



## Russians use digital devices for reading newspapers and listening radio more often than for watching TV content

**August 2017.** Ipsos Comcon publishes the data on the media consumption from the quarterly [RusIndex](#) survey, studying lifestyle, consumption and media preferences of Russians aged 10-75 living in cities with a population over 100 thousand people.

The vast majority of TV viewers still use TV set to view a **television content**. Despite the high spread of computers/laptops (71%), smartphones (62%) and tablets (16%)

among the population, viewing the television content on digital devices is not so popular.

Even though 28% of smartphone owners use their devices for watching movies and videos, "digital audience" does not seek to watch a TV content using smartphones and tablets. However, it is interesting to note a significantly higher percentage of tablet owners over the **age of 50** who watch television content on their tablets – 4%.

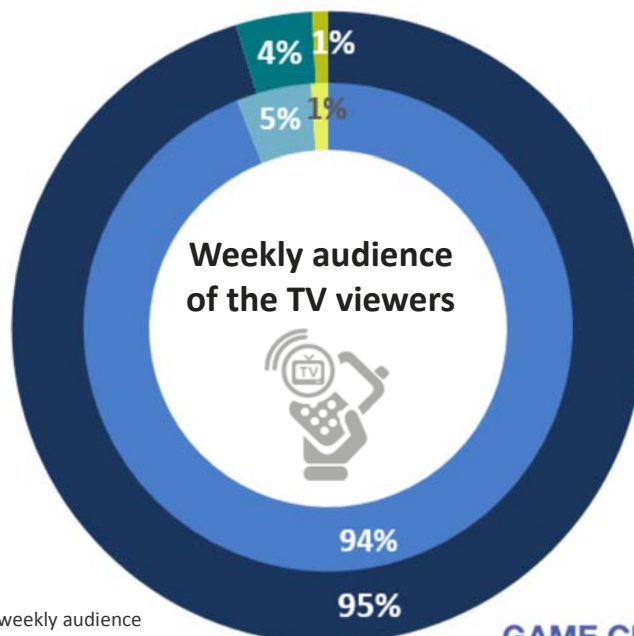
### Devices to watch TV

#### Russians 10+

- TV
- Computer, laptop (on TV channels sites, on aggregator sites, incl. social networks)
- Smartphone, tablet (via the app)

#### Those who have a smartphone, a tablet

- TV
- Computer, laptop (on TV channels sites, on aggregator sites, incl. social networks)
- Smartphone, tablet (via the app)



Source: Ipsos Comcon, the RusIndex 1Q'2017 survey  
 Sample: Russians aged 10-75, cities with 100,000 + population, weekly audience of the television viewers

It can be assumed that even though they have a tablet, they don't have a habit of watching new modern formats of content, so this age audience uses them as an alternative to the usual TV viewing.

Unlike TV viewers, the **weekly audience of the press** is more likely to perceive this format of content on digital media. Thus, every tenth of the urban citizens aged 10-75 reads the press on the newspapers' and magazines' websites. Among smartphones/tablets owners every fifth of the respondents chooses this method of reading the press; every tenth uses special installed apps on their devices to read the press.

Generation Z reads the press via mobile devices most often - 23% of young people aged 10-20 read the press this way. In the age group of 21-40 (generation Y) - 10%.

Among the **weekly radio audience**, the vast majority (92%) listen to the radio in FM

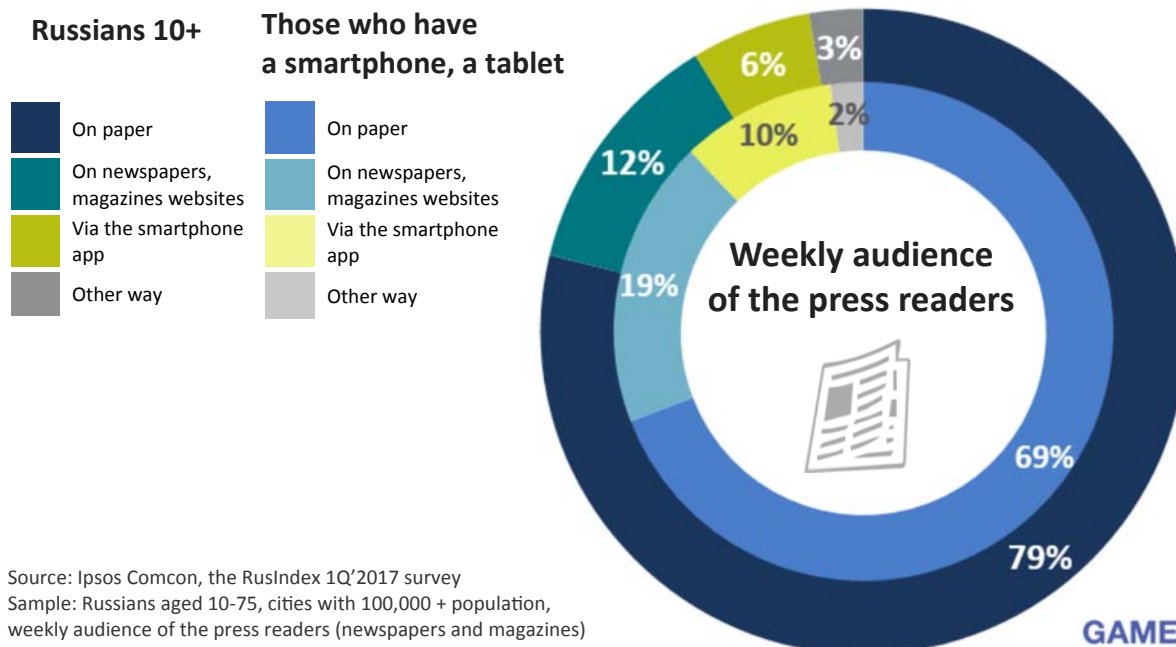
range. Slightly less than a quarter of the respondents listens to the radio online.

According to the 1Q'2017 [RusIndex](#) survey the proportion of radio listeners in **FM range** via the phone receiver is not too different in the groups "Russians 10+" and "Russian smartphones/tablets owners 10+" – 13% and 15% respectively. Listening to the radio via mobile phone is most typical for members of generation Z (age 10-20).

However, mobile devices owners listen to the radio in FM range in the cars more often than the weekly audience of radio listeners 10+ (45% vs. 39% respectively). Only a third of mobile devices owners chooses listening to the radio on stationary receivers, it's characteristic of Baby Boomers over the age of 50 to listen to the radio this way (58%).

Among Russians who **listen to the radio online at least once a week** more than a half prefer to do this through the websites of radio stations.

## Ways of reading the press



Source: Ipsos Comcon, the RusIndex 1Q'2017 survey  
 Sample: Russians aged 10-75, cities with 100,000 + population, weekly audience of the press readers (newspapers and magazines)

The radio aggregators websites are not popular, the proportion of its' users is only 4%.

owning a smartphone (41%). Approximately one in ten online listeners use the other smartphone app for doing so. ■

However, one in five of the respondents listen to the radio online via smartphone app of the radio station. This way is the most popular among the group of Baby Boomers,

## Ways of listening to the radio

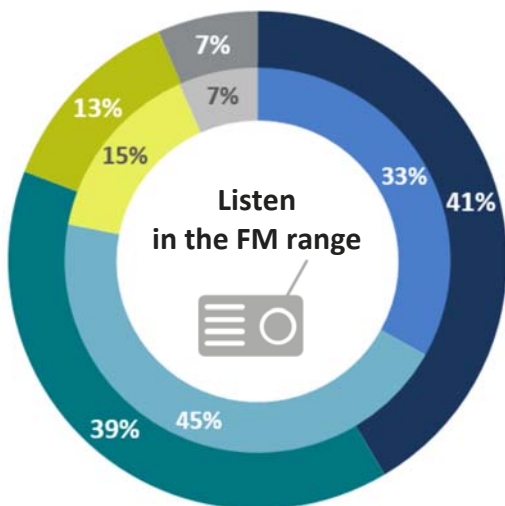


### Russians 10+

- Via the stationary receiver
- Via the car receiver
- Via the phone receiver
- Other

### Those who have smartphone or tablet

- Via the stationary receiver
- Via the car receiver
- Via the phone receiver
- Other

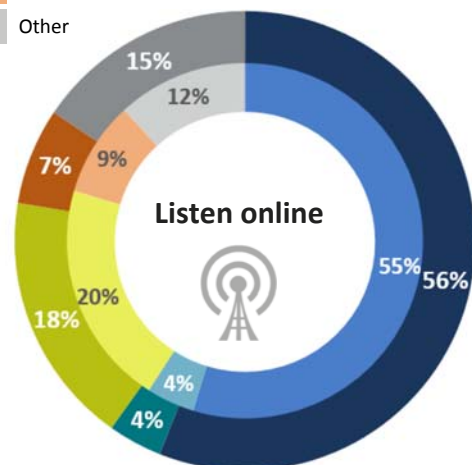


### Russians 10+

- Via the radio stations websites
- Via the aggregators websites (incl. in the social networks)
- Via the smartphone app of radio station
- Via the other smartphone app
- Other

### Those who have smartphone or tablet

- Via the radio stations websites
- Via the aggregators websites (incl. in the social networks)
- Via the smartphone app of radio station
- Via the other smartphone app
- Other



Source: Ipsos Comcon, the RusIndex 1Q'2017 survey  
 Sample: Russians aged 10-75, cities with 100,000 + population, weekly audience of the radio listeners

## About the research

[RusIndex National Survey](#) is the largest quarterly syndicated study of the lifestyle and consumption of goods and services in Russia.

RusIndex allows to solve a whole complex of strategic marketing tasks, such as: search, selection and description of target groups, segmentation, selection of communication channels, estimation of the size and volume of markets, competitive analysis, analysis of the product-brand portfolio.

The study covers Russians 10-75 years old from Russian cities with a population of 100 thousand inhabitants. The annual sample size is 24,900 respondents (13,600 households).

## About the company

Ipsos Comcon is a part of the international Ipsos Group, which is one of the three global leaders on the volume of market research conducted and has offices in 88 countries around the world.

Ipsos Comcon in Russia provides a full range of marketing services in the field of ad testing, innovation and brand research, shopper research, customer relationships research.

In Russia, Ipsos Comcon has a large portfolio of ready studies that describe lifestyle, consumption, purchase and media preferences of Russians.

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