

Senegal: TV and Radio audiences and Internet uses in Dakar – 2nd half of 2025

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 1,470 people aged 15 and over living in the four districts comprising Greater Dakar.

Médiamétrie is publishing the audience results for the wave of the 2nd half of 2025 of this regular reporting-based measurement (from 21th September to 6th October, from 26th October to 9th November, and from 23rd November to 8th December 2025) **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 2025
Coverage	15+ yo
	89,5%
	91%
	90,1%
	90%
	90,1%
	90,5%

Radio

During the same period, one out of two people living in Greater Dakar (**46.1%**) spent an average of **1 hour and 5 minutes** listening to the radio every day (Monday-Friday).

The radio stations ZIK FM, RFM and WALF FM are the most listened to stations in Senegal, alone representing almost two thirds of the total radio audience (**63.8%**), ahead of SUD FM and LAMP FALL FM



Internet

People living in Greater Dakar were also surveyed about their personal smartphone use. More than nine out of ten people (**97.4%**) own a smartphone.

Regarding Internet usage, **93.9%** of the surveyed people stated that they connect to the internet almost everyday.

The use of social networks is holding steady : **93.5%** of individuals have signed up to at least one social network platform, TikTok has overtaken Facebook with 90.9% of users (versus 62.9%) followed by Instagram and X.

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 2025, from 21/09 to 6/10/2025, from 26/10 to 09/11/2025 and from 23/11 to 8/12/2025.**

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 1,470 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, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

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