



PREPARED FOR



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Contact:

**Fred Kenogo: Email: minds@karibu.kenyawebsite.com
Phone: 254-2-352778/ 0722-501899**

Jethalal Chambers 5th Floor, Tubman Rd., PO BOX 16625-00100

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Executive Summary

How Southern Sudan Listens to Radio:

This report looks at the current radio listening habits in southern Sudan and is generated from 1,546 interviews conducted in the period of 17th December 2004 and 15th January 2005.

Radio still remains the main source of information in southern Sudan with a majority of the population depending on it for their day-to-day source of news, information and entertainment. Access and usage of other media such as TV and Newspapers is still low due to various factors such as low literacy levels, lack of infrastructure such as electricity and the strict government control of the media industry. Due to the civil strife in the region, radio has also developed to be the main source of information for both residents of the various locations and other internally displaced persons including refugees and Sudanese in the diasporas have come to depend on radio for information on what is happening in the region.

The survey recorded slightly over 40 radio stations in terms of awareness. 30 of these stations recorded as having been ever listened to. However, only three radio stations command most of the audience. This is indicative of the fact that radio continues to be the most popular and persuasive form of media among the Sudanese population. The information provided in this report forms a base for future trackers that will guide trending the shifting patterns in radio listening and the other media particularly TV and newspapers.

Radio reaches more than 81% of the southern Sudan population with 66% of these tuning to radio on a daily basis. Out of those who have access to radio, 67% of them have radios in their households. In comparison to TV, which has only 5% accessibility and 1% household availability, radio clearly remains a popular media of choice among the southern Sudan population. Having access to radio refers to being able to listen to radio either from their own radio sets or someone else's. The listeners do not necessarily have to own a radio in their household to listen to it. Note that these figures are mainly drawn from an urban sample, consisting of people who are more exposed to radio than their counterparts in the remote areas. Hence the access and availability figures for both radio and TV would most likely be lower if the more remote/rural areas were included.

One of the greatest strengths of radio has always been its portability. Radio has the flexibility to reach listeners at home and out of home, and the listening location can shift dramatically depending on the time of the day. This was evident during our fieldwork as most men were seen carrying around radio sets during the day. Most of the radio listening however happens at home, i.e., 83% of all who have access to radio listen to radio at home. There is also significant group radio listening at 52%.

More radio listening happens during the morning (6am-9am) period, with 84% of respondents saying they listen at this time, than in the evening (6pm-9pm) period at 71%.

Three stations stand out as the most popular in terms of awareness and listenership; they are the BBC, Radio Omdurman and Sudan Radio Service, usually in that order.

Among those who have ever listened to radio, 77% have listened to BBC at least once in their lives, 63% have listened to Radio Omdurman, and 60% have listened to Sudan Radio Service at least once. In spite of being on air for barely one and a half years, Sudan Radio Service has had an impressive penetration in southern Sudan, closing ranks with the other two long existing stations, especially Radio Omdurman.

The popularity of Sudan Radio Service is mainly due to broadcasting its programmes and news about Sudan in local languages. Respondents say they see Sudan Radio Service as “their” radio station and 68% of the respondents closely identify it as a Sudanese entity.

Some other key drivers of Sudan Radio Service listenership in the short time it has been on air include:

- The high awareness levels it commands in the region (85%). Out of those who are aware of Sudan Radio Service, 60% have listened to it at least once. There is an opportunity for Sudan Radio Service to convert the remaining 25% into listeners if the barriers to listening to the radio station are addressed. Some of the barriers include difficulties in tuning in or clarity of reception.
- Sudan Radio Service seems to have tapped into the largest tribal strata of southern Sudan by broadcasting in the major languages of the south. This has endeared it to the listeners, as there is no other radio station in the region broadcasting in so many languages.
- Sudan Radio Service has also achieved success in its programming by airing programmes with issues affecting the day-to-day lives of the populations in the region. These issues include the peace process, education and other social issues affecting the region.

Sudan Radio Service has had great impact in the lives of the listeners. A majority indicates that they are more aware of the peace process through Sudan Radio Service and have received information on HIV/AIDS as well as personal and general development issues.

Sudan Radio Service programming is generally considered to be excellent with nearly all of the listeners indicating that they will continue to listen to Sudan Radio Service.

This report will outline a summary of the main findings of this survey and the conclusions.

NOTE: All the results are based on actual samples and no projections on the whole population are applied. This is due to the fact that recent, reliable nationwide census data for Sudan is not available. Whatever data is available is outdated and covers the whole of Sudan without any meaningful breakouts for southern Sudan. Such breakouts would be useful, as this survey was conducted largely within southern Sudan.

Introduction

Twenty-one years of civil war have resulted in the utter destruction of whatever infrastructure had existed in southern Sudan. Among the first casualties of the war was the media. Under the strong currents of political turmoil, hatred, shifting alliances and revenge, balanced and objective reporting of events was compromised.

The war displaced an estimated four million people, most of whom continue to live as internally displaced persons (IDPs) or refugees in foreign countries. There is a lack of access to accurate, balanced information, which could help the masses cope with the trauma of war, gain knowledge on how to deal with health concerns, and above all, be informed about the progress of the peace processes. With the signing of a peace agreement in Nairobi, Kenya in January 2005, most southern Sudanese are expected to go back to Sudan and pick up their lives.

In the Sudan, radio continues to be the most powerful medium of mass communication. Radio is relatively affordable and among the cultures of Sudan, which are predominantly oral and largely illiterate, radio plays a vital role in transcending literacy barriers. Radio in developing countries has an important role to play in improving the standards of health, education and governance among the population. This is done by imparting knowledge, encouraging socially desirable behaviors, changing attitudes and helping people communicate with each other. Governments, NGOs, and other funding agencies in developing countries look to radio to inform the population and carry out social marketing campaigns. In an under-developed country like the Sudan, and in particular war-ravaged southern Sudan, radio is an indispensable communication tool in creating awareness among the people on issues that affect their lives, such as peace and development. Sudan Radio Service was designed to fill in the information gap that was created during the war.

There is very little radio broadcasting in Sudan, especially southern Sudan. The main national radio station in the country is Radio Omdurman of the Sudan National Broadcasting Corporation, with a regional station in Juba for the south. There are also a few heavily controlled, private FM stations in Khartoum. A variety of international stations broadcasting on shortwave, such as BBC, which recorded the highest awareness and listenership in this survey, are also popular with the listeners in Sudan.

The only newspaper circulating in the southern Sudan is the Sudan Mirror, published bi-monthly in Nairobi, Kenya. But due to southern Sudan's high illiteracy rates, readership is limited to a small audience.

There is virtually no television viewing in southern Sudan. A few TV sets can be found where there is NGO activity. Satellite provider DSTV provides programming, as there are few terrestrial TV channels. Some areas are able to receive Sudan Television from Khartoum.

Project Background

Sudan Radio Service was developed by Education Development Center (EDC), a US Non-Governmental Organization (NGO) that specializes in distance learning. EDC works to strengthen nearly every facet of society, including early child development, education, health promotion, workforce preparation, community development, learning technologies, basic and adult education, institutional reform and social justice. Sudan Radio Service was created with support from the United States Agency for International Development (USAID).

Sudan Radio Service is dedicated to peace and development in the Sudan. It provides Sudanese listeners with an independent source of accurate, balanced news and information. Programming focuses on civic education, health, education, agriculture, entertainment, and other important, relevant issues to Sudanese within the country and abroad.

Due to the political instability and lack of infrastructure in the Sudan, the production studios of Sudan Radio Service are located in Nairobi, Kenya, with additional production facilities in Washington D.C. and transmission facilities in the United Kingdom. Programs are compiled, edited and presented by Sudanese journalists and producers. The programs are sent on a daily basis to the broadcast facilities in the United Kingdom for airing.

Sudan Radio Service first went on air on 30 July 2003 with programs in English, Arabic, Simple Arabic¹, Dinka, Zande, Moru, Nuer, Bari and Shilluk. Aware of the political turmoil in Sudan, Sudan Radio Service produces programs that are balanced with no bias towards race, religion, political affiliation, gender or opinion. Sudan Radio Service is independent in the development of programs and selection of its partners and is solely responsible for program content. Reliance is placed on the accuracy of information and as such, commentaries are not broadcast.

The vision of Sudan Radio Service is to be an independent provider of balanced news and information particularly surrounding the national peace process to the people of Sudan living both in Sudan and abroad. Its mission is to equip the people of Sudan with the knowledge and tools to participate more fully in peace making and development processes in their country through programs of education and information.

Sudan Radio Service seeks to be a potent symbol for a Sudan in which all cultures and traditions are valued and celebrated within a context of mutual respect and admiration. It strives to ensure that the Sudanese fully appreciate all aspects of the peace process and can articulate their concerns and desires to their respective leaders. Information about humanitarian programs is highlighted so that the people of Sudan know how to access available assistance.

To be able to serve its audience better, Sudan Radio Service commissioned MINDS Consulting Limited to conduct an audience survey that would gauge the perceptions, attitudes, opinions, likes and dislikes of Sudan Radio Service listeners, as well as their listening behavior. Sudan Radio Service also wanted to gauge general radio listening levels of southern Sudan.

¹ Simple Arabic is colloquial Arabic spoken as a lingua franca in the south. Juba Arabic is an Arabic-based creole spoken by Equatorians, especially those who have spent time in Juba. Though most language scholars would argue that Juba-Arabic and Simple Arabic are not the same, for the purposes of this survey, they are one language and will be referred to as Simple Arabic.

The results of this survey are expected be instrumental in providing information that will be used in programming, assessing editorial opportunities and ultimately building Sudan Radio Service audience.

This document highlights the main findings of the survey

Research Objectives

The overall aim of this survey was to provide information that will gauge the perceptions, attitudes, opinions, likes and dislikes of Sudan Radio Service listeners, as well as their listening behaviour. Specific research objectives included:

- Estimate the number of people who listen to radio in general, and when they last listened to radio.
- Gauge the awareness of radio stations in general (spontaneously and with prompting).
- Gauge the awareness of the existence of Sudan Radio Service (spontaneously and with prompting).
- Calculate the percentage of people who have listened to Sudan Radio Service, and when they last listened to Sudan Radio Service.
- Estimate the coverage/reach of Sudan Radio Service; i.e., the percentage of average daily/weekly Sudan Radio Service listeners.
- Identify the typical place and environment of radio listenership.
- Establish the quality of reception and clarity.
- Find out the listening habits, attitudes, perceptions, likes and dislikes of Sudan Radio Service listeners.
- Determine the level of radio ownership.
- Determine the level of listeners' access to radio.
- Measure southern Sudanese access to and consumption of other media.
- Determine time of day when people commonly listen to radio.
- Estimate specific program reach and listener profiles.
- Gauge reactions to program content based on the following attributes:
 - Relevance.
 - Credibility/trustworthiness.
 - Quality.
 - Importance.
 - Appreciation.
 - Favourite program(s).
 - Favourite language(s).
 - Listeners' awareness and preference of presenters.
- Measure the impact of Sudan Radio Service listening on behaviour change and knowledge - covering civic education, agricultural, health, and educational issues.
- Perform a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of Sudan Radio Service.
- Gauge demographic profile of listeners: age, gender, educational level, languages spoken and understood, number of members living in the household, marital status, immigration status (internally displaced persons, refugee or resident), source of livelihood (occupation), and religion.

Research Design

In conducting this research we were aware of the fact that audience researchers bear a heavy responsibility in ensuring that their research is conducted to the highest possible standards in order to deliver reliable and accurate data.

This survey is designed as a baseline study on which future studies will be tracked.

Target

The war in Sudan sent millions of refugees into surrounding countries, including Kenya, Ethiopia, Chad and Uganda.

This study surveyed Sudanese living in Kakuma refugee camp in Kenya, as well as in 4 regions of southern Sudan (Eastern & Western Equatoria, Bahr el Ghazal and Upper Nile).

A refugee camp just outside Khartoum in northern Sudan was also included. This refugee camp and the southern city of Juba are controlled by the government of Sudan, while the other areas visited for this survey, apart from Kakuma refugee camp in Kenya, are under the control of the SPLM.

Data Collection Methods

Both qualitative and quantitative research methods were employed for this survey. This document details the results of the quantitative research.

Quantitative Section

Sample Size

We hoped to interview 1,550 respondents, as a sample size of 1,000 or more is considered large enough to allow conclusions to be done across the entire population. In the end, we were able to obtain a sample size of 1,546, broken down as follows:

Town/ Region	Region	Target Sample	Achieved Sample
1. Maridi	Western Equatoria	150	151
2. Yambio	Western Equatoria	150	154
3. Yei	Western Equatoria	150	160
4. Juba*	Eastern Equatoria	150	112
5. Nimule	Eastern Equatoria	150	162
6. Rumbek	Bahr El Ghazal	150	149
7. Yirol	Bahr El Ghazal	150	154
8. Aburoc	Upper Nile	150	146
9. Oldfangak	Upper Nile	150	150
10. Kakuma Refugee Camp	Kenya	100	106
11. Jabel Auelia Refugee Camp	Near Khartoum	100	102
Total no. Of respondents		1550	1,546

* Juba is controlled by the government of Sudan, although it is geographically located in southern Sudan. The government permitted MINDS only a few days to visit Juba, but only one day to carry out our research. MINDS was able to surreptitiously continue its research longer; nonetheless, fewer interviews than planned were conducted.

Sample Selection Procedures

The sample was selected randomly, all the way down to selection of the individual respondents following the selection procedures as described below:

At each household, the respondents were selected using the Kish grid¹ method. Only one interview was conducted per household.

Example of a Kish Grid:

2) List all the names or positions of eligible members in the household starting with the oldest

3) List out the ages for each eligible member of the household

1) The numbers here should be circled prior to fieldwork commencing. The process of circling these numbers should be random. In this example, the interviewer has a Kish grid where the number '5' is circled

	Name/position	Age	1	2	3	4	5	6	7	8	9	0	1
1	Father	55-59	1	1	1	1	1	1	1	1	1	1	1
2	Mother		1	2	2	1	2	1	2	1	2	1	2
3	Daughter		1	3	1	3	2	2	3	2	2	3	3
4	Son	25-29	4	1	2	3	3	4	1	2	4	2	4
5	Son	20-24	5	4	3	1	2	2	3	4	5	1	5
6	Daughter	18-19	6	5	1	2	4	3	1	4	5	6	6
7	Son	15-17	7	1	4	3	6	2	5	3	1	2	7
8			5	7	5	7	2	6	8	8	7	8	8
9			3	1	6	5	7	2	4	8	9	9	9
10			10	2	5	1	10	1	5	1	10	10	10
11			11	4	3	3	3	3	3	3	11	11	11
12			12	6	5	5	5	5	5	5	12	12	12
13			13	5	7	7	7	7	7	7	13	13	13
14			14	3	8	8	8	8	8	8	14	14	14

5) A vertical line should then be drawn down from the number circled, in this case, number 5

4) A horizontal line should then be drawn across from the last household member on the list, in this case, member number 7

6) The number at the point where the two lines cross is the number of the household member who should be interviewed, in this case, respondent number 6. (The daughter aged 18-19)

¹ All people in the household aged 15+ are listed, starting with the oldest and working down to the youngest. The interviewer looks along the row of the last person in the list. Where this meets the column of the last digit of the questionnaire number is the number of the person in the list to be interviewed.

Research Instruments

A structured questionnaire translated into eight languages was used in the interviews. For each region, the dominant language was applied.

Fieldwork Procedures and Controls

The field team was composed of well-trained research assistants. The whole field team learned the study's background, objectives and the data collection instruments. Potential problems and queries were also addressed at this stage.

Interviewers

The field team recruited local interviewers in each region and trained them on the project. The top trainees were then hired to carry out the fieldwork.

Finding capable interviewers in most regions was not easy and was the biggest challenge. However, in the end, the quality of the data collection was quite satisfactory.

Pilot

Piloting for this survey was done before the start of the main survey as part of our quality control process. The pilot was conducted among the Sudanese population in Nairobi, Kenya. The questionnaire was thus fully pilot tested and all the field procedures practically demonstrated to ensure that the field team fully understood what was required of them.

Fieldwork (on-the-ground procedures)

Fieldwork was conducted between 17th December 2004 and 15th January 2005.

In most regions our team had logistical assistance from NGOs of the ground. However, the available support was skeletal since most had closed for year-end festivities.

Data Analysis

Following the return of completed questionnaires from the field, the following processes were carried out:

- **Editing and coding:** Each questionnaire was checked by hand. A team of experienced researchers coded the open-ended questions.
- **Data entry:** Special SPSS data entry software was used to capture the collected data. The data was taken through a series of checking procedures including 100% re-entry (whereby the same data is entered into 2 computers; if the results on both computers match, one can be sure that the results were entered accurately). The data was also cleaned by SPSS to check for any inconsistencies.
- **Data processing and analysis:** Necessary tabulations were generated for reporting.

SUMMARY OF THE MAIN FINDINGS

This section highlights the main findings of the survey.

The findings are presented in charts and tables for easy reading.

Most of the charts and tables indicate only a part of the results (detailed tables with all the data and breakouts are provided in the appendix spreadsheet).

Where the results are separated by region, the percentages indicated are drawn from column totals. Thus the results are specific to that particular region and not the entire sample.

Sample Structure

Below is the sample structure obtained from the survey.

Table 1: Sample Structure

Total	1546	100%
Male	1102	71%
Female	444	29%

15-24	506	33%
25-34	439	28%
35-44	326	21%
45+	180	18%

Maridi	151	10%
Yambio	154	10%
Yei	160	10%
Juba	112	7%
Nimule	162	10%
Rumbek	149	10%
Yirol	154	10%
Aburoc	146	9%
Oldfangak	150	10%
Kakuma Refugee Camp - Kenya	106	7%
Jabel Auelia Ref Camp - Khartoum	102	7%

We intended to interview at least 150 people per area apart from the refugee camps where we targeted 100 interviews.

Due to the lack of census data we undertook a purely random sampling approach.

As you can see, more men than women were interviewed, which regrettably caused a gender bias in the survey. In most areas the women shied away from being interviewed and in other cases the men refused to let the women be interviewed. A number of interviews with women were even terminated when the women did not or could not answer most questions.

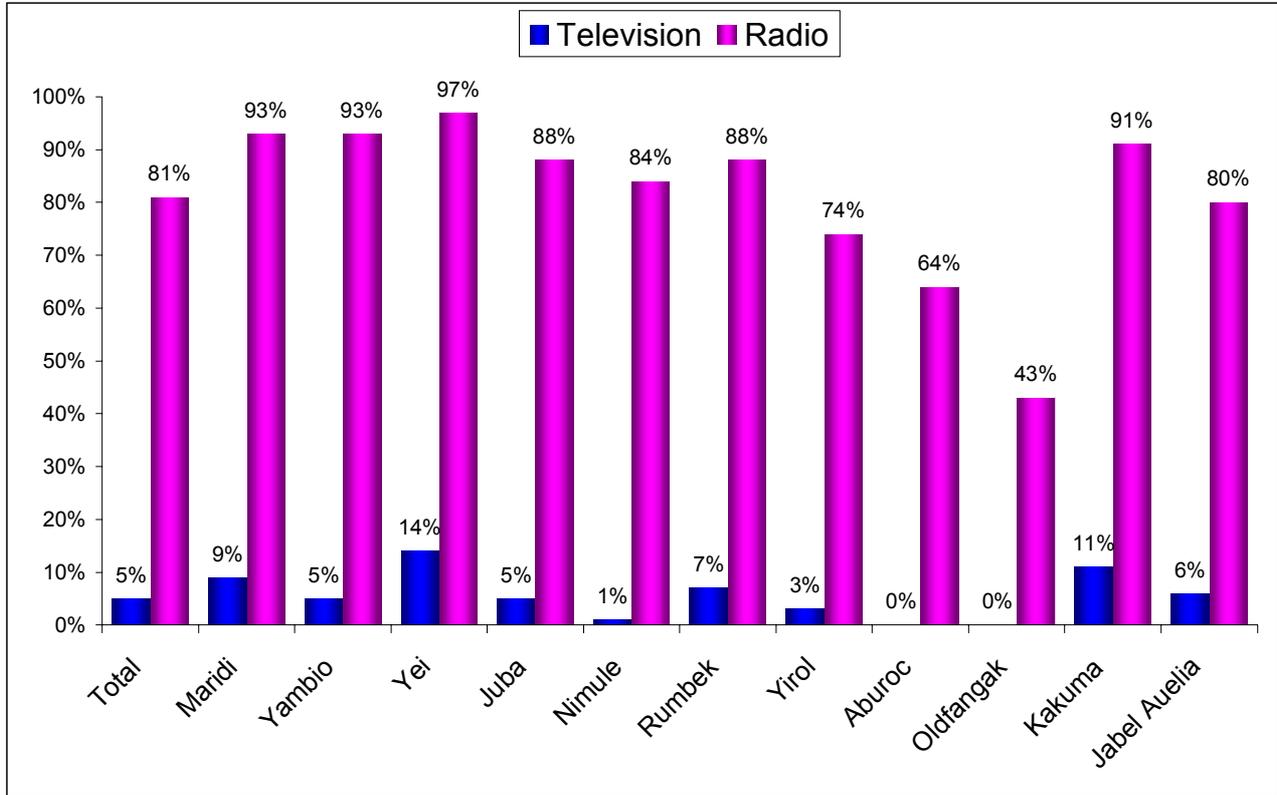
A majority of those interviewed were young, between the ages of 15-34.

This sample structure forms the basis of the analysis in the summary of the findings section.

GENERAL MEDIA – SUMMARY ANALYSIS

Access to Radio and TV

Chart 1: Radio and TV Access



Q: Do you have access to radio or TV, one that is available for you to use, even if you don't have own it or have it in your house?

Having access to radio or TV refers to being able to listen or watch either from their own radio or TV set or someone else's. The listeners or viewers do not necessarily have to own a radio or TV set or have it in the household. Of course, these figures are drawn from more populated towns, where people are more likely exposed to radio or TV than their counterparts in more remote areas. Hence the access figures for both radio and TV would most likely be lower if the remote/rural areas were included.

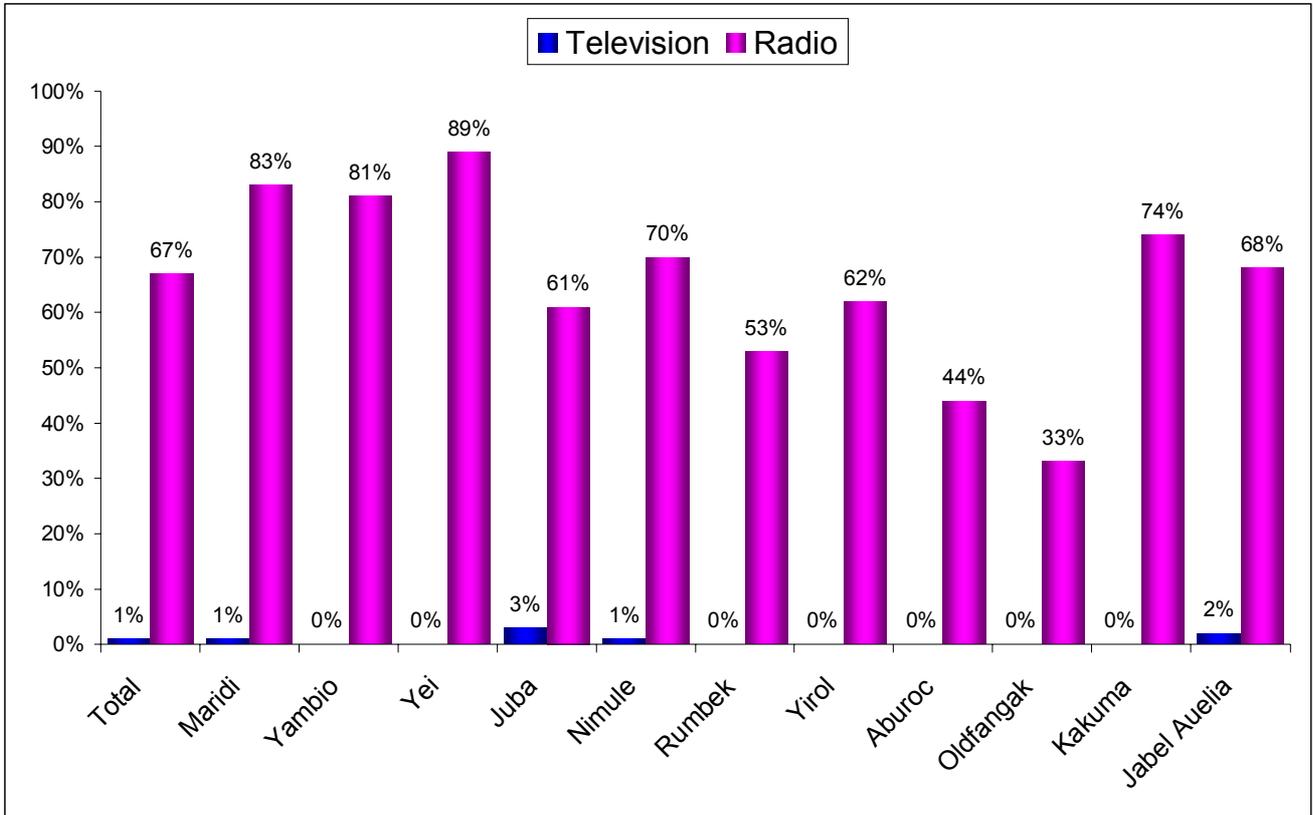
Our survey shows that a total of 81% of respondents say they have access to radio. The area with the least radio access is Oldfangak, at 43%. Yei has the highest radio access at 97%.

There is very little TV presence in the areas surveyed. Only 5% have access to TV, with the highest access in Yei and Kakuma refugee camp.

This is not surprising, as radio is a more powerful medium in the highly oral societies of southern Sudan. Radio is relatively affordable and, in most cases, radio listening is a group affair, so one does not really have to own a radio in order to listen.

TV and Radio Availability in the house (Ownership)

Chart 2: Radio and TV Ownership



Q: Do you actually have a radio or TV in working order in your household?

The percentage of people who said they have a working radio in the house is surprisingly high at 67% overall, with the most in Yei. Oldfangak and Aburoc have the lowest radio ownership levels at 33% and 44%, respectively.

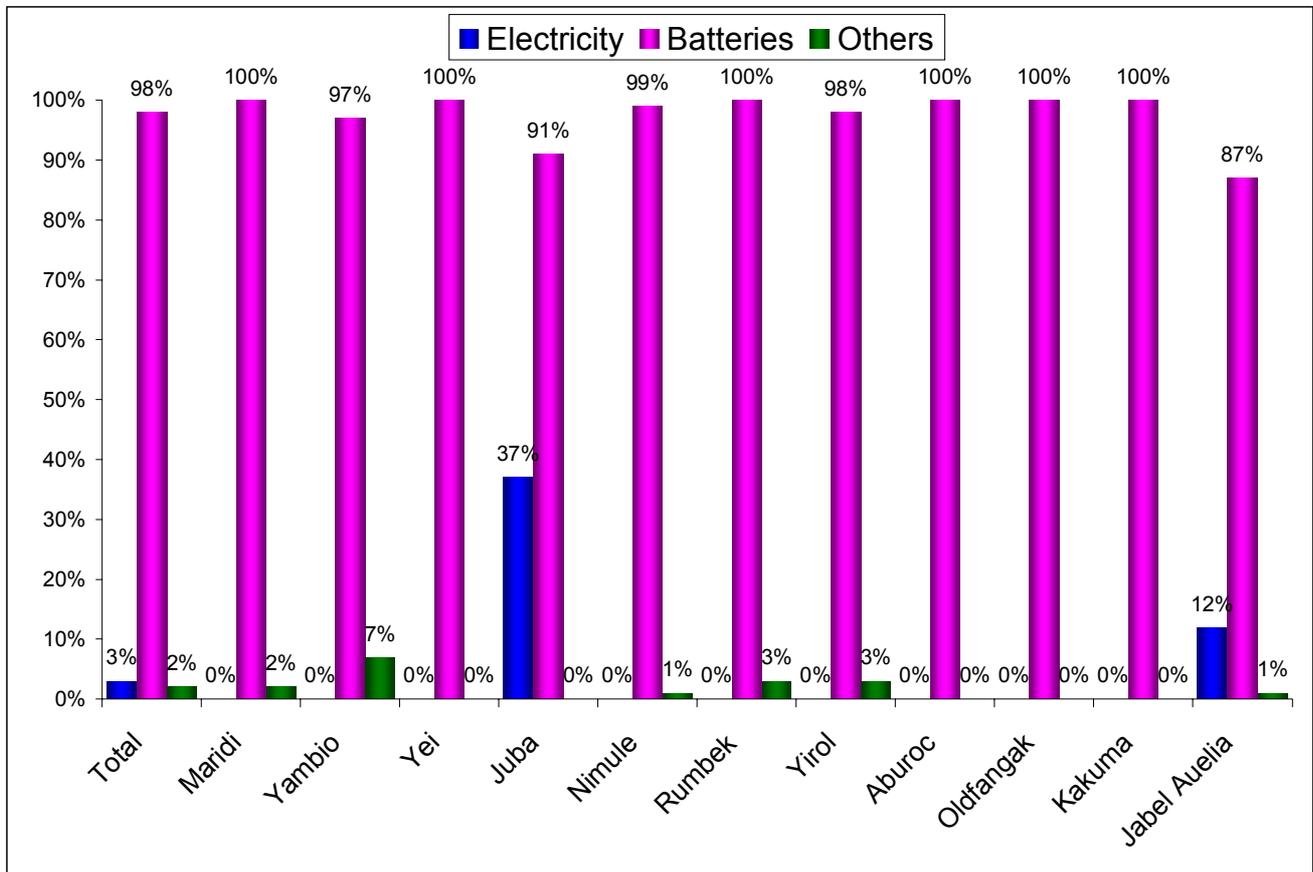
Radios are considered to be owned by the men and we had to probe the women further to find out whether there was a radio in the household.

Not surprisingly, there is virtually no TV ownership at the household level with only 1% claiming to have a TV in their houses. Juba records the highest TV ownership levels.

Note that these figures are mainly drawn from more populated towns that likely have higher radio and TV ownership than their counterparts in the more remote areas. Hence the ownership figures for both radio and TV will most likely be lower if the remote/rural areas are included.

Source of Power for the Radios

Chart 3: Radio Power Sources



Q: What is the source of energy for the radio in your household?

Those who have radios in their households were asked to name the source of power for those radios. The main source of power is batteries. Most respondents who claimed to also use “mains” electricity were 37% in Juba and 12% in Jabel Auelia (outside Khartoum). This is not surprising as there is no “mains” electricity in any other part of southern Sudan.

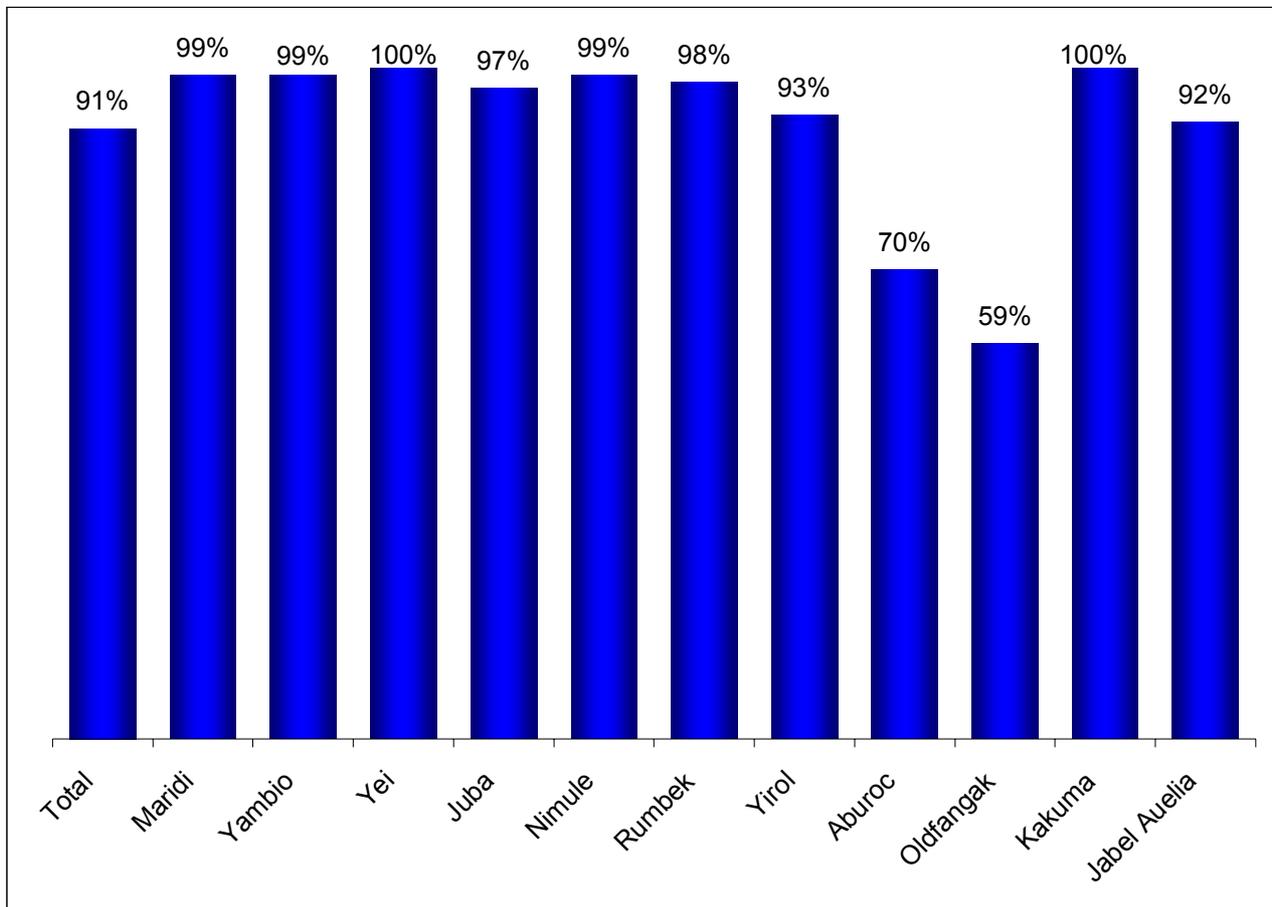
Yambio had 7% of respondents saying they use alternative power sources, mainly dynamo-power (windup radios).

People’s reliance on dry batteries makes it difficult to listen to radio on a regular basis, as battery power eventually gets exhausted and replacing batteries is considered costly.

On the other hand, the use of dry batteries makes radios very portable. It’s a common sight to see men carrying radio sets around as they go about their daily chores.

Ever Listened to Radio

Chart 4: Respondents Saying They Have Ever Listened to Radio



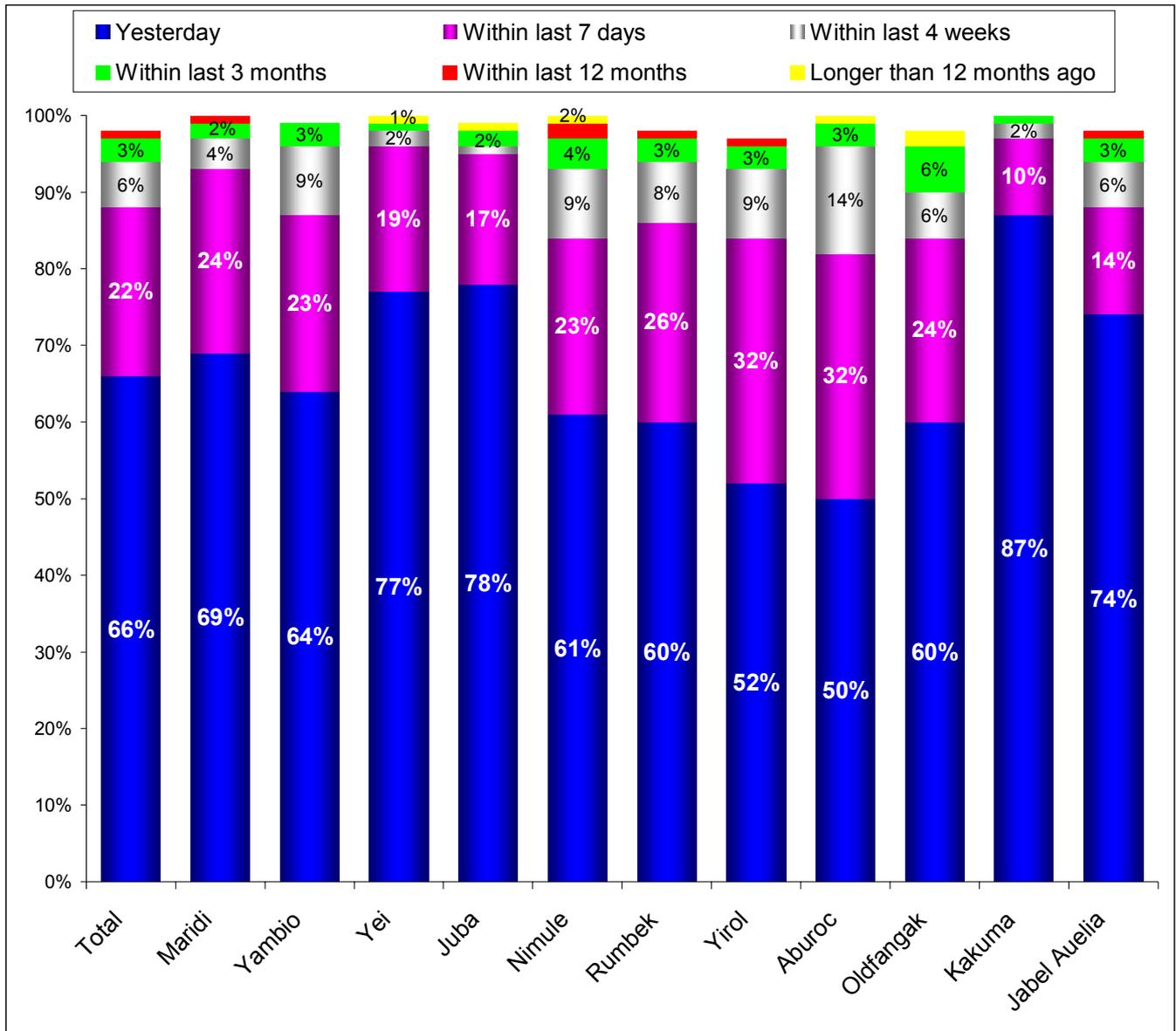
Q: Have you ever listened to radio?

Nearly all the respondents have been exposed to radio at some point in their lives. As indicated in the chart above, a majority of the respondents said they have listened to radio at some point in their lives—no matter where, with whom, or how long ago.

In total, 91% claimed to have ever listened to radio at some point in their lives. Oldfangak and Aburoc have the lowest recording. Note that these two regions have also the lowest access to radio.

Last Time Listened to Radio

Chart 5: The Last Time Respondents Listened to Radio



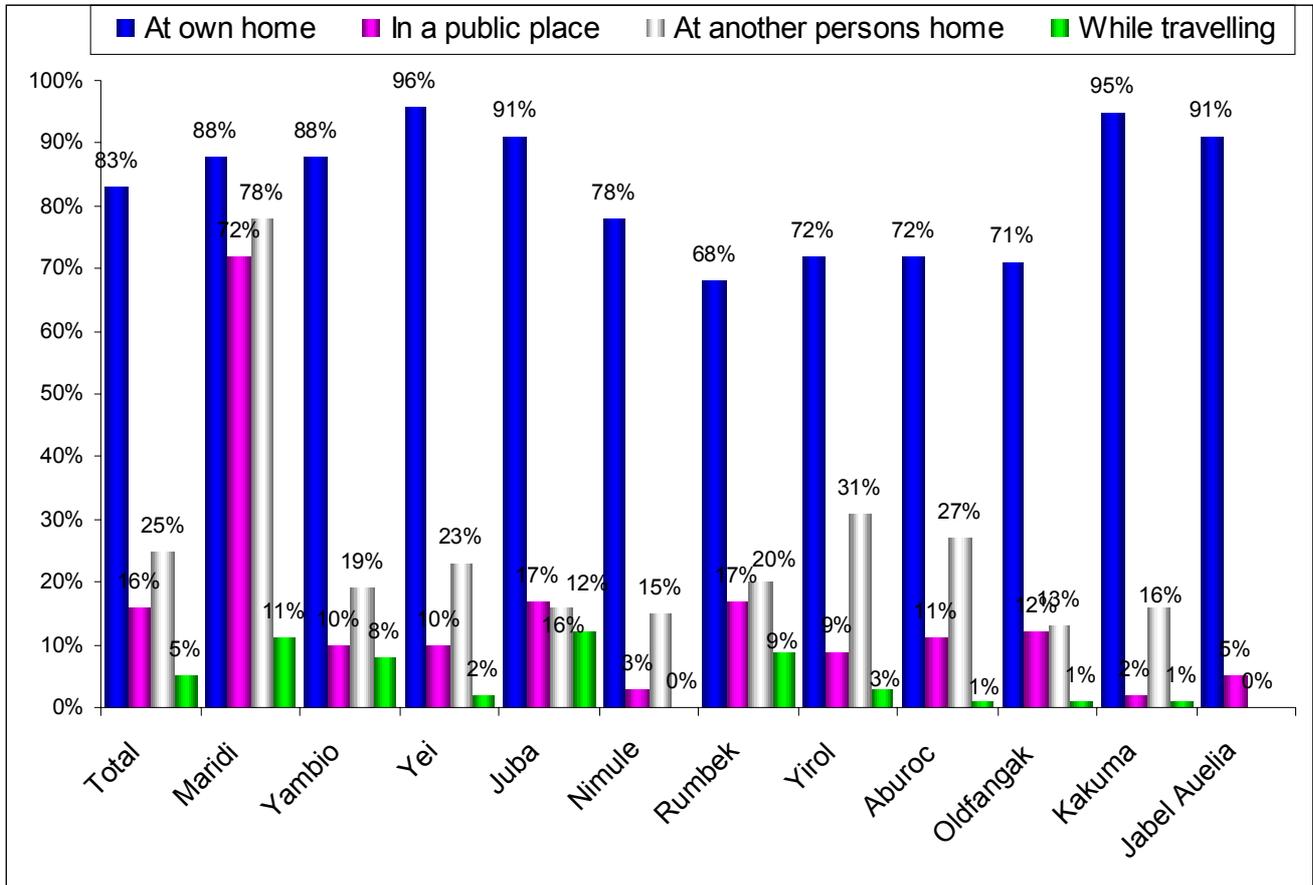
Q. Not counting today, when was the last time you listened to radio?

A majority indicated that they listen to radio almost on a daily basis, at 66% in total. This is regardless of the radio station listened to or in what setting (in a group, in the house, etc.). The highest percentage of people saying they listened “yesterday” was in Kakuma refugee camp in Kenya, at 87%, followed by Juba, Yei, and Jabel Auelia IDP camp.

Most of those who said they listened to radio within the last 7 days or more tend to rely on other people’s radios or in some cases said they had run out of batteries. Some even reported sparing their batteries for specific days when they could listen to their favourite programmes.

Where Do People Listen to the Radio?

Chart 6: The Usual Place of Listening to Radio



Q. Where (in which places) do you listen to radio?

The figures above are based on responses from radio listeners saying they had listened to radio within the past 3 months or more recently. Note that some respondents offered more than one answer.

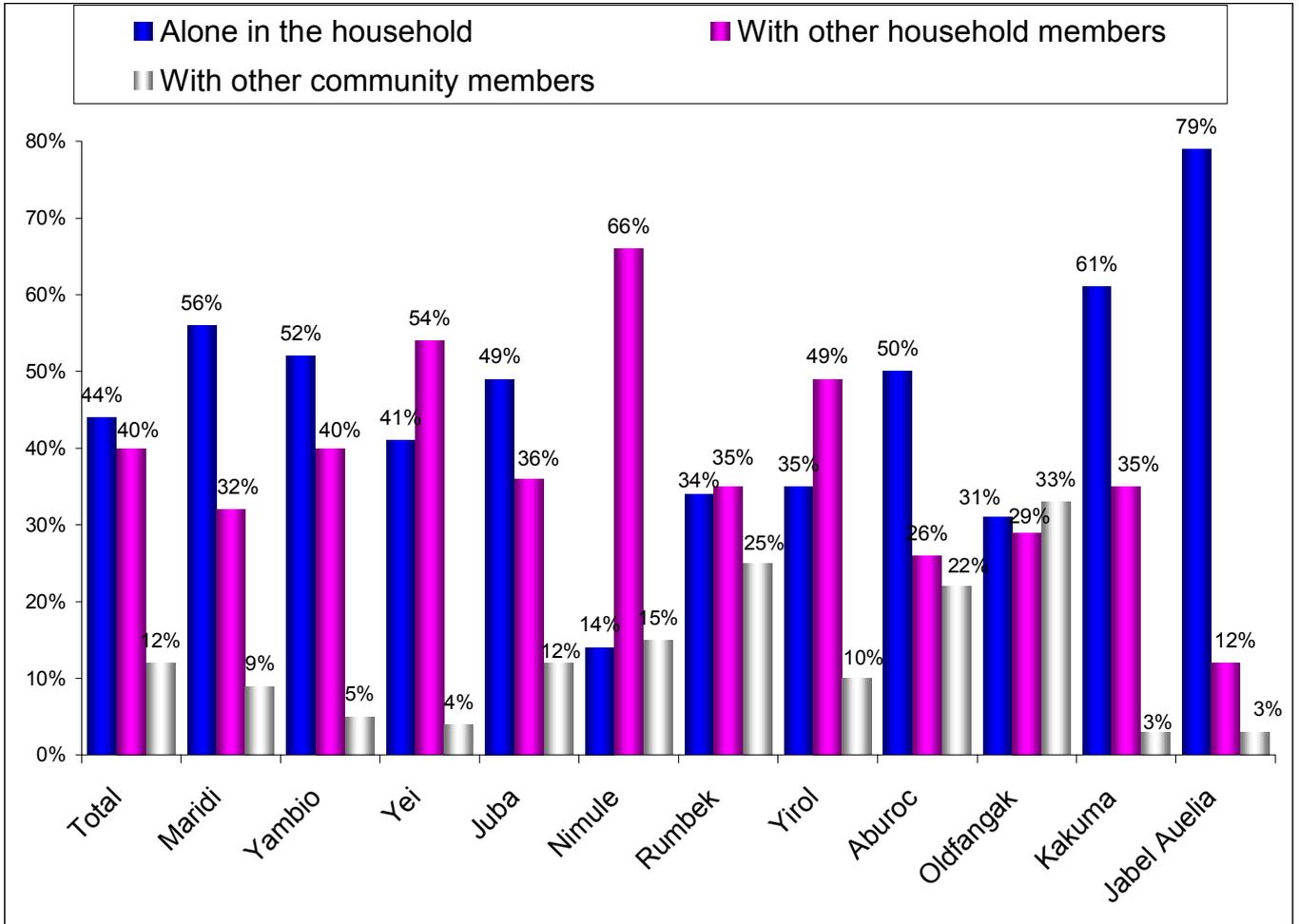
A majority of the respondents listen to radio at their own homes, which is indicative of the radio ownership levels.

Please note that the base applied is on those listening within the past 3 months and not the entire sample as was the analysis that put total household radio ownership at 67%. Thus a larger percentage of past-3-months listeners have radios in their homes.

Though we noted a lot of group radio listening, this tends to be done at other people's homes and much less at the public places (16%).

Setting in Which People Usually Listen to Radio

Chart 7: Group vs. Individual Listening Habits



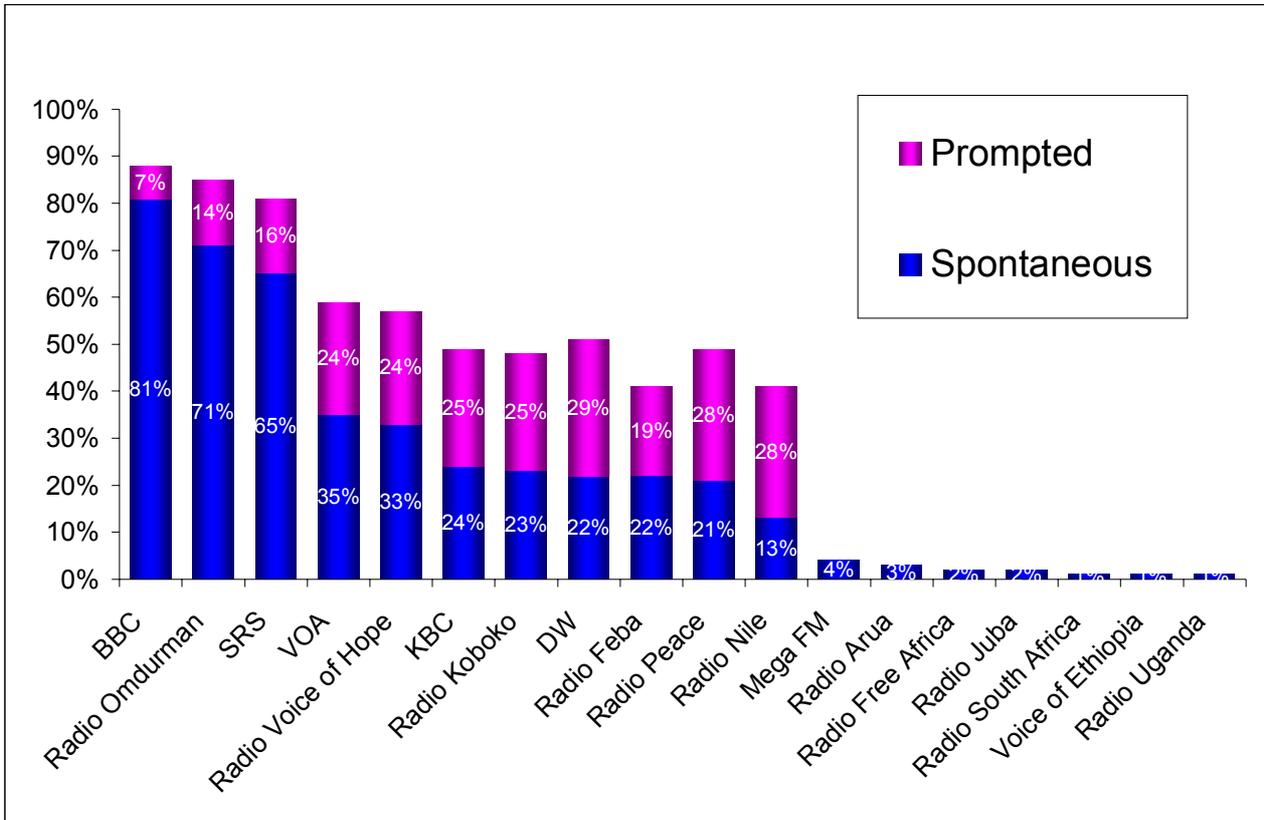
Q. When you listen to radio, are you usually...alone, with other community members, with other household members?

Among those who have listened to radio in the past 3 months, a bulk of the listening is done in groups (52%); 40% listen with other household members and 12% with other members of the community. Radio is most commonly a group activity in Oldfangak.

A total of 44% sample wide said they usually listen alone at home.

Radio Station Awareness

Chart 8: What Radio Stations Do People Know Of?



Q. Now, can you tell me the names of all the radio stations that you can think of, that you are aware of? It doesn't matter whether you listen to them or not. I'm just interested in any that you can think of. (THEN PROBE: Which others?)

All the respondents were asked to name radio stations they were aware of, regardless of whether they ever listened to them or not. After respondents could no longer think of any stations on their own, they were prompted by the interviewer with a list of radio stations. The blue portion of the chart above shows the percentage of respondents naming that station spontaneously. The pink portion shows the percentage of respondents naming that station after being prompted.

The BBC recorded the highest awareness, followed by Radio Omdurman and Sudan Radio Service. All stations mentioned by at least 1% of respondents are shown in chart 8 above.

Stations mentioned by fewer than 1% of respondents include: Al Jazeera, RFI, Radio Rwanda, Radio Vatican, Radio Purchase, Tanzania Radio, Zaire Radio, Radio Paida, Voice of Life, Voice of Toro, Radio Lira, Choia FM, Transworld Radio, Radio Kitara, Radio Paneda, Capital FM, Kiss 100, Monte Carlo, Channel Africa, Kuwait Radio, Malakal Radio, Radio China and Radio Mango

On the next page is a chart showing radio awareness by regions.

Awareness by Regions

Table 2: Awareness by Regions for Most Well-Known Stations

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auelia
BBC	88%	100%	99%	99%	88%	94%	97%	90%	72%	42%	100%	92%
Radio Omdurman	85%	95%	90%	91%	88%	57%	93%	95%	73%	61%	90%	82%
Sudan Radio Svc.	81%	92%	98%	98%	96%	64%	89%	92%	66%	56%	67%	30%
VOA	59%	67%	89%	84%	65%	43%	50%	78%	37%	25%	95%	17%
Radio Voice of Hope	57%	81%	74%	68%	77%	35%	65%	88%	19%	20%	93%	6%
DW	51%	57%	81%	80%	68%	25%	32%	80%	27%	20%	84%	7%
Radio Peace	49%	38%	69%	44%	43%	23%	62%	82%	40%	25%	68%	45%
KBC	48%	37%	66%	69%	68%	30%	34%	71%	32%	13%	99%	25%
Radio Koboko	48%	73%	55%	89%	55%	51%	21%	78%	12%	12%	64%	2%
Radio Nile	42%	42%	64%	53%	34%	20%	28%	80%	27%	15%	65%	29%
Radio Feba	41%	64%	42%	25%	33%	4%	64%	90%	7%	33%	87%	0%
Others	25%	21%	20%	14%	26%	36%	28%	10%	21%	31%	16%	59%

BBC has high awareness scores across the board, except in Oldfangak where only 42% of respondents said they were aware of it. There Radio Omdurman scored the highest awareness rating.

Sudan Radio Service has the third highest awareness levels overall (81%), not much below Radio Omdurman and the BBC. The least awareness was amongst IDP's in Jabel Auelia IDP camp (near Khartoum). However, in Juba more people said they were aware of Sudan Radio Service than any other station. In Nimule, Yambio, Yei, Sudan Radio Service was named more than any other station except the BBC. In Oldfangak, Sudan Radio Service was named more than any other station except Radio Omdurman.

Ever Listened to That Station?

Table 3: Radio Stations Ever Listened To

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Olfangak	Kakuma	Jabel Auelia
BBC	77%	93%	92%	94%	73%	86%	81%	73%	61%	25%	94%	76%
Radio Omdurman	63%	83%	58%	59%	69%	35%	70%	81%	67%	23%	66%	61%
SRS	60%	82%	62%	55%	53%	62%	64%	79%	60%	47%	62%	22%
Radio Voice of Hope	35%	52%	35%	42%	60%	26%	40%	44%	4%	9%	77%	1%
VOA	34%	42%	58%	54%	49%	26%	24%	28%	9%	11%	71%	6%
Radio Feba	25%	44%	8%	18%	10%	2%	45%	66%	0%	17%	75%	0%
DW	24%	26%	26%	49%	47%	12%	11%	30%	1%	6%	62%	3%
KBC	24%	18%	16%	43%	46%	16%	13%	21%	4%	7%	90%	15%
Radio Koboko	24%	55%	19%	61%	12%	41%	4%	16%	1%	6%	33%	0%
Radio Peace	23%	13%	22%	27%	21%	14%	28%	25%	32%	11%	35%	31%
Radio Nile	15%	17%	17%	26%	15%	11%	5%	18%	3%	6%	30%	21%
Mega FM	3%	0%	0%	0%	0%	28%	0%	0%	0%	0%	0%	0%
Radio Arua	2%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%
Radio Free Africa	1%	4%	0%	1%	0%	2%	0%	0%	0%	0%	1%	0%
Radio Juba	1%	0%	0%	0%	10%	1%	0%	0%	0%	0%	0%	0%

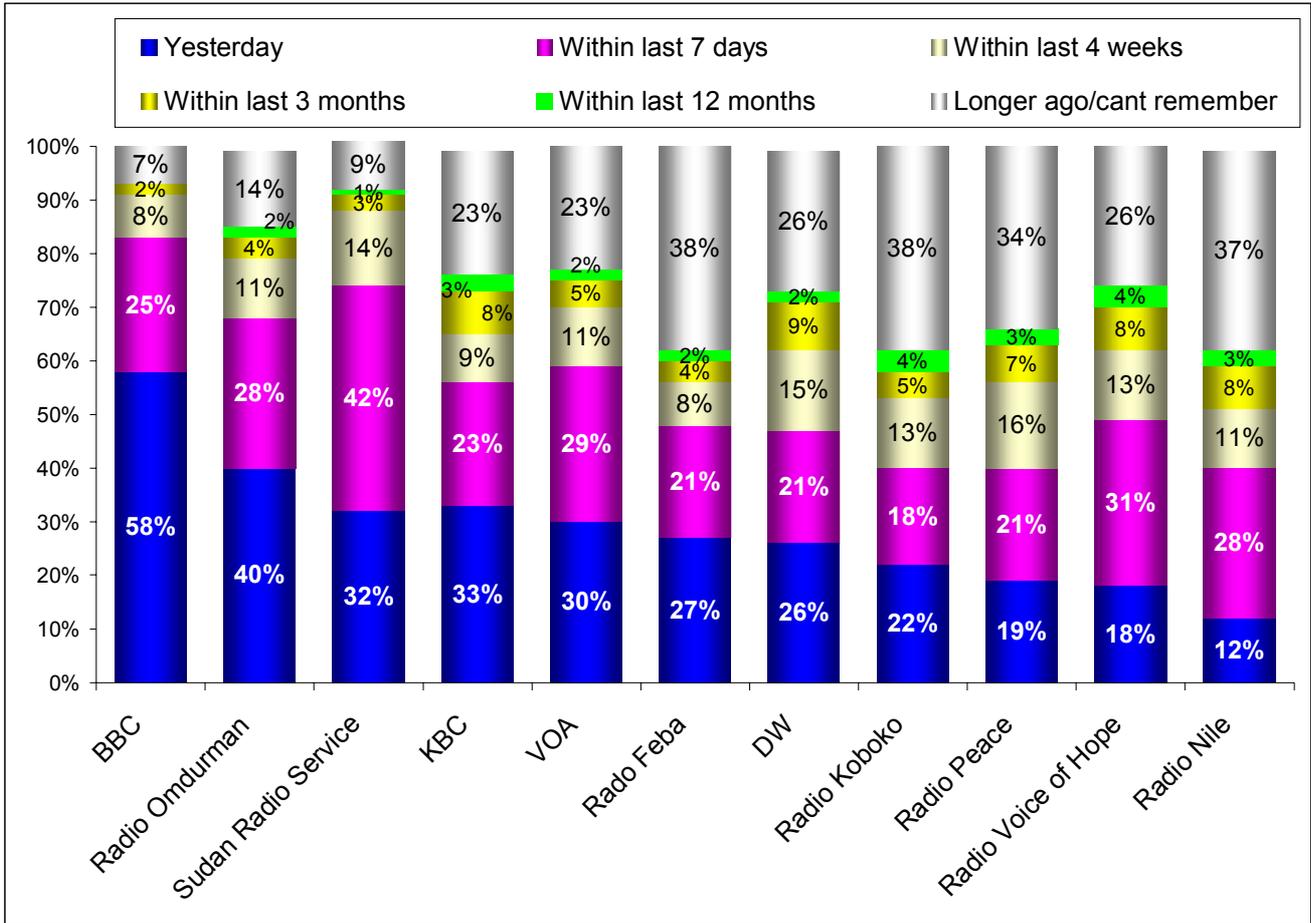
Q. Of these radio stations that you are aware, which have you ever listened to?

Those who were aware of the radio station were asked whether they had ever listened to it—regardless of when or where.

Similar to awareness patterns, BBC recorded the highest overall listenership, followed by Radio Omdurman with SRS in a close third. SRS has the lowest listening levels in Jabel Auelia, where Sudan Radio Service recorded the lowest awareness levels. In Oldfangak, SRS had the highest ranking; in Yambio and Nimule, SRS ranked number two.

When Did You Last Listen to the Radio Station?

Chart 9: Most Recent Listening to Radio Stations



Q. And not including today, when did you last listen to.....?

For those radio stations mentioned in response to the “ever listened to” question, we went further to probe when they were last listened to.

Chart 9 above shows that 58% of BBC listeners had listened to it a day before the interview, while 40% was recorded for Radio Omdurman.

Out of those who had ever listened to Sudan Radio Service, 32% of these had listened to it the previous day. However, Sudan Radio Service recorded the largest past-7-days listenership at 42%.

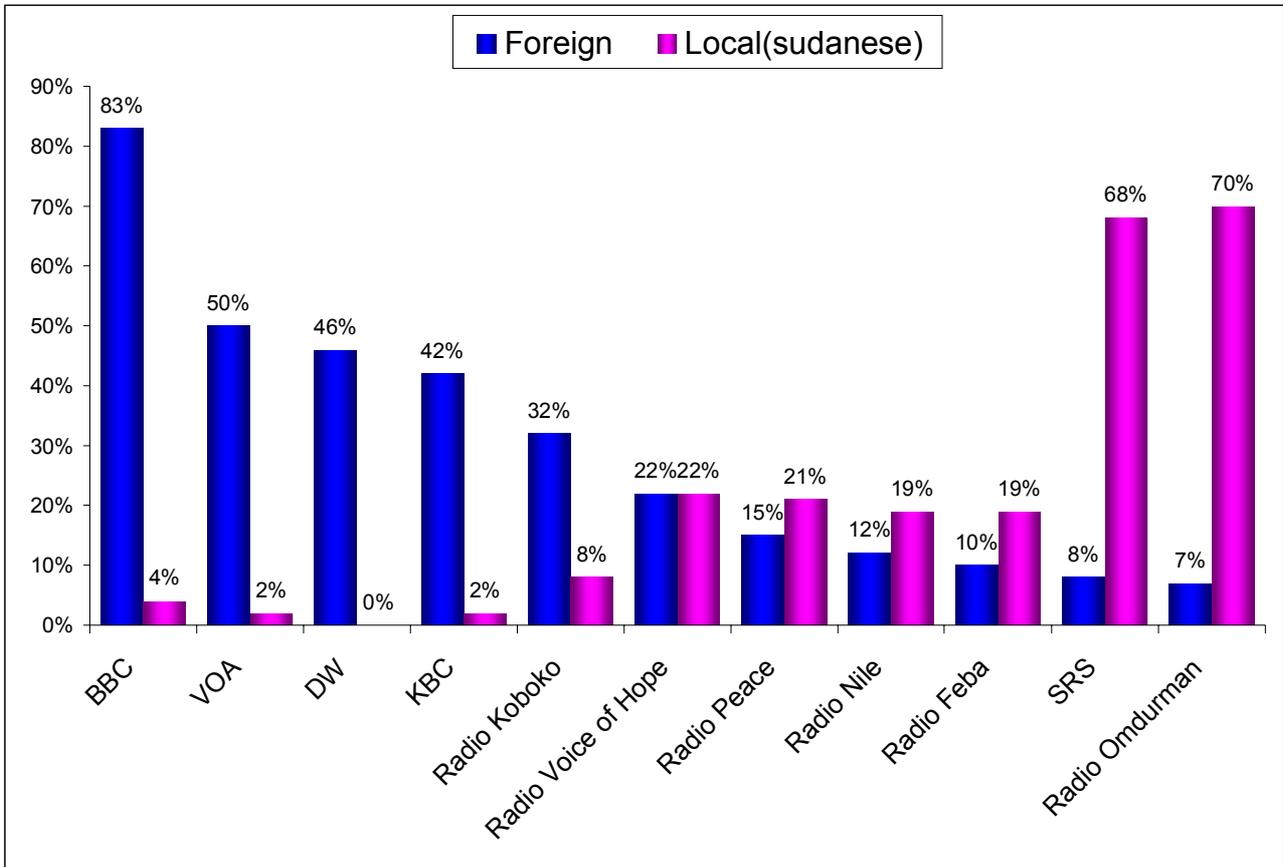
KBC, Kenya Broadcasting Corporation, is heard easily in Kakuma refugee camp and parts of southern Sudan; 33% of its listeners said they had tuned in a day before the interview.

Stations with Sudan-oriented programming like Radio Feba, Radio Koboko, Radio Peace and Radio Nile had a large number of their listeners saying they had listened to these stations long ago or could not remember the last time they listened.

It's important to note that past-7-days listeners are considered to be the core of a radio station's audience and so forms the basis of profiling a station's listeners.

Perceived Origin of Radio Stations

Chart 10: Do People See the Radio Station as Foreign or Sudanese?



Q. Of the radio stations you are aware, which ones do you think are foreign and which are Sudanese (northern or southern)?

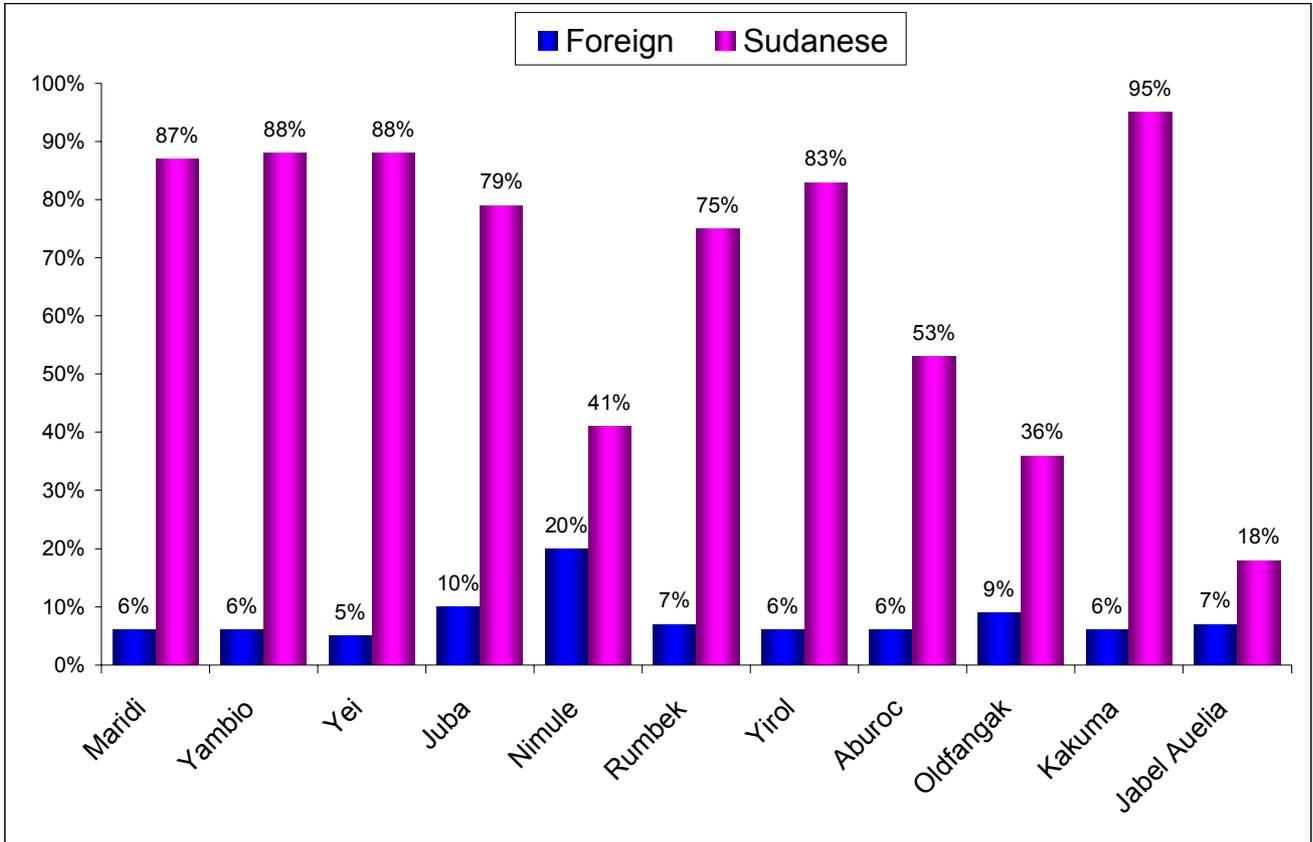
A list of radio stations was read out and respondents were asked whether the station was foreign or Sudanese (local).

There was clear identification of BBC, VOA, Deutsche Welle, KBC and Radio Kokobo as foreign stations and Sudan Radio Service and Radio Omdurman as Sudanese stations.

Radio Voice of Hope, Radio Peace, Radio Nile and Feba Radio did not stand out strongly as either foreign or Sudanese, with a majority respondents saying they simply didn't know whether these stations were foreign or Sudanese.

Perceived Origin of Sudan Radio Service by Region

Chart 11: Sudan Radio Service: Foreign or Sudanese?



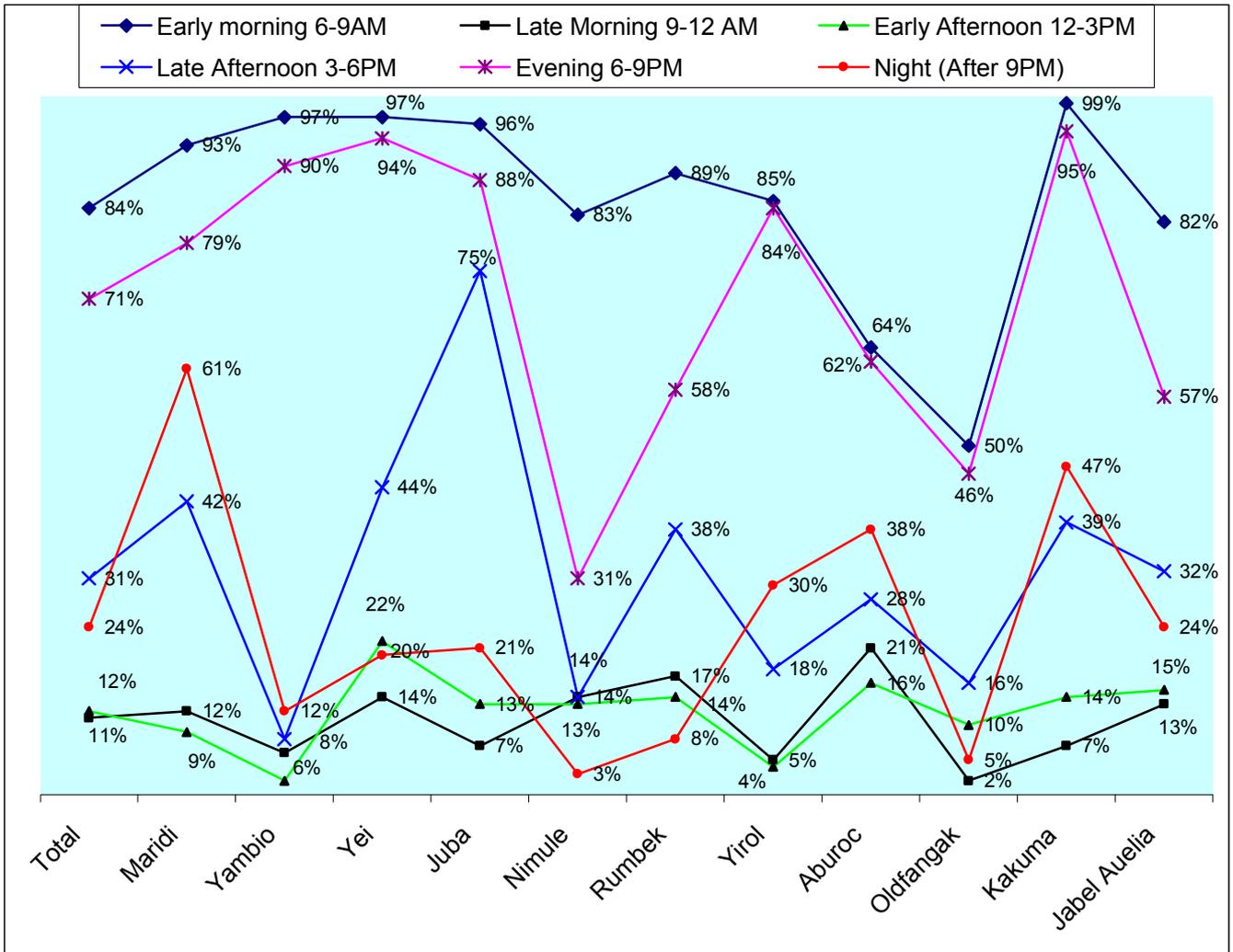
Even when looking at a region-by-region breakout of the responses for Sudan Radio Service, the station is clearly identified by most respondents as being Sudanese. However, in Nimule and Jabel Auelia (near Khartoum) the identity of Sudan Radio Service is far less clear.

The highest percentage of people viewing Sudan Radio Service as foreign are in Nimule, at 20%. In Kakuma refugee camp in Kenya, nearly 95% of respondents see Sudan Radio Service as Sudanese.

In Jabel Auelia, the majority of respondents said they did not know whether Sudan Radio Service is foreign or local. Other places where respondents were uncertain of the answer to this question included Aburoc and Oldfangak.

Time of Day When Radio Listening Occurs

Chart 12: At What Time of Day Do You Listen to Radio?



Q. At what times of the day do you normally listen to radio?

Across the 11 regions surveyed, radio listening peaks during the early morning hours between 6am to 9am. The second most popular radio listening time is in the evening between 6pm to 9pm.

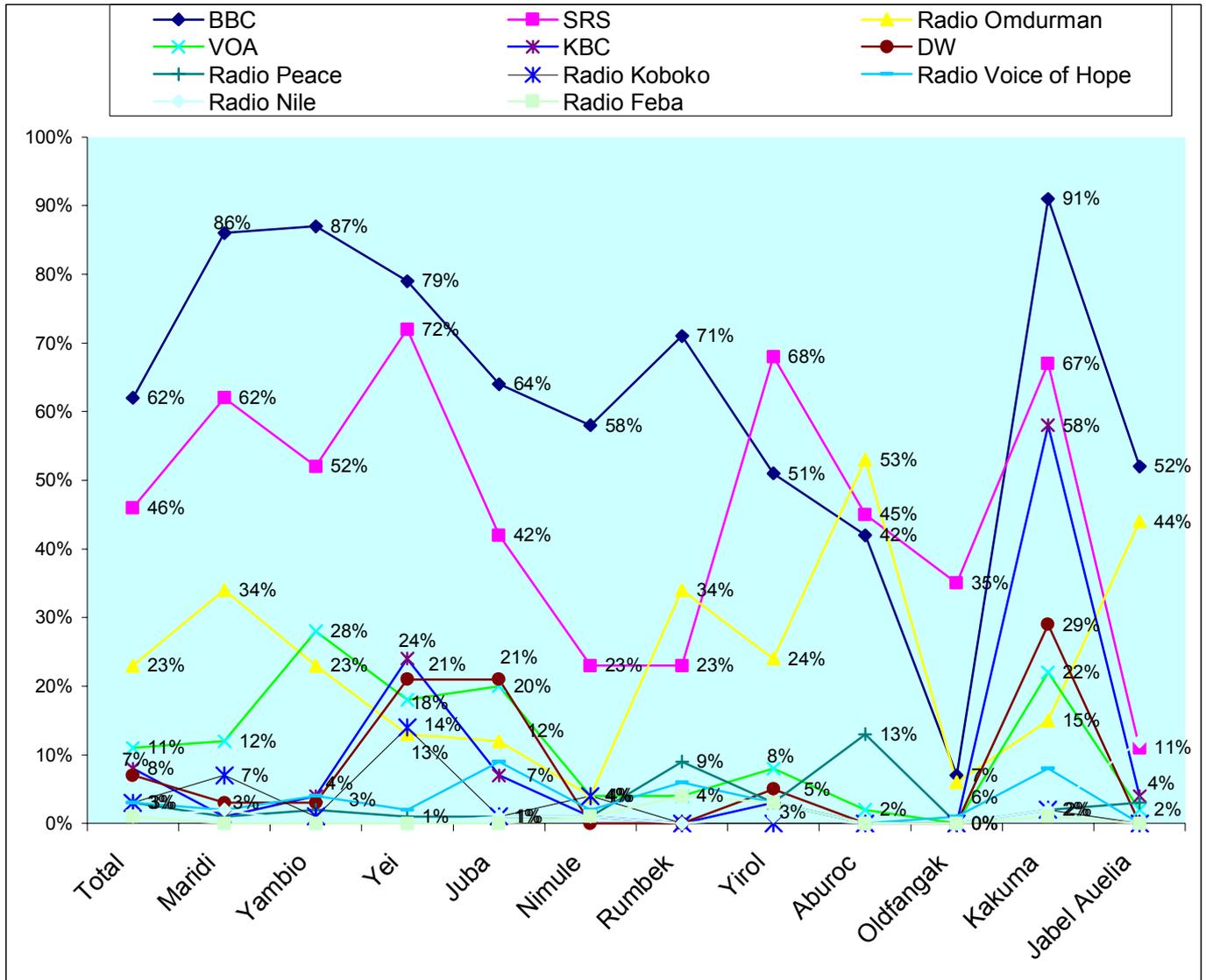
Maridi has the highest late night listenership (after 9pm) at 61%, while Juba has the highest late afternoon (3pm-6pm) listenership at 75%.

In summary, the two most popular radio listening times are 6am to 9am and 6pm to 9pm. These are the times that Sudan Radio Service is on air.

The listening trends shown in this survey are similar to trends found in most parts of the world.

Radio Listening Between 6am and 9am

Chart 13: 6am-9am Radio Listening



Q. Which radio stations do you normally listen to between 6.00am and 9.00am in the morning?

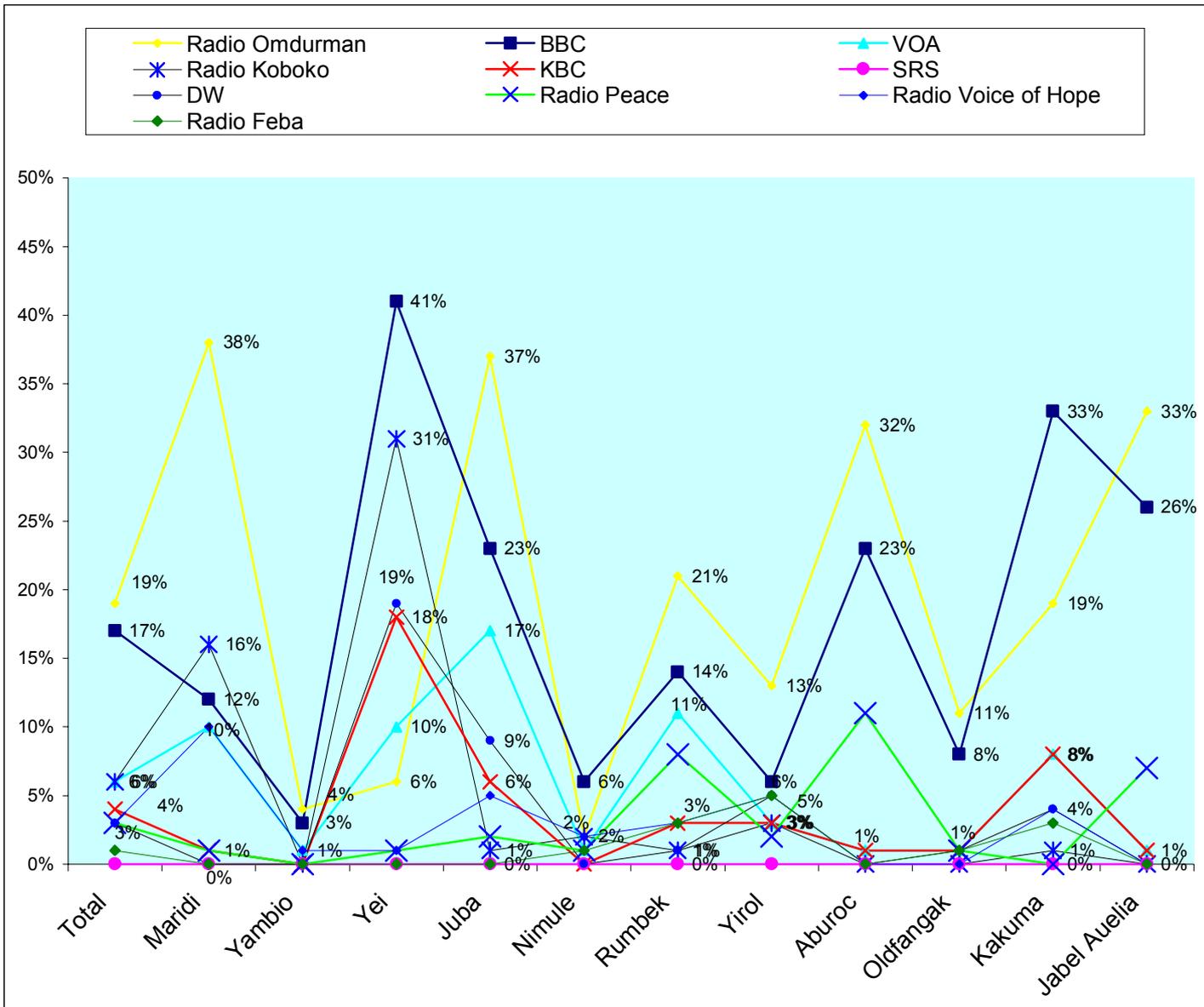
Between 6am and 9am, BBC enjoys the highest listening levels across most of the regions. Sudan Radio Service leads in early morning listenership in Yirol and Oldfangak, while Radio Omdurman leads in Aburoc.

KBC features strongly in Kakuma refugee camp in Kenya at 58% morning radio listening.

The radio stations that attract early morning audiences are normally the leading stations in those regions due to the fact that the audience listens to radio most during the morning segment.

Radio Listening Between 9am-6pm

Chart 14: 9am-6pm Radio Listening



Q. Which radio stations do you normally listen to during the day between 9.00am to 6.00pm?

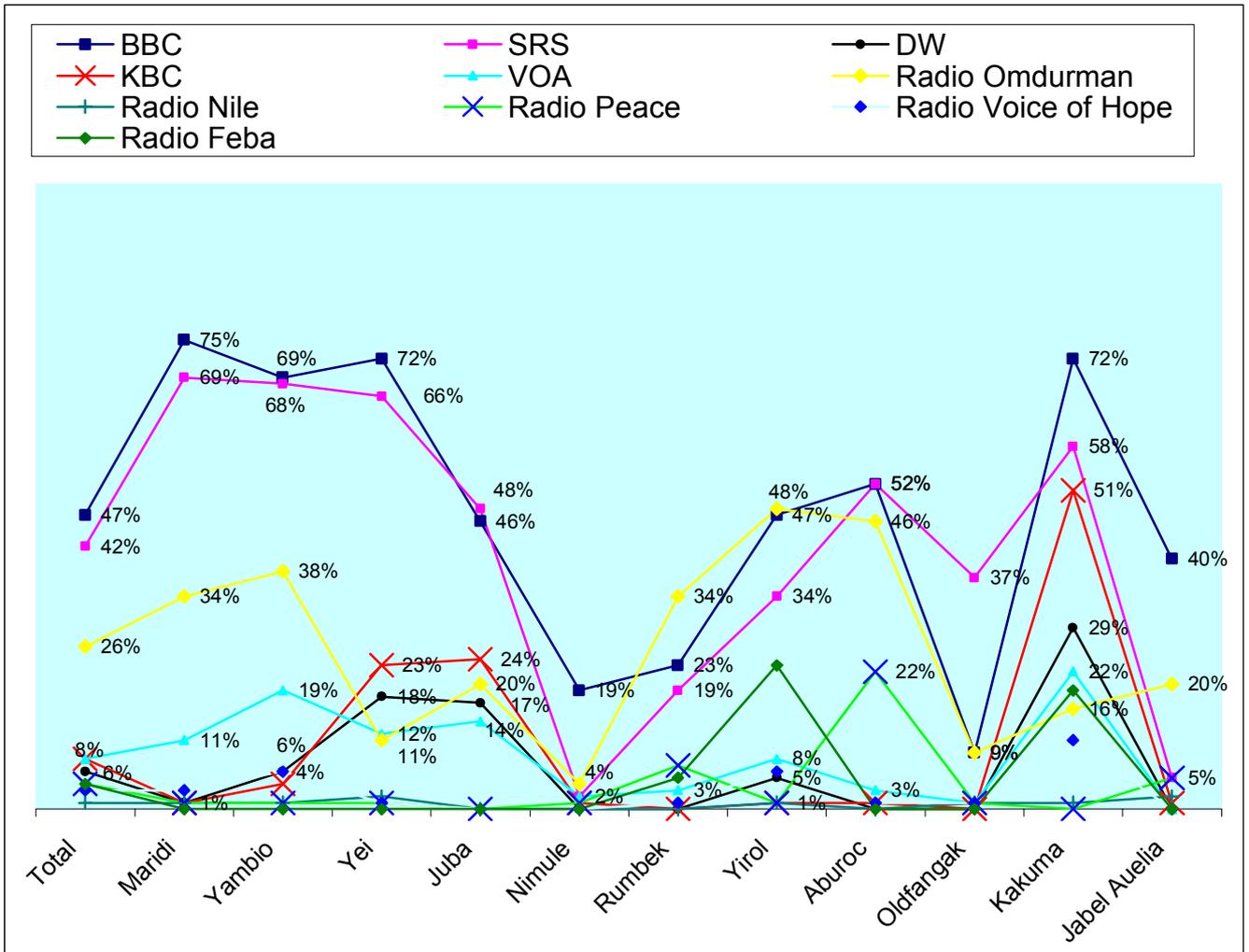
This time segment, referred to as daytime, generally has the lowest audience levels. The highest peak in this segment is at 41% for the BBC in Yei.

Overall, Radio Omdurman has the highest listenership during this time segment at 19% followed by BBC at 17%. Radio Koboko and VOA also register significant daytime listenership.

Sudan Radio Service is not on the air during this time segment.

Radio Listening Between 6pm-9pm

Chart 15: 6pm-9pm Radio Listening



Q. Which radio stations do you normally listen to between 6.00pm and 9.00pm?

Radio listening in the evening between 6pm and 9pm is higher than daytime listening, but still much lower than early morning listening between 6am and 9am.

Overall, BBC records the highest levels at 47%, followed by Sudan Radio Service at 42%, then Radio Omdurman at a distant 26%. Sudan Radio Service records the highest listenership in Juba and Oldfangak, and ties the BBC in Aburoc.

Radio Omdurman records higher listenership than any other station in Rumbek and Yirol during this time slot.

Programme Types Usually Listened To

Table 4: Types of Programmes Usually Listened To

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auelia
News programmes	83%	99%	95%	94%	90%	86%	83%	86%	65%	35%	98%	89%
Sudan peace process	82%	93%	95%	91%	77%	93%	89%	88%	60%	33%	96%	82%
HIV/AIDS programmes	67%	79%	92%	79%	60%	80%	70%	74%	37%	10%	88%	78%
Religion/Faith	62%	75%	80%	56%	43%	78%	64%	76%	27%	21%	88%	78%
Health programmes/Issues	59%	66%	83%	64%	39%	70%	67%	68%	38%	11%	78%	69%
Education issues	53%	57%	82%	45%	30%	70%	73%	66%	14%	12%	86%	49%
Events & political issues	50%	56%	53%	57%	37%	56%	64%	69%	20%	6%	92%	42%
Sudanese music	50%	65%	64%	36%	15%	42%	68%	63%	39%	13%	81%	64%
Sudanese culture	50%	43%	77%	38%	32%	51%	71%	75%	16%	12%	81%	65%
Refugees & displacement issues	49%	52%	69%	41%	28%	64%	42%	73%	27%	3%	90%	57%
Civic education	48%	67%	73%	31%	19%	51%	69%	63%	34%	15%	61%	44%
Sports programmes	47%	59%	68%	42%	46%	59%	64%	48%	14%	6%	70%	49%
Agricultural issues	41%	48%	54%	21%	14%	58%	74%	65%	5%	7%	56%	42%
Women issues	41%	36%	62%	34%	18%	52%	52%	64%	14%	9%	68%	50%
Entertainment	40%	46%	53%	38%	20%	64%	52%	37%	18%	6%	70%	37%
Economy & Business	34%	60%	41%	23%	13%	40%	55%	44%	4%	4%	52%	47%
Life in other countries	34%	46%	53%	18%	21%	48%	49%	29%	9%	4%	74%	28%

Q. When you listen to the radio, which of the following types of programmes do you usually listen to?

The respondents were given a list of radio programmes and asked to mention the ones they usually listen to. In general, news programmes were most popular followed by programmes on the Sudan peace process. Others that scored high were HIV/AIDS and religious programmes.

Programmes least listened to were those dealing with issues on life in other countries and those dealing with business and economic issues.

Degree of Interest in Types of Radio Programmes

Table 5: How Interested Are Listeners in These Types of Programs?

Sudan peace process	2.90
News programmes	2.70
HIV/AIDS programmes	2.61
Religion/Faith	2.60
Programme on education issues	2.59
Health programmes/issues	2.54
Programmes about Sudanese culture	2.40
Civic education programmes	2.37
Programmes on refugees & displacement issues	2.34
Political events & political issues	2.31
Sudanese music	2.30
Programme on agricultural Issues	2.27
Entertainment programmes including music	2.26
Programme about women issues	2.22
Sports programmes	2.18
Economy & Business	2.03
Programmes about life in other countries	1.95

Q. How interested, if at all, are you in this type of radio programme—even if you don't actually listen to this type of programme?

To evaluate their degree of interest in various programme types, respondents were given rating options. This was based on a scale of 3—with 3 being a rating of “very interested,” 2 a rating of “interested” and 1 “not interested.”

The results indicate that programmes on the Sudan peace process generate the most interest among listeners, followed by news programmes. The programmes of least interest were those on life about other countries, plus economy and business issues.

Now that the peace agreement ending the war in the south has come to a successful conclusion, it will be interesting to see to which programme types listeners shift their interest in the future.

News Topics/Categories Preferred by Listeners

Table 6: Preferred News Topics or Categories

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auelia
News about Sudan	85%	87%	85%	85%	55%	97%	85%	100%	86%	57%	94%	79%
News about southern Sudan	83%	84%	79%	83%	63%	91%	81%	99%	85%	64%	96%	75%
News about Sudan Peace Process	82%	84%	77%	93%	43%	91%	81%	99%	87%	57%	96%	69%
News Headlines (News in Brief)	80%	95%	50%	91%	56%	85%	78%	99%	88%	49%	96%	75%
News about Darfur	72%	68%	71%	73%	31%	90%	69%	100%	75%	38%	94%	51%
International News	67%	70%	58%	44%	49%	86%	69%	97%	64%	28%	91%	59%
News about your county/town	61%	65%	65%	53%	18%	77%	66%	98%	46%	32%	70%	47%
News about neighbouring countries	60%	60%	52%	35%	19%	84%	65%	96%	58%	36%	78%	56%
Opinions about News and events	59%	64%	65%	31%	15%	76%	70%	98%	48%	36%	71%	53%
Sports News	58%	50%	59%	50%	24%	74%	65%	98%	56%	28%	73%	35%
Economic & Business News	50%	42%	46%	32%	6%	56%	58%	96%	55%	42%	60%	43%

Q. When you listen to radio news, to which of the following news topics or categories do you like to listen?

Various news topics or categories were read out to respondents to gauge their interest. Percentages indicate the number of people saying “yes,” that they are interested in that news topic/category. News about Sudan is most preferred as indicated above, followed by news specific to southern Sudan and Sudan peace process.

The least preferred news topics/categories are economic and business news, and sports news.

Degree of Interest in News Topics/Categories

Table 7: How Interested Are You in Listening to?

News about Sudan peace process	2.9
News about southern Sudan	2.9
News about Sudan	2.8
News Headlines (News In Brief)	2.6
News about your county / town	2.6
News about Darfur	2.5
International news	2.4
Opinions about news & events	2.3
Sports News	2.2
Economic & Business news	2.1
News About neighbouring countries	2.0

Q. How interested, if at all, are you in above radio news topics/categories—regardless of whether or not you listen?

To establish the degree of interest in various news topics/categories, respondents were given rating options. This was based on a scale of 3—with 3 being a rating of “very interested,” 2 a rating of “interested” and 1 “not interested.”

As would be expected, interest is highest in news that is “local,” in this case news about the peace process and southern Sudan. It’s somewhat surprising that people find news about neighbouring countries less interesting than international news.

Qualities/Attributes of News Programming That Are Important

Table 8: What Do Sudanese Look For In News Programming?

Being easy to understand	2.8
Being in your language	2.7
Being trustworthy	2.6
Being honest & balanced	2.5
Being news that you care about	2.5
Being fresh	2.5
Credibility of the news	2.4
Quantity of the news	2.3

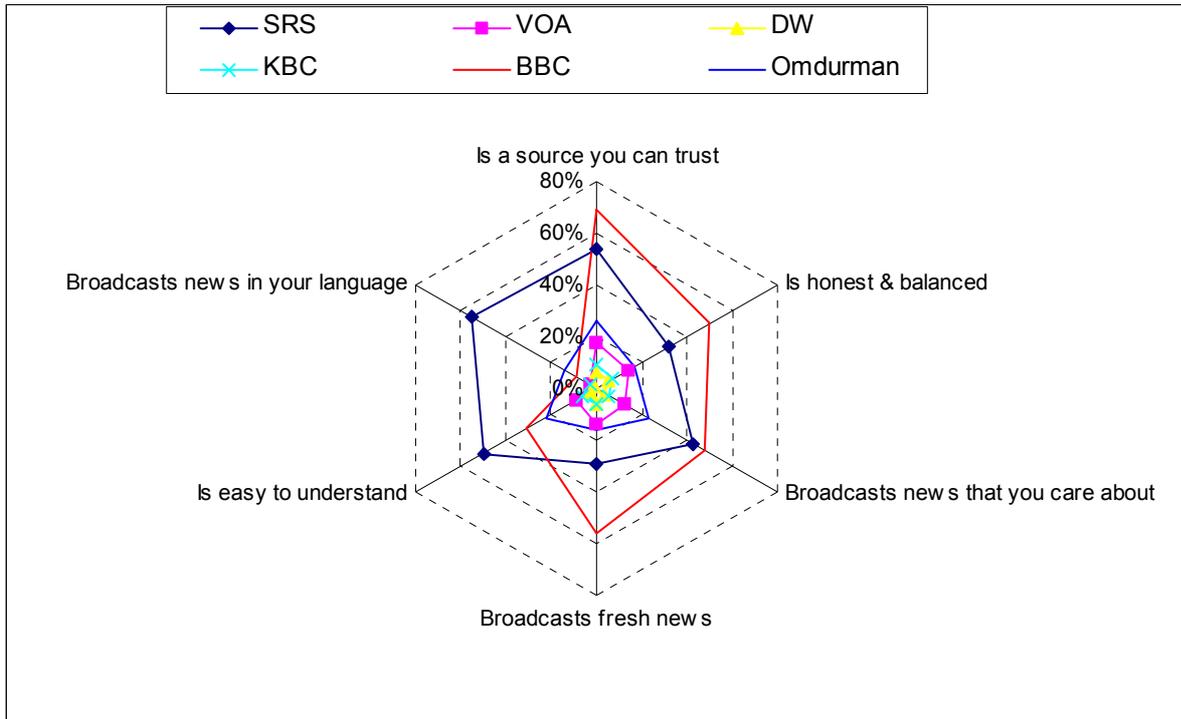
Q. How important to you, if at all, are the following qualities when listening to radio news?

To establish the level of importance that people ascribe to various qualities or attributes of radio news, respondents were given rating options. This was based on a scale of 3—with 3 being a rating of “very important,” 2 a rating of “important” and 1 “not important.”

News that is easy to understand and also in the respondent’s language are considered the most important qualities of news. Credibility and quantity ranked least, but still received scores over 2.

Associating Radio Stations' News Programming with Various Qualities

Chart 16: Which Attributes Do People Associate With Different Radio Stations' News?



Q. And now, I'm going to read out a list of statements. Please tell me to which radio news providers do you think each statement applies. You may mention as many or as few providers as you like for each statement. (LATER PROBE: Which others?)

BBC news is seen to be most trustworthy, honest and balanced, and is fresh and relevant (“news that you care about”). Respondents gave SRS the highest marks for “news in your language” and news that “is easy to understand.” SRS scored behind the BBC but ahead of other news providers on trust, being “honest and balanced,” and almost tied the BBC on relevance (“news that you care about”). However, “being easy to understand” and “being in your language” were rated as being of greater importance than the other attributes.

Table 9: Breakdown of Attributes

	Importance Rating	Station Association
Being easy to understand	2.8	SRS
Being in your language	2.7	SRS
Being trustworthy	2.6	BBC
Being honest & balanced	2.5	BBC
Being news that you care about	2.5	BBC
Being fresh	2.5	BBC

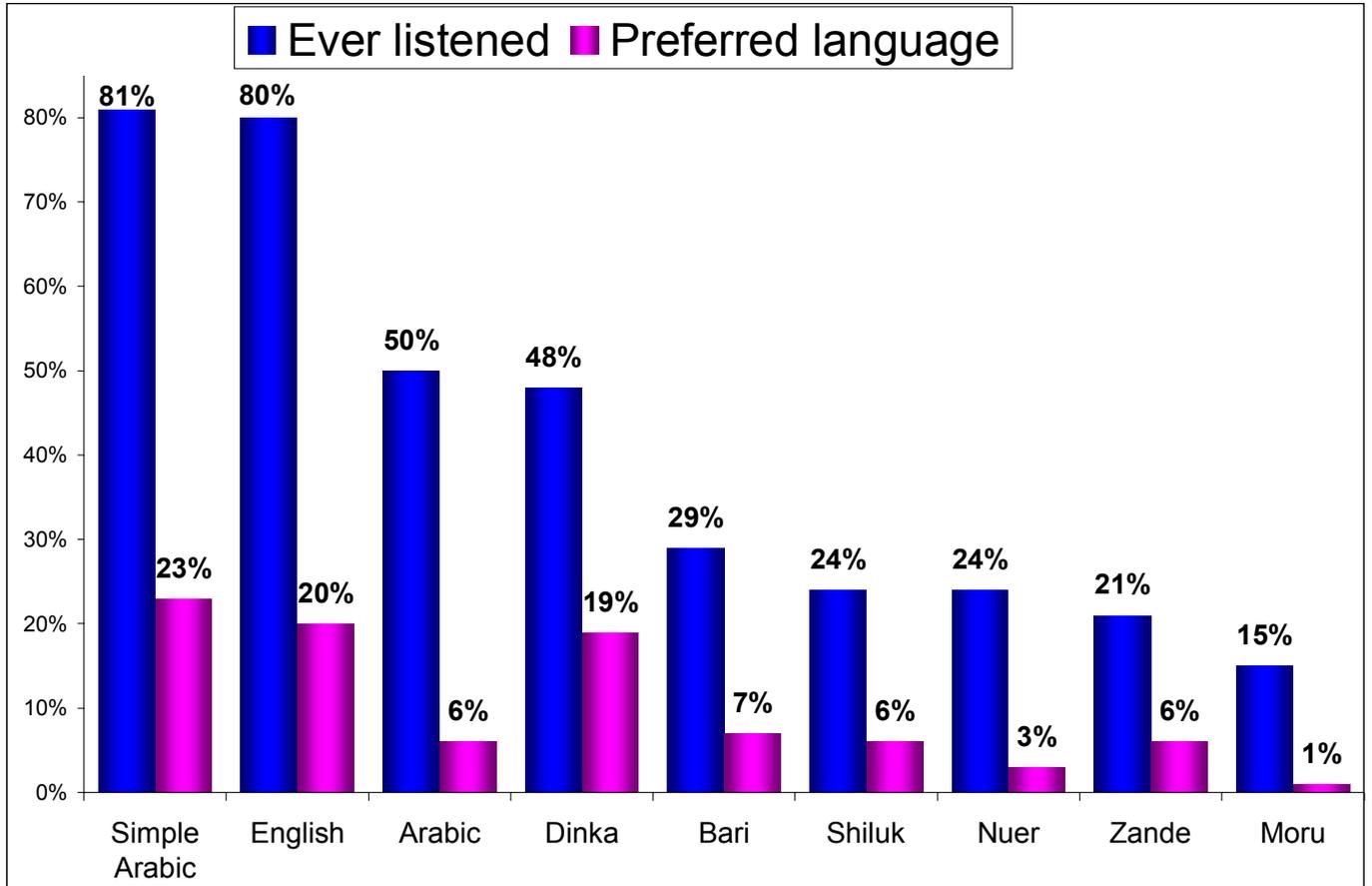
The 3 most important news attributes for radio listeners are “being easy to understand”, “being in your language” and “being trustworthy”. Of these attributes, SRS scores the highest on the first two, while BBC is considered more trustworthy.

FOCUS ON SUDAN RADIO SERVICE

This section focuses on questions specific to Sudan Radio Service

Languages Preferred and Ever Listened to on Sudan Radio Service

Chart 17: Sudan Radio Service Languages



Q. You said you have listened to Sudan Radio Service. In which languages have you ever listened to Sudan Radio Service? To which of the 9 languages currently heard on Sudan Radio Service do you prefer to listen?

The respondents saying they had listened to Sudan Radio Service sometime in the past were asked to mention the language(s) they had ever listened to on Sudan Radio Service and out of those mentioned, to say the language they prefer.

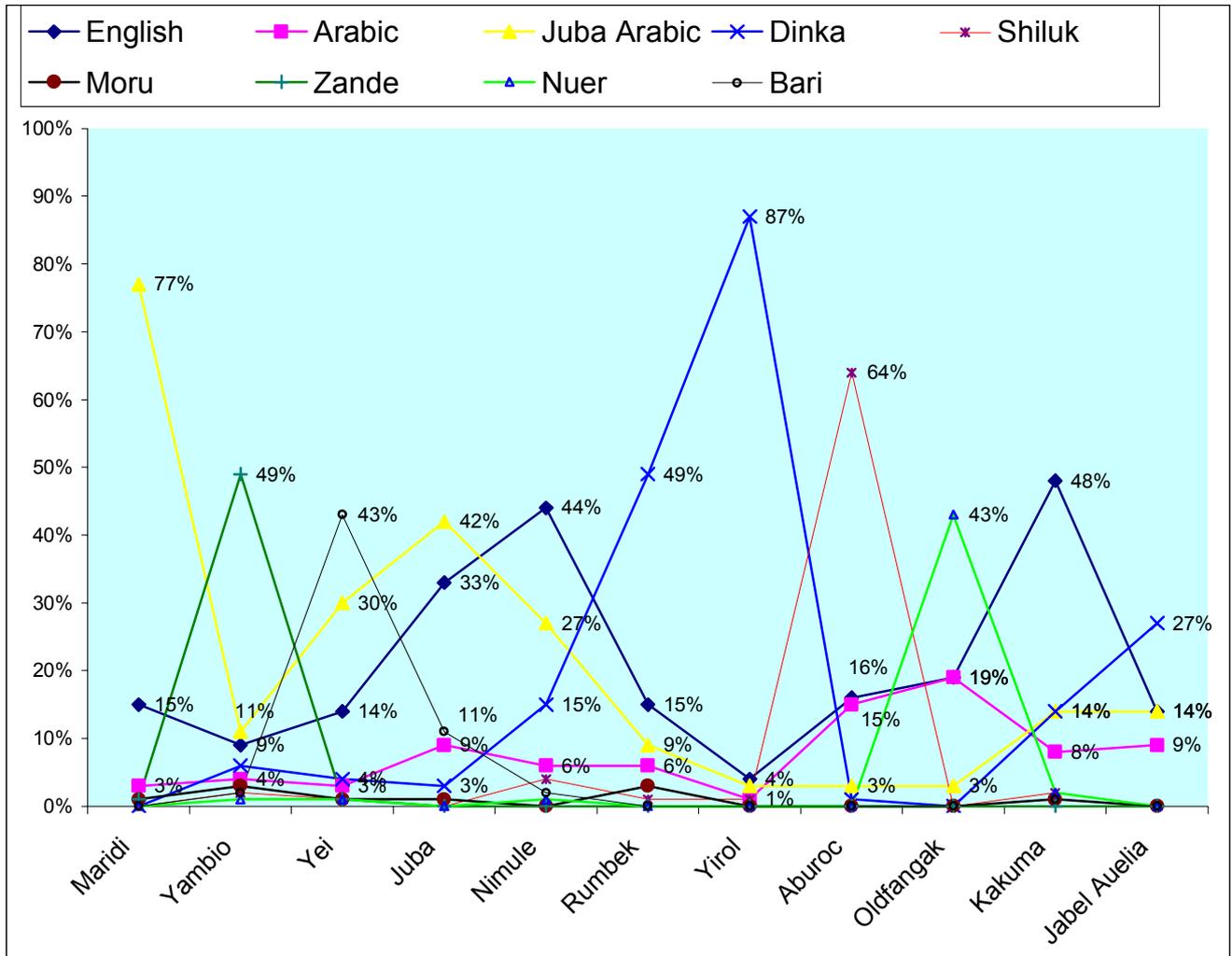
Simple Arabic and English were the most “ever listened to” languages, followed by Arabic and Dinka. The least preferred and ever listen to language was Moru.

Simple Arabic, English and Dinka were the most preferred languages.

Arabic, which scored significantly high on “ever listened to”, recorded low preference with the respondents, who were almost exclusively southern Sudanese.

Sudan Radio Service Languages Ever Listened To—by Region

Chart 18: Sudan Radio Service Languages – Breakout by Region



This chart confirms that different regions listen to different languages.

Juba Arabic	(Maridi and Juba)
Zande	(Yambio)
Bari	(Yei)
English	(Nimule and Kakuma)
Dinka	(Rumbek Yirol and Jabel Auelia)
Shilluk	(Aburoc)
Nuer	(Oldfangak)

Arabic to some degree, but Moru greatly, did not stand out in any of the surveyed regions.

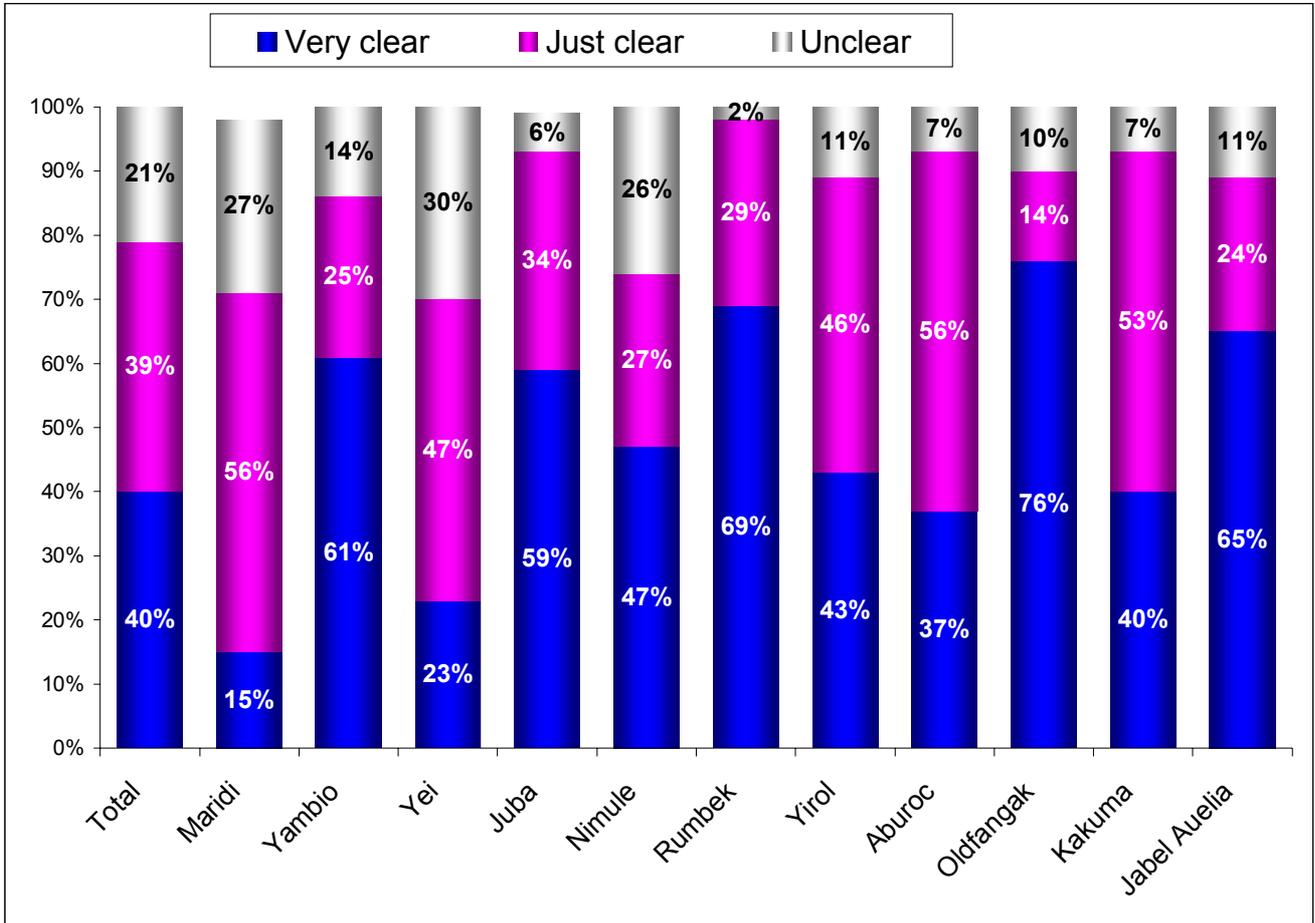
Languages People Would Like SRS to Add
Table 10: Other Languages That Respondents Hope Will Be Included In Sudan Radio Service Programming

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auella
Atuot	8%	0%	0%	0%	0%	0%	0%	74%	0%	0%	0%	0%
Acholi	7%	0%	0%	3%	13%	37%	0%	1%	7%	13%	10%	0%
Lingala	6%	40%	2%	7%	2%	0%	0%	0%	0%	0%	2%	0%
Madi	4%	0%	0%	1%	8%	33%	0%	0%	0%	0%	3%	0%
Balanda	3%	0%	24%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Mondo	3%	21%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Toposa	2%	0%	1%	0%	6%	1%	2%	1%	0%	6%	5%	0%
Lotuko	2%	3%	0%	7%	8%	0%	0%	0%	0%	0%	4%	0%
Kakua	2%	0%	0%	15%	1%	0%	0%	0%	0%	1%	1%	0%
Anywak	2%	0%	0%	0%	0%	4%	0%	1%	0%	11%	4%	0%
Luo	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Nubian	1%	6%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Kiswahili	1%	0%	0%	0%	0%	4%	0%	1%	2%	0%	7%	0%
Apuk	1%	0%	0%	1%	0%	0%	0%	7%	0%	0%	0%	0%
Keliko	1%	1%	1%	5%	2%	0%	0%	0%	0%	0%	0%	0%
Abukaya	1%	8%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Robo	1%	0%	0%	0%	0%	7%	0%	0%	0%	1%	0%	0%
Lokoro	1%	0%	0%	0%	2%	2%	0%	0%	0%	0%	2%	0%
Murle	1%	0%	0%	0%	2%	0%	0%	0%	0%	9%	8%	0%
Burun	1%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%

Q. Which one language not currently being used by SRS would you like SRS to add to its line-up?
 There were so many mentions that not all could be listed, but those above are the languages that were mentioned by at least 1% of respondents.

SRS Reception Clarity

Chart 19: How Clearly is Sudan Radio Service Received?



Q. When you normally listen to Sudan Radio Service, do you receive it clearly or must you strain to listen? In other words, how clear is the Sudan Radio Service signal on your radio?

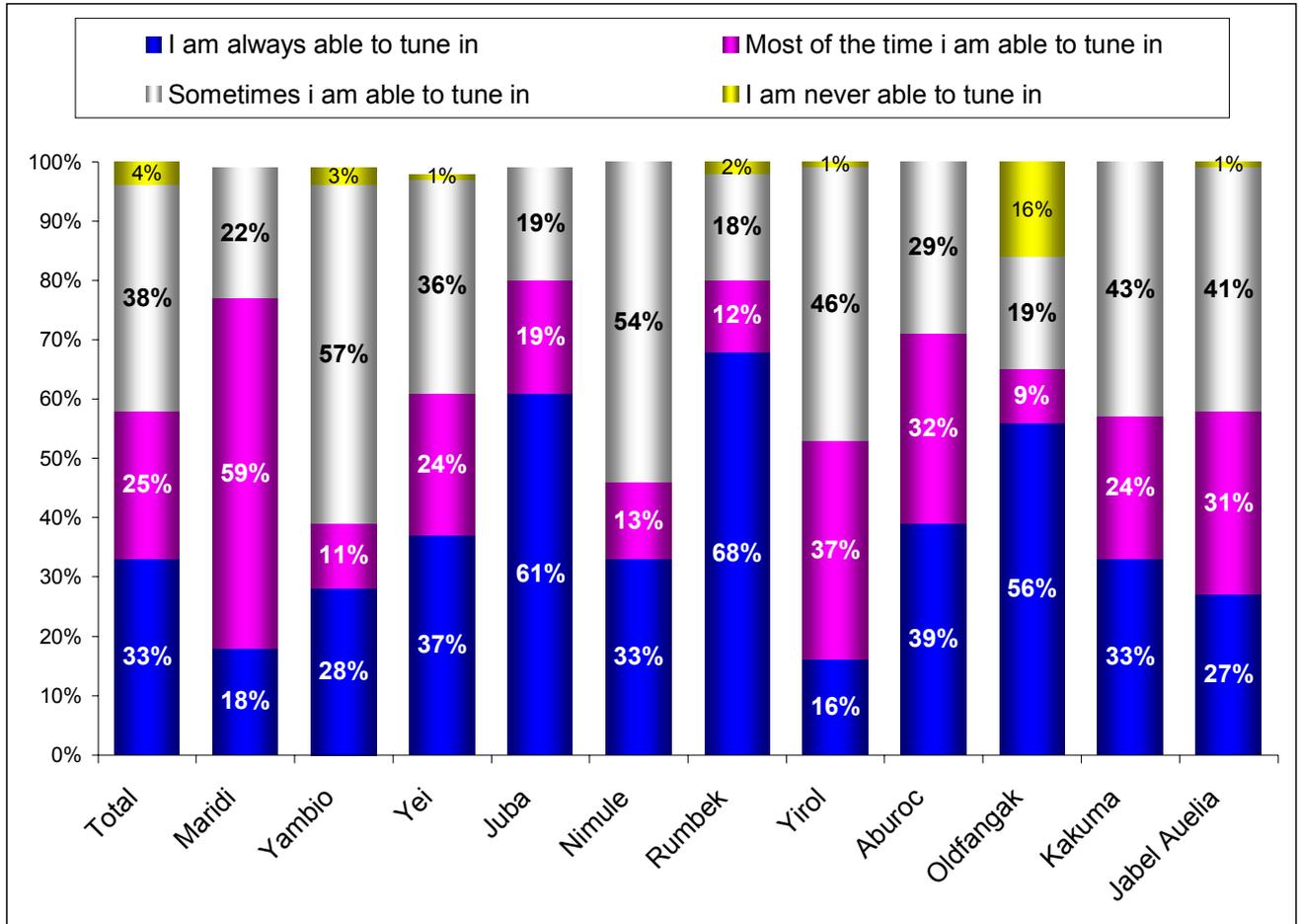
Sudan Radio Service reception was often only “just clear” or “unclear” for many people. Many people also said they were not always sure of all the frequencies on which Sudan Radio Service broadcasts.

A total of 40% said they get Sudan Radio Service very clearly on their radio sets. These are mainly in Yambio, Juba, Rumbek, Oldfangak, and Jabel Auelia. .

Maridi and Yei, as well as Yirol, Aburoc and Kakuma seem to have reception problems, though why this would be is unclear as Maridi and Yei are not far from Yambio and Juba, where reception is generally said to be very clear.

Ability to Tune In Sudan Radio Service

Chart 20: How Often Can Listeners Successfully Find Sudan Radio Service?



Q. When you want to tune in Sudan Radio Service, how often are you able to do this successfully using the radio used regularly to listen to the station?

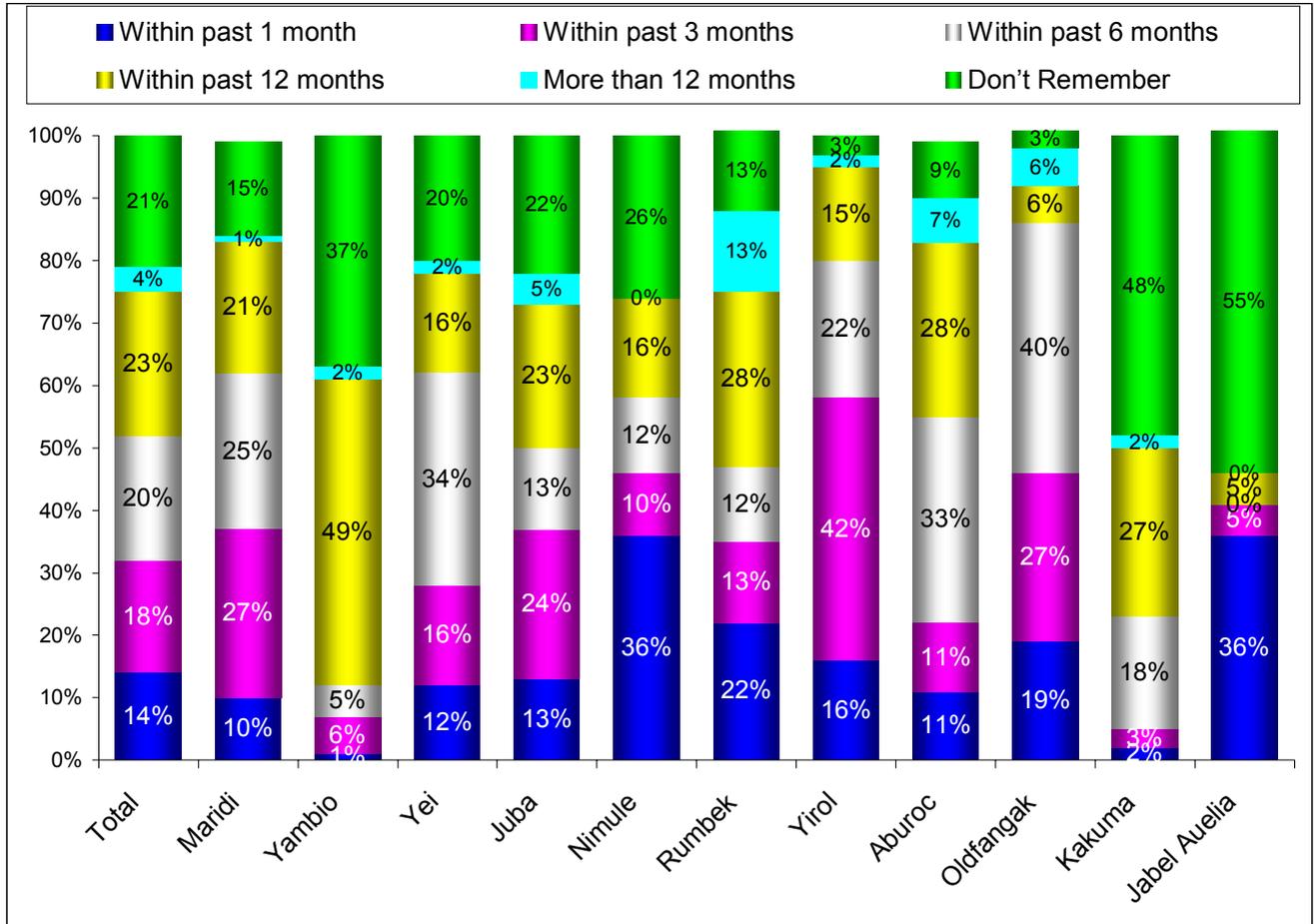
This is closely related to the reception issue as the respondents gave their opinions on how they habitually get to tune to Sudan Radio Service.

Rumbek which ranks high on clear reception also recorded high in terms of ease of tuning as most respondents indicated they are always able to tune to Sudan Radio Service.

Oldfangak had the highest percentage of respondents who said they are never able to tune, at 16%.

When Respondents Started Listening to SRS

Chart 21: How Long Ago Did People Start Listening To Sudan Radio Service?



Q. How long ago did you start listening to Sudan Radio Service?

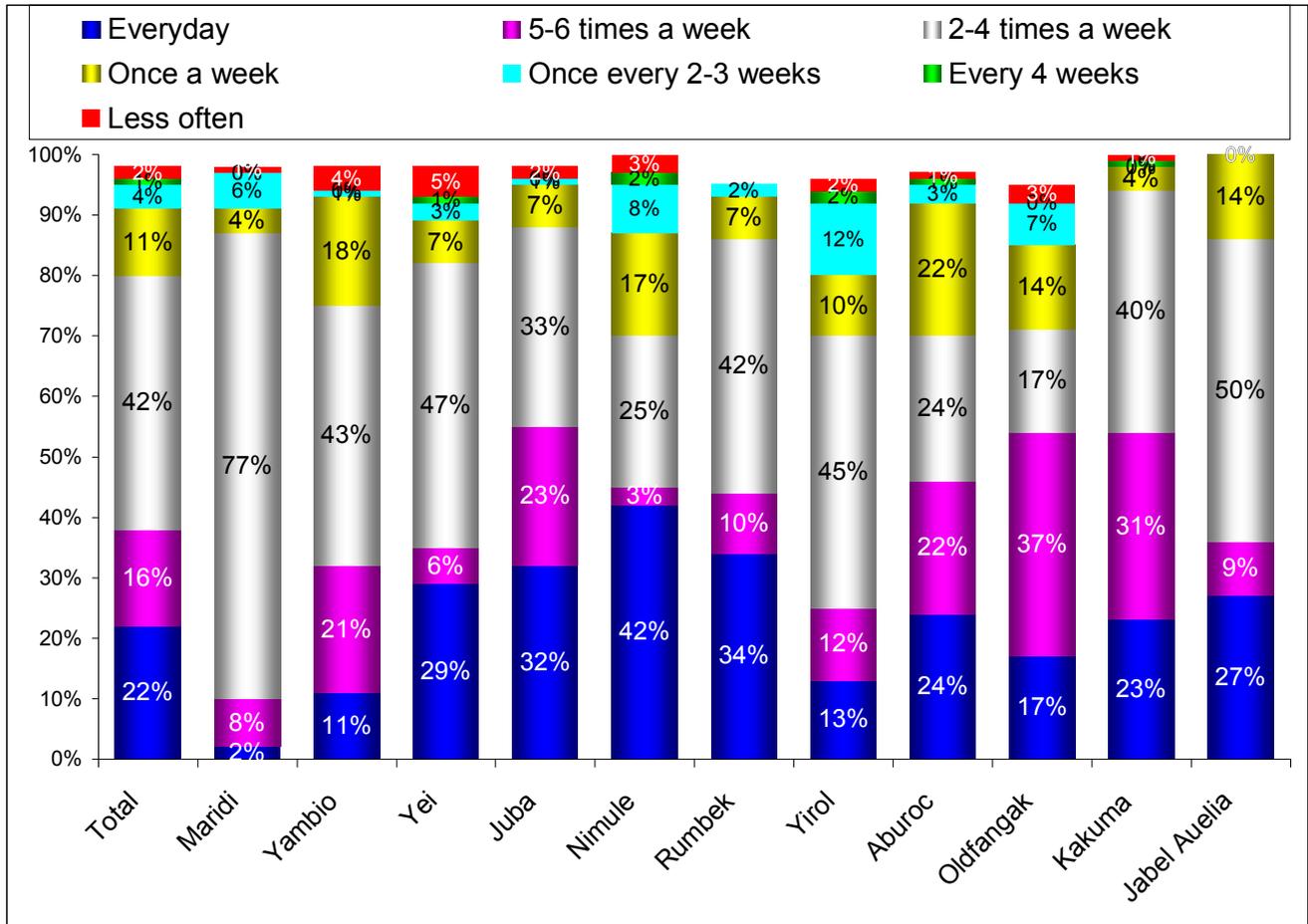
Those who said they have ever listened to Sudan Radio Service were asked when they first started listening. A total of 21% did not recall when they started listening and about 14% had just (“within the last month”) started listening to Sudan Radio Service.

Based on these figures, in the last 6 months Sudan Radio Service has increased the number of listeners it has by about 23% over the previous 6 months.

Nimule and Jabel Auelia have the highest number of those who had started listening to Sudan Radio Service in the past one month, at 36%.

Frequency of Listening to Sudan Radio Service

Chart 22: How Often do Respondents Listen to Sudan Radio Service?



Q. In general, how often do you listen to SRS radio programs or News?

Listening to the radio is an everyday activity in most places, with 22% of all Sudan Radio Service listeners say they tune in to Sudan Radio Service on a daily basis. In Nimule, 42% say they listen daily, while in Maridi only 2% do. On the other hand, in Maridi 77% say they tune in 2 to 4 times per week.

In short, Sudan Radio Service has a 91% weekly reach; that is, 91% of listeners tune into Sudan Radio Service at least 1 time every week.

SRS Programme Awareness

Table 11: Of What Sudan Radio Service Programmes Are Listeners Aware?

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auelia
The Road to Peace (English)	69%	81%	73%	80%	46%	66%	65%	79%	31%	57%	95%	68%
Education for Development (English)	61%	52%	90%	75%	36%	45%	63%	72%	31%	23%	89%	82%
Health for All (English)	57%	77%	74%	65%	43%	56%	41%	69%	25%	24%	64%	86%
Challenges Facing Refugees (English)	55%	58%	69%	67%	31%	45%	53%	77%	17%	10%	82%	68%
Education for Development (S. Arabic)	54%	70%	67%	44%	38%	46%	53%	86%	34%	7%	68%	77%
I Want to Know (English)	51%	81%	50%	46%	38%	35%	54%	62%	27%	27%	66%	86%
Health for All (S. Arabic)	51%	80%	58%	37%	50%	52%	37%	82%	25%	6%	59%	55%
Challenges Facing Refugees (S. Arabic)	51%	77%	58%	38%	38%	40%	44%	95%	26%	1%	67%	64%
Youth Agenda (English)	50%	56%	59%	53%	24%	46%	53%	69%	16%	14%	87%	73%
Our Voices (English)	49%	63%	64%	46%	32%	52%	45%	64%	10%	33%	65%	14%
Nugarata Nina (Our Drums, S. Arabic)	47%	85%	67%	41%	30%	26%	27%	79%	25%	6%	63%	0%
Al Mustaqbal (The Future, S. Arabic)	42%	69%	65%	20%	29%	27%	42%	80%	14%	1%	62%	0%
The Week in Review (English)	37%	57%	42%	32%	38%	22%	24%	63%	10%	11%	54%	55%
Dinka Girl Education (Dinka)	27%	0%	21%	7%	3%	17%	54%	90%	5%	3%	58%	73%
Peace Horizon (Arabic)	22%	2%	19%	19%	24%	11%	28%	11%	52%	10%	49%	18%
Music programme (Arabic)	21%	2%	20%	10%	23%	7%	40%	19%	40%	6%	46%	41%
Life in the Nuba Mountains (Arabic)	20%	2%	21%	13%	21%	10%	43%	12%	30%	4%	48%	36%
Children in our lives (Arabic)	17%	1%	20%	7%	17%	10%	32%	12%	25%	1%	42%	32%
Child Immunization (Nuer)	17%	0%	26%	15%	2%	7%	27%	17%	5%	53%	28%	0%
Beyond the News (Arabic)	16%	2%	15%	3%	15%	10%	31%	11%	40%	1%	41%	0%
History of the Shilluk (Shilluk)	16%	0%	12%	13%	2%	5%	26%	4%	99%	0%	11%	0%
Rukn Al Mara (Women's Corner, Arabic)	15%	2%	15%	4%	17%	7%	27%	12%	27%	7%	44%	0%
Khartoum panorama (Arabic)	15%	1%	14%	6%	13%	6%	30%	11%	20%	0%	43%	36%
Health Magazine (Arabic)	15%	2%	23%	9%	16%	4%	26%	11%	14%	0%	41%	9%
Al Duash (Scent of Rain and Soil, Arabic)	14%	1%	15%	5%	11%	8%	25%	12%	16%	0%	40%	50%
Shilluk Marriage (Shilluk)	13%	0%	12%	12%	0%	8%	12%	2%	91%	0%	11%	5%
Radio Cafe (Arabic)	11%	2%	15%	5%	15%	3%	14%	11%	7%	0%	37%	5%
Family Fireplace (Zande)	10%	5%	53%	7%	1%	0%	8%	4%	0%	0%	6%	5%
Shortages (Shilluk)	10%	0%	12%	8%	0%	9%	5%	3%	55%	3%	11%	0%
Animal Health (Moru)	4%	1%	12%	0%	4%	2%	11%	0%	0%	1%	6%	0%

SRS Programmes Ever Listened To

Table 12: To Which Sudan Radio Service Programs Have Respondents Ever Listened?

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	Jabel Auelia
The Road to Peace (English)	56%	73%	49%	61%	39%	63%	44%	63%	26%	49%	93%	36%
Education for Development (English)	49%	43%	64%	59%	34%	42%	47%	55%	22%	20%	85%	45%
Education for Development (S. Arabic)	45%	65%	51%	28%	33%	43%	39%	74%	30%	3%	66%	45%
Health for All (English)	44%	69%	53%	46%	39%	51%	26%	41%	23%	19%	63%	36%
Challenges Facing Refugees (English)	43%	46%	44%	48%	29%	42%	43%	59%	15%	9%	82%	41%
Challenges Facing Refugees (S. Arabic)	43%	72%	37%	29%	34%	38%	28%	84%	22%	0%	65%	50%
Health for All (S. Arabic)	41%	76%	40%	23%	47%	48%	24%	62%	20%	3%	58%	36%
I Want to Know (English)	40%	75%	27%	41%	36%	31%	45%	37%	20%	20%	63%	27%
Youth Agenda (English)	40%	44%	35%	43%	23%	44%	44%	49%	10%	10%	86%	50%
Nugarata Nina (Our Drums, S. Arabic)	38%	81%	44%	31%	27%	24%	20%	53%	19%	6%	61%	0%
Our Voices (English)	37%	53%	37%	40%	24%	45%	32%	39%	8%	29%	64%	9%
Al Mustaqbal (The Future, S. Arabic)	34%	66%	42%	13%	27%	26%	28%	54%	11%	1%	58%	0%
The Week in Review (English)	29%	48%	22%	27%	35%	19%	14%	37%	8%	9%	52%	55%
Dinka Girl Education (Dinka)	21%	0%	7%	7%	1%	13%	24%	89%	5%	3%	48%	68%
Music Programme (Arabic)	17%	2%	11%	7%	21%	7%	32%	17%	28%	3%	44%	36%
Peace Horizon (Arabic)	16%	1%	9%	6%	22%	10%	16%	6%	49%	7%	48%	14%
Life in the Nuba Mountains (Arabic)	16%	2%	13%	8%	19%	10%	29%	7%	22%	3%	46%	36%
Beyond the News (Arabic)	12%	2%	6%	3%	15%	10%	15%	5%	31%	1%	40%	0%
Children in Our Lives (Arabic)	12%	1%	8%	4%	16%	8%	21%	7%	17%	1%	38%	27%
Child Immunization (Nuer)	12%	0%	12%	12%	1%	6%	15%	16%	5%	40%	24%	0%
History of the Shilluk (Shilluk)	12%	0%	2%	9%	2%	4%	11%	2%	98%	0%	7%	0%
Rukn Al Mara (Women's Corner)	11%	2%	7%	3%	16%	6%	17%	7%	16%	4%	42%	0%
Khartoum Panorama (Arabic)	11%	0%	5%	5%	13%	6%	21%	6%	13%	0%	38%	27%
Shilluk Marriage (Shilluk)	11%	0%	2%	8%	0%	6%	10%	2%	91%	0%	8%	5%
Health Magazine (Arabic)	10%	2%	11%	5%	16%	4%	12%	5%	9%	0%	36%	9%
Al Duash (Scent of Rain and Soil, Arabic)	9%	0%	6%	4%	8%	8%	15%	7%	8%	0%	39%	27%
Radio Cafe (Arabic)	7%	1%	5%	5%	15%	3%	6%	5%	2%	0%	34%	5%
Shortages (Shilluk)	7%	0%	3%	5%	0%	8%	4%	2%	51%	1%	7%	0%
Family Fireplace (Zande)	6%	5%	26%	6%	1%	0%	5%	2%	0%	0%	4%	5%
Animal Health (Moru)	3%	0%	7%	0%	4%	2%	8%	0%	0%	1%	5%	0%

Q. I am now going to read out a list of Sudan Radio Service programmes. Can you tell me if you are aware of any of the following programmes, regardless of whether or not you have listened to them?

“The Road to Peace” in English proved to be the most popular programme in terms of awareness and listenership. This is in line with the earlier showing that programmes dealing with issues of peace score highly in terms of interest and preference.

English programmes tended to receive higher awareness and listenership rankings than local language programmes, perhaps because of the wider appeal of English as a language in southern Sudan.

“Animal Health” in Moru recorded the lowest levels in both awareness and listenership. This is in line with the earlier findings that the Moru language was ranked lowest in both preferred and ever listened to language on Sudan Radio Service.

Note that local language programmes scored high in awareness and listenership in regions where that language is dominant. For example, “History of the Shilluk” scored 99% and 98% in awareness and listenership, respectively, in Aburoc, which is predominantly a Shilluk-speaking community.

The programmes with the highest awareness and listenership per region are highlighted in red in tables 11 and 12 above.

Knowledge Gained From Listening To SRS Programmes
Table 13: What Do Listeners Say They Have Learned From Sudan Radio Service?

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oidfangak	Kakuma	J. Auella
Peace process	58%	35%	57%	71%	37%	63%	68%	63%	72%	31%	75%	73%
HIV/AIDS awareness	40%	44%	35%	52%	53%	36%	36%	31%	43%	1%	59%	0%
Educational issues	30%	29%	35%	52%	37%	29%	19%	7%	16%	21%	49%	9%
Health	19%	13%	27%	31%	26%	22%	8%	2%	15%	17%	25%	14%
Local Sudanese cultures	17%	7%	15%	18%	18%	15%	11%	2%	74%	4%	21%	5%
Development (of Infrastructure)	13%	12%	14%	14%	11%	12%	30%	12%	2%	3%	16%	0%
Girls' Education	12%	4%	13%	0%	10%	29%	13%	30%	2%	0%	16%	9%
Child Immunizations	11%	1%	4%	5%	8%	14%	6%	36%	23%	7%	8%	0%
Agricultural practices	10%	23%	8%	10%	13%	15%	13%	3%	1%	1%	15%	0%
Religious Issues *	8%	1%	6%	25%	5%	12%	5%	2%	0%	11%	15%	0%
War in Darfur	7%	2%	13%	14%	1%	4%	5%	5%	0%	4%	18%	5%
Problems Faced by Sudanese Refugees	7%	2%	1%	18%	6%	5%	2%	10%	9%	0%	10%	5%
Wealth sharing	5%	2%	19%	0%	0%	0%	9%	7%	0%	0%	3%	9%
Cultural of other people	5%	1%	6%	7%	15%	2%	2%	1%	1%	3%	13%	0%
Women's rights /issues	5%	2%	2%	3%	7%	1%	3%	7%	8%	6%	15%	5%
Power sharing	4%	1%	18%	1%	0%	2%	7%	6%	0%	0%	4%	5%
Gender balance	4%	1%	4%	4%	1%	2%	0%	21%	0%	0%	1%	0%
What happens in other countries s	4%	0%	1%	1%	16%	1%	5%	2%	1%	11%	4%	0%
News about Sudan	4%	1%	1%	5%	17%	0%	0%	0%	6%	19%	4%	0%
Security	3%	0%	13%	0%	0%	0%	13%	1%	0%	0%	1%	0%
Repatriation of refugees to Sudan	3%	2%	6%	5%	0%	9%	1%	0%	1%	1%	2%	0%
Traditional music	3%	6%	4%	2%	4%	3%	0%	0%	7%	0%	4%	0%
Political Issues	3%	2%	2%	1%	10%	3%	6%	0%	1%	7%	2%	0%
War in Sudan	3%	0%	4%	5%	6%	1%	5%	4%	0%	3%	2%	0%
Economic Issues	3%	4%	4%	3%	5%	3%	5%	3%	0%	3%	3%	0%
Youth issues	3%	0%	1%	10%	1%	6%	2%	2%	2%	0%	3%	0%
Sports	3%	2%	1%	3%	8%	5%	5%	2%	2%	1%	5%	0%
Advice on Family Issues	3%	4%	0%	5%	3%	4%	0%	3%	1%	0%	3%	23%
It promotes unity *	3%	6%	1%	2%	2%	8%	2%	1%	3%	0%	4%	0%
Prayers *	2%	0%	3%	6%	5%	2%	1%	1%	0%	7%	1%	0%

(Table 13 Continued)

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oldfangak	Kakuma	J. Auella
Cultural /clan conflicts	2%	3%	2%	1%	0%	0%	1%	14%	1%	0%	1%	0%
Adult Education in southern Sudan	2%	6%	1%	0%	0%	1%	0%	7%	0%	0%	1%	0%
Sex Education/Family planning	2%	13%	1%	0%	3%	2%	1%	2%	0%	0%	1%	0%
Attitudes and Value in our Country	2%	2%	0%	3%	8%	1%	1%	1%	1%	0%	1%	0%
American Election	2%	0%	0%	8%	3%	0%	7%	0%	0%	0%	1%	0%
Environmental Issues	2%	3%	1%	1%	4%	5%	3%	0%	0%	1%	4%	0%
Promotion of Dinka Girl Education	2%	1%	0%	1%	3%	1%	3%	3%	0%	0%	2%	5%
Civic Education	2%	1%	1%	2%	3%	0%	2%	1%	0%	6%	1%	0%
Darfur Peace Talks	2%	0%	0%	0%	0%	2%	0%	17%	0%	0%	1%	0%
Displacement of Refugees in Kakuma	2%	2%	1%	1%	4%	0%	2%	7%	0%	6%	0%	5%

Q. From listening to SRS programs and News, please tell me five things that you have learned?

Many topics were mentioned as being knowledge gained by listening to Sudan Radio Service. The ones listed above are those that recorded at least 2% mentions. * is used to indicate the items that Sudan Radio Service says puzzles them, as they have never aired any programmes on religious issues, prayers, or the promotion of unity (or secession, for that matter).

The peace process was mentioned by more than half of the respondents (58%). Naturally the war was a main concern for most people, so they were eager to hear news on the push for peace. Overall, programmes on peace generated the highest mentions in awareness, listenership and preference.

Other topics that stood out are HIV/AIDS awareness and educational issues.

Apart from the lessons listed above in table 13, other mentions included: self-governance, microfinance business institutions, ceasefire, advice on sanitation, human rights, self-reliance, governmental structures in southern Sudan, drama, music, living in justice, obedience, forgiveness, future development in Sudan, the interim period, veterinary services /animal health issues, other languages, children's rights and issues, destruction of crops by flood in the upper Nile, disarmament of civilians, UN activities, the war in Iraq / fall of Saddam Hussein, the war in Uganda between the Lord's Resistance Army and government, land issues, and Arabic culture.

Favorite Programme Topics

Table 14: What Are Listeners' Favorite Programming Topics?

Peace /peace process	29%
Education	8%
Road to Peace	6%
HIV/AIDS	5%
News	5%
Health	3%
Dinka Girl education	3%
Health for all	3%
Development of Southern Sudan	2%
Religion	2%
Education for development	2%

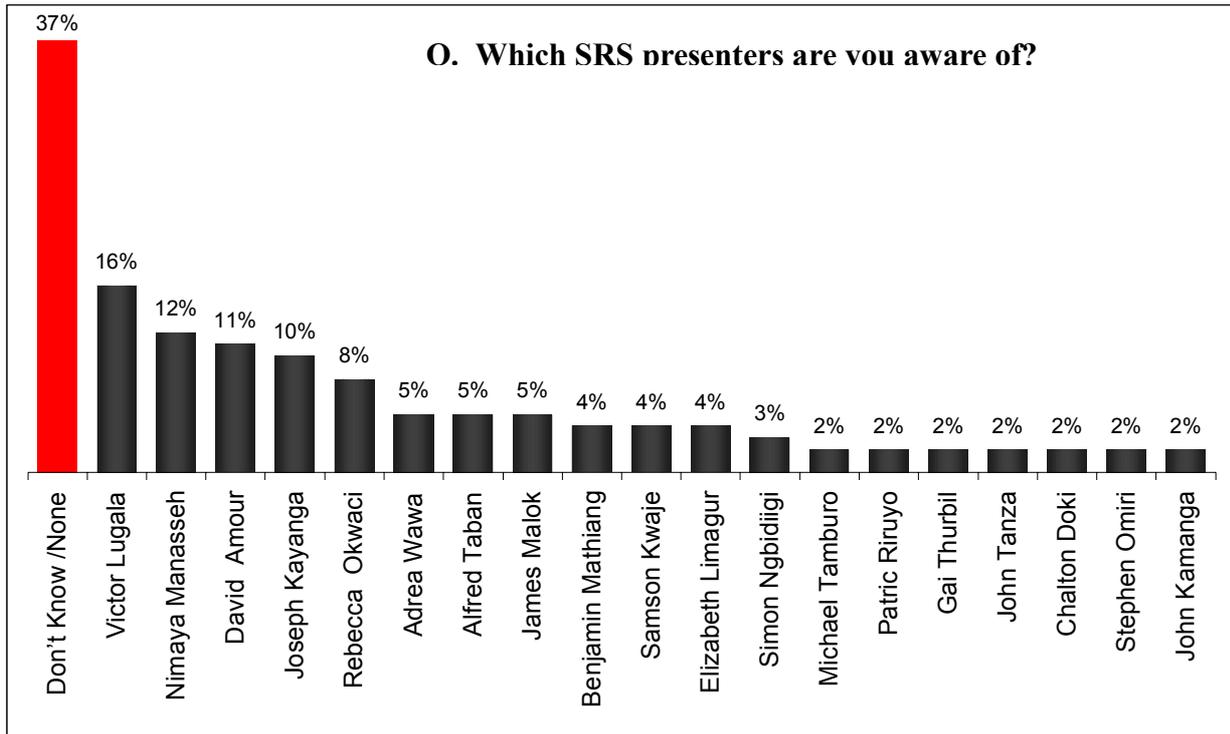
Q. Among the program topics that you listen to, which topic is your favourite?

Not surprisingly, peace again ranks high as a favorite programme topic. Thus programmes dealing with peace in Sudan tend to be the most liked.

Other top ten favorite programmes are listed above in table 14 covering civic, social and general education and news programmes. The topics listed in Table 14 were mentioned by 2% or more of respondents.

Awareness of Specific Sudan Radio Service Presenters

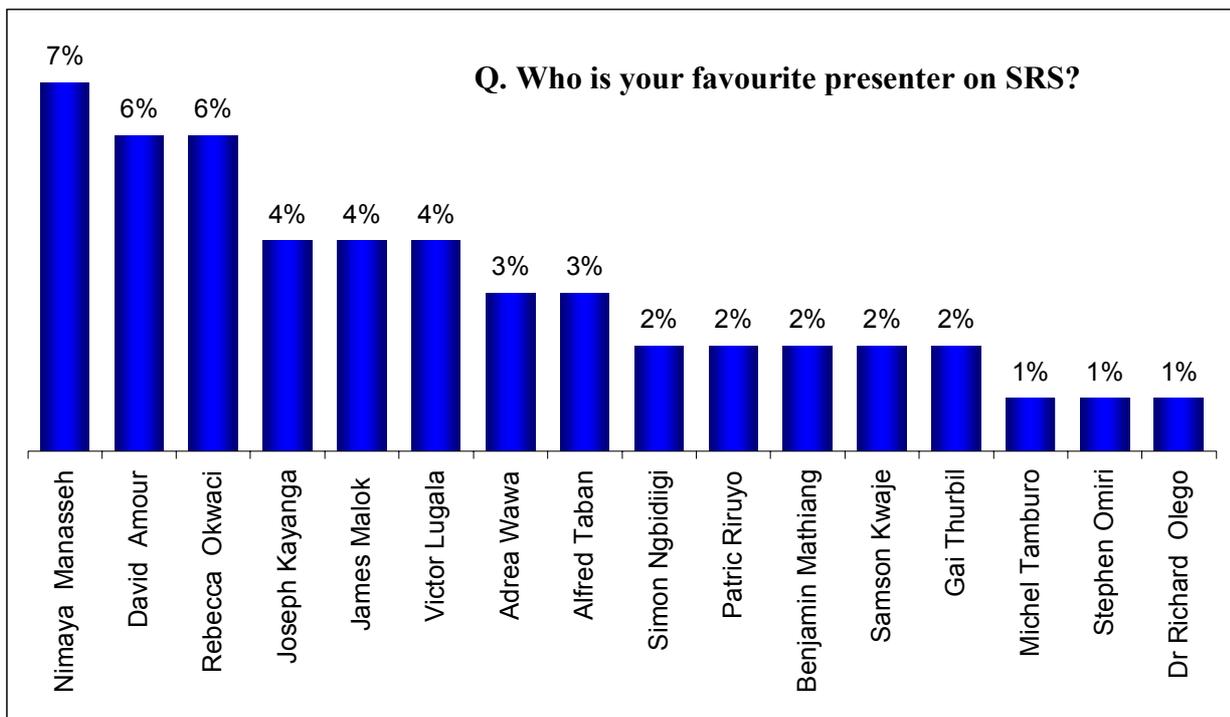
Chart 23: Which Sudan Radio Service Presenters Do Listeners Know?



37% of the respondents could not name any Sudan Radio Service presenters. Other presenters mentioned by at least 1% of respondents include: Moniem Rahma, Deng Malogoit Ezekiel, Jacob Deng Mayom, Noapola Adok, Nyikwach Pakwany, Gatluak Pal, Hussein Elisa Jamba, Dr. Richard Olego, Bernice / Benia Jansuk.

Favorite or Preferred Presenters on Sudan Radio Service

Chart 24: Do Listeners Have a Favorite Presenter?



The presenters mentioned as favorites by at least 1% of respondents are shown above. It must be said that some names mentioned are not those of SRS presenters, but guests.

Attitudes Towards Sudan Radio Service

Table 15: Attitudes Towards Sudan Radio Service

You will continue to listen to SRS Radio programs	3.8
You will Recommend SRS Radio Programs to Others	3.5
That SRS News and programs are excellent	3.5
That SRS News and programs are trustworthy	3.3
That SRS News and programs are accurate	3.3
That SRS News and programs are honest and balanced	3.2

Q. How much do you agree or disagree that...?

The respondents were given a 4-point scale (4 = very much agree; 3 = agree; 2 = disagree; 1 = very much disagree) to grade their attitudes towards Sudan Radio Service.

There is almost complete agreement among respondents that they will continue to listen to Sudan Radio Service programmes.

Respondents also largely agreed that SRS news and programming are accurate, honest, and balanced.

What Listeners Like About SRS

Q. Is there anything you like about SRS? What do you like about SRS?

67% of respondents mentioned things they like about SRS; some of their responses are indicated in the table below.

Table 16: Things Listeners Like about Sudan Radio Service

They broadcast in my mother tongue / local languages	25%
It talks about peace process	23%
It creates awareness about what is taking place in Sudan	9%
It is easy to understand	8%
Music	7%
HIV/AIDS Awareness	5%
They have programmes on educational issues	5%
It is informative	5%
It promotes culture	4%
It is very clear	4%
Health programmes	3%
It gives information about development of Sudan	3%
It airs interesting programmes	3%
Religious programmes*	2%
It gives accurate information	2%
They are honest	2%
Good presentation	2%
They talk about problems facing Sudanese refugees in neighbour countries	1%
Improvement of their SRS System in Sudan	1%
It talks about unity	1%
It creates awareness / information on neighbouring countries	1%
It gives information on reconstruction of building	1%
It gives information about elections in America	1%
It promotes freedom among the Sudanese	1%
It talks about Dinka girls education	1%
Economic /Business issues	1%
It promotes agriculture	1%
Creates awareness on international issues	1%
Talks about women rights	1%
The news is well balanced	1%
Creates awareness on human rights	1%
It's our own radio station	1%
Wide variety of programmes	1%

Broadcasting in local languages and programmes on peace process (25% and 23%, respectively) are the most outstanding things people like about about SRS. SRS does not do religious programming.

For reasons mentioned by fewer than 1% of respondents, see the appendix tabulations.

What Listeners Don't Like About Sudan Radio Service

Q. Is there anything that you dislike about SRS? What do you dislike about SRS?

27% of respondents mentioned things they do not like about Sudan Radio Service. Issues mentioned by at least 1% of respondents are indicated in the table below.

Table 17: Things Listeners Don't Like about Sudan Radio Service

It is not clear	12%
Doesn't include some languages	11%
Time for each program is not enough	10%
They don't broadcast for 24 hours	9%
It is not honest	6%
Their news broadcasts are not frequent	5%
Monopoly of one language	5%
Their information is not up to date	4%
Not easy to tune	4%
They are not informative/detailed	3%
It operates outside Sudan	3%
It is not balanced	3%
They don't broadcast on weekends	3%
They repeat their programs and news	3%
Bad music	2%
It broadcasts in too many languages	2%
No news in Zande	1%
They give news about the war and people dying	1%
Reporting on starvation in other areas	1%
Announcements of genocide in Darfur	1%
Reporting on diseases / accidents	1%
Announcement of displacement of refugees	1%
Ignorance of cultures	1%
The short news and headlines cannot be understood	1%
They don't have a local frequency in southern Sudan	1%
They don't broadcast frequently in local language	1%
Doesn't cover international news	1%
Has few women broadcasters	1%
Management style	1%
Programs on culture	1%
Presentations not professional	1%
Does not talk about girls' education	1%

Poor clarity of reception was the main complaint (12%). Sudan being a country with hundreds of languages, 11% of the respondents felt that their languages had been left out of Sudan Radio Service programming. 10% of the respondents recorded that there is too little time given to programmes, and a similar percentage were unhappy with the few hours that Sudan Radio Service broadcasts each day.

Issues or Topics Listeners Would Like Included In SRS Programming Or Addressed By SRS Management

Table 18: Suggestions for SRS Programming

Add other languages	17%
Establishment of culture	7%
Agriculture	5%
Development of South Sudan	5%
Free education	4%
Corruption	3%
Improvement of education after the peace process	3%
Girl's education	3%
Women's issues/empowerment	3%
Economic/business issues	3%
Sports	3%
Fishing	3%
Human rights	3%
Environmental conservation	3%
Unity	3%
More time	2%
Result of the peace	2%
HIV-AIDS	2%
Gender balance	2%
Clan conflicts	1%
Broadcast on scholarships	1%
Religion	1%
The interim period	1%
Current issues	1%
Children's rights	1%
Improvement of civic education	1%
Peace in people\individual's life	1%
Transportation	1%
Orphans	1%
Easy communication among the Sudanese	1%
Daily news about the country	1%
Employment opportunities	1%
Tribalism	1%
Wildlife conservation	1%
Mineral resources	1%
Traditional technologies	1%
Alcoholism	1%
Kakua language programs	1%
Adult education	1%
How the radio station operates	1%
Marriage	1%
Oppression of the minority	1%
Correspondence from listeners	1%
Sex education	1%
Nuer culture	1%

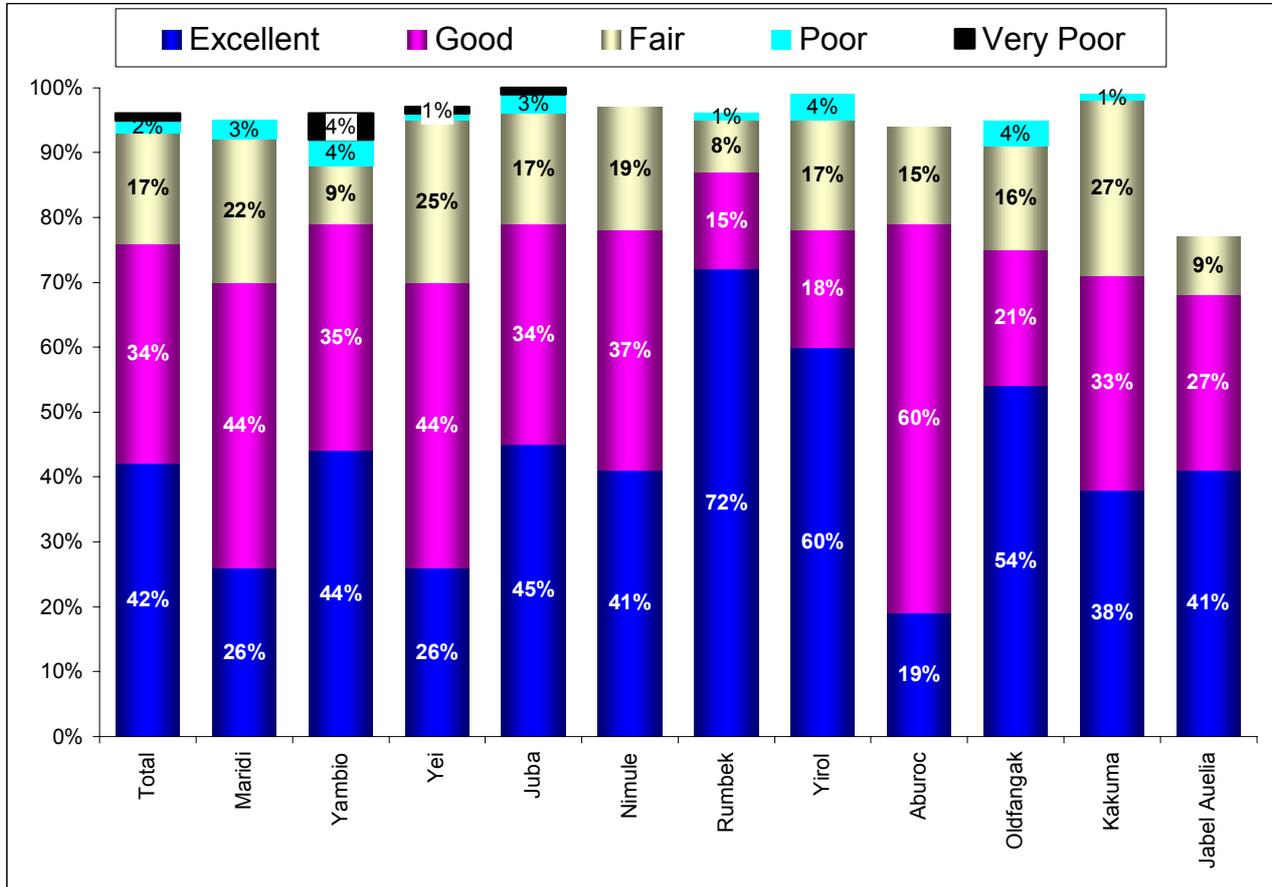
35% of Sudan Radio Service listeners responded to this question; many of their suggestions are listed in Table 18.

The request for more languages came out strongly at 17%.

Only issues that were mentioned by 1% or more of respondents are indicated in table 18.

Overall Opinion of Sudan Radio Service

Chart 25: Overall Opinion of Sudan Radio Service



Q. Taking everything into consideration, what is your overall opinion of Sudan Radio Service?

Overall, 42% of respondents said they consider Sudan Radio Service to be excellent, 35% “good,” 17% “average or fair,” and only 3% of the listeners classifying it as “poor” or “very poor.” Rumbek respondents seemed most taken with SRS (72% give it an “excellent” rating) and the least in Aburoc (only 19% say the same).

Reasons given for the various opinions are very similar to reasons given on the likes and dislikes about Sudan Radio Service.

Some of the other reasons given for the positive opinions included: gives news in many ethnic languages, gives news on the peace process, it’s easy to understand, creates awareness about our country, have very educative programs, it is honest, news on development of southern Sudan, and it is a southern Sudanese radio station

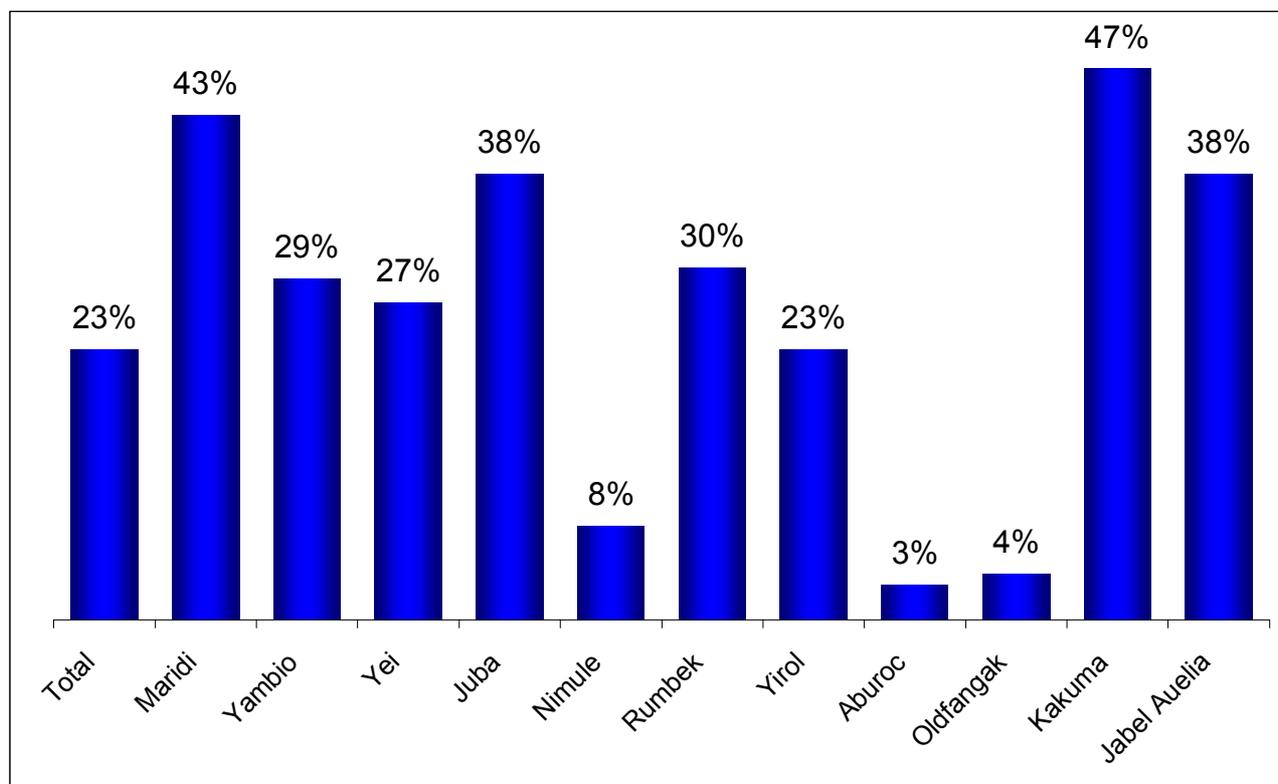
The main reason for the negative opinion is mainly due to poor clarity and/or reception.

OTHER MEDIA

This section highlights our findings on TV and Newspaper in the same communities.

Ever Watched TV

Chart 26: Respondents Saying They Have Ever Watched TV



Q: Have you ever watched TV?

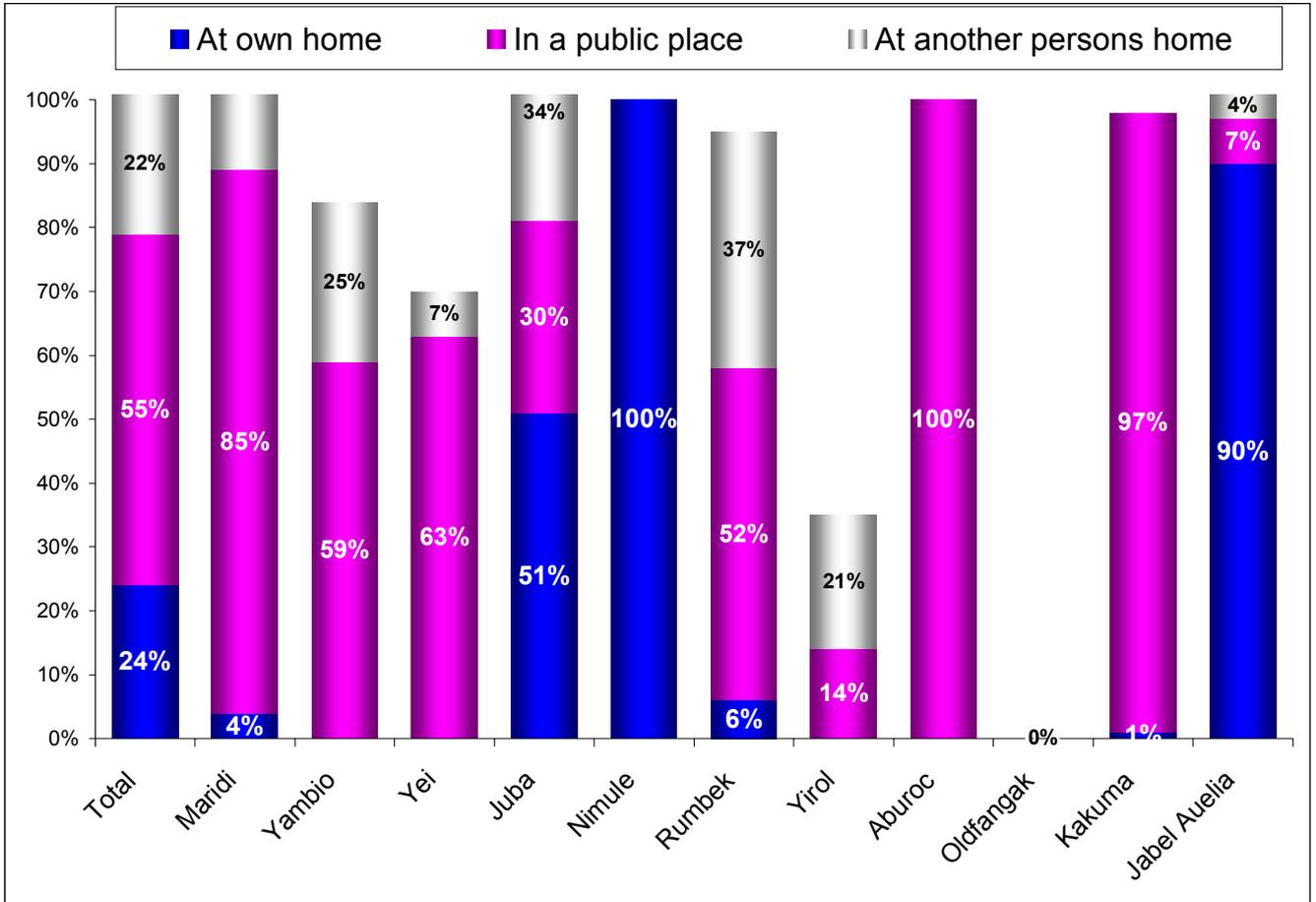
The respondents were asked whether they have ever watched TV, regardless of when they watched it or where. Only 23% have watched TV at least one time in their lives. These were mainly in Maridi, Juba, Jabel Auelia and Kakuma.

Most of the TV is accessed through the NGO facilities in these communities. Kakuma and Jabel refugee camps have more access to these facilities, hence the higher rate of ever watching.

The TV channels watched are mainly satellite channels because terrestrial channels do not cover most of the areas surveyed.

Where Do People Watch TV

Chart 27: The Usual Place of Watching TV



Q. Where do you usually watch TV?

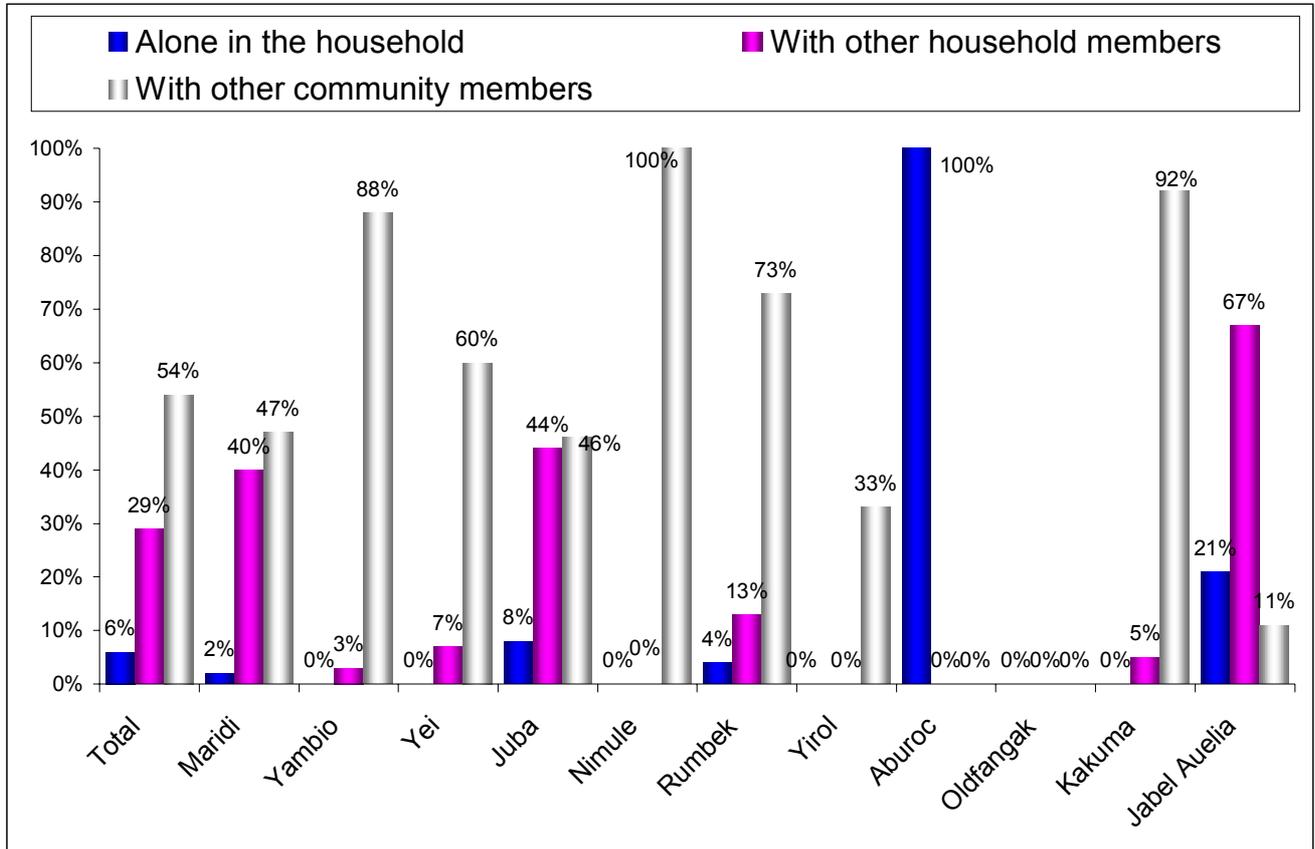
The above analysis was drawn from those who had watched TV in the past 3 months.

The sample size was too small in most regions, thus produced unstable data, such that if only one person in a region responded as having been the only one who had watched TV in the past 3 months, it would mean that 100% would form the base for analysis.

We therefore consider the above chart unstable and not suitable for meaningful conclusions. A majority recorded that they watch TV in public places (55%).

How People Usually Watch TV

Chart 28: The Settings In Which People Watch TV



Q. When you watch TV, are you usually...?

The above analysis was drawn from those who had watched TV in the past 3 months.

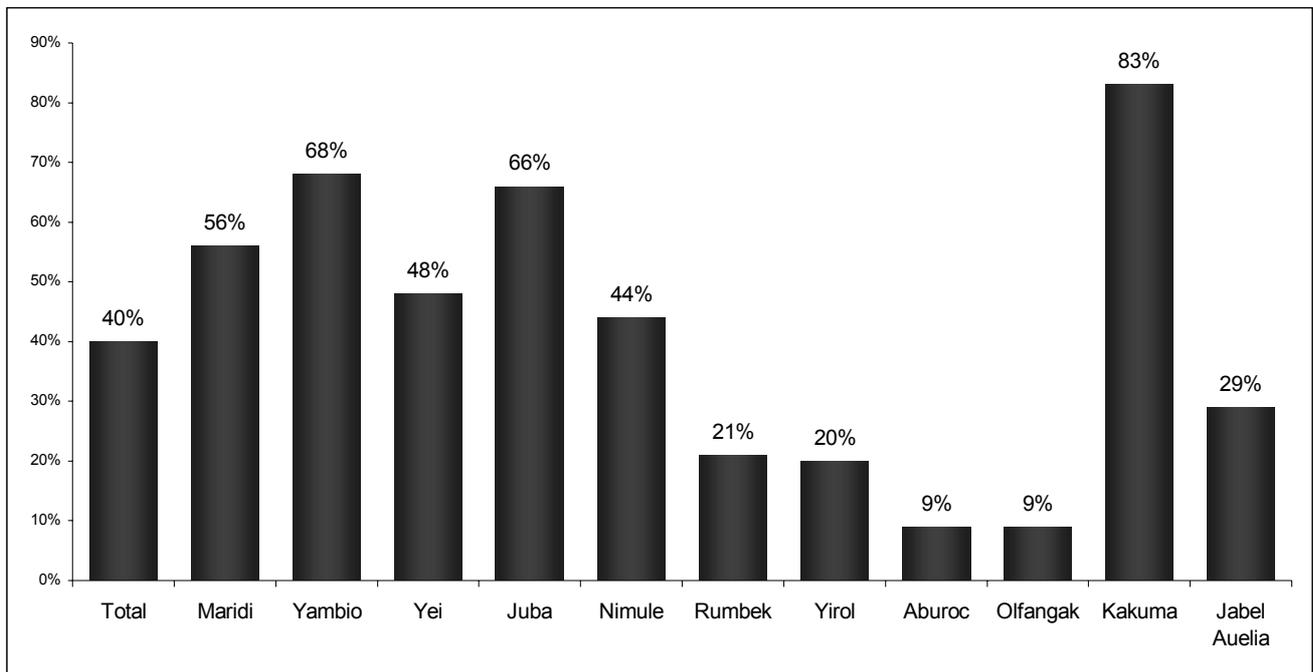
As indicated earlier the sample size was too small in most regions to produce stable data. The few respondents therefore formed the base for analysis.

We therefore consider the above chart unstable and not suitable for meaningful conclusions.

Among those who have watched TV in the past 3 months, they usually do so with other community members (54%).

Ever Read a Newspaper

Chart 29: Ever Read a Newspaper?



Q. Have you ever read a newspaper?

The above question was not specific to when the newspaper was read.

40% claimed to have ever read a newspaper at least once.

Kakuma refugee camp recorded the highest incidences of having ever read a newspaper, at 83%, with the lowest in Aburoc and Oldfangak at 9%.

Yambio and Juba in southern Sudan also recorded significant newspaper readership incidences.

DEMOGRAPHICS: OTHER DETAILS

This section highlights the demographic profiles of all respondents in our sample of 1,546.

It includes information on general personal opinions, languages spoken, age, average size of household, education, working status, marital status, respondents' household status and religion.

Respondents' Personal Opinions

Table 19: Expression of Personal Opinions

Gaining knowledge and becoming better informed is a priority to me	4.7
I want to improve my position in life	4.6
I like to know how international events affect my country	4.3
I think we will have peace in our country within the next 5 years	3.9
I actively followed the recent American elections	3.9
I am interested in other cultures	3.9
Foreign broadcasters are more trustworthy than broadcasters in my own country	3.5

Q. I am going to read out some things that people sometimes say about themselves. Please tell me how much you agree or disagree that the statement applies to you.

A few statements were read out to the respondent and they were asked on a scale of 1 to 5 to rate how strongly they disagree (1) or agree (5) with the statements.

The peace process, which was recorded as a key driver to radio listening did not rank top with a mean score of 3.9. The main reason was that by the time of this survey, the peace process had all but reached a successful conclusion and the respondents tended to disagree with the statement as they were for the opinion that peace was already in place.

The respondents were reluctant to agree with the statement that foreign broadcasters are more trustworthy than local/Sudanese broadcasters, in spite of the fact that they mostly listen to foreign stations.

“Gaining knowledge and becoming better informed is a priority” ranked highest among the personal opinions statements.

Language: Respondents' Mother Tongue(s)

Table 20: What Is (Are) Listeners' Mother Tongue(s)?

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Olfangak	Kakuma	Jabel Auelia
Dinka	29%	1%	6%	6%	7%	15%	93%	73%	0%	0%	67%	66%
Bari	12%	2%	3%	74%	36%	6%	0%	0%	1%	0%	5%	1%
Shilluk	10%	0%	2%	1%	0%	3%	0%	0%	98%	0%	2%	7%
Nuer	10%	0%	2%	1%	1%	1%	0%	0%	0%	94%	6%	3%
Zande	7%	5%	64%	1%	2%	1%	1%	0%	0%	0%	1%	0%
Baka	5%	50%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%
Acholi	4%	0%	0%	0%	5%	33%	0%	0%	0%	0%	6%	0%
Moru	3%	5%	8%	3%	9%	1%	0%	0%	1%	1%	2%	0%
Madi	3%	0%	0%	0%	9%	25%	0%	0%	0%	0%	2%	0%
Mundu	2%	23%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Simple Arabic	1%	0%	0%	0%	4%	1%	1%	1%	0%	1%	1%	4%
Kiswahili	1%	0%	1%	0%	0%	0%	0%	14%	0%	0%	0%	0%
Balanda	1%	0%	5%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Kakwa	1%	0%	1%	9%	4%	0%	0%	0%	0%	0%	0%	1%
Atuot	1%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%
Nuba/Nubian	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	3%	2%
Avukaya	1%	13%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Dominant mother tongue languages per region are highlighted in red in table 20 above. A majority of the respondents in our sample (29%) named Dinka as their mother tongue.

Language: Other Languages Understood

Table 21: What Other Languages Do Listeners Understand?

	Total	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Olfangak	Kakuma	Jabel Auella
Simple Arabic	69%	93%	83%	91%	85%	70%	65%	84%	39%	16%	90%	46%
English	56%	79%	77%	74%	63%	60%	64%	56%	19%	17%	74%	33%
Arabic	41%	11%	45%	29%	46%	15%	66%	19%	76%	33%	60%	64%
Dinka	10%	3%	3%	2%	6%	6%	6%	9%	32%	19%	10%	10%
Nuer	4%	1%	3%	5%	0%	6%	1%	5%	12%	0%	8%	8%
Zande	3%	7%	17%	1%	1%	1%	3%	1%	1%	0%	2%	0%
Bari	3%	1%	3%	9%	9%	7%	3%	1%	1%	0%	4%	1%
Shilluk	2%	0%	1%	0%	0%	3%	3%	2%	1%	5%	6%	4%
Moru	2%	5%	6%	3%	4%	1%	1%	1%	1%	0%	2%	2%
French	1%	1%	5%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Kiswahili	1%	0%	0%	0%	1%	2%	0%	2%	0%	0%	3%	0%
Acholi	1%	0%	0%	0%	1%	7%	0%	1%	0%	0%	0%	0%
Baka	1%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Madi	1%	0%	0%	0%	2%	4%	0%	0%	0%	0%	0%	0%
Avukaya	1%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mundu	1%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Of other languages understood by the respondents, Simple Arabic cuts across most of the regions as the most understood language, followed by English, then Arabic. This fits in well with the languages used by Sudan Radio Service. Dinka language also has a significant number of respondents who understand it.

Level of Education

Table 22: Respondents' Level of Education

	Total	Male	Female	Maridi	Yambio	Yei	Juba	Nimule	Rumbek	Yirol	Aburoc	Oifangak	Kakuma	Jabel Auelia
No formal education	17%	14%	27%	13%	1%	1%	1%	6%	13%	29%	56%	45%	1%	21%
Part primary	18%	16%	25%	10%	9%	11%	13%	20%	37%	30%	21%	19%	5%	26%
Completed Primary	14%	14%	15%	19%	13%	16%	9%	13%	14%	19%	8%	14%	10%	18%
Part Secondary School	20%	21%	16%	24%	47%	31%	18%	27%	8%	12%	6%	9%	24%	9%
Completed Secondary School	18%	21%	11%	21%	14%	26%	29%	27%	21%	5%	8%	9%	35%	4%
Part College/Vocational Training	4%	5%	2%	5%	5%	5%	2%	2%	3%	2%	1%	0%	14%	6%
College/Vocational Training	3%	3%	1%	3%	4%	3%	6%	5%	0%	0%	0%	0%	7%	2%
Part University	2%	3%	0%	1%	3%	3%	13%	1%	1%	1%	0%	0%	4%	6%
Completed University	1%	2%	1%	1%	0%	3%	6%	0%	1%	1%	0%	0%	1%	3%
Post Graduate	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	2%
Refused to answer	2%	2%	3%	4%	4%	1%	3%	0%	3%	2%	0%	4%	0%	4%

Almost half of those interviewed (49%) had primary education or less, with only 14% having completed primary education. The most affected regions are Aburoc and Oldfangak with 56% and 45%, respectively, saying they have not had any kind of formal education. An additional 20% have not completed their secondary education with only 18% claiming to have some secondary education.

The results above are indicative of the low level of literacy among the southern Sudanese population.

Working Status

Table 23: Respondents' Working status

	Paid Employment	Self-Employed	Seeking Work	No Work Available	Full-time Student	Retired	Incapacitated	Homemaker	Refused to Answer
Total	25%	31%	7%	7%	20%	0%	1%	6%	4%
Male	28%	31%	8%	5%	21%	1%	1%	2%	4%
Female	15%	31%	6%	10%	16%	0%	1%	18%	4%
Maridi	19%	48%	1%	9%	15%	1%	1%	4%	3%
Yambio	17%	16%	9%	6%	42%	1%	1%	4%	5%
Yei	21%	41%	10%	3%	13%	0%	0%	6%	7%
Juba	54%	17%	3%	4%	21%	0%	0%	2%	1%
Nimule	38%	16%	7%	10%	22%	0%	0%	4%	4%
Rumbek	19%	35%	5%	1%	26%	0%	0%	9%	5%
Yirol	19%	31%	8%	6%	26%	1%	1%	5%	4%
Aburoc	5%	47%	3%	18%	9%	1%	4%	8%	4%
Oldfangak	5%	45%	9%	11%	12%	0%	0%	16%	3%
Kakuma	52%	6%	11%	1%	26%	0%	0%	4%	0%
Jabel Auelia	41%	25%	14%	2%	5%	3%	0%	7%	3%

About a third of respondents claim to be self-employed, while 25% claim to have paid employment. However, when probed further, most employment came from occasional manual jobs and also from handouts normally given by NGOs.

The results in table 23 above details the findings across various regions and between males and females. Of course, given the nature of our sample, these figures may be representative of SRS listeners, but not southern Sudanese in general.

Marital Status

Table 24: Respondents' Marital Status

	Total	Male	Female
Married	61%	62%	59%
Single	31%	32%	29%
Widowed	2%	1%	5%
Divorced/Separated	2%	1%	4%
Refused to answer	3%	3%	4%

Most respondents were married (61%).

Note that even in cases where one partner has died, the widow/widower is taken care of by a relative, which is considered the same as being married.

Average Size of Household

Table 25: Average Number of Persons per Household

Total	8
Maridi	9
Rumbek	9
Yirol	9
Yei	8
Aburoc	8
Oldfangak	8
Yambio	7
Juba	7
Nimule	6
Kakuma	6
Jabel Auelia	6

The average household has 8 people.

On average, half of the household members were below the age of 15.

The refugee camps had the lowest number of household members with an average of 2 to 3 people.

Respondents' Household Status

Table 26: Respondents' Household Status

	Head of Household	Person who is responsible for housekeeping	Both	Neither
Total	39%	18%	16%	27%
Male	48%	7%	16%	27%
Female	14%	44%	14%	27%
Maridi	17%	31%	26%	26%
Yambio	32%	11%	21%	33%
Yei	61%	16%	6%	17%
Juba	40%	9%	25%	23%
Nimule	36%	9%	27%	28%
Rumbek	21%	29%	22%	25%
Yirol	31%	18%	1%	47%
Aburoc	51%	15%	3%	30%
Oldfangak	28%	23%	23%	25%
Kakuma	53%	18%	6%	24%
Jabel Auelia	70%	13%	9%	9%

Jabel Auelia and Kakuma refugee camps had a high number of people interviewed as head of household. As noted earlier, the average number of household members in refugee camps was low—between 2 and 3, hence the increased possibility that the person selected for the survey was the head of the household.

In most cases, men are the heads of household and women are responsible for housekeeping.

Religion

Table 26: Religion

	Catholic	Muslim	Protestant	Traditional African Beliefs	Refused to Answer
Total	49%	2%	42%	5%	1%
Maridi	17%	1%	80%	1%	1%
Yambio	45%	0%	50%	1%	4%
Yei	48%	1%	48%	2%	2%
Juba	61%	4%	32%	1%	3%
Nimule	64%	1%	35%	0%	1%
Rumbek	74%	1%	22%	2%	1%
Yirol	34%	1%	53%	10%	1%
Aburoc	44%	0%	24%	27%	5%
Oldfangak	38%	1%	45%	14%	3%
Kakuma	40%	6%	54%	0%	1%
Jabel Auelia	80%	17%	3%	0%	0%

In total, 49% of those interviewed said they are Catholics and 42% said they are Protestants (both groups are Christian).

Most people (17%) saying they are Muslims were at Jabel Auelia IDP camp. Most people (27%) saying they hold traditional African beliefs were in Aburoc.

In Conclusion and Recommendations

Obviously, radio audiences are far from being fixed; they're dynamic and shift as listeners make choices, depending on circumstances and what stations they have access to. Learning more about the Sudan peace process has been the leading driver of radio listening to date, but this is sure to change as peace (at least in southern Sudan) is implemented. This survey was carried out when the Sudan peace process was coming to a successful conclusion. As such, most of the results are a snapshot of listeners' opinions about their lives in anticipation of a peace deal. Nonetheless, the results form a firm basis upon which future changes can be measured.

Radio will continue to be the most popular medium even with the development of TV, newspapers, and the internet. There is likely to be a rapid deployment of FM stations to provide local content to diverse communities. It will be essential for Sudan Radio Service to evolve with its audience and stay ahead of the new entrants. In our view, the key question now is "What is next, after peace?" Will peace continue to be the preferred programme topic? The survey results indicate that issues like education and development are likely to take a central role in driving southern Sudanese audiences.

Use of local languages is also a key in programming. The languages in which the radio programs are broadcast play a key role in radio listenership. Local languages are preferred because they are simple to understand, although English, Arabic and Simple Arabic are also acceptable and well understood. Sudan Radio Service seems to be way ahead of other stations in use of these languages. The only language that did not stand out well was Moru, which could also mean that the areas we visited were not Moru-speaking areas.

Sudan Radio Service's use of local languages created the strong impression of its being a local/Sudanese radio. The close association the listeners have with Sudan Radio Service can be attributed to the name that connotes a sharp focus on Sudanese issues. It is vital that Sudan Radio Service build on this association and continue to deliver programming that will enhance this association.

Sudan Radio Station is off to a good start, especially in southern Sudan. Radio Omdurman is regarded as a Sudan government station, from the north to boot, and is not trusted. By directing most of its programming to the southern Sudan population, Sudan Radio Service is could well become the number 1 station in Sudan. The trend seen in other countries is that foreign radio stations lose ground to local stations as the media scene becomes more liberalised. If the same occurs in Sudan, the BBC will not continue to be the most listened to radio once local radio stations come on the scene. SRS could survive, even thrive, if they continue to be viewed as a Sudanese media.

This should be considered a baseline survey on which future trackers should be developed. Audience research should be conducted regularly (yearly is our recommendation) so that changes in listening habits and attitudes can be seen early enough to incorporate any changes that must be made in programming.

SRS SWOT ANALYSIS

From the survey results, the following SWOT (Strength, Weaknesses, Opportunities and Threats) analysis of Sudan Radio Service can be derived:

- **STRENGTHS**

- Use of many languages understood by most of the population
- Considered a Sudanese station / “our own”
- Much programming on the peace process
- Coverage of social issues deemed of importance to the communities
- Broadcasting on shortwave, so the “footprint” is quite large
- The name “Sudan Radio Service” helps the station maintain a Sudanese identity

- **WEAKNESSES**

- Reception is not always strong and/or clear
- Limited broadcasting time: only 3 hours in the morning, repeated in the evening
- Not considered as trustworthy/honest as the BBC
- Not considered as providing timely news
- Some listeners confuse Sudan Radio Service with other media
- Too little information on frequencies/programme schedule

- **OPPORTUNITIES**

- Increase of development/education programming and entertainment after the settlement of the peace process
- Convert respondents’ awareness to listenership through marketing efforts and interactive presenter-listener programmes
- Increase the number of correspondents in southern Sudanese communities
- Take advantage of communal radio listenership to target groups of listeners
- Use research data to develop targeted programming that would keep the audience tuned to Sudan Radio Service

- **THREATS**

- If FM radio stations come on the scene, with both local news and entertainment, Sudan Radio Service will need to adapt to a more competitive media environment
- Sudan Radio Service may also have to contend with competition from other media sources such, as print and TV
- With the peace deal signed, Sudan Radio Service could be overtaken by changes on the ground if the audience’s focus shifts to other issues

Sudan Radio Service should take advantage of its current strengths of broadcasting in local languages and relevant programme content. Sudan Radio Service is well positioned to provide the much-needed information during the implementation of the peace agreement and the rebuilding of southern Sudan.

Areas of Improvement

Any research project, particularly one organized in such difficult circumstances as this one, will suffer some shortcomings.

Details of fieldwork experiences are covered in the field report in the appendix.

Some of the areas that need to be worked on for future surveys include:

Timing of the survey: This survey was conducted during end year festivities, which traditionally tend to have influence on peoples movements, which affect listenership and even availability for research. Also due to lack of facilities, such surveys rely on the presence of NGOs to facilitate the field logistics – and most of these NGOs usually close down for year-end festivities. Thus the survey period should fall at the latest end November/early December period.

Illiteracy: It is almost impossible to get adequately educated staff on the ground to conduct the interviews. This is complicated with the fact that the communities do not allow strangers to move around conducting interviews or being seen to do the work that should be done by their own local people. The survey therefore made use of poorly qualified interviewers in some regions. A lot more time is required to identify and train the field force.

Infrastructure: The logistical challenges of conducting research in southern Sudan are immense. Twenty-one years of war have left this part of the world without significant road, rail or air infrastructure. Roads that do exist are often considered unsafe due to mines. This generally meant that we rely on bicycles and to a larger extent walk on foot thus limiting the area of coverage. Communications across many areas in the southern Sudan is limited to radio service, which our team had no access to. Thus supervision of the project was very minimal.

Culture: It was extremely difficult to conduct interviews among the female population. The men would either oppose and some of the women would personally turn down the interview. In one case our interviewer was arrested for “talking” to a woman.

Statistics: Lack of population statistics make it difficult in drawing up a sampling frame and also in making any projection estimates. We know the percentage of Sudan Radio Service listeners but we are limited in making projections that could indicate the numbers of those who listen to radio.