TELE-PREFERENCES OF THE YEREVAN POPULATION

Internews 2004
Armen Sargsyan, sociologist

Goal of the survey: study tele-preferences, TV watching habits, and ratings of the certain TV channels and telecasts.
Subject of the research: Yerevan population
Sampling-representative, multilevel, cluster
Sampling method: random, not repeating
Data collecting method: according to certain rout, at respondents' places
Terms of the field work: 29.04.2004 г. - 05.05.2004 г.

Survey goals and tasks setting

The main goals of the survey are:

- Study tele-preferences and TV watching habits of the Yerevan population.
- Study needs of the audience, reasons why population doesn't watch certain telecasts.
- Axiological evaluation of the main parameters of the TV channels.
- Study of the quantitative indexes of ratings of the TV channels and certain telecasts

At the same time there is number of tasks of the survey:

1. Determine how often different media, such as television, radio, print media and internet are used.
2. Determine activity rate of the TV watching on different days of the week and different hours of the day.
3. Determine possibilities of receiving and number of channels technically available to different groups of respondents.
4. Determine the main reasons why population doesn't watch (or doesn't watch enough) TV.
5. Make axiological evaluation of the broadcasted on free air channels according to 5 grade scale.
6. Determine commitment and stability of TV watching preferences towards such telecasts as news, movies, serials, and music and sport broadcastings.
7. Study how often certain newscasts of the Armenian television are watched.
8. Study sequence of the most popular channels and telecasts.
9. Find out those telecasts attitudes towards which are extremely negative
10. Find out what is the rating of TV channels about which respondents are most indifferent.
11. Find out what is the frequency of watching movies and serials as well as study genre preferences of audience while choosing movies.
12. Find out what are other preferences and needs of the audience

Survey subject and study

Study is aimed at TV channels broadcasted on free air in Yerevan, as well as telecasts, broadcastings, movies and their main characteristics, as well as TV watching habits, frequency, activity and time periods of TV watching. Survey subject here are separate households composing Yerevan population.

Method and methodology of the research

The mass survey of the representative sample from Yerevan households was conducted by means of formalized interviews at the respondents' places.
Methodology of this survey is based on quantitative study of the Yerevan households by means of mass survey.

Sampling

Survey sampling is multilevel: on the first level Yerevan's area was divided on districts (ration of the characteristics of the general population was preserved). On the second level typical clusters (such as streets and neighborhood units) were randomly chosen in the selected districts. Then, households were also randomly chosen in clusters. Survey was conducted at respondent's places. There was no special attention paid to social-demographic characteristics.
Quantity of the interviews conducted is presented in the table below.

Yerevan in total	1000
Separately on each district	
Shengavit	110
Arabkir, Davidashen	140
Kentron, Nork-Marash	110
Malatiya-Sebastiya	160
Erebuni, Nubarashen	130
Nor-Nork, Kanaker-Zejtun, Avan	230
Achapnyak	120

*Note: official statistic data of State Statistics Committe of the RA was used for sampling. See www.armstat.am.

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Analysis and interpretation of the empirical data collected in the framework of the public opinion survey on tele-preferences of the Yerevan population.

Yerevan, April-May 2004

Sociological research regarding habits of TV watching preferences of Yerevan population was conducted from April 29 to May 5 in Yerevan under sponsorship of the PO Internews. One thousand respondents were questioned (sampling was representative, statistic error 1.5%).
Results received after data processing are as follows:
While research was mainly aimed at television and was dedicated to television problems, nevertheless there were some general questions regarding Media as a whole. For instance, the answers to the question about main media sources and frequency of using them have following distribution.

When you are searching for information, which of the following media outlets do you use?

	Use it on the regular basis	**Sometimes**	**Don't use it**
Television	89.40 %	9.80 %	0.80 %
Radio	36.50 %	24.40 %	39.10 %
Printed media (newspapers, magazines)	23.30 %	38.90 %	37.80 %
Internet	16.80 %	16.50 %	66.70 %

One more question was suggested in order to see what is rating of radio channels as information sources. There is a cumulative rating of radio channels popularity according to the data received. (The sum of percents in the third column of the table is above 100 as far as respondents could choose up to three radio stations' broadcasts, which they listen to periodically and more often)

1. I don't listen in radio	39.10 %
2. Public Radio of Armenia	21.60 %
3. "Russkoe" Radio	20.10 %
4. Radio "Van"	17.00 %
5. Radio "Liberty's" broadcastings	15.20 %
6. Ardzagank	11.60 %
7. Hit FM	11.30 %
8. Dinamit FM	8.80 %
9. Broadcastings of the radio "Voice of America" (VOA)	8.20 %
10. Broadcastings of "Stereostudia"	6.80 %
11. HayFM	6.40 %
12. Radio Hay	4.80 %
13. Other	3.20 %
14. Radio "Vem"	2.20 %
15. Mayak	2.10 %
16. RFI (Radio France Internacionale)	0.6 %

Technical characteristics of the TV sets Yerevan inhabitants own are the other important issue for this research. It was found out during research that 0.40 % of the respondents don't have TV sets, and 0.70 %- reported their TV set doesn't work at the time of the research. However, the latter were answered the main part of questions in the questionnaire.

Thus, 99.60 percent of the respondents have TV sets with following characteristics:

Color TV sets	96.50 %	3.10 %	Black and White TV sets
Accepts VHF and UHF signals	94.30 %	5.30 %	Accept only VHF signals
Foreign production	84.00 %	15.60 %	Soviet production
Have second TV set	23.80 %	2.30 %	Have third TV set

It is worth mentioning that there is a second TV set in a quarter of the households involved into the research (23.8 %), and 2.30% of them own the third one. Vast majority of the respondents can accept both UHF and VHF bands The possibility of watching some channel depends on TV set's reception possibilities, power of receiving antennas, as well as on how large a signal is in the district of receiving, and are there other signals canceling that one. It also depends on clearness of sound and video. From this point of view there are some problems even within Yerevan, where landscape and other factors determine quantity of channels received. The information on how many channels TV sets of the respondents can receive is given below.

Answers received to the question **"How many channels your TV set accepts"** are represented in the table below.

Up to 6 channels	**5.60 %**
7 to 15 channels	**14.50 %**
16 to 22 channels	**70.20 %**
More than 22 channels	**9.70 %**

The time periods Yerevan inhabitants watch TV more often were analyzed according to the following parameters. First of all respondents were asked how often and what days a week they usually watch TV.

How many days per week you watch TV?

Watch TV every day	**92.90 %**
Watch TV 4 to 6 days a week	**3.60 %**
Watch TV 2 to 4 a week	**1.00 %**
Watch TV 1-2 days a week	**1.20 %**
Watch only during week-ends	**0.40 %**
Don't watch TV at all	**0.70 %**
Difficult to answer	**0.20 %**

Then respondents were asked regarding duration and frequency of TV watching within a day.   Taking into account that in the preponderance of families TV set is common and not all family members watch it at the same time respondents were first asked how many hours in average their TV is on during a day.

How many hours in average your TV is on during a day?

Up to one hour	0.60 %
1 to 2 hours	3.20 %
2 to 4 hours	16.80 %
5 to 8 hours	31.40 %
More than 8 hours	46.90 %
Difficult to answer	0.40 %
Don't watch TV at all	0.70 %

Then respondents were asked how many hours in average they watch TV within a day.

Up to one hour	2.20 %
1 to 2 hours	15.10 %
2 to 4 hours	46.30 %
5 to 8 hours	27.90 %
More than 8 hours	7.40 %
Difficult to answer	0.40 %
Don't watch TV at all	0.70 %

Respondents were asked to specify hours of TV watching on working days and holidays. As to the results the usual tendencies of TV watching with peaks during prime time are typical for Yerevan, while there are no peaks in the morning hours. It is distinctive that TV audience becomes two times bigger during daytime on holidays and week-ends. It becomes larger after 22 p.m. on holidays.

What hours do you usually watch TV?	In the morning (07a.m. to 12a.m.)	Afternoon (12a.m. to 17p.m.)	In the evening (17p.m. to 22p.m)	At night (after 22)
1. Working days	20.20 %	20.60 %	85.80 %	52.80 %
2. Weeks-ends and holidays	23.80%	41.80%	85.80 %	57.50%

Note: Here respondents might choose 1 to 4 answers.

Respondents were also asked if they watch TV as much as they would like to, and if not what are the main reasons. According to the results received only 1/5 of the respondents said they watch TV as much as they would like to,

Watch as much as I would like to	18.30 %

While the rest 81.7 don't watch TV, or watch it less than they would like to, mainly because of scarcity of time or because of being too busy (these and suchlike answers have been received from half of the respondents). One quarter of the respondents declared, however, that would watch TV more often if there are interesting telecasts, broadcastings or movies. Thus, despite of large number of channels there is a part whose interests are not satisfied at all.

If you don't watch TV (or watch it less than you would like to) what is the reason	

for that?	
Because of being busy and lack of time.	**50.00 %**
Because there aren't interesting movies and shows and so on.	**23.50 %**
Because of other reasons (health problems, poor eyesight and so on.)	**4.50 %**
Because there aren't good shows during hours that are convenient for me, or other members of the family watch shows (movies) I am not interested in.	**3.70 %**

❖ **Option "Because of other reasons" includes answers of the respondents that do not have TV sets or it wasn't working at the time of the research.**

Axiological evaluation of the channels

Respondents were suggested to evaluate each channel according to the five-grade scale (in the cases when respondents declared they don't watch certain channel not because of the technical reasons, but because of low evaluation the answer was recorded as a low grade).

Do you watch programs of the following TV channels and if yes, please evaluate them according to the 5 grade scale. The respondent could give the same mark to several TV channels.
(Please, evaluate each channel according to five-grade scale, where 5 is very good and 1- is very bad. Same grade could be given to several channels).

	Name of the channel	Don't watch	1	2	3	4	5	Difficult to answer
1.	Armenian Public TV (VHF band)	9.40 %	17.10 %	11.10 %	26.30 %	21.00 %	14.00 %	1.10 %
2.	Second Armenian Channel	12.00 %	9.60 %	13.10 %	27.80 %	25.40 %	11.80 %	3. 00 %
3.	First Channel (OPT)	7.00 %	2.40 %	4.00 %	13.20 %	20.60 %	51.90 %	7.00 %
4.	Channel Russia (RTR)	11.20 %	3.00 %	4.20 %	16.00 %	24.50 %	40.20 %	9.00 %
5.	Ar	31.20 %	7.60 %	11.60 %	21.40 %	19.90 %	7.00 %	1.30 %
6.	ALM	13.00 %	12.70 %	12.30 %	19.40 %	15.90 %	25.00 %	1.70 %
7.	NTV	17.90 %	2.40 %	3.00 %	9.30 %	18.60 %	47.90 %	9.00 %
8.	Armenia	10.20 %	7.40 %	6.00 %	15.70 %	24.60 %	35.20 %	9.00 %
9.	Public Armenian TV Yerevan (UHF band)	27.60 %	5.80 %	11.30 %	22.30 %	18.40 %	12.90 %	1.70 %
10.	Shant	20.50 %	2.00 %	7.00 %	25.00 %	27.40 %	16.20 %	1.90 %
11.	Armen-Akob	24.00 %	3.20 %	9.20 %	25.90 %	23.60 %	12.40 %	1.70 %
12.	Kentron	18.60 %	3.60 %	7.80 %	24.10 %	26.90 %	17.50 %	1.50 %
13.	Hay TV	27.20 %	5.80 %	10.80 %	25.90 %	17.50 %	11.10 %	1.70 %
14.	Shogakat	29.30 %	6.90 %	9.40 %	23.00 %	17.80 %	12.10 %	1.50 %
15.	Hayrenik	25.40 %	3.10 %	8.60 %	17.20 %	15.50 %	29.10 %	1.10 %
16.	Dar 21 (Muz TV retranslation)	21.40 %	5.60 %	4.40 %	15.40 %	16.70 %	35.20 %	1.30 %
17.	TV 5 (retranslation MTV)	27.60 %	7.00 %	6.80 %	19.50 %	19.30 %	18.50 %	1.30 %
18.	Yerevan	26.80 %	6.00 %	12.00 %	30.00 %	18.00 %	5.90 %	1.30 %
19.	Armnews (Euronews)	32.70 %	3.60 %	5.40 %	18.70 %	20.80 %	17.90 %	9.00 %
20.	CNN	71.80 %	3.40 %	3.20 %	5.00 %	5.40 %	10.90 %	3.00 %
21.	МИР	52.00%	3.00%	8.20%	15.40%	14.80%	5.80%	0.80%

- ❖ **Note: NTV and Kentron channels were not on air while the research was conducting, however, respondents were suggested to evaluate them for the period of their broadcastings and respond as if they were on air.**

These kinds of evaluations are more telling when presented in average indexes and other statistical units, thus below are given some of them.

Name of the channel	Weighted average∗	Median∗	Mode∗
NTV	4.31	5	5
First Channel (OPT)	4.25	5	5
Channel Russia (PTP)	4.08	4	5
Armenia	3.93	4	5
Dar 21 (Muz TV retranslation)	3.92	4	5
Hayrenik	3.80	4	5
Armnews (Euronews)	3.66	4	4
Shant	3.63	4	4
CNN	3.62	4	5
Kentron	3.58	4	4
TV 5 (MTV retranslation)	3.51	4	3
Second Armenian Channel	3.49	3	3
Armen-Akob	3.45	3	3
Public Armenian TV (VHF band)	3.34	3	3
ALM	3.32	3	5
Public Armenia TV Yerevan (UHF band)	3.30	3	3
Shogakat	3.26	3	3
MIR	3.25	3	3
Hay TV	3.24	3	3
AR	3.10	3	3
Yerevan	3.08	3	3

∗**Weighted average is statistical average, which allows eliciting average value of the row or scale, inclusive of repeating values.**
∗**Mode-is the most frequently repeated value in the total.**
∗**Median- one of the central variants of the total considered.**
Popularity ratings of the telecasts, TV channels and certain newscasts

The evaluation of the channels given above represents to some extant what Yerevan inhabitants think of every channel, however, it cannot be seen which telecasts and broadcastings are the most popular among the population. That is why general question regarding type of the telecasts broadcasted by certain channels preferred for the respondents was asked. The following categories were selected as general units of evaluation: "local news", "international news", "movies", "serials", "music shows and clips" "sports" broadcastings and telecasts on sports." It should be mentioned that newscasts are the most interesting for Armenian audience and this is a consistent pattern. The interest to political situation inside the country can be explained by the opposition activity which coincided with the period the research was conducted. Thus, it can be seen, that newscast "Haylur" of the Armenian Public TV has the highest rating. However, one should make a reservation: around one third of the

respondents (32.30%) declared their mistrust to "Haylur" newscast and their flat disagreement with the policy of that channel. This probably explains low evaluation of the Public Armenian Television given in the former question. This group of respondents watches "Haylur" at the cost of their nerves and only for getting to know "authorities'" point of view and comparing it with other information received from alternative sources." As alternative sources to "Haylur" most often were mentioned newscasts of "Shant," "ALM" and "Kentron" channels along with radio and print media. Telecasts "Horizon," "Oretsor," and "Epikentron" were most often mentioned together with "Haylur," while "Armnews" channel was most often mentioned as a source of getting neutral information. It should also be mentioned that newscasts have their constant audience, and number of surfers watching local newscasts from time to time or depending on circumstances is only 6.20% for local news and 9.20%-for international.

What channel do you prefer to watch for:

(Respondent could choose up to 3 channels for TV programs' types they watch on the regular basis and most often.)*

	Name of the channel	News		Feature films	Serials	Music programs and clips	Sport
		Local	International				
1.	Armenian public TV(APT) (VHF band)	62.50 %	5.80 %	11.90 %	21.60 %	8.20 %	32.40 %
2.	Second Armenian Channel	15.50 %	2.00 %	11.00 %	6.80 %	1.20 %	3.80 %
3.	First Channel (OPT)	-	47.40 %	24.10 %	22.20 %	12.80 %	5.80 %
4.	Channel Russia	-	27.90 %	13.90 %	9.60 %	8.40 %	4.60 %
5.	Ar	7.20 %	1.6 %	11.60 %	-	0.80 %	-
6.	ALM	21.10 %	12.80 %	5.30 %	-	10.80 %	13.60 %
7.	NTV	-	13.80 %	6.20 %	3.80 %	0.30 %	4.40 %
8.	Armenia	23.80 %	5.60 %	15.60 %	42.10%	1.00 %	35.70 %
9.	Public Armenian TV Yerevan (UHF band)	-	-	4.80 %	6.00 %	13.20 %	5.80 %
10.	Shant	23.50 %	3.60 %	9.60 %	12.20 %	0.40 %	-
11.	Armen-Akob	-	-	10.70 %	-	3.80 %	-
12.	Kentron	23.00 %	3.80 %	9.40 %	1.20 %	0.60 %	0.80 %
13.	Hay TV	4.00 %	0.40 %	5.40 %	-	3.70 %	-
14.	Shogakat	1.4 %	-	4.20 %	-	0.60 %	8.20 %
15.	Hayrenik	-	-	4.60 %	-	5.60 %	-
16.	Dar 21 (Muz TV retranslation)	-	-	-	-	48.40 %	-
17.	TV 5 (retranslation MTV)	1.8 %	-	2.60 %	8.40 %	21.60 %	-
18.	Yerevan	-	-	4.20 %	-	-	2.40 %
19.	Armnews (Euronews)	12.20 %	27.20 %	-	-	-	3.20 %
20.	CNN	-	5.00 %	-	-	-	0.50 %

21.	MIR	-	1.80 %	0.90 %	-	-	-
22.	It depends	6.20 %	9.20 %	31.20 %	3.00 %	13.60 %	10.20 %
23.	Don't watch at all	8.90 %	6.10 %	12.20 %	29.10 %	10.50 %	39.20 %

❖ **There is a cumulative percentage of all 3 answers given in the table.**
❖ **Note: There were no NTV and Kentron channels on air during the period when survey was conducted. However, respondents were suggested to answer the questions as if the latter channels were on air.**

As to the international news, one can note that the obvious preference is given to Russian channels. Along with it information channel "Euronews" and international newscasts of "ALM" channel have steady success. Relatively small percentage chooses CNN (5.00%) as source of getting information about world, which can be explained by language barrier.

To get information on the frequency of the newscasts watching respondents were given the following question: **Do you watch the following news programs of Armenian channels, and if yes how often?**

		Yes. I do watch					No, I don't watch
		Several times a day	Every day or almost every day	4-5 times a week	2-3 times a week	Very rarely, from time to time	
1.	Haylur (APT)	10.00%	49.40%	8.60%	9.00%	7.10%	15.90%
2.	Lraber (2nd channel)	3.20%	29.40%	9.50%	12.40%	14.30%	31.20%
3.	Zham (Armenia)	2.40%	28.20%	15.70%	12.80%	12.70%	28.20%
4.	Oretsor (ALM)	4.40%	31.40%	10.40%	10.20%	13.00%	30.60%
5.	Epikentron (Kentron)	3.40%	28.10%	10.50%	10.20%	10.60%	37.20%
6.	Horizon (Shant)	3.20%	27.70%	12.60%	9.20%	9.70%	37.60%
7.	Lurer (HayTV)	1.00%	11.40%	5.80%	10.60%	15.70%	55.50%
8.	Vesti CIS (MIR)	1.00%	13.00%	5.40%	9.00%	12.10%	59.50%
9.	Armnews	5.50%	26.70%	8.20%	8.40%	9.10%	42.10%

Then respondents were asked about their attachment to the certain channels. Respondents were offered to choose 3 channels from the list, which they are the most positive about.
Would you please specify 3 channels which you the most positive about?

	Name of the channel	
1.	First Channel (OPT)	**38,90 %**
2.	Channel Russia (PTP)	**30,30 %**
3.	APT (VHF band)	**29,40 %**
4.	Armenia	**29,20 %**
5.	ALM	**21,20 %**
6.	NTV	**19,20 %**
7.	Shant	**12,30 %**
8.	Second Armenian Channel	**11,20 %**
9.	Kentron	**9,70 %**

10.	Dar 21 (Muz TV retranslation)	**8,40 %**
11.	Ar	**7,40 %**
12.	Hayrenik	**5,60 %**
13.	APT Yerevan (UHF band)	**5,50 %**
14.	Armen-Akob	**4,60 %**
15.	Shogakat	**3,40 %**
16.	TV 5 (MTV retranslation)	**3,40 %**
17.	Armnews (Euronews)	**3,00 %**
18.	CNN	**2,80 %**
19.	Hay TB	**2,20 %**
20.	MIR	**1,80 %**
21.	Yerevan	**0,90 %**
22.	No one	**6,40 %**

- ❖ **There is cumulative percentage of all 3 answers given in the table.**
- ❖ **Note: There were no NTV and Kentron channels on air during the period when survey was conducted. However, respondents were suggested to answer the questions as if the latter channels were on air.**

The attempt was made to set a sequence of preferences regarding local channels, and if non-Armenian channels were listed in the former question there was additional question.
Please list 3 local TV channels with you are most positive about.

	Name of the channel	
1.	No one	**26,40 %**
2.	APT (VHF band)	**19,60 %**
3.	Shant	**14,20 %**
4.	Kentron	**13,50 %**
5.	ALM	**12,60 %**
6.	Armenia	**12,20 %**
7.	Second Armenian Channel	**9,00 %**
8.	Armen-Akob	**7,90 %**
9.	Ar	**7,60 %**
10.	Hayrenik	**7,40 %**
11.	Shogakat	**5,40 %**
12.	APT Yerevan (UHF band)	**4,80 %**
13.	Hay TV	**3,80 %**
14.	Armnews (Euronews)	**1,00 %**
15.	Yerevan	**0,80 %**
16.	TV 5 (MTV retranslation)	**0,60 %**
17.	Dar 21 (Muz TV retranslation)	**0,40 %**

More than a quarter of respondents haven't expressed any sympathy to some local channel, while only 6.40 % of respondents haven't name even a channel answering the question on sympathy to all channels broadcasted on free air.

The other characteristic is an apathy (or in some cases antipathy) to a channel. This characteristic means that the respondent doesn't watch a channel, or doesn't identify its programs with the channel. Respondents were given the following question in order to receive that characteristic:

Please indicate those 3 channels absence of which you would note even notice.

	Name of the channel	
1.	None	**37.20%**
2.	Shogakat	**19.10 %**
3.	Yerevan	**18.80 %**
4.	ALM	**16.40 %**
5.	Ar	**14.50 %**
6.	APT (VHF band)	**11.40 %**
7.	Hayrenik	**11.00 %**
8.	Hay TV	**10.40 %**
9.	Armen-Akob	**9.10 %**
10	Second Armenian Channel	**8.70 %**
11	Armenia	**8.20 %**
12	Kentron	**7.40 %**
13	Shant	**5.00 %**
14	APT Yerevan (UHF band)	**4.20 %**
15	Armnews (Euronews)	**4.20 %**
16	MIR	**3.60 %**
17	Dar 21 (Muz TV retranslation	**3.00 %**
18	TV 5 (MTV retranslation)	**3.00 %**
19	CNN	**1.20 %**
20	Channel Russia (PTP)	**0.60 %**
21	NTV	**0.60 %**
22	First Channel (OPT)	**0.40 %**

More than 37% of respondents declared they would notice absence of any of the channels and they have favorite telecasts on each of them.

Then, respondents were asked regarding their attachment to certain telecasts, not depending on genre and TV cannel. Thus, there was an attempt made to identify the main audience of the certain telecast. In this case there was no differentiation between local and foreign channels; however, telecasts of the Armenian and Russian channels are presented in the separate tables for easier perception

Name of the telecast	Constant audience
1. **"Who wants to be a millionaire" (OPT)**	**8,40%**
2. **"What? When? Where?" (OPT)**	**6,70%**
3. **"Wondeland" (Pole chudes)**	**5,90%**
4. **"Animal's world" (V mire zhivotnykh)**	**5,80%**
5. **"One's own game" (Swoya Igra)**	**5,30%**
6. **"Vremya"**	**5,10%**
7. **"KVN"**	**4,70%**

8. "The big laundry" (Bol'shaya stirka)	4,60%
9. "The principle of dmino" (Princip domino)	4,30%
10. "Anshlag"	4,10%
11. "The dialogs about animals" (Dialogi o zhivotnykh)	4,00%
12. "Factory of stars" (Fabriaka zvezd)	3,90%
13. "Namedni"	3,80%
14. "Wait for me" (Zhdi menya)	3,80%
15. "False Mirror" (Krivoe zerkalo)	3,50%
16. "Guese the melody" (Ugadaj melodiyu)	3,40%
17. "Club of armchair travelers" (Clib puteshestvennikov)	3,40%
18. "Housing issue" (Kvartirnyj vopros)	3,30%
19. "Civilization" (Civilizacya)	3,20%
20. "The main instinct" (Osnovnoj instinct)	3,00%
21. 'Looking for the adventures" (V poiskah priklyuchenij)	3,00%
22. "Monkeyshines" (Rozygrysh)	2,90%
23. "Township" (Gorodok)	2,60%
24. "Times" (Vremena)	2,40%
25. "Joke after joke" (Shutka za shutkoj)	2,30%
26. "Freedom of speech" (Svoda slova)	2,20%
27. "Ones' own director" (Sam sebe rezhiser)	2,20%
28. "Vesti" (Vesti)	2,10%
29. "Around the world" (Vokrug sveta)	2,10%
30. "What woman wants" (Chego khochet zhenshina)	2,10%
31. "One hundred to one"(Sto k odnomu)	1,90%
32. "Man and the law" (Chelovek i zakon)	1,90%
33. "About that" (Pro eto)	1,70%
34. "Private detective" (Chastnyj detektiv)	1,70%
35. "Solicited" (Naprosilis)	1,60%
36. "Weak link" (Slaboe zveno)	1,50%
37. "Podstava"	1,40%
38. "Criminal chronicle" (Kriminalnaya khronika)	1,40%
39. "Town of women" (Gorod zhenschin)	1,30%
40. "To barrier" (K bareru)	1,30%
41. "Beholder" (Ochevidets)	1,10%
42. "Short failure" (Korotkoe zamykanie)	1,10%
43. "Radzinski"	0,80%
44. "Femail viewpoint with Oksana Pushkina (Zhenskij vzglya s Oksanoj Pushkinoj)	0,70%
45. "Mirror" (Zerkalo)	0,70%
46. "Personal life" (Chastnaya zhizn)	0,70%
47. "Money don't smell" (Dengi ne pakhnut)	0,70%
48. "Health" (Zdorovie)	0,50%
49. "The moment of truth" (Moment instiny)	0,30%
50. " Opprobrious dozen" (Pozornaya desyatka)	0,20%

51. "Dog show"	**0,20%**
52. "Misteries of the century" (Tajny veka)	**0,20%**
53. "Top secret" (Soversheno sekretno)	**0,20%**

❖ **Note: There were more than 50 telecasts mentioned among favorite ones, however, they received no more than 0.2% in total, thus we do not refer to their ratings.**

Name of the program	Constant audience
1. **"Normal telecast"**	**11,30%**
2. **"New names"**	**9,70%**
3. **"Candid camera" (Armenia)**	**6,70%**
4. **"Who wants to become a millionaire"(Shant)**	**6,50%**
5. **"Exclusive"**	**6,30%**
6. **"Evening cocktail"**	**5,40%**
7. **What? Where? When? (Armenia)**	**4,90%**
8. **"We know what you know"**	**4,70%**
9. **"About football"**	**4,40%**
10. **"Discovery"**	**4,20%**
11. **"One more voice"**	**4,10%**
12. **"Programs of the ALM channel"**	**4,10%**
13. **"How are you, body?"**	**3,70%**
14. **"Haylur"**	**3,70%**
15. **"Bernard show"**	**3,50%**
16. **"Cost of the issue"**	**3,50%**
17. **"Bohemia"**	**3,40%**
18. **"Blitz"**	**3,30%**
19. **"Open project"**	**3,30%**
20. **"02"**	**3,20%**
21. **"Tesankyun"**	**3,20%**
22. **"At Saturday evening"**	**3,10%**
23. **"Didn't expect..." (Второй армянский канал)**	**3,10%**
24. **"The road" (AR)**	**3,10%**
25. **"Hide-and-seek +"**	**2,70%**
26. **"Nostalzhig"**	**2,70%**
27. **"Epicentre "**	**2,70%**
28. **"16"**	**2,60%**
29. **"Odeon"**	**2,50%**
30. **"Football review" (Armenia)**	**2,30%**
31. **"Bonus"**	**2,20%**
32. **"Music mailbox"**	**1,90%**
33. **"Good Morning Armenia"**	**1,80%**
34. **"We and our children"**	**1,80%**
35. **"Fifth wheel "**	**1,70%**
36. **"Tsoitstso Hayastan"**	**1,70%**
37. **"TV football +"**	**1,70%**
38. **"Zinuzh"**	**1,70%**

39. "Viands of the world on our kitchen"	**1,60%**
40. "Lraber"	**1,50%**
41. 'Bone appetite "	**1,50%**
42. "Horizont"	**1,50%**
43. "Green belt"	**1,50%**
44. "Dates and people"	**1,30%**
45. "House of laughter'	**1,10%**
46. "Perspective"	**0,90%**
47. "Criminal stories" (OAT)	**0,90%**
48. "Cellar"	**0,70%**
49. "Position" (АЛМ)	**0,70%**
50. "Aklorakanch"	**0,50%**
51. "Carmarket"	**0,50%**
52. "We and them"	**0,50%**
53. "Reflection"	**0,50%**
54. "Softies"	**0,40%**
55. "Parents and children"	**0,30%**
56. "|Formula"	**0,30%**
57. "Avot-INFO"	**0,30%**
58. "Rubicon"	**0,30%**
59. "Sector-PRO"	**0,30%**
60. "Inner world"	**0,30%**
61. "Lifestyle"	**0,30%**
62. "Duet"	**0,20%**
63. "Aygabats"	**0,20%**

❖ **Note: there were 22 other telecasts mentioned among preferred on the Armenian TV, but they received no more than 0.2 % of the total , so their ratings are not mentioned.**

Then, respondents were suggested to name up to 3 telecasts, which they like the least or don't like at all. It should be mentioned here that the least negative is the attitude towards Russian telecasts, despite programs regarding intimate sides of life.

Telecasts audience is most negative about	
1. **Commercials**	24.70%
2. **Lotteries**	22.60%
3. **Telecasts organized by Tigran Karapetyan**	17.90%
4. **"Bernard-Show"**	14.40%
5. **Any serials**	14.10%
6. **Intimate telecasts with steamy love science**	13.30%
7. **"New names"**	10.90%
8. **"Haylur"**	10.50%
9. **"10 sexy"**	10.40%
10. **"Normal telecast"**	8.70%
11. **Any telecasts on political topics**	8.50%
12. **All telecasts of ALM channel**	7.90%

13. ''Money don't smell''	7.70%
14. Football broadcastsings and telecasts	6.40%
15. All telecasts of Armenia channel	6.10%
16. "Hide-and-seek +''	5.80%
17. "House of laughter''	5.30%
18. "Sector – PRO''	4.70%
19. "About that ''	4.60%
20. "Candid camera" (Armenia)	4.50%
21. All telecast of the Muz TV channel''	4.50%
22. "Open project''	4.30%
23. "The evening cocktail''	4.30%
24. "Factory of stars''	3.80%
25. "Odeon''	3.70%
26. All programs of the APT channel	3.30%
27. "The big laundry''	3.20%
28. "Apet-show''	3.10%
29. "Lraber''	2.70%
30. "One more voice''	2.70%
31. "Masyanya''	2.60%
32. "Rubikon''	2.50%
33. "Exclusive''	2.10%
34. "Scan word –show"	1.90%
35. "Tsoitstso Hayastan''	1.70%
36. "Fear factor''	1.70%
37. "Cellar''	1.50%
38. "Clip menu''	1.50%
39. "What woman wants''	1.30%
40. "Wonderland''	1.30%
41. "Avto saloon''	0.90%
42. "Bone appetite''	0.90%
43. "Car market''	0.90%
44. "Green belt''	0.80%
45. "Looking for talents"	0.70%
46. "Tet-a-tet''	0.70%
47. "Bonus''	0.70%
48. "Computer-hour''	0.50%
49. "For future use'' (V prok)	0.50%
50. "Who wants to be a millionaire" (Shant)	0.30%
51. "This night''	0.20%
52. "The homeland and Diaspora"	0.20%
53. "Hip-hop''	0.20%
54. "Hot line''	0.20%
55. "Verkatsik''	0.20%
56. "Town of women''	0.20%

The other question aiming to explore frequency of watching movies and serials that are one of the most popular programs on TV was asked to the respondents. Here is the answer distribution given in the table:

2. How often do you watch:

	Several times a day	Every day or almost every day	4-5 times a day	2-3 times a day	Very rarly. from time to time	I don't watch at all
1. Movies	5.00 %	35.90 %	16.00 %	19.20 %	16.80 %	7.10 %
2. Serials	13.10 %	28.20 %	15.20 %	4.40 %	3.00 %	36.10 %

Social portray of the Yerevan inhabitant was analyzed according to the following demographic characteristics:

Family income per capita

1. less than 5000 drams	21,50 %
2. 5001 to 1000 drams	23,20 %
3. 10001 to 20000 drams	19,70 %
4. 20001 to 40000 drams	14,30 %
5. 40001 to 60000 drams	8,60 %
6. 60001 to 100000 drams	5,30 %
7. More than 100001 drams	0,80 %
8. Refuse to answer	6,70 %

Gender

1. Male	47,20 %
2. Female	52,80 %

Age

1. 14-25	10,50 %
2. 26-35	14,60 %
3. 36-45	17,60 %
4. 46-55	16,10 %
5. 56 and more	17,40 %
6. Refuse to answer	23,80 %

Education

1. Higher	42,90 %
2. Incomplete higher	11,70 %
3. Specialized secondary education	22,30 %
4. Secondary	21,40 %
5. Incomplete secondary	1,70 %

Occupation

1. Occupied in trade and services	**4,60 %**
2. Occupied in the bodies of internal affairs and juridical system	**2,40 %**
3. State officers (representatives of the village and community administration)	**2,40 %**
4. Drivers, village mechanics, technicians	**2,60 %**
5. Paraprofessionals	**1,80 %**
6. Businessmen, managing personnel of the companies	**2,80 %**
7. Occupied in the healthcare system	**4,90 %**
8. Occupied in science sphere, education and arts	**9,60 %**
9. Mid level state employees	**2,80 %**
10. Employed in the private economics sector	**2,40 %**
11. Military	**1,20 %**
12. Students	**9,40 %**
13. Unemployed	**23,00 %**
14. Housekeeper	**11,60 %**
15. Pensioners	**17,80 %**
16. Other	**0,70 %**

Despite this respondents were asked if they have the following equipment

	Yes	No
1. Cellular phone	**18.80 %**	**81.20 %**
2. Computer	**21.20 %**	**78.80 %**
3. Satellite antenna	**5.60 %**	**94.40 %**