

# **South Sudan Media Survey**

**(Juba, Wau, Maridi, Panyagor, Yambio and Yei)**

**Project Scout. CO: 1412**

**Prepared for:**

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## 1. INTRODUCTION

### 1.1 Background

- Southern Sudan Interactive Radio Instruction (SSIRI) is a project implemented jointly by Ministry of Education, Science and Technology (MoEST) and Education Development Center, Inc (EDC), with funding from USAID, to support efforts to improve access and quality in education in Southern Sudan and the three areas of Abyei, Blue Nile and Southern Kordofan.
- SSIRI uses radio-based learning and other technologies to expand non-formal and alternative education opportunities for Southern Sudanese people and has three instructional components.
- **The Learning Village** is a supplementary program to enhance teaching and learning of the primary school curriculum; Teaching English through Radio-Based Instruction for All (TERBIA).
- The TERBIA program aims to provide knowledge and information necessary for individual and national development.
- Basic English language skills are provided to Southern Sudanese with little or no knowledge of English, an advanced literacy instruction to those with moderate proficiency in English.
- TERBIA has three series of programs. Terbia for Beginners consists of 120 half hour lessons for listeners who have little or no background in English. The listeners gather in groups that are lead by a facilitator.
- Terbia Intermediate is a follow-on course consisting of 60 lessons. The content gives special attention to the CPA (Comprehensive Peace Agreement).
- Terbia Advanced targets listeners who have moderate level of English comprehension.

### 1.3 Objectives of the Survey

#### **Main Objectives:**

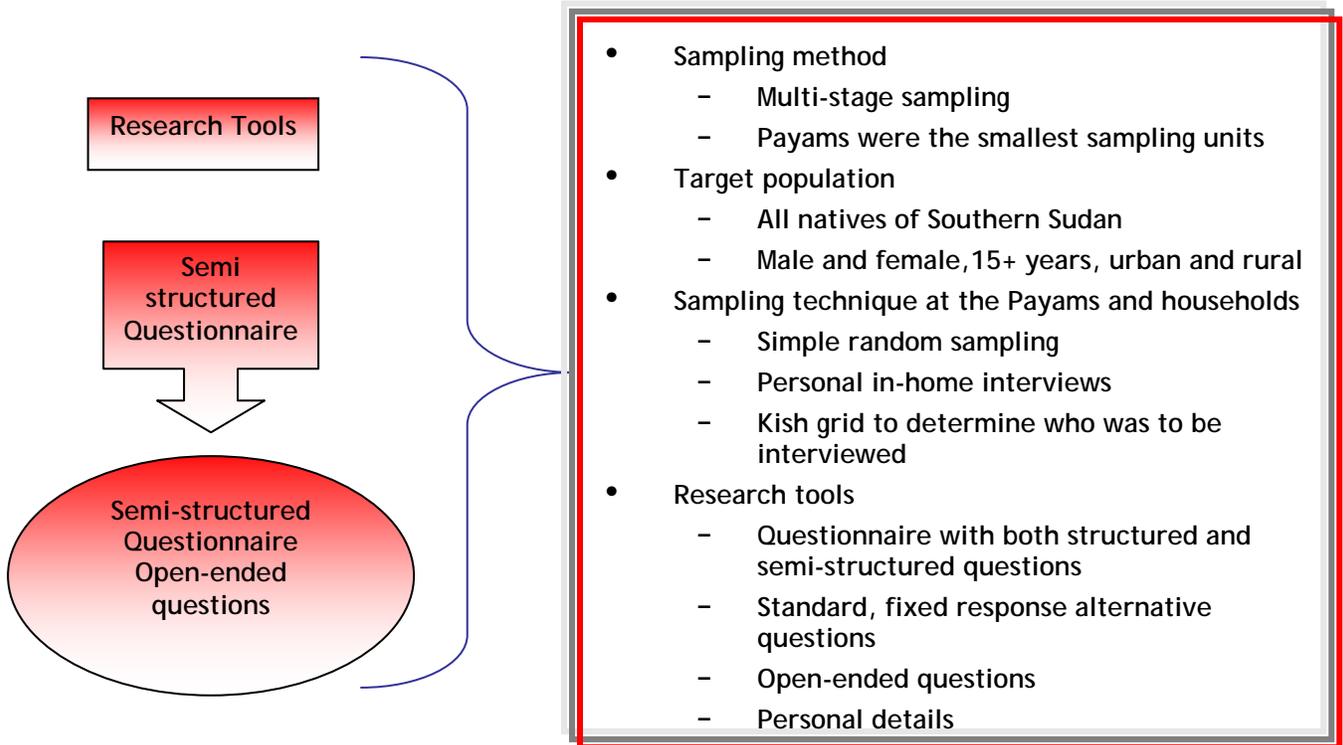
Evaluating the Terbia (Advanced and Beginners) & Learning village programmes listenership.

#### **Specific Objectives:**

- To assess awareness of Southern Sudan Interactive Radio Instruction
- To estimate the number of people who have listened to Terbia programs
- To profile which programs they listen to
- To assess whether the program is available on short wave or FM

- To assess whether listening is done in groups or individually
- To determine whether they listen to Terbia Advanced programs, any recollection of civic education or health content
- To profile the overall opinion on the program

### 1.3 Research Methodology



### 1.4 Sample Profile

We have not extrapolated to give indicative listenership in South Sudan; this is because we are waiting for census data that will be released in March, 2009. It was planned that the survey should cover six areas, in all the four states of South Sudan. The proposed and achieved samples were as follows:

State	Sample proposed	Sample achieved	%
Juba	250	269	23
Wau	250	244	20
Yei	200	206	17
Maridi	150	150	13
Panyagor	150	126	11
Yambio	200	199	17
Total	1200	1194	100

## **2.0 Executive Summary**

### **2.1 Sample demographics**

**The fieldwork dates were 4<sup>th</sup> - 27<sup>th</sup> December 2008.**

The proposed sample was 1200 and the sample achieved was 1194. This sample covered Juba, Yambio, Maridi, Panyagor, Wau and Yei areas. 22% of the total sample was aged between 15-19 years, 17% aged between 20-24 years and 16% aged between 25-29 years. Of this total sample achieved 69% were male, while 31% were female.

We covered on urban and peri-urban areas of each town. Data collection method was pen and paper.

64% of the educational programmes listeners (1009) listen to learning village, 30% Terbia advanced and 14% Terbia beginners.

Arabic, English and Dinka are the most widely understood languages. Arabic is more widely spoken and understood more than any other language.

Most interviews were conducted in English (44%), Arabic (29%) or Dinka (10%).

92% of respondents describe themselves as Christian, although a few claimed not to have any religion.

There is some evidence that of recent population movement. Around 33% of those sampled had lived in the area of selection only for less than 6 months before the interview. These may be returnees.

There was some over claim of English language knowledge. This is because we biased the survey to English speakers by seeking interviewees who understood English.

The sample was skewed towards male respondents more. This is because when the Kish grid picked a female, the men insisted on being interviewed and it was very difficult to refuse to interview them as it would have created suspicion. We therefore ended up interviewing men in such cases.

44% of the interviews were done in English, while 56% of them were done in other languages except English.

Please note that we did not keep a record of the people whom were not picked for the interview because of not being able to speak or understand English.

## 2.2 Awareness of Media, Usage and sources of information

Radio is the most popular source of information with 98% saying it their source of information.

71% claim that radio is the most important source of information to them and 66% claim that radio is the most reliable source of information.

Church is also a strong source of information with 64% claiming it as their source of information.

Newspaper/Magazines followed with a 52% claiming it as a source of information.

Other sources of information were word of mouth with 45%, followed by mobile phones with 39%, television with 37% and internet with 11%. The rest had small numbers – please refer to the table.

Different sources are used with different degrees of frequencies. Radio (86%) has the highest everyday listenership, followed by mobile phones (60%) and word of mouth (58%).

Miraya FM has 54%, followed by Spirit FM with 9%, Liberty with 8%, Sudan Radio Service with 7%, when we pick top 4 radio stations when it we look at top of mind awareness.

Miraya FM still leads with 88%, but now followed by BBC world Service English with 62%, Sudan Radio Service with 54%, Liberty FM with 45%, Radio Omdurman with 38%, Radio Juba with 29% when we pick the top 6 radio stations when we look at total spontaneous awareness. (Refer to chart 38)

The pattern does not change when we look at total awareness (please refer to chart 41)

When we look at “ever listened”, Miraya leads with 99% claiming to have ever listened. This is followed by BBC World Service in English (83%), Sudan Radio Service with (80%), Radio Omdurman with 63%, Liberty FM with 62%, radio Juba with 57% and BBC world Service Arabic at 48% looking at the top seven radio stations.

A wide range of radio stations are listened to and there are some differences when you look at listened to nowadays, Listened to in last six months, listened to in last one month and listened to in listened to in last 7 days. Please refer to the charts for this information.

When we look at most often listenership, Miraya FM listenership scores a good 82%. The following stations scored less than half of Miraya FM’s score. BBC scores 36%, SRS 26% and Liberty 25%. When we look at Listened to most often Miraya FM scores 53% followed by SRS& Spirit FM with

### 2.3 English Speaking frequencies

79% of the respondents speak English, of which 43% speak it 'almost every time' and 24% 'every time'. Panyagor has a 52% on English speaking 'occasionally' frequency. Of those who speak English (79% of total), they normally speak it with friends (60%), other relatives (25%), and tutor/teacher/lecturer (25%).

### 2.4 Educational Programmes Listenership

85% of respondents said that they were listeners to educational programmes; however there was a wide difference between men and women with 69% of males saying that they listened to educational programmes, while only 31% of females did so.

There are also wide differences according to listenership on educational programmes; Learning Village having the highest listenership (64%), followed by Terbia Advanced (30%) and Terbia for beginners (14%) respectively.

In-regards to educational programmes listenership Vis a Vis the area of interview, Learning Village ranks high across most areas, top is Yambio (91%), Maridi (90%) and Panyagor (61%) respectively. Terbia advanced and Terbia for beginners are mostly listened to at Yei (57%) and Juba (23%) also respectively.

Miraya FM takes the lead as the radio station where the Terbia programmes are listened to. Learning village has 78%, Terbia advanced has 73% and Terbia beginners have 54% listenership at Miraya FM.

Most listenership of the Terbia and Learning village programmes takes place in the morning however there is a significant number of listeners that also claim to listen in the evening.

Majority of the listeners seem to listen to the programmes to the end, and some of them only listened to them half way. Terbia advanced has 73%, Terbia beginners 46% and Learning village 73% on once a day listenership.

84% of those who listen to educational programmes own a radio and 67% of all listeners prefer to listen to the programmes in a group while, 30% prefer to listen to them alone.

When we look at radio ownership, the man is the person who owns the radio in the home (57%) but we also had claimed ownership by woman of the house (13%). This is not strange as we see the same pattern in other more developed countries in the region.

Those who listen to educational programmes in groups claim that the groups mostly comprise of 3-5 people (57%) and 5-10 people (25%).

Parents, friends, sister/brother and other relative are the most used company during listenership of these educational programmes, with friends ranking highest at 43% for learning village. The Terbia and Learning village programmes are listened to mostly at home and at school, however there is a significant 8% listenership at community centers for learning village.

Majority of the radios have FM (96%), SW (93%) and MW (87%) frequencies. These radios are battery charged (75%).

The most frequent reasons cited for listening to educational programmes are:

1. to learn English language
2. to get information,
3. to interact with other English speaking people,
4. to be educated in health & civic issues” and
5. to be entertained”.

The 85% who listen to educational programmes rate them highly as important, appealing, and that they think that the programmes are educative with the highest rating linking learning village (71%) to the same. Their thoughts are actually confirmed when they are asked how the educational programmes make them feel and majority claim they feel educated and informed.

62% are able to understand ‘most of the English language used’ in the programmes; 24% could understand ‘a little’ while a significant 14% could ‘not understand most of the language used’.

92% of those who listen to educational programmes claim that the presenters are eloquent/ easy to understand. They attribute this to the use of simple English (27%) and use of simple language that one can understand (16%) e.g. simple Arabic

## 2.5 Sudan Radio Service

20% of those who have listened to SRS claim to listen to news in English, 10% Education for development and 10% the road to peace as **first mentions**. However 29% can’t remember what they have heard on SRS.

**On total spontaneous mention** (first mention + other mentions), News in English has a total of 33%, Education for development 32%, English teaching programs 28% and the road to peace at 27%.

Of their favourite program aired in SRS, 13% claim News in English, 10% the road to peace and 9% English teaching programs.

## 2.6 Miraya FM

40% of those who have listened to Miraya FM prefer listening between 6-9am. 30% cited to listen to Good morning Sudan, 19% learning village and 15% afternoon mix down. Similarly the programmes liked most are Good morning Sudan (34%), afternoon mix down (12%) and Learning village (9%).

Sebit William had 35%; Scorpion had 32% and Suzanne about 11% are the presenters liked most.

A collective 58% claimed that they listened to Miraya news, ‘almost always’ mention had 22%, ‘most of the time’ had 24% and ‘often’ mention had 12%. Miraya news listeners claim to listen to the news between 6-9am (39%) and between 6-9pm (31%).

82% of Miraya Fm listeners claim to listen to good morning Sudan, 68% Miraya News and they prefer English (11%) language which tallies with the language they understand.

When asked whether Miraya FM gives the ordinary people of Southern Sudan space to discuss issues important to them, whether gives relevant information in an understandable language and whether they get to learn new information, the highest scores were recorded at 'always', 'most of the time' and 'sometimes'.

71% claimed to have had changes in their lives/behavior with the information received on Miraya FM. Some of the changes they cited were: Changed from drinking too much and smoking (10%), Good discipline (9%), learnt English (6%), information about CPA (5%), education on health matters (5%).

### 3. RESEARCH FINDINGS

#### 3.1 Profile Demographics

##### 3.1.1 Gender

The sample had a bias towards males who made up 69% of the sample while the remaining 31% were female. With no reliable data on the real gender proportions, we will use the estimation that the genders are “almost 50/50” when we get the population statistics. We will then weight the data to match the sub-samples of males and females to make them equal – 50/50. The data is therefore not weighted.

The Gender profile is as follows:

	Total	Age								
		15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+
Bases	1194	259	203	187	155	106	102	68	64	50
Male	69%	68%	65%	64%	66%	66%	76%	75%	89%	84%
Female	31%	32%	35%	36%	34%	34%	24%	25%	11%	16%
	Total	Areas						Listenership to Terbia programmes & Learning village		
		Juba	Yambio	Maridi	Panyagor	Wau	Yei	Learning Village	Terbia Advanced	Terbia for beginners
	1194	269	199	150	126	244	206	644	301	138
Male	69%	57%	75%	64%	75%	77%	69%	68%	68%	61%
Female	31%	43%	25%	36%	25%	23%	31%	32%	32%	39%

### 3.1.2 Age

Profile on age

	Total	Gender		Areas						Listenership to Terbia programmes & Learning village		
		Male	Female	Juba	Yambio	Maridi	Panyagor	Wau	Yei	Learning Village	Terbia Advanced	Terbia for beginners
Bases	1194	826	368	269	199	150	126	244	206	644	301	138
15-19	22%	21%	23%	26%	16%	14%	19%	20%	31%	19%	26%	24%
20-24	17%	16%	20%	20%	19%	14%	11%	15%	20%	18%	18%	18%
25-29	16%	15%	18%	14%	16%	23%	17%	11%	17%	16%	15%	17%
30-34	13%	12%	14%	13%	14%	13%	15%	14%	10%	13%	13%	10%
35-39	9%	8%	10%	6%	12%	11%	7%	10%	7%	11%	7%	5%
40-44	9%	9%	7%	8%	9%	11%	11%	9%	6%	9%	7%	10%
45-49	6%	6%	5%	6%	6%	4%	6%	9%	3%	5%	6%	4%
50-54	5%	7%	2%	6%	4%	4%	7%	7%	4%	4%	5%	8%
55+	4%	5%	2%	2%	5%	6%	6%	7%	1%	4%	3%	4%

### 3.1.3 Terbia and Learning village programmes

Profile by listening programmes

	Total	Ages										Gender		Areas					
		15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+	Male	Female	Juba	Yambio	Maridi	Panyagor	Wau	Yei	
Bases	1009	228	186	155	126	95	76	55	51	37	693	316	229	172	138	72	203	195	
Learning Village	64%	54%	63%	67%	66%	72%	76%	64%	55%	76%	64%	64%	49%	91%	90%	61%	59%	45%	
Terbia Advanced	30%	34%	30%	29%	32%	22%	28%	31%	29%	24%	30%	30%	38%	6%	11%	32%	28%	57%	
Terbia Beginners	14%	14%	13%	15%	11%	7%	18%	11%	22%	14%	12%	17%	23%	4%	6%	14%	12%	18%	
Not Mentioned	5%	7%	3%	5%	4%	8%	1%	11%	4%	3%	6%	4%	9%	1%	0%	6%	9%	4%	

### 3.1.4 Areas

Profile by regions

	Total	Age									Gender		Listenership to Terbia programmes & Learning village		
		15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+	Male	Female	Learning Village	Terbia Advanced	Terbia for beginners
<b>Bases</b>	1194	259	203	187	155	106	102	68	64	50	826	368	644	301	138
<b>Juba</b>	23%	27%	26%	20%	23%	15%	21%	25%	25%	10%	19%	31%	18%	29%	38%
<b>Yambio</b>	17%	12%	19%	17%	18%	23%	17%	16%	13%	18%	18%	14%	24%	3%	5%
<b>Maridi</b>	13%	8%	10%	19%	12%	16%	16%	9%	9%	18%	12%	15%	19%	5%	6%
<b>Panyagor</b>	11%	9%	7%	12%	12%	8%	14%	10%	14%	16%	12%	8%	7%	8%	7%
<b>Wau</b>	20%	19%	18%	14%	21%	24%	21%	31%	27%	32%	23%	15%	19%	19%	18%
<b>Yei</b>	17%	25%	20%	19%	14%	14%	13%	9%	13%	6%	17%	17%	14%	37%	25%

### 3.1.5 Language of interview

	Total	Juba	Yambio	Maridi	Panyagor	Wau	Yei
<b>Bases</b>	1194	269	199	150	126	244	206
<b>Arabic</b>	29%	37%	6%	55%	4%	41%	23%
<b>English</b>	44%	57%	44%	39%	35%	38%	46%
<b>Dinka</b>	10%	0%	0%	0%	60%	17%	0%
<b>Nuer</b>	0%	0%	0%	0%	0%	2%	0%
<b>Latuku</b>	0%	0%	0%	0%	1%	0%	0%
<b>Shilluk</b>	0%	0%	0%	0%	0%	1%	0%
<b>Azande</b>	9%	1%	50%	3%	0%	0%	0%
<b>Bari</b>	6%	3%	0%	1%	0%	0%	28%
<b>Moro</b>	1%	1%	0%	1%	0%	0%	1%
<b>Acholi/ Luo</b>	1%	0%	1%	1%	0%	0%	1%

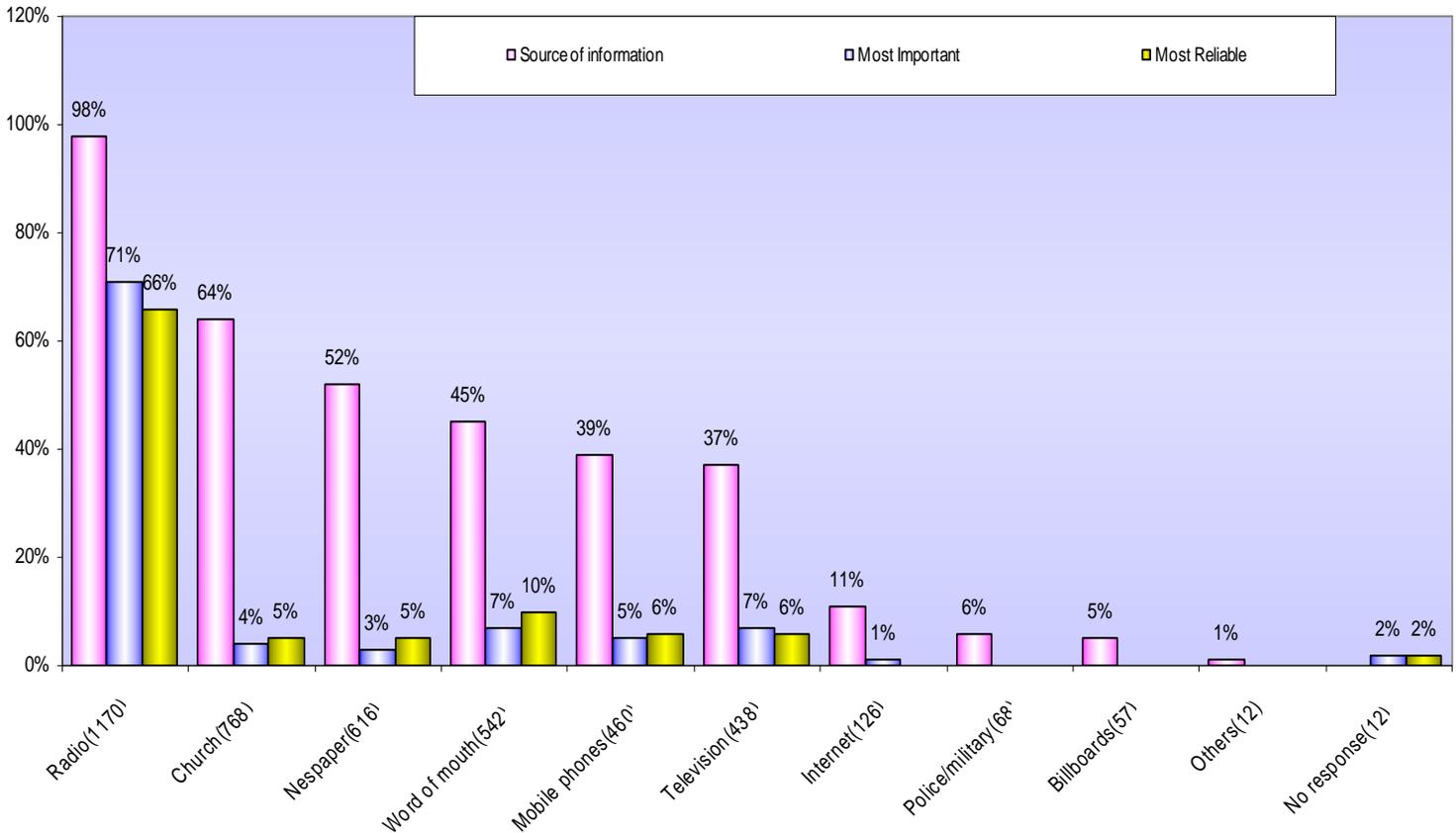
### 3.2 Information Sources

We looked at different sources of information – radio, television, newspaper/magazines, Internet, word of mouth, police/military, church, mobile phones and billboards.

### 3.2.1 Sources of Information, most important source of information and most reliable source of information

Radio was seen as the main source of information (80%), it perceived to be the most important source (71%) and also the most reliable source of information (66%). Other sources of information are church, Newspaper, word of mouth, mobile phone TV and lastly internet. These sources of information are not seen strongly as important and reliable though.

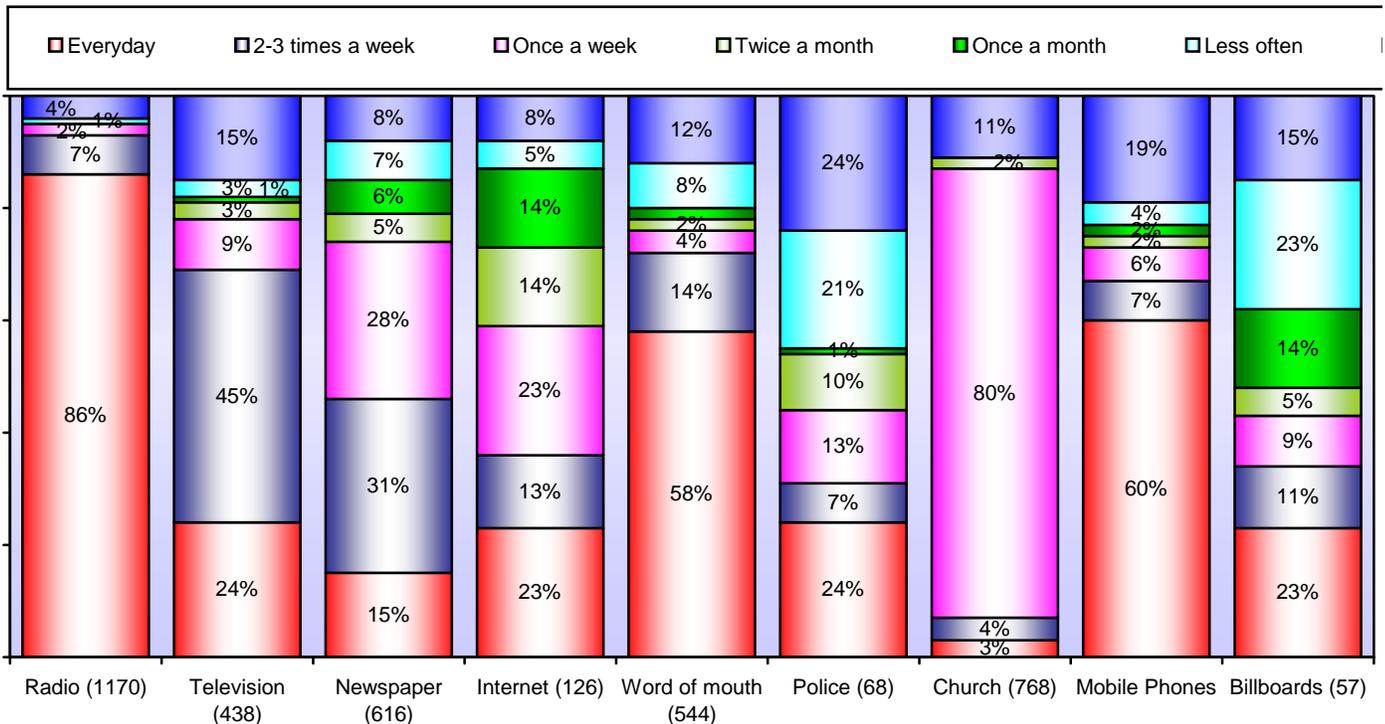
Base: 1194 all respondents



### 3.2.2 Frequency of Use of Different Sources of Information

Different sources are used with different degrees of frequencies as source of information. Radio has the highest everyday listenership (86%), followed by mobile phones and word of mouth. Radio is a huge importance in South Sudan as a daily medium for many people as is clearly shown here and it is far ahead of other mediums. Television has the highest frequency of listenership for 2-3 times a week, followed by newspaper while the church has an 80% frequency on once a weekly usership.

Figure 1 Base: 1194 all respondents

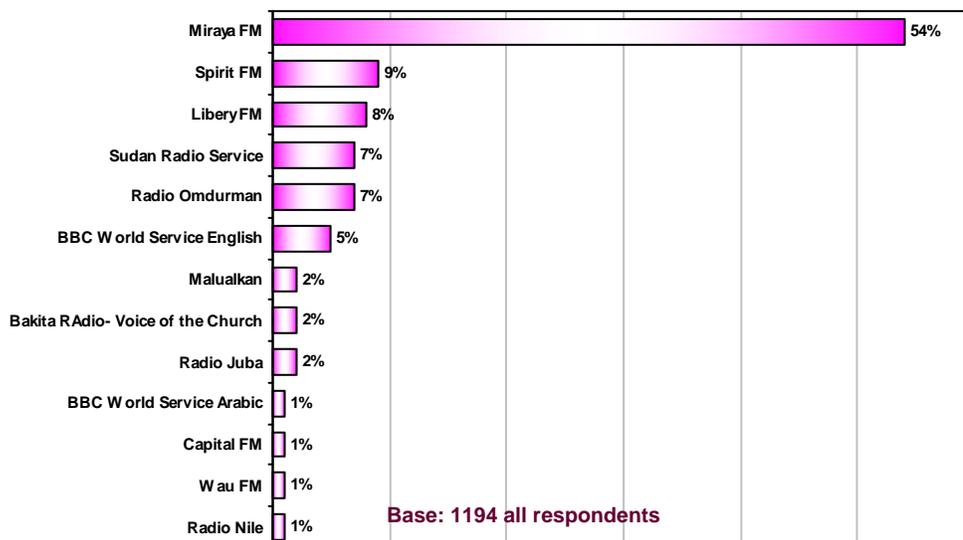


### 3.3 Radio Stations Awareness

How well known are the various radio stations available to the population of South Sudan? Please note that this only in the areas researched.

When we look at Top of mind awareness Miraya Fm takes the lead with 54% top of mind mention, followed by Spirit FM with 9% top of mind mention. Liberty Fm follows with 8% top of mind mention and Sudan Radio Service and radio Omdurman share position four with each 7% top of mind mention.

**Top of mind:**



**Top of mind: Across areas:**

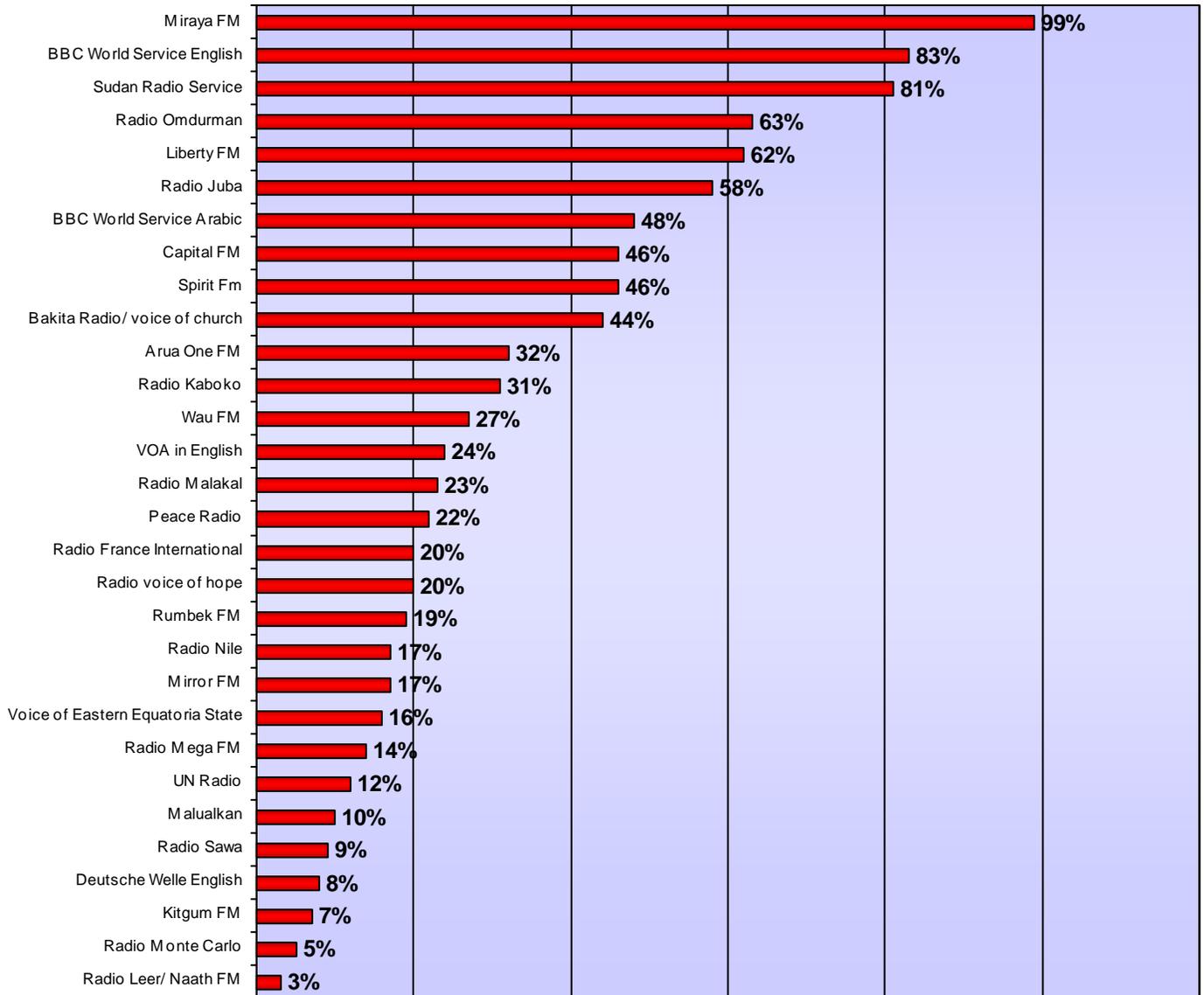
Miraya FM has highest percentage in top of mind mention in Yambio (87%) and Maridi (83%), while Spirit FM has highest top of mind mention in Yei (39%) and Sudan radio service (48%) has highest top of mind mention in Panyagor.

**Total mention:**

	Total	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Bases	1194	269	199	150	126	244	206
Miraya FM	54%	62%	87%	83%	3%	52%	23%
Spirit FM	9%	1%	2%	4%	8%	0%	39%
Liberty FM	8%	12%	2%	2%	2%	2%	23%
Radio Omdurman	7%	1%	5%	4%	6%	22%	0%
Sudan Radio Service	7%	0%	2%	2%	48%	7%	0%
BBC World Service English	5%	3%	1%	3%	27%	5%	0%
Radio Juba	2%	6%	0%	1%	1%	0%	0%
Bakita Radio- Voice of the Church	2%	8%	0%	0%	0%	0%	0%
Malualkan	2%	0%	1%	1%	0%	0%	11%
Capital FM	1%	3%	1%	0%	0%	1%	0%
Wau FM	1%	0%	0%	0%	0%	5%	0%
BBC World Service Arabic	1%	1%	0%	0%	2%	3%	0%
Mirror FM	0%	0%	0%	0%	0%	2%	0%
Radio Nile	0%	0%	0%	0%	2%	0%	0%

Miraya FM is the most popular radio station; it takes a total of 88% mention when we look at total spontaneous mentions. The others are BBC World Service with 62% Sudan Radio service with 54% Liberty FM with 45% and radio Omdurman with 38%. Refer to the chart for the other stations. When we look at Total awareness Miraya FM still leads with 99%. The others are BBC World Service with 83%, Sudan Radio Service with 81%, Radio Omdurman with 63%. Please refer to charts below for the other radio stations.

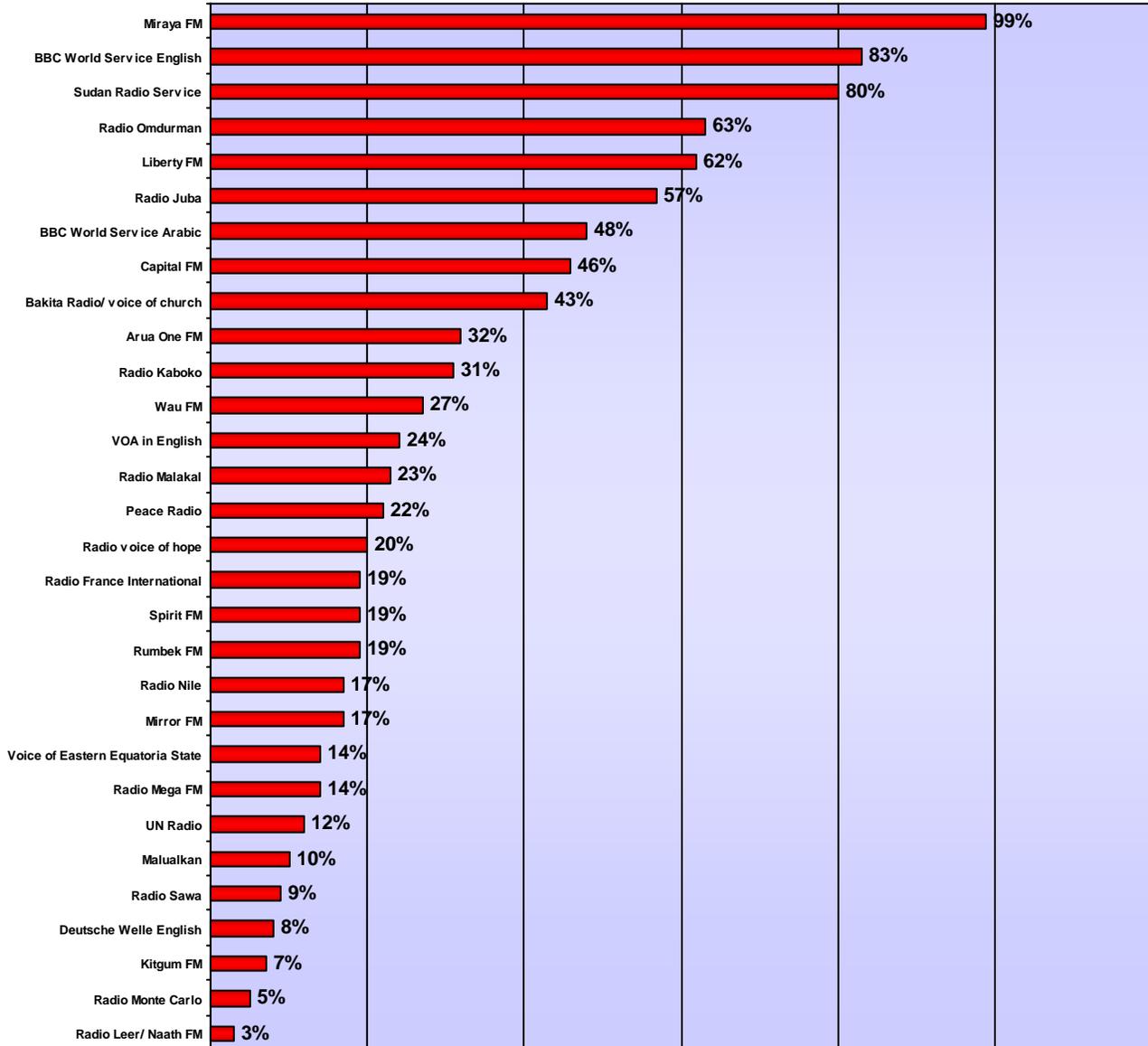
Base: 1194 all respondents



### 3.3.1 Radio Station Audiences

#### Radio stations ever listened to

All who ever listened to the radio mentioned which radio stations they had ever listened to; the chart below shows their responses.



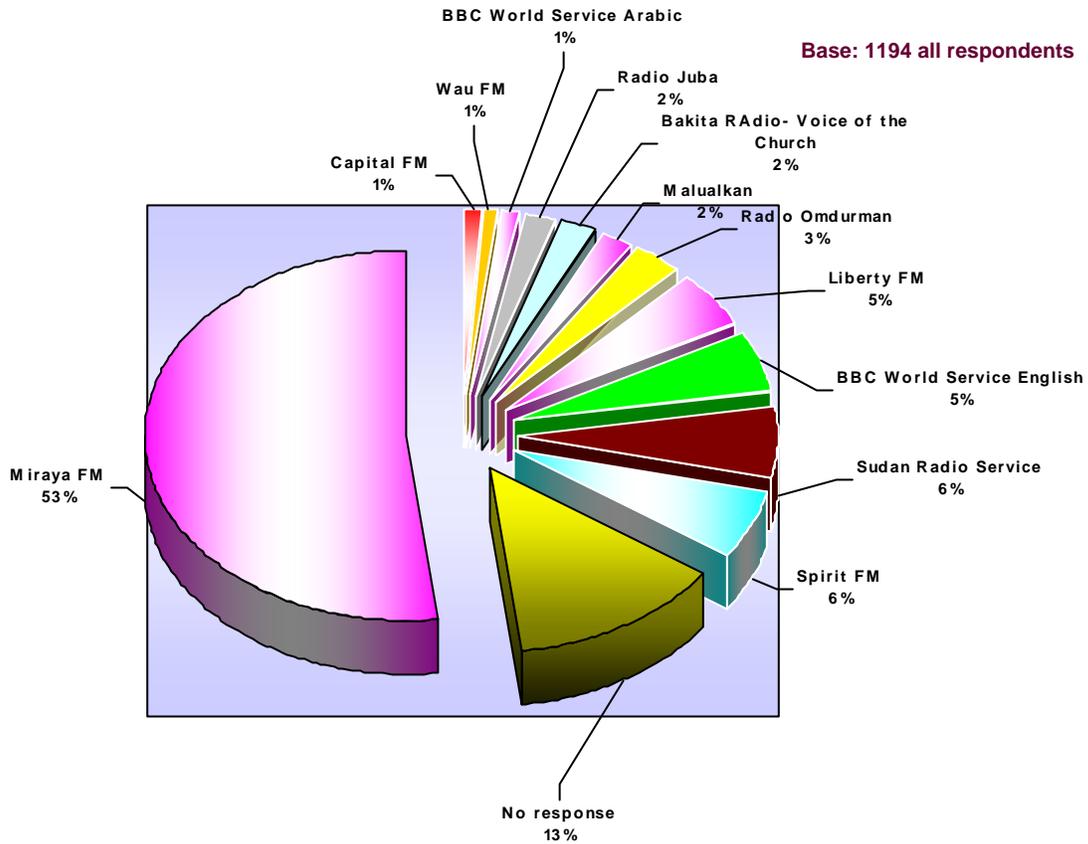
**Radio Station “Listened to in the past 7 days”- Across areas**

Yambio and Maridi have the highest Miraya FM and BBC World service listenership in the last 7 days. Yambio has 44% listenership in SRS which is relatively high. Yei respondents have a high (65%) listenership to Liberty FM.

	Total	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Bases	1194	269	199	150	126	244	206
Miraya FM	82%	88%	97%	95%	65%	63%	85%
BBC World Service English	36%	34%	47%	52%	37%	31%	23%
Sudan Radio Service	26%	17%	44%	25%	33%	35%	6%
Liberty FM	25%	32%	5%	9%	5%	19%	65%
Radio Omdurman	16%	11%	10%	10%	13%	39%	7%
Peace Radio	16%	11%	4%	8%	6%	6%	61%
Bakita Radio/ voice of church	14%	41%	5%	3%	3%	15%	3%
Radio Juba	12%	28%	6%	5%	9%	14%	3%
Spirit Fm	11%	0%	0%	1%	0%	0%	60%
BBC World Service Arabic	9%	14%	7%	7%	11%	14%	2%
Capital FM	7%	19%	1%	1%	1%	8%	4%
Wau FM	7%	0%	2%	3%	3%	29%	1%
VOA in English	6%	3%	19%	17%	1%	1%	1%
Radio France International	5%	0%	16%	18%	0%	2%	0%
Malualkan	5%	2%	1%	1%	7%	2%	15%
Radio Malakal	3%	1%	1%	0%	4%	9%	0%
Mirror FM	2%	1%	1%	1%	1%	6%	1%
Radio Nile	2%	0%	5%	0%	1%	3%	0%
Rumbek FM	2%	0%	0%	1%	1%	6%	0%
Deutsche Welle English	2%	0%	1%	18%	0%	0%	0%

### Radio Station “Listened to Most Often”

The chart below indicates that Miraya FM is leading in terms of the most often listened to radio station, followed by SRS (6%), the Spirit FM (6%), BBC World Service English 5% and Liberty FM with 5% just to mention a few stations.



### 3.3.2 Overall radio listenership

The table below just shows the listenership when we look at past 6 months, past 7 days , past 1 month and most listened to most.

	past 6 months	Past 1 month	Past 7 days	Most often
Miraya FM	86%	85%	82%	51%
BBC World Service English	52%	46%	36%	5%
Liberty FM	40%	31%	25%	5%
Sudan Radio Service	40%	32%	26%	0%
Radio Omdurman	26%	21%	16%	3%
Radio Juba	22%	15%	12%	1%
Capital FM	21%	12%	7%	1%
Bakita Radio/ voice of church	20%	17%	14%	0%
BBC World Service Arabic	19%	14%	9%	1%
Peace Radio	17%	17%	16%	0%
Spirit Fm	17%	17%	11%	6%
Wau FM	10%	10%	7%	0%
VOA in English	10%	9%	6%	0%
Radio France International	8%	7%	5%	0%
Radio Malakal	7%	5%	3%	0%
Radio voice of hope	5%	3%	1%	0%
Radio Kaboko	5%	2%	1%	2%
Arua One FM	5%	2%	1%	0%
Malualkan	5%	5%	5%	0%
Mirror FM	4%	3%	2%	0%
Radio Nile	4%	3%	2%	6%
Rumbek FM	4%	3%	2%	0%
UN Radio	3%	2%	1%	0%
Deutsche Welle English	3%	3%	2%	0%

### 3.3.3 When last listened to

Miraya FM has the highest 'yesterday' listenership as compared to other radio stations (55%). The other radio stations listened to yesterday are BBC World Service English with 20% Liberty FM with 16% and Sudan Radio Service with 12% and radio Omdurman with 8%. You can also check out pasty seven day listenership , past 4 weeks listenership and listenership in last 12 months. Miraya FM score high in all and followed in the same pattern by the radio stations mentioned in the yesterday listenership.

	Yesterday	Within the last 7 days	Within the last 4 weeks	Within the last 12 months
Miraya FM	55%	64%	69%	71%
BBC World Service English	20%	35%	43%	48%
Liberty FM	16%	23%	28%	35%
Sudan Radio Service	12%	22%	29%	35%
Radio Omdurman	8%	15%	18%	21%
Peace Radio	8%	9%	9%	9%
Spirit Fm	8%	9%	9%	9%
Wau FM	7%	10%	12%	13%
Bakita Radio/ voice of church	7%	12%	15%	19%
Radio Juba	5%	10%	14%	19%
BBC World Service Arabic	5%	10%	14%	18%
Capital FM	4%	9%	13%	20%
VOA in English	2%	6%	7%	9%
Malualkan	2%	3%	3%	3%
Mirror FM	1%	2%	2%	3%
UN Radio	1%	1%	2%	3%
Radio Malakal	1%	4%	5%	7%
Radio Nile	1%	2%	3%	4%
Rumbek FM	1%	2%	3%	4%
Radio France International	1%	4%	6%	8%
None/Not Mentioned	15%	9%	7%	7%

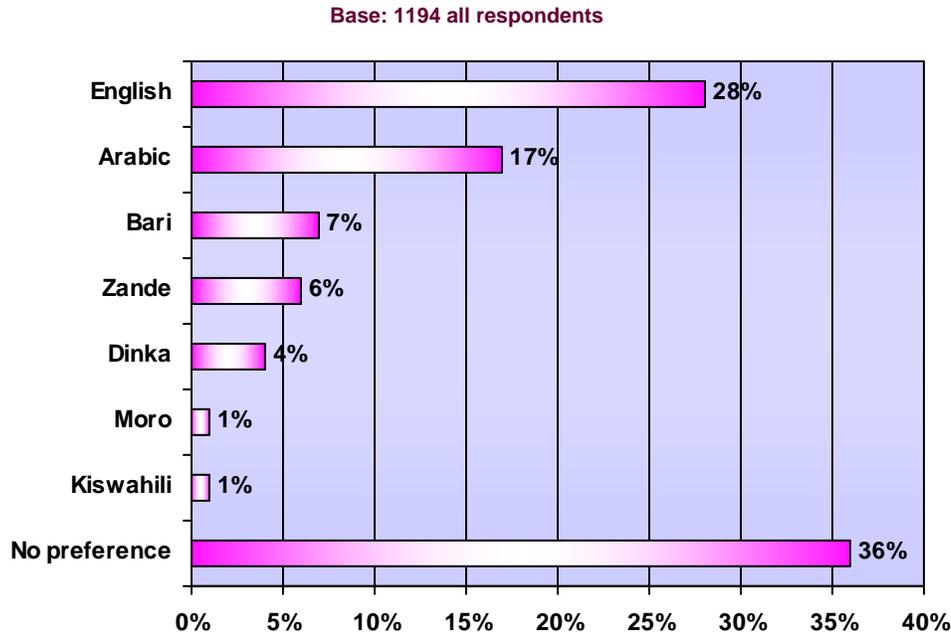
### 3.3.4 Language normally listened to on radio stations

Arabic/Simple Arabic and English languages have the highest percentages in languages listened to on the radio stations.

	English	Kiswahili	Arabic/Simple Arabic	Nuer	Dinka	Zande	Bari	Acholi/Luo
Radio Omdurman(305)	16%	2%	90%	0%	5%	1%	1%	0%
Wau Fm(187)	35%	2%	80%	1%	32%	1%	0%	1%
Radio Juba(294)	54%	1%	78%	0%	6%	4%	12%	0%
Radio Malaka(61)	30%	3%	77%	10%	25%	0%	0%	3%
Spirit Fm(247)	74%	0%	76%	0%	6%	2%	60%	2%
Liberty Fm(430)	71%	0%	76%	1%	2%	1%	34%	3%
Sudan radio Service(551)	63%	1%	72%	0%	26%	20%	5%	0%
Voice of Eastern Equatoria(60)	43%	3%	72%	2%	7%	3%	10%	10%
Bakhita radio(214)	66%	1%	71%	1%	1%	2%	25%	5%
Arua Fm(78)	36%	1%	71%	0%	27%	0%	0%	0%
Miraya Fm(1177)	78%	1%	65%	1%	11%	7%	10%	1%
Capital Fm(323)	58%	11%	65%	0%	2%	2%	12%	1%
Grace Fm(55)	51%	4%	64%	2%	11%	5%	15%	0%
D.W Fm(8)	38%	0%	63%	0%	13%	0%	0%	0%
Radio voice of hope(77)	55%	3%	56%	0%	3%	5%	3%	0%
Radio Nile(60)	52%	2%	53%	3%	5%	3%	10%	2%
Rumbek Fm(8)	25%	13%	50%	0%	13%	0%	13%	0%
VOA(16)	69%	25%	25%	0%	0%	0%	0%	19%
Radio kaboko(102)	69%	23%	24%	0%	1%	0%	33%	10%
Radio Mega(90)	84%	16%	17%	0%	1%	1%	2%	7%
BBC(100)	80%	9%	16%	2%	0%	2%	3%	0%
Kitgum Fm(31)	77%	3%	16%	16%	0%	0%	0%	13%
Radio France(62)	90%	2%	11%	3%	0%	5%	0%	0%
BBC Arabic(223)	95%	3%	8%	1%	0%	1%	0%	0%
Free Africa(14)	86%	0%	7%	7%	7%	0%	0%	0%
D.T Fm(43)	98%	0%	5%	0%	0%	0%	0%	0%

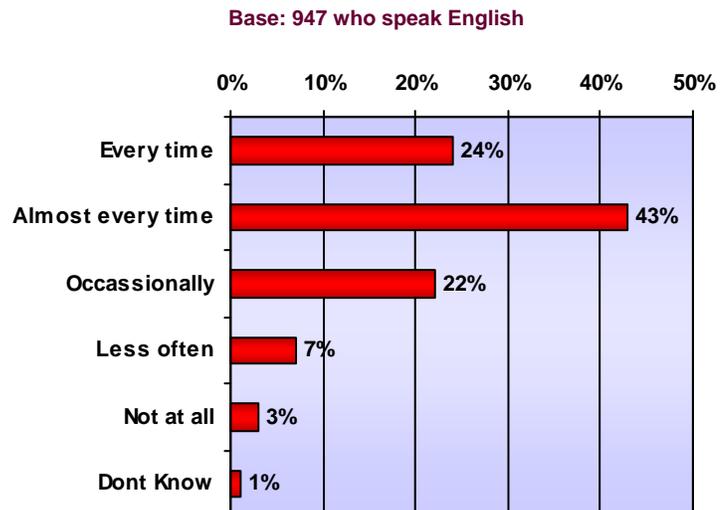
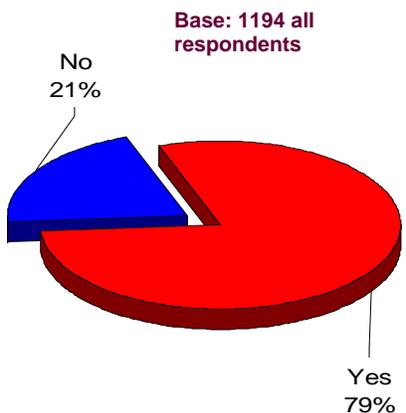
### 3.3.5 Preferred language of broadcast

28% of the respondents preferred programmes being aired on the radio in English, 17% preferred Arabic.



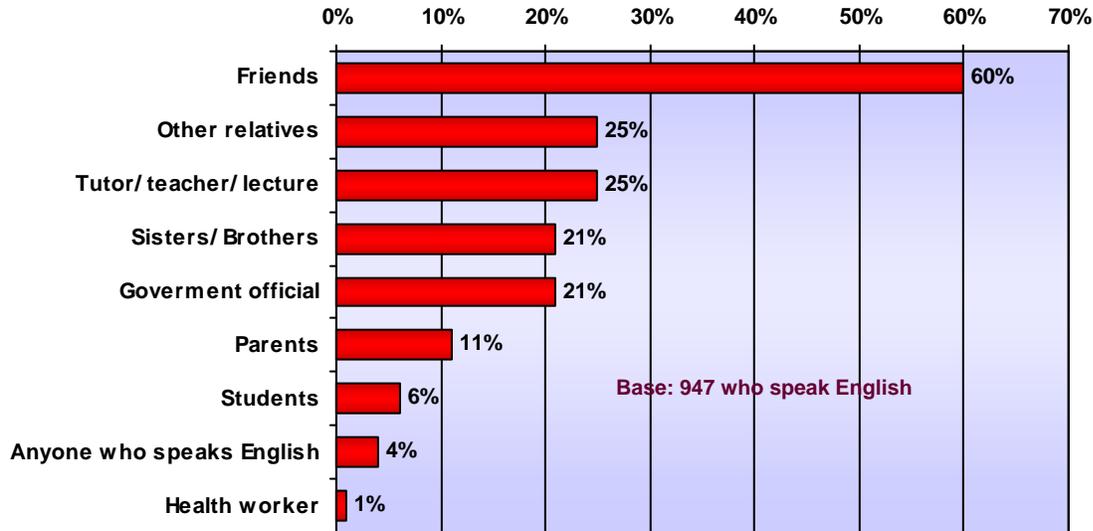
### 3.4 English Speaking frequencies & Radio Listenership

The importance of language is very clear- communication. But many radio listeners do not yet have any strong preferences and no firm opinions. 79% of all listeners claim to speak English; whereby 43% speak English almost every time, with few of them 24% speaking every time. *Please note there could be some over claim her given that we were requesting to speak to people who speak and understand English. This may also create some bias in this sample.*



### 3.4.1 English speakers (partner speaking with English)

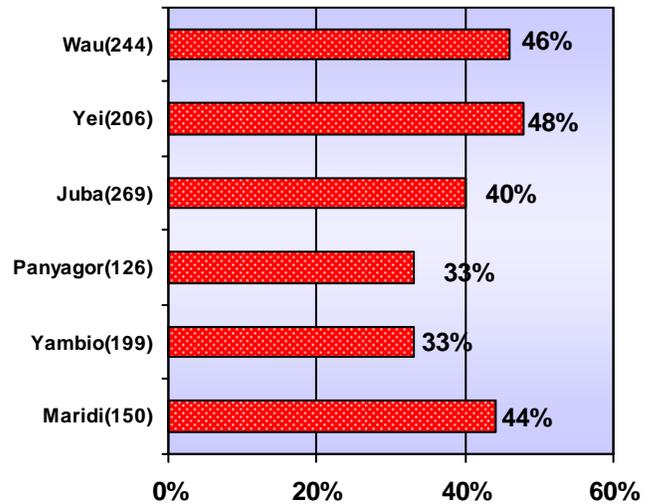
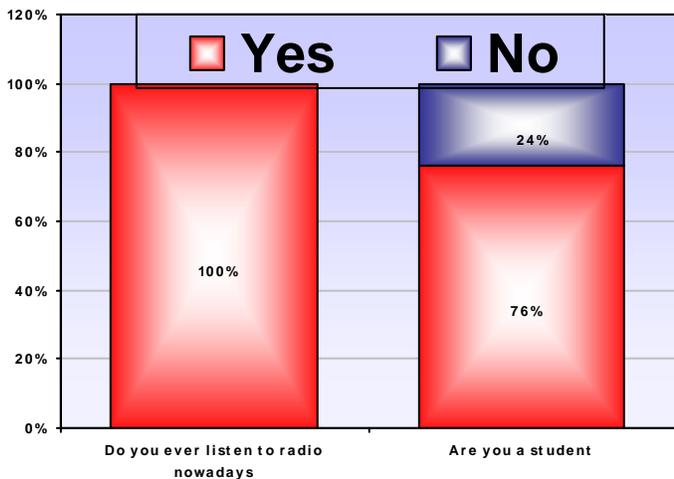
Out of 79% total English speakers, respondents indicated the various persons they speak English with. The majority claim to speak English with friends (60%). The people they speak English with are other relatives (25%) and Tutor/ Teacher/ Lecturer (25%), sister / brothers 21%, Governments official 21%, Parents 11%, Students 6%, Anyone who speaks English 4%, Health worker 1%.



### 3.4.2 Radio Listenership & Students

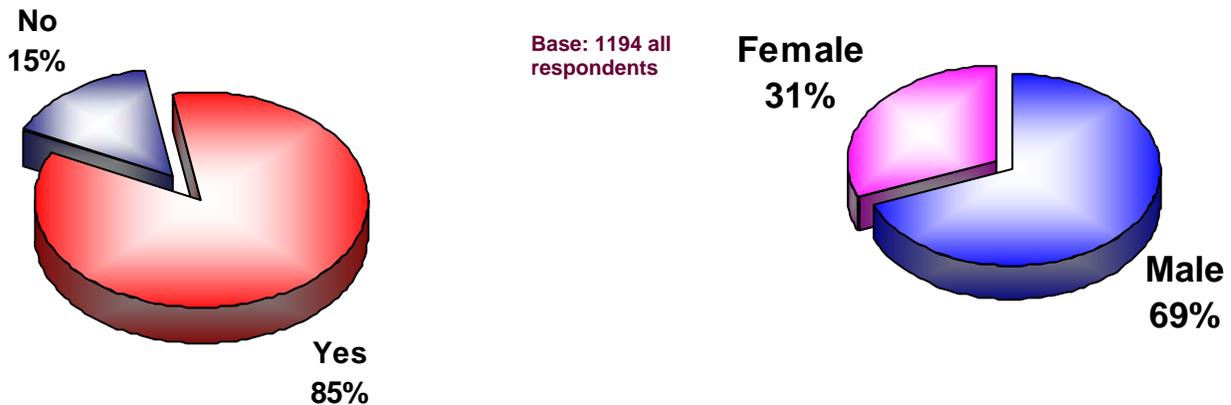
Ever listened to radio was 100%, and the majority of the respondents were being students (76%). The bar chart further shows the distribution of students across the areas of interview.

Base: 1194 : All respondents



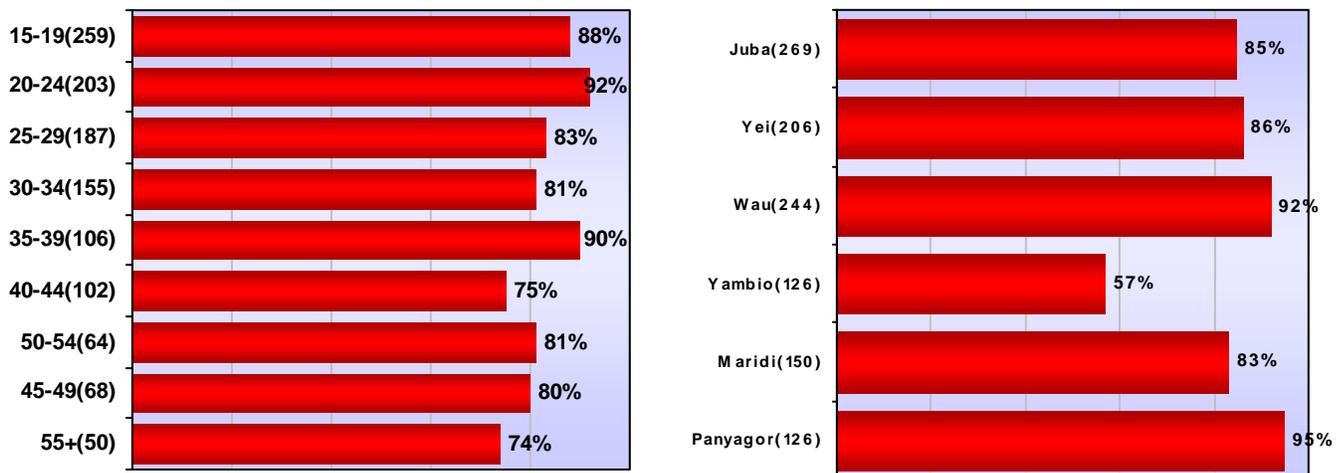
### 3.5 Educational Programmes

82% of respondents agreed to listen of educational programmes; however 15% claimed not to listen to any educational programmes. Out of the 82%, of respondents, who claimed to listen to educational programmes, 69% were male while 31% constituted females.



Further analyses indicated that majority of educational programme listeners, were between the ages of 20-24 years (88%), and followed by 35-39 years (90%); 15-19 years (88%) respectively. Wau records a high of 92% and Panyagor records a high of 95% of those who listen to educational programmes but note that the base is smaller – (126).

Base: 1194 all respondents



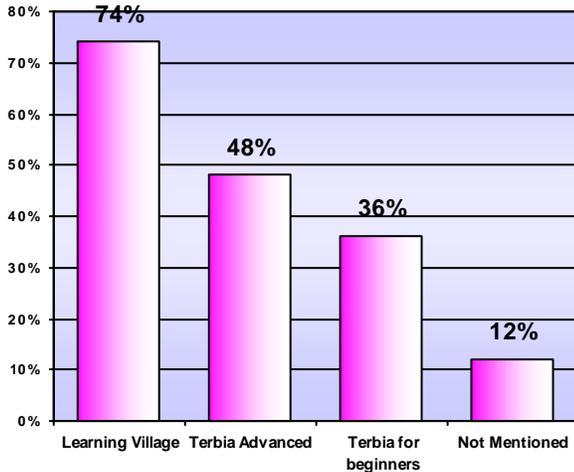
#### 3.5.1 Educational programmes ever heard of Vs ever listened to

The survey was targeted at three main educational programmes; Learning Village, Terbia Advanced and Terbia for Beginners.

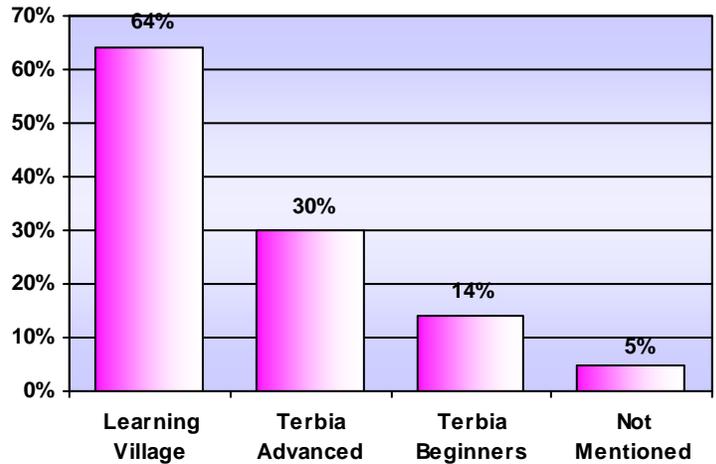
There is a higher % of respondents claiming to have ever heard of the programmes – 74% for Learning Village, 48% for Terbia advance and 36% for Terbia for beginners. When we look at those who have listened, the % is slightly lower. Learning Village is 64%, Terbia advanced 30% and Terbia for Beginners 14%.

Base: 1009 listens to educational programmes nowadays

### Ever heard of....

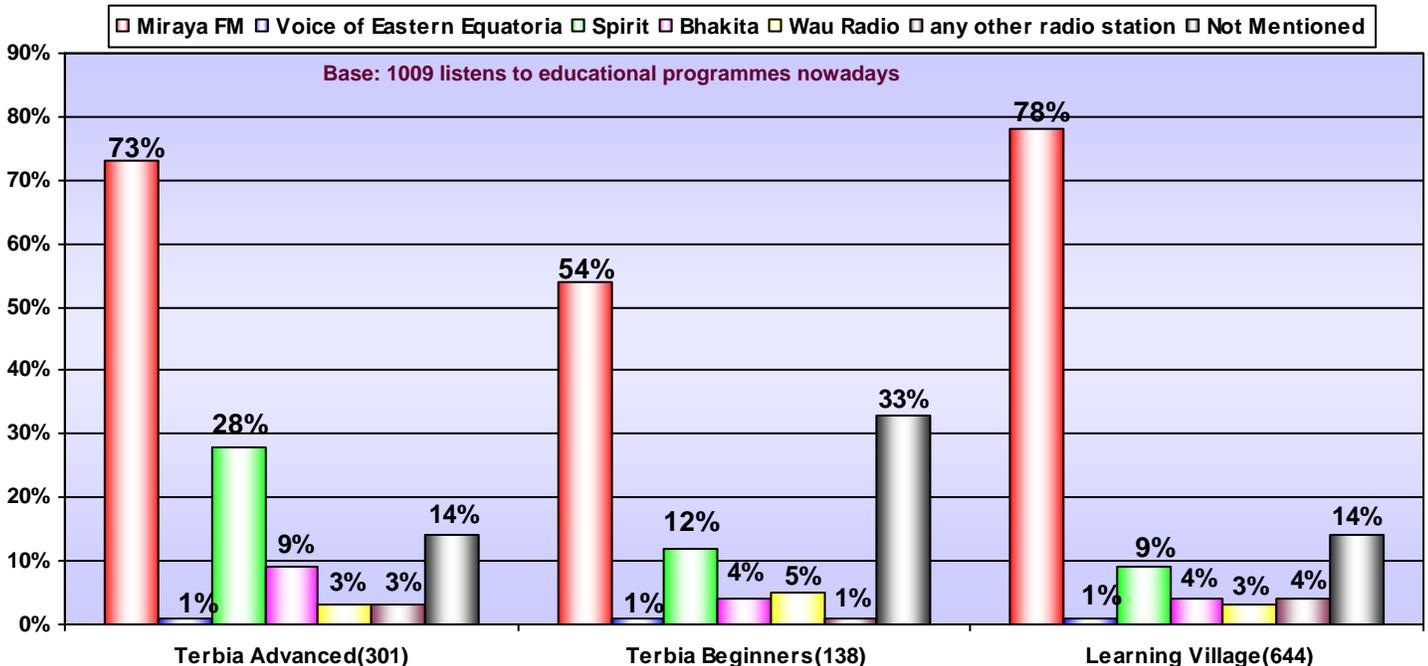


### Ever listened to....



### 3.5.2 Stations where the Educational Programmes listened at

Majority listened to these programmes on Miraya FM. Terbia Advanced has 73%, Terbia beginners have 54% and learning village has 78% listenership of educational programmes on Miraya FM. The other station that seems to score a high is Spirit FM.



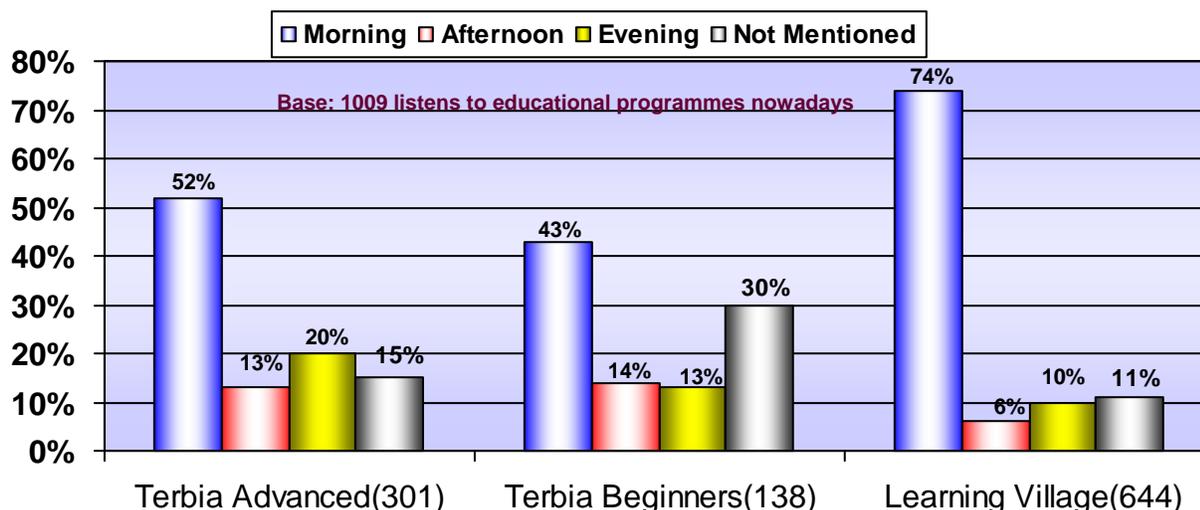
Terbia Advanced (301)	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Miraya FM (220)	31%	4%	4%	1%	21%	40%
Voice of Eastern Equatoria(3)	67%	0%	0%	33%	0%	0%
Spirit(84)	0%	0%	2%	0%	0%	98%
Bhakita(26)	100%	0%	0%	0%	0%	0%
Wau Radio(9)	11%	0%	0%	0%	89%	0%
any other radio station(10)	0%	0%	0%	80%	10%	10%
Not Mentioned(43)	23%	5%	14%	28%	14%	16%

Terbia Beginners (138)	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Miraya FM(74)	54%	5%	4%	1%	20%	15%
Voice of Eastern Equatoria(2)	0%	0%	0%	50%	50%	0%
Spirit(17)	0%	0%	0%	0%	0%	100%
Bhakita(5)	100%	0%	0%	0%	0%	0%
Wau Radio(7)	0%	0%	0%	0%	100%	0%
any other radio station(2)	0%	0%	0%	100%	0%	0%
Not Mentioned(45)	24%	7%	11%	13%	13%	31%

Learning village (644)	Juba	Yambio	Maridi	Panyagor	Wau	Yei
Miraya FM(502)	17%	29%	22%	1%	20%	11%
Voice of Eastern Equatoria(6)	0%	17%	17%	50%	17%	0%
Spirit(55)	0%	0%	0%	0%	0%	100%
Bhakita(27)	78%	4%	4%	11%	4%	0%
Wau Radio(19)	0%	0%	0%	0%	100%	0%
any other radio station(24)	4%	4%	8%	79%	4%	0%
Not Mentioned(89)	22%	11%	15%	17%	17%	18%

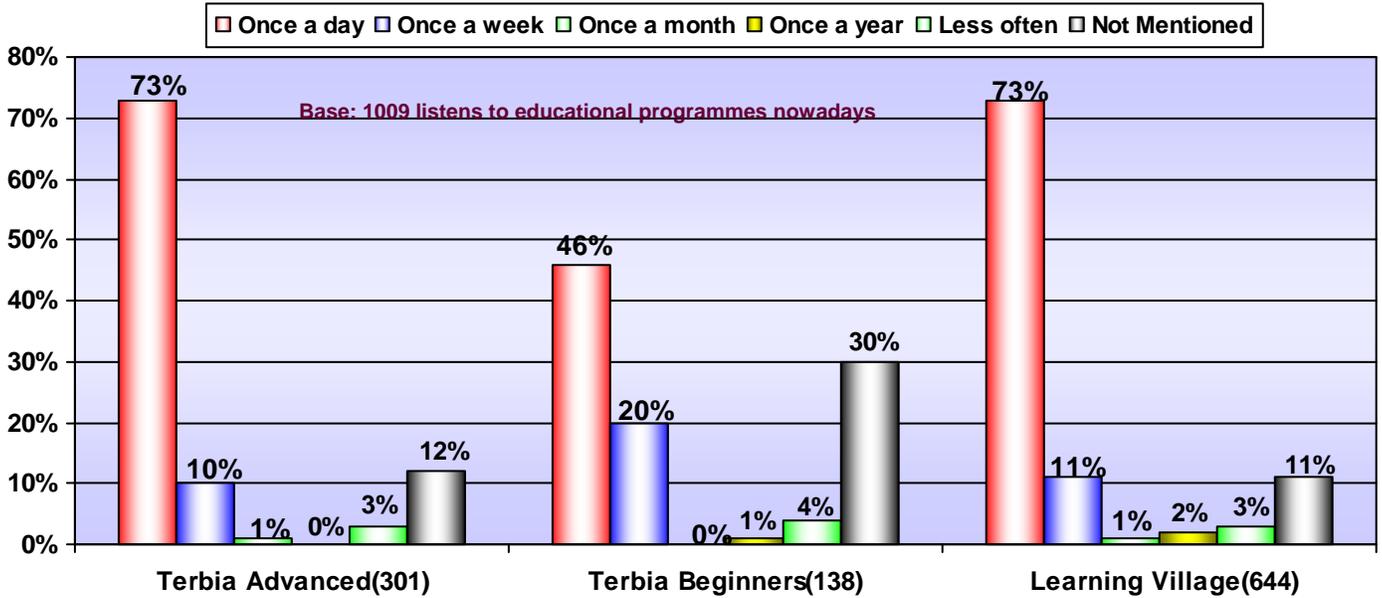
### 3.5.3 Time of the day for educational programmes listenership

Most of the listeners listen to the programmes in the morning. This is also evident across all the Terbia and learning village programmes.



### 3.5.4 Frequency of listenership

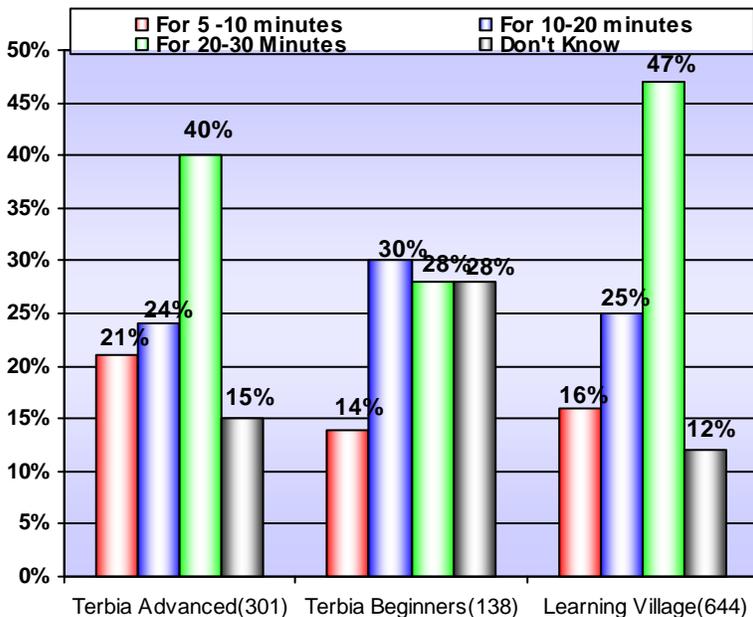
The highest frequency is once a day followed by once a day for all Terbia programmes.



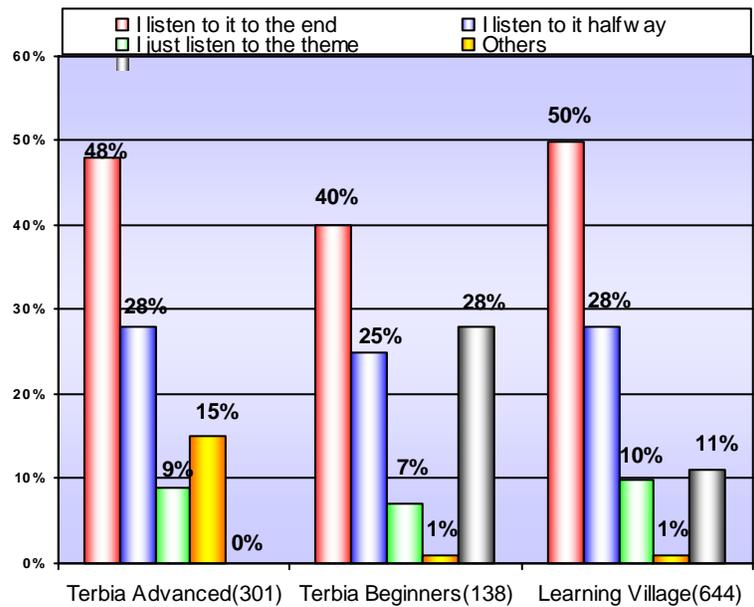
### 3.5.5 Length of time they listen to/ Extent to which they listen to

The highest percentages run across 20-30 minutes listenership, which shows that the listeners actually engage in the programmes. Majority listen to the programmes up to the end, some listen to it halfway.

**Lengths of time listen to**

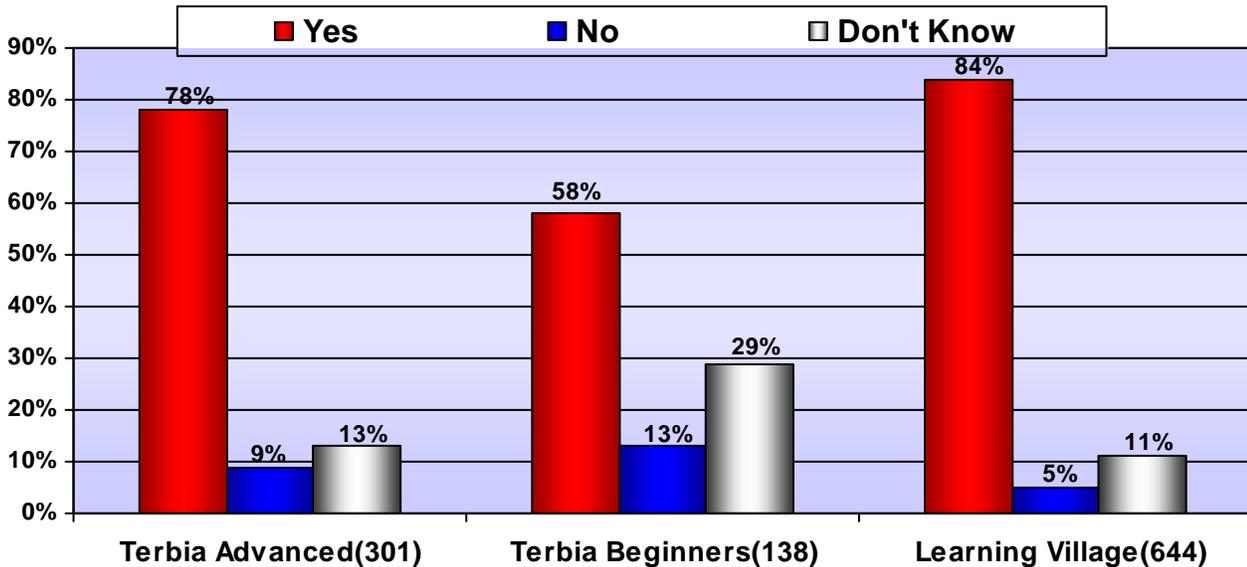


**Extent to which they listen to**



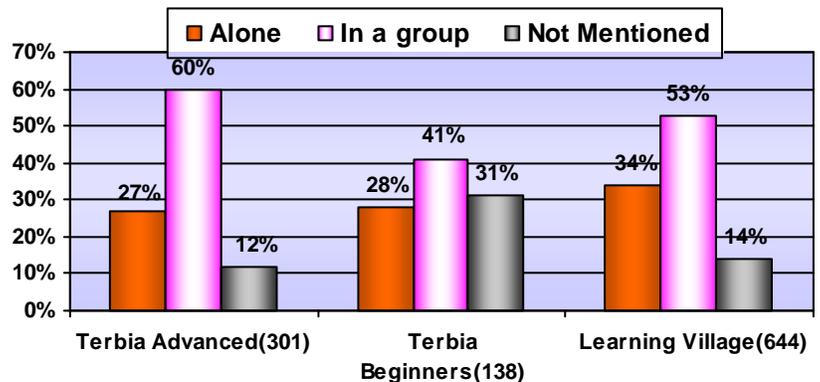
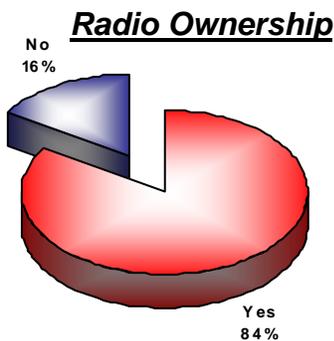
### 3.5.6 Future Listenership to Educational programmes

Most of the respondents would listen to the Terbia programmes when aired again.

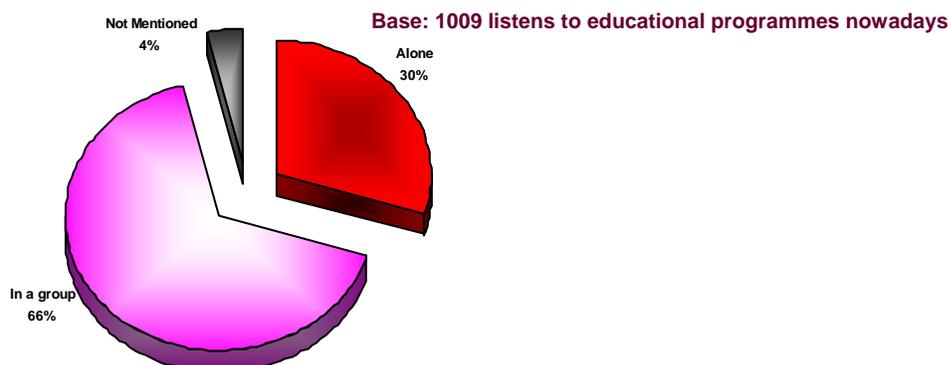


### 3.5.7 Radio ownership and listenership (Alone Vs In a group)

Majority of the respondents who listen to educational programmes own their own radios (84%). Most (57%) of the radios are owned by the man of the house. More than half of these respondents listens to the programs in a group more so Terbia for advanced. When asked whether they prefer listening in a group or alone, 66% claim to prefer listening in a group. **Base: 1009 listens to educational programmes nowadays**

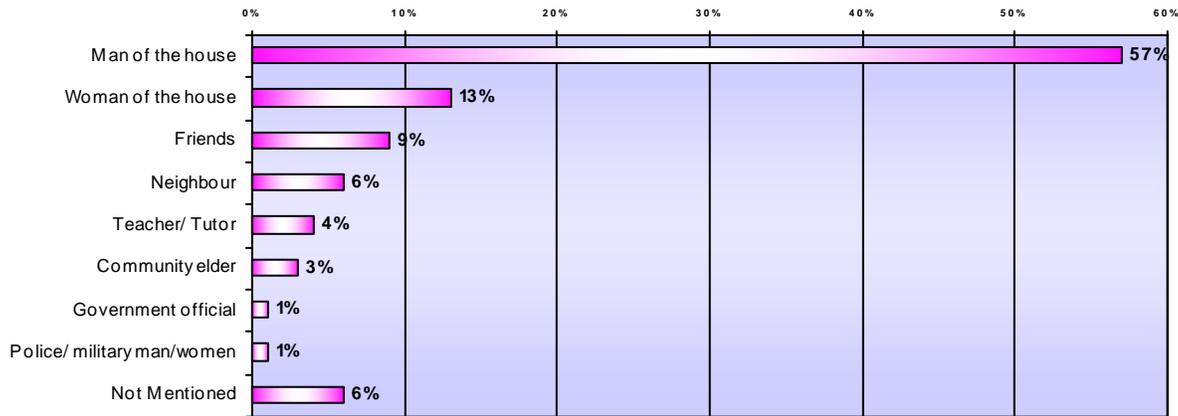


### Preference of listenership -Group or alone



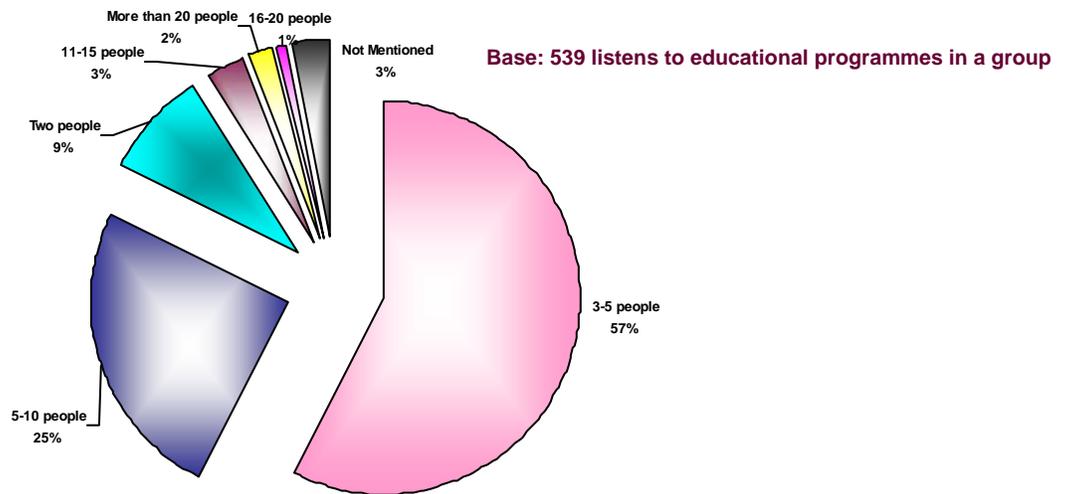
**Radio Ownership**

Base: 539 listens to educational programmes in a group



**Number of People listening in a group**

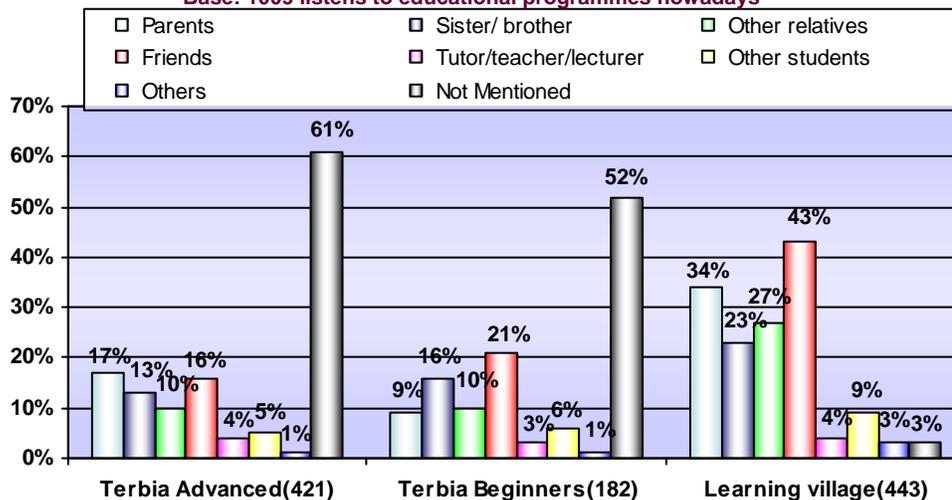
Most of the respondents claim to listen to the programmes in the in groups of 3-5(58%) people followed by 5-10(25%) people



**Company during listenership**

Friends have the highest score for company during listenership for Terbia programmes except for Terbia Advanced where 17% of them listen with Parents.

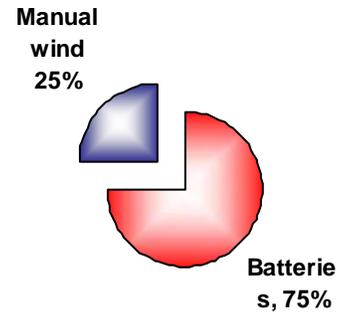
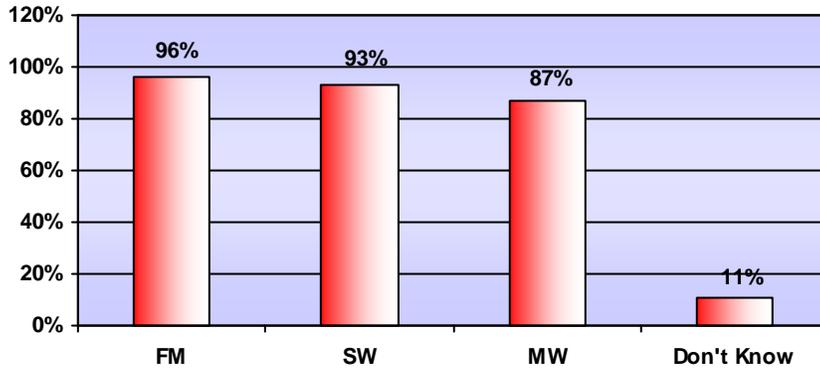
Base: 1009 listens to educational programmes nowadays



**Radio frequency & Radio source of energy**

Most of the radio's have the FM (96%) frequency followed by SW (93%). This shows that most radios have all the three frequencies combined or a combination of two. Most (75%) of the radios are charged using batteries.

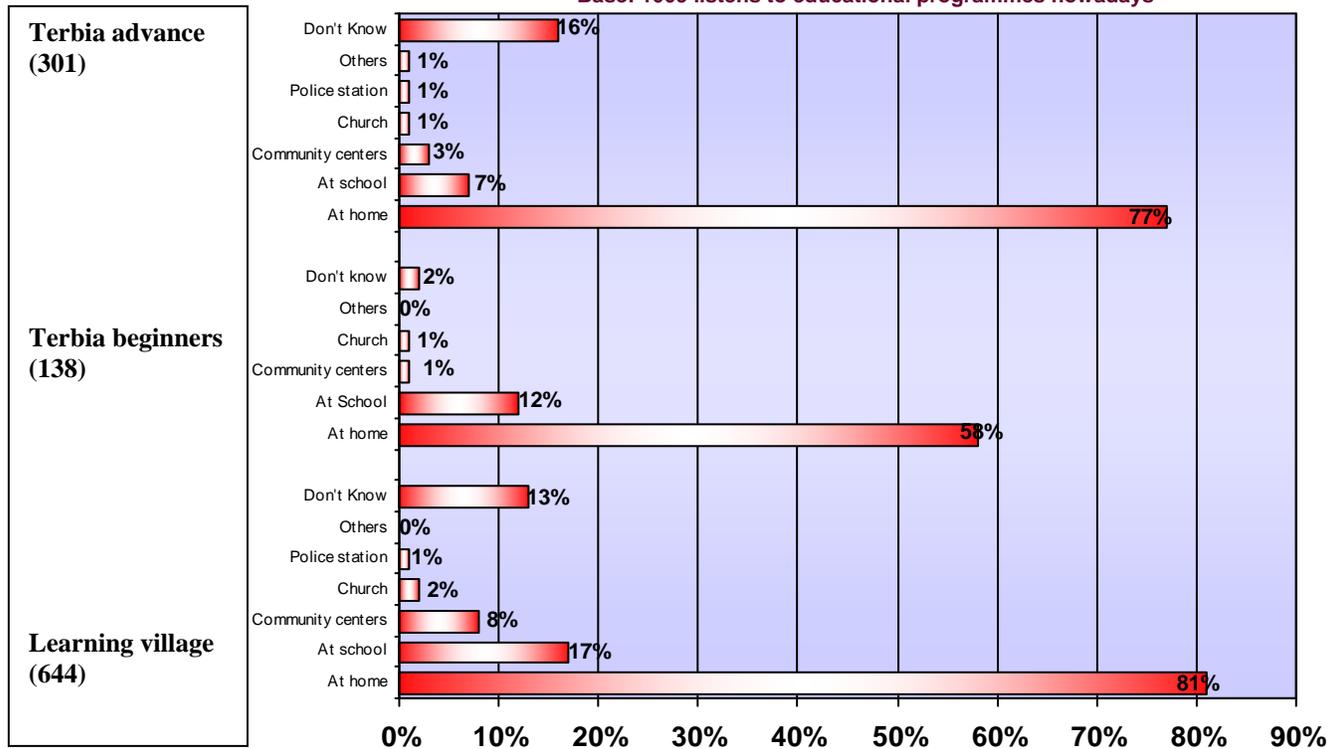
Base: 704 owns a radio



**3.5.8 Place of Listenership**

Majority of the respondents say they listen to the programs at home and at school.

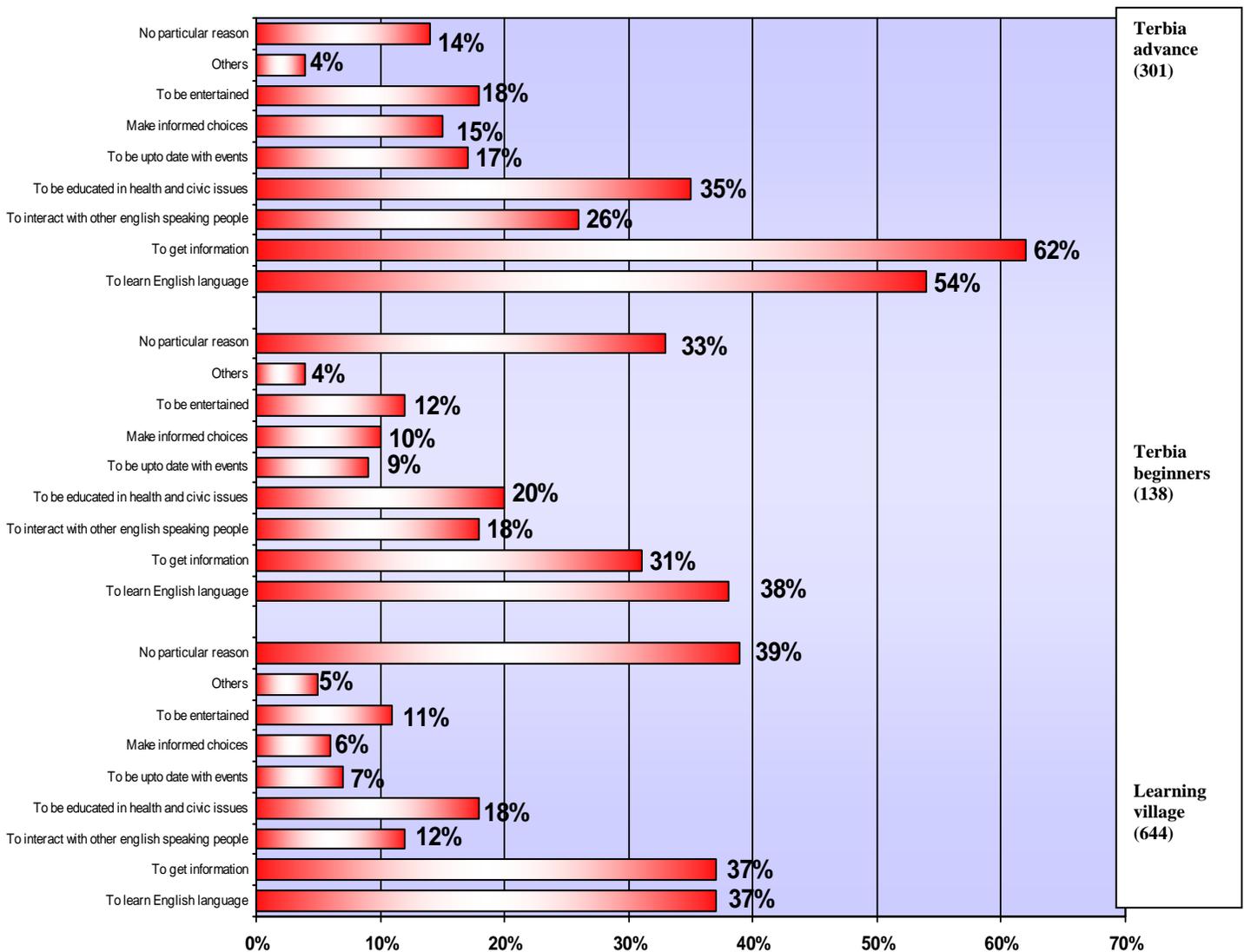
Base: 1009 listens to educational programmes nowadays



### 3.5.9 Reasons why they listen to these programs

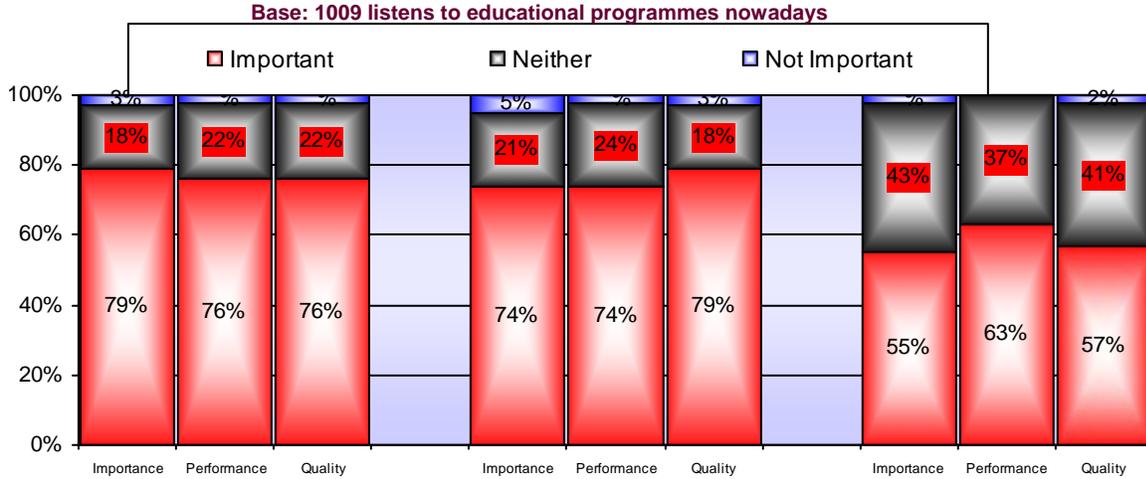
The respondents cited many reasons as to why they listen to the programs. Among the reasons cited were; to learn English language, to get information, to interact with other English speaking people, to be up to date with events, to make informed choices and to be entertained.

Base: 1009 listens to educational programmes nowadays



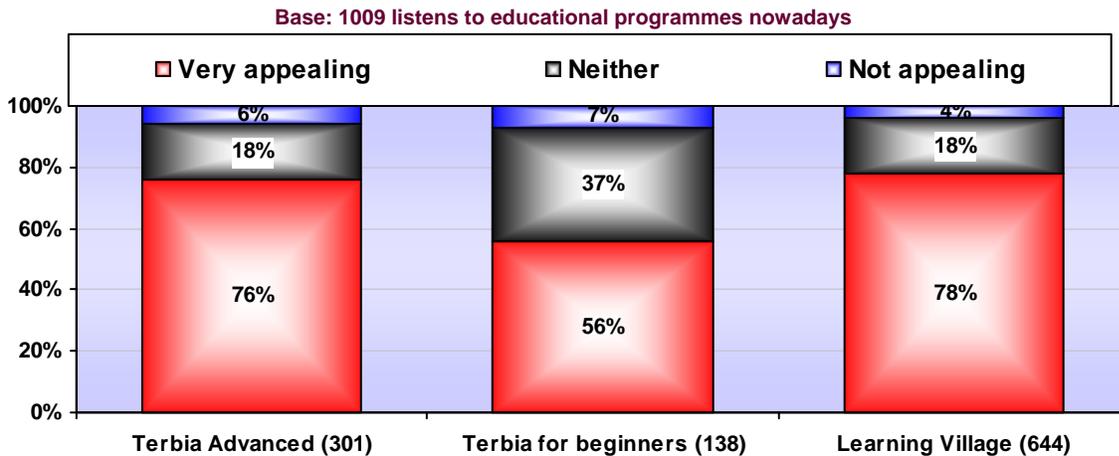
### 3.5.10 Rating Importance, Performance and Quality of the programmes

On rating the importance, performance and quality of the programme, all the three educational programmes are rated as important, of good performance and quality. This indicates that their demand is high.



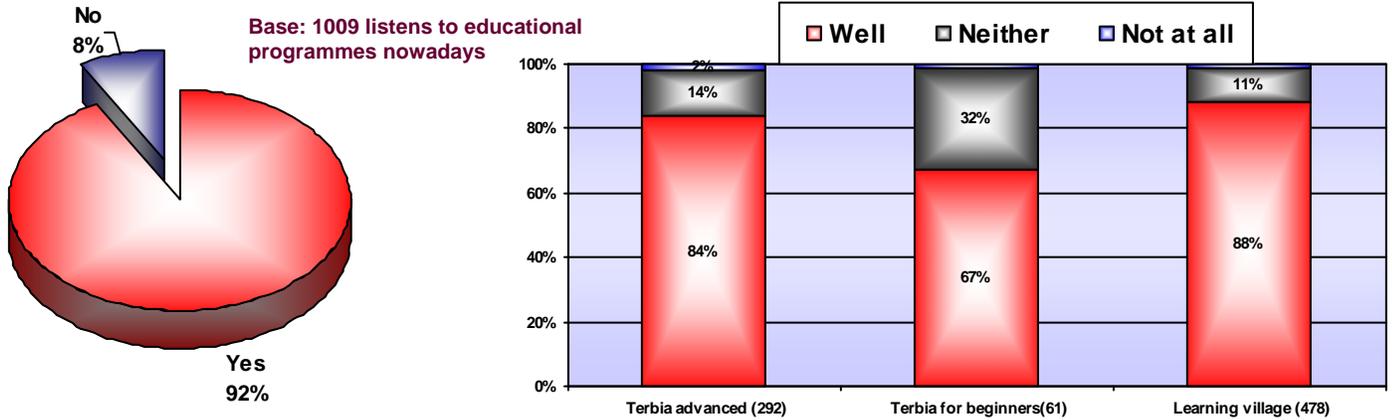
### 3.5.11 rating the educational programmes

Most of the listeners rate the lessons as very appealing. Terbia for beginners has a lower appeal rate as compared to Terbia advanced and Learning village.



**Whether the programme holds attention**

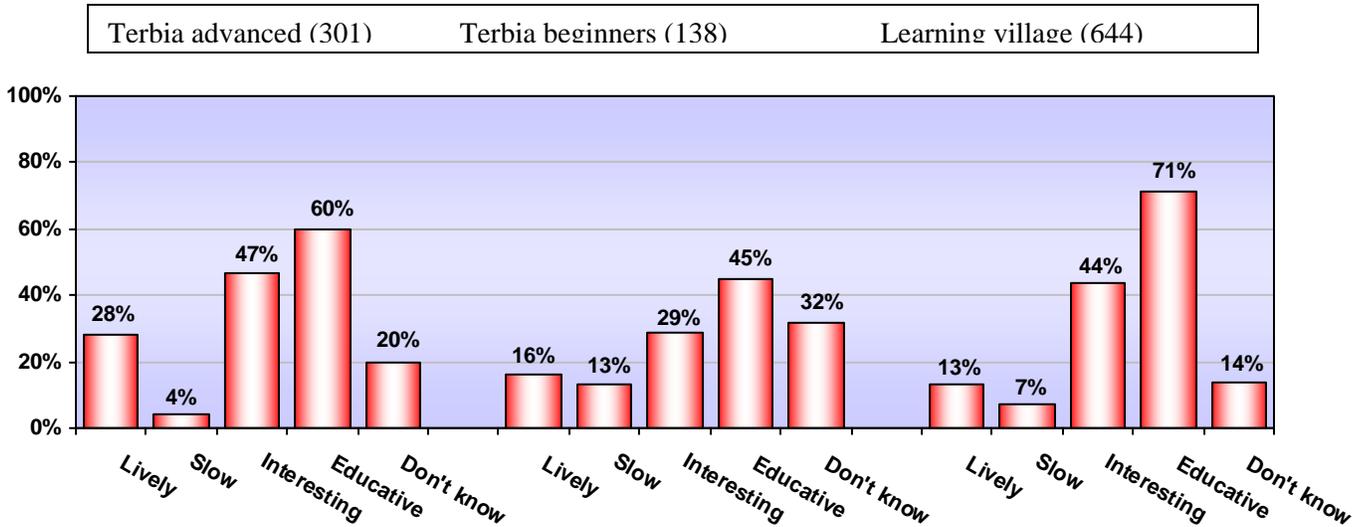
The respondents claim that the programs hold their attention. 92% of them claim this. On a rating of 'well', 'neither' or 'not at all', the respondents claim that the programs hold their attention well, this is consistent across all three educational programmes.



**Programme rating**

The respondents think that the educational programmes are educative and interesting. Terbia advanced is rated highly as lively.

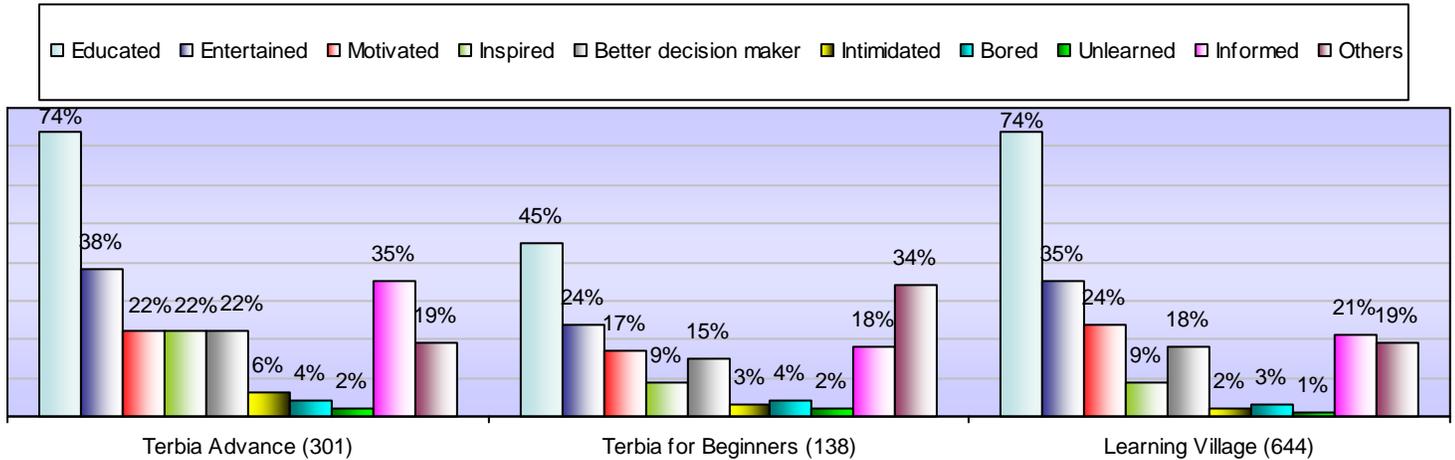
**Base: 1009 listens to educational programmes nowadays**



**Feeling about the lessons**

After the respondents had rated the programmes, they were asked about how the lessons made them feel. The leading attribute is “educated”, followed by “informed”, then “entertained”. This shows that the programmes deliver to the listeners.

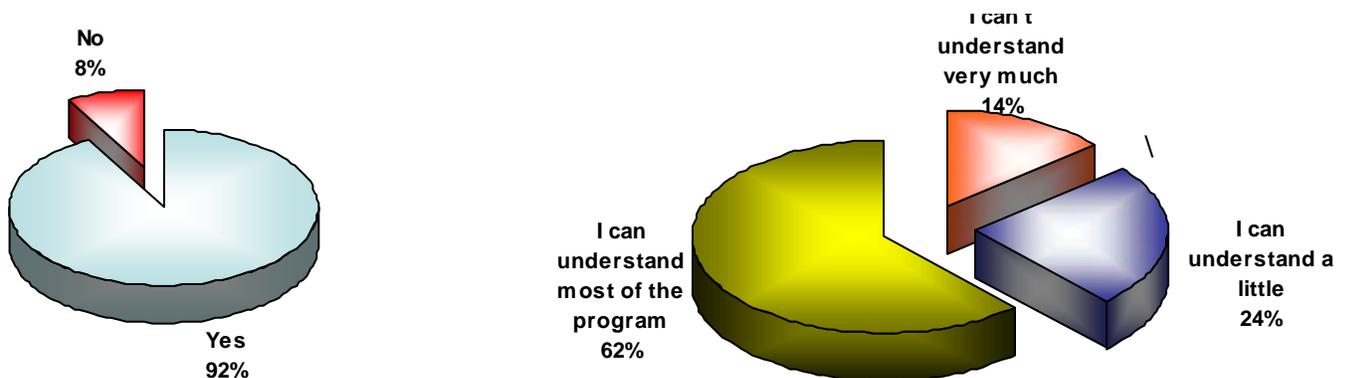
**Base: 1009 listens to educational programmes**



**3.5.12 Understanding of English language**

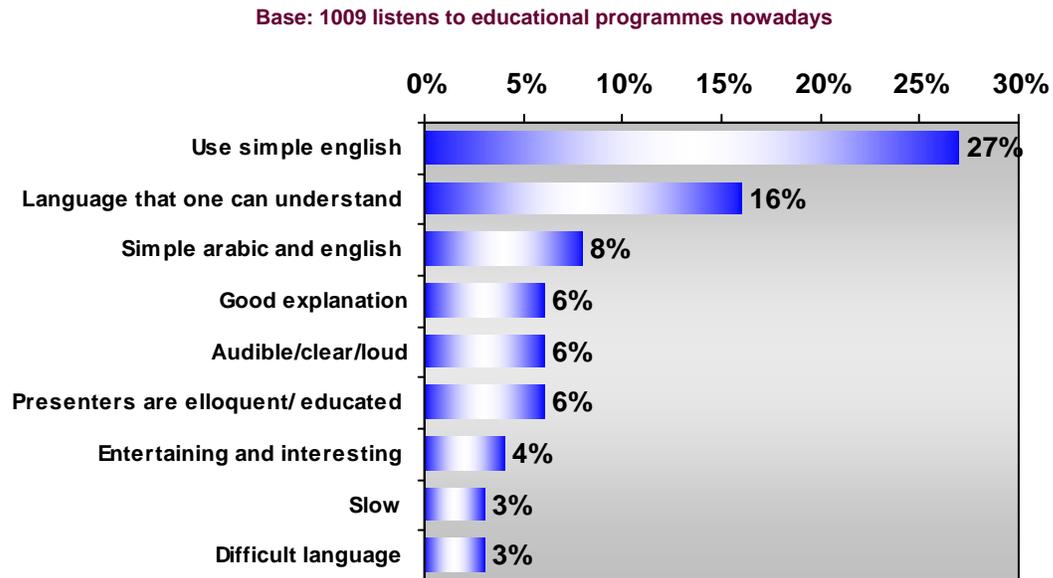
English language used in these programmes is understood by educational programmes listeners. 62% claim to understand most of it.

**Base: 1009 listens to educational programmes nowadays**



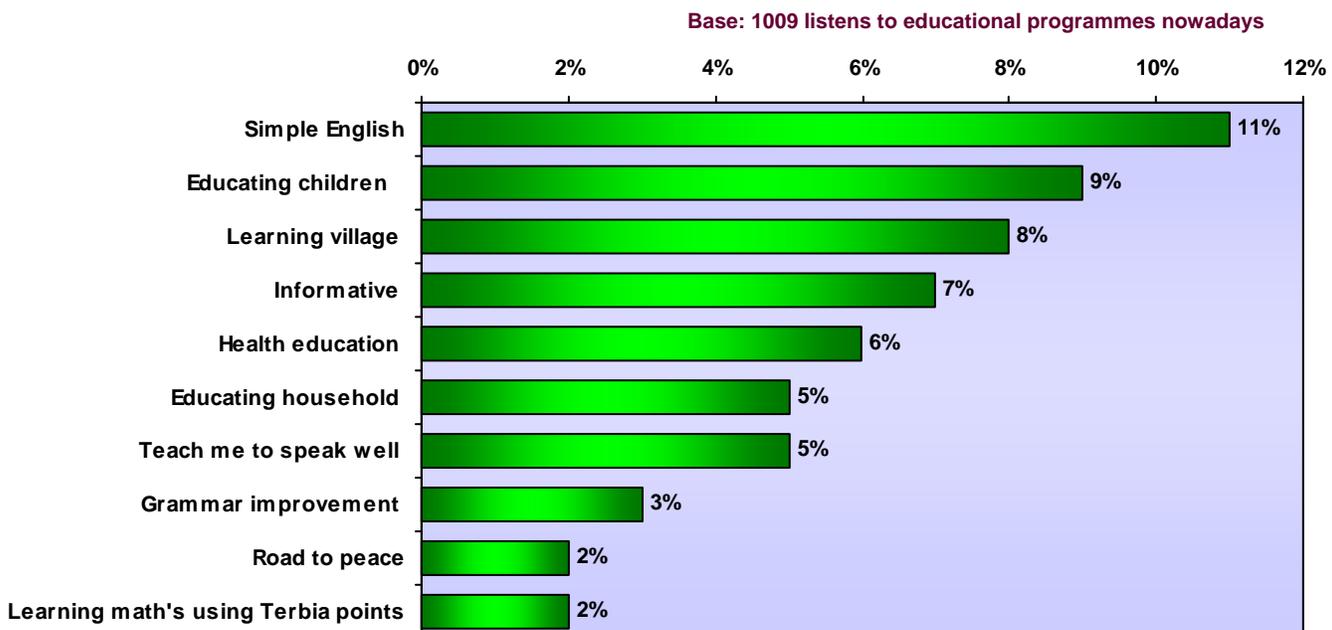
### 3.5.13 Ease of understanding of the presenters

The presenters are said to be eloquent/ easy to understand, this is because they use simple English which is easily understood.



### 3.5.14 recalling what they have learnt

Simple English, child education and learning village were top in mind for most of the respondents. This indicates that the programmes are delivering on the objective of teaching English.



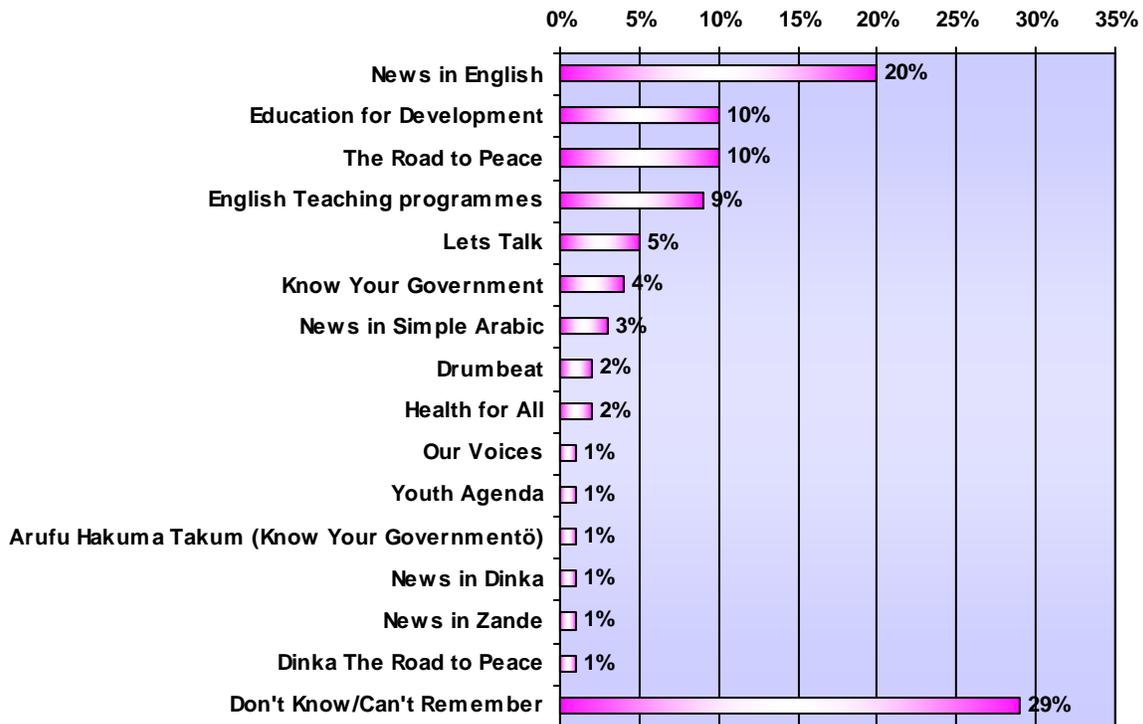
## 4.0 SUDAN RADIO SERVICE

### 4.1 Programmes heard on Sudan Radio Service

Programmes they have listened to on Sudan Radio Service are:- News in English, Education for development, English teaching programmes, the road to peace, news in Arabic and health for all just to mention a few.

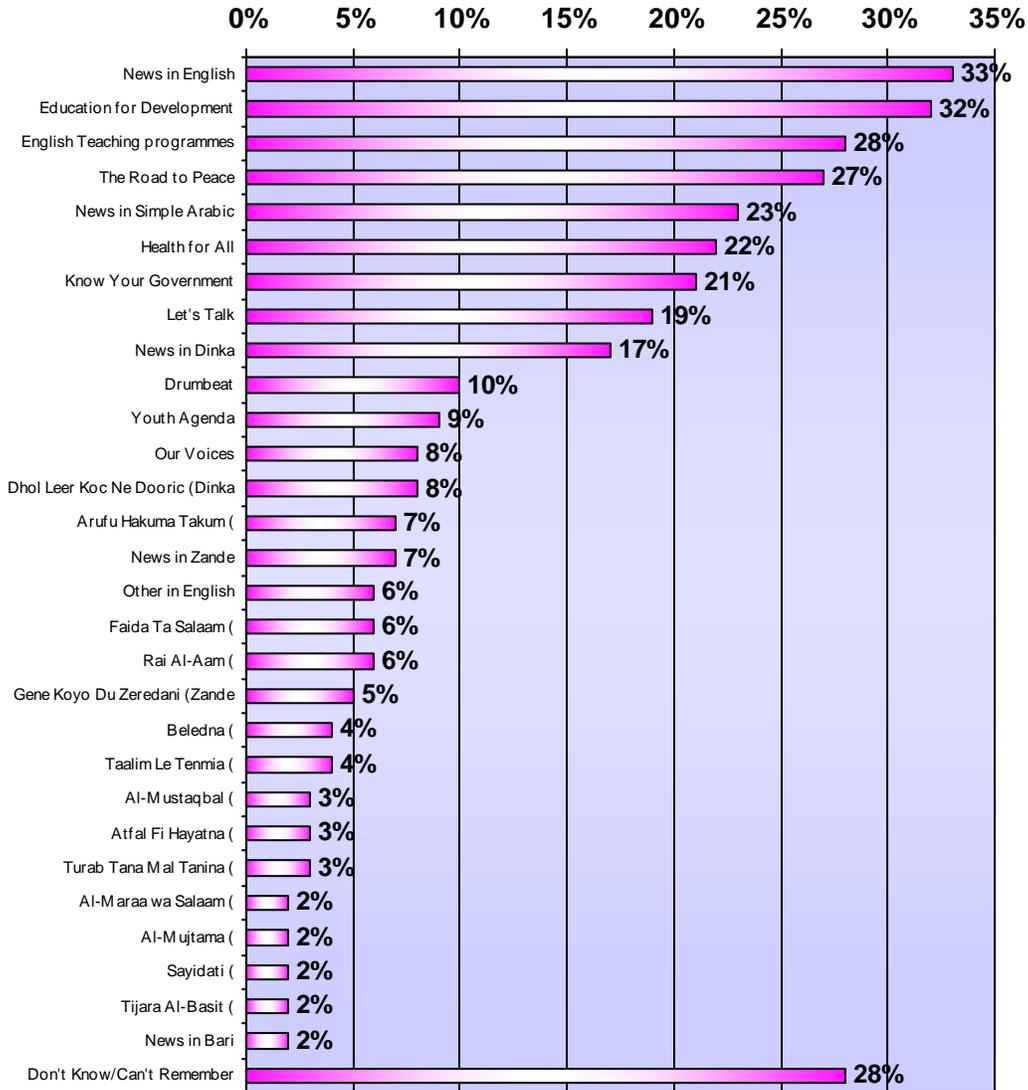
#### First mention

Base: 599 ever listened to SRS



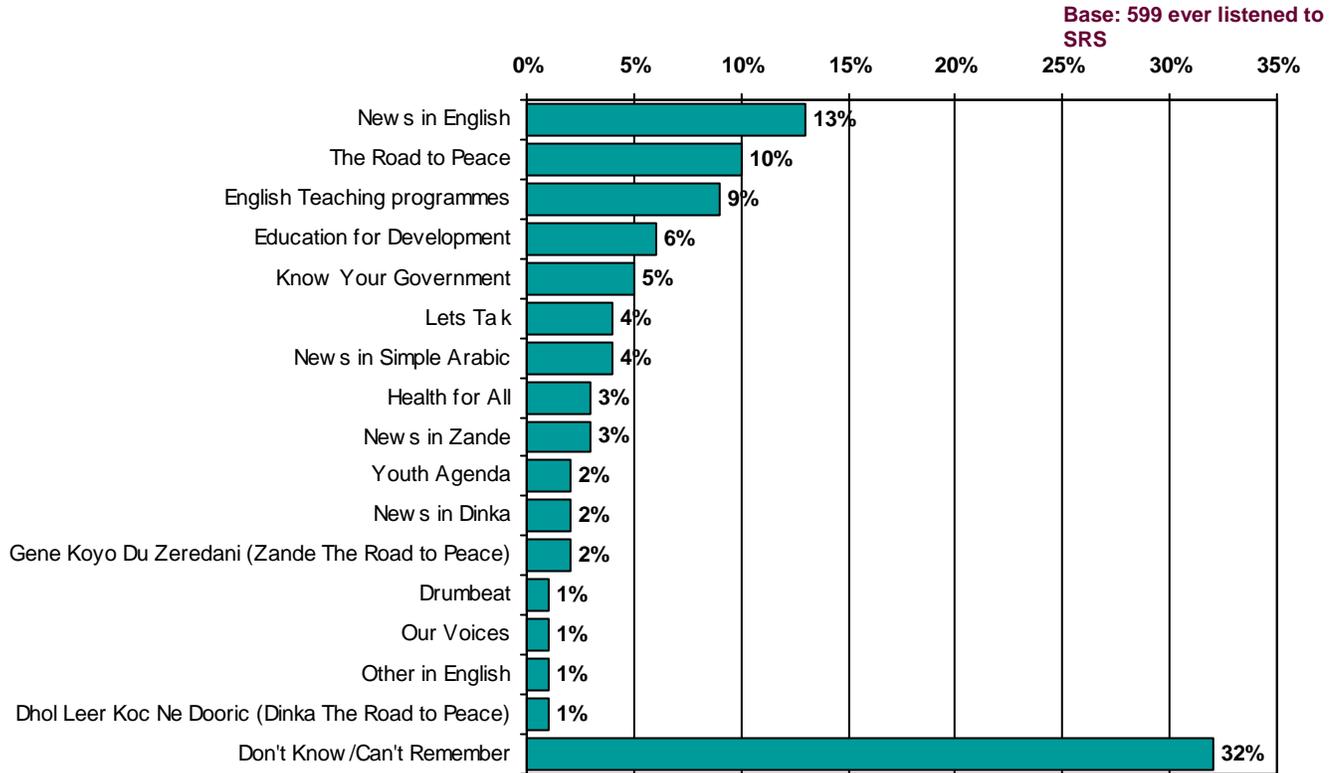
**Total mention**

Base: 599 ever listened to SRS



#### 4.2 Favourite programmes on Sudan Radio Service

Favourite programs in SRS are as follows:- News in English had the highest frequency, followed by the road to peace and thirdly by English teaching programmes.

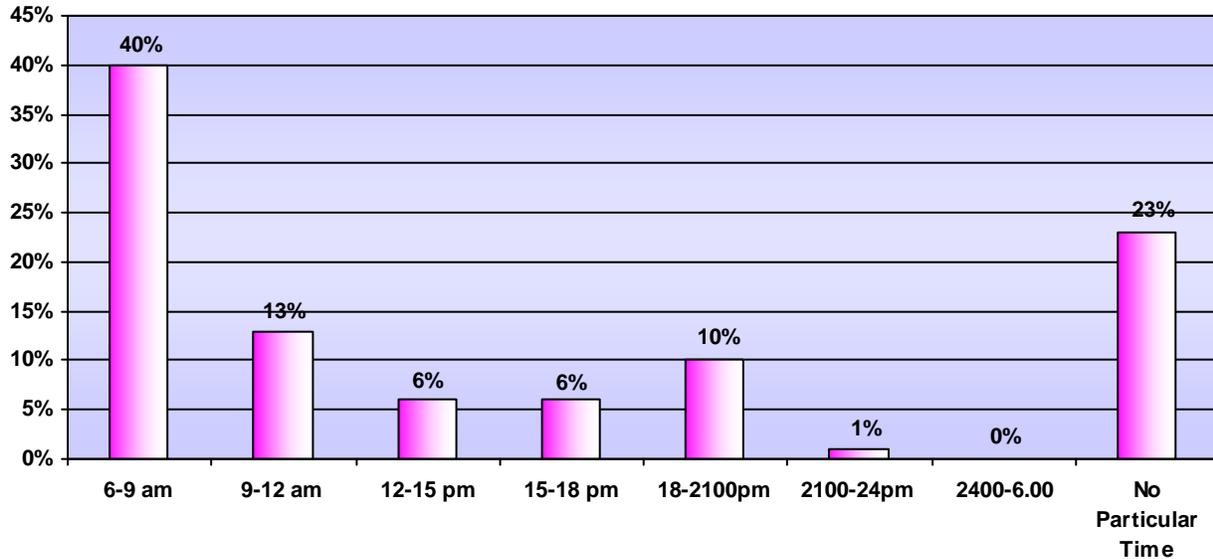


## 5.0 MIRAYA FM

### ***Best time of day to listen to radio programmes***

40% of respondents prefer listening between 6-9am, followed closely by a 13% who prefer to listen between 9-12am. This shows that early morning listenership is most preferred.

Base: 1107 ever listened to Miraya FM



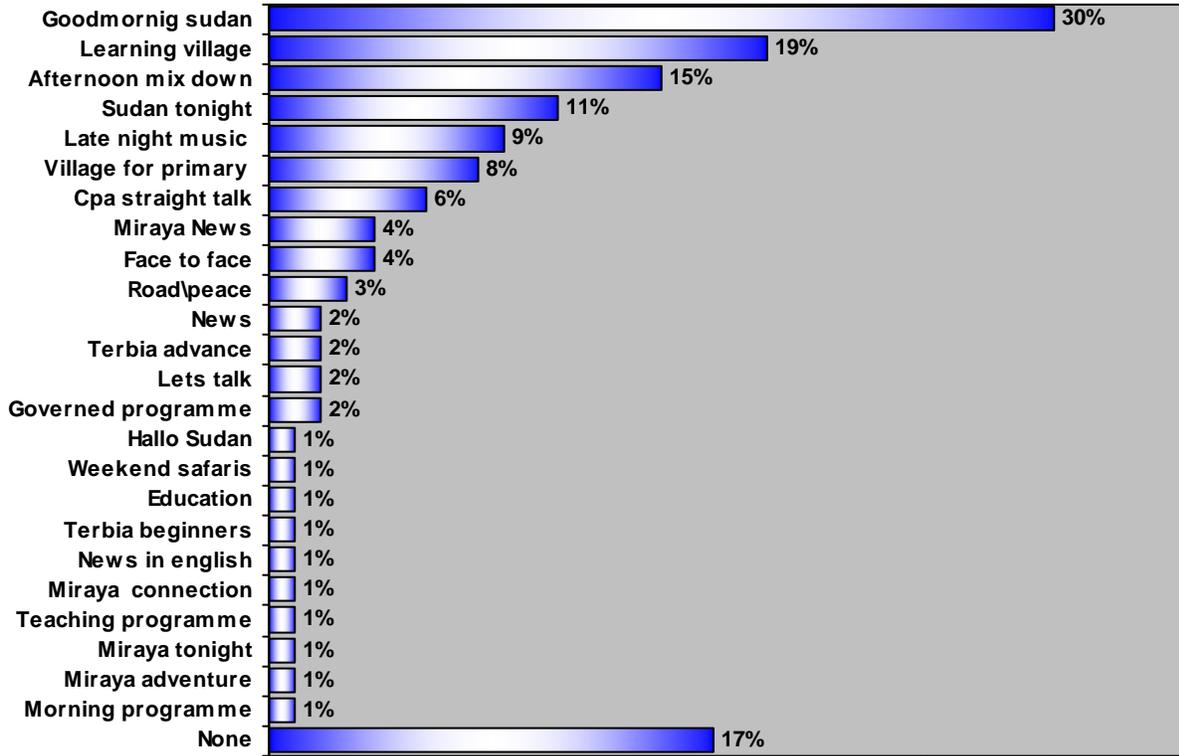
### **Best time of day to listen to radio programmes: across Age & Gender**

	Total	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+	Male	Female
Bases	1107	245	198	177	137	95	89	63	57	46	769	338
6-9 am	40%	39%	41%	41%	44%	41%	39%	38%	44%	35%	39%	44%
9-12 am	13%	12%	15%	9%	10%	16%	11%	13%	18%	20%	13%	12%
12-15 pm	6%	7%	5%	4%	8%	7%	11%	8%	7%	0%	7%	6%
15-18 pm	6%	7%	7%	5%	8%	3%	6%	6%	5%	7%	7%	5%
18-2100hrs	10%	11%	13%	8%	7%	15%	9%	8%	4%	11%	10%	10%
2100-24pm	1%	1%	1%	2%	2%	1%	0%	2%	0%	4%	1%	1%
2400-6.00am	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
No Particular Time	23%	24%	19%	30%	20%	17%	24%	25%	23%	24%	23%	22%

### ***Programmes listened on Miraya Fm***

Programmes listened in Miraya FM are; Good morning Sudan (30%), followed by learning village at 19% then afternoon mix down at 15%. Good morning Sudan (34%), afternoon mix down (12%) and learning village (9%) are liked most on Miraya FM respectively.

Base: 1107 ever listened to Miraya FM



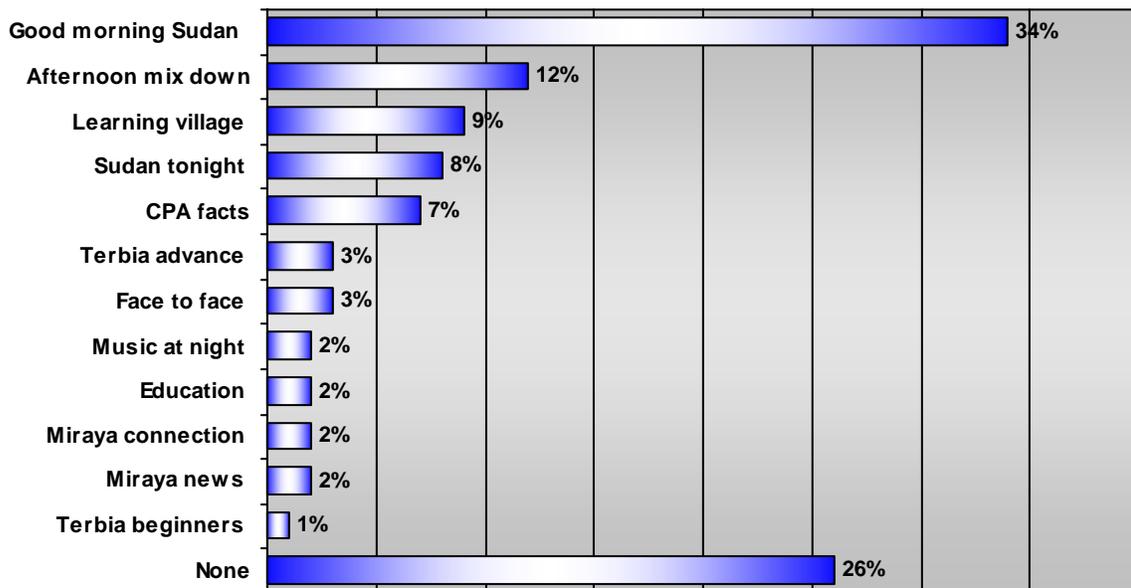
***Programmes listened on Miraya Fm: across ages & Gender***

	Total	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+	Male	Female
Bases	1107	245	198	177	137	95	89	63	57	46	769	338
Goodmornig Sudan	30%	24%	35%	32%	35%	33%	33%	25%	32%	26%	28%	36%
Learning village	19%	20%	19%	20%	18%	25%	13%	13%	18%	17%	19%	19%
Afternoon mix down	15%	12%	16%	16%	18%	16%	20%	16%	9%	15%	15%	14%
Sudan tonight	11%	11%	12%	12%	10%	14%	11%	3%	11%	7%	11%	11%
Village for primary	8%	14%	10%	6%	6%	6%	2%	10%	5%	2%	9%	7%
Music at night	7%	8%	8%	6%	7%	9%	3%	6%	11%	4%	8%	6%
Cpa straight talk	5%	9%	5%	4%	1%	4%	2%	5%	2%	7%	5%	5%
Miraya news	4%	1%	3%	3%	3%	3%	7%	11%	5%	4%	2%	7%
Face to face	4%	4%	3%	3%	7%	6%	4%	6%	4%	0%	3%	6%
Road/peace	3%	3%	4%	3%	0%	1%	3%	3%	2%	0%	2%	4%
Late night music special	2%	1%	2%	3%	3%	1%	1%	0%	0%	0%	2%	1%
News	2%	2%	2%	2%	3%	2%	3%	0%	0%	0%	2%	2%
Terbia advance	2%	1%	3%	2%	1%	1%	4%	0%	2%	0%	1%	2%
Lets talk	2%	3%	2%	1%	3%	3%	0%	0%	0%	4%	2%	2%
Governed programme	2%	1%	4%	3%	1%	1%	3%	3%	2%	2%	2%	2%
Hallo Sudan	1%	1%	1%	0%	1%	0%	1%	0%	0%	2%	1%	0%
Straight talk	1%	2%	1%	2%	1%	1%	0%	0%	2%	2%	1%	1%
Weekend safaris	1%	1%	1%	0%	0%	1%	1%	0%	0%	2%	1%	0%
None	17%	15%	15%	20%	15%	15%	17%	19%	21%	22%	18%	12%

Programmes liked in Miraya are as follows:- Good Morning Sudan scores 34% followed by Afternoon mix down which scores 12%, Learning Village scores 9% , Sudan tonight scores 8% CPA fact score 7% and Terbia advance scores 3%

***Programmes liked most***

Base: 1107 ever listened to Miraya FM

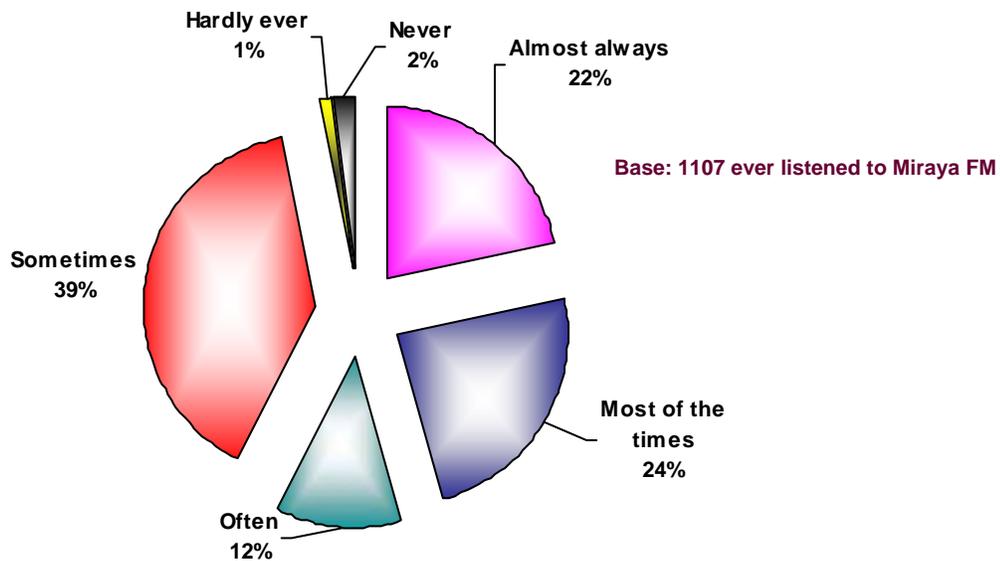


***Programmes liked most: across ages & gender***

	Total	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55+	Male	Female
Bases	1107	245	198	177	137	95	89	63	57	46	769	338
Good morning Sudan	34%	36%	37%	38%	34%	38%	33%	21%	26%	30%	33%	37%
Afternoon mix down	12%	9%	14%	15%	13%	15%	12%	10%	7%	13%	12%	13%
Learning village	9%	9%	9%	9%	12%	14%	4%	3%	14%	7%	9%	9%
Sudan tonight	8%	7%	10%	7%	7%	7%	9%	6%	12%	11%	8%	8%
Cpa facts	7%	8%	7%	5%	9%	7%	8%	13%	11%	2%	7%	8%
Terbia advance	3%	3%	1%	3%	4%	4%	3%	0%	0%	0%	2%	4%
Face to face	3%	4%	3%	2%	4%	3%	3%	2%	5%	2%	2%	6%
Music at night	2%	2%	2%	2%	2%	2%	3%	2%	2%	0%	2%	1%
Education	2%	2%	4%	2%	1%	1%	1%	3%	2%	2%	2%	2%
Miraya connection	2%	2%	2%	3%	1%	2%	4%	5%	0%	2%	2%	3%
Miraya news & presentation	2%	0%	1%	2%	2%	2%	1%	8%	0%	0%	1%	3%
Terbia	1%	2%	1%	1%	1%	3%	0%	0%	5%	2%	1%	1%
Terbia beginners	1%	2%	1%	1%	1%	0%	0%	5%	2%	0%	1%	1%
Weekend safaris	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Teaching programme\development	1%	0%	0%	1%	1%	1%	0%	2%	0%	2%	1%	1%
News in English	1%	1%	1%	1%	0%	0%	0%	2%	0%	2%	1%	0%
None	26%	21%	23%	28%	26%	22%	31%	32%	30%	35%	27%	23%

**5.3 Miraya News Listenership**

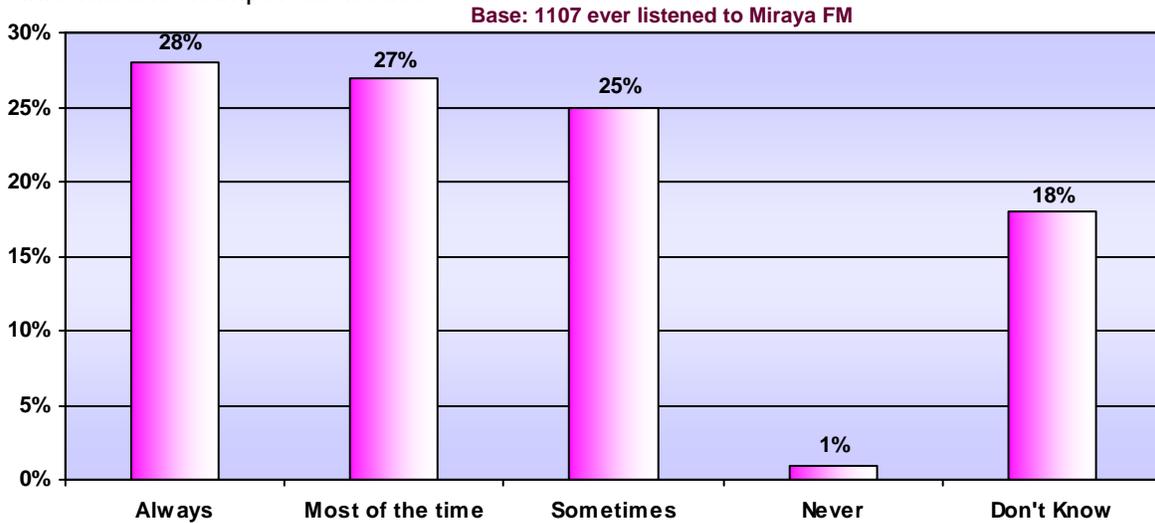
40% listened to news on Miraya sometimes while 24% listened to it most of the times. Further analysis indicated that most of Miraya news listeners came from Maridi where 56% listened to Miraya FM almost always, followed by Yambio where 44% listen to Miraya news sometimes.



Further analysis also showed that majority of the respondents preferred listening to Miraya news mostly between 6-9am (39%) and between 6-9pm (31%).

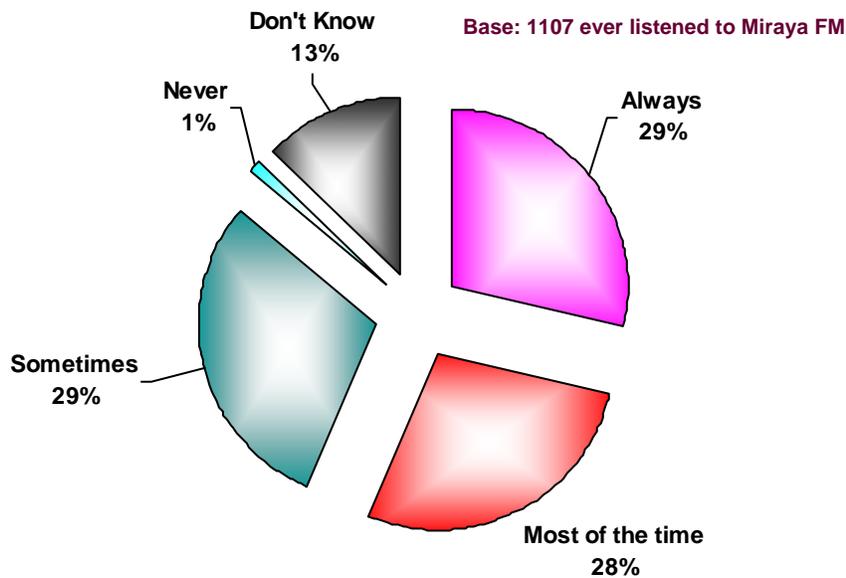
### 5.4 Miraya FM information on important issues

Miraya FM was rated as always giving information on important issues. The chart shows 28% of the respondents agreed to this and 27% claim that most of the time Miraya gives information on important issues.



### 5.5 Is Miraya FM Entertaining?

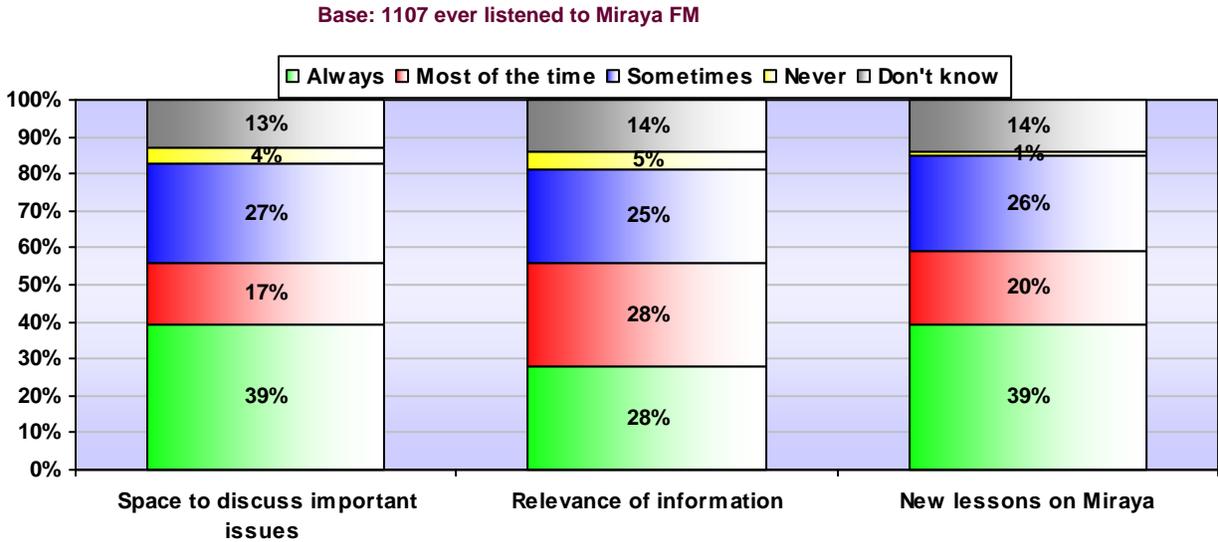
Miraya FM programmes is seen to be entertaining. 29% regarded the programmes always entertaining, while the others mentioned them to be entertaining sometimes (29%) and Most of the times (28%) respectively.



The music played on Miraya FM is appreciated, 37% of the said they liked it a lot, 23% said they love the music and a 16% claim to like the music played.

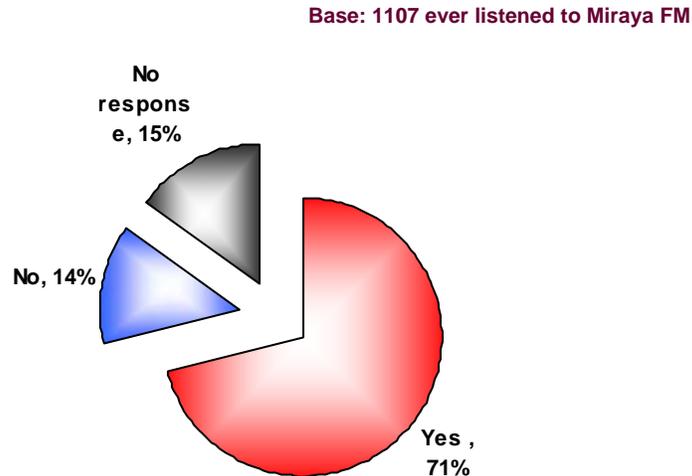
### 5.6 Miraya FM Listenership Rating

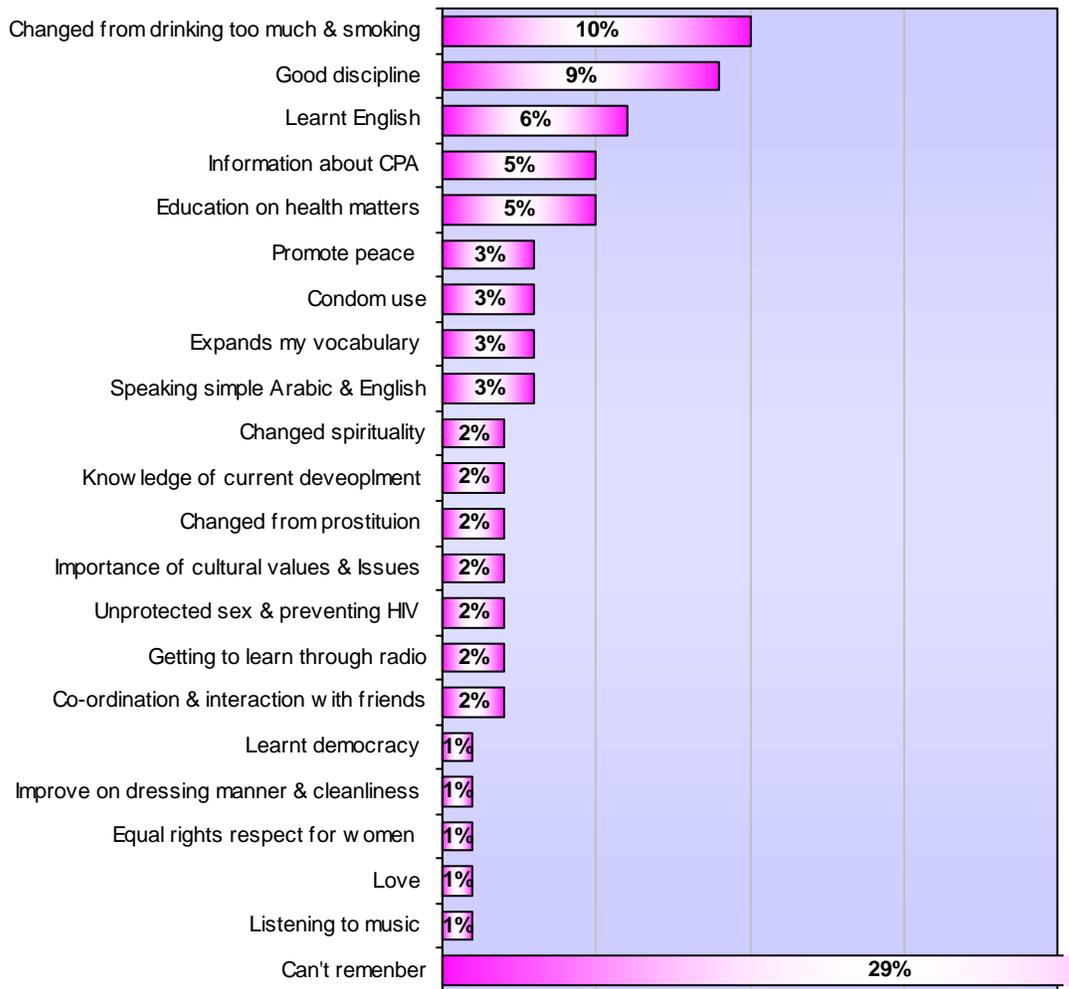
Miraya FM is considered to give the ordinary people of Southern Sudan space to discuss issues which are important, relevant information and in an understandable language. The respondents get to learn new information by listening to Miraya FM.



### 5.7 Miraya Fm impact on life

Information heard on Miraya FM is considered to be life changing. 71% of them claim to have changes in their lives regarding information heard on Miraya FM. The changes mentioned are as shown.





## 6.0 Conclusions

Radio is regarded a major source of information among all the sources of information, it's also considered as being the most important and most reliable source of information.

Radio coverage across the areas is excellent, with Juba and Wau listing most users of radio.

Miraya FM ranks high in listenership, while Sudan radio service comes fourth in the same order.

English and Arabic languages are regarded as the best languages to be used on the radio stations, although a significant number have no preference.

Most listeners give Terbia advanced and Learning Village an audience of 30mins, while listeners for Terbia for beginners give an audience of 20mins max. However, even though the audience time given varies, the programmes are listened to the end.

Education programmes aired on the various radio stations have gained relevant audience, thus listeners claim to listen to them if aired again.

Majority of the respondents own their own radio, however they also claimed to prefer listening to this programs in a group.

Majority of group listeners proclaimed to listen to educational programmes in groups of 3-5 persons.

This survey also reveals that most of the radios used in Sudan, use batteries Vis a Vis the manual winding method.

The research also reveals that learning English and getting information on various issues are the main reasons why listeners listen to educational programmes.

Between the three programmes that were being researched upon, Terbia Advanced and Learning Village were claimed to be more appealing. In general the programmes have been rated as educative and interesting, with majority of the listeners acknowledging to understand English language.

Presenters have been rated as eloquent, and easy to understand as they use simple language that can be understood easily.

News in English, Road to peace and English teaching programmes were mentioned as favorite programmes among the Sudan Radio Services (SRS) listeners.

The survey reveals most listeners prefer listening to Miraya FM in the morning, with few claiming to have no specific time of listening.

Good morning Sudan, Learning Village and Afternoon mix down are ranked high on programmes listened to on Miraya FM, these are also the programmes listened to most.

Generally, Miraya FM is claimed to be very entertaining among its listeners, with music topping the charts as one of the programmes liked.

Listeners acknowledged that Miraya FM gives audience and space to its listeners to discuss issues affecting them or important to them. They also claim that information received on Miraya FM impacts on their lives positively.

## 6.1 Recommendations

Radio having the highest awareness and usage as an information source should be taken advantage of as a means of airing the educational programmes. Special attention should be given to the time of the day that would capture more audience i.e. Programmes can be aired in the morning (6-9am), given that it's the best time to reach its audience, however emphasis can also be placed on evening (6-9pm) listenership so as to encourage family listening.

Some emphasis can be placed on other sources of information, i.e. Newspaper, church, and mobile phones that are readily available and have a significant reach.

Arabic translators should be used especially where difficult language is being taught considering the ethnicity of the listeners.

Emphasis should be put on use of community centers, given that most listeners prefer listening to educational programmes in groups. At these centers they will also interact with other educational programmes listeners.

Programmes should be aired frequently to enable listeners learn various issues.

Terbia for beginners is not very popular and it's ratings for appeal are lower, this shows that the programme should be made more lively and the language used much simpler.

## Appendix

### Infrastructure and travel

This piece of research was undertaken in collaboration conducted during the dry season which was good.

The infrastructure was as usual so getting from one place to another was as usual difficult. It is important to have a 4 wheel drive car when conducting research in Southern Sudan. Hiring of the cars is very, very expensive. The minimum charge is US\$ 250 per day. This we now know as we have the experience of conducting 4 pieces of research in the region.

Travel from one location to another is only possible by 4 wheel drive or by air. There are only a few commercial flights but only in few places. One has to use UN flights or WFP flights.

The major routes that link Uganda and Kenya to Juba and Yei to Wau are paved. The rest of the road network is mostly mud tracks and are rendered impassable when it rains. In other areas, there are no roads at all and where roads exist, the bridges are broken down or in a very bad state. Communication is also a big problem since most areas are not covered by either of the telecommunication networks available. Only three towns have mobile telecommunication.

Data collection is quite a challenge. These challenges were in the area of qualified manpower, besides getting the right personnel with the right attitude and commitment to the kind of assignment we had for the region.

### Approach used

We used probability sampling in this type of study because we have conducted such studies using this method. The benefits of this methodology was that we were able to get incidences of penetration and media usage which we will be able to extrapolate to the national population.

We propose probability sampling, and used stratified sampling method where we divide the population into various strata – our divisions being the administrative boundaries as provided in population estimates. From each state we divide the sample in proportion to the population in each county, further each county we shall subdivide in proportion to the population in each Payam.

The Payam then formed our sampling unit where we applied our random selection. Here we used our standard random sampling technique in which enabled us to identify the starting point for interviewing in each Payam.

### **Selection of respondents:**

At the starting point, we used the left hand method to select the household to begin. By using the even and odd dates approach the, Interviewer identified the household and, upon introduction, requested for an interview with one of the adult household member and, using a screener questionnaire, determined the eligible person for interview. This was done using a Kish grid.

This method ensured equal chances in selecting among household members - male or female, young and old to participate in the survey. Please note that we administered this and were at times forced to interview males instead of females because the man of the house refused to allow us to conduct the interview with the female in the household

All the enumerators were trained for two days on how to administer the questionnaires and how to select respondents before fieldwork commenced in each region. We were helped by staff from EDC in some instances.