

# **Population Services International Afghanistan**

## **Follow Up Rapid Assessment of Radio Arman Top 40 Program**

**July 2004**



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## Follow Up Rapid Assessment of Top 40

Place: Kabul Province  
Date: July 06<sup>th</sup>, 2004  
Data collectors: Dr. Shukria, G. Jilani, Dr. Khushal, Ehsan and Nasratullah

The assessment took place on 06<sup>th</sup> of July in four different area of Kabul (Khair Khana, Karte Se, Qalae Fatehullah and Froshgah (center)). A questionnaire was designed and 154 people were interviewed. 30 people in three different pharmacies were interviewed in each area except Qalae Fatehullah, where total of 60 people were interviewed by two data collectors.

### Summary of result:

- From 154 people were interviewed, 23 (15%) were female and 85% (131) were male respondents.
- Age groups:
  - 15-70
  - mean age is 30 years
- From all participants in this assessment 141 (91.6%) people listening to the radio Arman and 13 people (8.4%) reported not listening.
- When they were asked (do you listen to the Top 40?), 130 (84%) said Yes and 24 people (16%) said No. The number of listeners for Top 40 was increased in 6 % in one month.
- To the question (who sponsors the Top 40?), 119 (77%) said Don't Know and only 14 (9%) of people who listen to the Top 40 mentioned No One as sponsor of that program. One person said Clorin NGO and another one said PSI. Also 7 people said USA is sponsoring this program and 4 people said NGOs and 2 people mentioned Shekib (Top 40 announcer) is funding Top 40.
- 50(32%) of respondents reported that they know the slogan for this sponsor. That shows an increase of 10% than one month ago. 104 (67.5%) said they don't know.
- To the question (do you know what product is this?) only 18 person said Yes and 32 people said No.

- 26 respondent reported that they ever seen the logo for this product and 23 (46.9%) said No.
- To the question (Have you ever seen this logo?) and logo was shown to the respondents, 84 (53.5%) said Yes and 70 people (45.5%) said No.

In conclusion we can say that after changing the slogan in this program still 10% of people who listen to Top 40 know who is sponsoring the program.