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

for further information: [strategies@strategies.jo](mailto:strategies@strategies.jo)
P.O.Box 811 580 Amman 11181 Jordan and: [info@irexjordan.org](mailto:info@irexjordan.org)

“Disclaimer: This study was only funded by USAID through IREX and it does not represent their views.”
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 ±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
- Female, 50.2%
- Male, 49.8%

By Education
- <Secondary: 33.4%
- Secondary: 34.5%
- Diploma+: 32.1%

By Age
- 15-19: 20.8%
- 20-24: 18.2%
- 25-29: 12.5%
- 30-39: 18.5%
- 40-49: 13.5%
- 50+: 16.9%
Amman West & Districts

Based on socio-economic status and inhabited by the largest number of middle to upper income households
Based on socio-economic status and inhabited by the largest number of lower middle to lower income households
PART # 1
Section [1]
Radio Listenership
Listened to any radio station during the last 7 days...

- Yes, 56.9%
- No, 43.1%

Base: 2912
Radio Listener Profile By Gender

Based on Last 7 Days

- Male, 55.3
- Female, 44.7
Radio Listener Profile By Education

Based on Last 7 Days

- Secondary 35.8%
- Diploma + 37.6%
- <Secondary 26.6%
Radio Listenership

Radio Listener Profile By Age

Based on Last 7 Days

- 15-19, 20.8
- 20-24, 20.3
- 25-29, 12.9
- 30-39, 18.2
- 40-49, 12.8
- 50+, 15.0
- 40-49, 12.8
- 50+, 15.0
Radio Listener Profile By Region

Based on Last 7 Days

- Amman East, 20.0
- Amman West, 22.2
- Other, 57.9
Listened to any radio station yesterday...

- Yes, 45.9
- No, 54.1
Radio Listenership

Radio Listener Profile By Gender

Based on Yesterday

- Male, 54.3
- Female, 45.7
Radio Listener Profile By Education

Based on Yesterday

- Secondary 35.8
- Diploma + 37.6
- <Secondary 26.6
Radio Listener Profile By Age

Based on Yesterday

- 15-19, 20.8
- 20-24, 20.3
- 25-29, 13.2
- 30-39, 18.2
- 40-49, 12.9
- 50+, 14.6

Jordan Media Survey – 2007
Radio Listenership
Radio Listener Profile By Region

Based on Yesterday

- Other, 58.5
- Amman West, 22.5
- Amman East, 19.0
Radio Listenership

Listened to Radio Last 7 Days ...

- Fann FM 102.1-104.2
- Quran FM 93.1
- Rotana FM 99.9
- JOR FM 99
- JOR AM
- Mazaj FM 95.3
- Hayat FM 104.7
- Amen FM 89.5
- Sawt Elghad FM 101.5
- Melody FM 91.1
- Al Madina FM 88.5
- Watan FM 10.3
- Other

Base: 2912
Radio Listenership Last 7 Days
Major Stations by Gender...
Radio Listenership Last 7 Days
Major Stations
by Education...

Fann FM 102.1-104.2
Quran FM 93.1
Rotana FM 99.9
JOR FM 99
JOR AM
Mazaj FM 95.3
Hayat FM 104.7
Amen FM 89.5

<Secondary  Secondary  Diploma+

6.7 7.3 2.4 3.7 4.3 1.0 0.9
6.0 6.6 5.3 4.3 3.6 3.7 2.3
12.6 12.9 6.9
Jordan Media Survey – 2007

Radio Listenership

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

- Fann FM 102.1-104.2
- Quran FM 93.1
- Rotana FM 99.9
- JOR FM 99
- JOR AM
- Mazaj FM 95.3
- Hayat FM 104.7
- Amen FM 89.5
- Sawt Elghad FM 101.5
- Melody FM 91.1

Age Groups:
- 15-24
- 24-34
- 35-44
- 45+

Values:

<table>
<thead>
<tr>
<th>Station</th>
<th>15-24</th>
<th>24-34</th>
<th>35-44</th>
<th>45+</th>
</tr>
</thead>
<tbody>
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<td>5.1</td>
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<td>6.7</td>
<td>7.6</td>
<td>2.6</td>
<td>4.9</td>
</tr>
<tr>
<td>JOR AM</td>
<td>2.9</td>
<td>2.3</td>
<td>3.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Mazaj FM 95.3</td>
<td>4.4</td>
<td>3.3</td>
<td>1.8</td>
<td>0.7</td>
</tr>
<tr>
<td>Hayat FM 104.7</td>
<td>1.2</td>
<td>1.3</td>
<td>1.9</td>
<td>0.5</td>
</tr>
<tr>
<td>Amen FM 89.5</td>
<td>0.8</td>
<td>0.7</td>
<td>1.2</td>
<td>0.4</td>
</tr>
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<td>0.4</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>Melody FM 91.1</td>
<td>0.3</td>
<td>0.2</td>
<td>0.2</td>
<td>0.3</td>
</tr>
</tbody>
</table>
Radio Listenership Last 7 Days
Major Stations by Metropolitan Area...

- Fann FM 102.1-104.2
- Quran FM 93.1
- Rotana FM 99.9
- JOR FM 99
- JOR AM
- Mazaj FM 95.3
- Hayat FM 104.7
- Amen FM 89.5
- Sawt Elghad FM 101.5
- Melody FM 91.1

- Amman West
- Amman East
- Other

Listening percentages:
- Fann FM 19.3%
- Quran FM 11.9%
- Rotana FM 7.5%
- JOR FM 9.6%
- JOR AM 8.6%
- Mazaj FM 2.3%
- Hayat FM 1.8%
- Amen FM 1.9%
- Sawt Elghad FM 1.2%
- Melody FM 1.2%

Legend:
- Orange: Amman West
- Blue: Amman East
- Black: Other

Note: The percentages represent the percentage of listenership for each station in each metropolitan area.
## Radio Listenership Last 7 Days

### Major Stations by Metropolitan Area

<table>
<thead>
<tr>
<th>Station</th>
<th>Amman West</th>
<th>Amman East</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fann FM 102.1-104.2</td>
<td>7.4</td>
<td>5.5</td>
</tr>
<tr>
<td>Quran FM 93.1</td>
<td>4.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Rotana FM 99.9</td>
<td>4.2</td>
<td>3.4</td>
</tr>
<tr>
<td>JOR FM 99</td>
<td>3.0</td>
<td>1.9</td>
</tr>
<tr>
<td>JOR AM</td>
<td>1.4</td>
<td>1.2</td>
</tr>
<tr>
<td>Mazaj FM 95.3</td>
<td>2.0</td>
<td>3.3</td>
</tr>
<tr>
<td>Hayat FM 104.7</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>Amen FM 89.5</td>
<td>1.4</td>
<td>1.1</td>
</tr>
<tr>
<td>Sawt Elghad FM 101.5</td>
<td>1.3</td>
<td>0.4</td>
</tr>
<tr>
<td>Melody FM 91.1</td>
<td>0.9</td>
<td>0.5</td>
</tr>
</tbody>
</table>
Radio Listenership

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

Penetration Amman West

<table>
<thead>
<tr>
<th>Station</th>
<th>Listenership</th>
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<tr>
<td>Rotana FM 99.9</td>
<td>4.2</td>
</tr>
<tr>
<td>JOR FM 99</td>
<td>1.9</td>
</tr>
<tr>
<td>JOR AM</td>
<td>1.2</td>
</tr>
<tr>
<td>Mazaj FM 95.3</td>
<td>3.3</td>
</tr>
<tr>
<td>Hayat FM 104.7</td>
<td>1.7</td>
</tr>
<tr>
<td>Amen FM 89.5</td>
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</tr>
<tr>
<td>Sawt Elghad FM 101.5</td>
<td>1.3</td>
</tr>
<tr>
<td>Melody FM 91.1</td>
<td>0.9</td>
</tr>
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</table>
Radio Listenership

Listened to Radio Yesterday ...

Watan FM 100.3 – 0.9
JOR FM 88 – 0.5
JOR FM 96.3 – 0.3
Amman Net FM 92.4 – 0.3
Mood FM 92.0 – 0.3
PLAY FM 99.6 – 0.3
Beat FM 102.5 – 0.3
Ahlain FM 97.1 – 0.2

Base: 2912
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.
## Radio Penetration...

### by Gender & Education

<table>
<thead>
<tr>
<th>Station</th>
<th>Station Sample Base</th>
<th>Last 7 Days</th>
<th>Male</th>
<th>Female</th>
<th>&lt;Secondary</th>
<th>Secondary</th>
<th>Diploma+</th>
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</thead>
<tbody>
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<td>32.2</td>
<td>17.9</td>
<td>14.3</td>
<td>6.7</td>
<td>12.6</td>
<td>12.9</td>
</tr>
<tr>
<td>Quran FM 93.1</td>
<td>606</td>
<td>20.8</td>
<td>10.5</td>
<td>10.3</td>
<td>7.3</td>
<td>6.7</td>
<td>6.9</td>
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<tr>
<td>Rotana FM 99.9</td>
<td>438</td>
<td>15.0</td>
<td>7.7</td>
<td>7.6</td>
<td>2.4</td>
<td>6.0</td>
<td>6.6</td>
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<tr>
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<td>420</td>
<td>14.4</td>
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<td>3.7</td>
<td>5.3</td>
<td>5.4</td>
</tr>
<tr>
<td>JOR AM</td>
<td>329</td>
<td>11.3</td>
<td>6.6</td>
<td>4.6</td>
<td>4.3</td>
<td>3.3</td>
<td>3.6</td>
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<td>Mazaj FM 95.3</td>
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<td>3.7</td>
<td>1.0</td>
<td>2.9</td>
<td>3.7</td>
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<tr>
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<td>3.2</td>
<td>1.0</td>
<td>2.4</td>
<td>2.3</td>
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<td>0.9</td>
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<td>2.0</td>
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<td>1.5</td>
<td>1.3</td>
<td>0.4</td>
<td>1.0</td>
<td>1.4</td>
</tr>
<tr>
<td>Melody FM 91.1</td>
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<td>1.4</td>
<td>1.2</td>
<td>0.3</td>
<td>1.1</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Total Base: 2912
### Radio Penetration...
**by Age & Metropolitan Area**

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<th>Sample Base</th>
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<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45+</th>
<th>Amman West</th>
<th>Amman East</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.7</td>
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<td>Amen FM 89.5</td>
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<td>0.5</td>
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</tr>
</tbody>
</table>

**Total Base: 2912**
PART # 1
Section [2]
New Media
Mobile Commercial Text Messages
New Media – Mobile Commercial Text Messages

Mobile Users...

NO, 21.4

YES, 78.5
Mobile User Profile By Gender

- Male: 53.1%
- Female: 46.9%
Mobile User Profile By Education

- Diploma: 37.8%
- Secondary: 36.8%
- <Secondary: 25.4%
Mobile User Profile By Age

- 20-24, 20.2%
- 25-29, 14.0%
- 30-39, 21.0%
- 40-49, 13.1%
- 50+, 12.5%
Mobile User Profile By Region

- **Amman East**, 21.0
- **Amman West**, 21.3
- **Other**, 57.7

Jordan Media Survey – 2007

New Media – *Mobile Commercial Text Messages*
Jordan Media Survey – 2007

New Media – Mobile Commercial Text Messages

Of Those Receiving Commercial Text Messages

% of Those Who Read...

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>52.1</td>
</tr>
<tr>
<td>Sometimes</td>
<td>27.5</td>
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<tr>
<td>Not Interested</td>
<td>19.1</td>
</tr>
<tr>
<td>NS/NR</td>
<td>1.3</td>
</tr>
</tbody>
</table>
Of Those Receiving Commercial Text Messages

Who Think It Requires Previous Consent...

![Chart showing the percentage of people who think commercial text messages require previous consent. The chart indicates that 41.8% think it requires consent, 54.9% do not, and 3.3% are unsure or not responding.](chart.png)
Of Those Receiving Commercial Text Messages

A Source of Annoyance?

- Great Deal: 14.5%
- Somewhat: 14.1%
- Little: 14.8%
- Not at all: 53.8%
- NS/NR: 2.8%
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”
E-mail Users...

NO, 81.8

YES, 17.9
New Media – E-mail Spam

E-mail User Profile By Gender

- Male, 60.5
- Female, 39.5
E-mail User Profile By Education

- Diploma +64.9
- Secondary, 26.7
- <Secondary, 8.4
E-mail User Profile By Region

- Amman West, 39.5%
- Amman East, 19.6%
- Other, 40.9%
Frequency of Receiving E-mail Spam

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many times per day</td>
<td>20.9%</td>
</tr>
<tr>
<td>Once a day</td>
<td>8.3%</td>
</tr>
<tr>
<td>Several times a week</td>
<td>24.8%</td>
</tr>
<tr>
<td>Once a week</td>
<td>16.5%</td>
</tr>
<tr>
<td>Less than that</td>
<td>11.7%</td>
</tr>
<tr>
<td>None</td>
<td>11.5%</td>
</tr>
<tr>
<td>NS/NR</td>
<td>6.4%</td>
</tr>
</tbody>
</table>
Of Those Receiving E-mail Spam

% of Those Who Read…

- Always: 39.0%
- Sometimes: 36.4%
- Not Interested: 23.8%
- NS/NR: 0.7%
Of Those Receiving E-mail Spam

Who Think It Requires Previous Consent...

- Yes: 46.4%
- No: 52.5%
- NS/NR: 1.2%
Of Those Receiving E-mail Spam

A Source of Annoyance?…

<table>
<thead>
<tr>
<th>Degree of Annoyance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Deal</td>
<td>14.6</td>
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<tr>
<td>Somewhat</td>
<td>12.2</td>
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<tr>
<td>Little</td>
<td>16.5</td>
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<tr>
<td>Not at all</td>
<td>55.8</td>
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<tr>
<td>NS/NR</td>
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</tbody>
</table>
Jordan Media Survey

Publications: Daily Newspapers

SECTION [4]

Dec 2007
PART # 1
Publications
The above category shares represent 51.8% of those who read any publication during the last 30 days.

Multiple answer questions
Publication Readership Profile
By Gender

Based on Last 30 Days Readers

Daily
- Male: 58.2%
- Female: 41.8%

Weekly
- Male: 56.0%
- Female: 44.0%

Monthly
- Male: 33.0%
- Female: 67.0%
Publication Readership Profile
By Education

Based on Last 30 Days Readers
Jordan Media Survey – 2007
Publication Readership

Publication Readership Profile
By Age

Based on Last 30 Days Readers

Daily

Weekly

Monthly

<table>
<thead>
<tr>
<th>Age</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
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</thead>
<tbody>
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<tr>
<td>20-24</td>
<td>18.4</td>
<td>21.5</td>
<td>22.3</td>
</tr>
<tr>
<td>25-29</td>
<td>14.4</td>
<td>11.7</td>
<td>12.0</td>
</tr>
<tr>
<td>30-39</td>
<td>20.8</td>
<td>18.9</td>
<td>12.4</td>
</tr>
<tr>
<td>40-49</td>
<td>14.9</td>
<td>11.9</td>
<td>12.4</td>
</tr>
<tr>
<td>50+</td>
<td>14.4</td>
<td>13.1</td>
<td>7.6</td>
</tr>
</tbody>
</table>
Jordan Media Survey – 2007

Publication Readership Profile

By Region

Based on Last 30 Days Readers

Daily

Weekly

Monthly
PART # 1
Section [4]
Publications: Daily Newspapers
Daily newspapers readership during the last 30 days...

- Yes: 42.8%
- No: 57.2%

Base: 2912
Jordan Media Survey – 2007
Daily Newspaper Readership

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

Rate of duplication is 1.47 publication per person or 3 persons read 2 publications

Base: 2912
Jordan Media Survey – 2007

Daily Newspaper Readership

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

No, 81.5

Yes, 18.5

Base: 2912
Readership of daily newspapers
last 30 days and yesterday

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Last 30 Days</th>
<th>Yesterday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Rai</td>
<td>28.9</td>
<td>10.8</td>
</tr>
<tr>
<td>Al Ghad</td>
<td>15.2</td>
<td>6.0</td>
</tr>
<tr>
<td>Al Dustour</td>
<td>12.9</td>
<td>4.2</td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>5.0</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Loyalty Factor %

- Al Rai: 37.4%
- Al Ghad: 39.5%
- Al Dustour: 32.6%
- Al Arab Al Yawm: 30.0%

Base: 2912
Jordan Media Survey – 2007

Daily Newspaper Readership

Readership Last 30 Days
by Gender...

Base: 2912

Al Rai

Al Ghad

Al Dustour

Al Arab Al Yawm

Male

Female
Readership Last 30 Days by Education...

- **Al Rai**: 4.9, 10.8, 13.2
- **Al Ghad**: 2.3, 5.4, 7.6
- **Al Dustour**: 2.3, 4.5, 6.1
- **Al Arab Al Yawm**: 0.7, 1.5, 2.8

Base: 2912
Readership Last 30 Days
by Age...

Base: 2912
Readership Last 30 Days
by Metropolitan Area...

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Amman West</th>
<th>Amman East</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Rai</td>
<td>7.1%</td>
<td>5.3%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Al Ghad</td>
<td>4.8%</td>
<td>2.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Al Dustour</td>
<td>2.4%</td>
<td>2.4%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>0.7%</td>
<td>0.9%</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Base: 2912
Jordan Media Survey – 2007

Daily Newspaper Readership

Readership Last 30 Days by Metropolitan Area...

Penetration in Governorates

Al Rai: 16.5
Al Ghad: 7.6
Al Dustour: 8.2
Al Arab Al Yawm: 3.4

Base: 2912
Readership Last 30 Days

by Metropolitan Area...

Penetration in Amman

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Amman West</th>
<th>Amman East</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Rai</td>
<td>7.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Al Ghad</td>
<td>4.8</td>
<td>2.9</td>
</tr>
<tr>
<td>Al Dustour</td>
<td>2.4</td>
<td>2.4</td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>0.7</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Base: 2912
Jordan Media Survey – 2007

Daily Newspaper Readership

Readership Last 30 Days
by Metropolitan Area...

Penetration Amman West

Al Rai: 7.1
Al Ghad: 4.8
Al Dustour: 2.4
Al Arab Al Yawm: 0.7

Base: 2912
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.
## Daily Newspaper Penetration…
### by Gender & Education

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

Total Base: 2912
### Daily Newspaper Penetration...

**by Age & Metropolitan Area**

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

Total Base: 2912
Title Readership Profile By Gender

Based on Last 30 Days Readers

Al Rai
Male 57.9
Female 42.1

Al Ghad
Male 53.4
Female 46.6

Al Dustour
Male 63.0
Female 37.0

Al Arab Al Yawm
Male 61.4
Female 38.6
Jordan Media Survey – 2007

Daily Newspaper Readership

Title Readership Profile By Education

Based on Last 30 Days Readers
Title Readership Profile By Age

Based on Last 30 Days Readers

**Al Rai**

- 15-19: 14.9
- 20-24: 19.3
- 25-29: 20.5
- 30-39: 15.8
- 40-49: 14.7
- 50+: 0

**Al Ghad**

- 15-19: 22.1
- 20-24: 16.7
- 25-29: 16.0
- 30-39: 18.2
- 40-49: 11.9
- 50+: 15.1

**Al Dustour**

- 15-19: 22.3
- 20-24: 18.1
- 25-29: 13.8
- 30-39: 17.6
- 40-49: 15.7
- 50+: 0

**Al Arab Al Yawm**

- 15-19: 22.8
- 20-24: 13.1
- 25-29: 21.4
- 30-39: 12.4
- 40-49: 13.1
- 50+: 0
Title Readership Profile By Metropolitan Area

Based on Last 30 Days Readers
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

Al Dustour Daily

Al Arab Al Yawm Daily

Based on Last 30 Days Readers
Overall Readership Profile By Metropolitan Area

Based on Last 30 Days Readers

- Amman West: 25.2%
- Amman East: 21.0%
- Irbid: 14.3%
- Zarqa: 7.9%
- Aqaba: 6.3%
- Other Governorates: 25.3%
Jordan Media Survey – 2007

Daily Newspaper Readership

**Al Rai: Recall By Topic**

Based on Yesterday's Readership

- **Other**: 20.5
- **Cartoons**: 0.2
- **Obituaries**: 1.4
- **Careers**: 0.5
- **Health**: 4.6
- **Social/Cultural**: 5.4
- **Economic News**: 10.7
- **Rising Cost of Living**: 10.9
- **Sports**: 12.2
- **Political News**: 27.8
- **Don't Remember**: 5.8

0 20 40

Don't Remember
Al Ghad: Recall By Topic

Based on Yesterday's Readership

- Don't Remember: 16.9
- Political News: 22.0
- Sports: 11.7
- Economic News: 11.3
- Social/Cultural: 10.3
- Rising Cost of Living: 9.8
- Health: 6.7
- Careers: 0.5
- Cartoons: 0.5
- Other: 0.5

Jordan Media Survey – 2007
Daily Newspaper Readership
Al Dustour: Recall By Topic

Based on Yesterday's Readership

- Other: 9.9
- Cartoons: 0.8
- Obituaries: 3.1
- Health: 4.6
- Social/Cultural: 7.0
- Economic News: 17.9
- Rising Cost of Living: 13.3
- Sports: 18.6
- Political News: 14.0
- Don't Remember: 10.8
**Jordan Media Survey – 2007**

**Daily Newspaper Readership**

**Al Arab Al Yawm: Recall By Topic**

Based on Yesterday’s Readership

- Other: 4.3
- Cartoons: 0.0
- Obituaries: 1.8
- Health: 5.6
- Social/Cultural: 5.5
- Economic News: 12.9
- Rising Cost of Living: 11.0
- Sports: 14.7
- Political News: 23.8
- Don’t Remember: 20.4
Jordan Media Survey – 2007
Daily Newspaper Readership

Source of Copy...Major Dailies

Based on Last 30 Days Title Readership

<table>
<thead>
<tr>
<th>Source of Copy</th>
<th>Al Rai</th>
<th>Al Ghad</th>
<th>Al Dustour</th>
<th>Al Arab Al Yawm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought it</td>
<td>76.9</td>
<td>54.5</td>
<td>67.0</td>
<td>56.6</td>
</tr>
<tr>
<td>Home Subscription</td>
<td>5.7</td>
<td>9.9</td>
<td>4.8</td>
<td>9.7</td>
</tr>
<tr>
<td>Office Copy</td>
<td>10.6</td>
<td>2.5</td>
<td>17.0</td>
<td>17.2</td>
</tr>
<tr>
<td>Free Copy</td>
<td>2.9</td>
<td>5.40</td>
<td>4.3</td>
<td>11.0</td>
</tr>
<tr>
<td>Other</td>
<td>3.9</td>
<td>6.9</td>
<td>6.9</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Legend:
- Orange: Bought it
- Green: Home Subscription
- Blue: Office Copy
- Light Blue: Free Copy
- Gray: Other
Jordan Media Survey – 2007
Daily Newspaper Readership

Source of Copy...Major Dailies

Based on Population
Last 30 Days

Al Rai
Bought it 1.6
Home Subscription 3.1
Office Copy 0.8
Free Copy 1.1
Other 1.5

Al Ghad
Bought it 8.3
Home Subscription 4.2
Office Copy 0.4
Free Copy 0.8
Other 1.5

Al Dustour
Bought it 8.7
Home Subscription 2.2
Office Copy 2.2
Free Copy 0.9
Other 0.6

Al Arab Al Yawm
Bought it 2.8
Home Subscription 0.5
Office Copy 0.5
Free Copy 0.9
Other 0.3

Strategies
Intend to Renew Home Subscription

Based on Last 30 Days Readership

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Home Subscription</th>
<th>Intend to Renew</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Rai</td>
<td>5.7</td>
<td>72.9</td>
</tr>
<tr>
<td>Al Ghad</td>
<td>27.7</td>
<td>74.8</td>
</tr>
<tr>
<td>Al Dustour</td>
<td>4.8</td>
<td>66.7</td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>9.7</td>
<td>71.4</td>
</tr>
</tbody>
</table>
**Jordan Media Survey – 2007**

**Daily Newspaper Readership**

**Internet Readership**

Based on Last 30 Days Title Readership

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Rai</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Al Ghad</td>
<td>12.2</td>
<td></td>
</tr>
<tr>
<td>Al Dustour</td>
<td>7.4</td>
<td></td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>14.5</td>
<td></td>
</tr>
<tr>
<td>Jordan Times</td>
<td>20.0</td>
<td></td>
</tr>
</tbody>
</table>

---

**Strategies**

HarrisInteractive
Daily Newspaper Readership

Usually Read Columnists

Based on Last 30 Days Columnist Readers

<table>
<thead>
<tr>
<th>Columnist</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do Not Remember</td>
<td>13.2</td>
</tr>
<tr>
<td>AL Fanek</td>
<td>12.8</td>
</tr>
<tr>
<td>Ahmad Al Zo'bi</td>
<td>8.4</td>
</tr>
<tr>
<td>Al Qallab</td>
<td>5.0</td>
</tr>
<tr>
<td>Rakan Al Majali</td>
<td>4.2</td>
</tr>
<tr>
<td>Masarweh</td>
<td>3.9</td>
</tr>
<tr>
<td>Samih Ma'aytah</td>
<td>2.9</td>
</tr>
</tbody>
</table>

Yes 14.4

No 85.6

Jordan Media Survey – 2007

Daily Newspaper Readership

Do Not Remember

AL Fanek

Ahmad Al Zo'bi

Al Qallab

Rakan Al Majali

Masarweh

Samih Ma'aytah

Based on Last 30 Days Columnist Readers

Yes 14.4

No 85.6
Most read topics/sections overall...

- **Political & Local News**: 26.1
- **Front Page**: 12.9
- **Back Page**: 6.2
- **Sports**: 5.8
- **Economic**: 6.6
- **Traffic**: 4.5
- **Horoscope**: 3.3
- **Other**: 34.6

Based on Last 30 Days Readership
PART # 1
Weekly Newspapers and Magazines
Jordan Media Survey – 2007

Weekly Newspaper Readership

PART # 1
Section [5]

Weekly Newspapers
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
Publication Readership Profile
By Gender

Based on Last 30 Days Readers

Daily
Female 41.8
Male 58.2

Weekly
Female 44.0
Male 56.0

Monthly
Female 67.0
Male 33.0
Publication Readership Profile

By Education

Based on Last 30 Days Readers

Daily

Weekly

Monthly

<Secondary  Secondary  Diploma+

18.4  37.1  44.5

14.4  39.6  46.0

12.4  32.0  55.7
Publication Readership Profile

By Age

Based on Last 30 Days Readers
Publication Readership Profile

By Region

Based on Last 30 Days Readers

Daily

Weekly

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

YES, 21.0

NO, 79.0

Total Base: 2912
Read/flipped through any of the socio-political weekly newspapers during the last 30 days...

- Sheehan 2.9
- As Sabeel 1.9
- Al Shahed 0.9
- Hawadeth Assa’a 0.8
- Other 2.7

Base: 2912
Read/flipped through any of the free classified weekly newspapers during the last 30 days...

- Al Waseet: 16.0
- Al Mumtaz: 7.4
- Amlak: 1.8
- Akarkom: 1.5
- Other: 1.5

Madinat Al Ilan: 0.9
Beity: 0.6

Base: 2912
Read/flipped through any of the sports weekly newspapers during the last 30 days...

- Faislai Riyadh: 1.1
- Wehdat Al Riyadh: 1.1
- Other: 0.6

Al Mala’eb: 0.3
Shabab Al Urdun: 0.3

Base: 2912
Read/flipped through *any of the weekly newspapers* during the last 30 days...

**Jordan Media Survey – 2007**

Weekly Newspaper Readership

**Base: 2912**
Read/flipped through any of the weekly newspapers during the last 7 days...

Total Base: 2912

YES, 12.4

NO, 87.6
Read/flipped through any of the weekly newspapers within last 7 days...

Base: 2912
Readership of the two major free classified weekly newspapers last 30 days and last 7 days
Readership of the two major free classified weekly newspapers

Last 30 Days
by Gender...

Base: 2912
Readership of the two major free classified weekly newspapers

Last 30 Days

by Education…

Base: 2912
Readership of the two major free classified weekly newspapers

Last 30 Days

by Age...

Base: 2912
Readership of the two major free classified weekly newspapers
Last 30 Days
by Metropolitan Area...

<table>
<thead>
<tr>
<th></th>
<th>Al Waseet</th>
<th>Al Mumtaz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amman West</td>
<td>7.7</td>
<td>4.6</td>
</tr>
<tr>
<td>Amman East</td>
<td>4.7</td>
<td>1.5</td>
</tr>
<tr>
<td>Other</td>
<td>3.6</td>
<td>1.3</td>
</tr>
</tbody>
</table>

Base: 2912
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.
### Major Free Classified Weekly Newspaper Penetration...

**by Gender & Education**

<table>
<thead>
<tr>
<th>Free Classified Weekly Title</th>
<th>Title Sample Base</th>
<th>Last 30 Days</th>
<th>Male</th>
<th>Female</th>
<th>&lt;Secondary-ary&gt;</th>
<th>Secondary-ary</th>
<th>Diploma+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Waseet</td>
<td>467</td>
<td>16.0</td>
<td>8.2</td>
<td>7.9</td>
<td>1.9</td>
<td>6.4</td>
<td>7.7</td>
</tr>
<tr>
<td>Al Mumtaz</td>
<td>216</td>
<td>7.4</td>
<td>3.5</td>
<td>3.9</td>
<td>0.8</td>
<td>2.7</td>
<td>3.9</td>
</tr>
</tbody>
</table>

Total Base: 2912
### Major Free Classified Weekly Newspaper Penetration...

**by Age & Metropolitan Area**

<table>
<thead>
<tr>
<th>Free Classified Weekly Title</th>
<th>Title Sample Base</th>
<th>Last 30 Days</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45+</th>
<th>Amman West</th>
<th>Amman East</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Waseet</td>
<td>467</td>
<td>16.0</td>
<td>6.7</td>
<td>3.8</td>
<td>2.6</td>
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<td>7.7</td>
<td>4.7</td>
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<tr>
<td>Al Mumtaz</td>
<td>216</td>
<td>7.4</td>
<td>2.9</td>
<td>1.6</td>
<td>1.1</td>
<td>1.8</td>
<td>4.6</td>
<td>1.5</td>
<td>1.3</td>
</tr>
</tbody>
</table>

Total Base: 2912
Readership Profile By Gender
Based on Last 30 Days

Al Waseet
- Female, 49.0
- Male, 51.0

Al Mumtaz
- Female, 52.3
- Male, 47.7
Readership Profile By Education
Based on Last 30 Days Readers

**Al Waseet**

- <Secondary: 12.0%
- Secondary: 40.0%
- Diploma+: 48.0%

**Al Mumtaz**

- <Secondary: 10.6%
- Secondary: 37.0%
- Diploma+: 52.3%
Readership Profile By Age
Based on Last 30 Days

Al Waseet

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Al Waseet</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19</td>
<td>21.2</td>
</tr>
<tr>
<td>20-24</td>
<td>20.8</td>
</tr>
<tr>
<td>25-29</td>
<td>11.1</td>
</tr>
<tr>
<td>30-39</td>
<td>21.0</td>
</tr>
<tr>
<td>40-49</td>
<td>13.1</td>
</tr>
<tr>
<td>50+</td>
<td>12.8</td>
</tr>
</tbody>
</table>

Al Mumtaz

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Al Mumtaz</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19</td>
<td>19.9</td>
</tr>
<tr>
<td>20-24</td>
<td>19.0</td>
</tr>
<tr>
<td>25-29</td>
<td>10.6</td>
</tr>
<tr>
<td>30-39</td>
<td>18.5</td>
</tr>
<tr>
<td>40-49</td>
<td>16.2</td>
</tr>
<tr>
<td>50+</td>
<td>15.7</td>
</tr>
</tbody>
</table>
Readership Profile By Metropolitan Area
Based on Last 30 Days

Al Waseet

- Amman West: 48.2%
- Amman East: 29.1%
- Other: 22.7%

Al Mumtaz

- Amman West: 62.0%
- Amman East: 20.4%
- Other: 17.6%
Weekly Newspaper Readership

Source of Copy...

Based on Last 30 Days Title Readership

<table>
<thead>
<tr>
<th>Title</th>
<th>Home Copy</th>
<th>Office Copy</th>
<th>Office &amp; Home Copy</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Waseet</td>
<td>27.4</td>
<td>5.6</td>
<td>25.3</td>
<td></td>
</tr>
<tr>
<td>Al Mumtaz</td>
<td>26.4</td>
<td>6.5</td>
<td>46.8</td>
<td>20.4</td>
</tr>
</tbody>
</table>

Orange: Home Copy
Blue: Office Copy
Purple: Office & Home Copy
Green: Other
Weekly Newspaper Readership

Source of Copy...

Based on Total Population
Last 30 Days Readership

Al Waseet
- Home Copy: 6.7
- Office Copy: 4.4
- Office & Home Copy: 0.9
- Other: 2.0

Al Mumtaz
- Home Copy: 3.5
- Office Copy: 2.0
- Office & Home Copy: 0.5
- Other: 1.5
PART # 1
Section [6]
Monthly Publications
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.
The above category shares represent 51.8% of those who read any publication during the last 30 days.
Publication Readership Profile
By Gender

Based on Last 30 Days Readers

**Daily**
- Female: 41.8
- Male: 58.2

**Weekly**
- Female: 44.0
- Male: 56.0

**Monthly**
- Female, 66.8
- Male, 33.2
Publication Readership Profile

By Education

Based on Last 30 Days Readers
Publication Readership Profile
By Age

Based on Last 30 Days Readers
Monthly Publications Readership

Publication Readership Profile
By Region

Based on Last 30 Days Readers

<table>
<thead>
<tr>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amman West</td>
<td>Amman East</td>
<td>Other</td>
</tr>
<tr>
<td>25.2%</td>
<td>21.0%</td>
<td>53.8%</td>
</tr>
</tbody>
</table>
Read/flipped through any magazine during the last 30 days...

NO, 90.0

YES 10.0
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
Layalina Magazine Readership Profile

Based on Last 30 Days Readers

By Gender
- Male: 40.6
- Female: 59.4

By Age
- 15-19: 37.7
- 20-24: 26.1
- 25-29: 9.4
- 30-39: 9.4
- 40-49: 8.7
- 50+: 8.7

By Education
- <Secondary: 8.7
- Secondary: 31.9
- Diploma+: 59.4
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

- Layalina
  - Do not remember: 38.0
  - Showbiz: 14.7
  - Fashion: 19.0
  - Health/Sports: 10.3
  - MakeUp: 4.3
  - Social: 6.5

- Anty
  - Do not remember: 47.8
  - Showbiz: 15.2
  - Fashion: 8.6
  - Health/Sports: 10.3
  - MakeUp: 8.8
  - Social: 6.6

- Sharqui
  - Do not remember: 46.7
  - Showbiz: 6.5
  - Fashion: 8.8
  - Health/Sports: 8.7
  - MakeUp: 6.6
  - Social: 13.3

- Nas U Nas
  - Do not remember: 35.5
  - Showbiz: 9.7
  - Fashion: 3.2
  - Health/Sports: 6.5
  - MakeUp: 0
  - Social: 6.5

Legend:
- Orange: Do not remember
- Blue: Showbiz
- Purple: Fashion
- Dark Purple: Health/Sports
- Light Purple: MakeUp
- Red: Social
PART # 1
Appendices
### Jordan Media Survey – 2007

#### All Media Comparative Penetration By Demographic Characteristics

<table>
<thead>
<tr>
<th>Medium</th>
<th>Male</th>
<th>Female</th>
<th>Δ% Gender</th>
<th>Δ% Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fann FM 102.1-104.2</td>
<td>17.3</td>
<td>14.3</td>
<td></td>
<td>7.7</td>
</tr>
<tr>
<td>Al Rai</td>
<td>16.7</td>
<td>17.2</td>
<td></td>
<td>7.5</td>
</tr>
<tr>
<td>Quran FM 93.1</td>
<td>16.8</td>
<td>16.8</td>
<td></td>
<td>0.0</td>
</tr>
<tr>
<td>Al Waseet</td>
<td>17.7</td>
<td>7.3</td>
<td></td>
<td>4.5</td>
</tr>
<tr>
<td>Al Arab Al Yawm</td>
<td>8.1</td>
<td>7.1</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Rotana FM 99.9</td>
<td>7.7</td>
<td>7.0</td>
<td></td>
<td>0.7</td>
</tr>
<tr>
<td>Al Dustum</td>
<td>4.8</td>
<td>4.8</td>
<td></td>
<td>0.0</td>
</tr>
<tr>
<td>JOR FM 99</td>
<td>6.7</td>
<td>6.8</td>
<td></td>
<td>1.1</td>
</tr>
<tr>
<td>JOR AM</td>
<td>6.0</td>
<td>6.1</td>
<td></td>
<td>0.1</td>
</tr>
</tbody>
</table>

#### Note:
- All figures based on last 30 days except radio figures that are based on 7 days.
Comparative Publication Readership and Radio Listenership

Last 30 days, Last 7 days and Yesterday

Last 30 Days

Radio: 56.9

Yesterday

Radio: 45.9

Last 7 Days

Radio: 10.0

Dailies

42.8

Weeklies

18.5

Magazines

12.4

Radio

56.9

JTV

36.1

Source: Ipsos 07