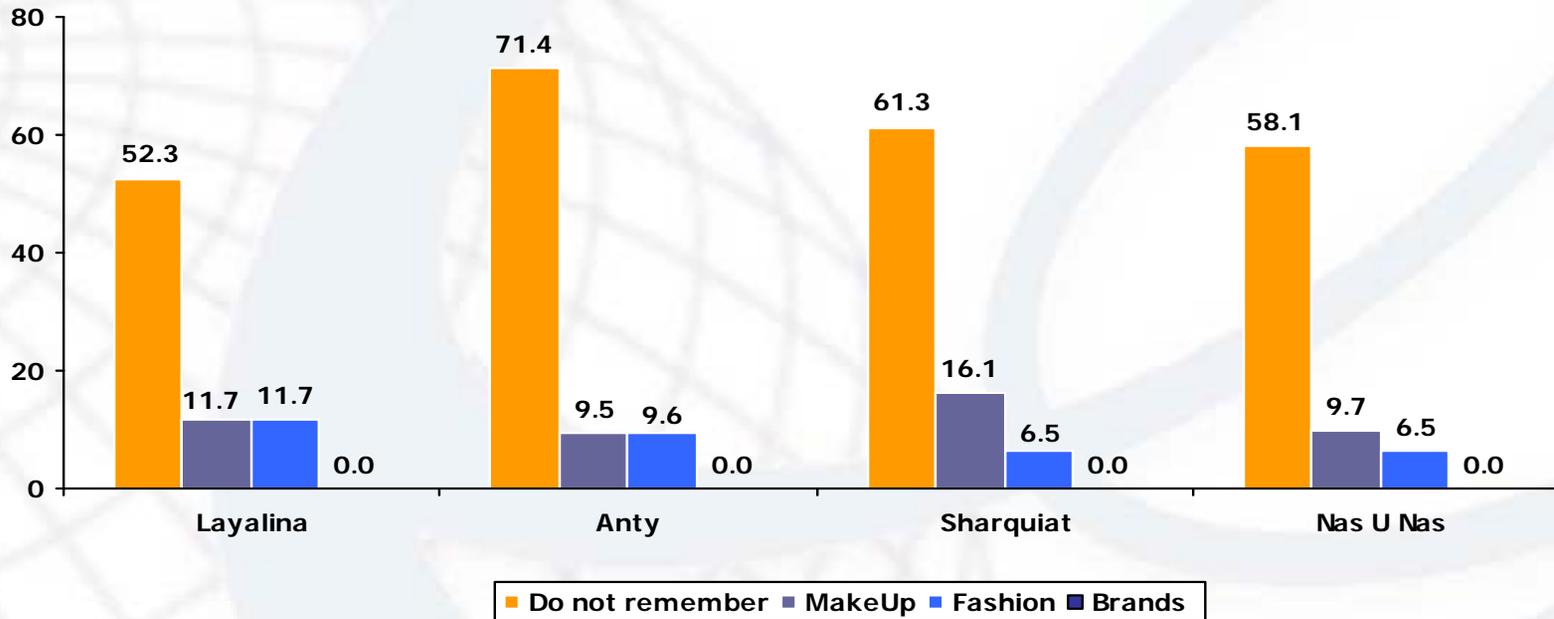


# Jordan Media Survey – 2007

## Monthly Publications Readership

### Ad recall in magazines...

Based on Last 30 Days



# Jordan Media Survey – 2007

## **PART # 1** **Appendices**

# Jordan Media Survey – 2007

## All Media Comparative Penetration By Demographic Characteristics

Medium	Male
Fann FM 102.1-104.2	17.9
Al Rai	16.7
Quran FM 93.1	10.5
Al Waseet	8.2
AlGhad	8.1
Al Dustour	8.1
Rotana FM 99.9	7.7
JOR FM 99	6.7
JOR AM	6.6
Mazaj FM 95.3	3.8
Al Mumtaz	3.5
Al Arab Al Yawm	3.1
Hayat FM 104.7	2.6
Amen FM 89.5	2.6
Sawt El Ghad FM 101.5	1.5
Melody FM 91.1	1.4

Medium	Female
Fann FM 102.1-104.2	14.3
Al Rai	12.2
Quran FM 93.1	10.3
Al Waseet	7.9
JOR FM 99	7.8
Rotana FM 99.9	7.6
AlGhad	7.1
Al Dustour	4.8
JOR AM	4.6
Al Mumtaz	3.9
Mazaj FM 95.3	3.7
Hayat FM 104.7	3.2
Al Arab Al Yawm	1.9
Amen FM 89.5	1.8
Sawt El Ghad FM 101.5	1.3
Melody FM 91.1	1.2

Medium	Amman West
Al Waseet	7.7
Fann FM 102.1-104.2	7.3
Al Rai	7.1
AlGhad	4.8
Al Mumtaz	4.6
Quran FM 93.1	4.2
Rotana FM 99.9	4.2
Mazaj FM 95.3	3.3
Al Dustour	2.4
JOR FM 99	1.9
Hayat FM 104.7	1.7
Sawt El Ghad FM 101.5	1.3
JOR AM	1.2
Amen FM 89.5	1.1
Melody FM 91.1	0.9
Al Arab Al Yawm	0.7

Medium	Amman East
Fann FM 102.1-104.2	5.5
Al Rai	5.3
Quran FM 93.1	4.7
Al Waseet	4.7
Rotana FM 99.9	3.4
JOR FM 99	3.0
AlGhad	2.9
Al Dustour	2.4
Hayat FM 104.7	2.3
Mazaj FM 95.3	2.0
Al Mumtaz	1.5
JOR AM	1.4
Amen FM 89.5	1.4
Al Arab Al Yawm	0.9
Melody FM 91.1	0.5
Sawt El Ghad FM 101.5	0.4

Medium	Other
Fann FM 102.1-104.2	19.3
Al Rai	16.5
Quran FM 93.1	11.9
JOR FM 99	9.5
JOR AM	8.6
Al Dustour	8.2
AlGhad	7.6
Rotana FM 99.9	7.5
Al Waseet	3.6
Al Arab Al Yawm	3.4
Mazaj FM 95.3	2.3
Amen FM 89.5	1.9
Hayat FM 104.7	1.8
Al Mumtaz	1.3
Sawt El Ghad FM 101.5	1.2
Melody FM 91.1	1.2

Medium	<Secondary
Quran FM 93.1	7.3
Fann FM 102.1-104.2	6.7
Al Rai	4.9
JOR AM	4.3
JOR FM 99	3.7
Rotana FM 99.9	2.4
AlGhad	2.3
Al Dustour	2.3
Al Waseet	1.9
Mazaj FM 95.3	1.0
Hayat FM 104.7	1.0
Amen FM 89.5	0.9
Al Mumtaz	0.8
Al Arab Al Yawm	0.7
Sawt El Ghad FM 101.5	0.4
Melody FM 91.1	0.3

Medium	Secondary
Fann FM 102.1-104.2	12.6
Al Rai	10.8
Quran FM 93.1	6.7
Al Waseet	6.4
Rotana FM 99.9	6.0
AlGhad	5.4
JOR FM 99	5.3
Al Dustour	4.5
JOR AM	3.3
Mazaj FM 95.3	2.9
Al Mumtaz	2.7
Hayat FM 104.7	2.4
Al Arab Al Yawm	1.5
Amen FM 89.5	1.4
Melody FM 91.1	1.1
Sawt El Ghad FM 101.5	1.0

Medium	Diploma+
Al Rai	13.2
Fann FM 102.1-104.2	12.9
Al Waseet	7.7
AlGhad	7.6
Quran FM 93.1	6.9
Rotana FM 99.9	6.6
Al Dustour	6.1
JOR FM 99	5.4
Al Mumtaz	3.9
Mazaj FM 95.3	3.7
JOR AM	3.6
Al Arab Al Yawm	2.8
Hayat FM 104.7	2.3
Amen FM 89.5	2.0
Sawt El Ghad FM 101.5	1.4
Melody FM 91.1	1.2

Note: All figures based on last 30 days except radio figures that are based on 7 days

Medium	15-24
Fann FM 102.1-104.2	14.6
Al Rai	9.9
Rotana FM 99.9	9.2
JOR FM 99	6.7
Al Waseet	6.7
AlGhad	5.9
Quran FM 93.1	5.7
Mazaj FM 95.3	4.4
Al Dustour	3.9
JOR AM	2.9
Al Mumtaz	2.9
Hayat FM 104.7	2.1
Al Arab Al Yawm	2.0
Amen FM 89.5	1.8
Melody FM 91.1	1.5
Sawt El Ghad FM 101.5	1.4

Medium	25-34
Fann FM 102.1-104.2	7.6
Al Rai	7.4
Quran FM 93.1	4.4
AlGhad	4.2
Al Waseet	3.8
JOR FM 99	3.3
Al Dustour	3.1
Rotana FM 99.9	2.7
JOR AM	2.3
Mazaj FM 95.3	1.9
Al Mumtaz	1.6
Al Arab Al Yawm	1.4
Hayat FM 104.7	1.3
Amen FM 89.5	1.2
Sawt El Ghad FM 101.5	0.7
Melody FM 91.1	0.7

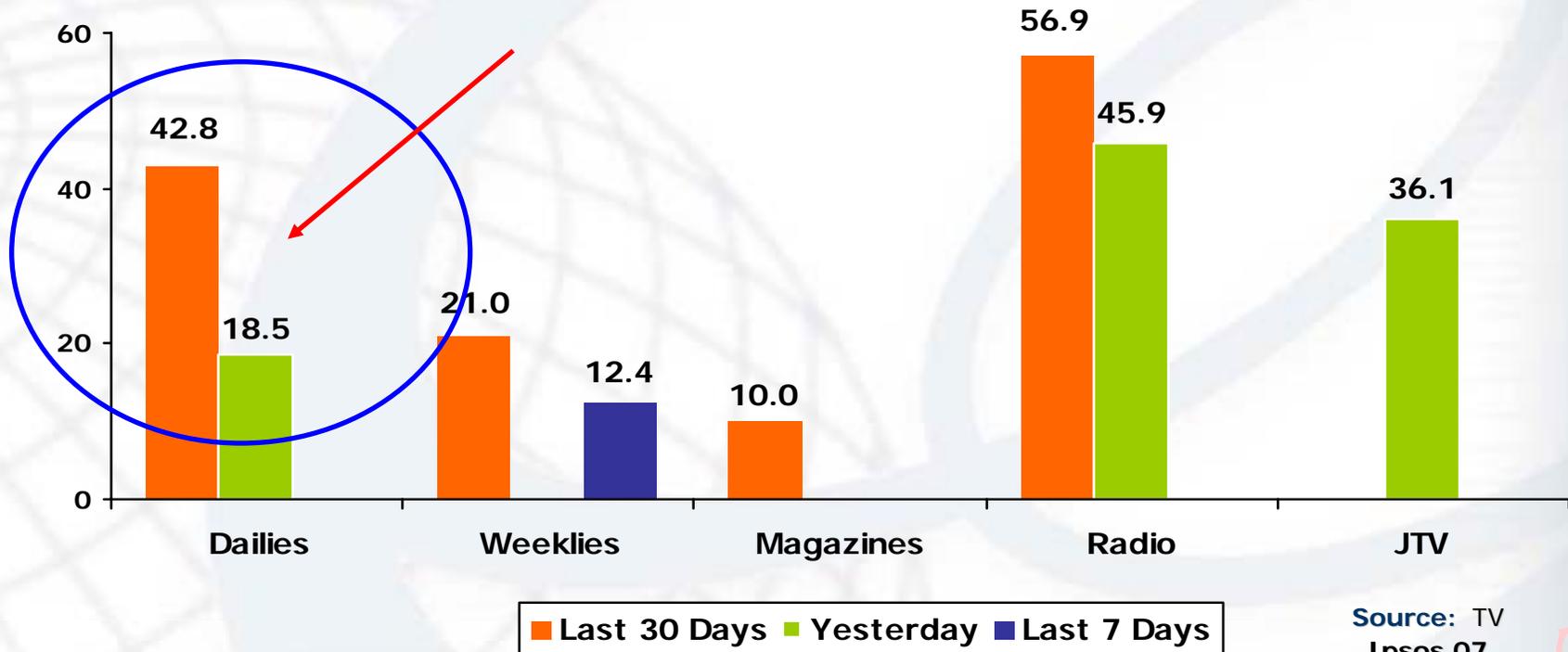
Medium	35-44
Al Rai	5.2
Fann FM 102.1-104.2	5.1
Quran FM 93.1	4.2
Al Dustour	2.9
Al Waseet	2.6
JOR AM	2.4
AlGhad	2.0
JOR FM 99	1.8
Rotana FM 99.9	1.6
Hayat FM 104.7	1.1
Al Mumtaz	1.1
Amen FM 89.5	0.8
Al Arab Al Yawm	0.8
Mazaj FM 95.3	0.5
Sawt El Ghad FM 101.5	0.4
Melody FM 91.1	0.2

Medium	45+
Quran FM 93.1	6.4
Al Rai	6.4
Fann FM 102.1-104.2	4.9
JOR AM	3.6
AlGhad	3.2
Al Waseet	3.0
Al Dustour	2.9
JOR FM 99	2.6
Al Mumtaz	1.8
Rotana FM 99.9	1.5
Hayat FM 104.7	1.2
Al Arab Al Yawm	0.8
Mazaj FM 95.3	0.7
Amen FM 89.5	0.5
Sawt El Ghad FM 101.5	0.3
Melody FM 91.1	0.3

# Jordan Media Survey – 2007

## Comparative Publication Readership and Radio Listenership

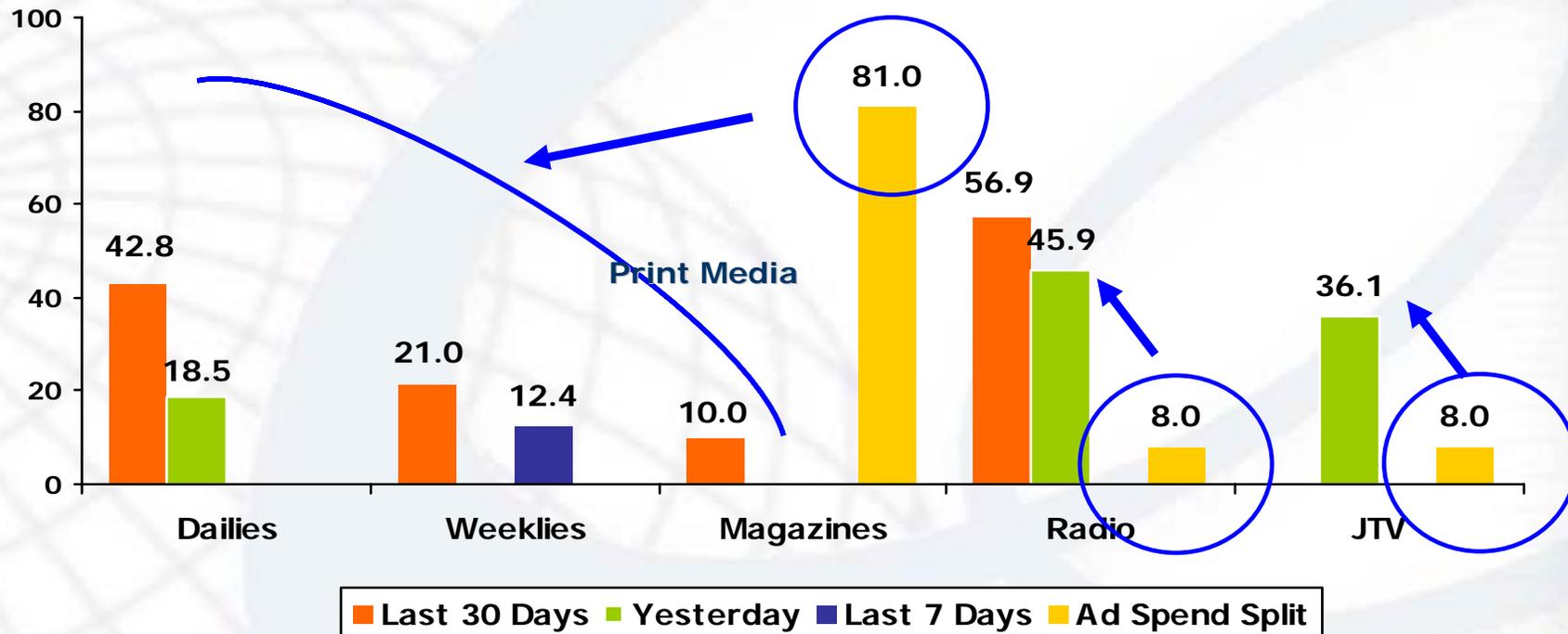
Last 30 days, Last 7 days and Yesterday



Source: TV  
Ipsos 07

# Jordan Media Survey – 2007

## Advertising Expenditures Split by Media VS. Penetration



Source: TV & Adspend  
Ipsos 07