

Media Consumption Segmentation

Within the GWI survey, respondents are asked the following questions:

ON A TYPICAL DAY, ROUGHLY HOW MANY HOURS DO YOU SPEND ON THE FOLLOWING?

- Internet on a PC / Tablet / Laptop
- Internet on a Mobile
- Television
- Online Television
- Radio
- Online Radio
- Physical Print / Press
- Online Print / Press
- Games Consoles
- Social Networks / Services

Answer options:

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 to 2 hours
- 2 to 3 hours
- 3 to 4 hours
- 4 to 6 hours
- 6 to 10 hours
- More than 10 hours
- Do not use

ON AVERAGE, HOW OFTEN WOULD YOU SAY YOU DO THE FOLLOWING THINGS?

- Visit the cinema

Answer options:

- More than once a week
- At least once a week
- At least once every two weeks
- At least once a month
- Less often
- Never

Based on their responses to these questions, they are classified as a **NON- / LIGHT / MEDIUM / HIGH / HEAVY USER** of each activity as follows:

	RADIO	ONLINE RADIO	TELEVISION	ONLINE TELEVISION	PHYSICAL PRESS	ONLINE PRESS	GAMES CONSOLES	SOCIAL NETWORKS / SERVICES	CINEMA
NON-USERS	Do not use	Do not use	Do not use	Do not use	Do not use	Do not use	Do not use	Do not use	Never
LIGHT USERS	Less than 30'	Less than 30'	0-1 hr	Less than 30'	Less than 30'	Less than 30'	Less than 30'	Less than 30'	Less often
MEDIUM USERS	30' to 1 hr	30' to 1 hr	1-2 hrs	30' to 1 hr	30' to 1 hr	30' to 1 hr	30' to 1 hr	30' to 1 hr	Monthly
HIGH USERS	1-4 hrs	1-4 hrs	2-6 hrs	1-3 hrs	1-4 hrs	1-3 hrs	1-3 hrs	1-2 hrs	Once a week / Once a fortnight
HEAVY USERS	4+ hrs	4+ hrs	6+ hrs	3+ hrs	4+ hrs	3+ hrs	3+ hrs	2+ hrs	More than once a week