



Senegal: TV and Radio audiences and Internet uses in Dakar – 2nd half of 2024

By Médiamétrie, leader in media audience measurement



Médiamétrie support the Senegalese market by **conducting a half-yearly survey**, which are based on a sample of 1,409 people aged 15 and over living in the four districts comprising Greater Dakar.

Mediametrie is publishing the audience results for the wave of the 2nd half of 2024 of this regular reporting-based measurement (from 29th September to 14th October, from 27th October to 11th November, and from 24th November to 9th December 2024) **carried out with Omedia**.

This approach allows study clients to analyse the results for specific targets and per day.

This measurement aims to provide television channels, radio stations, communication agencies and advertisers with the data necessary for the advertising and editorial management of their offers.

Television

TV Daily Coverage

Cumulative Audience - from Monday to Sunday



		2nd half of 2024
Coverage	15+ yo	85.9%
	15-34 yo	86.6%
	35-49 yo	86.5%
	50+ yo	80.7%
	Women	86.1%
	Men	85.6%
	CSP SUP	85.8%

Radio

During the same period, two out of five people living in GreaterDakar (**38.4%**) spent an average of **1 hour and 14 minutes** listening to the radio every day (Monday-Friday). The radio stations ZIK FM and RFM are the most listened to stations in Senegal, alone representing almost two thirds of the total radio audience (**61.2%**), ahead of WALF FM and SUD FM



Internet

People living in Greater Dakar were also surveyed about their personal smartphone use. More than nine out of ten people (**92.8%**) own a smartphone.

Regarding Internet usage, **90%** of the surveyed people stated that they connect to the internet almost everyday.

The use of social networks is holding steady : **85.5%** of individuals have signed up to at least one social network platform, TikTok has overtaken Facebook with 88.8% of users (versus 75.1%) followed by Instagram and X (formerly Twitter).

Audience measurement

The TV and Radio audience study is the reference survey providing information on television channel/radio station awareness, listening/watching habits and ratings. Médiamétrie and its fieldwork partner Omedia carried out the study in the four districts comprising Greater Dakar **in the second half of 2024, from 29/09 to 14/10/2024, from 27/10 to 11/11/2024 and from 24/11 to 9/12/2024.**

It also includes data on the multimedia equipment and Internet uses by senegalese. The surveys were conducted in person, in three waves lasting 48 days, with 1,409 people aged 15 and older who are representative of the population living in the four districts comprising Greater Dakar.

The qualified staff at **Omedia directed the data collection efforts. Médiamétrie** provided its expertise and know-how for the **survey methodology, the statistical adjustments, the production of their results and their provision** by means of its analysis and consultation software. In Africa, Médiamétrie conducted reporting-based surveys on the TV and Radio audience in Ivory Coast, Senegal and Cameroon with Omedia.

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2023, the Médiamétrie Group achieved a turnover of €104.1 million and processed over one billion data every day.

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