

# **Population Services International Afghanistan**

**Rapid Assessment of Radio Arman  
Top 40 Program**

**FINAL REPORT**

**June 2004**



**Afghanistan**



This Rapid Assessment was made possible through support provided by the U.S. Agency for International Development Mission to Afghanistan, under the terms of Award No. 306-A-00-04-00508-00. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.”

## **Rapid assessment of Top 40 program**

Place: Kabul Province  
Date: June 06<sup>th</sup>, 2004  
Data collectors: Abdul Mateen, Barialai, M. Asef, Naseem and ??

To check the impact of Top 40 on knowledge and awareness of people, Research Department of PSI-A conducted a rapid assessment in Kabul province. The assessment took place on 06<sup>th</sup> of June in four different areas of Kabul (Khair Khana, Karte Se, Mikroyan and Arzan Qeemat). A questionnaire was designed and 150 people were interviewed. In each area 30 people in three different pharmacies were interviewed except Arzan Qeemat, where total of 60 people were interviewed.

The summary result is submitted below:

- From 150 people were interviewed, 16% (24) were female and 84% (126) were male respondents.
- Age groups:
  - 14-65
  - mean age is 30 years
- To the question (do you listen to Radio Arman?) 143 (95.3%) said yes and only 7 people (4.7%) said No.
- When they were asked (do you listen to the Top 40?), 117 (78%) said Yes and 33 people (22%) said No. That shows majority of people are listening to the Top 40.
- To the question (who sponsors the Top 40?), 131 (88.5%) said Don't Know and only 16 (10%) of people who listen to the Top 40 mentioned No One as sponsor of that program. One person said Germany is sponsoring the program!?
- 32 (21%) of respondents reported that they know the slogan for this sponsor and 116 (78.4%) said they don't know.
- To the question (do you know what this product is?) only 2 person (1.8%) said Yes and 107 (98.2%) said No.
- Again 2 respondent reported that they ever seen the logo for this product and 107 (98.2%) said No.

- To the question (Have you ever seen this logo?) and logo was shown to the respondents, 79 (53.4%) said Yes and only 69 people (46.6%) said No.

As we can see just 10% of people who listen to Top 40 knows who is sponsoring the program and 21% reported that they know the slogan for this program.