

ALWATAN
الوطن
يومية - سياسية - اقتصادية

still growing & growing...



Qualitative Readership Survey
IPSOS STAT – August 2006



* Data Source:
Ipsos Stat

INSIDE

 *Circulation & Audit*

 * *About The Research*

 * *Demographic Profile*

 * *Top 3 Newspapers*

 * *Reader U&A* (Usages & Attitudes)

 * *Consumer Profile*

 Place pointer over each item to find out more about the section's contents



Circulation & Auditing

- 🔴 8,040 Subscribers as at time of Survey (*July '06 Figures*)
 - 🔴 Individuals: 68%
 - 🔴 Companies: 2%
 - 🔴 Government & VIPs: 30%

We have already begun the initial process to Audit our printing, circulation, subscriptions, distribution and returns



we ain't got nothing to hide!





The Research

- **Ipsos Stat** uses a standard method of collecting data, offering accurate results for a wide range of vehicles within a single survey.
- In Bahrain, the sample was designed to produce 502 interviews of readers covering all Bahraini regions.
- The objective is to demonstrate readers' behavior and attitudes along with a detailed view on the demographical profile of the readers
- The field work was carried out over a period of two weeks of August between 09:30Am and 6:30PM.
- Used Computer Assisted Telephone Interviews (CATI) in order to recruit the sample, collect the household and individual information.
 - CATI systems are known to be the most efficient in the data collection and reporting.
 - CATI system allows greater control, higher accuracy, and better routing performance in the questionnaire.





The Survey Elements

- The questionnaire consisted of following different sections:
 - Publication readership.
 - Demographic and Marketing data
 - Page Exposures (PEX)
 - How Read (cover to cover etc.)
 - Number of times issue is picked up
 - Time Spent Reading
 - Proportion of pages opened
 - Attitudes to title (agree/disagree scales)

Please contact us should you require more information than is provided in this presentation



Demographic Profile



Find out more about our readers':

Gender

Age

Marital Status

Geographical Distribution

Monthly Household Income (MHI)

Occupation

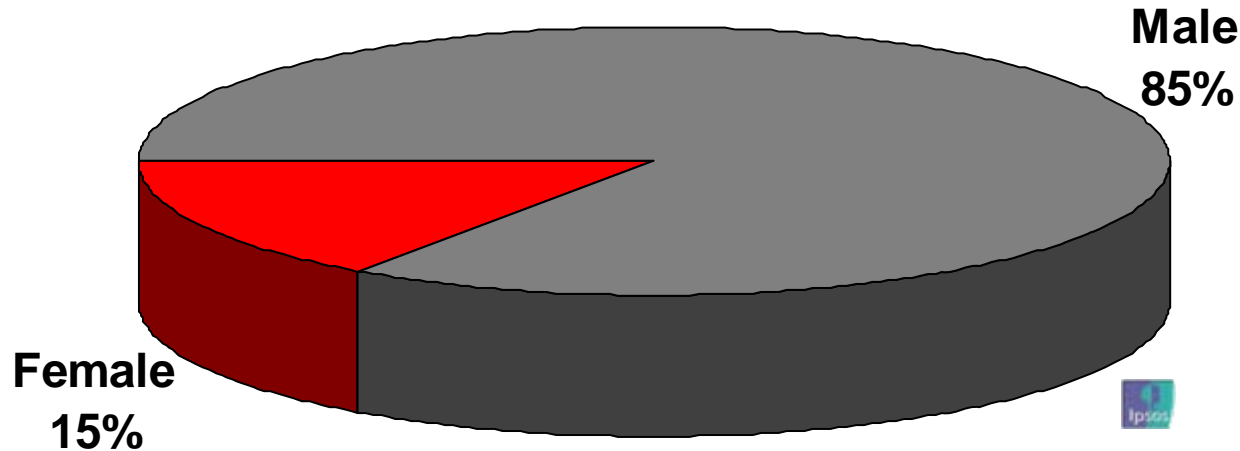
Average Household Size



Click on item to jump to its contents or click on icon at right to go back

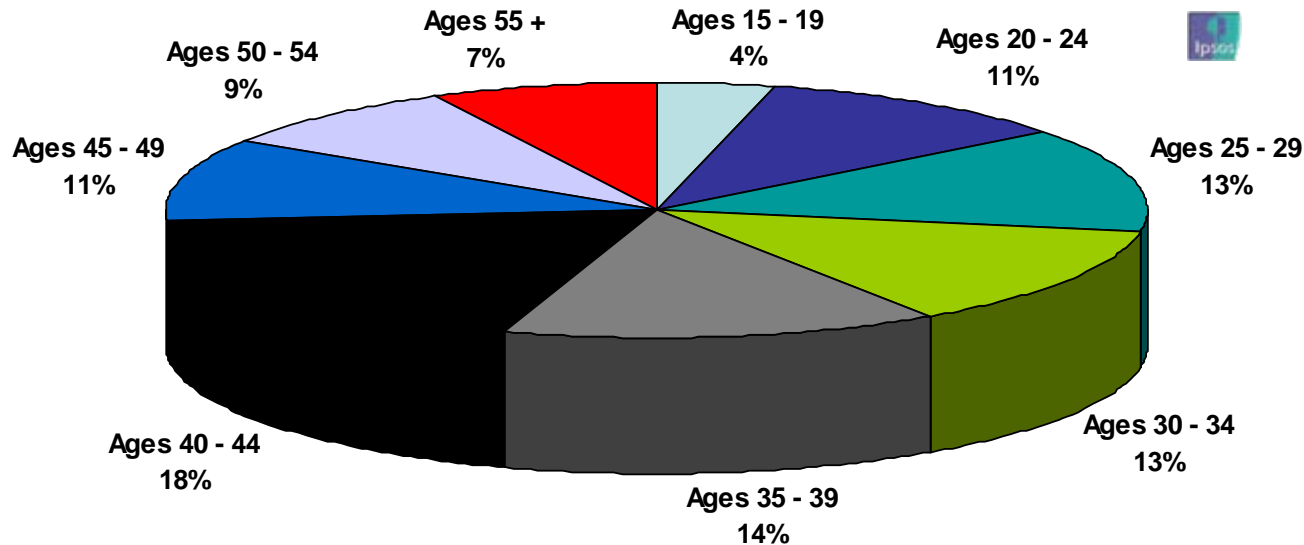


Readers' by Gender



- As with most all newspapers in the region, female readership is significantly lower than their male counterparts... but that's changing
 - More Women in the workforce
 - More women becoming more active in Politics and Parliament
 - More Women entrepreneurs entering the market
- Not affected by foreign nationals since 98% of readers are Bahraini

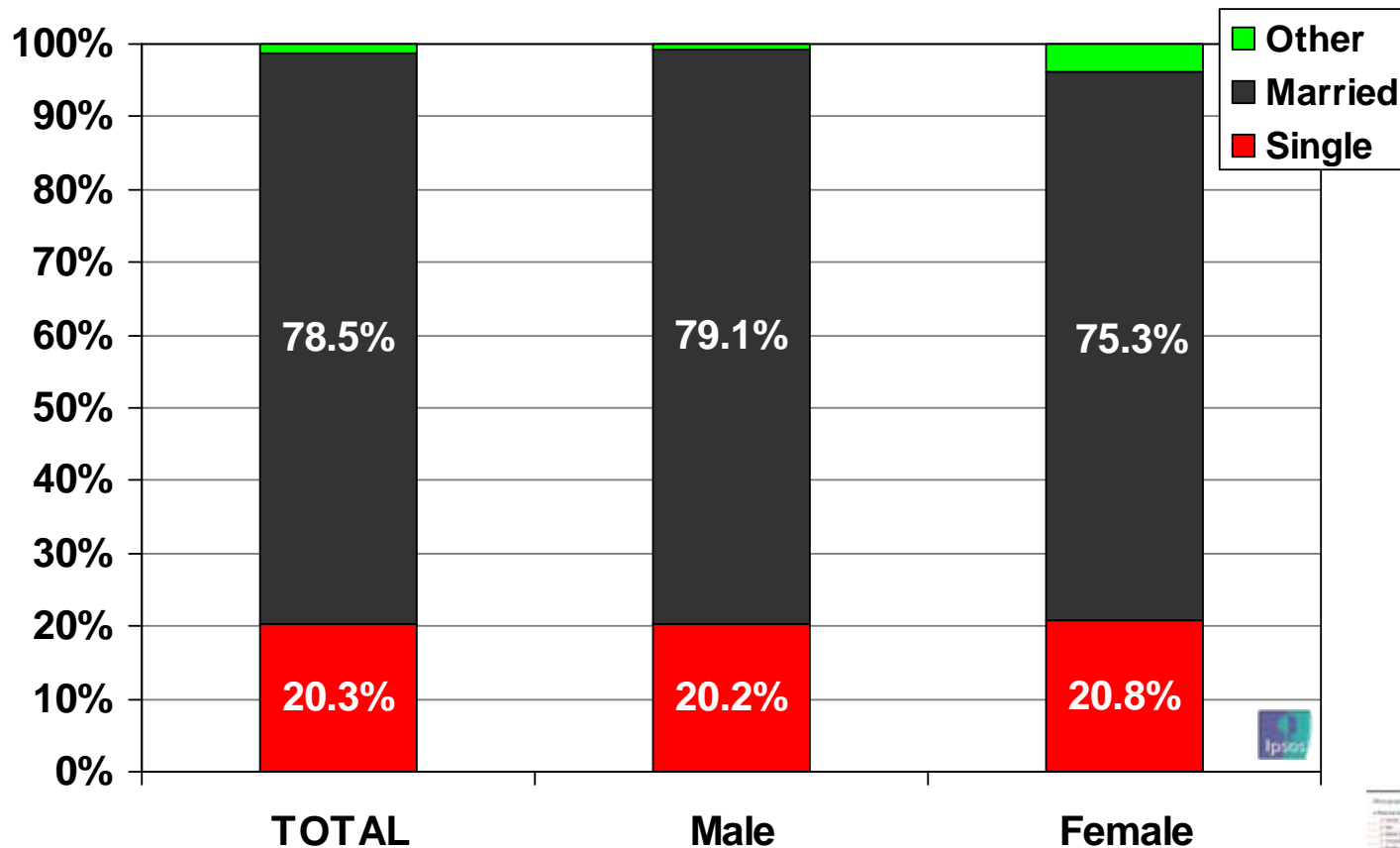
Readers' Age Distribution



- 28% of the readers are under the age of 29
 - Great for a newspaper in a market where 64% of the population is under 29!
 - Excellent for banking, automotive, financial services, travel, leisure & more
 - Higher disposable income with less commitments & responsibilities
 - Buying their first home, first car, honeymoons & vacations etc.
- 45 % between the ages of 30 & 44
 - Established and mature with higher & secure income

Marital Status

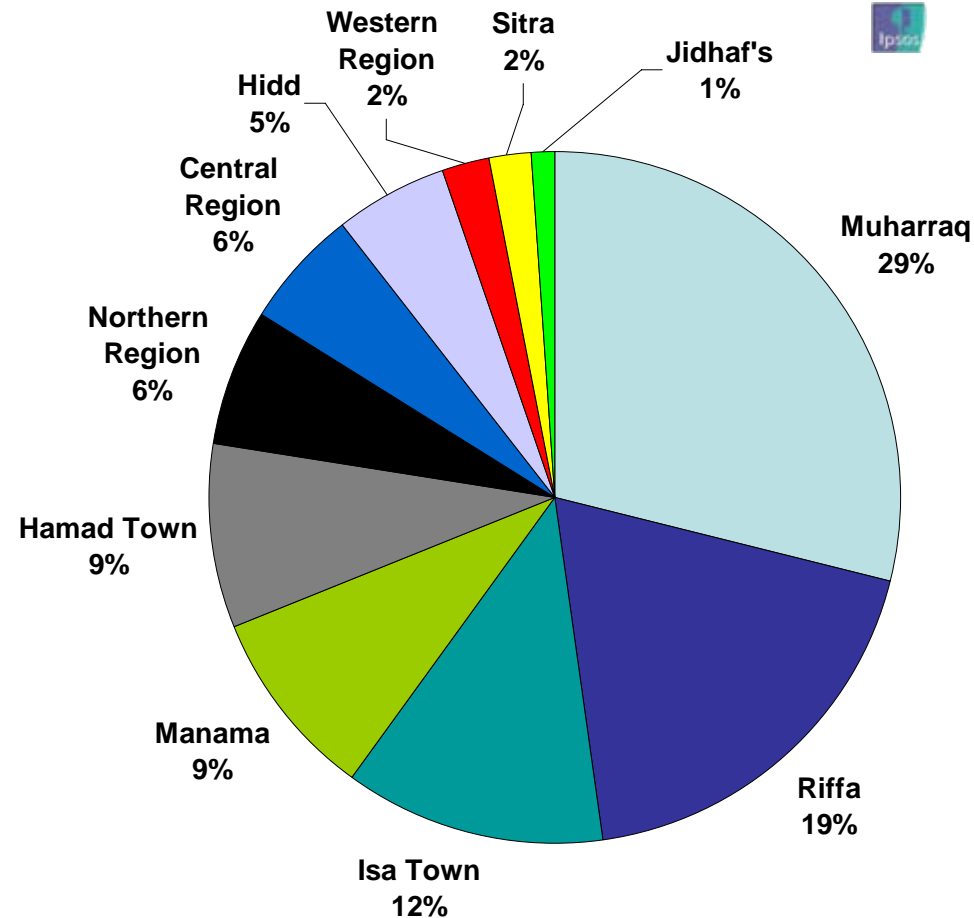
- Not much variance across marital status by gender except that there seems to be slightly higher number of female stating their marital status as “other”
 - Other = Divorced, Widowed etc



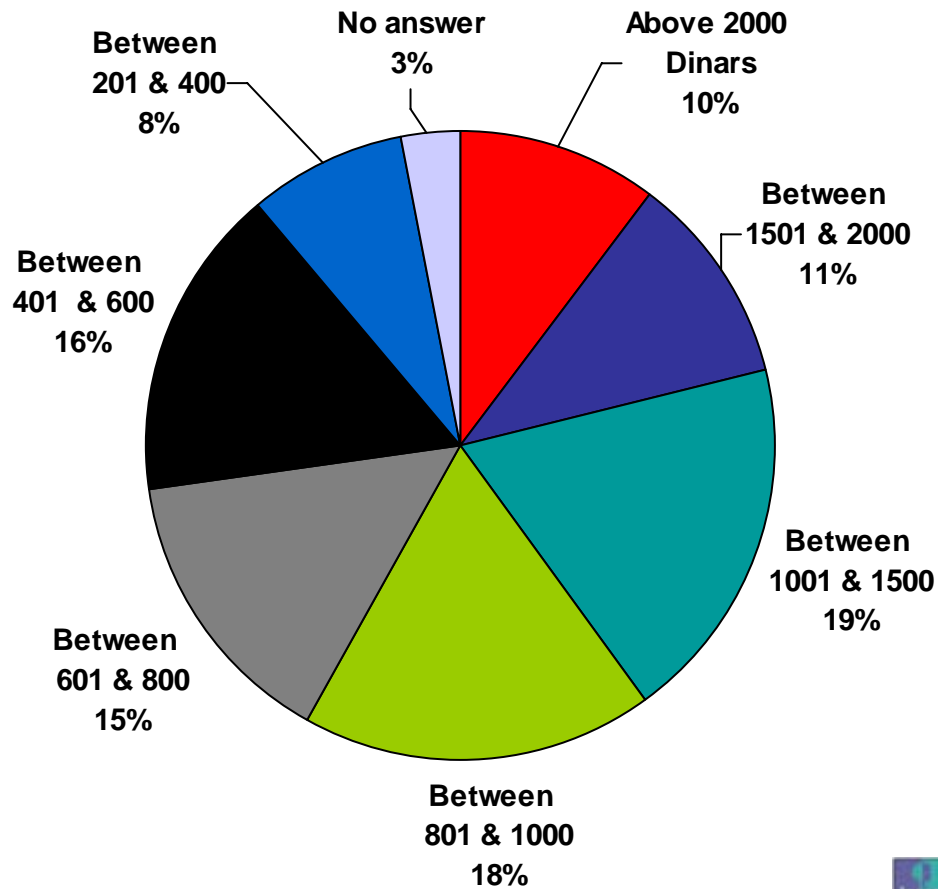
Distribution by Region

While not exactly representative of the total inhabitants' distribution in Bahrain (2001 census) but it's affected by

- Company Subscriptions
- Real Estate development expansion across all of Bahrain
 - Amwaj
 - Juffair
 - Budaya
 - Saar
 - Manama
 - Many More



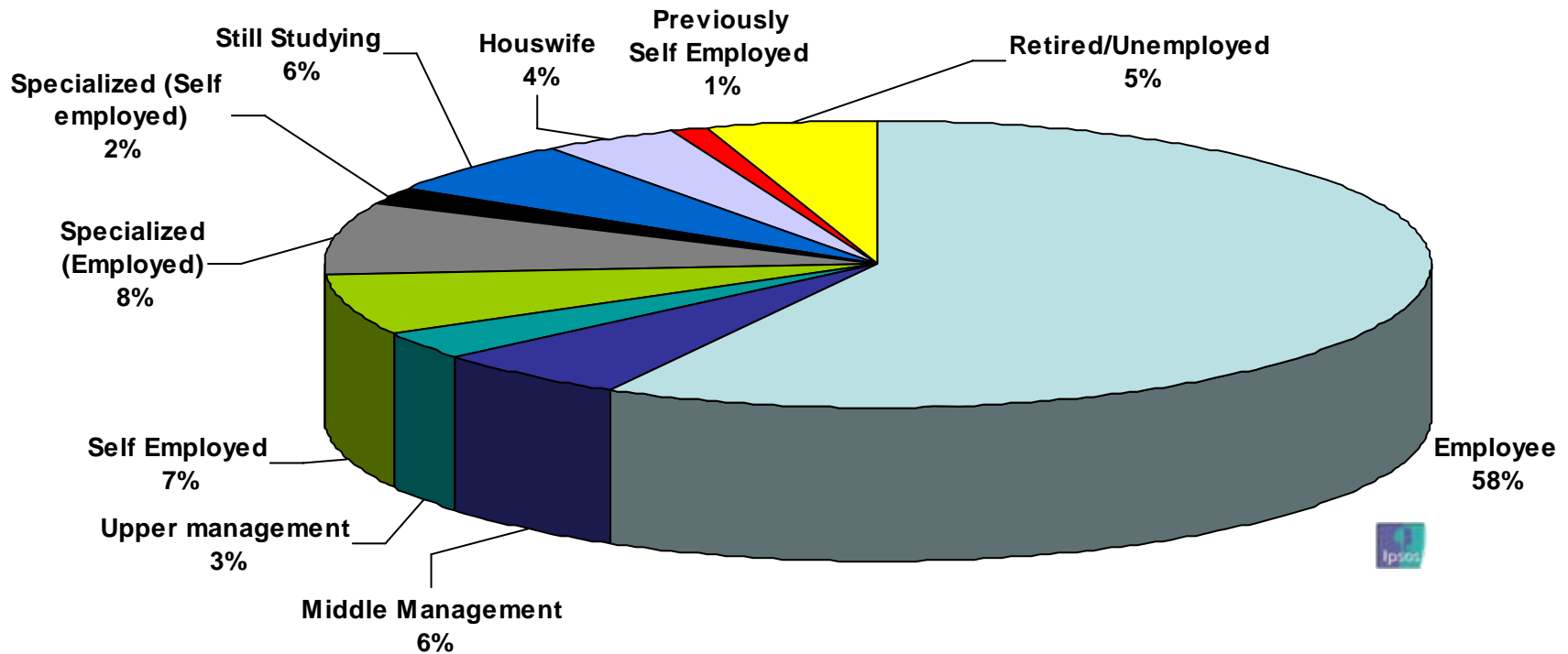
Monthly Household Income - Bahraini Dinars



- 40% earn more than BD1,000
 - They Can afford so much!
 - A Car Loan with monthly payments of BD300+
 - A mortgage for a house
 - Travel & Leisure
 - Luxury Items
- 33% earn between BD600 & BD1.000
 - Still an excellent base who can afford most products in the market



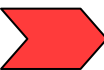
Breakdown by Occupation



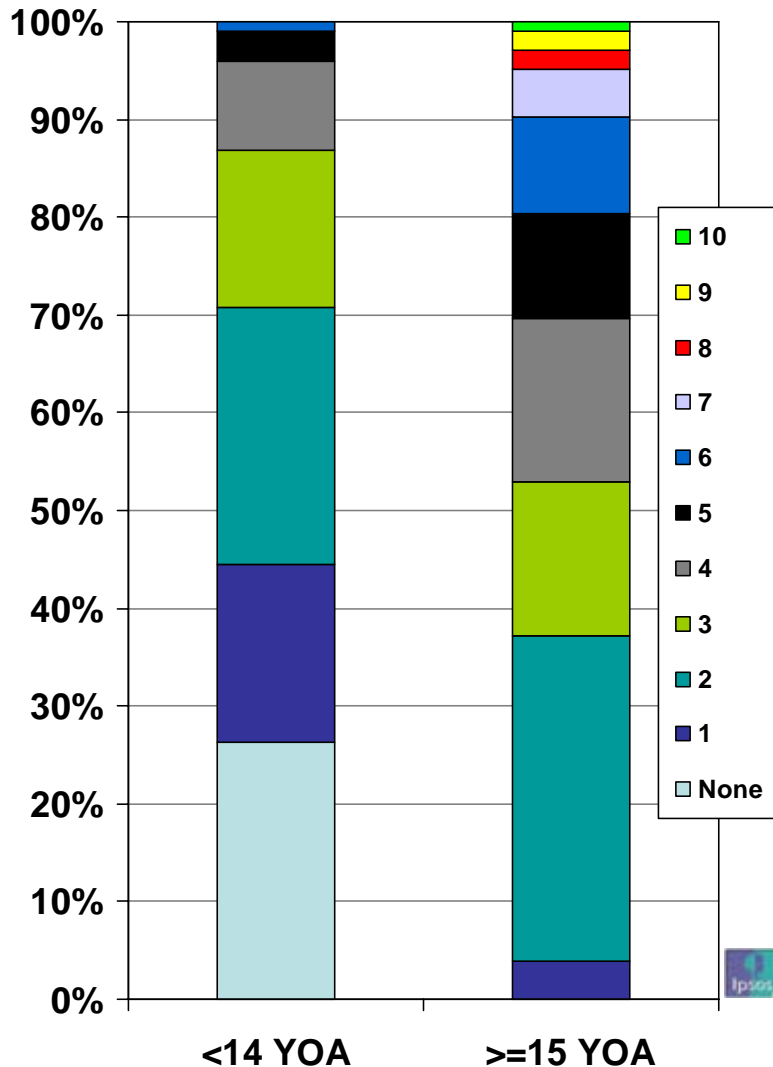
26% could be considered as high value customers

Affluent & Influential

- 10% of readers are specialized as Doctors, Lawyers, CPA/CFA's
- 9% are self employed
- 9% between Middle & Upper Management



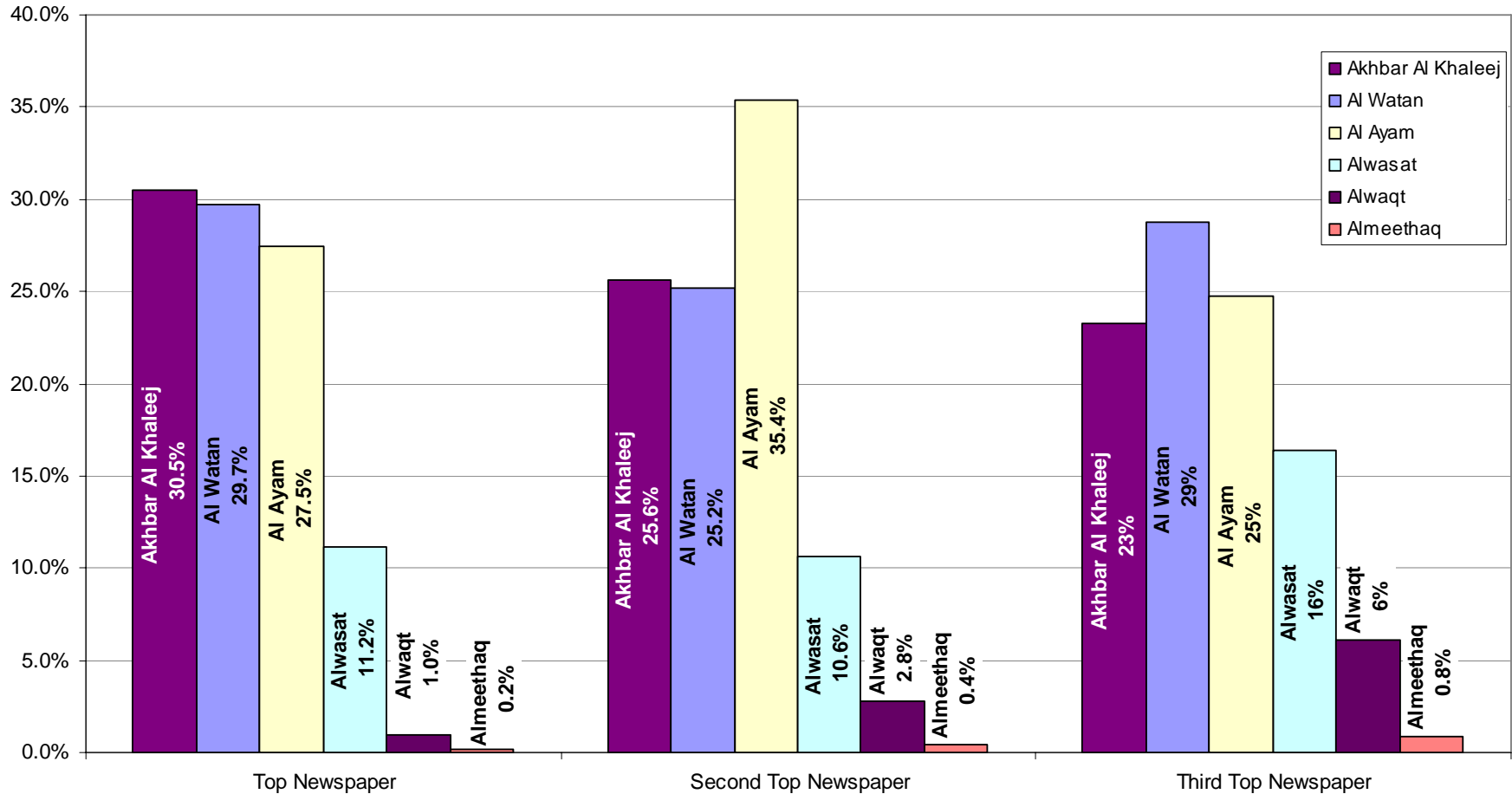
Average Persons per Household



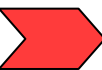
- 56% have at least 2 children under the age 14
- 47% have at least 4 people 15 or above in their household
- Avg./Household is at 5.6 people
 - High Pass on Readership
 - Something for everyone

Who's on Top?

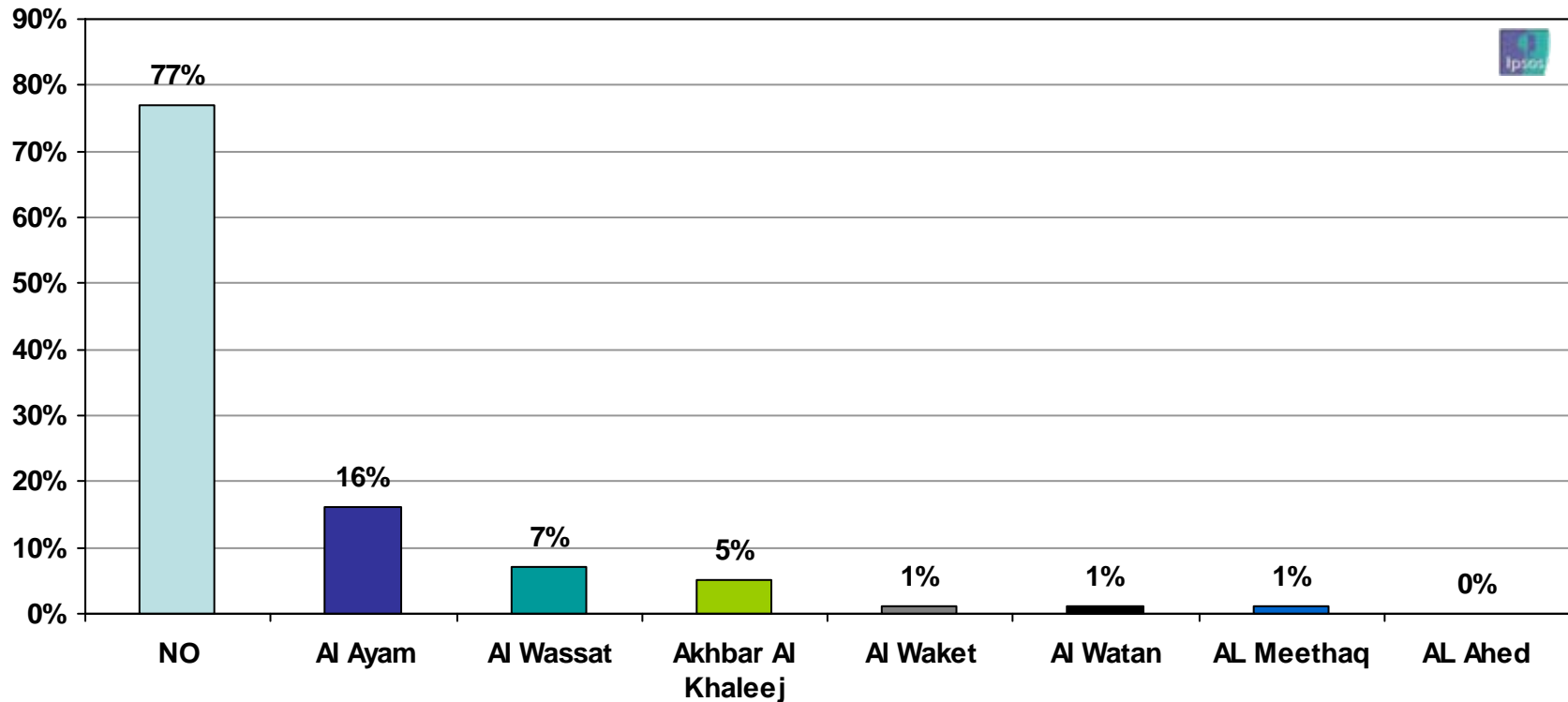
In your opinion, what are the top 3 newspapers in bahrain?



Within a period of less than one year, we are seen to be among the top newspapers in Bahrain... An achievement that others are still struggling with.



Do You Subscribe to other Titles?



77% of our readers cannot be reached regularly through advertising in other newspapers

87% stated they will renew their subscription!



Reading Habits

Find out how they read us:

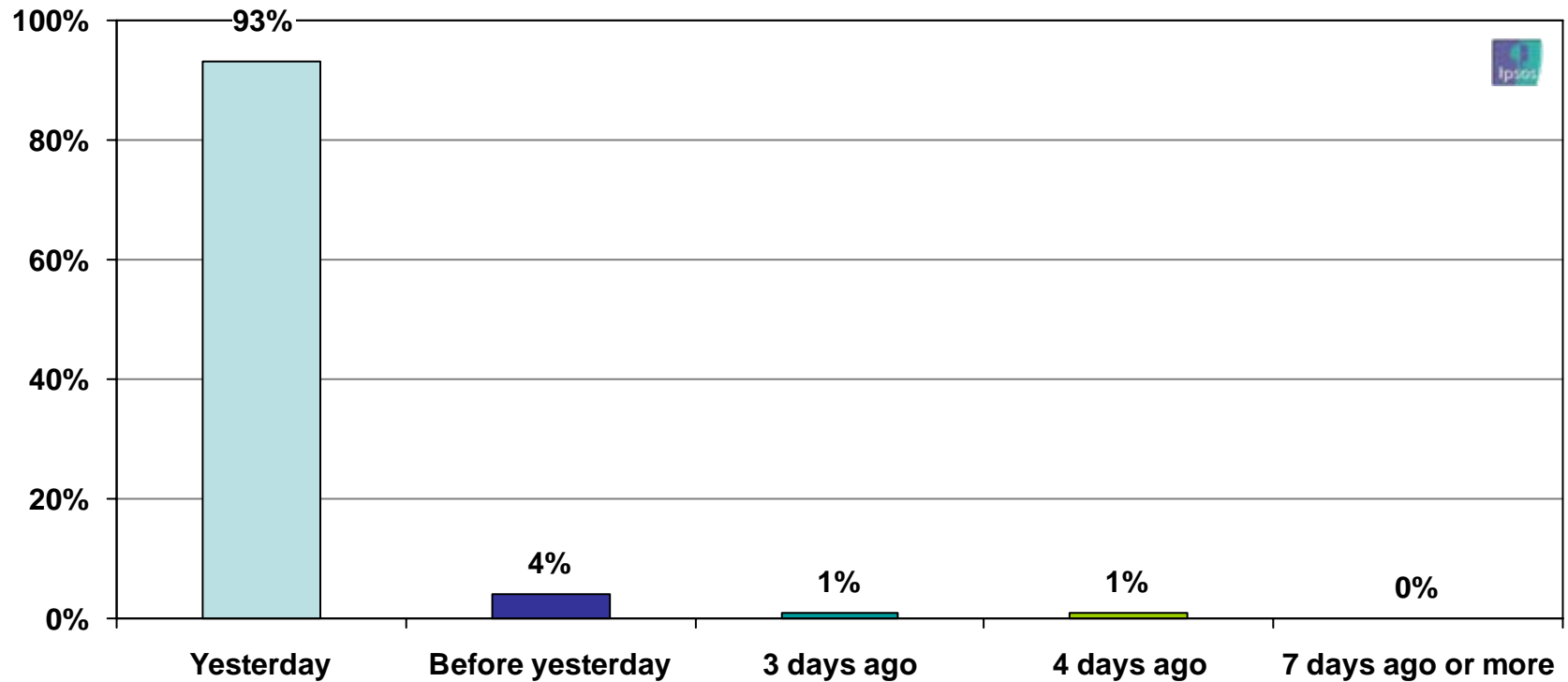
- When did you last read Al Watan?
- How much time did you spend reading?
- Which days do you usually read on?
- What time of day do you usually read it?
- Where do you read Al Watan
- What sections do you read?



Click on item to jump to its contents or click on icon at right to go back



Last Read Al Watan



🔴 93% read yesterday's issue!

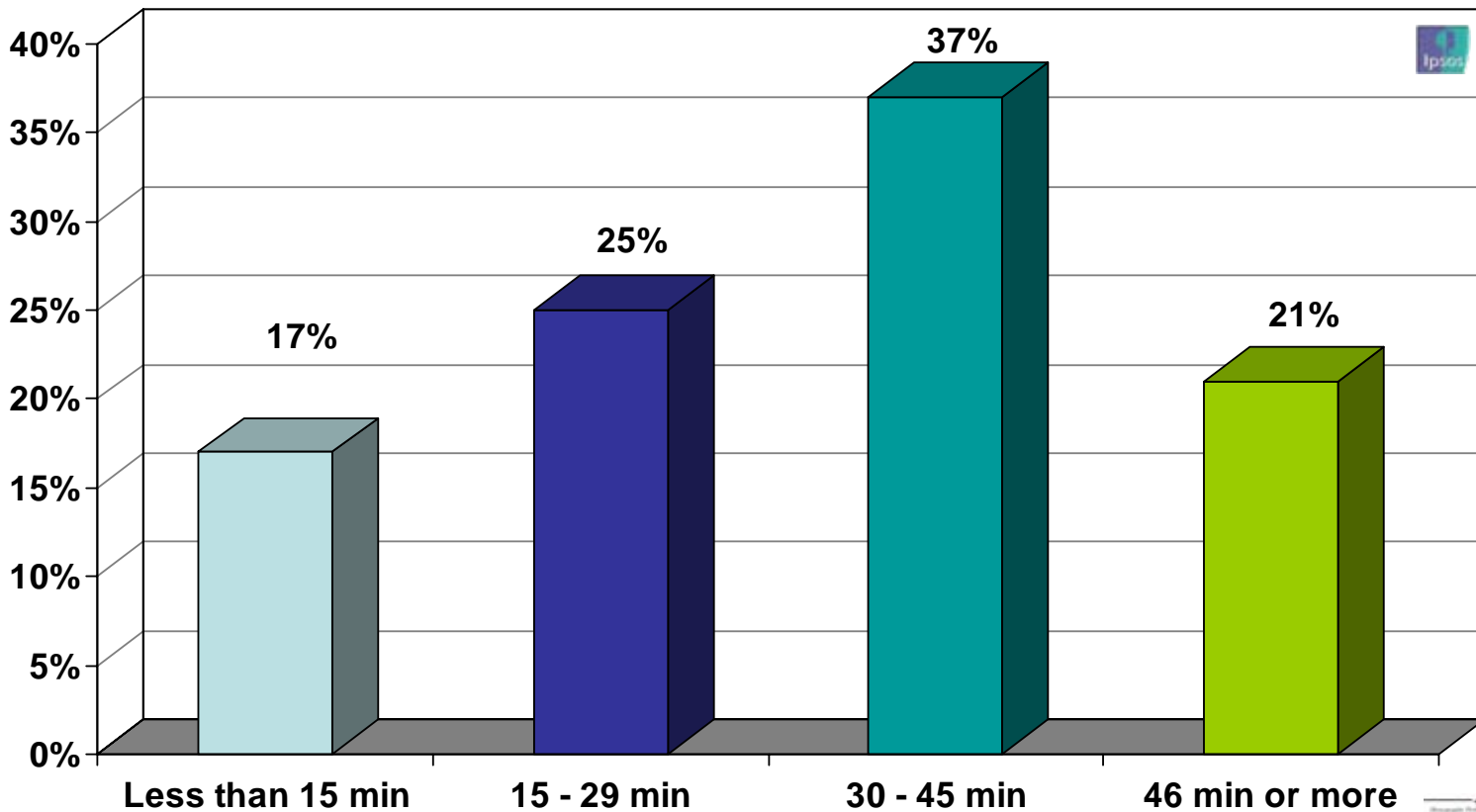
🔴 Compare to 41% general average for newspapers in Bahrain



Time Spent Reading Al Watan

🔴 They thoroughly enjoy it!

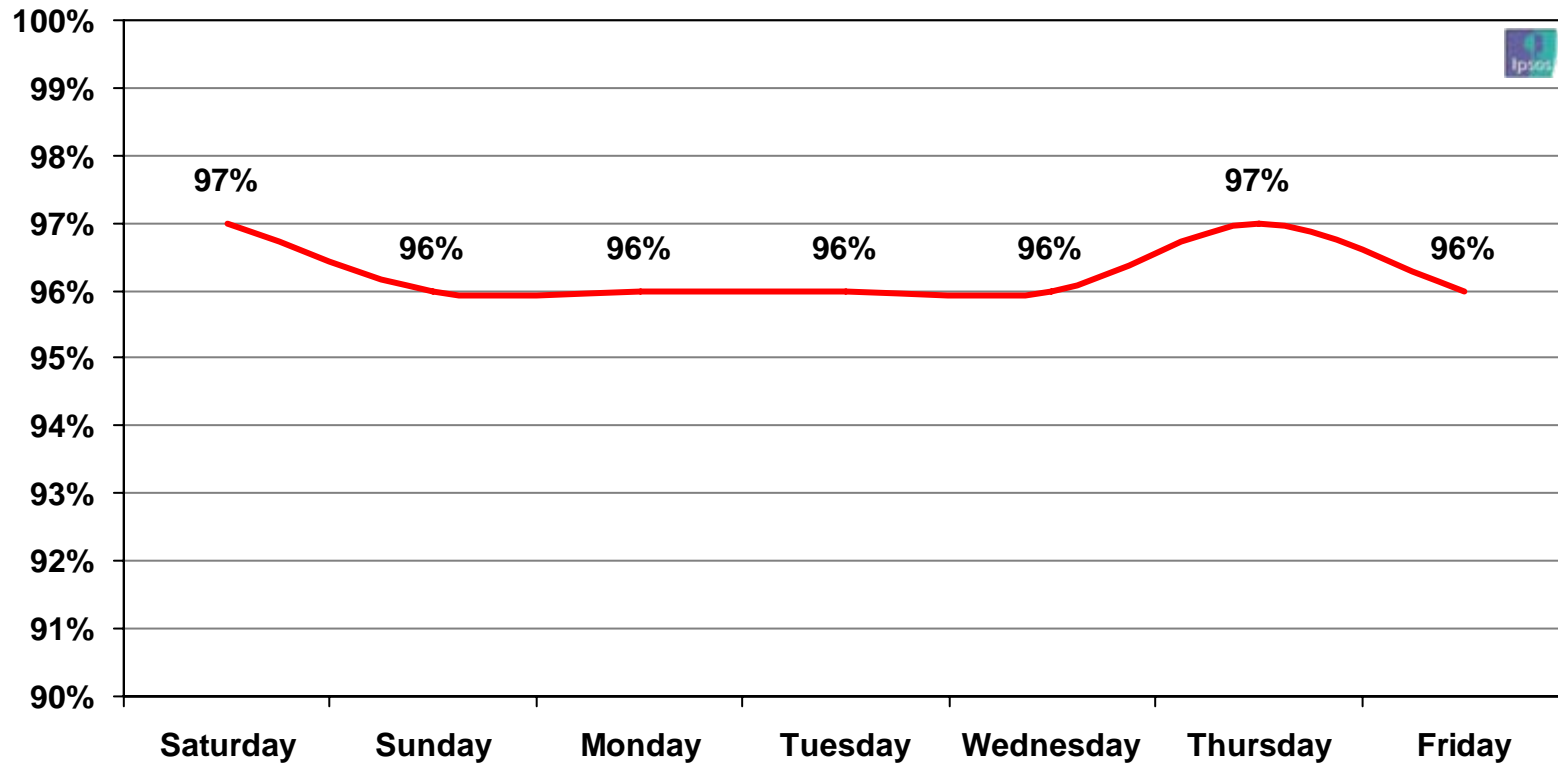
🔴 58% spend at least half an hour reading Al Watan



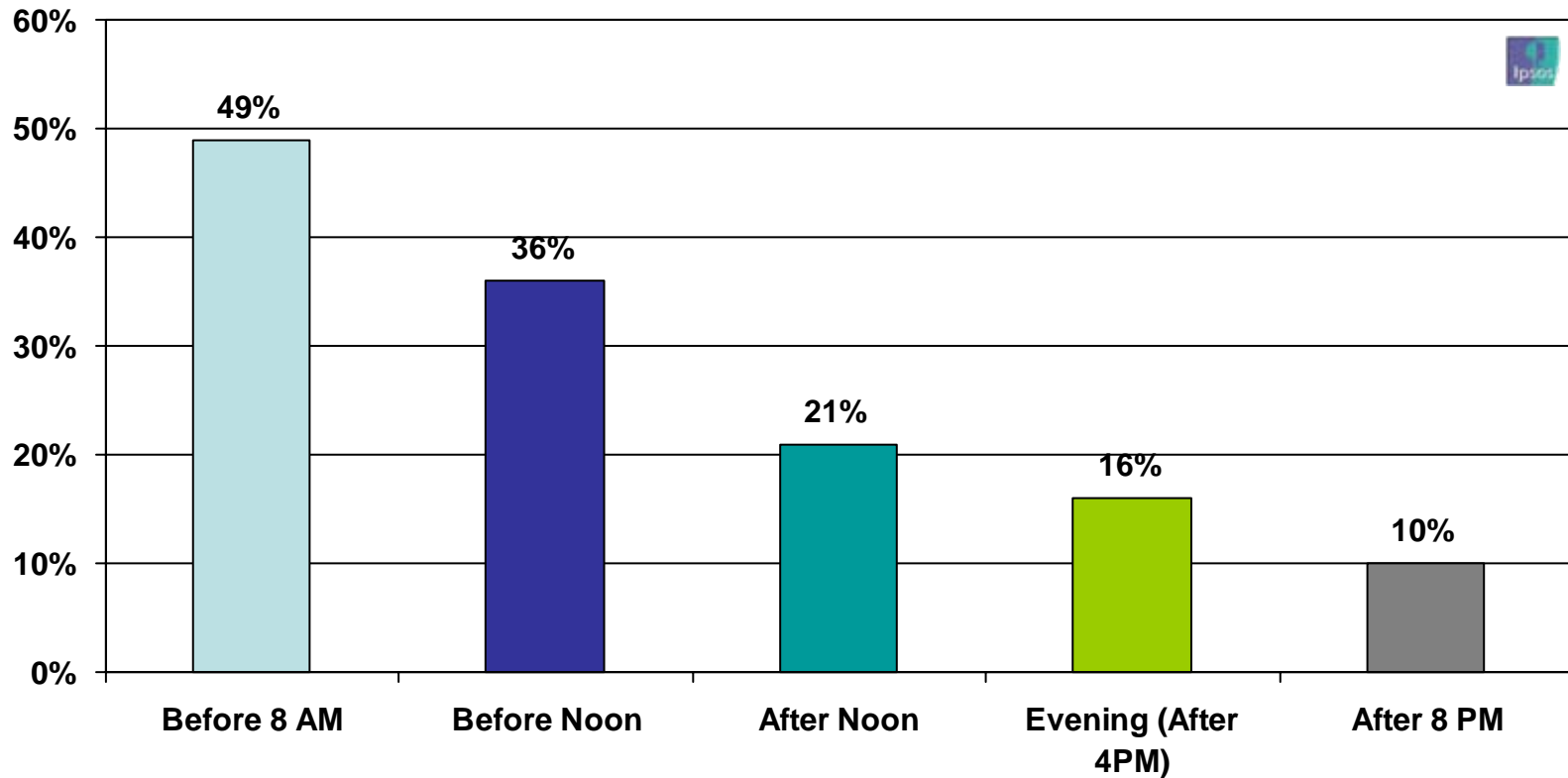
Day of Reading Al Watan

Which days do you usually read Al Watan?

Try every day of the week!



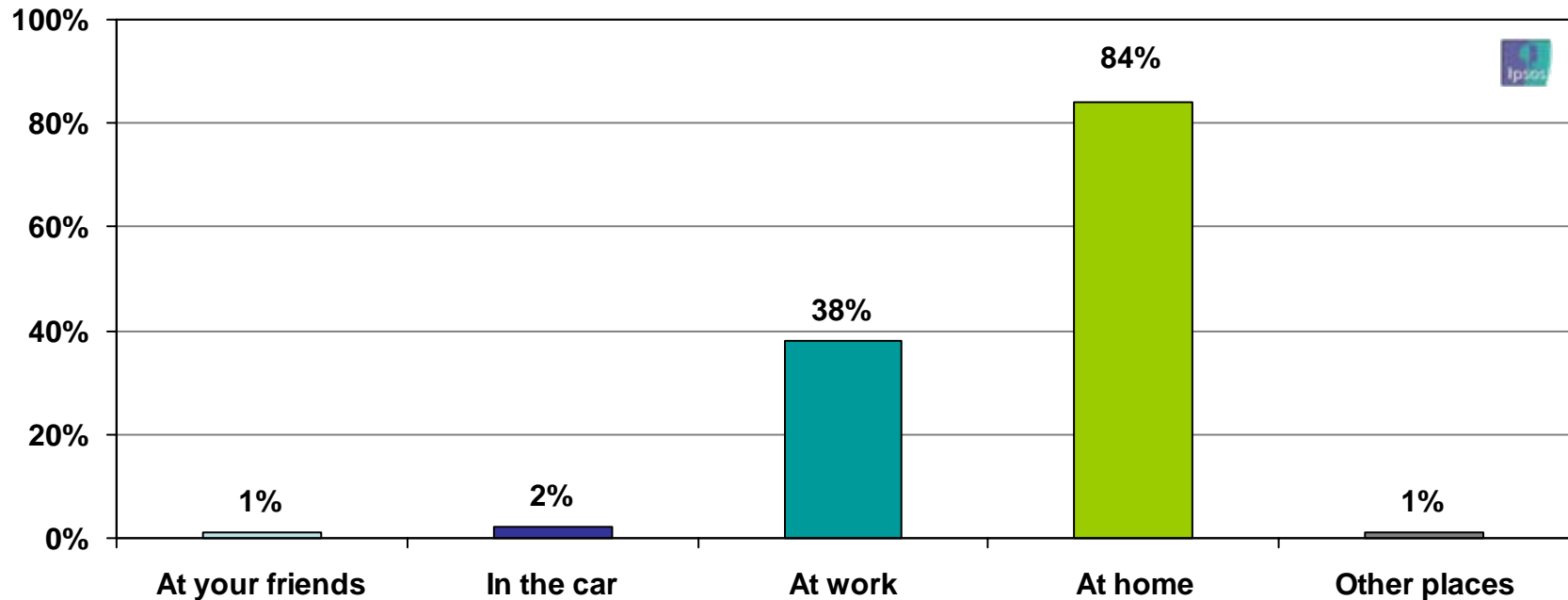
Time of Readership



- 🌅 85% read Al Watan before noon
- 🌅 Excellent for immediate response

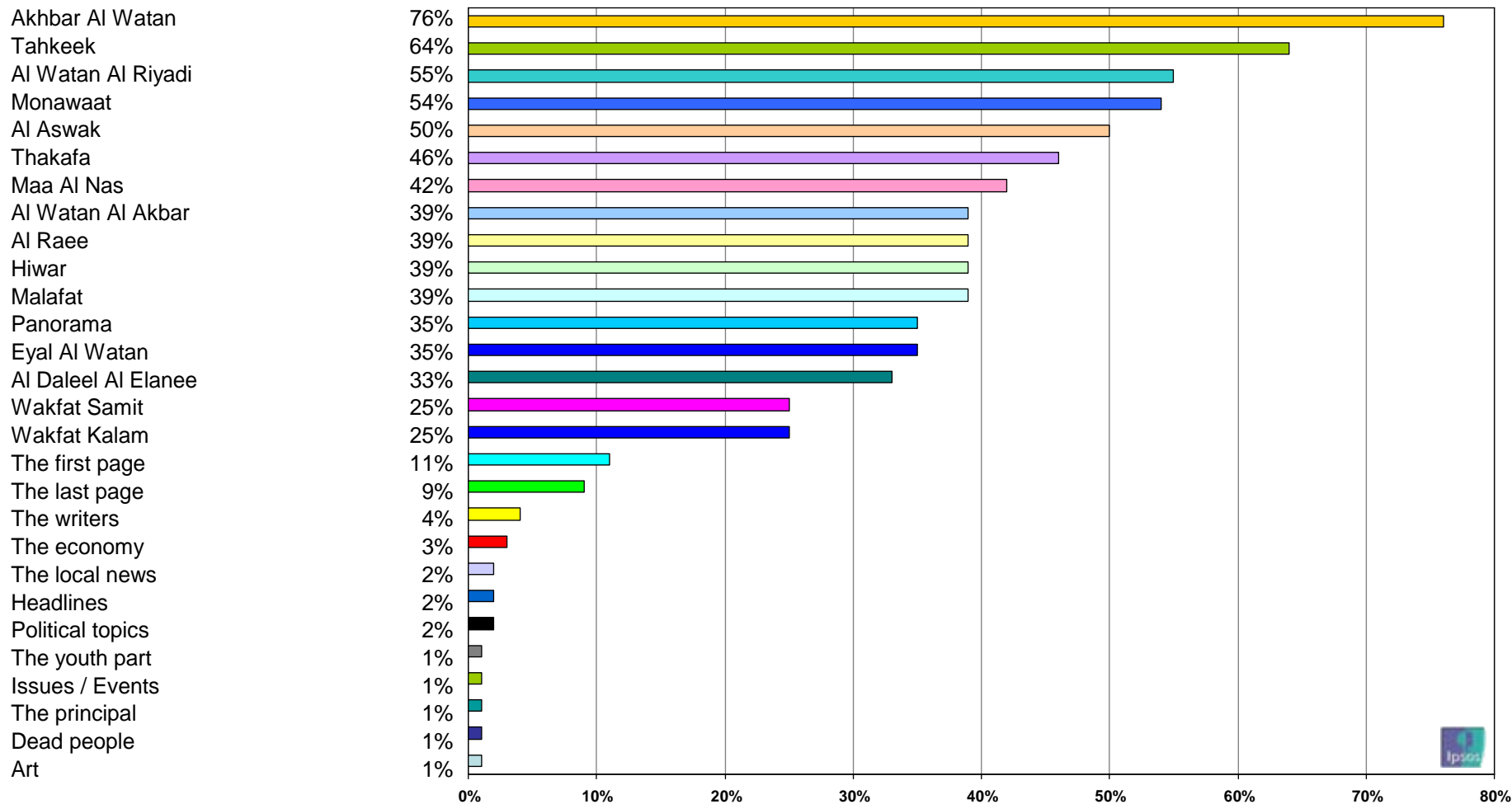


Place of Readership



- The majority read Al Watan at home, but given the fact that it is mostly read before noon, it appears that many are taking it with them to work

Sections Most Read



Values of more than 1% represented here... Others have been removed to simplify





Consumer Profiling

Find out about:

- Cars, Makes & Plans
- Banking & Credit Cards
- Travel, Business & Lesiure
- Mobile Phones

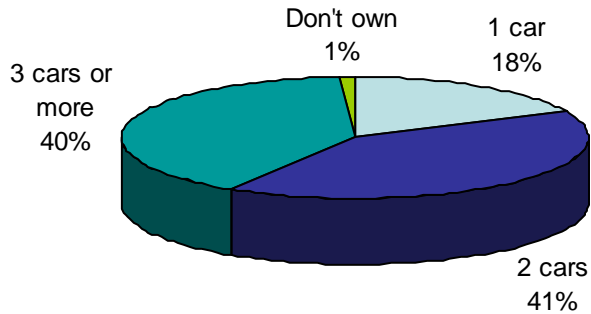


Click on item to jump to its contents or click on icon at right to go back

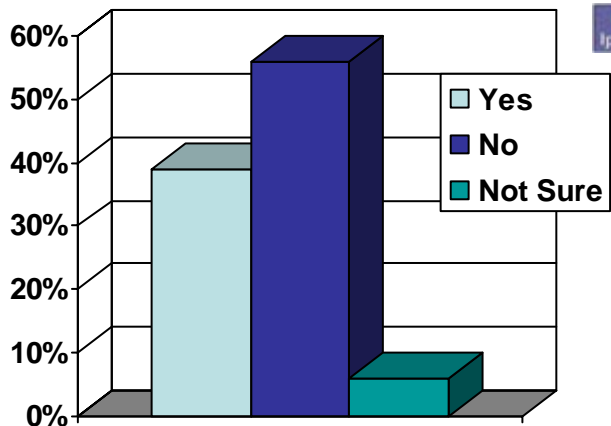


About Their Cars

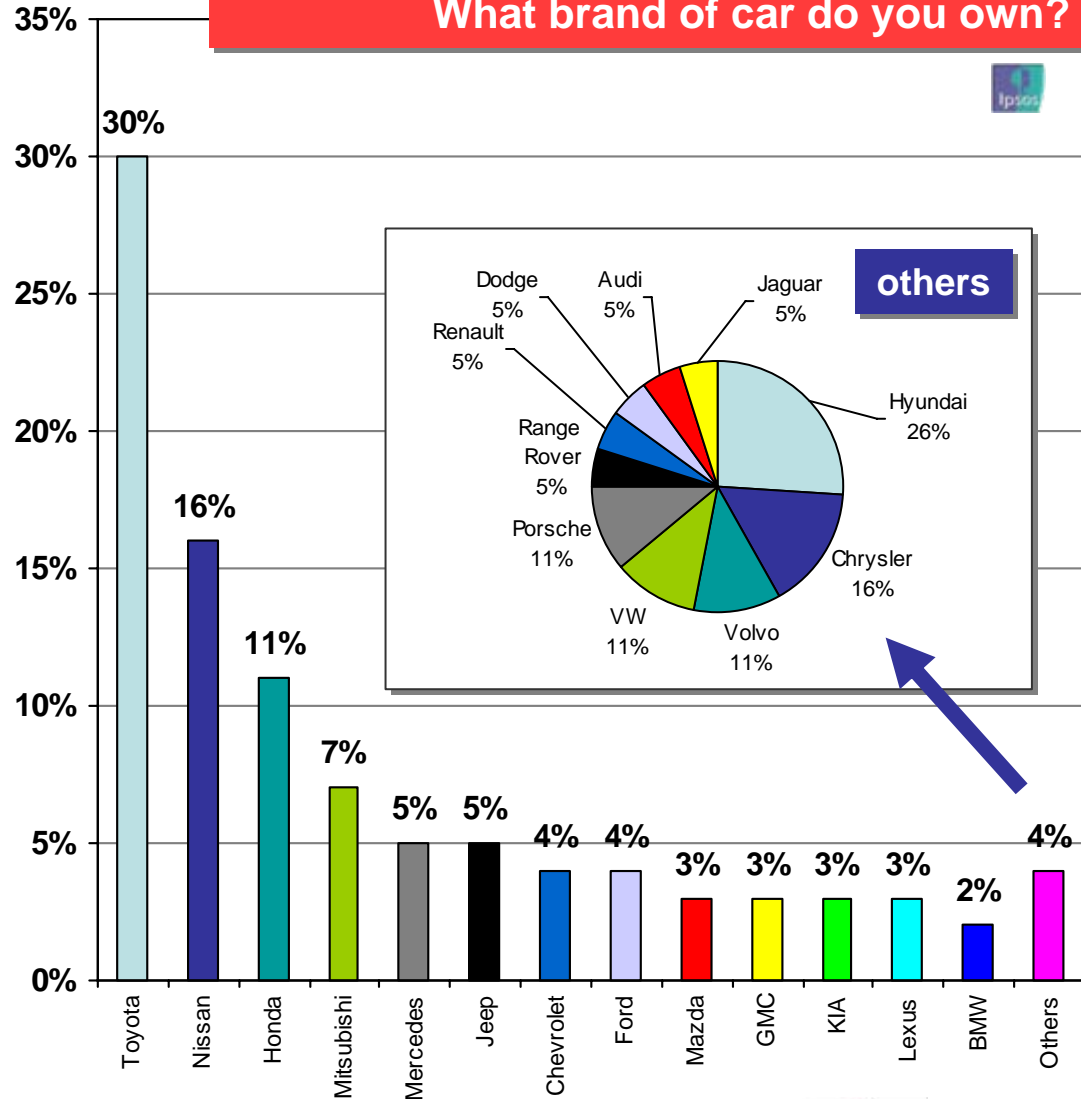
How many cars do you own?



Planning on changing car in next 6 months?



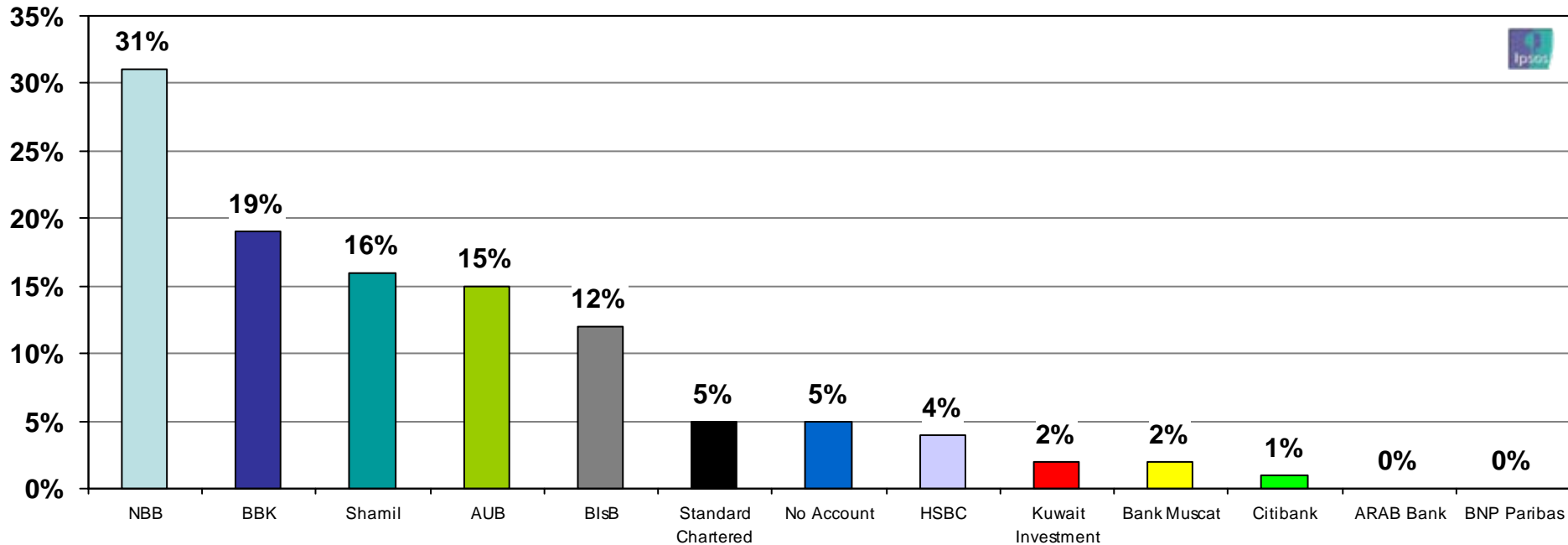
What brand of car do you own?



39% said they will change their cars!

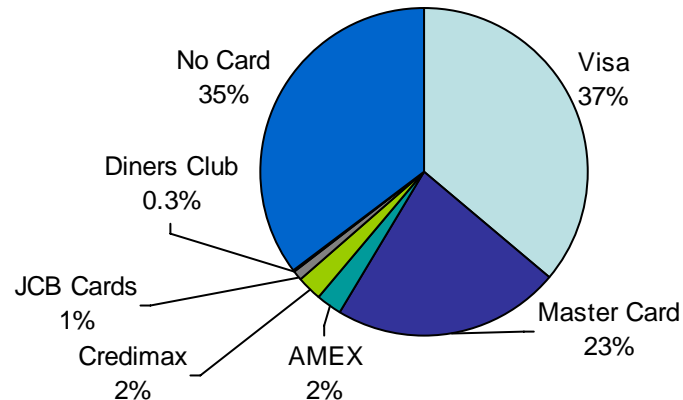


Where they Bank



- 🔴 12% bank with more than one bank
- 🔴 5% have no account
 - 🔴 Opportunity Knocks!
- 🔴 35% don't have a credit card

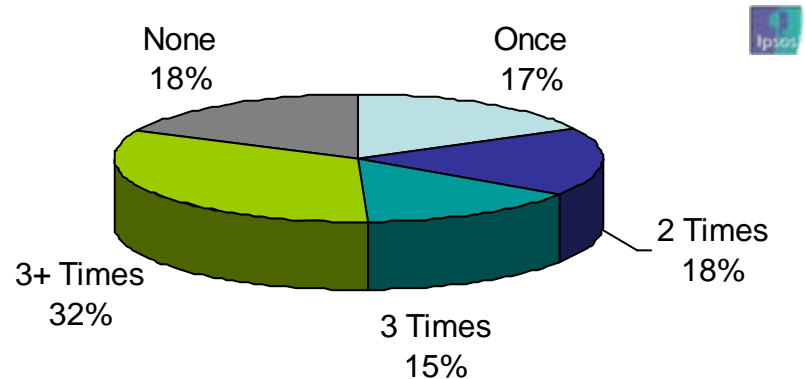
Credit Cards



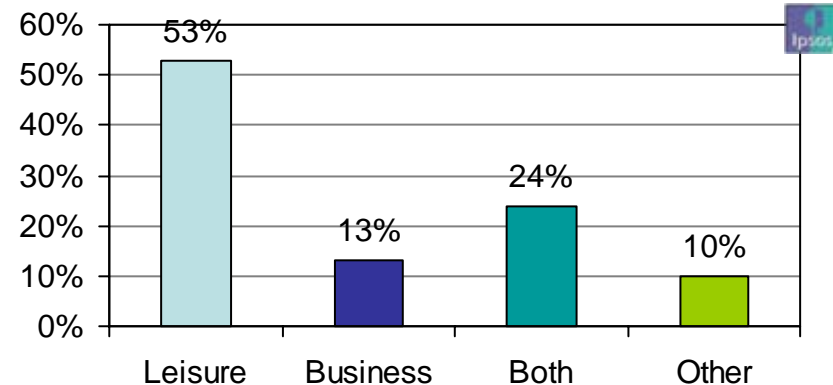
Frequency of Travel & Purpose

- 50% have travelled at least twice in the past 12 months
- 70% of all respondents said they travelled within GCC Countries
- Most of the travellers travelled for Leisure purposes or combined

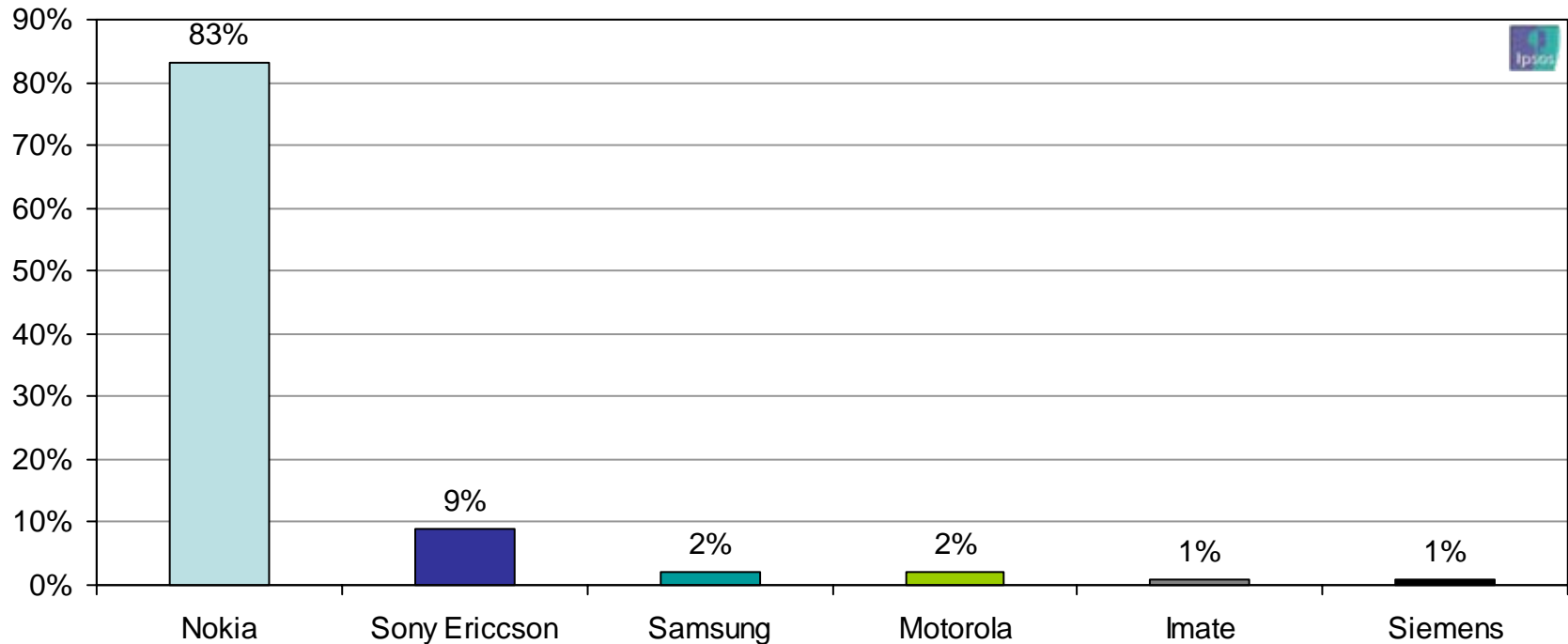
Frequency of Travel In Past 12 Months



Purpose of Travel



Mobile Phone Ownership



- 99.6% of respondents said they have a mobile phone and line
- Nokia leading by far
 - Here's a conversion chance!