METHODOLOGY

A closed-ended questionnaire

4,021 respondents, 44 sample districts (randomly selected)

Sample districts represent 5 development regions and 3 ecological zones

183 VDCs and 28 municipalities (randomly selected)

Sample size (Respondents) are proportionally distributed Across sample districts.

The margin of error is +/- 1.5 percent at a 95 percent confidence level at the national level
SAMPLING METHODOLOGY

1st Stage: Stratified Random Sampling

2nd Stage: Simple Random Sampling

3rd Stage: Simple Random Sampling

4th Stage: Right-Hand-Rule

4th Stage: Kish Grid Method

Sample Frame:

75 Districts

Districts

VDC’s

Wards

House Holds

Respondents
DEMOGRAPHIC REPRESENTATION
<table>
<thead>
<tr>
<th>BROAD GROUP OF ETHNICITY</th>
<th>SAMPLE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HILL CASTE</td>
<td>306</td>
<td></td>
</tr>
<tr>
<td>HILL ETHNIC</td>
<td>212</td>
<td></td>
</tr>
<tr>
<td>HILL DALIT</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>NEWAR</td>
<td>53</td>
<td></td>
</tr>
<tr>
<td>MADHESI CASTE</td>
<td>158</td>
<td></td>
</tr>
<tr>
<td>MADHESI/ TARAI ETHNIC</td>
<td>105</td>
<td></td>
</tr>
<tr>
<td>MADHESI DALIT</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>MUSLIM</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEVELOPMENT REGION</th>
<th>POPULATION (%)</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EASTERN</td>
<td>219</td>
<td>219</td>
</tr>
<tr>
<td>CENTRAL</td>
<td>36.4</td>
<td>36.5</td>
</tr>
<tr>
<td>WESTERN</td>
<td>18.6</td>
<td>18.7</td>
</tr>
<tr>
<td>MID-WESTERN</td>
<td>13.3</td>
<td>13.3</td>
</tr>
<tr>
<td>FAR-WESTERN</td>
<td>9.6</td>
<td>9.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECOLOGICAL REGION</th>
<th>POPULATION (%)</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOUNTAIN</td>
<td>6.7</td>
<td>6.7</td>
</tr>
<tr>
<td>HILL</td>
<td>43</td>
<td>43.1</td>
</tr>
<tr>
<td>TARAI</td>
<td>50.2</td>
<td>50.2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>POPULATION (%)</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td>50.1</td>
<td>49.8</td>
</tr>
<tr>
<td>MALE</td>
<td>49.9</td>
<td>50.2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESIDENCE</th>
<th>POPULATION (%)</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RURAL</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>URBAN</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>POPULATION (%)</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>33.9</td>
<td>25.9</td>
</tr>
<tr>
<td>30-39</td>
<td>24.7</td>
<td>26.1</td>
</tr>
<tr>
<td>40-49</td>
<td>17.4</td>
<td>20.1</td>
</tr>
<tr>
<td>50-59</td>
<td>11.9</td>
<td>14.7</td>
</tr>
<tr>
<td>60-69</td>
<td>7.5</td>
<td>8.9</td>
</tr>
<tr>
<td>70-79</td>
<td>3.6</td>
<td>3.7</td>
</tr>
<tr>
<td>80+</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ETHNICITY BY ORIGIN</th>
<th>SAMPLE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>NON-MADHESI</td>
<td>64.7</td>
</tr>
<tr>
<td>MADHESI</td>
<td>35.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>SAMPLE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILLITERATE</td>
<td>27.3</td>
</tr>
<tr>
<td>LITERATE</td>
<td>16.1</td>
</tr>
<tr>
<td>PRIMARY</td>
<td>145</td>
</tr>
<tr>
<td>LOWER</td>
<td>12.4</td>
</tr>
<tr>
<td>SEC.</td>
<td>15.9</td>
</tr>
<tr>
<td>SLC</td>
<td>2.2</td>
</tr>
<tr>
<td>INTER.</td>
<td>8</td>
</tr>
<tr>
<td>BACHELOR &amp; ABOVE</td>
<td>36</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>
RESPONDENT

BACKGROUND
What is your main occupation?

Base = 4,021

- Agriculture: 53%
- Housewife: 15%
- Industry: 12%
- Service: 6%
- Labour: 5%
- Student: 2%
- Retired: 1%
- Unemployed: 2%
Marital Status

Base = 4,021

87% Married
8% Unmarried
5% Widow/Widower
What is the major source of income for your family?

Base = 4,021

- 58% Agriculture
- 12% Industry
- 11% Remittance
- 9% Service in the country
- 9% Wage-labour in the locality
- 1% Retirement pension
Do you have any member of your household working outside of Nepal?

Base = 4,021

65% No

35% Yes
DO YOU HAVE THE CITIZENSHIP CERTIFICATE?

BASE = 4,021

94% YES
6% NO
MONTHLY HOUSEHOLD EXPENSES

Base = 4,021

Less than Rs. 5,000 a month: 13%
In between Rs. 5,001 and Rs. 10,000 a month: 45%
In between Rs. 10,001 and Rs. 20,000 a month: 33%
In between Rs. 20,001 and Rs. 40,000 a month: 8%
In between Rs. 40,001 and Rs. 60,000 a month: 1%
MEDIA CONSUMPTION
KEY FINDINGS
National Opinion Survey Wave-III,

**Which of these do you have working in your household?**

**Base: 4,021 | Multiple Response**

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>45.3%</td>
<td>46.1%</td>
</tr>
<tr>
<td>Television</td>
<td>42.3%</td>
<td>79.5%</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>84.3%</td>
<td>92.5%</td>
</tr>
<tr>
<td>Computer</td>
<td>6.5%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Internet</td>
<td>3.1%</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

**Female**
- Radio: 40.3%
- Television: 46%
- Mobile Phone: 82.9%
- Computer: 7.7%
- Internet: 4%

**Male**
- Radio: 50.4%
- Television: 51.1%
- Mobile Phone: 88.5%
- Computer: 11.4%
- Internet: 6.6%

**Hear Us**

**86% Mobile Phone**

**49% Television**

**45% Radio**

**10% Computer**

**5% Internet**

**8% Don’t have any of above**
Which of these have regular access to (at least once a week) in your community, outside of your household?

Base: 4,021  |  Multiple response

- Mobile phone: 20%
- Computer: 4%
- Internet: 4%
- Television: 11%
- I don't use any of these outside of home: 68%
IN THE PAST SIX MONTHS, HOW OFTEN DID YOU LISTEN TO THE RADIO?

BASE = 4,021

RURAL

- Everyday: 27.1%
- Few times a week: 19.3%
- Few times a month: 6.7%
- Never: 46.3%

URBAN

- Everyday: 26.1%
- Few times a week: 18.7%
- Few times a month: 8.2%
- Never: 46.7%

FEMALE

- Everyday: 20%
- Few times a week: 17.7%
- Few times a month: 6.1%
- Never: 55.7%

MALE

- Few times a month: 7.8%
- Few times a week: 20.6%
- Everyday: 34.3%
- Never: 37.1%

National Opinion Survey Wave-III, September 2014

Internews

Interdisciplinary Analysts
<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not have a radio</td>
<td>79%</td>
</tr>
<tr>
<td>I do not have time</td>
<td>10%</td>
</tr>
<tr>
<td>Program in radio are not interesting</td>
<td>8%</td>
</tr>
<tr>
<td>My radio is damaged</td>
<td>6%</td>
</tr>
<tr>
<td>I cannot afford radio</td>
<td>5%</td>
</tr>
<tr>
<td>I don't go to places where they play radio</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: 1,865, Percentage based on multiple response.
ON WHAT DEVICE DO YOU LISTEN TO THE RADIO?

BASE: 2,144, MULTIPLE RESPONSE

RURAL
- 77% RADIO
- 39% MOBILE

URBAN
- 70% MOBILE

MALE
- 75% RADIO
- 43% MOBILE

FEMALE
- 77% RADIO
- 36% MOBILE

National Opinion Survey Wave-III, September 2014
WHAT TYPES OF PROGRAM DO YOU LIKE THE MOST ON THE RADIO?

BASE = 2,143

- 62% News
- 27% Music Show
- 2% Talk Show
- 2% Community Announcement
- 1% Public Hearing
- 1% Drama

HEAR US
IN THE PAST WEEK, WHICH PROGRAMS DID YOU LISTEN TO ON THE RADIO?

BASE=1852

- NEWS: 82%
- MUSIC: 58%
- FOLK SONGS: 25%
- SSMK: 5%
- RELIGIOUS: 10%
- SAJHA SAWAL: 13%
- PHONE IN: 2%
Which time of the day do you listen to the radio for news?

Base = 1958, multiple responses

- **Midnight - 3AM**: 6%
- **3AM - 6AM**: 30%
- **6AM - 9AM**: 36%
- **9AM - NOON**: 10%
- **NOON - 3PM**: 6%
- **3PM - 6PM**: 10%
- **6PM - 9PM**: 57%
- **9PM - MIDNIGHT**: 30%
- **6AM - 9AM**: 39%
- **6PM - 9PM**: 52%
In the past six months, how often did you watch the Nepali TV channel?

**Urban**
- Every day: 43%
- Few times a week: 21%
- Few times a month: 6%
- Never: 30%
- DK/CS: 1%

**Rural**
- Every day: 19%
- Few times a week: 11%
- Few times a month: 6%
- Never: 64%
- DK/CS: 1%
POPULARITY OF TELEVISION PROGRAM

HEAR
US
45%
26%
News
What types of programs do you like the most on the television?
Base= 1,684

26% TELESERIALS
1% PUBLIC HEARING

45% NEWS
7% MUSIC SHOW
4% TALK SHOWS
13% DON'T KNOW

Which is your favourite TV program? (Base = 1112)

JIRE KHURSANI
TITO SATYA
MERI BASSAI
SAJHA SAWAL
BHADROGOL
OTHERS
NEWS

5% 5% 7% 10% 17% 22% 30%

Which programs did you watch on the TV?
Base= 1844
Multiple responses

Sajha sawal
Jirekhorsani
Bhadragol
Tito satya
Meri bassai
News
Others
Others
News

In the past week, which programs did you watch on the TV?
Base= 1684
Multiple responses

Hear us

National Opinion Survey Wave-III, September 2014

Internews
Interdisciplinary Analytis
WHICH TIME OF THE DAY DO YOU WATCH TV FOR NEWS?

BASE = 1353

RURAL

- Midnight-3:00: 8%
- 3AM-6AM: 7%
- 6AM-9AM: 27%
- 9AM-noon: 8%
- noon-3pm: 4%
- 3pm-6pm: 2%
- 6pm-9pm: 25%
- 9pm-midnight: 15%

URBAN

- Midnight-3:00: 9%
- 3AM-6AM: 7%
- 6AM-9AM: 31%
- 9AM-noon: 11%
- noon-3pm: 8%
- 3pm-6pm: 2%
- 6pm-9pm: 81%
- 9pm-midnight: 10%

HEAR US

National Opinion Survey Wave-III, September 2014
DO YOU SUBSCRIBE ANY NEWSPAPER?

Base = 4,021

The RURAL

94% No.
2% Yes!
2% Don't Know
4% Yes!

The URBAN

16% Yes!
96% No.
84% No.

EDUCATION

LITERATE PRIMARY LOWER SEC. SEC. SLC INTER. BACHELOR MASTER & ABOVE
1% 1% 4% 6% 7% 19% 24% 29%

National Opinion Survey Wave-III, September 2014
Internews
Interdisciplinary Analysts
DO YOU OWN A COMPUTER OR LAPTOP OR TABLET (IN FUNCTIONING ORDER)?

BASE= 4,021

RURAL

No. 92%
Yes! 6%

DONT KNOW 2%

URBAN

No. 77 %
Yes! 21%

DONT KNOW 2%

National Opinion Survey Wave-III, September 2014

Internews

Interdisciplinary Analysts
DO YOU USE THE INTERNET?

Base: 4,021

- Yes! 12%
- No. 83%
- Don't know: 5%

Urban:
- Yes! 10%
- No. 74%
- Male uses internet: 18.0%
- Female uses internet: 6.5%

Rural:
- Yes! 74%
- No. 23%
- Male uses internet: 18.0%
- Female uses internet: 6.5%

Education:
- Literate: 1%
- Primary: 3%
- Lower Sec.: 11%
- Sec.: 17%
- SLC: 48%
- Inter.: 49%
- Bachelor: 70%
- Master & above: 73%

National Opinion Survey Wave-III, September 2014

Internews

Interdisciplinary Analysts
How do you access the internet?

Base: 493

- On my home computer/laptop: 24%
- On my office computer/laptop: 9%
- In a cyber: 10%
- On my mobile phone: 88%
WHAT DO YOU USE THE INTERNET FOR?

[233x38]National Opinion Survey Wave-III, September 2014

HEAR
US

INT ER NET

BASE= 4,021

92%

SOCIAL MEDIA (FACEBOOK, TWITTER ETC.)

43%

COMMUNICATION WITH FRIENDS/FAMILY (SKYPE ETC.)

26%

NEWS

15%

WORK

15%

PERSONAL RESEARCH (INCLUDING JOB SEARCH)

8%

EDUCATION (SCHOOL, COLLEGE WORK)

internet
DO YOU OWN A MOBILE PHONE?

BASE=4021

IS YOUR MOBILE PHONE A SMART PHONE?

BASE=2875

Yes! 30%

No. 62%

72%

28%

RURAL

Yes! 36%

No. 64%

36%

64%

URBAN

Yes! 45%

No. 55%

57%

43%

MALE

Yes! 43%

No. 57%

62%

38%

FEMALE

Yes! 32%

No. 68%
What is your preferred medium for obtaining news and information?

Base = 4,021

- TV: 25%
- Radio: 38%
- Friends and Family: 24%
- Newspaper/Magazines: 22%
- Internet: 7%
- Calling via mobilephone: 1%

TV: 41%
Radio: 39%
Friends and Family: 22%
What is the most important topic you would like to listen/watch/read on the radio/TV/newspapers??

Base = 1353

- News about Nepal: 54%
- News about own district/region: 3%
- News about local community: 5%
- International news: 1%
- Agriculture and livelihoods: 1%
- Entertainment/music: 16%
- DK/CS: 10%