



# South Sudan National Audience Survey:

*A Nationally Representative Assessment  
on Radio Listening Habits with Key Findings  
in Five Booster Areas for Internews Stations*

*September 2013*



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South Sudan's Research Firm

This survey and ensuing report were commissioned by Internews



Internews is funded by the United States Agency for International Development





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# Acknowledgements

The cooperation and assistance of several organizations and individuals were crucial in the implementation of this assessment, and thus the research team would like to extend their sincere gratitude to the government authorities and citizens who participated in this assessment as well as the Internews staff who facilitated survey design and data collection. Sincere gratitude is extended to the following institutions:

Internews  
South Sudan National Bureau of Statistics

The following individuals at Forcier Consulting contributed to the research and analysis of this report:

Alan Gutsell, Jonglei Team Leader  
Caroline Morogo, Lakes Team Leader  
Cathal Tunney, Graphic Designer  
Catherine Pratt, Northern Barh el Ghazal Team Leader  
Chelsea Cowan, Eastern Equatoria Team Leader  
David Boze, Upper Nile Team Leader  
Erin Satterlee, Project Manager  
Fernando Salcedo, Warrap Team Leader  
Gatmai Mathiang, Unity Team Leader  
Laurence Kamau, Western Bahr el Ghazal & Western Equatoria Team Leader  
Mogga Francis & Mangu Joseph Bande, Juba Team Leaders  
Rebecca Kaduru, Analyst  
Richard Stanley, Director of Research  
Stanley Gore & Thomas Mozofuri, Central Equatoria Team Leaders

Finally, on behalf of Forcier Consulting and the research team, I would like to extend my appreciation to the citizens who volunteered their time to participate in this important assessment.



Natalie I. Forcier  
Managing Director  
Forcier Consulting  
September 2013

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# Acronyms and State Abbreviations

## Acronyms

BBC	British Broadcasting Corporation
CPA	Comprehensive Peace Agreement
EA	Enumerator Area
GoNU	Government of National Unity
GoSS	Government of South Sudan
SPLM/A	Sudanese People's Liberation Movement/Army
SSR	South Sudan Radio
USAID	United States Agency for International Development
UN	United Nations

## State Abbreviations

CEQ	Central Equatoria
WEQ	Western Equatoria
EEQ	Eastern Equatoria
LAK	Lakes
NBEG	Northern Bahr el Ghazal
WBEG	Western Bahr el Ghazal
WAR	Warrap
UNI	Unity
UNS	Upper Nile
JNG	Jonglei

# Executive Summary

In July of 2011, South Sudan emerged from decades of armed conflict, instability, and neglect to become the world's 196th nation. Despite this achievement, the fledgling country faces enormous challenges: tensions with the North remain high, ethnic strife persists, infrastructural development is either lacking or obsolete, and many people have limited or no access to essential services. Widespread poverty remains the norm and the average household struggles to meet its most basic daily needs.

In this context, establishing information sources and pathways that are accessible, trustworthy, and responsive to local needs is of critical importance. While the media sector in South Sudan has made substantial gains over the past several years, few will deny that it is still in its infancy and that a strong and independent media sector is vital to South Sudan's future. The path towards the media's maturity depends on its ability to adapt to a diverse and rapidly changing environment while effectively serving a population in need of information in almost every area - from good governance and civic awareness to the promotion of cultural diversity and public health.

Internews has been committed to the growth and development of South Sudan's media sector since 2006, when the organization launched its community radio project with funding from the United States Agency for International Development (USAID). Currently, Internews manages a network of four community radio stations located in some of the more remote areas of South Sudan, including: Maluakon in Northern Bahr el Ghazal State, Leer in Unity State, Turalei in Warrap State, and Nasir in Upper Nile State. In 2012, Internews partnered with Eye Media to jointly manage Eye Radio, a FM radio station based in the capital city of Juba.

Under these circumstances, Internews commissioned the project described here: the first nationally representative media survey to be conducted in South Sudan. In order to carry out such an ambitious project, a well-trained team of over 100 individuals fanned out across the country to talk to its people, often working under extreme conditions and in some of the most inaccessible places in sub-Saharan Africa. A comprehensive sampling methodology was employed to ensure that those surveyed were representative at the national level and by urban and rural strata for the entire population of South Sudan aged 16 and above. In addition, the sampling methodology included six 'booster samples'

encompassing the specific broadcasting ranges of each radio station managed by Internews in South Sudan, as well as one additional location including: Eye Radio (Juba), Mayardit FM (Turalei), Naath FM (Leer), Sobat FM (Nasir), and Nhomlaau FM (Maluakon). The sixth booster was conducted in Kapoeta. Information collected from booster samples was used to create specific station profiles (these make up the second part of this report). In total, approximately 3,300 individuals were surveyed across all 10 of South Sudan's states.

The survey questionnaire was carefully designed to gain the maximum amount of information about South Sudan's media environment, including: a socio-demographic profile of radio listeners and non-listeners alike, their information needs, general media consumption patterns, access to specific media sources, and radio listening behaviors (including their awareness of and preferences for specific stations, programs, and presenters). It also sought greater understanding of the South Sudanese people in terms of their knowledge and behaviors related to critical 'indicator' issues in the areas of civic awareness, public health, and gender equality. The result is a much-needed index that will help in measuring the potential impacts of radio and other media/information sources in these key areas.

A massive amount of information was gathered from the South Sudan National Media Survey. Some of the more significant findings include the following:

- As expected, the general media environment in South Sudan is highly varied, with sharp distinctions between the capital city of Juba and the rest of the country, which is largely rural. A key difference here involves language use and understanding, with rural areas dominated by local/tribal languages while the vast majority of people who can speak and understand Classical/Simple Arabic and/or English live in Juba.
- The rural-urban divide in South Sudan is crosscut further by significant differences with respect to age and gender; males and younger generations are much more likely to speak Arabic and/or English while also having greater levels of education and literacy.
- Radio remains the most accessible source of information for the vast majority of people in South Sudan, though once again males and younger generations have greater access to radio as well as to other technology-based sources of information.

- Computers and televisions remain largely insignificant to South Sudanese; nearly half of all respondents did not have immediate access to media devices or technologies of any kind.
- Despite the popularity of radio as an information source, just over half of South Sudanese are non-listeners, largely because they do not own or have access to a radio. Since lack of access/ownership applies to an even greater extent with respect to other technological devices (i.e., mobile phone, television, or computer/Internet), many people get their information by relying solely on their personal social networks and via face-to-face communication.
- Radio listeners have few other sources of information beyond the radio; in the 6 months leading up to the survey, the percentages of listeners who had never accessed other sources of information were notably high (86% had never accessed the Internet; 80% had never read a newspaper or magazine; 68% had never watched television; and 37% had never used a mobile phone).
- The vast majority of non-listeners were from rural areas, engaged in farming activities, and tended to be older. In addition, non-listeners were less likely to be literate or to have had any formal education: only 22% of non-listeners can read, as opposed to 56% of listeners; and 75% of non-listeners have never attended school, as compared to 35% of listeners.
- Those who do listen to the radio in South Sudan are loyal to a very narrow range of stations; once they become aware of a station, they become regular listeners and tune in frequently.
- At the national level, Radio Miraya dominates the market. However, community-based radio stations consistently top the local market over any other station within their individual broadcast ranges.
- In general, radio listeners show a strong preference for news programs with a particular focus on local and national news.
- South Sudanese overwhelmingly listen to the radio in the morning and evening, with peak listening hours occurring around 7-8am in the morning and 7-8pm in the evening.
- Listening to the radio is a relatively personal, home-based activity; it is not a public or shared medium and listening is rarely a group activity beyond one's immediate social network of family and friends.
- Radio listeners in South Sudan tend to rely on radio as their only source of information, which is reflected in terms of their exposure to critical information in such areas as civic awareness, women's issues, and public health.

- There is strong evidence to suggest that radio (including community radio) is having a positive impact on listeners, who scored significantly higher on political knowledge and gender equality indexes specifically developed as part of this survey.

Clearly, the media sector in South Sudan must adapt to a highly diverse, multi-lingual landscape, and serve a population with information needs that include a unique mix of national and very localized subject matter. At this point, radio is best positioned to do just that; it is the most trusted, widespread, and important source of information in South Sudan.

While the role of radio as a tool for positive social change has been acknowledged before, the results from this survey demonstrate that such a role in South Sudan cannot be overstated. Beyond being a medium for entertainment, radio has the power to change people's lives; it can convey a wealth of information in critical areas like civic awareness, gender equality, and public health.

Yet there are significant obstacles to overcome, the greatest of which may be women's lack of access to media technology. While this problem extends to radio, it remains by far the best-positioned media technology to meet the information needs of women in South Sudan today. However, a better understanding of those needs is required, as well as more creative ways to increase women's access to radios and control over the dial.

Older generations also have less access to radio and other media sources. Their role may be particularly important in rural and remote parts of South Sudan where traditional authorities and community leaders – who are often older – are key sources of information in their respective communities.

Finally, community radio stations have a significant role to play in the future growth and development of South Sudan's media sector. Their popularity is clearly based on widespread preferences for information that is highly localized in nature. With the right balance of local and national news and programming, community radio stations are well-positioned to reach the largest number of people within their broadcasting range while also having the greatest social impact. Since people who become aware of a radio station tend to become both loyal and frequent listeners, an intensive marketing/promotion campaign on the part of community radio stations combined with a strategy to address access issues can be especially rewarding for both the media sector and, most importantly, the people of South Sudan.

# Introduction



On July 9, 2011, South Sudan declared its independence, becoming the world's 196th country and Africa's 54th state. Unlike other postcolonial states, South Sudan's independence was not granted at the discretion of a colonial power. Instead, in 2005, after decades of armed conflict with the North, an internationally-brokered peace allowed for the option of separation.

The Comprehensive Peace Agreement (CPA) between the Government of (Northern) Sudan and the Sudan People's Liberation Movement/Army (SPLM/A) ended two decades of civil war. The CPA established a shared system of governance between the Government of National Unity (GoNU) in the North and the semi-autonomous Government of Southern Sudan (GoSS). Since that time, the GoSS has been responsible for the governance of the region currently known as South Sudan. In accordance with the terms of the CPA, the GoSS conducted a referendum on self-determination in January 2011, resulting in an overwhelming voter turnout in favor of secession. In July, the newly independent country secured statehood.

After decades of war and neglect, South Sudan currently ranks at the bottom of the world's development indices. Three-quarters of adults cannot read.<sup>1</sup> Only 1 percent of households have a bank account.<sup>2</sup> Half of South Sudanese (50.6%) live beneath the national poverty line of 72.6 SDG per month and 47% are food deprived.<sup>3</sup> It is clear that a majority of South Sudanese face numerous challenges in securing sustainable livelihoods to support themselves and their families.

In the years following the CPA, there has been great need for the dissemination of information. FM radio stations were established nationwide to inform citizens on the ever-changing political landscape, specifically interpreting the results of the CPA, the referendum process, and the elections. The South Sudanese government has founded additional state-run radio stations in nine of the country's ten state capitals. However, due to the lack of a legal environment and framework that supports freedom of expression, regulatory methods remain unclear, and the SPLM retains tight political control of the government radio broadcasts.

<sup>1</sup> *Statistical Yearbook of Southern Sudan (2010)*, Southern Sudan Centre for Census, Statistics and Evaluation. p. 23.

<sup>2</sup> *Ibid.*

<sup>3</sup> *Southern Sudan Centre for Census, Statistics and Evaluation. Poverty in Southern Sudan: Estimates from the 2009 National Baseline Household Survey.*

**Radio stations in South Sudan broadcast in many languages to accommodate its linguistic diversity. Programming also varies and may include: news bulletins, educational material, public announcements, vox pops, dramas, and public health notices.**

## Media in South Sudan

South Sudan is in the early stages of building capacity for its media infrastructure and in its current status demonstrates many challenges. Few households own televisions or computers, and Internet access is extremely limited. The production and distribution of print media occurs exclusively in the capital city of Juba. On a national scale, print media is not readily available and is often inaccessible due to low literacy rates.

Radio media remains the most important and widely accessed source of information. In a recent media survey, 71% of respondents identified radio as their most important source of information. In addition, 66% of respondents believed that it was the most reliable source of information currently available.<sup>4</sup>

In 2012, the estimated number of FM stations in South Sudan was more than 30. Even though stations exist, many people still live in rural areas and are limited to broadcasts via shortwave radio.<sup>5</sup> While GoSS operates South Sudan Radio (SSR) in several of the country's urban centers, most radio stations are run by churches or international organizations.<sup>6</sup>

Radio stations in South Sudan broadcast in many languages to accommodate its linguistic diversity. Programming also varies and may include: news bulletins, educational material, public announcements, vox pops, dramas, and public health notices.

Presently, South Sudan lacks an implemented legal framework for the regulation of media. While Article 24 of the Transitional Constitution provides for, "Freedom of Expression and Media,"<sup>7</sup> the state lacks the capacity to enforce this directive.

The National Legislative Assembly has passed several key pieces of media legislation. These include the *Draft Media Authority Bill* (Bill No. 52) and *Access To Information Bill* (Bill No. 54),

which were passed in July 2013, and the *South Sudan Broadcasting Corporation Bill*, which was passed in June of the same year. Together, these legislative bills foster transparency, facilitate greater legal options for media practitioners, and provide the opportunity to establish a public broadcasting service, as well as an independent authority to oversee the media industry.<sup>8</sup>

While there is a promising framework for the development of a healthy media industry in South Sudan, a history of abuse and detainment of South Sudanese media by government authorities has garnered international criticism. The press is often compelled to self-censor its own publications for fear of government backlash. Within this context, South Sudan's free press rankings have steadily declined.<sup>9</sup> It remains to be seen whether the new legislation will aid in rectifying South Sudan's challenged media environment.

## Internews in South Sudan

Internews is an international non-profit media development organization whose mission is to empower local media worldwide to give people the news and information they need, the ability to connect, and the means to make their voices heard. The organization began work in South Sudan in 2006 with financial assistance from USAID. Currently, it manages a network of four community radio stations and a fifth FM station based in Juba called Eye Radio. The latter is managed in partnership with Eye Media, a locally-registered NGO. As of July 2013, Eye Radio broadcasts only in Juba, and envisions expanding to other parts of the country in the future.

<sup>4</sup> Education Development Center (2008). *South Sudan Media Survey*

<sup>6</sup> *Ibid.*

<sup>7</sup> Government of Southern Sudan. 2011. *Transitional Constitution of South Sudan*. Juba: Article 24.

<sup>8</sup> Gurtong, (2013, July 11). *Media Development In South Sudan (AMDISS) Welcomes Passage of Media Bills*. Retrieved from: [www.gurtong.net/ECM/Editorial/tabid/124/ctl/ArticleView/mid/519/articles/11993/categoryId/129/Association-for-Media-Development-In-South-Sudan-AMDISS-Welcomes-Passage-of-Media-Bills.aspx](http://www.gurtong.net/ECM/Editorial/tabid/124/ctl/ArticleView/mid/519/articles/11993/categoryId/129/Association-for-Media-Development-In-South-Sudan-AMDISS-Welcomes-Passage-of-Media-Bills.aspx).

<sup>9</sup> Amnesty International Canada (2013, May 3). *South Sudan: Stop Harassing, Detaining Journalists*. Retrieved from: [www.amnesty.ca/news/news-releases/south-sudan-stop-harassing-detaining-journalists](http://www.amnesty.ca/news/news-releases/south-sudan-stop-harassing-detaining-journalists).

# Methodology



Against this backdrop, Internews commissioned a nationally representative media survey—the first audience survey of its kind to be conducted in South Sudan. The survey measured listening habits in all 10 states, with an intensive focus on six locations. It was implemented blind so that Internews was never identified as the organization conducting the survey. Five of the six locations have an existing radio station, and are situated in: Juba, Leer, Nasir, Malualkon and Turalei. The sixth, Kapoeta, may be the site of a possible new station. The study will provide a baseline to measure progress and will contribute to the professionalization and sustainability of the media sector.

The specific objectives of the study include the following:

1. Provide national data for the media sector as a whole, to help understand listening habits, audience demographics and marketing possibilities.
2. Provide an audience profile of the four existing community radio stations and help improve target programming to listener needs.
3. Provide an audience profile of Eye Radio, as it plans its expansion, and gather information about those audiences who will soon have access to it. This will determine how to better target programming to current listeners while making the necessary adjustments for a national audience.
4. Establish a series of evidence-based indicators for Eye Radio and the community radio network, as a means of measuring longitudinal

changes associated with listenership and brand recognition. In addition, these indicators will measure the long term impact of programming in terms of the knowledge, attitudes and behaviors of listeners on critical topics.

5. Contribute to the sustainability of Eye Radio and the community radio network by demonstrating the reach and importance of all stations to potential advertisers and program sponsors.
6. Determine the feasibility of—and potentially provide baseline data for those interested in a possible community radio station in Kapoeta, Eastern Equatoria State.

The report highlights the data collected, its methodology and sampling, as well as the fieldwork and questionnaire design. This is followed by discussion of the analysis and limitations of the project. Key findings from data collected through surveys is presented including demographics such as marital status, language, education and literacy, occupations, respondent's access to media and radio listening habits. It further seeks to discern the knowledge, attitudes and practices of radio listeners and describe the relationship between these and listenership. It then discusses the implications of radio listenership on civic awareness, gender, health and hygiene. Individual Internews stations and their audiences are profiled in Section 2, and the report culminates with a summary of findings and recommendations for future programming and opportunities.

## Sampling

The study included a national sample supported by six additional booster samples in markets of interest. This was done to provide maximum understanding of the media environment at the national level while maintaining an intensive focus on the six media markets of particular interest to Internews. In addition, five boosted samples were collected to cover target areas around radio stations in: Juba, Nasir, Leer, Malualkon, and Turalei, with one additional sample collected to cover a target area in Kapoeta.

The survey was designed to represent data derived at the national level and by urban and rural strata for the population aged 16 and above. Each of the ten states in South Sudan is represented in proportion to national population distributions.

Booster samples were designed to be representative of the population aged 16 and older living within a 100km radius of the radio tower for each respective station. Internews provided the GIS coordinates for each tower. In the case of Kapoeta, which did not have a radio station/tower, the geographic center of town was used. In Juba, the booster sample was drawn from within a 40km radius. The sampling radii reflect the maximum reach of the radio signal in each location.

For cluster sampling purposes, the use of enumeration areas (EAs) was employed. These were designated by the South Sudan National Bureau of Statistics and data from the 2008 national population census and ArcGIS software. In booster areas, EAs with boundaries that extended beyond the targeted booster radii were removed to avoid random selection of households that fell within an EA but were outside the target radius. All sampling and GIS activities were supervised by Forcier Consulting and implemented by the National Bureau of Statistics.

Sizes for the nationally representative portion of the sample were calculated using the following formula:

$$((z^2 * P * (1 - P) * deff) / ((d * d) * (1 - r))).$$

The actual sample size was increased slightly from the sample design to ensure design effectiveness and gender parity among survey respondents. A total of 72 EAs were selected from which 18 were chosen for interviews, leading to a national sample of 1,296.

*Table 1: Nationally Representative Survey Statistical Details*

value for 95% conf interval (z)	1.96
population parameter (P)	0.5
rate of non-response [r]	0.1
design effect (deff)	1
desired margin of error (d)	0.03
Numerator	0.9604
Denominator	0.00081
sample size (n)	1186
n for nationally representative	1186
Actual planned n	1296

The sample size for each booster area required separate random draws for each stratified radius area covered. Each booster area required 296 interviews equally split between men and women. However, design effect calculations and the need for gender parity meant that a minimum of 20 interviews (rather than 18) were required in 16 of the EAs. This led to a minimum sample size of 320.

It is important to note that some areas randomly selected for the survey also fell within the radius of a radio station coverage area, thus considered to overlap with booster areas. In these instances, the sample size of the booster area was reduced accordingly. As predicted, 25% of the EAs from the national sample fell within the radii of the six booster areas (for a total of 514 overlapping observations). Therefore, the remaining 75% of EAs that did not overlap were “boosted” to ensure proper representation within these areas.

*Table 2: Booster Sample Survey Statistical Details*

value for 95% conf interval (z)	1.96
population parameter (P)	0.5
rate of non-response [r]	0.1
design effect (deff)	1
desired margin of error (d)	0.06
Numerator	0.9604
Denominator	0.00324
sample size (n)	296
n for 6 boosters	1776
Actual planned total n	1920

EAs were selected for sampling using a ratio of probability proportional to the number of households approached. Household selection was conducted using a systematic random sampling in which every fifth urban household and every third rural household was targeted for enumeration. Within a selected household, individual respondents were selected by a lottery method in which each household member was assigned a number and the person to be interviewed was determined by a blind number draw.

## Questionnaire

The questionnaire was designed in collaboration with Internews (see Annex 1). It was designed to gather the most relevant data while remaining cognizant of the political and cultural context of South Sudan. An initial pre-test of the questionnaire led to some changes, most notably a reduction in the size of the questionnaire and the rewording of certain questions to improve respondent comprehension. A second pre-test was conducted to ensure that all problems were adequately addressed.

The final version of the questionnaire was translated into seven languages: Classical Arabic, Juba Arabic, Dinka, Nuer, Toposa, Zande, and Bari. Team leaders worked with field assistants during the enumerator training phase to fine-tune all translations.

The final, translated versions of the questionnaire were uploaded to Magpi, an Android-based data collection software package. They were delivered wirelessly in the field through the use of Huawei A-100 mobile phone devices.

## Fieldwork

Forcier Consulting employed 13 team leaders to train and lead local teams of enumerators in each of the 10 states of South Sudan. A total of 109 locally-hired enumerators were employed and put through a rigorous three-day training course to familiarize them with the questionnaire, sample methodology, and mobile data collection procedures.

To assist in data collection, enumerators used maps of EAs sourced from the National Bureau of Statistics. Maps served to guide enumeration teams and ensure that all survey activities were carried out within the boundaries of the assigned EA. For quality assurance purposes, team leaders accompanied enumerators during 10% of interviews, and back-checked 20% of completed interviews. In addition, team leaders collected and visually inspected survey data each night to verify the veracity of data points before uploading them to the Magpi server.

A number of EAs were replaced after the first stage of sampling for practical concerns (see Annex 2). In three instances, replacement EAs randomly selected as part of the national survey overlapped with booster areas and needed to be replaced. Twelve EAs were replaced for other reasons, including inaccessibility, security concerns, and as a result of substantial population migration.

Annex 2 describes the final sample frame utilized for the South Sudan Audience Survey. It indicates, in part, if the EA was selected as part of the nationally representative sample, the booster sample, or both. It also identifies which EAs were replaced from the initial sample and provides the rationale for this replacement.

## Analysis

All data were downloaded to the IBM statistical software package SPSS and provided to the independent quality control firm, Intermedia, who verified all data points and conducted the statistical data analysis. Forcier Consulting and SwissPeaks collaborated to report on the findings.

The total number of verified field observations used in the analysis phase are presented in the following table.

*Table 3: National and Booster Field Observation Numbers*

National Sample	1588
Booster Areas	Sample Acheived
Juba	541
Kapoeta	344
Leer	304
Maluakon	385
Nasir	309
Turalei	208
Booster Total	2218
Total	3806

It was necessary to correct course for gender imbalances in the final survey totals by calculating and applying weights to align survey results with national population statistics. Imbalances resulted from differences in the work patterns and daily routines between males and females, particularly in rural areas. Specifically, males were often away from the household during the day, which skewed the interview population towards females. Two sets of weights were applied: one to the national sample and a second to the six booster areas. Weights were calculated from population data provided by the National Bureau of Statistics.

The national survey was oversampled due to overlapping data points with the six booster areas. A total of 1588 observations were included in the national survey. This resulted in 2218 observations in the six booster areas. As a result, 3806 observations were used for analysis purposes. The total sampling distribution is presented in the following table.

*Table 4: Booster and National Field Numbers for Analysis*

<i>Sample Description</i>	<i>Respondents</i>
National Sample	1089
National and Booster	499
National + National and Booster	1588
Booster + National and Booster	2191
Total Unique Observations	3280
Total Counted Observations	3779

## Limitations

Various limitations and logistical challenges were encountered during the course of the study. Accessibility of enumeration areas was the most commonly reported issue, as many research areas were extremely remote and roads were often poor or nonexistent. In Eastern Equatoria, enumeration teams contended with the Lopa Mountains, while in Jonglei the road was so rough that the front wheel was ripped off of the field vehicle—twice. In Western Equatoria, multiple EAs were located in thick forests with no road access, requiring researchers to slash their way through dense vegetation. In Upper Nile, the seasonal water migration of target communities necessitated team leaders to locate respondents on both sides of the border with Ethiopia.

As indicated earlier, another logistical challenge stemmed from differences in work patterns and daily routines between males and females. These differences were particularly evident during the study period, which was conducted during March and April. Males were often away from the household, tending livestock and performing other work, which led to an uneven sample distribution in favor of females, especially in rural EAs.

Field teams faced other challenges, including: respondents who expected remuneration, suspicion of the survey and/or specific questions, and respondents who did not participate because they thought they were excluded because they were non-radio listeners. In many instances, enumerators had to encourage individuals to participate.

After researchers overcame initial logistical challenges and calmed suspicions, respondents were largely cooperative discussing their relationship to radio. Researchers reported that the topic often generated much excitement among respondents.



# Section 1: Nationally Representative Survey



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# Socio-Demographic Profile of Respondents: National Level



A total of 3779 observations were used for this study, including 1588 for the nationally representative sample and 2191 for the six booster areas. The following table describes all respondents by their age cohorts.

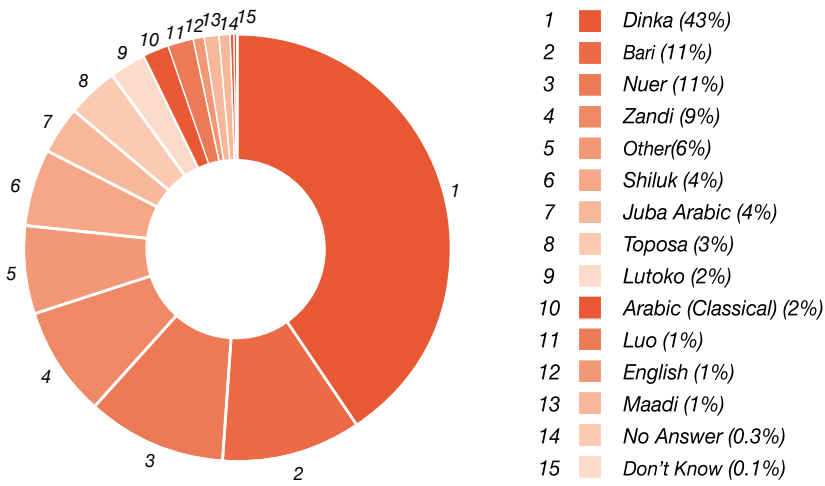
Compared to the 2011 South Sudan Statistical Yearbook, age breakdown differs slightly from percentages established by the National Bureau of Statistics. The survey has a high representation of the aged 26 to 35 cohort, with 26% of the adjusted number of respondents falling within this age range compared to 15% of the national population being within this cohort.

The distribution pattern of age cohorts over age 16 in the sample resembles that of the population for South Sudan. As mentioned earlier, the sample contained a gender imbalance. Of those sampled, 45% (n=1491) were male and 55% (n=1789) were female. Weighting was applied to compensate for this disparity. Boma level population data for weighting was provided by the National Bureau of Statistics of South Sudan.

*Table 5: Age Range of Respondents in Comparison to National Data*

Age Group:	Total:	Percent	2011 Yearbook	Percent	Adjusted within 16+
0-15	-	-	3,667,893	45%	-
16-25	923	28%	1,597,297	20%	35%
26-35	976	30%	1,230,326	15%	26%
36-45	696	21%	823,549	10%	18%
46 Plus	685	21%	941,445	10%	21%
Total	3280	100%	8,260,510	100%	100%

Figure 1: Primary Language among Respondents (n=1571)



## Marital Status

Seventy-four percent of respondents were married and cohabitating while 12% were single or never married. Of those who reported being single/never married, a large majority (79%) fell within the 16 to 25 age cohort.

## Language

Figure 1 describes the primary language among respondents. Tribal languages were the most widely spoken.

Of those surveyed 43% spoke Dinka as their primary language, 11% each spoke Bari and Nuer, and 9% spoke Zande. Only 4% of respondents spoke Juba Arabic as their primary language, 2% Classical Arabic, and 1% English. When asked what languages they spoke and understood well, 45% of respondents identified Dinka. Other languages shown to be significant included Juba Arabic (19%), Classical Arabic (11%) and English (15%).

Generally, tribal languages were spoken in equal proportions by men and women. However, there were significant gender disparities among those respondents who spoke and understood English and Arabic well, as represented in Figure 2.

Figure 2: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender

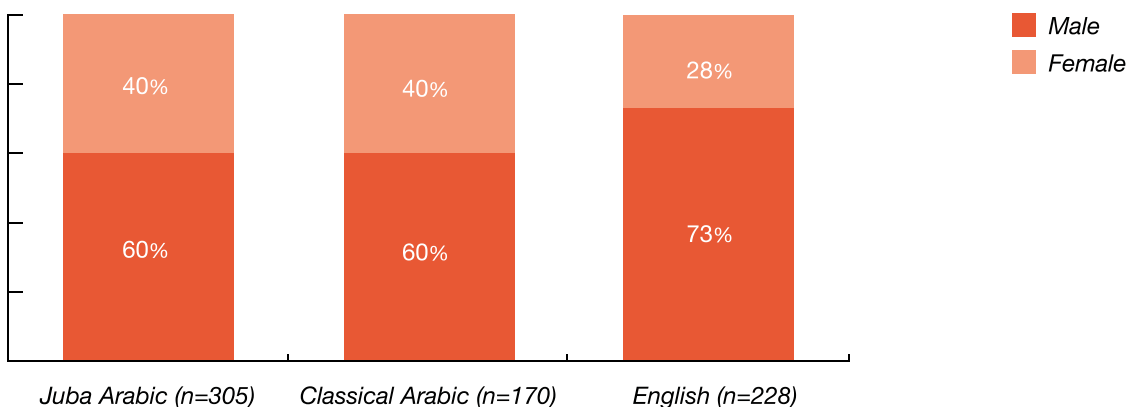
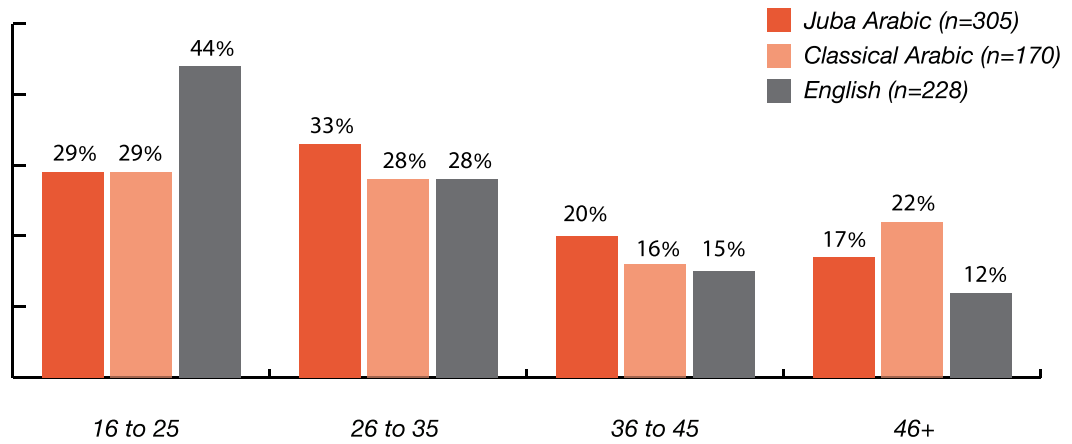


Figure 3: Respondents' Ability to Speak and Understand English and/or Arabic Well by Age Cohort



A relationship exists between younger age cohorts and the ability to speak and understand Juba Arabic, Classical Arabic, and English. The results for Classical Arabic parallel those of Juba Arabic with the following exception: respondents aged 46 and above were more likely to speak and understand Classical Arabic relative to those in the 36-45 year age cohort. Figure 3 illustrates this information.

Language differences were less notable between urban and rural areas. However, certain languages like Classical Arabic were more likely to be spoken and understood in urban areas while others, such as Bari and Toposa, were more commonly spoken in rural areas (see Table 6).

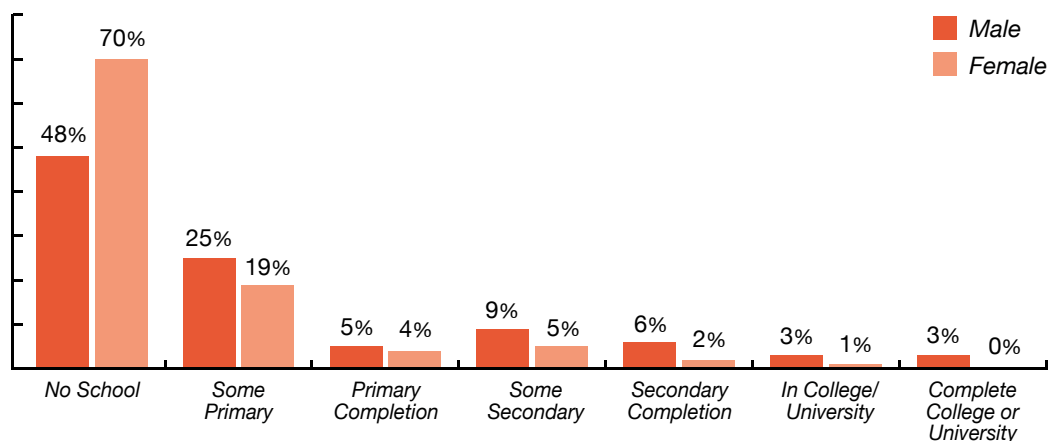
Table 6: Languages Spoken and Understood Among Respondents by Location Classification

	Urban (n=608)	Rural (n=2672)
Dinka	38%	36%
Nuer	23%	20%
Juba Arabic	21%	23%
English	18%	14%
Arabic (classical)	15%	9%
Zandi	8%	4%
Bari	5%	15%
Lotuko	3%	2%
Shilluk	2%	2%
Luo	1%	2%
Maadi	1%	2%
Toposa	1%	8%
Mondari	0%	1%

## Education and Literacy

Generally, education levels were quite low, though there were significant disparities between men and women in every category. A large majority of female respondents (70%) never attended school. A significant number of respondents dropped out of primary school before completion—including 25% of males and 19% of females. Education beyond primary school is also very limited, with very few males or females having secondary or university level education. Figure 4 highlights this information.

Figure 4: Highest Level of Education Completed among Respondents by Gender (n=1571)



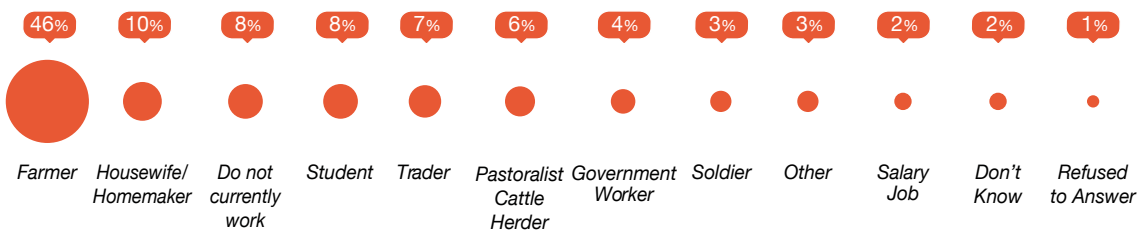
Educational disparities exist between age cohorts as well. Seventy-five percent of respondents aged 46 and above did not attend school compared to 33% in the 16-25 year age cohort. A similar relationship exists with respect to secondary school. Only 3% of respondents aged 46 and above had at least some secondary level education compared to 12% in the 16-25 year age cohort.

With respect to literacy levels, only 37% of total respondents claimed to be literate. Among those, 65% were male and 35% female. As with education, literacy levels decreased with age; 38% of respondents in the 16-25 year age cohort reported being able to read compared to 14% aged 46 and above.

## Occupation and Income Generating Activities

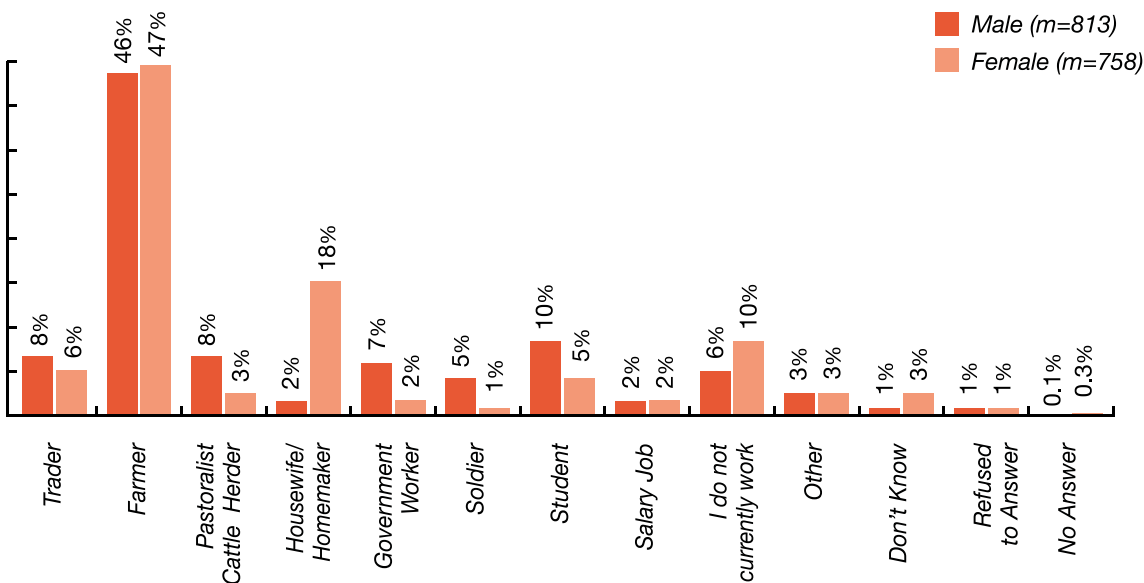
Among respondents, 46% identified farming as their primary occupation. It is important to highlight that only 6% of respondents identified “pastoralist/cattle herder” as their primary occupation—which might seem low, given the high social and cultural value placed on livestock among the people of South Sudan. It is likely that many respondents did not identify this activity as an occupation or income-generating activity but rather as a type of savings mechanism.<sup>10</sup> As a result of this difference, the percentage associated with the category “pastoralist/cattle herder” is probably low. Figure 5 provides a breakdown of what respondents reported as their primary occupation.

Figure 5: Primary Occupation among Survey Respondents (n=1571)



The following figure illustrates the gender breakdown among the primary occupations indicated by respondents.

Figure 6: Primary Occupation by Gender (n=1571)

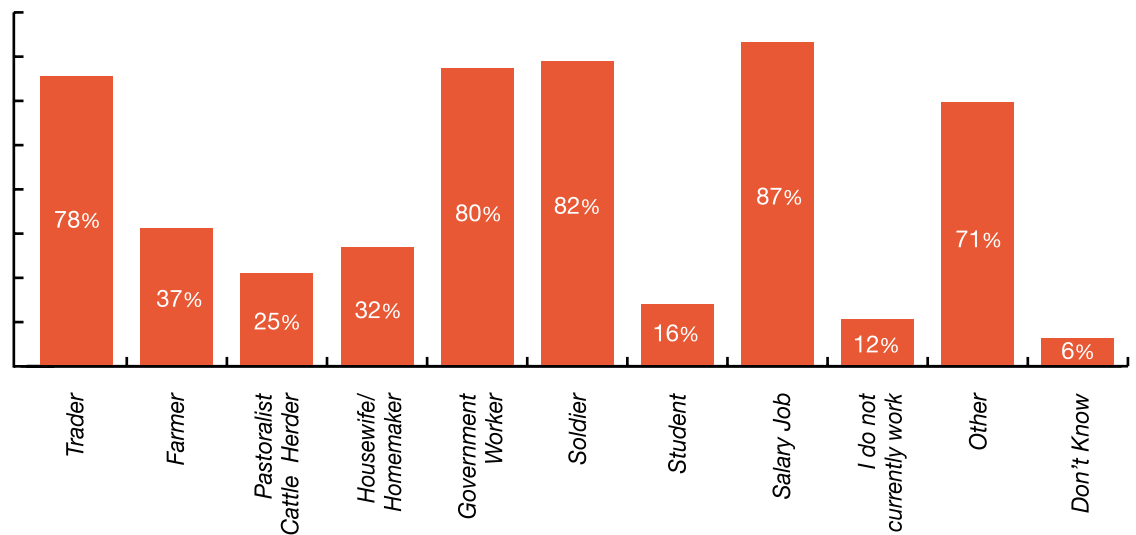


<sup>10</sup> International Labour Organization. 2013. Herding & Learning Study on Education & Child Labour in Select Pastoralist Communities of South Sudan.

The most significant difference between the occupations of males versus females was noted among those who identified their occupation as a housewife or homemaker—though this is somewhat typical if traditional gender roles are considered; the response “student” also registered a significant gender disparity, with 10% of males stating this compared to 5% of females.

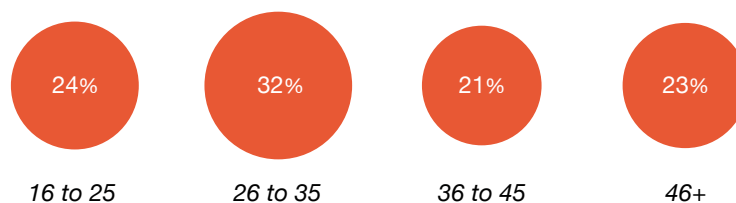
Among those surveyed, 59% of respondents indicated that they did not earn income; 47% of males indicated earning income, compared to 33% of females. It is important to note that, though 92% of respondents indicated that they have an occupation, this does not necessarily mean that they earn income from this job. For example, those who listed farming as their primary occupation might not sell their product as an income generating activity, but rather consume their goods within the household. Because of this, they do not earn income per se from their occupation. The following figure represents respondents who reported making money by occupation.

Figure 7: Respondents who Reported Making Money by Occupation



Respondents who listed salary job as their occupation (87%) were most likely to be wage earners. Other categories, such as soldiers (82%), government workers (80%), or traders (78%) were also wage earners. Respondents in the 26-35 year age cohort are most likely to engage in an income generating activity with 32% stating that they earn income. Figure 8 illustrates these percentages for all age cohorts.

Figure 8: Respondents who Participate in Income Generating Activities by Age (n=629)



Respondents were also asked about their financial autonomy (i.e., they were asked if they had sole control of their money and could decide how to spend it). Sixty-seven percent reported “no” (73% females and 62% males). With respect to age, younger respondents were slightly more likely to answer “no”, with 72% of respondents in the 16-25 year age cohort answering in the negative compared to 65-67% for other age cohorts.

# Access to Media



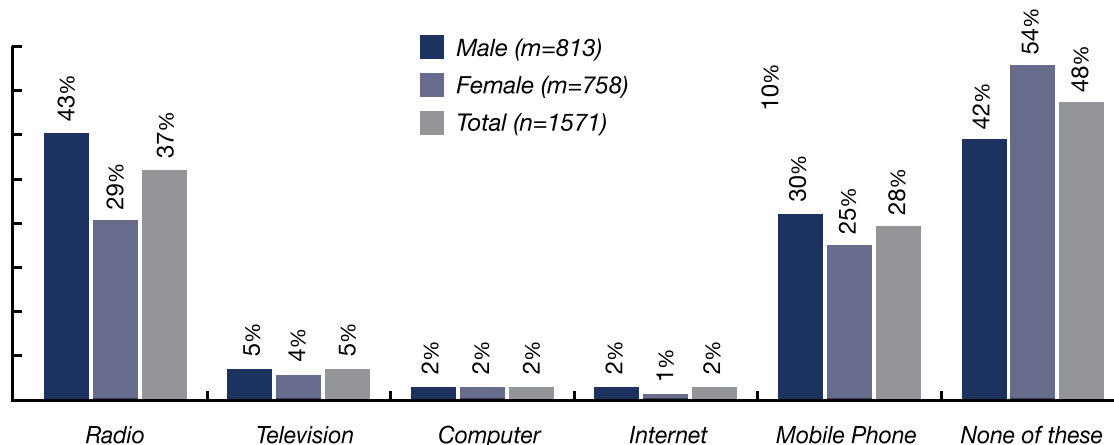
A series of questions was solicited to determine access to media through various devices/technologies—both within the household and outside of the household. Results are detailed in the following subsections.

## Access within the Household

Radios are the most widely owned device/technology for accessing information. Among those surveyed, 37% of respondents stated that they had a functioning radio in their household. Mobile phones were the only other device respondents stated they owned, with 28% of respondents reported having access to a working mobile phone in their household. Accessing information via other devices/technologies was reported very low with less than 5% of respondents having access to televisions, computers, or the Internet in their household. In addition, 48% of respondents did not have access to any of the listed devices/technologies.

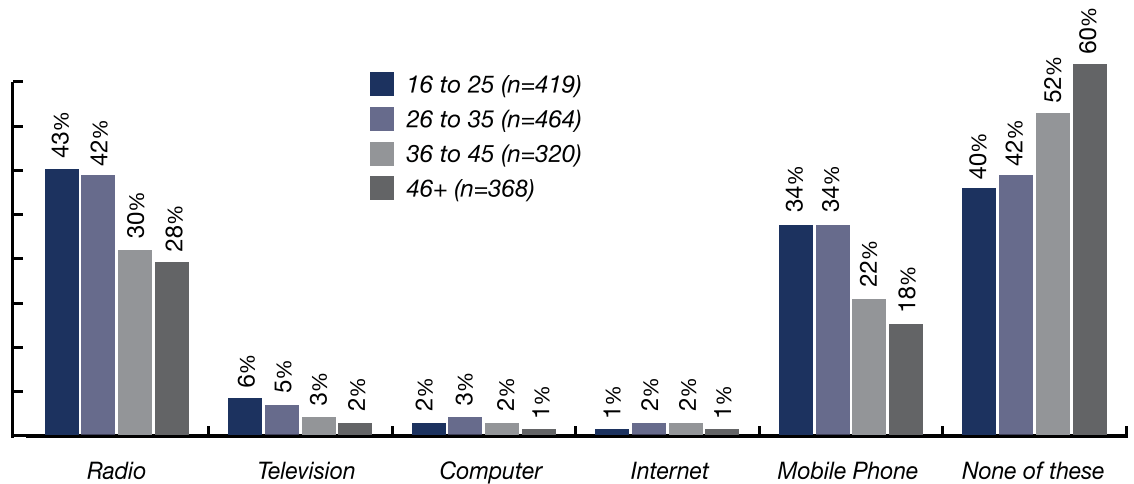
Females reported less access to these devices/technologies in their household, with 54% having no access at all compared to 42% of males. Such gender disparities were associated with radio as well, with 29% of females having access to a functioning radio in their homes compared to 43% of males. Figure 9 illustrates access to these devices/technologies by gender.

Figure 9: Access to Communication Technologies/Devices within the Household by Gender



There was also an inverse relationship between age and access to the listed devices/technologies within the household. Forty percent of respondents in the 16-25 year age cohort did not have access to devices/technologies, compared to 60% for those aged 46 and above. Figure 10 illustrates these relationships.

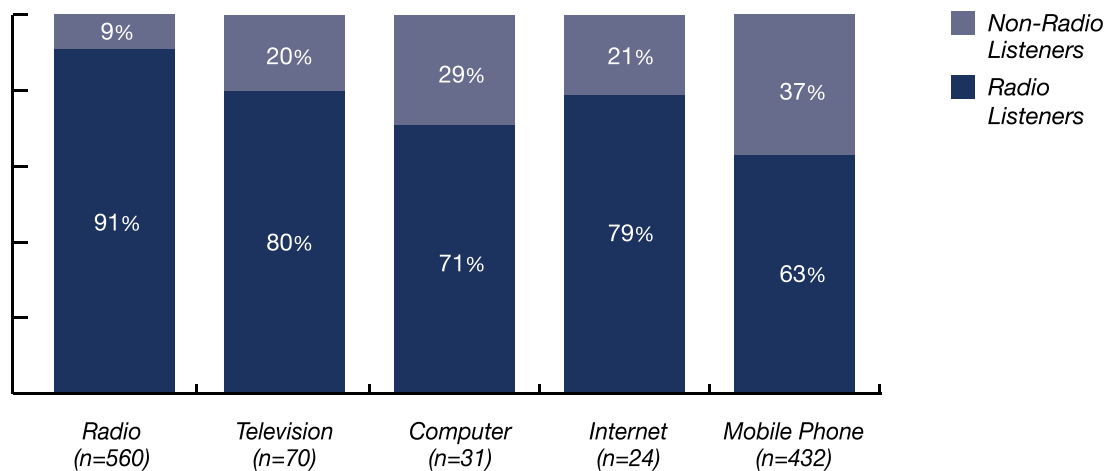
Figure 10: Access to Communication Technologies/Devices within the Household by Age (n=1571)



The only significant differences in terms of ownership of the listed devices/technologies were radio and mobile phones, and this was noted in urban versus rural areas. Forty percent of all respondents living in urban areas owned a radio in their households compared to 35% in rural areas. For mobile phones, the percentages were 32% and 26% respectively. For all other devices/technologies, the divide was not significant.

Ownership of devices, including all devices measured within the household, was significantly higher among radio listeners than non-radio listeners. Not surprisingly, radio owners who were also radio listeners were the majority with 91% reporting regular access to a radio. Additionally, 80% television ownership was reported by radio listeners, as well as 79% of those reported having Internet access (see Figure 11).

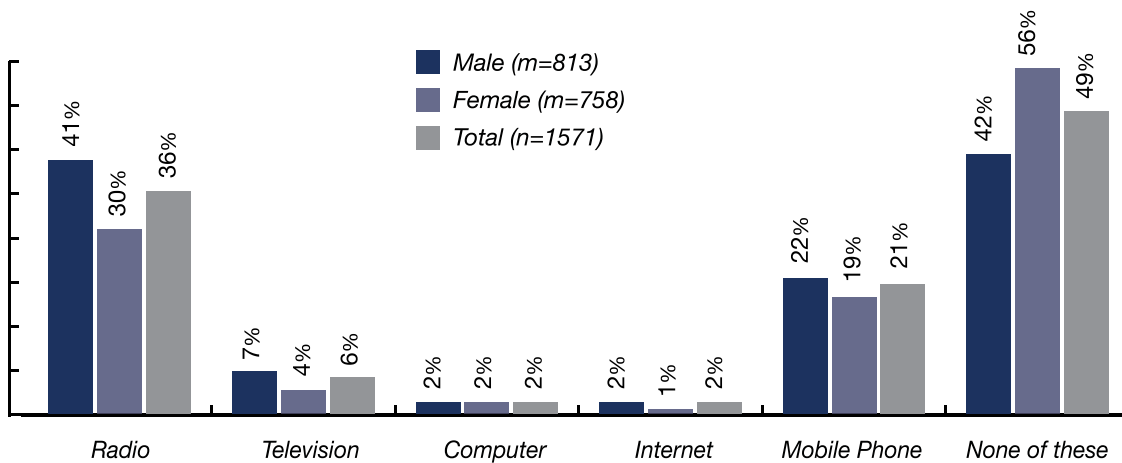
Figure 11: Access to Communication Technologies/Devices within the Household by Radio Listeners and Non-Listeners



## Access Outside of the Household

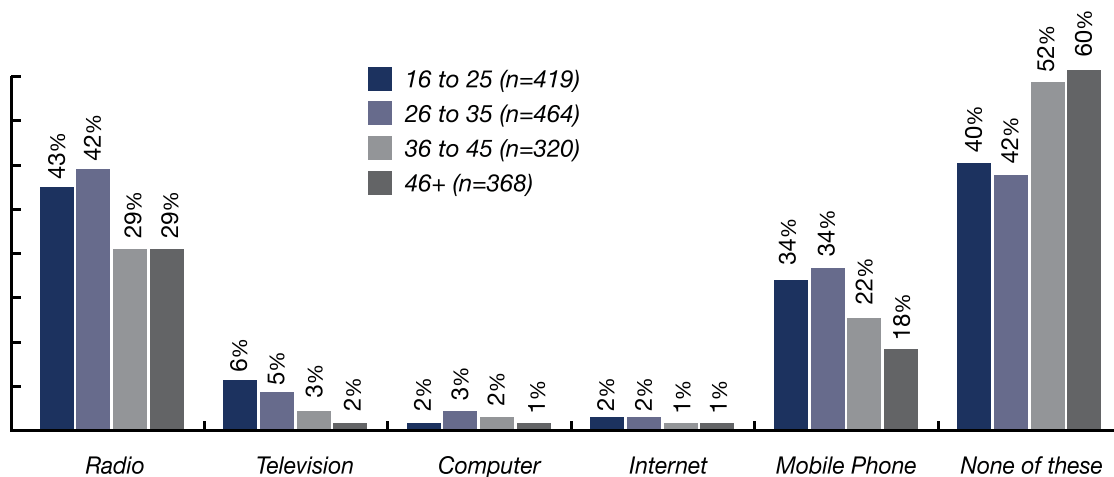
In order to gauge respondents' wider access to information, they were asked if they had regular access (at least once per week) to one of the listed devices/technologies outside of their household. Thirty-six percent of all respondents reported having regular access to at least one of the devices/technologies within their community. Gender differences were also evident and followed a similar pattern to that of data reported for household access (see Figure 12).

Figure 12: Regular Access to Communication Technologies in the Community by Gender



Additionally, regular access to the listed devices/technologies outside of the household was further analyzed by age cohort. Again, this information follows a similar pattern as data for household access (see Figure 13).

Figure 13: Regular Access to Communication Technologies in the Community by Age (n=1571)



Overall, respondents recorded little difference between access to technology within the household and access outside of the household. This suggests that sharing radio access among members of the community does not affect the penetration of these media devices beyond those who already have access to them within their home. These combined results mirror the previous data and are represented in the following table 7.

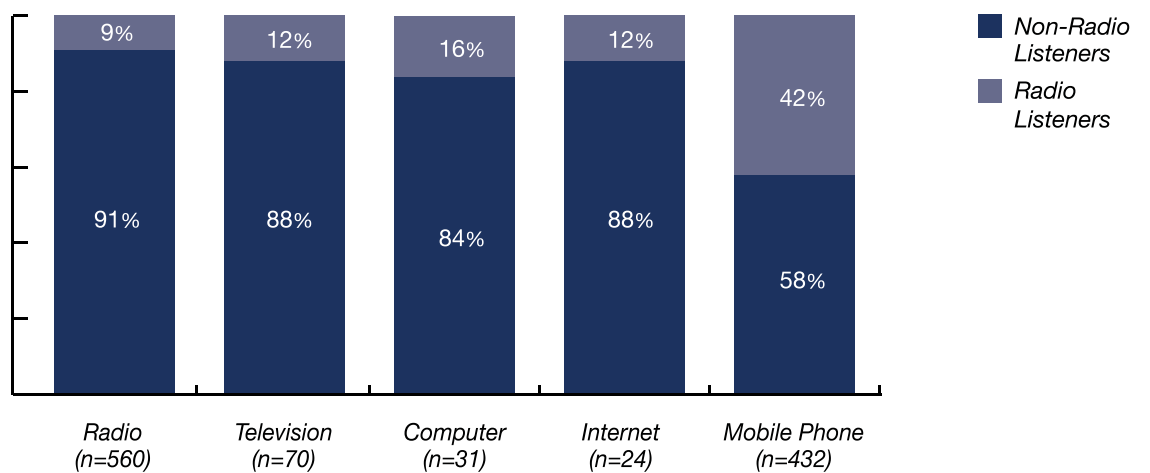
When combined, figures representing access within the household and access in the community reveal gaps in media access rates between males and females, especially among commonly used devices such as radios and mobile phones.

*Table 7: Combined Regular Access Within and Outside the Household to Communication Technologies by Gender*

Technology Type	Male Access (n=813)	Female Access (n=758)	Total Access (n=1571)
Radio	48%	34%	41%
Mobile Phone	34%	28%	30%
Television	9%	6%	7%
Computer	4%	3%	3%
Internet	4%	2%	3%
Neither within or outside household	1%	27%	16%

Access to devices within the community was reported higher among radio listeners versus non-radio listeners. Very similar ratios were reported when compared to access by radio listenership within the household (see Figure 14).

*Figure 14: Access to Communication Technologies/Devices within the Household by Radio Listeners and Non-Listeners*



# Listening Habits



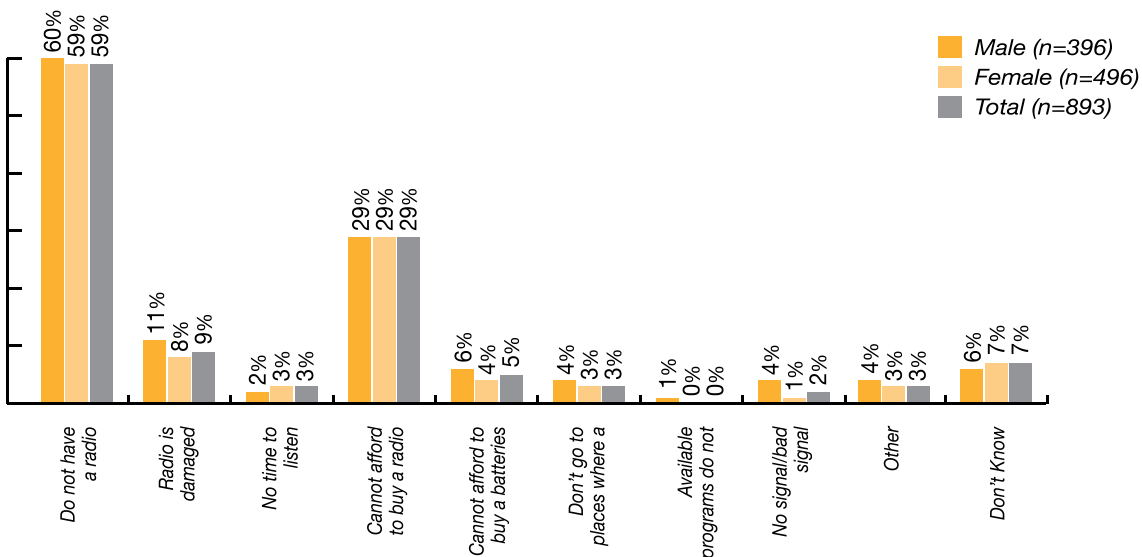
The following section details habits among radio listeners and non-listeners. Overall, 55% of all respondents reported that they did not listen to the radio in the past six months, while 45% reported listening to the radio at various frequencies.

## Non-Listeners

Non-radio listeners were more likely to be female—64% of females reported never listening to the radio over the past six months compared to 47% of males. As per survey design, a non-listener is classified as a respondent who has not listened to the radio over the past 6 months—not necessarily a person who has never before listened to the radio.

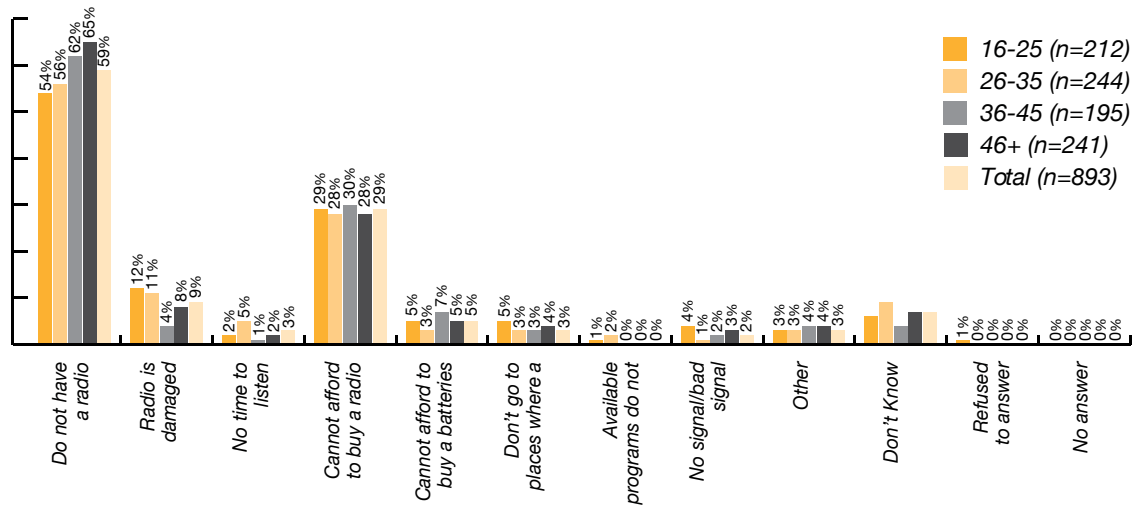
Non-listeners provided various explanations for their lack of radio listening in the previous six months, with the primary reason (59%) being that they did not own a radio. An additional 29% of non-listeners reported that they could not afford to buy a radio. In general, reasons for not listening to the radio were comparable between males and females and there were insignificant differences with respect to gender (see Figure 15).

Figure 15: Reported Reasons for Not Listening to the Radio among Respondents by Gender



Reasons for not listening to the radio in the previous six months were also differentiated by age cohort. There was a noticeable trend in terms of increasing age and not owning a radio as the primary reason for not listening. Figure 16 illustrates reported reasons for not listening to the radio among non-listeners by age cohort.

Figure 16: Reported Reasons for Not Listening to the Radio among Respondents by Age



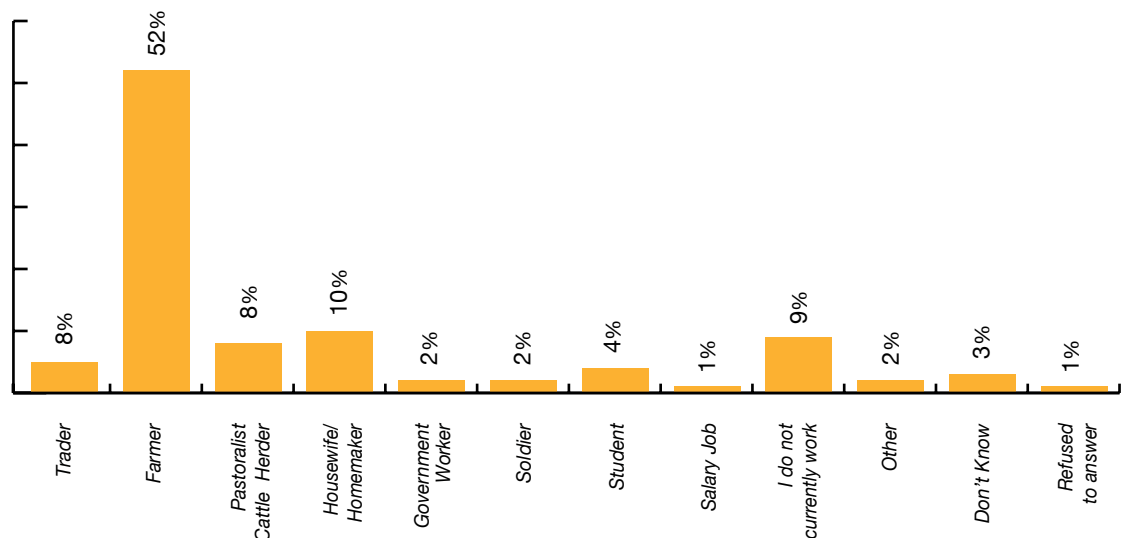
It is interesting to note, the low percentage of respondents who reported several reasons for not listening to the radio. Specifically, only 2% of non-listeners reported not listening to the radio because of a bad signal or no signal. This could suggest, among other things, that radio penetration throughout South Sudan is high. Also, very few non-listeners (0.4%) reported disinterest in programming as the primary reason for not listening to the radio. It is possible that simply increasing the availability of radios could capture a much wider listenership.

## Non-Listener Profile

A demographic profile of the radio non-listener was created to assist in targeting and reaching this population.

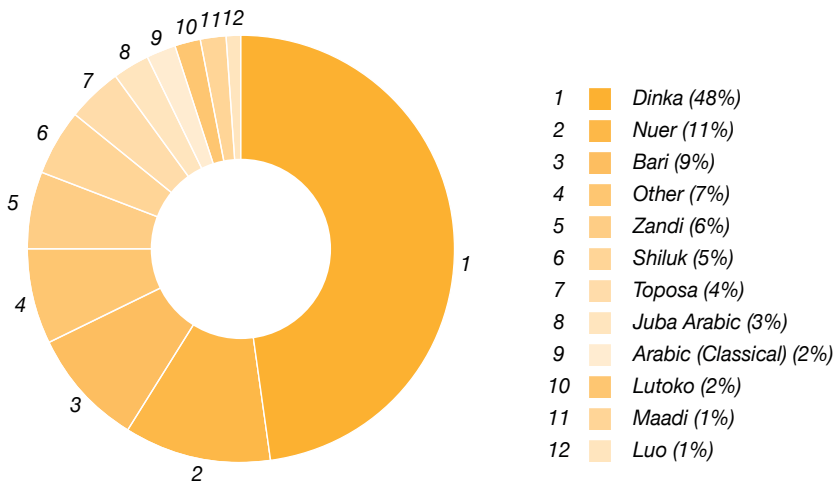
Among non-listeners 86% were located in rural areas with 44% male and 56% female. Non-listeners tend to be older, with 38% being aged 46+ compared to 16% aged 16-25. Non-listeners overwhelmingly listed farming as their primary work, with 52% identifying in this field of occupation (see Figure 17).

Figure 17: Occupation among Non-Listeners (n=893)



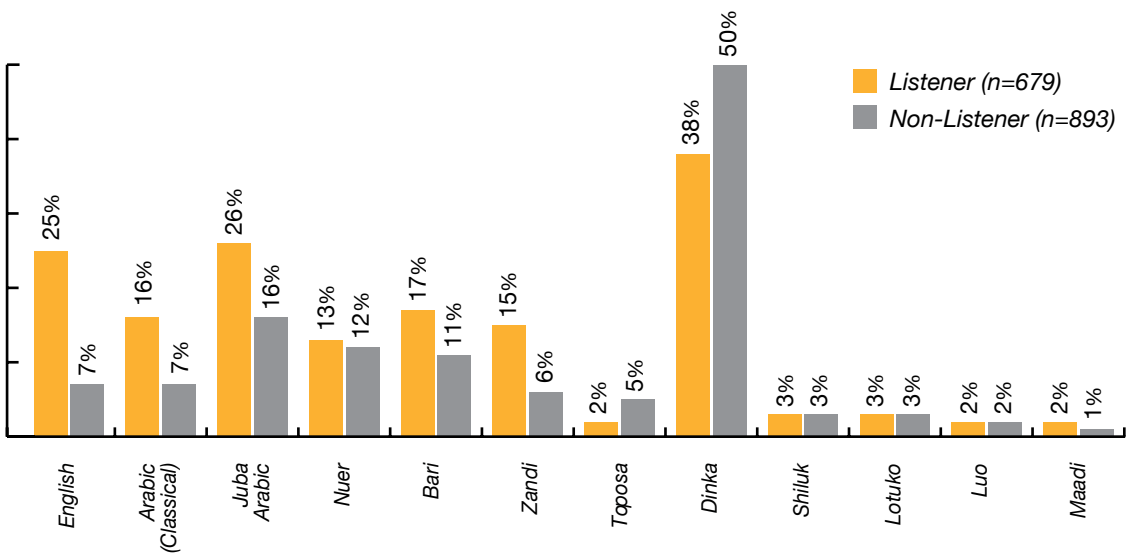
The most common primary language listed was Dinka at 48%. English as a primary language was not listed by non-listeners of radio. Primary languages of non-listeners are illustrated in the following Figure 18.

Figure 18: Primary Language Spoken among Non-Listeners



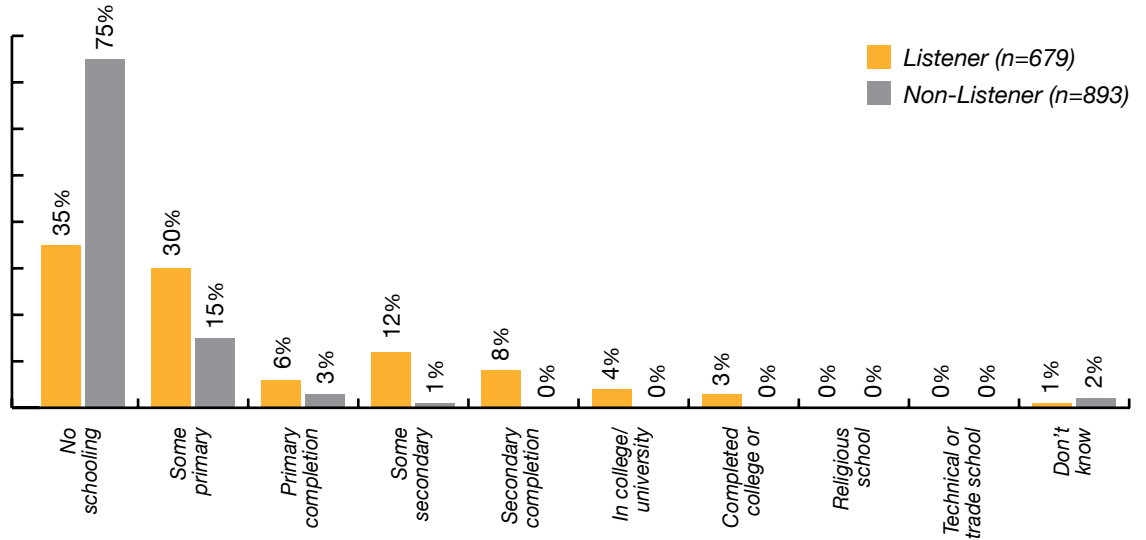
It is important to note that tribal languages are much more commonly understood among non-listeners, with 50% stating that they are able to speak and understand Dinka well. Whereas English was understood and spoken well by 25% of radio listeners, only 7% of non-listeners noted they could speak or understand it well. This is further broken down in the following figure.

Figure 19: Language Spoken and Understood Well by Radio Listeners and Non-Listeners



Non-listeners were primarily illiterate, with 22% noting they can read (compared to 56% among listeners). Significant disparities within education level were also noted, as 75% of non-listeners had no schooling (compared to 35% among listeners). This is represented in the following figure.

Figure 20: Education Level by Radio Listeners and Non-Listeners



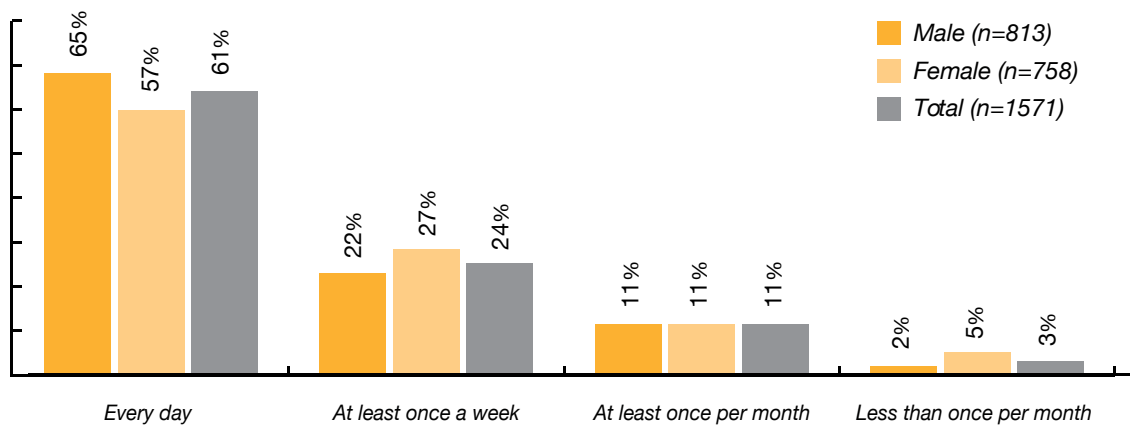
## Radio Listeners

Approximately 43% of all respondents reported being radio listeners. Among listeners, approximately 61% listen to the radio every day while 24% listen at least once per week.

With respect to gender differences, males tend to listen more frequently than females; approximately 65% of male listeners tune in every day compared to 57% of female listeners. However, more female listeners (27%) tune in at least once per week than male listeners (22%).

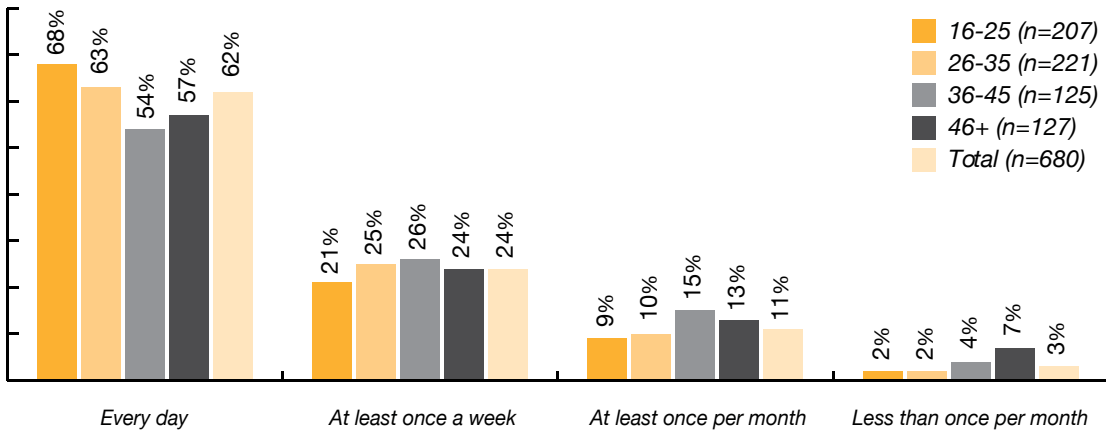
Figure 21 illustrates listening frequency among radio listeners by gender.

Figure 21: Listening Frequency among Radio Listeners by Gender



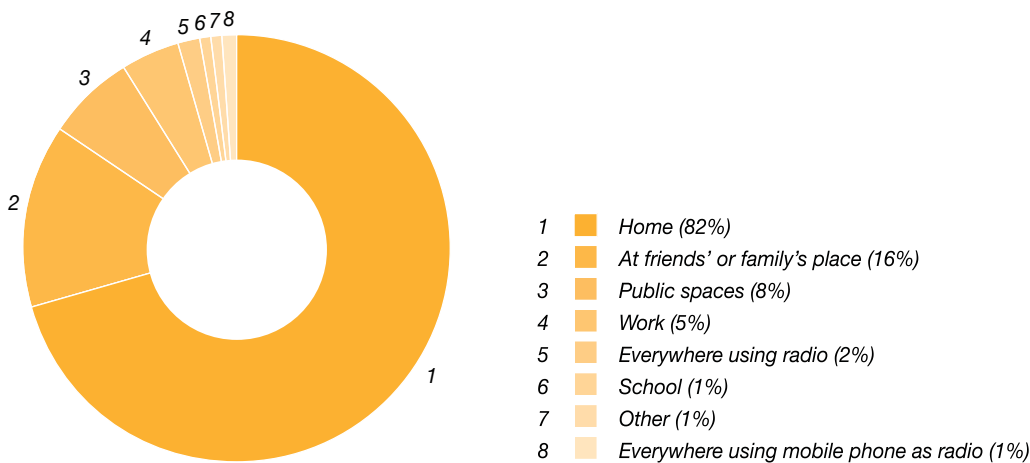
There were no significant relationships between age and listening frequency. Among those who listened every day, the 16-25 year age cohort had the greatest percentage of listeners (68%). Figure 22 illustrates listening frequency among radio listeners by age cohort.

Figure 22: Listening Frequency among Radio Listeners by Age



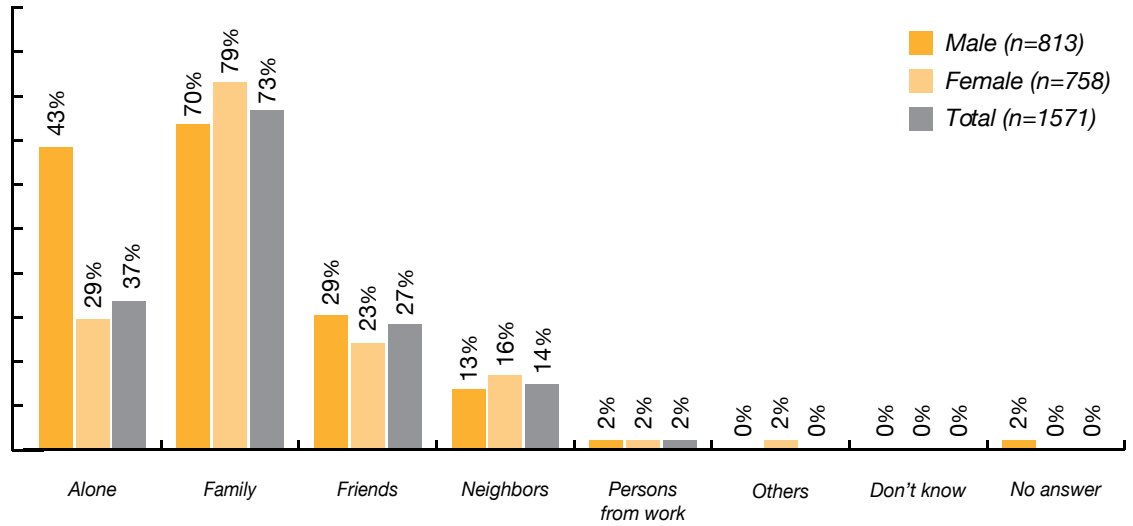
Listeners also identified the locations where they were most likely to listen to the radio. The vast majority (82%) listen in their homes. This is true for both males (83%) and females (80%). Figure 23 illustrates radio listening locations.

Figure 23: Locations where Radio Listeners Tune In to the Radio (n=679)



Radio listeners were also asked to identify those people with whom they listen to the radio. Seventy-three percent of listeners reported listening to the radio with family members. Females were more likely to listen to the radio with family members (79%) and neighbors (16%) when compared to males (70% and 14% respectively). Males were more likely to listen to the radio alone (34%) and with friends (29%) when compared to females (28% and 27% respectively). Figure 24 illustrates radio listeners and the people that join them to listen to the radio.

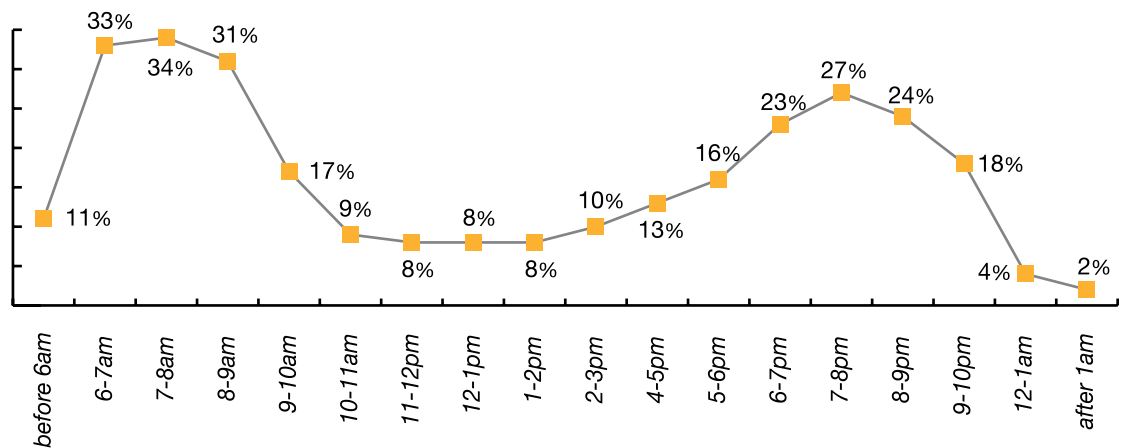
Figure 24: Radio Listeners by People With Whom They Listen



In general, the data tend to support the idea that listening to the radio is a relatively personal, home-based activity. When individuals do listen to the radio outside of their immediate households, they are more likely to do so at the place of a friend or family member. Subsequently, radio is a relatively intimate medium situated within the confines of the individual's immediate social network. It is much less likely to be a public or shared medium and listening is rarely a group activity.

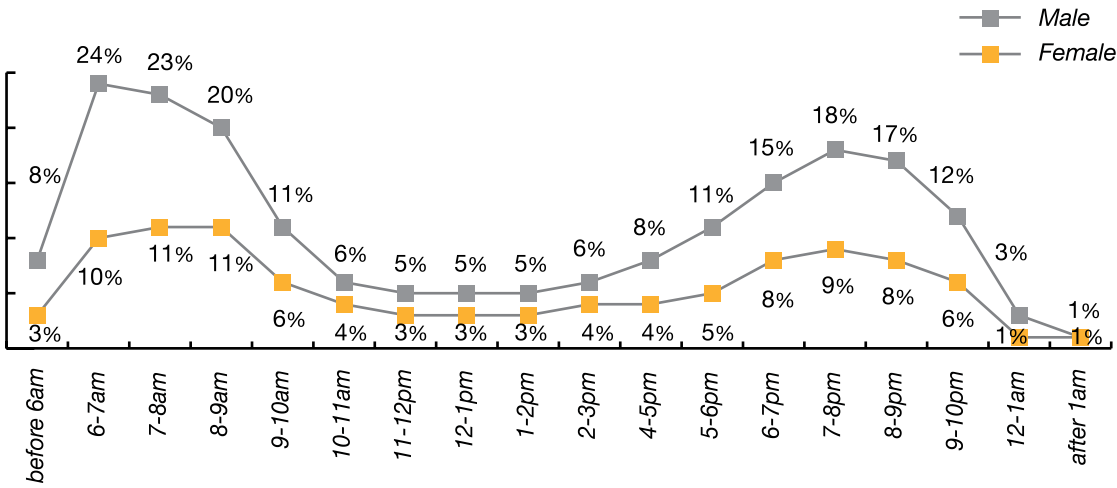
Information was also collected from radio listeners on their specific listening times. Listening times were recorded on a per station basis, and then aggregated across all stations for the national sample. Daily listening trends follow a familiar two-spiked pattern that mirrors the workday. The first spike is greater and occurs in the morning between 6-9 a.m., peaking between 7-8 a.m. when 34% of listeners reported tuning in. The second spike occurs in the evening between 6-9 p.m., peaking between 7-8 p.m. when 27% of listeners reported tuning in. Figure 25 illustrates rates of listenership over a 24-hour period.

Figure 25: Rates of Listenership over Time as Reported by Radio Listeners (n=662)



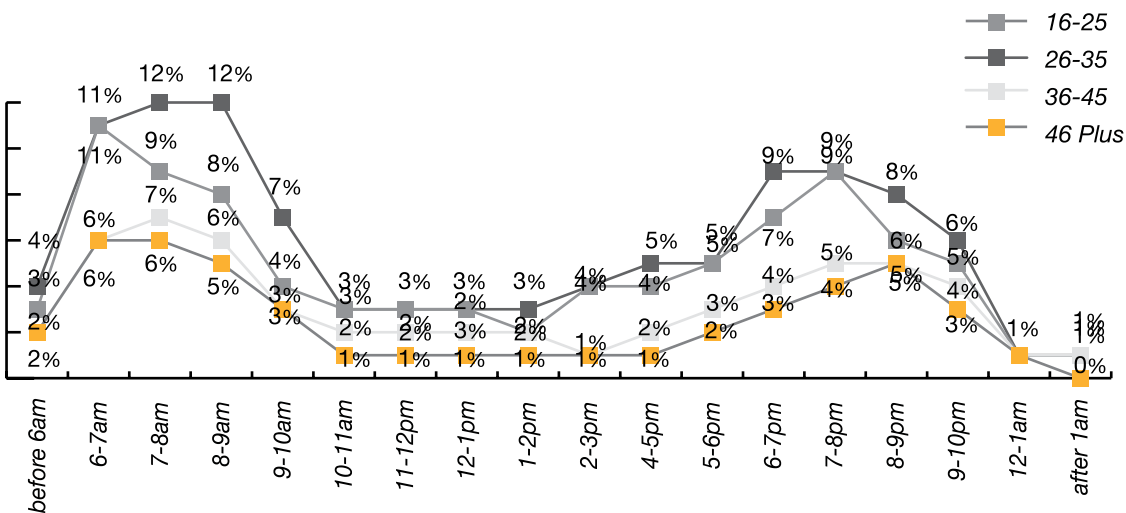
The general two-spiked pattern characterized the listening trends of both males and females. However, males were most likely to listen to the radio in the morning between 6-7 a.m. (24%) and females were most likely to do so slightly later between 7-8 a.m. (11%). During the evening hours, both males and females were most likely to listen to the radio between 7-8 p.m. Figure 26 illustrates the listening times by gender.

Figure 26: Rates of Listenership over Time as Reported by Radio Listeners by Gender (n=662)



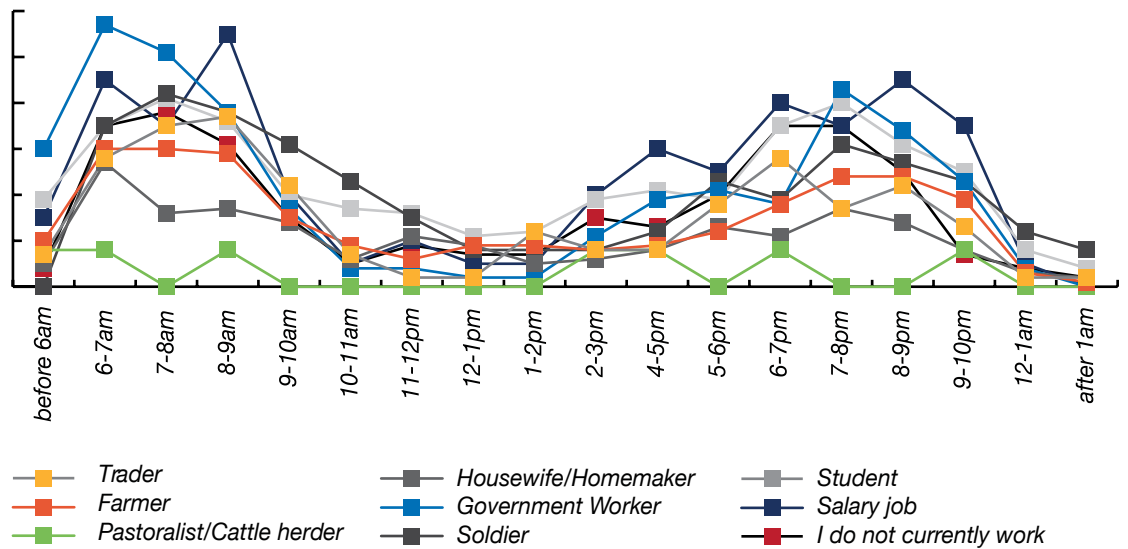
There were also differences in daily listening times between age cohorts. Listeners in the 16-25 year age cohort and those aged 46 and above were most likely to listen between 6-7 a.m., while those in the 26-35 and 36-45 year age cohorts were most likely to listen slightly later between 7-8 a.m. During the evening hours, listeners in the 16-25 and 26-35 year age cohorts were most likely to listen to the radio between 7-8 p.m. while those in the 36 year age and above cohorts were most likely to listen between 8-9 p.m. Figure 27 illustrates listening times by age cohort.

Figure 27: Rates of Listenership over Time as Reported by Radio Listeners by Age (n=662)



These differences in listenership times by age can be attributed to occupation, as those who listed themselves as students or not currently working—younger age cohorts—listened more frequently during the earlier morning and evening hours, compared to those who identified as government workers or salaried jobs (see Figure 28).

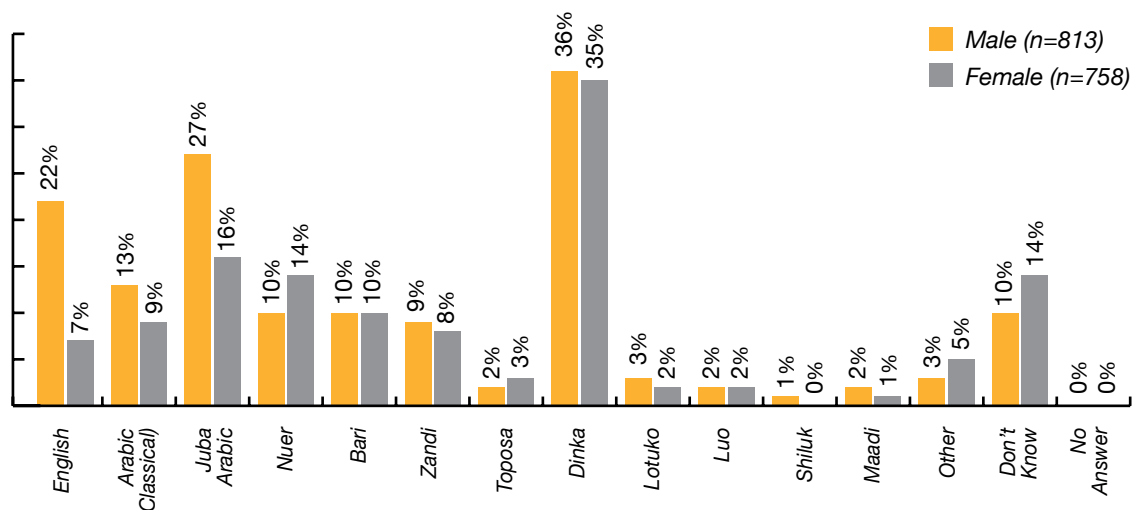
Figure 28: Rates of Listenership over Time as Reported by Radio Listeners by Occupation (n=662)



Radio listeners were also asked about their broadcast listening language (i.e., which language they listened to when listening to the radio). Thirty-five percent of listeners reported Dinka as their broadcast listening language.

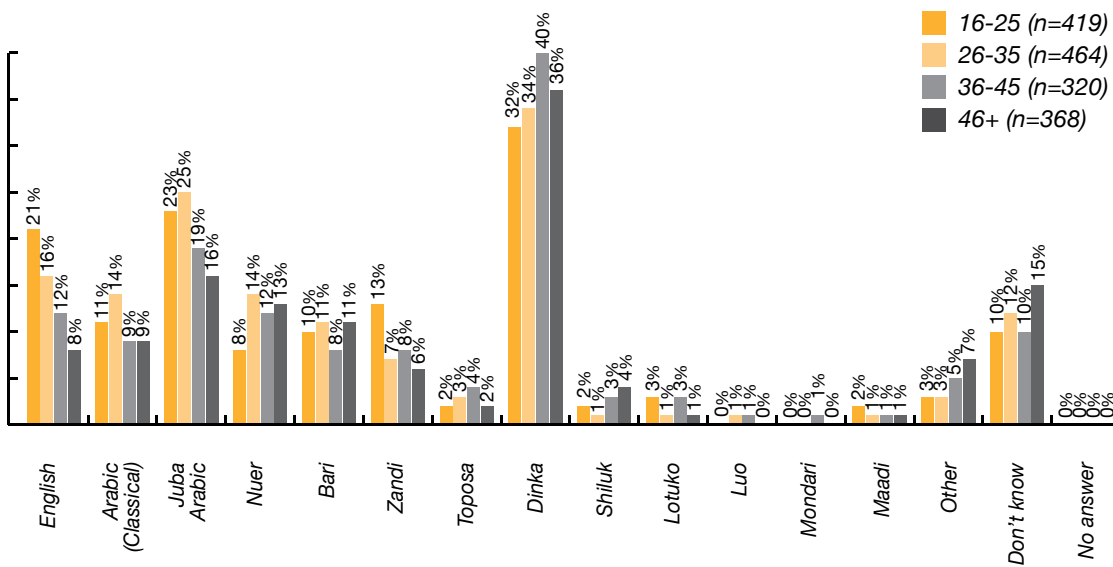
With respect to gender, males were significantly more likely than females to listen to English, Classical Arabic, and Juba Arabic. Among these three languages, the difference between males and females was greatest with respect to English. Twenty-two percent of males and 7% of females reported English as their broadcast listening language. This could potentially be attributed to the greater access to education among the male population of South Sudan. Figure 29 illustrates broadcast listening language by gender.

Figure 29: Broadcast Listening Language by Gender (n=1571)



In terms of age, there was a significant difference between age cohort and broadcast listening language. Specifically, younger age cohorts were more likely to listen to the radio in English and Juba Arabic. Approximately 21% of the 16-25 year age cohort identified English as their broadcast listening language while 23% identified Juba Arabic. These percentages dropped to 8% and 16% respectively among listeners aged 46 and above. There was an insignificant difference between age and Classical Arabic with respect to broadcast listening language, (in contrast to gender and Classical Arabic). Figure 30 illustrates broadcast listening language by age.

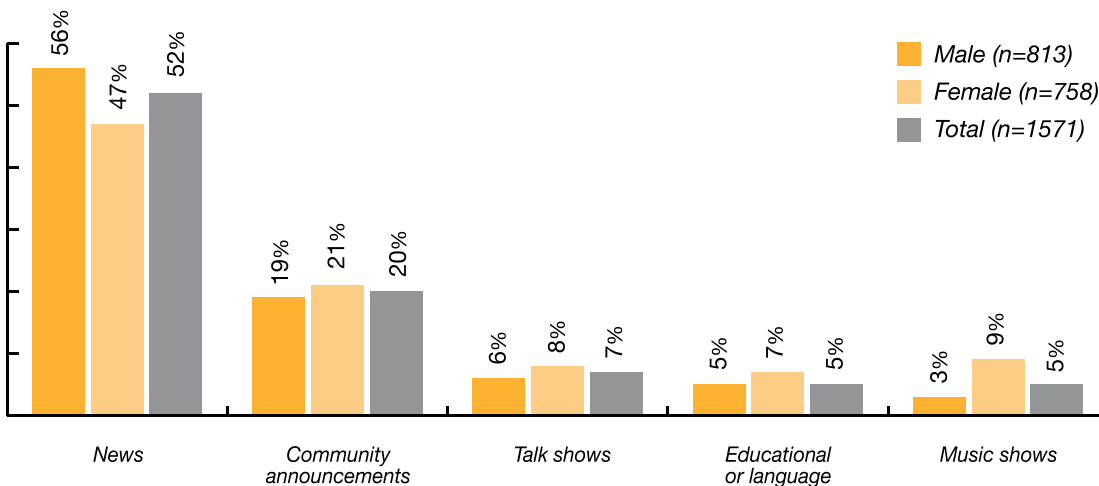
Figure 30: Broadcast Listening Language by Age



Radio listeners were also asked about their program preferences. Among radio listeners, 53% identified news as their preferred program. In addition, 20% of listeners identified community announcements and 7% identified talk shows. Other programming preferences included educational/language programs and music shows.

In general, males and females had similar program preferences. However, males (56%) were more likely to prefer news programs than females (47%). Figure 31 illustrates preferred program type by gender.

Figure 31: Top Five Preferred Program Types among Radio Listeners by Gender



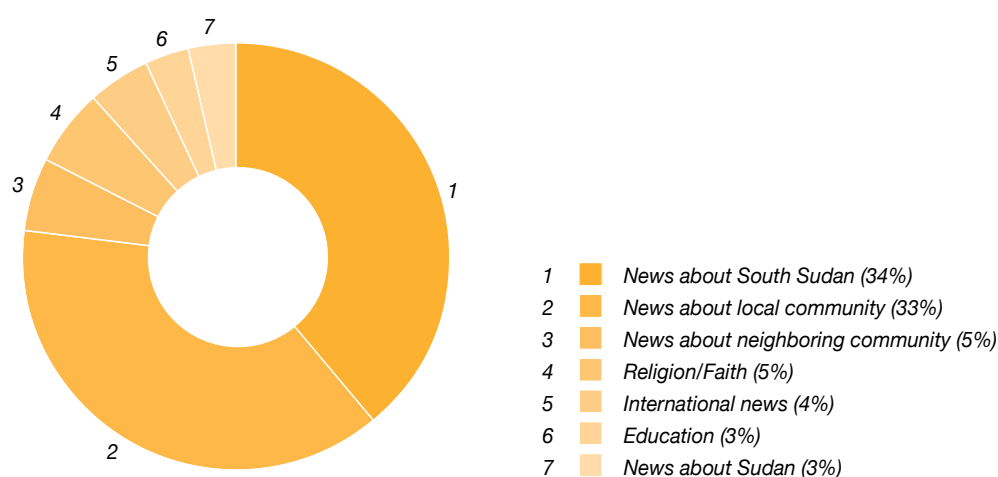
Listeners were also asked to identify other types of programs that they tune in to, beyond their preferred program type. There were significant gender differences noted, with more males than females identifying sports, talk shows (with a call-in format), and debates in which experts discuss opposing views. In each case, approximately 5-6% more males than females chose these programs. In contrast, more females (34%) chose music shows than males (27%). Table 8 lists other types of programs that listeners tune in to by gender.

Table 8: Other Types of Programs Radio Listeners Tune in for by Gender (n=679)

Type of Program	Male	Female
Talk shows where listeners can call in	22%	17%
Interviews with experts where listeners call in	11%	5%
Debates in which experts discuss opposing views	12%	7%
Educational or Language learning program	24%	19%
Music Show	27%	34%
Sports	8%	2%

Listeners were also asked to identify which topics they felt were most important with respect to radio programming. A large majority of people chose topics about national and local news. Thirty-four percent of all listeners identified news about South Sudan as the most important topic, while an additional 33% of listeners identified news about their local community. Only 5% felt that news about neighboring communities was an important topic. News about Sudan also ranked low, with only 3% identifying this topic as important. Figure 32 illustrates the topics identified as most important to radio listeners (note that the threshold = 3% or higher).

Figure 32: Topics Deemed Most Important by Radio Listeners (n=679)



Finally, listeners were asked to identify other types of radio programs that they would like to hear in greater frequency. The most common responses (and corresponding percentages of listeners who chose this topic) included international news (40%), news on South Sudan (36%), news on their neighboring community (20%), educational programming (19%), and programs about women's issues (11%). Given that only 5% of radio listeners noted that news on neighboring communities is important, 20% indicated that they would like to hear more of such programming. It appears that programmatic choice and desire is based more on interest than importance.

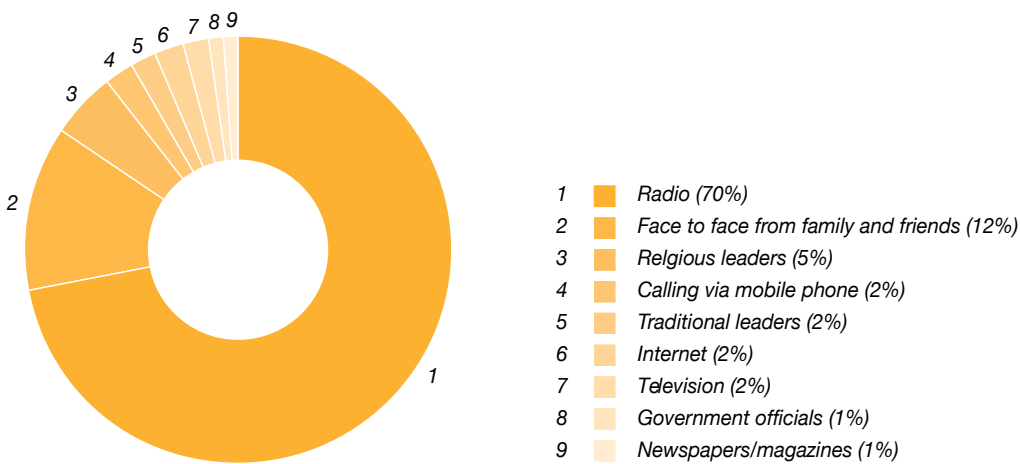
Gender differences were apparent in terms of the percentages of listeners who chose educational programming (68% male versus 32% female), and programs about women’s issues (68% female versus 32% male).

## Media Consumption and Engagement

Radio listeners were asked a series of questions in order to better understand the regularity with which they accessed news by radio versus other means. The goal was to isolate their overall consumption patterns while measuring the degree to which radio was their primary source of information.

The majority of radio listeners (70%) tended to rely on radio as their only source of information (73% males and 67% females). The second most identified source of information involved face-to-face communication with friends or family (12%). A significantly greater percentage of females (7%) versus males (3%) reported religious leaders as their primary source of information. In terms of age cohorts, listeners who were 46 years and above were more likely than other age cohorts to identify face-to-face communication (18% versus less than 10% respectively). Listeners who were 46 years and above also seemed more likely than younger cohorts to rely on traditional leaders, though the overall percent associated with this category was low (2%). Figure 33 illustrates the primary news source among radio listeners.

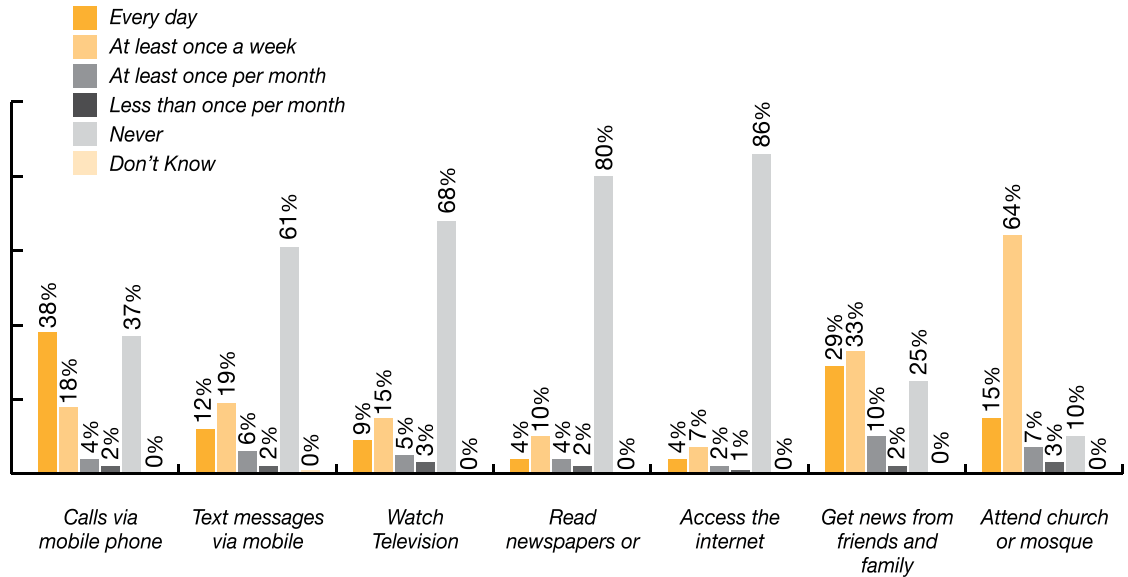
Figure 33: Primary News Source among Radio Listeners (n=679)



Radio listeners were also asked the frequency with which they accessed news by other means. Secondary news sources (and the associated percentages) included face-to-face communication (34%), calling via mobile phone (13%), television (12%), and newspapers/magazines (8%). In terms of gender differences, more males identified television (14%) and newspapers/magazines (10%) than females (8% and 4% respectively).

Radio listeners were most likely to use a mobile phone in addition to their radio, with 62% stating that they have used a mobile phone to make a call over the past six months with 38% of radio listeners doing so on a daily basis. Among radio listeners surveyed, 61% stated that in the past six months, they have never used text messaging, which is most likely due to high rates of illiteracy. The following figure shows how often radio listeners who have utilized technologies other than radio have done so over the past six months.

Figure 34: How often Radio Listeners Engaged In the Described Activities in the Past Six Months (n=679)



Listeners indicated that in the past six months they have not read any newspaper or magazine (80%); and of those who have read newspapers /magazines only 4% use this new source every day. Males reported reading newspapers or magazines more than females, with 24% stating this, versus 14% of females. This is not necessarily indicative of higher literacy rates among males, but can be inferred as a reason for this disparity.

Among listeners surveyed, 86% had never accessed the Internet; with only 7% having access to the Internet at least once per week. Only 2% of respondents had access to the Internet at least once per month and 1% accessed the Internet less than once per month. It is important to note that of those who had access to Internet every day, the highest percentage (25%), were from the younger age cohorts (16 to 35 years old).

Finally, radio listeners were asked if they interacted directly with a radio station (or with others about radio) and the nature of those interactions. Twenty-three percent of listeners had called into a radio station in the past, 10% had met with community members to listen and/or discuss a radio program, 4% had sent a text message to a radio station, and 3% had visited a radio station in person. Older age cohorts were significantly less likely to engage with a radio station; approximately 65% of those ages 46 and above had never engaged in any such activity. In addition, males were more likely than females (27% versus 16% respectively) to have engaged with a radio program or station or with others about a radio program or station in some manner.

# Radio Station Recognition and Top Station Profiles



Radio listeners were also asked questions to gauge station awareness, recognition and listenership. When listeners were queried (without any prompting) to name radio stations that are available to them, 22% of respondents cited Radio Miraya, which is operated by the UN and Fondation Hirondelle. Twenty-five percent of male respondents named this station, compared to 18% among female respondents. Again, without prompting respondents, other stations commonly listed include: Yambio 90.0 FM (13%) with greater popularity in the 16 to 25 age cohort (21%), Spirit FM (8%), Weerbei FM (7%), and BBC World Service English (6%).<sup>11</sup>

When respondents were queried with some prompting, similar stations and patterns were identified nationally. The most highly recognized station among Radio Listeners was Radio Miraya, with 35% identifying this station—most likely because of its nationwide presence and continuous programming. The second and third most recognized stations were BBC World Service with English at 10% and Arabic at 9%; and finally, 7% identified Radio Anisa. It is important to note, the significant differences in recognition of stations between genders, with male respondents being almost three times more likely to recognize either of the BBC World Service stations. Additionally, recognition of Radio Miraya was significantly higher among those in the 26-35 age cohort (41%), citing this station—whereas recognition of BBC World Service Arabic was highest among those ages 46 and above.

Radio listeners were also asked to identify the radio station that they listened to the most. Male listeners were significantly more likely to identify BBC World Service Arabic than females (8% versus 3% respectively), while female listeners were more likely to identify Nhomlaau FM than males (5% versus 2% respectively). In terms of age, a significantly greater number of listeners from the 26-36 year age cohort (29%) identified Radio Miraya relative to other age cohorts.

Awareness factors and listening habits were examined nationally, with five top stations or services emerging and the strongest audience base within South Sudan. The following table summarizes the listenership and awareness figures for these stations/services with combined prompted and unprompted responses.

<sup>11</sup> The BBC World Service is not a South Sudanese radio station, but an international broadcasting service that can be heard on several FM frequencies in South Sudan, as well as on shortwave.

Table 9: Listenership and Awareness among the Top 5 Most Recognized Stations (n=679)

	Awareness	Ever Listened	Weekly Listeners
Radio Miraya	50%	45%	35%
BBC World Service (English)	14%	10%	8%
Yambio 90.0 FM	13%	11%	8%
BBC World Service (Arabic)	11%	8%	6%
Radio Anisa	9%	6%	5%

Internews sponsors five radio stations in South Sudan. Recognition and listenership frequencies for these stations were lower at the national level. This is expected, given these stations are not heard nationally, and they have a relatively limited broadcasting range when compared to nationally broadcast stations (within less than a 100km radius). However, it should be noted that two of the top five most recognizable stations are broadcast locally—Yambio FM and Radio Anisa—therefore it is possible for local stations to register among the top stations nationally. This becomes evident as the population base and percentage of listenership within their market is large enough to compare to a national audience. Table 10 lists Internews' sponsored radio stations in South Sudan nationally (even though they do not have a national audience) in terms of awareness and listenership frequencies. These are summarized by both prompted and unprompted responses.

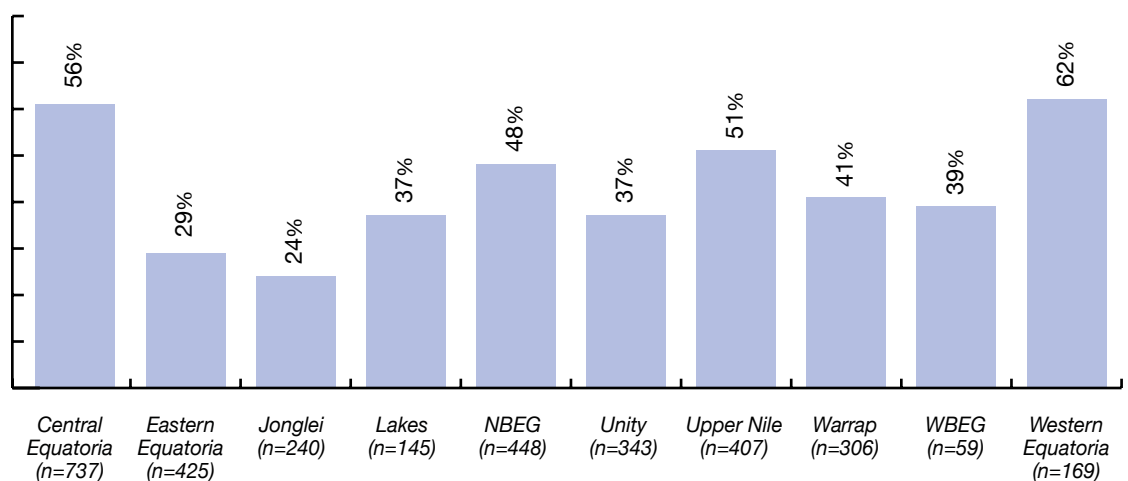
Two of the top five stations in the above table broadcast from Western Equatoria. Given that listenership in the state exceeds that of Central Equatoria, including Juba, this may provide a possible explanation as to why locally broadcast stations in Yambio rank among the top five most popular stations in a nationally representative survey (Table 9).

Table 10: Listenership and Awareness among the Internews Stations (n=679)

	Awareness	Ever Listened	Weekly Listeners
Eye Radio	3%	3%	3%
Mayardit FM	3%	3%	2%
Nhomlaau FM	7%	6%	4%
Naath Nasir	3%	3%	3%
Naath Leer	2%	2%	2%

The following figure details listenership rates by state.

Figure 35: Radio Listenership over the Past Six Months by State



The following table analyzes national listenership by station and state. Those stations or services marked with an asterisk represent a national broadcast. Those stations listed within multiple states have broadcasts set up in more than one location, via shortwave or a repeater network.

Table 11: Summarized Awareness, Ever Listened, and Weekly Listeners by Station by State (n=679)

State	Station	Awareness	Ever Listened	Weekly Listeners
CEQ	Radio Miraya (UN)*	50%	45%	35%
	BBC World Service (English)*	14%	10%	8%
	BBC World Service (Arabic)*	11%	10%	8%
	Spirit FM	8%	8%	6%
	Grace FM	5%	4%	1%
	Radio Juba*	4%	4%	4%
	Eye Radio	3%	3%	3%
	Bakhita FM	3%	3%	2%
	Liberty FM	3%	2%	1%
	Voice of America (VOA)*	2%	2%	2%
	Capital FM	2%	1%	1%
	Voice of the People (VOP)	2%	1%	1%
	Ngun Kata FM	1%	1%	1%
	Radio Easter	5%	6%	4%
EEQ	Voice of Eastern Equatoria State	3%	3%	3%
	Nehemiah Trumpet Call (NTC)	1%	1%	0%
	Radio Emmanuel	1%	1%	0%
Jonglei	Radio Jonglei 95.9 FM	5%	4%	4%
Lakes	Radio Rumbek	5%	4%	4%
	Radio Good News	4%	4%	3%
NBEG	Weerbei FM	8%	6%	5%
	Nhomlaau FM	7%	7%	7%
Unity	Bentiu FM	5%	6%	4%
	Naath FM Leer	1%	1%	1%
Upper Nile	BBC World Service (English)*	14%	10%	8%
	BBC World Service (Arabic)*	11%	10%	8%
	Radio Malakal	2%	1%	1%
	Naath FM Nasir	3%	3%	3%
	Saut al Mahabba (Voice of Love)	1%	1%	0%
Warrap	Radio Malakal	2%	2%	1%
	Radio Kwajok	6%	7%	5%
Warrap	Mayardit FM	3%	4%	3%
	WBEG	BBC World Service (English)*	14%	10%
BBC World Service (Arabic)*		11%	10%	8%
Radio Voice of Hope		1%	1%	1%
Radio Wau		1%	1%	1%
WEQ	BBC World Service (English)*	14%	10%	8%
	Yambio 90.0 FM	13%	45%	35%
	BBC World Service (Arabic)*	11%	10%	8%
	Radio Anisa	9%	11%	8%
Sudan	Radio Omdurman	3%	3%	3%
Darfur	Radio Dabanga	2%	3%	2%
AAA	Radio Tamazuj	2%	3%	2%
	No awareness	5%	1%	1%

In general, awareness/recognition and listenership frequencies associated with specific radio stations in South Sudan suggest a strong association between awareness and station adherence.

Central Equatoria State (CEQ) has the largest variety of radio stations. When this fact is juxtaposed against the percentage of radio listeners in CEQ and Western Equatoria (WEQ) we can begin to understand how Yambio FM and Radio Anisa are able to rise among the top five most listened to stations (see Figure 31). Lack of variety in WEQ coupled with high rates of listenership means that stations can register on a national scale.

In general, awareness/recognition and listenership frequencies associated with specific radio stations in South Sudan suggest a strong association between awareness and station adherence. In other words, radio listeners tend to listen to the stations they are aware of which appears to be a very narrow range. Confirming this, the data shows no significant differences between percentages of listeners who have heard of a particular station and those who listen to that station weekly.

## Station Profiles

This following section provides additional details on the five most popular radio stations and services as reflected in the tables in the preceding section. These stations are: UN Radio Miraya, BBC World Service English, Yambio 90.0 FM, BBC World Service Arabic, and Radio Anisa.

### UN Miraya FM

Radio Miraya is operated by the United Nations Mission in South Sudan in partnership with Fondation Hironnelle, a Swiss non-governmental organization. It has the widest geographic reach of any FM radio station in the country. During the first five years of operation, Radio Miraya maintained a newsroom in Khartoum and broadcast to north and south Sudan on shortwave. The station ceased operations in the north when South Sudan became independent in July 2011, and currently, Radio Miraya broadcasts from Juba on 101.0 FM through a network of 26 relay stations linked by satellite. The station also broadcasts on 9940 KHz shortwave.<sup>12</sup>

Eighty-nine percent of radio listeners who were aware of Radio Miraya reported listening to the station. Among Radio Miraya listeners, 79% reported listening to the station within the last seven days (69% male versus 30% female). An additional 16% of listeners reported listening to the station within the past month and 2% within the last year. Fifty-two percent of Radio Miraya's listeners tune in daily, with 72% male and 28% female. Additionally, 25% of Radio Miraya's daily listeners fall within the 16-25 year age cohort and 19% were aged 46 and over.

Radio Miraya has its highest rates of listenership in the morning hours. Forty-two percent of listeners tune in between 6-7am and 44% between 7-8am; these percentages decrease to 30% between 8-9am and 12% between 9-10am. A large majority of listeners in the morning hours are male; approximately 71% of listeners who tune in between 6-7 a.m. are male (versus 28% female).

### BBC World Service English

BBC World Service is one of the world's leading international radio broadcasters, reportedly reaching 182 million people each week. It broadcasts globally in 28 languages, including English. In South Sudan, the BBC radio service broadcasts from Juba on 88.2 FM and through three other FM relays in Wau, Yambio and Malakal; their programming is rebroadcast on many local stations throughout South Sudan, increasing their reach beyond the Juba broadcast area.

Of the radio listeners who are aware of BBC World Service English, 72% reported listening to the service. Among these respondents, 73% reported listening within the last seven days (90% males versus 10% females). An additional 14% reported listening within the last month and 5% within the last year. Among those who listened in the past week, 31% listened on a daily basis—94% of daily listeners are male and 6% female. Fifty percent of daily listeners fall within the 26 to 35 age cohort.

<sup>12</sup> Some information on radio stations discussed in this section was taken from [www.infoasaid.org](http://www.infoasaid.org)

BBC World Service English has its highest rates of listenership in the morning hours. Approximately 51% of listeners tune in between 6-7 am, 24% between 7-8 am, and another 24% between 8-9 am. During the evening hours, approximately 26% tune in between 8-9 pm. There were fewer female listeners to BBC World Service English; only 8% of those who listened during the 6-7 am time slot were female and only one female respondent reported tuning in between 8-9 pm.

## Yambio 90.0 FM

Yambio radio station was established by the government of Western Equatoria State in 2009. It is broadcast on 90.0 FM and covers the entire state from Nagero County to Mundri East. At its launch, the station ran morning, afternoon and evening programming supplemented by musical interludes. Since then, it switched to a 24 hour format.

Among those radio listeners who had heard of Yambio FM, 85% have listened to the station. The majority of those who had listened to Yambio FM (77%) indicated that they have listened to the station in the last seven days (64% male versus 35% female), 19% within the last month and 3% within the last year. Among the Yambio FM listeners who tuned in during the past seven days, 47% have listened on a daily basis—62% male and 37% female. Yambio FM listeners tend to be younger, with 52% of daily listeners falling within the 15 to 25 year cohort, showing that Yambio FM has a loyal following of younger listeners.

Similar to other stations, Yambio FM listeners tune in during morning hours, with 48% listening between 7-8 am and 47% between 8-9 am. Yambio FM has relatively high evening listenership, with 42% tuning in between 8-9 pm and 43% between 9-10 pm. Males had a higher tendency of listening during these times, with 66% of those listening between 7-8 am being male.

## BBC World Service Arabic

BBC World Service Arabic was established in 1938 as its first foreign language service. The station also broadcasts 24 hours per day, 7 days a week. Similar to its English language service, BBC World Service Arabic broadcasts programming from Juba, Wau, Yambio, and Malakal; it is rebroadcast on many local stations throughout South Sudan, increasing the station's reach.

Among those radio listeners aware of the BBC World Service Arabic, 74% have listened to the service. Seventy-six percent of these respondents indicated that they have listened to the BBC World Service Arabic within in the last seven days; 11% have listened within the last month and 9% within the last year. Of those who listened in the past week, 88% were male and 11% were female. Among those who listened in the last seven days, 64% listened daily with 85% male and 14% female.

A majority of BBC Arabic listeners tune in during the morning hours, between 6-8 am, with 63% listening from 6-7 am and 41% from 7-8 am. Additionally, 32% of listeners tune in during evening time between 8-9 pm, and 23% between 6-7pm. Morning and evening listeners are primarily male, with 85% (male) tuning in between 6-7am, along with 100% (male) listening to the station between 8-9pm.

## Radio Anisa

Radio Anisa FM is based in Yambio, Western Equatoria and named after the Zande language word "anisa", which means, "we are one". The station broadcasts on 92.0 FM and includes a strong coverage area within a 100 km radius of Yambio, with a weaker coverage area between 100-160 km. However, the signal is reported to have been received up to 185 km away and as far as Ezo Town Centre, Ibba Stream and Tombura Town. There is a potential audience of upwards of 400,000 (based on estimates from the 2008 census associated with these broadcast ranges). Broadcasts are conducted in several languages to foster inclusivity. Languages include Arabic, English, and Zande among others.

Among those who are aware of Radio Anisa, 84% indicated that they have listened to the station in the last seven days; 14% tuned in within the last month, and 3% within the last year. Of the participants who listened in the past 7 days, 41% are female. Thirty-five percent of respondents have listened to Radio Anisa on a daily basis, with only 2% being female listeners.

Radio Anisa has its highest listenership in morning hours, with 31% listening between 7-8 am, and 28% between the 6-7 am and 8-9 am time slots. Radio Anisa also has listenership in the evening hours with 30% listening between 7-8 pm and 28% between 6-7 pm. Both morning and evening listeners are between the ages of 16 to 25 years old, with 58% of this cohort listening from 7-8 am, as well as 36% between 7-8 pm. There are no listeners over 46 years old during these times. Males tend to listen more than females during peak morning hours, as 67% of listeners between 7-8 am are males and 56% of listeners between 7-8 pm are male.

## Station Comparisons

This section provides comparative data on the profiled stations based on radio listeners who had prior knowledge of a particular station. Subsequently, it is important to remember that the total number of listeners with prior knowledge for each station is different – as well as their composition. Figure 36 illustrates radio listeners by prior knowledge of the top five profiled radio stations listed above.

Figure 36: Radio Listeners who had Previous Knowledge of the Top Five Stations (n=679)

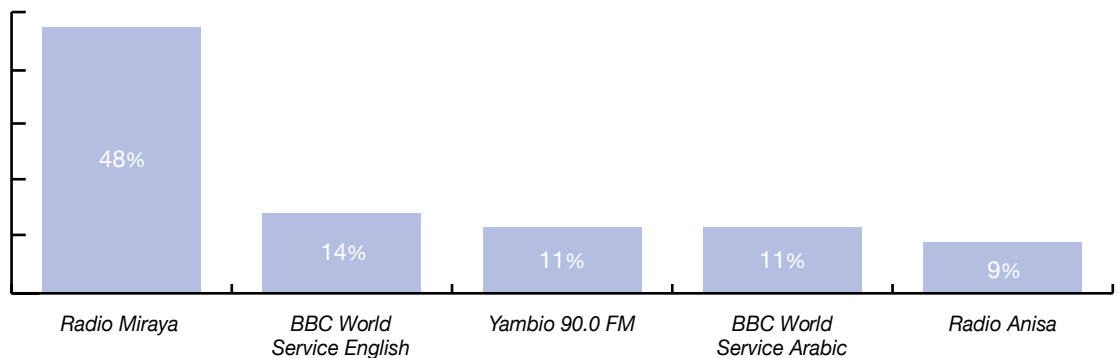


Figure 37 illustrates the gender breakdown of radio listeners by prior knowledge of the respective station. The graph shows a notable difference in gender. Generally, with the exception of Yambio 90.0, there are greater male listeners than female listeners.

Figure 37: Radio listeners with prior knowledge of that station by gender

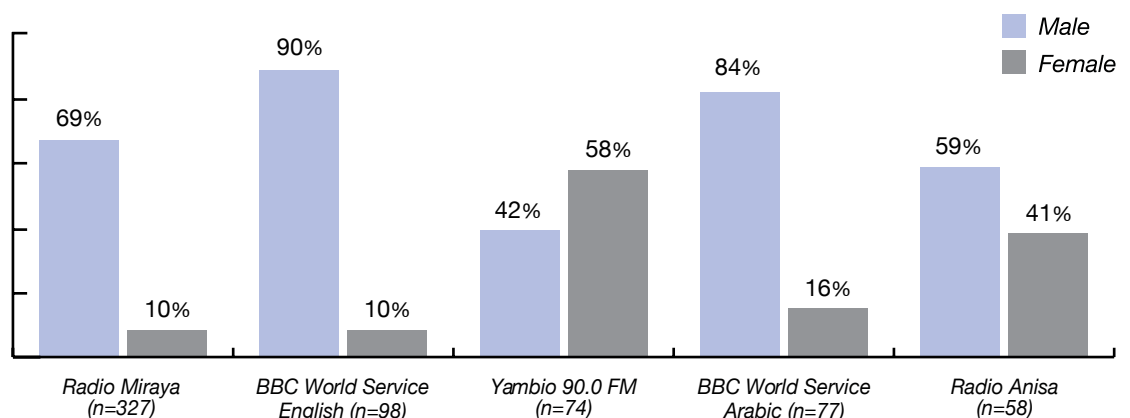
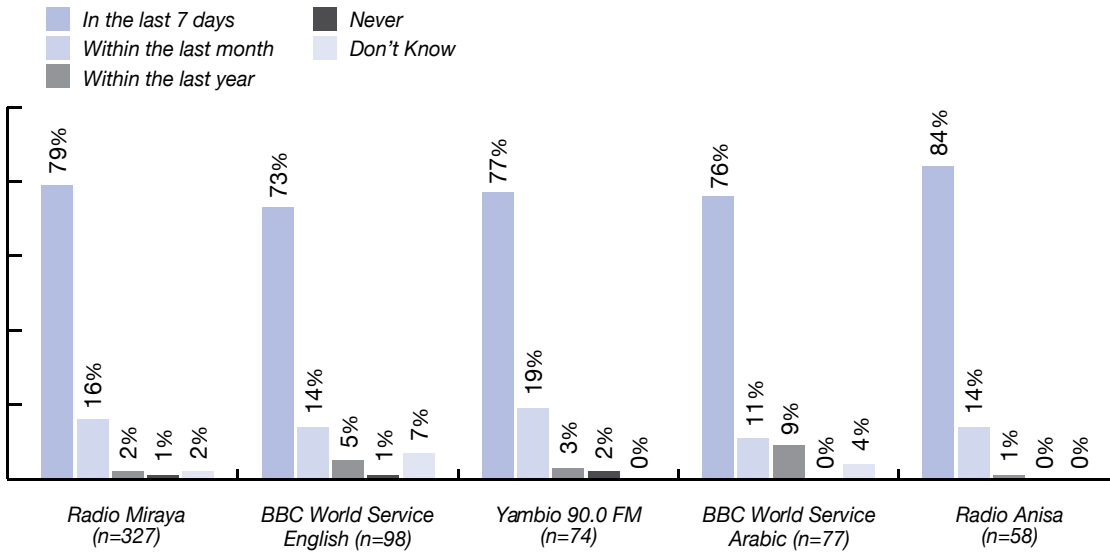


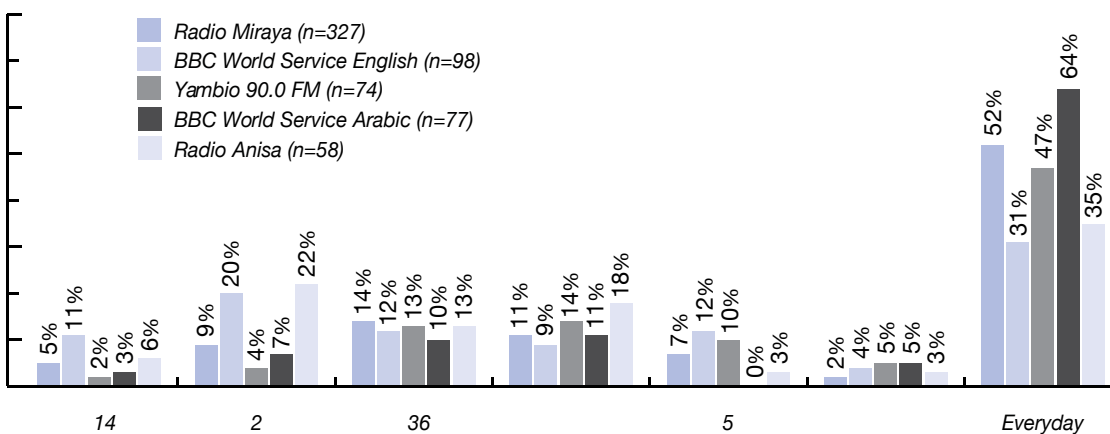
Figure 38 illustrates the frequency with which radio listeners with prior knowledge of that particular station tuned in. Data associated with the top five stations once again reflect the assertion that when listeners become aware of a particular station, they become regular listeners and tune in frequently. The vast majority of listeners with prior knowledge of each of the five top stations tuned in to that station within the last 7 days.

Figure 38: Frequency with which Radio Listeners with prior Knowledge of that Particular Station Tuned in



The following Figure 39 further breaks down listenership by station among those who reported listening over the past week.

Figure 39: Listenership by Number of Days over the Past Week among Top Five Stations



# Knowledge of Respondents and Impact of Radio



In addition to expanding information access in South Sudan, Internews' project has specific objectives that relate to improving knowledge and understanding of key topics among the population.

Specifically, the project aims to:

- Assist in strengthening the Government of South Sudan's core institutions by providing broadcast and feedback linkages with civil society groups and individual citizens, creating transparent and inclusive government policies, laws, and regulations;
- Increase citizen engagement with government institutions by providing balanced news and information on civic education, government activities, peace and development, anti-corruption and women's and minority issues;
- Provide coverage of political party activities and assist in connecting parties to citizens through public forums and listener feedback mechanisms;
- Cover activities leading to an interim and then permanent constitution and elections in order to inform and involve citizens and citizen groups in those processes;
- Advance cross-cutting objectives like gender, and inform South Sudanese on matters relating to health, agriculture, educational issues and culture.

An objective of this national survey was to provide baseline information in order to measure the long-term impact of programming on the knowledge, attitudes, and behaviors of the general public and radio listeners on these topics. As such, radio listeners were asked a series of questions involving civic awareness, gender, and health and hygiene. Responses to these questions are summarized in this section.

## Civic Awareness

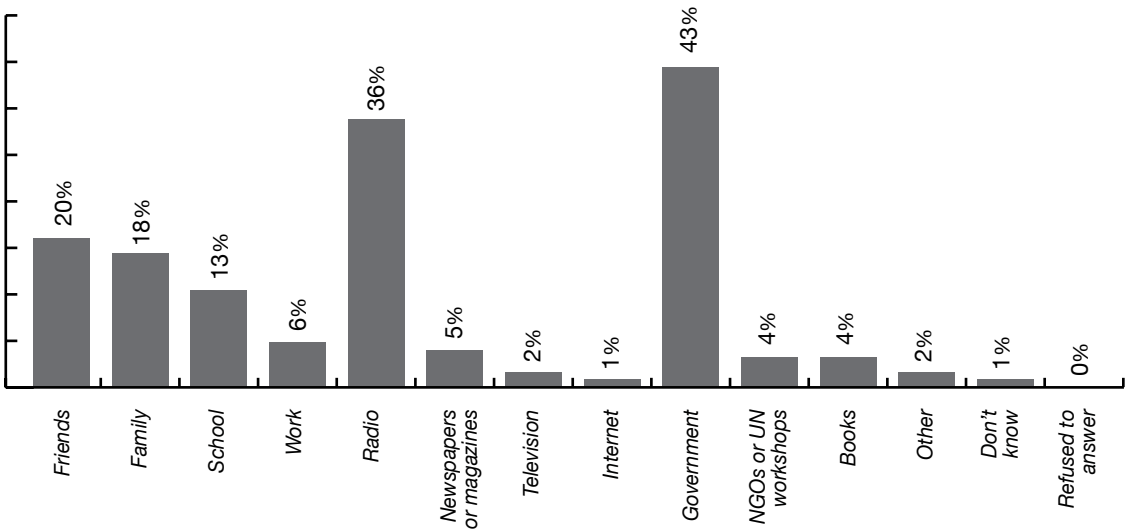
The civic awareness part of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan. Only 26% of respondents from the national sample had heard of the constitution. Among those who had heard of the constitution, the majority were male (32% males versus 19% females). Percentages in terms of age cohorts were fairly evenly distributed and include: 16-25 (26%); 26-35 (29%); 36-45 (22%); 46 and above (27%). Respondents from urban areas were more likely than those from rural areas to be aware of the constitution (33% and 25% respectively). Finally, respondents from the capital city of Juba were more likely to be aware this topic, when compared to those from all other areas.

Those who were aware of the constitution were then asked more detailed questions to assess the extent of their knowledge. Among the 26% of respondents who were aware of the constitution, 75% had some knowledge of particular sections. Seventy-five percent were aware that the constitution established women's property rights and 72% were aware of constitutional provisions for access to free education. There were no significant differences in terms of gender or age.

The two most important sources of information for those who were aware of the constitution included the government with 43% of knowledgeable respondents citing this and radio (36%). Personal, social networks were also important sources of information with 20% obtaining information from friends and 18% from family.

Figure 40 illustrates the primary sources of information with respect to knowledge of the constitution among respondents.

Figure 40: Where Respondents get Information Regarding the Transitional Constitution (n=410)



Females were most likely to have heard of the constitution from family members (26%), while males were most likely to have heard about it from the radio (43%). Radio was also a particularly important source of information for younger age cohorts; approximately 42% within the 16 to 25 year age cohort noted radio as their source of information on the constitution.

Respondents were also asked about knowledge involving specific political parties. Given the longstanding prominence and establishment of the SPLM, it was anticipated that respondents would associate these questions solely with that party. Subsequently, respondents were asked about their knowledge of the SPLM followed by questions about other parties.

As expected, a large majority of respondents from the national sample had heard of the SPLM (73%). Males were significantly more likely to have heard of the SPLM than females (81% and 65% respectively). Percentages were generally high among all age cohorts, though slightly higher among the 26 to 35 year age cohort with 77% from this cohort having heard of the SPLM. Sixty-four percent of respondents could not identify a political party other than the SPLM. A large majority of females (71%) were unaware of any other party.

Other than the SPLM, the most identified parties among respondents included: SPLM – Democratic Change (20%), South Sudan Democratic Front (11%), and United Democratic Salvation Front - Mainstream (5%). Various indicators were associated with the ability to identify a political party other than the SPLM, including: being male, completion of primary school or higher, and being aged 25 or younger. In addition, respondents who listened to radio stations sponsored by Internews were significantly more likely (than combined radio listeners) to be able to identify certain other political parties (including the South Sudan Democratic Front and the United Democratic Salvation Front – Mainstream).

In order to further identify the primary indicators associated with political knowledge, data analysis also included a multivariate regression analysis. The dependent variable was based on a scored political knowledge index (with possible scores from 1-17) developed from a composite of constitutional and political party awareness questions.<sup>14</sup>

The regression analysis revealed several correlations between political knowledge and specific demographic and behavioral characteristics. Again, being male and completion of primary school or higher were positively correlated with greater political knowledge. In addition, having earned income was found to be positively associated with greater political knowledge.

The regression analysis also found that respondents who listened to the radio more frequently were significantly more likely to have higher scores on the political knowledge index. Additional analysis isolated individuals who listened to Internews-sponsored radio stations by data controls for general radio listening. However, isolating specific stations in this manner did not lead to a significant association beyond general radio listening, and could potentially be linked to education level, access to information, and income level. This information is not surprising, as the majority of stations surveyed are local broadcasts and would not register a national effect. Subsequently, the potential impacts and predictors associated with specific radio stations might take longer and be more difficult to measure than the impact of radio listening in general.

*Table 12: Dependent Variable: Political Knowledge Index*

Primary education complete	1.860*
Female	-.811*
Not earning money	.760*
Internews station listening	-.726*
Radio Listening	.258*
Under 35	0.024

*\*Significant at the 95% level  
Addition of R-squared = .196*

<sup>13</sup> See appendix for details of how the political knowledge index was created

<sup>14</sup> Details of index construction available in the appendix

## Gender

Baseline information was also collected at the national level with respect to gender issues. Initially, respondents were read specific statements and asked whether or not they were in agreement. In general, results were divided and there was little variation between males and females, radio listeners and non-listeners. Table 13 lists the statements together with the results.

*Table 13: Responses to Gender-Based Statements by Gender (n=1571)*

Statement	Percent who Agreed with Statement				
	Overall	Male	Female	Radio Listeners	Non-Listeners
The important decisions in the family should be made only by the men	55%	58%	53%	54%	56%
A married woman should be allowed to work outside the home if she wants	50%	50%	50%	56%	46%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	58%	56%	59%	59%	56%

The national survey also posed the following question to all respondents: "What is the most important thing for girls between the ages of 10-12 to focus on at that stage in their lives?" 60% of respondents identified education as a top priority (63% of males versus 56% females). Only 7% of respondents identified marriage as a top priority for girls in this age range. Among females, the second most common response (39%) was housework. With respect to age, respondents from the 16 to 25 year age cohort were the most likely to identify education (63%).

When asked if they had seen women voice their opinions in public, 38% of respondents indicated they had never heard women express their opinions in a public setting; again female respondents being more likely to indicate this response (43% compared to 33% among males). Twenty-five percent of respondents indicated they heard women expressing their opinions in public at least once a month.

Respondents were also asked how often they heard women in their area expressing their opinions in the media, with 50% indicating they never heard women in the media. Females were slightly more likely to select this response at 54% (compared to 46% male). Only 15% indicated that they had heard women express their opinions in the media once per month.

Radio listeners were significantly more likely to have heard women express their views in the media. Sixty-three percent of non-listeners never had heard women express their views in the media, compared to 32% of radio listeners. Internews station listeners were more likely to hear the opinions of women in their area in the media when compared to general radio listeners (with 35% hearing women speak out in the media on a weekly basis compared to 20%). There is a clear indication from the data (see Table 14) that listeners to Internews-sponsored radio stations are more frequently exposed to media offerings involving women.

Table 14: How often do you hear women in your area expressing their views in the media? (n=1571)

	Everyday	Once a week	Once a month	Less than once a month	Never
Internews Station Listeners (n=109)	12%	35%	16%	5%	29%
Radio Listeners (n=893)	12%	20%	20%	8%	32%
Non-Radio Listeners (n=679)	3%	6%	11%	5%	63%

As with civic awareness, data analysis involving support of gender equality included a multivariate regression analysis. The regression analysis found that radio listeners in general were more likely to have higher scores on the support for gender equality index.

In this instance, the dependent variable was based on a scored index with possible scores from 1-17, developed from a composite of the survey's gender equality measures.<sup>15</sup> The regression analysis revealed significant predictors for greater support of gender equality (as measured by the support of gender equality index), including: completing primary education, having earned income, and being an Internews' station listener as represented in the following Table 15.

Table 15: Dependent Variable: Support for Gender Equality Index

Radio Listening	0.423*
Under 35	-0.031
Not earning money	-0.503*
Primary education complete	1.147*
Female	-0.170
Internews station listening	0.520*

\*Significant at the 95% level

R-squared = .1

A similar regression analysis to the one conducted for the political knowledge, index revealed significant predictors for greater support of gender equality (as measured by the support of gender equality index), including: completing primary education, radio listening behaviors and having earned income. It is not surprising, that those with at least a complete primary education, who earn income and listen to radio broadcasts, are significantly more likely to display greater support for gender equality. However, it is interesting to note that gender is not a significant predictor of gender equality. While females were significantly less likely to score high on the political knowledge index, gender was not significantly correlated with higher scores on the support for gender index. There was insignificant effect associated with the less than 35 age group. While a similar analysis conducted on respondents from the booster areas, does show a significant positive relationship between Internews station listenership and support for gender equality, in the national sample this effect is not statistically significant.

<sup>15</sup> Details of index construction available in the Annex 3

## Health and Hygiene

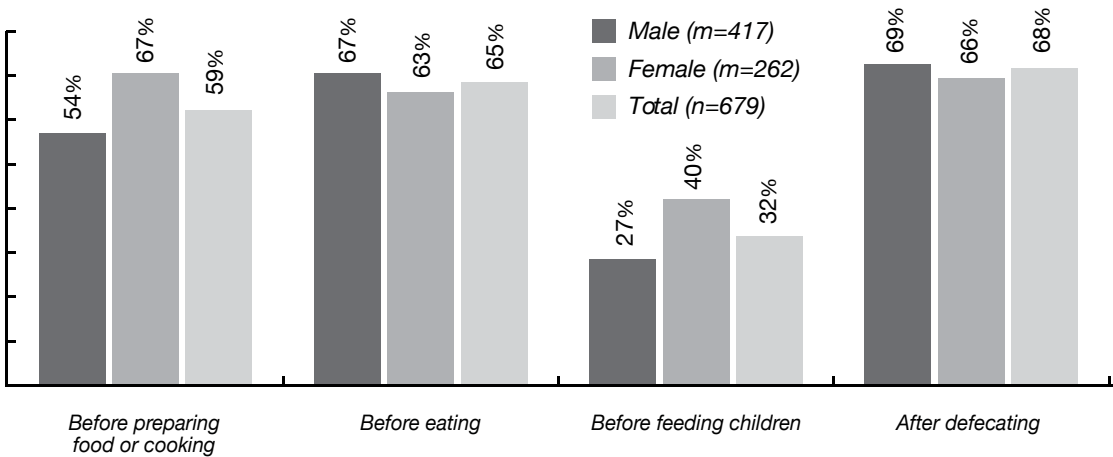
Baseline information was also collected in the area of health and hygiene. Due to various logistical issues and time constraints, questions in this area were only asked of radio listeners (rather than as part of the national survey, as was the case with questions related to civic awareness and gender equality issues).

Radio listeners were specifically asked their opinions of hand washing in four key instances deemed particularly important: (1) before preparing or cooking food; (2) before eating; (3) before feeding children; and (4) after defecating.

Approximately 9% of radio listeners identified all four key instances. Interestingly, respondents who listened to Internews-sponsored stations were almost twice as likely (17%) to name all four instances.

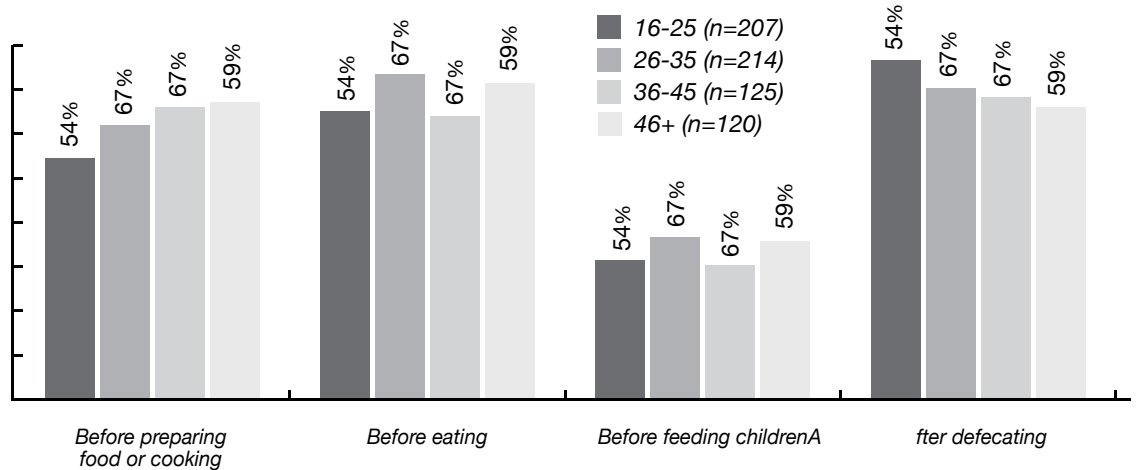
Of the four instances, the most identified by general radio listeners involved “after defecating” (68%). Females were significantly more likely than males to identify “before preparing or cooking food” (67% versus 54% respectively), and “before feeding children” (40% versus 27% respectively). Figure 41 illustrates the percentage of radio listeners who identified each of the four instances by gender.

Figure 41: Key Instances of Hand Washing among Respondents by Gender



There were some differences in this area among radio listeners with respect to age cohorts. However, there was no clear or distinct trend overall. Figure 42 illustrates the percentages of radio listeners who identified each of the four instances by age cohort.

Figure 42: Percentages of Radio Listeners who Identified Hand Washing Instances by Age Cohort (n=679)

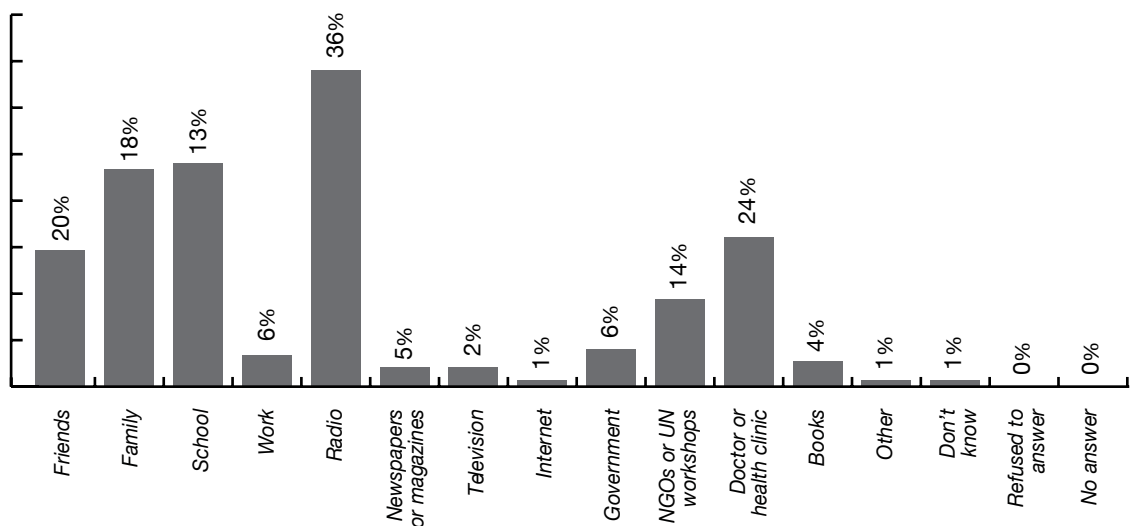


Radio listeners were also asked to identify their main sources of information regarding hygiene. A majority of listeners (51%) identified radio as their primary source of information. There were insignificant differences among those who identified radio in terms of gender or age cohort.

The second most popular source identified for health and hygiene information was school at 36%. Male respondents were significantly more likely to report school as an information source than female—with 41% of males noting this compared to 28% of females.

Doctors or health clinics were also significant sources of information on hygiene awareness, with 25% of respondents indicating this source, with insignificant variation by gender or age group. NGOs or UN workshops were reported by 14% of respondents, with no variation by gender; however, those in the 26-35 age cohort were slightly more likely to have indicated they received hygiene messages from a NGO or UN workshop (19%).

Figure 43: Source of Information on Hygiene Awareness among Radio Listeners (n=679)

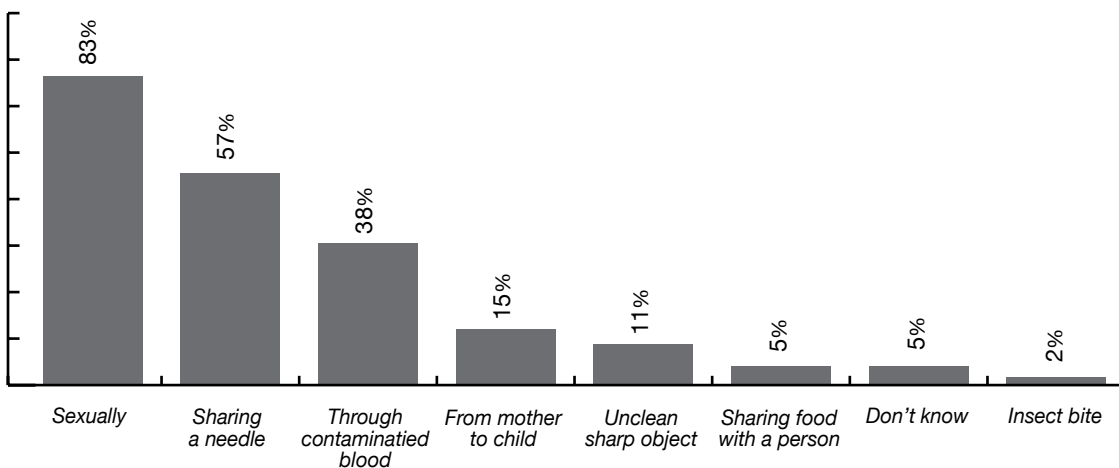


<sup>15</sup> Details of index construction available in the appendix

Radio listeners were also asked if they had ever heard of HIV/AIDS. Approximately 86% of listeners responded in the affirmative. There were no significant differences with respect to gender or age.

In addition, radio listeners who were aware of HIV/AIDS were asked (without prompting) to list the ways in which HIV/AIDS can spread. While 83% of listeners identified sexual contact, the percentages for other transmission modes were relatively low, and several were incorrect (though the percentages associated with these were low). Figure 44 illustrates the results.

Figure 44: Knowledge of Transmission of HIV/AIDS among Radio Listeners aware of the Disease (n=585)



As with hygiene, radio was the most commonly reported source of information on HIV/AIDS. Approximately 56% of radio listeners reported radio as their primary source of information on HIV/AIDS. Other common responses (and associated percentages) included doctor/health clinic (36%), friends (29%), school (27%), and UN/NGO workshops (22%).

There were no significant gender differences among those who identified each respective information source.

With respect to age, the majority of radio listeners from the 26-35 year age cohort (61%) indicated radio as their primary source of information on HIV/AIDS.

Finally, radio listeners were asked to identify their primary sources of information about contraception. The most common response among radio listeners was "don't know" (32%). This may be due to respondent bias and reluctance to discuss the issue. Among radio listeners, 23% indicated they were able to obtain information on contraception from a doctor or health clinic, and 17% from their mother or father.



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# Station Profiles



Part II of this report provides additional information on the five radio stations sponsored by Internews. These stations include: Eye Radio, Mayardit FM, Naath FM, Sobat FM (formerly Naath FM—Nasir), and Nhomlaau FM. Although Internews does not have a sponsored radio station in Kapoeta, a booster sample was implemented for the city, as it is a potentially new location for a future station.

*Table 1: Booster Sample Respondent Numbers by Area <sup>1</sup>*

Booster Areas	Sample Achieved
Juba	541
Kapoeta	344
Leer	304
Malualkon	385
Nasir	309
Turalei	308
Total	2191

<sup>1</sup> These numbers represent the total sample achieved. In all locations there were instances of survey participants who, after beginning, declined consent to complete the survey. This explains the discrepancy between the sample achieved and survey respondents in Table 2.

The following table profiles the location-specific data, as well as listenership and respondents' awareness of the five Internews stations.

*Table 2: Radio Listenership in Booster Regions (Estimated Listener Population: 547,457)*

Booster Areas	Eye Radio Profile	Mayardit FM Profile	Nhomlaau FM Profile	Naath FM Profile	Naath/ Sobat FM Profile
Location	Juba	Turalei	Malualkon	Leer	Nasir
Approx. Coverage Area (radius)	40 km	100 km	100 km	100 km	100 km
Population*	283,702	860,923	506,897	342,968	453,679
Radio Listeners**	65%	48%	49%	33%	55%
Internews radio listeners**	25%	38%	41%	84%	40%
Internews radio Listeners from outside location***		3% Malualkon	25% Turalei		
Total Actual Internews radio listeners	46,672	167,226	207,435	95,896	101,307

*\*Based on 2008 census*

*\*\*Percentages have been rounded to the nearest whole figure*

*\*\*\* Mayardit FM and Nhomlaau FM have an overlapping signal*



# Eye Radio

## Juba, Central Equatoria State

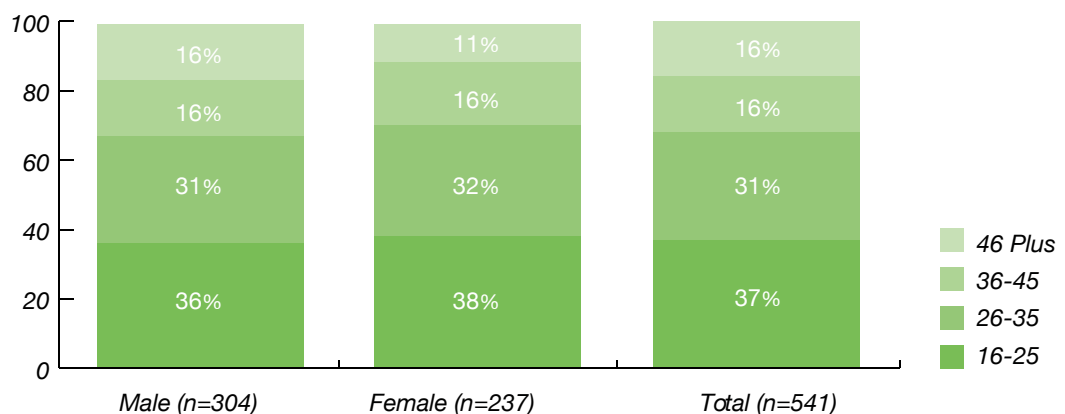


Eye Radio was established in March 2011.<sup>2</sup> It is based in Juba, broadcasts 24-hours per day, and operates in partnership with Eye Media, a local media development NGO which plans to eventually own and operate Eye Radio. The station broadcasts on FM in English, Arabic, and Simple Arabic. It also offers some programs in local languages. Eye Radio ranks fourth in listenership among radio stations that broadcast in Juba.

### Social-Demographic Profile of Respondents

The booster sample associated with Eye Radio included a total of 541 respondents aged 16 years and above in Juba (56% male and 44% female). The breakdown of respondents in terms of age cohorts included: 16-25 year-old (37%), 26-35 year-old (31%), 36-45 year-old (16%), and aged 46 and above (16%). Figure 1 illustrates respondents by both gender and age cohort.

Figure 1: Respondents by Age Cohort and Gender in Juba

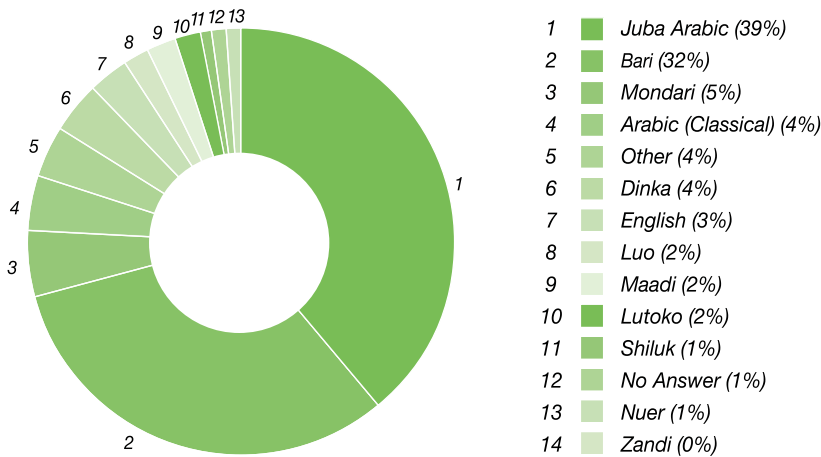


<sup>2</sup> Infosaid.org.

The majority of respondents (62%) were married and cohabitating with their spouse. Twenty-three percent of respondents reported being single/never married, and only 5% of respondents reported being married but living away from their spouse.

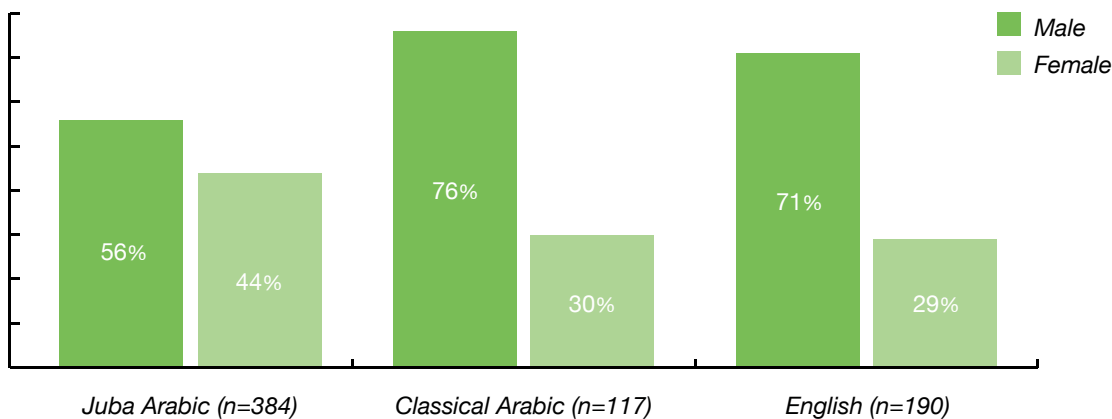
The primary languages among those surveyed in Juba, included Juba Arabic (39%) and Bari (32%). All other languages, including English and Classical Arabic, were identified as primary by only 5% or fewer of respondents. Figure 2 illustrates the primary language among respondents.

Figure 2: Primary Language among Respondents (n=541)



When asked which languages they are able to speak and understand well, respondents identified Juba Arabic (71%), Bari (43%), and English (43%). With respect to the three main languages broadcast by Eye Radio (Juba Arabic, Classical Arabic, and English), males were much more likely to report an ability to speak and understand them well (especially Classical Arabic and English). Figure 3 illustrates respondents' ability to speak and understand these languages by gender.

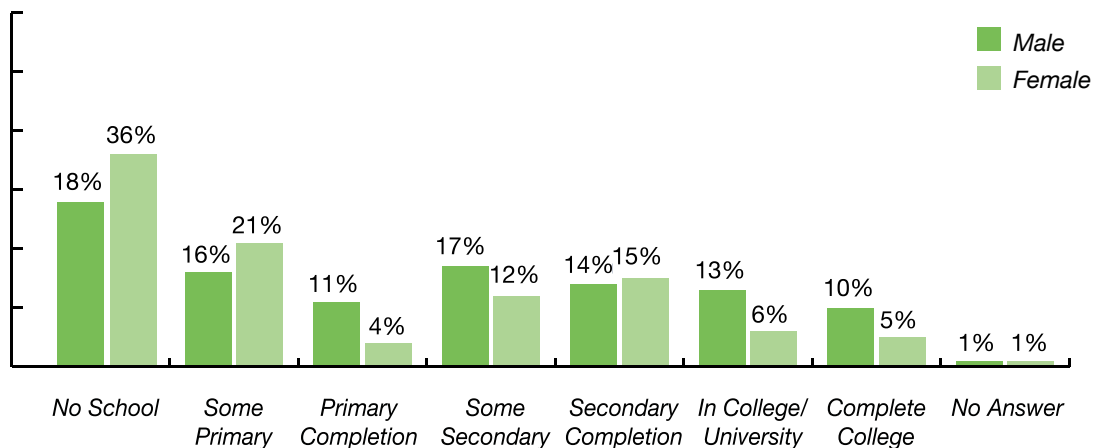
Figure 3: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender in Juba



## Education

Among booster respondents in Juba, 26% of respondents reported having no formal education. Among those, there were twice as many females than males (36% versus 18% respectively). In general, males were more likely to have received higher levels of education than females. Figure 4 illustrates highest level of education achieved among respondents by gender.

Figure 4: Highest Level of Education Completed among Respondents by Gender in Juba (n=541)

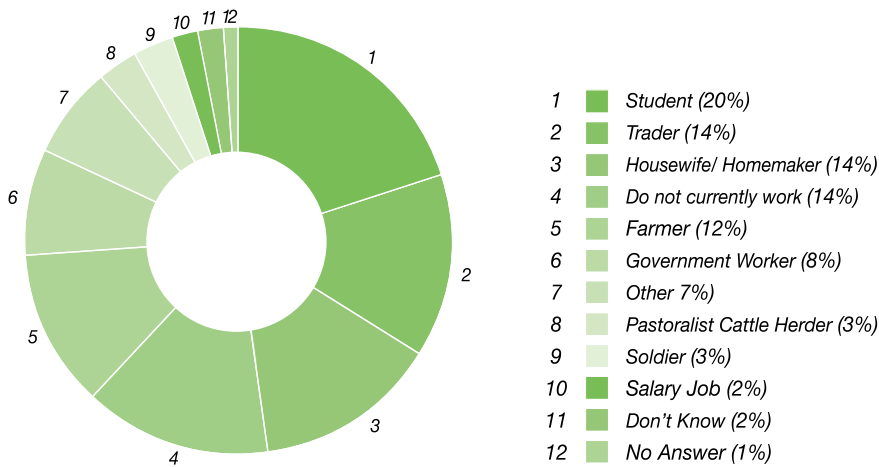


Respondents from older age groups were less likely to have received any formal education. Approximately 42% of respondents from the 36-45 age cohort and 40% of those aged 46 and above, reported having no formal education. These percentages can be compared to 25% from the 26-35 age cohort and 12% from the 16-25 age cohort. The 26-35 age cohort had the highest completion rates of college or university (13%).

## Occupation and Income Generating Activities

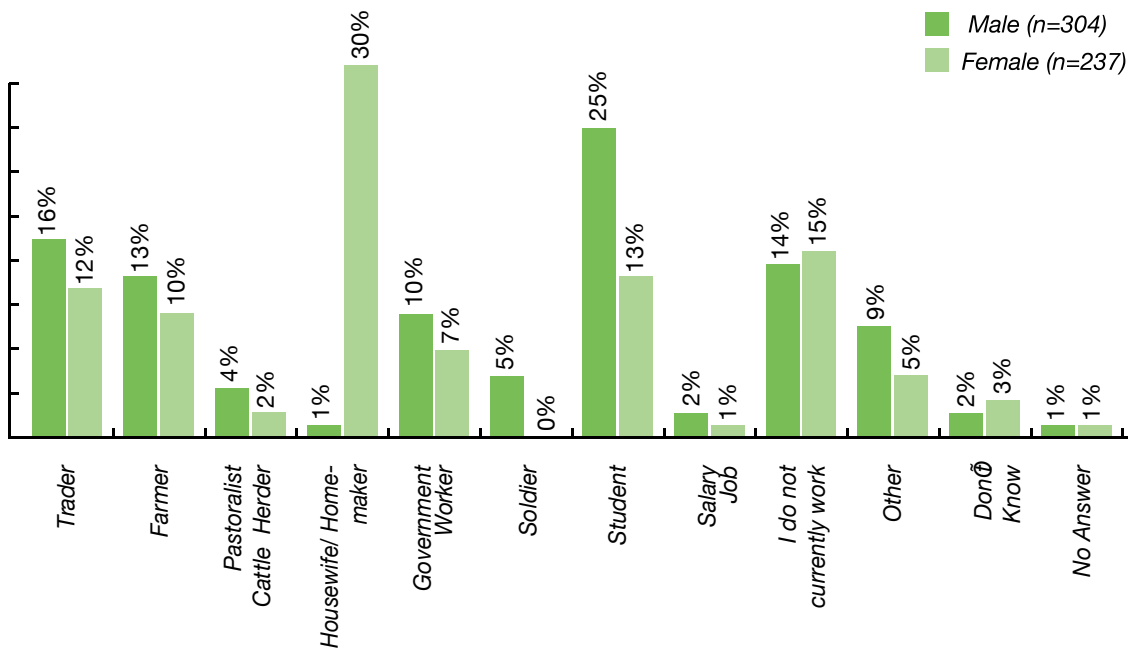
The primary occupations among respondents were generally reflective of Juba's urban environment and its seat as the national capital. A comparatively large percentage of respondents reported being a student (20%), trader (14%), or government worker (8%). Also, there were corresponding fewer reported farmers and cattle herders when compared to the national sample. While more respondents from the Juba sample reported, "currently not working" when compared to the national survey (14% versus 8% respectively), this may be related to greater opportunities for farming/cattle herding in rural areas. A possible explanation for these differences may be related to the definitions of an occupation, whereby, respondents from rural areas might consider farming/cattle herding an occupation, while urban residents define an occupation in terms of an income generating activity. Figure 5 illustrates primary occupation among respondents.

Figure 5: Primary Occupation among Respondents in Juba (n=541)



The following figure illustrates gender breakdown among primary occupations noted by booster respondents in Juba.

Figure 6: Occupation by Gender in Juba



The largest gender discrepancy comes among those who indicated that they are housewives/homemakers, with 30% of females noting this compared to 1% of males—reiterating traditional gender roles. Among those who were unemployed, there was an insignificant difference among genders, with 14% of males and 15% of females noting this response.

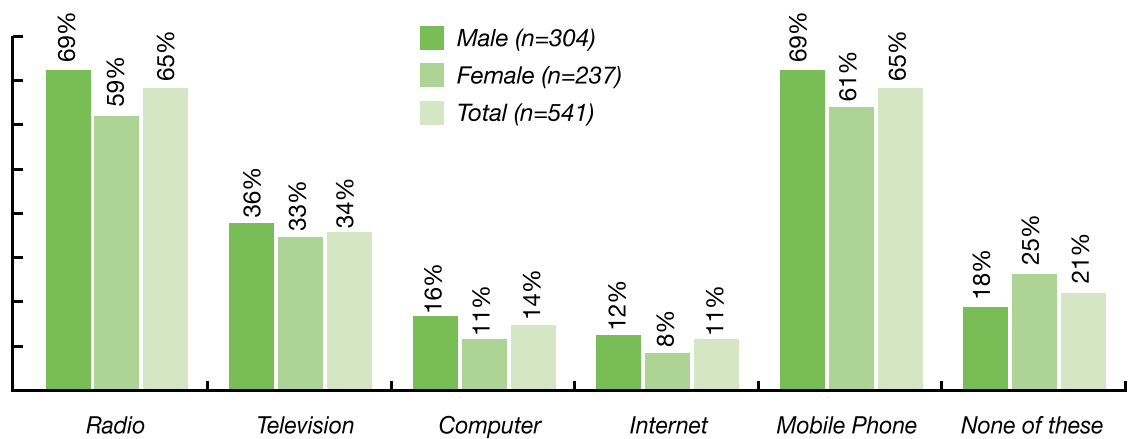
Among those surveyed in Juba, 55% of respondents indicated that they did not make any money; among those who did report making money, 52% were male compared to 37% of females. Over one third (36%) of respondents replied that they did have money of their own for which they decide its use, while 63% replied that they did not. Forty-two percent of males have money to spend, compared to only 29% of females; those between the ages of 16-25 are least likely to have money of their own money to spend, with 29% noting this.

## Access to Media

### Access within the Household

In Juba, 65% of respondents had a functional radio in their household, which is a significantly higher percentage than the national response of 37%. Functional mobile phones were reported in households, reflecting a similar response to that of radio. Comparatively, access to television, computer and Internet within the home, was found to be much lower, with less than 34% of respondents having a television, 14% a computer, and 11% having Internet access in their household. These percentages are significantly higher than the national rates of ownership. Twenty-one percent have none of the devices functioning in their household. The following figure represents access to these technologies by gender.

Figure 7: Regular Access to Communication Technologies within the Home by Gender in Juba



In Juba, males and females reported having relatively equal access to such technologies, with the most significant disparities occurring among radio access (55% of males reported access versus 48% of females), and no access to any technologies (14% of males stated this compared to 26% of females).

### Access Outside of the Household

Among those surveyed, 52% have access to a radio at least once a week in their community. Once again, the number of males with access is higher than the number of females with access (55% of males and 48% of females). Those between the ages of 16-25 and 26-35 are more likely to have access to media in their communities. The highest rates of access are for radio (52%) and mobile phone (57%); which may partially be attributed to rates of ownership, as well as the ability to share these compact devices. Twenty-one percent responded that they did not have access to any of these devices in their communities.

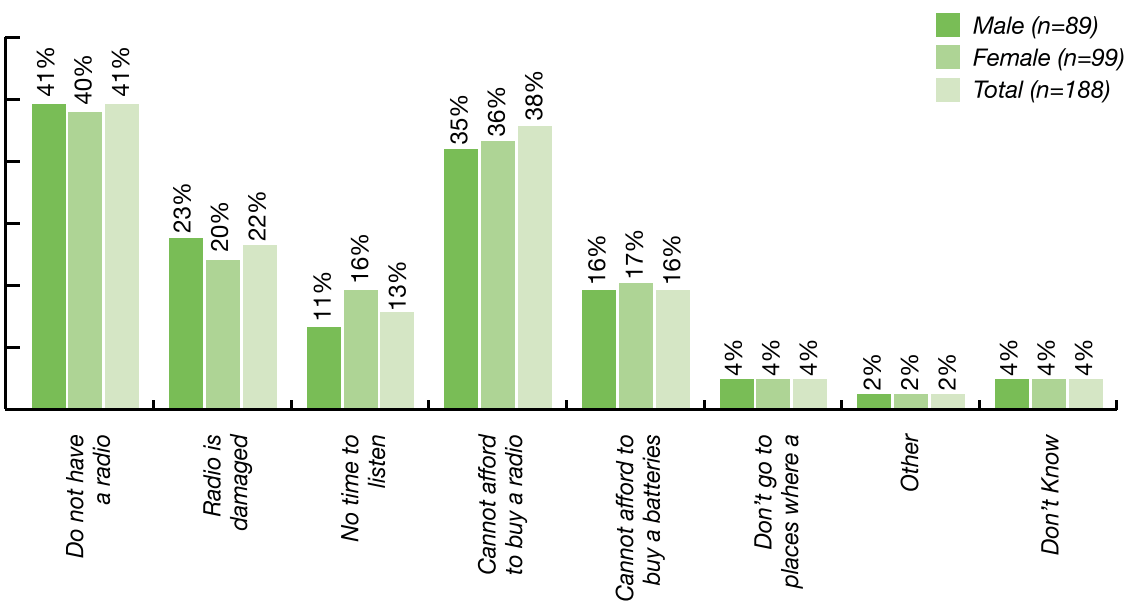
## Listening Habits

The following section details habits reported among both non-listeners and radio listeners. When asked how often respondents listened to the radio in the past six months, 35% (n=187)<sup>3</sup> reported that they do not listen to the radio, versus 65% (n=353) who listen to the radio. This is further analyzed in the following sub-sections.

## Non-listeners

In Juba, the most common reason for not listening to the radio was lack of ownership, with 41% of non-listeners noting this; 38%, could not afford to buy a radio, and 16%, could not afford batteries. Among non-listeners, 47% are male and 53% female. Non-listeners reported no issues with a weak/poor signal or disinterest in programming, and indicated that they would most likely tune in if they had access to a radio. The following figure shows the causes for non-listenership among respondents in Juba by gender.

Figure 8: Reported Reasons for Not Listening to the Radio among Respondents by Gender in Juba



Insignificant differences between males and females are noted for the reasons they do not listen to the radio.

In Juba, radio listening was directly correlated with age, with younger cohorts listening to the radio more often. Thirty-two percent of respondents aged 16-25, had not listened to the radio in the past six months, as well as 30% between the ages of 26-35; this is compared to 45% among the 36-45 age cohort and 39% for aged 46 and over.

## Listeners

Among those who indicated they have listened to the radio in the past six months, 53% listen daily—59% of males and 46% of females. The following table summarizes the awareness ranking and listenership rates of the top ten radio stations within the Juba booster area.

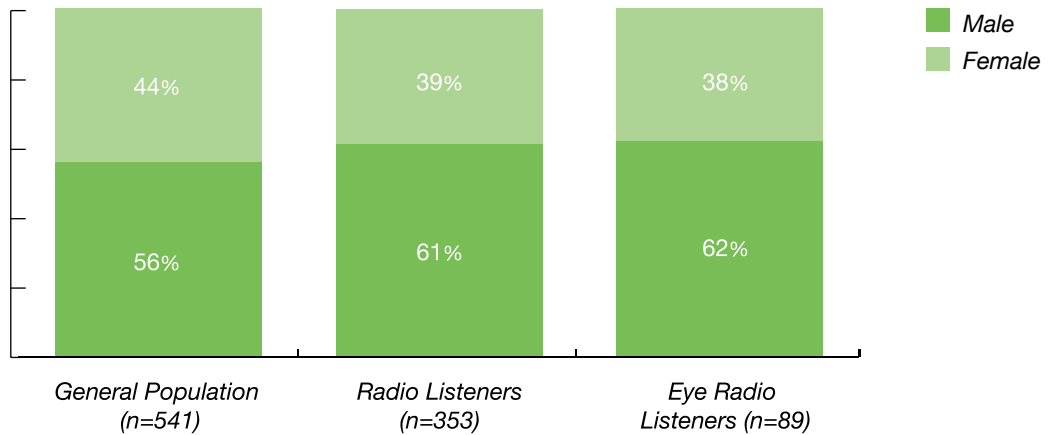
<sup>3</sup> 187 respondents noted that they do not listen to the radio, in addition to 1 who refused to respond. Follow up questions were then asked of 188 persons.

*Table 3: Station Listenership Ranking—Juba (n=350)*

Ranking	Station	Awareness	Ever Listened	Weekly Listeners
1	Radio Miraya	74%	71%	64%
2	Radio Bakhita	48%	45%	41%
3	Radio Juba	28%	25%	23%
4	Eye Radio	26%	25%	22%
5	BBC World Service (Arabic)	25%	20%	18%
6	BBC World Service (English)	18%	16%	14%
7	Voice of the People (VOP)	15%	12%	11%
8	Radio Liberty	15%	11%	9%
9	Radio Capital	14%	9%	8%
10	Voice of America	4%	1%	1%

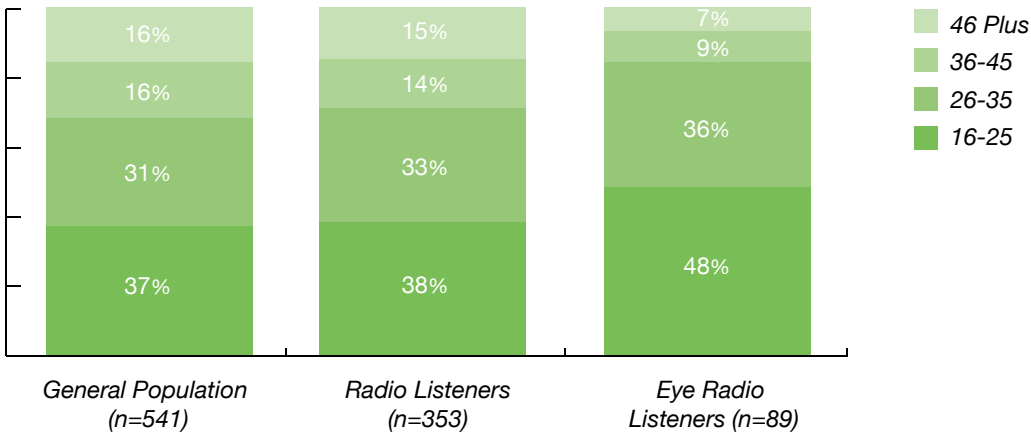
Among radio listeners, 26% were aware of Eye Radio; 25% had listened to the station before and 22% had listened in the past week—indicating a high incidence of listenership among those aware of the station. Of those who listen to Eye Radio, 62% are male and 38% female. This represents a lower number of females compared to the gender breakdown of the booster sample, and Juba residents who identified as Radio Listeners. This is represented in the following figure.

*Figure 9: Gender Breakdown of General Population, Radio Listeners, and Eye Radio Listeners*



The age breakdown of listeners by general booster population, radio listeners, and Eye Radio listeners is as follows:

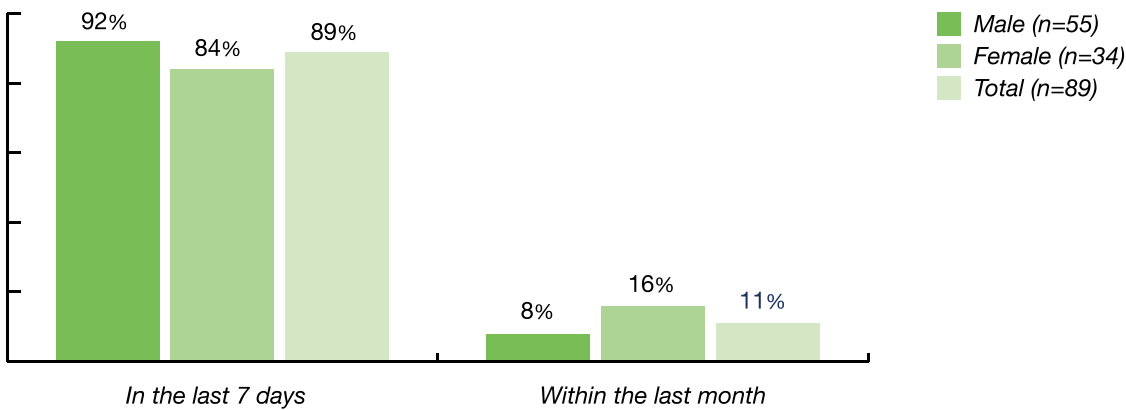
Figure 10: Age Breakdown of General Population, Radio Listeners, and Eye Radio Listeners



Eye Radio has a younger cohort of listeners on average, with 48% of listeners falling in the 16-25 age cohort, and 36% between the ages of 26 and 35 years.

Of those who listen to Eye Radio, 89% did so within the past seven days; the remaining 11% listened within the last month. Forty percent of Eye Radio listeners tune in on a daily basis. The following figure breaks down the frequency at which both males and females listen to Eye Radio.

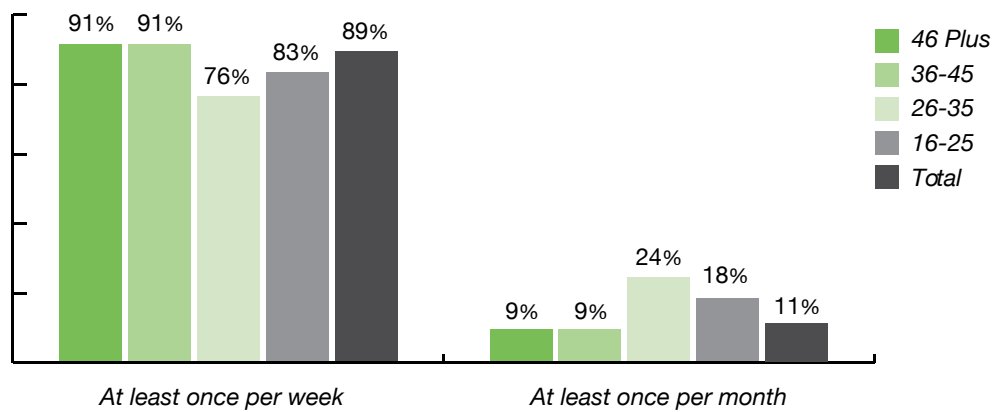
Figure 11: Listening Frequency among Eye Radio Listeners by Gender in Juba



Males tend to tune in to Eye Radio more frequently than females, with 92% having listened over the past week, compared to 84% of females. Forty percent of males tune in to Eye Radio everyday along with 39% of females.

There was an insignificant relationship between age and listening frequency noted among Eye Radio listeners. Overall the 16-35 age cohort listens most to the radio on a weekly basis, with 91% of respondents from each cohort noting this. This data is represented in the following figure.

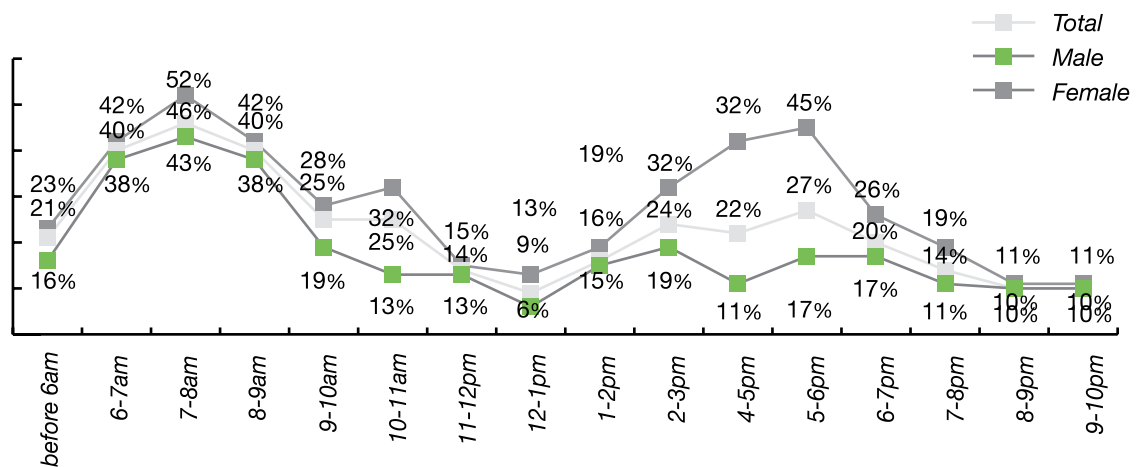
Figure 12: Listening Frequency among Eye Radio Listeners by Age in Juba



Forty percent of respondents, who listened to Eye Radio over the past week, did so daily. Forty-three percent of those aged 16-25 listen to Eye Radio every day, making young listeners the most frequent daily listeners. Among those in other age cohorts, 37% of those aged 26-35 listen every day, 35% among those aged 36-45, and 36% of Eye Radio listeners aged 46 or older.

Listeners who tuned in to Eye Radio in the past week did so in the morning and evening, with the peak times being between 7-8 am in the morning (46%) and between 5-6 pm (27%). Females listen the most during both of these times, with 52% tuning in between 7-8 am and 45% between 5-6 pm. The times of listenership by gender are shown in the following figure.

Figure 13: Rates of Listenership over Time as Reported by Listeners of Eye Radio over the Past Week (n=79)



Among those surveyed in the Juba area who had listened to the radio in the past six months, news was the type of program most enjoyed by 59% of respondents: 61% of males compared to 56% of females. Seventy percent of those aged 26-35 preferred the news to any other type of programming. The next most popular type of programming noted were music shows at 9%.

As per national data collection, radio listeners in Juba prefer to listen to both international and national news, as 23% and 18% of listeners noted these two topics as their favorites to listen to on Eye Radio, respectively. The following table details the top four radio topic preferences among males and females on Eye Radio.

*Table 4: Top Radio Topics Preferred by Eye Radio Listeners in Juba (n=89)*

Males	Females
International News (25%)	Local News (24%)
National News (22%)	International News (19%)
Local News (16%)	Music (16%)
Music (11%)	National News (11%)

Though news is the most preferred topic, interestingly, the most well-known shows on Eye Radio identified by listeners are music shows. Fifty-six percent of all station listeners identify Music Show with DJ Las, while 43% of women identify Song Requests with Atai. The top four most popular programs are profiled by gender in the following table.

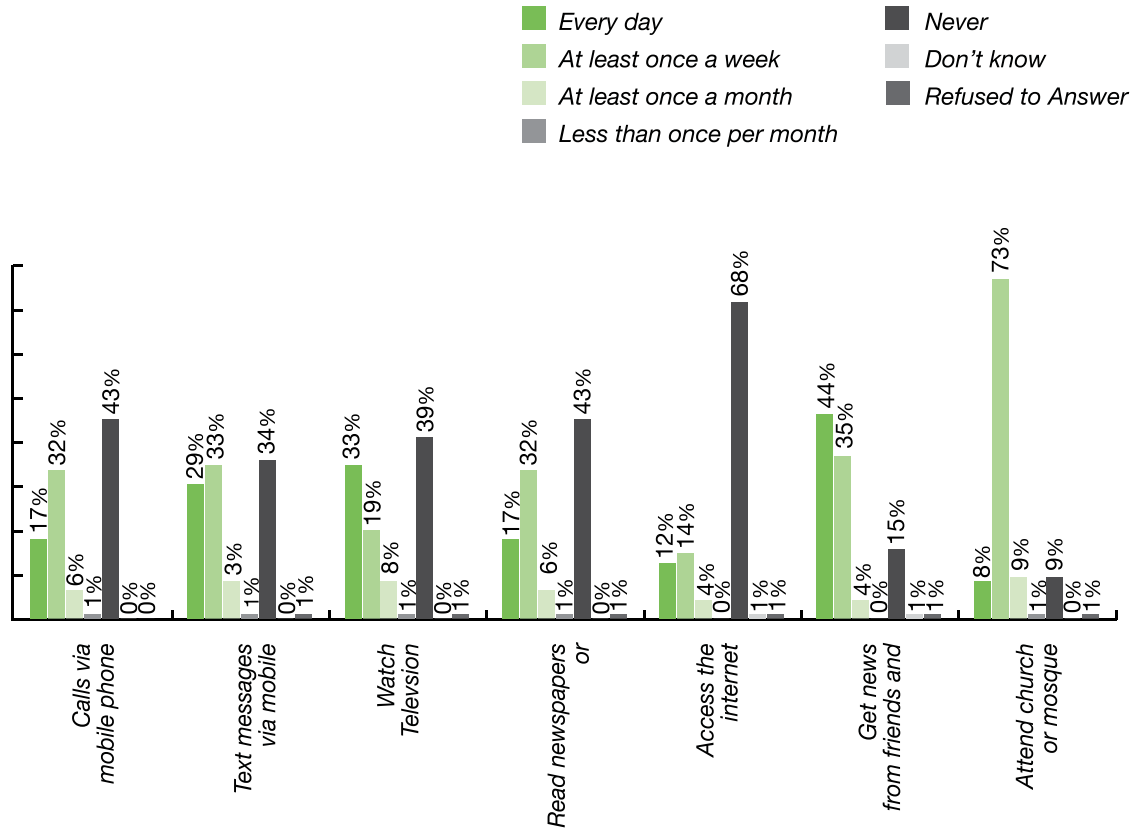
*Table 5: Top Programs Identified by Eye Radio Listeners in Juba (n=89)*

Males	Females
Music Show with DJ Las (57%)	Music Show with DJ Las (54%)
News in English (43%)	Song Requests with Atai (43%)
Know Your Government (35%)	News in Simple Arabic (35%)
News in Simple Arabic (33%)	Health for All (32%)

## Media Consumption and Engagement

Radio listeners were asked a series of questions pertaining to other forms of media to identify their consumption habits, and to quantify the significance of radio as a source of information. The following figure shows the frequency of radio listeners by percentage, who accessed news over the past six months through other sources than the radio.

Figure 14: How often Radio Listeners Engaged in the Described Activities in the Past Six Months (n=353)



Among those who listen to the radio, 53% said they listened on a daily basis; no other source of information technology is used this often, with 44% obtaining daily news from friends and family doing.

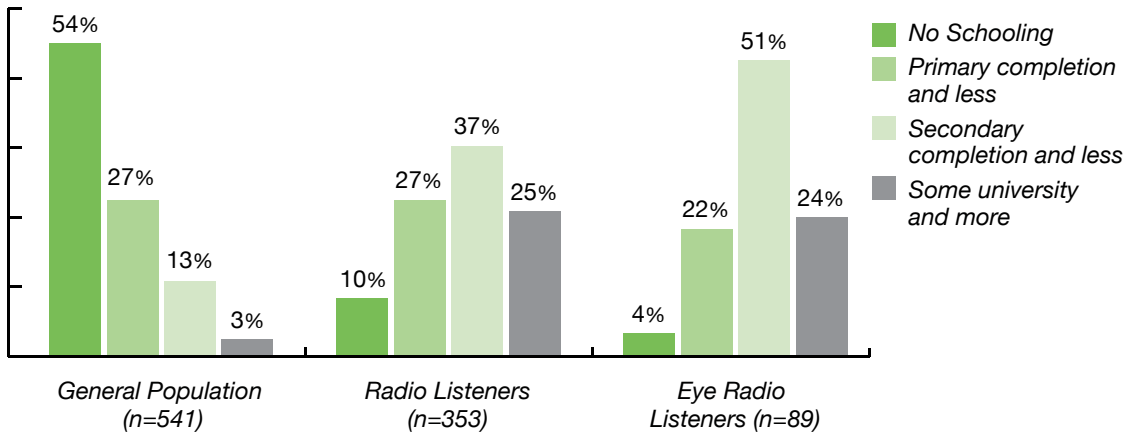
Of those who had listened to the radio in the past six months, 44% replied that they had made a call to a radio station—45% among males and 42% female. Among those who engaged in this activity, 53% were in the 26-35 age cohort. Only 14% of people responded that they had met with people from the community to listen to and discuss a radio program.

## Knowledge among Radio Listeners

The following sections describe responses among radio listeners in Juba on topics such as civic awareness, gender issues, health and hygiene. To better identify the potential impact of Eye Radio programming, comparisons are made between the general population, Eye Radio listeners, and general radio listeners.

In addition to the comparisons of these topics, the following information summarizes literacy and education levels. Figure 15 describes literacy and education levels among radio listeners, non-listeners, and individuals who listen to Eye Radio.

Figure 15: Literacy and Education Levels among Non-Radio listeners, Radio listeners, and Eye Radio Listeners

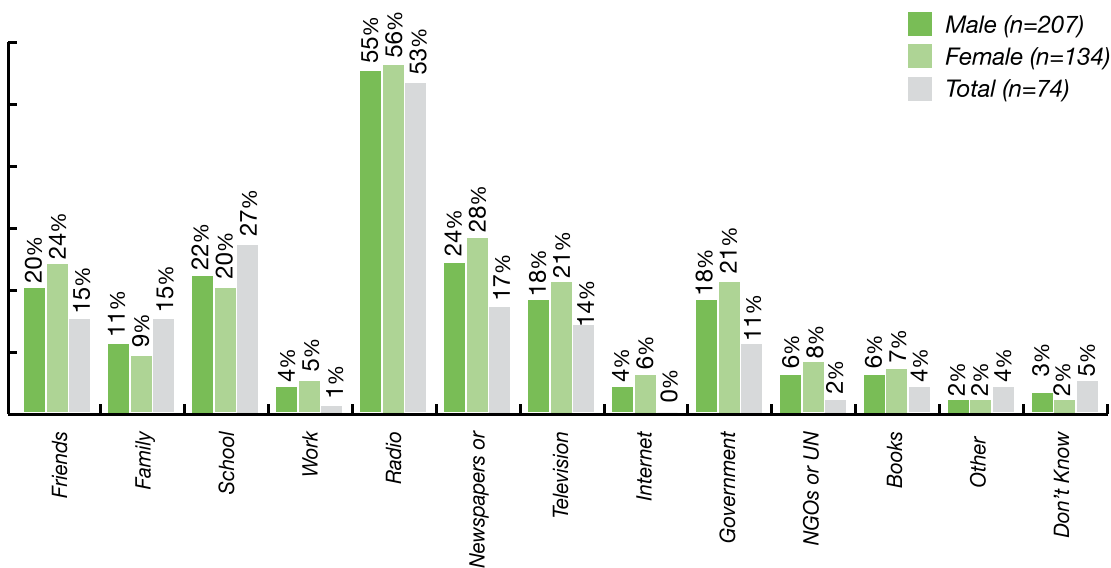


## Civic Awareness

The civic awareness section of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan.

Thirty-eight percent of respondents had heard of the transitional constitution (44% male versus 31% female). Among these individuals, 55% had learned about it from the radio and 25% had heard about it from newspapers and magazines. This reflects higher education levels and literacy rates among residents of Juba, as well as greater access to news print. Looking further into respondents' awareness of the topic of transitional constitution, the following figure demonstrates the gender of respondents and their sources of information.

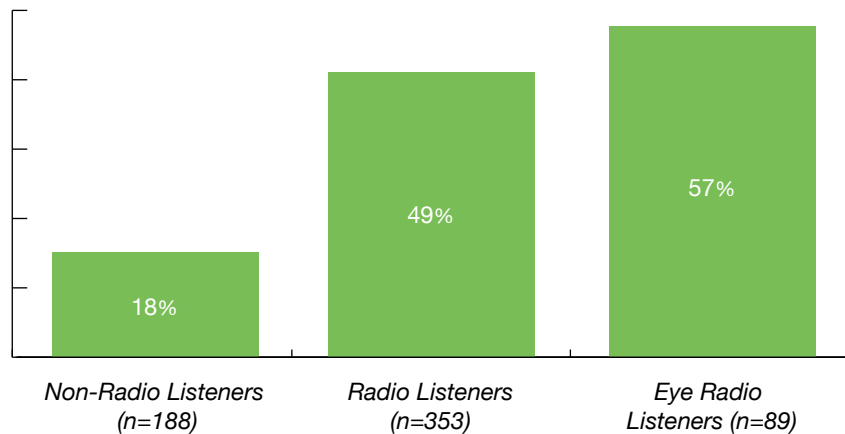
Figure 16: Information Sources Regarding the Transitional Constitution Among Respondents from Juba who were Aware of it <sup>4</sup>



<sup>4</sup> Though 207 respondents reported having heard of the constitution, weighting means the number of males (134) and the number of females (74) does not add up to the total n-value.

Since radio was noted as the most common source of information on the topic of the transitional constitution, radio listeners were significantly more likely to have heard of it with 49% radio listeners versus 18% non-listeners. Fifty-seven percent of Eye Radio listeners were aware of the transitional constitution, demonstrating higher levels of awareness among station listeners. Figure 17 illustrates awareness levels among the different groups.

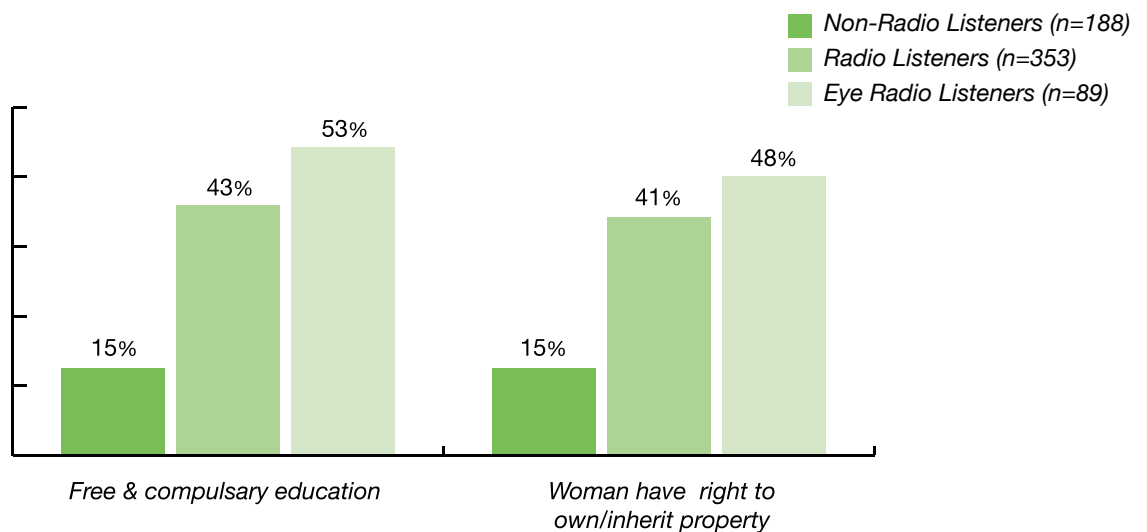
Figure 17: Knowledge of Transitional Constitution among Non-Radio, Radio, and Eye Radio Listeners



Those who were aware of the constitution were asked additional questions to assess the extent of their knowledge. Eighty-seven percent responded that they understood that the transitional constitution ensures all levels of government will provide free and compulsory education through the primary level. In addition, 83% of respondents with knowledge of the transitional constitution agreed that it protects the rights of women to own and inherit property (91% female versus 79% male).

Radio listeners were more likely to have greater knowledge of the constitution, with Eye Radio listeners in particular, having the highest awareness levels. Figure 18 illustrates these findings.

Figure 18: Knowledge of Specific Items in Transitional Constitution among Non-Radio, Radio, and Eye Radio Listeners



Respondents were also asked questions about the state governor. Sixty-four percent of respondents were able to identify the state governor as the executive of each state in South Sudan (71% male versus 55% female).

When asked about political parties, 76% of respondents had heard of the SPLM (80% male and 69% female). Knowledge among radio listeners was higher: 82% of radio listeners and 88% of Eye Radio listeners (compared to 63% of non-radio listeners) were aware of the SPLM.

Other than the SPLM party, SPLM-Democratic Change was the most commonly named political party in Juba with 19% of respondents able to identify this party.

However, when asked about diversity of political parties, 66% of respondents did not know how many political parties were in South Sudan and an additional 18% refused to answer the question. A large majority of female respondents (70%) were particularly uncertain of the number of political parties in South Sudan. Among age cohorts, those aged 16-25 made up the majority (73%) of those who did not know how many political parties were in South Sudan.

In general, radio listeners were more likely to name a political party listing an average of 9.3 parties versus 5.4 parties among non-listeners. Eye Radio listeners listed an average of 9.2 parties.

## Gender

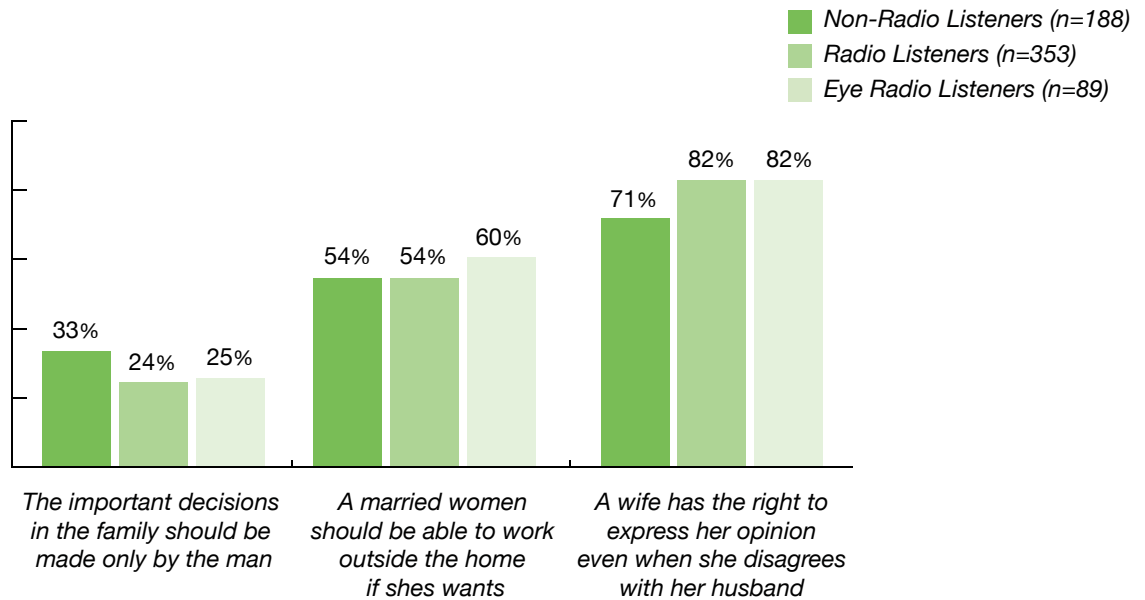
Respondents were also asked various questions to gauge their attitudes and opinions on gender issues. In general, there was modest variation between male and female respondents. The following table summarizes the findings of these questions.

<i>Table 6: Responses to Statements regarding Gender by Gender in Juba (n=541)</i>			
Agreed	Overall	Male	Female
The important decisions in the family should be made only by the men.	27%	30%	24%
A married woman should be allowed to work outside the home if she chooses.	54%	53%	55%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	78%	78%	78%

Both men and women from Juba generally supported female equality, especially when compared to national responses. Women also seemed to present more self-worth when compared to national tendencies. Only 27% of respondents felt that important decisions in the family should be made by men alone while 78% felt that a wife has a right to express her opinion.

Radio listeners were more likely to express greater support of gender equality as represented in Figure 19.

Figure 19: Responses to Statements regarding Gender among Non-Radio, Radio, and Eye Radio Listeners



A large majority of respondents (83%) indicated that finishing school was the most important thing for girls aged 10-12. Housework was identified as the next most important thing (but only by 11% of respondents).

Among those surveyed, 76% of respondents had heard women expressing their views in the media (19% every day and 33% once a week). When asked about the most common source of information regarding contraception, 50% noted doctors or health clinics and 25% noted the radio; 14% did not know where to get information.

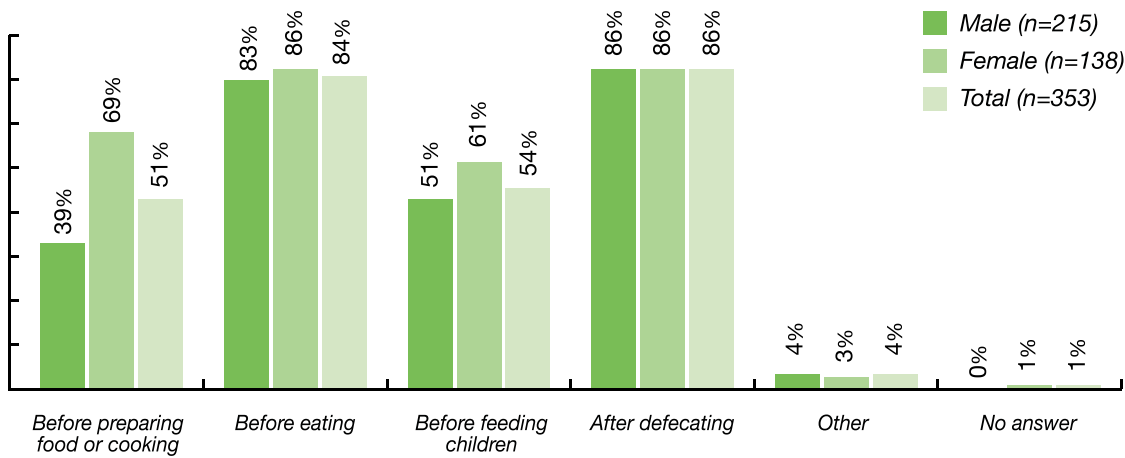
## Health and Hygiene

Radio listeners were also asked questions gauging their awareness of health and hygiene issues, as well as to assess the need for such messaging in radio programs. Radio listeners were asked to identify those instances when one should wash their hands with soap– with the intention to assess how often they could identify four key instances: washing hands before preparing food or cooking, before eating, before feeding children, and after defecating.

In general, results varied in comparison to national totals. An estimated 51% of listeners identified “before cooking” (versus 59% among the national sample), while the percentages for other instances were higher in Juba than the national sample.

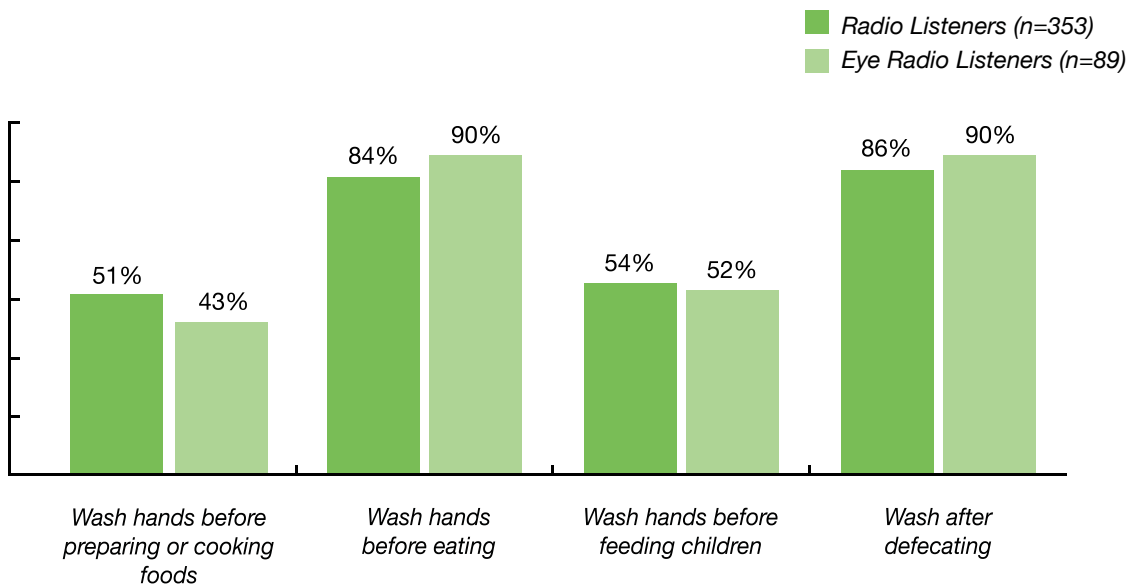
Gender disparities were insignificant, except in the instance of washing hands before cooking (69% female versus 39% male). The following figure illustrates results by gender.

Figure 20: Key Instances of Hand Washing among Radio Listeners by Gender in Juba



Responses among Eye Radio listeners were similar to those of radio listeners in general. Figure 21 compares these two groups with respect to each of the four instances for hand washing.

Figure 21: Key Instances of Hand Washing among Radio Listeners and Eye Radio Listeners in Juba



When respondents were asked about their sources of information with respect to hygiene, significant responses included: school (57%), radio (55%), and the doctor or health clinic (31%). Among age cohorts, respondents from 16-25 year age cohort were most likely to identify radio as their source for hygiene information (60%).

An estimated 94% of those who had listened to the radio in the past six months had heard of HIV/AIDS. Approximately 89% could identify sexual transmission as a mode for HIV/AIDS (92% male versus 85% female). In terms of age, approximately 96% of respondents from the 36-45 age cohort could identify sexual transmission as a way of contracting HIV/AIDS (compared to 87% among the 16-25 cohort, 89% among those aged 26-35, and 88% of those 46 and above). Other common responses were sharing a needle at 66%, and through contaminated blood at 47%.

When respondents were asked about their sources of information with respect to HIV/AIDS, significant responses included the radio (60%) and school (49%). Among those who identified school, the majority were from the 16-25 age cohort.

# Mayardit FM

## Turalei, Warrap State

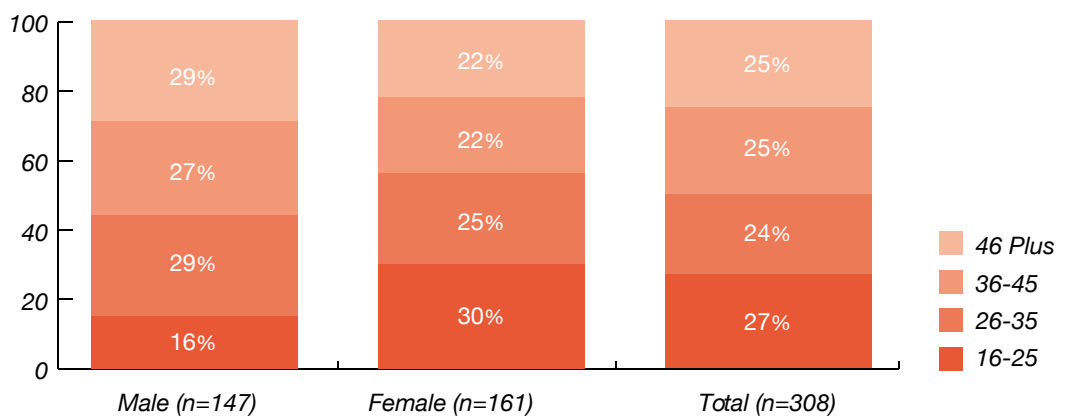


Mayardit FM is based in Turalei, Warrap state near the border with Southern Kordofan. It broadcasts in English, Dinka, and Arabic, and has been on air since March of 2010.<sup>5</sup>

### Social-Demographic Profile of Respondents

In Turalei, a total of 308 persons were surveyed—48% male and 52% female. Quantitative data collection targeted individuals aged 16 years and above, divided into the following age cohorts for data analysis. The 16-25 age cohort had the highest percentage of representation, with 27%; an additional 24% were between 26-35 years old, and 25% each between the ages of 36-45, as well as aged 46 and above (see Figure 22).

Figure 22: Respondents by Age Cohort and Gender in Turalei<sup>6</sup>



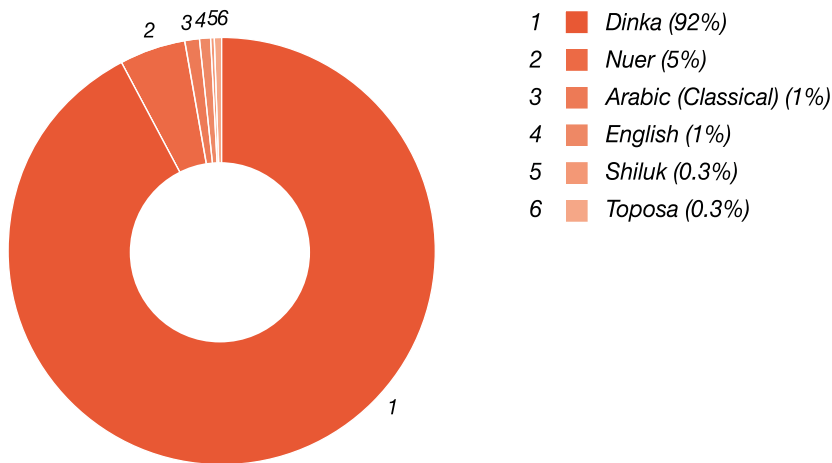
<sup>5</sup> Infosaid.org.

<sup>6</sup> Due to weighing, total percentages in this figure fluctuate within one percentage point above and below 100%.

The majority of respondents, 85%, were married and cohabitating with their spouse. Seven percent were unmarried, and 4% of respondents were married but did not live with their spouse.

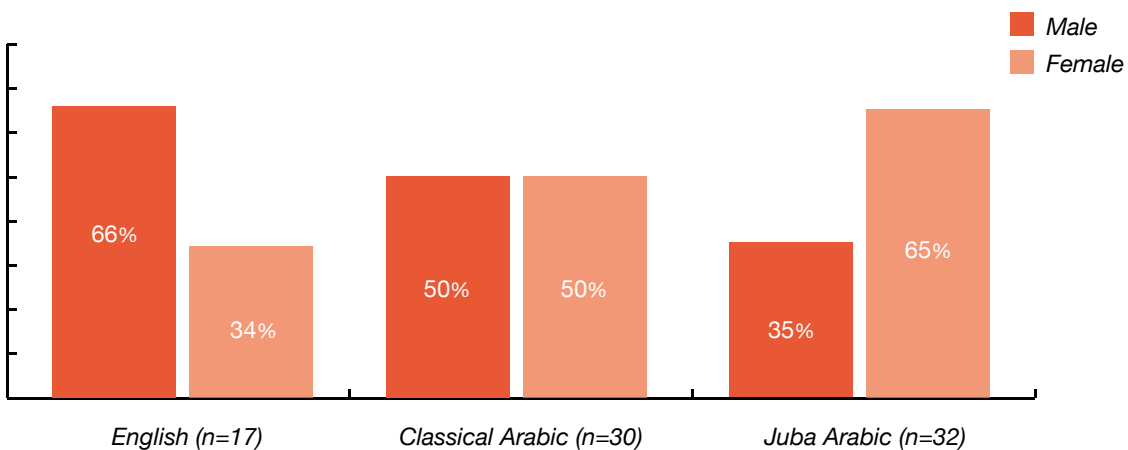
The predominate language for 92% of respondents was Dinka, with 5% noting Nuer as the second most identified language. The following figure details the primary language spoken among respondents in the Turalei booster area.

Figure 23: Primary Language among Respondents (n=308)



Dinka is also the language that was reported as best understood and spoken among respondents, with 91% indicating this. Respondents were also asked what other languages besides Dinka could they speak and understand well. Ten percent noted English; 10% Classical Arabic; and 6% Juba Arabic. The following figure represents the gender breakdown of those who noted they can speak and understand Arabic or English.

Figure 24: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender in Turalei

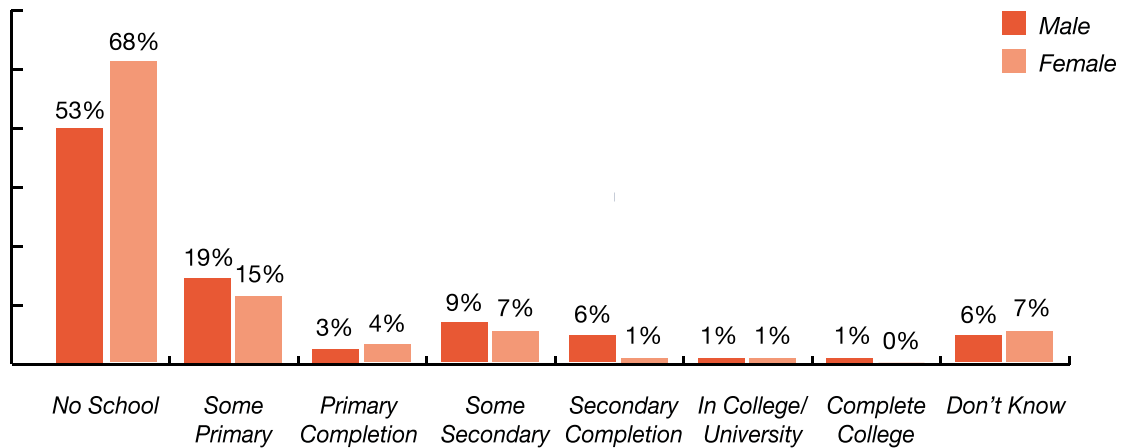


Among respondents in Turalei, 33% stated that they could read—42% male and 24% female, showing a significant gender gap within literacy rates. The largest literate group falls within the 16-25 year old cohort with 43% noting this; the lowest rate of literacy (17%) was noted for those 46 years and above.

## Education

Typically, respondents had no schooling, with 61% of those surveyed indicating this—68% among females and 53% among males. Booster respondents in Turalei indicated low educational levels overall, with little significance to gender. The following figure shows the breakdown of education level by gender.

Figure 25: Highest Level of Education Completed among Respondents by Gender in Turalei (n=308)

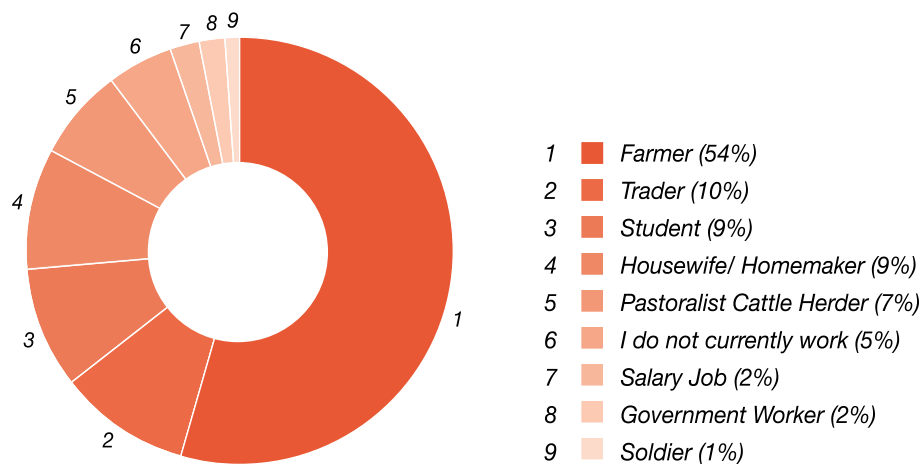


Those 36 and older were less likely to have completed any schooling, with 64% of 36-45 year olds not completing any schooling, along with 78% of those aged 46 or older. This compares to 49% of 16-25 year olds who responded that they had not completed any schooling. Fifty-three percent of the 26-35 age cohort also have no formal education. Among all age cohorts (except 36-45), only 1% reported completing college or university.

## Occupation and Income Generating Activities

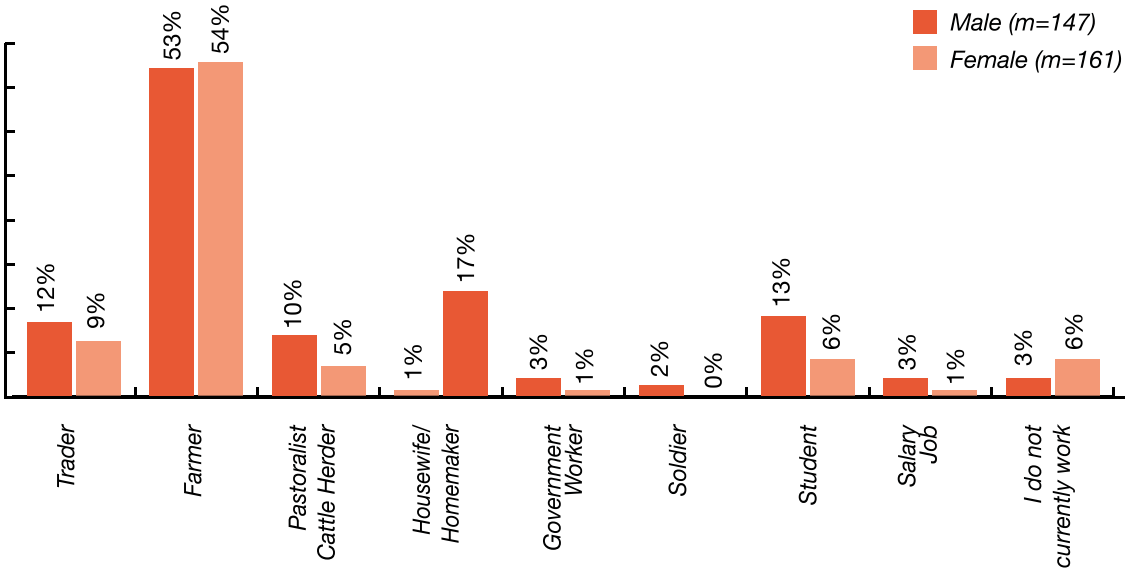
As per national trends, the most common occupation noted among Turalei respondents was farming—with 54% noting this. Respondents in Turalei noted lower rates of unemployment than the national survey at 5% (versus 8% nationally). Again, this may be related to the high incidence of farming/cattle herding in Turalei, compared to the more urban areas included within the national sample. Figure 26 shows the breakdown of primary occupation among booster respondents in Turalei.

Figure 26: Primary Occupation among Respondents in Turalei (n=308)



The following figure illustrates gender breakdown among primary occupations noted by booster respondents in Turalei.

Figure 27: Occupation by Gender in Turalei



The data appears to confirm traditional gender roles, with the largest gender disparity identified among those who noted their occupation as a housewife or homemaker. Seventeen percent of females listed this, compared to 1% of males. Additionally, 13% of males identified themselves as students versus 6% of females.

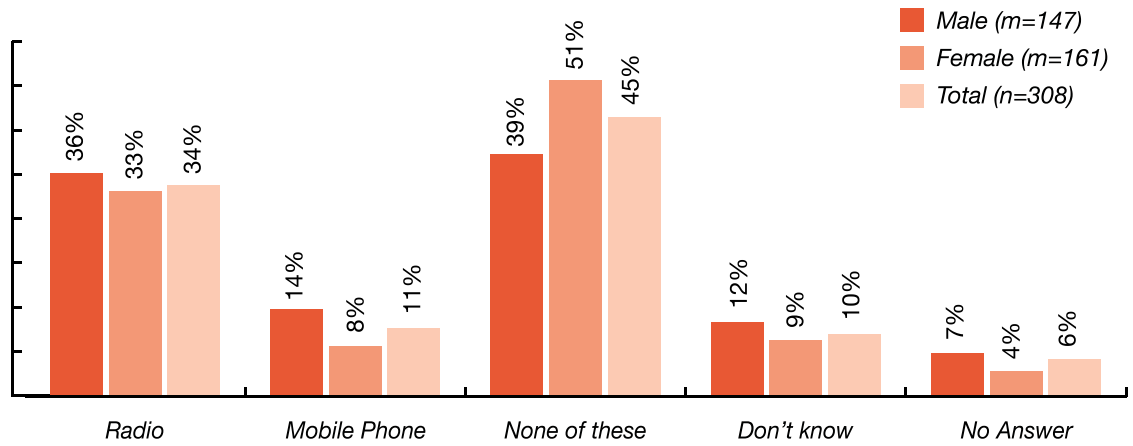
Among those surveyed, 73% of respondents indicated that they do not make any money; of those who indicated that they do make money, 31% were male compared to 23% of females. Among respondents in Turalei, 76% noted that they do not have their own money and the discretion as to how to spend it—74% among females and 79% among males. Eighty-three percent of respondents age 46 and above are least likely to have their own money or discretion as to how to spend it.

## Access to Media

### Access within the Household

In Turalei, respondents expressed limited levels of access to communication technologies within the household, with 45% having no devices within their household and 34% of respondents having a functional radio in their household. Comparatively, access to mobile phones was low at 11% and none of the respondents reported having a television, computer, or Internet in their home. The following figure represents household ownership of these technologies by gender.

Figure 28: Regular Access to Communication Technologies within the Home by Gender in Turalei



In Turalei, females have less access to communication technologies than males, with 51% reporting they have no functional communication devices in the household. Among those with radios in their household, there is little difference among males and females with 36% and 33% having access, respectively.

## Access Outside of the Household

Among those surveyed, 36% have regular access to a radio (at least once a week in their community), 8% have regular access to mobile phones and 6% to television. Once again, the number of males who have access to radio is higher than the number of females, as 41% stated this compared to 32% of females. Those between the ages 26-35 and 36-45 are more likely to have access to radio in their communities, as 45% of males and 44% of females noted this, respectively. Forty-five percent of all age cohorts responded that they did not have access to any of these devices in their communities, most likely attributed to the low rates of ownership previously expressed.

## Listening Habits

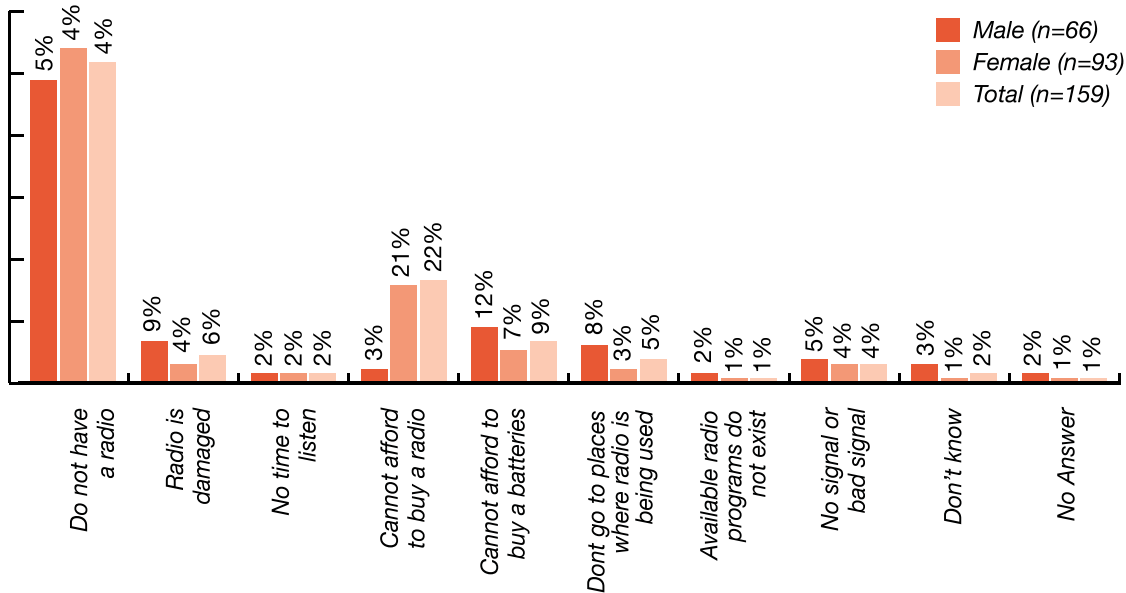
The following section specifies habits among both non-listeners and radio listeners in Turalei. When asked how often respondents listened to the radio in the past six months 51% (n=158)<sup>7</sup> reported that they do not listen to the radio, versus 49% (n=149) who listen at various times. This is further broken down in the following sub-sections.

## Non-listeners

In Turalei, the most common reason for not listening to the radio was lack of ownership, with 69% of non-listeners noting this; 22% could not afford to buy a radio; and 9% could not afford batteries. Four percent noted that a poor or bad signal was the primary reason they do not listen to the radio. Among non-listeners, 41% are male and 58% female. The following figure shows the causes for non-listenership among respondents in Turalei by gender.

<sup>7</sup> 158 respondents noted that they do not listen to the radio, in addition to 1 who respondent "don't know." Follow up questions were then asked of 159 persons.

Figure 29: Reported Reasons for Not Listening to the Radio among Respondents by Gender in Turalei



When data for non-listeners is broken down by gender, there are insignificant differences between males and females. Among the different age cohorts, 69% of those aged 46 or older had not listened to the radio, as well as 50% of those in the 16-25 year age cohort. This is compared to 44% of those aged 26-35 and 42% aged 36-45, showing that these middle age cohorts expressed higher instances of listenership than the oldest or youngest cohort.

## Listeners

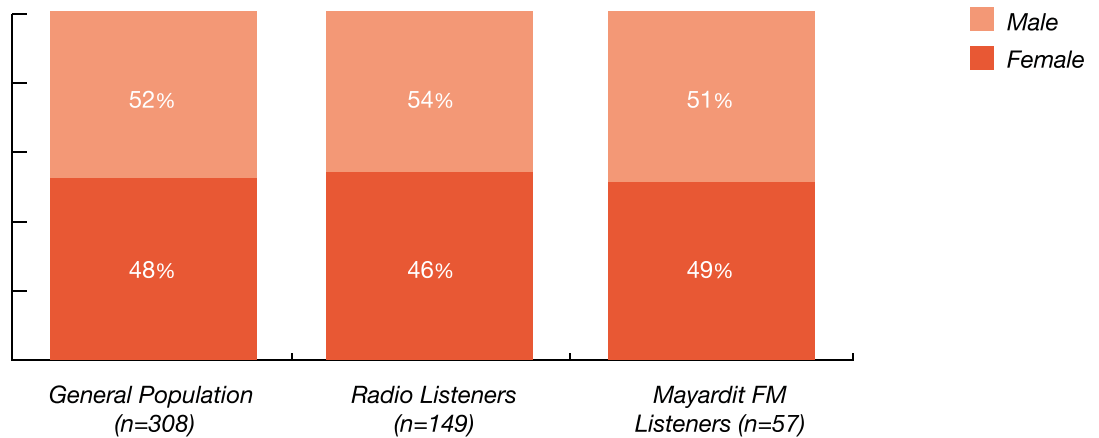
Among those who indicated they have listened to the radio in the past six months, 48% did so daily—54% of males and 46% of females. Among radio listeners, Mayardit FM had the highest rates of awareness and listenership, at 41% and 38%, respectively. The following table demonstrates the awareness ranking of the top 10 radio stations within the Turalei booster area. In Turalei, two Internews' stations rank within the top five stations, Mayardit FM and Nhomlaau FM.

Table 7: Station Listenership Ranking—Turalei (n=149)

Ranking	Station	Awareness	Ever Listened	Weekly Listeners
1	Mayardit FM	41%	38%	24%
2	Radio Kwajok	32%	29%	16%
3	Nhomlaau FM	25%	25%	19%
4	Radio Miraya	25%	20%	7%
5	Weerbe FM	15%	15%	9%
6	BBC World Service (Arabic)	11%	10%	5%
7	BBC World Service (English)	6%	4%	3%
8	Radio Omdurman	3%	2%	1%
9	Radio Dabanga	1%	1%	1%
10	Radio Jonglei 95.9 FM	1%	1%	1%

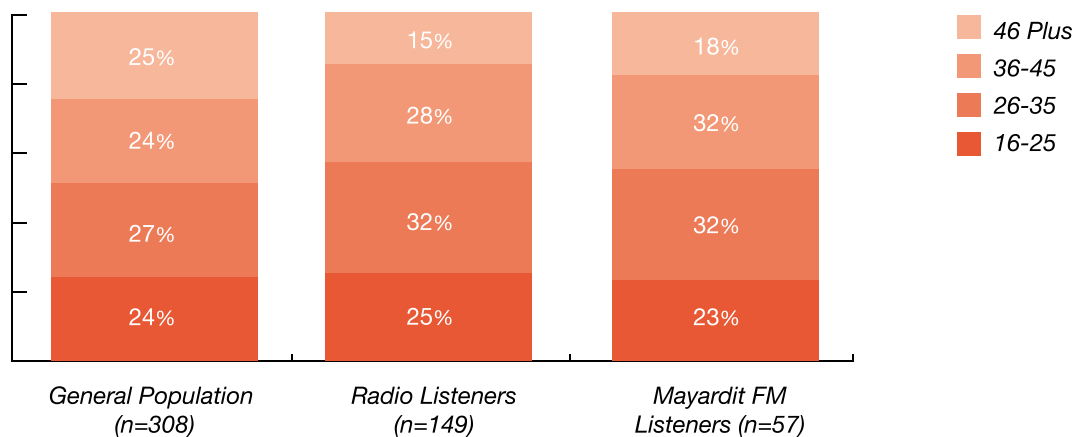
Among those aware of Mayardit FM, 24% had listened to the station in the past week. Of those who listen to Mayardit FM, 51% are male and 49% female. Additionally, 25% of radio listeners surveyed in the Turalei booster area were aware of Nhomlaau FM, another Internews station that has an overlapping signal and is located in Northern Bahr al Ghazal. All respondents who reported knowing the Nhomlaau FM station were also radio listeners, with 19% having listened to the station within the past week.

Figure 30: Gender Breakdown of General Population, Radio Listeners, and Mayardit FM Listeners



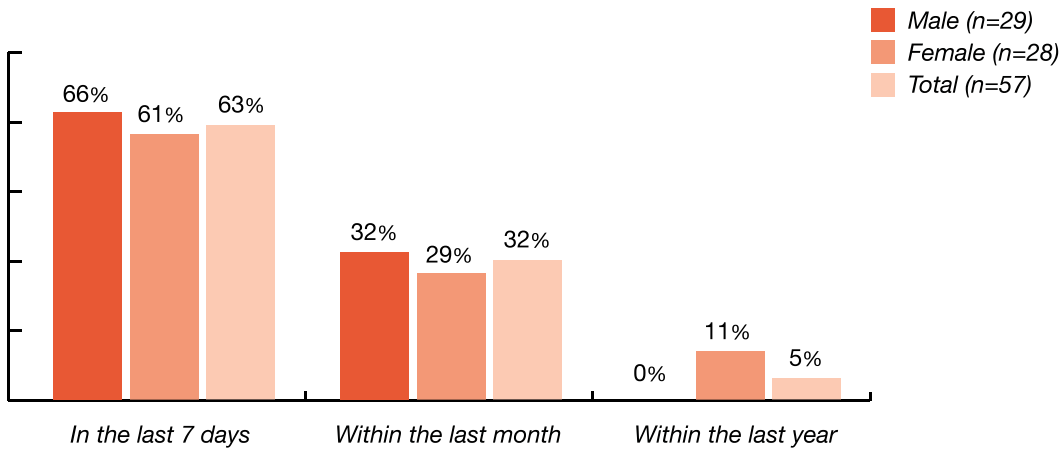
The age breakdown of general booster population, radio listeners, and Mayardit FM listeners is as follows:

Figure 31: Age Breakdown of General Population, Radio Listeners, and Mayardit FM Listeners



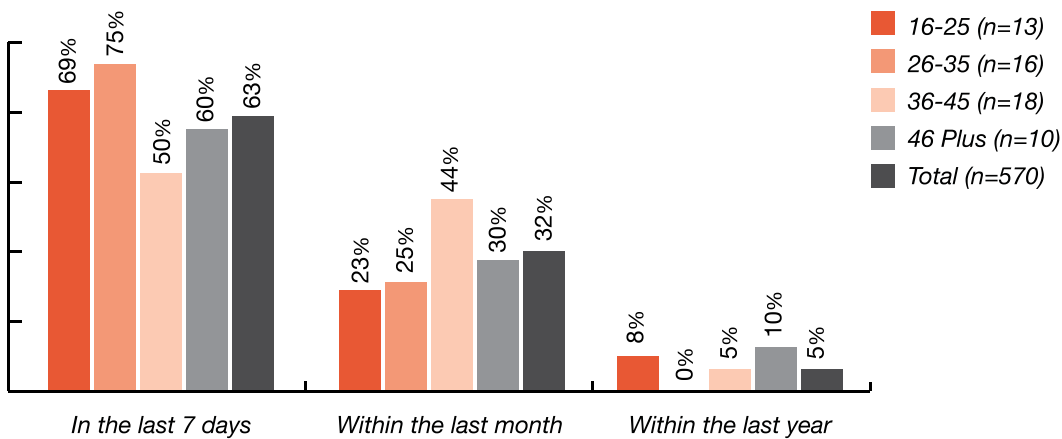
Sixty-three percent of Mayardit FM listeners tune in weekly, with 66% males and 61% females; 32% listened within the last month, and 5% within the last year. Among weekly Mayardit FM listeners, 67% tuned-in five of the past seven days; 74% of males and 59% of females. The following figure analyzes the regularity at which both males and females listen to Mayardit FM.

Figure 32: Listening Frequency among Mayardit FM Listeners by Gender in Turalei



There is a fairly equal gender balance for the regularity of Mayardit FM listeners who tune in to the station. Additionally, while the 16-25 age cohort had the highest instance of listenership (with 93% of the respondents within this age cohort having listened to the station), only 69% had listened within the past week, compared to 75% of those in the 26-35 age cohort. The following figure represents listenership by age cohort in Turalei.

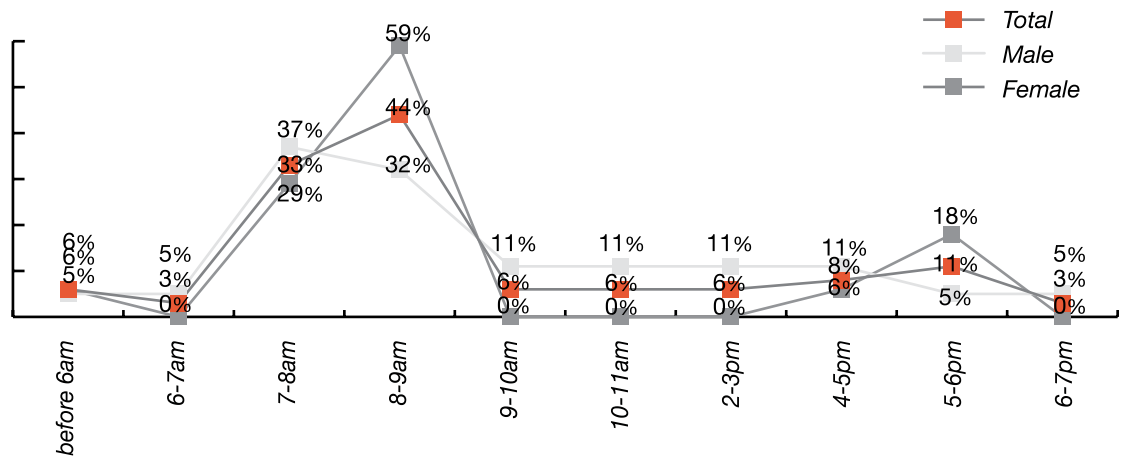
Figure 33: Listening Frequency among Mayardit FM Listeners by Age in Turalei (n=57)



Mayardit FM broadcasts five days a week. Among those who listen on a weekly basis, 89% of the 16-25 age cohort do so five days a week. This is followed by 67% of the 46 and older age group and 58% of the 26-35 age cohort who also listen five days a week. Thirty-five percent of those within the 36-45 cohort also listen to Mayardit FM five days a week.

Listeners of Mayardit FM overwhelmingly listen in the mornings, with 33% listening between the hours of 7-8 am and 44% from 8am to 9am. Males listen a bit earlier with 37% tuning-in from 7-8 am compared to 29% of females; 59% of females listen from 8-9 am versus 32% of males. The following figure represents the rates of listenership for Mayardit FM listeners over the course of the day.

Figure 34: Rates of Listenership over Time as Reported by Listeners of Mayardit FM over the Past Week (n=36)



It is important to highlight that no females tuned in to Mayardit FM between 10 am and 3 pm or after 6 pm.

As per national trends, local and national news is the most preferred topic among listeners. Among Mayardit FM listeners, local news is the most popular topic, with 49% stating this with national news being popular among 23% of listeners. Listeners' favorite topics are broken down by gender in the following table.

Table 8: Top Radio Topics Preferred by Mayardit FM-Listeners in Turalei (n=57)	
Males	Females
Local News (48%)	Local News (50%)
National News (24%)	National News (21%)
Community Announcements (7%)	Expert/Leader Interviews (11%)
International News (7%)	Community Announcements (7%)

When asked to identify radio programs on Mayardit FM, listeners named programs outside of the identified preferred topics (Table 8). Instead of news programs, respondents named Piocc Ee Baai (39%), an education program, and Cien Monjang (28%), a program on local culture. The most identified programs among listeners of Mayardit FM by gender are represented in the following table.

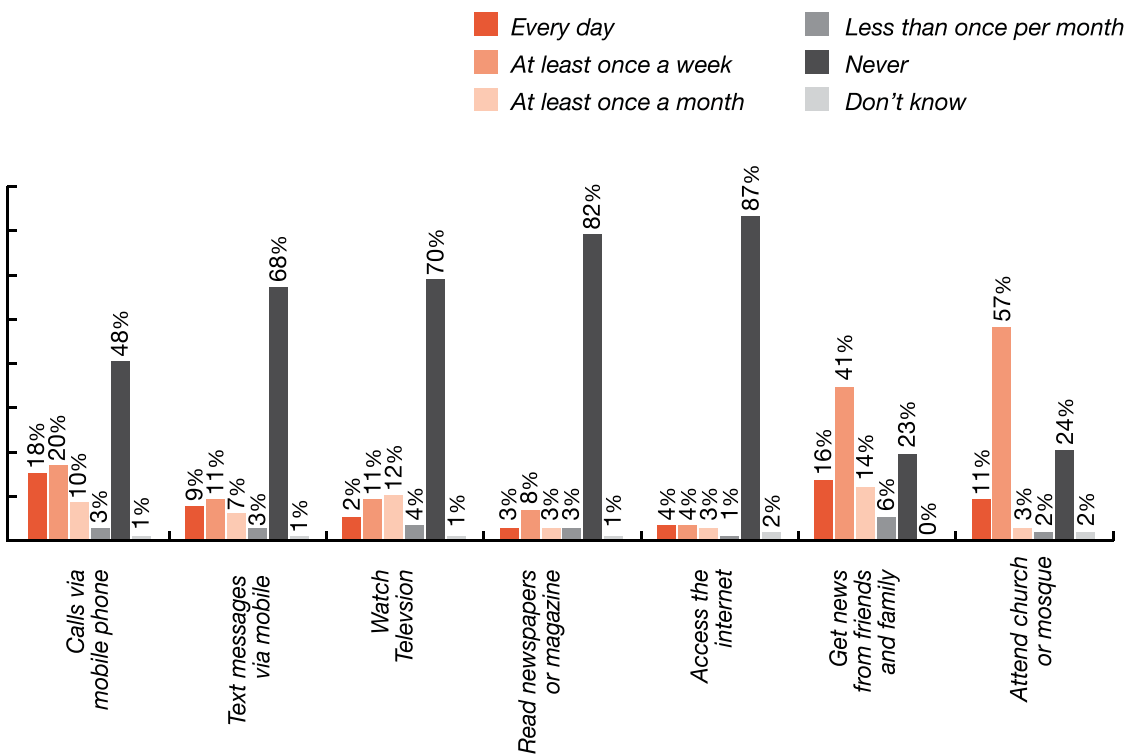
Table 9: Top Programs Identified by Mayardit FM Listeners by gender in Turalei (n=57)	
Males	Females
Piocc Ee Baai - Education (48%)	Piocc Ee Baai - Education (29%)
Cien Monjang - Culture (28%)	Cien Monjang - Culture (29%)
Dhol Hochwei - Business (10%)	Rienynthi Nyiac – Youth (21%)
Wel Nhialic - Religion (10%)	Wel Nhialic - Religion (14%)

## Media Consumption and Engagement

Radio listeners were asked a series of questions pertaining to other forms of media to identify the consumption habits of listeners, and to quantify the significance of radio as a source of information. As previously noted, low levels of ownership and access to technologies beyond radio indicates that there is little “substitution effect” among news sources; radio listeners tend to not use other forms of technology.

The following figure shows the frequency of radio listeners who have accessed news through sources other than the radio over the past six months.

Figure 35: How often Radio Listeners Engaged in the Described Activities in the Past Six Months (n=149)



Beyond obtaining news from friends and family or attending church and mosque, “never” was the most common response for all other potential news sources. Eighteen percent of respondents use a mobile phone daily and 20% weekly; 41% obtain their news from friends and family at least once a week, and 57% attend church or mosque.

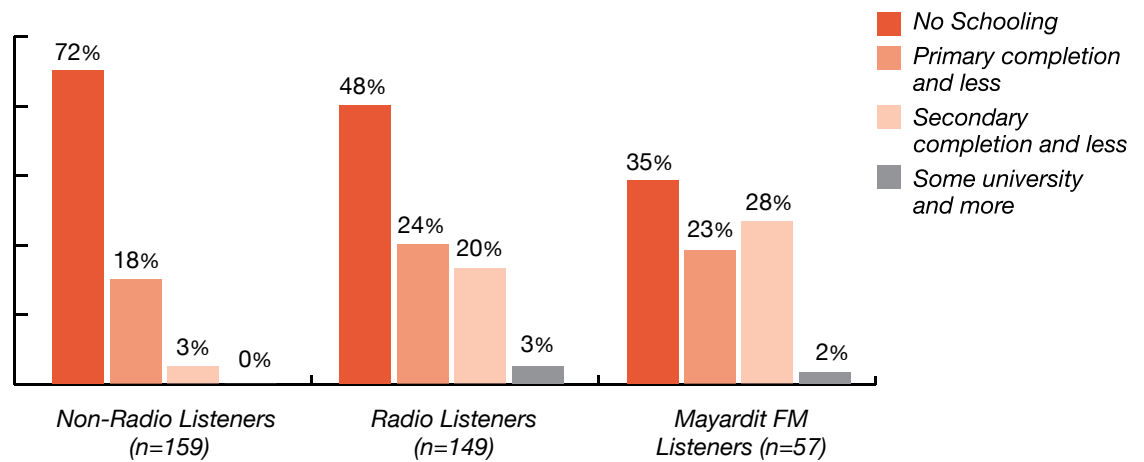
Among radio listeners in Turalei, 24% have made a call into a radio station. Males tend to call in stations more often with 30% of male respondents having reported such activity compared to 16% of female radio listeners. Youths, aged 16-25 are those most likely to call into a radio station, at 38%, followed by the 26-35 age cohort with 26%; 17% of the 36-45 age group have called in and 9% for those 46 and older. Additionally, 11% of radio listeners surveyed in Turalei indicated meeting with other community members to listen to and discuss a radio program, with 10% of males and 12% of females noting this. Group-listening appears to be a youth-oriented activity, with 19% of those in the 16- 25 age cohort having come together to listen to or discuss a radio program.

## Knowledge among Radio Listeners

The following sections describe Turalei radio listener responses to specific topics, such as civic awareness, gender issues, and health and hygiene. In an effort to isolate the potential impact of Mayardit programming, comparisons are made between the general population, Mayardit FM listeners and general radio listeners

Before we analyze the awareness levels for respondents, it is important to first summarize literacy and education levels. Figure 36 describes literacy and education levels among radio listeners, non-listeners, and individuals who listen to Mayardit FM.

Figure 36: Literacy and Education Levels among Non-Radio, Radio, and Mayardit FM Listeners

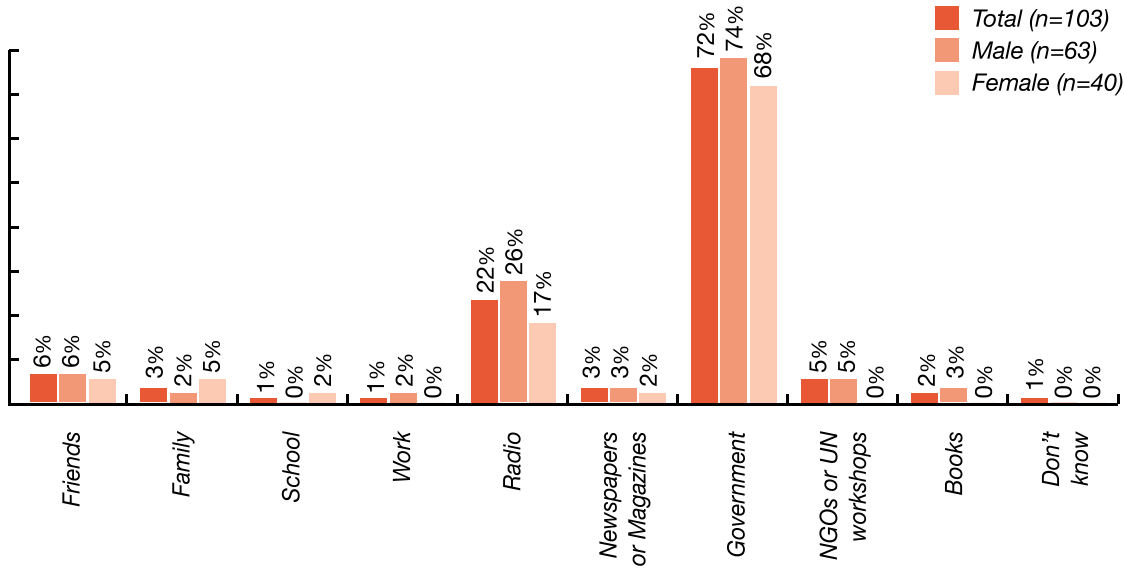


## Civic Awareness

The civic awareness section of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan.

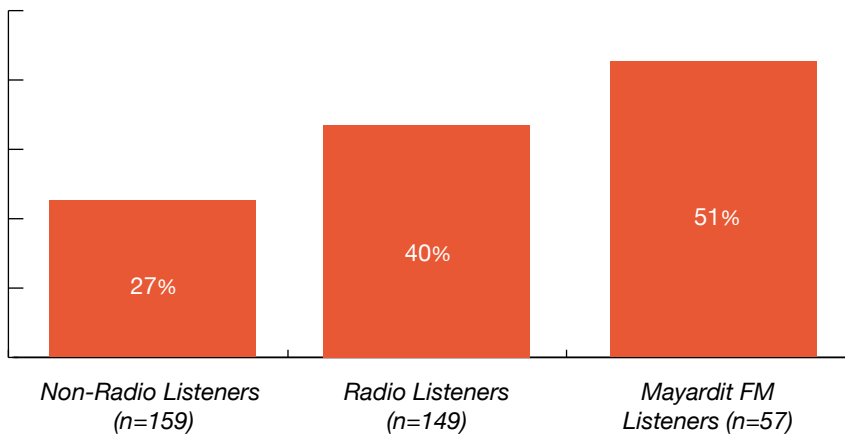
Among those surveyed in Turalei, 34% have heard of the transitional constitution—43% among males and 25% among females. Seventy-two percent of these individuals stated they had learned about the constitutional document from the government. The following figure presents the sources of information in regards to the transitional constitution, shown by gender.

Figure 37: Information Sources Regarding the Transitional Constitution among Respondents from Turalei who were Aware of it



Although the data demonstrates that radio was not the most common source of information on the topic of the constitution, radio listeners registered significantly higher compared to non-listeners in their being aware of the constitution. Forty percent of radio listeners were aware of the constitutional document, compared to 27% of non-listeners. Mayardit FM listeners were more aware than general radio listeners—at 51% (Figure 38).

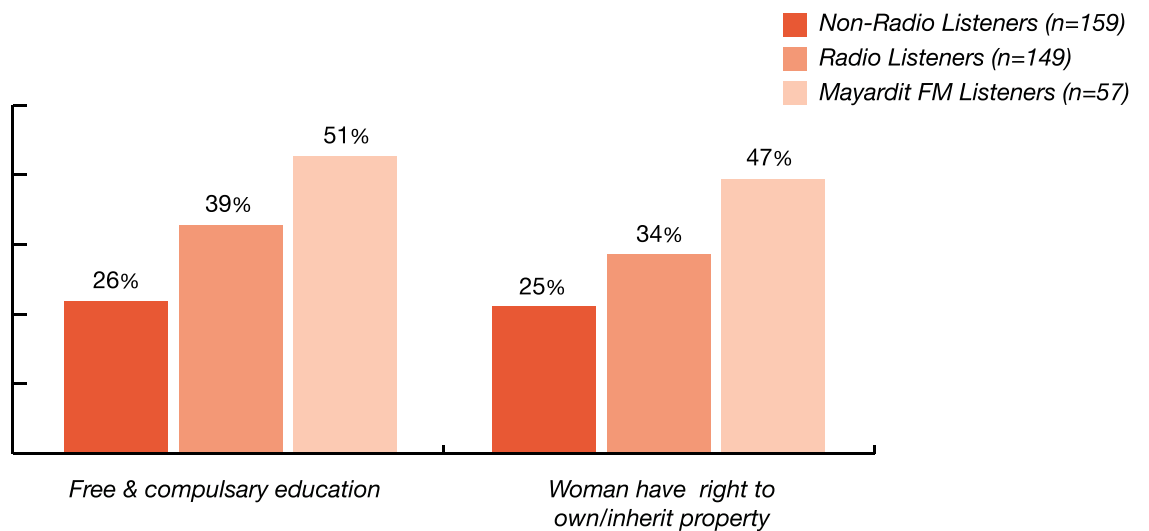
Figure 38: Knowledge of Transitional Constitution among Non-Radio, Radio, and Mayardit FM Listeners



When respondents were queried in greater detail about the government, 60% of those aware of the transitional constitution also indicated the state governor was the executive of each state in South Sudan—64% of males and 57% of females. In contrast, 34% incorrectly stated that the President of the Republic was the highest executive at the state level.

Further details show that, among those who were aware of the transitional constitution, 97% of respondents understood that the transitional constitution ensures all levels of government will provide free and compulsory education through the primary level, with 97% of males and 98% of females noting this. Eighty-seven percent of respondents agree that the transitional constitution indicates women have the right to own and inherit property—88% of females and 89% of males. Of those who were aware of the transitional constitution, 22% obtained their information from the radio. Radio listeners were more likely to know greater details regarding the constitution, with Mayardit FM listeners having the highest awareness levels (Figure 39).

Figure 39: Knowledge of Specific Items in Transitional Constitution among Non-Radio, Radio, and Mayardit FM Listeners



When asked about political parties, 77% of respondents indicated that they had heard of the SPLM. This was largely evident with male respondents at 88% versus 67% of female respondents. Forty-seven percent of respondents indicated that they did not know how many political parties were in South Sudan; an additional 35% indicated that they refused to answer the question. Fifty-two percent of females did not know how many political parties there were compared to 43% of males. Additionally, two of the cohorts showed significant deficits and did not know the number of political parties, with 50% of the 26-35 age cohort, and 56% of the 46 and above cohort lacking this information.

Aside from the SPLM, the second most well-known political party in South Sudan was SSDF (South Sudan Democratic Forum) at 22%, followed by SPLM-DC (SPLM-Democratic Change) at 19%.

## Gender

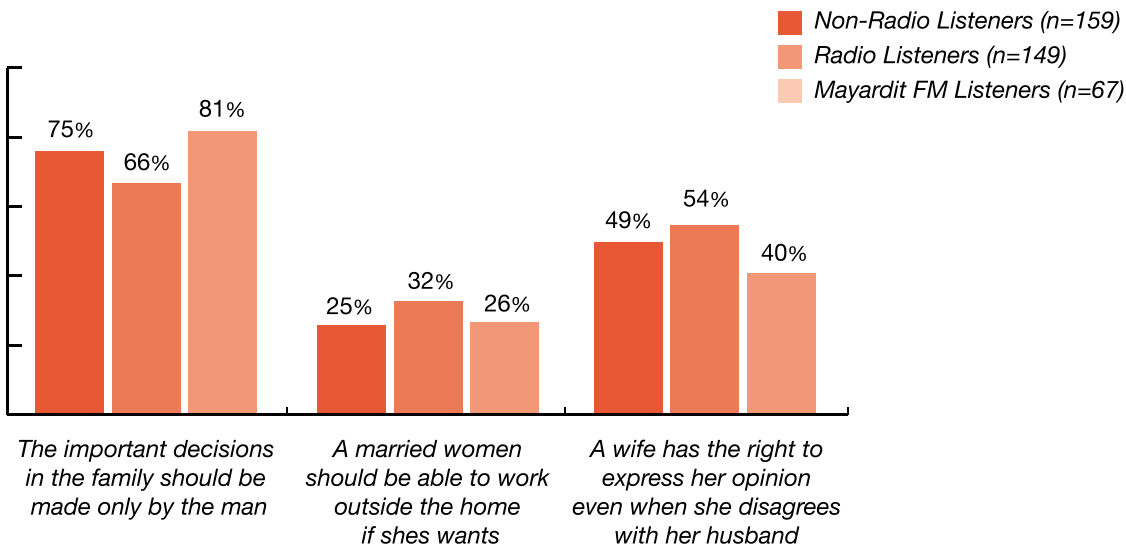
Respondents were also asked various questions to gauge their attitudes and opinions on gender issues. Overall, an attitude of gender inequality was expressed, and variation was found between the responses of male and female respondents. The following table summarizes the findings of these questions.

Table 10: Responses to Statements regarding Gender by Gender in Turalei (n=308)			
Agreed	Overall	Male	Female
The important decisions in the family should be made only by the men.	71%	68%	74%
A married woman should be allowed to work outside the home if she chooses	28%	28%	29%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	52%	51%	52%

Among those surveyed, 71% felt that important decisions should be made by men, with 74% of females saying this compared to 68% of males. Twenty-eight percent felt that a woman should be able to work outside the home if she chooses, and 52% said that a wife has the right to express her opinion even if her husband disagrees with her—both scenarios showing minor variance between genders.

Figure 40 illustrates gender awareness among non-listeners, radio listeners, and Mayardit FM listeners. Overall, results were inconsistent to determine the effect of radio listening on gender perceptions.

Figure 40: Responses to Statements regarding Gender among Non-Radio, Radio, and Mayardit FM Listeners



Forty-seven percent of respondents indicated that finishing school for 10-12 year old girls was the most important thing to do; 50% percent male and 45% of females. Thirty-seven percent felt that girls should help with housework, again with a higher number of females noting this than males, at 37% versus 31%, respectively. These responses indicate a lower level of self-efficacy among females surveyed in Turalei. When asked about the most common source of information regarding contraception, 25% noted a husband or wife and 20% noted their mother or father. This compares to 4% who stated they would go to a doctor or health clinic for this information.

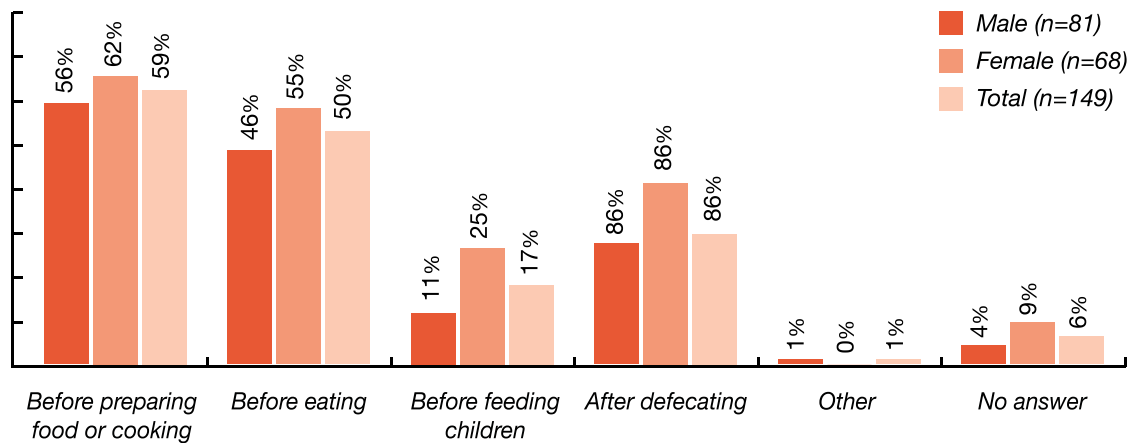
Among those surveyed, 60% had heard women from their area expressing their opinions in public—with the frequency of once a month (27%). Fifty-five percent stated that they hear women expressing their opinions in the media, with 21% stating the frequency to be once a week, and 19%, once a month.

## Health and Hygiene

Radio listeners were also asked questions to gauge their awareness of health and hygiene issues, as well as to assess the need for such messaging in radio programs. Specifically, listeners were asked to identify those instances when one should wash their hands with soap – with the intention to assess how often they could identify four key instances: washing hands before preparing food or cooking, before eating, before feeding children, and after defecating.

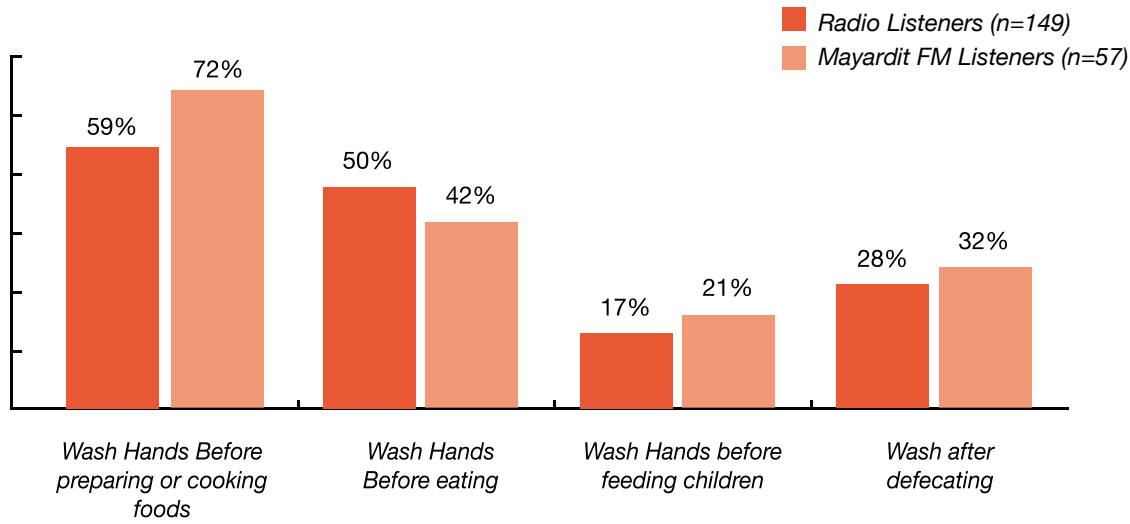
Among those surveyed, 46% stated that they learn about hygiene topics like hand washing from the radio, as well as 26% from family members and 18% from friends. Only 11% stated they learn about hygiene from NGO or UN workshops, and 9% from a doctor or health clinic. The following figure details hand washing habits among radio listeners by gender.

Figure 41: Key Instances of Hand Washing among Radio Listeners by Gender in Turalei



Among radio listeners in Turalei, there were low levels of awareness of washing hands before feeding children and after defecating, with 17% and 28% of respondents noting these instances, respectively. Overall, males wash their hands less than females in all four situations discussed. As per age, only 9% of those aged 46 and older stated that hand washing should be done before feeding children, and 13% after defecating—significantly lower than the average totals across other age cohorts.

Figure 42: Key Instances of Hand Washing among Radio Listeners and Mayardit FM Listeners in Turalei



The most common source noted for information on hygiene topics was the radio (46%), then family (26%), and school (21%). The younger age cohorts were the most likely to indicate radio as the primary source of information for topics on hygiene. Fifty-three percent of those in the 26-35 age cohort and 51% in the 16-25 age cohort stating this, compared to 36% of the 36-45 age cohort and 44% aged 46 and over.

When asked if they had heard of HIV/AIDS, 78% of radio listeners in Turalei had heard of the disease—with equal percentages of males and females. Forty-eight percent of listeners were aware that the disease could be transmitted sexually and 40% through contaminated blood. Males were more aware of methods of disease transmissions, with only 6% stating they didn't know how the disease spreads versus 17% of females. Forty-four percent obtain their information on HIV/AIDS from the radio, 22% from a doctor or health clinic, and 21% from NGOs or UN workshops.

# Naath FM

## Leer, Unity State

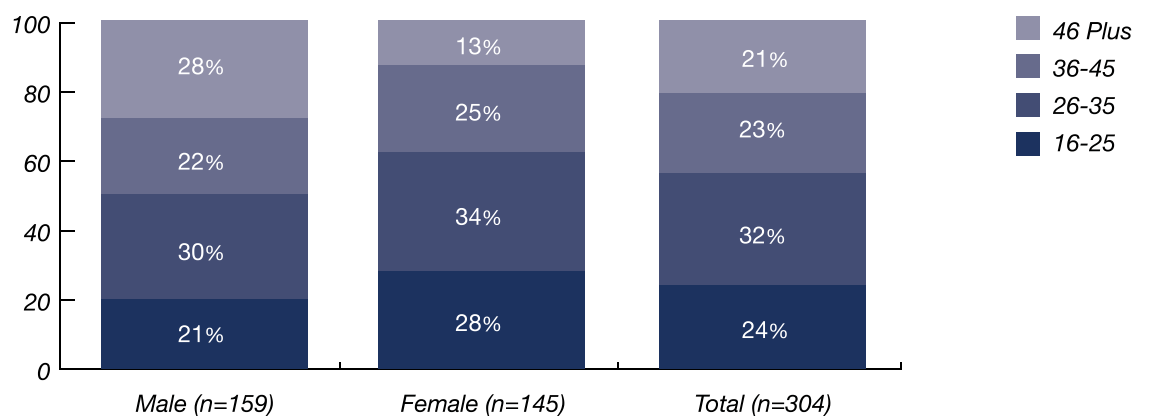


Naath FM, established in 2007, is the oldest Internews community radio station. It broadcasts from Leer County in Unity State, and in three languages, Nuer, English and Arabic. The name “Naath” means “citizen” in the Nuer language. Among listeners in Leer (n=101), Naath FM is the most listened to station, with 90% being aware of the station, 84% having listened, and 64% doing so on a regular basis.

### Social-Demographic Profile of Respondents

The booster sample associated with Naath FM (Leer) included a total of 304 respondents aged 16 years and above (52% male and 48% female). The breakdown of respondents in terms of age cohorts included: 16-25 years (24%), 26-35 years (32%), 36-45 years (23%), and aged 46 and above (21%). Figure 43 illustrates respondents by both gender and age cohort.

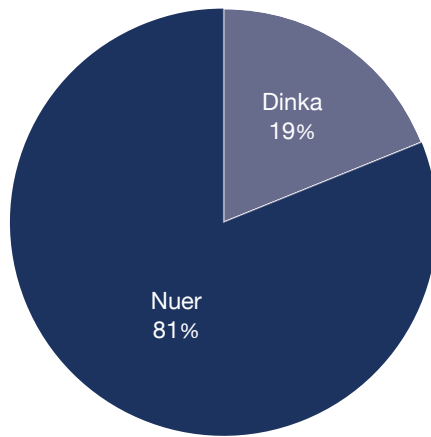
Figure 43: Respondents by Age Cohort and Gender in Leer



The majority of respondents (83%) were married and cohabitating with a spouse. Ten percent of respondents reported being single/never married, and only 1% of respondents reported being married but living away from their spouse.

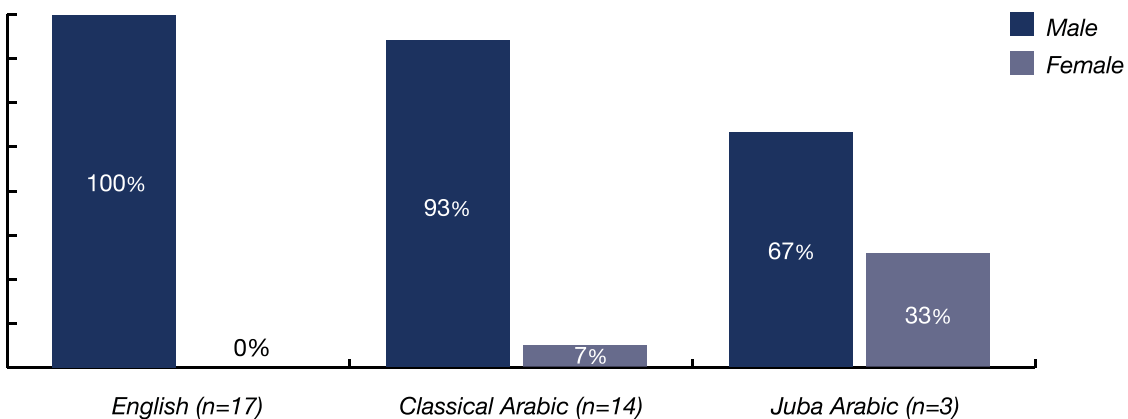
The primary languages among those surveyed in Leer included Nuer (81%) and Dinka (19%). No other primary languages were reported. Figure 44 illustrates the primary language among respondents.

Figure 44: Primary Language among Respondents in Leer (n=304)



When asked which languages they could speak and understand well, 85% noted Nuer and 17% Dinka. Only 6% responded that they speak and understand English well; 5% stated that they speak and understand Classical Arabic well and 1% Juba Arabic. Males indicated a much higher understanding of these languages, with 100% of those who reported speaking and understanding English being male. The following figure shows the gender breakdown of those able to speak and understand English and/or Arabic well, by gender.

Figure 45: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender in Leer

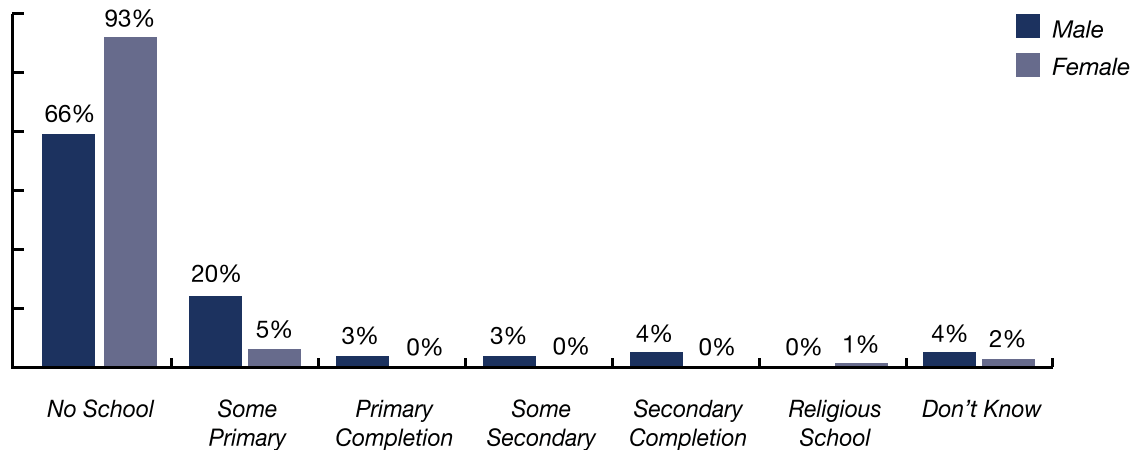


Only 19% of respondents are able to read—31% of males and 6% of females, representing a significant gender gap among literacy rates.

## Education

Respondents in Leer presented limited levels of formal education, with 79% of those surveyed indicating that they had no previous schooling. Significant disparities in education level exist between genders, with 93% of females having no schooling versus 66% of males. Figure 46 illustrates highest level of education achieved among respondents by gender.

Figure 46: Highest Level of Education Completed among Respondents by Gender in Leer (n=304)



Respondents from the older age groups were far less likely to have completed any schooling, with 89% of 36-45 year olds not having completed any schooling, along with 86% of those aged 46 or older. This is compared to 61% of 16-25 year olds who responded that they had not completed any schooling, and 80% of 26-35 year olds having no formal education. No booster respondents in Leer had completed any college or university education.

## Occupation and Income Generating Activities

The primary occupation among respondents was generally reflective of Leer's rural location, with a large percentage of respondents reporting being a farmer (70%). Even though education levels were reported low, "student" was the next most common cited occupation, with 6% noting this. Two percent stated they do not currently work. Figure 47 illustrates primary occupation among respondents in Leer.

Figure 47: Primary Occupation among Respondents in Leer (n=304)

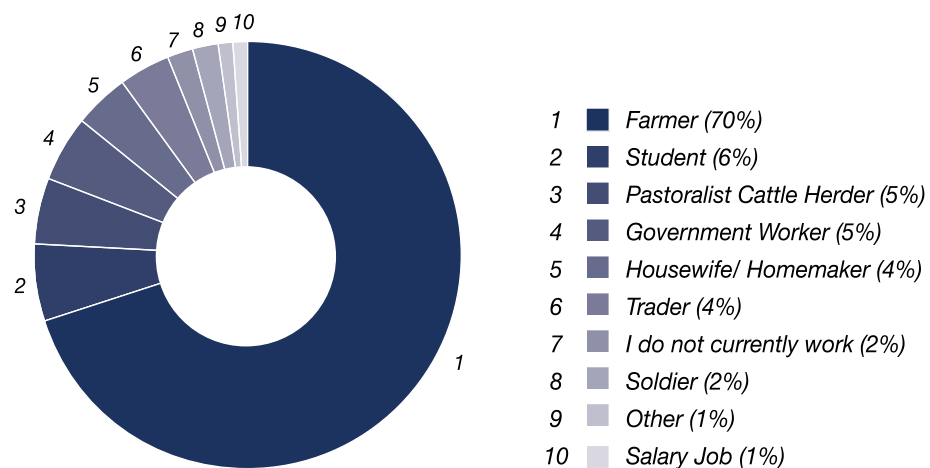
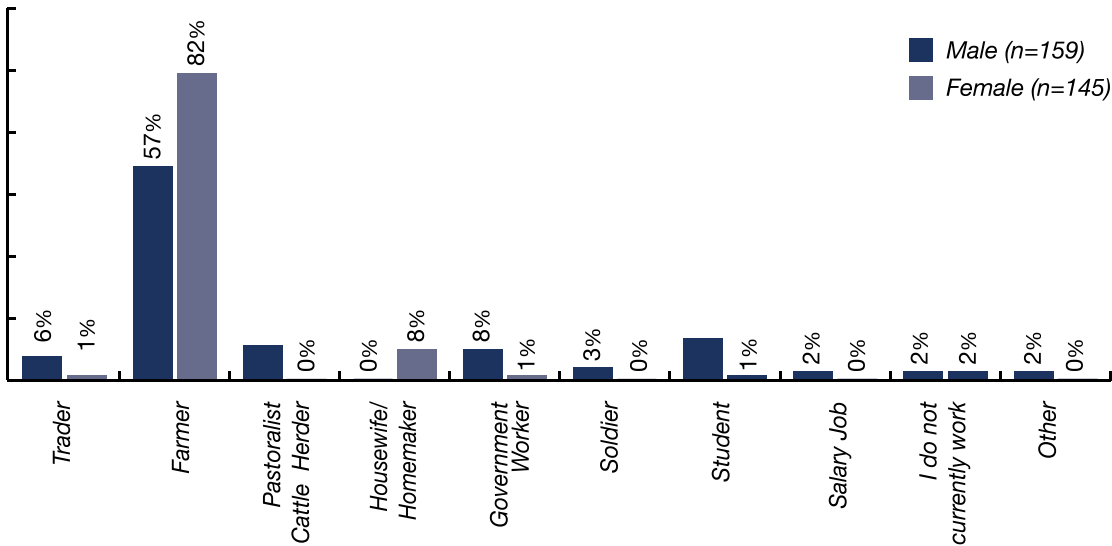


Figure 48 illustrates gender breakdown among primary occupations noted by booster respondents in Leer.

Figure 48: Occupation by Gender in Leer (n=304)



The highest gender discrepancy comes among those who indicated that they are farmers—82% of females versus 57% of males. Aside from being a housewife/ homemaker (8% of females compared to 0% of males), males reported higher instances of each occupation listed.

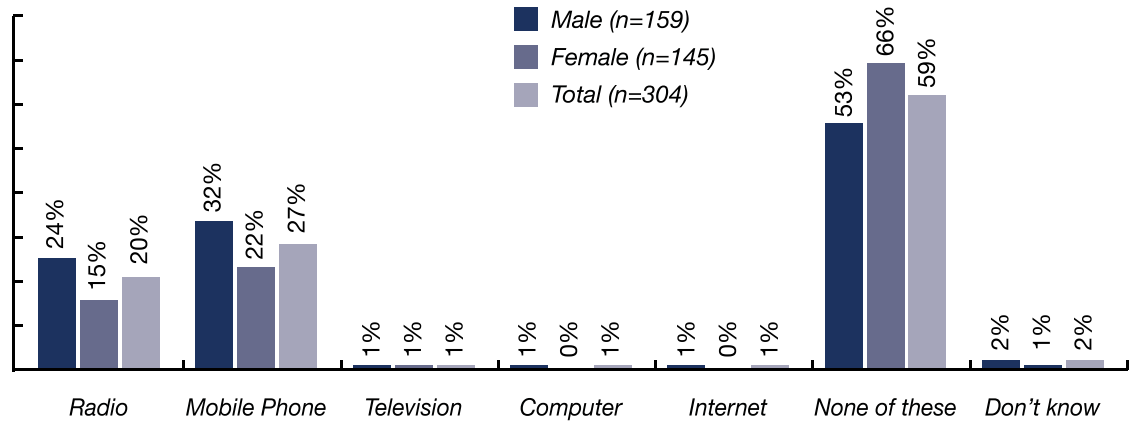
Though 98% of respondents noted a primary occupation, only 22% indicated that they make money (32% among males compared to 10% of females). Thirty-six percent of respondents stated that they have their own money and the discretion on how to spend it, with males having more discretion over money at 45% (compared to 28% among females).

## Access to Media

### Access within the Household

In Leer, the functional device that respondents had most in their household was a mobile phone, with 27% noting this; comparatively, 20% reported having a functional radio. Overall access to communication technologies within the household was low, with 59% of respondents having no access to any of the specified technologies. The following figure represents access to communication technologies within the household by gender.

Figure 49: Regular Access to Communication Technologies within the Home by Gender in Leer



In Leer, males reported having higher levels of access to both mobile phones and radio within the household; 24% of males have a radio in their household versus 15% of females, and 32% have a mobile phone versus 22% among females. Alongside the high levels of mobile phone ownership, it is important to note that among those who indicated that they have listened to the radio in the past six months, 15% reported doing so on their mobile phone.

## Access Outside of the Household

Among those surveyed, 22% have regular access (at least once a week) to a radio in their community, compared to 20% for mobile phones. Minor difference was noted between genders, with 23% of males and 22% of females having regular access to the radio. Those between the ages of 16-25 are the most likely to have regular access to a radio, with 28% noting this; 27% of both these cohorts and those aged 26-35 having regular access to a mobile phone.

## Listening Habits

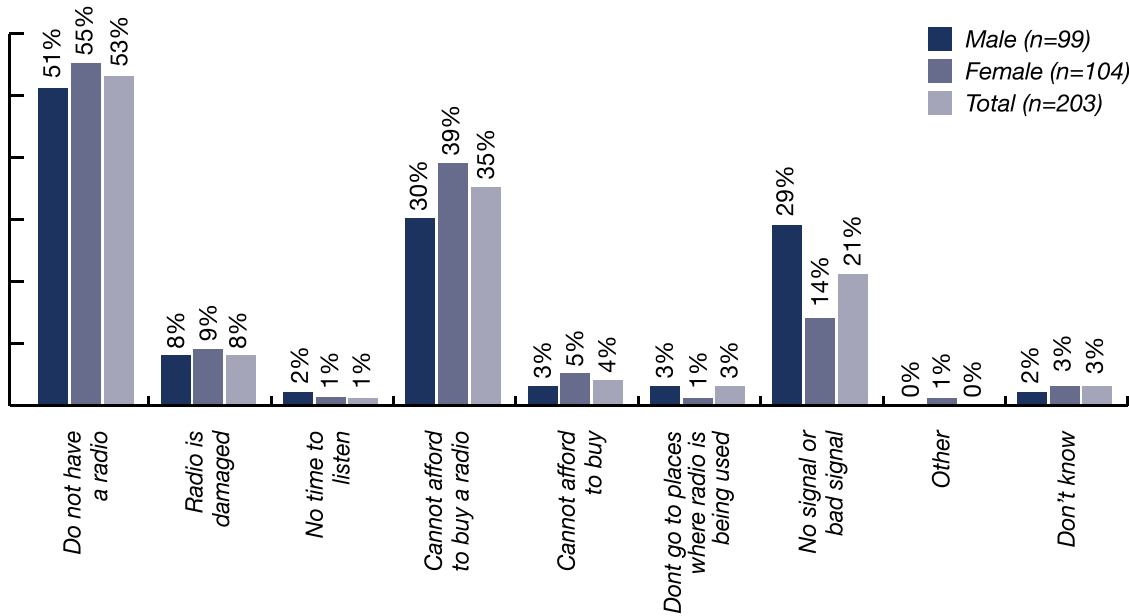
The following section details habits among both non-listeners and radio listeners. When asked how often respondents listened to the radio in the past six months, 66% (n=201)<sup>8</sup> reported that they do not listen to the radio, versus 33% (n=100) who do listen to the radio. This is further broken down in the following sub-sections.

## Non-listeners

In Leer, the most common reason for not listening to the radio was lack of ownership, at 53%. Additionally, 35% could not afford to buy a radio, and 21% noted a bad signal or poor signal as the reason they do not listen. This potentially means that more respondents would tune in to the radio especially if the Naath FM broadcast footprint was expanded. Among non-listeners, 49% are male and 51% female. The following figure shows the causes for non-listenership among respondents in Leer by gender.

<sup>8</sup> 201 respondents noted that they do not listen to the radio, in addition to 2 respondents stated that they "don't know." Follow up questions were then asked of 203 persons.

Figure 50: Reported Reasons for Not Listening to the Radio among Respondents by Gender in Leer



When data for non-listeners is further analyzed by gender, differences between males and females were minimal. In the case of a bad radio signal, significantly more men reported signal issues, with 29% versus 14% of females noting this response.

In Leer, listening was inversely correlated with age, with greater numbers of young cohorts listening to the radio. Twenty-four percent of those aged 16-25 listen to the radio every day, compared to 16% of those in the 26-35 age cohort, 8% of those ages 36-45 and 9% of those 46 and older. Forty-eight percent of the 16-25 cohort never listened, compared to 66% of the 26-35 age cohort, 78% of the 36-45 age cohort and 74% among the 46 and older cohort.

## Listeners

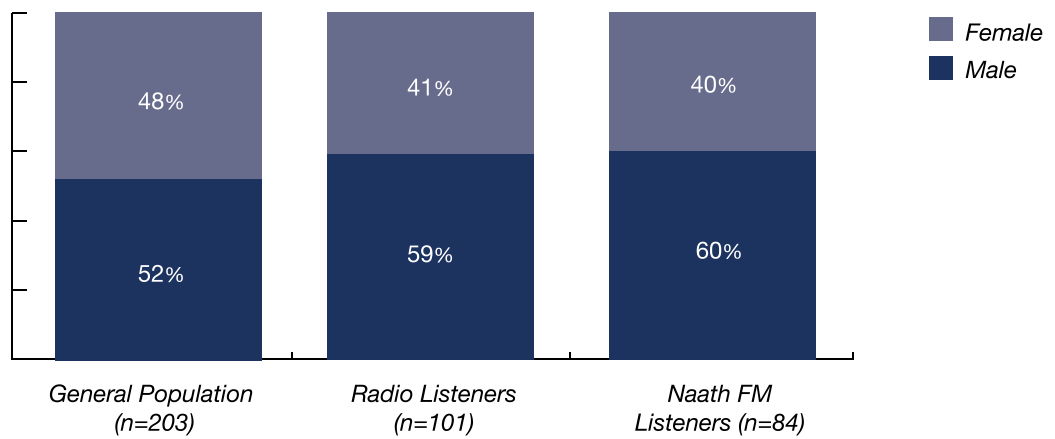
Among those who indicated they have listened to the radio in the past six months, 15% did so daily—19% of males and 10% of females. Naath FM has the highest awareness levels in Leer County, with 90% of listeners having heard of the station. The following table ranks specific station awareness and listenership among top 10 stations in Leer.

Ranking	Station	Awareness	Ever Listened	Weekly Listeners
1	Naath FM	90%	84%	64%
2	Bentiu FM	21%	16%	9%
3	Radio Miraya	16%	14%	13%
4	BBC World Service (English)	6%	6%	5%
5	BBC World Service (Arabic)	6%	6%	2%
6	Radio Omdurman	3%	2%	2%
7	Radio Rumbek	2%	2%	2%
8	Radio Dabanga	2%	2%	-
9	Ngun Kata FM	2%	-	-
10	Radio Anisa	2%	-	-

Among those aware of Naath FM, 84% reported listening; with 64% of respondents listening within the past week, as well as 17% within the past month and 6% within the last year. Among weekly listeners,<sup>9</sup> 66% tuned-in to Naath FM five out of the last seven days, with 69% of females and 61% of males noting this. Since Naath FM broadcasts only five days a week, this represents listeners who tune in to Naath FM everyday when programming is available. Seventy-four of those aged 46 and older listened five days a week, as well as 72% of those in the 16-25 age cohort. This is compared to 54% of those ages 36-45 and 60% of the 26-35 cohort.

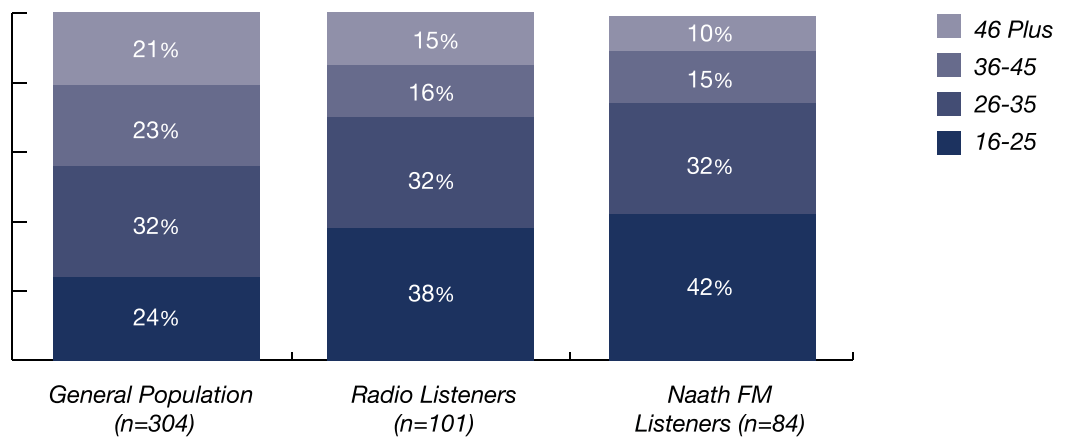
Of those who identified themselves as Naath FM listeners, 40% are females and 60% males. Naath FM presented lower levels of female listenership in comparison to general radio listeners and the general survey population, as evidenced in Figure 51.

Figure 51: Gender Breakdown of General Population, Radio Listeners, and Naath FM Listeners



The age breakdown of listeners by general booster population, radio listeners, and Naath FM listeners is as follows:

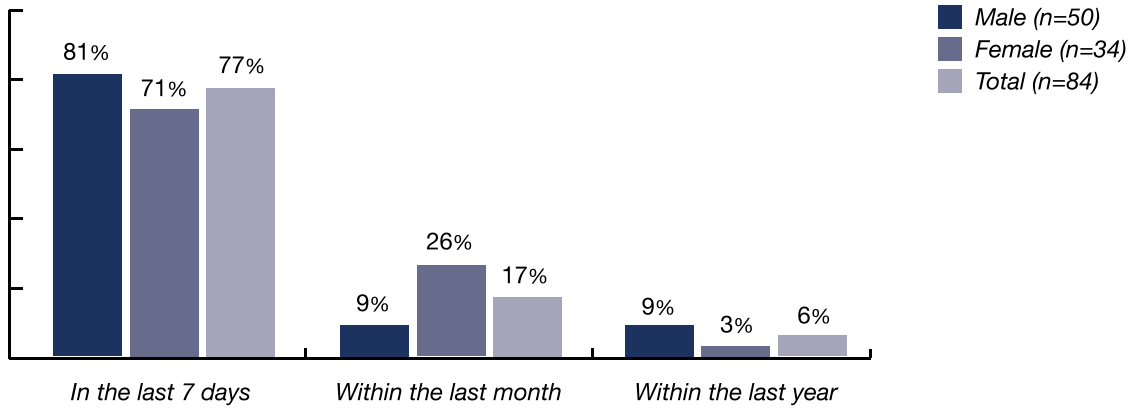
Figure 52: Age Breakdown of General Population, Radio Listeners, and Naath FM Listeners



<sup>9</sup> When considering weighted figures 76% of listeners tuned-in to Naath FM Leer within the last week rather than the 65% noted in Table 13.

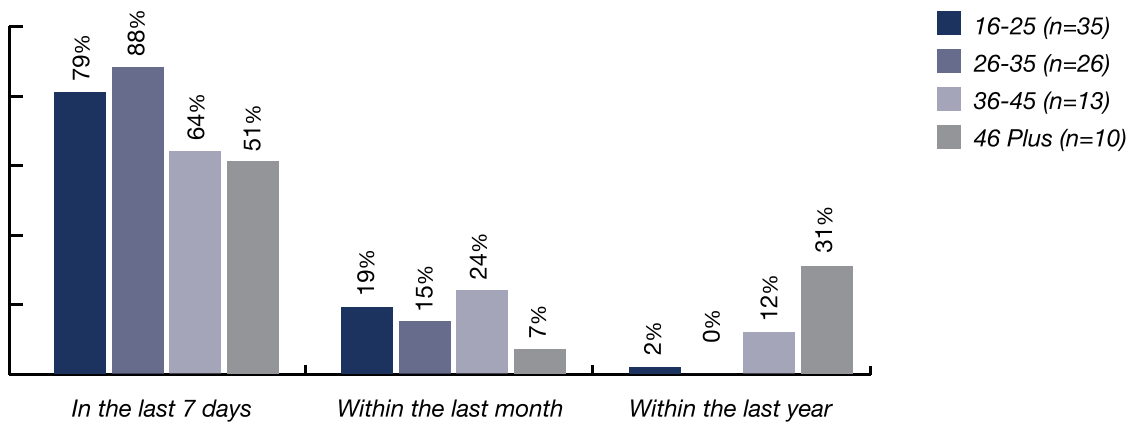
Males who listen to Naath FM do so frequently, with 81% noting they have tuned in within the past week compared to 71% among females; 26% of females listened in the last month compared to 9% of males. The following figure breaks down the frequency at which both males and females listen to Naath FM.

Figure 53: Listening Frequency among Naath FM Listeners by Gender in Leer



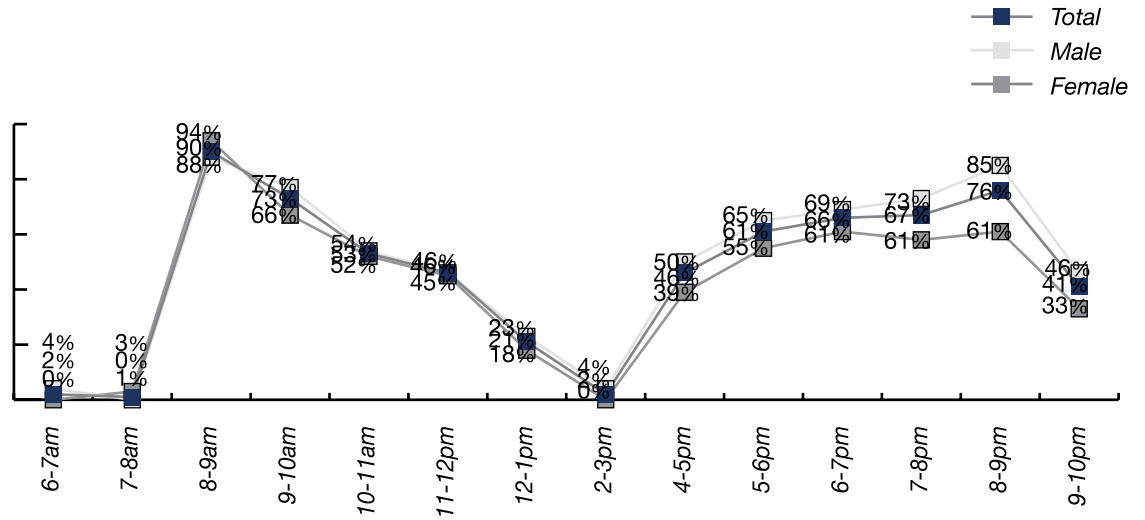
No significant correlation can be discerned regarding the relationship between age and listening frequency; all cohorts listened mostly on a weekly basis, with the 26-35 age cohort having the highest incidence of weekly listenership at 88%. This data is represented in the following figure.

Figure 54: Listening Frequency among Naath FM Listeners by Age in Leer



Listeners who tuned in to Naath FM in the past week did so in the morning and evening, with the peak times being between 8-9 am (90%) and between 8-9 pm (76%). Both males and females tune in at high rates during these times, therefore, gender specific programming can reach both groups during these time slots. The following figure shows the rates of listenership of Naath FM throughout the day.

Figure 55: Rates of Listenership over Time as Reported by Listeners of Naath FM over the Past Week (n=65)



Sixty percent of respondents in Leer who listen to Naath FM, chose local news as their most popular topic; 6% preferred national news as their program type and 4% chose international news. Eleven percent of respondents chose educational programming as their favorite topic. The following table shows the Naath FM Leer listeners' topic preference by gender.

Males	Females
Local News (54%)	Local News (70%)
Education (18%)	Community Announcements (9%)
International News (6%)	Culture (6%)
National News (6%)	-

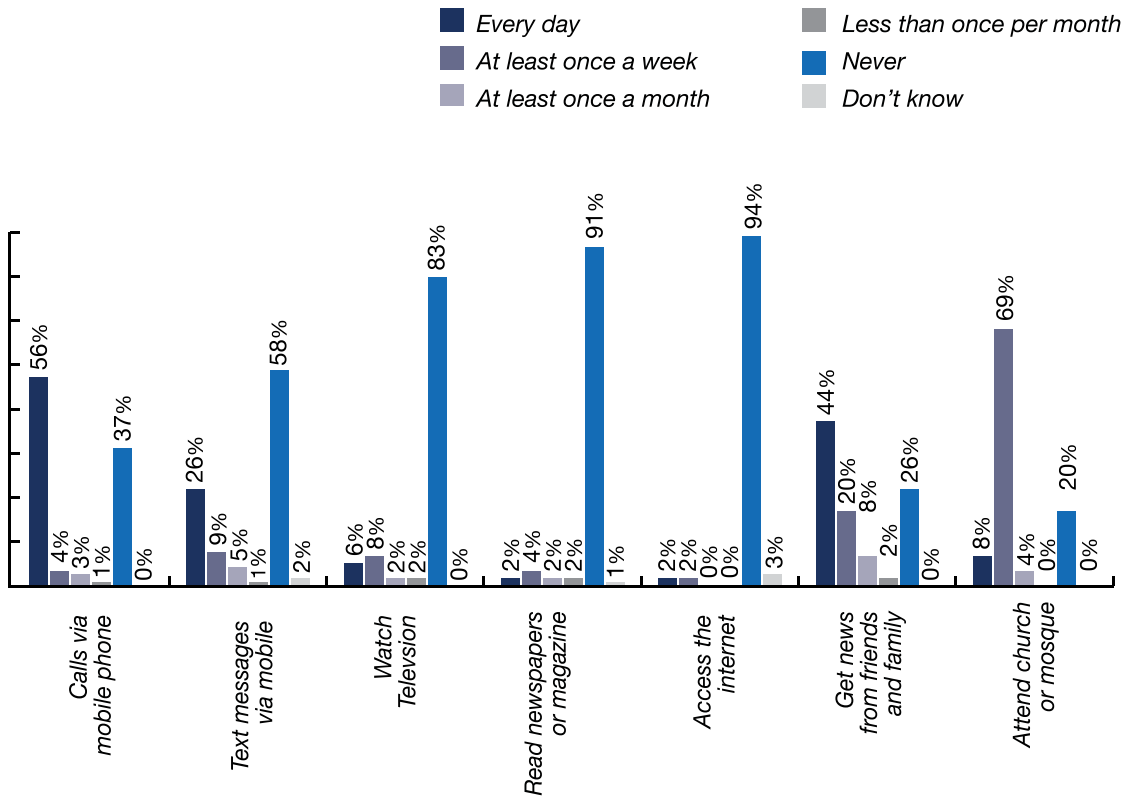
Although news is the most preferred topic, news shows are not the most known by Naath FM listeners. Ninety-four percent of listeners had the highest level of awareness of a health program named Pual Ponu. Other program topics that Naath FM listeners could identify, included religion and health. The following table breaks down the top named programs identified by Naath FM listeners by gender.

Males	Females
Pual Ponu - Health (94%)	Pual Ponu - Health (91%)
Peace & Love - Religion (72%)	Gang Gaan - Children (79%)
Gang Gaan - Children (72%)	Peace & Love - Religion (71%)
News in Nuer (48%)	Food Basket - Agriculture (59%)

## Media Consumption and Engagement

Radio listeners were asked a series of questions pertaining to other forms of media, so as to identify their consumption habits, and to quantify the significance of radio as a source of information. The following figure shows the frequency of Radio Listeners who have accessed news through sources other than the radio over the past six months.

Figure 56: How often Radio Listeners Engaged in the Described Activities in the Past Six Months in Leer (n=101)



Beyond obtaining news from friends and family or attending church and mosque, “never” was the most common response for all other potential news sources. Eighteen percent of respondents use a mobile phone daily and 20% weekly; 41% obtain their news from friends and family at least once a week, and 57% attend church or mosque.

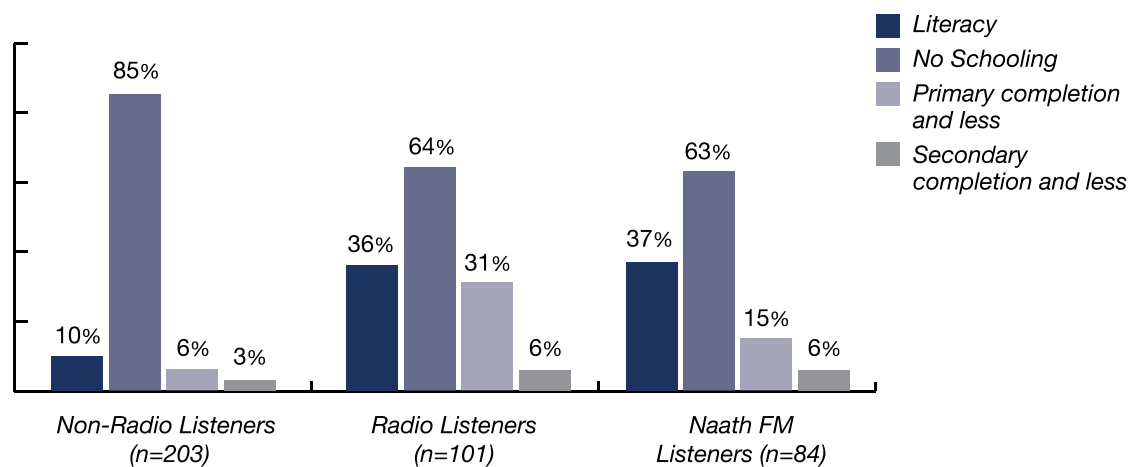
Among radio listeners in Leer, 24% have made a call into a radio station. Males tend to call into stations more often with 30% of male respondents having reported such activity compared to 16% of female radio listeners. Youths, aged 16-25 are those most likely to call into a radio station, at 38%, followed by the 26-35 age cohort with 26%; 17% of the 36-45 age group have called in and 9% for those 46 and older. Additionally, 11% of radio listeners surveyed in Leer indicated meeting with other community members to listen to and discuss a radio program, with 10% of males and 12% of females noting this. Group-listening appears to be a youth-oriented activity, with 19% of those in the 16- 25 age cohort having come together to listen to or discuss a radio program.

## Knowledge among Radio Listeners

The following sections describe responses among radio listeners in Leer specific to topics such as: civic awareness, gender issues, and health and hygiene. To better isolate the potential impact of Naath FM programming, comparisons are made between the general population, Naath FM listeners, and general radio listeners.

It is important to first summarize literacy and education levels, before we analyze the awareness levels for respondents. Figure 57 describes literacy and education levels among radio listeners, non-listeners, and individuals who listen to Naath FM.

Figure 57: Literacy and Education Levels among Non-Radio, Radio, and Naath FM Radio Listeners

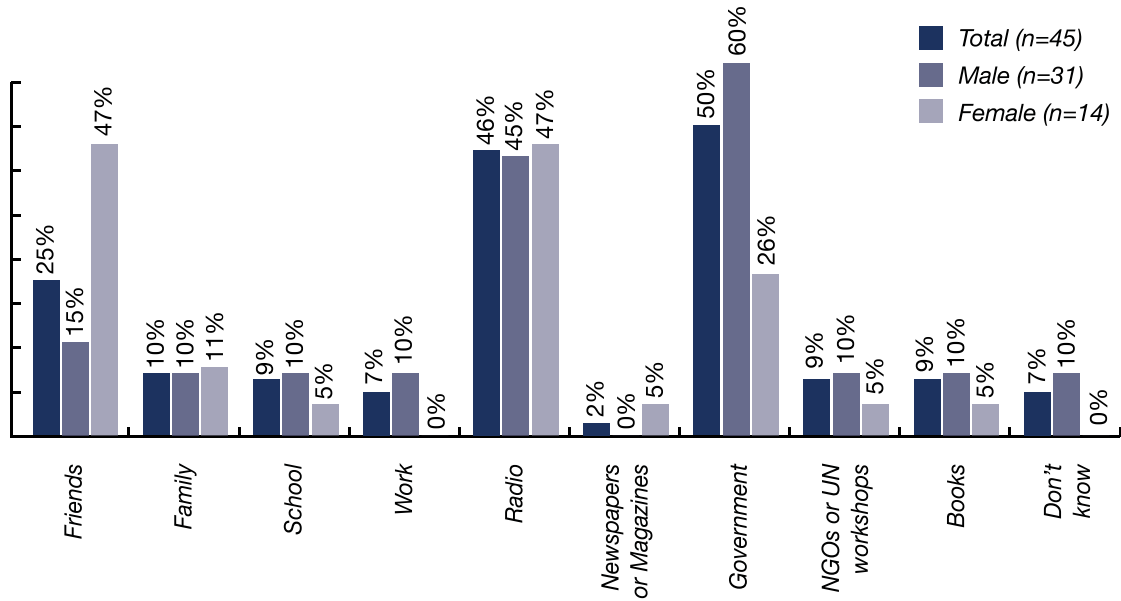


## Civic Awareness

The civic awareness section of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan.

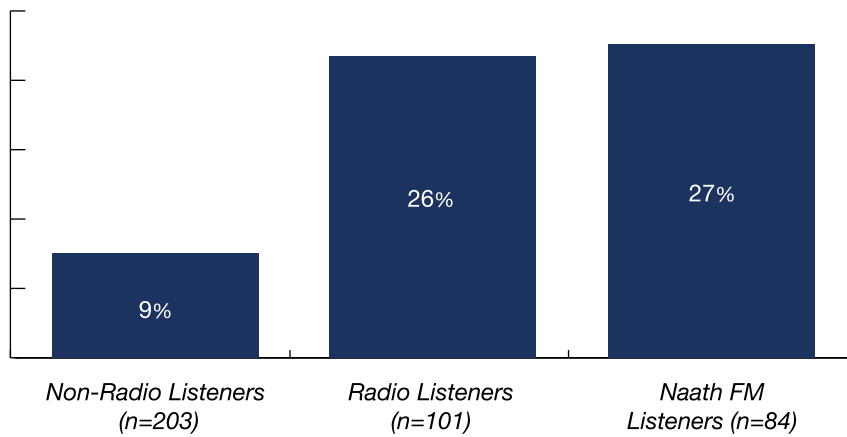
Among those surveyed in Leer, only 15% had heard of the transitional constitution—20% among males and 9% female—showing much lower civic awareness than the national sample (26%). Fifty percent of these individuals had learned about the document from the government and 50% from the radio. The following figure presents the sources of information in regards to the transitional constitution, shown by gender.

Figure 58: Information Sources Regarding the Transitional Constitution Among Respondents from Leer who were Aware of it



Radio listeners were significantly more likely to have heard of the transitional constitution (26% versus 9%, respectively). Twenty-seven percent of Naath FM listeners were aware of the transitional constitution, representing high levels of awareness among station listeners (Figure 59).

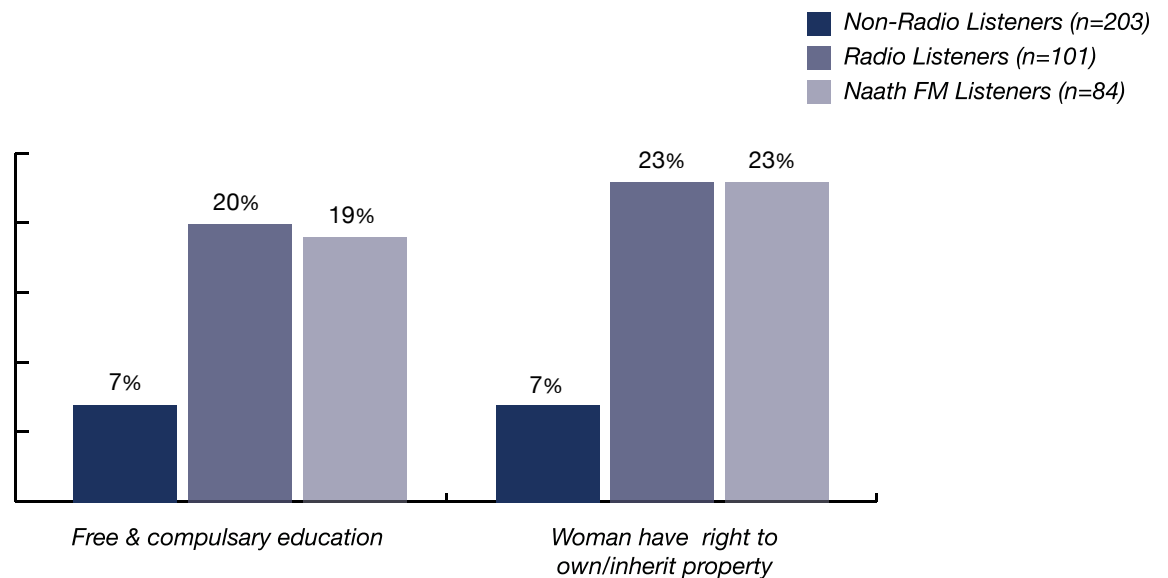
Figure 59: Knowledge of Transitional Constitution among Non-Radio, Radio, and Naath FM Listeners



Those who were aware of the transitional constitution were given additional questions to determine the depth of their knowledge about the constitutional document. Sixty-three percent incorrectly indicated the highest executive of the state was the President of the Republic of South Sudan. Only 33% were able to identify the state governors' actual role—37% among males and 28% among females.

Furthermore, among those who were aware of the transitional constitution, 77% of respondents understood that the transitional constitution ensures all levels of government will provide free and compulsory education through the primary level. Eighty-five percent of respondents agree that the transitional constitution indicates women have the right to own and inherit property—84% of females and 85% of males. Radio listeners were significantly more aware of details of the transitional constitution, with 20% of radio listeners aware of free and compulsory education (compared to 7% of non-listeners) and 23% knew that women have the right to own or inherit property (compared to 7% of non-listeners). Figure 60 illustrates specific knowledge of the transitional constitution among non-listeners, radio listeners, and Naath FM listeners.

Figure 60: Knowledge of Specific Items in Transitional Constitution among Non-Radio, Radio, and Naath FM Radio Listeners



When asked about political parties, 70% of respondents have heard of the SPLM. This was particularly the case for male respondents at 83% compared to 55% among females. Sixty-six percent of respondents indicated that they did not know how many political parties were in South Sudan, and an additional 19% refused to answer the question. Female respondents were particularly unclear on how many political parties operate in South Sudan with 76% noting this compared to 57% of males. Seventy-six percent of those in the 16-25 age cohort did not know the number of political parties.

Respondents noting the SPLM, also noted the SPLM-Democratic Change as the second most named political party in Leer with 12% of respondents identifying this party.

## Gender

Respondents were also asked questions to gauge their attitudes and opinions on gender issues. Across the board, minor variances were found between male and female respondents. The following table summarizes the findings of these questions.

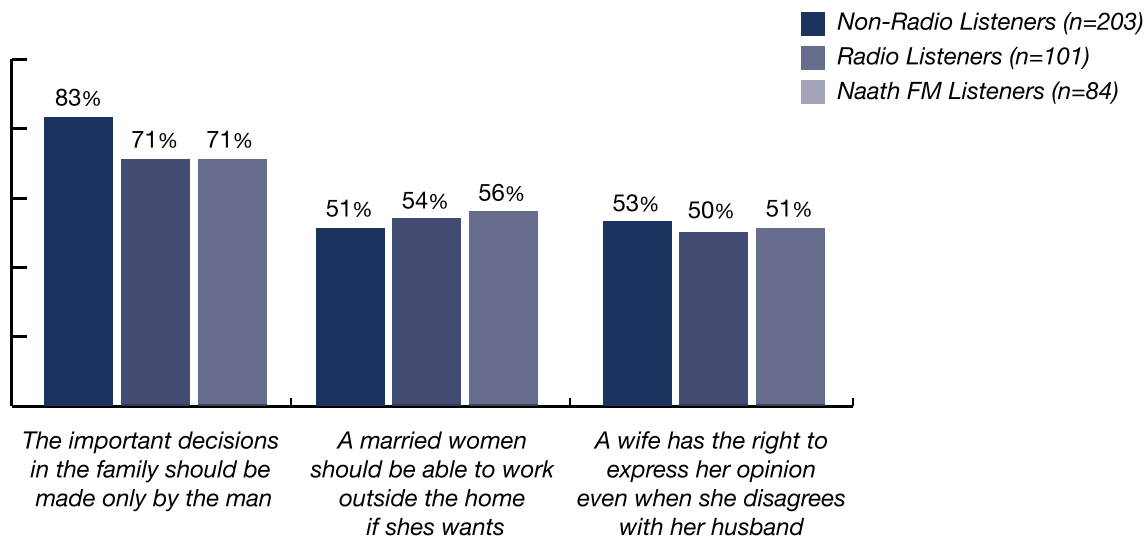
*Table 14: Responses to Statements regarding Gender by Gender in Leer (n=304)*

Agreed	Overall	Male	Female
The important decisions in the family should be made only by the men.	80%	78%	82%
A married woman should be allowed to work outside the home if she chooses.	52%	45%	61%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	52%	48%	58%

Within Leer, both men and women felt that important decisions should be made by men with 80% noting this—78% among males and 82% among females. Sixty-one percent of females noted that a woman should be able to work outside the home if she chooses, compared to 45% of males; additionally, 58% of females felt a wife has the right to express her opinion even if this is in disagreement to her husband's, compared to 48% of males.

Radio listening had a slight effect on gender awareness in Leer, as represented in Figure 61.

*Figure 61: Responses to Statements regarding Gender among Non-Radio, Radio, and Naath FM Listeners*



Fifty-nine percent of respondents indicated that finishing school for 10-12 year old girls was the most important thing to do—62% of males and 55% of females. Housework was the next most important function at 24%, with more females than males stating this response (27% versus 22%, respectively).

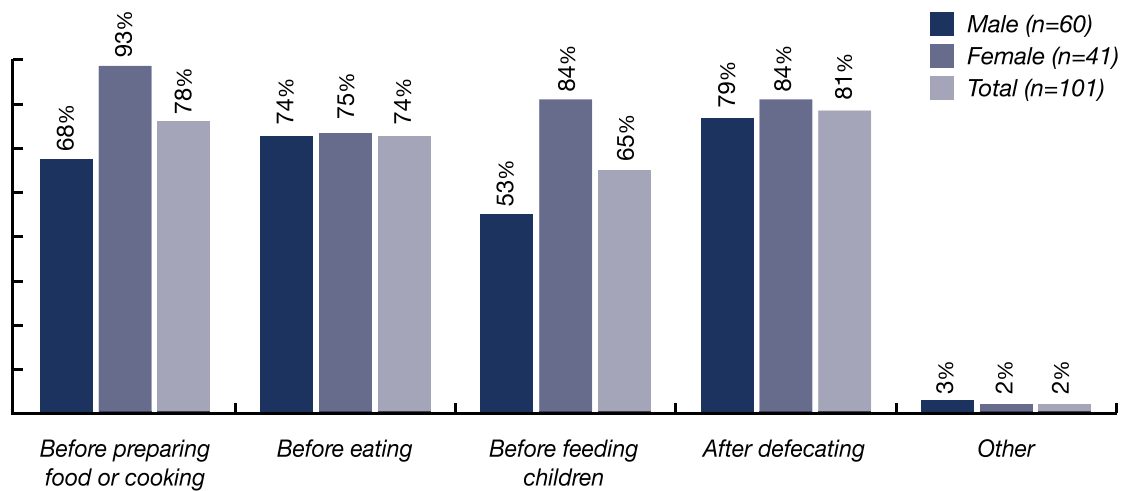
Among those surveyed, 63% had heard women expressing their views in public—with the frequency of once a month (27%). Fifty-six percent stated that they hear women expressing their opinions in the media, with 21% stating that frequency to be once a week. When asked about the most common source of information regarding contraception, 45% did not know where to get information; 18% stated a doctor or health clinic, and 10% noted radio, as their information source.

## Health and Hygiene

Radio listeners were also asked questions to gauge their awareness of health and hygiene issues, as well as to assess the need for such messaging in radio programs. Specifically, listeners were asked to identify those instances when one should wash their hands with soap – with the intention to assess how often they could identify four key instances: washing hands before preparing food or cooking, before eating, before feeding children, and after defecating.

Among the four key instances in which hand washing with soap is recommended - results varied in comparison to national totals. Seventy-three percent wash their hands before cooking (compared to a national response of 59%), 74% wash their hands before eating, 65% wash their hands before feeding children, and 81% after defecating. Females washed their hands more often than males in all instances. This is detailed in the following figure.

Figure 62: Key Instances of Hand Washing among Radio Listeners by Gender in Leer



Gender disparities were greatest among those who noted washing hands before cooking or preparing food (93% of females versus 68% of males), or before feeding children (84% of females compared to 53% of males).

When asked where they obtain information on hygiene topics such as hand washing, 52% of those surveyed in Leer noted the radio as their source of information, and 49% noted friends; and the doctor or health clinic was the source for 13% of respondents.

Among those who had listened to the radio in the past six months, 78% indicated that they have heard of HIV/AIDS. A high percentage of those aware of the disease knew it could be transmitted sexually, with 85% stating this—45% of males and 38% of females. Forty-three percent stated the disease could be transmitted through contaminated blood.



# Sobat FM *formerly Naath FM – Nasir, Upper Nile State*

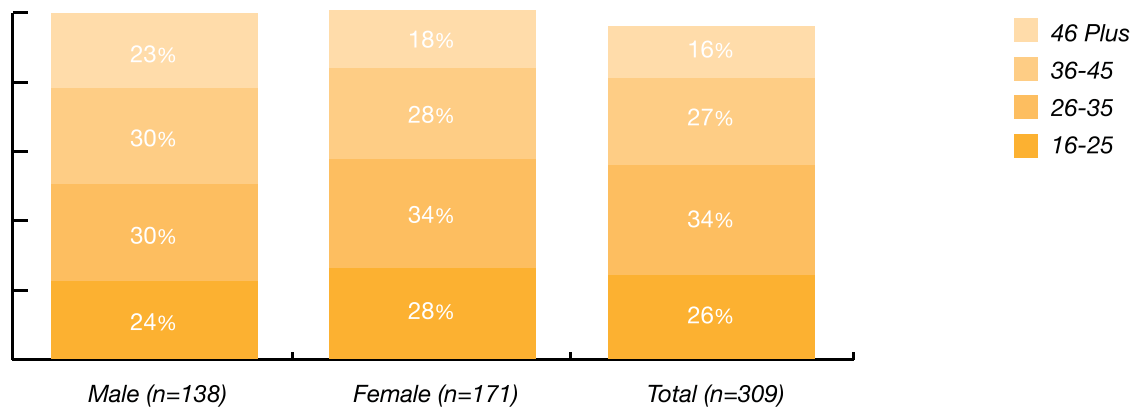


A second Naath FM broadcast was opened in September 2011 in Nasir town near the Ethiopian border in Upper Nile State. The station was recently renamed Sobat FM after the Sobat River that runs through the area. The station broadcasts eight hours a day and reaches audiences within an approximate 100km radius of Nasir.<sup>10</sup>

## Social-Demographic Profile of Respondents

In Nasir, a total of 309 booster respondents were surveyed—55% male and 45% female. The highest percentage of respondents, 34%, were in the 26-35 age cohort. Figure 63 illustrates respondents by both gender and age cohort.

Figure 63: Respondents by Age Cohort and Gender in Nasir



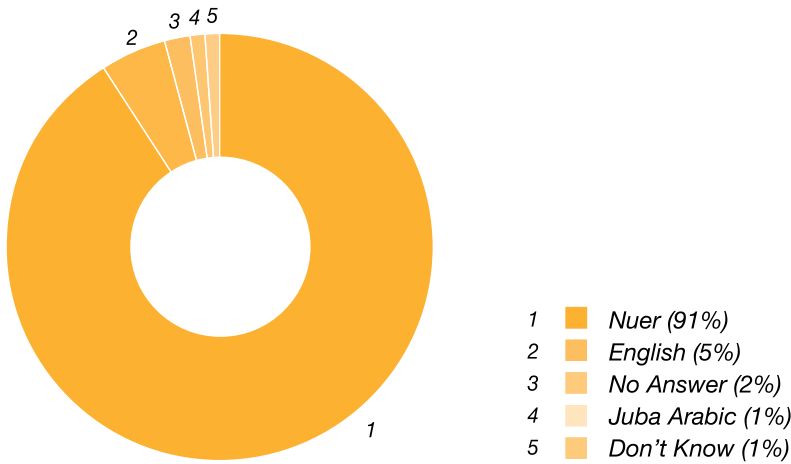
Weighting means that the percentages in this figure do not add up to 100%.

<sup>10</sup> *ibid.*

A majority of respondents (90%) were married and cohabitating with their spouse, compared to 3% of respondents who replied that they were married but did not live with their spouse. Three percent of respondents are single and have never been married—with 8% from the 16-25 age cohort.

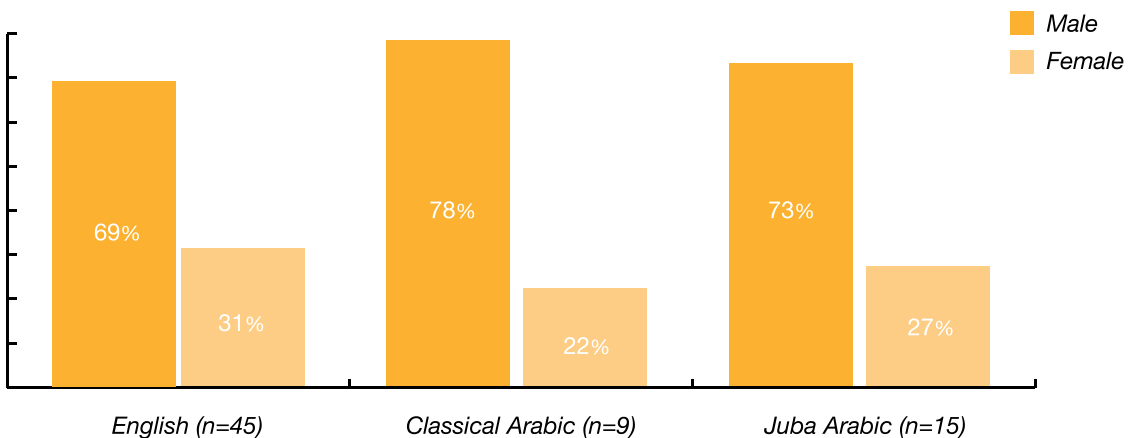
The primary language spoken among respondents in Nasir was Nuer, at 91%; the next most noted language was English at 5%. Figure 64 illustrates the primary language among respondents.

Figure 64: Primary Language among Respondents in Nasir (n=309)



Among those surveyed in Nasir, 14% responded that they speak and understand English well; 3% noted that they speak and understand Classical Arabic well, and 5% noted Juba Arabic. Males indicated a much higher understanding of these languages, with 69% reported speaking and understanding English. The following figure shows the gender breakdown of those able to speak and understand English and/or Arabic well.

Figure 65: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender in Nasir

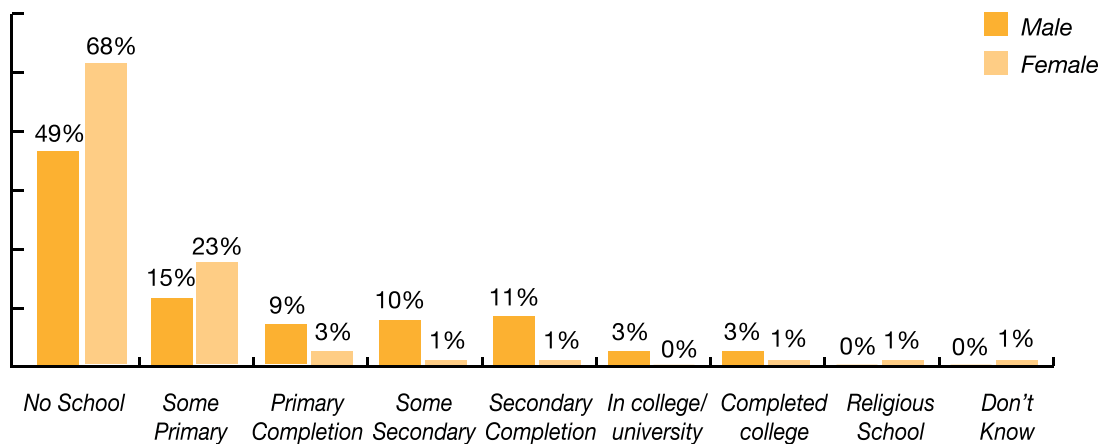


Among Nasir respondents, 32% stated that they can read—39% of males and 22% of females, representing a significant gender gap among literacy rates. In terms of age cohorts, the 16-25 age cohort reported the highest literacy rates (43%) and the 46 and over cohort reported the lowest (12%).

## Education

Among the booster sample in Nasir, 58% stated that they had no previous formal schooling, with 19% noting they had some primary education. A gender gap was identified among those who had never attended school, as 49% of males noted this compared to 68% of females. Figure 66 illustrates the highest level of education attained by respondents by gender.

Figure 66: Highest Level of Education Completed among Respondents by Gender in Nasir (n=309)

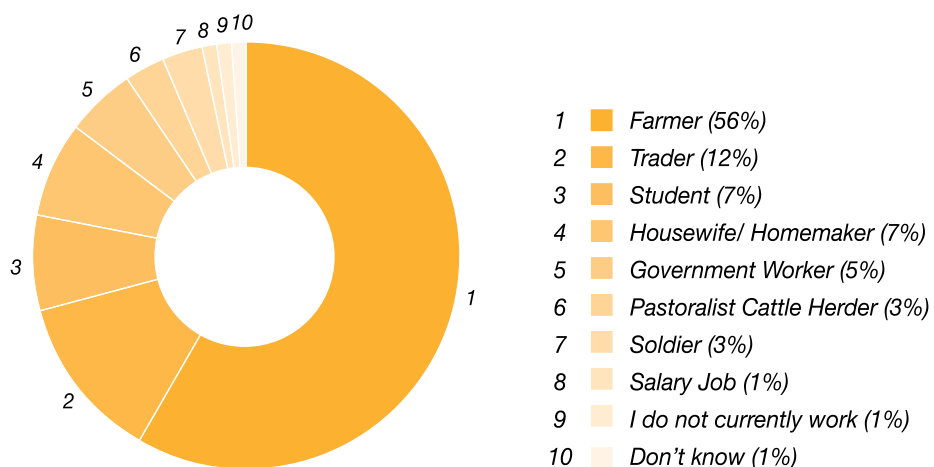


Respondents aged 26 and above, were less likely than younger cohorts to have completed any schooling. Thirty-three percent in the 16-25 age cohort stated that they had received no schooling, versus 60% among the 26-35 age cohort, 61% of the 36-45 age cohort, and 88% among respondents aged 46 and above.

## Occupation and Income Generating Activities

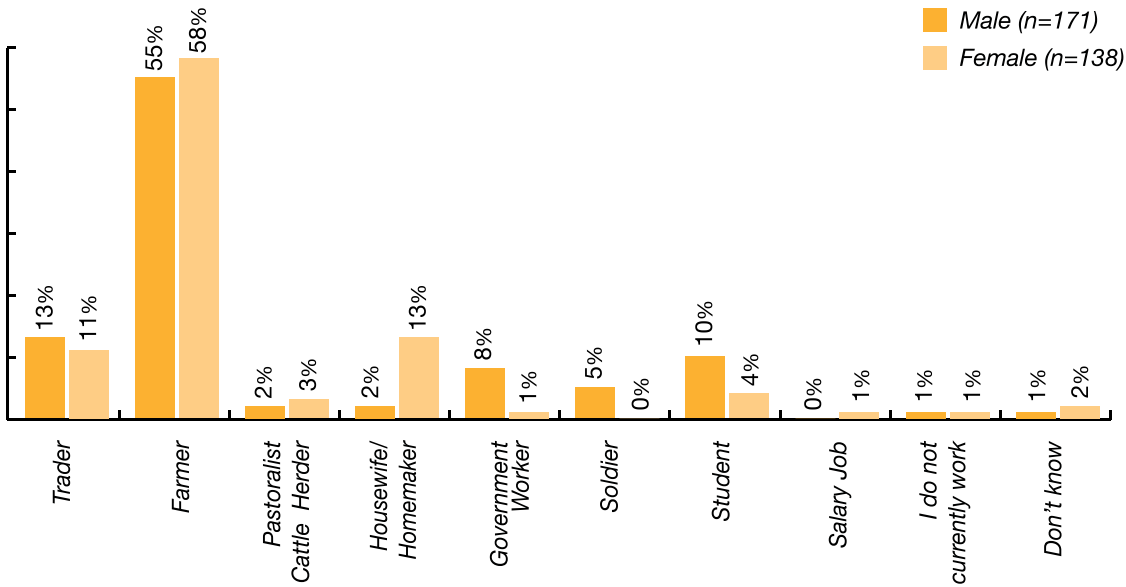
Indicative of the booster's rural location, the most commonly noted occupation among respondents in Nasir was farming, with 56% stating this—55% male and 58% female. An additional 12% indicated that they were traders. Figure 67 illustrates primary occupation among respondents.

Figure 67: Primary Occupation among Respondents in Nasir (n=309)



The following figure illustrates gender breakdown among primary occupations noted by booster respondents in Nasir.

Figure 68: Occupation by Gender in Nasir (n=309)



There was limited gender disparity among occupations, with discrepancies falling within the housewife/homemaker category and among students. Thirteen percent of females stated they were a housewife or homemaker, versus 2% of males. Ten percent of male respondents noted their occupation as student, versus 4% of females. All of those whom report being a soldier were male.

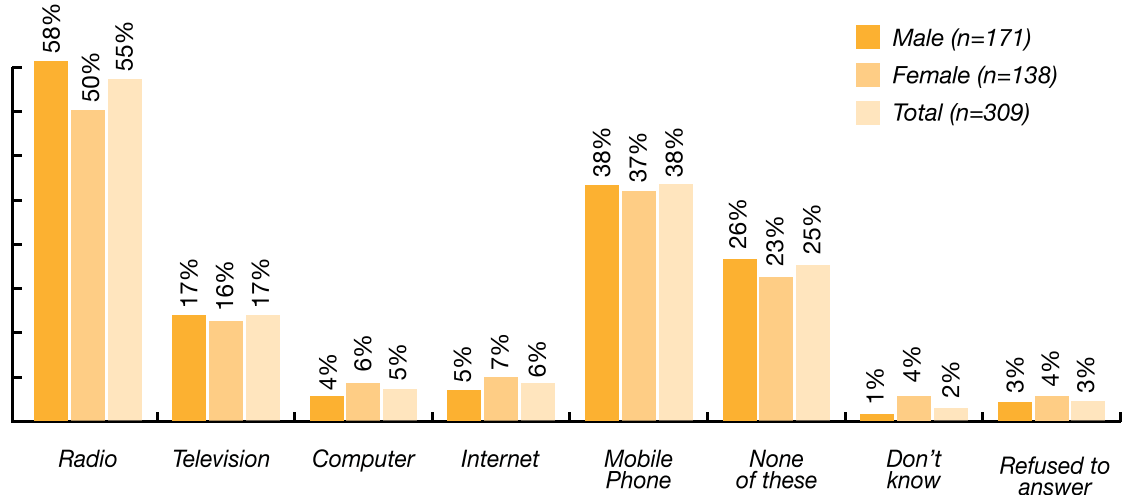
In addition, 74% of respondents indicated they do not earn any money; 70% of males compared to 78% of females.

## Access to Media

### Access within the Household

In Nasir, 55% reported that they had a working radio within their household, and 38% reported having a mobile phone. Overall, Nasir reported having higher access to communication technologies than other booster areas; 17% of respondents had a functional television in their household, and only 25% stated they had no ownership of any of the listed technologies. Little disparity was noted among gender as illustrated in Figure 69.

Figure 69: Regular Access to Communication Technologies within the Home by Gender in Nasir



The most evident gender disparity was among those who noted that they have a functional radio in their household, with 58% of males compared to 50% of females. Unlike other locations (outside of the capital city) higher levels of ownership of televisions, computers, and Internet were noted—all with relative balance among respondents.

## Access Outside of the Household

Among those surveyed, 53% have access to a radio at least once a week in their community, compared to 19% with access to mobile phones and 17% with access to television. Minor differences were noted between genders. Twenty-four percent stated they have no regular access to technology in their community, mirroring the levels of ownership. This leads to a likely scenario, that persons in Nasir are not apt to share technologies, but have functioning devices within their household.

## Listening Habits

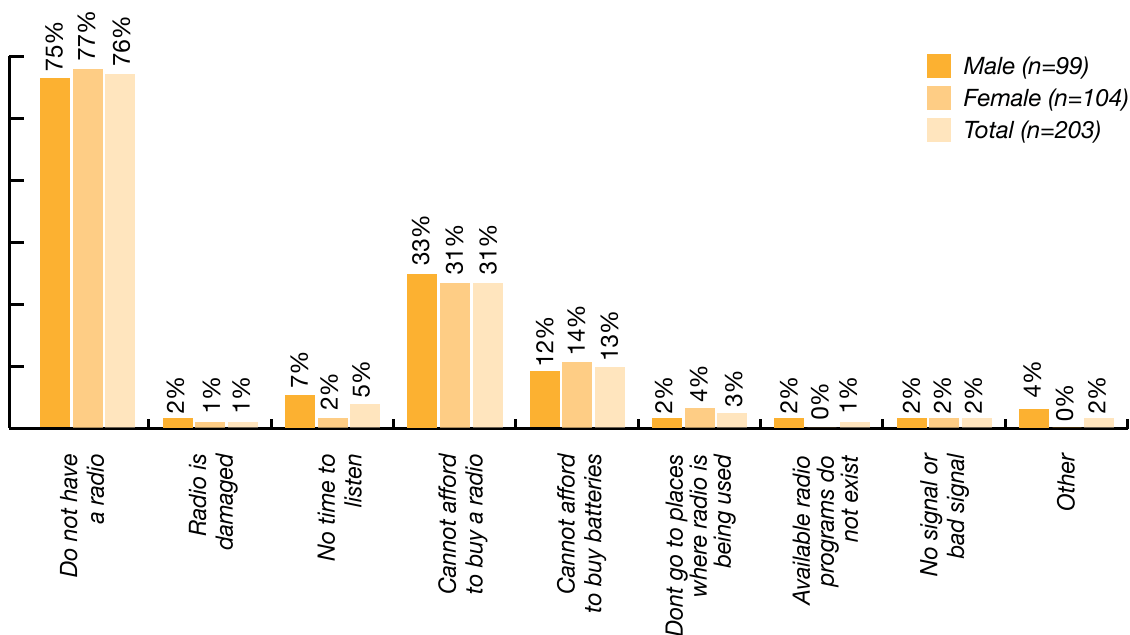
The following section details habits among both non-listeners and radio listeners. When asked how often respondents listened to the radio in the past six months 41% (n=127)<sup>11</sup> reported that they do not listen to the radio, versus 55% (n=171) who listen with variable regularity. This is further broken down in the following sub-sections.

### Non-listeners

In Nasir, the most common reason for not listening to the radio was lack of ownership, with 76% noting this. Thirty-one percent could not afford to buy a radio and 13% could not afford batteries. Only 1% noted disinterest in programming and 2% of respondents noted a bad radio signal, indicating that access to a radio could directly increase the number of listeners in Nasir. The following figure identifies the causes for non-listenership among respondents in Nasir by gender.

<sup>11</sup> 127 respondents noted that they do not listen to the radio, in addition to 1 who respondent "don't know" and 8 who refused to respond. Follow up questions were then asked of 138 persons.

Figure 70: Reported Reasons for Not Listening to the Radio among Respondents by Gender in Nasir



Additionally, reasons for not listening to the radio showed insignificant differences between male and female non-listeners respondents.

In Nasir, radio listening was inversely correlated with age, with younger cohorts listening to the radio more often. Twenty-four percent of those ages 16-25 and 38% of those 26-35 listen to the radio daily, compared to 24% of those 46 and older. Thirty-six percent of the 16-25 age cohort and 29% of those from 26-35 age cohort have never listened to the radio, compared to 54% among the 46 and older cohort.

## Listeners

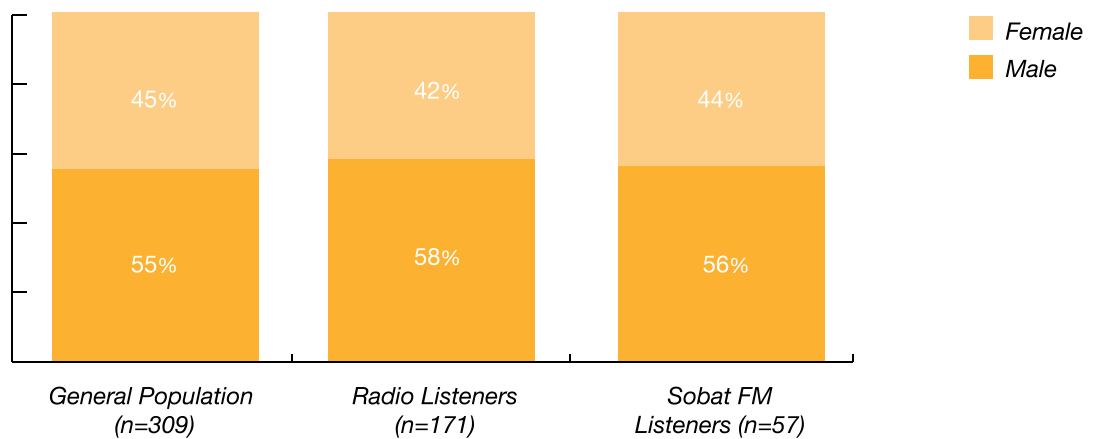
Among those who indicated they have listened to the radio in the past six months, 33% did so daily—36% of males and 29% of females. Sobot FM ranks highest among stations in Nasir, with 43% being aware of the station and 40% listening. Respondents were more aware of BBC World Service (English) in Nasir County, with 51% of listeners having heard of the station, though only 25% actually listened to it. The following table demonstrates the awareness ranking and listenership rates of the top 10 radio stations within the Nasir booster area.

Table 15: Station Listenership Ranking—Nasir (n=171)

Ranking	Station	Awareness	Ever Listened	Weekly Listeners
1	Sobot FM	43%	40%	34%
2	BBC World Service (English)	51%	25%	22%
3	BBC World Service (Arabic)	17%	2%	1%
4	Radio Bentiu	6%	7%	3%
5	Radio Miraya	3%	1%	0%
6	Radio Omdurman	3%	1%	-
7	Radio Kwajok	1%	1%	1%
8	Radio Juba	2%	0%	0
9	Radio Malakal	1%	0.01	-
10	Spirit FM	1%	0.01	-

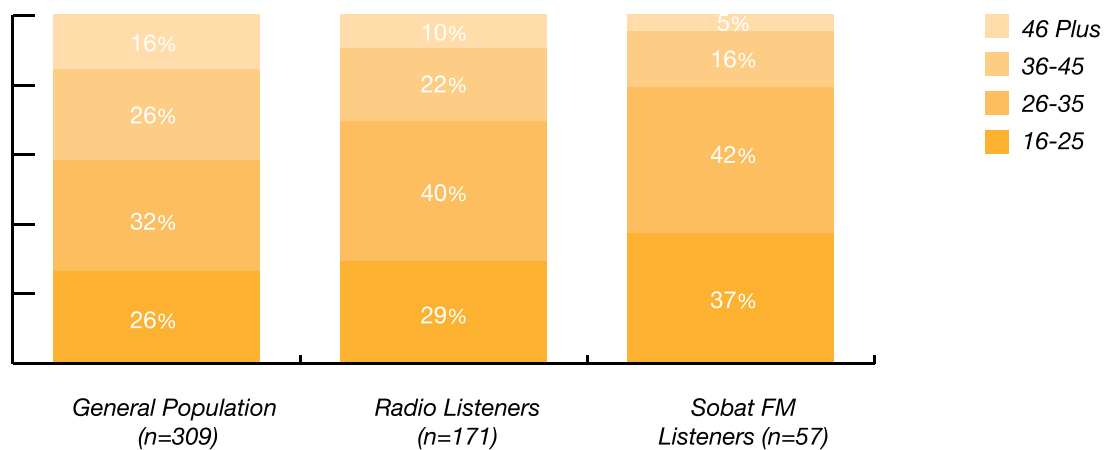
Among those who listen to Sobot FM, 54% are male and 46% of female. Eighty-seven percent of Sobat FM listeners reported listening within the past week; 74% tuning-in to Sobat FM five out of the last seven days, with 67% of females and 83% of males noting this. Through this data, we can determine that listeners tune in when programming is available and they listen daily to Sobat FM which broadcasts five-days a week. Those aged 26-34 most frequently listened five of seven days a week, with 84% of this age cohort stating this.

Figure 71: Gender Breakdown of General Population, Radio Listeners, and Sobat FM Listeners <sup>12</sup>



The age breakdown of listeners by general booster population, radio listeners, and Sobat FM listeners is as follows:

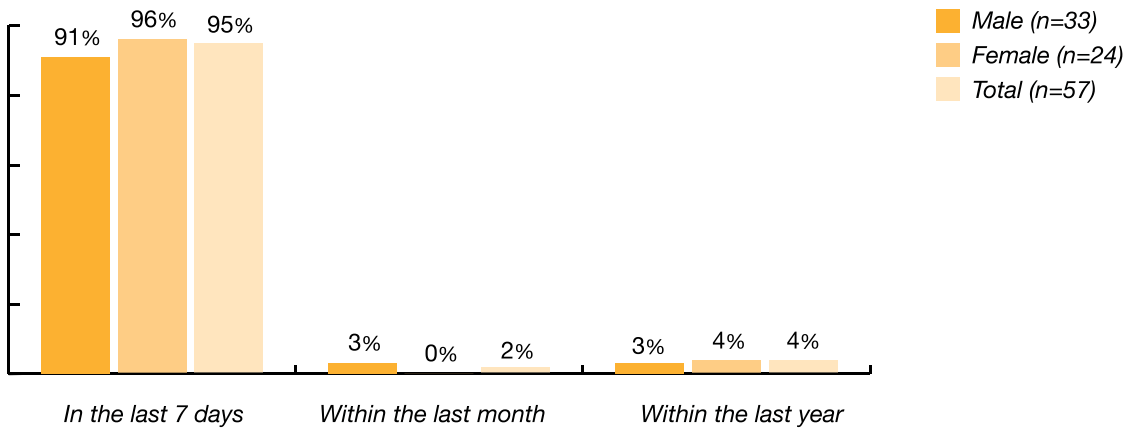
Figure 72: Age Breakdown of General Population, Radio Listeners, and Sobat FM Listeners



Minimal differences were noted between male and female listeners of Sobat FM, with 96% of females listening within the past week compared to 91% of males. The following figure shows the listening habits of Sobat FM listeners by gender.

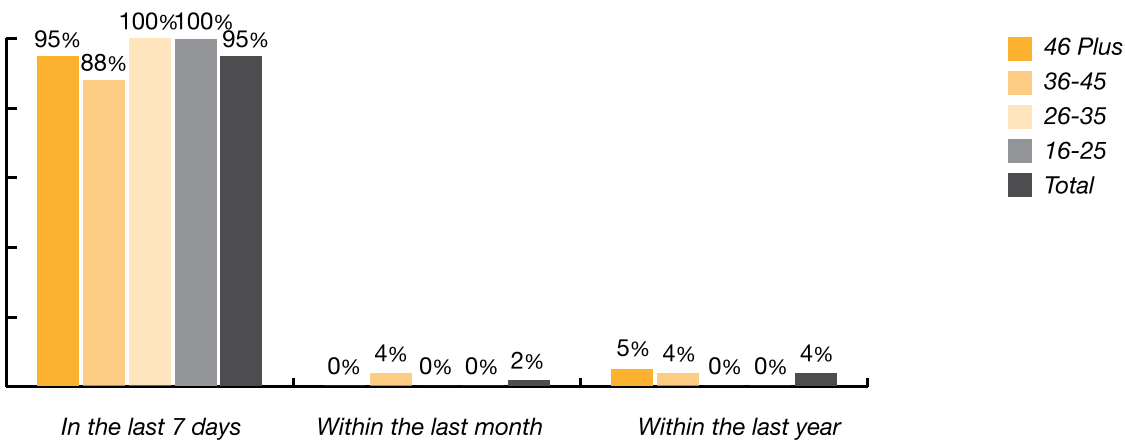
<sup>12</sup> Because of weighting, the number of male and female Sobot FM listeners totals higher than 100%. questions were then asked of 138 persons.

Figure 73: Listening Frequency among Sobat FM Listeners by Gender in Nasir



There is no significant correlation regarding the relationship between age and listening frequency. Among all age cohorts surveyed, most respondents who had listened to the station had done so within the past week. This is broken down in the following figure.

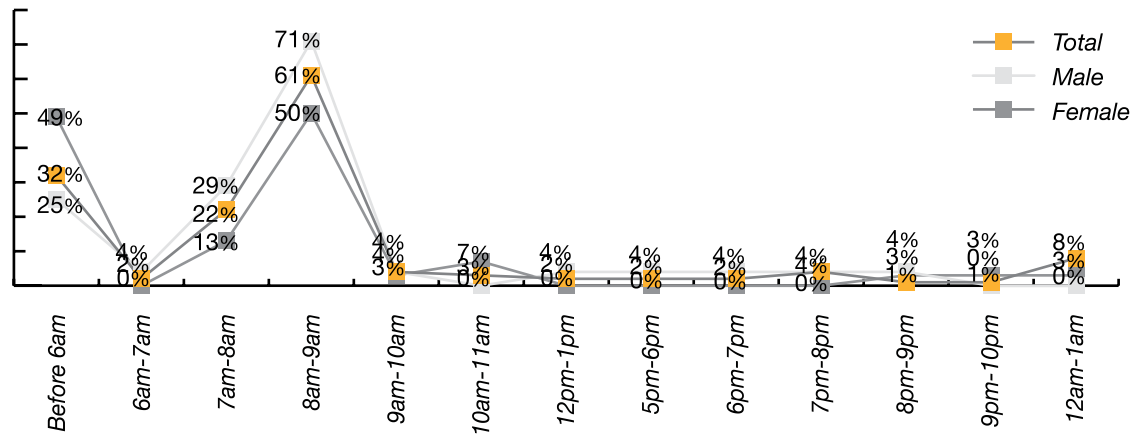
Figure 74: Listening Frequency among Sobat FM Listeners by Age in Nasir



For those Sobat FM listeners who tuned in during the past week morning time was a peak listening time, with 61% listening between the hours of 8am to 9am—71% of males and 50% of females. Additionally, 40% of females listen before 6am,<sup>13</sup> making this a key time slot for gender programming geared towards woman; because only 25% of males listened during this time, and females might have greater choice over what is playing on the radio. The following figure represents listenership by gender throughout the course of a day.

<sup>13</sup> Sobat FM begins broadcasting at 7am; It is likely that due to few people actually having watches or telling time, that the listeners who indicate tuning in at 6am are indicating that they tune-in first thing in the morning, but not knowing what time that is.

Figure 75: Rates of Listenership over Time as Reported by Listeners of Sobat FM



Among respondents in Nasir who listen to Sobat FM, international news is the most popular topic, with 47% noting this; 32% prefer to listen to community announcements, as well as 12% who noted national news and 11% local news. The following table shows the topics that Sobat FM listeners prefer by gender.

Males	Females
International News (48%)	International News (44%)
Community Announcements (30%)	Community Announcements (32%)
National News (12%)	Local News (20%)
-	National News (12%)

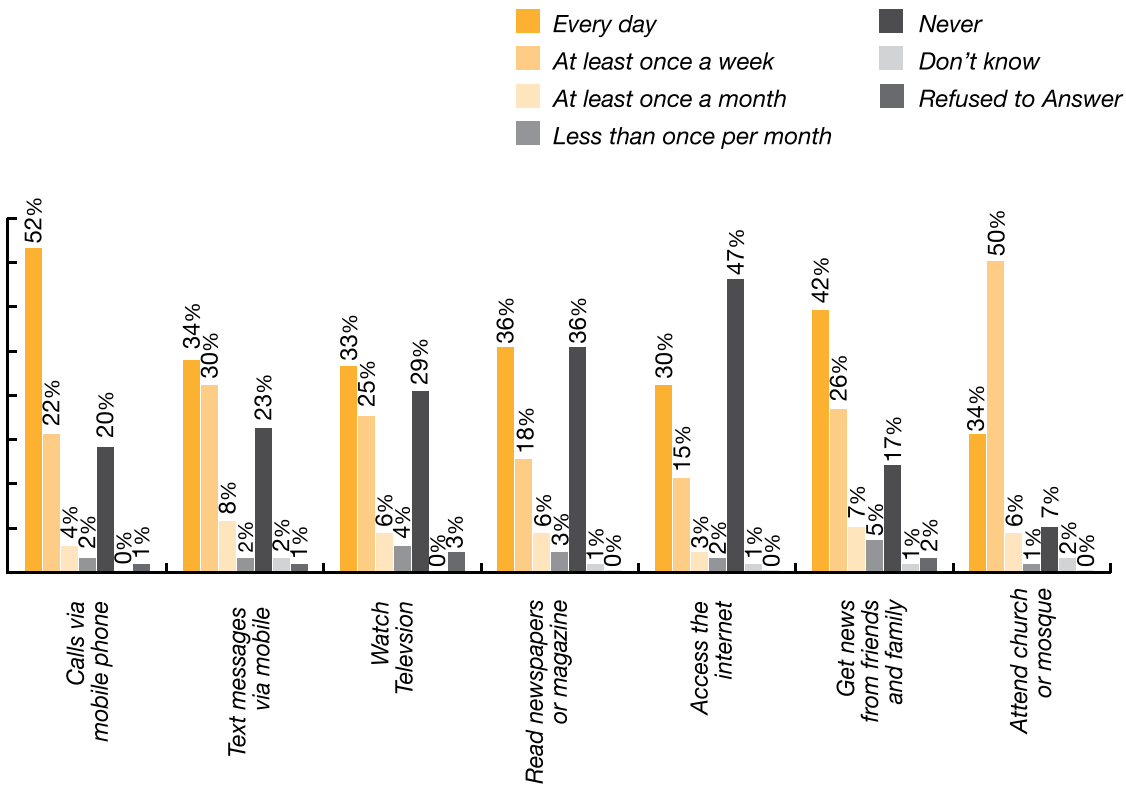
Among the most identified programs on Sobat FM, the MSF Health Program was the most known among males with 72% identifying this program. Sixty-four percent of Nasir females identified Nasir Today most often among radio programs. The breakdown of the most identified programs on Sobat FM by gender is detailed in the following table.

Males	Females
MSF Health Program (73%)	Nasir Today (64%)
Jow Ngueni-Youth (45%)	MSF Health Program (48%)
Nasir Today (42%)	Jow Ngueni-Youth (36%)
Ruach Ni Ke Kui Reuchca-Government (18%)	Ruach Ni Ke Kui Reuchca-Government (8%)

## Media Consumption and Engagement

Radio listeners were asked a series of questions pertaining to other forms of media to identify the consumption habits of listeners, and to quantify the significance of radio as a source of information. The following figure shows the frequency of Radio Listeners who have accessed news through sources other than the radio over the past six months.

Figure 76: How often Radio Listeners Engaged in the Described Activities in the Past Six Months in Nasir (n=171)



Among those who listen to the radio, 52% stated that they make calls on a mobile phone daily, as well as 34% who send text messages. Fifty percent of respondents attend church or mosque at least once a week. Internet was the most unused method of communication, with 47% of respondents not using the Internet in the past six months.

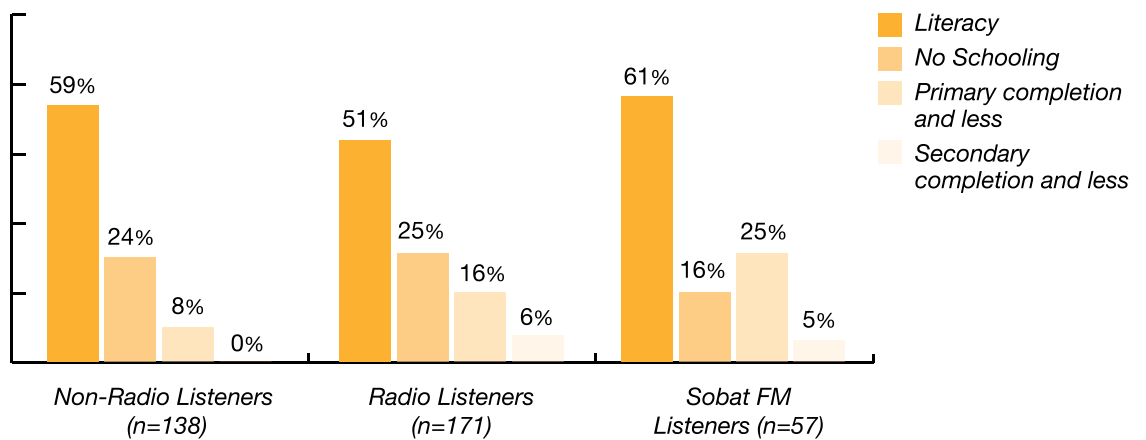
Of those who had listened to the radio in the past six months, 58% reported that they had made a call to a radio station—57% among males and 60% among females. Those aged 46 and older were most likely to have called into a radio station with 76% having done so; 59% of those aged 16-25 had called in, 56% in the 26-35 age cohort, and 53% of respondents between 36-45 years old.

## Knowledge among Radio Listeners

The following sections describe responses among radio listeners in Nasir specific to topics such as: civic awareness, gender issues, and health and hygiene. To better isolate the potential impact of Sobat FM programming, comparisons are made between the general population, Sobat FM listeners, and general radio listeners.

Before we analyze the awareness levels for respondents, it is important to first summarize literacy and education levels. Figure 77 describes literacy and education levels among radio listeners, non-listeners, and individuals who listen to Sobat FM.

Figure 77: Literacy and Education Levels among Non-Radio, Radio, and Sobat FM Radio Listeners

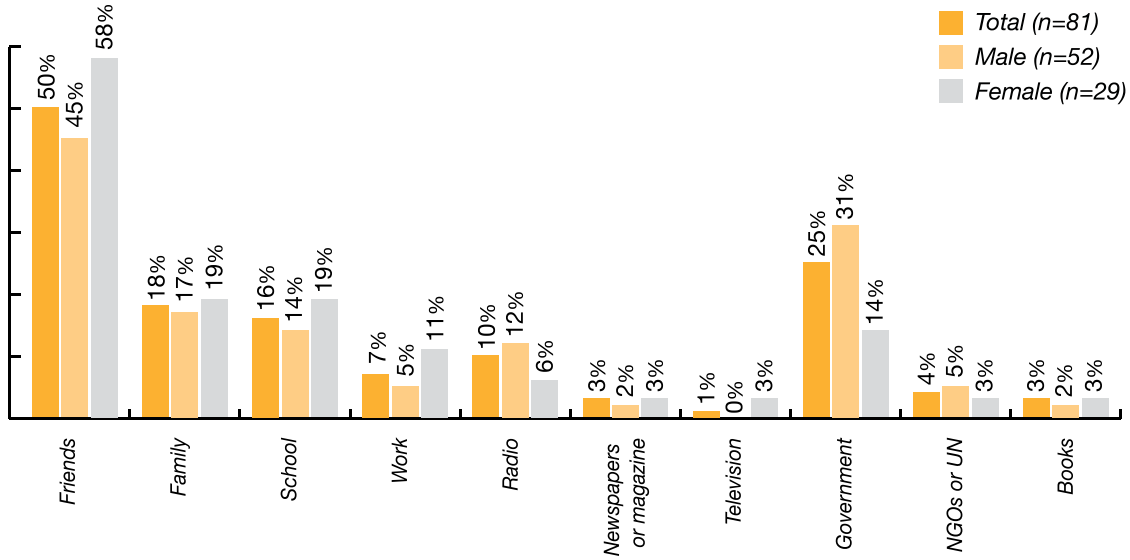


## Civic Awareness

The civic awareness section of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan.

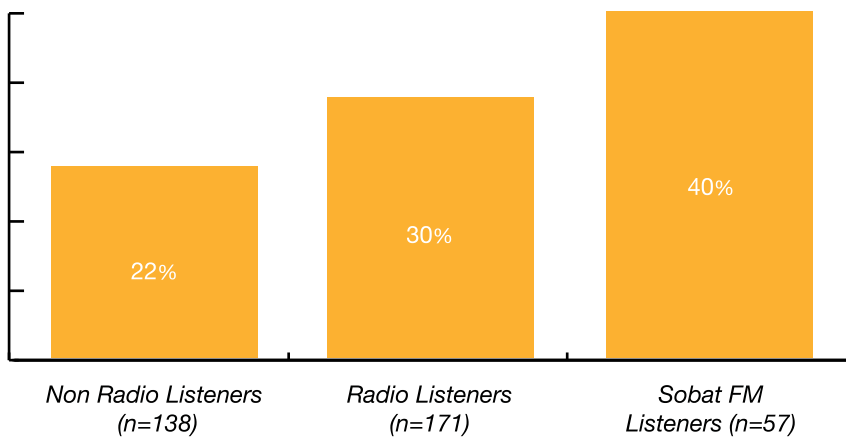
Among those surveyed in Nasir, 26% had heard of the transitional constitution—30% among males and 21% female; with 50% of these individuals learning about it from friends; and 25% reported receiving their information from the government. Only 10% of respondents obtain information on the transitional constitution from the radio. The following figure demonstrates the gender breakdown, and the sources of information for individuals hearing about the constitution.

Figure 78: Information Sources Regarding the Transitional Constitution Among Respondents from Nasir who were Aware of it



Radio listeners were more likely than non-listeners to have heard of the transitional constitution (30% versus 22%, respectively). Forty percent of Sobat FM listeners were aware of the transitional constitution, representing high levels of awareness among station listeners (Figure 79).

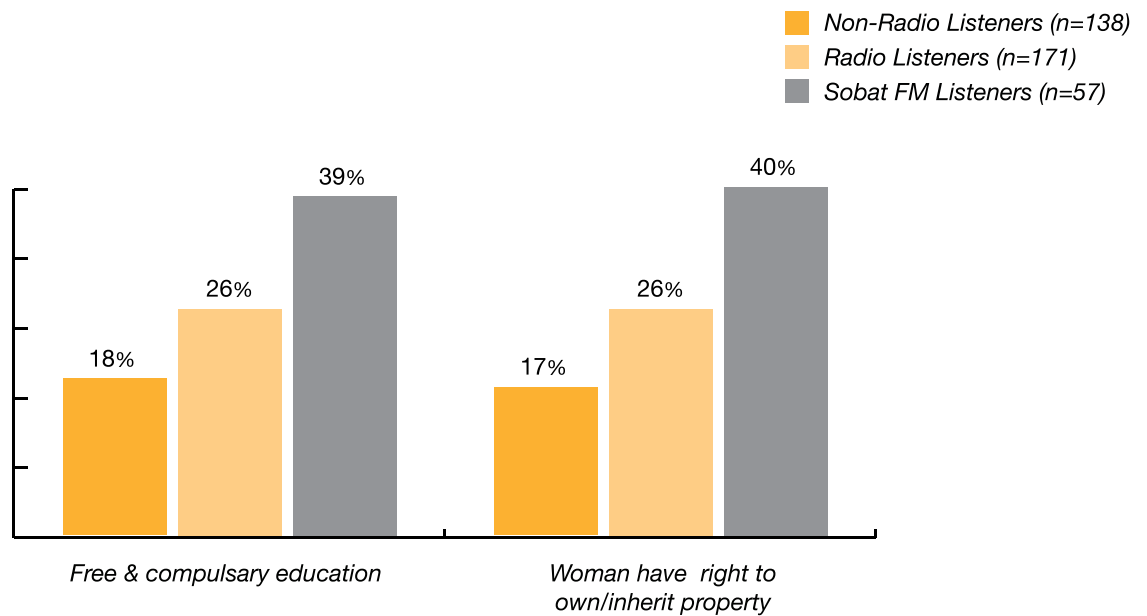
Figure 79: Knowledge of Transitional Constitution among Non-Radio, Radio, and Sobat FM Listeners



When asked additional questions about the government, 53% of radio listeners incorrectly indicated the highest executive at the state level was the President of the Republic of South Sudan; 41% correctly noted that the state governor was the highest executive - 42% among males and 40% among females.

Furthermore, among those who were aware of the transitional constitution, 86% of respondents understood that the transitional constitution ensures all levels of government will provide free and compulsory education through the primary level. Eighty-five percent of respondents agree that the transitional constitution states that women have the right to own and inherit property—88% of males and 81% of females. Radio listening had a positive effect on respondents' knowledge of the constitution, with 26% of radio listeners being aware of free and compulsory education (compared to 18% among non- listeners) and 26% being aware that woman have the right to own and/or inherit property (compared to 17% among non-listeners). Sobat FM listeners had heightened awareness levels as evidenced in Figure 80.

Figure 80: Knowledge of Specific Items in Transitional Constitution among Non-Radio, Radio, and Sobat FM Listeners



When asked about political parties, 41% of respondents have heard of the SPLM—48% of males compared to 32% females. Fifty-two percent of respondents indicated that they did not know how many political parties were in South Sudan; an additional 24% refused to answer the question. After the SPLM, the South Sudan Democratic Forum was the second most known party among those surveyed, with 55% noting this party. SPLM-Democratic Change was the next most named political with 40% of respondents identifying it.

## Gender

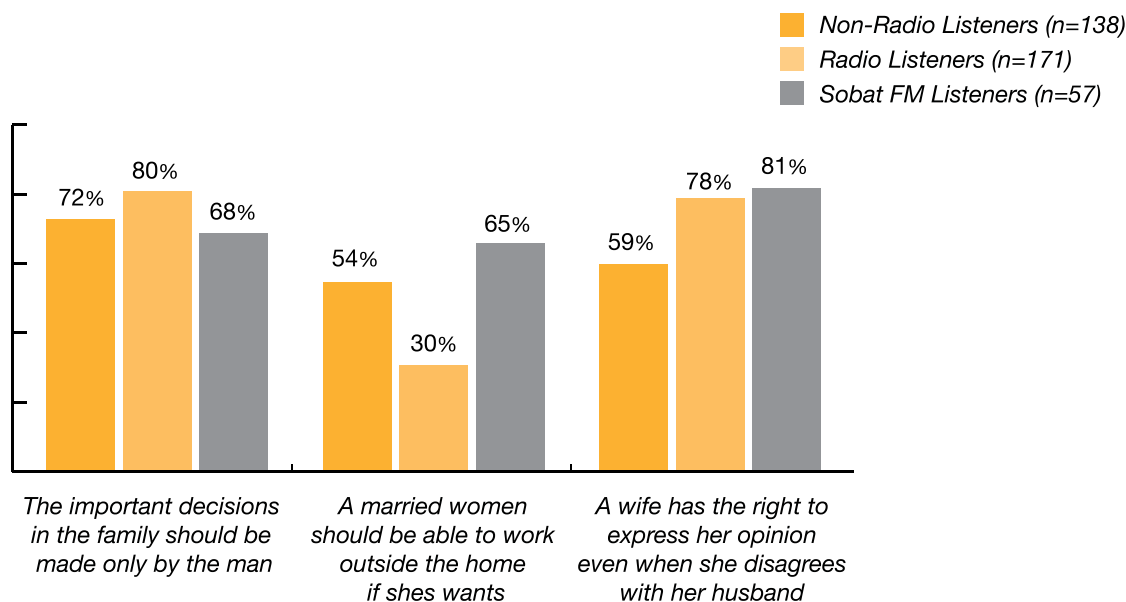
Respondents were also asked various questions to gauge their attitudes and opinions on gender issues. In general, few variations were noted between male and female respondents. The following table summarizes the findings of these questions.

Table 18: Responses to Statements regarding Gender by Gender in Nasir (n=309)			
Agreed	Overall	Male	Female
The important decisions in the family should be made only by the men.	76%	75%	78%
A married woman should be allowed to work outside the home if she chooses.	66%	63%	70%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	72%	69%	75%

Within Nasir, the majority of male and female respondents, indicated that men should make important decisions with 76% noting this—78% among males and 75% among females. Seventy percent of females noted that a woman should be able to work outside the home if she chooses compared to 63% of males; additionally, 75% of females felt a wife has the right to express her opinion even if this is in disagreement to her husband's compared to 72% of males. Overall, both genders in Nasir expressed similar sentiments towards gender stereotypes.

Radio listenership had a slight effect on gender awareness as represented in Figure 81.

Figure 81: Responses to Statements regarding Gender among Non-Radio, Radio, and Sobat FM Listeners



Fifty-nine percent of respondents indicated that finishing school for 10-12 year old girls was the most important thing to do—62% of males and 55% of females. Housework was the next most important function at 24% with more females than males giving this response (27% versus 22%, respectively).

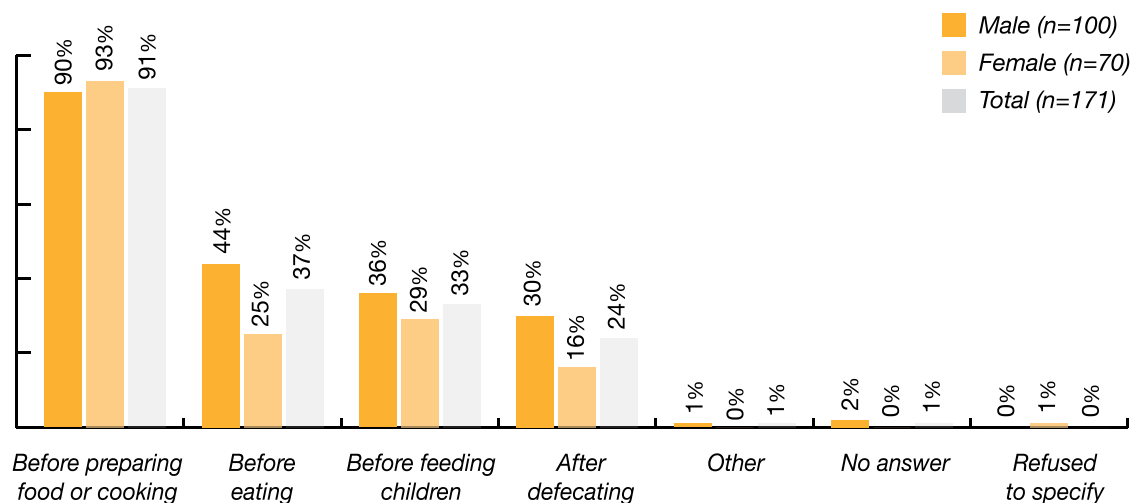
Among those surveyed, 60% of respondents note that they have heard women in their area expressing their opinion in the media, with 36% noting this daily. Fifty-two percent stated that they have heard women expressing their views in the media, with 24% hearing so every day. When asked about the most common source of information regarding contraception, 45% did not know where to get information; 18% stated a doctor or health clinic, and 10% noted the radio.

## Health and Hygiene

Radio listeners were also asked questions to gauge their awareness of health and hygiene issues, as well as to assess the need for such messaging in radio programs. Specifically, listeners were asked to identify those instances when one should wash their hands with soap – with the intention being to assess how often they could identify four key instances: washing hands before preparing food or cooking, before eating, before feeding children, and after defecating.

Washing hands before cooking was the primary instance noted, with 91%. Hand washing is broken down by gender in the following figure.

Figure 82: Key Instances of Hand Washing among Radio Listeners by Gender in Nasir<sup>14</sup>



Typically, radio listeners obtain their information on hand washing and hygiene from family, with 40% noting this source; 37% of those surveyed stated they obtain their information from friends and school, and 4% of respondents learning about hygiene from the radio.

Among radio listeners, 69% indicated that they have heard of HIV/AIDS; 74% of males and 61% of females. When asked how the disease is transmitted, 85% stated that it could be transmitted through contaminated blood and 84% stated that it can be spread sexually.

<sup>14</sup> Due to weighting, the number of males and females does not add up to the total n-value

# Nhomlaau FM

(Malualkon, Northern Bahr al Ghazal)

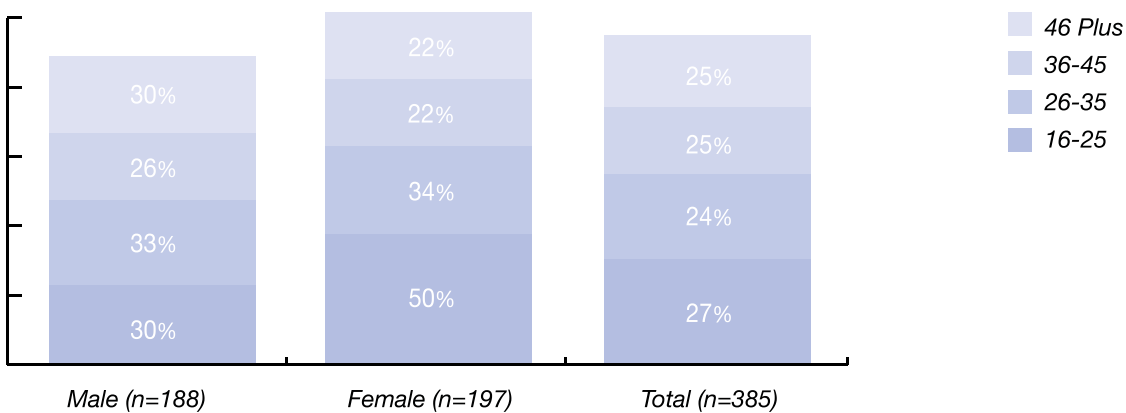


Nhomlaau FM is based in Malualkon, Northern Bahr el Ghazal State; the name means freedom in Dinka. The station can be heard in the state capital, Aweil and about 80km to the west.

## Social-Demographic Profile of Respondents

In the Malualkon booster area, 385 respondents were surveyed—49% male and 51% female. The highest percentage of respondents were in the 16-25 age cohort, at 40%; and 33% in the 26-35 age cohort, 26% aged 36-45, and 28% above the age of 46 (Figure 83).

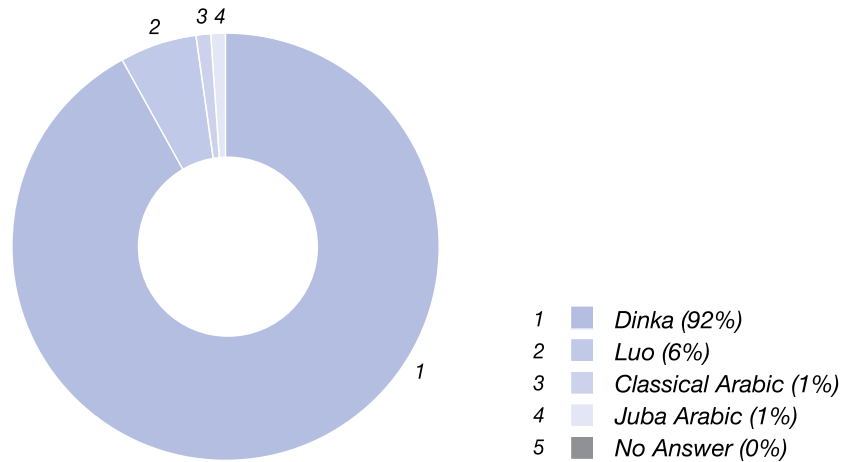
Figure 83: Respondents by Age Cohort and Gender in Malualkon



Weighting means that the percentages in this figure do not add up to 100%.

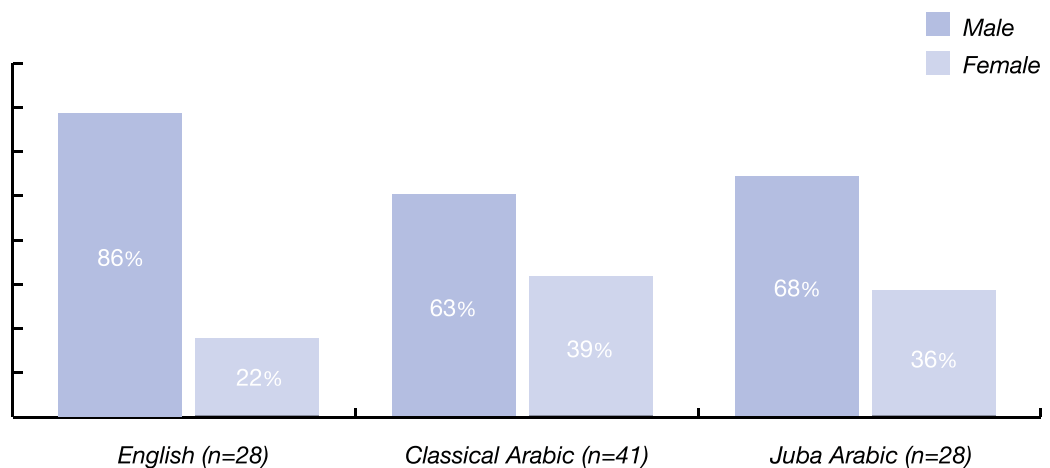
The vast majority of respondents in Maluakon spoke Dinka (92%). While Luo was the second most spoken language, it was only spoken by 6% of respondents. Figure 84 illustrates the primary languages spoken by respondents in Maluakon.

Figure 84: Primary Language among Respondents in Maluakon (n=385)



When asked which languages they are able to speak and understand well, respondents identified Dinka (96%), Classical Arabic (11%), English (7%), and Juba Arabic (7%). Males indicated a much higher understanding of these languages, with 86% of those reported speaking and understanding English. The following figure shows the gender breakdown of those able to speak and understand English and/or Arabic well.

Figure 85: Respondents' Ability to Speak and Understand English and/or Arabic Well by Gender in Maluakon



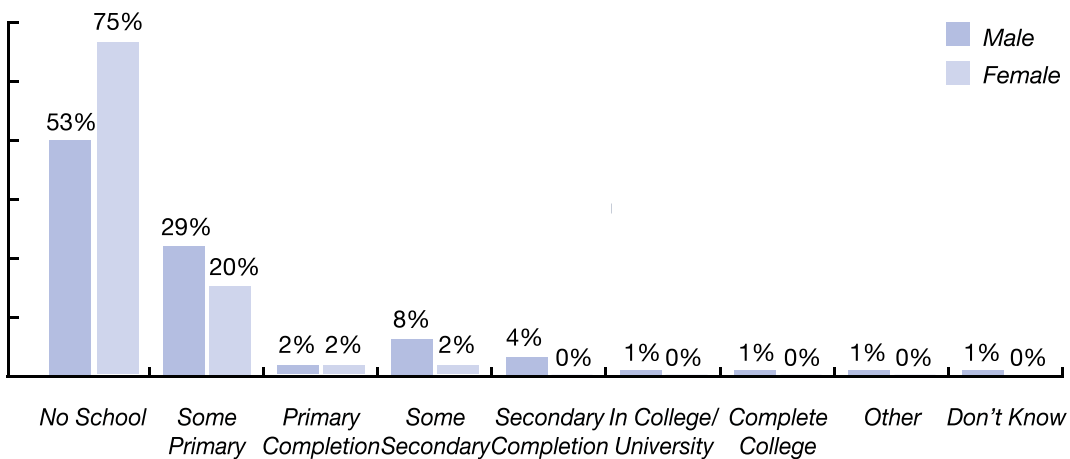
In Maluakon, 36% of respondents can read—48% of males and 25% of females, representing a significant gender gap among literacy rates.

Seventy-six percent of respondents reported being married and cohabitating with their spouse compared to 1% of respondents who replied that they were married but did not live with their spouse. Sixteen percent of respondents are single and have never been married, with 40% in the 16-25 age cohort. All respondents, 46 and above reported being married at some point.

## Education

Respondents in Maluakon presented limited levels of formal education, with 64% of those surveyed indicating that they had no previous schooling. Significant disparities in education level between genders were identified, with 75% of females having no schooling versus 53% of males. This was echoed among literacy rates, with 48% of males being able to read, compared to 25% of females. The following figure shows the breakdown of education level by gender.

Figure 86: Highest Level of Education Completed among Respondents by Gender in Maluakon (n=385)

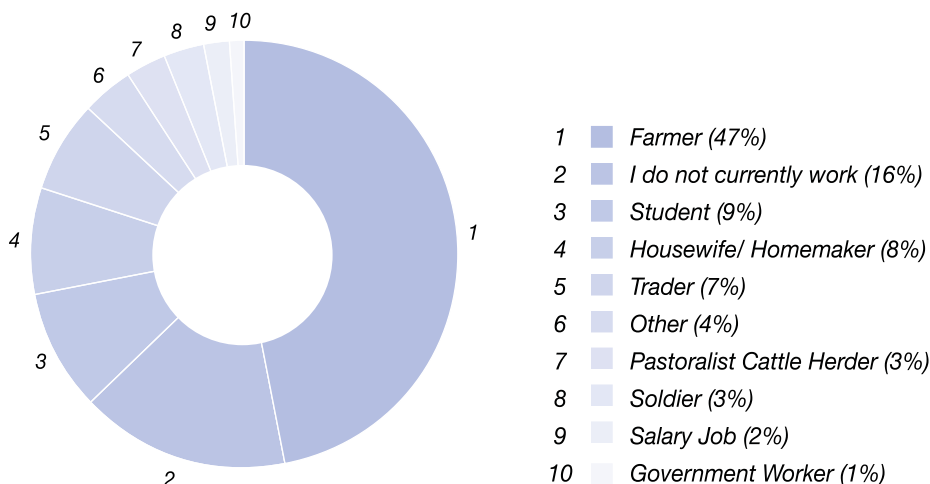


The number of respondents who had no formal schooling, directly correlated with age—the older the age cohort, the more likely a respondent did not attend school. Among those in the 16-25 age cohort, 46% had no schooling; this number increased to 62% among the 26-35 age cohort, and 77% among the 36-45 cohort. Of those aged 46 and older, 81% had no prior schooling.

## Occupation and Income Generating Activities

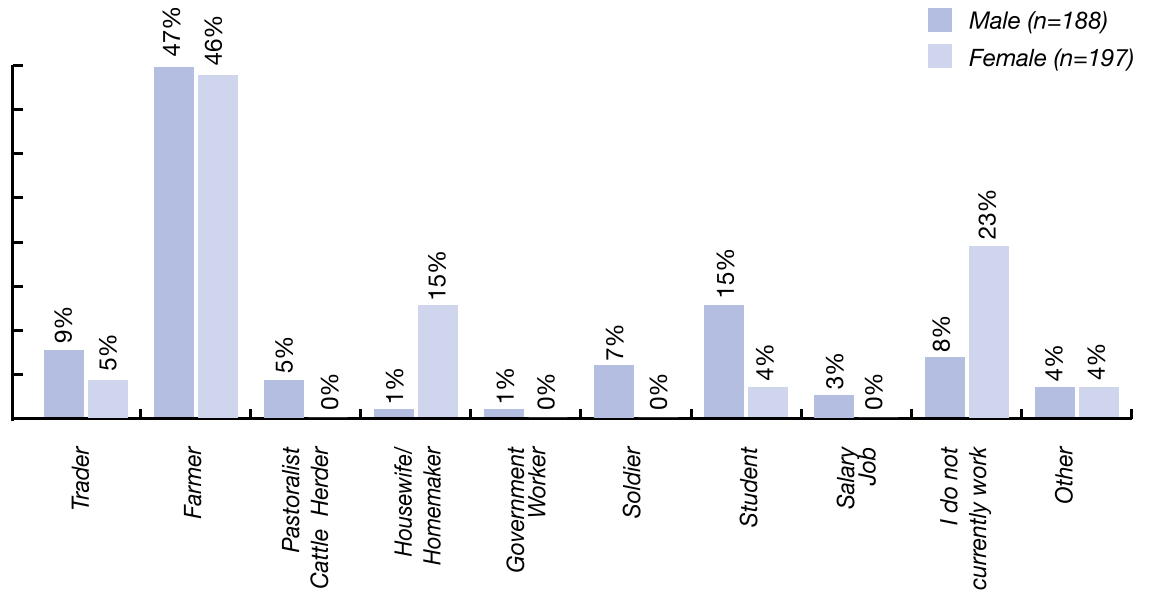
Indicative of its rural location, farming was the primary occupation, at 47%. Both males and females engage in farming, with 47% of males and 46% of females citing this as their primary occupation. Sixteen percent of respondents noted that they do not currently work. Figure 87 represents the primary occupation among respondents in Maluakon.

Figure 87: Primary Occupation among Respondents in Maluakon (n=385)



The following figure describes occupation by gender among booster respondents in Malualkon.

Figure 88: Occupation by Gender in Malualkon (n=385)



A large gender gap exists among those who noted that they do not currently work, with 8% of males indicating this response compared to 23% of females. Fifteen percent of males noted that they are students versus 4% of females, reiterating the previously discussed gender inequalities for access to education.

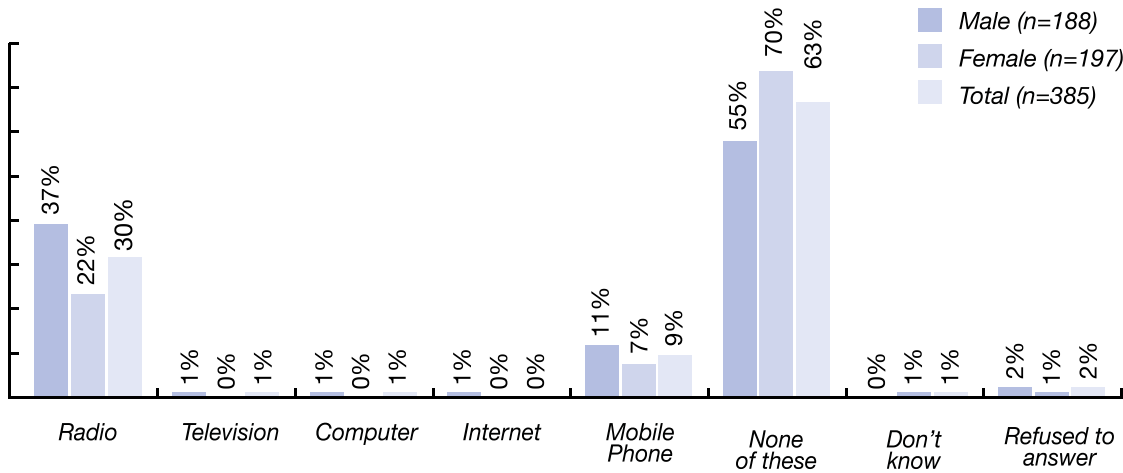
Among those surveyed, 20% of respondents indicated that they make money; 30% of males compared to 10% of females. Fourteen percent of those surveyed stated that they have their own money and the discretion as to how to spend it, with 22% of males noting this compared to 6% of females. This indicates that male respondents in Malualkon have much more financial freedom and decision-making power than females.

## Access to Media

### Access within the Household

In Malualkon, respondents reported very limited access to communication technologies within the household. Sixty-eight percent of respondents did not have access to any of the communication technologies surveyed within their household; a functional radio represented the most common device owned within the household, with 30% noting this. The following figure represents access to communication technologies within the household by gender.

Figure 89: Regular Access to Communication Technologies within the Home by Gender in Maluakon



In Maluakon, females had lower access to devices within the household with 70% not having any device, versus 55% of males. Furthermore, males reported having greater access to both mobile phones and radio; 37% of males have a radio in their household versus 22% of females, and 11% have a mobile phone, versus 7% among females.

## Access Outside of the Household

Among those surveyed, 34% have access to a radio at least once a week in their community—making access to radio outside of the household higher than within the household. Once again, the number of males with access is higher than the number of females (41% of males and 27% of females). Those between the ages of 16-25 (33%) and 26-35 (45%) are more likely to have access to media in their communities. Though radio access is higher outside of the household (compared to within), 60% still stated that they have no access to any devices.

## Listening Habits

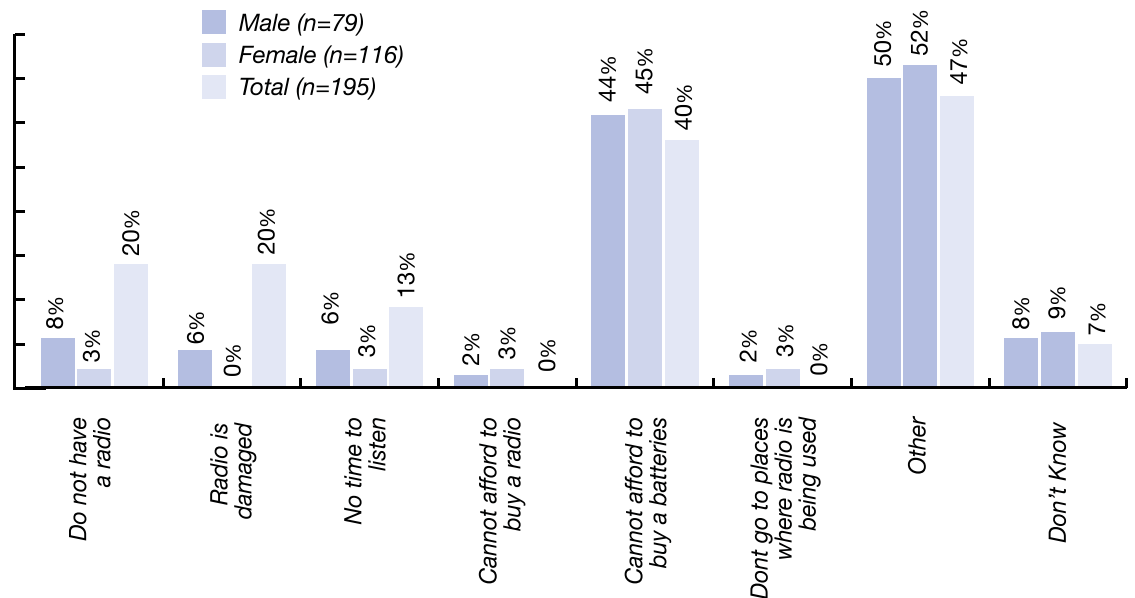
The following section details habits among both non-listeners and radio listeners. When asked how often respondents listened to the radio in the past six months 50% (n=192)<sup>15</sup> reported that they do not listen to the radio, versus 49% (n=190) who listen with variable regularity. This is further broken down in the following sub-sections.

## Non-listeners

In Maluakon, the most common reason for not listening to the radio was lack of ownership at 55%. Thirty-nine percent could not afford to buy a radio, and 12% stated that their radio is damaged. Forty-nine percent of non-listeners are male and 59% female. The following figure shows the causes for non-listenership among respondents in Maluakon by gender.

<sup>15</sup> Due to weighting, the number of males and females does not add up to the total n-value

Figure 90: Reported Reasons for Not Listening to the Radio among Respondents by Gender in Maluakon



Both genders faced similar limitations to accessing the radio, and therefore no significant disparity could be discerned among non-listeners.

In Maluakon, those from the 16-25 age cohort were most likely to have listened to the radio, as only 43% stated that they never listen—compared to 45% of the 26-35 cohort, 59% of the 36-45 cohort, and 56% of respondents aged 46 and older.

## Listeners

Among those who indicated they have listened to the radio in the past six months, 26% listened daily—36% of males and 18% of females. Among, 53% were aware of Weerbei FM; Internews' Nhomlaau FM had the second highest awareness levels in Maluakon, with 44% of listeners having heard of the station; 41% of those aware of the station have listened and 27% had done so in the past week. The following table ranks specific station awareness and listenership in Maluakon.

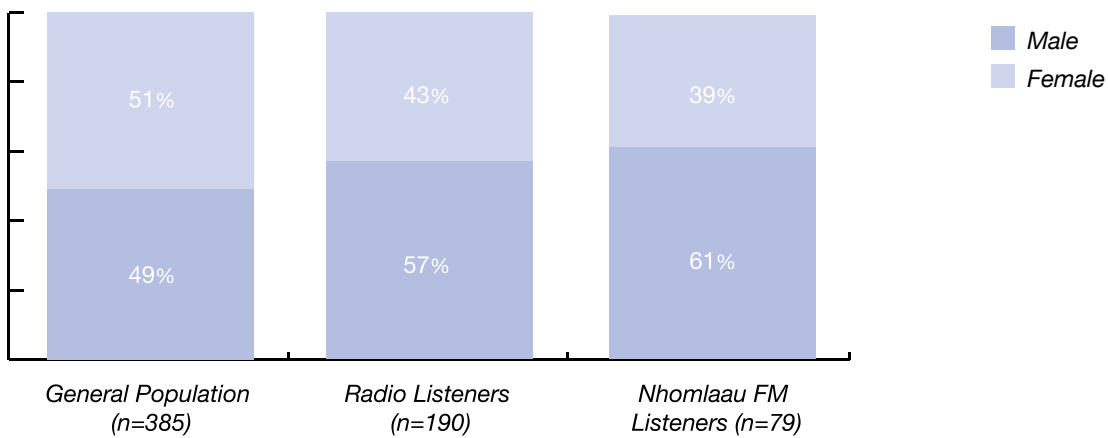
Table 19: Station Listenership Ranking—Maluakon (n=190)

Ranking	Station	Awareness	Ever Listened	Weekly Listeners
1	Weerbei FM	53%	50%	33%
2	Nhomlaau FM	44%	41%	27%
3	Radio Miraya	42%	38%	28%
4	Radio Kuajok	11%	11%	10%
5	BBC World Service (Arabic)	4%	3%	2%
6	BBC World Service (English)	4%	2%	1%
7	Mayardit FM	3%	3%	3%
8	Radio Omdurman	2%	2%	2%
9	Radio Dabanga	2%	2%	-
10	Radio Rumbek	1%	1%	-

Among those who reported listening to Nhomlaau FM, 59% are male and 41% of female. Sixty-four percent of Nhomlaau FM listeners had done so within the past week, as well as 11% within the past month and 6% within the last year. Among weekly listeners, 34% tuned-in to Nhomlaau FM every day, 29% of females and 36% of males. Twenty-eight percent listened two of the past seven days and 24% listened one of the past seven days. Of those who listened to the station every day, the 26-35 age cohort had the highest rates of listenership, with 62% doing so.

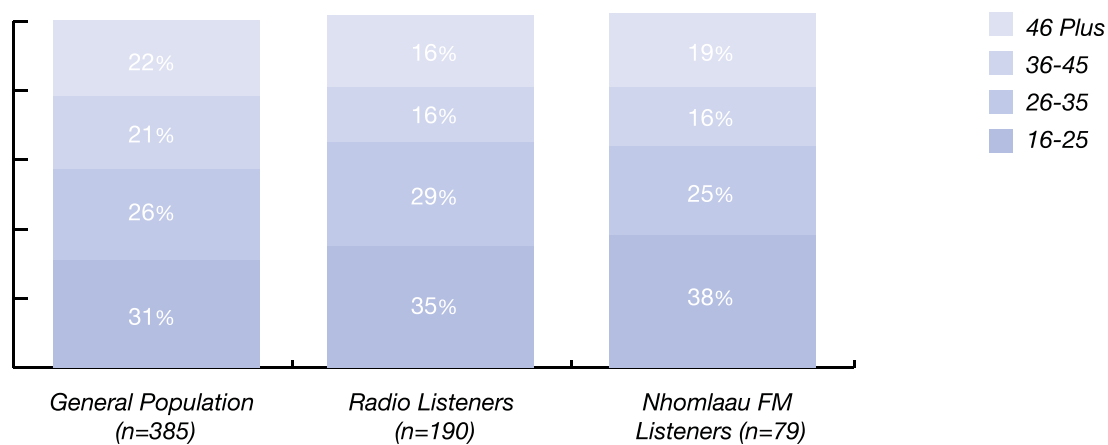
The following figure compares the gender breakdown of the booster survey, radio listeners, and those who listen to Nhomlaau FM. The percentage of female respondents decreases with the sample size, meaning that the percentage of females who listen to Nhomlaau FM (38%) is less than the general population (51%) and general radio listeners (43%).

Figure 91: Gender Breakdown of General Population, Radio Listeners, and Nhomlaau FM Listeners



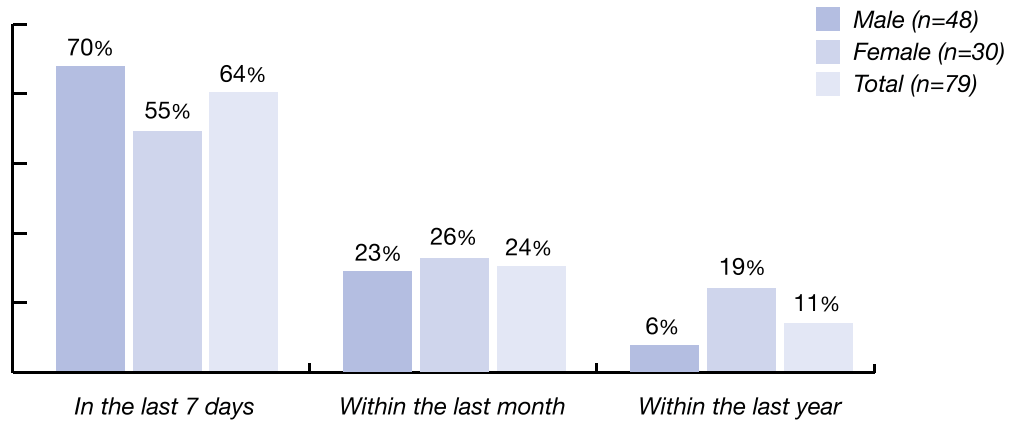
The age breakdown of listeners by general booster population, radio listeners, and Nhomlaau FM listeners is as follows:

Figure 92: Age Breakdown of General Population, Radio Listeners, and Nhomlaau FM Listeners



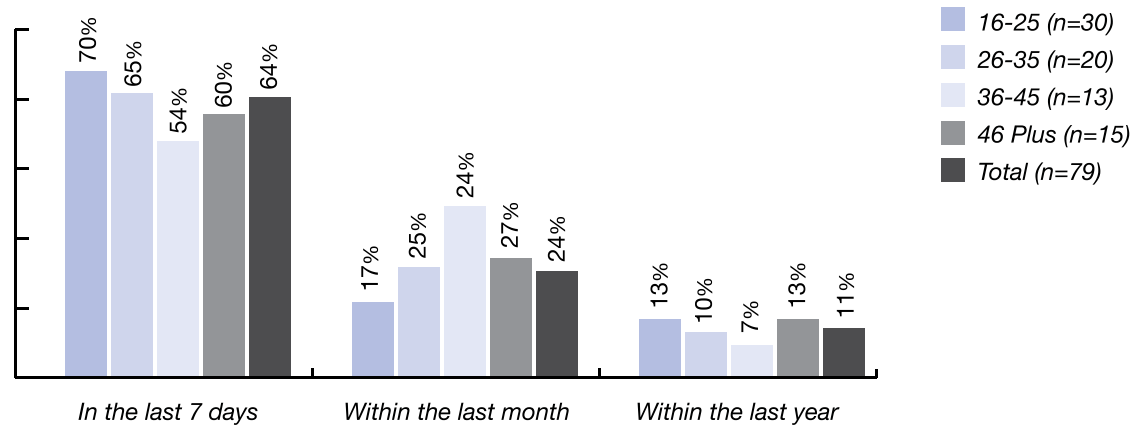
Among Nhomlaau listeners, 64% did so in the past seven days, with much higher listenership among males than females (70% males compared to 55% of females). Listening regularity and gender breakdown are represented in the following figure.

Figure 93: Listening Frequency among Nhomlaau FM Listeners by Gender in Maluakon <sup>16</sup>



No significant correlation can be discerned regarding the relationship between age and listening regularity, with listenership fluctuating among age groups. Overall the 16-25 age cohort listens most to the radio on a weekly basis, with 70% of respondents from this cohort noting this. Figure 94 illustrates listening frequency among Nhomlaau FM listeners by age.

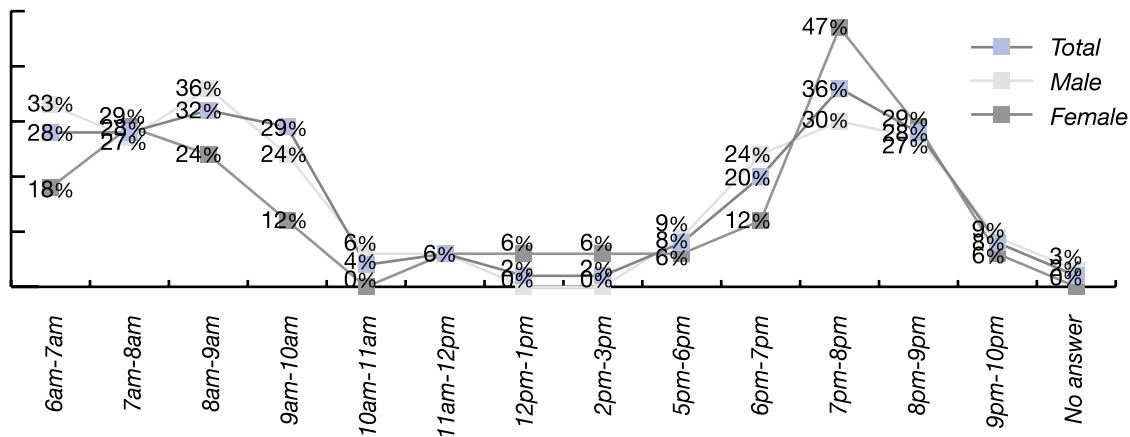
Figure 94: Listening Frequency among Nhomlaau FM Listeners by Age in Maluakon



Nhomlaau FM listeners tune in to the station in the morning and evening hours, with 28% listening between 6-8 am, and 32% tuning in between 8-9 am. Thirty-six percent listen between 7-8 pm—47% among females and 30% of males, meaning that this timeslot provides an opportunity to reach female listeners as there is a high likelihood they will be listening alone (and with control over the station listened to). The following figure represents the fluctuations in listenership over the course of the day by gender.

<sup>16</sup> Due to weighting, the number of males and females does not add up to the total n-value

Figure 95: Rates of Listenership over Time as Reported by Listeners of Nhomlaau FM over the Past Week



Consistent with the national survey, news is the most popular topic in Maluakon, with 28% preferring international news, 26% national news, and 12% local news. The following table breaks topic preference by gender.

Table 20: Top Radio Topics Preferred by Nhomlaau FM Listeners in Maluakon (n=51)

Males	Females
International News (32%)	National News (26%)
National News (26%)	International News (23%)
Community Announcements (13%)	Religion (19%)
Local News (11%)	Local News (13%)

As per topic trends, news in Dinka is the most identifiable program on Nhomlaau FM, with 49% of station listeners identifying it. Other well-known topics include economy and agriculture, women, culture and governance, with such programming being identified by both genders. This is broken down in the following table.

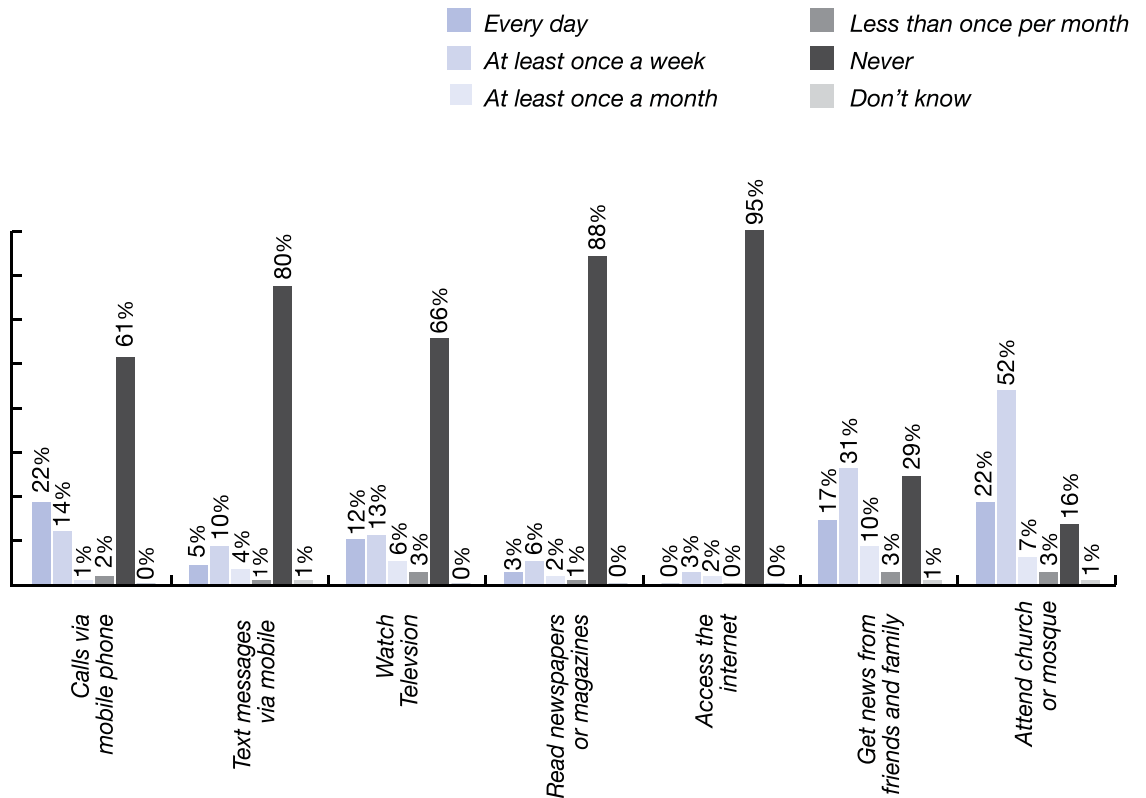
Table 21: Top Programs Identified by Nhomlaau FM Listeners in Maluakon (n=51)

Males	Females
News in Dinka (45%)	News in Dinka (55%)
Cok Kiir Piir da - Econ/Ag (43%)	Cok Kiir Piir da - Econ/Ag (16%)
Nyic ku rot da - Culture (15%)	Tok ke Tok - Governance (10%)
Ping ku rol diaar-Women (15%)	Ping ku rol diaar-Women (10%)

## Media Consumption and Engagement

Radio listeners were asked a series of questions pertaining to other forms of media to isolate the consumption habits of listeners, and to quantify the significance of radio as a source of information. The following figure shows the frequency of radio listeners who have accessed news through sources other than the radio over the past six months.

Figure 96: How often Radio Listeners Engaged in the Described Activities in the Past Six Months in Maluakon (n=190)



Among methods of communication and news sharing measured, 22% of radio listeners made phone calls on a daily basis, as well as 17% who obtained news from friends and family. The Internet is the least utilized source for information with 95% of respondents indicating they have never used it over the past six months; additionally 88% never read newspapers and magazines. This is most likely related to the low level of literacy in Maluakon.

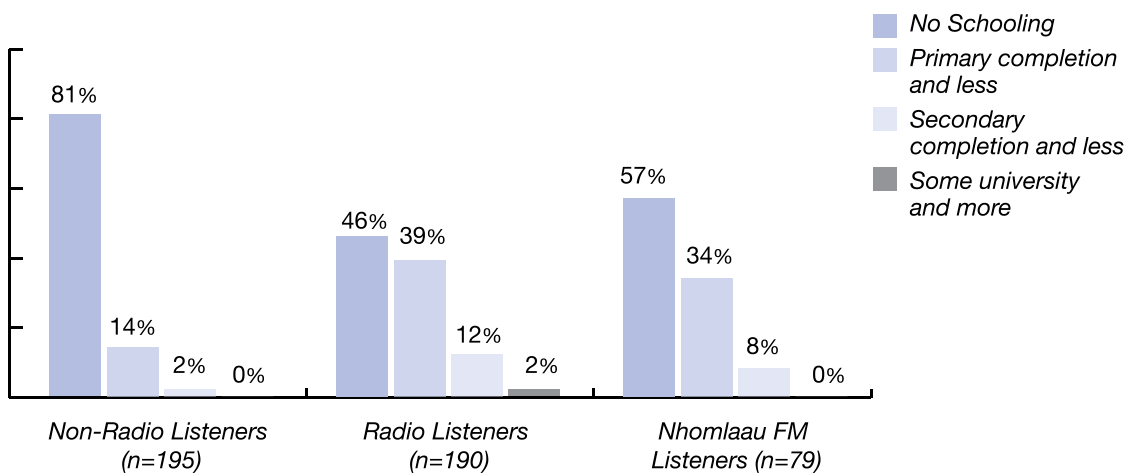
Of those who had listened to the radio in the past six months, 10% had made a call into a radio station—15% of males and 2% of females, indicating higher levels of engagement among males. Three percent noted that they meet with people from the community to listen and discuss a radio program.

## Knowledge among Radio Listeners

The following sections describe responses among radio listeners in Malualkon, regarding specific topics such as: civic awareness, gender issues, and health and hygiene. To better isolate the potential impact of Nhomlaau FM programming, comparisons are made between the general population, Nhomlaau FM listeners, and general radio listeners

It is important to first summarize literacy and education levels, before turning to the specific areas. Figure 97 describes literacy and education levels among radio listeners, non-listeners, and individuals who listen to Eye Radio.

Figure 97: Literacy and Education Levels among Non-Radio, Radio, and Nhomlaau FM Radio Listeners

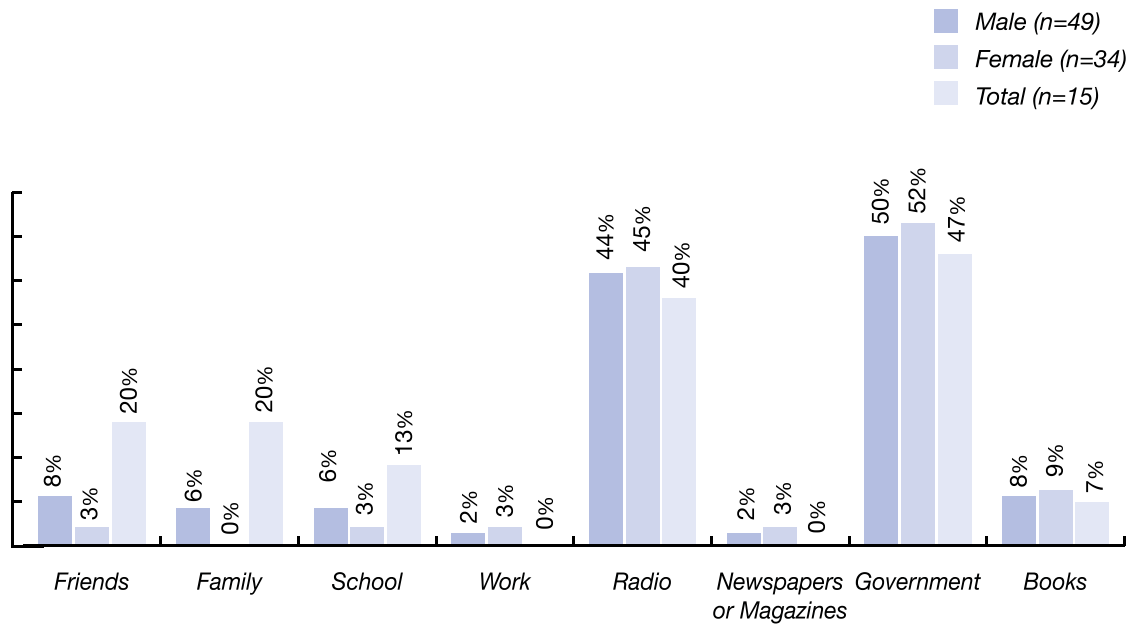


## Civic Awareness

The civic awareness part of the survey included questions about the transitional constitution, the role of specific government officials, and recognition of the various political parties of South Sudan.

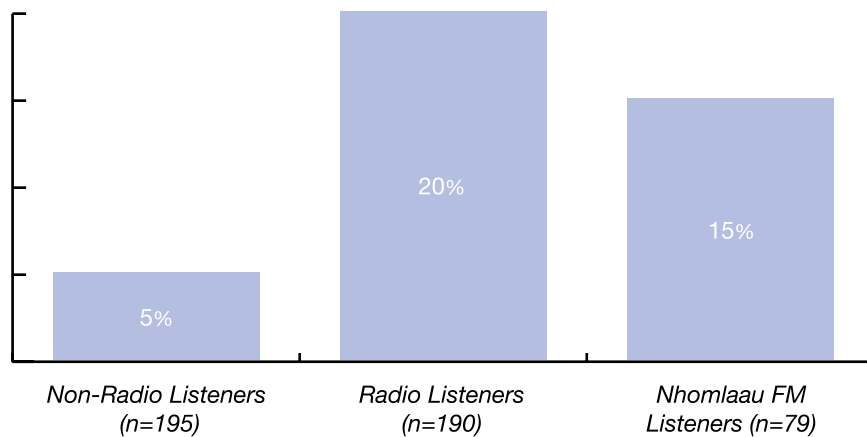
Among those surveyed in Malualkon, only 13% had heard of the transitional constitution—18% among males and 7% female—showing much lower civic awareness than the national sample (26%). Fifty percent of these individuals had learned about the constitutional document from the government and 44% from the radio. Figure 98 shows the sources of information by which these individuals heard about the constitution, broken down by gender. Females were significantly more likely to have found out about the constitution from friends and family (both sources at 20%) and from school (13%).

Figure 98: Information Sources Regarding the Transitional Constitution among Respondents from Malualkon who were Aware of it



As radio was noted as a primary source of information on the transitional constitution, radio listeners were significantly more likely to have heard of the constitution (20% versus 5%, respectively). Nhomlaau FM listeners were less aware of the transitional constitution than general radio listeners (15%) as illustrated in Figure 99.

Figure 99: Knowledge of Transitional Constitution among Non-Radio, Radio, and Nhomlaau FM Listeners

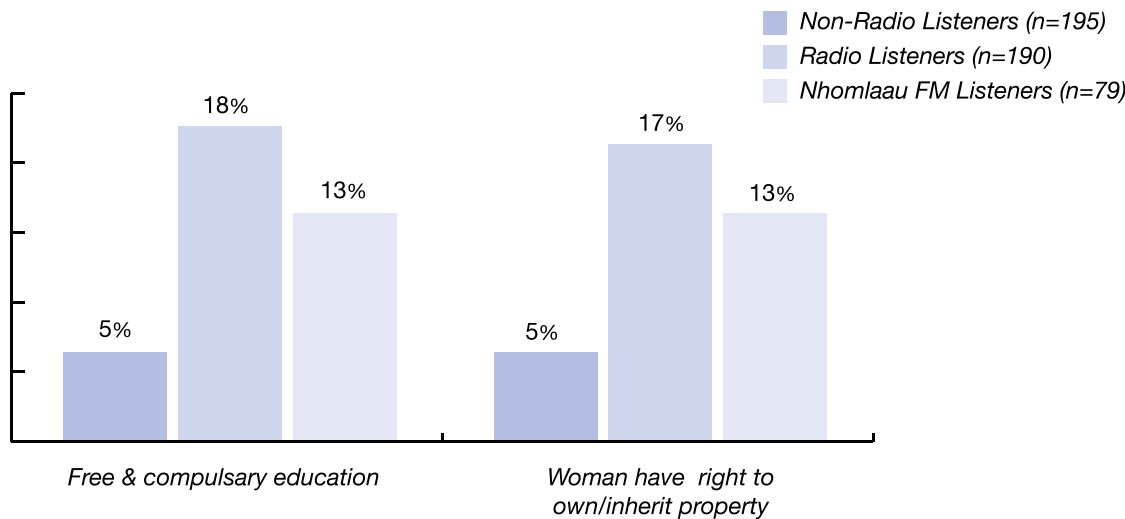


When asked additional questions about details of the government, 75% of those aware of the transitional constitution incorrectly indicated the highest executive at the state level was the President of the Republic of South Sudan. Only 22% noted that the state governor is the executive of each state in South Sudan—28% among males and 13% among females.

Furthermore, among those who were aware of the transitional constitution, 94% of respondents understood that the transitional constitution ensures all levels of government will provide free and compulsory education through the primary level. Ninety percent of respondents agree that the transitional constitution indicates women have the right to own and inherit property—93% of females and 88% of males, representing a high level of awareness among females of this right.

Radio listeners were more likely to know these details regarding the constitution, with Nhomlaau FM listeners having lower awareness levels than the general radio listening population (Figure 100).

Figure 100: Knowledge of Specific Items in Transitional Constitution among Non-Radio, Radio, and Nhomlaau FM Listeners



When asked about political parties, 73% of respondents have heard of the SPLM. This was particularly the case for male respondents at 83% compared to 64% among females. Among those surveyed, 70% of respondents indicated that they did not know how many political parties were in South Sudan; an additional 12% refused to answer the question. Sixty percent of males and 74% of females did not know how many political parties operate in the country.

After the SPLM, SPLM-Democratic Change was the second most named political party in Maluakon with 19% of respondents identifying it. Interestingly, non-radio listeners were able to name an average of 3.1 political parties compared to radio listeners at 2.2 and Nhomlaau FM listeners at 2.0.

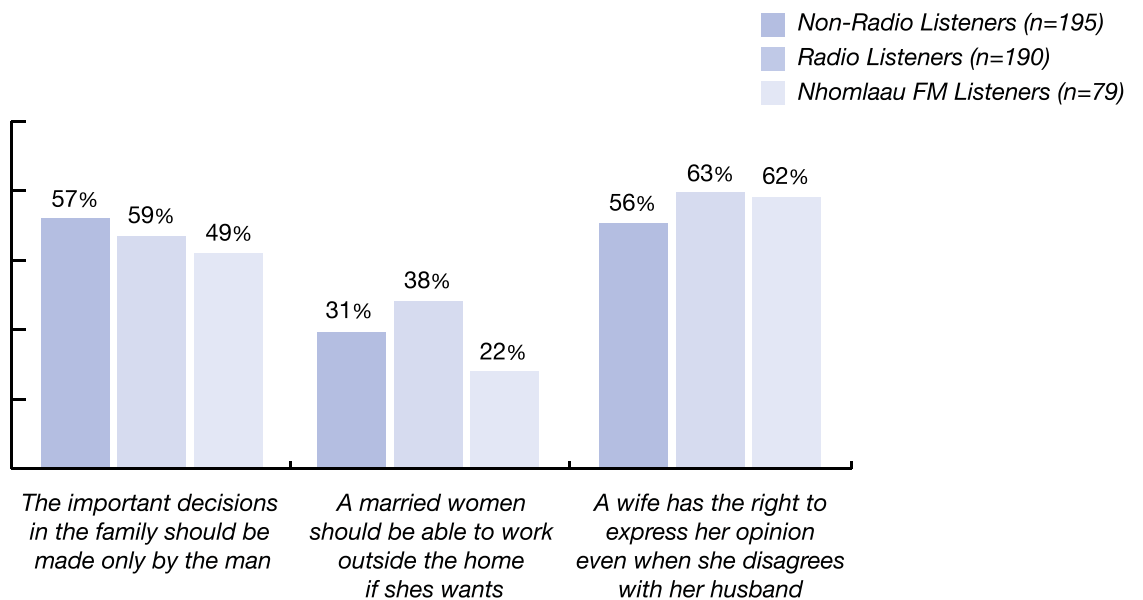
## Gender

Respondents were also asked various questions to gauge their attitudes and opinions on gender issues. Across the board, few variations were found between male and female respondents. The following table summarizes the findings of these questions.

Agreed	Overall	Male	Female
The important decisions in the family should be made only by the men.	56%	54%	57%
A married woman should be allowed to work outside the home if she chooses.	35%	37%	33%
A wife has the right to express her opinion even when she disagrees with what her husband is saying.	60%	57%	62%

Within Maluakon, 56% felt that important decisions should be made by men—54% among males and 57% among females. Relatively low percentages of respondents felt that a woman should be allowed to work outside the home if she chooses; 33% of females compared to 37% of males. Furthermore, 60% of respondents agreed that a wife has the right to express her opinion even if she disagrees with her husband. No discernible connection could be determined regarding gender awareness and radio listenership (Figure 101).

Figure 101: Responses to Statements regarding Gender among Non-Radio, Radio, and Nhomlaau FM Listeners



Forty-nine percent of respondents indicated that finishing school for 10-12 year old girls was the most important thing to do—65% of males and 46% of females. Housework was the next most important function with 36% indicating that this is what a young girl should be doing with her life.

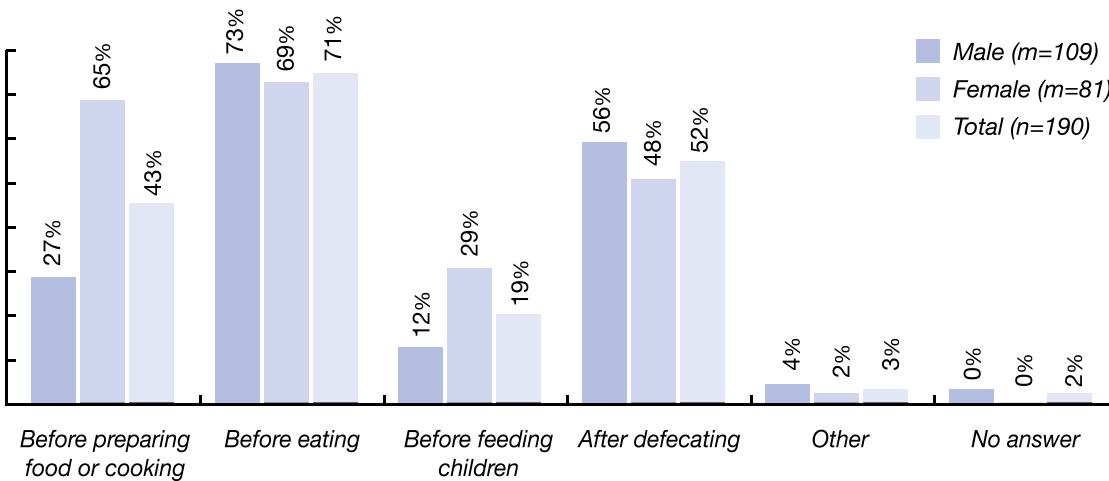
Among those surveyed, 59% stated that they never heard women expressing their views in public, along with 56% who never heard women expressing their views in the media. When asked about the most common source of information regarding contraception, 38% stated their mother or father.

## Health and Hygiene

Radio listeners were also asked questions to gauge their awareness of health and hygiene issues, as well as to assess the need for such messaging in radio programs. Specifically, listeners were asked to identify those instances when one should wash their hands with soap – with the intention being to assess how often they could identify four key instances: washing hands before preparing food or cooking, before eating, before feeding children, and after defecating.

Among four key instances in which hand washing with soap is recommended – respondents in Maluakon expressed limited knowledge on hygiene practices. Forty-three percent wash their hands before cooking (against a national response of 59%), 71% before eating, and 52% after defecating. Only 19% of radio listeners wash their hands before feeding children. This is detailed in the following figure.

Figure 102: Key Instances of Hand Washing among Radio Listeners by Gender in Maluakon



Gender disparities were greatest among those who noted washing hands before cooking or preparing food (65% of females versus 27% of males), or before feeding children (29% of females compared to 19% of males).

When asked where they obtain information on hygiene topics such as hand washing, 51% of radio listeners in Maluakon stated the radio as their source of information; the next most common information source reported was school, with 26% of radio listeners getting information on hand washing here; 18% stated family and 11% friends.

Among radio listeners, 73% indicated that they have heard of HIV/AIDS—81% of males and 61% of females. A high percentage of those aware of the disease knew it could be sexually transmitted, with 60% stating this; 33% mentioned sharing a needle as a way of transmitting the disease, 15% noted contaminated blood, and 14% did not know.

# Indices for Combined Boosters



Similar to the national sample, regression analyses were also conducted to establish what, if any, relationship that gender, age, income level, and radio listenership has to political knowledge, gender equality and health. Additionally, regression analyses was used for radio reliance and word of mouth reliance indices, to determine the trust levels respondents have in these sources of information. Following are the indices run for the combined booster areas. Internews' listenership, even above radio listenership overall, comes out as a significant predictive factor for greater knowledge in both the political and health indices. Because Internews' stations are broadcast locally, Internews' station listenership was found to have a stronger affect within the booster surveys than the national survey, as expected.

As the table to the right shows, increased political knowledge is significantly (positively) correlated with being male, as well as earning money, Internews station listenership, having completed primary school and listening to the radio generally.

Table 23: Dependent Variable: Political Knowledge Index

Female	-.945*
Under 35	-.133
Not earning money	-.603*
Internews station listening	.473*
Primary education complete	1.593*
Radio Listening	.171*
Rural	-.253

\*Significant at the 95% level  
R2=.2

Higher scores on the gender equality index were significantly (and positively) related to earning money, having completed primary education and radio listening. Interestingly, age had a negative correlation with those under age 35; as it is typically assumed that younger age cohorts have a more liberal outlook towards gender issues. Table 24 shows the Gender Equality index.

*Table 24: Dependent Variable: Gender Equality Index*

Female	-.41
Under 35	-.467
Not earning money	-.44*
Internews station listening	.075
Primary education complete	1.3*
Radio Listening	.572*
Rural	-.035

*\*Significant at the 95% level  
R2=.1*

The Radio Reliance Index is used to determine the trust that radio listeners place in the radio as their source of information. The index utilized specific survey questions and a points system to establish this relationship. Themes for the questions included: listening frequency, the most common and most trusted news source among respondents, participation in radio related activities, and if respondents get information on topics such as water and sanitation, health, and civic awareness from the radio. Significant predictors of the Radio Reliance Index were being under 35, not earning money, listening to Internews stations and having completed primary education.

## Dependent Variable: Radio Reliance Index

*Table 25: Dependent Variable: Radio Reliance Index*

Female	-.535
Under 35	-.885*
Not earning money	-.586*
Internews station listening	1.209*
Primary education complete	2.102*
Rural	-.309

*\*Significant at the 95% level  
R2=.112*

The Word-of-Mouth Reliance index determines the trust respondents place in word of mouth—spoken communication between friends and family—as their news source. Survey questions used to establish this index, included the frequency that news is retrieved from friends and family, most common and most trusted news source among respondents, and if respondents get information on topics such as WASH, health, and civic awareness from friends and family. The only significant predictors of the Word-of-Mouth Reliance Index were general radio listening, Internews' station listening and interestingly, not having completed primary education. This implies two different scenarios – one in which the less educated rely on word-of-mouth because they have less access to other forms of media and secondly, those who listen to radio are more active in communicating with others by word-of-mouth; which are not necessarily mutually exclusive.

## Dependent Variable: Word of Mouth Reliance Index

*Table 26: Dependent Variable: Word-of-Mouth Reliance Index*

Female	-.277
Under 35	.089
Not earning money	-.181
Internews station listening	.756*
Primary education complete	-.465*
Radio Listening	1.403*
Rural	-.487

*\*Significant at the 95% level  
R2=.432*

# Conclusions



**The radio landscape in South Sudan is a locally driven phenomenon and few broadcasters or programs are able to bridge the fragmented and diverse markets that span the country.**

The findings of this study illuminate a media environment in South Sudan that, while evolving, remains underdeveloped in many areas. Respondents' access to a working radio set varies considerably from market to market throughout the country, with the capital city of Juba, having the highest levels of access. As a result, stations and programs targeting listeners or beneficiaries in Juba and Central Equatoria, have the greatest potential in terms of immediate growth and reach because of the high levels of access to or ownership of a radio.

A significant connection between ownership and listenership can be established. The overwhelming majority of those surveyed indicated that they either did not own a radio or they could not afford one, making physical ownership of a radio the largest limiting factor to their frequency of listening to the radio. With 59% of respondents indicating that they have no income generating opportunities and are unable to afford a radio and/or batteries, this may also account for the high number (55%) of respondents who had not listened to the radio. This data indicates that access to radios, rather than simply expanding radio network coverage, may be the most direct way to increase individual access to media.

The radio landscape in South Sudan is a locally driven phenomenon and few broadcasters or programs are able to bridge the fragmented and diverse markets that span the country. In addition to language barriers/preferences and the prominent rural-urban divide, the data from this survey also suggest significant gender differences when it comes to radio access and control. Specifically, radio listeners are more likely to be male, and many of the media choices and interests associated with news and information are male-driven and oriented. Males dominate decision making at the household level, which could be a barrier towards developing programs aimed at female listeners given their limited influence over radio usage, particularly in single-radio households.

The data on radio listener preferences, as well as station reach and content, reflect a strong local orientation. There is greater interest in news and information at the local—even immediate—level, which clearly diminishes as the focus moves outward towards the national and international levels. This bodes well in terms of the potential of community-based radio stations that can meet these needs while addressing the major challenges outlined above.

## Recommendations

Based on the results from this national audience survey, the following general recommendations can be made:

- Broadcasters should seek to develop a strategy to promote radio listening on mobile phones in order to take advantage of emerging technologies and create strong brand habits. Such a strategy may be particularly effective for targeting young listeners, as well as markets where access to radio sets is low.
- It is important to aggressively promote stations in order to take advantage of the fact that once individuals become aware of a particular radio station, they tend to listen to that station consistently and frequently. Such strategies could include activities like promotional items and/or giveaways, sponsorships, or advertising.
- It is also important to maintain consistency in the frequency of programming and regularity of time schedules, particularly with respect to advertising interests and in terms of sustainability.
- Broadcasters should integrate important information in key areas (e.g., civic awareness, gender issues, public health, education, etc.) into programs with high listenership and support. This is particularly true of local news and information programming since these programs are strongly supported among listeners. When selling advertising, peak rates should be charged around the time slots with the highest listening habits.
- There is a need to clearly identify those times when women and younger people are in control of household radio sets to ensure that relevant programming is delivered to them at those times, outside of established peak listening times, which are potentially male and news dominated.
- Outside of Juba, radio stations that are sponsored by Internews engage audiences with little formal education and low literacy levels. Subsequently, these stations have an important role to play in strengthening public knowledge and understanding in critical areas, promoting diversity, and spreading the voices of empowered citizens who can influence the development of South Sudan as a stable, democratic, and prosperous nation state.
- Internews should develop distinct strategies for increasing listenership among the following key groups: (1) radio listeners who do not currently listen to stations sponsored by Internews; (2) radio listeners who currently

listen to stations sponsored by Internews but not regularly (i.e., every day); and non-radio listeners.

- Market-based solutions to increase the availability of radios must be explored. Potential options might include: engage traders and vendors directly, incentivize radio vendors, distribute/sell radios across South Sudan at an affordable price.
- A plethora of data exists from this nationally representative survey that can be utilized to further isolate specific listening trends for more informed marketing of stations and target-specific programming. Internews is encouraged to keep this in mind for additional analysis as programs expand.

Additional recommendations for Eye Radio and its planned national expansion include the following:

- Because of the strong demand for local news Eye Radio should consider rebroadcasting local news from the community stations. This can be done potentially during non-peak hours in order to draw in listeners who may be interested in hearing news from their communities at home.
- In light of South Sudan's linguistic diversity, particular attention needs to be focused on the choice of broadcast languages—and dialects—during the planned national expansion. Multilingual programming is particularly important with respect to news bulletins and information diffusion on critical topics such as health and education.
- Eye Radio currently attracts a more educated listener than other stations. During expansion it is important to define target audiences and to target programming so they can attract a broader cross section of listeners throughout the day.
- Eye Radio should consider broadcasting programming in Bari for the 32% of the population who report this as their primary language.
- Programming should air when specific target audiences are more likely to have control of their own listening options e.g. for women and children when the men are away from the home. Individual programs should build out a strong identity through station identification, production values and content that resonates with the needs of specific target audiences. Qualitative and formative research can be very useful for guiding this.

- Internews should consider a, "Tell a Friend Campaign", as word of mouth remains one of the most effective ways for news and information to spread, as well as for innovations to be adopted, and for raising awareness levels for radio programming.
- Although Eye Radio has a smaller female listenership, most of these female listeners have listened in the last seven days, indicating loyalty. Further research with these women listeners should focus on understanding what drives and enables their listenership and can be used to identify community champions to catalyze female audience growth.
- Music shows have a strong brand presence amongst Eye Radio listeners which can be used to cross-promote additional content, as well as form the basis of community events to develop awareness and listenership.
- In contrast to Eye Radio listeners in Juba, many local FM station listeners do not choose the programs that they listen to on the radio themselves, particularly females and those with no schooling who mostly listen within the home and with family and friends. This is important to consider when producing and promoting content. Male spouses, fathers and sons should be encouraged to tune in for the benefit of their whole family's health or livelihood.
- Production and editorial staff in local radio stations should be encouraged to consider who and where their audiences are at particular times of the day and year and produce content that reflects this close community connection.
- As with the local radio station names, programs should be developed with a distinct and named identity that is culturally inspired and can build brand recognition for content within a channel.

The following detailed recommendations can be made for the community stations:

- The inability to access a radio and the inability to buy a radio are by far the most important reasons for not listening to local Internews FM stations. Damaged and expensive batteries are also important barriers. As with Eye Radio, market-based solutions and partnerships need to be encouraged for the distribution of radios, and solar power/wind up radios should be explored as part of this.
- International news is not of high importance to many current local station listeners with news about local and neighboring communities and South Sudan being more important.
- Mobile phone access and use among both listeners and non-listeners is widely reported. Promotional activities should encourage current listeners to call in and participate, to tell their friends, and where possible, listen if a handset has FM. Stations should develop listener databases with mobile numbers that can be used with SMS distribution tools such as Frontline SMS to raise awareness, promote listenership and manage audience interaction.
- Younger female listeners are more likely to be listening at home and with family members. Producing a magazine format with a variety of segments focusing on women's issues, education and culture, interspersed with news about the local community has the potential to have wide appeal within the family setting. Trailing and airing before and after local and community news will further raise awareness to promote listenership.
- Any educational content should consider the needs of older populations who have lower levels of formal education.
- Programming, including reality stories that showcase urban community members who are successfully running innovative small and growing enterprises, could prove popular.
- Mayardit FM listenership is highest in the morning between 6-10 am with a small 5-6 pm peak for women. This is in contrast to other listening time profiles such as for Eye Radio, Naath FM and Nhomlaau, which show much higher listening peaks later in the day, ranging from between 4-10 pm. Mayardit FM's drop-in listenership in the evening needs to be further understood and discern if there is another local news program, on a competing station.
- There is a clear need for both local FM listeners and non-listeners for basic educational content, particularly for women. In Turalei the educational program Plocc Ee Baai was the most recalled program among both men and women indicating both the popularity of educational content and the importance of radio for meeting educational needs.
- In addition, in all booster areas many report low awareness of the constitution, particularly women, and there are important gaps in knowledge, understanding and behaviors with respect to hand washing and HIV and AIDS. Radio is reported as an important source of information and there is strong branded program recall, including health shows such as Pual Ponu in Leer. As with educational programming, this indicates the strong potential for targeted radio content to engage listeners.



## Appendices

# Annex 1: Quantitative Questionnaire

## Survey Name: Internews

No of Questions: 308

1: Before starting the interview, you must have your interviewer number, know the location name and EA code, know the questionnaire number, and only interview someone who is both aged 16 or older and South Sudanese. (label)

2: Questionnaire number (numeric)

Data Field Name : questionnaire

3: Interviewer code (numeric)

Data Field Name : interviewer

4: State (multi)

Data Field Name : state

Possible responses:

- Central Equatoria
- Eastern Equatoria
- Jonglei
- Lakes
- State not listed

5: EA (multi)

Data Field Name : ea\_ces

Possible responses:

- Juba: Juba Town: Hai Neem: 101
- Juba: Kator: Kator Centre: 108
- Juba: Kator: Kator Centre: 120
- Juba: Lobonok: Tombur: 201
- Juba: Munuki: Hai Seminary: 104
- Juba: Munuki: Nyokuron South: 104
- Juba: Northern Bari: Luri: 217
- Juba: Tijor: Ligi: 202
- Kajo Keji: Kangapo Two: Jalimo: 203
- Kajo Keji: Nyepo: Gederu: 203
- Lainya: Kenyi: Loka West: 204
- Morobo: Kimba: Yondu: 201
- Terekeka: Nyori: Maridi: 201
- Yei: Otogo: Goja: 206
- Yei: Yei Town: Yaridani Zone: 102
- Replacement 1
- Replacement 2
- Replacement 3

6: EA (multi)

Data Field Name : ea\_ee

Possible responses:

- Budi: Komori: Kikilai: 202
- Budi: Lotukei: Lorema: 201
- Budi: Napak: Chawa: 202
- Ikotos: Ikotos: Ikotos: 207
- Ikotos: Lomohidang South: Chorokol: 201
- Ikotos: Lomohidang South: Ramula: 203
- Kapoeta East: Mogos: Nasuwat: 205
- Kapoeta East: Narus: Narus: 201
- Kapoeta North: Chumakori: Napetet: 201
- Kapoeta North: Lomeyen: Loriwo: 203
- Kapoeta North: Najje: Nangoletirie: 201
- Kapoeta North: Paringa: Nacholobo: 202
- Kapoeta South: Longeleya: Lokwamor: 201
- Kapoeta South: Machi One: Napetet: 201
- Kapoeta South: Machi Two: Natipiir: 201
- Lopa/Lafon: Arihilo: Dorik: 201
- Lopa/Lafon: Longiro: Longiro: 204
- Magwi: Pageri: Kerepi: 201
- Torit: Imurok: Central Imurok: 203
- Torit: Torit: Nyong: 103
- Replacement 1
- Replacement 2
- Replacement 3

7: EA (multi)

Data Field Name : ea\_jonglei

Possible responses:

- Ayod: Wau: Biey: 205
- Ayod: Wau: Wan Machar: 204
- Bor South: Anyidi: Chuei-magon: 205
- Bor South: Baidit: Akayiech: 203
- Bor South: Bor: Bor-town: 102
- Bor South: Bor: Langbar: 101
- Bor South: Jalle: Akuai-deng: 201
- Bor South: Kolnyang: Pariak: 202
- Duk: Dongchak: Amiel: 201
- Twic East: Ajuong: Akuoch: 201
- Twic East: Kongor: Payom: 204
- Twic East: Pakeer(Paker): Piol: 203
- Replacement 1
- Replacement 2
- Replacement 3

8:EA (multi)

Data Field Name : ea\_lakes

Possible responses:

- Cuebit: Abiriu: Biling-Guet: 203
- Rumbek Centre: Amongpiny: Adol: 201
- Rumbek Centre: Jiir: Abarkou: 104
- Rumbek East: Cueicok: Makembele: 206
- Rumbek North: Madol: Biar: 202
- Rumbek North: Malueeth: Kak: 204
- Yirol West: Mapuordit: Agutraan: 201
- Replacement 1
- Replacement 2
- Replacement 3

9:State (multi)

Data Field Name : state\_copy

Possible responses:

- Northern Bahr El Ghazal
- Unity
- Upper Nile
- Warrap
- State not listed

10:EA (multi)

Data Field Name : ea\_nbg

Possible responses:

- Aweil Centre: Bhar Mayen: Pinywella: 203
- Aweil East: Baach: Ruinyin: 202
- Aweil East: Mangar-tong II: Ariak Ariak: 206
- Aweil East: Mangok: Makuach: 207
- Aweil East: Wunlang: Majak-Gier: 203
- Aweil North: Malual East: Jaach: 203
- Aweil North: Malual East: Wath Thok: 201
- Aweil North: Malual North: Mayom-Adhal: 205
- Aweil West: Aweil Town: Ayuang: 102
- Aweil West: Aweil Town: Mathiang: 109
- Aweil West: Gomjuer Centre: Gomjuer Thii: 204
- Aweil West: Gomjuer East: War Kou: 201
- Aweil East: Baach: Cuom-Ator: 203
- Aweil East: Malual-bai: Ajeriak: 208
- Aweil North: Ariath: Majok Ngor: 202
- Aweil West: Aweil Town: Ayuang: 102
- Aweil West: Aweil Town: Malou-Aweer: 106
- Aweil West: Ayat West: Malek-Mayar: 202
- Aweil East: Baach: Maluakon: 205
- Replacement 1
- Replacement 2
- Replacement 3

11:EA (multi)

Data Field Name : ea\_unity

Possible responses:

- Koch: Jaak: Rier: 202
- Koch: Kuachlual: Padeah: 203
- Koch: Kuachlual: Padeah: 202
- Koch: Ngony: Nyony: 201
- Leer: Bou: Kur: 201
- Leer: Juong Kang: Dhar: 202
- Mayendit: Bor: Dorbuona: 201
- Mayendit: Rubkuay: Dhorniyet: 201
- Mayendit: Rubkuay: Rubkuay: 203
- Mayendit: Tharjath: Malbeak: 201
- Mayom: Mankien: Ngop: 202
- Mayom: Mankien: Wanam: 201
- Panyijiar: Nyal: Nyadong: 204
- Paynijar: Nyal: Nyadong: 203
- Rubkona: Rubkotne(Rubkona): Pakur: 101
- Rubkotne: Nhialdiu: Tochluak: 201
- Replacement 1
- Replacement 2
- Replacement 3

12:EA (multi)

Data Field Name : ea\_uppernile

Possible responses:

- Fashoda: Kodok: Gollo: 201
- Fashoda: Lul: Buol: 206
- Luakpiny/Nasir: Jikmir: Jikmir: 203
- Luakpiny/Nasir: Kiech Kuon: Kiech Two: 202
- Luakpiny/Nasir: Kiech Kuon: Koat: 208
- Luakpiny/Nasir: Kiech Kuon: Koat: 209
- Luakpiny/Nasir: Mading: Koatwetha: 203
- Luakpiny/Nasir: Nasir: Guanya: 202
- Luakpiny/Nasir: Nasir: Nasir: 103
- Luakpiny/Nasir: Nasir: Torjuoc: 201
- Luakpiny/Nasir: Roam: Wech Kuach: 203
- Maiwut: Jekow: Oriang: 205
- Maiwut: Jekow: Turow: 202
- Maiwut: Olang: Oleng: 203
- Malakal: Ogot: Wau: 203
- Malakal: Southern Malakal: Assosa: 102
- Ulang: Doma: Parial: 201
- Ulang: Kurmuot: Kuich: 211
- Ulang: Ulang: Ying: 205
- Ulang: Yomding: Tor Kiel: 204
- Replacement 1
- Replacement 2
- Replacement 3

13:EA (multi)

Data Field Name : ea\_warrap

Possible responses:

- Gogrial East: Nyang: Mayenjor: 202
- Gogrial West: Alek North: Malekngok: 215
- Gogrial West: Alek South: Ameeth: 213
- Gogrial West: Gogrial: Gogrial: 116
- Gogrial West: Gogrial: Maluilajak: 204
- Gogrial West: Kuac North: Anguoi: 210
- Gogrial West: Kuac North: Kuacjok: 107
- Tonj North: Akop: Maguen: 203
- Tonj North: Aliek: Rorkou: 206
- Tonj North: Kirik: Achir: 205
- Twic: Pannyok: Akak: 211
- Twic: Turalei: Anyiel-kuac: 206
- Twic: Turalei: Mangok: 203
- Twic: Turalei: Nyielabel: 209
- Twic: Wunrok: Awilgik: 206
- Twic: Wunrok: Tiitcok: 208
- Replacement 1
- Replacement 2
- Replacement 3

14:State (multi)

Data Field Name : state\_copy1

Possible responses:

- Western Bahr El Ghazal
- Western Equatoria

15:EA (multi)

Data Field Name : ea\_wbg

Possible responses:

- Jur River: Kangi: Alelthony: 201
- Jur River: Marial Bai: Rakbak: 204
- Wau: Wau North: Aweil Jedid: 101
- Replacement 1
- Replacement 2
- Replacement 3

16:EA (multi)

Data Field Name : ea\_we

Possible responses:

- Ezo: Ezo Centre: Makpudu: 205
- Ibba: Nabanga: Gbua: 202
- Mvolo: Yeri: Yeri: 201
- Nzara: Sakure: Bakpara: 202
- Tambura: Tambura: Gberezagino: 201
- Yambio: Yambio Town: Bazungua: 206
- Yambio: Yambio Town: Yabongo: 120
- Replacement 1
- Replacement 2
- Replacement 3

17:Date (date)

Data Field Name : date

18:Hello, my name is \_\_\_ and I am conducting a survey on radio listening habits for Forcier Consulting and the National Bureau of Statistics. This interview will take about 45 minutes. All information will be kept confidential; and we will not use your name, so there will be no way for anyone to identify you. There is no penalty for refusing to participate, and you may stop the conversation at any time. Are you willing to participate? (multi)

Data Field Name : consent

Possible responses:

- Yes
- No

19:Thank you. As we go through the questions, you may respond "I don't know" at any time and you may skip any questions that you do not feel comfortable answering. (label)

20:Let us begin.?

Sex [Do not ask.] (multi)

Data Field Name : sex

Possible responses:

- Male
- Female

21:How old are you? [Record age in years. If respondent does not know go to the next question.] (numeric)

Data Field Name : age

22:Indicate respondent's age group: read the following categories and ask him/her to select one. (multi)

Data Field Name : agegroup

Possible responses:

- 16-25
- 26-35
- 36-45
- 45+

23:Have you always lived in this area? (multi)

Data Field Name : origin2

Possible responses:

- Yes
- No

24:Where else did you live? (multi)

Data Field Name : origin3

Possible responses:

- Within this state
- Another country
- Another state
- Dont Know
- Refused to answer

25:Specify the most recent other state where you lived: (multi)

Data Field Name : originstate

Possible responses:

- Central Equatoria
- Eastern Equatoria
- Jonglei
- Lakes
- Northern Bahr El Ghazal
- Unity
- Upper Nile
- Warrap
- Western Bahr El Ghazal
- Western Equatoria
- Other
- Refused to answer

26:Specify the other country where you lived: (multi)

Data Field Name : origincountry

Possible responses:

- (North) Sudan
- Ethiopia
- Kenya
- Uganda
- More than one country
- Other country
- Refused to answer

27:Which of the following do you have working in your household? [Read options. Select all that apply.] (multi)

Data Field Name : sources

Possible responses:

- Radio
- Television
- Computer
- Internet
- Mobile phone
- None of these
- Don't know [Do not read]
- Refused to answer [Do not read]

28:Which of the following do you have regular access to (at least once a week) in your community, outside of your household? [Read options. Select all that apply.] (multi)

Data Field Name : community

Possible responses:

- Radio
- Television
- Computer
- Internet

- Mobile phone

- None of these

- Don't know [Do not read]

- Refused to answer [Do not read]

29:In the past six months, how often did you listen to the radio? (multi)

Data Field Name : howoften\_radio

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

30:Why don't you listen to the radio? [Do not read. Check all that apply] (multi)

Data Field Name : whynotradio

Possible responses:

- I do not have a radio
- Radio is damaged
- I do not have time to listen
- I cannot afford to buy a radio
- I cannot afford to buy batteries
- dont go to places where radio is being used
- Available radio programs do not interest me
- No signal or bad signal
- Other
- dont know
- Refused to answer

31:Where do you usually listen to the radio? [Read options. Select all that apply.] (multi)

Data Field Name : whereradio

Possible responses:

- Home
- Work
- At friends' or family's place
- Public spaces (e.g. restaurant, tea shop)
- School
- Everywhere using radio
- Everywhere using mobile phone as radio
- Other
- dont know
- Refused to specify

32:Specify other place where you listen to the radio: (text)

Data Field Name : whereradiospecific

33:Who usually chooses the station that you listen to? [Read options. Choose only one.] (multi)

Data Field Name : whochooses

Possible responses:

- Myself
- Son
- Daughter
- Older brother
- Younger brother
- Younger sister
- Mother
- Person(s) from work
- Other
- dont know
- Refused to answer

34:Specify the other person who chooses the station you listen to: (text)

Data Field Name : whochoosesspecify

35:With whom do you usually listen to the radio? [Do not read options. Select all that apply.] (multi)

Data Field Name : whomradio

Possible responses:

- Alone
- Family
- Friends
- Neighbors
- Persons from work
- Other
- Don't know
- Refused to answer

36:Specify others with whom you listen to the radio: (text)

Data Field Name : whomradiospecify

37:In the past six months, how often did you make or receive calls via mobile phone? (multi)

Data Field Name : howoften\_mobile

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

38:In the past six months, how often did you text message using mobile phone (multi)

Data Field Name : howoften\_sms

Possible responses:

- Every day

- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

39:In the past one week, have you used a mobile phone for any of the following activities? [Read options. Select all that apply.] (multi)

Data Field Name : mobileused

Possible responses:

- Making/ receiving phone calls
- Sending SMS messages
- Receiving SMS messages
- Listening to radio
- Playing games
- Financial transactions
- Accessing internet
- Do not own mobile phone
- Other
- Don't know [Do not read]
- Refused to Answer [Do not read]

40:Specify the other activities for which the mobile phone was used: (text)

Data Field Name : mobileused\_specified

41:In the past six months, how often did you watch television? (multi)

Data Field Name : howoften\_tv

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

42:In the past six months, how often did you read newspapers or magazines? (multi)

Data Field Name : howoften\_newspaper

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

43:In the past six months, how often did you access the internet? (multi)

Data Field Name : howoften\_internet

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

44:In the past six months, how often did you get news from friends or family members? (multi)

Data Field Name : howoften\_wordmouth

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

45:In the past six months, how often did you attend church or mosque? (multi)

Data Field Name : howoften\_church

Possible responses:

- Every day
- At least once a week
- At least once per month
- Less than once per month
- Never
- Don't know [Do not read]
- Refused to answer [Do not read]

46:Where do you most often get news and information? [Read options. Choose only one.] (multi)

Data Field Name : mostoften

Possible responses:

- Radio
- Television
- Newspapers/magazines
- The internet
- Face to face from friends or family
- Calling via mobile phone
- text messages via mobile phone
- Billboards/posters
- Religious leaders
- Traditional leaders
- Government Officials
- Police
- Aid workers/NGOs
- No information about this topic
- Other
- Don't know [Do not read]
- Refused to answer [Do not read]

47:Where else do you get news and information? [Read options. Choose all that apply.] (multi)

Data Field Name : usedalso

Possible responses:

- Radio
- Television
- Newspapers/magazines
- The internet
- Face to face from friends or family
- Calling via mobile phone
- text messages via mobile phone
- Billboards/posters
- Religious leaders
- Traditional leaders
- Government Officials
- Police
- Aid workers/NGOs
- No information about this topic
- Other
- Don't know [Do not read]
- Refused to answer [Do not read]

48:Which source of news and information do you trust the most? [Read options. Choose only one] (multi)

Data Field Name : trustmost

Possible responses:

- Radio
- Television
- Newspapers/magazines
- The internet
- Word of mouth, face to face (from friends or family members)
- Calling via mobile phone
- SMS (text messaging via mobile phone)
- Billboards/posters
- Religious leaders
- Traditional leaders
- Government Officials
- Police
- Aid workers/NGOs
- I do not have information about this topic
- Other
- Don't know [Do not read]
- Refused to answer [Do not read]

49:What type of program do you like the most on the radio?  
[Select only one] (multi)

Data Field Name : programmost

Possible responses:

- News
- Community announcements
- Talk shows where listeners can call in
- Interviews with experts where listeners can call in
- Debates in which experts discuss opposing views
- Drama in which fictional characters discuss particular topic
- Educational or language learning program
- Quiz show in which listeners can answer questions
- Music show
- Interviews with experts where listeners cannot call in
- Sports
- Other
- Dont know
- Refused to answer

50:What type of programs do you also like on the radio?  
[Choose all that apply.] (multi)

Data Field Name : programalso like

Possible responses:

- News
- Community announcements
- Talk shows where listeners can call in
- Interviews with experts where listeners can call in
- Debates in which experts discuss opposing views
- Drama in which fictional characters discuss particular topic
- Educational or language learning program
- Quiz show in which listeners can answer questions
- Music show
- Interviews with experts where listeners cannot call in
- Sports
- Other
- Dont know
- Refused to answer

51:Please tell me if you have participated in the following activities. [Read options. Choose all that apply.] (multi)

Data Field Name : participate

Possible responses:

- Made a call to a radio station
- Meet people from your community to listen to and discuss a radio program
- Visited a radio station in person
- Sent an SMS (text message) to a radio station
- Never did these activities
- Dont know
- Refused to answer

52:What is the radio station that comes to your mind that you can listen to? [Do not read options. Choose one.] (multi)

Data Field Name : unprompted

Possible responses:

- BBC World Service (Arabic)
- BBC World Service (English)
- Radio Miraya (UN)
- Radio Tamazuj
- Voice of America (VOA)
- Radio Montecarlo (RFI)
- Radio Dabanga
- Radio Omdurman
- Bakhita FM
- Bentiu FM
- Capital FM
- Eye Radio
- Grace FM
- Liberty FM
- Mayardit FM
- Naath FM (Leer or Nasir)
- Nehemiah Trumpet Call (NTC)
- Ngun Kata FM
- Nhomlaau FM
- Radio Anisa
- Radio Don Bosco
- Radio Easter
- Radio Emmanuel
- Radio Good News
- Radio Jonglei 95.9 FM
- Radio Jonubna
- Radio Juba
- Radio Kwajok
- Radio Malakal
- Radio Peace
- Radio Rumbek
- Radio Voice of Hope
- Radio Wau
- Saut al Mahabba (Voice of Love)
- Spirit FM
- Weerbei FM
- Voice of Eastern Equatoria State
- Voice of Peace – Gidel
- Voice of the People (VOP)
- Yambio 90.0 FM
- Other
- Dont know
- Refused to answer

53:Please specify the radio station that first comes to your mind: (text)

Data Field Name : unprompted\_specify

54:What are the other radio stations that comes to your mind that you can listen to? [Do not read. Select all mentioned.] (multi)

Data Field Name : prompted

Possible responses:

- BBC World Service (Arabic)
- BBC World Service (English)
- Radio Miraya (UN)
- Radio Tamazuj
- Voice of America (VOA)
- Radio Montecarlo (RFI)
- Radio Dabanga
- Radio Omdurman
- Bakhita FM
- Bentiu FM
- Capital FM
- Eye Radio
- Grace FM
- Liberty FM
- Mayardit FM
- Naath FM (Leer or Nasir)
- Nehemiah Trumpet Call (NTC)
- Ngun Kata FM
- Nhomlaau FM
- Radio Anisa
- Radio Don Bosco
- Radio Easter
- Radio Emmanuel
- Radio Good News
- Radio Jonglei 95.9 FM
- Radio Jonubna
- Radio Juba
- Radio Kwajok
- Radio Malakal
- Radio Peace
- Radio Rumbek
- Radio Voice of Hope
- Radio Wau
- Saut al Mahabba (Voice of Love)
- Spirit FM
- Weerbei FM
- Voice of Eastern Equatoria State
- Voice of Peace – Gidel
- Voice of the People (VOP)
- Yambio 90.0 FM
- Other
- Dont know
- Refused to answer

55:Please specify the radio station that first comes to your mind: (text)

Data Field Name : prompted\_specify

56:Ever listened to BBC World Service (Arabic)? (multi)

Data Field Name : listen1\_copy

Possible responses:

- Yes
- No

57:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

58:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

59:What times did you listen to BBC World Service (Arabic)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

60:Ever listened to BBC World Service (English)? (multi)

Data Field Name : listen1\_copy1

Possible responses:

- Yes
- No

61:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy1

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

62:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy1

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

63:What times did you listen to BBC World Service (English)?

[Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy1

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

64:Ever listened to Radio Miraya (UN)? (multi)

Data Field Name : listen1\_copy23

Possible responses:

- Yes
- No

65:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy23

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

66:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy23

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

67:What times did you listen to Radio Miraya (UN)? [Select all

that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy23

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

68:Ever listened to Voice of America (VOA)? (multi)

Data Field Name : listen1\_copy32

Possible responses:

- Yes
- No

69:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy32

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

70:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy32

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

71:What times did you listen to Voice of America (VOA)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy32

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

72:Ever listened to Radio Montecarlo (RFI)? (multi)

Data Field Name : listen1\_copy39

Possible responses:

- Yes
- No

73:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy39

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

74:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy39

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

75:What times did you listen to Radio Montecarlo (RFI)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy39

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

76:Ever listened to Radio Tamazuj? (multi)

Data Field Name : listen1\_copy30

Possible responses:

- Yes
- No

77:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy30

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

78:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy30

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

79:What times did you listen to Radio Tamazuj? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy30

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

80:Ever listened to Radio Dabanga? (multi)

Data Field Name : listen1\_copy12

Possible responses:

- Yes
- No

81:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy12

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

82:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy12

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

83:What times did you listen to Radio Dabanga? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy13

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

84:Ever listened to Radio Omdurman? (multi)

Data Field Name : listen1\_copy38

Possible responses:

- Yes
- No

85:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy38

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

86:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy38

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

87:What times did you listen to Radio Omdurman? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy38

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

88:Ever listened to Bakhita FM? (multi)

Data Field Name : listen1

Possible responses:

- Yes
- No

89:When was the last time you listened? (multi)

Data Field Name : listenlast2

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

90:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

91:What times did you listen to Bakhita FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

92:Ever listened to Bentiu FM? (multi)

Data Field Name : listen1\_copy2

Possible responses:

- Yes
- No

93:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy2

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

94:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy2

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

95:What times did you listen to Bentiu FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy2

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

96:Ever listened to Capital FM? (multi)

Data Field Name : listen1\_copy3

Possible responses:

- Yes
- No

97:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy3

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

98:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy3

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

99:What times did you listen to Capital FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy4

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

100:Ever listened to Eye Radio? (multi)

Data Field Name : listen1\_copy4

Possible responses:

- Yes
- No

101:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy4

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

102:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy4

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

103:What times did you listen to Eye Radio? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy5

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

104:What do you like to listen to most on Eye Radio? [Do not read answers. Choose one.] (multi)

Data Field Name : iprogram1

Possible responses:

- International news
- National news
- Local news
- Community announcements
- Market and business news
- Call in and debate shows
- Interviews with experts and leaders
- Youth
- Health
- Education
- Womens issues
- Religion
- Culture
- Sports
- Music
- Other
- Dont know
- Refused to answer

105:Now I am going to give you a list of programmes that are played regularly on Eye Radio. For each, please tell me if you have ever heard that program...[Read list. Choose all mentioned.] (multi)

Data Field Name : heard1

Possible responses:

- The Dawn
- Know your Government
- Health for All
- Our Voices
- Weekend Talk Show
- Sports Show
- Song Requests with Atai
- Music Show with Daniel Lasuba/DJ Las
- New in English
- News in simple Arabic
- Reggae Show
- Top Ten
- Other
- Dont know
- Refused to answer

106:Of the programs that i've read, what other ones do you like? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : heard1\_copy

Possible responses:

- The Dawn
- Know your Government
- Health for All
- Our Voices
- Weekend Talk Show
- Sports Show
- Song Requests with Atai
- Music Show with Daniel Lasuba/DJ Las
- News in English
- News in simple Arabic
- Reggae Show
- Top Ten
- Other
- Dont know
- Refused to answer

107:Of the programs that i've mentioned are there any that you dislike? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : dontlike1

Possible responses:

- The Dawn
- Know your Government
- Health for All
- Our Voices
- Weekend Talk Show
- Sports Show
- Song Requests with Atai
- Music Show with Daniel Lasuba/DJ Las
- New in English
- News in simple Arabic
- Reggae Show
- Top Ten
- Do not dislike any
- Other
- Dont know
- Refused to answer

108:Ever listened to Grace FM? (multi)

Data Field Name : listen1\_copy5

Possible responses:

- Yes
- No

109:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy5

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

110:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy5

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

111:What times did you listen to Grace FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy6

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

112:Ever listened to Liberty FM? (multi)

Data Field Name : listen1\_copy6

Possible responses:

- Yes
- No

113:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy6

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

114:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy6

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

115:What times did you listen to Liberty FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy7

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

116:Ever listened to Mayardit FM? (multi)

Data Field Name : listen1\_copy7

Possible responses:

- Yes
- No

117:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy7

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

118:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy7

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

119:What times did you listen to Mayardit FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy8

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

120:What do you like to listen to most on Mayardit FM? [Do not read answers. Choose one.] (multi)

Data Field Name : iprogram2

Possible responses:

- International news
- National news
- Local news
- Community announcements
- Market and business news
- Call in and debate shows
- Interviews with experts and leaders
- Youth
- Health
- Womens issues
- Religion
- Culture
- Music
- Other
- Dont know
- Refused to answer

121:Now I am going to give you a list of programmes that are played regularly on Mayardit FM. For each, please tell me if you have ever heard that program...Choose all mentioned.] (multi)

Data Field Name : heard2

Possible responses:

- Plooc Ee Baai (Education Program)
- Rieynthi Nyiac (Youth Program)
- Cieng Monjang (Culture Program)
- Akuth Thueec (Youth and Sport)
- Dhol Hochwei (Business Program)
- Wel Nhialic (Religion Program)
- Nhomlaau Diaar Nyiir ku Miith (Women and Childrens Rights)
- Pial Guop (Health Program)
- Wel Mac Baai (Governance Program)
- Pur-ee Piiir Piath (Agriculture Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Other
- Dont know
- Refused to answer

122:Of the programs that i've read, what other ones do you like? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : heard2\_copy

Possible responses:

- Plooc Ee Baai (Education Program)
- Rieynthi Nyiac (Youth Program)
- Cieng Monjang (Culture Program)
- Akuth Thueec (Youth and Sport)
- Dhol Hochwei (Business Program)
- Wel Nhialic (Religion Program)
- Nhomlaau Diaar Nyiir ku Miith (Women and Childrens Rights)
- Pial Guop (Health Program)
- Wel Mac Baai (Governance Program)
- Pur-ee Piiir Piath (Agriculture Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Other
- Dont know
- Refused to answer

123:Of the programs that i've mentioned are there any that you dislike? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : dontlike2

Possible responses:

- Plooc Ee Baai (Education Program)
- Rieynthi Nyiac (Youth Program)
- Cieng Monjang (Culture Program)
- Akuth Thueec (Youth and Sport)
- Dhol Hochwei (Business Program)
- Wel Nhialic (Religion Program)
- Nhomlaau Diaar Nyiir ku Miith (Women and Childrens Rights)
- Pial Guop (Health Program)
- Wel Mac Baai (Governance Program)
- Pur-ee Piiir Piath (Agriculture Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Do not dislike any
- Other
- Dont know
- Refused to answer

124:Ever listened to Naath FM Leer? (multi)

Data Field Name : listen1\_copy8

Possible responses:

- Yes
- No

125:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy8

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

126:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy8

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

127:What times did you listen to Naath FM Leer? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy9

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

128:What do you like to listen to most on Naath FM (Leer)? [Do not read answers. Choose one.] (multi)

Data Field Name : iprogram3

Possible responses:

- International news
- National news
- Local news
- Community announcements
- Market and business news
- Call in and debate shows
- Interviews with experts and leaders
- Youth
- Health
- Education
- Womens issues
- Religion
- Culture
- Sports
- Music
- Other
- Dont know
- Refused to answer

129:Now I am going to give you a list of programmes that are played regularly on Naath FM (Leer). For each, please tell me if you have ever heard that program... [Read list. Choose all mentioned.] (multi)

Data Field Name : heard3

Possible responses:

- Pual Pony (Health)
- Food Basket
- Together on the Move
- The Bench
- Gang Gaan (Childrens Issues)
- Peace and Love
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Nuer
- Other
- Dont know
- Refused to answer

130:Of the programs that i've read, what other ones do you like? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : heard3\_copy

Possible responses:

- Pual Pony (Health)
- Food Basket
- Together on the Move
- The Bench
- Gang Gaan (Childrens Issues)
- Peace and Love
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Nuer
- Other
- Dont know
- Refused to answer

131:Of the programs that i've mentioned are there any that you dislike? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : dontlike3

Possible responses:

- Pual Pony (Health)
- Food Basket
- Together on the Move
- The Bench
- Gang Gaan (Childrens Issues)
- Peace and Love
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Nuer
- Do not dislike any
- Other
- Dont know
- Refused to answer

132:Ever listened to Naath FM Nasir? (multi)

Data Field Name : listen1\_copy8\_copy

Possible responses:

- Yes
- No

133:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy8\_copy

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

134:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy8\_copy

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

135:What times did you listen to Naath FM Nasir? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy9\_copy

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

136:What do you like to listen to most on Naath FM (Nasir)? [Do not read answers. Choose only one.] (multi)

Data Field Name : iprogram4

Possible responses:

- International news
- National news
- Local news
- Community announcements
- Market and business news
- Call in and debate shows
- Interviews with experts and leaders
- Youth
- Health
- Education
- Womens issues
- Religion
- Culture
- Sports
- Music
- Other
- Dont know
- Refused to answer

137:Now I am going to give you a list of programmes that are played regularly on Naath FM (Nasir). For each, please tell me if you have ever heard that program... [Choose all mentioned.] (multi)

Data Field Name : heard4

Possible responses:

- Nasir Enwale (Nasir Today)
- Jow Ngueni (Voice of the Youth)
- Chiang Puola Puony MSF (MSF Health Program)
- Ruach Ni Ke Kui Ruechca (Governance Program)
- Ruach Ke Kui Duel Gora (Program on Education)
- Mar Maari (Culture)
- Jal Ne Ka Wadan Lat (Together on the Move)
- Manadhameni Wechdan (Indigenous Organizations Program)
- Jow Bokni (Chiefs Program)
- Jow Maan (Womens Program)
- Ruach Ni Mala (Program on Security)
- Jow Dholi (Childrens Program)
- Tuari Rech (Traditional Musicians)
- AECOM Peace and Conflict Mitigation
- Ruach Kui Koka (Business Program)
- Ruach Ke Kui Duel Gora (Education)
- Pur Kaani (Agriculture Program)
- Guath ADRA (ADRA Program)
- Jow Nguetni (Voice of the Youth)
- Guath Ruach Koth (Religion Program)
- Chiang Puola Puony Duel Wal Nasir (Nasir Hospital Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk

- News in English
- News in Nuer
- Other
- Dont know
- Refused to answer

138:Of the programs that i've read, what other ones do you like? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : heard4\_copy

Possible responses:

- Nasir Enwale (Nasir Today)
- Jow Ngueni (Voice of the Youth)
- Chiang Puola Puony MSF (MSF Health Program)
- Ruach Ni Ke Kui Ruechca (Governance Program)
- Ruach Ke Kui Duel Gora (Program on Education)
- Mar Maari (Culture)
- Jal Ne Ka Wadan Lat (Together on the Move)
- Manadhameni Wechdan (Indigenous Organizations Program)
- Jow Bokni (Chiefs Program)
- Jow Maan (Womens Program)
- Ruach Ni Mala (Program on Security)
- Jow Dholi (Childrens Program)
- Tuari Rech (Traditional Musicians)
- AECOM Peace and Conflict Mitigation
- Ruach Kui Koka (Business Program)
- Ruach Ke Kui Duel Gora (Education)
- Pur Kaani (Agriculture Program)
- Guath ADRA (ADRA Program)
- Jow Nguetni (Voice of the Youth)
- Guath Ruach Koth (Religion Program)
- Chiang Puola Puony Duel Wal Nasir (Nasir Hospital Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Nuer
- Other
- Dont know
- Refused to answer

139:Of the programs that i've mentioned are there any that you dislike? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : dontlike4

Possible responses:

- Nasir Enwale (Nasir Today)
- Jow Ngueni (Voice of the Youth)
- Chiang Puola Puony MSF (MSF Health Program)
- Ruach Ni Ke Kui Ruechca (Governance Program)
- Ruach Ke Kui Duel Gora (Program on Education)
- Mar Maari (Culture)
- Jal Ne Ka Wadan Lat (Together on the Move)
- Manadhameni Wechdan (Indigenous Organizations Program)
- Jow Bokni (Chiefs Program)
- Jow Maan (Womens Program)
- Ruach Ni Mala (Program on Security)
- Jow Dholi (Childrens Program)
- Tuari Rech (Traditional Musicians)
- AECOM Peace and Conflict Mitigation
- Ruach Kui Koka (Business Program)
- Ruach Ke Kui Duel Gora (Education)
- Pur Kaani (Agriculture Program)
- Guath ADRA (ADRA Program)
- Jow Nguetni (Voice of the Youth)
- Guath Ruach Koth (Religion Program)
- Chiang Puola Puony Duel Wal Nasir (Nasir Hospital Program)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Nuer
- Do not dislike any
- Other
- Dont know
- Refused to answer

140:Ever listened to Nehemiah Trumpet Call (NTC)? (multi)

Data Field Name : listen1\_copy9

Possible responses:

- Yes
- No

141:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy9

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

142:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy9

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

143:What times did you listen to Nehemiah Trumpet Call (NTC)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy10

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

144:Ever listened to Ngun Kata FM? (multi)

Data Field Name : listen1\_copy10

Possible responses:

- Yes
- No

145:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy10

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

146:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy10

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

147:What times did you listen to Ngun Kata FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy11

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

148:Ever listened to Nhomlaau FM? (multi)

Data Field Name : listen1\_copy11

Possible responses:

- Yes
- No

149:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy11

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

150:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy11

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

151:What times did you listen to Nhomlaau FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy12

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

152:What do you like to listen to most on Nhomlaau FM? [Do not read answers. Choose only one.] (multi)

Data Field Name : iprogram5

Possible responses:

- International news
- National news
- Local news
- Community announcements
- Market and business news
- Call in and debate shows
- Interviews with experts and leaders
- Youth
- Health
- Education
- Womens issues
- Religion
- Culture
- Sports
- Music
- Other
- Dont know
- Refused to answer

153:Now I am going to give you a list of programmes that are played regularly on Nhomlaau FM. For each, please tell me if you have ever heard that program... [Choose all mentioned.] (multi)

Data Field Name : heard5

Possible responses:

- Rol Nyiek (Youth)
- Cok kiir Piiir da (Econ & Agriculture Program)
- Tok Ke Tok (One on One)
- Nyic ku rot da (Culture Program)
- Ping rol diaar (Womens Program)
- Nyic Dhol path (Religion)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Other
- Dont know

154:Of the programs that i've read, what other ones do you like? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : heard5\_copy

Possible responses:

- Rol Nyiek (Youth)
- Cok kiir Piiir da (Econ & Agriculture Program)
- Tok Ke Tok (One on One)
- Nyic ku rot da (Culture Program)

- Ping rol diaar (Womens Program)
- Nyic Dhol path (Religion)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Other
- Dont know
- Refused to answer

155:Of the programs that i've mentioned are there any that you dislike? [Don't read list again. Choose all mentioned.] (multi)

Data Field Name : dontlike5

Possible responses:

- Rol Nyiek (Youth)
- Cok kiir Piiir da (Econ & Agriculture Program)
- Tok Ke Tok (One on One)
- Nyic ku rot da (Culture Program)
- Ping rol diaar (Womens Program)
- Nyic Dhol path (Religion)
- The Breakfast Show
- Jain Beledna
- Nazara Shafafa
- Our Tukul
- Lets Talk
- News in English
- News in Dinka
- News in Arabic
- Do not dislike any
- Other
- Dont know
- Refused to answer

156:Ever listened to Radio Anisa? (multi)

Data Field Name : listen1\_copy13

Possible responses:

- Yes
- No

157:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy13

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

158:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy13

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

159:What times did you listen to Radio Anisa? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy14

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

160:Ever listened to Radio Don Bosco? (multi)

Data Field Name : listen1\_copy14

Possible responses:

- Yes
- No

161:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy14

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

162:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy14

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

163:What times did you listen to Radio Don Bosco? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy15

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

164:Ever listened to Radio Easter? (multi)

Data Field Name : listen1\_copy15

Possible responses:

- Yes
- No

165:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy15

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

166:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy15

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

167:What times did you listen to Radio Easter? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy3

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

168:Ever listened to Radio Emmanuel? (multi)

Data Field Name : listen1\_copy16

Possible responses:

- Yes
- No

169:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy16

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

170:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy16

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

171:What times did you listen to Radio Emmanuel? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy16

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

172:Ever listened to Radio Good News? (multi)

Data Field Name : listen1\_copy17

Possible responses:

- Yes
- No

173:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy17

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

174:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy17

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

175:What times did you listen to Radio Good News? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy17

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

176:Ever listened to Radio Jonglei 95.9 FM? (multi)

Data Field Name : listen1\_copy18

Possible responses:

- Yes
- No

177:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy18

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

178:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy18

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

179:What times did you listen to Radio Jonglei 95.9 FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy18

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

180:Ever listened to Radio Jonubna? (multi)

Data Field Name : listen1\_copy19

Possible responses:

- Yes
- No

181:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy19

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

182:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy19

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

183:What times did you listen to Radio Jonubna? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy19

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

184:Ever listened to Radio Juba? (multi)

Data Field Name : listen1\_copy20

Possible responses:

- Yes
- No

185:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy20

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

186:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy20

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

187:What times did you listen to Radio Juba? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy20

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

188:Ever listened to Radio Kwajok? (multi)

Data Field Name : listen1\_copy21

Possible responses:

- Yes
- No

189:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy21

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

190:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy21

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

191:What times did you listen to Radio Kwajok? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy21

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

192:Ever listened to Radio Malakal? (multi)

Data Field Name : listen1\_copy22

Possible responses:

- Yes
- No

193:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy22

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

194:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy22

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

195:What times did you listen to Radio Malakal? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy22

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

196:Ever listened to Radio Peace? (multi)

Data Field Name : listen1\_copy24

Possible responses:

- Yes
- No

197:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy24

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

198:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy24

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

199:What times did you listen to Radio Peace? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy24

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

200:Ever listened to Radio Rumbek? (multi)

Data Field Name : listen1\_copy25

Possible responses:

- Yes
- No

201:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy25

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

202:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy25

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

203:What times did you listen to Radio Rumbek? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy25

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

204:Ever listened to Radio Voice of Hope? (multi)

Data Field Name : listen1\_copy26

Possible responses:

- Yes
- No

205:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy26

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

206:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy26

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

207:What times did you listen to Radio Voice of Hope? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy26

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

208:Ever listened to Radio Wau? (multi)

Data Field Name : listen1\_copy27

Possible responses:

- Yes
- No

209:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy27

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

210:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy27

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

211:What times did you listen to Radio Wau? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy27

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

212:Ever listened to Saut al Mahabba (Voice of Love)? (multi)

Data Field Name : listen1\_copy28

Possible responses:

- Yes
- No

213:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy28

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

214:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy28

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

215:What times did you listen to Saut al Mahabba (Voice of Love)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy28

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

216:Ever listened to Spirit FM? (multi)

Data Field Name : listen1\_copy29

Possible responses:

- Yes
- No

217:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy29

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

218:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy29

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

219:What times did you listen to Spirit FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy29

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

220:Ever listened to Sudan Radio Service Short Wave (Nairobi)? (multi)

Data Field Name : listen1\_copy31

Possible responses:

- Yes
- No

221:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy31

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

222:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy31

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

223:What times did you listen to Sudan Radio Service Short Wave (Nairobi)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy31

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

224:Ever listened to Weerbei FM? (multi)

Data Field Name : listen1\_copy33

Possible responses:

- Yes
- No

225:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy33

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

226:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy33

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

227:What times did you listen to Weerbei FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy33

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

228:Ever listened to Voice of Eastern Equatoria State? (multi)

Data Field Name : listen1\_copy34

Possible responses:

- Yes
- No

229:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy34

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

230:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy34

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

231:What times did you listen to Voice of Eastern Equatoria State? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy34

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

232:Ever listened to Voice of Peace – Gidel? (multi)

Data Field Name : listen1\_copy35

Possible responses:

- Yes
- No

233:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy35

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

234:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy35

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

235:What times did you listen to Voice of Peace – Gidel? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy35

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

236:Ever listened to Voice of the People (VOP)? (multi)

Data Field Name : listen1\_copy36

Possible responses:

- Yes
- No

237:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy36

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

238:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy36

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

239:What times did you listen to Voice of the People (VOP)? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy36

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

240:Ever listened to Yambio 90.0 FM? (multi)

Data Field Name : listen1\_copy37

Possible responses:

- Yes
- No

241:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy37

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

242:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy37

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

243:What times did you listen to Yambio 90.0 FM? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy37

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 10pm -- 11pm
- 11pm -- 12am
- After 1am
- dont know

244:Do you listen to any other radio station? (multi)

Data Field Name : listen1\_copy40

Possible responses:

- Yes
- No

245:Please specify the other radio station you listen to: (text)

Data Field Name : listenspecify

246:When was the last time you listened? (multi)

Data Field Name : listenlast2\_copy40

Possible responses:

- In the last seven days
- Within last month
- Within last year
- Never
- Don't know
- Refused to answer

247:How many days have you listened within the last seven days? (multi)

Data Field Name : listendays3\_copy40

Possible responses:

- 1
- 2
- 3
- 4
- 5
- 6
- Everyday

248:What times did you listen to [other station]? [Select all that apply. If respondent gives an interval of time longer than one hour, check all boxes.] (multi)

Data Field Name : time\_copy40

Possible responses:

- Before 6am
- 6am -- 7am
- 7am -- 8am
- 8am -- 9am
- 9am -- 10am
- 10am -- 11am
- 11am -- 12pm
- 12pm -- 1pm
- 1pm -- 2pm
- 2pm -- 3pm
- 4pm -- 5pm
- 5pm -- 6pm
- 6pm -- 7pm
- 7pm -- 8pm
- 8pm -- 9pm
- 9pm -- 10pm
- 12pm -- 1am
- After 1am
- dont know

249:Which of these stations do you listen to the most? [Do not read options. Choose one.] (multi)

Data Field Name : most

Possible responses:

- BBC World Service (Arabic)
- BBC World Service (English)

- Radio Miraya (UN)
- Radio Tamazuj
- Voice of America (VOA)
- Radio Montecarlo (RFI)
- Radio Dabanga
- Radio Omdurman
- Bakhita FM
- Bentiu FM
- Capital FM
- Eye Radio
- Grace FM
- Liberty FM
- Mayardit FM
- Naath FM (Leer or Nasir)
- Nehemiah Trumpet Call (NTC)
- Ngun Kata FM
- Nhomlaau FM
- Radio Anisa
- Radio Don Bosco
- Radio Easter
- Radio Emmanuel
- Radio Good News
- Radio Jonglei 95.9 FM
- Radio Jonubna
- Radio Juba
- Radio Kwajok
- Radio Malakal
- Radio Peace
- Radio Rumbek
- Radio Voice of Hope
- Radio Wau
- Saut al Mahabba (Voice of Love)
- Spirit FM
- Weerbe FM
- Voice of Eastern Equatoria State
- Voice of Peace – Gidel
- Voice of the People (VOP)
- Yambio 90.0 FM
- Other
- Dont know
- Refused to answer

250:What is the most important topic you would like to hear on the radio? [Do not read answers. Choose only one.] (multi)

Data Field Name : liketohear

Possible responses:

- News about your local community
- News about your neighboring community
- News about South Sudan
- News about Sudan
- International news
- Finding people you have lost contact with
- Education
- Womens issues
- Prices in the market
- Agriculture and livelihoods
- How to access humanitarian aid
- How to access medical care and health issues
- Religion/Faith
- Sports
- Culture/tradition of your tribe/community
- Information about cultural traditions of other tribes/communities
- Entertainment/Music
- Other

251:What are the other topics you would like to hear on the radio? [Check all that apply.] (multi)

Data Field Name : liketohearalso

Possible responses:

- News about your local community
- News about your neighboring community
- News about South Sudan
- News about Sudan
- International news
- Finding people you have lost contact with
- Education
- Womens issues
- Prices in the market
- Agriculture and livelihoods
- How to access humanitarian aid
- How to access medical care and health issues
- Religion/Faith
- Sports
- Culture/tradition of your tribe/community
- Information about cultural traditions of other tribes/communities
- Entertainment/Music
- Other

252:Now I will ask a few questions about health. When should you wash hands with soap? [Select all that apply. Do not read responses. Probe.] (multi)

Data Field Name : handwash

Possible responses:

- Before preparing food or cooking
- Before eating

- Before feeding children
- After defecating
- Other
- Dont know
- Refused to specify

253:Please specify the other reasons to wash hands with soap (text)

Data Field Name : handwashspecify

254:Where do you find out about hygiene topics, such as hand washing? [Choose all that apply.] (multi)

Data Field Name : sourcehygiene

Possible responses:

- Friends
- Family
- School
- Work
- Radio
- Newspapers or magazines
- Television
- Internet
- Government
- NGOs or UN workshops
- Doctor or health clinic
- Books
- Other
- Dont know
- Refused to answer

255:Have you ever heard of HIV/AIDS? (multi)

Data Field Name : heardaids

Possible responses:

- Yes
- No
- Dont know
- Refused to answer

256:How can you get HIV/AIDS? (multi)

Data Field Name : getaids

Possible responses:

- Through contaminated blood
- From mother to child
- Insect bite
- Sexually
- Sharing a needle
- Sharing food with a person with AIDS
- Unclean sharp object
- Other
- Dont know
- Refused to answer

257:Please specify the other ways to get HIV/AIDS: (text)  
Data Field Name : getaidsspecify

258:Where do you find out about HIV/AIDS? [Choose all that apply.] (multi)

Data Field Name : sourceaids

Possible responses:

- Friends
- Family
- School
- Work
- Radio
- Newspapers or magazines
- Television
- Internet
- Government
- NGOs or UN workshops
- Doctor or health clinic
- Books
- Other
- Dont know
- Refused to answer

259:Please specify the other source of information about HIV/AIDS: (text)

Data Field Name : sourceaidsspecify

260:Now, I am going to ask about your general knowledge of government. I will not ask about your personal politics. Remember, all answers are confidential. Who is the executive (leader) of each state in South Sudan? [Read options. Choose only one.] (multi)

Data Field Name : executive

Possible responses:

- President of the Republic
- State governor
- Speaker of the National Assembly
- Dont know
- Refused to answer

261:Have you heard about the national transitional constitution of South Sudan? (multi)

Data Field Name : transition

Possible responses:

- Yes
- No
- Dont know
- Refused to answer

262:Now I am going to read some statements about the national transitional constitution of South Sudan. For each statement, please tell me if it is true or false. The transitional constitution states that all levels of government shall ensure free

and compulsory education through the primary level. (multi)

Data Field Name : freededuc

Possible responses:

- True
- False
- Dont know
- Refused to answer

263:The transitional constitution states that women have the right to own and inherit property. (multi)

Data Field Name : property

Possible responses:

- True
- False
- Dont know
- Refused to answer

264:Where do you find out about the constitution? (multi)

Data Field Name : sourceconst

Possible responses:

- Friends
- Family
- School
- Work
- Radio
- Newspapers or magazines
- Television
- Internet
- Government
- NGOs or UN workshops
- Books
- Other
- Dont know
- Refused to answer

265:Have you ever heard of the SPLM? (multi)

Data Field Name : splm

Possible responses:

- Yes
- No
- Dont know
- Refused to answer

266:How many political parties do you think there are in South Sudan? (Write number given by respondent. 998 for "dont know" and 999 for "Refused to answer") (numeric)

Data Field Name : numparties

267:Please name all the political parties in South Sudan that you know [do not read answers. Check all that apply] (multi)

Data Field Name : nameparties

Possible responses:

- South Sudan Democratic Forum (SSDF)
- SPLM-Democratic Change (SPLM-DC)
- United Democratic Salvation Front - Mainstream (USDF-M)
- United South Sudan Party (USSP)
- United Democratic Front (UDF)
- Sudan African National Union (SANU)
- United Sudan African Party (USAP)
- African National Congress (ANC)
- United Democratic Salvation Front (UDSF)
- National Congress Party (NCP)
- Democratic Unionist Party (DUP)
- National Democratic Front (NDF)
- Popular Congress Party (PCP)
- South Sudan Democratic Alliance (SSDA)
- Other
- Dont know
- Refused to answer

268:Please tell me if you agree or disagree: The important decisions in the family should be made only by the men. (multi)

Data Field Name : decisions

Possible responses:

- Agree
- Disagree
- Depends
- Dont know
- Refused to answer

269:Please tell me if you agree or disagree: A married women should be allowed to work outside the home if she wants. (multi)

Data Field Name : workoutside

Possible responses:

- Agree
- Disagree
- Depends
- Dont know
- Refused to answer

270:Please tell me if you agree or disagree: A wife has the right to express her opinion even when she disagrees with what her husband is saying. (multi)

Data Field Name : opinion

Possible responses:

- Agree
- Disagree
- Depends
- Dont know
- Refused to answer

271:Girls grow and change around ages 10-12. In your community, what is most important for them to do at this point in their lives? (multi)

Data Field Name : important1

Possible responses:

- Help with housework
- Earn money
- Get married
- Finish school
- Work in farming
- Work in herding
- Other
- Dont know
- Refused to answer

272:Please specify what is most important (text)

Data Field Name : important1specify

273:What is second most important for them to do at this point in their lives? (multi)

Data Field Name : important2

Possible responses:

- Help with housework
- Earn money
- Get married
- Finish school
- Work in farming
- Work in herding
- Other
- Dont know
- Refused to answer

274:Please specify what is second most important (text)

Data Field Name : important2specify

275:What is third most important for them to do at this point in their lives? (multi)

Data Field Name : important3

Possible responses:

- Help with housework
- Earn money
- Get married
- Finish school
- Work in farming
- Work in herding
- Other
- Dont know
- Refused to answer

276:Please specify what is third most important (text)

Data Field Name : important3specify

277:Where do you find out about about contraception (i.e. condoms, shots, pills)? (multi)

Data Field Name : contraception

Possible responses:

- Mother or father
- Siblings
- Husband or wife
- Other female family member
- Other male family member
- Female friend or neighbor
- Male friend or neighbor
- School
- Doctor or health clinic
- Newspapers or magazines
- Work
- Radio
- Television
- NGOs or UN workshops
- Government
- Mosque or church
- Books
- Dont get information
- Other
- Dont know
- Refused to answer

278:How often do you hear women in your area expressing their opinions in public settings (i.e. community meetings)? [READ OPTIONS]. [Choose only one]. (multi)

Data Field Name : womenpublic

Possible responses:

- Everyday
- Once a week
- Once a month
- Less than once a month
- Never
- Dont know
- Refused to answer

279:How often do you hear women in your area expressing their opinions in the media? [READ OPTIONS]. [Tick one only]. (multi)

Data Field Name : womenmedia

Possible responses:

- Everyday
- Once a week
- Once a month
- Less than once a month
- Never
- Dont know
- Refused to answer

280:Do you do anything to earn money? (multi)

Data Field Name : earn

Possible responses:

- Yes
- No
- dont know
- Refused to answer

281:Do you have money on your own that you alone can decide how to use? (multi)

Data Field Name : ownmoney

Possible responses:

- Yes
- No
- dont know
- Refused to answer

282:What is your primary occupation? [Do not read options. Choose only one.] (multi)

Data Field Name : occupation

Possible responses:

- Trader
- Farmer
- Pastoralist/Cattle herder
- Housewife/Homemaker
- Government worker
- Soldier
- Student
- Salary job
- I do not currently work
- Other
- Dont know
- Refused to answer

283:Specify the occupation (text)

Data Field Name : occupationspecify

284:What language(s) can you speak and understand well? [Do not read options. Probe: Any others?] (multi)

Data Field Name : lang

Possible responses:

- English
- Arabic (Classical)
- Juba Arabic
- Nuer
- Bari
- Zandi
- Toposa
- Dinka
- Shilluk
- Lotuko
- Luo
- Mondari
- Maadi
- Dont know
- Refuse to answer

285:Specify the other language (text)

Data Field Name : langspecify1

286:What language do you speak the most at home? [Do not read options. Select only one.] (multi)

Data Field Name : langmost

Possible responses:

- English
- Arabic (Classical)
- Juba Arabic
- Nuer
- Bari
- Zandi
- Toposa
- Dinka
- Shilluk
- Lotuko
- Luo
- Mondari
- Maadi
- Other
- Dont know
- Refuse to answer

287:Specify the other language (text)

Data Field Name : langmostspecify1

288:What languages do you listen to the radio in? (multi)

Data Field Name : radiolang

Possible responses:

- English
- Arabic (Classical)
- Juba Arabic
- Nuer
- Bari
- Zandi
- Toposa
- Dinka
- Shilluk
- Lotuko
- Luo
- Mondari
- Maadi
- Other
- Don't know

289:Can you read? [Do not read options. Choose only one.] (multi)

Data Field Name : read

Possible responses:

- Yes
- No
- Dont know
- Refused to answer

290:What level of education have you reached? [Do not read options. Choose only one.] (multi)

Data Field Name : educlevel

Possible responses:

- No schooling
- Some primary
- Primary completion
- Some secondary
- Secondary completion
- In college/university
- Completed college or university
- Religious school
- Informal education
- Technical or trade school
- Other
- Dont know
- Refused to answer

291:Specify the education level (text)

Data Field Name : educlevelspecify

292:Do you mind telling us what religion you practice? [Do not read options. Select only one] (multi)

Data Field Name : religion

Possible responses:

- Christianity
- Islam
- Traditional religion
- Dont practice
- Other
- Refused to specify

293:203b. Specify religion (text)

Data Field Name : religionspecify

294:Which of the following best describes your marital status. [read options] (multi)

Data Field Name : status

Possible responses:

- Married, living with my husband/wife
- Married, not living with my husband/wife
- Currently living with a man/women as if married
- Widowed
- Divorced
- Separated
- Single, never married, never lived as if married
- Other
- Dont know
- Refused to specify

295:Specify marital status (text)

Data Field Name : statusspecify

296:One of our staff may want to follow up later about the interview to ask only a few questions. Any contact information will only be used for a brief discussion and then permanently removed. May we briefly contact this household later by mobile phone? (multi)

Data Field Name : followup

Possible responses:

- Yes
- No
- Did not ask respondent
- Dont know
- Refused to answer

297:Thank you. What is the phone number we may call? (numeric)

Data Field Name : followupnum

298:What is the name of the person we may ask for? (text)

Data Field Name : followupname

299:This is the end of the interview. Thank the respondent for their time. ?

?

The next questions are for interviewer completion only. Do not ask the respondent. please complete as soon as possible after you leave the respondent. (label)

300:What was the primary language used during the interview? (multi)

Data Field Name : interviewlang

Possible responses:

- English
- Arabic (Classical)
- Juba Arabic
- Nuer
- Bari
- Zandi
- Toposa
- Dinka
- Other

301:Specify the language used during the interview: (text)

Data Field Name : interviewlangspecify

302:Overall, how did the respondent behave during the interview? [Check all that apply] (multi)

Data Field Name : behave

Possible responses:

- Interested
- Indifferent
- Distracted
- Uncomfortable or nervous
- Other

303:Specify behavior (text)

Data Field Name : behavespecify

304:How many people (other than the interviewer) were immediately present during the interview? (multi)

Data Field Name : alone

Possible responses:

- One
- Two
- Three
- More than three

305:Did the respondent check with others for information to answer any question? [Choose all that apply.] (multi)

Data Field Name : help

Possible responses:

- Yes, about radio stations and programs
- Yes, about health
- Yes, about politics and government
- Yes, about other questions
- No, respondent did not get help

306:Did the respondent have difficulty answering some questions? (multi)

Data Field Name : difficultq

Possible responses:

- Yes, about radio stations and programs
- Yes, about health
- Yes, about politics and government
- Yes, about other questions
- No, respondent did not have difficulty

307:Supervisor Name (multi)

Data Field Name : supervisor

Possible responses:

- Alan
- Conrad
- Erin
- Gatmei
- Lawrence
- Greg
- Richard
- Caroline
- Catherine
- David
- Fernando
- Francis
- Tom
- Stanley
- Other

308:On what attempt was the interview completed? (multi)

Data Field Name : callback

Possible responses:

- First attempt
- Second attempt
- Third attempt

# Annex 2: Table Summary of Enumeration Areas

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Lakes	Rumbek Centre	Jiir	Abarkou	840302001104	urban	National	4/2/2013	19	2	4
Warrap	Tonj North	Kirik	Achiir	810506001205	rural	National	4/1/2013	26	2	4
Lakes	Rumbek Centre	Amongpiny	Adol	840301001201	rural	National	4/1/2013	21	2	4
Lakes	Yirol West	Mapuordit	Agutraan	840606001201	rural	National	3/27/2013	20	2	4
Northern Bahr el Ghazal	Aweil East	Malual-bai	Ajieriak	820203002208	rural	Both	3/23/2013	34	2	6
Warrap	Twic	Pannyok	Akak	810204001211	rural	Booster	3/27/2013	22	2	4
Jonglei	Bor South	Jalle	Akuai-deng	721104001201	rural	National	3/28/2013	21	2	4
Jonglei	Twic East	Ajuong	Akuoch	721001001201	rural	National	4/3/2013	23	2	4
Western Bahr-El-Ghazel	Jur River	Kangi	Alelthony	830201001201	rural	Both	4/12/2013	20	2	4
Warrap	Gogrial West	Alek South	Ameeth	810304002213	rural	Booster	3/29/2013	25	2	4
Jonglei	Duk	Dongchak	Amiel	720402001201	rural	National	4/2/2013	19	2	4
Warrap	Gogrial West	Kuac North	Anguoi	810307001210	rural	Booster	3/26/2013	23	2	4
Warrap	Twic	Turalei	Anyiel-kuac	810205001206	rural	Booster	3/25/2013	14	2	3
Northern Bahr el Ghazal	Aweil East	Mangar-tong II	Ariak Ariak	820208001206	rural	Booster	4/3/2013	20	2	2
Jonglei	Bor South	Bor	Ariek	721103001201	rural	National	3/29/2013	25	2	4
Upper Nile	Malakal	Southern Malakal	Assosa	711106001102	urban	National	4/10/2013	21	2	4
Warrap	Tonj North	Akop	Athiengpuol	810501001201	rural	National	4/3/2013	27	2	4
Central Equatoria	Juba	Kator	Altabara	920206001103	urban	Booster	4/22/2013	25	2	4
Western Bahr-El-Ghazel	Wau	Wau North	Aweil Jedid	830304001101	urban	National	4/13/2013	20	2	4
Warrap	Twic	Wunrok	Awilgik	810206002206	rural	Booster	3/27/2013	22	2	4
Northern Bahr el Ghazal	Aweil West	Aweil Town	Ayuang	820402001102	urban	Both	3/27/2013	25	2	3
Western Equatoria	Yambio	Yambio Town	Bazungua	910505001206	rural	National	3/25/2013	32	2	4
Lakes	Cuebit	Abiriu	Biling-Guet	840101002203	rural	National	4/4/2013	20	2	4
Jonglei	Bor South	Bor	Bor-town	721103002102	urban	National	3/23/2013	19	2	4

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Upper Nile	Ulang	Ulang	Bul Buong	710903001202	rural	Booster	4/5/2013	20	2	4
Upper Nile	Fashoda	Lul	Buol	710304001206	rural	National	12/4/2013 & 13/4/2013	20	4	4
Eastern Equatoria	Torit	Imurok	Central Imurok	930105001203	rural	National	3/23/2013	12	2	3
Eastern Equatoria	Budi	Napak	Chawa	930607001202	rural	Booster	4/9/2013	13	2	2
Eastern Equatoria	Budi	Napak	Chawa	930607001203	rural	Both	4/9/2013	20	1	2
Eastern Equatoria	Ikotos	Lomohidang South	Chorokol	930705001201	rural	Booster	3/29/2013	24	2	4
Jonglei	Bor South	Anyidi	Chuei-magon	721101001205	rural	National	3/26/2013	28	2	3
Northern Bahr el Ghazal	Aweil East	Baach	Cuom-Ator	820201002203	rural	Both	4/9/2013	18	2	2
Central Equatoria	Juba	Munuki	Dar-Salam	920211001102	urban	Booster	3/27/2013 & 4/8/2013	25	4	8
Unity	Leer	Juong Kang	Dhar	730705001202	rural	Booster	3/23/2013	22	2	4
Upper Nile	Luakpiny/Nasir	Kiech Kuon	Dhek Dheek	710703001203	rural	Booster	3/28/2013	20	2	4
Unity	Mayendit	Rubkuay	Dhomyiet	730806002201	rural	Booster	3/27/2013	16	3	3
Unity	Mayendit	Bor	Dorbuona	730801001201	rural	Booster	3/25/2013	24	3	4
Eastern Equatoria	Lopa/Lafon	Arihilo	Dorik	930201001201	rural	National	3/25/2013	18	2	3
Western Equatoria	Tambura	Tambura	Gberezagino	910104001201	rural	National	3/30/2013	24	2	4
Western Equatoria	Ibba	Nabanga	Gbua	910605002202	rural	National	4/1/2013	23	2	4
Central Equatoria	Kajo Keji	Nyepo	Gederu	920605001203	rural	National	4/4/2013	23	2	4
Warrap	Gogrial West	Gogrial	Gogrial	810306001116	urban	Both	3/25/2013	24	2	4
Central Equatoria	Yei	Otogo	Goja	920403001206	rural	National	4/9/2013	24	2	4
Upper Nile	Fashoda	Kodok	Gollo	710302001201	rural	National	4/12/2013	20	2	4
Northern Bahr el Ghazal	Aweil West	Gomjuer Centre	Gomjuer Thii	820406001204	rural	Booster	4/2/2013	20	2	4
Upper Nile	Luakpiny/Nasir	Nasir	Guanya	710707002202	rural	Booster	3/26/2013	20	2	4
Central Equatoria	Juba	Juba Town	Hai Neem	920205008101	urban	Both	3/30/2013	27	2	4
Central Equatoria	Juba	Munuki	Hai Seminary	920211005101	urban	Booster	3/26/2013	28	2	4
Central Equatoria	Juba	Munuki	Hai Seminary	920211005104	urban	Both	4/4/2013 & 4/10/2013	34	4	4

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Eastern Equatoria	Ikotos	Ikotos	Ikotos	930702002207	rural	Booster	3/27/2013	20	2	5
Central Equatoria	Kajo Keji	Kangapo Two	Jalimo	920602002203	rural	National	4/3/2013	21	2	4
Central Equatoria	Juba	Northern Bari	Jebel Ladu	920212001201	rural	Booster	4/23/2013	19	2	4
Jonglei	Ayod	Wau	Jiech	720307002201	rural	National	4/10/2013	11	2	4
Upper Nile	Luakpiny/Nasir	Jikmir	Jikmir	710702001203	rural	Booster	4/4/2013	22	2	4
Central Equatoria	Juba	Northern Bari	Juba Na Bari	920212002207	rural	Booster	4/15/2013	20	2	4
Central Equatoria	Juba	Juba Town	Juba Na Bari	920205018110	urban	Booster	3/23/2013	35	2	4
Lakes	Rumbek North	Malueeth	Kak	840203002204	rural	Booster	4/6/2013	22	2	4
Central Equatoria	Juba	Kator	Kator Centre	920206002108	urban	Booster	4/12/2013	24	2	4
Central Equatoria	Juba	Kator	Kator Centre	920206002120	urban	Both	4/6/2013	28	2	4
Eastern Equatoria	Magwi	Pageri	Kerepi	930805001201	rural	National	4/13/2013	20	2	7
Eastern Equatoria	Budi	Komori	Kikilai	930602002202	rural	Booster	4/10/2013	24	2	3
Upper Nile	Luakpiny/Nasir	Kiech Kuon	Koat	710703004208	rural	Booster	3/27/2013	18	2	4
Upper Nile	Luakpiny/Nasir	Kiech Kuon	Koat	710703004209	rural	Both	3/27/2013	20	2	4
Upper Nile	Luakpiny/Nasir	Mading	Koatwetha	710705005203	rural	Booster	4/3/2013	10	2	4
Warrap	Gogrial West	Kuac North	Kuacjok	810307002107	urban	Both	3/30/2013	18	2	4
Upper Nile	Ulang	Kurmuot	Kuich	710902001211	rural	Booster	3/31/2013	19	2	4
Unity	Leer	Bou	Kur	730702003201	rural	Booster	3/22/2013	28	3	4
Jonglei	Bor South	Bor	Langbar	721103005101	urban	National	3/22/2013	20	2	2
Central Equatoria	Juba	Rejaf	Logo East	920213004202	rural	Booster	4/18/2013	23	2	4
Central Equatoria	Lainya	Kenyi	Loka West	920301003204	rural	National	4/6/2013	24	2	4
Eastern Equatoria	Kapoeta South	Longeleya	Lokwamor	930502003201	rural	Booster	4/6/2013	24	2	4
Central Equatoria	Juba	Kator	Lologo	920206004101	urban	Booster	4/5/2013	30	2	4
Central Equatoria	Juba	Kator	Lologo	920206004106	urban	Booster	4/3/2013	35	2	4
Eastern Equatoria	Lopa/Lafon	Longiro	Longiro	930206002204	rural	National	3/24/2013	13	2	4
Eastern Equatoria	Budi	Lotukei	Lorema	930604002201	rural	Booster	4/11/2013 & 4/13/2013	21	8	5
Eastern Equatoria	Kapoeta North	Lomeyen	Loriwo	930303001203	rural	Booster	4/1/2013	28	2	4
Central Equatoria	Juba	Northern Bari	Luri	920212003217	rural	Booster	4/20/2013	26	2	4

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Warrap	Tonj North	Akop	Maguen	810501002203	rural	National	4/2/2013	32	2	4
Upper Nile	Luakpiny/Nasir	Nasir	Majak	710707003201	rural	Booster	4/6/2013	16	2	4
Northern Bahr el Ghazal	Aweil East	Wunlang	Majak-Gier	820206003203	rural	Booster	4/8/2013	22	2	7
Northern Bahr el Ghazal	Aweil North	Ariath	Majok Ngor	820101003202	rural	Both	4/7/2013	22	2	4
Lakes	Rumbek East	Cueicok	Makembele	840503001206	rural	National	4/3/2013	20	2	4
Western Equatoria	Ezo	Ezo Centre	Makpudu	910404004205	rural	National	3/28/2013	25	2	4
Northern Bahr el Ghazal	Aweil East	Yargot	Makuac Akuel	820207004204	rural	Both	3/26/2013	24	2	4
Northern Bahr el Ghazal	Aweil East	Mangok	Makuach	820205003207	rural	Booster	3/25/2013	26	2	3
Unity	Mayendit	Tharjiath	Malbeak	730808002201	rural	Booster	3/26/2013	16	2	7
Northern Bahr el Ghazal	Aweil West	Ayat West	Malek-Mayar	820405002202	rural	National	3/29/2013	20	2	2
Warrap	Gogrial West	Alek North	Malekngok	810303002215	rural	Both	3/23/2013	17	2	4
Northern Bahr el Ghazal	Aweil West	Aweil Town	Malou-Aweer	820402007106	urban	Both	4/10/2013	20	2	10
Northern Bahr el Ghazal	Aweil East	Baach	Malualkon	820201004205	rural	Booster	3/21/2013	48	2	4
Warrap	Gogrial West	Gogrial	Maluilajak	810306002204	rural	Booster	3/28/2013	18	2	4
Warrap	Twic	Turalei	Mangok	810205003203	rural	Booster	3/26/2013	13	2	4
Lakes	Rumbek North	Maper	Maper Centre	840204001101	urban	Booster	4/11/2013	23	2	4
Jonglei	Twic East	Pakeer	Marial	721005003201	rural	National	4/4/2013	21	2	4
Central Equatoria	Terekeka	Nyori	Maridi	920103002201	rural	Both	4/17/2013	24	2	4
Northern Bahr el Ghazal	Aweil West	Aweil Town	Mathiang	820402008109	urban	Booster	4/1/2013	20	2	4
Northern Bahr el Ghazal	Aweil North	Malual North	Mayom-Adhal	820104004205	rural	Booster	4/6/2013	20	2	5
Central Equatoria	Juba	Munuki	Munuki Block C	920211008102	urban	Booster	3/28/2013 & 4/9/2013	40	4	6
Eastern Equatoria	Kapoeta North	Paringa	Nacholobo	930306004202	rural	Both	4/3/2013	25	2	4
Western Equatoria	Nzara	Nzara Center	Namaiku	910302001207	rural	National	3/26/2013	24	2	4

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Eastern Equatoria	Kapoeta North	Najje	Nangoletirie	930305003201	rural	Booster	4/2/2013	20	2	4
Eastern Equatoria	Kapoeta North	Chumakori	Napetet	930301005201	rural	Booster	3/31/2013	22	2	4
Eastern Equatoria	Kapoeta South	Machi One	Napetet	930503004201	rural	Both	4/7/2013	20	2	4
Eastern Equatoria	Kapoeta East	Narus	Narus	930406013201	rural	Booster	4/4/2013	21	2	4
Upper Nile	Luakpiny/Nasir	Nasir	Nasir	710707004103	urban	Both	3/25/2013	20	2	4
Eastern Equatoria	Kapoeta East	Mogos	Nasuwat	930405007205	rural	Booster	4/5/2013	22	2	4
Eastern Equatoria	Kapoeta South	Machi Two	Natipiir	930504004201	rural	Booster	4/8/2013	22	2	4
Central Equatoria	Juba	Juba Town	Nimra Talata	920205017102	urban	Booster	4/11/2013	25	2	4
Unity	Panyijiar	Nyal	Nyadong	730904001204	rural	Booster	4/16/2013	23	2	4
Unity	Paynijar	Nyal	Nyadong	730904001203	rural	Both	4/15/2013	27	2	4
Warrap	Twic	Turalei	Nyielabel	810205004209	rural	Both	3/22/2013	11	2	4
Central Equatoria	Juba	Munuki	Nyokuron South	920211012104	urban	Booster	4/1/2013	28	2	4
Eastern Equatoria	Torit	Torit	Nyong	930107005103	urban	National	3/26/2013	19	2	4
Unity	Koch	Nkony	Nyony	730606006201	rural	Booster	4/3/2013	18	3	3
Upper Nile	Maiwut	Jekow	Oriang	710601002205	rural	Booster	4/14/2013	25	8	6
Unity	Koch	Kuachlual	Padeah	730604004202	rural	Booster	4/1/2013	21	1	4
Unity	Koch	Kuachlual	Padeah	730604004203	rural	Booster	30/03/2013 & 4/1/2013	22	4	6
Unity	Rubkona	Rubkotne (Rubkona)	Pakur	730408007101	urban	National	4/8/2013	22	4	4
Jonglei	Bor South	Kolnyang	Pariak	721105004202	rural	National	3/21/2013	27	2	4
Upper Nile	Maiwut	Maiwut	Parich	710604004101	urban	Booster	4/15/2013	20	8	7
Northern Bahr el Ghazal	Aweil Centre	Bhar Mayen	Pinywella	820504006203	rural	Booster	4/4/2013	19	2	6
Jonglei	Twic East	Pakeer (Paker)	Piol	721005005203	rural	National	4/1/2013	23	2	4
Western Bahr el Ghazal	Raga	Raga	Raga North	830103003107	urban	National	4/11/2013	19	2	3
Eastern Equatoria	Ikotos	Lomohidang South	Ramula	930705006203	rural	Both	3/28/2013	18	2	3
Unity	Koch	Jaak	Rier	730603005202	rural	Both	4/2/2013	19	3	4
Warrap	Tonj North	Aliek	Rorkou	810503001206	rural	Both	4/4/2013 and 4/16/2013	34	4	8
Unity	Mayendit	Rubkuay	Rubkuay	730806003203	rural	Booster	3/28/2013	23	2	2
Northern Bahr el Ghazal	Aweil East	Baach	Rulnyin	820201008202	rural	Booster	3/22/2013	29	2	4

STATE	COUNTY	PAYAM	BOMA	EA CODE	URBAN ICITY	SAMPLE	Fieldwork Date	Observation Total	Accompaniment Completed	Back-Checks Completed
Central Equatoria	Juba	Dolo	Sure	920202003201	rural	National	4/26/2013	16	2	4
Warrap	Twic	Wunrok	Titcok	810206004208	rural	Booster	3/23/2013	11	2	12
Central Equatoria	Juba	Rejaf	Tokiman	920213005204	rural	Booster	4/17/2013	22	2	4
Central Equatoria	Juba	Lobonok	Tombur	920209005201	rural	Both	4/24/2013	16	2	4
Upper Nile	Ulang	Yomding	Tor Kiel	710904002204	rural	Both	3/31/2013	16	2	4
Upper Nile	Luakpiny/ Nasir	Nasir	Torjuoc	710707005201	rural	Booster	3/26/2013	20	2	4
Upper Nile	Maiwut	Jekow	Turow	710601003202	rural	National	4/13/2013	20	4	4
Unity	Mayom	Mankien	Wanam	730304005201	rural	Booster	4/11/2013	16	2	3
Northern Bahr el Ghazal	Aweil West	Gomjuer East	War Kou	820407003201	rural	Booster	3/28/2013 & 3/30/2013	21	4	9
Northern Bahr el Ghazal	Aweil North	Malual East	Wath Thok	820103007201	rural	Booster	4/5/2013	20	2	4
Upper Nile	Malakal	Ogot	Wau	711105003203	rural	National	4/11/2013	16	2	4
Upper Nile	Luakpiny/ Nasir	Roam	Wech Kuach	710708006203	rural	Booster	4/1/2013	23	2	4
Unity	Pariang	Pariang	Wunlit	730105003101	urban	National	4/9/2013	24	3	3
Western Equatoria	Yambio	Yambio Town	Yabongo	910505008120	urban	National	3/23/2013	22	2	4
Central Equatoria	Yei	Yei Town	Yaridani Zone	920405009102	urban	National	4/8/2013	24	2	4
Western Equatoria	Mvolo	Yeri	Yeri	910807003201	rural	National	3/21/2013	20	2	4
Unity	Mayom	Mankien	Yidet	730304002201	rural	Both	4/12/2013	23	2	4
Upper Nile	Ulang	Ulang	Ying	710903003205	rural	Booster	3/30/2013	28	2	4
Central Equatoria	Morobo	Kimba	Yondu	920502003201	rural	National	4/11/2013	24	2	4
Northern Bahr el Ghazal	Aweil West	Aweil Town	Zirah	820402011201	rural	Booster	4/11/2013	20	2	4

# Annex 3: Notes on Index Creation

## Political Index:

Survey Item	Score
Awareness of Transitional Constitution (Q261)	3 pts.
Awareness of SPLM (Q265)	3 pts.
Awareness of additional political parties (Q267)	1 pt. per identified party (up to 14)
Total possible score	20 pts.

## Gender Equality Index:

Survey Item	Score
Important decisions in the family should be made by men (Q268)	Disagree=3 pts. Depends=1pt. Agree=0pts.
A married women should be allowed to work outside the home if she wants (Q269)	Agree=3 pts. Depends=1pt. Disagree=0pts.
A women has the right to express her opinion even when she disagrees with what her husband is saying (Q267)	Agree=3 pts. Depends=1pt. Disagree=0pts.
How often do you her women in your community expressing their opinions in public settings. (Q278)	Everyday=4. Once a week=3. Once a month=2. Less than once a month=1. Never=0.
How often do you her women in your community expressing their opinions in the media. (Q278)	Everyday=4. Once a week=3. Once a month=2. Less than once a month=1. Never=0
Total possible score	17 pts

## Radio Reliance Index

Due to base issues this index will be best used as a measure of radio reliance and intensity/pervasiveness of use among radio listeners as non-listeners will by definition have extremely low scores on the index.

Survey Item	Score
In the past 6 months how often do you use the radio? (Q29)	Everyday=4. Once a week=3. Once a month=2. Less than once a month=1. Never=0
Where do you most often get news and information? (Q46)	Radio=2pts.
Which source of information do you trust the most? (Q48)	Radio=2pts.
Please tell me if you have participated in the following (radio related) activities? (Q51)	1pt. for each activity (up to 4 pts. total)
Where do you find out about hygiene topics such as hand washing? (Q254)	Radio=3pts.
Where do you find out about HIV/AIDS? (Q258)	Radio=3pts.
Where do you find out about HIV/AIDS? (Q258)	Radio=3pts.
Where do you find out about the national transitional constitution? (Q264)	Radio=3pts.
Where do you find out about contraception? (Q277)	Radio=3pts.
Total possible score	27 pts

## Social Capital/Word-of-Mouth Index

Survey Item	Score
In the past 6 months how often do you get news from friends and family? (Q44)	Everyday=4. Once a week=3. Once a month=2. Less than once a month=1. Never=0
Where do you most often get news and information? (Q46)	Face to face via friends and family=2pts.
Which source of information do you trust the most? (Q48)	Word-of-mouth from family and friends=2pts.
Where do you find out about hygiene topics such as hand washing? (Q254)	Family or friends=3pts.
Where do you find out about HIV/AIDS? (Q258)	Family or friends=3pts.
Where do you find out about the national transitional constitution? (Q264)	Family or friends=3pts.
Where do you find out about contraception? (Q277)	Family, friends or neighbors (1-7) =3pts.
Total possible score	20 pts



Forcier Consulting  
Juba Raha Business Center  
Juba, Central Equatoria  
Republic of South Sudan  
+211 (0) 955 439 324  
[info@forcierconsulting.com](mailto:info@forcierconsulting.com)  
[www.forcierconsulting.com](http://www.forcierconsulting.com)

Internews  
1640 Rhode Island Avenue NW  
Washington, DC 20036  
United States of America  
+1 202 833 5740  
[info@internews.org](mailto:info@internews.org)  
[www.internews.org](http://www.internews.org)