

The logo for MRTS CONSULTING is centered within a white square on a blue background. The text 'MRTS' is in a large, bold, serif font, and 'CONSULTING' is in a smaller, all-caps, sans-serif font below it.

MRTS
CONSULTING

*helping you launch &
grow your business*

A decorative graphic consisting of several overlapping, semi-transparent colored rectangles in shades of blue, olive green, red, orange, and light green, arranged in a staggered, abstract pattern.

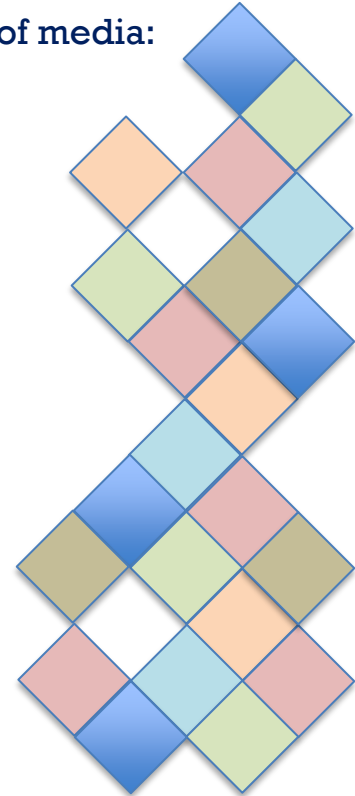
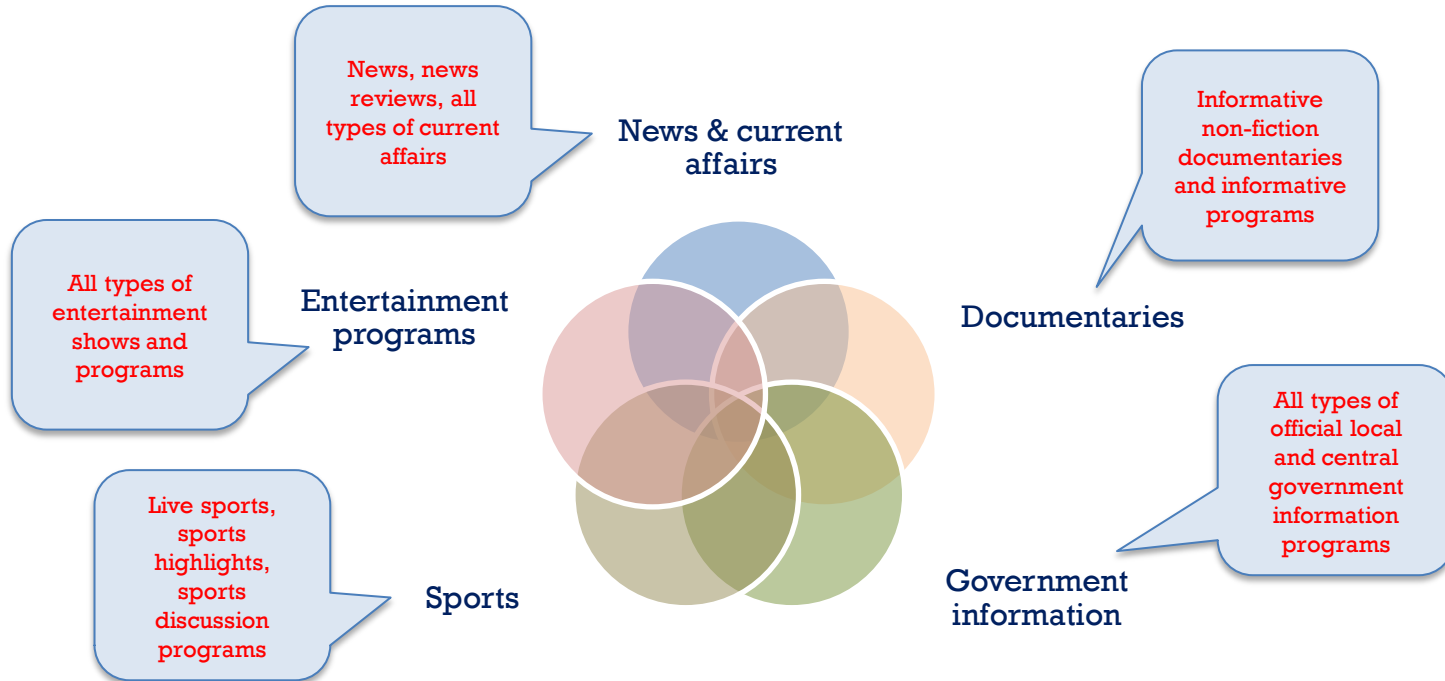
**Cambodian
millennial
Media Habits
2022**

**A summary research report
October 2022**

Overview

MRTS Consulting completed a short research project in Q2 of 2022 to explore digital and electronic media usage amongst just over 1000 Cambodian millennials.

Implemented via an online survey, the research examined usage patterns for 5 types of media:

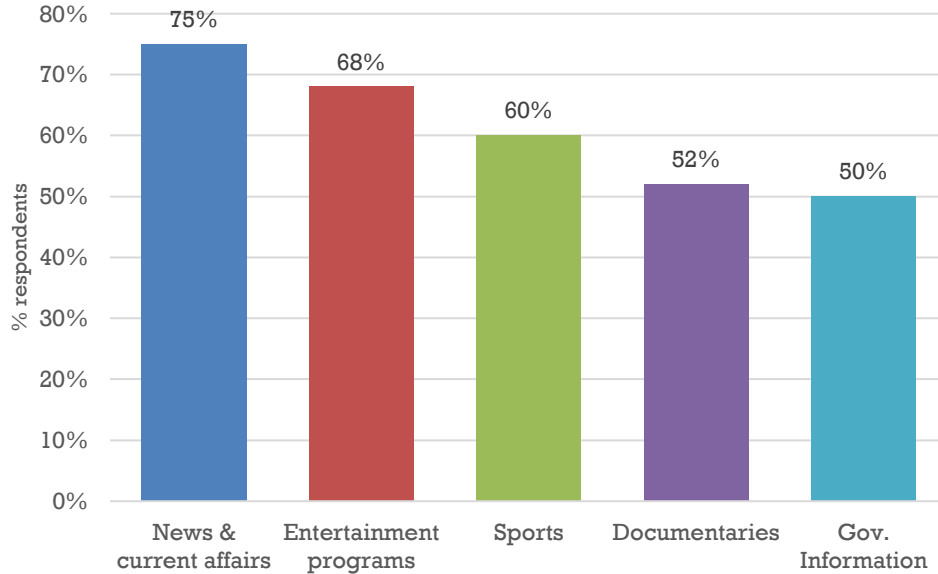


Snapshot: Media consumption 2022

- 1 News and current affairs is the most consumed type of media
- 2 The under 18yr age group use a traditional TV for much of their media consumption
- 3 Books remain surprisingly popular. 75% of respondents have read a book for pleasure in the last 6 months
- 4 Male respondents are heavy readers of newspapers, magazines, and books (in paper or electronic format)
- 5 Trust in news and government information is reasonable, though lower in the under 18 yrs age group

Media overview

Watched in the last month



Of these 5 types of media, 75% of all our respondents watched news and current affairs in the last month.

This falls to 52% of respondents for documentaries, and just 50% for government information.

Like all media, consumption will be affected by news and events.

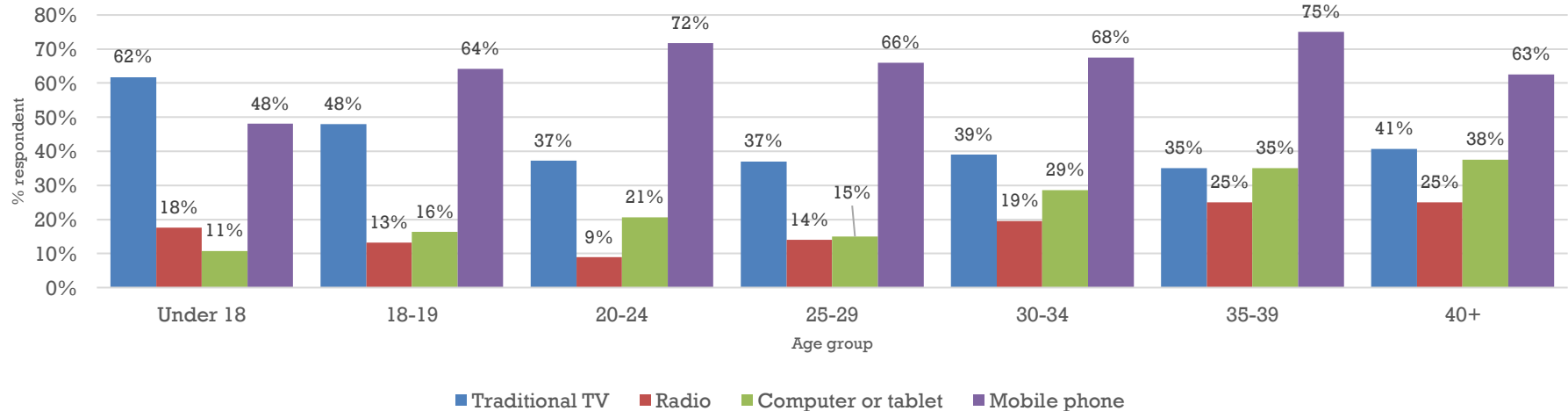


News and current affairs

Amongst those under 18 years old, traditional TV is the dominant device used to watch news. But with rising age we quickly see the mobile phone becoming the most used device.

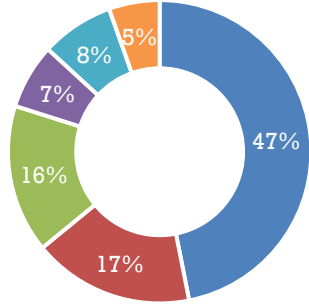
Radio and computer / tablets are used a little more as age increases. A quarter of older respondents listen to news on the radio.

What devices do you usually use to watch or listen to news and current affairs content?



News and current affairs

How often in the last month did you watch or listen to news and current affairs content (% respondents)

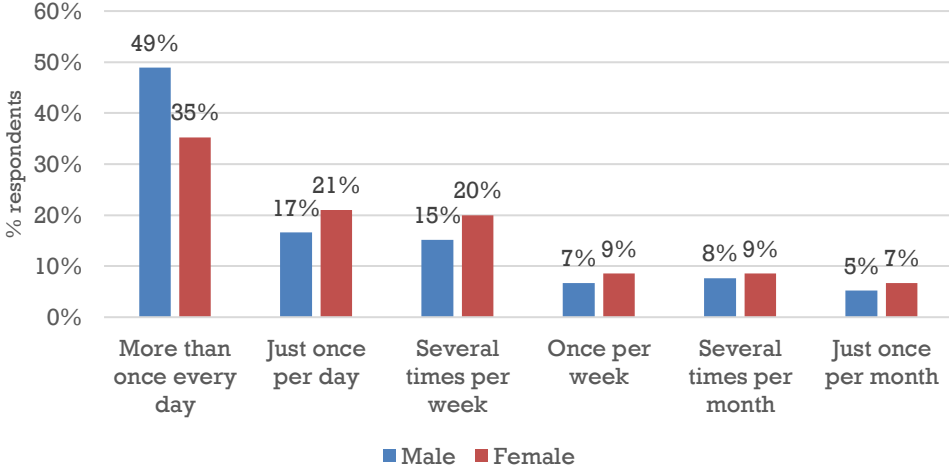


- More than once every day
- Just once per day
- Several times per week
- Once per week
- Several times per month
- Just once per month

We can also see that more male than female respondents check the news multiple times per day. Female respondents are more likely to check the news just once or twice per week.

64% of those who watch or listen to news do so at least once per day, and almost half do so more than once per day.

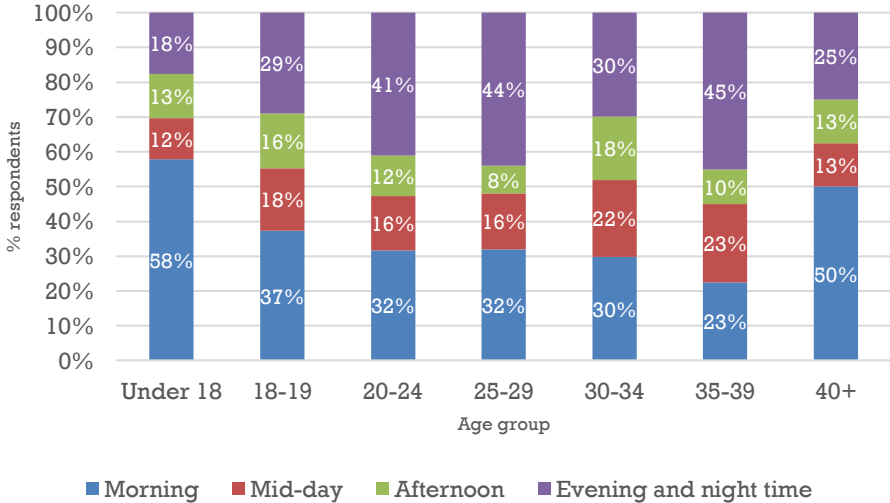
How often in the last month did you watch or listen to news and current affairs content



■ Male ■ Female

News and current affairs

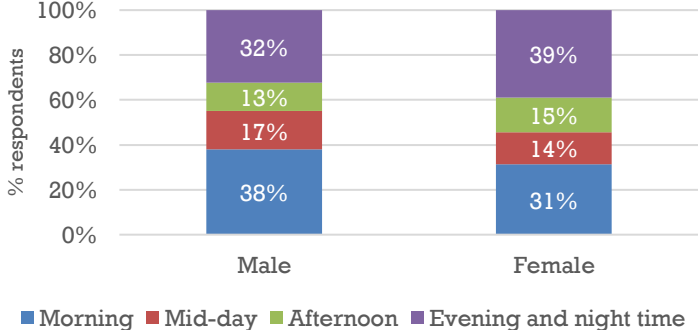
What time of day do you usually watch or listen to news and current affairs content?



Younger and older respondents are more likely to check the news in the morning. Other respondents favor checking the news in the evening.

Female respondents are a little more likely to check the news in the evening compared to male respondents.

What time of day do you usually watch or listen to news and current affairs content?

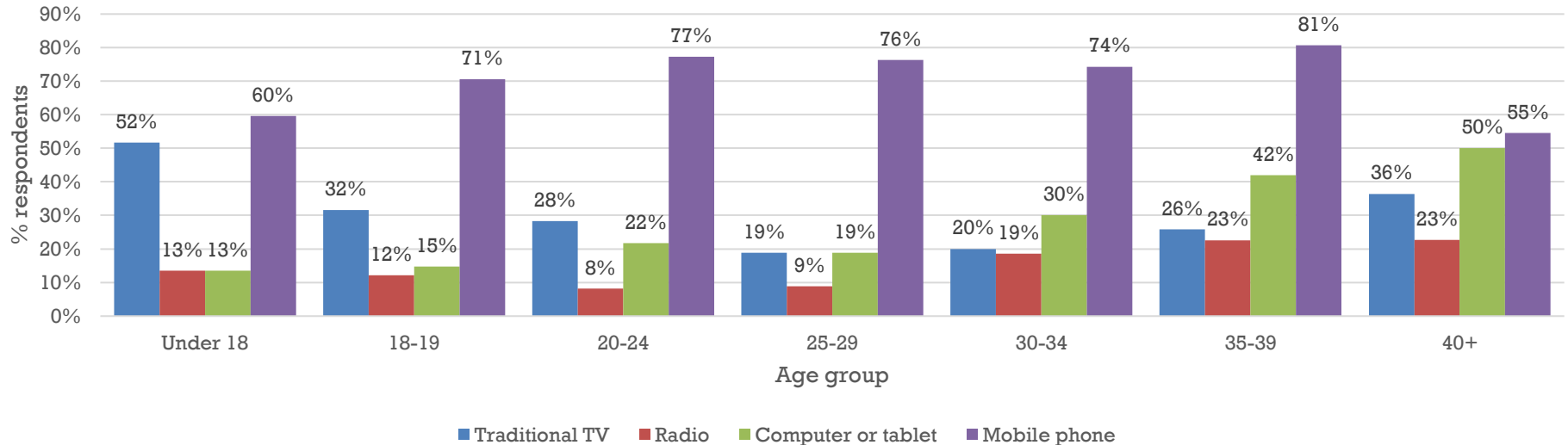


Entertainment content

In all age groups, the mobile phone is the dominant device used for entertainment content. Those under 18 also do use the traditional TV as well.

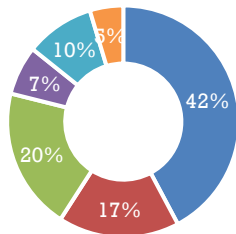
With rising age, we see an increase in usage of the computer or tablet, such that in the 40+ year age group the computer / tablet is used to almost the same extent as the mobile phone

What device do you usually use to watch or listen to entertainment content?



Entertainment content

How often in the last month did you watch or listen to Entertainment (% respondents)



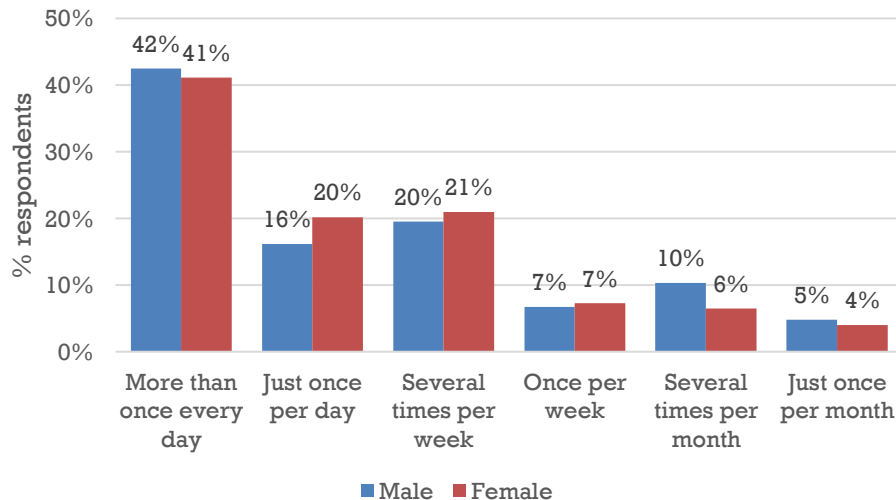
- More than once every day
- Just once per day
- Several times per week
- Once per week
- Several times per month
- Just once per month

‘Heavy’ viewers of entertainment content are equally male and female.

Though daily users are a little biased to female viewers.

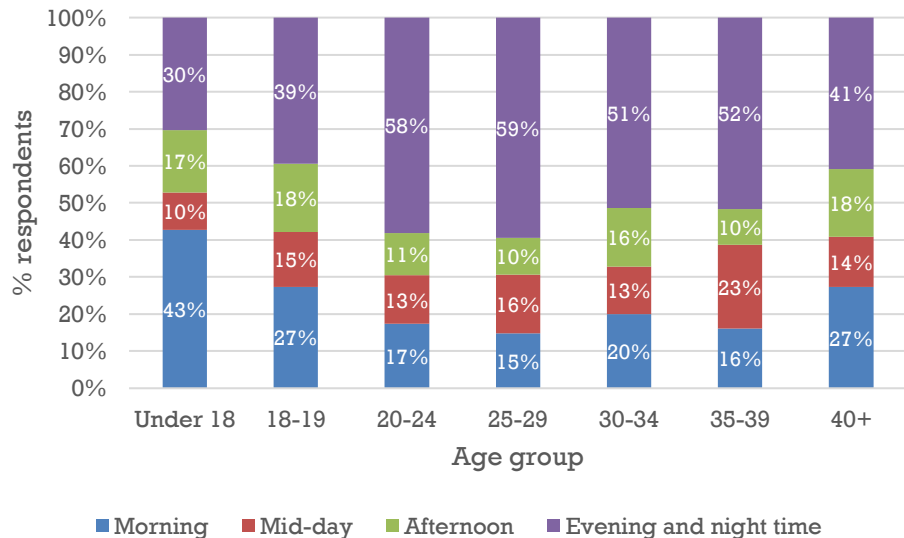
Surprisingly, just 59% of those who watch or listen to entertainment do so at least once per day, and only 42% do so more than once per day.

How often in the last month did you watch or listen to Entertainment



Entertainment content

What time of day do you usually watch or listen to Entertainment

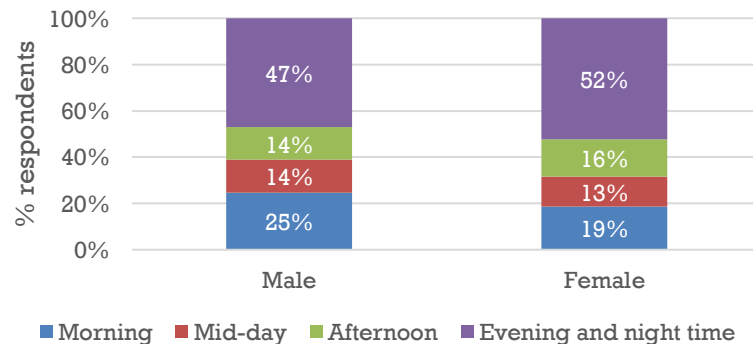


Female respondents are a little more likely to watch entertainment in the evening compared to male respondents.

Younger respondents are more likely to watch entertainment in the morning.

Respondents in other age groups (especially young adults in the 20 – 29 age group) favor watching entertainment in the evening.

What time of day do you usually watch or listen to Entertainment

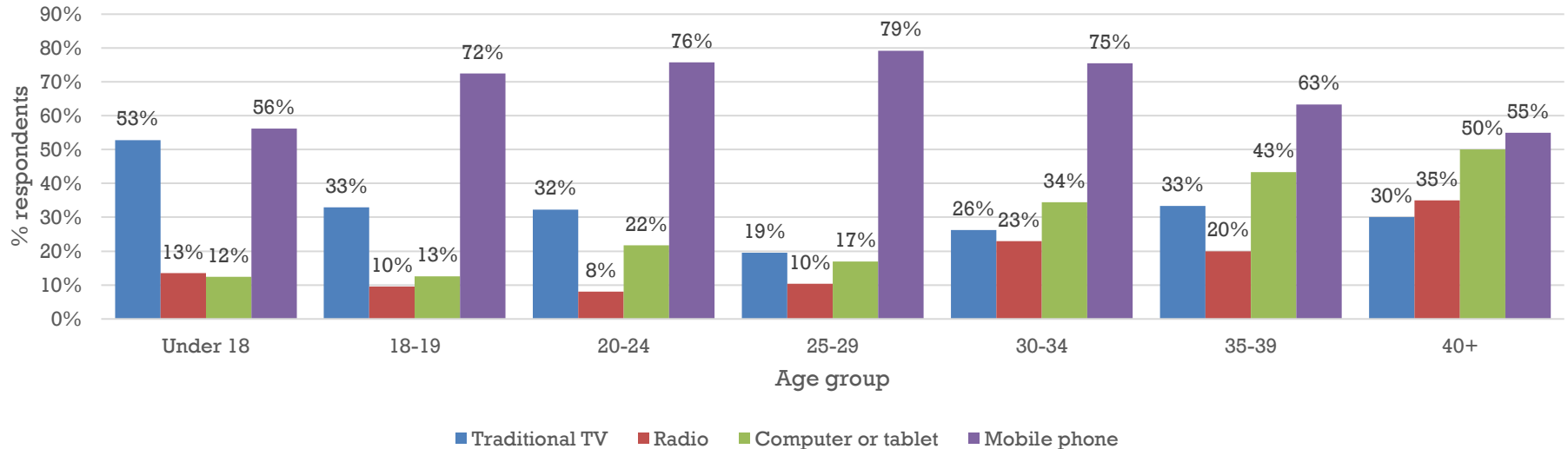


Sports programs

In all age groups, the mobile phone is the dominant device used for sports content, though this starts to fall in older respondents. As with other content, those under 18 years old also use a traditional TV.

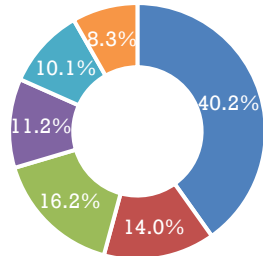
With rising age, we also see an increase in usage of the computer or tablet, such that in the 40+ year age group the computer / tablet is used to almost the same extent as the mobile phone. 35% of this age group also listen to sports on a radio.

What device do you usually use to watch or listen to sports content



Sports programs

How often in the last month did you watch or listen to Sports



- More than once every day
- Just once per day
- Several times per week
- Once per week
- Several times per month
- Just once per month

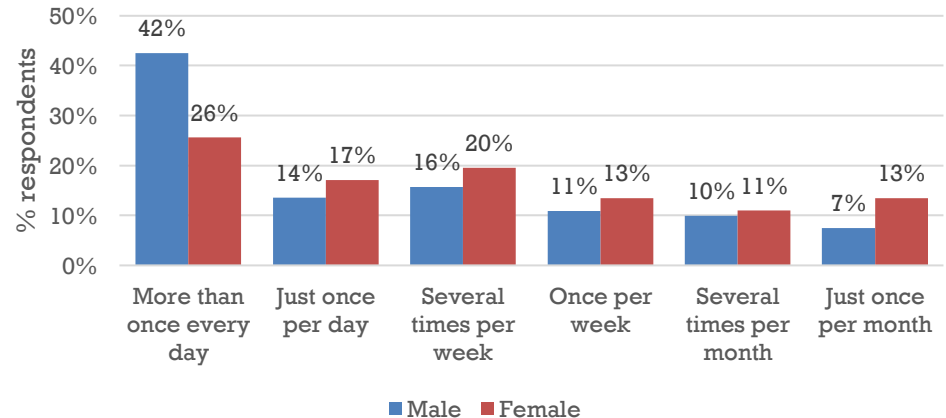
High frequency watching of sports content is clearly more of a male activity.

Female respondents are more likely to dip into sports content just a couple of times per week.

While some sports programming is governed by sports events, over half of those who watch or listen to sports do so at least once every day.

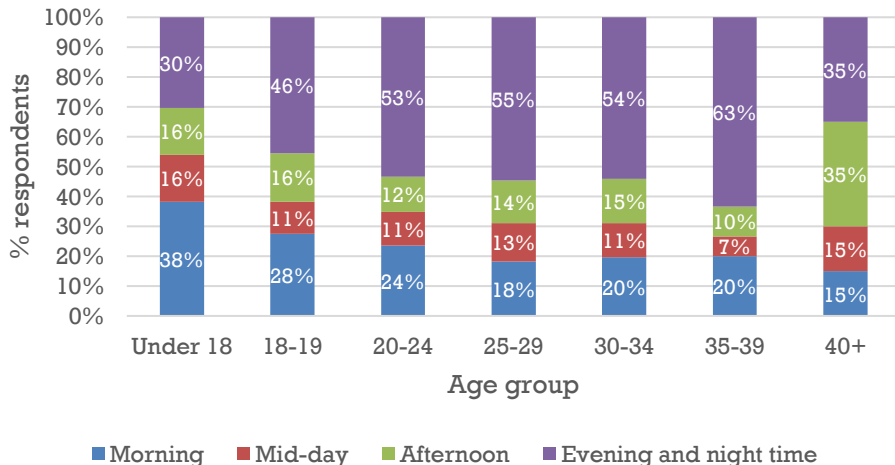
And 40% watch or listen multiple times every day.

How often in the last month did you watch or listen to Sports



Sports programs

What time of day do you usually watch or listen to Sports

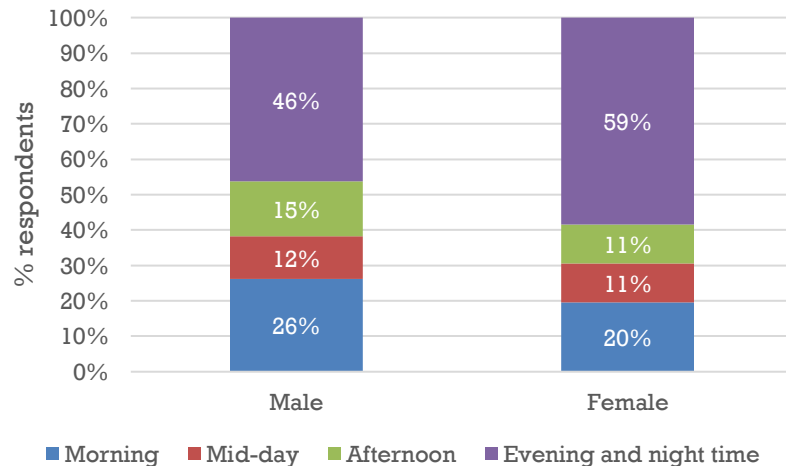


Male and female respondents watch sports in the evening, though we also see more male than female respondents watching in the morning.

Sports content is very much evening viewing – which probably ties in with sports events and commentary shows.

Older users also watch during the afternoon.

What time of day do you usually watch or listen to Sports



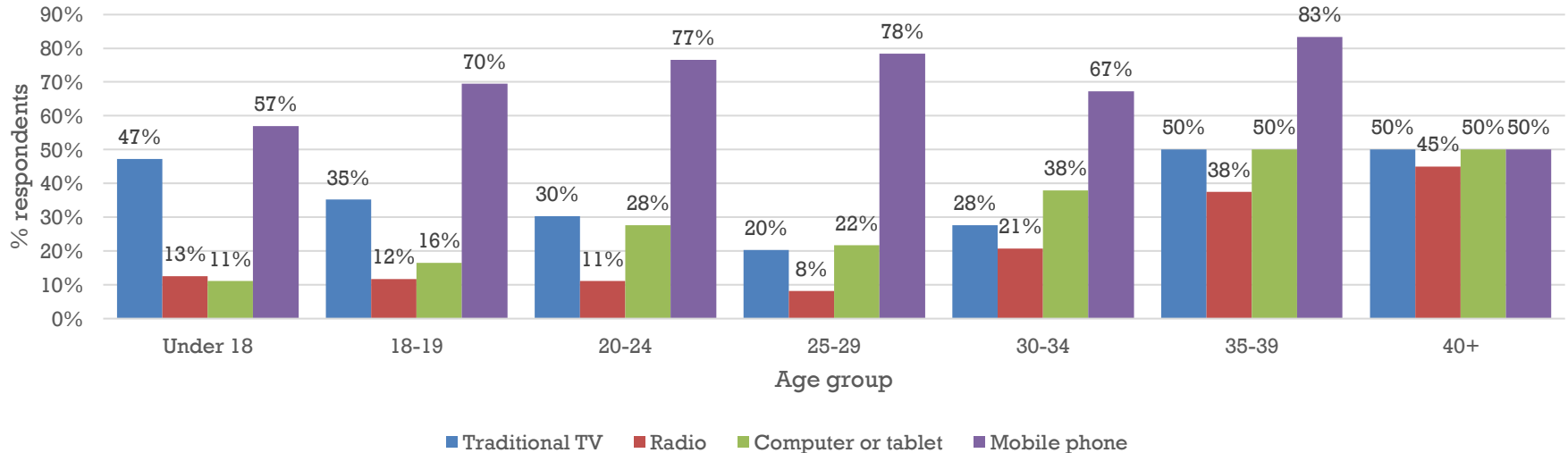
Documentaries

In all age groups, the mobile phone is the dominant device used for documentaries, though this starts to fall in older respondents. Those age 40+ use all these device types more or less equally.

As with other content, those under 18 years old also use a traditional TV.

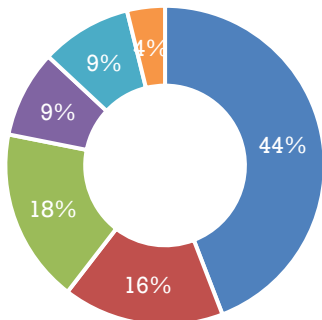
With rising age, we also see a general increase in usage of TV, Radio, and computer / tablet. 45% of the 40+ age group also listen to documentaries on a radio.

What device do you usually use to watch or listen to documentaries content?



Documentaries

How often in the last month did you watch or listen to documentaries (% respondents)



- More than once every day
- Just once per day
- Several times per week
- Once per week
- Several times per month
- Just once per month

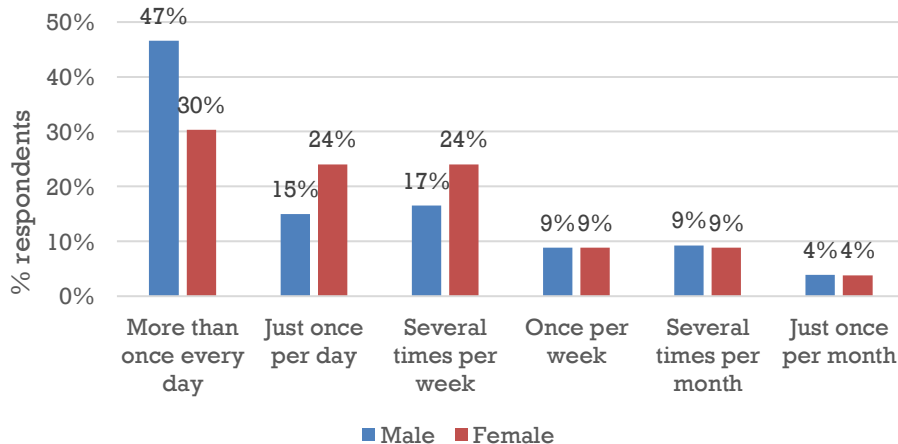
Many more male than female respondents watch documentaries several time per day (47% compared to 30%).

Female viewers watch documentaries daily or just several times per week.

Some 60% who watch or listen to documentaries do so at least once every day.

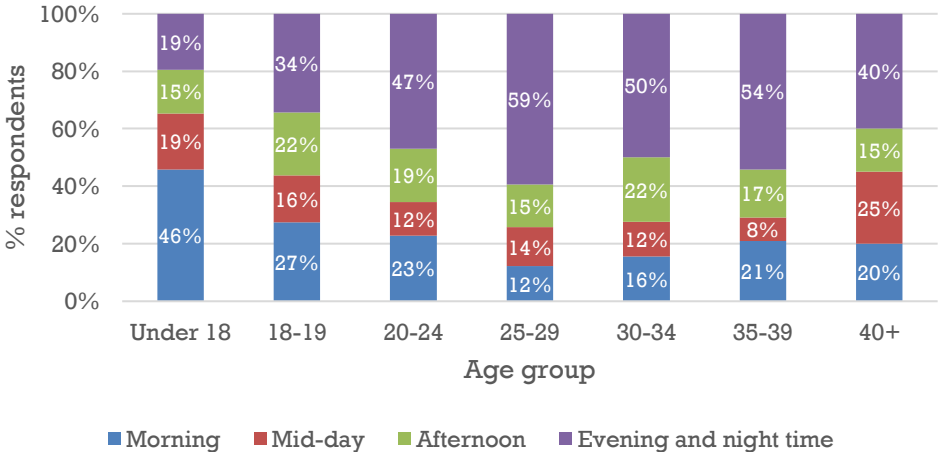
And 44% watch or listen multiple times every day. This is perhaps surprising given that documentaries may be longer than entertainment episodes.

How often in the last month did you watch or listen to documentaries (% respondents)



Documentaries

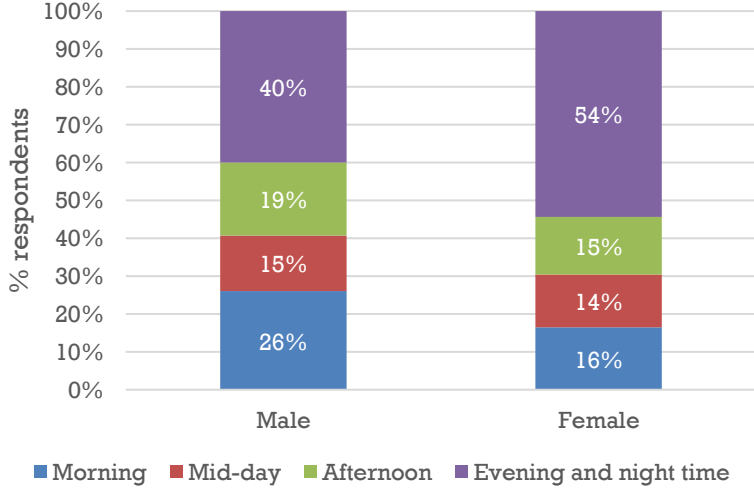
What time of day do you usually watch or listen to documentaries?



Similar to other content types, documentaries tend to be evening viewing except for those under 18 years old.

And again, like other content types, we can see that more male than female respondents tend to watch in the morning, and more female than male respondents tend to watch in the evening.

What time of day do you usually watch or listen to documentaries?

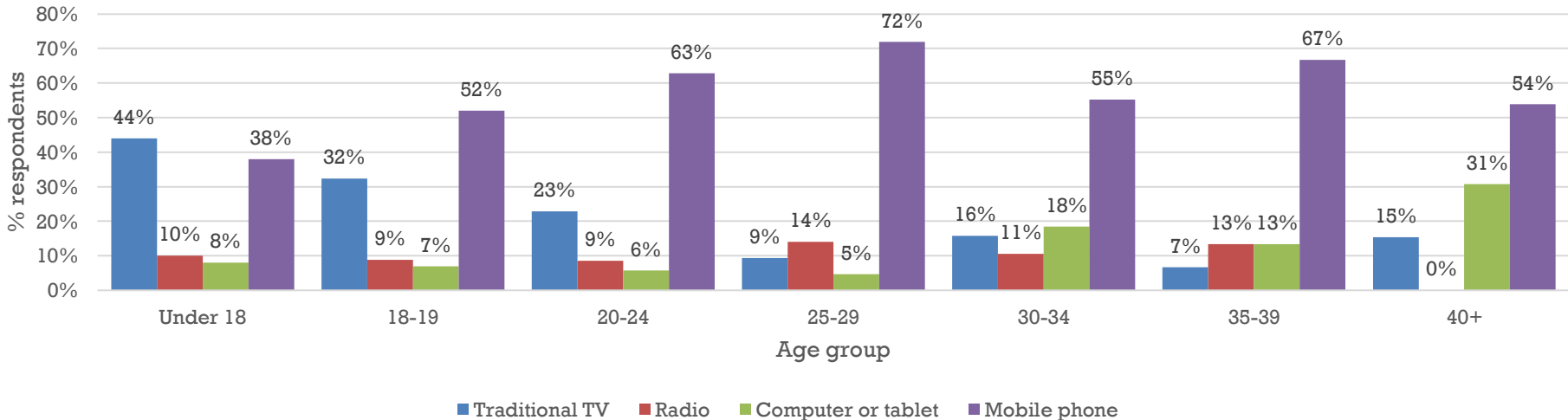


Government Information

Apart from those under 18 years old also use a traditional TV, the mobile phone is the dominant device used for watching / listening to government information. Those age 40+ use also use a computer / tablet to some extent.

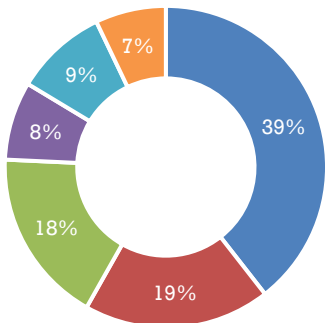
With rising age, we also see a general increase in usage of TV, Radio, and computer / tablet. 45% of the 40+ age group also listen to documentaries on a radio.

What device do you usually use to watch or listen to Government information?



Government Information

How often in the last month did you watch or listen to Government Information



- More than once every day
- Just once per day
- Several times per week
- Once per week
- Several times per month
- Just once per month

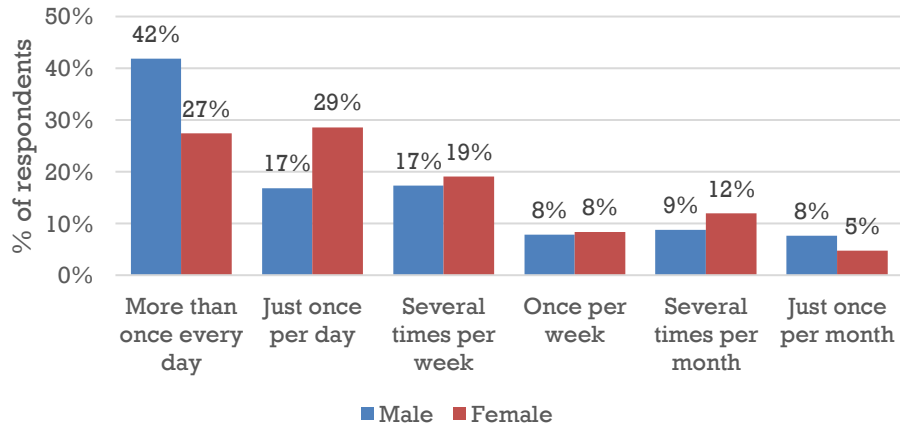
Male respondents are more likely to check government information several times per day, while female users are more likely to check just daily.

Some government information may be linked to special announcement, whilst other content maybe more to do with checking updates and more regular information

Some 58% who watch or listen to documentaries do so at least once every day.

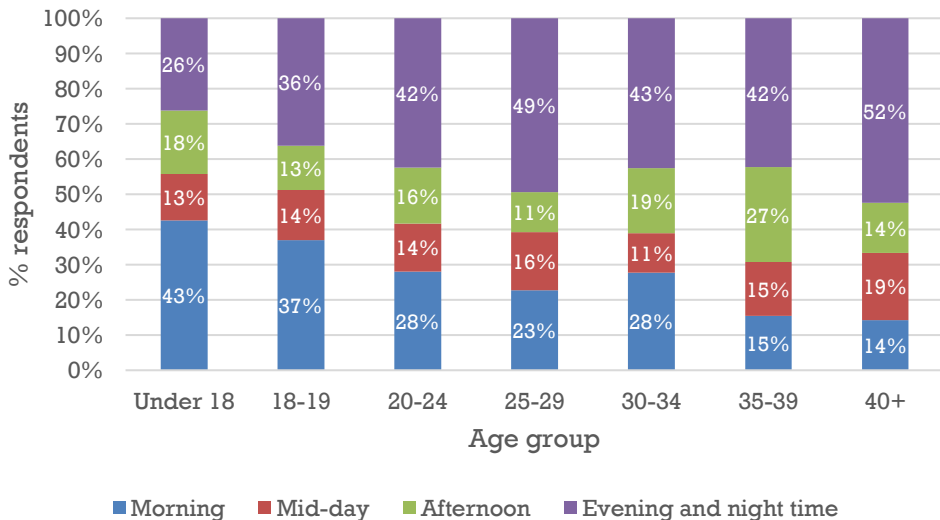
And 39% watch or listen multiple times every day.

How often in the last month did you watch or listen to Government Information



Government Information

What time of day do you usually watch or listen to Government Information

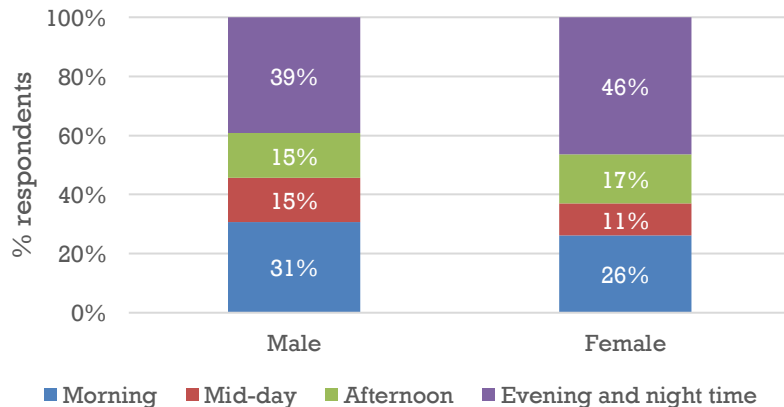


Male users, who check several times per day will also check in the morning (rather than throughout the day).

Checking government information tends to be done in the evening.

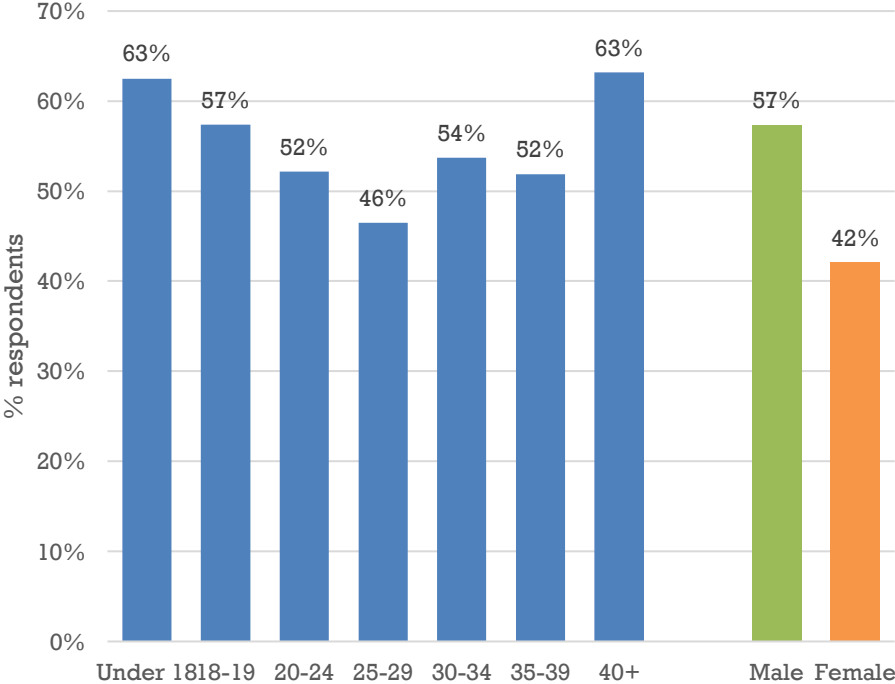
Though younger age groups will check in the morning or evening.

What time of day do you usually watch or listen to Government Information



Media: Printed newspapers

Have you read a printed newspaper in the last 6 months?

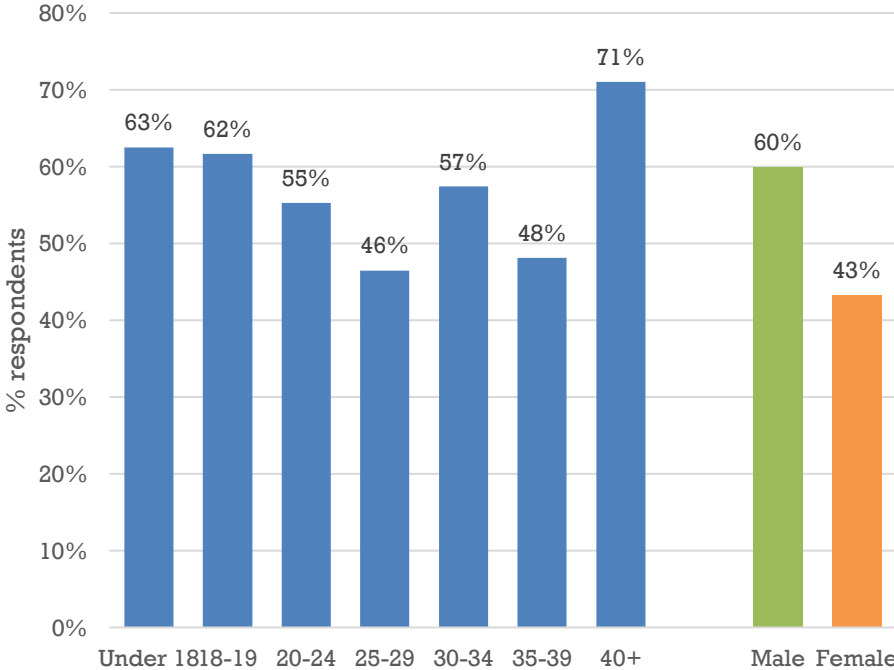


It is interesting to see that overall some 55% of respondents have read a printed newspaper in the last 6 months.

Printed newspapers are more likely to be read by younger or older respondents. And more by male than female respondents

Media: Printed magazines

Have you read a printed magazine in the last 6 months?

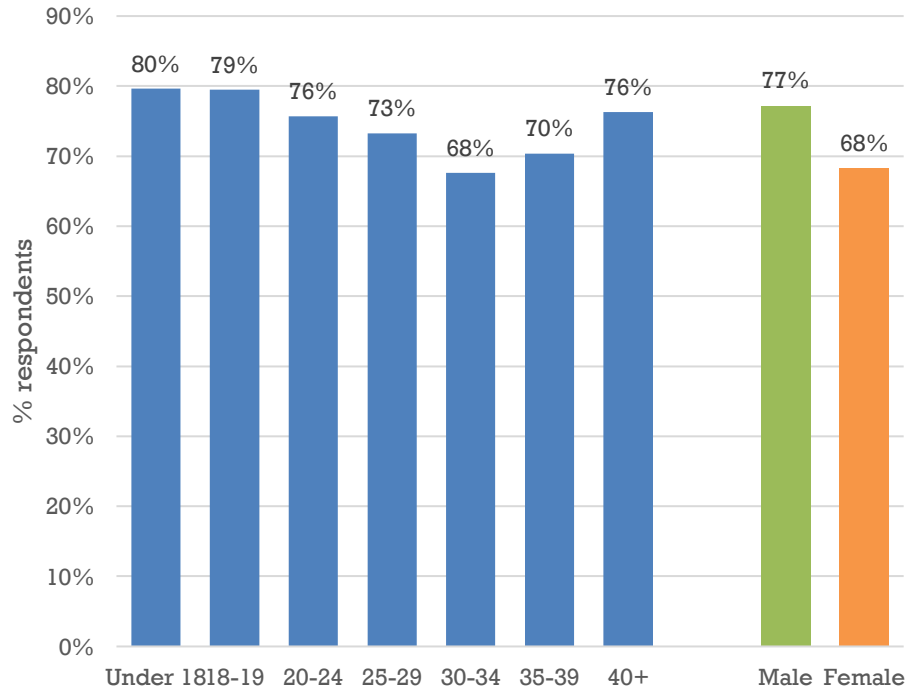


57% of respondents have read a printed magazine in the last 6 months.

Printed magazine are more likely to be read by older respondents. And more by male than female respondents

Media: Books

Have you read a book for pleasure or entertainment in the last 6 months

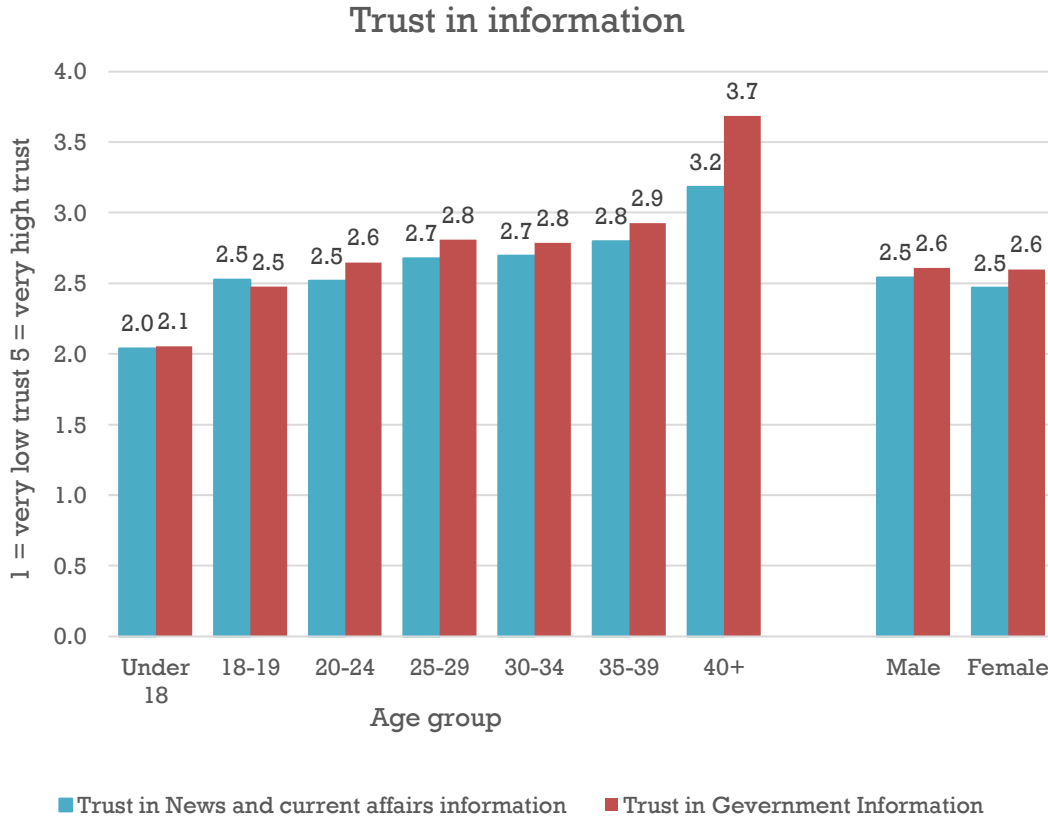


75% of respondents have read a book for pleasure in the last 6 months. This is a high figure given the time pressure exerted by all the other media.

Books appear to be popular across all age groups (though perhaps a little less so in the 30 – 35-year age group).

And more by male than female respondents

Trust in information



Trust in information generally is reasonable (neither high nor low) – though lower in the under 18 yrs age group.

And generally, trust in news and government information is comparable – except in the 40+ age group where trust in government is notably higher.

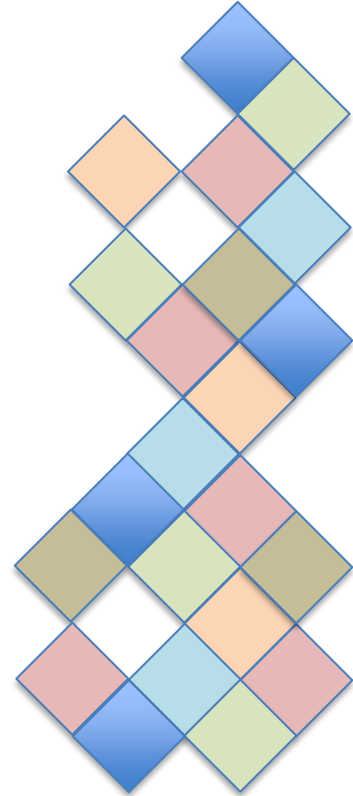
Trust amongst male and female respondents is comparable.

MRTS Consulting conducted an online survey using its independent consumer panel providing a sample spread by:

- Age
- Income
- Gender

1007 responses were gathered during Q2 of 2022.

Full data tabulation and cross breaks managed by MRTS Consulting.



**DELIVERING TARGETED
HIGH RESPONSE
QUALITY SAMPLE
FOR ONLINE SURVEYS
IN CAMBODIA**



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- **Launched – June 2020 by MRTS Consulting Ltd**
- **Active Panelists –20,000 + (and still recruiting)**
- **Panelists are from all provinces of Cambodia**
- **Mobile App (Android & iOS)**
- **Survey Referral System to increase response rate**
- **Panel members are profiled by 10 broad categories covering: Demographics, Household, Health, Automotive, Education, Work, Electronics, Media, Interests, Food.**
- **Clients include: Kantar Profile, Ipsos, Dynata, Toluna, Azure, Blackbox, Acorn, Rakuten, TGM...**



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EXPERIENCE

Over 15 years of experience in marketing and research in Cambodia.



LOCAL KNOWLEDGE

Strong knowledge of local markets which can help our clients to design effective research as well as reporting for business needs.



CONFIDENCE

We undertake work only when absolutely confident in our abilities.



EXCELLENT SERVICE

We are supportive, reliable and quick in responses with friendly manner throughout.



RETURN ON INVESTMENT

What we provide exceeds simple Return on Investment.



FRIENDLY APPROACH

We do everything to ensure that it was not only useful, but also pleasant to work with us. If our client is not also our friend after the shared work, we do not recognize the work as completely successful.

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Facebook page: [/mrtsconsulting](https://www.facebook.com/mrtsconsulting)

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