National Media Survey 2002

Bangladesh Center for Communication Programs

Social Marketing Company

Conducted by

Associates for Community and Population Research

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CONTENTS

Page

Tables ..... **ii**
Figures ..... **iii**
Preface ..... **iv**
Acknowledgements ..... **v**
Glossary ..... **vi**
Executive Summary ..... **vii**

Chapter 1 INTRODUCTION **1**
1.1 Background 1
1.2 Previous Media Surveys 1
1.3 Rationale for National Media Survey 2002 1
1.4 Objectives of National Media Survey 2002 2
1.5 Organization of National Media Survey 2002 2

Chapter 2 CHARACTERISTICS OF HOUSEHOLDS AND RESPONDENTS **6**
2.1 Household Characteristics 6
2.2 Characteristics of Respondents 8

Chapter 3 MEDIA EXPOSURE **10**
3.1 Exposure to Electronic Media 10
3.1.1 Trend in Radio Reach in Bangladesh 12
3.1.2 Listenership of Different Radio Stations 13
3.1.3 Frequency, Place, and Time of Radio Listening 13
3.1.4 Popular Programs of Different Radio Stations 16
3.1.5 Trend in Exposure to TV 17
3.1.6 Viewership of Different TV Channels 18
3.1.7 Frequency, Place, Time and Day of BTV Viewing 19
3.1.8 Popular Programs of Different TV Channels 22
3.2 Exposure to Print Media 23
3.2.1 Exposure to Newspapers and Magazines 23
3.2.2 Trend in Readership of Newspapers and Magazines 24
3.2.3 Frequency and Place of Reading Newspapers 25
3.2.4 Popular National Dailies and Magazines 27
3.3 Exposure to Cinema and Video 28
3.3.1 Trend in Exposure to Cinema 29
3.3.2 Frequency of Cinema Viewing 30
3.4 Exposure to Specific Logos 31
3.5 Media as Sources of FP and Health Information 33

Chapter 4 CONCLUDING OBSERVATIONS **34**

TABLES

Page

Table 1.1 Results of Household and Individual Interviews....5

Table 2.1 Household Characteristics....7
Table 2.2 Background Characteristics of Respondents....9
Table 3.1 Exposure to Radio and TV....11

Table 3.2 Frequency of Radio Listening....14
Table 3.3 Place of Radio Listening....15
Table 3.4 Popular Programs of Different Radio Stations....17
Table 3.5 Viewership of Different TV Channels....19
Table 3.6 Frequency of Viewing BTV....20
Table 3.7 Place of TV Viewing....21
Table 3.8 Popular Programs of Different TV Channels....23
Table 3.9 Exposure to Print Media....24
Table 3.10 Frequency of Reading Newspapers....26
Table 3.11 Place of Reading Newspapers....27
Table 3.12 Top Five Popular National Dailies....28
Table 3.13 Top Five Popular Magazines....28
Table 3.14 Exposure to Cinema and Video....29
Table 3.15 Frequency of Cinema Viewing....30
Table 3.16 Exposure to Logos....32
Table 3.17 Media as Sources of Information on Health and FP....33

FIGURES

Page

Figure 3.1a Trend in Radio Reach in Bangladesh 12
Figure 3.1b Trend in the Ownership of Radio in Bangladesh 12
Figure 3.2 Percentage of Respondents by Listenership of Different Radio Stations, NMS 2002 13
Figure 3.3a Percentage Distribution of Respondents by Frequency of Radio Listening, NMS 2002 13
Figure 3.3b Percentage Distributing of Radio Listeners by Place of Listening, NMS 2002 15
Figure 3.3c Percentage of Radio Listeners By Day of Listening, NMS 2002 16
Figure 3.3d Percentage of Radio Listeners by Time and Day of Listening, NMS 2002 16
Figure 3.4a Trend in Viewership of TV in Bangladesh 18
Figure 3.4b Trend in Ownership of TV in Bangladesh.....18
Figure 3.5 Percentage of Respondents by Viewership of Different TV Channels, NMS 2002 18
Figure 3.6 Percentage Distribution of Respondents By Frequency of BTV Viewing, NMS 2002 19
Figure 3.7 Percentage of TV Viewers By Place of TV Viewing, NMS 2002 20
Figure 3.8a Percentage of TV Viewers By Day of Viewing, NMS 2002 22
Figure 3.8b Percentage of BTV Viewers By Time and Day of Viewing, NMS 2002 22
Figure 3.9 Trend in Newspaper Readership in Bangladesh.....24
Figure 3.10 Trend in Magazine Readership in Bangladesh 25
Figure 3.11 Percentage of Respondents by Frequency of Reading Newspapers, NMS 2002 25
Figure 3.12 Percentage Distribution of Newspaper Readers by Place of Reading, NMS 2002 26
Figure 3.13 Trend in Exposure to Cinema in Bangladesh 29
Figure 3.14 Percentage of Respondents by Exposure to Different Logos, NMS 2002.....31

PREFACE

The National Media Survey-2002 was conducted as a collaborative effort of Bangladesh Center for Communication Programs (BCCP) and the Social Marketing Company (SMC). USAID/Bangladesh provided the financial assistance for the study.

The previous national media surveys were conducted in 1995 and in 1998, which were sponsored by BCCP, JHU/CCP, SMC and UNICEF. Four years have passed since the last survey and media habits have changed significantly during this period. Not only has access to mass media increased, changing customer habits and lifestyle have altered viewership patterns and program choices. Therefore, in the absence of a national syndicated media research, the national media survey provides the updated media knowledge needed to make informed media decisions.

We believe the National Media Survey-2002 will provide up to date information on exposure of the population to various types of media, the frequency of exposure, as well as the relative importance of the different media channels. The information collected in the Survey will be instrumental in formulating new directions for media planning and strategies. In particular, the study will enormously contribute to the program managers and planners to develop strategic communication plan so that the right audiences get the right message at the right time through the right channel.

The study was conducted by Associates for Community and Population Research (ACPR). We would like to extend our thanks to the staff and consultants of ACPR for conducting the study and assuring quality data collection. We appreciate all the efforts of the concerned staff of BCCP and SMC in completing the study. We would like to extend our special thanks to Professor Ataharul Islam, Department of Statistics, University of Dhaka who contributed significantly in the sampling design and methodology of this study. We also highly appreciate the valuable contribution and guidance of Dr. Kanta Jamil of USAID/Dhaka. We would also like to thank the respondents for their time and frank discussion.

We hope to make the research findings widely available so that anyone, either from public or private sector, may find easy access to the information when they need it.

Mohammad Shahjahan
Director & CEO
BCCP

Perveen Rasheed
Managing Director (Acting)
SMC

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Haidary Kamal
Executive Director

GLOSSARY

ACPR	Associates for Community and Population Research
AIDS	Acquired Immune Deficiency Syndrome
ANC	Antenatal Care
ARH	Adolescent Reproductive Health
ARI	Acute Respiratory Infection
BBC	British Broadcasting Corporation
BCCP	Bangladesh Center for Communication Programs
BDHS	Bangladesh Demographic Health Survey
BRAC	Bangladesh Rural Advancement Committee
BTV	Bangladesh Television
CDD	Control of Diarrheal Diseases
EmOC	Emergency Obstetric Care
EPI	Expanded Program of Immunization
ETV	Ekushey Television
FP	Family Planning
FWC	Family Welfare Center
GOB	Government of Bangladesh
HIV	Human Immune Deficiency Virus
JHU	Johns Hopkins University
JHU/CCP	Johns Hopkins University/Center for Communication Programs
LCC	Limited Curative Care
NGO	Non-government Organization
NMS	National Media Survey
OC	Oral Contraceptive
ORS	Oral Rehydration Saline
ORT	Oral Rehydration Therapy
PNC	Post-natal Care
PSU	Primary Sample Unit
RH	Reproductive Health
SMC	Social Marketing Company
STI	Sexually Transmitted Infection
TT	Tetanus Toxid
TTBA	Trained Traditional Birth Attendant
TV	Television
UNICEF	United Nations Children's Fund
VOA	Voice of America
WHO	World Health Organization

EXECUTIVE SUMMARY

National Media Survey (NMS) 2002 was the third national media survey of its kind undertaken in Bangladesh. The first media survey was conducted in 1995 and the second one in 1998. NMS 2002 was intended to serve as a source of media data on the reach of different media and the media habits of the target audience in order to establish the relative importance of different media for the total target population as well as subgroups of the target audience. The objectives of NMS 2002 were to provide information on exposure of various target populations of Bangladesh to various types of media like television, radio, cinema, print and some other media and exposure to specific BCCP and SMC sponsored programs and advertisements.

Sample

NMS 2002 was based on a nationally representative sample of 10,850 males and females aged 15-49, selected from urban and rural areas. A sub-sample of 241 BDHS 1999-2000 PSUs (Mauza/Mahalla) was selected, taking 85 PSUs from urban and 156 PSUs from rural areas. Sample households from each of the selected PSUs were selected using a systematic sampling procedure. Eligible males and females were selected in equal proportion for interview. In estimating indicators, proper weights were applied as the sample was not self-weighted.

Characteristics of Households and Respondents

Nearly one-third (31 percent) households owned working radios and 25.3 percent owned working TVs. The mean and median monthly household incomes were Taka 4516 and Taka 3000 respectively. One-third of the sample household had income below Taka 2000.

The average age of the respondents was 29.3 years; 62.9 percent of the males and 78.8 percent of females interviewed were currently married, and 32.8 percent of male and 41.0 percent of female respondents had no formal education.

Exposure to Radio

Radio is one of the most important mediums of mass communication. The 2002 media survey shows that 30.4 percent of the respondents had radio exposure. Only 11.1 percent were everyday listeners; 4.4 percent reported listening to it 1-6 days in a week; and 14.9 percent listened to it one or more times in a month, or only tuned in to selected programs. Reach of radio has shown a declining trend in recent years. Radio listenership increased from 36 percent in 1995 to 39 percent in 1998 and then declined to 30.4 percent in 2002. Radio reach has declined significantly in urban areas; it decreased from 42 percent in 1998 to 24.1 percent in 2002. This decline can perhaps be attributed to the rapid increase in opportunities for watching TV. Radio reach was found to be comparatively higher among youngers, males, and educated respondents.

Bangladesh Betar Dhaka (29.6 percent), Bangladesh Betar Khulna (13.2 percent) and BBC (7.2 percent) were the most popular radio stations.

Exposure to TV

Globally, television has emerged as the most powerful and entertaining medium of mass communication. It was observed that television viewership among 15-49 age group of population was quite high. A persistent increase in the viewership of TV from about 31 percent in 1995 to 42 percent in 1998 and then to 61 percent in 2002 was noted.

There was substantial variation in TV viewership by urban and rural residence (83 percent in urban and 50 percent in rural areas). Bangladesh Television (BTV) and Ekushey TV were almost equally popular television channels. Viewership of other TV channels was marginal. Among BTV viewers, about 21.3 percent were everyday viewers; 11.8 percent watched BTV 1-6 days in a week, and 24.9 percent were occasional viewers. BTV viewers mostly watched TV at home (49.1 percent) or at a relative's or neighbour's house (38 percent); only 10.7 percent watched TV at public places. More than two-thirds (69.7 percent) of BTV viewers reported viewing BTV on Fridays. The prime time for viewing was between 8-10 p.m. in any day.

Exposure to Print Media

Exposure to print media such as newspaper and magazine is still very low in Bangladesh. Only 25.8 percent read newspapers and 7.9 percent read magazines. Readership of newspapers in rural areas was substantially low (18.7 percent) compared with urban areas (40 percent). However, exposure to print media is increasing, perhaps due to increase in the proportion of educated people in Bangladesh. Overall exposure to newspaper increased from 12 percent in 1995 to 15 percent in 1998 and then to 25.8 percent in 2002. An increasing trend in the readership of magazines was also noted. *Jugantor* (31.6 percent), *Janakantha* (30.6 percent), *Ittefaq* (29.9 percent), *Prothom Alo* (27.0 percent) and *Inquilab* (23.3 percent) were the most popular national dailies in Bangladesh.

Exposure to Cinema and Video

Overall, cinema-going habits has not changed much since 1998. An increase in cinema-going habits was reported from 12 percent in 1995 to 17 percent in 1998. NMS 2002 recorded the corresponding rate at 16.4 percent. Exposure to cinema was higher among the 15-19 age group, and among the male respondents. Only 3.8 percent reported watching videos. Exposure to cinema and video was lowest in the Sylhet division.

Exposure to Specific Logos

Smiling Sun, *Green Umbrella*, *EmOC* and *SMC* logos were intended to generate awareness among respondents and for promotion of certain products and services. The respondents were shown specific logos and asked whether they could recognize them. The survey results indicate high awareness among respondent about those logos. Overall, 59.5 percent of respondents reported seeing *Smiling Sun* logos, two-thirds (67.1 percent) saw *Green Umbrella*, 63.1 percent saw EmOC, and 70.1 percent came across SMC logos.

These logos symbolize certain things. The Logo Campaigns proved to be satisfactory in the sense that among those who were aware of them, a large majority understood at least one correct meaning of the *Smiling Sun* (84.6 percent), Green Umbrella (85.5 percent), EmOC (85.5 percent), and SMC (86.1 percent) logos.

Sources of Health Information

Electronic media play major role in disseminating health information. For diarrhea management and HIV/AIDS/STIs information, TV was the main source, followed by radio. For information on ANC, PNC and safe delivery and family planning, friends/neighbours/family members were the main sources followed by TV and radio.

Conclusions

It is evident from the survey results that the electronic media, particularly TV, play an important role in disseminating health and other information among the general public. Television emerged as the most important mass media for this purpose followed by radio. Logos and brands campaigns were found to be quite effective. It is expected that researchers and communication professional will find the survey results useful in developing strategic plans for communication campaigns and for other purposes.

Chapter 1
INTRODUCTION

1.1 Background

National Media Survey (NMS) 2002 is the third national survey of its kind undertaken in Bangladesh. The first media survey was conducted in 1995 and the second national survey was conducted in 1998. BCCP and SMC have jointly sponsored this study.

Importance of media in communicating messages to generate awareness about various issues related to health, family planning, gender issues, women's empowerment and other important national and international events is beyond debate. The importance of media research in order to determine the reach of various media vehicles and gauge media habits among different target segments of population is well established by now in the fields of communication and marketing. The media plan, which includes decisions concerning the relative importance to be given to the various target audiences, the type of programs and type of media to be used, and the time an advertisement should be aired etc., is essential in developing communication and marketing strategies. Organizations working on health and family planning also need media data to develop strategic plans to communicate health and family planning messages to different target populations.

While the reach of the mass media with the availability of wider options is increasing, the need for valid and reliable data is becoming more important in designing focused communication campaigns. The more communication professionals use media data in their decision-making, the greater is the need felt for updating them at regular intervals.

1.2 Previous Media Surveys

The 1995 National Media Survey conducted by Mitra and Associates and sponsored by Johns Hopkins University/Center for Communication Programs, SMC and UNICEF was the first national survey undertaken in Bangladesh. The survey was primarily focused on ascertaining the media reach among the four sub-groups of the population-rural women, rural men, urban women, and urban men. This survey also provided in-depth information regarding access to various media and pattern of exposure in relation to demographic, social and cultural characteristics, religious affiliations, and so on.

The 1998 National Media Survey conducted by ORG-MARG QUEST Ltd. and sponsored by UNICEF, JHU/CCP, BCCP and SMC also collected in-depth information regarding access to various media and viewing patterns in relation to demographic, social and cultural characteristics of subgroups of population. Additionally, the 1998 National Media Survey was able to track changes in the media habits of the targeted population over time.

1.3 Rationale for National Media Survey 2002

Media habit changes with time, especially due to technological changes and emergence of new ideas and concepts as well as the needs of customers. New initiatives are being launched all the time, while new target groups keep emerging for whom very little or no media information is available. Which

media should be used to target certain profiles, on which days and /or at what times should an advertisement be aired or an insertion be placed, what type of program should be sponsored and in what media, etc are a few of the many media decisions that program managers are required to make all the time. Because of the limited resources and fierce competition, the decision to oft for the right media is critical in maintaining a competitive advantage.

Four years have now passed since the fieldwork of the 1998 National Media Survey was conducted. Due to the ever-changing nature of the subject, the findings of the 1998 National Media Survey is no longer up-to-date and valid. Therefore, BCCP and SMC initiated the follow-up media survey to get up-to-date information on media access and habits of different target audiences in Bangladesh.

Information from this study will help update the knowledge of communication professionals and assist in analyzing media habits of target audiences and developing strategic plans for their communication campaigns.

1.4 Objectives of National Media Survey 2002

National Media Survey 2002 was conducted to assess the extent of the reach of different media and to analyze the media habits of target audience in order to establish the relative importance of different media for the total target population as well as sub-groups of the target audience. The objectives of the survey included providing information on exposure of various target populations of Bangladesh to various types of mass media like television, radio, cinema, print, and other media as well as providing exposure to selected BCCP and SMC sponsored programs and advertisements.

The specific objectives of the survey were to assess:

- the availability and accessibility to electronic media such as radio and television by residence, listenership/viewership of radio/TV, trend in radio and TV reach, frequencies and time of listening/watching, and popular programs of national and regional stations/channels;
- access to newspapers and magazines, trends in readership, frequency and place of reading, and most-read newspapers and magazines;
- exposure to films in cinema halls, trends in exposure to cinema and video, and frequency of viewing;
- exposure to some specific logos such as smiling sun, green umbrella, EmOC and SMC logos and understanding of the meaning of these logos;
- role of media as a source of information on health and family planning;

1.5 Organization of National Media Survey 2002

Implementing Organization

The 2002 National Media Survey was conducted under the sponsorship of the BCCP and SMC. The survey was implemented by ACPR, a Bangladeshi research firm located in Dhaka.

Sample Design

The 2002 National Media Survey employed a nationally representative sample of males and females aged 15-49 with strata clearly marked out by urban-rural residence and division. To ensure the comparability of survey findings with previous media surveys, the 1999-2000 BDHS sample frame was used. The 1999-2000 BDHS survey employed a nationally representative, two-stage probability proportional to size (PPS) sample design to select 341 primary sampling units (PSU) (99 PSUs in urban and 242 PSUs in rural) from the master sample maintained by Bangladesh Bureau of Statistics for implementation of surveys. In rural areas, the primary sampling unit (PSU) was a *Mauza,* while in urban areas it was a *Mahalla*. Out of 341 PSUs in the 1999-2000 BDHS, 241 PSUs (85 PSUs from urban areas and 156 PSUs from rural areas) were selected randomly. The list of households of these PSUs was collected and updated. Sample households from each of the selected PSUs were selected using a systematic random sampling procedure. Eligible male and female in equal proportion were selected and interviewed so that if one male was selected from one household then a female was selected from the next household.

Since the objective of National Media Survey 2002 was to provide separate estimates for each division as well as for urban and rural areas separately, it was not possible to maintain allocation of PSUs proportional to divisional population size. Because the sample was not self-weighted, appropriate weighting factors were applied.

ACPR conducted an household lists updating operation. A systematic sample of 11935 households was selected from these lists. All males aged 15-49 years and all females aged 15-49 yrs from alternative households were interviewed. Ultimately 10850 respondents, 4940 of them males and 5910 of them females, could be successfully interviewed.

Questionnaires

Two types of survey instruments were used for the survey: a format for updating household lists and a respondent questionnaire. The pre-designed format household lists of the selected 1999-2000 BDHS PSUs were updated. A respondent questionnaire was used for interviewing males/females aged 15-49. The questionnaire was developed by ACPR in collaboration with BCCP and SMC.

The respondent questionnaire was first developed in English, and then translated into Bangla. It was then pre-tested with parallel groups of respondents to ascertain the flow of sequence of the questions, the suitability of the language, the appropriateness of the skip instructions, and the comprehensiveness of the issues to ensure that the objectives of the study were fulfilled. Based on the pretest results, the questionnaire was modified and finalized upon consultation with BCCP and SMC.

The respondent questionnaire had two parts: a household part and an individual part. The household part was used to list all the usual members and visitors of the households. Some basic information was collected on the characteristics of each person listed, including his/her age, sex, education, sanitation facilities, and condition of the household. The main purpose of the household part was to identify eligible male and female respondents for individual interviews.

The individual part of the questionnaire was used to collect information from males and females aged 15-49. Respondents were asked questions on the following topics:

- Background characteristics (age, education, marital status, occupation, religion, etc.)
- Exposure to various types of media like TV, radio, cinema and print media, and frequency and time of exposure.
- Contact with GOB/NGO FP or health workers, or exposure to other motivational/ educational messages.
- Use and lapsed use of family planning by method, brand and source of supply. Awareness about family planning methods and future intentions of use of FP for non-users.
- Awareness of outdoor media and logos and availability of OC's from non-pharmacy outlets.
- ORT use and awareness.
- Awareness of components of RH/ARH/Child Health/CDD/HIV-AIDS.
- Awareness on Smiling Sun/Green Umbrella service centers and other SMC advertisements.

Training and Fieldwork

A total of one-member 12 teams conducted updating of 1999-2000 BDHS household lists. The listers were trained from 2nd to 7th April 2002 at ACPR training venue. The field work for updating household lists lasted from April 8 to June 23, 2002.

Field staff members for the main survey were recruited in April 2002. Recruitment criteria included educational attainment of at least graduation level, maturity, previous survey experience, and ability to spend at least five months in training and in the field. Training for the main survey was conducted at a rented center for more than two weeks. Training consisted of lectures on how to complete the questionnaires, and conduct mock interviews and field practices. Field staff members were selected from those who qualified for the training course successfully.

Field work for the 2002 National Media Survey was carried out by deploying 14 interviewing teams, each comprising of 2 female and 2 male interviewers and a male and a female supervisor. ACPR also fielded four quality control teams to check on the field teams. Moreover, BCCP and SMC monitored fieldwork using their quality control teams. Fieldwork was implemented in three phases commencing from May 16 and was completed on August 3, 2002.

Data Processing and Analysis

Data processing was done at ACPR. All questionnaires for the national media survey were returned to the ACPR office for data processing. The processing operation consisted of office editing, coding of open-ended questions, data entry and editing inconsistencies found by the computer programs. A data entry package was developed using Foxpro in accordance with the questionnaire. Analysis was done using SPSS and SAS. Data were processed on microcomputers commencing on 07 June. Processing was completed by 20 August 2002. Data are presented mostly in percentage in

univariate and bivariate tables. Appropriate statistical diagrams are also used to highlight important findings.

Response Rates

Table 1.1 shows response rates for the survey. A total of 11935 households were selected for the sample, of which 10753 were successfully interviewed. The shortfall is primarily due to dwellings that were vacant or in which the inhabitants had left for an extended period at the time they were visited by the interviewing teams. The overall household response rate is 90.1 percent. In these households 13460 males and females were identified as eligible for individual interviews (aged 15-49) and interviews were completed for 10,850 or 80.6 percent of them. Non-response was higher for male respondents. The principal reason for non-response was the failure to find them at home despite repeated visits to the households.

Table 1.1: Results of Household and Individual Interviews

Number of households, number of successful interviews, and response rate, National Media Survey (NMS) 2002

Results	Urban			Rural			National		
	Male	Female	All	Male	Female	All	Male	Female	All
Household Interviewers									
Household sampled	2125	2113	4238	3864	3833	7697	5989	5946	11935
Household interviewed	1651	1638	3289	3799	3665	7464	5449	5304	10753
Household response rate	77.7	77.5	77.6	98.3	95.6	97.0	91.0	89.2	90.1
Individual Interviews									
No. of eligible respondents	2425	2456	4881	4239	4340	8579	6664	6796	13460
Eligible respondents interviewed	1650	1945	3595	3290	3965	7255	4940	5910	10850
Eligible respondent response rate	68.0	79.2	73.7	77.6	91.4	84.6	74.1	87.0	80.6

Chapter 2

CHARACTERISTICS OF HOUSEHOLDS AND RESPONDENTS

This chapter presents information on certain socio-economic characteristics of individual survey respondents and of their households such as age, marital status, education, occupation and income of respondents; household ownership of radio and TV; access to electricity; household income; and possession of assets and wealth. Collection of information on the characteristics of the households and the individual men and women interviewed was essential for understanding and interpretation of survey findings.

2.1 Household Characteristics

A households is defined as a person or group of people who live together and share food. A total of 10753 households were covered in National Media Survey 2002. Table 2.1 shows the distribution of households by selected household characteristics, according to urban and rural residence.

Ownership of Radio and Television

Survey data show that 31 percent of households own radio that were in working condition. Only about a quarter (25.2 percent) of households own working television (TV), although there was a wide variation between urban (51.9 percent) and rural (13.5 percent) areas. Electricity was found to be the main source of power supply of TV (87.5 percent). However, about 23 percent of TV in rural areas were run by batteries. Nearly 31 percent of televisions had cable/dish connections.

Household Income

Data on household income show that mean and median monthly household incomes were Taka 4516 and Taka 3000 respectively. One-third of the sample households had monthly household incomes below Taka 2000 and 10.6 percent households had monthly incomes of Taka 8000 or more.

Household Wealth Index

A household wealth index[1] was constructed from information about the household's ownership of a number of consumer items such as almirah, bench, table/chair, watch, cot, bicycle, motor cycle, sewing machine, telephone, radio and TV; possession of electricity in the household; dwelling

[1] Wealth indexes were computed for overall sample households. Each household asset for which information was collected was assigned a weight score generated through principle component analysis. The resulting asset scores were then standardized and summed by household. The total household assets scores were used to create a break point that defines wealth quintiles. Households were classified into one of the five wealth quintiles, where 1 indicates the poorest 20 percent of the households and 5 the richest 20 percent of the sampled households (Gwatkin, Rutstein, Johnson, Pande and Wagsaff, 2000).

characteristics such as roofing, wall and flooring materials; source of washing water; type of toilet facilities used; and ownership of land. Table 2.1 shows that the distributions of households by wealth index in urban and rural areas were skewed in opposite order. This means that compared to the overall wealth index, richer households were concentrated in urban areas and higher proportion of poorer people were in rural areas.

Table 2.1 Household Characteristics

Percent distribution of households by selected household characteristics, according to urban-rural residence, NMS-2002.

Characteristics	Urban	Rural	National
Radio Ownership			
Working radio	41.7	26.3	31.0
Not working radio	7.2	7.1	7.1
No radio	51.1	66.6	61.9
TV Ownership			
Working TV	51.9	13.5	25.2
Not working TV	4.5	1.8	2.6
No TV	43.6	84.7	72.1
Access to electricity:	75.2	26.6	41.5
Monthly Household Income (in Taka):			
1- 2000	22.8	38.1	33.4
2001 4000	32.7	35.9	34.9
4001 6000	18.0	13.9	15.1
6001 8000	9.0	4.5	5.9
8001 +	17.5	7.6	10.6
Don't know	0.1	0.1	0.1
Mean	5908.5	3903.2	4516.4
Median	4000.0	3000.0	3000.0
Household Wealth Index:			
1 (Poorest)	7.3	26.7	20.7
2	9.6	25.6	20.7
3	12.8	24.1	20.7
4	22.6	18.4	19.7
5 (Richest)	47.6	5.2	18.2
Total	100.0	100.0	100.0
N	**3289**	**7464**	**10753**

2.2 Characteristics of Respondents

General Characteristics

Rural and Urban males and females aged 15-49 were the respondents of the National Media Survey 2002. Table 2.2 gives percentage of respondents according to selected background characteristics.

The age distributions of male and female respondents by rural and urban residence seemed to be similar. About one-fifth (19.7 percent) of the respondents were adolescents, 47.1 percent were in the age range 20-34, and about 33 percent were in the age range 35-49 years. More than three-fourths (78.8 percent) of female respondents were currently married, while about two-thirds (62.9 percent) of male ones were currently married.

Education

About 37.3 percent of the respondents had no formal education. The proportion of respondents without any formal education was higher in rural areas (43.2 percent), compared with urban (25.3 percent) areas. About 12 percent had some primary level of education, 10 percent had completed primary education, 23 percent had some secondary level of education, and 17.7 percent had SSC or a higher educational qualification. Attainment of education was somewhat better among male and urban respondents.

Occupation and Income

Respondents were asked about their main occupation. The reported main occupations of the male respondents were trading or business (19.1 percent), agricultural worker/day labourer (18.5 percent), farmer (13.6 percent), and student (13.1 percent). Female respondents were mostly housewives (77.2 percent) and students (10.4 percent). The majority (53.5 percent) of the respondents were without any personal income and only about 20 percent had an income of more than two thousand taka per month.

Table 2.2: Background Characteristics of Respondents
Percentage of respondents by selected background characteristics, according to sex and residence, NMS-2002

Background Characteristics	Urban			Rural			National		
	Male	Female	All	Male	Female	All	Male	Female	All
Age:									
15-19	17.5	20.3	19.0	18.5	21.4	20.1	18.2	21.0	19.7
20-34	43.2	49.2	46.4	45.3	49.2	47.4	44.6	49.2	47.1
35-49	39.3	30.6	34.6	36.2	29.4	32.5	37.2	29.8	33.2
Marital Status:									
Currently married	60.9	75.4	68.8	63.8	80.4	72.9	62.9	78.8	71.5
Divorced/Separated/ Widowed	1.0	4.6	2.9	0.7	6.0	3.6	0.8	5.5	3.4
Unmarried	38.1	20.0	28.3	35.5	13.6	23.5	36.3	15.7	25.1
Highest level of education:									
No education	22.2	28.0	25.3	38.1	47.4	43.2	32.8	41.0	37.3
Primary incomplete	9.3	9.5	9.4	13.1	13.6	13.4	11.9	12.2	12.1
Primary complete	8.8	10.8	9.9	9.7	10.3	10.1	9.4	10.5	10.0
Secondary incomplete	23.3	26.4	25.0	22.5	21.6	22.0	22.7	23.2	23.0
SSC+	36.4	25.2	30.4	16.5	7.1	11.4	23.2	13.1	17.7
Occupation:									
Farmer	3.5	-	1.6	18.6	-	8.4	13.6	-	6.2
Service	20.1	3.4	11.1	6.5	1.1	3.5	11.2	1.9	6.0
Trading/business	25.5	1.2	12.4	15.9	1.0	7.8	19.1	1.1	9.3
Agricultural worker/ Day labourer	7.4	0.8	3.8	24.1	1.5	11.7	18.5	1.3	9.1
Skilled labourer/ Construction worker	10.4	0.3	4.9	5.1	0.2	2.4	6.8	0.2	3.2
Rickshawpuller/ Transport worker	6.4	-	2.9	6.7	-	3.1	6.6	-	3.0
Student	16.7	14.9	15.8	11.3	8.1	9.5	13.1	10.4	11.6
Housewife	-	70.1	-	-	80.7	-	-	77.2	-
Unemployed	4.9	5.3	5.1	6.3	4.8	5.4	5.8	4.9	5.3
Others	5.1	4.0	4.5	5.6	2.6	4.0	5.4	3.0	4.1
Monthly Income (in Taka):									
No income	17.2	83.8	53.2	14.6	86.1	53.7	15.4	85.3	53.5
Up to 1000	6.9	10.5	8.8	12.9	11.6	12.2	10.9	11.2	11.1
1001 2000	22.5	2.3	11.6	35.4	1.3	16.8	31.1	1.6	15.0
2001 3000	19.9	0.8	9.6	20.7	0.3	9.5	20.4	0.5	9.5
3001 4000	9.8	1.1	5.1	6.7	0.2	3.1	7.7	0.5	3.8
4001 +	23.6	1.5	11.7	9.2	0.6	4.5	14.0	0.9	6.9
Don't know	0.2	-	0.1	0.5	0.0	0.2	0.4	0.0	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
N	1650	1945	3595	3290	3965	7255	4940	5910	10850

Chapter 3

MEDIA EXPOSURE

Mass communication is an important means of generating public interest and support for a development program and to influence a target groups' opinions, attitudes and behaviour in favour of practices the program is designed to promote among them. Information on the media access and habits of people is important in establishing the relative importance of different media for mass communication in the country. National Media Survey 2002 collected information from males and females aged 15-49 on their exposure to different media such as radio, television (TV), print media, cinema, and some outdoor media and logos and also examined the trend and differentials in the exposure to those media. Important findings related to media exposure are summarized in the following sections of this chapter.

3.1 Exposure to Electronic Media

Electronic media such as radio and television (TV) are considered to be the most important media of mass communication. A target population can very easily be reached through radio. On the other hand, TV has emerged as the most powerful and entertaining mass media all over the world. However, listenership of radio and viewership of TV depend on the availability and access to those either at home or in the neighborhood.

Respondents were asked whether they listened to radio and/or watched TV. The reach of radio/TV was defined as the percentage of respondents who listened to/watched radio/TV[2]. Table 3.1 shows the percentage of respondents by exposure to radio and TV, according to some selected background characteristics.

Exposure to Radio and TV

Overall, 30.4 percent respondents listened to radio. Listenership of radio varied by age, sex, place of residence, and education. Radio listenership was higher (41.1 percent) among adolescents (age 15-19) compared to respondents of other age groups. Radio exposure was also higher among males (41.0 percent) than females (21.5 percent), among rural (33.5 percent) than urban (24.1 percent) respondents, and among unmarried (45.2 percent) than married (25.4 percent) respondents. Education seemed to be associated with the listenership of radio. Listenership of radio also varied by division. It was highest (35.9 percent) in Barisal and lowest in Sylhet (21.0 percent) division.

The proportion of respondents who had TV exposure was quite high (60.9 percent). About 83 percent of respondents in urban areas and 50 percent in rural areas watched TV. Television

[2] The reaches of radio/TV was ascertained in terms of percentage of respondents listening to/watching radio/TV at least once a month and/or selected programs only. Infrequent and rare listeners of radio were excluded in estimating the reach of radio.

viewership was found higher among male and unmarried respondents than among their counterparts. It was notably higher among those who had attained a higher level of education and among the richer sort of people. Exposure to at least one electronic media (radio or TV) was found to be 68.1 percent.

Table 3.1: Exposure to Radio and TV
Percentage of respondents by exposure to radio and TV, according to selected background characteristics, NMS-2002

Characteristics	Exposure to			N
	Radio*	TV	Radio and/or TV	
Age:				
15-19	41.1	74.1	81.3	2142
20-34	30.9	62.2	69.4	5109
35+	23.3	51.2	58.5	3599
Sex:				
Male	41.0	70.6	78.2	4940
Female	21.5	52.8	59.7	5910
Marital Status:				
Ever Married	25.4	53.9	61.6	8125
Unmarried	45.2	81.8	87.7	2725
Residence:				
Urban	24.1	82.9	84.8	3595
Rural	33.5	50.0	59.8	7255
Division:				
Barisal	35.9	43.9	56.6	702
Chittagong	32.9	57.8	67.3	1986
Dhaka	33.3	61.6	69.1	3147
Khulna	35.7	63.3	71.6	1298
Rajshahi	24.3	68.5	72.2	3036
Sylhet	21.0	46.1	53.0	681
Education:				
No education	19.5	40.6	47.3	4044
Primary incomplete	30.2	53.9	63.7	1309
Primary complete	29.7	59.7	68.8	1086
Secondary incomplete	41.6	76.5	84.9	2495
SSC +	39.4	88.8	92.7	1916
Wealth Index:				
1 (Poorest)	17.1	32.3	8.2	1840
2	26.5	43.2	52.9	2019
3	38.0	55.6	67.1	2305
4	39.7	74.0	81.5	2357
5 (Richest)	27.4	90.9	92.4	2329
All	**30.4**	**60.9**	**68.1**	**10850**

* Infrequent and rare listeners are excluded in estimating reach of radio.

3.1.1 Trend in Radio Reach in Bangladesh

The reach of radio seemed to be declining. This was perhaps because of the rapid increase in the opportunity to watch TV in the country. Figure 3.1a shows the trend in radio reach. It can be seen that against the current rate of 30 percent of radio reach in 2002, the corresponding rates in 1998 and 1995 were 39 percent and 36 percent. Radio listenership has declined significantly in urban areas; it decreased from 42 percent in 1998 to 24 percent in 2002. As in the past, radio reach remained higher among males (41 percent) compared to females (22 percent).

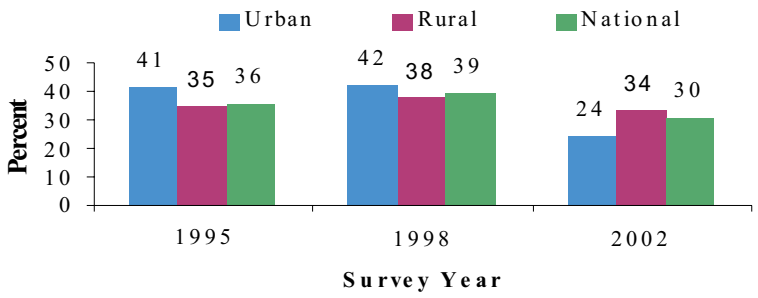


Figure 3.1b: Trend in the Ownership of Radio in Bangladesh
Percentage of households owning working radios

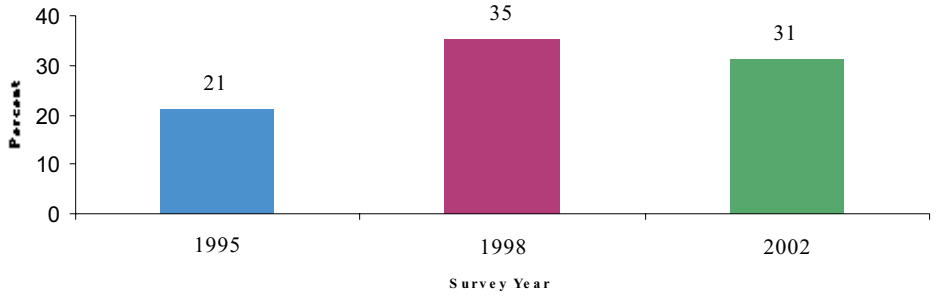
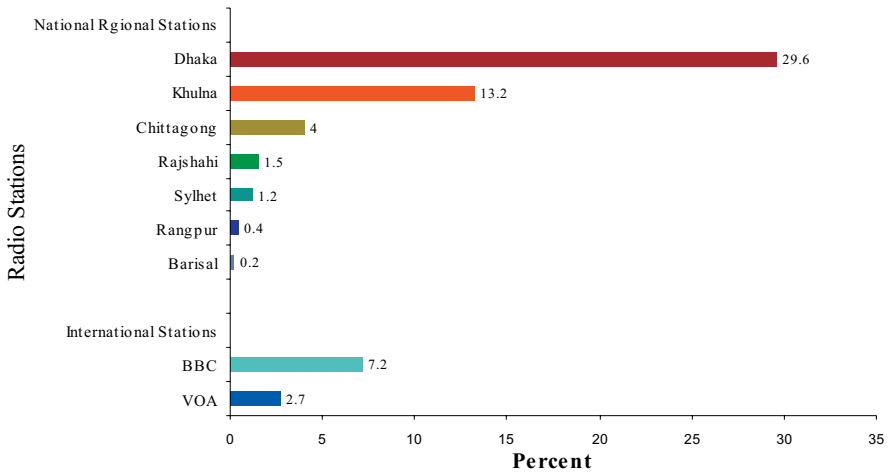


Figure 3.1b shows the trend in ownership of radio for the period 1995-2002. Ownership of working radio was 21 percent in 1995; it rose to 35 percent in 1998; and then declined to 31 percent in 2002.

3.1.2 Listenership of Different Radio Stations

Radio listeners had the option to listen to a number of national and international stations. Survey results show that the most heard national radio station was Bangladesh Betar Dhaka (29.6 percent), followed by Bangladesh Betar Khulna (13.2 percent), and Bangladesh Betar Chittagong (4.0 percent) (Figure 3.2). About 7.2 percent of the target population listened to British Broadcasting Corporation (BBC) radio, and 2.7 percent heard Voice of America (VOA).

Figure 3.2: Percentage of Respondents by Listernership of Different Radio Stations, NMS 2002



3.1.3 Frequency, Place and Time of Radio Listening

Habit of regular radio listening is very low in Bangladesh. Only 11.1 percent of respondent, were everyday listeners, 4.4 percent reported listening to radio 1-6 days in a week, 14.9 percent listened one or more times in a month, or heard only selected programs, or had no specific time for listening, and 4.1 percent were infrequent or rare listeners (Figure 3.3a).

Figure 3.3a : Percentage Distribution of Respondents by Frequency of Radio Listening, NMS 2002

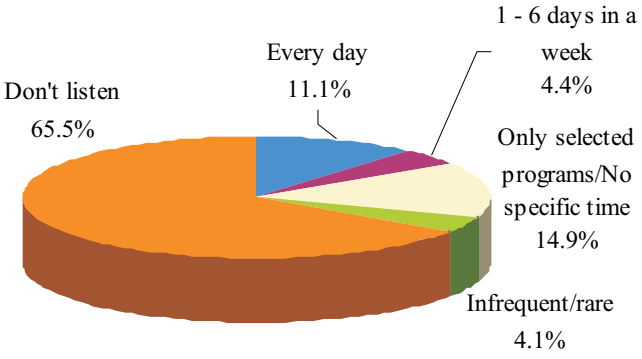


Table 3.2 shows percentage of respondents by frequency of radio listening, according to selected background characteristics. Every day listeners were more common among lower age groups, males, people who lived in rural areas, and among those who had attained a higher level of education.

Table 3.2: Frequency of Radio Listening

Percentage of respondents by frequency of radio listening, according to selected background characteristics, NMS-2002

Background Characteristics	Frequency of listening					N
	Every day	1 - 6 days in a week	One or more times in a month/Only selected programs/ No specific time	Infrequent/ rare	Don't listen	
Age:						
15-19	15.7	8.4	17.1	3.7	55.1	2142
20-34	11.4	3.7	15.8	4.2	65.0	5109
35+	8.1	3.1	12.1	4.4	72.4	3599
Sex:						
Male	15.3	7.0	18.6	5.3	53.7	4940
Female	7.7	2.3	11.6	3.2	75.3	5910
Residence:						
Urban	9.1	3.2	11.8	4.7	71.2	3595
Rural	12.1	5.0	16.3	3.9	62.6	7255
Education:						
No education	6.5	2.3	10.7	3.2	77.4	4044
Primary incomplete	9.1	4.7	16.4	5.6	64.2	1309
Primary complete	11.2	3.6	14.8	4.7	65.7	1086
Secondary incomplete	15.8	7.6	18.2	3.8	54.6	2495
SSC+	16.3	5.0	18.1	5.4	55.3	1916
Wealth Index:						
1 (Poorest)	4.1	3.2	9.7	3.5	79.5	1840
2	8.2	4.1	14.1	4.1	69.5	2019
3	14.4	5.5	18.1	4.6	57.4	2305
4	16.7	5.1	17.9	4.3	56.0	2357
5 (Richest)	10.4	3.9	13.1	4.1	68.6	2329
All	**11.1**	**4.4**	**14.9**	**4.1**	**65.5**	**10850**

Among radio listeners, about 66 percent listened to radio in their own homes, 17.3 percent listened at relatives'/neighbours'/friends' houses, 11 percent listened at some public place, and 5.5 percent at their work places (Figure 3.3b).

Figure 3.3b: Percentage Distribution of Radio Listeners by Place of Listening, NMS 2002

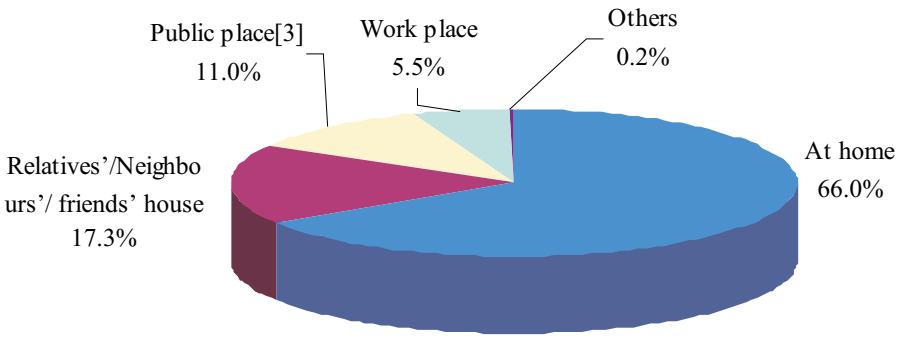


Table 3.3 shows percentage of respondents by place of radio listening, according to selected background characteristics. As expected, female and richer people prefer to listen to radio in their homes. On the other hand, quite a number of male and poorer radio listeners used public places for radio listening.

Table 3.3: Place of Radio Listening
Percentage of radio listeners by place of listening according to selected background characteristics, NMS2002

Background Characteristics	Place of radio listening					N
	At home	Relatives'/Neighbours'/ friends' house	Public place[3]	Work place	Others	
Age:						
15-19	67.3	23.5	5.0	3.9	0.3	881
20-34	67.2	16.0	11.2	5.3	0.3	1577
35+	62.2	13.4	17.1	7.4	-	838
Sex:						
Male	58.2	15.0	17.8	8.7	0.3	2024
Female	78.2	21.1	0.2	0.3	0.1	1273
Residence:						
Urban	70.8	12.0	10.1	6.9	0.1	867
Rural	64.2	19.2	11.4	5.0	0.3	2430
Education:						
No education	58.1	22.7	16.1	3.0	-	788
Primary incomplete	56.2	19.7	14.9	9.1	-	395
Primary complete	65.2	14.3	11.5	8.4	0.6	322
Secondary incomplete	67.7	20.3	6.9	4.8	0.3	1037
SSC+	77.1	7.8	9.0	5.8	0.3	754
Wealth Index:						
1 (Poorest)	29.6	41.1	25.2	4.1	-	314
2	56.2	25.7	13.4	3.9	0.7	535
3	64.4	20.3	11.1	4.0	0.2	875
4	75.3	9.9	7.7	6.8	0.2	935
5 (Richest)	80.1	5.3	6.9	7.7	-	637
All	**65.9**	**17.3**	**11.0**	**5.5**	**0.2**	**3296**

[3] Public places: Hat/Bazar, Shop, Bus stand, club etc.

As expected, radio listeners were more likely to listen to radio on Friday, the weekly holiday. About 42 percent of listeners reported to listening to radio on Friday, while about 38 percent listened to radio or other weekdays (Figure 3.3c).

Figure 3.3c : Percentage of Radio Listeners by Day of Listening, NMS 2002

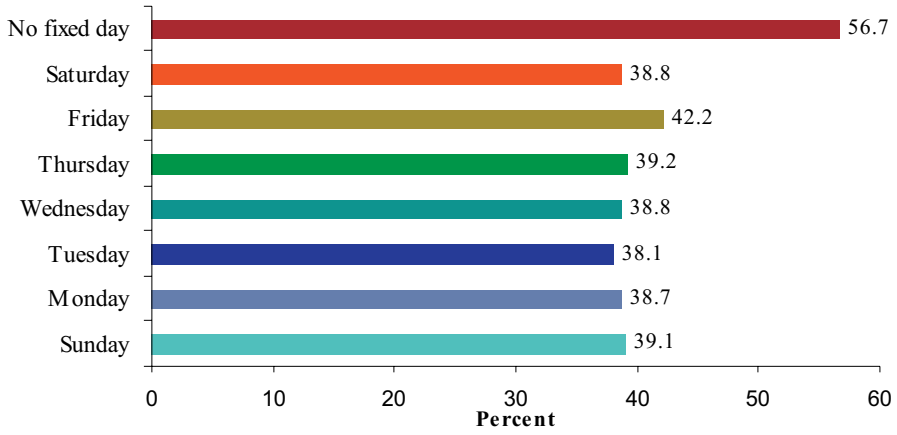
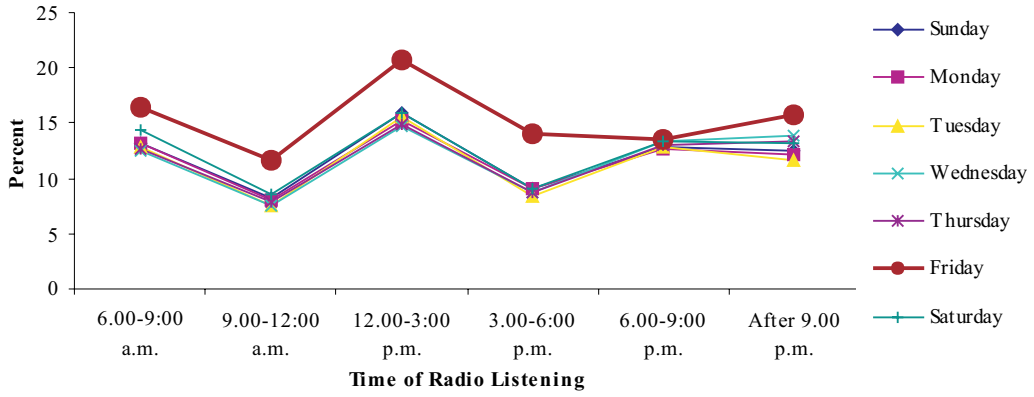


Figure 3.3d: Percentage of Radio Listeners by Time and Day of Listening, NMS-2002



Regarding preferred time of radio listening, results show that a relatively higher proportion of radio listeners listened to radio during 12-3 p.m. (Figure 3.3d).

3.1.4 Popular Programs of Different Radio Stations

Table 3.4 gives percentage of listeners of different radio stations by listenership of popular programs of different national radio stations.

Chayachabir Gan (film songs), aired at 10:30 p.m., was the most popular radio program of Dhaka station of Bangladesh Betar (53.5 percent), followed by *News at 7 a.m.* (47.4 percent), *Bashori*: *Polliganer ashor* (45.8 percent), *Nibedon*: *Onurodher Ashor* (45.7 percent), *Commercial Service* (45.0 percent), *Durbar* (41.9 percent) and others.

Chittagong regional songs (33.9 percent), *Film songs* (27.3 percent), *Drama* (12.4 percent), *agriculture related programs* (11 percent), *News of Chittagong Betar* (10.7 percent), and *Songs* (10.3 percent) were the most popular radio programs of Bangladesh Betar Chittagong station.

Cinema songs (76.2 percent), *Chhayachhanda* (25.8 percent), *Polli Geeti* (20.9 percent), and *weekly drama on Thursday* at 10 p.m. (13.4 percent) were the most popular radio programs of Bangladesh Betar Khulna station. *Film songs, Songs, Palli Geeti,*and *Sylhet regional songs* were the most popular radio programs of Sylhet station.

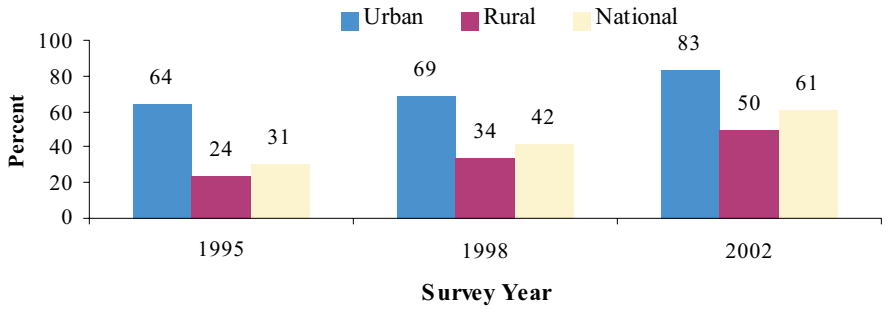
Table 3.4 Popular Programs of Different Radio Stations
Percentage of listeners of different radio stations by listenership of popular programs, NMS-2002

Dhaka (N= 3214)		Chittagong(N=439)		Khulna (N=1427)		Sylhet (N=133)	
Programs	**%**	**Programs**	**%**	**Programs**	**%**	**Programs**	**%**
Chacyachabir gan	53.5	Chittagong regional song	33.9	Cinema songs	76.6	Film songs	27.2
News at 7:00 am	47.4	Film songs	27.3	Chhayachhanda	25.8	Palli Geeti/Bhatiali Songs	22.0
Bashori (Polli ganer ashor)	45.8	Drama	12.4	Palli Geeti	20.9	Sylhet regional songs	21.0
Nibedon (Onurodher ashor)	45.7	Agriculture related programs	11.0	Weekly drama, Thursday at 10:00 pm	13.4	News of Sylhet Betar	10.1
Commercial services	45.0	News of Chittagong Betar	10.7				
Durbar at 7:30 p.m	41.9	Song	10.3				
News at 8:30 p.m	37.7						
Drama on Friday at 3:05 p.m	36.5						
Monihar (Adhunik ganer ashor)	35.2						
Chitragiti 9:00 am	33.8						
News at 2:00 p.m.	31.9						
Song programs (Friday 1-3 p.m.)	27.4						
Recitation from the Holy Quran	27.2						
Drama on Wednesday at 10:00 p.m.	26.7						
Nazrul giti (9:30 a.m., 4:00 p.m.)	24.1						
Sonali fashal	21.2						

3.1.5 Trend in Exposure to TV

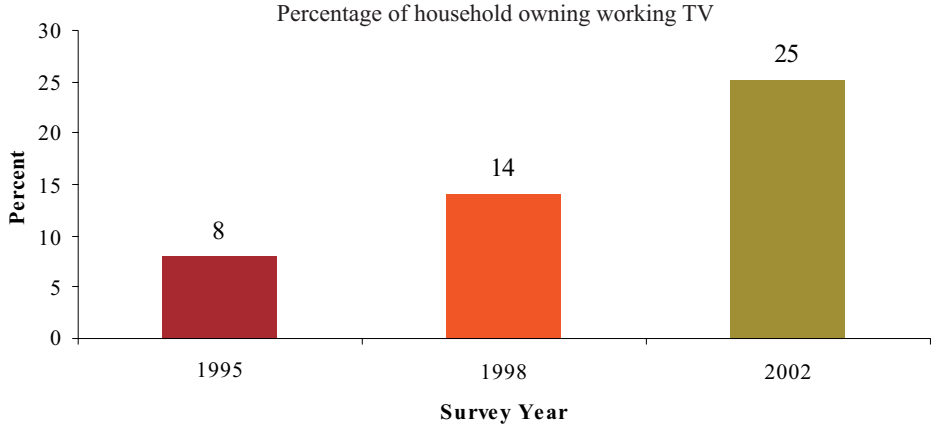
The survey results indicate a persistent increase in viewership of TV over time. Television viewership increased from 31 percent in 1995 to about 61 percent in 2002 (Figure 3.4a). The rate of increase in TV viewership was much more prominent in rural areas, where at present 50 percent of the population watch TV, compared with 34 percent in 1998, and 24 percent in 1995. In urban areas, viewership of TV stands at 83 percent, against 69 percent in 1998, and 64 percent in 1995. Exposure to TV remain higher among males (71 percent) than among females (53 percent).

Figure 3.4a: Trend in the Viewership of TV in Bangladesh
Percentage of respondents by viewership of TV, according to residence



Increase in TV viewership is perhaps linked to increased access to TV. Figure 3.4b also shows an increasing trend in ownership of (working) TV. Ownership of TV increased from 8 percent in 1995 to 14 percent in 1998 and then to 25 percent in 2002.

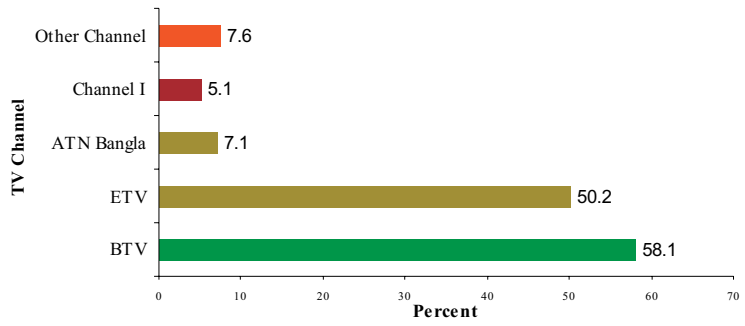
Figure 3.4b: Trend in Ownership of TV in Bangladesh
Percentage of household owning working TV



3.1.6 Viewership of Different TV Channels

Bangladesh Television (BTV), Eskushey Television (ETV), ATN Bangla and Channel-i were the Bangla medium TV Channels available for viewers at the time of the survey. Some foreign Channels were also available for those who had dish/cable connections. Survey results (Figure 3.5) show that BTV (58.1 percent) and ETV (50.2 percent) were the two most popular TV channels in Bangladesh. Viewership of other TV channels like ATN Bangla (7.1 percent), Channel-i (5.1 percent) and other Cable Channels (7.6 percent) were marginal. Lack of cable/dish connection facilities, particularly in rural areas, was possibly the main reason for this.

Figure 3.5: Percentage of Respondents by Viewership of Different TV Channels, NMS 2002



Differentials in the viewership of different TV channels by selected background characteristics can also be seen in Table 3.5. For

almost all TV channels, viewership was higher among adolescents, males, unmarried, and higher educated respondents.

Table 3.5: Viewership of Different TV Channels
Percentage of respondents by viewership of different TV channels, according to selected background characteristics, NMS-2002

Characteristics	TV Channels							N
	BTV	ETV	ATN Bangla	Channel-i	Other	TV	Don't watch	
Age:								
15-19	71.4	60.6	8.3	5.4	9.8	74.1	25.9	2142
20-34	59.3	51.3	6.8	5.0	7.7	62.2	37.8	5109
35+	48.4	42.4	6.7	4.9	6.2	51.2	48.8	3599
Sex:								
Male	67.3	60.3	8.1	5.4	8.6	70.6	29.4	4940
Female	50.4	41.6	6.2	4.8	6.8	52.8	47.2	5910
Marital Status:								
Ever Married	51.2	44.0	6.0	4.4	5.7	53.9	46.1	8125
Unmarried	78.4	68.4	10.1	7.0	13.3	81.8	18.2	2725
Residence:								
Urban	77.9	75.6	17.4	13.1	19.5	82.8	17.2	3595
Rural	48.2	37.5	1.9	1.1	1.7	50.0	50.0	7255
Education:								
No education	38.0	31.1	2.1	1.0	1.8	40.6	59.4	4044
Primary incomplete	52.3	43.7	3.7	1.8	3.3	53.9	46.1	1309
Primary complete	56.7	48.8	7.4	4.6	6.3	59.7	40.3	1086
Secondary incomplete	73.4	64.4	8.4	6.0	9.2	76.5	23.5	2495
SSC+	85.1	77.0	17.7	14.9	21.4	88.8	11.2	1916
Wealth Index:								
1 (Poorest)	30.5	22.9	0.7	0.1	0.5	32.1	67.9	1840
2	41.0	33.2	1.6	0.5	1.3	43.2	56.8	2019
3	53.5	43.0	2.7	1.4	2.8	55.6	44.4	2305
4	70.9	60.2	6.7	3.9	6.3	74.0	26.0	2357
5 (Richest)	86.2	83.4	21.4	17.7	24.7	90.9	9.1	2329
All	**58.1**	**50.2**	**7.1**	**5.1**	**7.6**	**60.9**	**39.1**	**10850**

3.1.7 Frequency, Place, Time and Day of BTV Viewing

Unlike radio listening, proportion of regular TV viewers was notably higher. It can be seen that 21.3 percent were everyday viewers of BTV, 11.8 percent watched BTV 1-6 days a week, 24.9 percent watched one or more times a month/only selected programs, or had no specific time of watching, and 41.9 percent did not watch BTV (Figure 3.6).

Figure 3.6: Percentage Distribution of Respondents by Frequency of BTV Viewing, NMS 2002

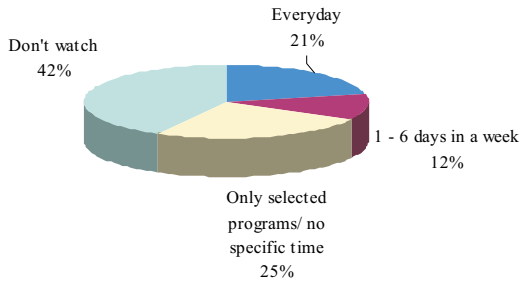
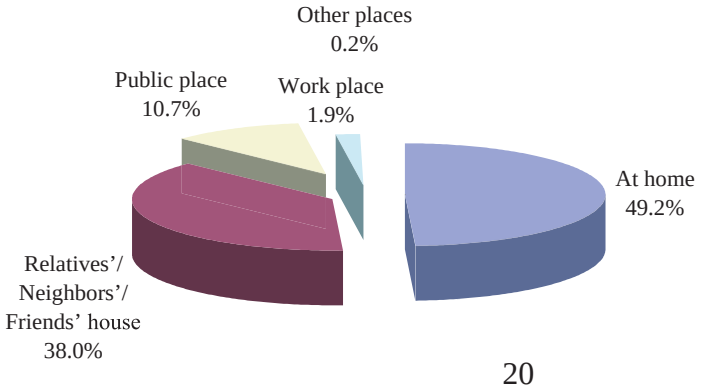


Table 3.6 shows the percentage of respondents by frequency of viewing BTV, according to selected background characteristics. Among BTV viewers, male and urban viewers were more common than their counterparts. Some variations in the viewership of BTV by division were evident. Viewership was higher among those who had attained a higher level of education.

Table 3.6: Frequency of Viewing BTV
Percentage of respondents by frequency of viewing BTV, according to selected background characteristics, NMS-2002

Background Characteristics	Frequency of viewing				N
	Every day	1 - 6 days in a week	One or more times a month/Only selected program/ no specific time	Don't watch	
Age:					
15-19	26.2	19.2	26.1	28.5	2142
20-34	21.9	10.8	26.6	40.7	5109
35+	17.6	8.9	21.8	51.6	3599
Sex:					
Male	23.7	13.9	29.7	32.7	4940
Female	19.4	10.1	20.9	49.6	5910
Residence:					
Urban	35.4	11.3	31.1	22.1	3595
Rural	14.4	12.1	21.8	51.8	7255
Division:					
Barisal	11.4	6.4	24.9	57.3	702
Chittagong	22.9	9.8	23.1	44.3	1986
Dhaka	18.9	15.2	24.6	41.4	3147
Khulna	21.5	12.0	26.0	40.5	1298
Rajshahi	26.0	11.9	27.4	34.6	3036
Sylhet	17.5	7.2	18.4	57.0	681
Education:					
No education	9.1	7.6	21.3	62.0	4044
Primary incomplete	12.8	12.3	27.2	47.7	1309
Primary complete	19.2	13.5	24.0	43.3	1086
Secondary incomplete	29.4	17.2	26.8	26.6	2495
SSC+	43.7	12.4	29.0	14.9	1916
Wealth Index:					
1 (Poorest)	3.9	7.3	19.2	69.6	1840
2	5.9	10.6	24.4	59.0	2019
3	13.7	14.4	25.4	46.5	2305
4	31.4	14.3	25.2	29.1	2357
5 (Richest)	45.8	11.3	29.1	13.8	2329
All	**21.3**	**11.8**	**24.9**	**41.9**	**10850**

Figure 3.7: Percentage of BTV Viewers by Place of TV Viewing, NMS 2002



BTV viewers mostly watched programs at home (49.2 percent) or at relatives' or neighbors' or friends' house (38.0 percent) (Figure 3.7). Only 10.7 percent watched BTV in public places.

Place of viewing of BTV varied substantially by residence and sex (Table 3.7). As expected, females were more likely to watch BTV in their homes. On the other hand, substantially higher proportion of males watched BTV in public places. Because of greater access to TV, urban residents were more likely to watch BTV in their homes.

Table 3.7: Place of BTV Viewing
Percentage of BTV viewers by place of viewing, according to selected background characteristics,NMS 2002

Background Characteristics	Place of BTV viewing					N
	At home	Relatives'/ Neighbors'/ Friends' house	Public place	Work place	Others	
Age:						
15-19	42.6	50.0	5.6	1.6	0.2	1531
20-34	49.6	36.4	11.8	1.8	0.3	3028
35+	54.4	30.1	13.2	2.4	0.1	1740
Sex:						
Male	42.8	33.8	20.1	3.0	0.2	3323
Female	56.4	42.6	0.1	0.7	0.2	2976
Residence:						
Urban	69.2	24.3	5.2	1.1	0.2	2800
Rural	33.2	48.9	15.1	2.6	0.2	3499
Division:						
Barisal	33.1	40.5	23.6	2.4	0.4	300
Chittagong	48.1	29.5	19.0	2.8	0.5	1107
Dhaka	49.2	44.0	4.7	2.0	0.2	1843
Khulna	45.5	41.9	10.5	2.1	-	772
Rajshahi	52.0	36.9	9.7	1.3	0.1	1984
Sylhet	61.4	26.6	10.7	0.9	0.4	293
Education:						
No education	30.3	49.7	17.7	2.2	0.1	1538
Primary incomplete	31.6	48.2	17.4	2.7	0.1	684
Primary complete	48.0	39.4	9.6	2.5	0.6	615
Secondary incomplete	50.1	40.4	7.9	1.5	0.1	1831
SSC+	74.0	19.3	4.8	1.6	0.3	1631
Wealth Index:						
1 (Poorest)	3.6	67.1	26.7	2.7	-	559
2	3.6	72.1	22.1	2.2	-	827
3	22.1	60.5	15.1	1.9	0.5	1232
4	59.5	31.3	7.0	2.0	0.2	1673
5 (Richest)	88.8	7.6	1.8	1.5	0.2	2008
All	**49.2**	**38.0**	**10.7**	**1.9**	**0.2**	**6299**

More than two-thirds (69.7 percent) of BTV viewers reported viewing BTV on Fridays (Figure 3.8a). The prime times for BTV viewing were between 8-10 p.m.. However, a high proportion of viewers watched BTV on Friday between 3-6 p.m. perhaps due to screening of Bangla feature films at that time (Figure 3.8b).

Figure 3.8a: Percentage of BTV Viewers by Day of Viewing, NMS 2002

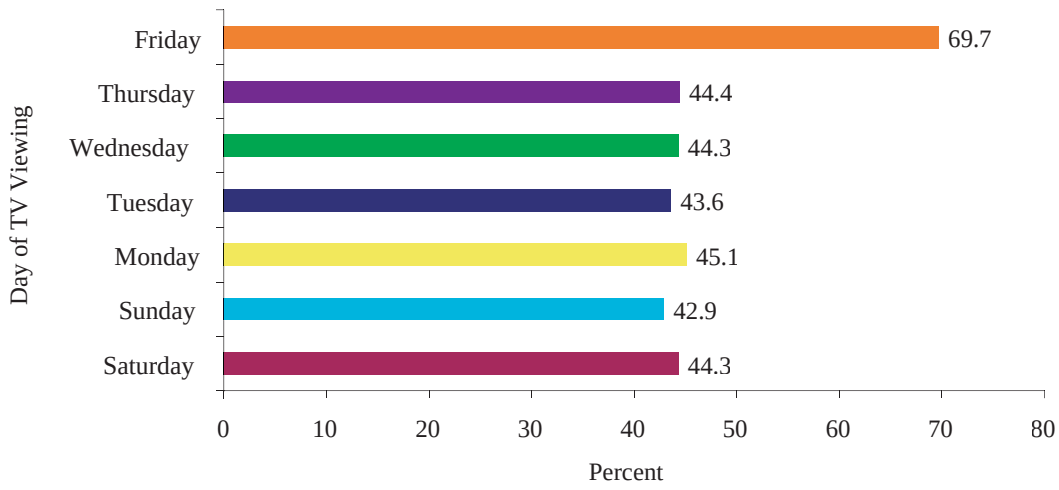
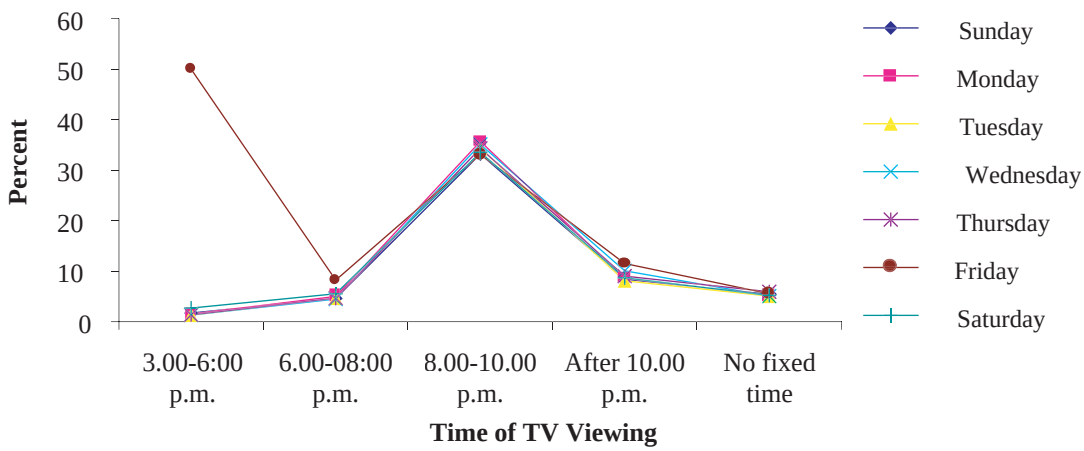


Figure 3.8b: Percentage of BTV Viewers by Time and Day of Viewing, NMS-2002



3.1.8 Popular Programs of Different TV Channels

Table 3.8 shows that, among BTV viewers, the most popular programs of BTV were Bangla feature film (80.1 percent), Magazine program Ittadi (74.8 percent), Chhaya Chhanda (60.7 percent), Drama serial of Tuesday (55.5 percent), Package Drama of Monday (53.2 percent), Drama serial of Thursday (52.1 percent), News at 8 p.m. (46.7 percent), Drama serial of Sunday (44.2 percent), Weekly drama of Saturday (41.2 percent) and Cricket broadcast (33.3 percent).

It can also be seen that among ETV viewers the most popular programs were Alif Laila (81 percent), Bangla feature film (73.7 percent), Drama (70.1 percent), Drama serial Bandhan (62.7 percent), News at 7:30 p.m. (55.5 percent), Pother Pechali (51.3 percent), and Chitrogeeti (51.2 percent) and others.

Bangla Cinema (60.2 percent), News at 10 p.m. (29.9 percent), Drama serial (28.9 percent), Weekly drama (24.1 percent), and Cinema songs were the most popular programs of ATN Bangla.

Bangla Cinema, Channel I news, Weekly drama and other drama serials of Channel I were the most popular programs among its viewers.

Table 3.8: Popular Programs of Different TV Channels
Percentage of viewers of different Bangla TV channels by viewership of popular programs, NMS-2002

BTV (N =6299)		ETV (N =5442)		ATN Bangla (N =764)		Channel - i (N =549)	
Programs	**%**	**Programs**	**%**	**Programs**	**%**	**Programs**	**%**
Bengali feature film	80.1	Alif Laila	81.1	Bangla Cinema	60.2	Bangla cinema	51.1
Ittadi	74.8	Bengali feature film	73.7	News at 10.00 p.m.	29.9	Channel I news	35.0
Chhayachhanda	60.7	Drama	70.1	Drama serial	28.9	Weekly drama	26.8
Drama serial (Tuesday)	55.5	Bandhan	62.7	Weekly drama	24.1	Drama serial	25.9
Package drama (Monday)	53.2	News at 7:30 p.m	55.5	Chhayachhabir gan	21.0	Chhayachhabir gan	17.7
Drama serial (Thursday)	52.1	Chitrogiti	51.2				
News at 8:00 p.m.	46.7	Pother pechali	51.3				
Drama serial (Sunday)	44.2	News at 11:00 p.m.	38.8				
Weekly drama (Saturday)	41.2	Bholar dairy	33.9				
Cricket	33.3	Deshjure	26.8				

3.2 Exposure to Print Media

Habit of using print media such as newspapers, magazines, and books for information is increasing among literate people. In the following sections, trend, differentials, frequency, and day of readership of newspapers and magazines are examined.

3.2.1 Exposure to Newspapers and Magazines

Table 3.9 shows the percentage of respondents by readership of newspapers and magazines, according to selected background characteristics. Readership of newspapers and magazines was found very low in Bangladesh. About 26 percent read newspapers and only 7.9 percent read magazines. Readership of newspapers was significantly higher in urban areas (40 percent) than in rural areas (18.7 percent). Readership of newspapers and magazines was also higher in the age group 15-19 and among male respondents. Readership was found positively associated with level of education. Possession of wealth seemed to have had a positive effect on the readership of newspapers and magazines.

Table 3.9: Exposure to Print Media

Percentage of respondents by readership of newspapers and magazines, according to selected background characteristics, NMS-2002

Characteristics	Newspapers	Magazines	N
Age:			
15-19	33.1	11.3	2142
20-34	26.2	8.8	5109
35+	21.0	4.8	3599
Sex:			
Male	39.7	10.5	4940
Female	14.1	5.8	5910
Residence:			
Urban	40.0	13.5	3595
Rural	18.7	5.2	7255
Division:			
Barisal	21.2	6.5	702
Chittagong	27.7	9.4	1986
Dhaka	24.2	7.6	3147
Khulna	24.3	6.2	1298
Rajshahi	28.3	8.4	3036
Sylhet	24.0	8.1	681
Education:			
No education	1.0	0.3	4044
Primary Incomplete	7.5	0.5	1309
Primary Complete	16.2	2.2	1086
Secondary Incomplete	39.6	9.0	2495
SSC +	78.2	31.0	1916
Wealth Index:			
1 (Poorest)	2.8	0.4	1840
2	8.8	1.7	2019
3	19.7	5.3	2305
4	32.5	9.1	2357
5 (Richest)	57.9	20.7	2329
All	**25.8**	**7.9**	**10850**

3.2.2 Trend in Readership of Newspapers and Magazines

Figure 3.9 : Trend in Newspaper Readership in Bangladesh

Percentage of respondents who reported reading newspapers, according to residence

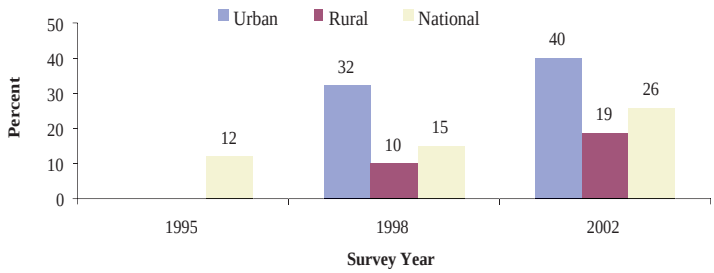
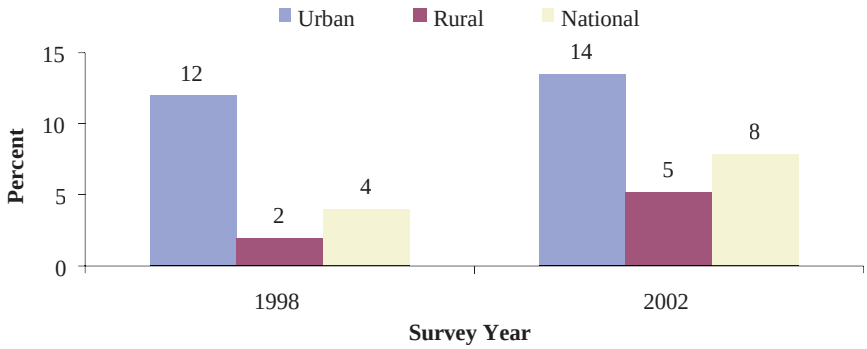


Figure 3.9 shows that newspaper readership has been persistently increasing over the time. Currently, (year 2002) 26 percent people (respondents aged 15-49) read newspapers compared with 15 percent in 1998 and 12 percent in 1995. The rate of increase in the readership of newspapers in rural areas was higher (from 10 percent in 1998 to 19 percent in 2002) than that in urban areas (from 32 percent in 1998 to 40 percent in 2002). Significantly, a higher proportion of males (40 percent) than females (14 percent) read newspapers.

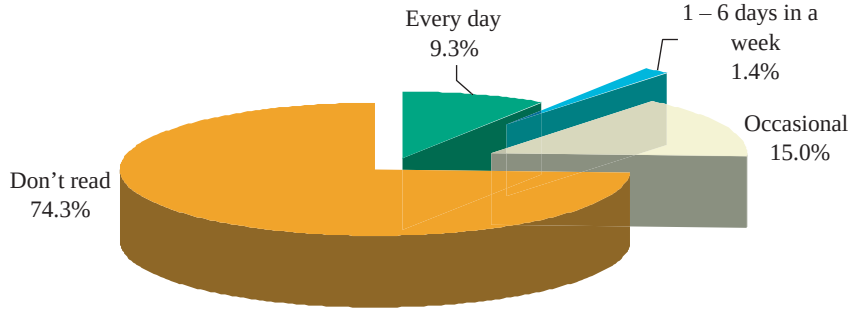
Magazine readership data was not available in the report of NMS-1995. However, information from 1998 and 2002 Media Surveys shows an increasing trend in readership of magazines. In 1998 the usual readers of magazines were only 4 percent, while the corresponding figure in 2002 rose to 8 percent (Figure 3.10).

Figure 3.10: Trend in Magazine Readership in Bangladesh
Percentage of respondents who reported reading magazines, according to residence



3.2.3 Frequency and Place of Reading Newspapers

Figure 3.11: Percentage of Respondents by Frequency of Reading Newspapers, NMS 2002



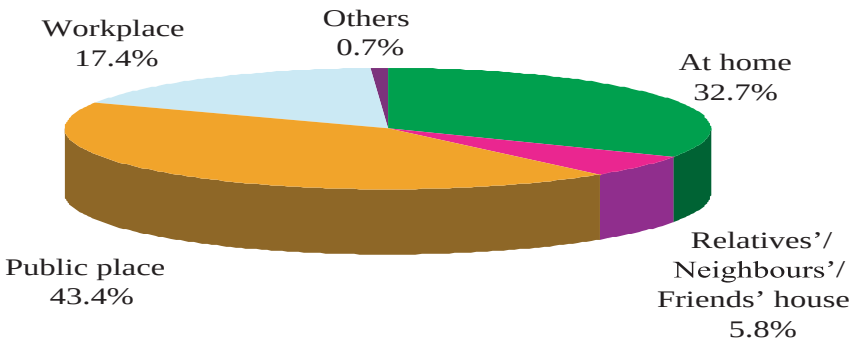
Habit of regular newspaper reading is very poor in Bangladesh. Only 9.3 percent of respondents were everyday readers and another 15 percent read newspapers occasionally (Figure 3.11).

Table 3.10 gives the percentage of respondents by frequency of reading newspapers, according to selected background characteristics. Regular readers were more common among males, urban, and elderly respondents. As expected, regular readers were significantly higher among those who had attained SSC or an even higher level of education.

Table 3.10: Frequency of Reading Newspapers
Percentage of respondents by frequency of reading newspapers, according to selected background characteristics, NMS-2002

Characteristics	Frequency of reading				N
	Every day	1 - 6 days in a week	Occasional	Don't read	
Age:					
15-19	8.0	2.8	22.2	67.0	2142
20-34	8.8	1.3	16.0	73.9	5109
35+	10.8	0.9	9.3	79.1	3599
Sex:					
Male	16.0	2.1	21.7	60.3	4940
Female	3.8	0.9	9.4	86.0	5910
Residence:					
Urban	19.1	1.9	19.0	60.0	3595
Rural	4.5	1.2	13.0	81.3	7255
Division:					
Barisal	4.3	0.9	16.0	78.9	702
Chittagong	8.1	1.9	17.5	72.4	1986
Dhaka	9.6	1.7	12.8	75.9	3147
Khulna	7.8	1.0	15.5	75.7	1298
Rajshahi	11.4	1.2	15.6	71.7	3036
Sylhet	10.3	0.9	12.9	76.0	681
Education:					
No education	0.2	0.0	0.7	99.0	4044
Primary incomplete	1.1	0.2	6.0	92.7	1309
Primary complete	3.9	0.9	11.3	83.9	1086
Secondary incomplete	9.8	2.9	26.9	60.4	2495
SSC+	36.6	3.6	37.9	22.0	1916
Wealth Index:					
1 (Poorest)	0.2	0.2	2.4	97.2	1840
2	1.1	0.8	6.8	91.2	2019
3	4.2	1.3	14.3	80.2	2305
4	8.3	1.5	22.6	67.6	2357
5 (Richest)	29.8	3.0	25.0	42.2	2329
All	**9.3**	**1.4**	**15.0**	**74.3**	**10850**

Figure 3.12: Percentage Distribution of Newspaper Readers by Place of Reading, NMS 2002



Among newspaper readers, the main places of reading were public places (hat/bazar/shop/ club, etc., 43.4 percent), own home, (32.7 percent), and workplace (17.4 percent) (Figure 3.12).

Most females (73.1 percent) read newspapers at home. On the other hand, the majority (59.0 percent) of males read newspaper in public places. Also, higher proportion of rich people read newspapers at home whereas public places were used extensively for reading newspapers by poorer readers (Table 3.11).

Table 3.11: Place of Reading Newspapers
Percentage of newspaper readers by place of reading, according to selected background characteristics, NMS 2002

Characteristics	Place of reading					N
	At home	Relatives'/ Neighbours'/ Friends' house	Public place	Work place	Others	
Age:						
15-19	35.2	10.2	49.0	4.5	1.1	708
20-34	31.7	5.2	43.6	18.8	0.7	1337
35+	32.2	2.7	37.7	27.2	0.3	754
Sex:						
Male	15.5	2.2	59.0	22.7	0.5	1963
Female	73.1	14.3	6.6	5.0	1.1	835
Residence:						
Urban	42.8	6.3	30.4	20.2	0.4	1439
Rural	22.0	5.3	57.1	14.6	1.0	1360
Division:						
Barisal	26.0	4.7	47.3	21.3	0.7	150
Chittagong	36.2	5.1	40.7	17.3	0.7	550
Dhaka	33.1	6.0	40.4	19.3	1.2	762
Khulna	25.1	4.4	53.0	16.8	0.6	315
Rajshahi	30.7	7.1	45.3	16.7	0.2	858
Sylhet	50.9	4.3	33.1	11.0	0.6	163
Wealth Index:						
1 (Poorest)	7.8	21.6	68.6	2.0	-	51
2	7.8	4.5	73.2	14.5	-	179
3	20.9	5.5	61.1	10.3	2.2	455
4	18.3	6.0	59.8	15.8	0.1	767
5 (Richest)	49.1	5.4	23.1	21.8	0.6	1348
All	**32.7**	**5.8**	**43.4**	**17.4**	**0.7**	**2800**

3.2.4 Popular National Dailies and Magazines

According to the National Media Survey 2002, Jugantor (31.6 percent), Janakantha (30.6 percent), Ittefaq (29.9 percent), Prothom Alo (27.0 percent), and Inquilab (23.3 percent) were the most read national dailies in Bangladesh (Table 3.12).

The most read national dailies by division can also be seen in Table 3.12. Jugantor was the most read newspaper in Barisal, Sylhet, and Chittagong divisions and Ittefaq tops the list in Dhaka and Khulna divisions.

Table 3.12: Top Five Popular National Dailies
Percentage of newspaper readers by readership of most popular national dailies by division, NMS-2002

Division													
Barisal (N=149)		Chittagong (N=551)		Dhaka (N=761)		Khulna (N=316)		Rajshahi (N=859)		Sylhet (N=163)		All Division (N=2800)	
Dailies	%	Dailies	%	Dailies	%	Dailies	%	Dailies	%	Dailies	%	Dailies	%
Jugantor	48.3	*Jugantor*	38.1	*Ittefaq*	42.5	*Ittefaq*	35.2	*Janakntha*	34.7	*Jugantor*	44.2	*Jugantor*	31.6
Ittefaq	36.9	*Protham Alo*	34.2	*Jugantor*	41.3	*Inquilab*	31.7	*Protham Alo*	27.3	*Protham Alo*	42.5	*Janakan-tha*	30.6
Inquilab	26.1	*Ittefaq*	28.7	*Janakantha*	40.0	*Janakantha*	25.0	*Inquilab*	20.3	*Inquilab*	16.6	*Ittefaq*	29.9
Janakantha	24.7	*Inquilab*	25.2	*Protham Alo*	24.7	*Protham Alo*	20.3	*Ittefaq*	19.6	*Janakantha*	14.4	*Prothom Alo*	27.0
Protham Alo	8.3	*Janakantha*	20.8	*Inquilab*	22.8	*Jugantor*	16.3	*Jugantor*	19.2	*Ittefaq*	14.0	*Inquilab*	23.3

Jay Jay Din (29.4 percent), Mashik Madina (11.2 percent), Purnima (10.6 percent), Binodon Bichitra (10.6 percent) and Anandadhara (10.2 percent) were the top five popular magazines of the country (Table 3.13).

Table 3.13: Top Five Popular Magazines
Percentage of magazine readers by readership of magazines, according to sex and residence, NMS-2002

Characteristics	Magazines					N
	Jay Jay Din	Mashik Madina	Purnima	Binodan Bichitra	Anandadhara	
Age:						
15-19	14.6	5.3	10.6	13.9	18.7	241
20-34	33.1	8.2	9.8	10.8	7.6	449
35+	40.2	27.4	12.5	5.6	5.0	171
Sex:						
Male	36.7	12.1	11.5	8.4	9.6	518
Female	18.3	9.8	9.2	14.0	11.1	343
Residence:						
Urban	36.8	13.4	10.2	10.0	10.1	485
Rural	19.8	8.5	11.2	11.5	10.3	376
All	**29.4**	**11.2**	**10.6**	**10.6**	**10.2**	**861**

3.3 Exposure to Cinema and Video

Cinema and video are also important sources of amusement and information. Table 3.14 shows that 16.4 percent of respondents were exposed to cinema and only 3.8 percent watched video. Exposure to cinema was higher in the age group 15-19 (30.6 percent), and among male respondents (28.1 percent). Relatively higher proportion of males (7.3 percent) watched video than females (0.9 percent). Exposure by other background characteristics can also be seen in the table mentioned above. Exposure to cinema and video was lowest in Sylhet division.

Table 3.14: Exposure to Cinema and Video

Percentage of respondents by exposure to cinema and video, according to selected background characteristics, NMS-2002

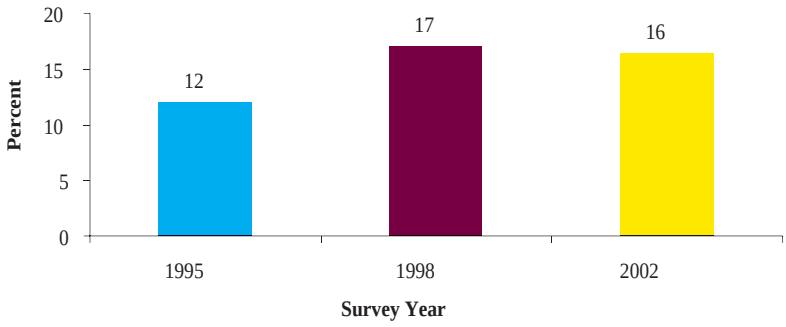
Characteristics	Exposure to		N
	Cinema	Video	
Age:			
15-19	30.6	3.1	2142
20-34	18.5	3.9	5109
35+	5.0	4.1	3599
Sex:			
Male	28.1	7.3	4940
Female	6.6	0.9	5910
Residence:			
Urban	17.5	3.0	3595
Rural	15.9	4.2	7255
Division:			
Barisal	17.0	2.0	702
Chittagong	13.4	3.0	1986
Dhaka	15.7	4.0	3147
Khulna	17.6	4.2	1298
Rajshahi	20.3	4.9	3036
Sylhet	8.2	1.3	681
Education:			
No education	9.7	3.0	4044
Primary incomplete	17.0	3.7	1309
Primary complete	18.8	3.1	1086
Secondary incomplete	23.0	4.0	2495
SSC+	20.3	5.6	1916
Wealth Index:			
1 (Poorest)	11.6	3.3	1840
2	13.8	3.5	2019
3	18.5	4.1	2305
4	20.6	4.3	2357
5 (Richest)	16.1	3.7	2329
All	**16.4**	**3.8**	**10850**

3.3.1 Trend in Exposure to Cinema

Overall, cinema-going habits have not changed much since 1998. An increase in cinema-going habits was reported from 12 percent in 1995 to 17 percent in 1998 (Figure 3.13). National Media Survey 2002 recorded the corresponding rate at 16 percent. It should be

Figure 3.13: Trend in Exposure to Cinema in Bangladesh

Percentage of respondents who watch cinema



noted here that to make the exposure rate comparable with 1995 and 1998 figures, infrequent and rare viewers of cinema were excluded in estimating 2002 rates. Exposure to cinema by male-female and urban-rural classification were not available in 1995 and 1998 media survey reports.

3.3.2 Frequency of Cinema Viewing

Table 3.15 shows that only one percent of respondents were found every-week viewers of cinema, 6.4 percent viewed films one or more times a month, another 5.7 percent viewed them one or more times a year, and 3.2 percent were infrequent or rare viewers of cinema.

Table 3.15: Frequency of Cinema Viewing
Percentage of respondents by frequency of cinema viewing, according to selected background characteristics, NMS-2002

Characteristics	Frequency of Viewing					N
	Every week	One or more times a month	One or more times a year	Infrequent / rare	Don't watch	
Age:						
15-19	1.7	13.7	10.8	4.4	69.4	2142
20-34	1.2	6.7	6.5	4.1	81.5	5109
35+	0.4	1.8	1.6	1.2	95.0	3599
Sex:						
Male	2.2	13.0	9.0	3.9	71.9	4940
Female	-	0.9	3.0	2.7	93.4	5910
Residence:						
Urban	1.0	6.9	6.1	3.6	82.5	3595
Rural	1.0	6.2	5.6	3.0	84.1	7255
All	**1.0**	**6.4**	**5.7**	**3.2**	**83.6**	**10850**

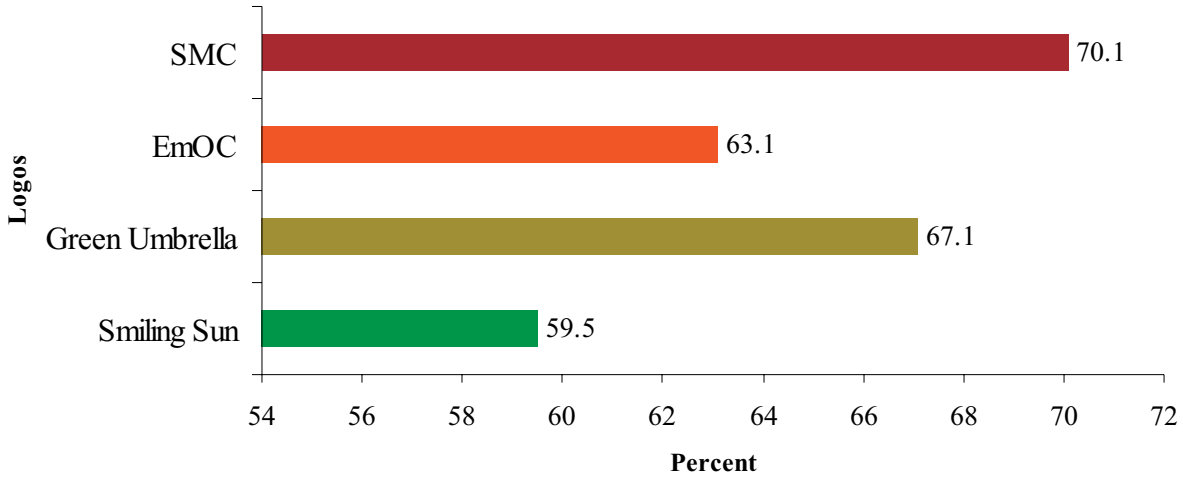
One or more times a month viewers were higher in the age group 15-19 (13.7 percent) and among males (13 percent). Variations in the frequency of cinema viewing between urban and rural respondents were negligible.

3.4 Exposure to Specific Logos

With the expectation that advertisement campaigns using logos are effective in generating awareness and promotion of certain products and services, BCCP and SMC have been utilizing different logos such as *Smiling Sun, Green Umbrella, EmOC and SMC Logos.*

Figure 3.14 shows exposure of the respondents to different logos. Respondents were found to be quite conscious of these logos. Overall, 59.5 percent had noticed *Smiling Sun* logos. Two-thirds (67.1 percent) of the respondents reported seeing *Green Umbrella*, 63.1 percent EmOC, and 70.1 percent SMC logos. Exposure to these logos was higher among males, unmarried, and urban respondents.

Figure 3.14 : Percentage of Respondents by Exposure to Different Logos, NMS 2002



The logos cited above symbolize certain meanings. Table 3.16 shows exposure of respondents to different logos and their understanding about the meaning of those logos. The success of logo campaigns can be measured by the extent of understanding and recall of messages communicated by the target population. It can be seen that knowledge of at least one correct meaning of *Smiling Sun* (84.6 percent), *Green Umbrella (*85.5percent)*,* EmOC (85.5 percent) and SMC (86.1 percent) logos was quite high. This indicates satisfactory level of success in logo campaigns.

Table 3.16: Exposure to Logos

Percentage of respondents by exposure to selected logos according to selected background characteristics, NMS-2002.

Characteristics	Logos															
	Smiling Sun				Green Umbrella				EmOC				SMC			
	Seen	N	Knows at least one correct meaning	N	Seen	N	Knows at least one correct meaning	N	Seen	N	Knows at least one correct meaning	N	Seen	N	Knows at least one correct meaning	N
Age:																
15-19	74.0	2142	88.1	1586	77.8	2142	87.5	1666	68.9	2142	85.4	1476	81.1	2142	93.6	1737
20-34	60.8	5109	86.0	3106	68.2	5109	87.3	3485	65.1	5109	86.5	3325	71.7	5109	86.1	3662
35+	49.1	3599	79.1	1767	59.2	3599	80.9	2131	56.9	3599	84.1	2048	61.4	3599	80.2	2211
Sex:																
Male	70.0	4940	81.0	3460	80.7	4940	81.9	3985	67.8	4940	79.6	3347	82.6	4940	85.3	4082
Female	50.8	5910	88.7	3000	55.8	5910	89.9	3296	59.3	5910	91.2	3502	59.7	5910	87.0	3526
Marital Status:																
Ever married	52.2	8125	82.4	4241	60.7	8125	84.0	4932	59.7	8125	85.5	4854	64.3	8125	82.8	5223
Unmarried	81.4	2725	88.9	2218	86.2	2725	88.7	2350	73.2	2725	85.7	1994	87.6	2725	93.3	2386
Residence:																
Urban	80.6	3595	90.0	2898	85.2	3595	91.3	3064	78.2	3595	88.4	2812	86.1	3595	90.7	3094
Rural	49.1	7255	80.2	3562	58.1	7255	81.3	4218	55.6	7255	83.5	4036	62.2	7255	82.9	4514
All	**59.5**	**10850**	**84.6**	**6460**	**67.1**	**10850**	**85.5**	**7282**	**63.1**	**10850**	**85.5**	**6849**	**70.1**	**10850**	**86.1**	**7608**

3.5 Media as Sources of FP and Health Information

Mass communication mediums such as radio, TV, and newspaper can be used very effectively to disseminate family planning and other information about health to target audiences. Various government and non-government organizations of Bangladesh have been promoting, health issues through different media. Exposure to them is likely to generate greater awareness about important health issues.

Table 3.17 shows the percentage of respondents by sources of information on important health issues such as ANC, PNC & safe delivery, family planning, diarrhea management and HIV/AIDS/STIs. It can be seen that, among them all, electronic media such as TV and radio play major roles as sources of information on all the above-mentioned health issues. For diarrhea management and HIV/AIDS/STIs, TV was the main source of information followed by radio. For information on ANC, PNC and Safe Delivery and Family Planning, friend/neighbor/family members were the main sources, followed by TV and radio. Field workers and government hospitals were the other most important sources of health information.

Table 3.17: Media as Sources of Information on Health and FP
Percentages of respondents by sources of information on ANC, PNC & safe delivery, family planning, diarrhea management and, HIV/AIDS/STIs, NMS-2002

Sources of information	ANC, PNC & Safe Delivery	Family Planning	Diarrhea Management	HIV/AIDS/ STIs
Media:				
Radio	18.3	12.9	23.5	23.7
TV	45.8	33.0	51.8	73.9
Print media	3.5	1.6	2.9	7.4
Other media	1.6	0.9	2.8	10.9
Other Sources:				
Govt. hospital/ THC/FWC/MCWC/ Community clinic/SC/Green Umbrella	12.6	16.0	9.2	3.8
NGO clinic/SC/Smiling Sun	3.3	3.6	1.9	1.2
Field worker	18.7	37.2	19.1	5.0
MBBS doctor/ Private hospital/clinic	8.9	8.3	9.3	4.4
Palli chikitsak/ Traditional healer	5.8	5.5	11.4	3.1
Pharmacy	2.5	4.5	6.4	2.3
Friend/neighbor/family member	48.0	46.0	39.8	21.2
Others	3.7	2.7	1.9	3.6
N	**10850**	**7761**	**10801**	**6985**

Chapter 4

CONCLUDING OBSERVATIONS

The primary focus of National Media Survey 2002 was to provide information on exposure of the population to television, radio, cinema, print and certain other media and exposure to selected BCCP and SMC sponsored programs and advertisements. The major findings of the survey are collated below:

- Television viewership among the age group 15-19 was found quite high. Viewership of TV in the year 2002 was about 61 percent, which was one and half times higher than that in 1998 (42 percent) and two times higher than the viewership in 1995 (30.8 percent).
- BTV and Ekushey TV were found almost equally popular channels in Bangladesh. About 58 percent of respondents were found to be BTV viewers. Among BTV viewers about 21.3 percent were everyday viewers and 11.8 percent watched BTV 1-6 days a week.
- More than two-thirds (69.7 percent) of BTV viewers reported viewing BTV on Fridays. The prime time for viewing appears to be between 8 p.m. and 10 p.m. in any day of the week.
- A declining trend in the listenership of radio was evident in recent years. The reach of radio had increased from 35.8 percent in 1995 to 39 percent in 1998 but has declined to 30.4 percent in 2002. The decline is especially noticeable in urban areas; it has decreased from 42 percent in 1998 to 24.1 percent in 2002.
- Bangladesh Betar Dhaka (29.6 percent), Bangladesh Betar Khulna (13.2 percent) and BBC (7.2 percent) were found to be the most heard radio stations.
- Print media such as newspaper and magazine are relatively less accessed in Bangladesh. Only 25.8 percent of the respondents read newspapers and 7.9 percent read magazines. However, newspaper readership has shown an increasing trend. It had increased from 12 percent in 1995 to 15 percent in 1998 and then to 25.8 percent in 2002.
- *Jugantor* (31.6 percent), *Janakantha* (30.6 percent), *Ittefaq* (29.9 percent), *Prothom Alo* (27.0 percent) and *Inquilab* (23.3 percent) were the most read national dailies in Bangladesh.
- Overall cinema going habit has not changed much since 1998. An increase in cinema going habit had reported from 12 percent in 1995 to 17 percent in 1998. In 2002 the corresponding rate was found to be 16.4 percent.
- Differential in exposure to electronic and print media exist according to age, sex, education and economic status. For almost all media the exposure was found higher among the young, males, and the more educated and wealthier population.
- It was evident from survey results that the electronic media, particularly TV, was playing a greater role in disseminating health information among the general public. Television was the main source of information on selected health issues such as diarrhea management, and HIV/AIDS. As source of information on ANC, PNC, safe delivery and family planning, TV came only next to friends/neighbour/family members.
- *Smiling Sun*, *Green Umbrella*, *EmOC* and *SMC* logos were intended to generate awareness among respondents and were designed for promotion of certain products and services.

Respondent were found well aware of these logos. The majority of respondents interviewed reported seeing *Smiling Sun* (59.5 percent), *Green Umbrella* (67.1 percent), and EmOC (63.1 percent) logos and the majority of those who saw these logos also understood the meanings they symbolized.

In conclusion, it can be surmised that television is the most important mass media followed by radio. Television and radio have wider reach compared to other media and play important roles in disseminating information. A persistent increase in the viewership of TV over time, and a declining trend in the reach of radio were evident. TV has the widest reach among the urban people and radio among rural people. However, a substantial increase in the reach of TV in rural areas was evident. Although exposure to newspapers and magazines was quite low, readership has been increasing in the recent years. The reach is expected to increase further with an increase in the literacy rate.

The survey result is expected to update the knowledge of communication professionals and help them to develop new strategies for communication campaigns. However, since media habit changes with time it will be necessary to conduct additional surveys to measure further changes in media habits.

Bangladesh Center for Communication Programs (BCCP) was formed in 1996 as the successor to the Johns Hopkins University/Center for Communication Programs (JHU/CCP) in Bangladesh, but with the same mandate as before: to design, manage and implement large-scale communication programs for health and other development sectors.

Over the years, BCCP has evolved into an independent, self-sustaining organization and has consistently striven to develop innovative strategic communication programs, revitalize its existing programs, and play a significant role in imparting training of health professionals in Behavior Change Communication (BCC). Its efforts are directed towards improving family and reproductive health and alleviating poverty in this country by reaching urban and rural masses and enabling them to adopt positive and beneficial health behavior changes through informed choices.

BCCP continues to play a vital role in the development of research-based national BCC strategies. It participates in all national conferences, task forces and committees responsible for creating and prioritizing BCC strategies, and conducts training programs, workshops and research interventions.

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Social Marketing Company (SMC), Bangladesh is the largest privately managed social marketing program in the world. SMC started its operations in 1974 as a project (SMP) to complement the national family planning program and challenge the rapid population growth by making contraceptives widely accessible and affordable to the population in general. SMP was converted into a non-profit private limited company in 1990. It markets a number of high quality products – condoms, oral contraceptive pills, contraceptive injectable and ORS at affordable prices. In addition, SMC is also very involved in the promotion of STD/AIDS awareness and training of private health providers. Much of SMC's efforts is focused on creating demand through various communications activities. It is one of the largest advertisers and users of mass media in the country.

The SMC field force, numbering 100, sells the products to the both stockists and retail outlets in their respective territories. The outlets consist of pharmacies, general stores, groceries and even small cigarette shops in urban and rural areas. More than 200,000 outlets are directly covered each year. Since inception, SMC has sold approximately 2.6 billion condoms, 221 million cycles of pills, more than half million injectable and 624 million sachets of ORSaline.

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