

# We're Still Listening: A Survey of the Media Landscape in the Accessible Areas of South Sudan in 2015



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FORCIER CONSULTING

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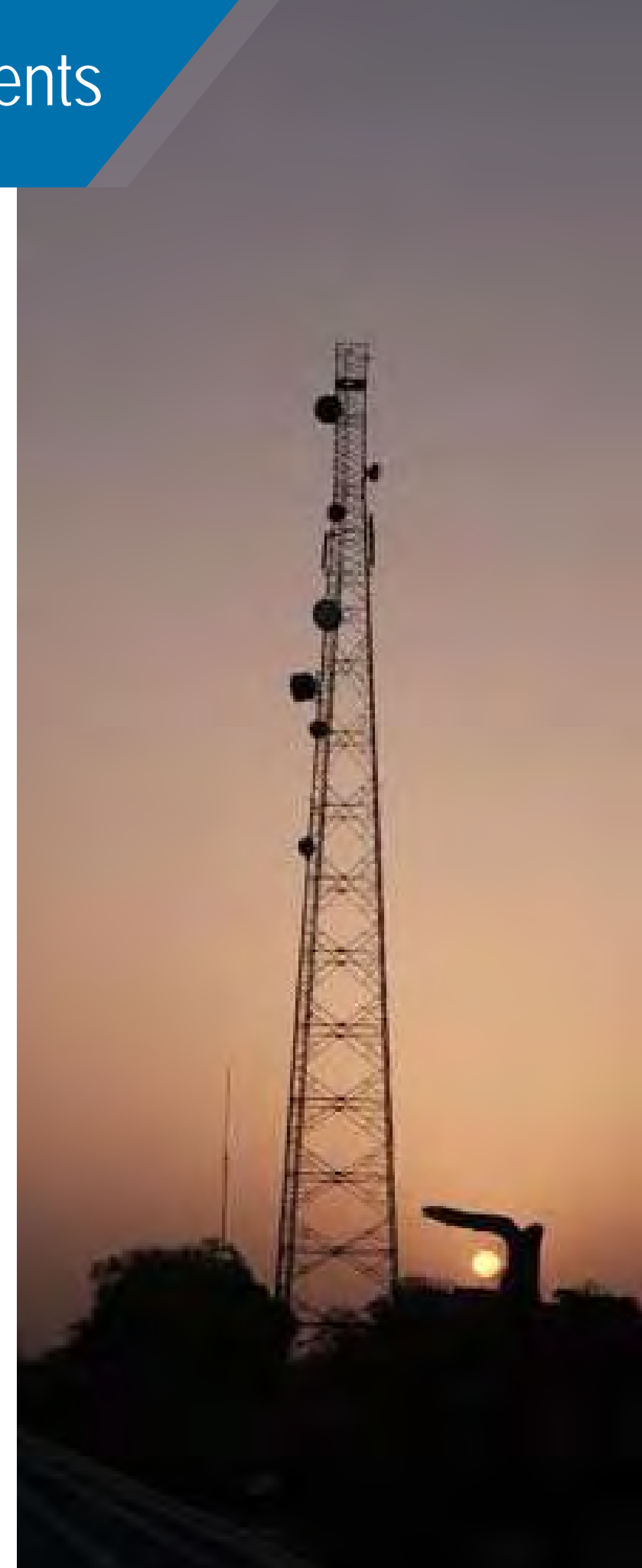
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AMDISS	Association for Media Development in South Sudan
AMWISS	Association of Media Women in South Sudan
BBC	British Broadcasting Corporation
CAPI	Computer-assisted personal interviewing
CCTV	China Central Television
CIBAR	Conference of International Broadcasters' Audience Research Services
CPA	Comprehensive Peace Agreement
CPJ	Committee to Protect Journalists
CRN	Catholic Radio Network
EA	Enumeration Area
FM	Frequency modulation
IDP	Internally displaced person
KTN	Kenya Television Network
NBS	National Bureau of Statistics
NTV	Nation Television (Kenya)
OCHA	United Nations Office for the Coordination of Humanitarian Affairs
PoC	Protection of Civilians site
PPPS	Probability proportional to population size
PSU	Primary Sampling Unit
RFI	Radio France Internationale
SA	Special Area
SSMSWG	South Sudan Media Sector Working Group
SSTV	South Sudan Television Network
SSUJ	South Sudan Union of Journalists
TRC	The Radio Community
UJOSS	Union of Journalists of South Sudan
UNMISS	United Nations Mission in South Sudan
WASH	Water, sanitation, and hygiene



## Executive Summary

South Sudan is the world’s youngest and most fragile country and its media landscape reflects these challenges. Decades of civil war with the Republic of Sudan were only recently resolved through a Comprehensive Peace Agreement (CPA) in 2005 and later independence in 2011. The new nation maintains some of the world’s lowest development indicators. While the media sector has made gains in recent years, it remains challenged by a rapidly changing environment and a population lacking access to reliable and trustworthy

information. Likewise, media sector actors lack reliable data on the extent of the population’s information needs and media access. These challenges are further exacerbated by conflict that has once again devolved into civil war and an ensuing widespread humanitarian crisis since December 2013. Despite the immense problems that South Sudan faces, its media landscape provides significant opportunities for growth. In 2013, Internews commissioned the first nationally representative media survey that shed light on South Sudan’s media



environment including the population's access to media and listening behaviors. The 2013 report, "South Sudan National Audience Survey: A Nationally Representative Assessment on Radio Listening Habits with Key Findings in Five Booster Areas for Internews Stations," described the South Sudanese media environment as having a significant urban/rural divide in terms of access to and availability of media. However, it also found that radio remains the most accessible source of information for the majority of people in South Sudan.

Just a few months after the 2013 report was published conflict broke out in the capital Juba and quickly spread to other parts of the country. This civil war caused massive displacement of populations over a short time period in numbers that grew into the millions in the months following the outbreak. Not only has the conflict had pervasive effects in all essential parts of society such as security, livelihoods, food, health, and education, but also there are concerns of human rights violations by all parties to the conflict. As several media outlets came under threat, the information needs of the population grew even more acute. Even after the signing of a peace deal in August 2015, the media sector continues to struggle in the volatile and fast-changing period following the conflict's outbreak and information on the South Sudanese audience remains sparse.

In this context, Internews and other organizations committed to the growth and development of South Sudan's media sector sought to develop a methodology to survey as much of the nation as possible. While the ongoing security situation prevents coverage of the country on a fully national basis, the study sets out to collect information on South Sudanese media access and consumption to inform the strategies and programming of media houses and media initiatives. The current

conflict jeopardizes the free and fair operation of media in the country, making media research even more critical. This assessment is based on insights and findings following the 2013 report and is the first detailed analysis of the media landscape in South Sudan since the wide-scale conflict began in December 2013.

Following a detailed, payam-level assessment of the accessibility in each of South Sudan's ten states, a sampling strategy was designed to be as representative as possible given the limits imposed by the current conflict<sup>1</sup>. Conducted across the country from April 1-25, 2015, this survey collected data on media usage from 3,710 respondents in all ten states. It must be noted that the sample design, fieldwork, and analysis were conducted prior to the Executive Order in October 2015 establishing 28 states in South Sudan. State-level findings in this report still refer to the previous administrative delineation of ten states.

### Who is included in this survey?

Due to the ongoing conflict, it simply was not possible to include all areas of the country in the sample frame. This survey does not purport to be nationally representative, but rather, is **representative of the population that could be safely accessed in April 2015**. The conflict-sensitive strategy for this study used a clearly defined and continually updated sampling frame of accessible areas. This not only benefits the current analysis by allowing for clarity and precision about what the sample represents, but is also more likely than other approaches to permit comparison with future samples.

To account for varying degrees of accessibility and representativeness at the state-level, states are considered in two general groups: those that were

fully accessible and those that were partially accessible. In the case of the latter, findings are representative only of a subpopulation of the state, often restricted to urban centers. We note the following:

- Five states were **fully accessible** (representative at the state-level): Central Equatoria, Northern Bahr el Ghazal, Warrap, Western Bahr el Ghazal, Western Equatoria.
- Five states were **partially accessible** (representative only of the accessible populations in specified areas): Eastern Equatoria, Lakes, Upper Nile (**Malakal and Melut counties only**), Unity (**Leer county only**), and Jonglei (**Bor South county only**).
- National-level findings comprise all observations in the fully accessible states and all observations from the partially accessible states. This represents the accessible population in the country.
- At the time of this survey, one of the largest ethnic groups, the Nuer, was largely displaced from their homes to United Nations Protection of Civilians (PoC) sites or to the inaccessible areas of the country. As a result, Nuer representation in particular is lower than it would be had the entire country been accessible.
- As is normal procedure in a household survey, sampling did not occur inside any PoC sites.

This survey produced a wealth of knowledge about the media landscape in South Sudan. The most notable findings include:

**There are a sizeable number of people who have never had access to any form of media or device.** Roughly one in three (34%) respondents have never had access to radio, television, newspapers, internet, or mobile phones. Furthermore,

media is less accessible for women than it is for men. It is more common (39%) for women to never have had access to any type of media than for men (26%).

**Overall, radio remains the most commonly accessed type of media** (51%) and, not surprisingly, has a larger weekly reach (38%) than all other forms of media. This means that 4 out of 10 respondents listen to a radio on a weekly basis, roughly triple the rate of respondents who watch television on a weekly basis (13%) or read a newspaper on a weekly basis (10%).

**While access to television, newspapers, and internet remains sparse, mobile phone penetration levels are nearing levels of radio access.** Just one-quarter (24%) of respondents have ever watched television, with a national weekly reach of 13%. Just 1 out of 5 (18%) respondents have ever read a newspaper, with a national weekly reach of 10%. Fewer than 1 in 10 (9%) respondents have ever used the internet, with national weekly reach (usage) of 7%. As mobile phones are devices, not a type of media in and of themselves, rates of access are measured as penetration. Overall, 44% of respondents have access to a mobile phone: three out of ten (31%) respondents have their own mobile phone and 13% have access to the phone of someone close to them such as a friend or relative.

**As media access increases, trust in radio as a source of information also increases.**

Individuals who have never had access to media (no access) say they trust religious leaders (25%) or face-to-face conversations with friends or family (21%) the most as sources of information, while individuals with high access to media trust the radio (69%) the most.

**Those with media access tend to choose radio as their source of news**



and information, even if they have access to other forms of media. Individuals with a high level of access to media tend to prefer getting their news and information from the radio (70%). Television viewers tended to view radio as a main source of information (64%) more than non-viewers (32%). Weekly internet users still typically turn to the radio (62%) as a main source of news and information more frequently than the internet (10%). Likewise, weekly newspaper readers turn to radio (68%) as a main source more often than newspapers (7%).

**Regardless of media access, radio broadcasts are thought to help reduce**

**conflict and provide vital safety information.** Far more respondents say radio broadcasts can help reduce conflict (67%) than those who say it can increase conflict (5%). As it is possible that such information is received second-hand, these questions were posed to all respondents, regardless of whether they previously stated they were able to access a radio.

**Information heard on the radio trickles down to reach beyond listeners.** Nearly two-thirds (63%) of respondents say information from the radio has helped them to stay safe, regardless of whether they have regular access to a radio.



## Introduction

In 2005, an internationally brokered CPA brought a decades-long civil war between the Republic of Sudan and the South to an end. This was shortly followed by a referendum in which voters elected to secede from the Republic of Sudan. South Sudan declared its independence in July 2011. Despite vast natural resources, the new nation faces some of the world's lowest development indicators, in large part as a result of historical marginalization that occurred while still part of Sudan and during colonization<sup>2</sup>. For instance, less than one-third of adults over the age of 15 are literate, and roughly half the population lives below the extreme poverty line on less than one dollar per day<sup>3</sup>.

In addition to these development challenges, the nation of 11.7 million is known as the world's most fragile state<sup>4</sup>. This instability is due in part to a tumultuous political context most recently marked by extensive fighting that broke out in December 2013. The political fight between South Sudanese government forces and the opposition began in the capital, Juba, but quickly spread to other states, causing the displacement of hundreds of thousands of civilians seeking shelter and safety<sup>5</sup>. The conflict has

caused the loss of tens of thousands of civilian lives and displaced more than two million South Sudanese<sup>6</sup>. Aside from the devastating effects on livelihoods, education, basic services, and food security, there are indications that both parties of the conflict have committed violations of international human rights and humanitarian law<sup>7</sup>. A peace deal to end the 20-month conflict was signed in August 2015, but reservations persist about translating the deal into peace on the ground.

## Media Landscape of South Sudan

The media sector, concentrated in the capital Juba, faces “immense logistical, economic, social and political challenges<sup>8</sup>.” Due to poor education and little or no access to formal journalistic training, media capacity and journalistic professional standards are low throughout the country<sup>9</sup>. According to the South Sudan Media Sector Working Group (SSMSWG), roughly three out of four practicing journalists in the country are not formally trained in journalism and there are no formal journalism programs at the universities due “to a lack of human and technical capacity<sup>10</sup>.” While there are some initiatives aimed at increasing visibility of women’s issues in the media, there are few women journalists available to help raise these issues.

Radio is undisputedly a main source of news and information for most South Sudanese. Media development organizations and independent radio networks have extensive coverage of the country. The Catholic Radio Network (CRN), The Radio Community (TRC - Internews-supported community stations), the United Nations-run Radio Miraya, and Eye Radio (which is increasing its national footprint), remain some of the dominant actors in South Sudanese radio, while private, commercial stations are becoming more common in urban areas. In addition, the South Sudanese government also runs radio stations in all ten states<sup>11</sup>. While there are dozens of stations in operation and most of the population now lives within reach of frequency modulation (FM) and Medium Wave broadcasts, many remote areas remain outside of reach and coverage can be inconsistent<sup>12</sup>. Shortwave transmissions of regular broadcasting stations do reach some of the more remote areas of the country. Television and visual media are “hindered by poverty and a limited electricity and telecoms infrastructure<sup>13</sup>.” The state-owned South Sudan TV (SSTV) dominates among the channels that do exist. While the South Sudan Broadcasting Corporation Act of 2013 has outlined the intention for state-owned broadcasters to become public service broadcasters, SSTV has yet to make the transformation.

Print media is not readily available beyond the capital and remains inaccessible for large portions of the population due to low literacy rates and language barriers<sup>14</sup>. Newspapers tend to be expensive given that there are only two printing presses in the country; many papers are printed in neighboring countries and imported into South Sudan for circulation<sup>15</sup>. Internet access is extremely limited for the majority of the population: the current study finds that just 7% of the accessible population has regular access to the internet<sup>16</sup>.

In addition to media houses, there are several media advocacy and coordination groups in South Sudan including the Association for Media Development in South Sudan (AMDISS), the Union of Journalists of South Sudan (UJOSS) and its subdivision the Association of Media Women in South Sudan (AMWISS), the National Editor’s Forum (NEF), the Southern Sudan Union of Journalists (SSUJ), and the South Sudan Media

Sector Working Group (SSMSWG)<sup>17</sup>. However, the media sector as a whole faces both a dubious legal framework and a fearful journalistic atmosphere.

At present there is no independent system for regulation and licensing in South Sudan, which is contrary to international standards<sup>18</sup>. The South Sudan Transitional Constitution of 2011 guarantees freedom of expression (Article 24) and press freedom, but it is not always adhered to. The Penal Code of South Sudan (2008) includes 5 Articles referring to criminal defamation, which goes against international standards and best practice. The Media Authority established by the Media Authority Act is responsible for addressing all cases of defamation under Section 28. Unfortunately, the same law defines defamation as in the Penal Code, which causes legal uncertainty. Three bills were recently passed that appear to establish the foundation for a more independent and competitive media environment but have yet to be implemented<sup>19</sup>.

The civil war only exacerbated existing fragilities caused by weak legal institutions and political pressures. Freedom House, an organization that conducts research on democracy, political freedom, and human rights, recently downgraded South Sudan to the classification of “Not Free” due to an increase in attacks on journalists and a rise in threats and arbitrary detentions by security officials. Likewise, South Sudan dropped six places to 125th of 180 countries in the 2015 World Press Freedom Index as compiled by Reporters Without Borders<sup>21</sup>. Government raids of major media outlets, harassment, intimidation, and arbitrary detentions are common<sup>22</sup>. According to research by the Committee to Protect Journalists (CPJ), not a single month has passed since the fighting broke out without incidents of security agents harassing the press<sup>23</sup>.

The many challenges of the media landscape must be overcome in order to foster an independent media sector. However, little can be done without reliable and trustworthy information on the South Sudanese audience. This report is an improvement on existing studies, particularly the 2013 National Audience Survey, and builds upon ongoing validation efforts to ensure methodological soundness that meets international standards on audience research. Benefiting from the most efficiently designed sampling strategy possible since the outbreak of wide-scale conflict in December 2013, data and analysis in this national-level report provide the most accurate snapshot of the South Sudanese audience as possible.

In addition to shedding much needed light on the current media landscape, the methodology from this study has been designed to permit comparison with future studies of various scopes. This includes smaller-scale studies aimed at creating an audience ratings system for South Sudan, an essential step in the development of any media sector.



South Sudan's Media Houses and Broadcasters

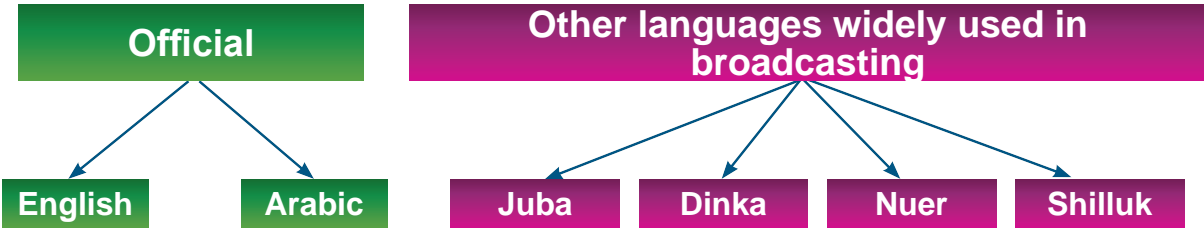
The following lists show radio and television broadcasters and print media outlets in operation as of early spring 2015. Radio broadcast range, cellular coverage, satellite availability, and newspaper circulation vary considerably by state.

These lists are unofficial and are not exhaustive; rather, these lists were compiled by Forcier Consulting based on the best available data. Any updated information will be warmly received and included in relevant forthcoming publications if shared with the authors.

Table 1: Unofficial List of Radio Stations of South Sudan <sup>24</sup>			
Radio Broadcasters			
Government-run	NGOs/Community-Based		Religious Affiliation
Radio Juba/South Sudan Radio (Juba, Central Equatoria)	National broadcast range	Radio Miraya (UNMISS)	Bakhita (Juba, Central Equatoria; CRN)
Voice of Eastern Equatoria (Torit, Eastern Equatoria)		Eye Radio	Sout al Mahaba <sup>25</sup> (Voice of Love) (Malakal, Upper Nile; CRN)
Radio Jonglei <sup>26</sup> (Bor, Jonglei)	Nile (Internews)		Voice of Hope (Wau, Western Bahr el Ghazal; CRN)
Radio Rumbek (Rumbek, Lakes)	Mingkaman (Mingkaman, Lakes; Internews)		Don Bosco Radio (Tonj, Warrap; CRN)
Radio Wau (Wau, Northern Bahr el Ghazal)	Mayardit (Turalei, Warrap; Internews)		Good News Radio (Rumbek, Lakes; CRN)
Radio Malakal (Malakal, Upper Nile)	Nhomlaau (Malualkon, Northern Bahr el Ghazal; Internews)		Anisa Radio (Yambio, Western Equatoria; CRN)
Radio Bentiu (Bentiu, Unity)	Naath (Leer, Unity; Internews)		Easter Radio (Yei, Central Equatoria; CRN)
Radio Kuajok (Kuajok, Warrap)	Sobat (Nasir, Upper Nile; Internews)		Emmanuel Radio (Torit, Eastern Equatoria; CRN)
Radio Raja <sup>27</sup> (Raja, Western Bahr el Ghazal)	Voice of Freedom <sup>28</sup> (Magwi, Eastern Equatoria)	Voice of People (Juba, Central Equatoria)	
Radio Renk (Renk, Upper Nile)		Radio Voice of Hope (Wau, Western Bahr el Ghazal; CRN)	
Radio Yambio (Yambio, Western Equatoria)	Voice of Kajo Keji (Kajo Keji, Central Equatoria)		Ngun Kata Religious (Morobo, Central Equatoria)
Radio Aweil (Aweil, Northern Bahr el Ghazal)	Maridi (Maridi, Western Equatoria)		Salvation (Juba, Central Equatoria)
International Broadcasters	Mvolo Community Station (Mvolo, Western Equatoria)		Spirit (Yei, Central Equatoria)
BBC World Service (English)	Short Wave		Voice of Life
BBC World Service (Arabic)	Radio Tamazuj		Voice of Life (Central Equatoria)
Voice of America			Nehemiah Trumpet Call <sup>29</sup> (Pageri, Eastern Equatoria)
Radio Monte Carlo Doualiya (Radio France Internationale)			Radio Peace (Eastern Equatoria)
Private/Commercial			Weerbei (Malualkon, Upper Nile)
Capital (Juba, Central Equatoria)			
City (Juba, Central Equatoria)			
Classic (Juba, Central Equatoria)			
Dream (Juba, Central Equatoria)			
Grace Radio (Kajo Keji, Central Equatoria)			
Liberty (Juba, Central Equatoria)			
Mango (Khartoum, Sudan)			

Table 2: Unofficial List of Television Broadcasters and Print Media Houses of South Sudan <sup>30</sup>	
Television Broadcasters	Print Media
(In circulation as of early spring 2015) <sup>31</sup>	
South Sudan Television Station (SSTV)	The Juba Telegraph (Daily, English)
Al Jazeera	The Mail
BBC World News	The Hero
BBC Arabic	City Times (Biweekly, English)
France 24 (RFI)	The Citizen* (Daily, English)
CNN International	The Nation Mirror*
CCTV (Chinese)	Juba Monitor (Daily, English)
Citizen Television (CTV)	Al-Maugif (Daily, Arabic)
Citizen TV (Satellite- Kenya)	Al Rai*
KTN (Satellite - Kenya)	The New Times (Weekly, English)
NTV (Satellite- Kenya)	

Languages







# Methodology

Internews, as implementer of the USAID i-STREAM media project, commissioned Forcier Consulting to follow up the 2013 National Audience Survey in order to build on the valuable information previously collected and to contribute to the media sector as a whole. However, the volatile events of December 2013 drastically altered the security situation throughout the nation, rendering many areas inaccessible to field teams. As a fully nationally representative sample is simply not possible at present, a more realistic approach was to design a probability proportional to population size (PPPS) sampling strategy that covered the accessible population of all ten states. The estimated population for each payam was taken from the 2008 census and accessibility was determined through a detailed payam-level assessment in February 2015<sup>32</sup>. While endeavoring to be as current as possible, it was recognized that the reality on the ground could differ between the period in which the accessibility assessment was conducted, sample selection, and fielding. The following table shows the percentage of each state that was accessible at the end of the fieldwork.

Table 3: Percent Accessibility by State, South Sudan (April 2015)<sup>33</sup>

State	Population (in thousands)	Accessible population (in thousands)	% Accessible
Fully Accessible States			
Central Equatoria	1,103	1,103	100
Northern Bahr El Ghazal	721	721	100
Warrap	973	936	96
Western Bahr El Ghazal	334	334	100
Western Equatoria	619	619	100
Partially Accessible States			
Eastern Equatoria	906	653	72
Lakes	696	426	61
Upper Nile	964	221	23
Unity	586	128	22
Jonglei	1,359	206	15
Total	8,261	5,347	65

The sampling frame was stratified by state, permitting analysis at a state level as well as nationally.

Table 4: Sample Selection by State, South Sudan (April 2015)<sup>34</sup>

State Totals				
State	Accessible Population (in thousands)	Proposed Sample	Obs. Collected	Weighted Total
Fully Accessible States				
Central Equatoria	1104	540	576	766
Northern Bahr El Ghazal	721	360	392	500
Warrap	936	360	414	649
Western Bahr El Ghazal	333	360	407	231
Western Equatoria	619	360	420	430
Partially Accessible States				
Eastern Equatoria	653	480	460	453
Lakes	425	360	369	295
Upper Nile	221	180	185	153
Unity	128	120	150	89
Jonglei	206	300	337	143
National Totals	5,347	3,420	3,710	3,710

It must be noted that the sample design, fieldwork, and analysis were conducted prior to an Executive Order establishing new administrative units in South Sudan<sup>35</sup>. State-level findings in this report still refer to the previous administrative delineation of ten states.

The questionnaire was reviewed during an iterative process involving Internews, Forcier Consulting, and independent consultants with extensive experience in audience measurement in post-conflict and other challenging settings. It incorporates international media standards and practices that have been adapted to fit the South Sudanese context<sup>36</sup>. Radio, television, and newspaper lists were compiled in consultation with stakeholders. The methodology and questionnaire were presented to the SSMSWG prior to fielding the survey, and was formally endorsed by many members<sup>37</sup>. After stakeholders approved the questionnaire, it was translated and back-translated into Classical Arabic, Juba Arabic, Dinka, Nuer, Bari, and Zande.



Overall, 20 field researchers, 15 field team leaders, and 118 enumerators participated in the collection of 3,710 observations. Field teams went to their evaluation sites by the end of March and the beginning of April 2015. Field team leaders spent the first week seeking permissions from local government authorities, recruiting enumerators, and conducting a comprehensive three-day training on project background, questionnaire content, translation, household respondent selection, and a callback system. After extensive training, enumerators conducted face-to-face interviews via Computer Assisted Personal Interviewing (CAPI) with adults aged 15 and older. Households were selected through random walks to every third household<sup>38</sup>. Enumerators then used a 20-column Kish Grid to ensure randomness in the respondent selection<sup>39</sup>. Out of a quota of 3420, 3710 observations were collected.

This report assumes several definitions based on audience research industry standards and knowledge of the South Sudanese context.

### Recency and Frequency:

As is becoming standard in international audience research, the 2015 study uses recency as a unit of measurement, which is determined through questions posed as “Apart from today, when was the last time you listened to the radio?” Access for specific mediums was measured as weekly reach (for radio and television) as sub-unit of recency or as penetration (for mobile phones and internet).

### Weekly Reach and Penetration:

Widely recognized by international broadcasters, weekly reach refers to the percentage of the population that listens to at least some radio or watches some television within an average week, regardless of the station or network<sup>40</sup>. Weekly reach is the primary unit used in this report to measure radio, television, internet, and newspapers. Penetration (mobile phones and internet) is based on ownership and access: individuals who have a mobile phone themselves or have access to that of someone close to them; and individuals who have used the internet in the last seven days.

### Media Access:

While access and usage of a particular medium are useful, it is also insightful to look at media access as a whole in the South Sudanese context. This survey asked about five types of media and devices: radio, television, mobile phones, internet, and newspapers. There are four general categories of composite usage: high access individuals are those who have ever accessed at least four out of the five types of media and devices, including those who have had access to all five types; medium access individuals are those who have ever accessed two or three types of media or device; low access individuals are those who have ever accessed only one type of media or device; no access individuals are those who have never accessed any type of media or device<sup>41</sup>.

### Limitations

While every possible effort was made to minimize sources of bias, several uncontrollable factors limit the findings and analysis of this survey. It should be noted that:

- (1) Given the current conflict in South Sudan and the challenges of conducting research in the country, achieving a nationally representative sample is rarely possible even under the most favorable circumstances.

- (2) The strategy for this study used a clearly defined and continually updated sampling frame of accessible areas and the selection of enumeration areas (EAs) was random at all stages. This not only benefits the current analysis by allowing for clarity and precision about what the sample represents, but is also more likely than other approaches to permit comparison with future samples.

Several limitations of the sampling strategy must be considered.

### Sampling Strategy Frames

The drastically different political context and ongoing security concerns in the country meant that the methodology of the 2013 National Audience Survey could not be replicated. In addition, this altered context severely limits the comparability with the 2013 survey itself as demographics, accessibility, and even radio stations themselves have undergone shifts in the past several months<sup>42</sup>. The mass displacement of a large proportion of the population may also limit the comparability of findings from the present report with future surveys and assessments. It is stressed that the sample of the current study is designed to represent only the accessible population of South Sudan.

Due to the conflict as well as historical gaps, existing population data is often either outdated or subject to extreme fluctuation. As such, some sampling frames are less accurate or representative than others. Most notably, as most of the populations in Lakes, Jonglei, Unity, and Upper Nile states were inaccessible during fieldwork and the pre-field accessibility assessment, the sample cannot be considered representative of these states. Accordingly, samples for these states were set lower and findings are described as relating to a subpopulation within those areas. To account for this in the national and state-level reporting and analysis, states are classified as Fully Accessible or Partially Accessible depending on whether they can be considered representative or not.

### Language

While the questionnaire was translated into 6 different languages, these languages are not exhaustive in the South Sudanese context. Achieving representation of all languages and ethnic groups is especially limited given the challenges imposed by the current conflict. In particular, most of the country's Nuer people, one of the largest ethnic groups in South Sudan, are currently displaced by conflict to inaccessible areas such as PoC sites and parts of Lakes, Upper Nile, Unity, and Jonglei. As these areas were not included in the sample frame, there is very little explicit Nuer representation in the national sample apart from that of Leer county in Unity. Given that Nuer are the second largest ethnic group in South Sudan, this proportion is much lower than the actual proportion of Nuer in the country. However, as language is not the only proxy for ethnicity, it is possible that the sample includes some ethnic Nuer who do not speak a Nuer dialect as a primary language in the household or conducted the interview in a language other than Nuer. Where possible, data from previous, recent studies have been cited to supplement the present study.

### Gender and Age Proportions

The conflict has shifted household dynamics by causing major displacements. However, even before the civil war and tensions, it was quite normal for South Sudanese households to have one or more adults away from the household for long



periods of time. In practice, such movement varies by state, location, and proximity of internally displaced person (IDP) sites or major cities. Movements also fluctuate depending on factors such as fighting, planting seasons, or seasonal migration among pastoralist communities. However, even with the possibility of such environmental factors, it is possible that enumerator error during the selection process contributed to the imbalance in household gender proportions<sup>43</sup>.

There was also a notable age bias towards youth, in that most respondents were under 35. The same availability issues as listed above can contribute: it is not uncommon for adults to be away from the household for extended periods of time. However, it is also the case that the population of South Sudan in general is young, with two-thirds of the population under the age of 30<sup>44</sup>.

### Analytic Comparisons

The majority of the analytical limitations come from differences between states and overall accessibility issues that exclude large portions of the country. Areas surveyed vary drastically in terms of mobile network and satellite coverage and were often characterized by fluctuations in security. This may limit the comparability of findings between locations. For instance, some states have little to no mobile phone coverage, are within reach of very few radio stations, or have had their radio waves or cell towers otherwise obstructed by opposition or government forces.

Radio access is particularly difficult to assess on a national level. Station comparability is limited because many stations, especially those that are locally run, have limited broadcast reach, hours, and types of programs, and in some cases, suffered damages or destruction during the conflict. Therefore, variance in audiences' ability to tune in to any given station and the limitations of any given station should be considered when looking at figures for station weekly reach and popularity.

These same issues affect comparability of newspapers and televisions, and even mobile phones. Phone network coverage is inconsistent or nonexistent in many of the remote areas of the country; newspapers do not typically circulate outside the major urban areas; and televisions and computers are not prevalent in rural areas due to limited access to electricity. In addition to the urban/rural factors affecting levels of access and availability of media, the government has forcibly shut down some media outlets, even since the list of media houses was first compiled for this report<sup>45</sup>. Newspapers are commonly out of operation or have unpredictable printing schedules due to limited publishing capacities in country or for financial reasons<sup>46</sup>. Phone networks are also prone to tampering for political and conflict-related reasons<sup>47</sup>.

More details on sampling strategy and frames, enumerator error, respondent selection, respondent-driven and environment-driven bias, and analytical limitations can be found in the Appendices. Environmental and conflict-related limitations are referred to in the State Findings as appropriate.



## Key Findings

In addition to the findings noted in the Executive Summary, the following findings capture the most important trends in this survey.

### What are the benefits of increased access to media?

Radio provides information that helps to keep listeners safe and to be more understanding of other groups of people. In addition, radio is widely perceived as a means of conflict reduction.

- Nearly two-thirds (63%) of respondents say information on the radio has helped them to stay safe at some point, regardless of whether they have radio access.
- Far more respondents say radio broadcasts can help reduce conflict (67%) than those who say it can increase conflict (5%). As it is possible that such information is received second-hand, these questions were posed to all respondents, regardless of whether they previously stated they were able to access a radio.



- Over half (53%) of respondents who have never had access to a radio feel that radio broadcasts can help reduce conflict. These findings indicate that even those without media access can benefit from information communicated via radio.
- 43% of respondents say information from the radio has made them think differently about a group of people from another area.

### What types of media are accessible in South Sudan?

Physical access to technology is a major barrier or enabler to consumption per medium, which is reflected in relative reach rates. Most people in the areas sampled do not have consistent access to media. For those who do, radio is their primary media source. Due to both limited access and limited literacy, newspapers and internet are of extremely limited relevance as information sources for most respondents.

- Radio: Roughly half of respondents (51%) have ever listened to a radio, with a national weekly reach of 38%.
- Television: One-quarter (24%) of respondents have ever watched television, with a national weekly reach of 13%.
- Newspaper: Just 1 in 5 (18%) respondents have ever read a newspaper, with a national weekly reach of 10%.
- Internet: Fewer than 1 in 10 (9%) respondents have ever used the internet, with a national weekly reach of 7%.

### How much have mobile phone devices penetrated the market?

As mobile phones are devices, not a type of media in and of themselves, rates of access are measured as penetration: people either have access to a mobile phone or they do not have access, regardless of the frequency of using it. Mobile phone penetration levels are nearing the same level as radio access and usage.

- Overall, 44% of respondents have access to a mobile phone: three out of ten (31%) respondents have their own mobile phone and 13% have access to the phone of someone close to them such as a friend or relative.

### Who has the most access to media?

There is a persistent gender gap in media access in South Sudan, with media of any type being generally less accessible for women than it is for men:

- It is more common (39%) for women never to have had access to any type of media compared to rates among men (26%).
- Men (59%) are more likely than women (45%) to have listened to a radio.
- Men are more likely (50%) to have mobile phone access (their own or that of someone close to them) than women (39%).
- Men (31%) are almost two times more likely to have watched television than women (18%).
- Men (14%) are more likely to have used the internet than women (5%).
- Men are much more likely (26%) than women (13%) to have read a newspaper.
- Adult women, and especially those with low socio-economic indicators, rarely have access to media.

Greater levels of media access are associated with more favorable socio-economic indicators and higher education levels.

- It is more common for respondents who have paid, regular jobs to have a high level of access to media (36%) than for respondents who are unemployed to have a high level of access to media (8%). Similarly, those with discretionary money are significantly more likely to have access to all types of media (61%) than those with no discretionary money (6%).
- Respondents who have not received a formal education are much more likely to have no access to any types of media (53%) than those with at least some education (14%). Just 2% of those with no education have a high level of access to media.

### Where, in the accessible areas of the country, is the lack of media access most dire?

Among both the fully accessible and partially accessible states in the country, access to basic forms of media remains limited for much of the population.

- One out of three (34%) respondents have never had access to any form of media or device (radio, television, internet, newspapers, or mobile phone devices).
- Among the fully accessible states, at least half of the surveyed population in Northern Bahr el Ghazal (55%) and Warrap (50%) has no access to any form of media.

### What other sources of information are popular?

While radio is the primary and most trusted source of information overall, person-to-person interactions are also important.

- Overall, respondents most commonly get their news and information as a first choice from the radio (39%) or face-to-face interactions with friends or family (16%). However, when not asked to prioritize, respondents also say they receive their news and information from religious leaders (26%) or traditional leaders (25%).
- There is some variance in trusted sources of information among states. Of the fully accessible states, radio is the most trusted source of information in Central Equatoria (48%), Western Bahr el Ghazal (44%), and Western Equatoria (43%). However, face-to-face conversations with friends or family are the most trusted source of information in Warrap (36%) and traditional leaders are the most trusted source of information in Northern Bahr el Ghazal (29%).
- Radio was also the most trusted source of information in many of the states with limited accessibility including Unity (76%), Upper Nile (63%), and Eastern Equatoria (37%). In Jonglei, respondents prefer face-to-face interactions (30%) and in Lakes, respondents prefer traditional leaders (41%) as their most trusted source of information; both Jonglei and Lakes had limited accessibility.

### What are people listening to?

Each state tends to have one radio station that dominates the market with levels of brand awareness and statewide weekly reach that are at least or nearly double that of their closest competitor. However, it is difficult to rank stations in this way as no stations can be heard across an entire state.

- The most well-known stations have the largest individual station weekly reach at a state level and are the most trusted for accurate information on developments



surrounding the recent conflict and peace process.

- Radio listeners generally like news about South Sudan or their local areas no matter how often they listen. Weekly radio listeners enjoy programs on South Sudan news (72%), local news (46%), and international news (35%). Respondents who have listened to a radio at some point but not within the last week enjoy programs on South Sudan news (55%), music (46%) and local news (31%).

### What difference does media access make to what people think about gender roles?

This survey included some social questions in order to gain understanding of how media impacts gender perceptions. Increased media access is tied to more positive attitudes about women's roles outside of the household, but is not strongly tied to attitudes about women's roles inside the household. When examining the fully accessible states, geography is a more prominent determinant in influencing attitudes about gender roles than media access.

- Half of respondents (50%) agree that married women should be able to work outside of the home, a view held by both men (50%) and women (51%). Increased media access is linked with more positive attitudes about this. Just 40% of individuals with no access to media agree that women should be allowed to work outside the household, compared to 63% of those who have a high level of access to media.
- There are more differences in attitudes concerning women's roles inside and outside of the household between states than between levels of media access. For example, among the fully accessible states, Warrap has the lowest rate (25%) of respondents who agree that married women should be able to work outside the household, while Central Equatoria has the highest rate (63%). Similarly, most (84%) respondents in Western Bahr el Ghazal say that the important decisions in the family should be made only by men, whereas 46% of respondents in Northern Bahr el Ghazal agree with that sentiment. This suggests that respondents' opinions on gender issues are more influenced by region-specific norms than exposure to media.
- There are some indications that media access is linked to shifts in respondents' perceptions about appropriate activities for young girls, though it is not conclusive. For instance, no access individuals are just as likely to say that the most important activity for young girls to do is help with housework (39%) as they are to say young girls should instead finish school (42%). High access individuals also agree that young girls ought to help with housework (23%) but are more likely to say young girls should finish school (69%).



## 2015 National Findings

A total of 3,710 individuals were interviewed for this report. This section summarizes statistics on the composition of the sample, including demographics and media access. Then composite access to media is considered in relation to socio-demographic indicators. Following this, access to each type of media and device (mobile phones) are considered separately. The last topic covered in this section is the relationship between media access and gender-related beliefs and handwashing knowledge.

National-level findings include all ten states and are representative only of the accessible population. State comparisons in this section are presented in two categories: those in which the vast majority of the state was accessible (fully accessible states) and those that were only partially accessible. The former category can be considered representative of each state in its entirety and includes Central Equatoria, Northern Bahr el Ghazal, Warrap, Western Bahr el Ghazal, and Western Equatoria; the latter category is representative of only the accessible areas in a given state, as described in the Limitations<sup>50</sup>.



Rates of accessible states are presented as an average for basic demographics, while rates of states with less accessibility are presented individually. Individual rates of all states are reported in the State Findings section.

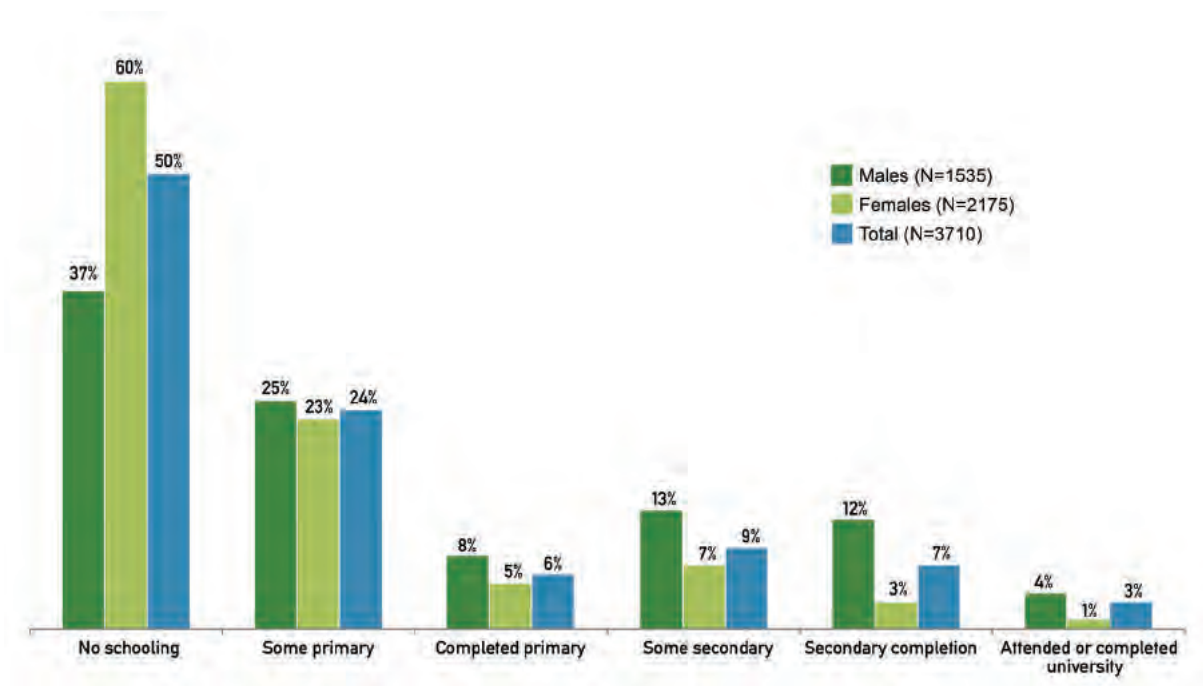
Fully Accessible States (representative at state-level)	Partially Accessible States
Central Equatoria	Eastern Equatoria
Northern Bahr el Ghazal	Jonglei- <b>Bor South only</b>
Warrap <sup>51</sup>	Lakes
Western Bahr el Ghazal	Unity- <b>Leer only</b>
Western Equatoria	Upper Nile- <b>Melut and Malakal only</b>

Demographic Profile

Table 5: Respondent Demographics, South Sudan (April 2015) <sup>52</sup>								
		National Total	Fully Accessible States	Partially Accessible States				
		(N=3710)	(N=2576)	E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessible		65	96-100	72	61	23	22	15
Gender	Male	41%	42%	48%	26%	55%	33%	40%
	Female	59%	58%	52%	74%	45%	67%	60%
Age <sup>53</sup>	Youth	65%	66%	67%	59%	68%	69%	54%
	Adult	35%	34%	33%	41%	32%	31%	46%

Nearly half (45%) of the population understands at least one other language well enough to listen to a radio or television broadcast in that language. The most common of these other languages are Juba Arabic (43%), English (41%), and Classical Arabic (25%). Among those who understand English or speak it most often at home, 91% say they could understand some or all of a letter written in English.

Figure 1: Education Level by Gender, South Sudan (April 2015 )<sup>54</sup>

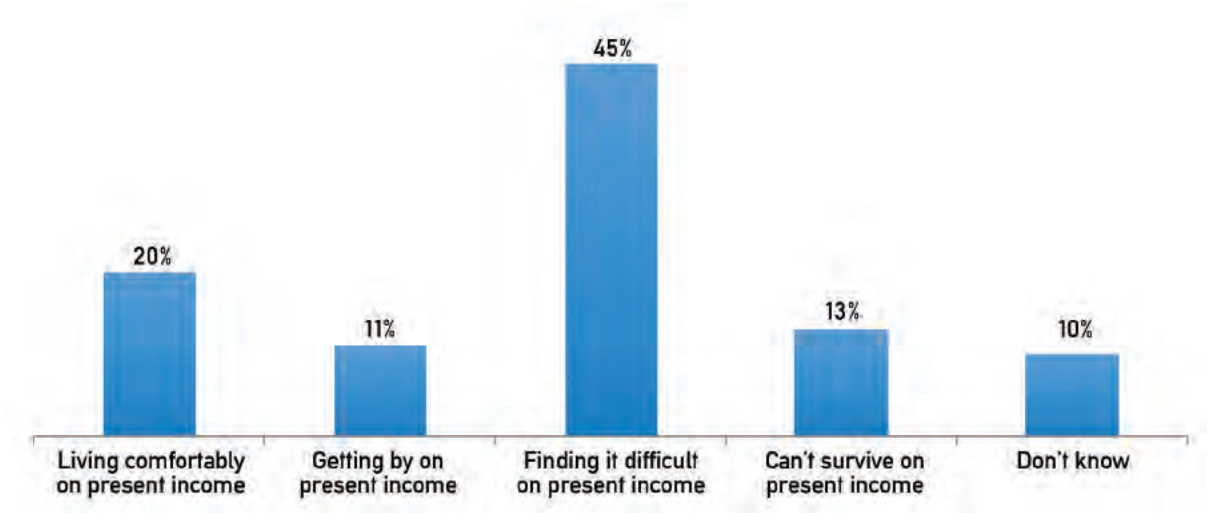


	Males (%)	Females (%)	Total (%)
No schooling	37	60	50
Some primary	25	23	24
Completed primary	8	5	6
Some secondary	13	7	9
Secondary completion	12	3	7
Attended or completed university	4	1	3

Nationwide, education rates are low, especially for women. Overall, half of respondents (50%) have not received a formal education at all. If respondents have received a formal education, it is most likely to be an incomplete primary school education (24%). Women are more likely (60%) than men (37%) to have never received a formal education. Of those who have at least some education, levels of completion are relatively similar between genders, though women’s completion rates tend to be lower than that of men.

Socio-economics

Figure 2: Perceptions of Household Income, South Sudan, N=3710 (April 2015)



Nationwide, present income levels do not suffice for meeting a household’s needs. Over half (58%) of respondents find it difficult or nearly impossible to get by on their household’s present income. Only 1 in 5 (20%) respondents nationwide say they are living comfortably on their household’s present income. These rates did not greatly vary when disaggregated by gender, age, education level, or when fully accessible states are compared with states with lesser accessibility. Of the fully accessible states, Western Equatoria (31%) has the highest proportions of those who feel they are “living comfortably” and Northern Bahr el Ghazal (19%) has the highest proportion of respondents who say that they cannot survive on their present income. Among the states with lesser accessibility, the accessible populations in Upper Nile (37%) and Jonglei (34%) have the highest proportions of those who feel they are “living comfortably” while the accessible population in Lakes (37%) is most likely to say that they cannot survive on their present income.

Regular employment is uncommon, especially among women. While few respondents overall (16%) currently hold a regular, paid job(s), women are generally less likely (10%) to have a regular, paid job than men (23%). Specifically, women with no schooling are the most likely to not have a regular paid job (94%). Men with at least



some schooling were the most likely to have a paid job on a regular basis (31%). Of the fully accessible states, Northern Bahr el Ghazal (97%) and Warrap (91%) have the highest levels of unemployment while Western Bahr el Ghazal (60%) has the lowest levels of unemployment <sup>55</sup>.

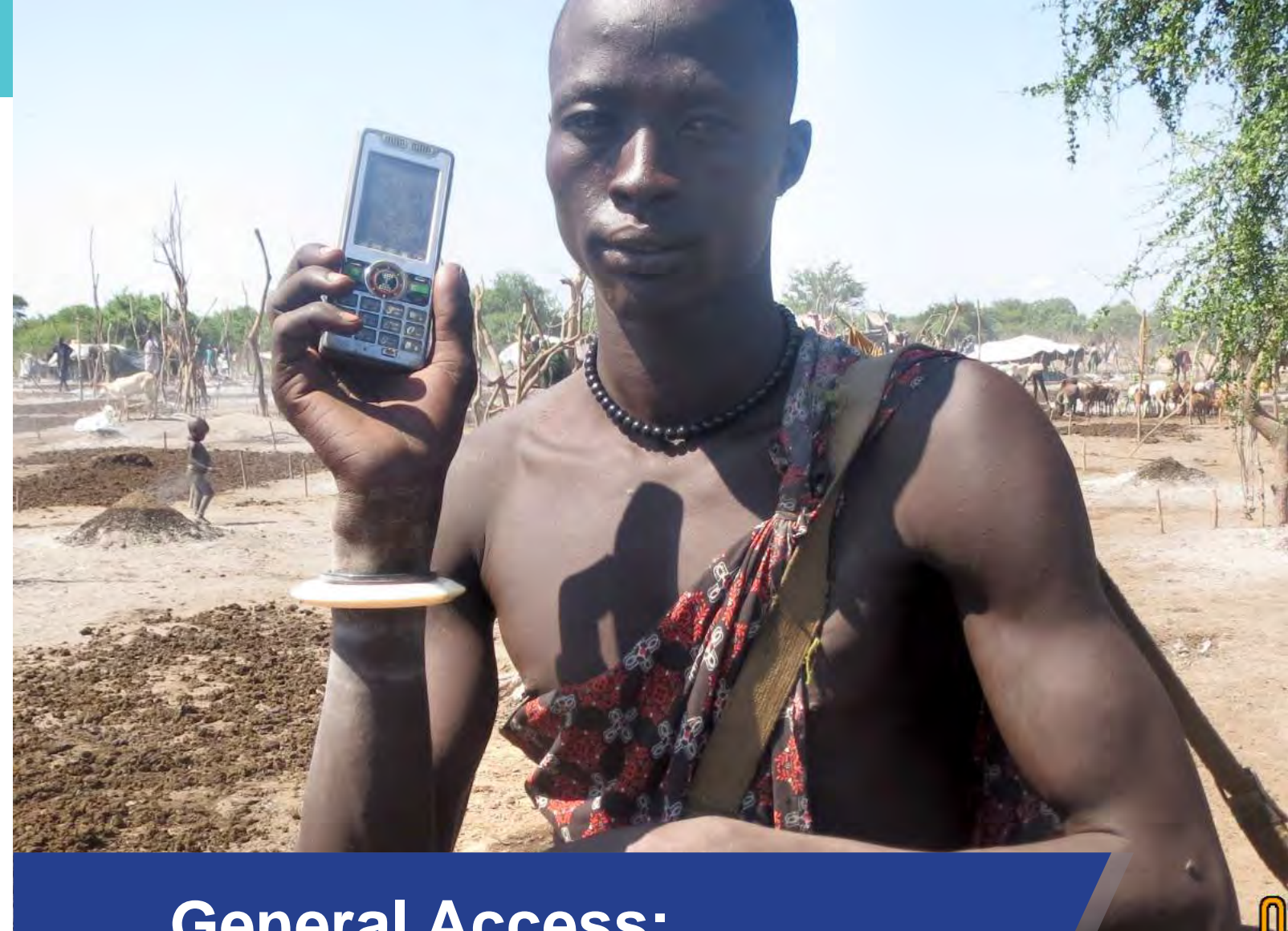
As can be expected, the proportion of respondents who have discretionary spending money is similar to the proportion of those who have regular, paid employment<sup>56</sup>. Few respondents overall (18%) have discretionary money, though it is even less common for women (14%) than men (24%). The rates remain similar to those of regular employment when disaggregated by education level and state. Considering the low rate of respondents who have discretionary money that they alone can decide the use of, it is not surprising that there are few (5%) respondents who have an account with a commercial bank. Nation-wide, adult men (10%) are the most likely to have a bank account while adult women (3%) are the least likely. The urban Juba area has the highest rate (22%) of bank account holders, though the average for Central Equatoria itself is 10%.

While these trends indicate discretionary spending is rare, adult clothing purchases - another means of measuring spending - suggest that there is still a sizable minority who are able to make occasional non-necessity purchases. Overall, 3 out of 10 respondents (30%) say they have bought adult clothing in the last six months. Generally, men are more likely (37%), especially adult men (43%), to have purchased adult clothing in the past six months than women (26%).

Two out of three households (66%) do not have mains electricity, a generator, solar panel, or battery. A greater education level was typically associated with a greater likelihood of having some of these sources of power.

### Movement and Displacement

In the present survey, 23% of respondents say they have migrated or relocated since December 2013. As expected, relocation since December 2013 was generally more common among respondents in the partially accessible states than among fully accessible states. Movement was most often caused by violent conflict (56%) or for family reasons (14%). Therefore, 13% of respondents moved specifically because of the conflict that began in December 2013. Although this rate reflects only respondents in the relatively stable parts of the country as determined by 2008 census estimates, the proportions of respondents who moved because of the December 2013 conflict are similar to rates reported elsewhere. For instance, the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) maintains that 2.2 million South Sudanese have been displaced by conflict since the start of the start of the fighting in December 2013, which is roughly 14% of the total population when estimated at 11 million<sup>57</sup>.



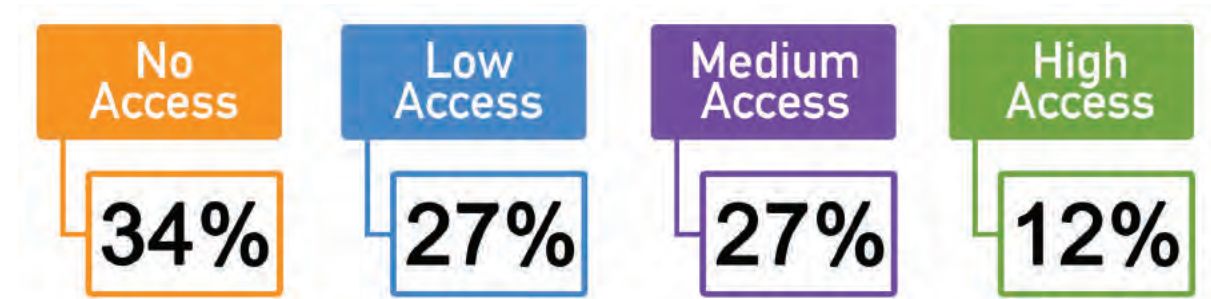
## General Access: Contact with Media

This section looks at composite measures of media access derived from access to five types of media and devices: radio, television, mobile phone, internet, and newspapers. These measures look at those who have ever had access at any point in their lives to various types of media and devices as follows:

- High access individuals are those who have ever had access to at least four of five types of media and devices;
- Medium access individuals are those who have ever had access to two or three types of media or devices;
- Low access individuals are those who have ever accessed only one type of media or device;
- No access individuals are those who have never had access to any type of media or device.

Comparisons of the regularity of media access in the aggregate and on a medium-specific basis will be discussed in the next section.

Figure 3: General Media Access via “Have you ever had access to...?”, South Sudan, N=3710 (April 2015)<sup>58</sup>



Overall, access to basic forms of media remains limited for much of the population. One out of three (34%) respondents do not have access to any form of media. In general, the relatively urban areas, in both fully and partially accessible states, have the highest rates of media access.

Among fully accessible states, Northern Bahr el Ghazal (55%) and Warrap (50%), which tend to be relatively rural states, have the highest proportions of respondents who have never had access to any form of media. Of the partially accessible states, the accessible populations in Lakes (55%) and Jonglei (33%) have the highest rates of respondents with no access to media.

Very few individuals (6%) have ever had access to all five types of media, but roughly 12% have high levels of media access. Among fully accessible states, Western Bahr el Ghazal (22%) and Central Equatoria (20%) have the highest rate of individuals who have had access to all five types of media. Among partially accessible states, the surveyed populations in Upper Nile (39%) and Eastern Equatoria (19%) have the largest proportions of respondents with high levels of media access.

Figure 4: General Media Access via “Have you ever had access to...?” Among Fully Accessible States (April 2015)

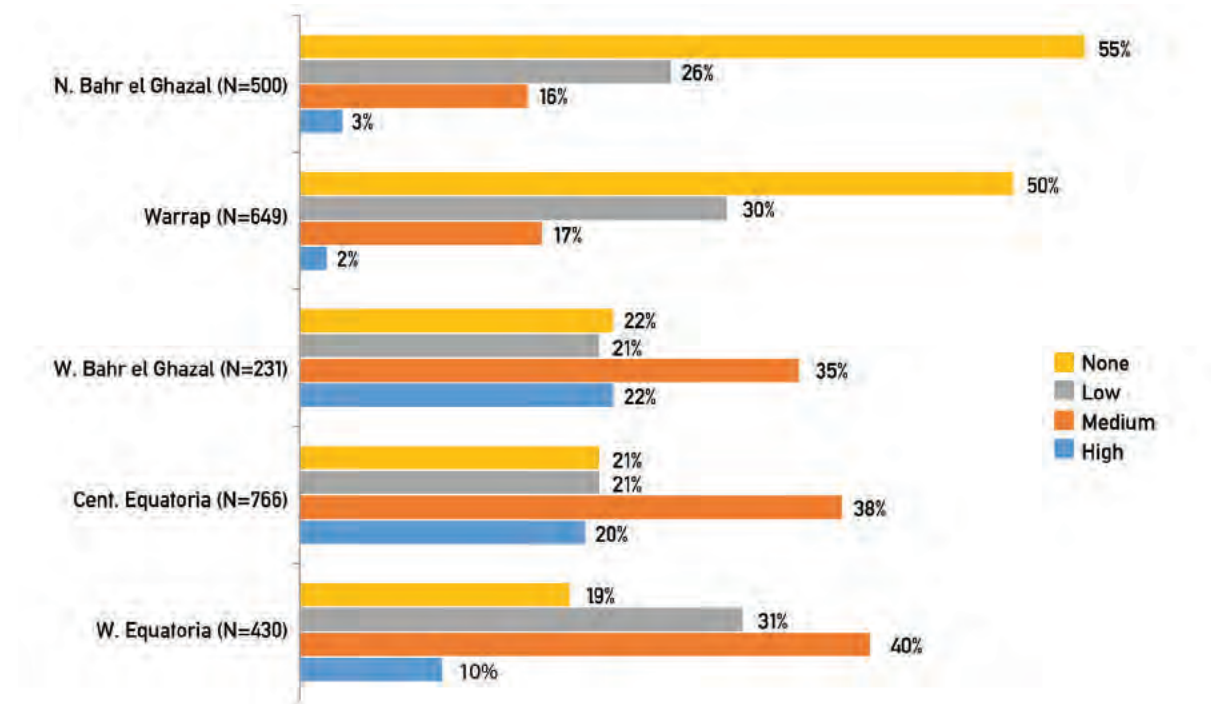
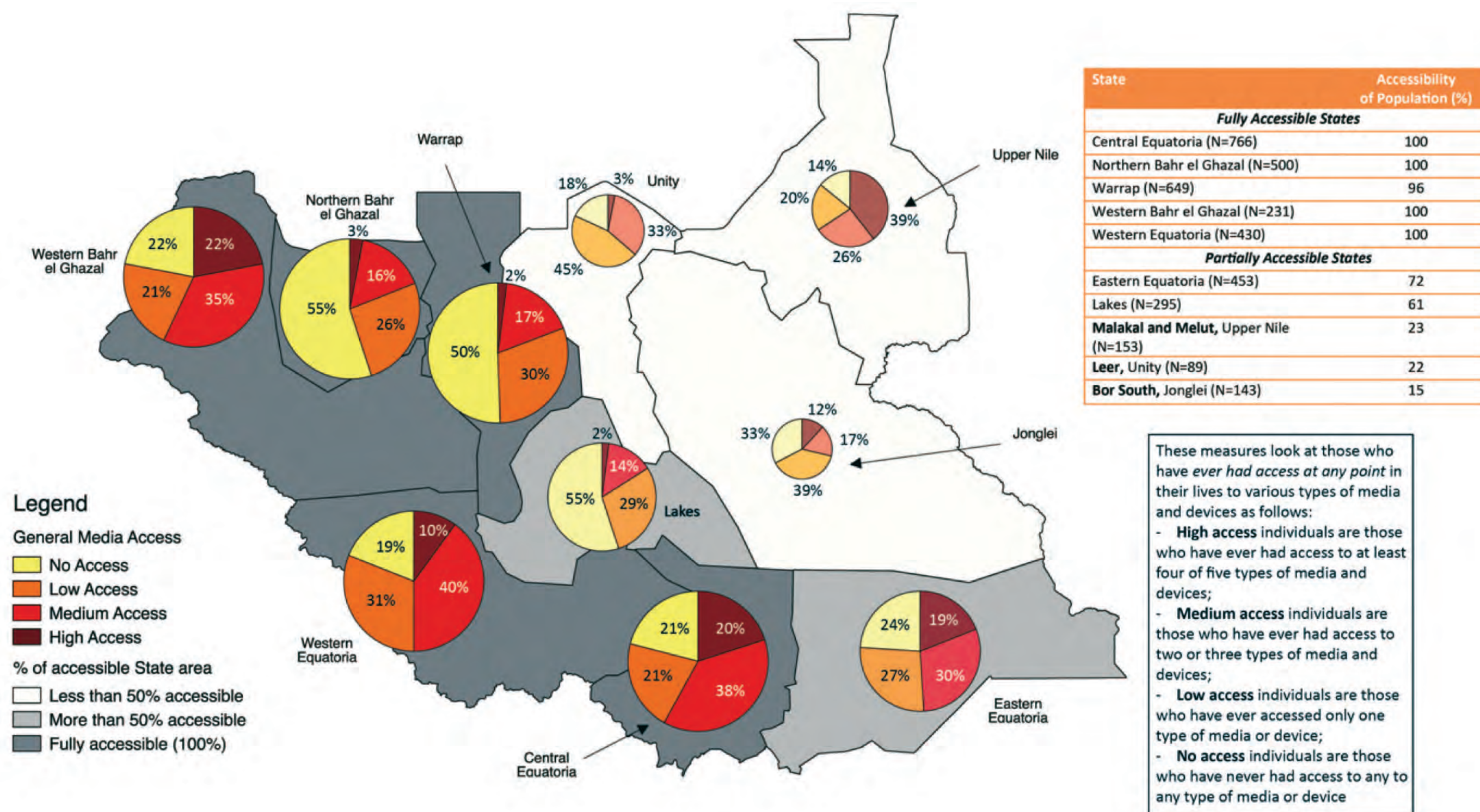


Table 6: General Media Access via “Have you ever had access to...?” Among Partially Accessible States, South Sudan (April 2015)

State	% Accessibility	No access	Low access	Medium access	High access
Eastern Equatoria (N=453)	72	24%	27%	30%	19%
Lakes (N=295)	61	55%	29%	14%	2%
Malakal and Melut, Upper Nile (N=153)	23	14%	20%	26%	39%
Leer, Unity (N=89)	22	18%	45%	33%	3%
Bor South, Jonglei (N=143)	15	34%	27%	27%	12%



Figure 5: Map of Media Access by State, South Sudan (April 2015)



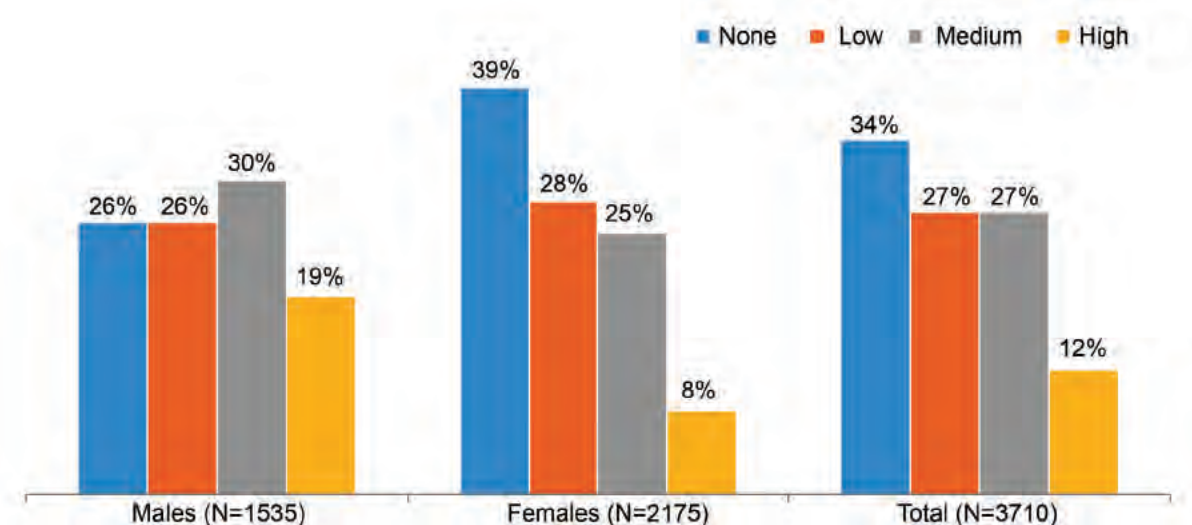


## General Media Access and Socio-economic Demographics

While limited or no media access is the norm among respondents, media access varies by gender as well as by the socio-economic features of households.

Overall, media is less accessible for women than it is for men, though neither gender is clearly over-represented among those who have access to all forms of media. It is more common (39%) for women to never have had access to any type of media than for men (26%).

Figure 6: General Media Access by Gender via “Have you ever had access to...?”, South Sudan (April 2015)

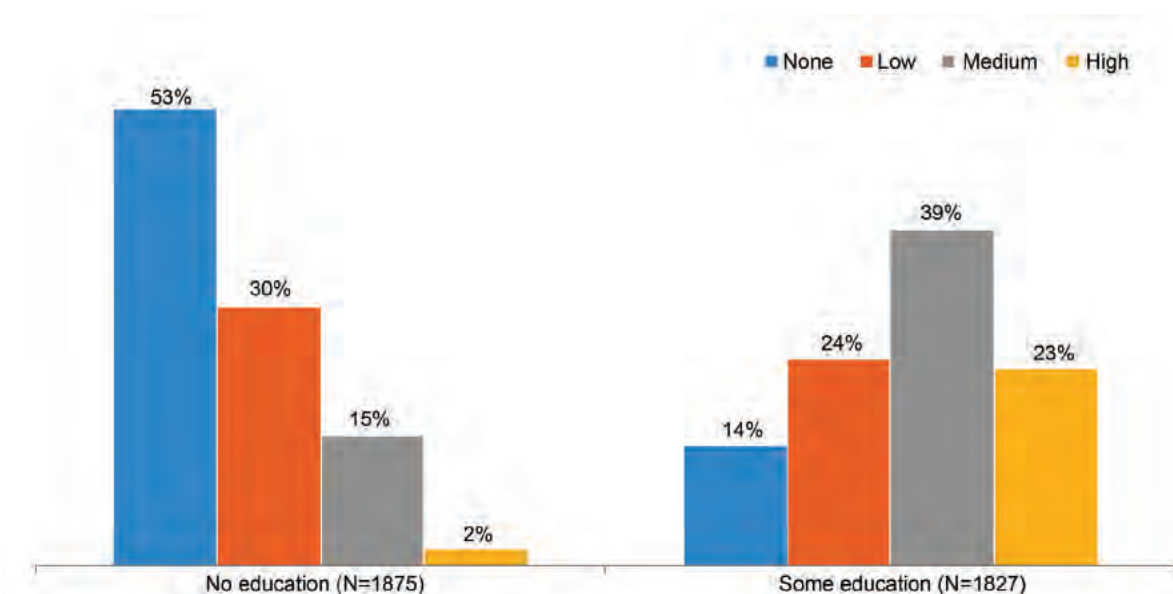


Both youth and adults have similar rates of media access. However, when disaggregated by gender, the proportion of female youth who have no access (38%) is similar to the proportion of adult women who have no access (42%), both of which are higher rates than their male counterparts. Almost one-quarter (24%) of male youth and 29% of adult men have no access to media. This indicates that women have less access to media regardless of age.

Greater levels of media access are associated with better socio-economic status and educational attainment, not least because many forms of media require the consumer to have a high level of literacy (i.e. education), as well as the money to pay for them. The technical significance of the functional relationships between education, socio-economic indicators, and media access merit further statistical investigation. However, discerning cause and effect and degrees of correlation remain untested for the purposes of this report.

Nonetheless, higher levels of education correlate strongly with more media access. Overall, respondents with no formal education are much more likely to have never had access to media (53%) than those with at least some education (14%), with some education being defined as having at least a partial primary school education. These rates remain similar when disaggregated by gender<sup>59</sup>. Just 2% of those with no education have a high level of access to media.

Figure 7: General Media Access by Education Level via “Have you ever had access to...?”, South Sudan (April 2015)



Just as media access increases with education level, increased levels of media access also correlate with higher levels of employment, access to discretionary money, bank account ownership, and general consumption levels (through the proxy of adult clothing purchases). These findings suggest that the more financial security a person has, the more media platforms are accessible to that individual.

Table 7: General Media Access by Socio-Economic Indicators via “Have you ever had access to...?”, South Sudan, N=3710 (April 2015)

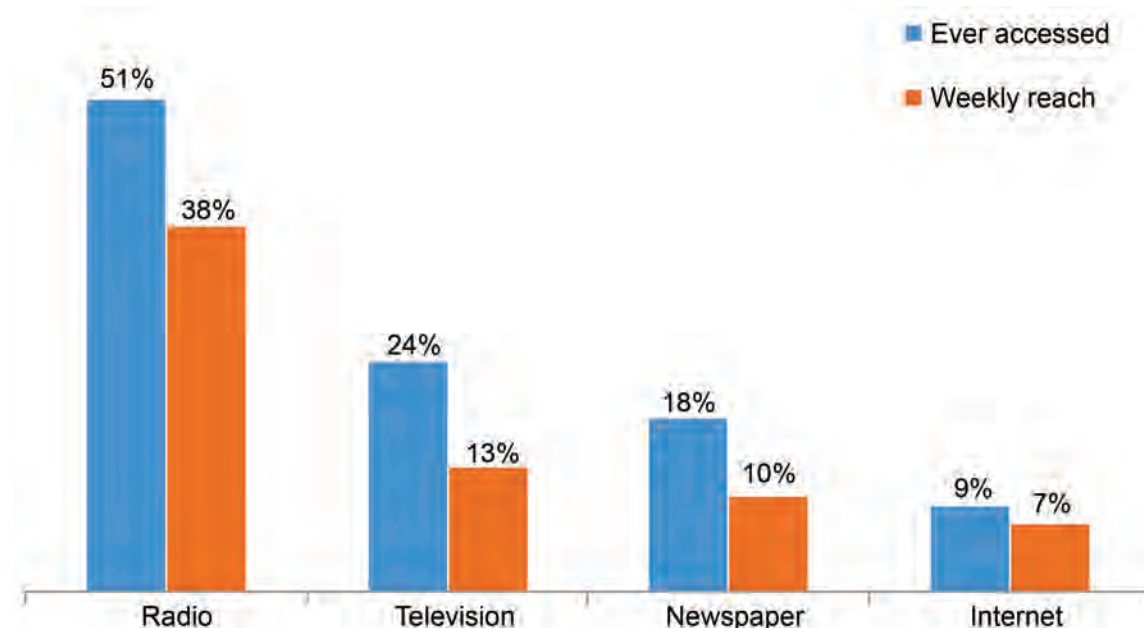
		Total	No access	Low access	Medium access	High access
Have regular, paid employment	Yes (N=579)	16%	12%	17%	35%	36%
	No (N=3096)	83%	37%	29%	26%	8%
Have discretionary money	Yes (N=673)	18%	11%	19%	35%	36%
	No (N=2982)	80%	38%	29%	25%	7%
Have purchased adult clothing in last 6 months	Yes (N=1127)	30%	18%	23%	34%	25%
	No (N=2563)	69%	40%	29%	24%	7%
Have a bank account	Yes (N=196)	5%	0%	7%	25%	68%
	No (N=3408)	92%	35%	28%	27%	9%

Access to the most sophisticated types of media, such as internet and newspapers, are also associated with the highest rates of having a power source, which is likely to be another indicator of socio-economic security. Just 4% of respondents have mains electricity in their household and 8% have a generator in their household. However, among those who have mains electricity, 77% have a television in their home; among those who have a generator, 56% have a television in their home. Nationwide, just 8% of respondents have a television in their household. This is not surprising given that unlike mobile phones and radio, televisions require a constant power source to function.

## Medium-specific Access and Weekly Reach

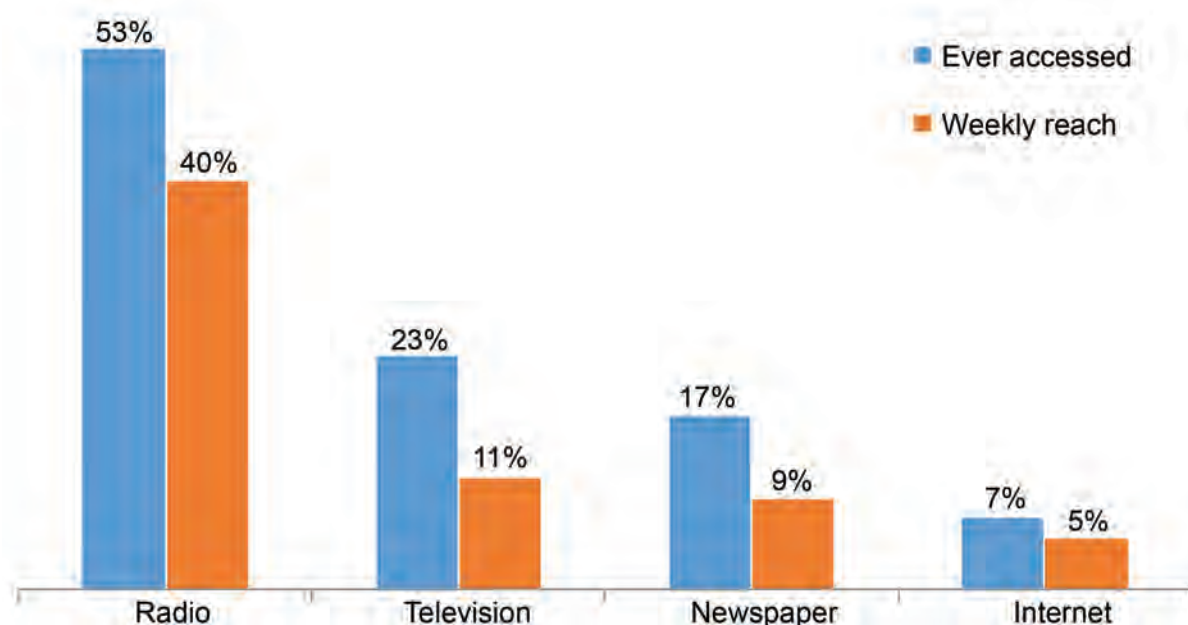
The following figure shows the proportion of respondents who say they have ever accessed various types of media against the proportion that has accessed that type of media in the past week<sup>60</sup>.

Figure 8: General Media Access via “Have you ever had access to...?” and Weekly Reach, South Sudan, N=3710 (April 2015)



Overall, radio remains the most commonly accessed type of media (51%) and, not surprisingly, has a larger weekly reach (38%) than all other forms of media. This means that 4 out of 10 respondents listen to a radio on a weekly basis, roughly triple the rate of respondents who watch television on a weekly basis (13%) or read a newspaper on a weekly basis (10%). While internet access is rare, most of those who have it, access it frequently: i.e. while only 9% of the surveyed population has ever accessed the internet, 79% of those with access use it at least once weekly.

Figure 9: Media Access and Weekly Reach in Fully Accessible States, N=2576 (April 2015)



## Regularity of Access to Media

The above findings describe overall access in terms of respondents who have **ever** had access to various forms of media alongside weekly reach. It is also worthwhile to consider weekly reach on its own to see if frequency of use shifts distributions of media access. Defining “frequent media user” as access to a given type of media at least once per week (weekly reach), this section explores which segments of the population have frequent access to four types of media: radio, television, internet, and newspapers<sup>61</sup>. These measures look at those who have weekly access and **are therefore part of the weekly reach** of various types of media as follows:

- **Heavy access** individuals are those who are part of the weekly reach for all four types of media (radio, television, internet, and newspapers); on a regular (weekly) basis;
- **Occasional access** individuals are those who are part of the weekly reach for at least one type of media (whether radio, television, internet, or newspapers) on a regular (weekly), but not to all four types of media;
- **Rare access** individuals are those who have had access to at least one type of media at some point in their lives, but are not part of the weekly reach for any type of media;
- **No access** individuals are the same the group defined in general media access: those who have never had access to any type of media.

Figure 10: Regular (Weekly) Media Access, N=3710, South Sudan (April 2015)



These findings show that only a small percentage of the population (4%) have access to all four types of media on a weekly basis. Roughly 4 out of 10 (38%) respondents have access to at least one type of media on a weekly basis. However, a significant percentage (58%) of the population have never had access (no access) or seldom have access (rare access) to the various forms of media.

If regular (weekly) access is considered on a medium-specific basis, alternative combinations of media access warrant some attention. Overall, internet access levels tend to correlate in some way with newspaper access levels. Over half (57%) of the weekly newspaper readers say they have used the internet; while most (86%) weekly internet users say they have read a newspaper. Both rates represent the highest rates of access for a media-specific grouping.



Figure 11: Ever Had Internet Access Among Regular (Weekly) Media Users, South Sudan (April 2015)

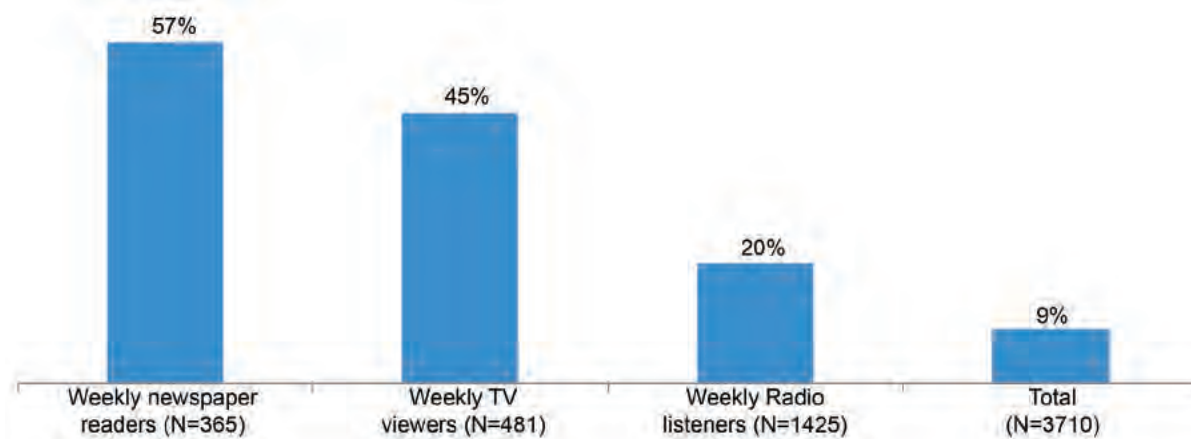
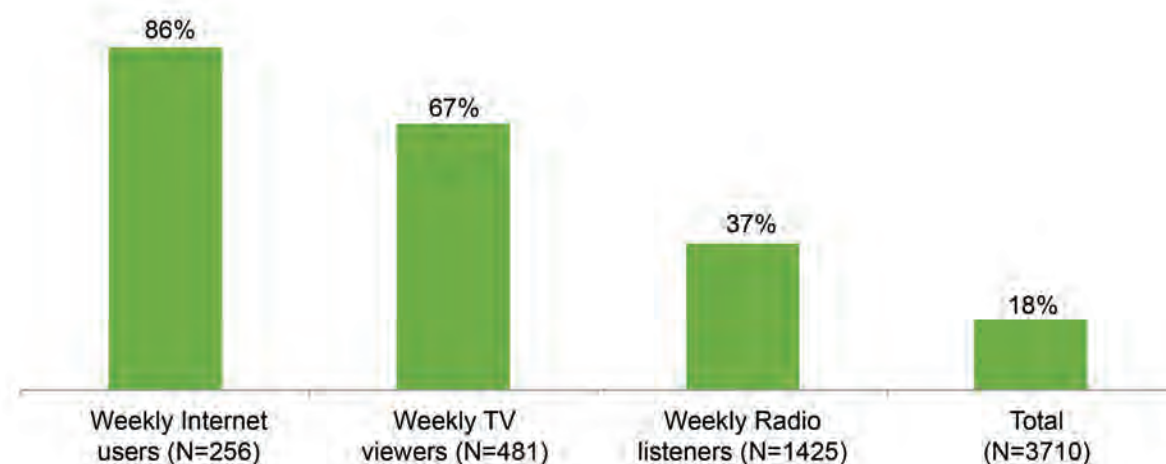
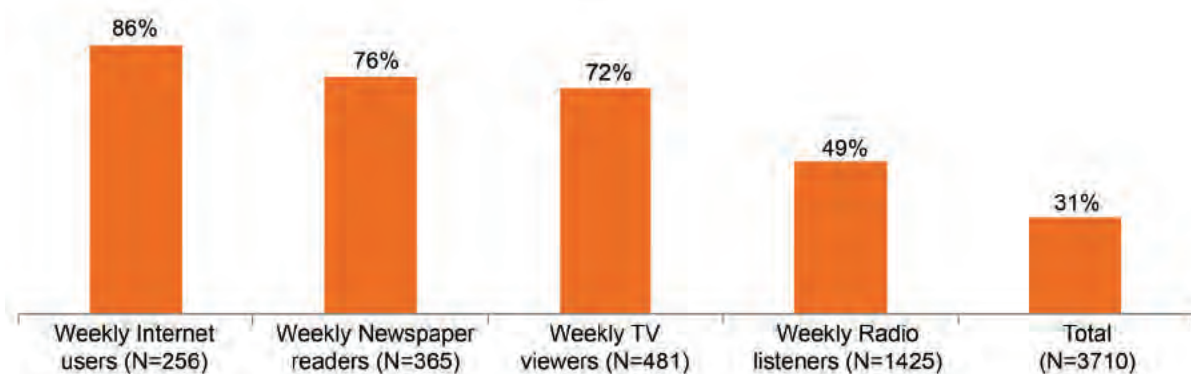


Figure 12: Ever Read a Newspaper Among Regular (Weekly) Media Users, South Sudan (April 2015)



Weekly internet users and weekly newspaper readers also have the highest rates of mobile phone ownership: 86% and 76% respectively.

Figure 13: Personal Mobile Phone Ownership Among Regular (Weekly) Media Users, South Sudan (April 2015)



It is rare for an individual to have regular access to television, the internet, or newspapers but not also to a radio: Nearly all weekly television viewers (90%), weekly internet users (95%), and weekly newspaper readers (91%) say they have radio access. Similarly, 70% of mobile phone users also have access to a radio, while only 36% of non-users have access to a radio.

Conversely, internet access rarely occurs as the sole form of media access. It is unlikely

that individuals have used the internet if they have not ever had access to at least one other type of media. Non-radio listeners, non-mobile phone users, and non-television viewers are very unlikely to have ever used the internet<sup>62</sup>.

Television access tends to accompany internet and newspaper access, but less commonly accompanies radio access. Having access to a radio does not necessarily mean having access to a television, though the rates of television access for those with any type of access to a radio (41%) are typically above the national average (24%). Weekly users of the internet and newspapers are very likely to have access to a television, at 84% and 74% respectively.

While nationwide rates are not high, newspaper access is higher among those with access to a given medium than among those without access to that media. Those with access to a radio are more likely to have read a newspaper (33%) than non-listeners (4%); those with access to a television are more likely to have read a newspaper (62%) than non-viewers (8%); and those with access to a mobile phone are more likely to have read a newspaper (34%) than those without access to a mobile phone (6%). When compared to other media consumers, the weekly internet user base has the highest proportion of individuals who have ever read a newspaper (86%).

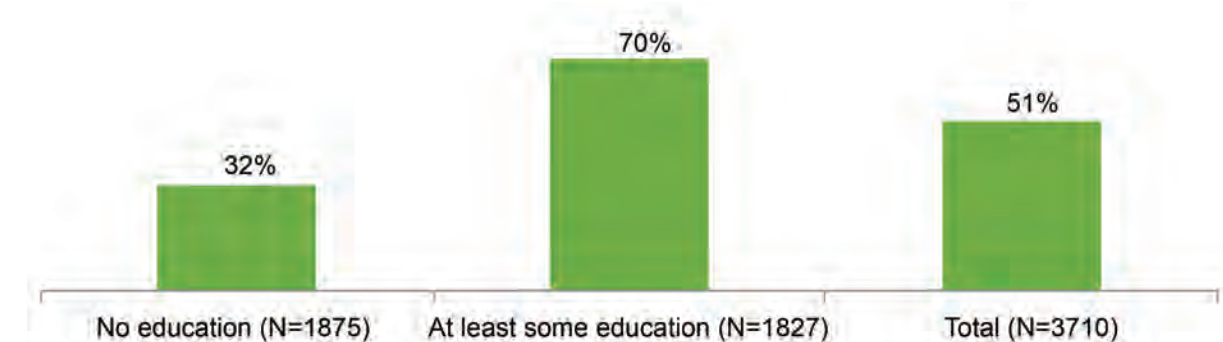
## Radio

One-third (35%) of respondents say their household has a functioning radio. Yet overall, roughly half (51%) of respondents say they have ever listened to the radio, with a national weekly reach of 38%, reflecting the ability to listen to radio in many contexts outside the home, irrespective of device ownership.

Among both youths and adults, men (59%) are more likely than women (45%) to have ever listened to a radio. Over half of all adult women (58%) have never listened to a radio. Conversely, while adult women are the least likely to have ever accessed a radio, male youth (63%) are the most likely.

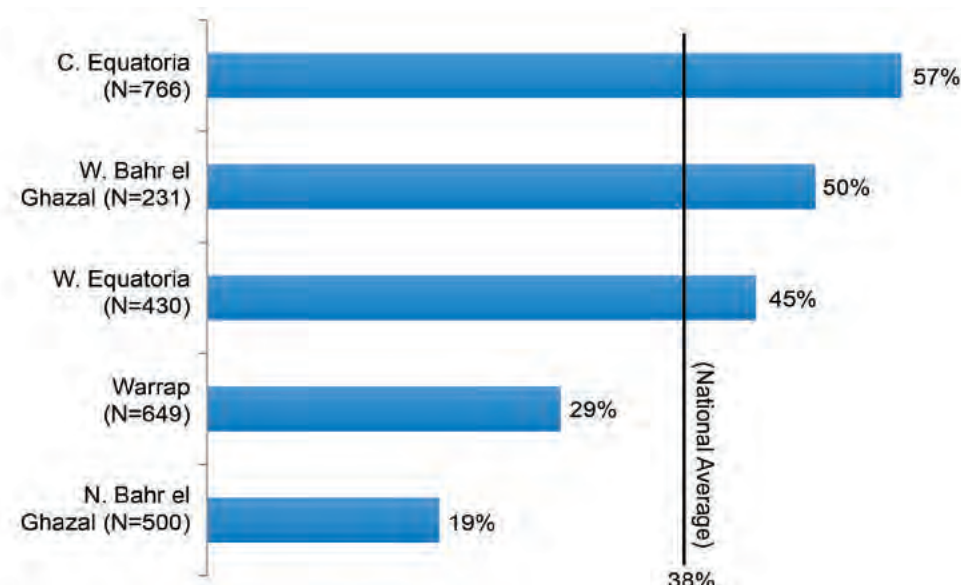
There appears to be a link between education and access to radio. National levels suggest that roughly half of the sampled population has access to a radio. However, less than one third (32%) of respondents with no education say they have ever listened to a radio, as compared to 70% of those with at least some education.

Figure 14: Ever Had Radio Access by Education Level, South Sudan (April 2015)



In most states, half of the population or more has listened to a radio, either at home or elsewhere. Compared to other forms of media, this represents the highest level of media access.



Figure 15: Weekly Radio Reach Among Fully Accessible States, South Sudan (April 2015)<sup>63</sup>Table 8: Weekly Radio Reach Among Partially Accessible States, South Sudan (April 2015)<sup>64</sup>

National Total		Partially Accessible States				
(N=3710)		E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessibility	65	72	61	23	22	15
Weekly Reach	38%	40%	12%	62%	71%	21%

Despite relatively high levels of access overall, there is a gap of at least 7% in every state between those who have ever listened to the radio and those who can be considered part of the weekly radio audience (weekly reach). The largest of these gaps is in Western Equatoria where of those who have listened to the radio at some point, as many as 1 in 5 respondents (19%) do not currently have regular access to it.

However, annual reach can also be considered as a relevant measure of radio access. Almost half (48%) of respondents have listened to a radio in the last year. These respondents are referred to as 'general radio listeners'.

Some individuals have access to a radio but do not own it. One in three (33%) general radio listeners say they do not have a radio in their household, which represents 16% of the total survey population. However, general radio listeners typically listen at home (78%) or a friend or family's place (10%). People who listen to the radio on their mobile phones (15% of those with mobile phone access listen to the radio on their phones) could explain the high rate of home listening despite the fact that 33% of general radio listeners do not have a radio in their household. Station selection can vary depending on the listener. Male general listeners are more likely to pick the station themselves (64%) than women (49%), especially women with no education (35%)<sup>65</sup>.

When asked which program radio listeners like most, general radio listeners are most interested in news about South Sudan (44%), local news (13%), and international news (12%). However, when listeners do not have to prioritize, they are also interested in music shows (23%), programs on the peace process or reconciliation (22%), and religious or faith programs (18%). These preferences remain consistent when comparing the weekly radio audience and those who have listened to a radio but not within the last week. When considering programs listeners are most interested in,

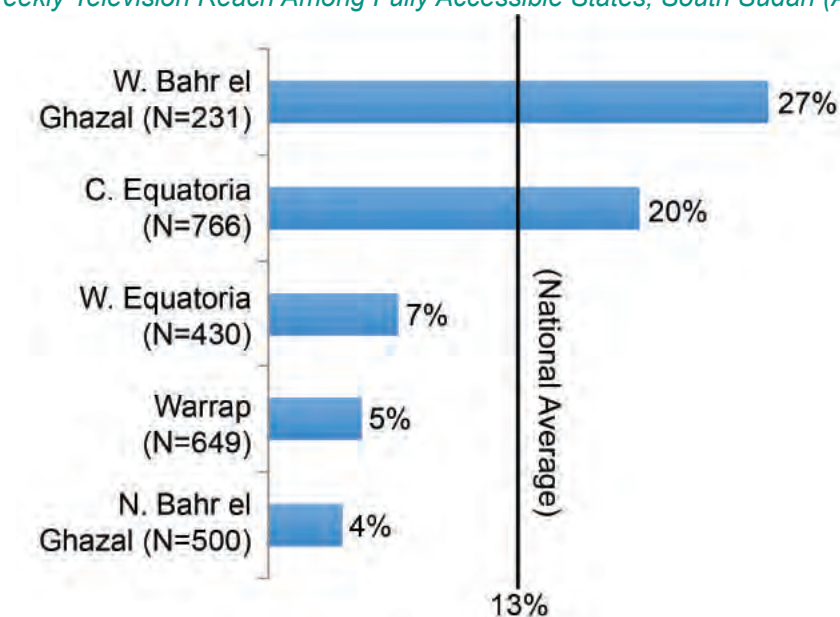
radio listeners generally like news about South Sudan or their local areas. This is the case no matter how often they listen. Weekly radio listeners enjoy programs on South Sudan news (72%), local news (46%), and international news (35%). Respondents who have listened to a radio at some point but not within the last week, enjoy programs on South Sudan news (55%), music (46%) and local news (31%).

Not surprisingly, the most well-known stations also have the largest individual station weekly reach at a state level and are the most trusted for accurate information on developments surrounding the recent conflict and peace process<sup>66</sup>. In addition, each state tends to have one radio station that dominates the market with levels of brand awareness and statewide weekly reach that are at least or nearly double that of their closest competitor<sup>67</sup>. Radio Miraya is the dominant station in six of ten states. However, as there is currently no exhaustive list of all broadcast ranges for all stations across the country, it is not possible to rank each station according to its broadcast areas only. In addition, not all stations can be heard in all parts of a given state, therefore state rankings may not indicate higher levels of listenership within specific broadcast ranges.

## Television

TV is not a prominent medium in South Sudan. 3 out of 4 respondents surveyed have never watched television (75%), and overall just 13% of the sampled population is part of the weekly television audience.

Television viewing is much less common for women (18%) than men (31%). While age is a slight factor in terms of access (26% of youth have watched television, compared to 20% of adults), differences in the education levels between those with access and without are much more apparent: Just 10% of those with no education have watched television, compared to 38% of those who have had at least some education.

Figure 16: Weekly Television Reach Among Fully Accessible States, South Sudan (April 2015)<sup>68</sup>Table 9: Weekly Television Reach Among Partially Accessible States, South Sudan (April 2015)<sup>69</sup>

National Total		Partially Accessible States				
(N=3710)		E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessibility	65	72	61	23	22	15
Weekly Reach	13%	18%	2%	48%	3%	17%

It should be noted that rates of television access are higher within urban Juba (73%) than in any of the other urban SAs sampled.

Lack of electricity and power sources are likely to be among the most important factors that prevent many people from accessing television. Less than one-third (29%) of respondents have at least one source of power in their household and only 8% of respondents have a television in their household.

The nationwide weekly reach of even the most well-known stations is 5% or less<sup>70</sup>. However, among the weekly television audience the most frequently watched stations are South Sudan Television Station (SSTV) at 41%, Al Jazeera Arabic (35%), and Al Jazeera English (28%)<sup>71</sup>. While most stations have a similar viewership between men and women, female TV viewers are roughly half as likely to watch Al Jazeera English (17%) than men (34%).

Education appears to be another influential factor in TV viewing rates. For example, just 16% of viewers with no education have watched Al Jazeera English in the past seven days compared to 30% of viewers with at least some education. Similarly, it is more common for respondents with at least some education to watch SSTV (43%) than by those with no education (34%).

## Internet

Internet usage is rare in this country. Nearly 9 out of 10 (87%) respondents have never used the internet and 4% do not know if they have ever used it. Therefore, overall just 9% of the population sampled is believed to have used the internet.

There is also a gender gap in terms of access to internet. Only 1 in 20 women (5%) have ever used the internet, compared to 14% of men. In particular, male youths are the most likely (17%) to have used the internet, while adult women (3%) are the least likely.

Level of education is related to internet access for both genders. Just 1% of individuals with no education have ever used the internet, compared to 16% of those with at least some education.

The internet is accessible for less than 1 out of 5 respondents in the majority of states. The population surveyed in Upper Nile has the highest rates of access (39%) to the internet, although please note with caution that it is likely that this high rate is due to sampling limitations<sup>72</sup>.

Figure 17: Weekly Internet Usage Among Fully Accessible States, South Sudan (April 2015)<sup>73</sup>

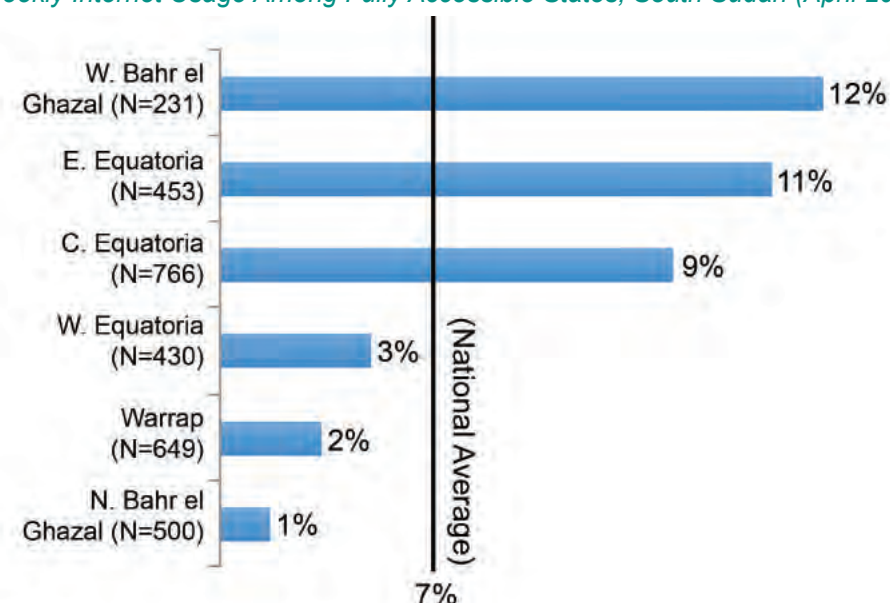


Table 10: Weekly Internet Usage Among Partially Accessible States, South Sudan (April 2015) <sup>74</sup>						
National Total		Partially Accessible States				
	(N=3710)	E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessibility	65	72	61	23	22	15
Weekly Reach	7%	11%	2%	37%	2%	7%

It should be noted that rates of weekly internet usage are higher within urban Juba (23%) and Wau (14%) than in any of the other urban SAs sampled.

Those who have used the internet in the last seven days typically use it to find out the latest news (54%) or to check their email (47%). In terms of the most popular sites, weekly internet users most commonly said they visited the Sudan Tribune (42%), Eye Radio (31%), and BBC News (23%) websites in the last seven days.

## Newspapers

Nearly 1 out of 5 (18%) respondents have ever read a newspaper, with a national weekly reach of 10%. Women (13%), and especially adult women (7%), are much less likely to have ever read a newspaper than men (26%). Male youth (29%) are the most likely demographic group to have read a newspaper. Given the importance of literacy, it is unsurprising that just 2% of respondents with no education have ever read a newspaper.

Figure 18: Newspaper Weekly Reach Among Fully Accessible States, South Sudan (April 2015)<sup>75</sup>

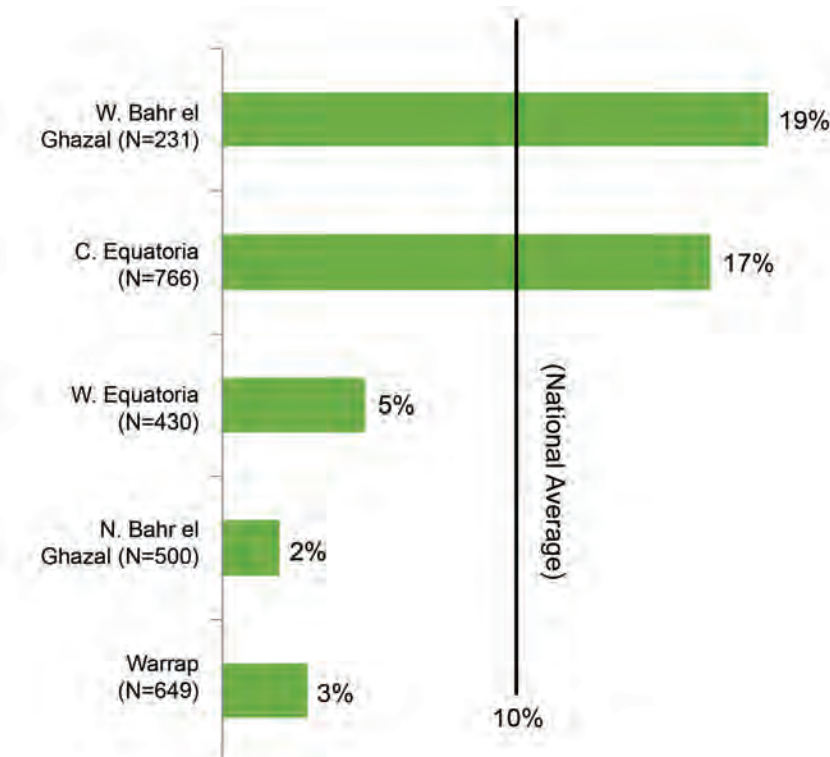


Table 11: Newspaper Weekly Reach Among Partially Accessible States, South Sudan (April 2015) <sup>76</sup>						
National Total		Partially Accessible States				
	(N=3710)	E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessibility	65	72	61	23	22	15
Weekly Reach	10%	13%	3%	36%	3%	13%



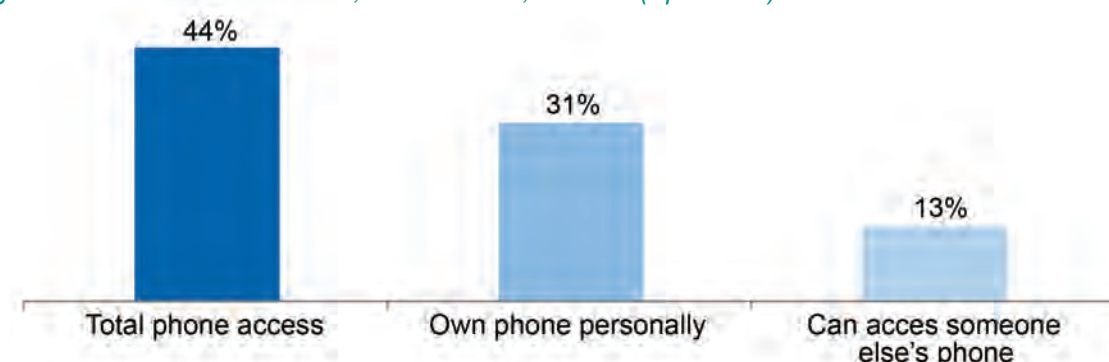
It should be noted that rates of weekly newspaper readership are higher within urban Juba (44%) and Wau (22%) than in any of the other urban SAs sampled.

The newspaper titles found to have the best weekly reach at a national level include the Juba Monitor (4%), The Citizen (3%), and The Juba Telegraph (3%). At a city level, weekly reach in Juba is: The Citizen (23%), The Juba Monitor (22%), and The Juba Telegraph (9%). These brands also enjoy the highest brand awareness among the weekly newspaper reader base. Age and gender did not play a large role in either brand awareness or popularity in terms of weekly reach.

## Mobile phone

Less than half (44%) of the surveyed population has access to a mobile phone (total phone access), whether their own personal phone or that of someone close to them such as a relative. However, among those with access to a mobile phone, personal ownership is more common than restricted access, as shown in the figure below<sup>77</sup>.

Figure 19: Mobile Phone Access, South Sudan, N=3710 (April 2015)



Overall mobile phone access is also more common for men (50%) than for women (39%). Similarly, personal ownership of a mobile phone is more common among men (39%) than among women (25%). Education level is more strongly linked to mobile phone access than age. Rates of mobile phone access are much lower for respondents with no education (25%) than both the national average (44%) and respondents with at least some education (63%).

Figure 20: Net Mobile Phone Access Among Fully Accessible States, South Sudan (April 2015)

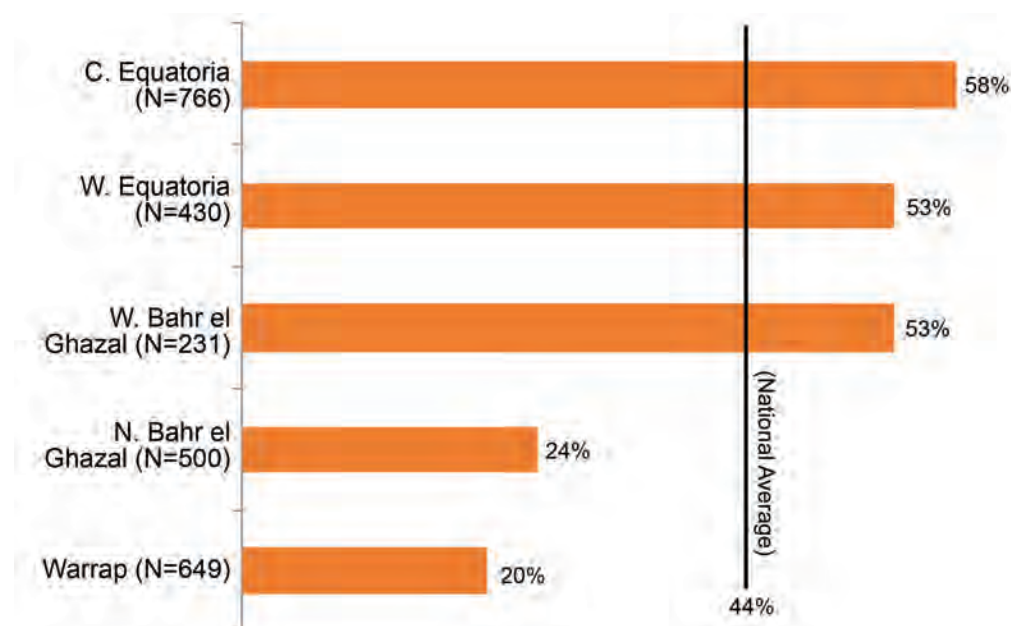


Table 12: Net Mobile Phone Access Among Partially Accessible States, South Sudan (April 2015) <sup>78</sup>						
	National Total	Partially Accessible States				
	(N=3710)	E. Equatoria (N=453)	Lakes (N=295)	Malakal&Melut, Upper Nile (N=153)	Leer, Unity (N=89)	Bor South, Jonglei (N=143)
% Accessibility	65	72	61	23	22	15
Net Mobile Phone Access	44%	62%	30%	69%	19%	56%

Of the urban areas surveyed, Juba had the highest (67%) rate of personal mobile phone ownership and overall mobile phone access (85%), followed by Bor South county (47% personally own a mobile phone and 60% have mobile phone access overall).

High access individuals often (87%) personally own the mobile phone they have access to, compared to 23% of low access and 51% of medium access individuals.

## Sources of Information and News

Usage of media for information and news, and trust in different types of media, do not always follow the same patterns as simple access. Overall, respondents say they most often get their news and information from the radio (39%) or face-to-face interactions with friends or family (16%). After citing their primary source of news and information, a fair number say they also get their information from religious leaders (26%) or traditional leaders (25%).

Men are more likely (46%) to say radio is a main source of information than women (34%). Radio is also twice as likely to be a main source of information for those with some education (56%) than for those with no education (23%).

Furthermore, those with media access tend to choose radio as their source of news and information, even if they have access to other forms of media. Indeed, high access individuals tend to prefer getting their news and information from the radio (70%). Television viewers tended to view radio as a main source of information (64%) more than non-viewers (32%). Internet weekly users still typically turn to the radio (62%) as a main source of news and information more frequently than the internet (10%). Likewise, weekly newspaper readers turn to radio (68%) as a main source often than newspapers (7%).

Overall, radio is also the most trusted (39%) source of information, followed by religious leaders (18%). This figure includes all respondents, regardless of access to media, who know at least one source of news and information. Women tended to trust religious leaders (22%) more often than men do (12%), though both trust radio the most (44% among men, 35% among women).

There is quite a lot of variance in trusted sources of information between states. Radio is the most trusted source of information in most states, regardless of whether the state was fully accessible or not. For instance, radio is the most trusted source of information in Unity (76%), Upper Nile (63%), Central Equatoria (48%), Western Bahr el Ghazal (44%), Western Equatoria (43%), and Eastern Equatoria (37%). However, face-to-face conversations with friends or family are the most trusted source of information in Warrap (36%) and Jonglei (30%). Traditional leaders are the most trusted source of information in Lakes (41%) and Northern Bahr el Ghazal (29%).

Individuals who have never had access to media (no access) say they trust religious leaders (25%) or face-to-face conversations with friends or family (21%) the most as sources of information, while high access individuals trust the radio (69%) the most.

Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

While media access has strong links to better handwashing knowledge, perceptions on gender equality, and perceptions of conflict, it cannot be assumed that media is the only factor at work. As previously described, both education and socio-economic indicators are also closely interlinked with media access and each other. Therefore, media access should not be considered the sole contributing factor in instances where greater media access is linked with different gender-related perceptions or handwashing knowledge than those without media access.

Handwashing Knowledge

While much of the sampled population does have some level of understanding about when they should wash their hands with soap and water, overall information levels on this issue remain low. Around one in three respondents did not know to wash their hands before food preparation (35%) or eating (31%). Less than half knew to wash hands before feeding children (44%) and around four in ten (42%) remain unaware of the need to wash hands after defecation.

While women tend to be more knowledgeable than men regarding the importance of washing hands before preparing food (71%) or feeding children (48%), a critical knowledge gap on this issue remains across the board. It must also be noted that washing after cleaning a baby’s bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many water, sanitation, and hygiene (WASH) interventions and messaging.

Table 13: Knowledge of Critical Times for Handwashing by Gender, South Sudan (April 2015)			
	Total (N=3710)	Male (N=1535)	Female (2175)
Before preparing food or cooking	65%	57%	71%
Before eating	69%	72%	67%
Before feeding children	44%	38%	48%
After defecating	58%	60%	57%

For most instances included in the questionnaire describing when hands should be washed, disaggregation by various socio-demographic measures proves fairly consistent with national rates, with the exception of knowledge of washing hands after defecating. In these cases, more access to media and education typically means more knowledge of washing hands after defecating. Nearly 7 in 10 (69%) of those with at least some education know to wash their hands after defecating, whereas fewer than half (48%) of respondents with no education possess this knowledge. Similarly, 71% of high access individuals know to wash their hands after defecating, compared to 41% of no access individuals.

Respondents get most of their hygiene information from doctors or health clinics (42%) or family members (33%). However, individuals with high access to media have sources that are different from the national averages. In particular, high access individuals are more likely to get their hygiene information from school (51%) or the radio (49%) than most respondents.

Gender Perceptions

Overall, the link between media access and perceptions on gender equality is not clear-cut but typically varies depending on the specific topic. Generally, media access is not strongly linked to perceptions about women’s role within a household but is linked with perceptions about women’s role outside the household. However, media access is loosely linked with perceptions of appropriate activities for young girls. Overall, males and females tend to hold similar perceptions about gender equality and differences of opinion are more pronounced between states than between levels of media access.

Both women and men tend to agree that only men should make the important decisions in the family. Both male and female respondents also tend to agree that a wife has a right to express her opinion even when she disagrees with her husband. In both of these cases concerning women’s role and rights within a household gender did not seem to be linked with respondents’ attitudes towards women’s roles. Similarly, media access does not appear to factor strongly in perspectives on whether the decisions in the family should be made by men only, or whether a wife has a right to express her opinion even when she disagrees with what her husband is saying. Regardless of media access, slightly more than half (57%) of those surveyed agree that only men should make the important decisions in the family<sup>79</sup>.

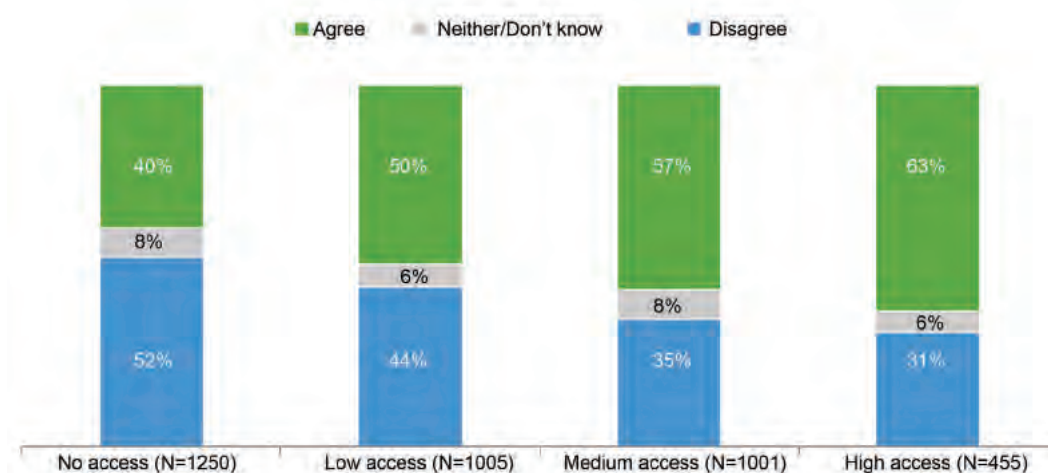
However, an average of 55% of respondents tend to agree that a wife has the right to express her opinion even when she disagrees with her husband. This rate of agreement does not vary significantly with levels of media access or by gender (53% of men and 56% of women agree) but it does vary by education: Women with at least some education tend to agree more (61%) than women with no education (53%) that wives have the right to express their disagreement with their husbands.

While there are no significant gender differences in opinions on women working outside the household, increased media access does have a strong positive correlation with acceptance of women working outside the household, as shown in the table below. For instance, half of respondents agree that married women should be able to work outside of the home, a view held by both men and women<sup>80</sup>, but there are differences in attitudes when disaggregated by media access. Just 40% of individuals with no access to media agree that women should be allowed to work outside the household, compared to 63% of those who have high access to media.

It should also be considered that regular, paid employment is uncommon for respondents in general, at 16%, regardless of their opinions on women working outside the household.

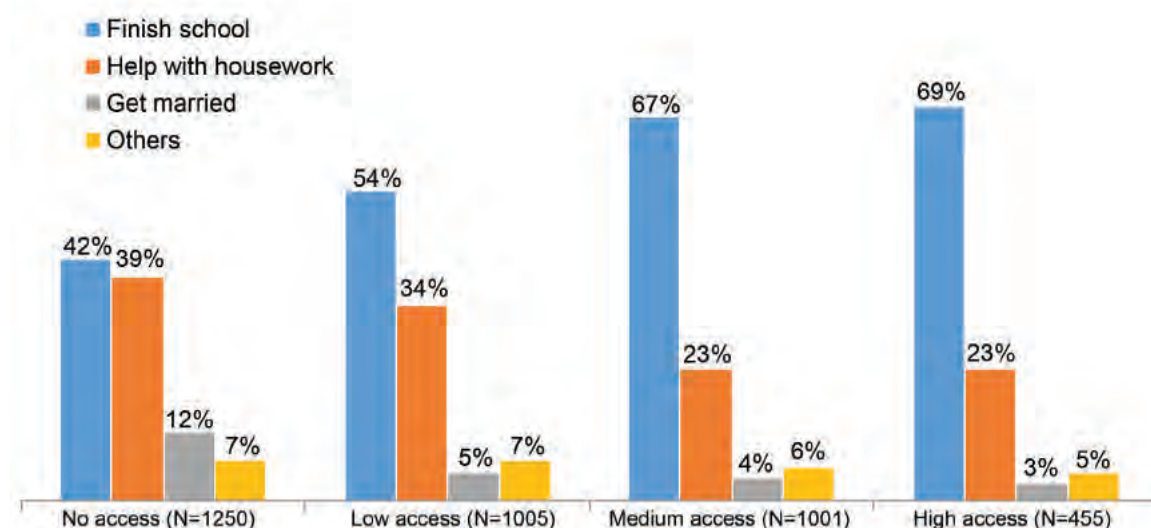


Figure 21: Reactions to Statement that Women Should be Allowed to Work Outside the Home by General Media Access via "Have you ever had access to...?", South Sudan, N=3710 (April 2015)



There are some indications that media access is linked to shifts in respondents' perceptions about appropriate activities for young girls. For instance, no access individuals are just as likely to say that the most important activity for young girls to do is help with housework (39%) as they are to say young girls should instead finish school (42%). High access individuals also agree that young girls ought to help with housework (23%) but are more likely to say young girls should finish school (69%).

Figure 22: Perceptions of the Most Important Activity for Girls Ages 10-12 by General Media Access via "Have you ever had access to...?", South Sudan, N=3710 (April 2015)<sup>81</sup>



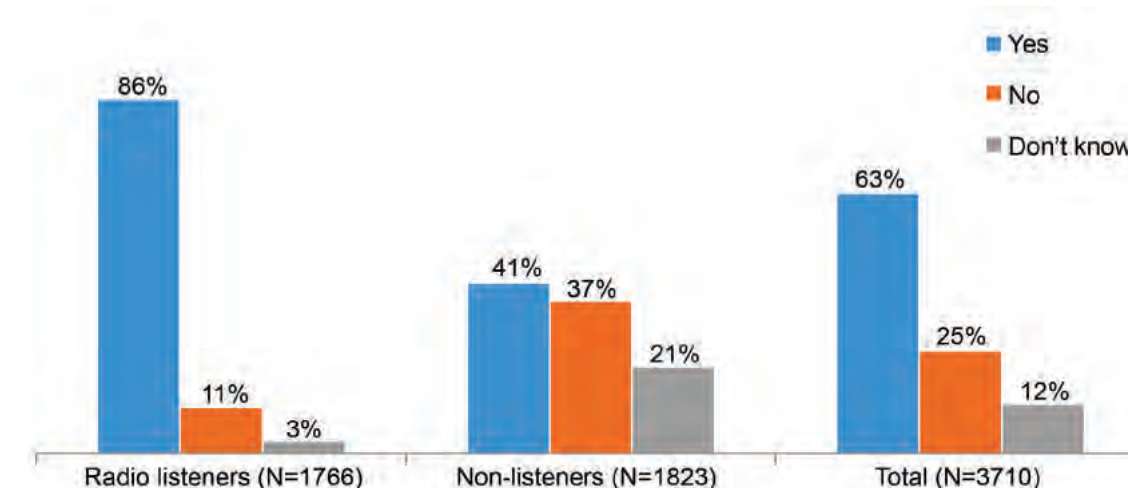
Those surveyed with more media access options are also more likely to say they recently heard a woman in their area express her opinion in a public setting. Almost half (48%) of high access individuals have heard a woman express her opinion in a public setting within the last seven days, as compared to 17% of no access individuals.

Gender equality findings are considered at the state level in the State Findings section, where differences of opinion are more pronounced between states than between levels of media access. This suggests that respondents' opinions on gender issues are more influenced by region-specific norms than exposure to media.

## Radio and Security

Radio provides information that helps to keep listeners safe. Overall, 63% of respondents say information on the radio has helped them to stay safe at some point. This question was posed to all respondents, regardless of whether they previously stated they were able to access a radio because it is possible that they received such information second-hand. For instance, 41% of those who have never had access to a radio nonetheless say that they have received this type of information from a radio at some point, as compared to 86% of general radio listeners. Similarly, only 35% of no access individuals say information from the radio has helped keep them safe, while nearly all (94%) high access individuals have received this kind of information. This indicates that while increased media access is linked to more receptivity to safety-enhancing information via the radio, even those without media access can benefit from information communicated via radio.

Figure 23: "Has Information From the Radio Ever Helped You to Stay Safe?", South Sudan (April 2015)



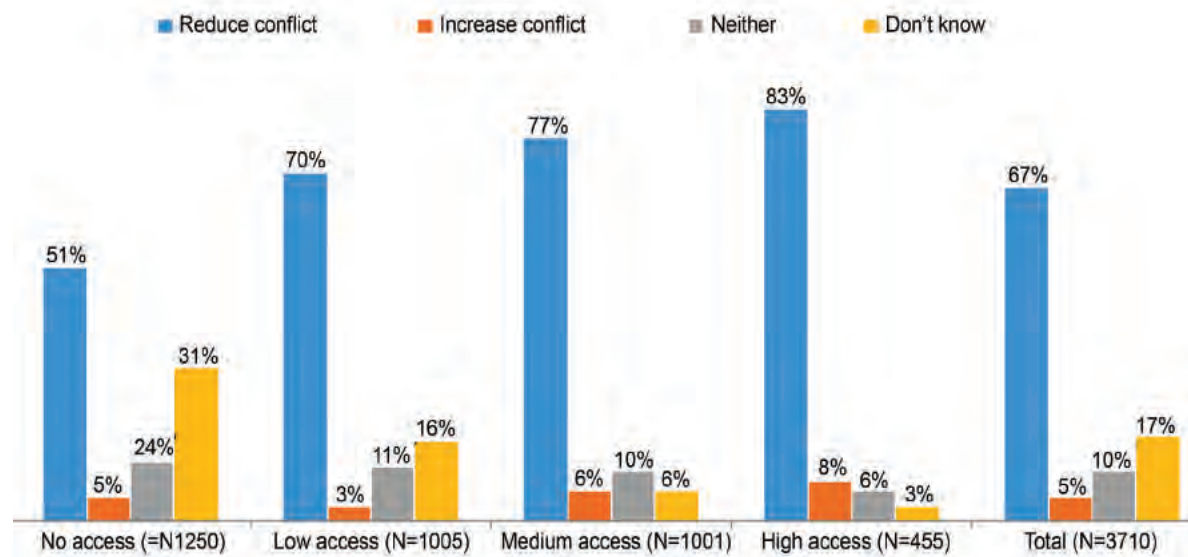
It is more common for radio to serve the safety purpose for men (69%) than women (59%). Education is also linked to receiving safety information from a radio, though this is likely due to the fact that higher education is linked to higher rates of radio access in general.

Radio's role in changing perceptions about other groups of people is less pronounced than its role of providing safety information, but still quite high. Overall, 43% of respondents say information from the radio has made them think differently about a group of people from another area<sup>82</sup>. The national rate is similar to rates disaggregated by gender and age, although education is linked to more receptivity to information that changes listeners' opinion of other groups. Just over one-third (37%) of those with no education have thought differently about other groups of people because of information heard on the radio, compared to half (50%) of those with at least some education.

However, access to media appears to be linked to greater receptivity to messages about other groups. Just 25% of no access individuals say information on the radio has made them think differently about a group of people from another area, compared to 57% of medium access individuals and 63% of high access individuals. In addition to the fact that low, medium and high access individuals, by definition, are likely to have more radio access than no access individuals, this finding also suggests that

media allows for greater exchange and interactions with people in different areas.

Figure 24: Perception of the Role of Radio Broadcasts in Conflict, South Sudan (April 2015)



Overall far more respondents say radio can help reduce conflict (67%) than those who say it can increase conflict (5%). This question was posed to all respondents including those without access to a radio. However, even non-radio listeners (53%) and no access individuals (51%) say that radio can help reduce conflict<sup>83</sup>. General radio listeners (82%) and high access individuals (83%) typically feel that radio broadcasts can help to reduce conflict.

## Pre & Post- conflict Comparisons

The 2013 National Audience Survey collected valuable information about South Sudan's media landscape. However, the outbreak of conflict in December 2013 drastically altered the security situation throughout the nation. The present survey offers the first wide-reaching assessment of South Sudan's media landscape since the conflict began.

These two sets of findings present a unique opportunity to compare the country's media as well as various social measures before and after the widespread conflict. However, it must be noted that the radically different political and security context also limits the demographic comparability between the sampled populations. It cannot be overstated that while the 2013 National Audience survey was nationally representative, the present study is representative only of the accessible population in South Sudan as of April 2015.



As comparisons at the national level are impracticable, the following comparisons draw only from data in the fully accessible states of 2015 compared to those same states in 2013<sup>84</sup>. In other words, the following comparisons are from observations in Central Equatoria, Northern Bahr el Ghazal, Warrap, Western Bahr el Ghazal, and Western Equatoria only. The questionnaires overlapped in a few key areas, the majority of which have been shown below.

All comparisons made between the two surveys should be interpreted as general indications of possible trends and not representative at the state or national level<sup>85</sup>.

## Demographics

While there are significant demographic differences between respondents in 2013 and 2015, some general consistencies persist that point to larger trends in the South Sudanese context. Female respondents in particular are not likely to have paid employment or basic education, as shown in the tables below.

		2013		2015	
Education		Male (N=389)	Female (N=413)	Male (N=1069)	Female (N=1507)
	None	41%	56%	40%	61%
	Some	59%	44%	60%	39%

		2013		2015	
		Male (N=389)	Female (N=413)	Male (N=1069)	Female (N=1507)
Earn an income		46%	33%	Regular employment	20%
No income		53%	67%	Unemployed	90%

The population in the retrofitted fully accessible states in 2013 reported that the primary languages among respondents were Dinka (41%), Bari (21%), and Zande (18%). The primary languages reported among population in fully accessible states in 2015 are Dinka (45%), Moru (7%), and Bari (6%). Given the widespread displacement and inaccessibility of many ethnic groups, language data from 2015 should not be considered representative of the South Sudanese context as a whole. The limitations of reporting language are further discussed in the State Findings section where relevant.

## Media Access and Household Ownership

While women have less access to media overall, rates of regular, weekly access to media such as television and internet and to devices such as mobile phones have increased since 2013 for both males and females. Radio remains the most popularly accessed type of media, but rates of regular access did not change significantly. Rates of mobile phone access appear to have increased by roughly 10%, but differences in measurement limit this finding to an indication of overall trends only.

		2013			2015		
"Regular"/ Weekly Access to:		Male (N=389)	Female (N=413)	Total(N=802)	Male N=1069)	Female N=1507	Total (N=2576)
Radio		51%	38%	44%	48%	34%	40%
Television		9%	6%	7%	16%	8%	11%
Internet		2%	0%	1%	8%	3%	5%

		2013			2015		
		Male (N=389)	Female (N=413)	Total(N=802)	Male N=1069)	Female N=1507	Total (N=2576)
Mobile Phone		33%	26%	29%	47%	37%	41%

Just as regular access to radio does not appear to have increased since 2013, household radio ownership did not increase among the surveyed population in 2015. Rates of household television ownership increased slightly in 2015, but remain low overall<sup>88</sup>.

		2013	2015
		(N=802)	(N=2576)
Radio		45%	40%
Television		4%	7%

2013 respondents were not asked about newspaper access directly, but nearly half (45%) of respondents had no access to radio, television, computers, internet or mobile phones in their household or community. Female respondents in 2013 were more likely (48%) to not have access to any of these types of media than male respondents (37%). In 2015, respondents were not asked about computer access in particular, but 35% of respondents in fully accessible states have never had access to radio, television, internet or mobile phones. Once again, female respondents in 2015 were more likely (40%) to not have access to any of these types of media than male respondents (27%). The 2015 questionnaire also asked about newspaper access, but including this type of media did not alter the rate of those without access to basic types of media: 35% of respondents have never had access to newspapers, radio, television, internet, or mobile phones.

## Gender Perceptions

Overall, gender perceptions did not change much since 2013 for men or women.

	2013 (N=802)	2015 (N=2576)
The important decisions in the family should be made only by the men <sup>89</sup>	55%	57%
A married woman should be allowed to work outside the home if she wants <sup>90</sup>	49%	51%
A wife has the right to express her opinion even when she disagrees with what her husband is saying <sup>91</sup>	54%	56%
The most important thing for girls ages 10-12 to focus on is education <sup>92</sup>	62%	57%

Perceptions on gender roles did not shift much since 2013 and no view is dominant nationwide. For instance, roughly half of respondents in both 2013 and 2015 agree that a married woman should be allowed to work outside the home if she wants to, which concomitantly means that half of respondents disagree with this prospect. Therefore, respondents are generally divided on perceptions of gender roles at the national level. In both surveys, perceptions on the roles of women and girls do not vary much by gender.

Slightly fewer men in 2015 (58%) said the most important thing for girls ages 10-12 to focus on is education than did in 2013 (64%), but rates of agreement remained similar for all other gender-related statements.



## Conclusion

Given security and accessibility restrictions, this study does not claim to be representative of all ethnic groups nor the geographic entirety of South Sudan. Nonetheless, the methodology developed for this study, framed by the impact of the ongoing conflict, is representative of the accessible population and provides the most accurate portrait of the media landscape possible.

As in 2013, it is apparent that the media sector in South Sudan has a diverse audience whose information needs are both widespread and localized. The gaps in access and ongoing conflict are just some of the obstacles the media sector must overcome. Among the fully accessible areas, which, aside from Central Equatoria, tend to be relatively rural areas, Northern Bahr el Ghazal and Warrap both have especially low rates of access to media. By contrast, relatively urban areas in both fully accessible and partially accessible states have the highest rates of media access. This disparity means that many parts of the country still lack avenues to timely and reliable information.

The lack of access is not only tied to geography. Levels of access to media in South Sudan also reflect gender, education, and socio-economic disparities. In particular, women have less access than men to all types of media. Women are less likely to have ever accessed radio, television, internet, or newspapers than men. Furthermore, of those who have accessed any type of media, women are less likely to be regular, weekly users. This pattern also holds regarding access to or personal ownership of

mobile phones: women are less likely than men to own or have access to mobile phones than men. Education, which is generally less common for women than men, is also a factor in media access. Those without education have less access to all types of media than those with at least some education. Socio-economic indicators are also tied to media access: those who are financially insecure have less access to all types of media than those who are relatively more financially secure. Taken together, these findings suggest that increased access to education and higher levels of financial security would increase media access. Given that women tend to have less access to education and have lower socio-economic indicators, it is especially important for media and other development initiatives to explicitly act to keep in mind gender disparities when seeking to improve programming or access to media.

### Recommendations

While there are plans to conduct a national-level follow-up to this study in 2017, the following items are recommended for the media sector to act upon on the basis of the findings in the present report:

- Expand opportunities for women's involvement with and access to media. Women have far lower levels of media access than men: fewer women have ever accessed media than men and fewer women have regular, weekly access to media than men. Furthermore, it is uncommon for respondents to hear women express their opinions in public settings or on the radio or television. Determining how to reduce or remove obstacles to women's access should be further researched for each type of media with the aim of enhancing access, extending reach, and increasing involvement. Media houses should ensure that women's voices are included in coverage of South Sudanese issues.
- Augment radio's role as a means of conflict resolution and a source of vital information. Respondents tend to view radio favorably, with almost two-thirds (63%) of respondents saying information from the radio has helped keep them safe and 67% saying radio broadcasts in their area help to reduce conflict. These questions were asked of all respondents, even those without access to a radio. In addition, radio remains the most accessible form of media in the country. Based on these findings, radio is a critical means for sharing information with the people of South Sudan. For instance, peacebuilding practitioners or actors with vital life-saving information should strongly consider sharing such messages via radio.
- Monitor growth in internet usage vis-à-vis newspaper weekly reach along with internet-related activities conducted via mobile phone. While respondents are slightly more likely to have ever read a newspaper than to have accessed the internet, the national weekly reach of both internet (7%) and newspapers (10%) are similar, which suggests rates of regular internet usage are not far behind rates of regular newspaper readership. As print media faces challenges in maintaining circulation for both financial and political reasons, the internet increasingly offers a potential avenue for reaching audiences, although the two are not mutually exclusive. In addition, mobile phone penetration (44%) is nearly as high as radio access (51%) and 85% of respondents with internet access own a mobile phone themselves. In particular, further research on the rise in mobile phone penetration and usage patterns would lend additional insight to inform strategic and tactical planning regarding reaching consumers on this type of device.





## State Findings Overview

As radio stations, cellular coverage, and satellite availability vary considerably in different parts of South Sudan, and as the conflict limited full access to various states, it is beneficial to consider each state individually. This state-level analysis supplements the National Findings previously presented in this report.

Due to the ongoing conflict, it simply was not possible to include all areas of the country in the sample frame. As a result, state-level findings are presented in two general groups: those that were fully accessible and those that were only partially accessible. In the case of the latter, findings are representative only of a subpopulation of the state, often restricted to the relatively urban centers.

The estimated populations were taken from the 2008 census and accessibility was determined through a detailed payam-level assessment in February 2015<sup>93</sup>. While endeavoring to be as current as possible, it was recognized that the reality on the ground could differ between the period during sample selection, fielding, and the conduction of of the accessibility assessment. The following table shows the percentage of each state that was accessible at the end of the fieldwork.

Table 20: Accessibility by State, South Sudan (April 2015)

State	% Accessible
Fully Accessible States (representative at state-level)	
Central Equatoria	100
Northern Bahr el Ghazal	100
Warrap	96
Western Bahr el Ghazal	100
Western Equatoria	100
Partially Accessible States (representative only of accessible populations)	
Eastern Equatoria	72
Lakes	61
Upper Nile- Melut and Malakal only	23
Unity- Leer only	22
Jonglei- Bor South only	15

It must be noted that the sample design, fieldwork, and analysis were conducted prior to an Executive Order establishing new administrative units in South Sudan<sup>95</sup>. State-level findings in this report still refer to the previous administrative delineation of ten states.

This report assumes several definitions based on audience research industry standards and knowledge of the South Sudanese context:

**Weekly reach** refers to the percentage of the population that listens to at least some radio or watches some television within an average week, regardless of the station or network<sup>95</sup>. Weekly reach is the primary unit used in this report to measure radio, television, internet, and newspapers.

**Penetration** is based on ownership and access to devices: individuals who have a mobile phone themselves or have access to that of someone close to them.

**Awareness** rates refer to the percentage of those with access to a given medium who have ever heard of that media brand. **Listenership, readership, and viewership** rates refer to the percentage of those aware of a given medium of media who have ever listened to a specific media brand.

When considering rankings of radio and television stations, it must also be noted that not all stations can be heard in all parts of the state. Station awareness and listenership were asked of all respondents with access to these forms of media across the state. However, most stations are only heard within a limited radius of their transmission tower (average from 20km-100km) and cannot be heard across the entire state. Therefore, it is misrepresentative to try to determine the most listened to radio station, most watched television station, or most read newspaper in a particular state based on awareness or listenership at the state-level. Due to random selection within the accessible areas of a given state, data collection did not occur evenly across all broadcasting ranges for all stations. It must be reiterated that this data is meant to provide only the most basic levels of awareness and listening patterns but does not purport to display representative levels of station popularity at a state or local level.

While access and usage of a particular medium are useful, it is also insightful to look at overall media access. This survey asked about five types of media and devices: radio, television, mobile phones, internet, and newspapers. There are four general categories of composite usage: high access individuals are those who have ever



accessed at least four out of the five types of media and devices, including those who have had access to all five types; medium access individuals are those who have ever accessed two or three types of media or device; low access individuals are those who have ever accessed only one type of media or device; no access individuals are those who have never accessed any type of media or device<sup>97</sup>.

Findings from the fully accessible states are presented first, followed by findings from the partially accessible states, which are presented in order of descending accessibility<sup>98</sup>. Accessibility and representativeness are discussed where necessary at the outset of each state findings section among the partially accessible states. In general, the findings for each state are presented in the following order: at-a-glance socio-demographics; overall access to media using the rubric described above; and access and usage by medium or device. Each section closes with a series of social and behavioral findings that are intended to investigate whether media access has an influence on water, sanitation, and hygiene (WASH) behaviors, perceptions of gender equality, or perceptions of conflict.



## Fully Accessible States

This section discusses findings in states that were fully accessible in 2015:

**Central Equatoria**  
**Northern Bahr el Ghazal**  
**Warrap (96% accessible)**  
**Western Bahr el Ghazal**  
**Western Equatoria**



The findings presented in these five states can be considered representative of that state.

South Sudan flags appear alongside some of the findings for these fully accessible states. These flags reference the national rates of a given topic for comparison.



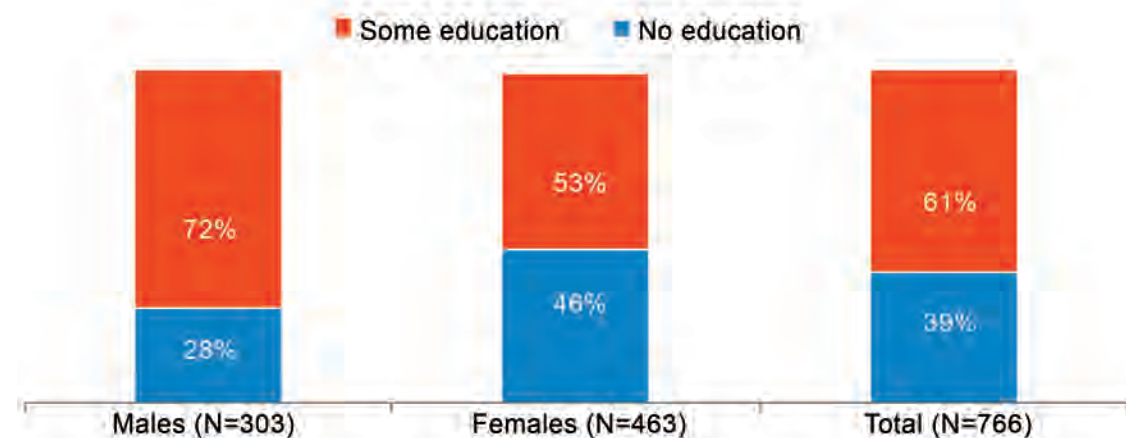
## Central Equatoria

At a glance:

Gender <sup>99</sup>	Male	40%
	Women	61%
Age <sup>100</sup>	Youth	63%
	Adult	37%

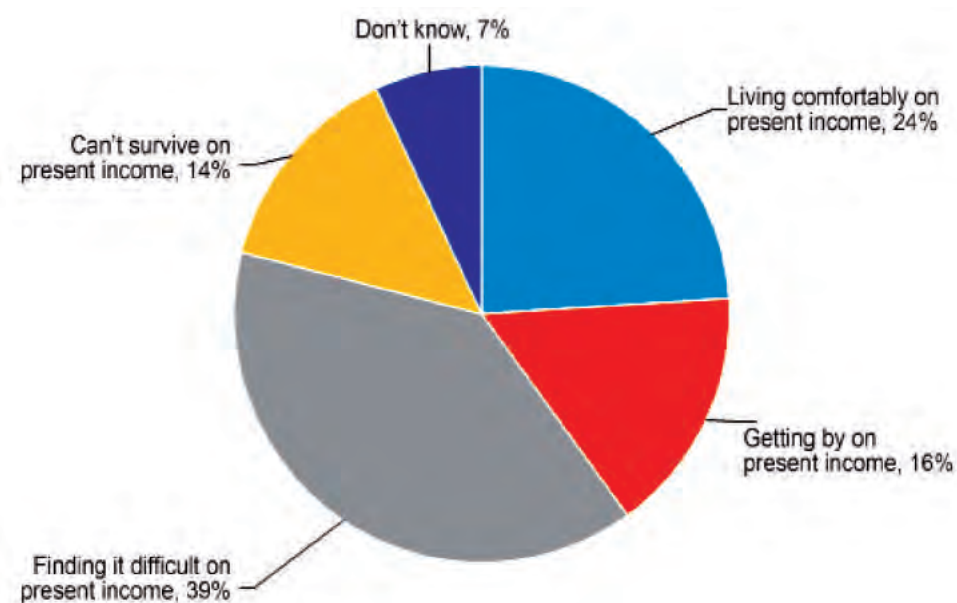
Mundari (26%), Bari (21%), and Kakwa (20%) are the top languages that respondents in Central Equatoria speak at home. However, over two-thirds (69%) of respondents in Central Equatoria also understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Central Equatoria also understand Juba Arabic (38%), English (35%), and Arabic (22%). One-quarter (25%) of respondents in Central Equatoria say they could understand some or all of a letter written in English.

Figure 25: Education Level by Gender, Central Equatoria, N=766 (April 2015)



As is typical across the country, women are less likely to have received any formal education (53%) than men (72%).

Figure 26: Perceptions of Household Income, Central Equatoria, N=766 (April 2015)



While employment and discretionary money are slightly higher than average among the fully accessible states, there is an apparent gender gap. Overall, 18% of respondents currently have a paid job on a regular basis. However, it is more common for men to have a paid job on a regular basis (26%) than for women (12%). Almost one-quarter (23%) of respondents in Central Equatoria say they have discretionary money, though it is more common among men (27%) than women (19%).

### Access to Media

Figure 27: General Media Access via "Have you ever had access to...?", Central Equatoria, N=766 (April 2015)

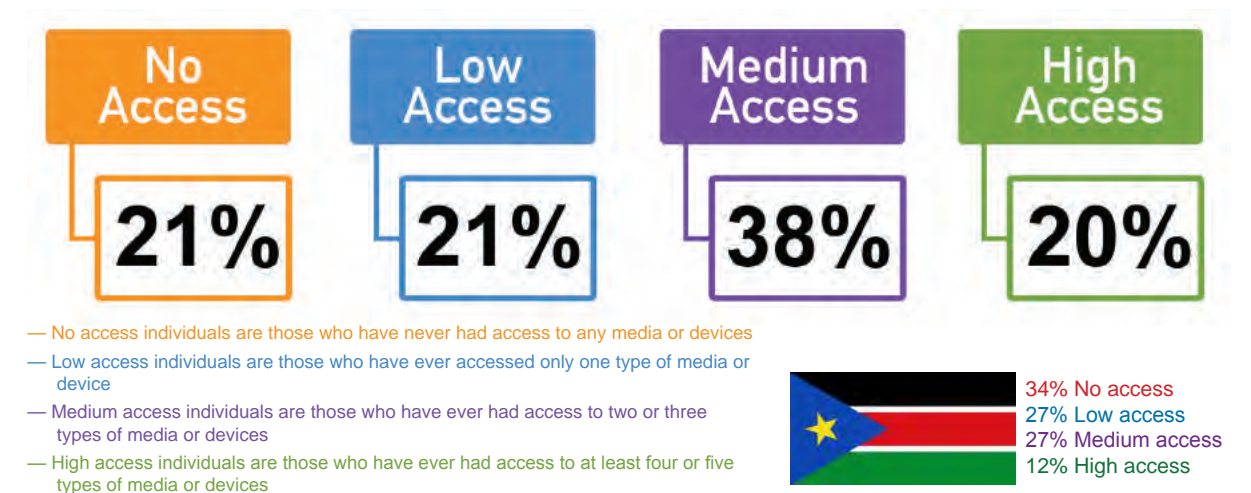
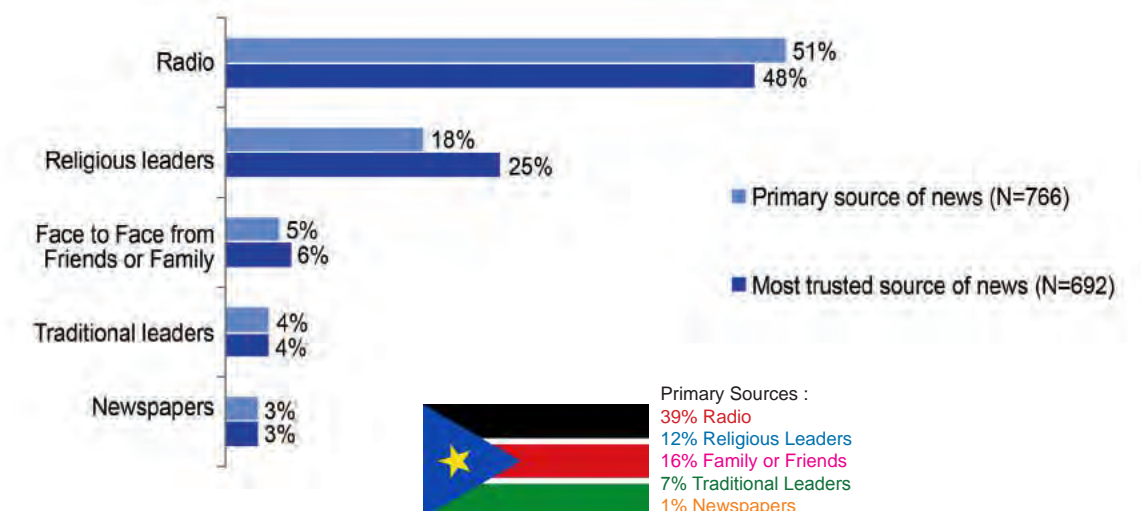


Figure 28: Top Sources of News and Information, Central Equatoria (April 2015)<sup>101</sup>

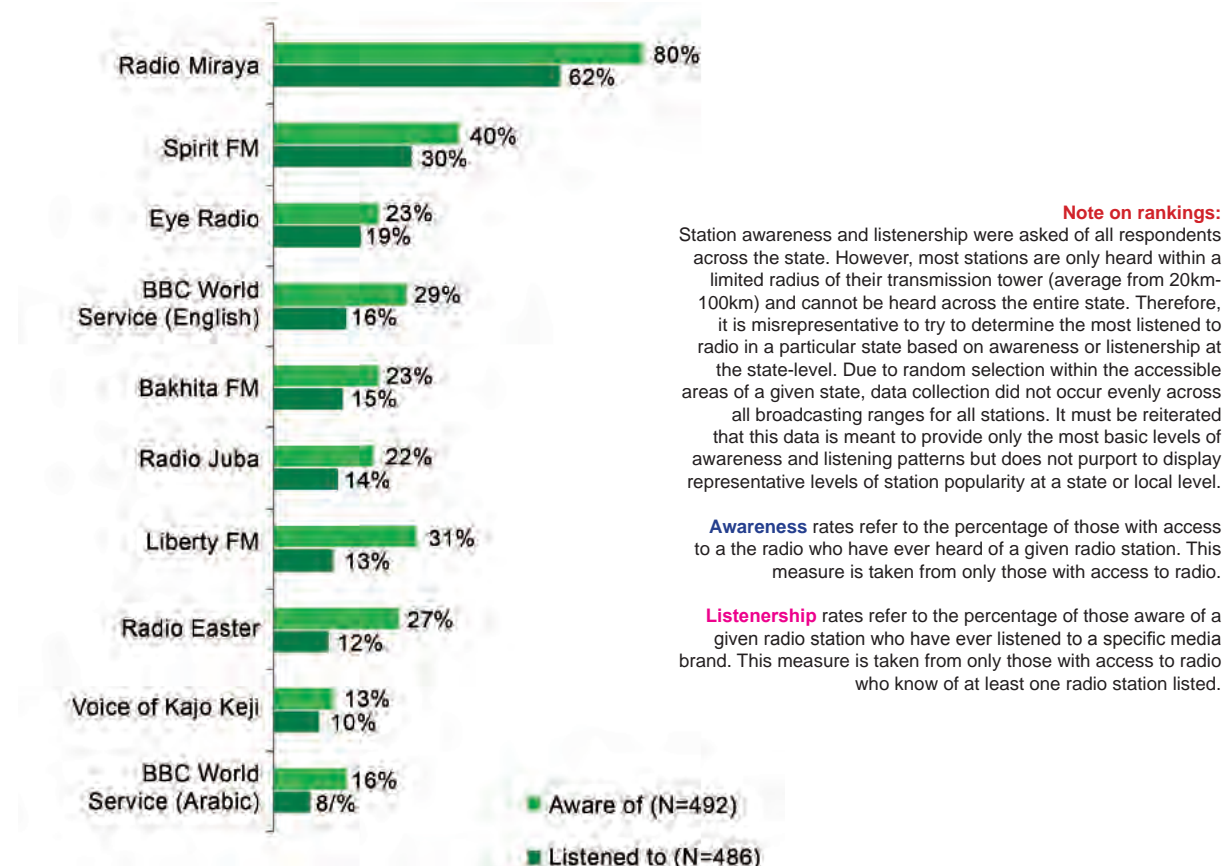


## Radio

Overall, 66% of respondents in Central Equatoria have had access to a radio at some point in their lives. Like all the fully accessible states, men are more likely (70%) to have listened to a radio than women (62%).

Radio Miraya is the best-known station (80%) in Central Equatoria among those with radio access who say they have listened in the past 12 months<sup>102</sup>. The following figure shows station awareness and listenership for those with radio access.

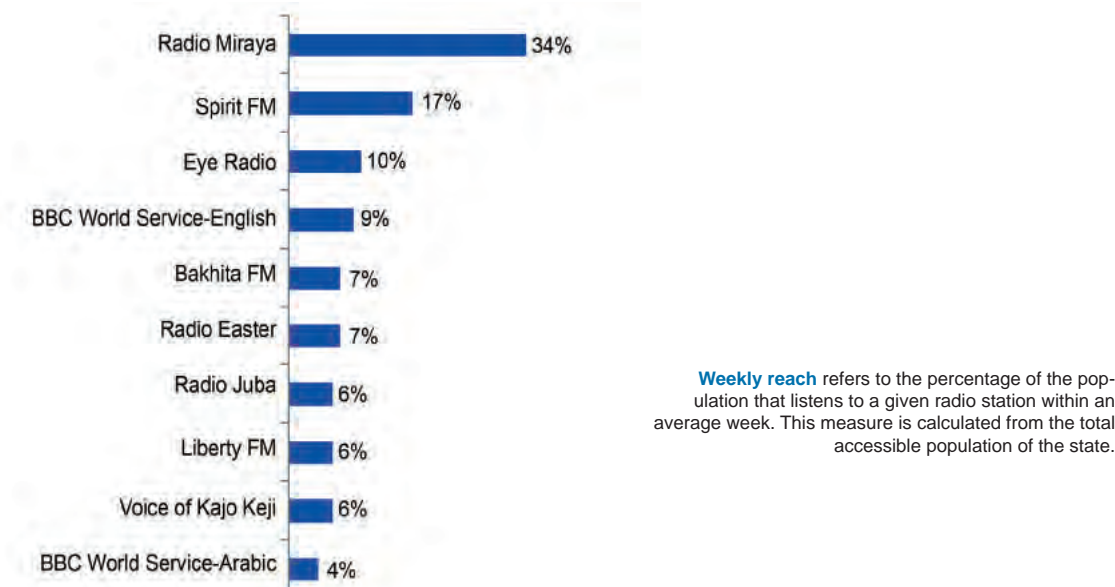
Figure 29: Radio Station Awareness and Listenership Among Those With Radio Access, Central Equatoria (April 2015)<sup>103</sup>



In terms of awareness, other stations that are known but are less frequently listened to by those with radio access in Central Equatoria include: Classic FM (8%); City FM (7%); Voice of America (6%); Capital FM (6%); Dream FM (4%); Salvation FM (4%); Grace Radio (3%); Radio Junubna (2%); Radio Monte Carlo Doualiya (1%); Radio Tamazuj (1%); and Voice of People (1%)<sup>104</sup>.

At 38%, Radio Miraya is the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Spirit FM (15%) and Voice of Kajo Keji (9%)<sup>105</sup>. Radio Miraya and Spirit FM also have the largest weekly reach in the state, as shown in the following figure.

Figure 30: Radio Station Statewide Weekly Reach, Central Equatoria, N=766 (April 2015)



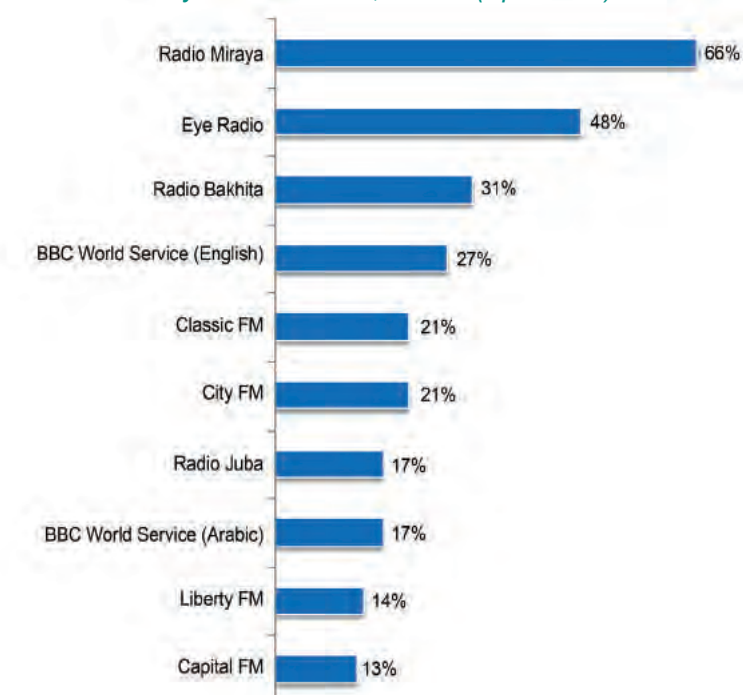
Radio listeners in Central Equatoria say they listen the most often in the mornings (6am-9am, at 40%) or in the evenings (6pm-9pm, at 21%), at rates similar to the national average. These preferred times also remain similar when disaggregated by gender. Like most fully accessible states, listeners in Central Equatoria choose to listen during these time periods because it is when their most-liked programs are aired (63%)<sup>106</sup>.

Over one-third (36%) of radio listeners with mobile phone access in Central Equatoria say they have made a call to a radio station and 16% have sent a SMS to a radio station in the past year. These rates are slightly higher than in the other fully accessible states.

## Weekly Reach in Juba

As the majority of the media sector is concentrated in the country's capital, it is helpful to consider weekly reach figures specific to Juba.

Figure 31: Radio Station Weekly Reach in Juba, N=160 (April 2015)





## Television

TV viewing is heavily gender biased in Central Equatoria: just over one third (37%) of respondents have ever watched television there, but more often among men (42%) than women (34%). Likewise, statewide television weekly reach is 20% overall but higher for men (27%) than women (15%). The following figures show rates of television station awareness for those who have watched any station in the past 4 weeks and the state weekly reach of each station. Only the top stations are displayed.

Figure 32: Television Station Awareness Among Those With Television Access, Central Equatoria, N=205 (April 2015)<sup>107</sup>

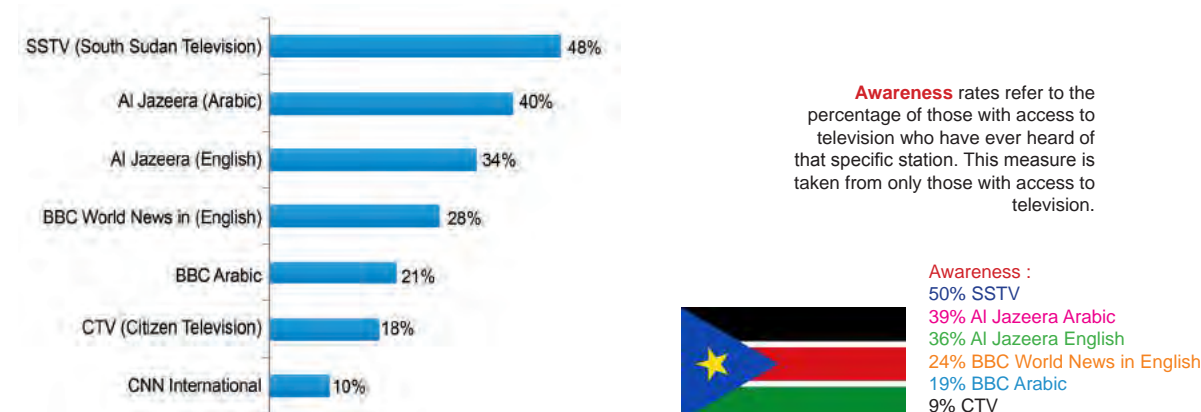
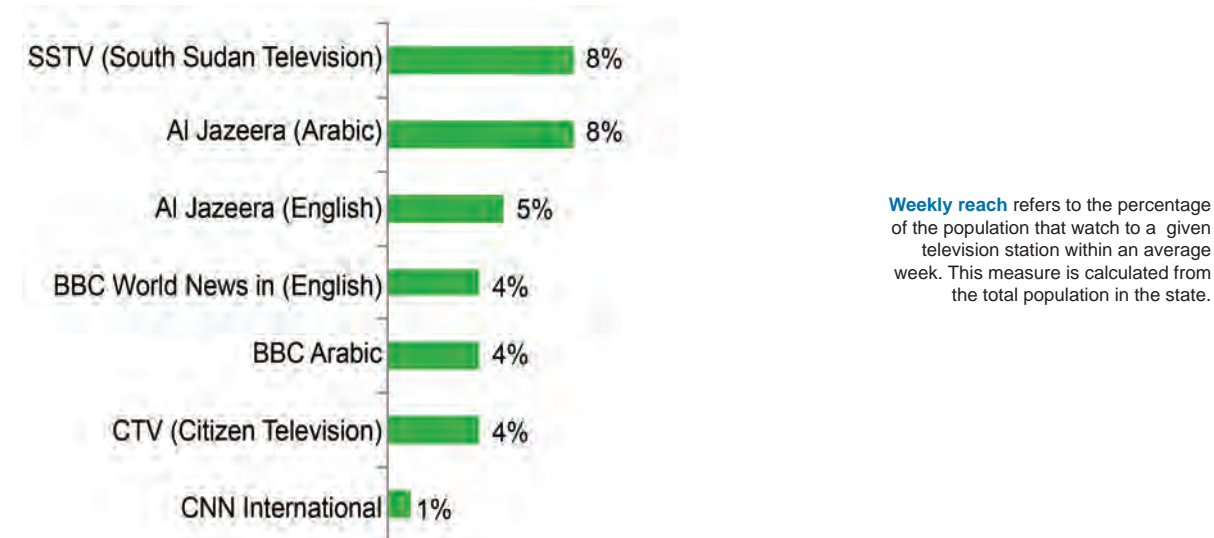


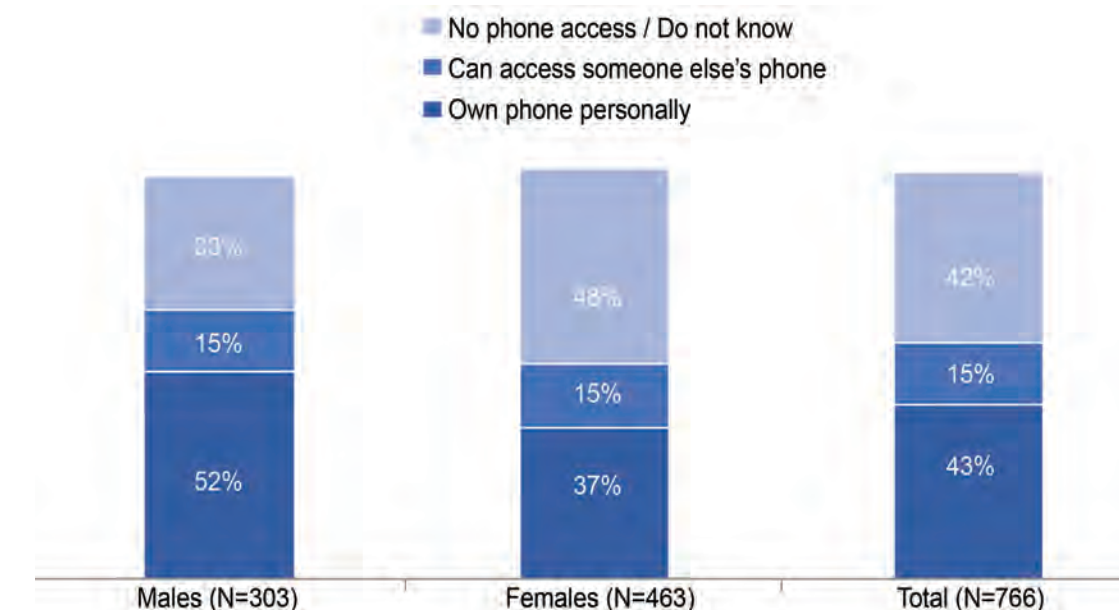
Figure 33: Television Station Statewide Weekly Reach, Central Equatoria, N=766 (April 2015)<sup>108</sup>



## Mobile Phone

Overall, 58% of respondents in Central Equatoria have access to a mobile phone. However, more men have access to mobile phones (67%) than women (52%). This trend can be further explored through a more detailed look at phone access. The following figure shows the proportion of the Central Equatoria population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 34: Mobile Phone Access (Penetration) by Gender, Central Equatoria, N=766 (April 2015)



Aside from making phone calls, respondents with access to a mobile phone have sent or received SMS text messages (37%), listened to the radio on their phone (27%), or received information by SMS text message (20%) in the past seven days.

## Internet

Internet usage is not common in Central Equatoria. Just 12% of respondents have ever used the internet, with a statewide weekly reach of 9%. Among this small subset of the population, these individuals are most likely to access the internet at home (54%) or at work (41%). Internet access is slightly more common among men (16%) than women (9%).

Weekly internet users in Central Equatoria are most likely to use the internet to find out the latest news (56%), send or receive email (49%), or check their social media (42%). Over one-third (35%) of weekly internet users have visited the Sudan Tribune website and another third (33%) have visited the Eye Radio website. Internet users often have a Facebook account (64%) but less commonly have a Twitter (25%) account<sup>109</sup>.

Internet access is much higher than the state levels when only the urban areas of Juba are considered. Among the population in Juba, 28% say they have used the internet at some point, with a weekly reach of 23%.

## Newspapers

Newspaper access is slightly more common in Central Equatoria than other areas of the country. Nearly 3 out of 10 (29%) respondents in Central Equatoria have ever read a newspaper, with a statewide weekly reach of 17%. However, men are nearly twice as likely (40%) as women (23%) to have ever read a newspaper.

Figure 35: Newspaper Awareness Among Those With Newspaper Access, Central Equatoria, N=174 (April 2015)<sup>110</sup>

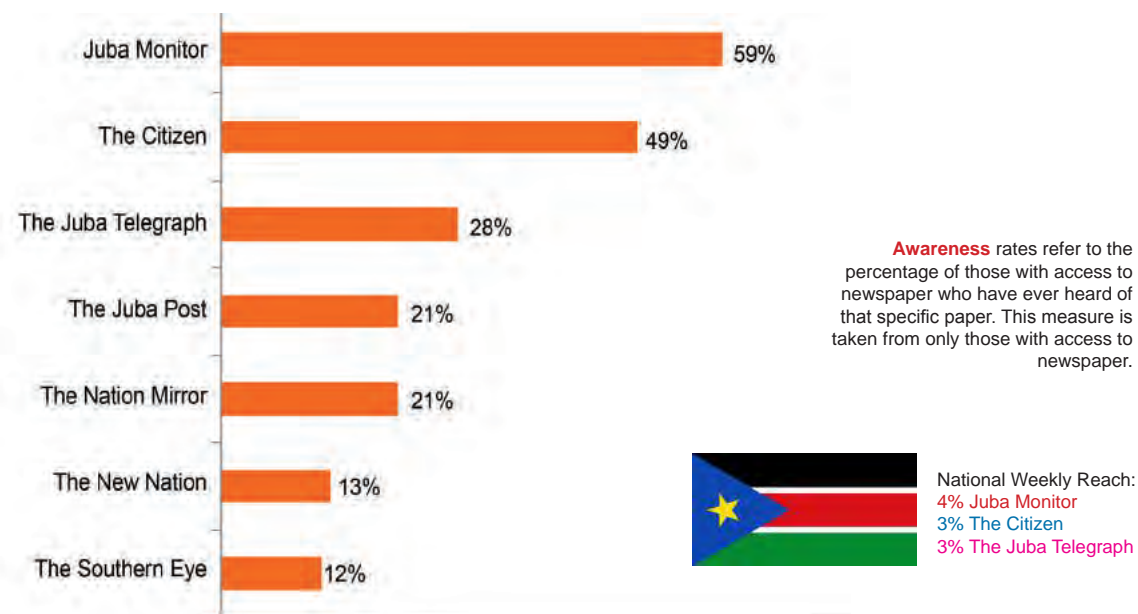
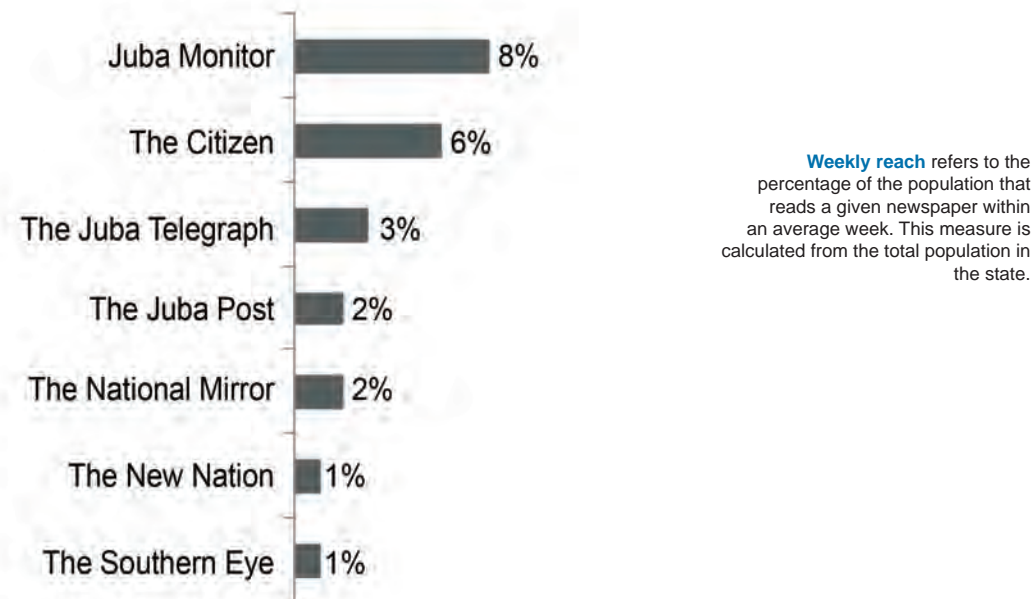


Figure 36: Newspaper Statewide Weekly Reach, Central Equatoria, N=766 (April 2015)<sup>111</sup>



Newspaper access is much higher when only the urban area of Juba is considered, with 62% of respondents in Juba who have ever looked at a newspaper and a weekly reach of 44%. As of the time of fielding, The Citizen (23%), The Juba Monitor (22%), and The Juba Telegraph (9%) had the largest weekly reach in Juba.

## Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

## Handwashing Knowledge

In most cases, men and women in Central Equatoria have a similar understanding of when they should wash their hands with soap. However, more women know to wash their hands before preparing food or feeding children than men. Overall, media access does not appear to be strongly linked with greater knowledge of appropriate times to wash hands with soap, as results varied<sup>112</sup>. One exception is in the instance of knowledge of handwashing after defecating. Considering that only one in five no access individuals know about handwashing after defecating, as compared to roughly three-quarters of those with any amount of media access, it is suggested that increased media access is a factor in increasing knowledge of handwashing after defecating.

Table 21: Handwashing Knowledge, Central Equatoria, N=766 (April 2015)

	National Total	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=766	N=303	N=463	N=161	N=161	N=288	N=156
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	61%	46%	71%	78%	58%	63%	43%
Before eating	69%	72%	72%	73%	83%	56%	72%	79%
Before feeding children	44%	41%	29%	50%	61%	29%	45%	28%
After defecating	58%	67%	70%	64%	18%	70%	84%	82%
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	39%	40%	38%	29%	38%	44%	41%
Family	33%	29%	29%	28%	27%	31%	26%	32%
School	28%	23%	27%	21%	5%	15%	22%	51%
Radio	26%	42%	47%	39%	2%	28%	60%	63%
Friends	24%	27%	26%	27%	12%	30%	30%	23%
NGOs or UN work-shops	19%	23%	27%	20%	20%	20%	27%	22%



Gender Perceptions

Perceptions of gender equality issues remain similar when disaggregated by gender. However, in general, greater media access is linked with greater levels of agreement on gender equality.

Table 22: Gender Perceptions, Central Equatoria, N=766 (April 2015)								
National Total	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=766	N=303	N=463	N=161	N=161	N=288	N=156
“The important decisions in the family should be made by the men.”								
Agree	57%	48%	49%	47%	57%	61%	44%	31%
Disagree	35%	46%	45%	47%	39%	32%	49%	64%
Neither	7%	4%	5%	3%	1%	4%	4%	5%
Don't know	2%	2%	1%	3%	3%	3%	3%	0%
“The important decisions in the family should be made by the men.”								
Agree	50%	63%	62%	63%	53%	64%	67%	62%
Disagree	43%	31%	31%	31%	43%	28%	24%	33%
Neither	6%	5%	6%	4%	2%	7%	6%	4%
Don't know	1%	1%	1%	1%	2%	0%	2%	2%
“A married woman should be allowed to work outside the home if she wants.”								
Agree	55%	61%	59%	62%	49%	66%	60%	70%
Disagree	36%	30%	31%	29%	43%	20%	31%	26%
Neither	7%	7%	7%	6%	6%	10%	7%	2%
Don't know	2%	2%	2%	2%	2%	4%	2%	2%
“A wife has the right to express her opinion even when she disagrees with what her husband is saying.”								
Finish school	55%	57%	53%	60%	33%	49%	68%	73%
Help with housework	31%	29%	31%	28%	50%	37%	22%	13%
Get married	7%	4%	5%	3%	6%	2%	3%	4%

Over half (57%) of respondents in Central Equatoria believe the most important activity for girls ages 10-12 is to finish school, followed by 29% who say girls should help with housework. When disaggregated by media access, respondents are much more likely to say girls should finish school if they have medium access (68%) or high access (73%) than if they have no access to media (33%). Similarly, respondents are more likely to say girls should help with housework if they have no access to media (50%) than if they have high access to media (13%).

Respondents frequently hear women express their opinion in public. Half (50%) of respondents have heard a woman express herself in the last month. Similarly, 46% of respondents say they heard a woman express her opinion on the radio or television in the last month<sup>113</sup>.

Radio and Security

Many respondents in Central Equatoria have a positive outlook on the peacebuilding role of radio. Respondents generally feel the radio stations in their area do a lot to reduce conflict (61%) and that radio provides useful information. Three out of four (75%) respondents in Central Equatoria feel information from the radio has helped them to stay safe, which is higher than the national rate (63%)<sup>114</sup>. In terms of helping bridge communities, 43% say information from the radio has ever made them think differently about another group of people. Unsurprisingly, access to media was linked

to these questions, but remained relatively similar when disaggregated by gender.

Table 23: Perceptions of Radio and Security, Central Equatoria, N=766 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=766	N=303	N=463	N=161	N=161	N=288	N=156
“Has information from the radio ever helped you to stay safe?”								
Yes	63%	75%	80%	72%	29%	71%	92%	96%
“Has information from the radio ever made you think differently about a group of people from another area?”								
Yes	43%	43%	44%	43%	12%	31%	58%	62%
“Do you think the radio stations in your area do more to reduce conflict or to increase it?”								
Reduce conflict	67%	61%	63%	59%	40%	58%	70%	68%
Increase Conflict	5%	13%	14%	12%	25%	4%	9%	17%
Neither	10%	15%	16%	14%	3%	21%	20%	11%

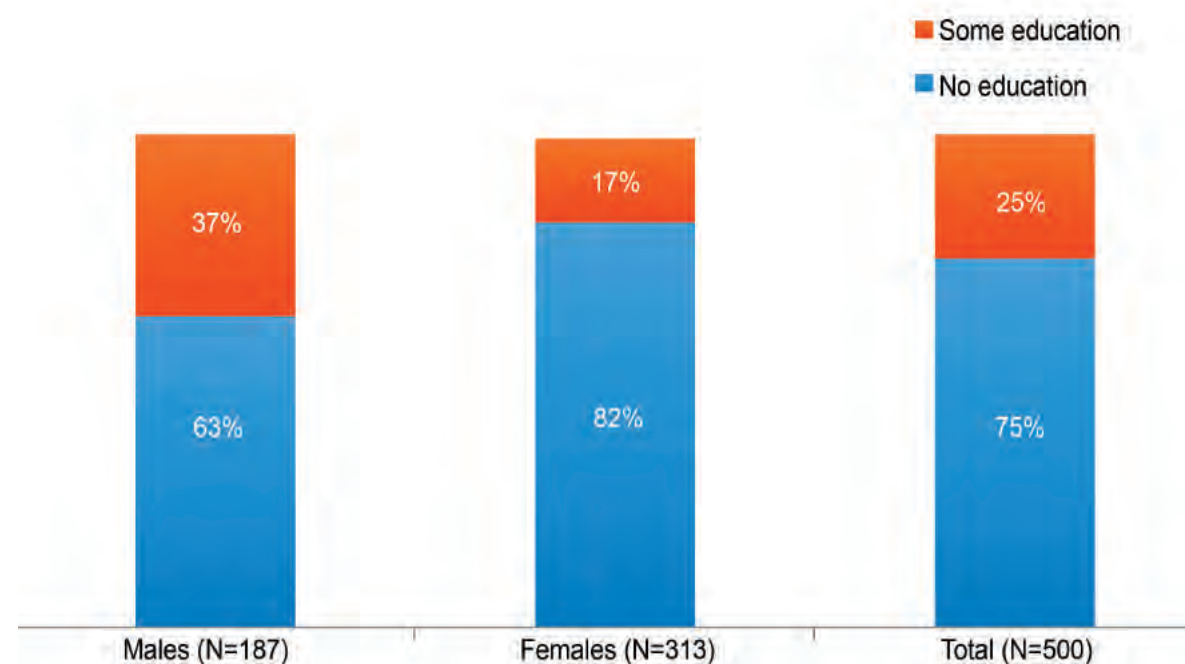
## Northern Bahr el Ghazal

At a glance:

Gender <sup>115</sup>	Male	37%
	Women	63%
Age <sup>116</sup>	Youth	64%
	Adult	36%

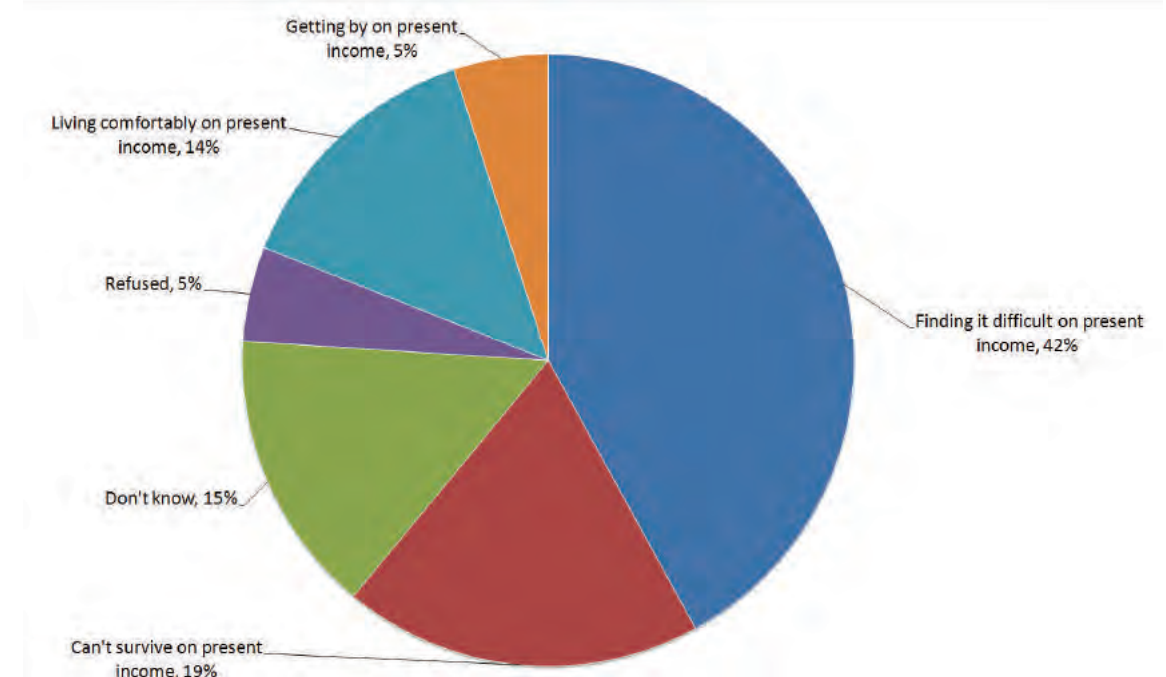
Practically all (99%) respondents in Northern Bahr el Ghazal speak Dinka in their household. Only 15% of respondents in Northern Bahr el Ghazal understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Northern Bahr el Ghazal also understand English (59%), Arabic (51%), and Juba Arabic (10%). Just 9% of respondents in Northern Bahr el Ghazal say they could understand some or all of a letter written in English and 16% say they could understand some or all of a letter written in Arabic.<sup>117</sup>

Figure 37: Education Level by Gender, Northern Bahr el Ghazal, N=500 (April 2015)



Of the fully accessible states, Northern Bahr el Ghazal has the highest percentage (75%) of respondents who have never received a formal education. While uncommon for both men and women, women are much less likely to have received any formal education (17%) than men (37%)<sup>118</sup>.

Figure 38: Perceptions of Household Income, Northern Bahr el Ghazal, N=500 (April 2015)



Rates of employment and discretionary money are low for both men and women in Northern Bahr el Ghazal. Overall, just 3% of respondents in Northern Bahr el Ghazal currently have a paid job on a regular basis and just 5% of respondents say they have discretionary money.

### Access to Media

Figure 39: General Media Access via "Have you ever had access to...?", Northern Bahr el Ghazal, N=500 (April 2015)

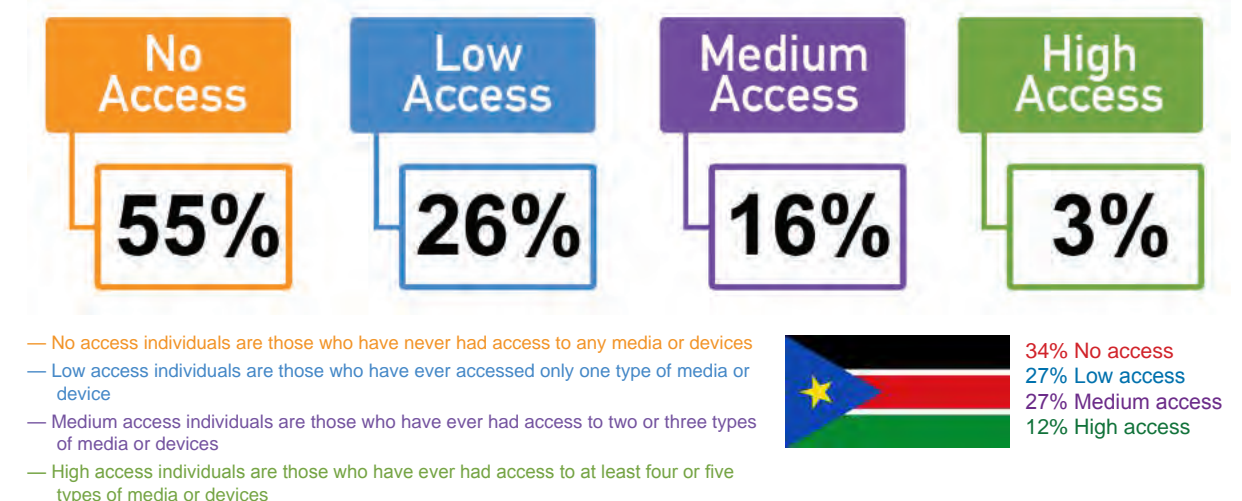
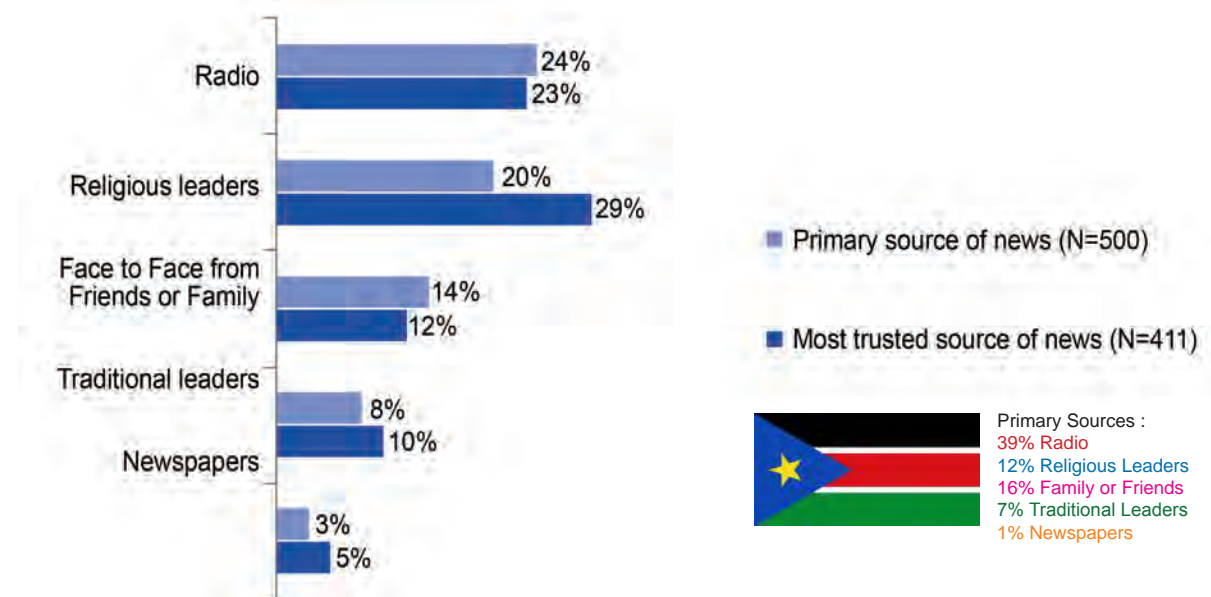
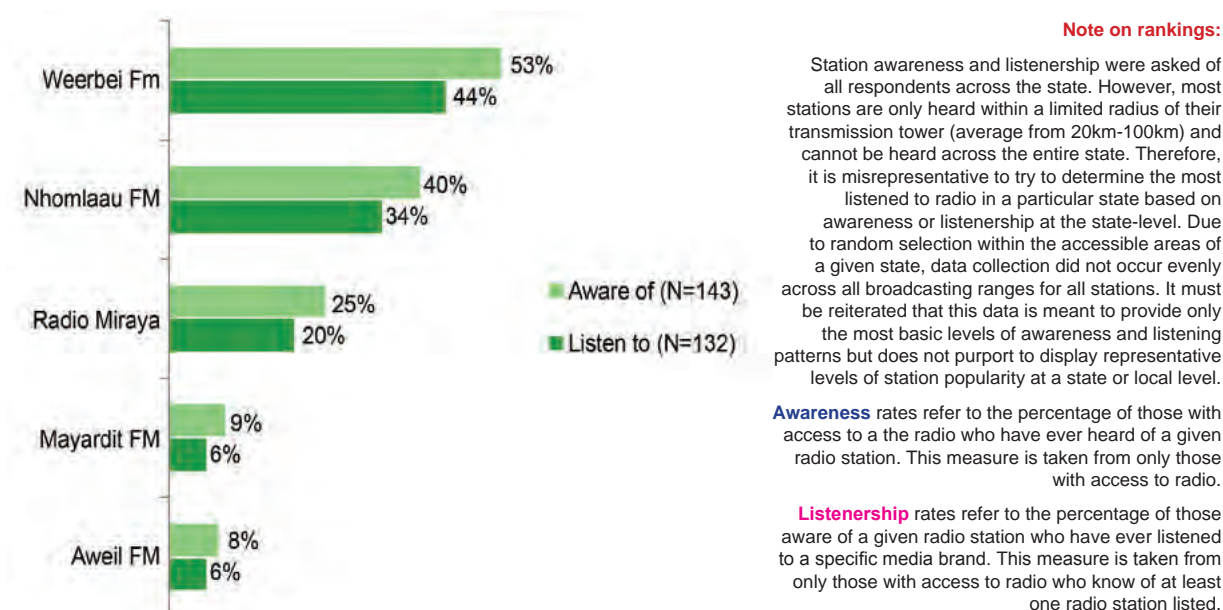




Figure 40: Top Sources of News and Information in Northern Bahr el Ghazal (April 2015)<sup>119</sup>

## Radio

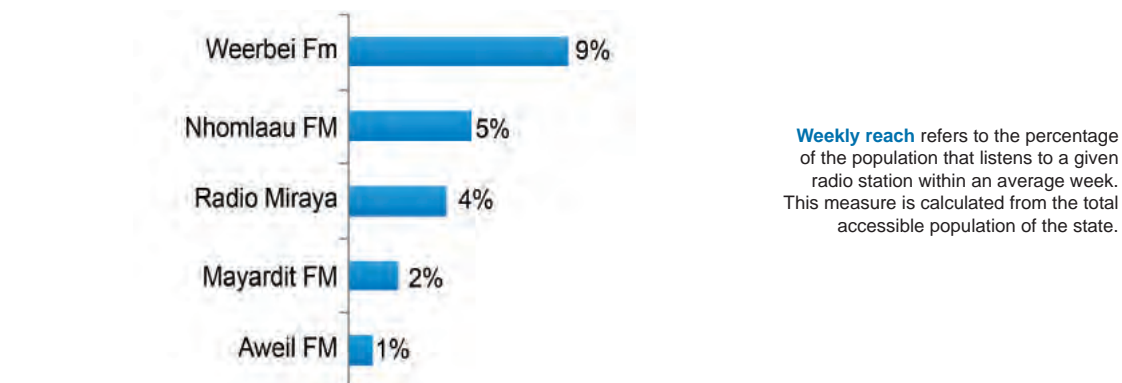
Overall, 34% have ever listened to a radio, 66% have not. Weerbei FM is the best-known station (53%) in Northern Bahr el Ghazal among those with radio access who say they have listened in the past 12 months. The following figure shows station awareness and listenership for those with radio access.

Figure 41: Radio Station Awareness and Listenership, Northern Bahr el Ghazal (April 2015)<sup>120</sup>

Other stations that have been heard of but less frequently listened to by those with radio access in Northern Bahr el Ghazal include: BBC World Service in English (2%) and Radio Tamazuj (2%)<sup>121</sup>.

At 40%, Weerbei FM is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Radio Miraya (27%)<sup>122</sup>. These stations also have some of the largest weekly reach in the state, as shown in the following figure.

Figure 42: Radio Station Statewide Weekly Reach, Northern Bahr el Ghazal, N=500 (April 2015)

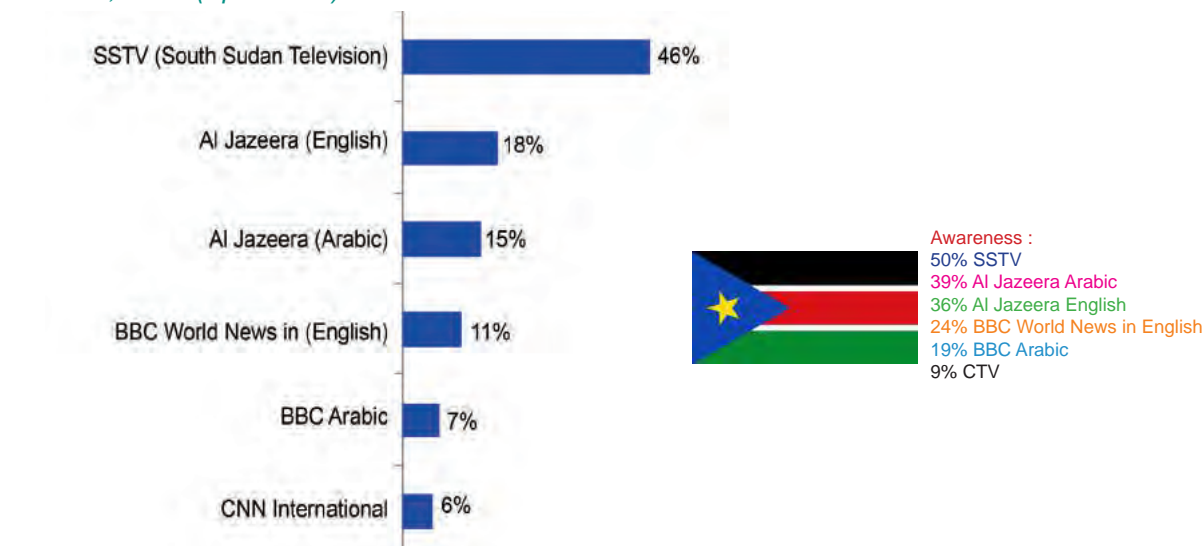


Radio listeners in Northern Bahr el Ghazal say they listen the most often in the evenings (6pm-9m, at 38%) or the mornings (6am-9am, at 26%), which is higher for an evening preference and lower for a morning preference than the averages among the other fully accessible states. Like most other fully accessible states, listeners in Northern Bahr el Ghazal choose to listen during these time periods because it is when their most-liked programs are aired (48%) and because it is when they have the time to listen (40%)<sup>123</sup>.

Nearly one in five (18%) radio listeners with mobile phone access in Northern Bahr el Ghazal say they have made a call to a radio station and 10% have sent a SMS to a radio station in the past year.

## Television

Just 10% of respondents in Northern Bahr el Ghazal have ever watched television, however it was more common for men to have watched television (16%) than women (6%). Likewise, statewide television weekly reach is slightly higher for men (7%) than women (2%), at 4% overall. This suggests that both viewership and frequent viewing are rare for men and women in Northern Bahr el Ghazal. The following figure shows rates of television station awareness for those who have watched any station in the past 4 weeks, however due to the low base of television viewers, these findings are restricted.

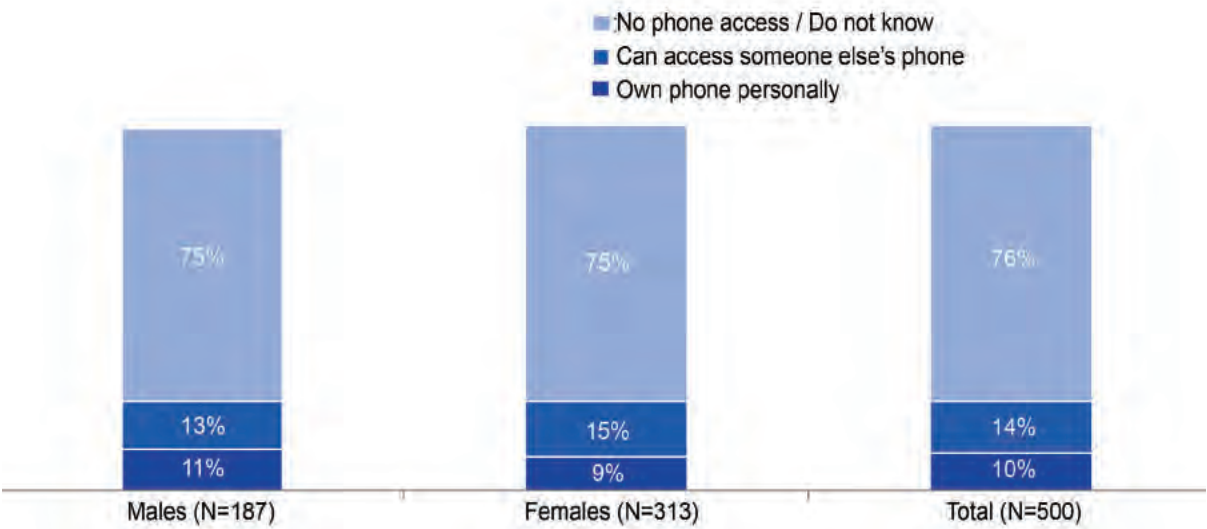
Figure 43: Television Station Awareness Among Those With Television Access, Northern Bahr el Ghazal, N=31 (April 2015)<sup>124</sup>

Of all the stations respondents had heard of, only SSTV had a statewide weekly reach, at 2%.

Mobile Phone

Just nearly 1 out of 4 (24%) respondents in Northern Bahr el Ghazal have access to a mobile phone, at a rate that is fairly consistent when disaggregated by gender. This rate is one of the lowest rates of phone access among the accessible states. This suggests that the factors which prevent respondents from having access to a mobile phone similarly affect men and women. The following figure shows the proportion of the Northern Bahr el Ghazal population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 44: Mobile Phone Access (Penetration) by Gender, Northern Bahr el Ghazal, N=500 (April 2015)



Those who have phone access in Northern Bahr el Ghazal are unlikely to do anything other than use it to make phone calls, with 38% saying they have not done any other activities in the past week and an additional 15% saying they do not know.

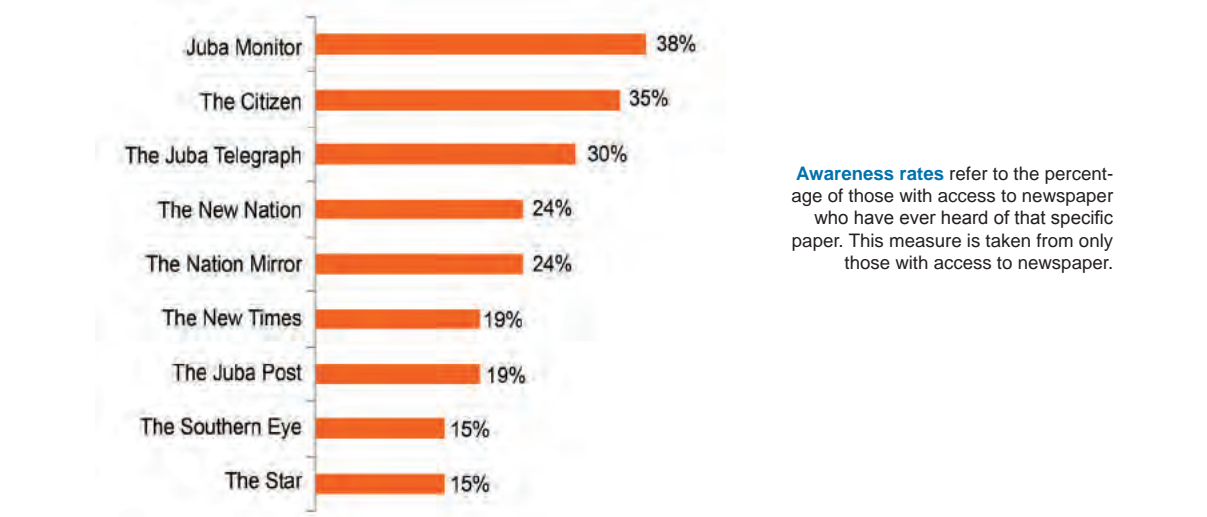
Internet

Internet access is extremely uncommon in Northern Bahr el Ghazal. Just 2% of respondents have ever used the internet, with a statewide weekly reach of 1%. This low base of overall internet users in Northern Bahr el Ghazal (N=9) precludes deeper analysis or conclusions about usage of this media.

Newspapers

At 5%, rates of newspaper access in Northern Bahr el Ghazal are much lower than the national average. As the statewide weekly reach is also low (2%), any description of specific newspaper weekly reach would not provide useful data. The following figure shows rates of newspaper brand awareness among those in Northern Bahr el Ghazal who have ever read a newspaper in the past 4 weeks. As this figure draws on a small base, results should be treated with caution. Only the top responses are shown.

Figure 45: Newspaper Awareness Among Those With Newspaper Access, Northern Bahr el Ghazal, N=20 (April 2015)<sup>125</sup>



Awareness rates refer to the percentage of those with access to newspaper who have ever heard of that specific paper. This measure is taken from only those with access to newspaper.

Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Comparisons by media access are restricted to no access, low access, and medium access individuals given the low base (N=15) of high access individuals in Northern Bahr el Ghazal.

Handwashing Knowledge

General handwashing knowledge at key times such as before feeding children and after defecating are lower in Northern Bahr el Ghazal than in other fully accessible states<sup>126</sup>.

Table 24: Handwashing Knowledge, Northern Bahr el Ghazal, N=500 (April 2015)								
	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=500	N=187	N=313	N=274	N=131	N=81	N=15
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	65%	51%	73%	70%	61%	57%	--
Before eating	69%	48%	57%	43%	45%	52%	53%	--
Before feeding children	44%	22%	20%	23%	23%	17%	30%	--
After defecating	58%	12%	13%	12%	9%	13%	21%	--
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	32%	36%	30%	38%	27%	25%	--
Family	33%	21%	15%	24%	19%	27%	21%	--
School	28%	26%	39%	18%	23%	25%	31%	--
Radio	26%	15%	11%	17%	4%	20%	40%	--
Friends	24%	16%	19%	15%	18%	14%	14%	--
NGOs or UN workshops	19%	19%	19%	18%	23%	14%	12%	--



## Gender Perceptions

Men and women in Northern Bahr el Ghazal are much more supportive of the idea that wives have the right to express themselves when in disagreement with their husbands than in other fully accessible states. While men and women tend to be in agreement regarding gender perceptions, there is a slight gender gap regarding decision-making. Half (52%) of men agree that the important decisions in the family should be made only by men, compared to 42% of women. Increased media access is linked to more positive perceptions of women working outside the home and agreement with wives expressing their disagreement with their husbands.

Table 25: Gender Perceptions, Northern Bahr el Ghazal, N=500 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=500	N=187	N=313	N=274	N=131	N=81	N=15
"The important decisions in the family should be made by the men."								
Agree	57%	46%	52%	42%	41%	53%	53%	--
Disagree	35%	39%	35%	41%	38%	39%	39%	--
Neither	7%	13%	13%	14%	19%	9%	5%	--
Don't know	2%	1%	0%	2%	1%	0%	2%	--
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	57%	56%	58%	53%	55%	72%	--
Disagree	43%	29%	28%	29%	29%	34%	23%	--
Neither	6%	13%	14%	12%	18%	10%	3%	--
Don't know	1%	1%	1%	1%	1%	1%	1%	--
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	72%	73%	72%	66%	75%	88%	--
Disagree	36%	14%	11%	16%	15%	17%	7%	--
Neither	7%	13%	15%	12%	19%	7%	2%	--
Don't know	2%	0%	1%	0%	0%	1%	1%	--
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	53%	51%	54%	52%	55%	45%	--
Help with housework	31%	21%	22%	20%	14%	24%	36%	--
Get married	7%	22%	23%	21%	28%	15%	14%	--

Opinions on the most important activity for young girls are similar to the other fully accessible states except that more respondents in Northern Bahr el Ghazal say that girls should get married (22%) than the average among fully accessible states (8%).

While 72% of those in Northern Bahr el Ghazal agree that a wife has the right to express her opinion to her husband, women are not often heard expressing their opinions publicly. Around one in five (23%) have heard a woman express her opinion in the last month. However, nearly half (48%) of respondents do not know or refuse to say when the last time they heard a woman express herself in a public setting was, and an additional 20% estimate that it was more than 12 months ago. Similarly, 23% of respondents say they have heard a woman express her opinion on the radio or television in the last month. However, nearly half (46%) do not know or refuse to say when the last time they heard a woman express herself on the radio or television was, with an additional 21% who say it was more than 12 months ago. This rate is similar if only respondents in the Aweil area, where radio and television signals are likely to be stronger than in other parts of the state, are considered: one quarter (25%) have heard

a woman express her opinion on the radio or television in the last month but over half (51%) do not know or refuse to say the last time this occurred.

## Radio and Security

In Northern Bahr el Ghazal, attitudes towards radio's peacebuilding role are similar to the rest of the fully accessible states. Overall, 57% of respondents say that information from the radio has helped to keep them safe and 49% say information from the radio has made them think differently about another group. Just 1% of respondents feel radio broadcasts in their area can sometimes increase conflict, with 72% who say they help reduce conflict. The remainder is neutral or do not know if the radio broadcasts in their area increase or reduce conflict.

Table 26: Perceptions of Radio and Security, Northern Bahr el Ghazal, N=500 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=500	N=187	N=313	N=274	N=131	N=81	N=15
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	57%	65%	51%	43%	64%	83%	--
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	49%	53%	47%	40%	49%	75%	--
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	72%	75%	70%	61%	82%	89%	--
Increase conflict	5%	1%	1%	0%	1%	0%	0%	--
Neither	10%	14%	10%	16%	19%	8%	8%	--

# Warrap

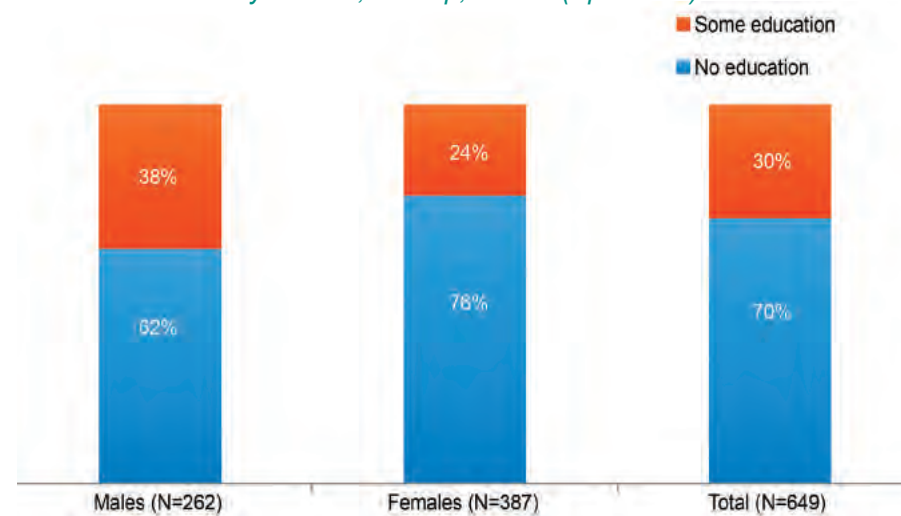
Accessible population of the state: 96%

At a glance:

Gender <sup>127</sup>	Men	40%
	Women	60%
Age <sup>128</sup>	Youth	71%
	Adult	29%

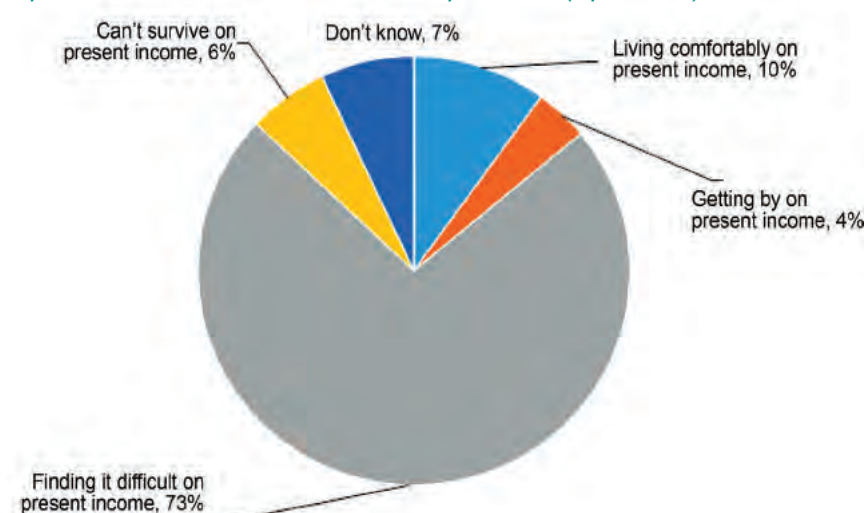
Nearly all (94%) respondents in Warrap speak Dinka most often in their households followed by English (5%). Only 13% of respondents in Warrap understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Warrap also understand English (43%), Arabic (30%) and Juba Arabic (24%). Just 8% of respondents in Warrap say they could understand some or all of a letter written in English.

Figure 46: Education Levels by Gender, Warrap, N=649 (April 2015)



Of the fully accessible states, Warrap has one of the highest percentages of respondents who never have received formal education (70%). Women in Warrap are much less likely to have received any formal education (24%) than men (38%).

Figure 47: Perceptions of Household Income, Warrap, N=649 (April 2015)



Rates of employment and discretionary money are lower than most rates of the fully accessible states, at levels that are low for both men and women. Just 6% of respondents in Warrap currently have a paid job on a regular basis and only 2% of respondents in Warrap say they have discretionary money.

## Access to Media

Figure 48: General Media Access via "Have you ever had access to...?", Warrap, N=649 (April 2015)

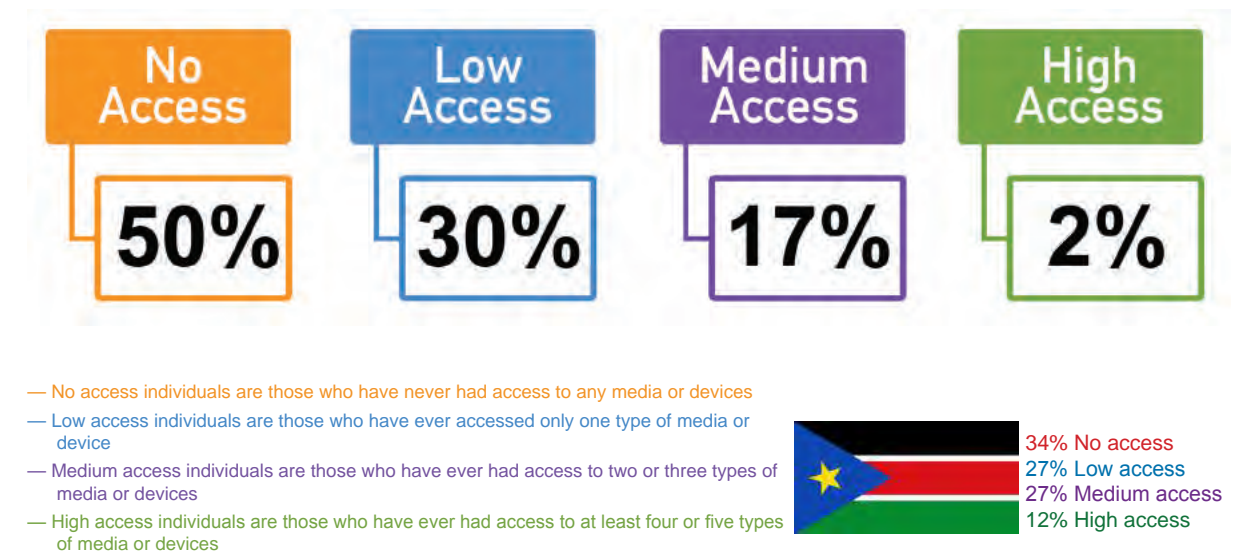
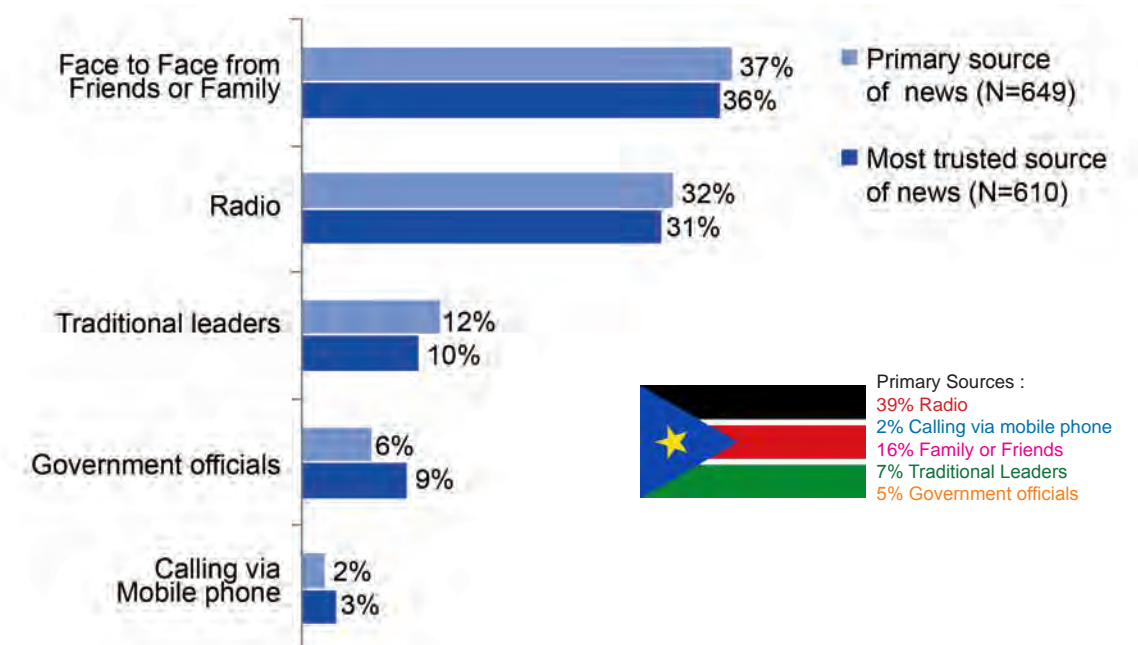


Figure 49: Top Sources of News and Information, Warrap (April 2015)<sup>129</sup>

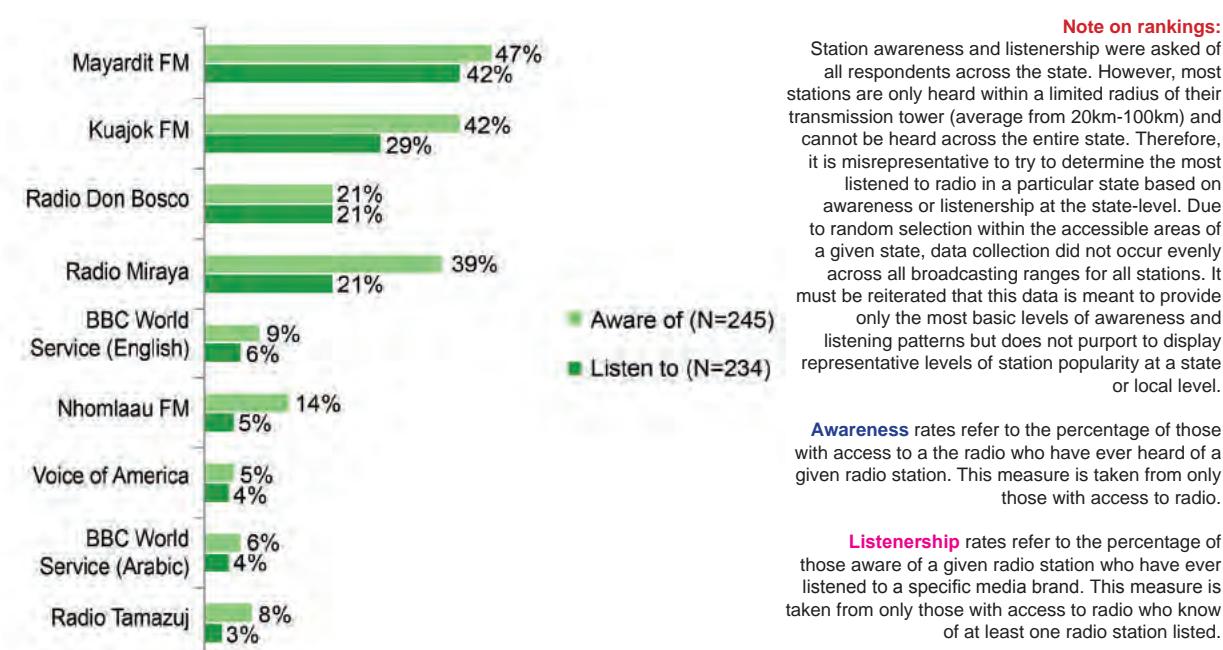




## Radio

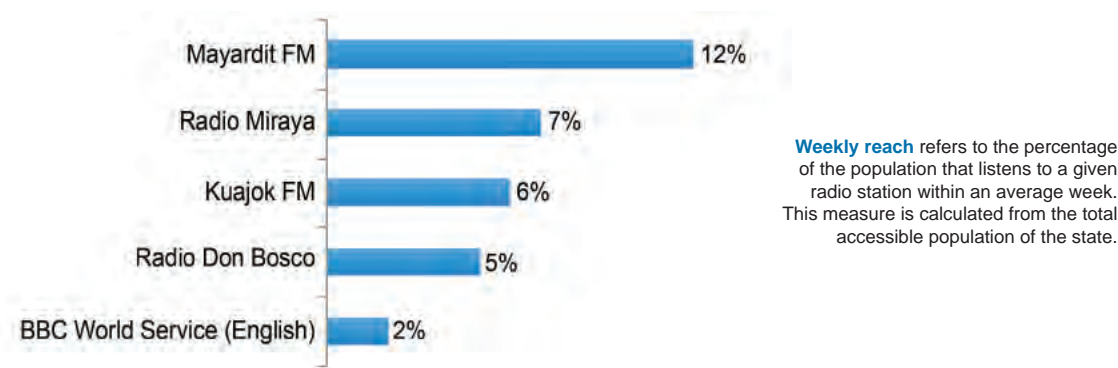
Overall, 41% of respondents in Warrap have listened to a radio, while 58% have not. Mayardit FM is the best-known station (47%) in Warrap among those with radio access<sup>130</sup>. The following figure shows station awareness and listenership for those with radio access.

Figure 50: Station Awareness and Listenership, Warrap (April 2015)<sup>131</sup>



At 34%, Mayardit FM is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Kuajok FM (23%)<sup>132</sup>. These stations also have the largest weekly reach in the state, as shown in the following figure.

Figure 51: Radio Station Statewide Weekly Reach, Warrap, N=649 (April 2015)



Radio Tamazuj, BBC World Service in Arabic, Voice of America, and Nhomlaau FM all have a state weekly reach of 1% or less.

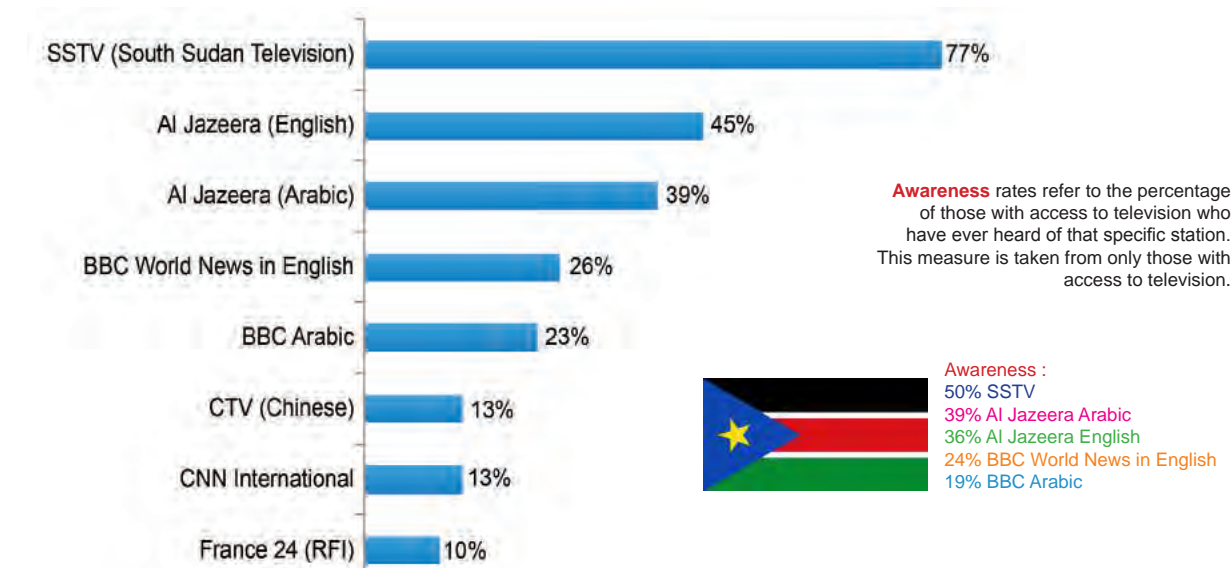
Radio listeners in Warrap say they listen the most often in the mornings (6am-9am, at 48%) or in the evenings (6pm-9pm, at 30%), at rates similar when disaggregated by gender. Unlike listeners in most other fully accessible states, listeners in Warrap listen during these time periods simply because it is when they have the time to listen (51%).

Radio listeners in Warrap commonly meet with others in their community to listen to and discuss a program, with 17% who have done so in the past year. This rate is the highest of radio listeners in the fully accessible states. Radio listeners with mobile phone access in Warrap say they have made a call to a radio station at a relatively high rate, at 22%. One in ten (10%) of radio listeners with mobile phone access have sent a SMS to a radio station in the past year.

## Television

Just 11% of respondents in Warrap have watched television, however, it is more common for men to have watched television (20%) than women (4%). Likewise, statewide television weekly reach is much higher for men (10%) than women (2%), at 5% overall. These findings suggest that television viewing is not common among men or women in Warrap. The following figure shows rates of television station awareness for those who have watched any station in the past 4 weeks. Only the top stations are displayed.

Figure 52: Television Station Awareness Among Those With Television Access, Warrap, N=49 (April 2015)<sup>133</sup>

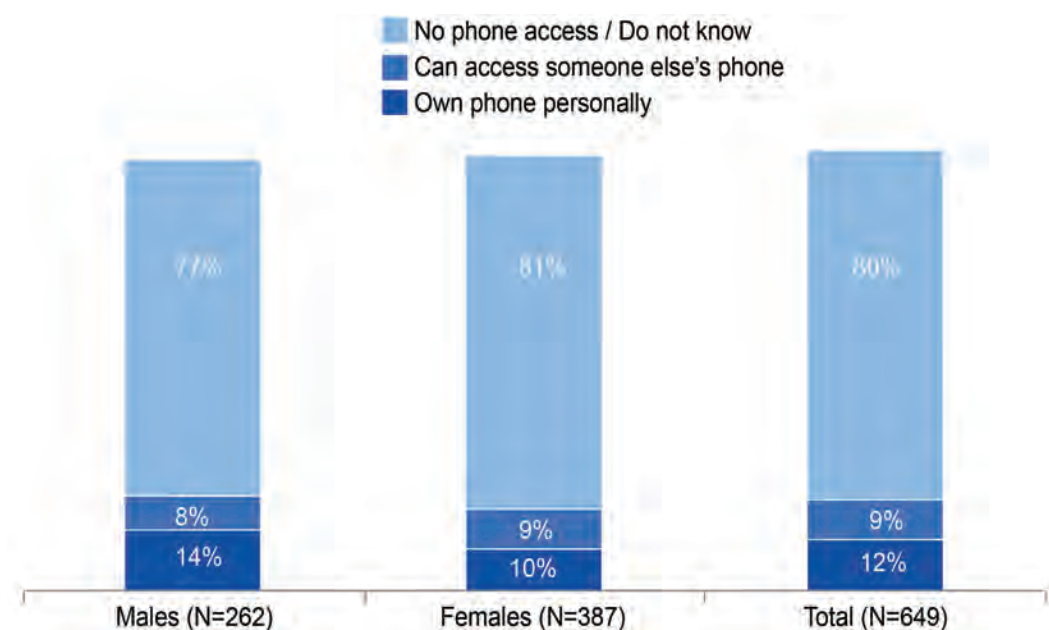


While awareness is generally high among those with television access, statewide weekly reach is low for all stations in Warrap at 3% for South Sudan TV, 2% for Al Jazeera English, 2% for BBC World News in English, 1% for Al Jazeera Arabic, and 1% for BBC Arabic. While some television viewers are aware of CCTV, CNN International, or France 24, these stations have no statewide weekly reach<sup>134</sup>.

## Mobile Phone

Just 1 out of 5 (20%) respondents in Warrap have access to a mobile phone, at a rate that is fairly consistent when disaggregated by gender. This suggests that the factors that prevent respondents from having access to a mobile phone similarly affect men and women. The following figure shows the proportion of the Warrap population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 53: Mobile Phone Access (Penetration) by Gender, Warrap, N=649 (April 2015)

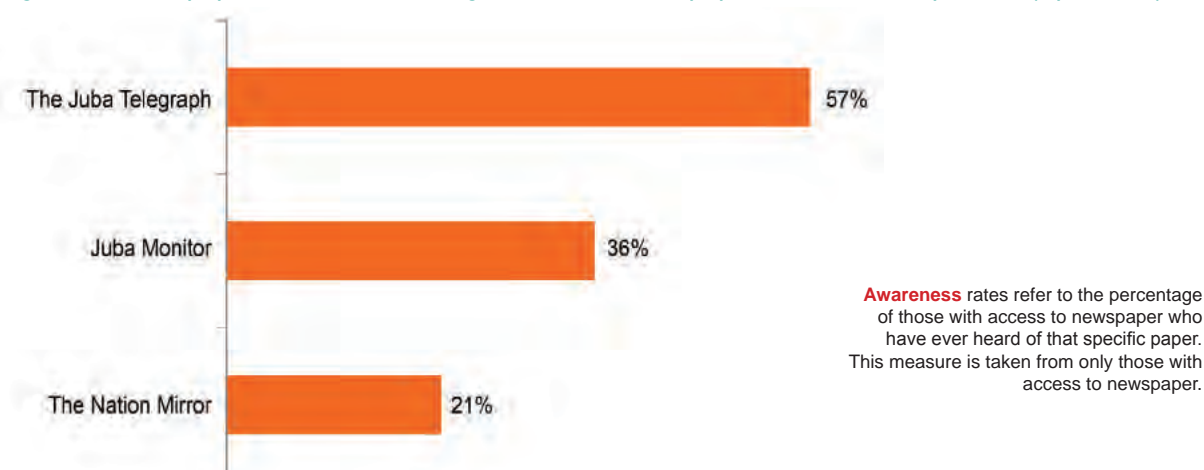


Those who have mobile phone access in Warrap are unlikely to do anything other than use it to make phone calls, with 42% saying they have not done any other activities in the past seven days. If mobile phone users in Warrap do something other than make phone calls, they are most likely to send and receive SMS text messages (31%).

### Internet and Newspapers

Internet access is extremely uncommon in Warrap. Just 2% of respondents have ever used the internet, all of whom form the internet weekly reach for the state. This low base of overall internet users in Warrap (N=16) precludes deeper analysis or conclusions about usage of this media.

Among the fully accessible stats, Warrap has the lowest rate (4%) of respondents who have ever read a newspaper. Rates of access are low for both men and women. As statewide weekly reach is just 3%, it is unsurprising that no individual newspaper has a prominent statewide weekly reach other than The Juba Telegraph, which is still very low (2%). The following figure shows rates of newspaper brand awareness among those in Warrap who have ever read a newspaper in the past 4 weeks, but should be treated with caution given the low base of newspaper readers.

Figure 54: Newspaper Awareness Among Those With Newspaper Access, Warrap, N=22 (April 2015)<sup>135</sup>

### Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Comparisons by media access are limited to no access, low access, and medium access individuals given the small base of high access individuals in Warrap (N=16).

### Handwashing Knowledge

In general medium access individuals have better knowledge of handwashing knowledge than no access individuals, with a state average that is similar to the national average<sup>136</sup>. Gender is not as clearly linked to handwashing knowledge.

Table 27: Handwashing Knowledge, Warrap, N=649 (April 2015)

	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=649	N=262	N=387	N=328	N=198	N=108	N=16
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	65%	57%	70%	65%	63%	67%	--
Before eating	69%	76%	78%	74%	73%	75%	87%	--
Before feeding children	44%	40%	35%	43%	35%	45%	45%	--
After defecating	58%	55%	62%	51%	39%	62%	88%	--
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	32%	41%	26%	23%	34%	52%	--
Family	33%	50%	46%	52%	57%	44%	38%	--
School	28%	23%	29%	19%	16%	28%	29%	--
Radio	26%	10%	12%	9%	4%	12%	25%	--
Friends	24%	28%	32%	26%	22%	37%	26%	--
NGOs or UN workshops	19%	11%	13%	10%	6%	15%	14%	--



Gender Perceptions

There are apparent differences by media access for all gender-related questions. More media access is positively linked with more equitable views on women’s employment outside the household and with expressing disagreement with their husbands. This suggests that media access has the potential to shift perceptions on gender in Warrap. However, respondents with more media access are more likely to say that only the men should make the important decisions in the family.

Table 28: Gender Perceptions, Warrap, N=649 (April 2015)								
National Level		State	State by Gender		State by Media Access			
		Total	Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=649	N=262	N=387	N=328	N=198	N=108	N=16
“The important decisions in the family should be made by the men.”								
Agree	57%	63%	69%	59%	55%	63%	84%	--
Disagree	35%	27%	23%	29%	31%	29%	13%	--
Neither	7%	10%	8%	11%	14%	9%	3%	--
Don't know	2%	0%	0%	0%	0%	0%	0%	--
“A married woman should be allowed to work outside the home if she wants.”								
Agree	50%	25%	25%	25%	17%	23%	49%	--
Disagree	43%	74%	75%	74%	82%	77%	51%	--
Neither	6%	1%	0%	1%	1%	0%	0%	--
Don't know	1%	0%	0%	0%	0%	0%	0%	--
“A wife has the right to express her opinion even when she disagrees with what her husband is saying.”								
Agree	55%	47%	46%	47%	38%	53%	58%	--
Disagree	36%	50%	52%	49%	56%	46%	41%	--
Neither	7%	1%	1%	2%	2%	1%	1%	--
Don't know	2%	2%	1%	2%	3%	0%	0%	--
“In my community, the most important thing for girls around ages 10-12 in my community to do is...”								
Finish school	55%	37%	47%	30%	22%	40%	70%	--
Help with housework	31%	51%	42%	57%	63%	51%	22%	--
Get married	7%	4%	4%	4%	3%	4%	6%	--

Half (51%) of respondents in Warrap say the most important activity for girls age 10-12 is to help with housework, a rate higher than any other fully accessible state. However there is some variance when disaggregated by media access, as this view is more commonly held among no access individuals (63%) than medium access individuals (22%) in Warrap. Similarly, 70% of medium access individuals say girls should finish school, as compared to 22% of no access individuals.

Hearing a woman express herself in public settings or on the radio or television is typically similar to the averages among other fully accessible states. Nearly half (47%) of respondents in Warrap have heard a woman express her opinions in public in the past month. Similarly, 45% of respondents have heard a woman express her opinions on the radio or television<sup>137</sup>.

Radio and Security

Radio plays a strong peacebuilding role in Warrap. Helpful information from the radio reaches audiences in Warrap at rates similar to other fully accessible states. Overall, 63% of respondents in Warrap say information from the radio has helped them to stay safe and 52% say information from the radio has made them think differently about another group of people. Three-quarters (77%) say radio broadcasts in their area can help reduce conflict, although 18% say they do not know whether radio can reduce or increase conflict.

Table 29: Perceptions of Radio and Security, Warrap, N=649 (April 2015)								
National Level		State	State by Gender		State by Media Access			
		Total	Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=649	N=262	N=387	N=328	N=198	N=108	N=16
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	63%	69%	59%	44%	73%	97%	--
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	52%	59%	48%		27%	69%	94%
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	77%	84%	72%	61%	92%	94%	--
Increase conflict	5%	1%	1%	2%	1%	1%	3%	--
Neither	10%	3%	2%	4%	4%	2%	1%	--

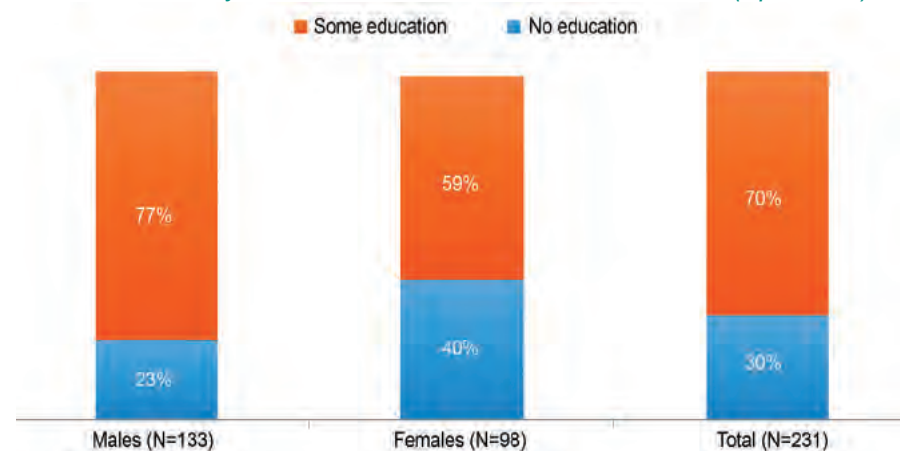
## Western Bahr el Ghazal

At a glance:

Gender <sup>138</sup>	Men	58%
	Women	43%
Age <sup>139</sup>	Youth	66%
	Adult	44%

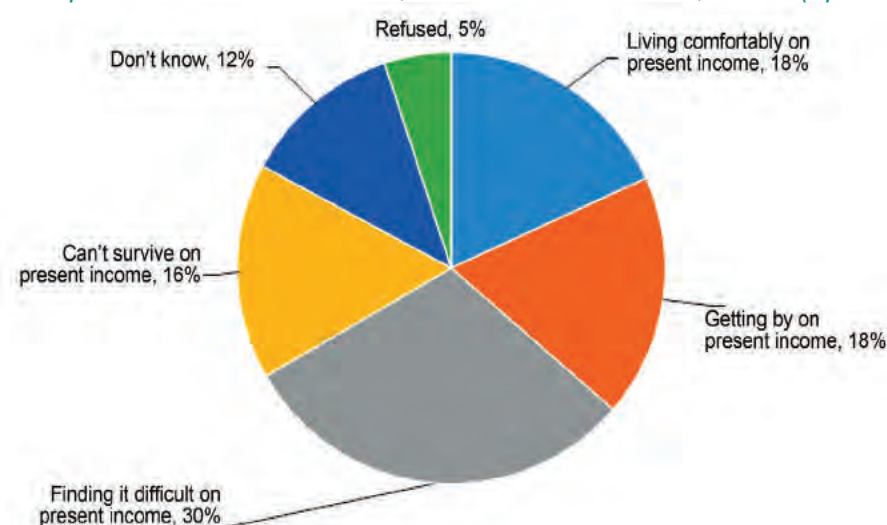
Jur (31%), Dinka (21%), and Belanda (18%) are the languages most commonly spoken in the households of respondents in Western Bahr el Ghazal. However, four out of five (81%) respondents in Western Bahr el Ghazal understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Western Bahr el Ghazal also understand Arabic (60%), English (37%), and Dinka (27%)<sup>140</sup>. One-third (33%) of respondents in Western Bahr el Ghazal say they could understand some or all of a letter written in English.

Figure 55: Education Levels by Gender, Western Bahr el Ghazal, N=231 (April 2015)



It is more common for respondents in Western Bahr el Ghazal to have had at least some formal education (70%) than to have never received a formal education (30%), which is the highest rate among the fully accessible states. However, 43% of those who have received formal education have not completed primary school.

Figure 56: Perceptions of Household Income, Western Bahr el Ghazal, N=231 (April 2015)



While rates of employment and discretionary money are higher than rates among other fully accessible states, a slight gender gap is apparent. Overall, 39% of respondents in Western Bahr el Ghazal currently have a paid job on a regular basis, though it is slightly more common for men to have a paid job (42%) than women (35%). Over one-third (38%) of respondents in Western Bahr el Ghazal say they have discretionary money, a rate that is fairly consistent when disaggregated by gender.

### Access to Media

Figure 57: General Media Access, via "Have you ever had access to...?", Western Bahr el Ghazal, N=231 (April 2015)

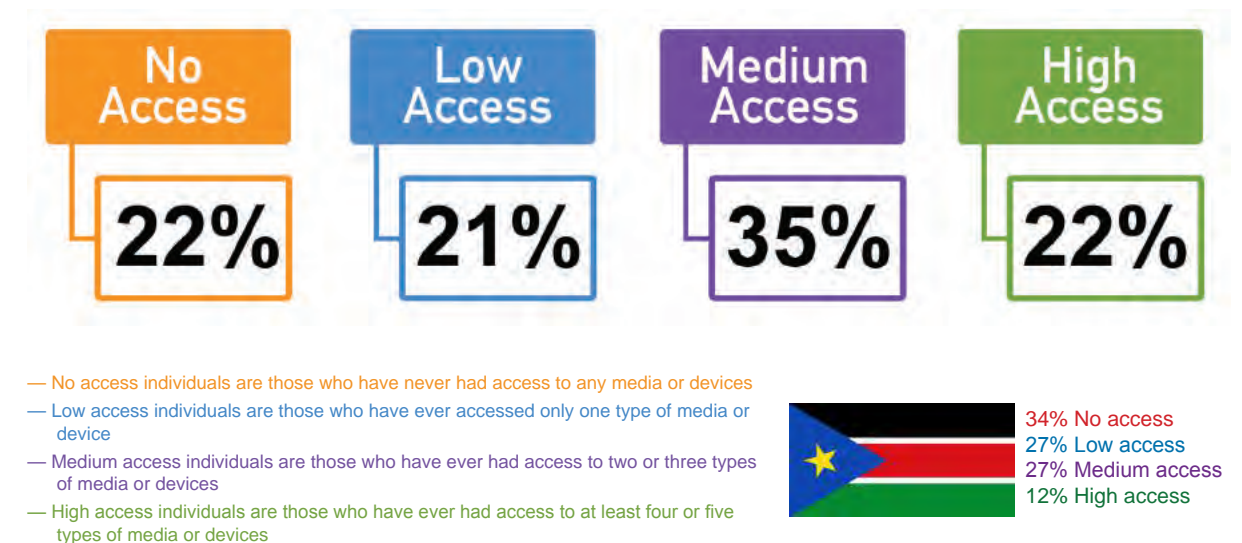
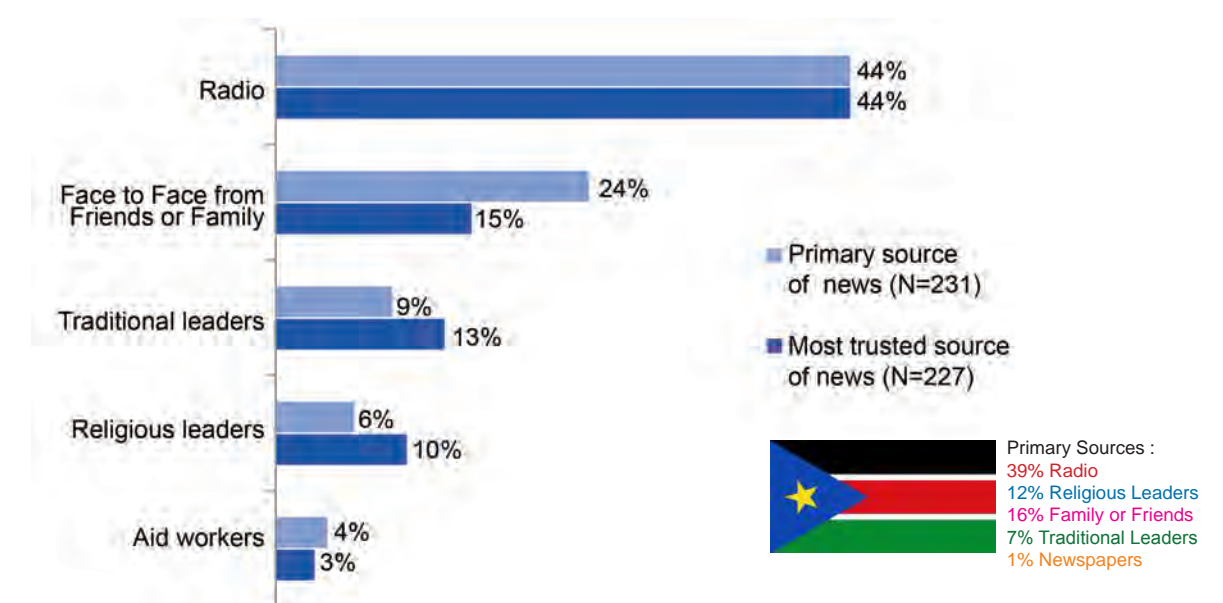


Figure 58: Top Sources of News and Information, Western Bahr el Ghazal (April 2015)<sup>141</sup>

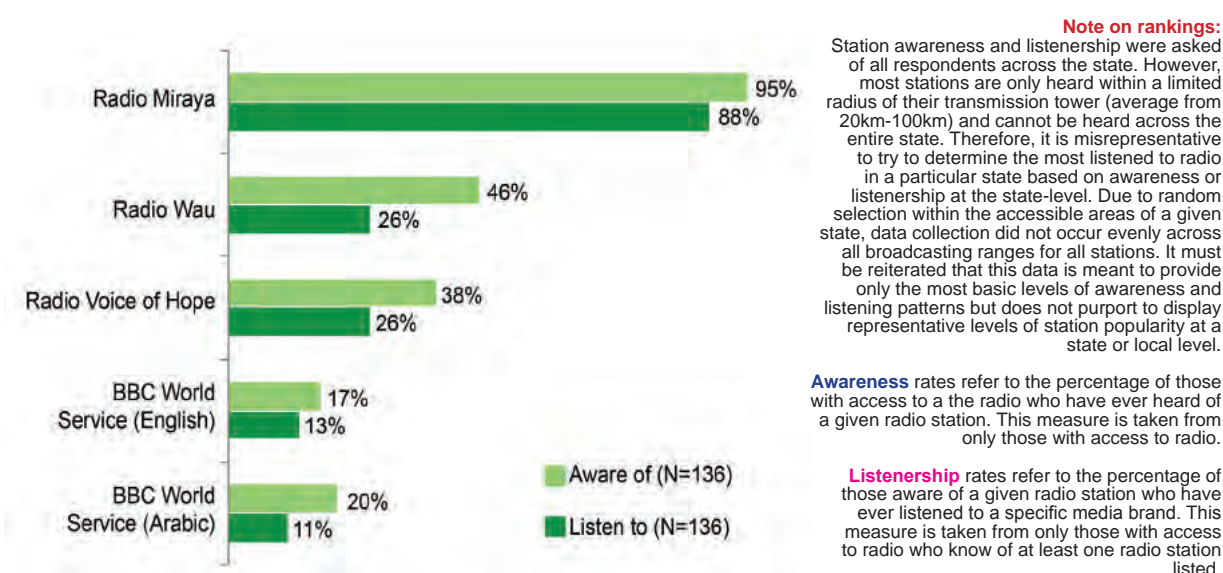




## Radio

Overall, 64% of respondents in Western Bahr el Ghazal have listened to a radio at some point, while 36% have not. Radio Miraya is the best-known station (95%) in Western Bahr el Ghazal among those with radio access<sup>142</sup>. The following figure shows station awareness and listenership for those with radio access.

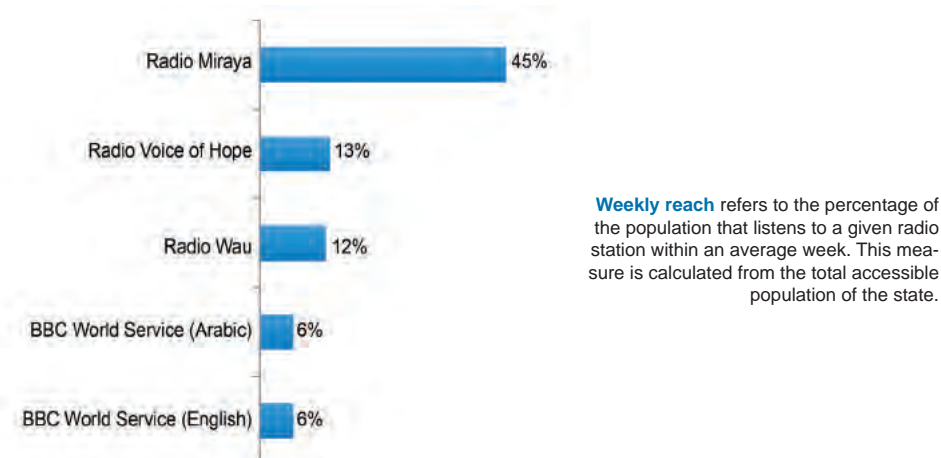
Figure 59: Radio Station Awareness and Listenership, Western Bahr el Ghazal (April 2015)<sup>143</sup>



Other stations that have been heard of but are less frequently listened to by those with radio access in Western Bahr el Ghazal include: Voice of America (2%) and Radio Don Bosco (3%).<sup>144</sup>

At 77%, Radio Miraya is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by BBC World Service in English (10%)<sup>145</sup>. These stations also have the largest weekly reach in the state, as shown in the following figure.

Figure 60: Radio Station Statewide Weekly Reach, Western Bahr el Ghazal, N=231 (April 2015)



Radio listeners in Western Bahr el Ghazal listen the most often in the mornings (6am-9am, at 42%) or in the evenings (6pm-9pm, at 19%). Like most other fully accessible states, listeners in Western Bahr el Ghazal choose to listen during these time periods because it is when their most-liked programs are aired (49%)<sup>146</sup>.

Three in ten (30%) radio listeners in Western Bahr el Ghazal with mobile phone access have made a call to a radio station and 15% have sent an SMS to a radio station in the past year.

## Television

4 out of 10 (42%) respondents in Western Bahr el Ghazal have watched a television. Unlike most other fully accessible states, men (41%) and women (44%) have similar rates of having ever watched a television and of statewide television weekly reach (28% for both). These rates are among the highest in the nation. The following figures show rates of television station awareness for those who have watched any station in the past 4 weeks and the state weekly reach of that station. Only the top stations are displayed.

Figure 61: Television Station Awareness Among Those With Television Access, Western Bahr el Ghazal, N=76 (April 2015)<sup>147</sup>

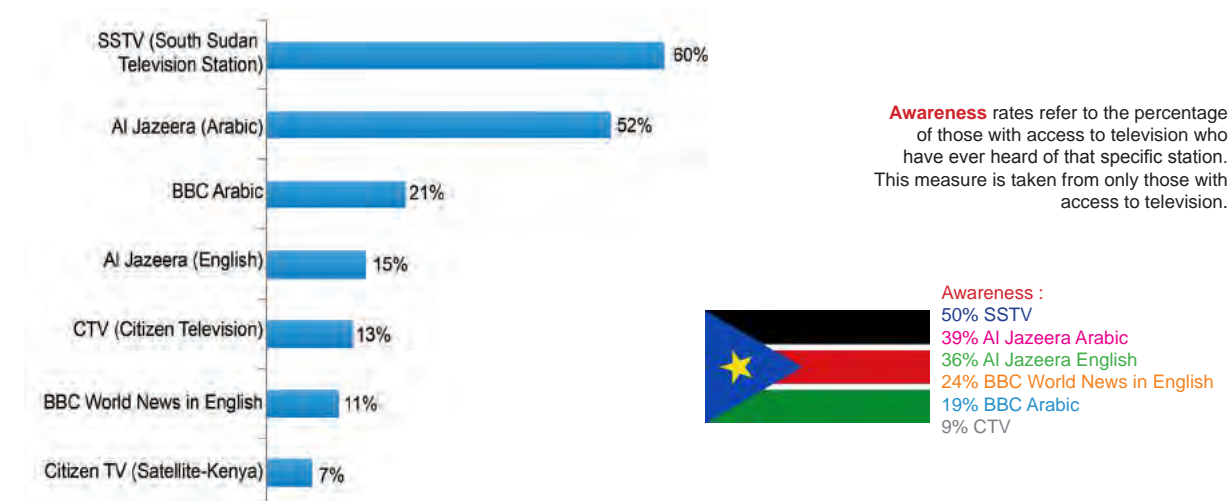
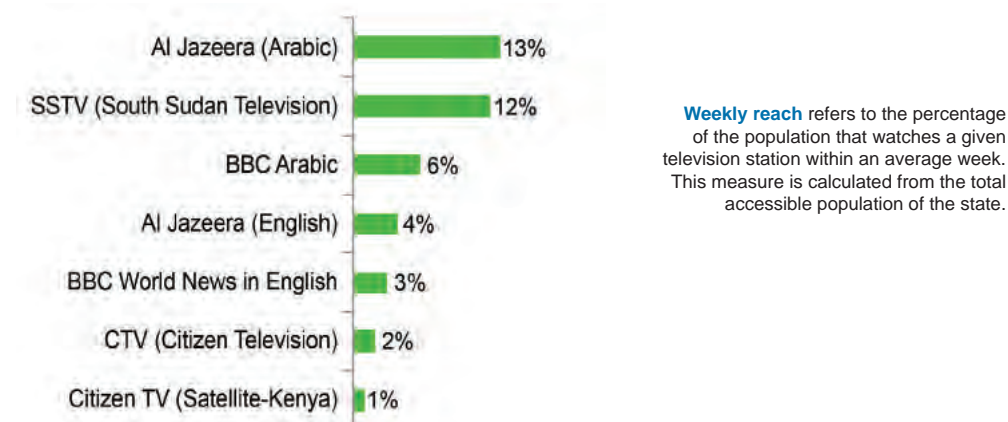


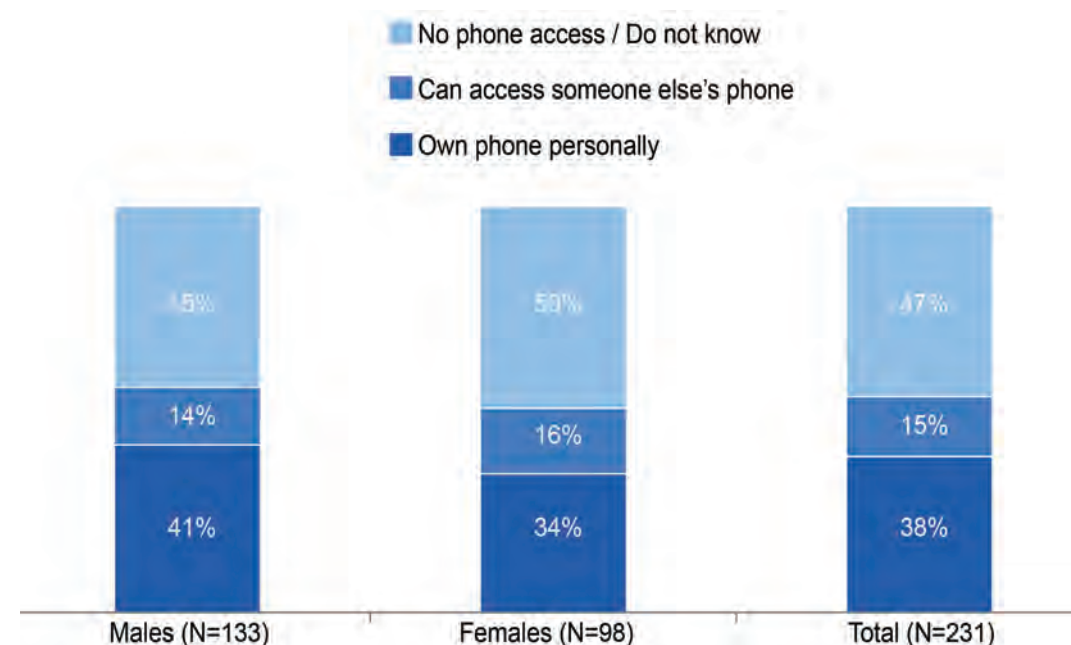
Figure 62: Television State Statewide Weekly Reach, Western Bahr el Ghazal, N=231 (April 2015)<sup>148</sup>



## Mobile Phone

More than half (53%) of respondents in Western Bahr el Ghazal have access to a mobile phone, at a rate that is fairly consistent when disaggregated by gender. This suggests that the factors that prevent respondents from having access to a mobile phone similarly affect men and women. The following figure shows the proportion of the Western Bahr el Ghazal population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 63: Mobile Phone Access (Penetration) by Gender, Western Bahr el Ghazal, N=231 (April 2015)



If those with mobile phone access in Western Bahr el Ghazal do something other than make phone calls, they are most likely to send and receive SMS text messages (41%) or play games (22%), which were the most frequent activities for users in the past seven days.

## Internet

At 16%, internet access is more common in Western Bahr el Ghazal than in other fully accessible states. Western Bahr el Ghazal has a statewide weekly reach for internet of 12%. These individuals are most likely to access the internet at home (72%). Internet access is slightly more common among men (18%) than women (12%).

Weekly internet users in Western Bahr el Ghazal are most likely to use the internet to find out the latest news (54%) or send or receive email (45%). Almost two-thirds (63%) of weekly internet users have visited the Sudan Tribune website and almost one-quarter (24%) have visited the BBC News website. Internet users typically have a Facebook account (89%) but do not frequently have accounts with other forms of social media<sup>149</sup>.

## Newspapers

Western Bahr el Ghazal has the highest rate (31%) of respondents who have ever read a newspaper among the fully accessible states, with a statewide weekly reach of 19%. However, it is slightly more common for men to have read a newspaper (34%) than women (26%).

Newspapers also have some of the largest statewide weekly reaches in Western Bahr el Ghazal as compared to other fully accessible states. The following figures shows rates of newspaper brand awareness among those in Western Bahr el Ghazal who have ever read a newspaper in the past 4 weeks and the statewide weekly reach.

Figure 64: Newspaper Awareness Among Those With Newspaper Access, Western Bahr el Ghazal, N=52 (April 2015)<sup>150</sup>

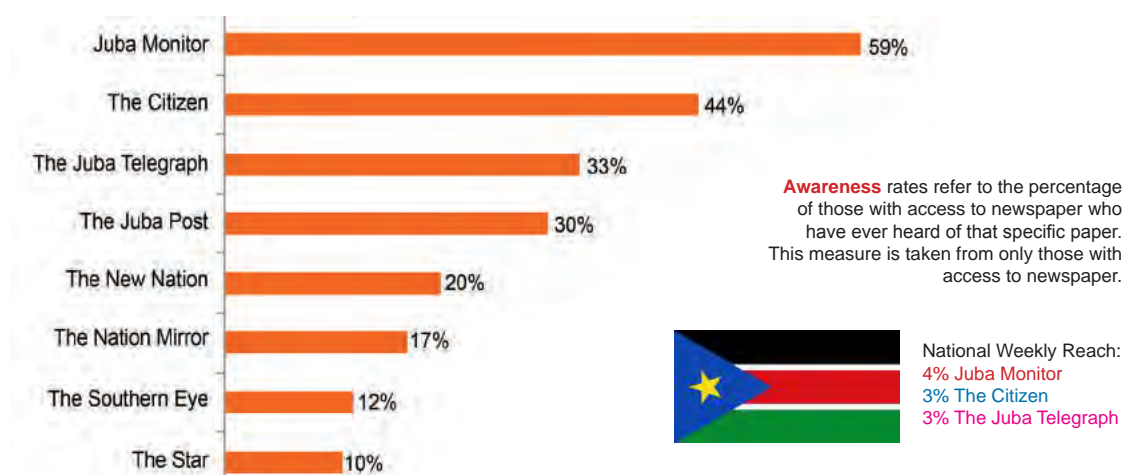
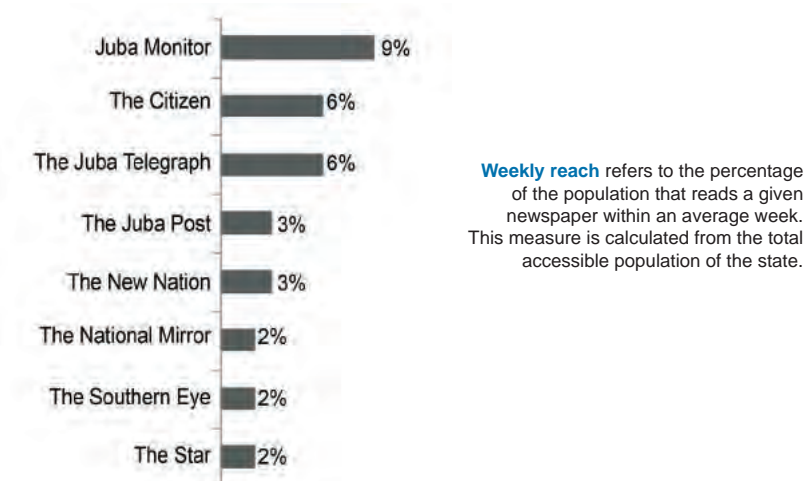


Figure 65: Newspaper Statewide Weekly Reach, Western Bahr el Ghazal, N=231 (April 2015)<sup>151</sup>





Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Handwashing Knowledge

Handwashing knowledge in Western Bahr el Ghazal is similar to national rates and remains relatively consistent when disaggregated by gender and media access<sup>152</sup>.

Table 30: Handwashing Knowledge, Western Bahr el Ghazal, N=231 (April 2015)								
National Level		State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=231	N=133	N=98	N=50	N=49	N=80	N=52
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	59%	56%	63%	66%	56%	54%	63%
Before eating	69%	68%	74%	60%	72%	65%	63%	74%
Before feeding children	44%	45%	37%	55%	58%	41%	40%	44%
After defecating	58%	68%	67%	70%	72%	62	67%	73%
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	45%	43%	47%	44%	49%	45%	42%
Family	33%	20%	19%	21%	40%	13%	18%	11%
School	28%	26%	30%	21%	11%	21%	23%	49%
Radio	26%	20%	25%	14%	0%	10%	29%	38%
Friends	24%	21%	20%	21%	14%	19%	27%	20%
NGOs or UN workshops	19%	29%	28%	29%	17%	27%	33%	35%

Gender Perceptions

Most respondents (84%) in Western Bahr el Ghazal agree that only the men should make important decisions in a family, a stance held regardless of gender or media access. However, comparatively more women and individuals with some amount of media access say women should be allowed to work outside the home and that a wife has the right to express her opinion when she disagrees with her husband.

Table 31: Gender Perceptions, Western Bahr el Ghazal, N=231 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=231	N=133	N=98	N=50	N=49	N=80	N=52
"The important decisions in the family should be made by the men."								
Agree	57%	84%	88%	78%	83%	83%	85%	84%
Disagree	35%	15%	11%	19%	16%	15%	14%	15%
Neither	7%	1%	0%	3%	1%	2%	1%	1%
Don't know	2%	0%	0%	0%	0%	1%	0%	0%
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	54%	45%	66%	40%	60%	55%	61%
Disagree	43%	43%	50%	32%	56%	36%	43%	34%
Neither	6%	3%	4%	1%	4%	2%	2%	5%
Don't know	1%	1%	0%	1%	0%	1%	1%	0%
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	58%	54%	63%	42%	67%	62%	57%
Disagree	36%	39%	42%	34%	53%	30%	35%	41%
Neither	7%	2%	3%	2%	3%	2%	2%	2%
Don't know	2%	1%	1%	1%	2%	1%	1%	0%
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	58%	58%	57%	42%	58%	59%	69%
Help with housework	31%	33%	31%	35%	47%	34%	30%	21%
Get married	7%	7%	8%	6%	9%	6%	5%	8%

Respondents' views on the most important activity for girls age 10-12 are similar to the rates among fully accessible states, with 58% who say girls should finish school and 33% who say girls should help with housework.

Women in Western Bahr el Ghazal are heard expressing themselves in public at rates similar to the averages among fully accessible states. Roughly 4 out of 10 respondents have heard women express themselves in a public setting in the last month (48%) or on the radio or television (43%). However, 29% did not know the last time they heard a woman express herself publicly and 38% did not know the last time they heard a woman express herself on the radio or television.

Radio and Security

Radio plays a strong peacebuilding role in Western Bahr el Ghazal. Information from the radio reaches audiences in Western Bahr el Ghazal at rates similar to the averages among fully accessible states. Overall, 66% of respondents in Western Bahr el Ghazal say information from the radio has helped them to stay safe and 53% say information from the radio has made them think differently about another group of people. Two-thirds (68%) say radio broadcasts in their area can help reduce conflict, although 15% say they do not know whether radio can reduce or increase conflict.

Table 32: Perceptions of Radio and Security, Western Bahr el Ghazal, N=231 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=231	N=133	N=98	N=50	N=49	N=80	N=52
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	66%	69%	63%	14%	65%	82%	93%
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	53%	54%	51%	13%	49%	64%	77%
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	68%	69%	66%	41%	71%	77%	76%
Increase Conflict	5%	6%	5%	6%	6%	3%	5%	7%
Neither	10%	12%	14%	10%	17%	8%	12%	11%

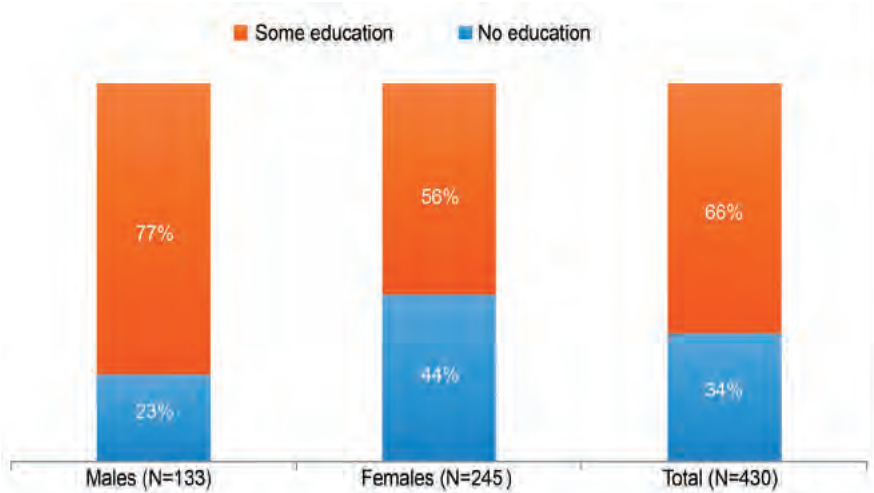
Western Equatoria

At a glance:

Gender <sup>153</sup>	Men	43%
	Women	57%
Age <sup>154</sup>	Youth	66%
	Adult	34%

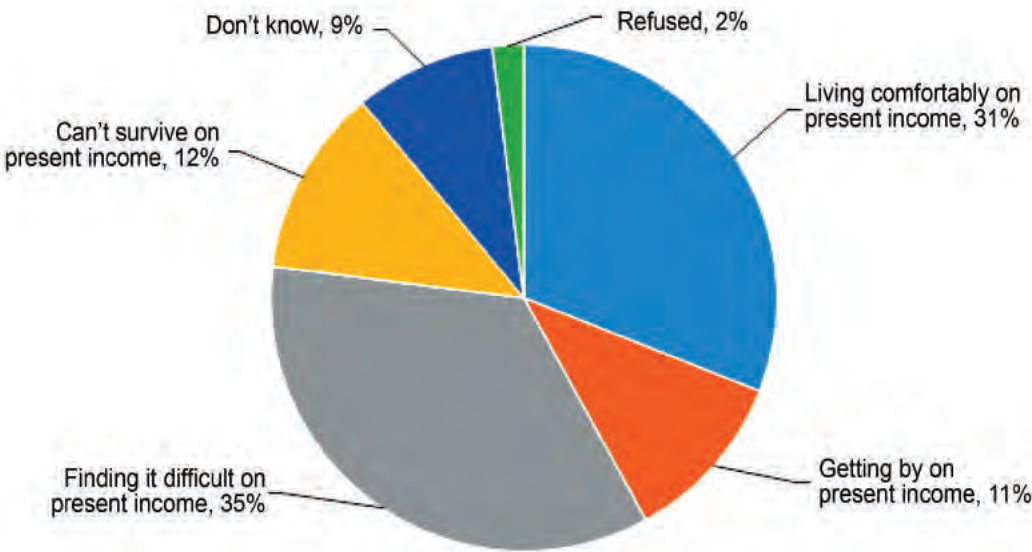
Moru (36%), Zande (30%), and Jur (20%) are spoken the most often in the households of respondents in Western Equatoria. However, over half (56%) of respondents in Western Equatoria understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Western Equatoria also understand Juba Arabic (81%), English (36%), and Arabic (8%). Overall, 23% of respondents in Western Equatoria say they could understand some or all of a letter written in English.

Figure 66: Education Level by Gender, Western Equatoria, N=430 (April 2015)



Two-thirds (66%) of the population in Western Equatoria have received at least some formal education. As is typical throughout the fully accessible states, women in Western Equatoria are less likely to have received any formal education (56%) than men (77%).

Figure 67: Perceptions of Household Income, Western Equatoria, N=430 (April 2015)





While rates of employment and discretionary money are similar to national rates, a gender gap is apparent. Overall, 19% of respondents in Western Equatoria currently have a paid job on a regular basis, though it is much more common for men to have a paid job (42%) than women (13%). Further, 28% of respondents in Western Equatoria say they have discretionary money, although men are roughly twice as likely (40%) to have discretionary money than women (23%).

### Access to Media

Figure 68: General Media Access, via "Have you ever had access to...?", Western Equatoria, N=430 (April 2015)

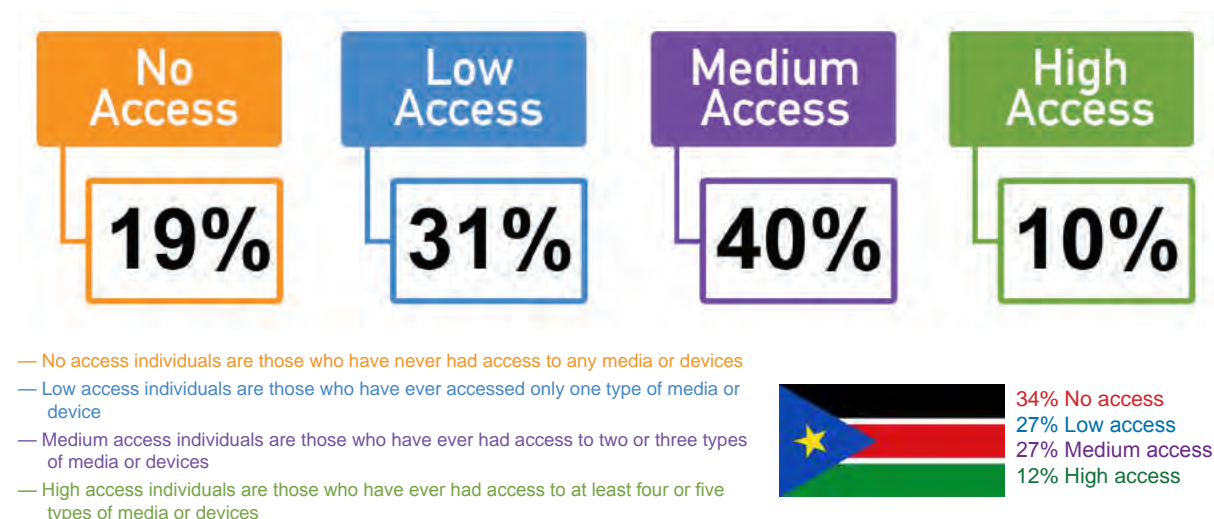
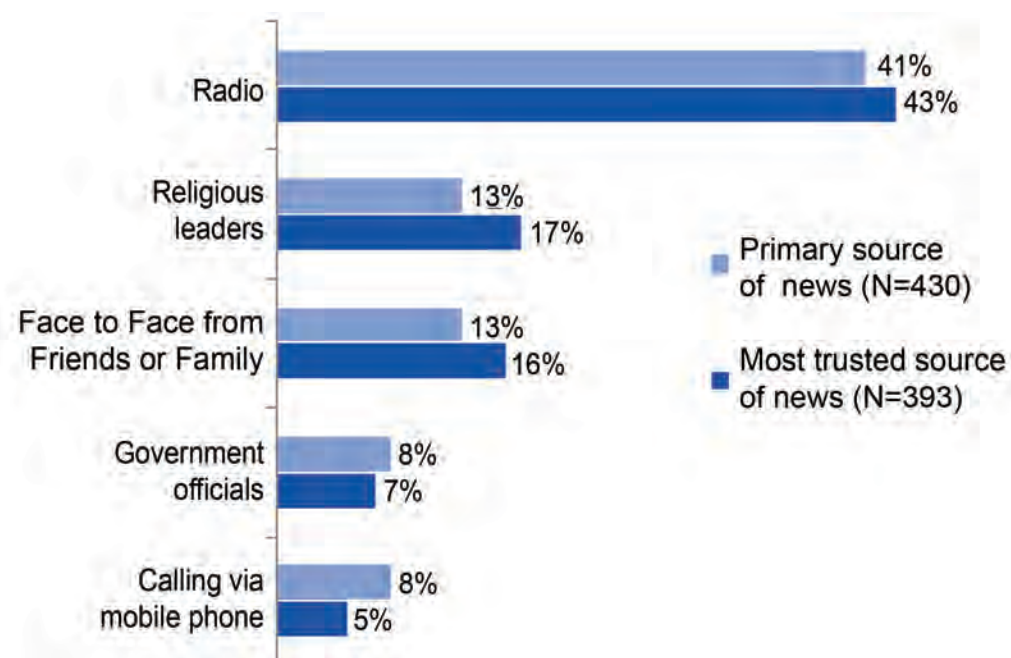


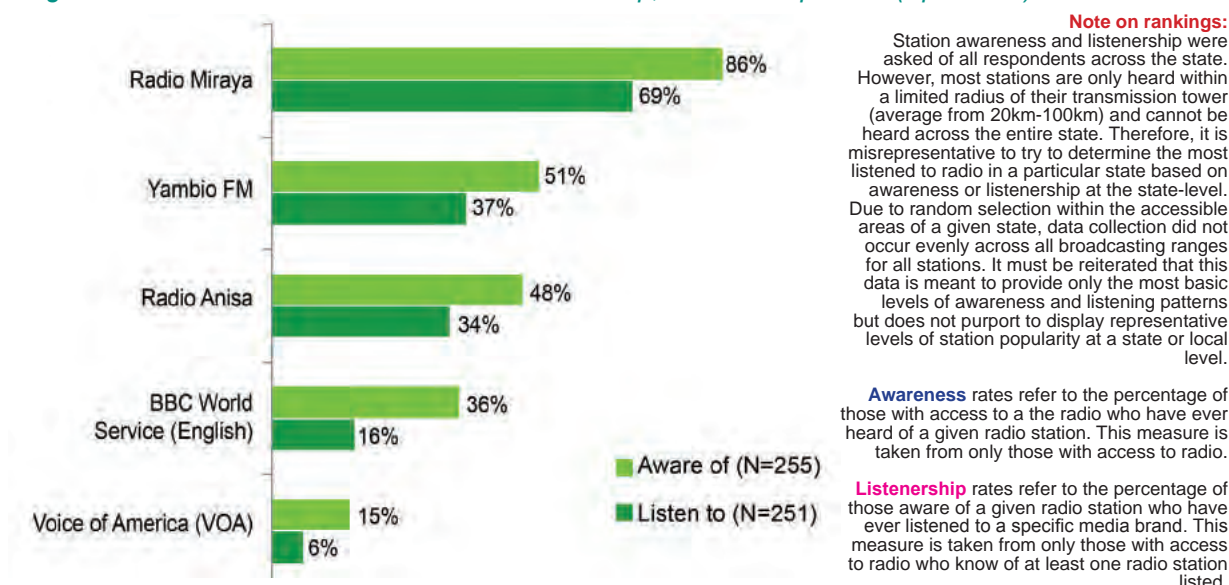
Figure 69: Top Sources of News and Information, Western Equatoria (April 2015)<sup>155</sup>



### Radio

Overall, 64% of respondents in Western Equatoria have listened to a radio, 36% have not. Radio Miraya is the best-known station (86%) in Western Equatoria among those with radio access<sup>156</sup>. The following figure shows station awareness and listenership for those with radio access.

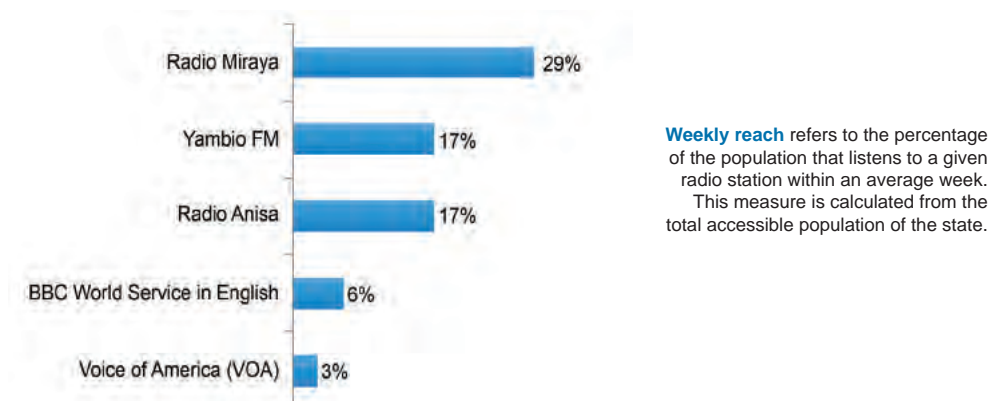
Figure 70: Radio Station Awareness and Listenership, Western Equatoria (April 2015)<sup>157</sup>



BBC World Service in Arabic (2%) has also been heard of but less frequently listened to by those with radio access in Western Equatoria<sup>158</sup>.

At 50%, Radio Miraya is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Yambio FM (18%)<sup>159</sup>. These stations also have the largest weekly reach in the state, as shown in the following figure.

Figure 71: Radio Station Statewide Weekly Reach, Western Equatoria, N=430 (April 2015)



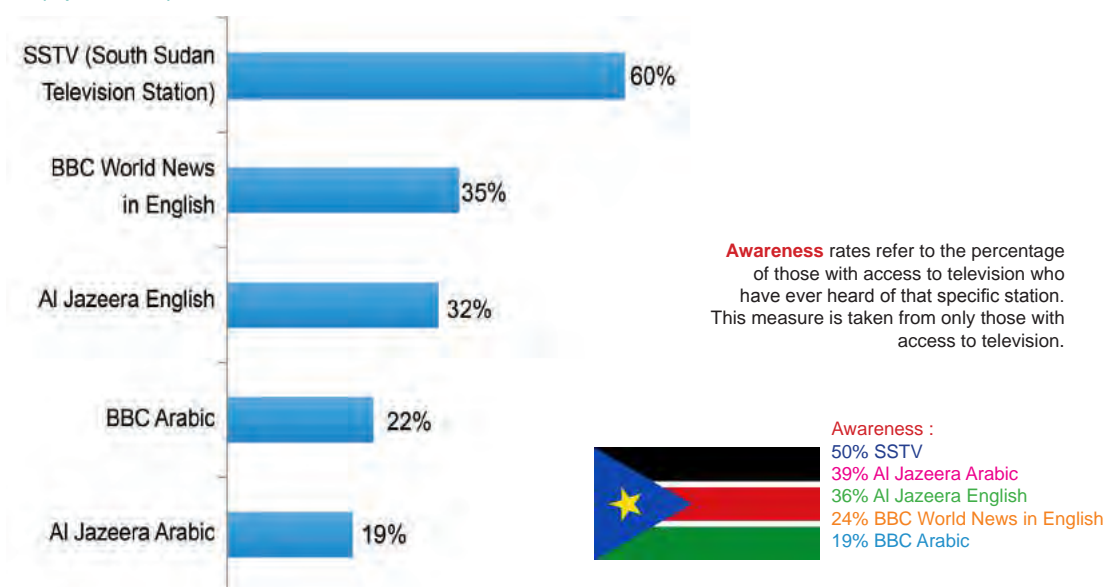
Radio listeners in Western Equatoria say they listen the most often in the mornings (6am-9am, at 52%) or in the evenings (6pm-9pm, at 28%), at rates similar when disaggregated by gender as well as being similar to the averages among fully accessible states. Like listeners in most fully accessible states, listeners in Western Equatoria choose to listen during these time periods because it is when their most-liked programs are aired (58%)<sup>160</sup>.

Of radio listeners with mobile phone access, 14% have made a call into a radio station and 3% have sent an SMS to a radio station in the past year. These rates are relatively low compared to radio listeners in the other fully accessible states.

## Television

Just 23% of respondents in Western Equatoria have ever watched television, however it is twice as common for men to have watched television (41%) than women (20%). Likewise, statewide television weekly reach is higher for men (27%) than women (5%), at 7% overall. The following figure shows the television stations with the highest levels of awareness among those with television access. Only the top stations are displayed.

Figure 72: Television Station Awareness Among Those With Television Access, Western Equatoria, N=54 (April 2015)<sup>161</sup>

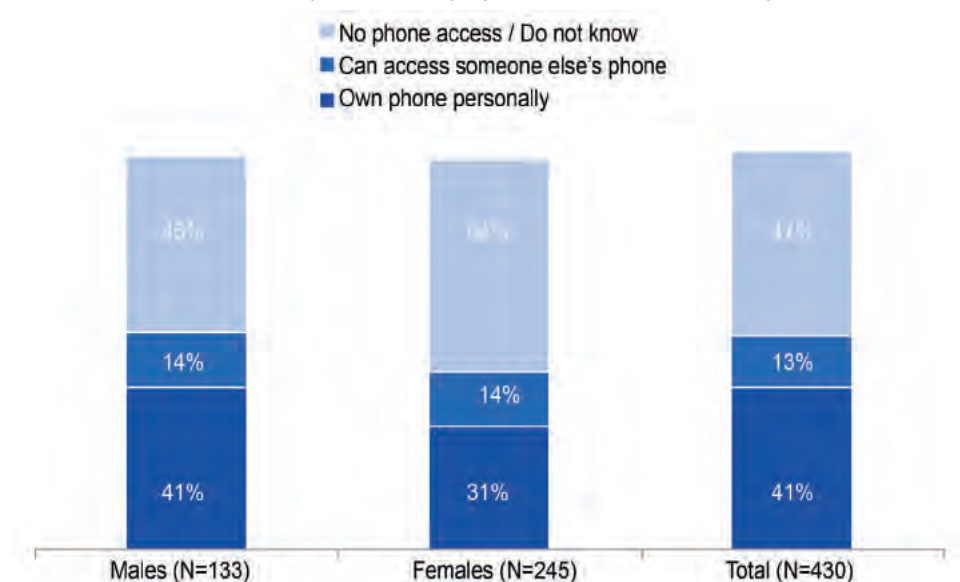


While television viewers have relatively high rates of awareness of stations, statewide weekly reach is low for all stations: SSTV (3%), BBC World News in English (2%), Al Jazeera English (1%), BBC Arabic (1%), and Al Jazeera Arabic (1%)<sup>162</sup>.

## Mobile Phone

More than half (53%) of respondents in Western Equatoria have access to a mobile phone. However, more men (55%) have access to a mobile phone than women (46%) as shown in the following figure.

Figure 73: Mobile Phone Access (Penetration) by Gender, in Western Equatoria, N=430 (April 2015)



Mobile phone users in Western Equatoria frequently use their phones for texting. Over one-third (35%) have sent or received a SMS text message and one-quarter (24%) has received information by SMS text message in the past seven days.

## Internet

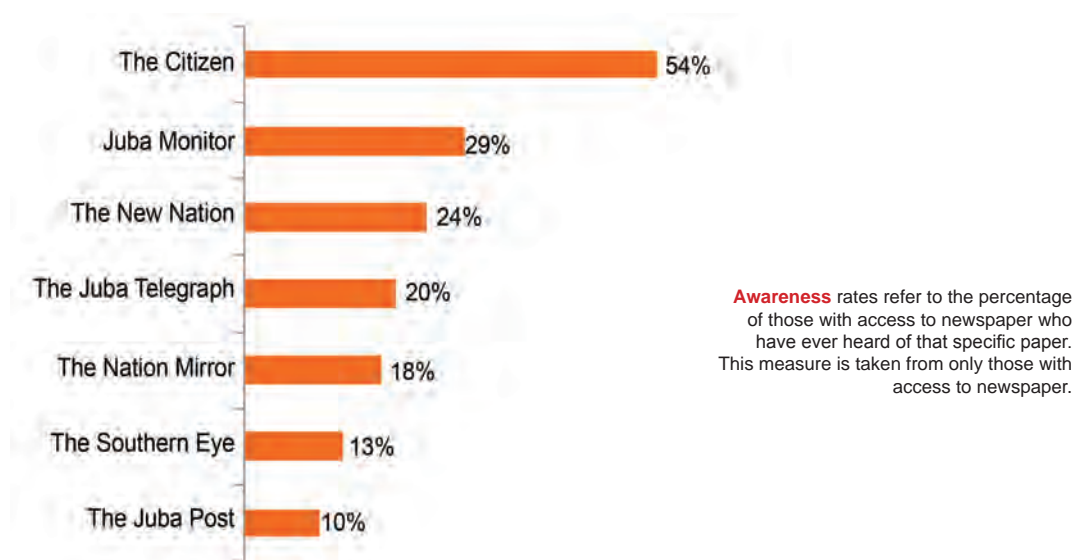
Internet access is not common in Western Equatoria. Just 6% of respondents have ever used the internet, while 3% of respondents in Western Equatoria are weekly internet users. These individuals are most likely to access the internet at home (50%) or at work (30%). Internet access is more common among men (18%) than women (5%).

Weekly internet users in Western Equatoria are most likely to use the internet to find out the latest news (73%) or listen to online audio such as music (36%). Over half (57%) of weekly internet users have visited the Sudan Tribune website and nearly one-quarter (23%) have visited the BBC News website in the past seven days. Half of internet users (51%) do not have any form of social media, which is the largest proportion out of internet users in any fully accessible state<sup>163</sup>.

## Newspapers

Although statewide access is higher (21%) than the average among fully accessible states, Western Equatoria has a newspaper weekly reach of just 5%. It is twice as common for men to have read a newspaper (34%) than women (16%). As statewide weekly reach is low, it is unsurprising that most individual newspapers have extremely low statewide weekly reach. For instance, The Juba Monitor, The Citizen, and The New Nation hold the highest proportions of state weekly reach, all at only 1%. The following figure shows rates of newspaper brand awareness among those in Western Equatoria who have ever read a newspaper in the past 4 weeks, but excludes statewide weekly reach given the low proportions.

Figure 74: Newspaper Awareness Among Those With Newspaper Access, Western Equatoria, N=50 (April 2015)<sup>164</sup>





Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Handwashing Knowledge

Handwashing knowledge in Western Equatoria is not clearly linked to either gender or media access and vary in comparison to national level findings<sup>165</sup>. For instance, while more respondents in Western Equatoria wash their hands after defecating (72%) than the national average (58%), fewer wash their hands before feeding children (34%) than the national average (44%). No access individuals are more likely to receive their hygiene information from family than individuals with media access, who are likely to receive theirs from school or the radio.

Table 33: Handwashing Knowledge, Western Equatoria, N=430 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=430	N=133	N=245	N=83	N=132	N=172	N=43
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	54%	56%	57%	49%	60%	53%	52%
Before eating	69%	60%	74%	58%	76%	56%	54%	65%
Before feeding children	44%	34%	37%	38%	33%	27%	36%	46%
After defecating	58%	72%	67%	74%	55%	70%	79%	82%
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	52%	43%	52%	48%	53%	54%	45%
Family	33%	26%	19%	27%	38%	32%	17%	25%
School	28%	43%	30%	34%	32%	38%	48%	59%
Radio	26%	34%	25%	31%	2%	24%	50%	65%
Friends	24%	16%	20%	17%	21%	16%	11%	22%
NGOs or UN workshops	19%	22%	28%	24%	20%	25%	20%	27%

Gender Perceptions

In general, men and women express slight differences in their perceptions of gender equality. Women are more in favor of gender equality for decision making and working outside the home, but are less likely to agree that a wife has the right to express her disagreement with her husband. Media access is slightly linked to a more favorable perception of gender equality, with more medium access and high access individuals saying wives have the right to express their disagreement than no access individuals. While opinions of women working outside the household did not vary significantly by media access, women were much more in favor of the prospect than men.

Table 34: Gender Perceptions, Western Equatoria, N=430 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=430	N=133	N=245	N=83	N=132	N=172	N=43
"The important decisions in the family should be made by the men."								
Agree	57%	63%	88%	58%	78%	68%	53%	52%
Disagree	35%	33%	11%	38%	16%	27%	44%	47%
Neither	7%	2%	0%	1%	0%	5%	2%	1%
Don't know	2%	1%	0%	2%	5%	0%	0%	0%
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	61%	45%	62%	57%	69%	58%	62%
Disagree	43%	29%	50%	29%	28%	30%	31%	23%
Neither	6%	6%	4%	5%	4%	0%	10%	15%
Don't know	1%	3%	0%	4%	10%	2%	0%	0%
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	41%	54%	44%	31%	34%	51%	40%
Disagree	36%	42%	42%	39%	48%	52%	32%	39%
Neither	7%	12%	3%	11%	8%	9%	14%	16%
Don't know	2%	5%	1%	5%	10%	5%	1%	5%
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	90%	58%	90%	87%	86%	92%	99%
Help with housework	31%	2%	31%	4%	1%	6%	1%	0%
Get married	7%	4%	8%	3%	10%	4%	3%	0%

At 90%, Western Equatoria has the highest rate of respondents who say the most important thing for girls age 10-12 to do is finish school, however this view is much more likely to be held by women (90%) than men (58%). This remains the most common response when disaggregated by media access, although 10% of no access individuals say it is most important for girls to get married, compared to 3% of medium access individuals.

Women in Western Equatoria are heard expressing themselves in public at rates similar to the national averages. Nearly four in ten (39%) respondents have heard women express themselves in a public setting in the last month or on the radio or television (37%). However, 22% do not know the last time they heard a woman express herself publicly and 27% do not know the last time they heard a woman express herself on the radio or television.

Radio and Security

Helpful information from the radio reaches audiences in Western Equatoria at rates similar to the national averages, but information on other groups of people is less common and respondents are unsure of radio’s role in reducing or increasing conflict. Overall, 68% of respondents in Western Equatoria say information from the radio has helped them to stay safe. Just 35% say information from the radio has made them think differently about another group of people. One-third (33%) say they do not know whether radio broadcasts in their area can help reduce conflict or increase conflict, although overall respondents in Western Equatoria most commonly say it reduces conflict (54%).

Table 35: Perceptions of Radio and Security, Western Equatoria, N=430 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=430	N=133	N=245	N=83	N=132	N=172	N=43
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	68%	69%	61%	37%	63%	78%	100%
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	35%	54%	34%	10%	32%	43%	64%
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	54%	69%	48%	21%	52%	63%	86%
Increase Conflict	5%	8%	5%	10%	4%	9%	11%	1%
Neither	10%	5%	14%	3%	5%	6%	4%	1%
Don't know	17%	33%	12%	39%	70%	33%	20%	11%



Partially Accessible States

This section discusses states in which only part of the population was accessible as of fielding (April 2015). Accessibility and representativeness varied by state and were determined through security and weather-related considerations. The findings cannot be considered representative of the state in its entirety, but rather reflect a restricted sub-population of the state, most often those in the relatively urban areas of that state that are exclusively outside both the UN PoC sites or informal settlements.

Analysis and findings representative of over half the state:

Eastern Equatoria (72% accessible)

Lakes (61% accessible)

Analysis and findings limited to the relatively urban sub-populations:

Upper Nile State (Malakal and Melut counties only)

Unity (Leer county only)

Jonglei (Bor South county only)



## Eastern Equatoria

Accessible population of the state: 72%

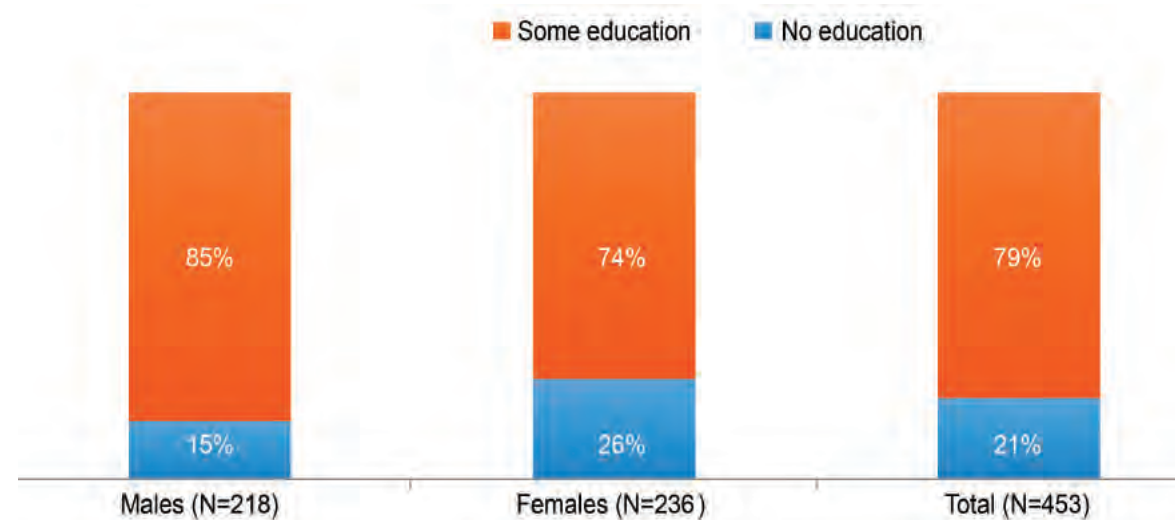
Unlike Upper Nile, Unity, or Jonglei, states that were experiencing conflict and insecurity during fielding, the limited accessibility in Eastern Equatoria was due primarily to heavy rainfall. As much of the state has minimal infrastructure, mobility was severely limited, especially in the Greater Kapoeta area. Sampling occurred mainly in the western areas of the state. Eastern Equatoria is one of the most ethnically diverse states in the country but inaccessibility and random selection mean it is possible certain groups were underrepresented in the state's sample frame. The following findings therefore are representative only of the accessible population of Eastern Equatoria.

At a glance:

Gender <sup>166</sup>	Men	48%
	Women	52%
Age <sup>167</sup>	Youth	67%
	Adult	33%

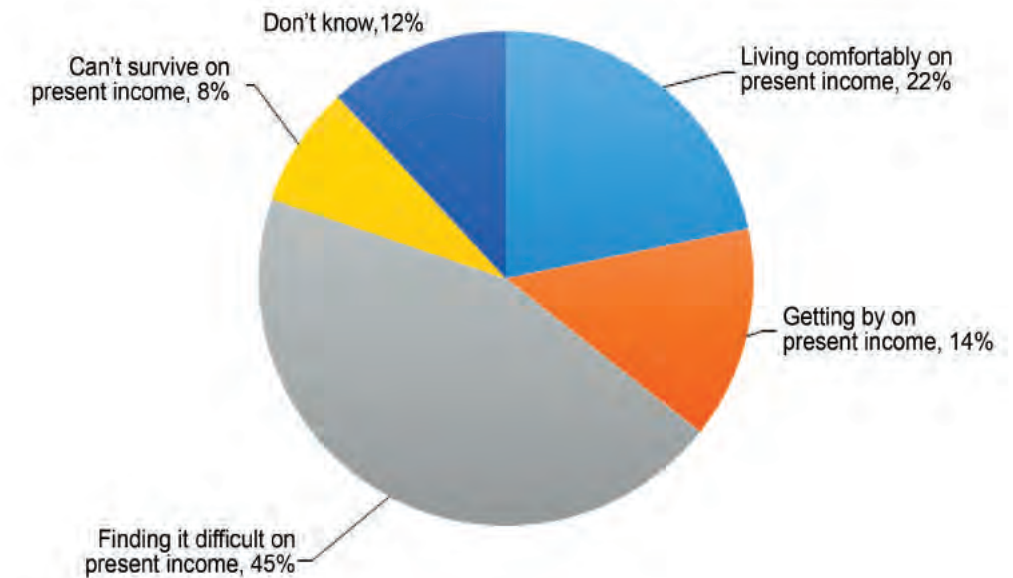
Madi (27%), Acholi (27%), and Didinga (20%) are the languages spoken most often in households of the accessible population in Eastern Equatoria. However, three-quarters (75%) of respondents also understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Eastern Equatoria also understand Juba Arabic (65%), English (52%) and Acholi (10%)<sup>168</sup>. Overall, 39% of respondents in Eastern Equatoria say they could understand some or all of a letter written in English.

Figure 75: Education Level by Gender, Eastern Equatoria, N=453 (April 2015)



The accessible population in Eastern Equatoria has a relatively high rate of access to education, with 79% of respondents who have received at least some formal education.

Figure 76: Perceptions of Household Income, Eastern Equatoria, N=453 (April 2015)



While employment and discretionary money are slightly higher than national averages, there is a slight gender gap. Overall, 19% of respondents in Eastern Equatoria currently have a paid job on a regular basis but it is more common for men (24%) than for women (14%). One-third (33%) of respondents in Eastern Equatoria say they have discretionary money, but it is slightly more common among men (37%) than women (30%).

### Access to Media

Figure 77: General Media Access, via "Have you ever had access to...?", Eastern Equatoria, N=453 (April 2015)

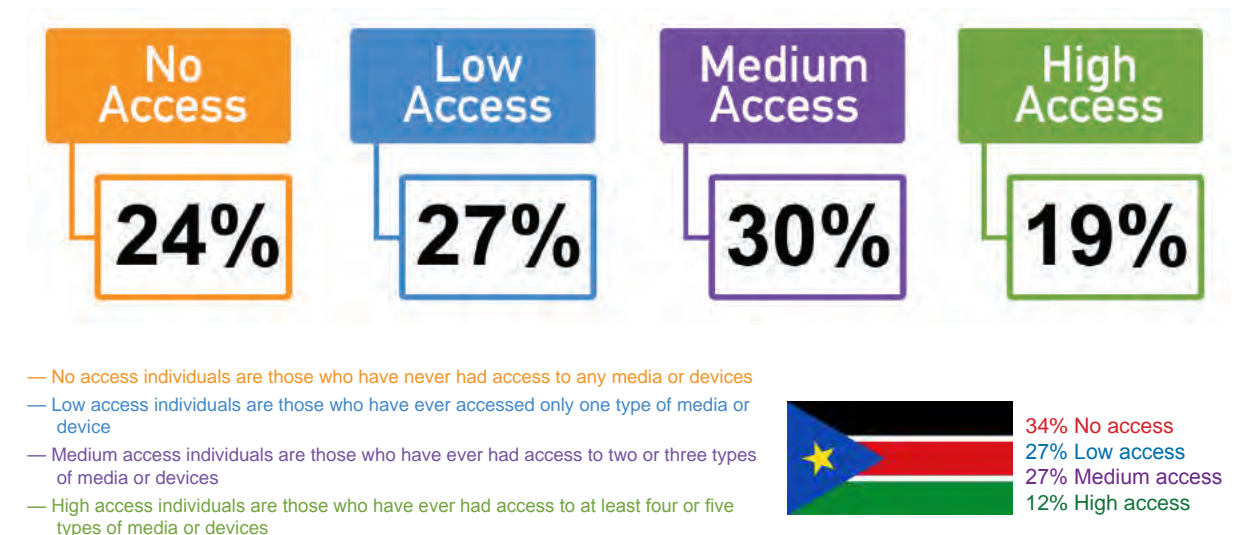
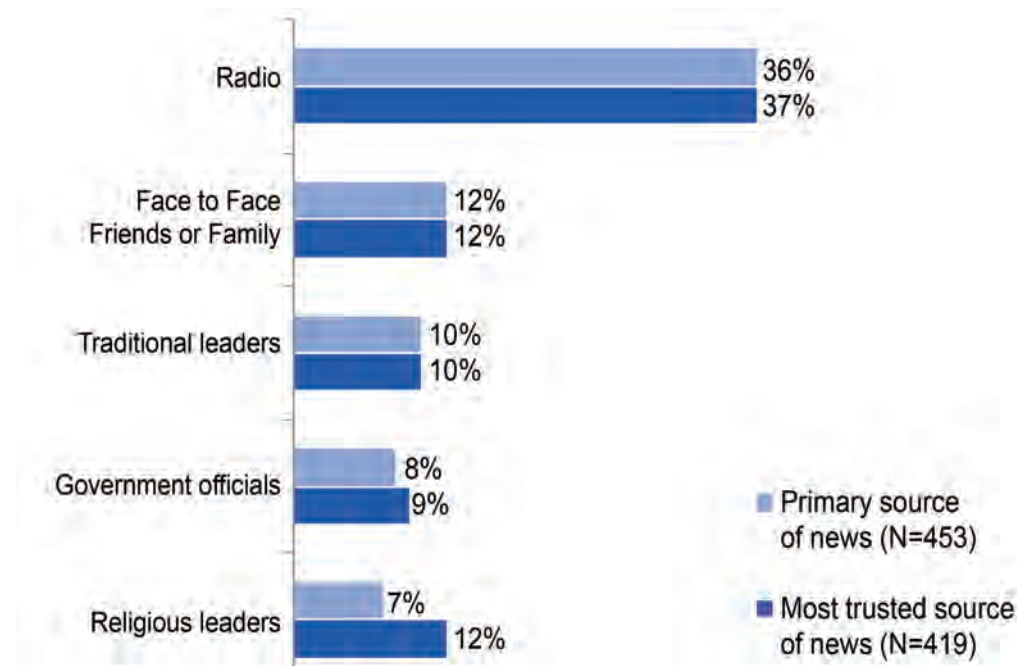
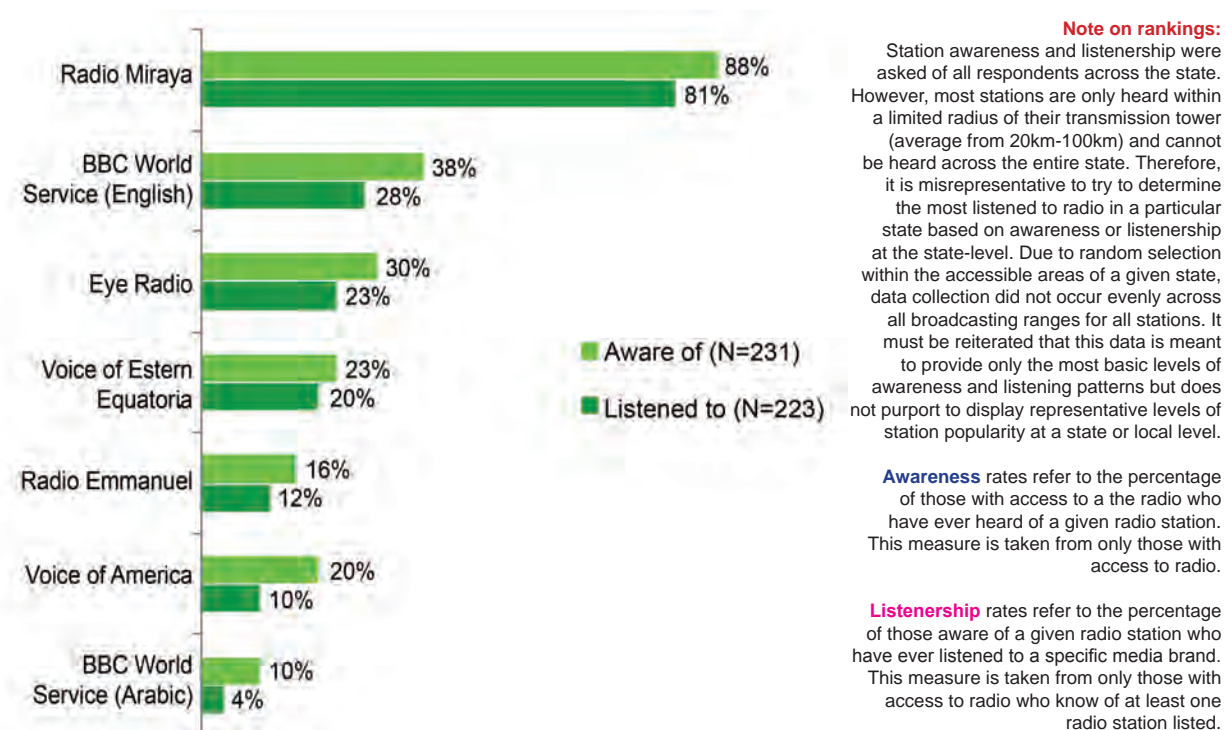


Figure 78: Top Sources of News and Information, Eastern Equatoria (April 2015)<sup>169</sup>

## Radio

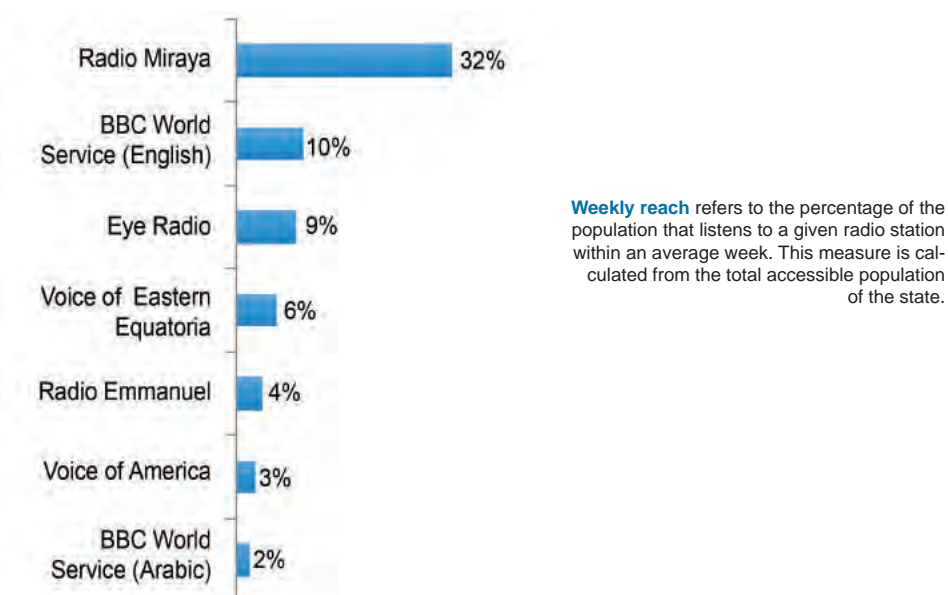
Overall, 54% of respondents in Eastern Equatoria have ever listened to a radio. Radio Miraya is the best-known station (88%) in Eastern Equatoria among those with radio access<sup>170</sup> who say they have listened in the past 12 months. The following figure shows station awareness and listenership for those with radio access.

Figure 79: Radio Station Awareness and Listenership, Eastern Equatoria (April 2015)<sup>171</sup>

Other stations that are known but less frequently listened to by those with radio access in Eastern Equatoria include: Radio Tamazuj (1%); Nehemiah Trumpet Call (1%), Peace FM (1%), Radio Magwi (1%), Voice of Freedom (2%)<sup>172</sup>.

At 57%, Radio Miraya is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by the BBC World Service in English (12%)<sup>173</sup>. These stations also have the largest weekly reach in the state, as shown in the following figure.

Figure 80: Radio Station Weekly Reach Among Accessible Population, Eastern Equatoria, N=453 (April 2015)



Radio listeners in Eastern Equatoria say they listen the most often in the mornings (6am-9am, at 44%) or in the evenings (6pm-9pm, at 23%), at rates similar when disaggregated by gender. Like most states, listeners in Eastern Equatoria choose to listen during these time periods because it is when their most-liked programs are aired (64%)<sup>174</sup>.

Over 4 in 10 (44%) radio listeners with mobile phone access in Eastern Equatoria say they have made a call to a radio station and 14% have sent a SMS to a radio station in the past year.

## Television

Just 27% of respondents in Eastern Equatoria have ever watched television. This rate is similar when disaggregated by gender. However, in terms of weekly reach, television viewing is higher for men (23%) than women (13%). The following figures show rates of television station awareness for those who have watched any station in the past 4 weeks and the statewide weekly reach of each station (as per the accessible population of the state). Only the top stations are displayed.



Figure 81: Television Station Awareness Among Those With Television Access, Eastern Equatoria, N=88 (April 2015)<sup>175</sup>

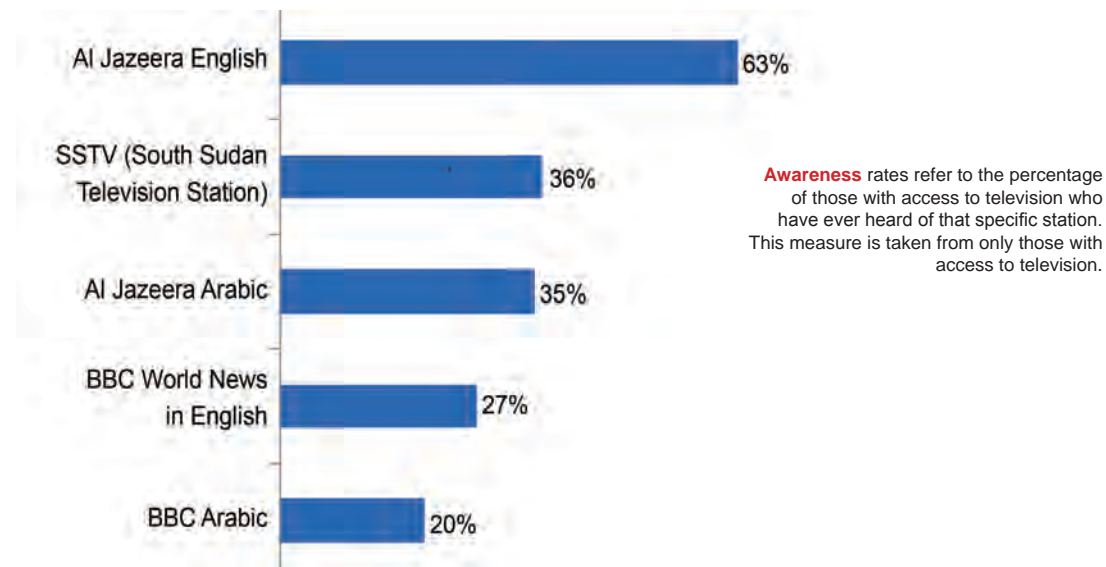
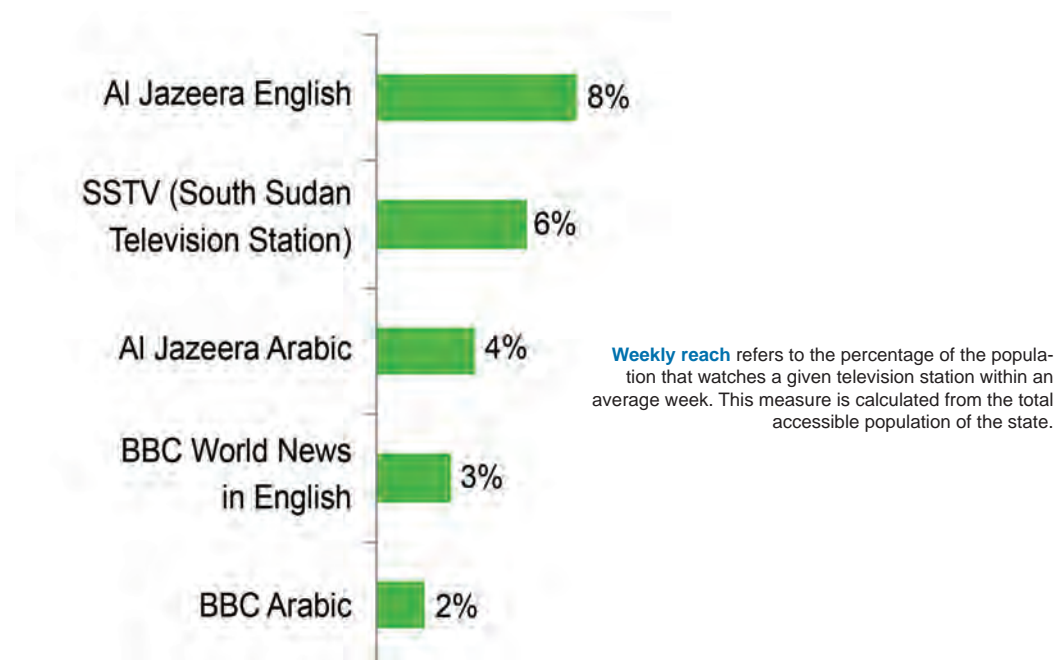


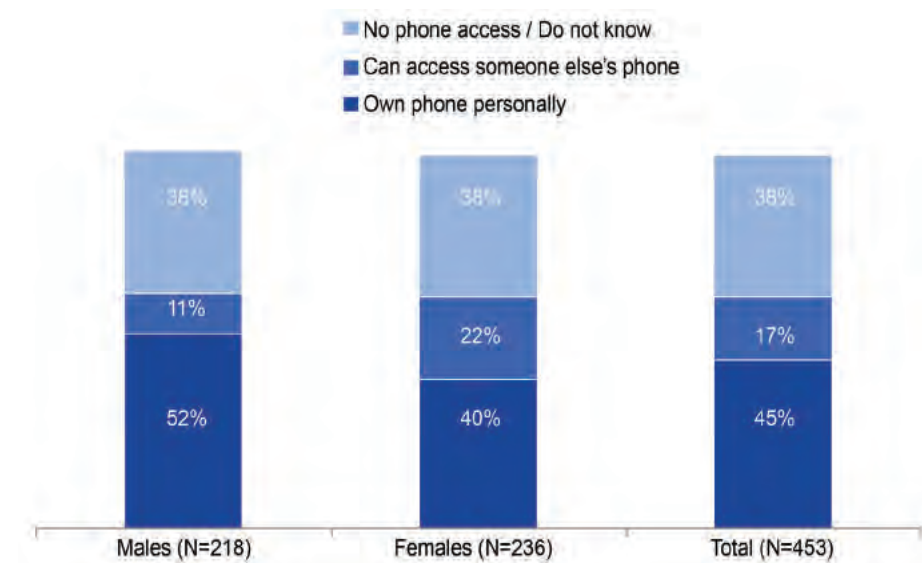
Figure 82: Television Station Weekly Reach Among Accessible Population, Eastern Equatoria, N=453 (April 2015)<sup>176</sup>



## Mobile Phone

Overall, 62% of respondents in Eastern Equatoria have access to a mobile phone. This rate is fairly consistent when disaggregated by gender. However, more men own the mobile phone they have access to than women, as shown in the following figure.

Figure 83: Mobile Phone Access (Penetration) by Gender, Eastern Equatoria, N=453 (April 2015)



Aside from making phone calls, those with mobile phone access in Eastern Equatoria most often say they sent and received SMS text messages (57%).

## Internet

Internet access is not common in Eastern Equatoria. Just 14% of respondents have ever used the internet, with a weekly reach of 11% in the accessible areas of the state. This small subset of individuals is most likely to access the internet at home (91%). Internet access is more common among men (19%) than among women (9%).

Weekly internet users in Eastern Equatoria are most likely to use the internet to send or receive email (49%), check their social media (40%), or find out the latest news (40%). Over one-third (39%) of weekly internet users have visited the Sudan Tribune website and another third (33%) have visited the BBC News website. Internet users often have a Facebook account (83%) or Twitter (30%) account<sup>177</sup>.

## Newspapers

Newspaper access is slightly more common in the accessible areas of Eastern Equatoria than other areas of the country. Nearly 3 out of 10 (28%) respondents in Eastern Equatoria have ever read a newspaper, with a weekly reach of 13% in the accessible areas of the state. Men are more likely (33%) than women (24%) to have ever read a newspaper.

Figure 84: Newspaper Awareness Among Those With Newspaper Access, Eastern Equatoria, N=81 (April 2015)<sup>178</sup>

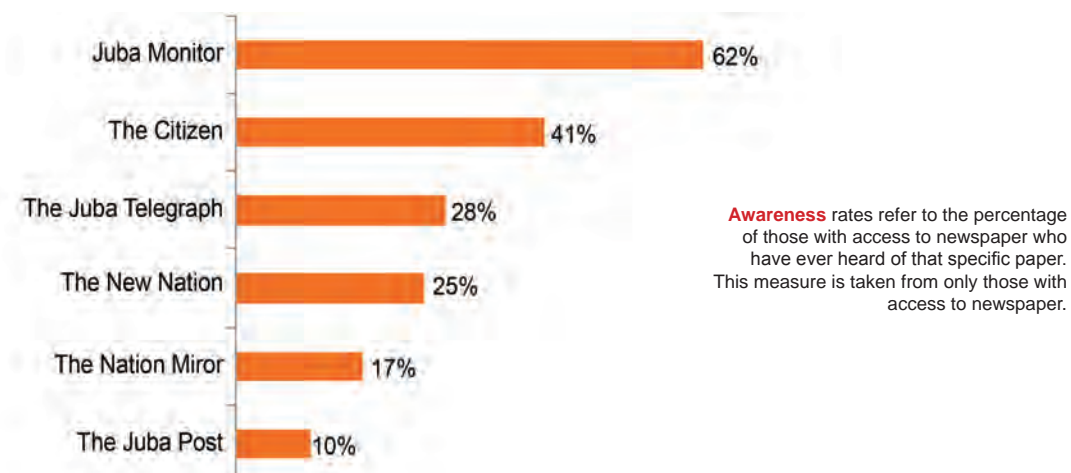
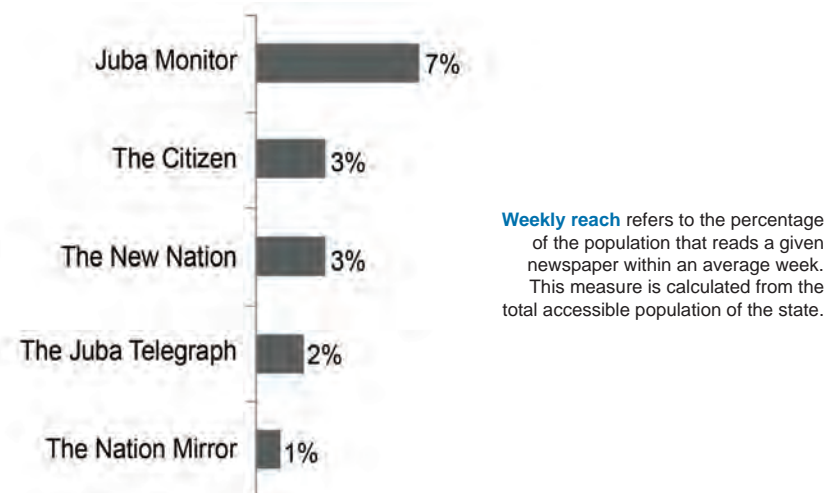


Figure 85: Newspaper Weekly Reach Among Accessible Population, Eastern Equatoria, N=453 (April 2015)<sup>179</sup>



At 7%, The Juba Monitor has the highest weekly reach in Eastern Equatoria. While 10% of those with newspaper access have heard of The Juba Post, this paper has zero statewide weekly reach.

## Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

## Handwashing Knowledge

Handwashing knowledge does not appear to be strongly linked to gender in the accessible areas of Eastern Equatoria, although there is a slight gender gap in sources of hygiene information that follows wider gender discrepancies. For instance, more men in the accessible areas of this state find out about their hygiene topics at school

(45%) and the radio (33%) than women, which are both realms that men tend to have more access to. Increased media access is positively linked with handwashing knowledge, with individuals with media access being generally more knowledgeable about critical times than no access individuals<sup>180</sup>. Sources of hygiene information are relatively similar when disaggregated by media access, except in the case of radio, which is not accessible for those without access to media in any case.

Table 36: Handwashing Knowledge, Eastern Equatoria, N=453 (April 2015)

	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=453	N=218	N=236	N=107	N=122	N=137	N=88
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	59%	62%	57%	41%	63%	67%	65%
Before eating	69%	84%	85%	82%	75%	85%	87%	87%
Before feeding children	44%	60%	63%	57%	43%	62%	69%	66%
After defecating	58%	77%	76%	78%	74%	78%	75%	86%
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	64%	64%	64%	68%	68	64%	52%
Family	33%	36%	39%	34%	41%	43%	26%	37%
School	28%	37%	45%	30%	25%	39%	40%	44%
Radio	26%	28%	33%	24%	0%	15%	43%	57%
Friends	24%	31%	34%	27%	31%	30%	28%	33%
NGOs or UN workshops	19%	17%	20%	14%	12%	17%	20%	19%



Gender Perceptions

In Eastern Equatoria, media access does not seem to be strongly linked with agreement on gender equality statements referring to women and wives, but does seem to be related to opinions on the most important activities for young girls.

Table 37: Gender Perceptions, Eastern Equatoria, N=453 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=453	N=218	N=236	N=107	N=122	N=137	N=88
"The important decisions in the family should be made by the men."								
Agree	35%	44%	44%	44%	39%	51%	46%	38%
Disagree	7%	2%	2%	2%	0%	0%	4%	3%
Neither	2%	3%	4%	3%	3%	4%	5%	0%
Don't know	2%	0%	0%	0%	0%	1%	0%	0%
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	52%	50%	53%	48%	59%	44%	59%
Disagree	43%	43%	44%	41%	50%	35%	47%	37%
Neither	6%	3%	3%	4%	2%	1%	6%	4%
Don't know	1%	3%	3%	2%	0%	5%	4%	0%
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	49%	48%	51%	58%	50%	43%	47%
Disagree	36%	45%	46%	45%	37%	44%	48%	52%
Neither	7%	2%	1%	3%	4%	2%	2%	1%
Don't know	2%	3%	5%	1%	2%	6%	6%	0%
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	50%	51%	48%	28%	41%	59%	74%
Help with housework	31%	43%	40%	45%	57%	52%	34%	24%
Get married	7%	3%	4%	3%	10%	1%	0%	0%

Half of respondents in the accessible areas of Eastern Equatoria feel that the most important activity for girls ages 10-12 is to finish school, followed closely by those who feel the most important activity is to help with housework (43%). When disaggregated by media access, respondents are roughly twice as likely to say girls should finish school if they have medium access (59%) or high access (74%) than if they had no access to media (28%). Similarly, respondents were more likely to say girls should help with housework if they had no access (57%) than if they had high access to media (24%).

Over half (55%) of respondents in the accessible areas of Eastern Equatoria have heard a woman express her opinion in public in the past month, although nearly one-quarter (23%) of respondents do not know the last time they heard a woman in their area express her opinion in a public setting. Slightly fewer (38%) respondents in the accessible areas of Eastern Equatoria have heard a woman express her opinion on the radio or television in the past month, with 37% who say they do not know the last time this occurred.

Radio and Security

Respondents in the accessible areas of Eastern Equatoria generally have a positive outlook on the role of radio, with most saying radio stations in their area do a lot to reduce conflict (66%) and that radio provides useful information that keeps them safe. In terms of helping bridge communities, 29% say information from the radio has made them think differently about another group of people at some point. Overall, 58% of respondents in Eastern Equatoria feel information from the radio has helped them to stay safe<sup>181</sup>. Unsurprisingly, access to media is linked to these questions in that the more access a respondent has, the stronger the link to a positive outlook on radio, but remained relatively similar when disaggregated by gender.

Table 38: Perceptions of Radio and Security, Eastern Equatoria, N=453 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=453	N=218	N=236	N=107	N=122	N=137	N=88
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	58%	60%	57%	17%	43%	84%	90%
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	29%	28%	30%	19%	21%	36%	42%
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	66%	71%	60%	32%	51%	86%	95%
Increase Conflict	5%	1%	1%	1%	0%	3%	0%	2%
Neither	10%	14%	14%	14%	27%	15%	10%	3%

## Lakes

Accessible population of the state: 61%

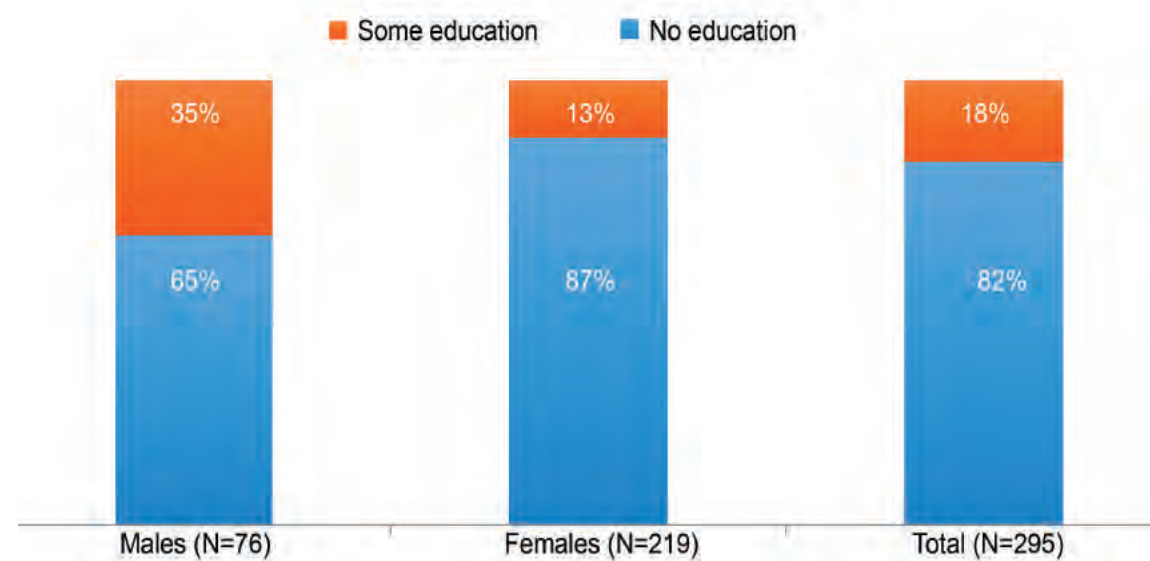
Insecurity in Lakes, a state in the center of the country, accounted for most of the limited accessibility. The majority of the state is ethnic Dinka, but regional differences might have resulted in slightly different findings had the entire state been accessible. For instance, it is noted that the state comprises several sub-groups within the ethnic Dinka who have unique characteristics, which means there may be some underrepresentation at a regional level. Nonetheless, the sample frame of Lakes state provides a representation of the accessible population that can be considered reasonably indicative of larger trends at the state-level<sup>182</sup>.

At a glance:

Gender <sup>183</sup>	Men	26%
	Women	74%
Age <sup>184</sup>	Youth	59%
	Adult	41%

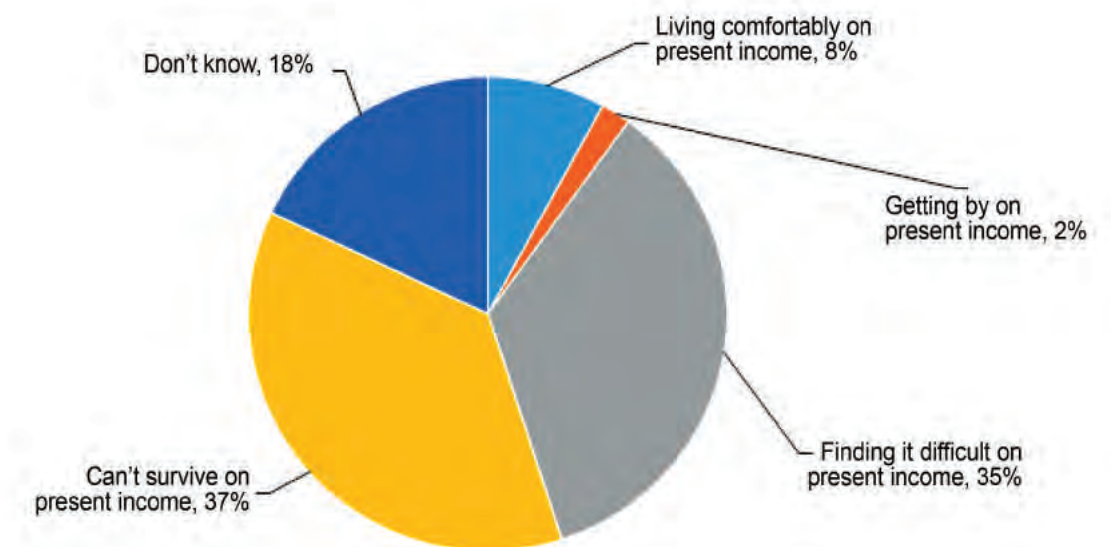
Dinka (91%) is the primary language spoken in the households of respondents in the accessible areas of Lakes, followed by Beli (4%). Only 14% of respondents in Lakes understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Lakes also understand English (32%), Juba Arabic (27%), and Arabic (27%). Just 5% of respondents in Lakes say they could understand some or all of a letter written in English.

Figure 86: Education Levels by Gender, Lakes, N=295 (April 2015)



Of the accessible population in Lakes, just fewer than 1 in 5 (18%) respondents have received at least some formal education. It is much less common for women (13%) to have received at least some formal education than men (35%).

Figure 87: Perceptions of Household Income, Lakes, N=295 (April 2015)



Rates of employment and discretionary money are low for both men and women, and a slight gender gap is apparent. Overall, 12% of respondents in Lakes currently have a paid job on a regular basis, though it is more common for men to have a paid job (20%) than women (8%). Just 8% of respondents in Lakes say they have discretionary money, though it is more common among men (18%) than women (5%).

### Access to Media

Figure 88: General Media Access, via "Have you ever had access to...?", Lakes, N=295 (April 2015)

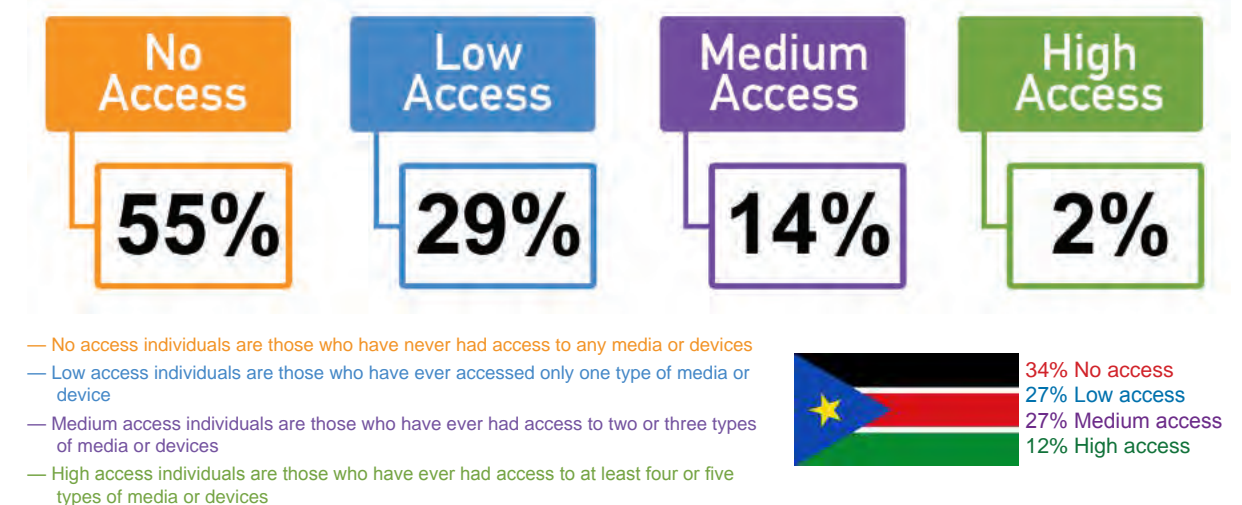
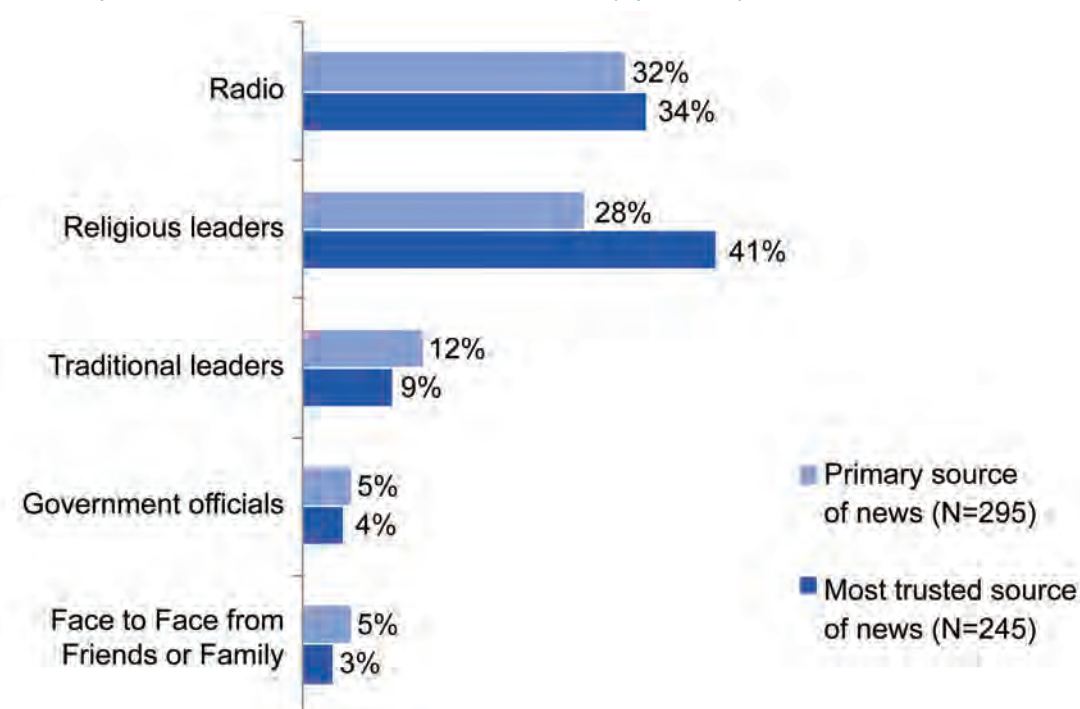
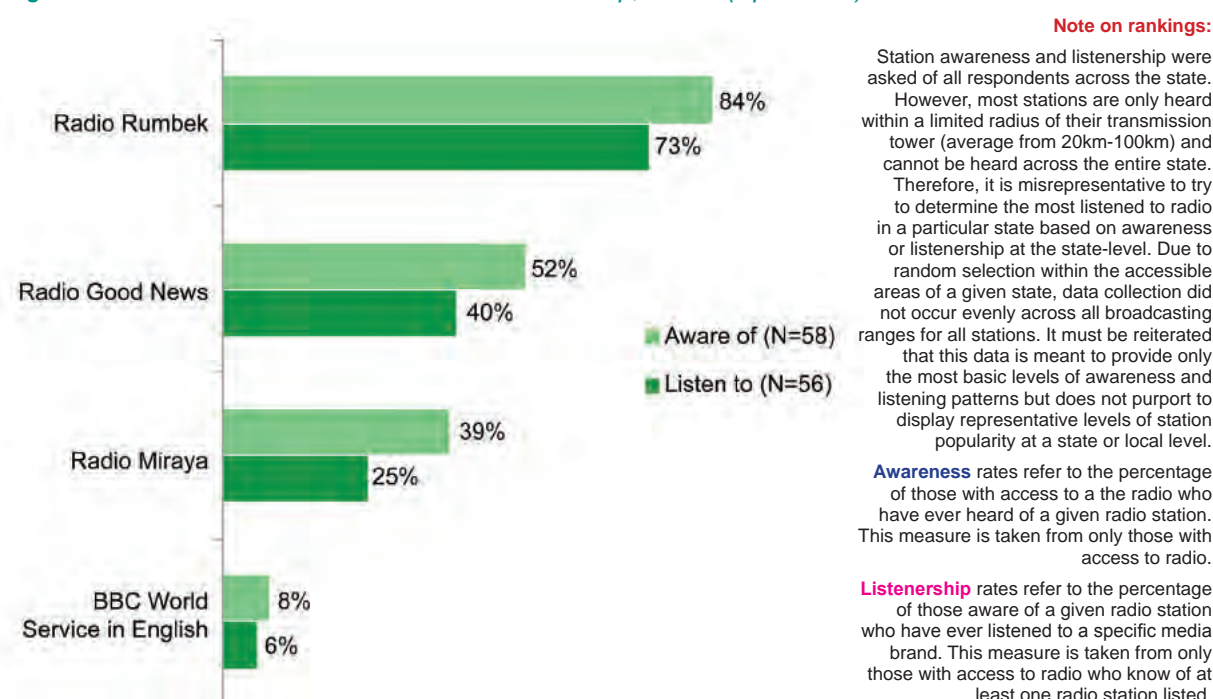




Figure 89: Top Sources of News and Information, Lakes (April 2015)<sup>185</sup>

## Radio

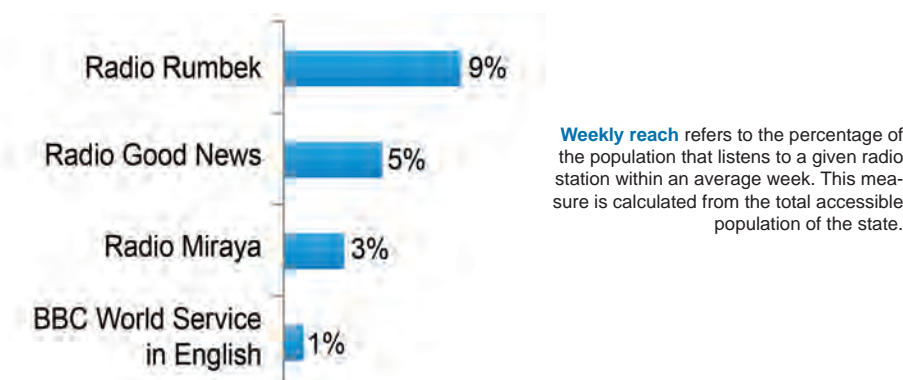
Overall, only 23% of respondents in the accessible areas of Lakes have ever listened to a radio. Radio Rumbek is the best-known station (84%) in Lakes among those with radio access who say they have listened in the past 12 months. The following figure shows station awareness and listenership for those with radio access.

Figure 90: Radio Station Awareness and Listenership, Lakes (April 2015)<sup>186</sup>

Other stations that have been heard of but are less frequently listened to by those with radio access in the accessible areas of Lakes include: BBC World Service in Arabic (1%) and Radio Tamazuj (1%). It should be noted that other stations (such as Mingkaman FM) may have been operational in Lakes but are in areas that were inaccessible to researchers at the time of fielding or were not in the sample frame of accessible areas but were not surveyed due to random selection.

At 50%, Radio Rumbek is also the most trusted radio station for accurate information on developments surrounding the recent conflict and peace process, followed by Radio Good News (25%)<sup>188</sup>. These stations also have the largest weekly reach in the accessible areas of the state, as shown in the following figure.

Figure 91: Radio Station Weekly Reach Among Accessible Population, Lakes, N=295 (April 2015)



## Radio in Awerial County (August 2014)

Many parts of Lakes were inaccessible to researchers at the time of fielding (April 2015) or were part of the sample frame but were not visited due to the nature of random selection, as in the case of Awerial county. Previously, however, this area had been visited by Forcier Consulting as part of an information needs and media access assessment in August 2014<sup>190</sup>.

While less than half (42%) of respondents in the August 2014 survey had radio access, those who did have access tended to listen very frequently. Of these radio listeners, the vast majority (92%) said they tuned in to Mingkaman 100 FM. Well over half (60%) of radio listeners said they listened to the radio at least daily.

Over three-quarters (77%) of respondents said they had not been living in Mingkaman, a river town, before the conflict of December 2013.

Radio listeners in Lakes say they listen the most often in the mornings (6am-9am, at 41%) or in the evenings (6pm-9pm, at 28%), at rates similar when disaggregated by gender. Listeners in Lakes choose to listen during these time periods because it is when their most-liked programs are aired (76%)<sup>189</sup>.

Almost one in five (18%) radio listeners with mobile phone access in Lakes say they have made a call to a radio station in the past year. It is not common for radio listeners with mobile phone access to send SMS messages to radio stations, with just 1% who have done so in the past year.

Over half (62%) of radio listeners do not actively engage with radio stations, although 14% say they have made a call to a radio station and 7% meet with people from their community to listen to programs together. The rate of call-ins to stations is lower than the national average (25%).

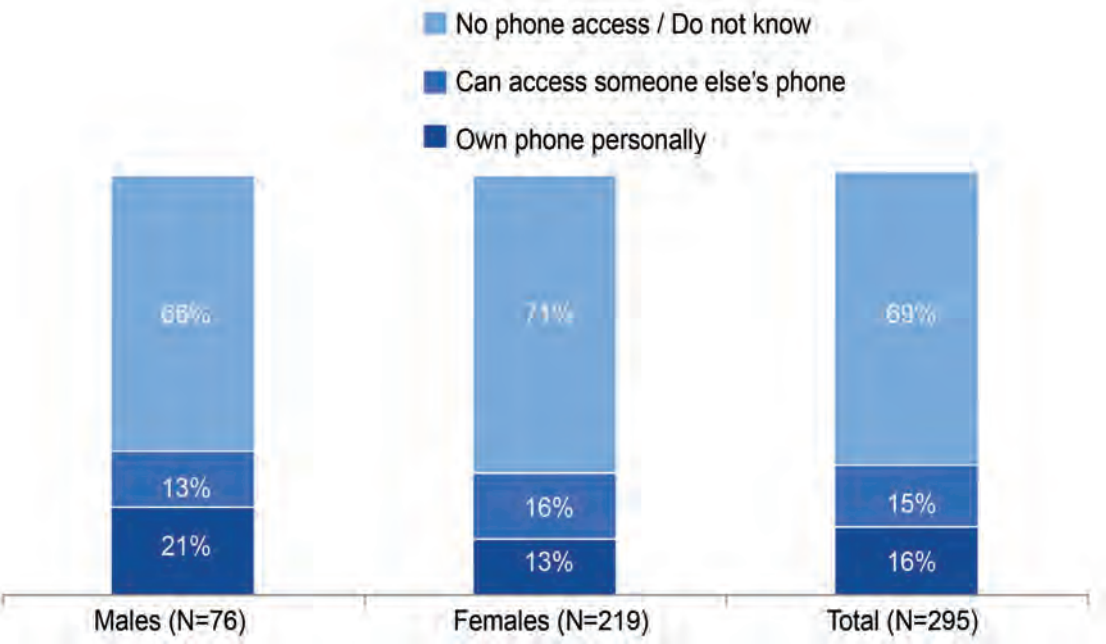
Television

Less than 1 out of 10 (8%) respondents in the accessible population of Lakes have ever watched television, with a weekly reach of just 2% in these areas. Only 10 respondents in the accessible areas of Lakes have watched television in the past month, while only 6 had watched in the past week. These low rates preclude meaningful gender disaggregation or commentary on television station awareness and weekly reach.

Mobile Phone

Overall, 3 out of 10 (30%) respondents in the accessible areas of Lakes have access to a mobile phone, at a rate that is fairly consistent when disaggregated by gender. This suggests that the factors that prevent respondents from having access to a mobile phone similarly affect men and women. The following figure shows the proportion of the accessible population in Lakes that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 92: Mobile Phone Access (Penetration) by Gender, Lakes, N=295 (April 2015)



Those who have phone access in Lakes are unlikely to do anything other than use it to make phone calls, with 50% saying they have not done any other activities and an additional 16% saying they do not know.

Internet and Newspapers

Both internet and newspaper access are extremely uncommon among the accessible population in Lakes. Just 3% of respondents have ever used the internet, with a weekly reach of 2% in the area. This low base of overall internet users in Lakes (N=9) precludes deeper analysis or conclusions about usage of this media.

Similarly, just 4% of respondents have ever read a newspaper, with a weekly reach of 3% among the accessible population of Lakes. This low base of newspaper readers (N=11) precludes deeper analysis or conclusions about usage of this media.

Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Given the low base of high access individuals in the accessible areas of Lakes (N=7), comparisons by media access are limited to no access, low access, and medium access individuals. However, even these groups, especially medium access, draw on a relatively small base of respondents and should be considered only as a rough indication of wider trends.

Handwashing Knowledge

Respondents in the accessible areas of Lakes tend to receive hygiene information more often from a doctor (60%) than other areas of the country. Those with medium access to media are more likely to receive their handwashing information from school and the radio, though in general those with at least some media access are more likely to have ever attended school and, by definition, to have access to a radio.

Table 39: Handwashing Knowledge, Lakes, N=295 (April 2015) <sup>191</sup>								
	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=295	N=76	N=219	N=162	N=86	N=40	N=7
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	79%	76%	80%	84%	72%	81%	--
Before eating	69%	63%	61%	64%	70%	54%	59%	--
Before feeding children	44%	73%	69%	75%	77%	67%	75%	--
After defecating	58%	62%	61%	63%	69%	54%	58%	--
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	60%	59%	60%	63%	55%	58%	--
Family	33%	31%	34%	30%	29%	31%	36%	--
School	28%	17%	23%	15%	12%	15%	35%	--
Radio	26%	24%	29%	22%	13%	28%	57%	--
Friends	24%	18%	26%	15%	18%	15%	23%	--
NGOs or UN workshops	19%	14%	22%	11%	15%	13%	17%	--



Gender Perceptions

Gender perceptions in the accessible areas of Lakes are similar to the national rates of gender perceptions and remain consistent when disaggregated by gender. Media access is not strongly linked with more equitable gender perceptions, especially regarding decision-making. However, fewer medium access individuals agree that wives can express themselves when they disagree with their husbands (54%) than no access individuals (65%).

Table 40: Gender Perceptions, Lakes, N=295 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=295	N=76	N=219	N=162	N=86	N=40	N=7
"The important decisions in the family should be made by the men."								
Agree	57%	54%	59%	52%	57%	49%	53%	--
Disagree	35%	39%	35%	40%	35%	44%	40%	--
Neither	7%	4%	6%	3%	3%	6%	4%	--
Don't know	2%	4%	1%	5%	5%	2%	3%	--
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	49%	58%	46%	44%	54%	52%	--
Disagree	43%	44%	39%	46%	48%	40%	43%	--
Neither	6%	5%	4%	5%	4%	6%	4%	--
Don't know	1%	2%	0%	3%	3%	0%	1%	--
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	60%	63%	59%	65%	55%	54%	--
Disagree	36%	29%	29%	29%	24%	31%	39%	--
Neither	7%	10%	7%	11%	8%	14%	5%	--
Don't know	2%	1%	1%	2%	2%	1%	0%	--
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	49%	46%	50%	51%	45%	46%	--
Help with housework	31%	33%	38%	31%	31%	39%	32%	--
Get married	7%	9%	5%	10%	10%	5%	9%	--

Half (49%) of respondents in the accessible areas of Lakes feel that the most important activity for girls ages 10-12 is to finish school, followed by those who feel the most important activity is to help with housework (33%). These rates are fairly consistent when disaggregated by gender and media access.

While 25% of respondents in Lakes heard a woman express herself in a public setting within the last month, 61% do not know when the last time they heard this happen. Similarly, 59% do not know the last time they heard a woman express herself on the radio or television.

Radio and Security

Information from the radio does not appear to have been as effective in reaching audiences in Lakes with information that helps keep them safe or makes them think differently about another group of people as in other areas of the country. One-third (33%) of respondents in Lakes say information from the radio has helped to keep them safe. However, it should be noted that only respondents in accessible areas were included in this sample; potential respondents in the conflict-prone areas of Lakes may have alternative perceptions of the role of radio.

One-third (32%) of respondents in Lakes say information from the radio has made them think differently about another group of people. Respondents generally feel the radio stations in

their area do a lot to reduce conflict (60%). Therefore, positive exposure to other communities, via media, could be a key peacebuilding measure in Lakes.

Table 41: Perceptions of Radio and Security, Lakes, N=295 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=295	N=76	N=219	N=162	N=86	N=40	N=7
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	33%	40%	31%	23%	34%	60%	--
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	32%	43%	28%	24%	35%	51%	--
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	60%	64%	58%	53%	63%	75%	--
Increase Conflict	5%	2%	4%	1%	1%	3%	6%	--
Neither	10%	15%	16%	15%	14%	19%	13%	--

## Upper Nile

Accessible population of the state: 23%

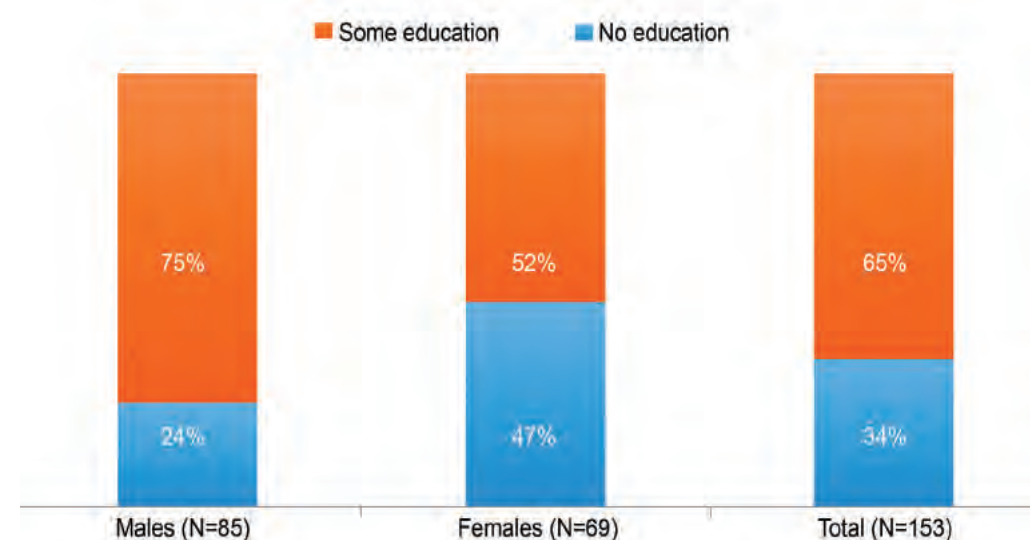
Upper Nile is home to a number of ethnic groups, primarily the Shilluk, Nuer, and Dinka. However, many Dinka and Nuer are in the inaccessible areas of Upper Nile or are confined to the Malakal PoC site owing to the perceived insecurity outside the site. As stated in the Limitations section, data collection was limited to Malakal and Melut counties in the areas outside of both the PoC and informal IDP settlements. As such, state-level findings for Upper Nile are more urban-biased and have less Nuer representation than there might have been if the entire state were accessible. Therefore, the following findings should not be considered as representative of Upper Nile. Rather, they are an indication of the demographics and media access for a subset of the state population, particularly those who have managed to stay near their homes in Malakal and Melut despite ongoing fighting and conflict. Due to the proximity to oil fields and stable power sources, communities in Melut have particularly high rates of access to television, mobile phones, and computers, which may account for the high averages<sup>192</sup>. Given these limitations, this section considers external data to help contextualize the findings.

At a glance:

Gender <sup>193</sup>	Men	55%
	Women	45%
Age <sup>194</sup>	Youth	68%
	Adult	32%

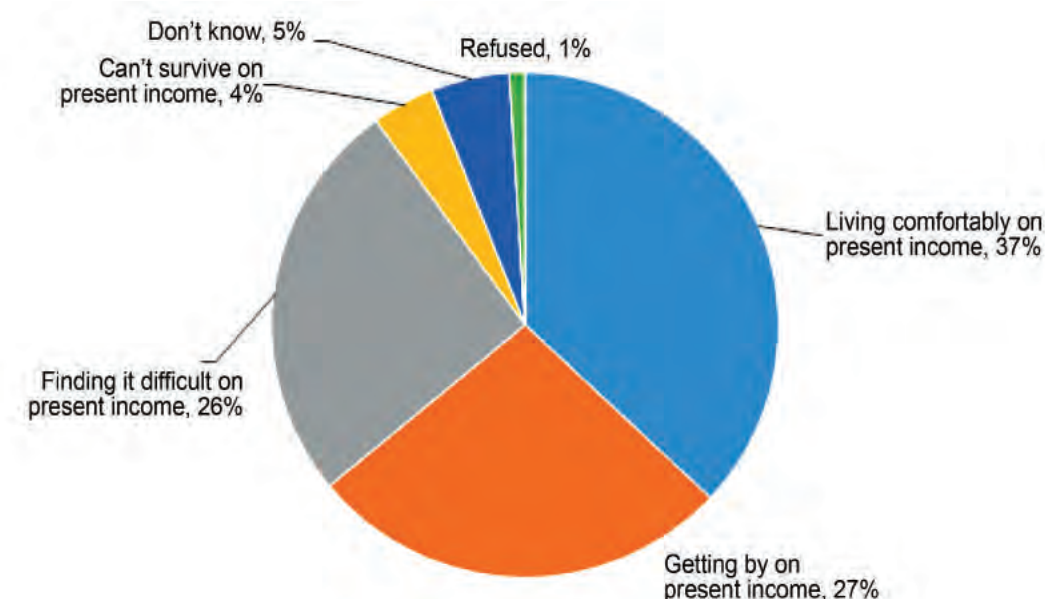
Among those surveyed in Malakal and Melut counties, Shilluk (41%), Arabic (37%) and Dinka (14%) are the most commonly spoken languages in the households of respondents. However, 71% of the surveyed population in Malakal and Melut counties also understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Upper Nile also understand Arabic (39%), English (30%), Dinka (28%), and Shilluk (18%)<sup>195</sup>. Overall, 23% of respondents in Malakal and Melut counties say they could understand some or all of a letter written in English.

Figure 93: Education Levels by Gender, Malakal and Melut counties, Upper Nile, N=153 (April 2015)



Roughly two-thirds (65%) of the accessible population in Malakal and Melut counties has had at least some formal education. However, of those who have received some level of formal education, 36% did not complete primary school.

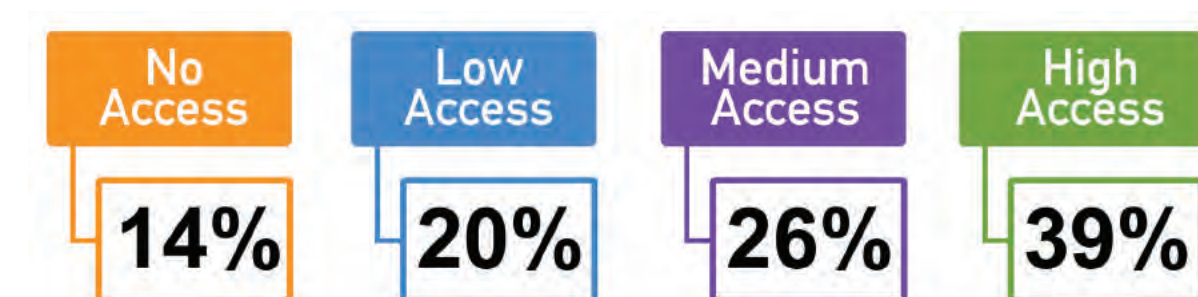
Figure 94: Perceptions of Household Income, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)



While rates of employment and discretionary money are much higher than national rates, a slight gender gap is apparent. Over half (55%) of respondents in Malakal and Melut counties currently have a paid job on a regular basis, though it is much more common for men to have a paid job (70%) than women (36%). Similarly, nearly half (46%) of respondents in Malakal and Melut counties say they have discretionary money, although it is also more common among men (58%) than women (31%).

### Access to Media

Figure 95: General Media Access via "Have you ever had access to...?", Malakal and Melut Counties, Upper Nile, N=153 (April 2015)



- No access individuals are those who have never had access to any media or devices
- Low access individuals are those who have ever accessed only one type of media or device
- Medium access individuals are those who have ever had access to two or three types of media or devices
- High access individuals are those who have ever had access to at least four or five types of media or devices

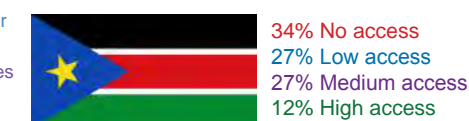
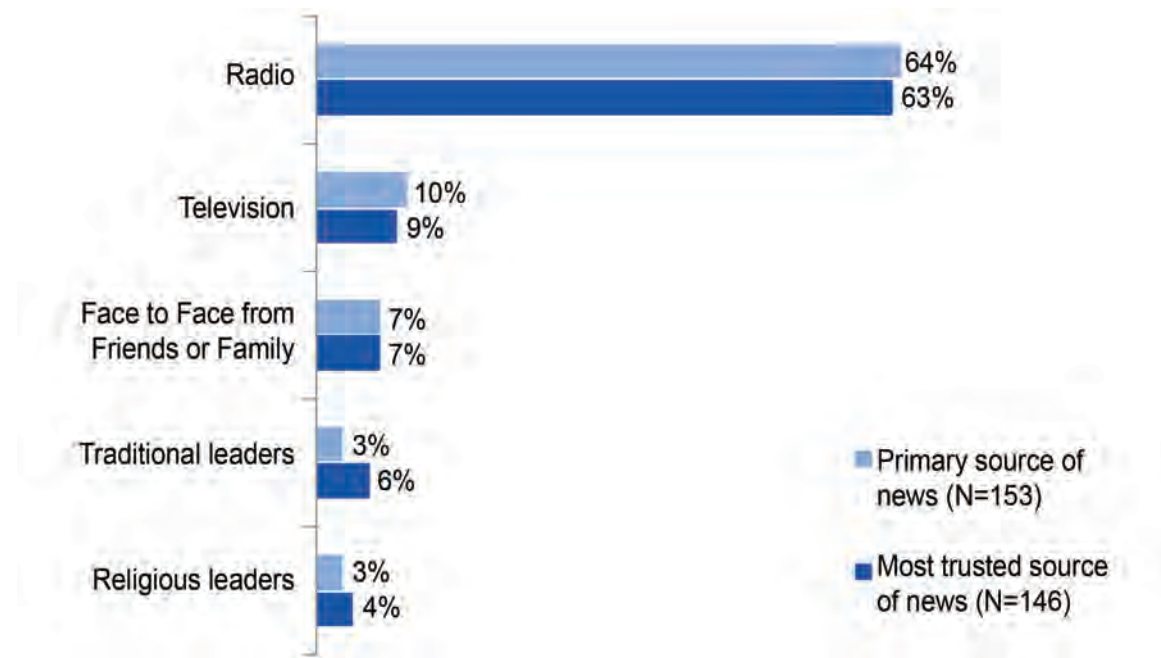




Figure 96: Top Sources of News and Information, Malakal and Melut Counties, Upper Nile (April 2015)<sup>196</sup>

## Media Access Inside the Malakal PoC

Forcier Consulting conducted an information needs and media access assessment inside the Malakal PoC in January 2015<sup>197</sup>. Of the respondents inside the PoC, 49% speak Shilluk and 31% speak Nuer most often in their households.

Nearly half (45%) of respondents inside the PoC said they had access to a radio, though access is more common among men (52%) than women (38%)<sup>198</sup>. Those with access to a radio most commonly listen to Radio Miraya (74%) and Radio Tamazuj (49%)<sup>199</sup>. Over three-quarters (78%) of those who knew the name of at least one station that they listen to say they listen at least once daily.

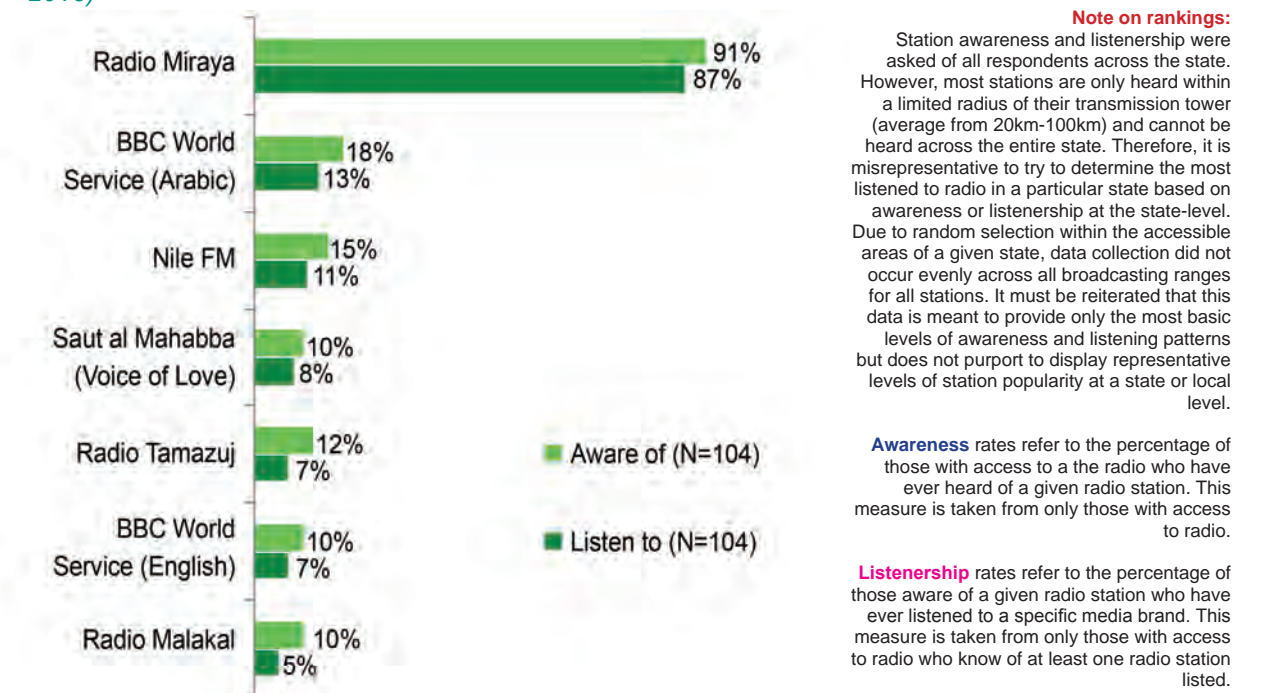
Over half (53%) of respondents inside the PoC said they had access to a mobile phone, 90% of which own the mobile phone themselves. As with radio, mobile phone access is more common among men (60%) than women (45%).

However, even though access to these forms of media was relatively high, the findings revealed an acute need for information. Nearly 1 in 4 (24%) respondents inside the PoC said they do not have any of the information they need to make good decisions for themselves and their family, and an additional 44% have only some of the information they need.

At 55%, radio is a primary source of information among those with at least some of the information they need to make decisions for themselves and their families. Just 10% use television, 3% use newspapers, and 1% use the internet as sources of decision-making information. Radio is also the most trusted source of decision-making information, at 34%.

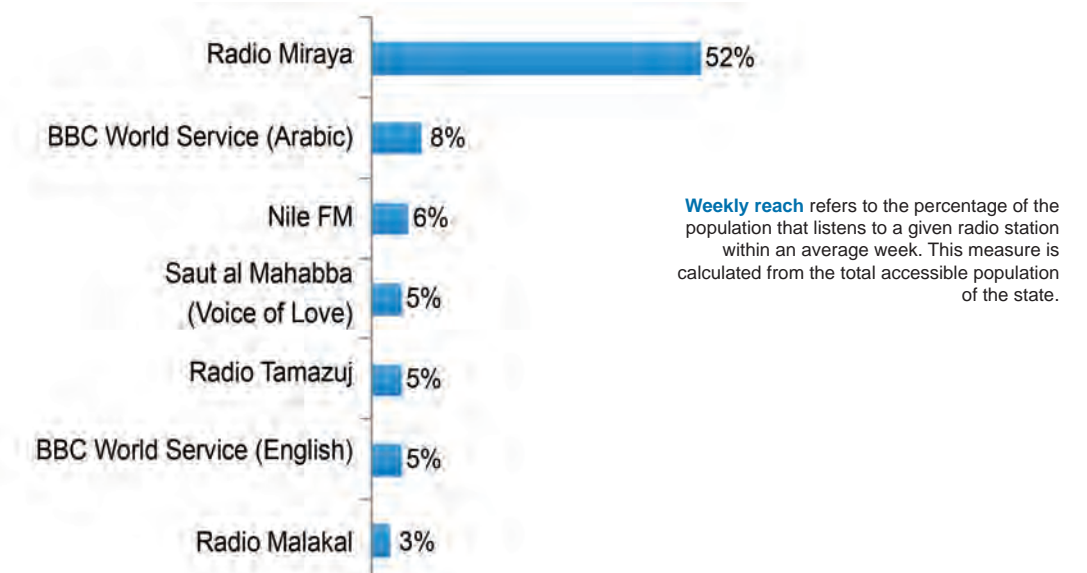
## Radio

Overall, 69% of respondents in Malakal and Melut counties have ever listened to a radio. Radio Miraya is the best-known radio station (91%) in Malakal and Melut counties among those with radio access who say they have listened in the past 12 months. The following figure shows station awareness and listenership for those with radio access<sup>200</sup>.

Figure 97: Radio Station Awareness and Listenership, Malakal and Melut Counties, Upper Nile (April 2015)<sup>201</sup>

At 75%, Radio Miraya is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by BBC World Service in English (10%)<sup>202</sup>. These stations also have the largest weekly reach in the accessible parts of Malakal and Melut counties, as shown in the following figure.

Figure 98: Radio Station Weekly Reach, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)



Radio listeners in Malakal and Melut counties say they listen the most often in the mornings (6am-9am, at 40%) or in the evenings (6pm-9pm, at 28%), at rates similar to the national average and when disaggregated by gender. Listeners in Malakal and Melut counties choose to listen during these time periods because it is when their most-liked programs are aired (51%)<sup>203</sup>.

One-third (34%) of radio listeners with mobile phone access in Malakal and Melut counties say they have made a call to a radio station and 4% have sent a SMS to a radio station in the past year. Radio listeners also commonly meet with other people in their community to listen and discuss programs, at 24%.

## Television

### Television, Internet, and Newspapers in Malakal and Melut Counties

It cannot be overstated that the accessible populations in these areas are representative of neither the state as a whole nor the counties. In particular, Malakal county has several thousand IDPs living inside a UN PoC site and in nearby informal settlements who were not included in the sample frame. In addition, communities in Melut county have particularly high rates of access to television, mobile phones, and computers, which create an urban bias in the sample of Malakal and Melut counties. While restricted, the findings presented in this section provide the most recent estimates of media access among the accessible populations in these two counties.

At 54%, the accessible population surveyed in Malakal and Melut counties has an extremely high rate of access to television. However, even with the high rate of access overall, it is more common for men to have watched television (67%) than for women (39%). Likewise, the television weekly reach is higher for men (60%) than women (33%), at 48% overall. These findings suggest that television viewing is common and occurs frequently among those with access, as the proportion of weekly reach is similar to the proportion of those who have ever watched television. The following figures show rates of television station awareness for those who have watched any station in the past 4 weeks and the weekly reach of that station in Malakal and Melut counties. Only the top stations are displayed.

Figure 99: Television Station Awareness Among Those With Television Access, Malakal and Melut Counties, Upper Nile, N=76 (April 2015)<sup>204</sup>

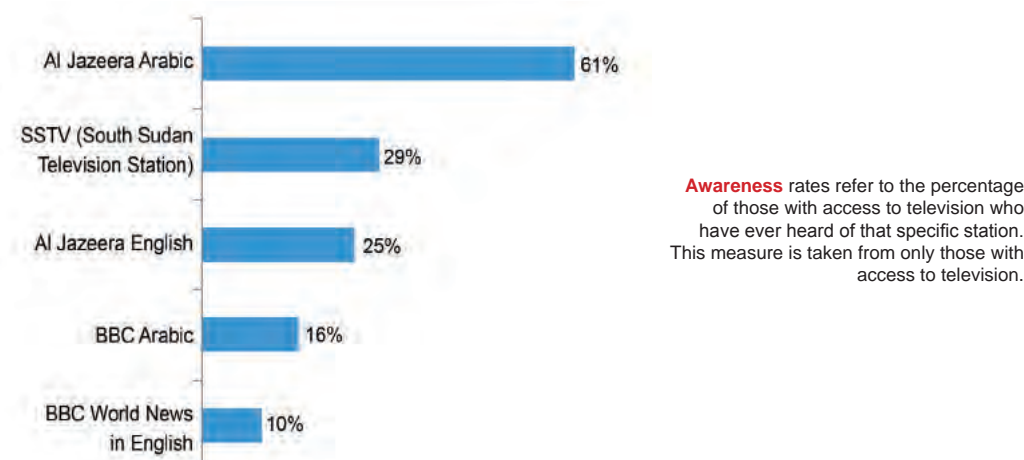
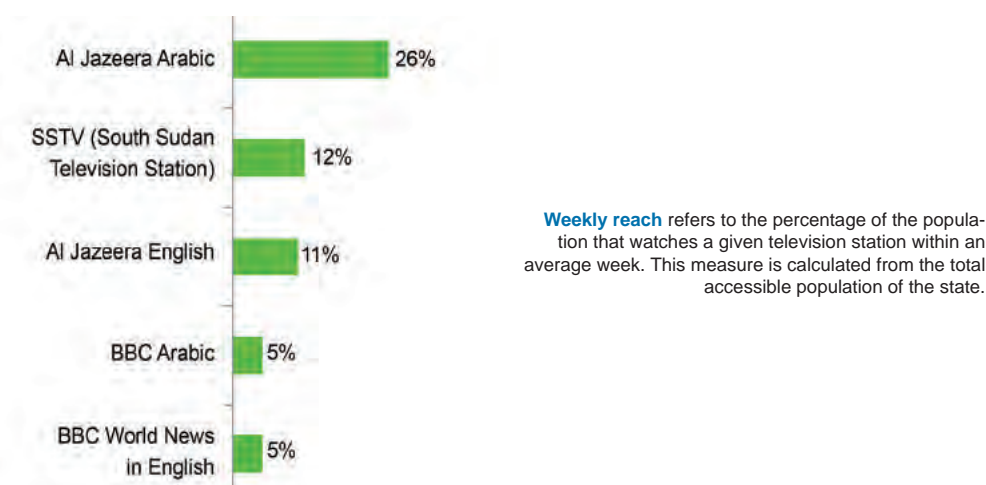


Figure 100: Television Station Weekly Reach, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)

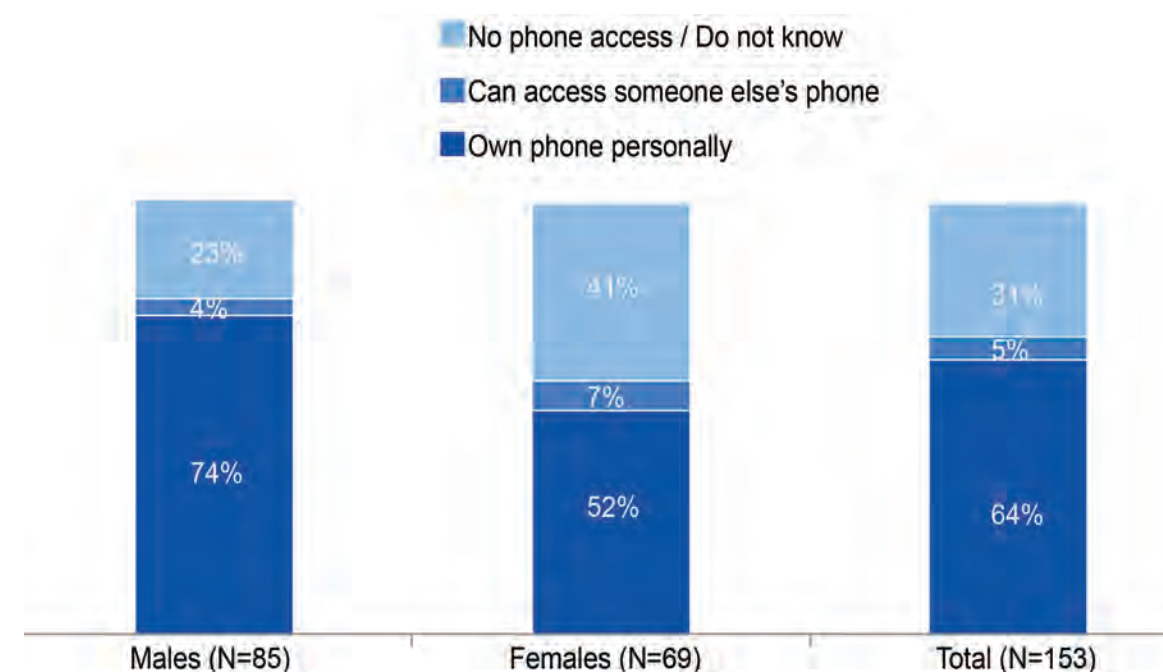


The known television stations enjoy a relatively high weekly reach among the population in Malakal and Melut counties, as high as 26% for Al Jazeera Arabic.

## Mobile Phone

Unlike other states, it is more common for the accessible population in Malakal and Melut counties to have access to a mobile phone than to not have access. More than 2 out of 3 (69%) respondents in Malakal and Melut counties have access to a mobile phone. While more men have access to phones (77%) than women (59%), both genders tend to own the mobile phone they have access to outright. The following figure shows the proportion of the Malakal and Melut counties' population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 101: Mobile Phone Access (Penetration) by Gender, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)





Mobile phone users in Malakal and Melut counties frequently use their phones for texting. Over one-third (35%) have sent or received a SMS text message, another third (34%) have received information by SMS text message, and 14% have sent a photo to other people in the past seven days.

Internet

Internet access is very common among the accessible population in Malakal and Melut counties. Almost 4 out of 10 (38%) respondents have ever used the internet, all of whom make up the internet weekly reach in the area. These individuals are most likely to access the internet at home (82%). Internet access is much more common among men (56%) than women (18%).

Weekly internet users in Malakal and Melut counties are most likely to use the internet to find out the latest news (58%) or send or receive email (33%). Many (72%) weekly internet users have visited the Eye Radio website, at a rate which far exceeds other news websites. Although internet users did not cite checking social media as a top activity, nearly all users in Malakal and Melut counties have a Facebook account (93%)<sup>205</sup>.

Newspapers

The accessible population in Malakal and Melut counties has a high rate (41%) of newspaper access, with a weekly reach of 35%. However, it is twice as common for men to have read a newspaper (54%) than women (24%). The following figures show rates of newspaper brand awareness among those in Malakal and Melut counties who have read a newspaper in the past 4 weeks and weekly reach from the population in these counties.

Figure 102: Newspaper Awareness Among Those With Newspaper Access, Malakal and Melut Counties, Upper Nile, N=56 (April 2015)<sup>206</sup>

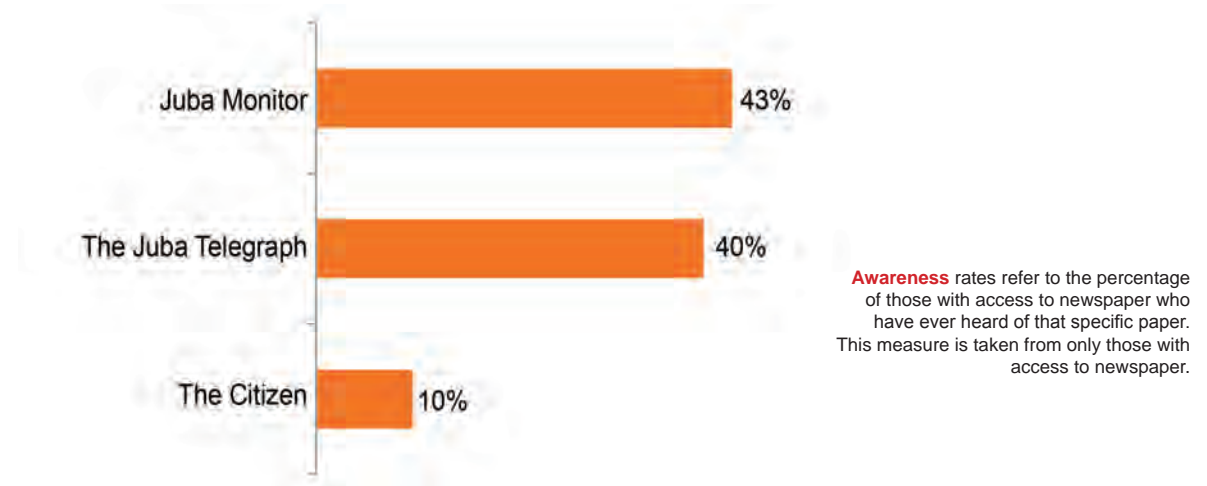
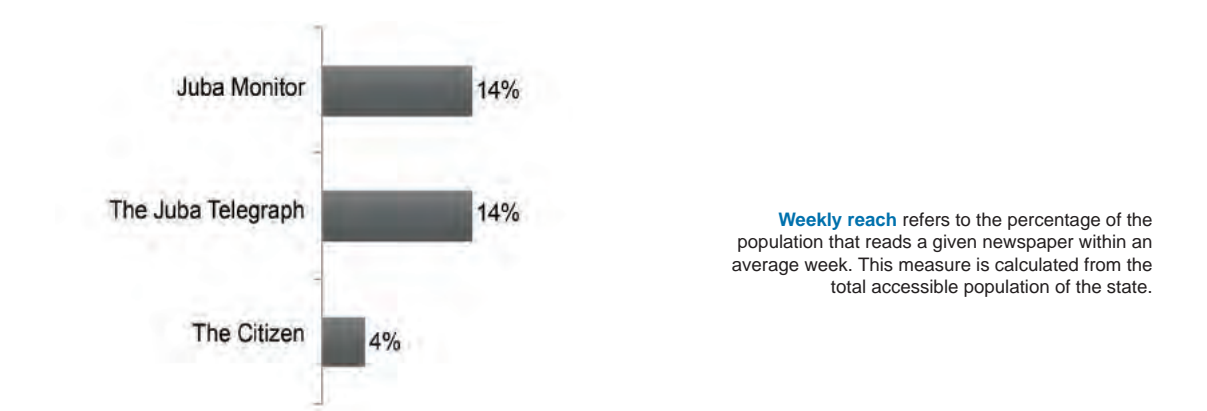


Figure 103: Newspaper Weekly Reach, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)<sup>207</sup>



Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Comparisons by media access, draw on relatively low bases and should therefore be treated with caution. Disaggregation is not shown for no access individuals, as this would draw from an extremely small base (N=22).

Handwashing Knowledge

Handwashing knowledge is not clearly linked with media access among the accessible population in Malakal and Melut counties<sup>208</sup>.

Table 42: Handwashing Knowledge, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)								
	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=153	N=85	N=69	N=22	N=31	N=41	N=61
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	85%	85%	86%	--	97%	80%	81%
Before eating	69%	59%	51%	69%	--	84%	59%	34%
Before feeding children	44%	30%	21%	41%	--	51%	35%	15%
After defecating	58%	34%	30%	37%	--	49%	43%	15%
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	13%	8%	19%	--	27%	18%	4%
Family	33%	41%	40%	42%	--	41%	45%	32%
School	28%	31%	32%	30%	--	24%	20%	45%
Radio	26%	20%	21%	19%	--	16%	35%	15%
Friends	24%	35%	32%	37%	--	41%	37%	29%
NGOs or UN workshops	19%	5%	4%	7%	--	8%	10%	1%

Gender Perceptions

Overall, respondents in Malakal and Melut counties agree more strongly than elsewhere that men should make the important decisions in a family. Perceptions of women working outside the home are consistent with the national rate, although more media access is linked with more agreement that women should be allowed to work outside the home. Perceptions of a woman’s right to express her disagreement with her husband are less clearly linked to media access but appeals more to women (70%) than men (52%).

Table 43: Gender Perceptions, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=153	N=85	N=69	N=22	N=31	N=41	N=61
“The important decisions in the family should be made by the men.”								
Agree	57%	83%	84%	81%	--	78%	78%	89%
Disagree	35%	12%	11%	14%	--	19%	16%	5%
Neither	7%	4%	5%	4%	--	3%	4%	5%
Don't know	2%	1%	0%	1%	--	0%	2%	0%
“A married woman should be allowed to work outside the home if she wants.”								
Agree	50%	55%	55%	54%	--	32%	51%	78%
Disagree	43%	41%	41%	40%	--	68%	39%	18%
Neither	6%	5%	4%	6%	--	0%	10%	4%
Don't know	1%	0%	0%	0%	--	0%	0%	0%
“A wife has the right to express her opinion even when she disagrees with what her husband is saying.”								
Agree	55%	60%	52%	70%	--	68%	73%	52%
Disagree	36%	36%	44%	27%	--	30%	22%	44%
Neither	7%	3%	3%	2%	--	0%	2%	4%
Don't know	2%	1%	0%	1%	--	0%	2%	0%
“In my community, the most important thing for girls around ages 10-12 in my community to do is...”								
Finish school	55%	38%	36%	41%	--	62%	45%	20%
Help with housework	31%	44%	51%	35%	--	16%	39%	73%
Get married	7%	8%	5%	12%	--	14%	2%	1%

More respondents in Malakal and Melut counties feel that helping with housework (44%) is the most important activity for girls age 10-12 than feel girls at that age should finish school (38%). An additional 8% overall say marriage is the most important activity for young girls, a view more commonly held by low access individuals (14%) than high access individuals (1%).

It is relatively common to hear women expressing themselves in Malakal and Melut counties. Half (49%) of respondents say they heard a woman express herself in a public setting the day before being interviewed and 44% say they heard a woman express herself on the radio or television the day before being interviewed.

Radio and Security

Radio has a positive peacebuilding role for respondents in Malakal and Melut counties. Almost three-quarters (74%) say they have heard information from the radio that helped them stay safe and 84% say that radio broadcasts in their area help reduce conflict. Over half (56%) say that information from the radio has made them think differently about another group of people.

Table 44: Perceptions of Radio and Security, Malakal and Melut Counties, Upper Nile, N=153 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=153	N=85	N=69	N=22	N=31	N=41	N=61
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	74%	79%	66%	--	62%	65%	92%
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	46%	62%	48%	--	54%	43%	70%
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	93%	89%	78%	--	70%	80%	97%
Increase Conflict	5%	0%	5%	11%	--	11%	10%	1%
Neither	10%	4%	5%	5%	--	8%	6%	1%



# Unity

Accessible population of the state: 22%

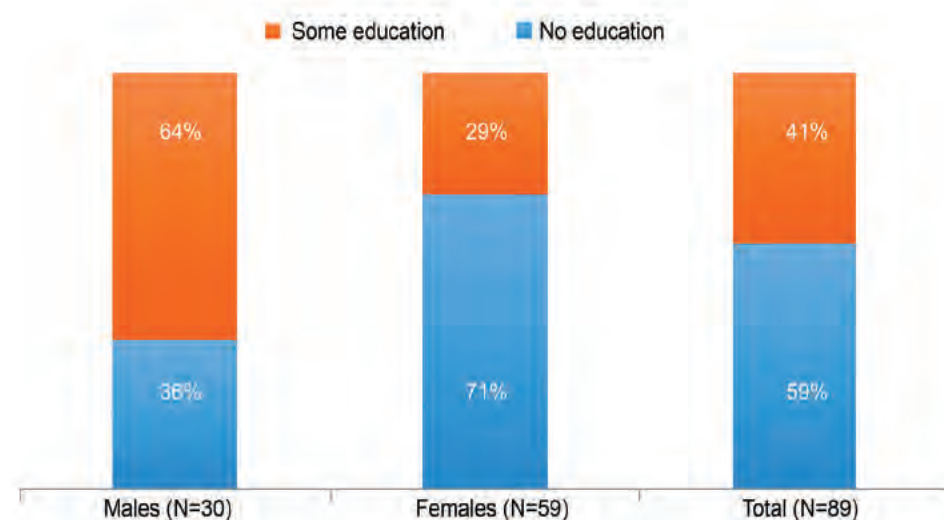
Given insecurity in the state and palpable tensions in early spring 2015, sampling in Unity occurred exclusively in **Leer county**, which is considered relatively more urban than the rest of the state<sup>209</sup>. Following heavy fighting in the north of the state, Leer also hosts many IDPs, particularly Nuer, from all over the state and region<sup>210</sup>. However, both IDPs and members of the host community temporarily deserted Leer itself as conflict spread to the city. In fact, the **majority (97%) of respondents in Leer county say they have been displaced at some point since December 2013**, the time when conflict broke out in the country. People have only begun returning to the area in the past year. As there is no formal PoC settlement in Leer, observations were collected from IDPs as well as members of the host community. While the following findings cannot be considered as representative of the state, the fact that the surveyed population features many respondents from other areas of the state can offer somewhat of an indication of the subset of the state population that has been displaced.

At a glance:

Gender <sup>211</sup>	Men	33%
	Women	67%
Age <sup>212</sup>	Youth	69%
	Adult	31%

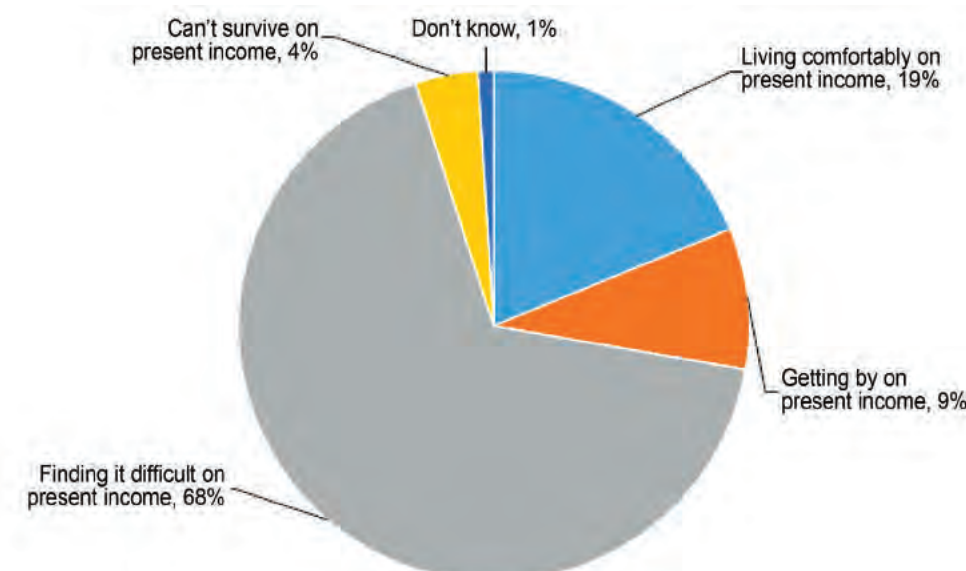
Nearly all (96%) respondents in Leer county speak Nuer most often in their households, followed by English (4%). However, 37% of respondents in Leer county also understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Leer county also understand English (57%), Arabic (43%), or Juba Arabic (21%). Overall, 24% of respondents in Leer county say they could understand some or all of a letter written in English.

Figure 104: Education Levels by Gender, Leer County, Unity, N=89 (April 2015)



Of the accessible population in Leer county, women are half as likely (29%) to have received at least some formal education than men (64%).

Figure 105: Perceptions of Household Income, Leer County, Unity, N=89 (April 2015)



Rates of employment and discretionary money are extremely low for both men and women in Leer county. Overall, 2% of respondents in Leer county currently have a paid job on a regular basis and just 3% of respondents in Leer county say they have discretionary money.

## Access to Media

Media access in Leer county warrants particular attention as it is one of the few areas in the state in which data was collected from a majority Nuer population. However, media access in Leer county is constrained by several factors such as a severe lack of electricity in areas outside the urban centers. In addition, the few mobile phone networks that were accessible before the conflict have been substantially interrupted. Compared to other forms of media access, a very large proportion of respondents in Leer county have access to a radio. This may be due to a distribution of solar-powered radios that occurred in Leer county in late summer 2014.

Figure 106: General Media Access via "Have you ever had access to...?", Leer County, Unity, N=89 (April 2015)

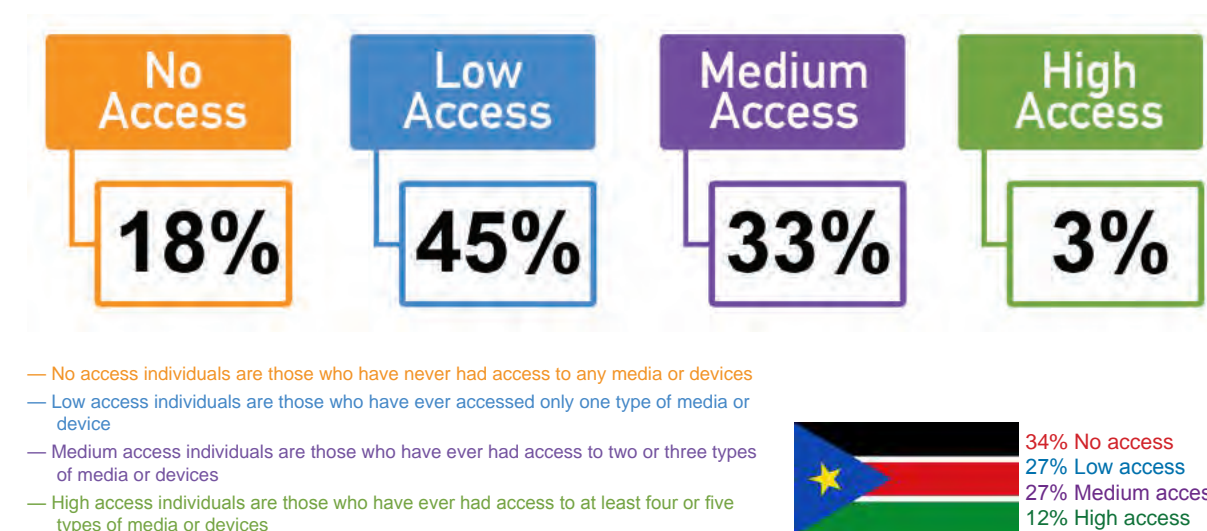
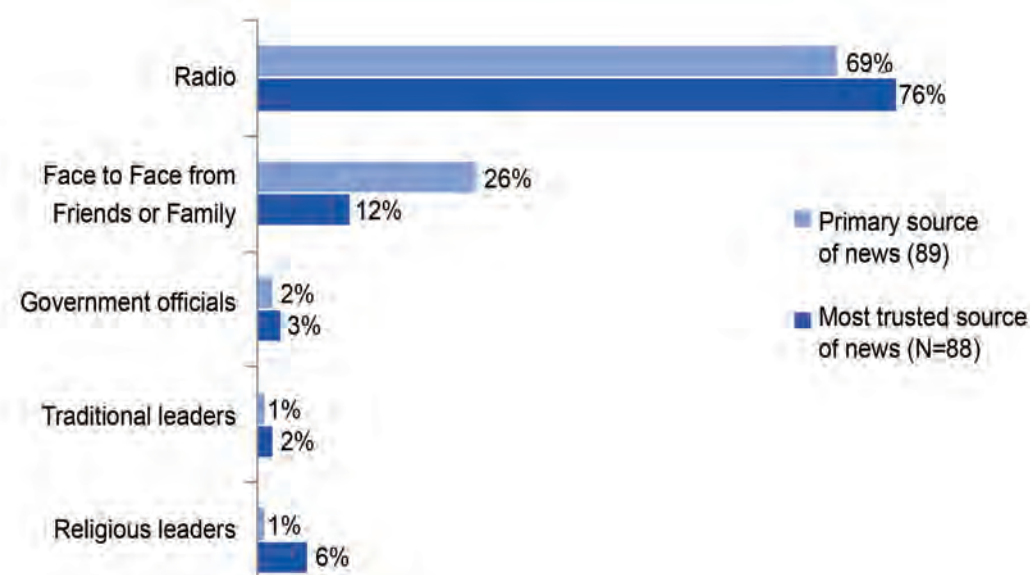
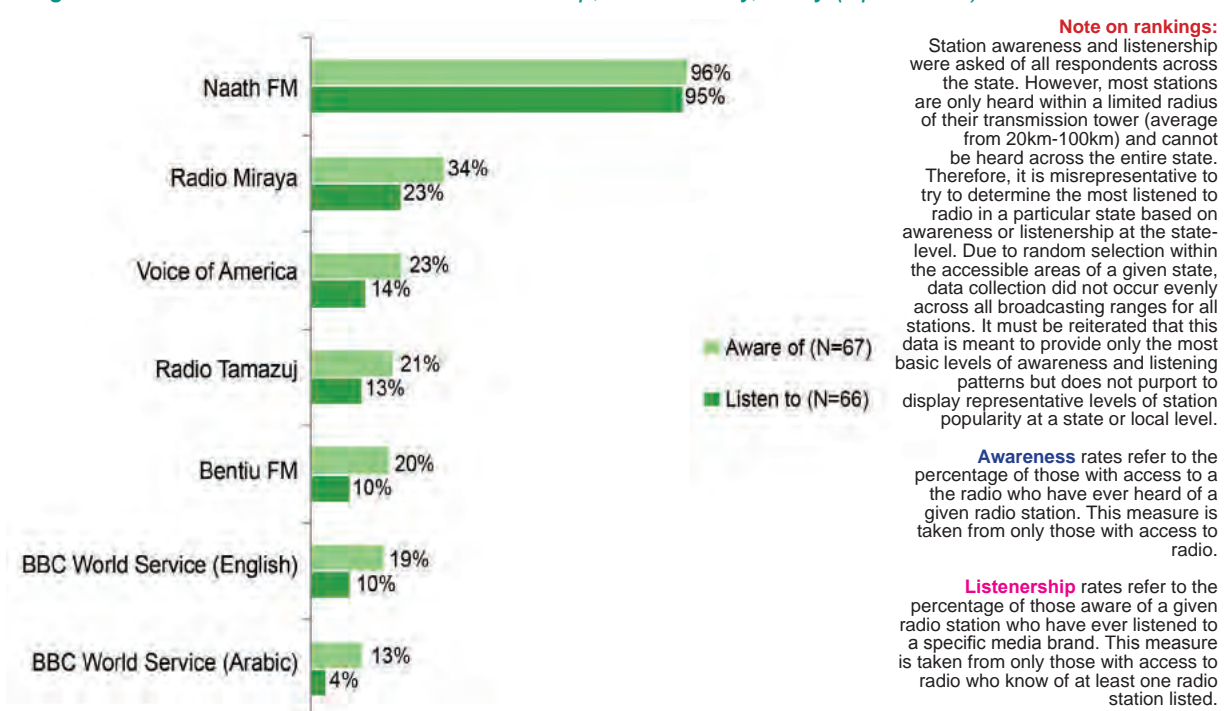


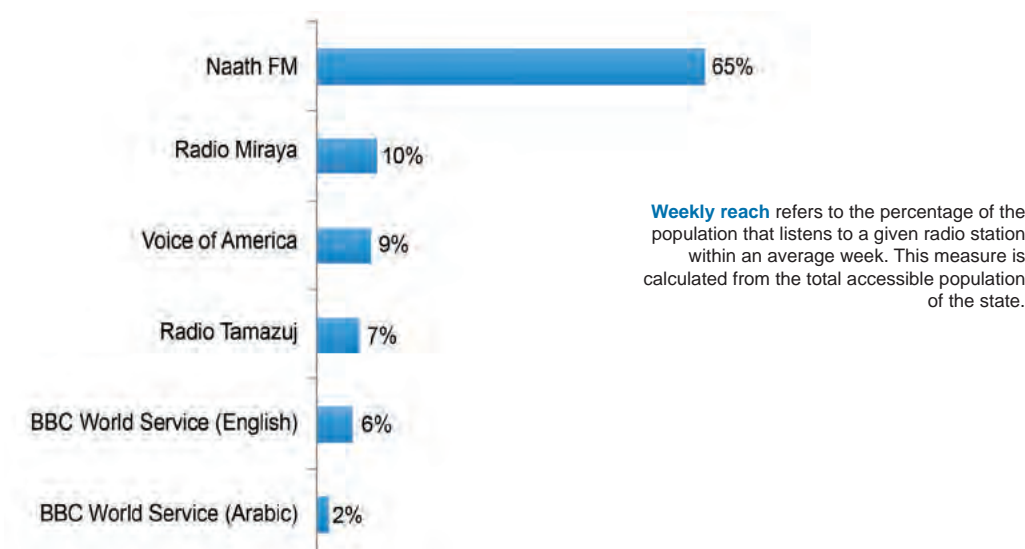
Figure 107: Top Sources of News and Information, Leer County, Unity (April 2015)<sup>213</sup>

## Radio

Overall, 79% of respondents in Leer county have listened to a radio at any point in their lives, while 21% have not. Naath FM is the best-known station (96%) in Leer county among those with radio access<sup>214</sup>. The following figure shows station awareness and listenership for those with radio access.

Figure 108: Station Awareness and Listenership, Leer County, Unity (April 2015)<sup>215</sup>

At 81%, Naath FM is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Voice of America (10%)<sup>216</sup>. These stations also have some of the largest weekly reaches in Leer county, as shown in the following figure.

Figure 109: Station Weekly Reach Among Accessible Population, Leer County, Unity, N=89 (April 2015)<sup>217</sup>

Radio listeners in Leer county say they listen the most often in the mornings (6am-9am, at 59%) or in the evenings (6pm-9pm, at 22%), which is a slightly higher preference for the morning than the national average. Listeners in Leer county choose to listen during these time periods because it is when they have time to listen (45%) and when their most-liked programs are aired (42%)<sup>218</sup>.

Roughly one-third (32%) of radio listeners with mobile phone access in Leer county say they have made a call to a radio station in the past year. Given the low base of radio listeners with mobile phone access, this trend should be treated with caution.

## Television

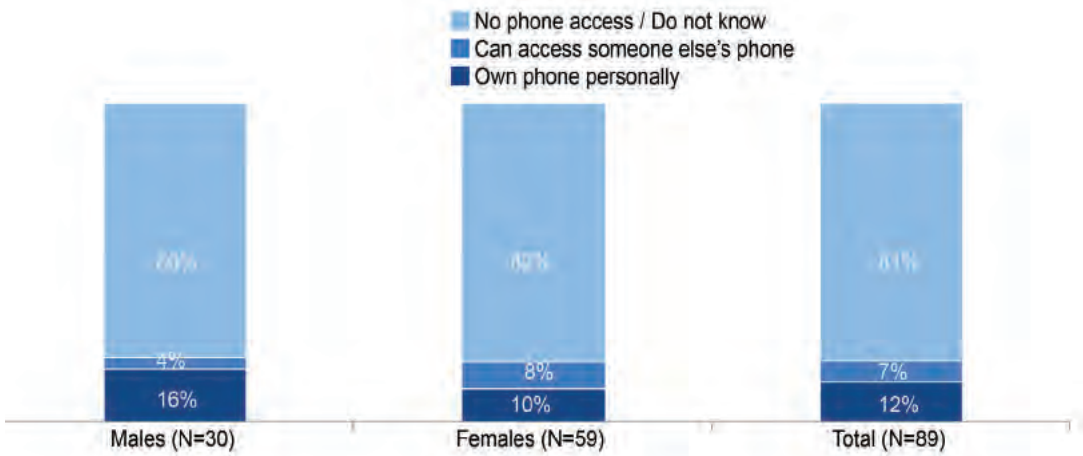
While (24%) of respondents in Leer county have watched television at some point in their lives, the weekly reach is just 3%. Only 4 respondents in Leer county have watched television in the past month, while only 3 have watched in the past week. These low rates preclude meaningful analysis or commentary on television station awareness and weekly reach.

## Mobile Phone

Just 1 out of 5 (19%) respondents in Leer county have access to a mobile phone. The factors that prevent respondents from having access to a mobile phone are likely to affect men and women in similar ways, as the rate of access remains fairly consistent when disaggregated by gender. In particular, it is reiterated that Unity in general has very few mobile phone networks and that many of the few existing towers have been sabotaged or otherwise impaired during the conflict. The following figure shows the proportion of the Leer county population that has their own personal mobile phone versus those that have access to the mobile phone of someone close to them such as a relative.



Figure 110: Mobile Phone Access (Penetration) by Gender, Leer County, Unity, N=89 (April 2015)



Those who have phone access in Leer county are more likely than any other state to have listened to the radio on their mobile phone in the last seven days (43%). However, nearly one-third (32%) did not to do anything except make calls on their phone in the past seven days. It must be noted that mobile phone networks are known to be unreliable in the area.

Internet and Newspapers

Both internet and newspaper access are extremely uncommon in Leer county. Just 3% of respondents have ever used the internet, with a statewide weekly reach of 2%. This low base of overall internet users in Leer county (N=3) precludes deeper analysis or conclusions about usage of this media. Similarly, just 10% of respondents have ever read a newspaper, with a weekly reach of 3%. This low base of newspaper readers in Leer county (N=9) precludes deeper analysis or conclusions about usage of this media.

Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media. In addition to a low base of respondents in Unity as a whole, the total number of respondents in all categories of media access are extremely low (N=16 for no access; N=30 for medium access; N=3 for high access). As such, comparisons by media access are not recommended.

Handwashing Knowledge

Handwashing knowledge in Leer county is similar or slightly higher than national averages. In terms of sources, a higher rate of respondents receives their hygiene information from the radio (53%) than in any other state. This could be due to the small base of respondents or because the accessible population in Leer county also has the highest rate of access to a radio.

Table 45: Handwashing Knowledge, Leer County, Unity, N=89 (April 2015) <sup>219</sup>								
	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=89	N=30	N=59	N=16	N=40	N=30	N=3
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	79%	56%	91%	--	85%	78%	--
Before eating	69%	75%	88%	69%	--	72%	78%	--
Before feeding children	44%	47%	36%	53%	--	56%	48%	--
After defecating	58%	63%	76%	56%	--	59%	76%	--
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	58%	50%	62%	--	46%	72%	--
Family	33%	23%	16%	27%	--	25%	22%	--
School	28%	15%	24%	10%	--	13%	16%	--
Radio	26%	53%	64%	48%	--	62%	60%	--
Friends	24%	23%	32%	19%	--	16%	22%	--
NGOs or UN workshops	19%	36%	40%	34%	--	28%	48%	--

Gender Perceptions

A large proportion (70%) of respondents in Leer county agree that a wife has the right to express her opinion when she disagrees with her husband. However, 75% say that men should be the sole decision-makers of a family. These rates are similar when disaggregated by gender.

Table 46: Gender Perceptions, Leer County, Unity, N=89 (April 2015)								
	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=89	N=30	N=59	N=16	N=40	N=30	N=3
"The important decisions in the family should be made by the men."								
Agree	57%	75%	74%	75%	--	74%	72%	--
Disagree	35%	23%	24%	22%	--	22%	28%	--
Neither	7%	3%	2%	3%	--	4%	0%	--
Don't know	2%	0%	0%	0%	--	0%	0%	--
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	50%	48%	51%	--	50%	54%	--
Disagree	43%	46%	50%	44%	--	43%	44%	--
Neither	6%	4%	2%	5%	--	7%	2%	--
Don't know	1%	0%	0%	0%	--	0%	0%	--
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	70%	76%	67%	--	69%	64%	--
Disagree	36%	25%	20%	28%	--	25%	34%	--
Neither	7%	4%	4%	4%	--	6%	2%	--
Don't know	2%	1%	0%	1%	--	0%	0%	--
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	65%	72%	61%	--	60%	80%	--
Help with housework	31%	21%	14%	25%	--	25%	8%	--
Get married	7%	10%	14%	8%	--	9%	10%	--

More respondents in Leer county say girls ages 10-12 should finish school (65%) than respondents who say girls should help with housework (21%). It is relatively common

for respondents to hear a woman expressing her opinion in a public setting (43%) or on the radio or television (46%) within the last week.

Radio and Security

Radio plays a key peacebuilding role for nearly all respondents in Leer county. The majority (94%) say information from the radio has helped to keep them safe and that radio broadcasts in their area help to reduce conflict (93%).

Table 47: Perceptions of Radio and Security, Leer County, Unity, N=89 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=89	N=30	N=59	N=16	N=40	N=30	N=3
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	94%	96%	93%	--	97%	100%	--
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	46%	46%	46%	--	35%	66%	--
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	93%	94%	93%	--	93%	100%	--
Increase Conflict	5%	0%	0%	0%	--	0%	0%	--
Neither	10%	4%	4%	4%	--	6%	0%	--

Jonglei

Accessible population of the state: 15%

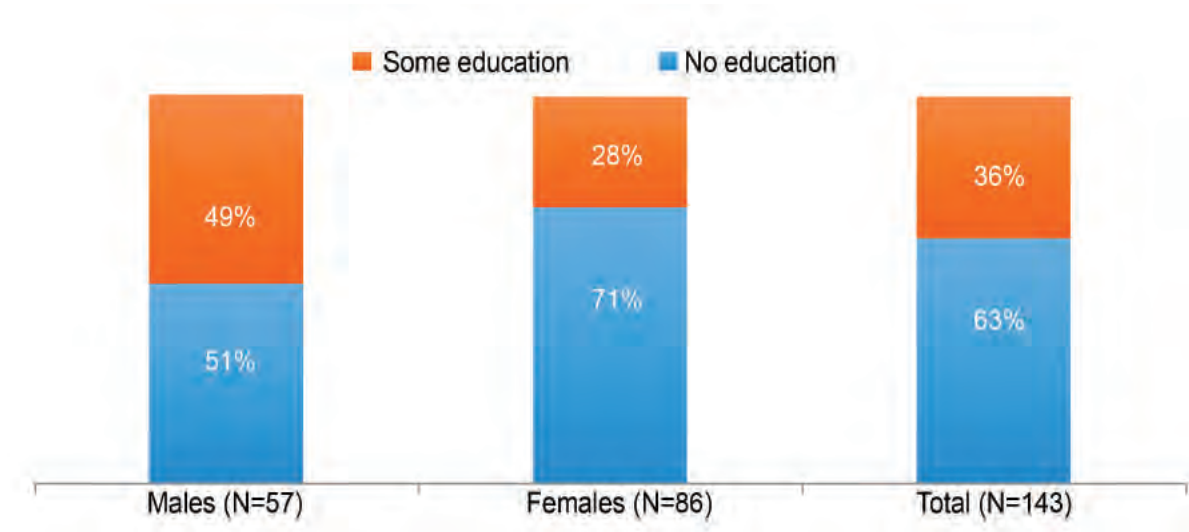
Jonglei is South Sudan's most populous state and one that has been heavily affected by the conflict<sup>220</sup>. Less than one-fifth of the population of Jonglei was accessible to researchers, limiting data collection to Bor South county. While there are several thousand Nuer living in a PoC site in Bor, data collection took place exclusively outside of the PoC among the current accessible population that is comprised of mostly ethnic Dinka. Given the proximity to the country's capital, the accessible population in Bor South county may exhibit trends more in line with the country's urban areas than with the rest of the state, which tends to be isolated<sup>221</sup>. Therefore, the following findings should be regarded as representing only this sub-population within Jonglei and not representative of the state as a whole.

At a glance:

Gender <sup>222</sup>	Men	40%
	Women	60%
Age <sup>223</sup>	Youth	54%
	Adult	46%

Dinka is the primary (96%) language spoken at home among the surveyed population in Bor South county, Jonglei. Just one in three (29%) respondents in Bor South county understand other languages well enough to listen to a radio or television broadcast in it. Most commonly, respondents in Bor South county also understand English (59%), Juba Arabic (51%), and Arabic (42%). Fewer than 1 in 5 (17%) respondents in Bor South county say they could understand some or all of a letter written in English.

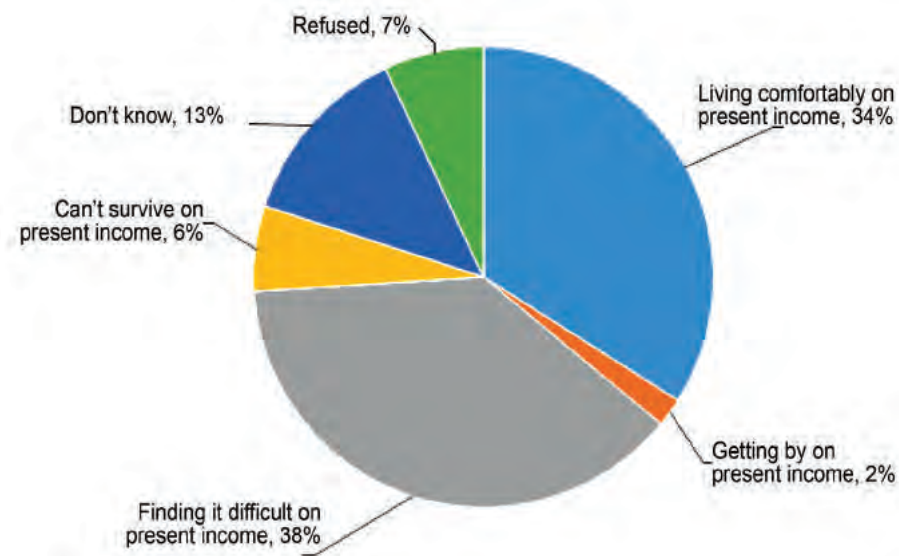
Figure 111: Education Level by Gender, Bor South County, Jonglei, N=143 (April 2015)



Of the accessible population in Bor South county, women are roughly half as likely (28%) to have received at least some formal education than men (49%).



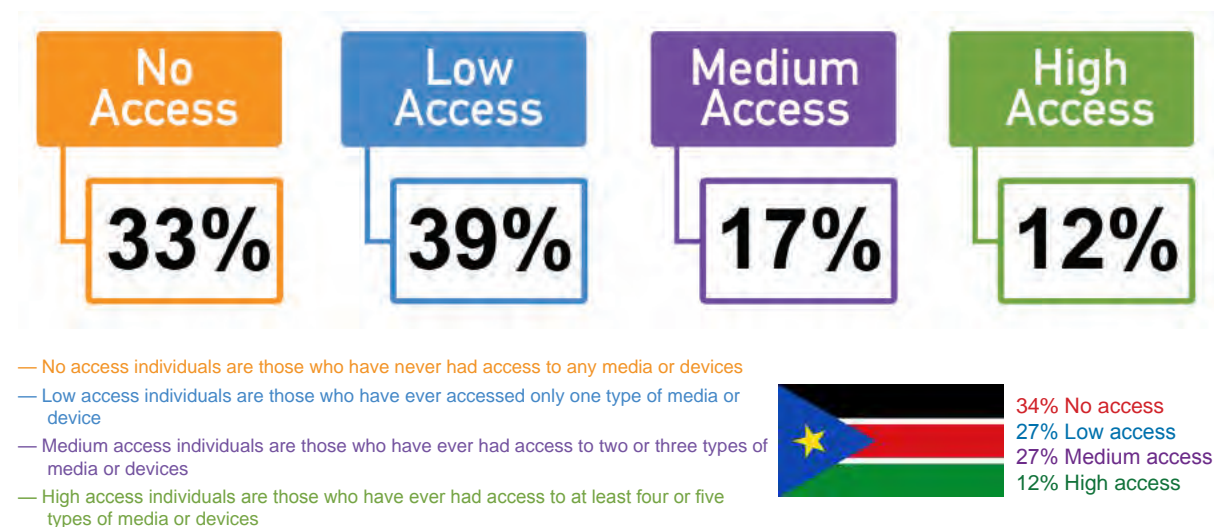
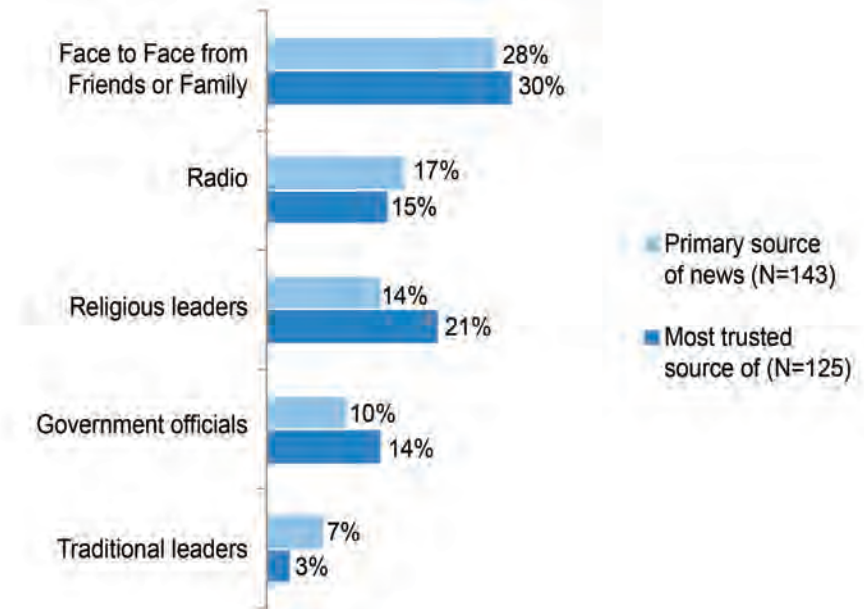
Figure 112: Perceptions of Household Income, Bor South County, Jonglei, N=143 (April 2015)



Rates of employment and discretionary money are low for both men and women. Overall, 12% of respondents in Bor South county currently have a paid job on a regular basis, a rate that is similar when disaggregated by gender. Just 7% of respondents in Bor South county say they have discretionary money, though it is slightly more common among men (11%) than women (4%).

### Access to Media

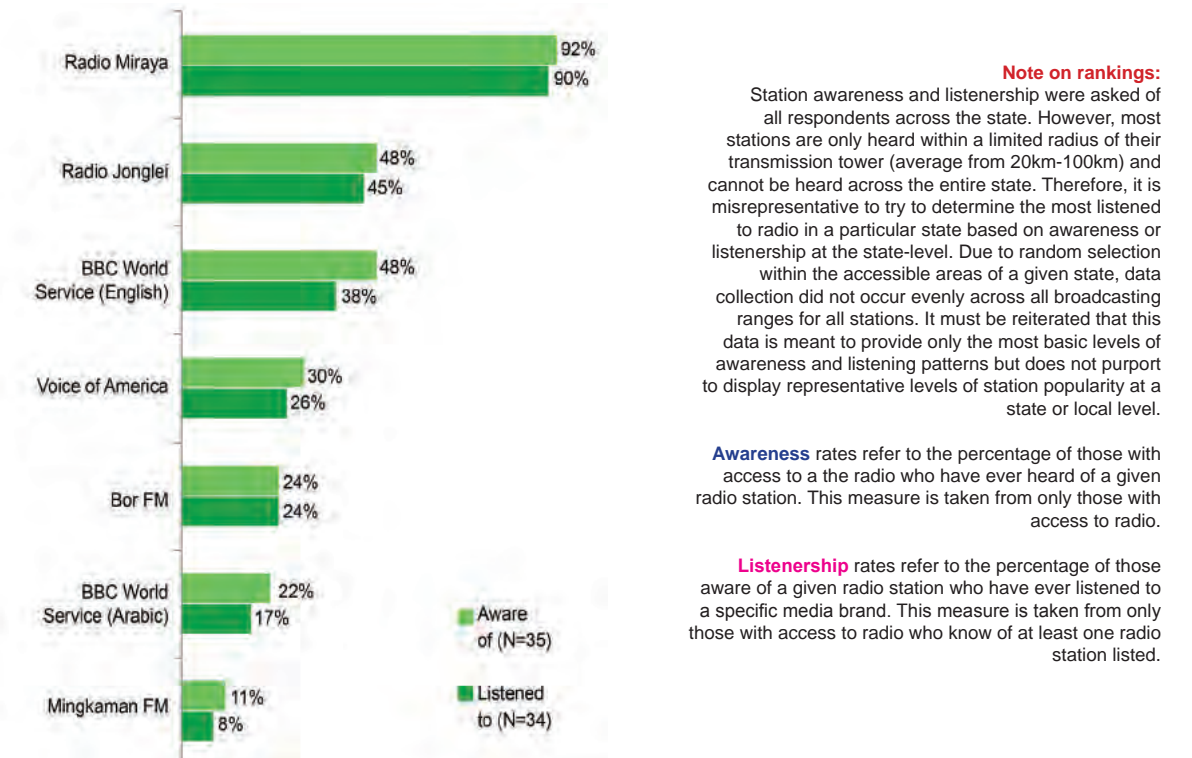
Figure 113: General Media Access via "Have you ever had access to...?", Bor South County, Jonglei, N=143 (April 2015)

Figure 114: Top Sources of News and Information, Bor South County, Jonglei (April 2015)<sup>224</sup>

### Radio

Overall, only 28% of respondents in Bor South county have ever listened to a radio. As such, figures cited for radio listeners in Bor South county draw from a very small base (N=35) and should be treated with extreme caution.

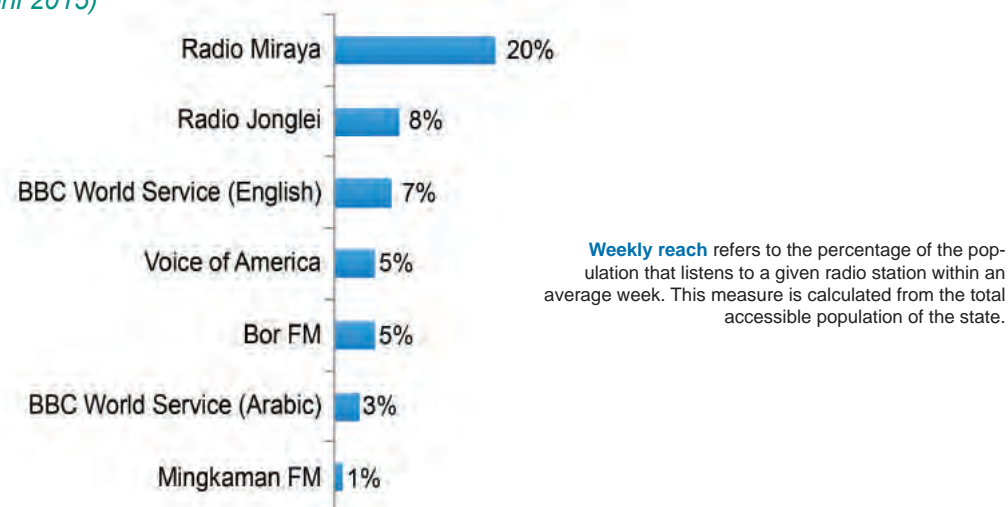
Radio Miraya is the best-known station (92%) in Bor South county among those with radio access<sup>225</sup>. The following figure shows station awareness and listenership for those with radio access.

Figure 115: Radio Station Awareness and Listenership, Bor South County, Jonglei (April 2015)<sup>226</sup>

Radio Tamazuj has also been heard of but is less frequently listened to in Bor South county (3%).<sup>227</sup>

At 71%, Radio Miraya is also the most trusted station for accurate information on developments surrounding the recent conflict and peace process, followed by Radio Jonglei (9%)<sup>228</sup>. These stations also have the largest weekly reach in the area, as shown in the following figure.

Figure 116: Radio Station Weekly Reach Among Accessible Population, Bor South County, Jonglei, N=143 (April 2015)



Radio listeners in Bor South county say they listen the most often in the mornings (6am-9am, at 69%) or all day (11%). Listeners in Bor South county most commonly choose to listen during these time periods because it is when they have time to listen to the radio (51%).

Bor South county listeners are commonly engaged with radio stations, with 59% of radio listeners with mobile phone access saying they have made a call to a radio station and 17% saying they have sent a SMS to a radio station in the past year.

## Television

Just 22% of respondents in Bor South county have ever watched television, however it is much more common for men to have watched television (39%) than women (11%). Likewise, television weekly reach (17% overall) is higher for men (31%) than women (7%) in the area. The following figures show rates of television station awareness for those who have watched any station in the past 4 weeks and the weekly reach of each station in Bor South county. Only the top stations are displayed.

Figure 117: Television Station Awareness Among Those With Television Access, Bor South County, Jonglei, N=28 (April 2015)<sup>229</sup>

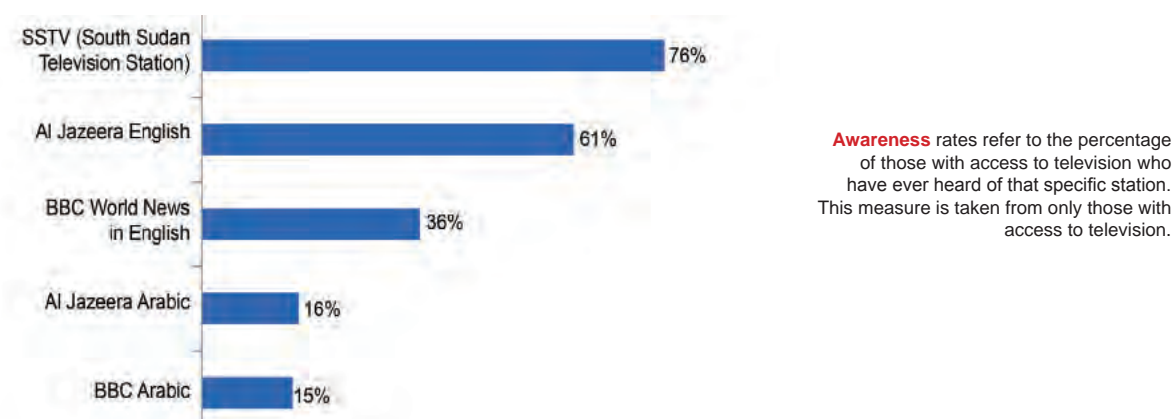
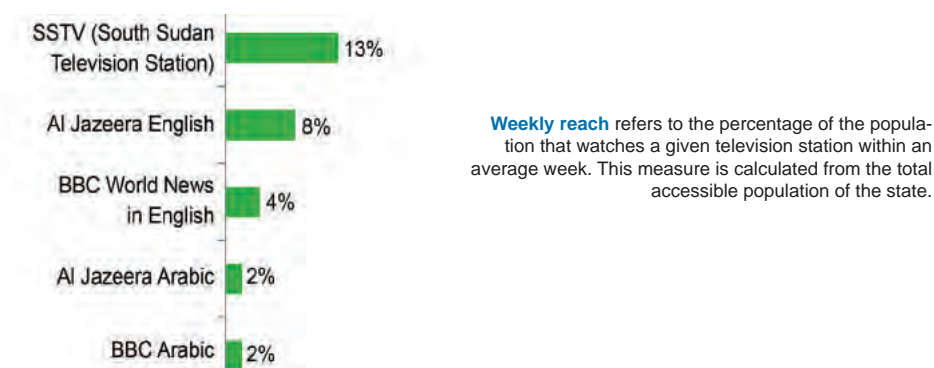


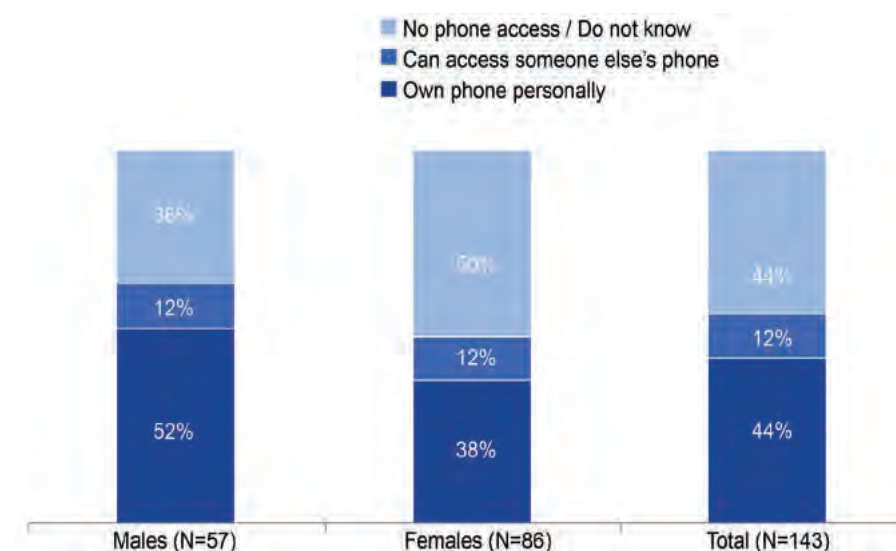
Figure 118: Television Station Weekly Reach Among Accessible Population, Bor South County, Jonglei, N=143 (April 2015)<sup>230</sup>



## Mobile Phone

Overall, 56% of respondents in Bor South county have access to a mobile phone. However, this access skews more towards men (64%) than women (50%). The following figure shows the proportion of the Bor South county population that has their own personal mobile phone against those that have access to the mobile phone of someone close to them such as a relative.

Figure 119: Mobile Phone Access (Penetration) by Gender, Bor South County, Jonglei, N=143 (April 2015)



Mobile phone users in Bor South county are relatively likely to have sent or received SMS text messages (39%) or received information by SMS text message (37%) in the past seven days. Mobile phone users in Bor South county are more likely than any other area to say they have sent a photo to other people on their mobile phone in the past seven days, at 25%.

## Internet

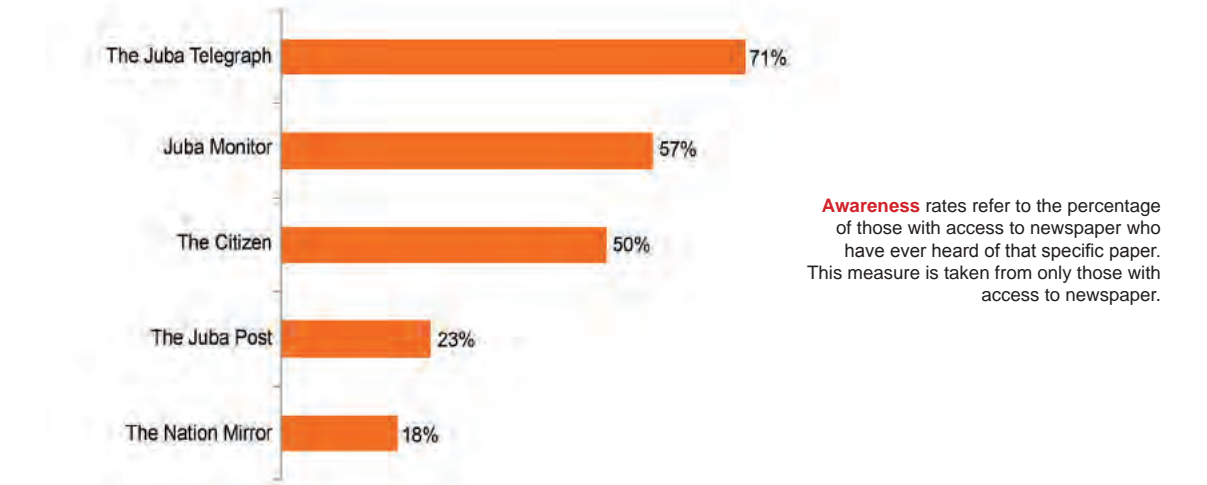
Internet access is not common in Bor South county. Just 10% of respondents have ever used the internet, with a weekly reach of 8%. Internet access is more common among men (17%) than women (4%), however the low base of overall internet users in Bor South county (N=14) precludes deeper analysis or conclusions about usage of this media.



Newspapers

At 17%, rates of newspaper access in Bor South county are similar to the national average. However, men are much more likely (30%) to have ever read a newspaper than women (8%). As the weekly reach (13%) and survey population are relatively low, any description of a specific newspaper’s weekly reach would not provide useful data. The following figure shows rates of newspaper brand awareness among those in Bor South county who have ever read a newspaper in the past 4 weeks. As this figure draws on a low base of respondents, results should be treated with caution. Only the top responses are shown.

Figure 120: Newspaper Awareness Among Those With Newspaper Access, Bor South County, Jonglei, N=20 (April 2015)



Knowledge and Perceptions

In an effort to understand the wide-ranging impacts of media, this survey selected three categories of knowledge and perceptions to assess in relation to media usage. A series of questions on health knowledge (handwashing), gender equality, and conflict and security were therefore asked of all respondents regardless of access to media.

Given the very low base of high access (N=17) and medium access (N=24) individuals in Bor South county, in Bor South county, comparisons by media access are limited to no access and low access individuals. However, even these groups draw on extremely small bases of respondents and should only be considered as a rough indication of wider trends.

Handwashing Knowledge

Respondents in Bor South county tend to be relatively knowledgeable about handwashing. For example, Bor South county has a high rate of knowledge of handwashing before eating, at 95%. However, handwashing knowledge does not appear to be strongly linked to gender, although there is a slight gender gap in terms of sources of hygiene topics that follows wider gender discrepancies. For instance, more men in Bor South county find out about their hygiene topics at school (57%) and on the radio (22%) than women, both of which are realms men tend to have more access to already. As women do not typically turn to the radio as a source of hygiene information, media campaigns related to WASH might not be effective with women if they are radio-based.

Table 48: Handwashing Knowledge, Bor South County, Jonglei, N=143 (April 2015)<sup>231</sup>

	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=143	N=57	N=89	N=47	N=56	N=24	N=17
"When should you wash hands with soap?"								
Before preparing food or cooking	65%	91%	82%	97%	92%	93%	--	--
Before eating	69%	95%	97%	93%	97%	97%	--	--
Before feeding children	44%	79%	71%	84%	76%	84%	--	--
After defecating	58%	78%	79%	77%	78%	77%	--	--
"Where do you find out about hygiene topics such as handwashing?"								
Doctor or health clinic	42%	28%	28%	28%	18%	27%	--	--
Family	33%	55%	51%	57%	59%	58%	--	--
School	28%	43%	57%	34%	29%	33%	--	--
Radio	26%	11%	22%	4%	2%	2%	--	--
Friends	24%	32%	34%	30%	27%	30%	--	--
NGOs or UN workshops	19%	29%	33%	27%	21%	25%	--	--

Gender Perceptions

Respondents in Bor South county are largely divided on matters of gender equality questions, with a large proportion of respondents who say they neither agree nor disagree or that the statements depend on the situation. Access to media is slightly linked to more equitable perceptions of gender regarding decision-making and employment, but remained inconclusive regarding women’s expression.

Table 49: Gender Perceptions, Bor South County, Jonglei, N=143 (April 2015)

	National Level	State Total	State by Gender		State by Media Access			
			Men	Women	No Access	Low Access	Medium Access	High Access
	N=3710	N=143	N=57	N=89	N=47	N=56	N=24	N=17
"The important decisions in the family should be made by the men."								
Agree	57%	39%	40%	38%	43%	42%	--	--
Disagree	35%	31%	27%	35%	37%	29%	--	--
Neither	7%	29%	32%	26%	17%	29%	--	--
Don't know	2%	1%	1%	2%	2%	0%	--	--
"A married woman should be allowed to work outside the home if she wants."								
Agree	50%	28%	31%	26%	20%	29%	--	--
Disagree	43%	50%	48%	51%	57%	50%	--	--
Neither	6%	21%	20%	21%	21%	21%	--	--
Don't know	1%	1%	1%	2%	2%	0%	--	--
"A wife has the right to express her opinion even when she disagrees with what her husband is saying."								
Agree	55%	24%	21%	26%	22%	22%	--	--
Disagree	36%	40%	40%	40%	47%	35%	--	--
Neither	7%	31%	33%	30%	24%	38%	--	--
Don't know	2%	4%	6%	3%	6%	5%	--	--
"In my community, the most important thing for girls around ages 10-12 in my community to do is..."								
Finish school	55%	72%	73%	70%	63%	76%	--	--
Help with housework	31%	25%	21%	28%	32%	21%	--	--
Get married	7%	2%	3%	2%	2%	3%	--	--

Respondents in Bor South county tend to believe the most important activity for girls ages 10-12 is to finish school (72%) or to help with housework (25%). When disaggregated by media access, respondents are slightly more likely to say girls should finish school if they have low access (76%) than if they have no access to media (63%). Similarly, respondents are more likely to say girls should help with housework if they have no media access (32%) than if they have low access (21%).

It is not common for women to be heard expressing their opinion in public settings or on the radio in Bor South county. Six out of ten respondents do not know the last time they heard a woman express her opinion in public (59%) or on the radio or television (60%).

Radio and Security

Half (50%) of respondents in Bor South county say information from the radio has helped to keep them safe while one-third (34%) of respondents say information from the radio has made them think differently about another group of people. Respondents in Bor South county generally feel the radio stations in their area do a lot to reduce conflict (64%) and that radio provides useful information.

Table 50: Perceptions of Radio and Security, Bor South County, Jonglei, N=143 (April 2015)								
National Level	State Total	State by Gender		State by Media Access				
		Men	Women	No Access	Low Access	Medium Access	High Access	
	N=3710	N=143	N=57	N=89	N=47	N=56	N=24	N=17
"Has information from the radio ever helped you to stay safe?"								
Yes	63%	50%	58%	44%	25%	50%	--	--
"Has information from the radio ever made you think differently about a group of people from another area?"								
Yes	43%	34%	43%	27%	19%	26%	--	--
"Do you think the radio stations in your area do more to reduce conflict or to increase it?"								
Reduce conflict	67%	64%	65%	62%	50%	66%	--	--
Increase Conflict	5%	2%	2%	3%	1%	1%	--	--
Neither	10%	11%	11%	10%	12%	11%	--	--



Appendices

Detailed Methodology  
Sampling

Internews, as implementer of the USAID i-STREAM media project, commissioned Forcier Consulting to follow up the 2013 National Audience Survey in order to build on the valuable information previously collected and contribute to the media sector as a whole. However, the volatile events of December 2013 drastically altered the security situation throughout the nation, rendering many areas inaccessible to field teams. As a fully nationally representative sample is simply not possible at present, a more realistic approach was to design a probability proportional to population size (PPPS) sampling strategy that covered the accessible population of all ten states. The estimated population for each payam was taken from the 2008 census and accessibility was determined through a detailed payam-level assessment in February 2015<sup>232</sup>. While endeavoring to be as current as possible, it was recognized that the reality on the ground could differ between fielding, sample selection, and the conduction of the accessibility assessment. The following table shows the percentage of each state that was accessible at the end of the fieldwork.



It must be noted that the sample design, fieldwork, and analysis were conducted prior to the Executive Order establishing 28 states in South Sudan. State-level findings in this report still refer to the previous administrative delineation of ten states.

Table 51: Percent Accessibility by State, South Sudan (April 2015)<sup>233</sup>

State	Population (in thousands)	Accessible population (in thousands)	% Accessible
<b>Fully Accessible States</b>			
Central Equatoria	1,103	1,103	100
Northern Bahr El Ghazal	721	721	100
Warrap	973	936	96
Western Bahr El Ghazal	334	334	100
Western Equatoria	619	619	100
<b>Partially Accessible States</b>			
Eastern Equatoria	906	653	72
Lakes	696	426	61
Upper Nile	964	221	23
Unity	586	128	22
Jonglei	1,359	206	15
<b>Total</b>	<b>8,261</b>	<b>5,347</b>	<b>65</b>

The sampling frame was stratified by state, permitting analysis at a state level as well as nationally. Seven areas of interest, special areas (SAs), were also included as strata in the overall design. These areas, based on six state capitals and the country capital, can be separated out for individual analysis but are also available for inclusion for national level analysis<sup>234</sup>.

The sample size for the study needed to be large enough to permit analysis at a national level and for each of the SAs separately. The sample in each of the seven SAs was 240. The sample for the rest of the country was 1,740. While the original design proposed a total sample of 3,420, enumerators generally collected more observations than their quota specified and the final sample was 3,710. This entire sample is used in the national-level analysis of the present report, although weighting reduces the effective sample size somewhat.

SA payams were selected using PPPS, selecting all three payams for Juba proper and four payams for each of the remaining SAs. For the rest of the sample, areas were stratified by state and again payams were selected using PPPS; the number of payams selected in each state was roughly proportional to the accessible population.

Each selected payam was allocated 60 interviews split across three Enumeration Areas (EAs), with the exception of Juba where each of the three payams had 80 interviews split across four EAs. The National Bureau of Statistics (NBS) randomly selected EAs from existing lists using PPPS. The overall sample structure is shown in the tables below.

Table 52: Selection of Special Areas, South Sudan (April 2015)<sup>235</sup>

<b>Special Areas</b>					
Center	State	Accessible Population (in thousands)	SA proposed sample	SA Obs. Collected	SA Weighted Total
Juba	Central Equatoria	230	240	249	160
Torit	Eastern Equatoria	86	240	219	60
Bor	Jonglei	178	240	272	124
Rumbek	Lakes	158	240	247	109
Aweil	Northern Bahr El Ghazal	381	240	260	264
Wau	Western Bahr El Ghazal	238	240	263	165
Yambio	Western Equatoria	204	240	287	142
<b>Total</b>		<b>1,476</b>	<b>1,680</b>	<b>1797</b>	<b>1024</b>

Table 53: Selection of Other Areas and State Totals, South Sudan (April 2015)<sup>236</sup>

<b>Others Areas</b>				
State	Accessible Population (in thousands)	SA proposed sample	SA Obs. Collected	SA Weighted Total
Central Equatoria	873	300	327	606
Eastern Equatoria	567	240	241	393
Jonglei	28	60	65	20
Lakes	268	120	122	186
Northern Bahr El Ghazal	340	120	132	236
Unity	128	120	150	89
Upper Nile	221	180	185	153
Warrap	936	360	414	649
Western Bahr El Ghazal	96	120	144	66
Western Equatoria	415	120	133	288
<b>Other Areas Total</b>	<b>3,871</b>	<b>1,740</b>	<b>1913</b>	<b>2686</b>

<b>State Totals</b>				
State	Accessible Population (in thousands)	SA proposed sample	SA Obs. Collected	SA Weighted Total
Central Equatoria	1104	540	576	766
Eastern Equatoria	653	480	460	453
Jonglei	206	300	337	143
Lakes	425	360	369	295
Northern Bahr El Ghazal	721	360	392	500
Unity	128	120	150	89
Upper Nile	221	180	185	153
Warrap	936	360	414	649
Western Bahr El Ghazal	333	360	407	231
Western Equatoria	619	360	420	430
<b>National Totals</b>	<b>5,347</b>	<b>3,420</b>	<b>3,710</b>	<b>3,710</b>

The proposed sample size in 'other areas' was rounded to multiples of 60, which means that the sample for each state deviates to some degree from precise self-weighting.

The sample was weighted to adjust for the over-sampling of SAs and to bring the weighted sample into line with the population by state. For most states, the total sample - combining SAs and other areas - is at least 300, which means that even after weighting the effective sample size will be adequate for separate analysis<sup>237</sup>.

The exceptions are Unity and Upper Nile, states in which most of the population is inaccessible and the sample was set at a lower level.

If any area was found to be inaccessible during the course of the fieldwork, samples were rerun so that the sample frames were restricted to the strata that needed additional selections and the payams that are still accessible<sup>238</sup>. Then a new random seed was set. This alters the distribution of the accessible population that makes up the sampling frame but does not affect the randomness of the selection and ensures that the selection is repeatable. In total there were four phases of sampling: the first run and three sets of replacements<sup>239</sup>.

As expected, accessibility remained a challenge during data collection even after some areas had already been rerun. Despite minor changes in the field, the sampling strategy was adhered to and it remained possible to use the same weighting as developed for the original projections.

### Questionnaire Design

The questionnaire was reviewed during an iterative process involving Internews, Forcier Consulting, and independent consultants with extensive experience in audience measurement in post-conflict and other challenging settings. It incorporates international media standards and practices that have been adapted to fit the South Sudanese context<sup>240</sup>. Radio, television, and newspaper lists were compiled in consultation with stakeholders. This methodology and questionnaire were presented to the SSMSWG prior to fielding the survey, and was formally endorsed by many members<sup>241</sup>. After stakeholders approved the questionnaire, it was translated and back-translated into Classical Arabic, Juba Arabic, Dinka, Nuer, Bari, and Zande.

Cognitive pre-tests of key questions were conducted to assess comprehension of potentially confusing phrasing or response style. Respondents for the cognitive pre-tests varied in education levels, primary languages, age, and gender. After a few minor changes were made to the questionnaire with the approval of Internews and Forcier Consulting, six enumerators fielded the full survey in Juba in areas not selected for official data collection. The purpose of these full-length pre-tests was to trial run a new tracking sheet and appointment system, and to assess general responses, run time, and any other potential trouble areas. This pre-test protocol is valuable for quality control checks during official data collection and data cleaning.

While both surveys investigate media access and consumption habits nationwide, the 2015 questionnaire was adapted to reflect a radically different context than was the case in 2013, which limits comparability.

### Fieldwork

Overall, 20 field researchers, 15 field team leaders, and 118 enumerators participated in the collection of 3,710 observations. Field teams went to their evaluation sites by the end of March and the beginning of April 2015. Field team leaders spent the first week seeking permissions from local government authorities, recruiting enumerators, and conducting a comprehensive three-day training on project background, questionnaire content, translation, household/respondent selection, and a callback system.

Data collection occurred from 1-25 April 2015. In most evaluation sites, data collection was carried out over the course of two weeks. Due to a combination of challenges such as the slow process of granting government permissions, security issues, bad

road conditions, and unfavorable weather, some teams experienced delays in their data collection. Field team size varied depending on location. After extensive training, enumerators conducted face-to-face interviews via Computer Assisted Personal Interviewing (CAPI) with adults aged 15 and older. Households were selected through random walks to every third household<sup>242</sup>. Enumerators made contact with one person in the household and compiled a list of all adult members of the household in descending order of age. Enumerators then used a 20-column Kish Grid to ensure randomness in the respondent selection<sup>243</sup>. If the selected individual was away from the household for a short time, enumerators arranged a callback and performed a second and third visit<sup>244</sup>. If the selected individual was still unavailable for an interview after a third visit or callback, enumerators moved to the next household.

Although security considerations, in areas such as Malakal County, caused minor disruptions in data collection, quotas were generally met<sup>245</sup>. Out of a quota of 3420, 3710 observations were collected. Upon return from the field, data and field records were verified through an extensive quality assurance process. After data processing and cleaning, weighting was applied based on population proportions as per the sample strategy<sup>246</sup>.

### Analysis

All values cited in findings section of this report are based on weighted counts in accordance with the PPPS sampling frame, not total observations. Base values and percentages have been rounded to the nearest whole number and therefore may add to greater or less than 100%. Similarly, as weighted counts have been rounded to the nearest whole number, disaggregated groupings may add to greater or less than the base (n-value) from which they are drawn. While “don’t know” and refuse to answer responses are typically not shown unless they make up a large proportion of respondents, bases are not recalculated.

In accordance with standard practice in the South Sudanese context, “youth” are defined as individuals aged 15-34.

This report assumes several definitions based on audience research industry standards and knowledge of the South Sudanese context.

### Recency and Frequency

As is becoming standard in international audience research, the 2015 study uses recency as a unit of measurement, which is determined through questions posed as “Apart from today, when was the last time you listened to the radio?” This approach is an improvement from the 2013 questionnaire that emphasized frequency through questions posed as “In the past six months, how often did you listen to the radio?”<sup>247</sup> Though recency measures are somewhat less prone to respondent over-estimations than frequency, this questionnaire relies on self-reporting to determine audience measures<sup>248</sup>. Access for specific mediums was measured as weekly reach (for radio and television) as sub-unit of recency or as penetration (for mobile phones and internet). Further measures of limited access, household access, and composite media access were also considered where appropriate.

### Weekly Reach and Penetration

Widely recognized by international broadcasters, weekly reach refers to the percentage



of the population that listens to at least some radio or watches some television within an average week, regardless of the station or network<sup>249</sup>. Weekly reach is the primary unit used in this report to measure radio, television, internet, and newspapers. The weekly reach of specific stations and channels is also based on listening and viewing at least some of a program, network, or service within the last seven days, and is reported on individually. While it is possible to assess annual reach as a context for the weekly reach, it is not a particularly useful measure on its own and is generally not included in this report<sup>250</sup>. Penetration (mobile phones and internet) is based on ownership and access: individuals who have a mobile phone themselves or have access to that of someone closer to them; and individuals who have used the internet in the last seven days.

### Household Access

Household ownership of a given technology was also considered as a distinct measure, for radio and television only. These measures include individuals who say they have a radio or a television in their household, regardless of whether they reported listening to or watching either medium.

### Media Access

While access and usage of a particular medium are useful, it is also insightful to look at media access as a whole in the South Sudanese context. This survey asked about five types of media and devices: radio, television, mobile phones, internet, and newspapers. There are four general categories of composite usage: high access individuals are those who have ever accessed at least four out of the five types of media and devices, including those who have had access to all five types; medium access individuals are those who have ever accessed two or three types of media or device; low access individuals are those who have ever accessed only one type of media or device; no access individuals are those who have never accessed any type of media or device.<sup>251</sup>

### Detailed Limitations

While every possible effort was made to minimize sources of bias, several uncontrollable factors limit the findings and analysis of this survey. It should be noted that:

- (1) Given the current conflict in South Sudan and the challenges of conducting research in the country, achieving a nationally representative sample is rarely possible even under the most favorable circumstances.
- (2) The strategy for this study used a clearly defined and continually updated sampling frame of accessible areas and the selection of EAs was random at all stages. This not only benefits the current analysis by allowing for clarity and precision about what the sample represents, but is also more likely than other approaches to permit comparison with future samples.

The following subsections describe limitations of the sampling strategy as well as important background to consider when findings on language, gender, and age are presented. Environmental and conflict-related limitations are referred to in the State Findings as appropriate.

### Sampling Strategy and Frames

The drastically different political context and ongoing security concerns in the country

meant that the methodology of the 2013 National Audience Survey could not be replicated. In addition, this altered context severely limits the comparability with the 2013 survey itself as demographics, accessibility, and even radio stations themselves have undergone shifts in the past several months<sup>252</sup>. However, as the strata were constructed to use the whole sample for national-level analyses, the current study is a more efficient sample. The mass displacement of a large proportion of the population may also limit the comparability of findings from the present report with future surveys and assessments. Nonetheless, the methodology of the present survey is as representative as possible, given security and accessibility concerns. It is stressed that the sample of the current study is designed to represent only the accessible population of South Sudan.

Due to the conflict as well as historical gaps, existing population data is often either outdated or subject to extreme fluctuation. As such, some sampling frames are less accurate or representative than others. Most notably, as most of the populations in Lakes, Jonglei, Unity, and Upper Nile states were inaccessible during fieldwork and the pre-field accessibility assessment, the sample cannot be considered as representing these states. Accordingly, samples for these states were set lower and findings are described as relating to a subpopulation within those areas. To account for this in the national and state-level reporting and analysis, states are classified as **Fully Accessible** or **Partially Accessible** depending on whether they can be considered representative or not.

No urban/rural stratification was built into the design as census data does not provide the detail for such classifications and there is no consistent definition. However, sampling frames in some states include only the relatively urban areas, which makes it difficult to compare with states in which only rural areas were accessible or in which a mix of both were accessible. For instance, sampling in Upper Nile occurred exclusively in relatively urban settings, whereas sampling in Northern Bahr el Ghazal was fully accessible but is a relatively rural state. Thus, state-level findings for Upper Nile are more urban-biased, specifically reflective of the government-held areas, than they would have been had the entire state been accessible. However, in all states, sampling is representative of the accessible population in that area.

Similarly, the lack of detailed population data renders it impossible to develop accurate weights to achieve a balanced sample by gender and age.

### Language

While the questionnaire was translated into 6 different languages, these languages are not exhaustive in the South Sudan context. For instance, the local Dinka dialect used in the survey had some variance with the Dinka dialect spoken in Bor County, Jonglei. Further, the local Dinka dialect in Bor has some variance with the local Dinka dialect spoken in nearby Rumbek County. The ethnic Dinka in some parts of Lakes prefer the Atuot and Apak languages to Dinka<sup>253</sup>. During fielding in this area, potential respondents were often reluctant to be interviewed in Dinka, which makes successful observations (in which the respondent consented to be interviewed in Dinka), slightly less random. In both of these cases, it is possible that questions were not as comprehensible as they would have been if conducted in the preferred, local dialect.

Achieving representation of all languages and ethnic groups is especially limited given the challenges imposed by the current conflict. In particular, most of the country's Nuer

people, one of the largest ethnic groups in South Sudan, are currently displaced by conflict to inaccessible areas such as PoC sites and parts of Lakes, Upper Nile, Unity, and Jonglei. As these areas were not included in the sample frame, there is very little explicit Nuer representation in the national sample apart from that of Leer county in Unity; this proportion is much lower than the proportion of ethnic Nuer in South Sudan in reality. However, as language is not the only proxy for ethnicity, it is possible that the sample includes some ethnic Nuer who do not speak a Nuer dialect as a primary language in the household or conducted the interview in a language other than Nuer. Where possible, data from previous, recent studies have been cited to supplement the present study.

Enumerator Error

Enumerators were locally recruited based purely on merit: i.e. education, language proficiency, familiarity with local geography, and previous work experience in data collection with other organizations. In all areas, field researchers (who were responsible for enumerator recruitment) received few or no applications from female candidates, likely due to cultural norms that discourage women from such work as well as the fact that women tend to have lower education levels and therefore were much less likely to have the required language skills<sup>254</sup>. As a result, the vast majority of hired enumerators were male, which raises the potential problem of gender-based enumerator effects.

It is possible that some female respondents would have responded differently to certain questions, had those questions been posed by a female (rather than a male) enumerator. In particular, some female respondents may not have been as forthright with their responses to sensitive questions when being interviewed by male enumerators as they would have been with female enumerators.

Certain environmental factors may have limited enumerators' ability to conduct all interviews with patience and earnestness. For instance, travel to hard-to-reach areas or away from main cities is oftentimes consuming and sometimes dangerous. Many enumerators also voiced discontent with compensation and wanted to be provided with food and water (which are often scarce already). Any of these factors may have resulted in enumerators who were less motivated to perform their interviews as fully and accurately as possible.

Gender and Age Proportions

The conflict has shifted household dynamics by causing major displacements. However, even before the civil war and tensions, it was quite normal for South Sudanese households to have one or more adults away from the household for long periods of time. In practice, such movement varies by state, location, and proximity of IDP sites or major cities. Movements also fluctuate depending on factors such as fighting, planting seasons, or seasonal migration among pastoralist communities. However, even with the possibility of such environmental factors, it is possible that enumerator error during the selection process contributed to the imbalance in household gender proportions<sup>255</sup>.

When household visits were conducted, enumerators were trained to ask the first point of contact to list all the adults in the household and then use a Kish Grid to randomly select a respondent. Upon a quality control check of the respondent selection process, it was found that there were a high proportion of households where either only one adult

was listed or, where multiple adults were listed, but all were of the same sex. While such instances are not uncommon in South Sudan, the high occurrence warranted further investigation.

While a certain amount of movement is common in South Sudanese households, the conflict has further shifted household dynamics by causing major displacements. In the absence of external data, a best-guess threshold of lower than 70% mixed-sex households was used to identify states that needed further investigation. States in which less than 70% of households are mixed-sex and possible explanations for such an imbalance are listed in the table below.

Table 54: Gender Proportions in Household Selections by State, South Sudan (April 2015)		
State	Issue	Possible environmental explanations
Lakes	Large proportion of 'only women' or 'one woman' households	In Lakes, it is not uncommon for men to be away at cattle camps for long periods of time. This occurs during the periodic, near seasonal inter-clan or inter-ethnic clashes during which time men go to protect their herds from cattle raids. Another possible explanation is that the enumeration areas of Malek payam are more residential, but that the men tend to stay away from home in the more "commercial" area about 8 miles away, often for days at a time. Wulu payam is a relatively peaceful area of the state. In this area, male-only households are common during the planting/harvest season (roughly March-July) as women are sometimes away in the fields, where they remain until harvest.
Upper Nile	Very low (lowest) proportion of mixed-sex households; large numbers of 'only men' households or 'only women' households	Many of these imbalances can be attributed to the fact that the much of this state is inaccessible; a larger sample in more areas may have evened out the gender proportion. In one of the more accessible areas, Malakal, there is a major PoC site and a massive informal settlement for IDPs where thousands have moved. It is not uncommon for men to stay and safeguard their household while they send their wives and children into the PoC to seek safety. In the instances of 'women only' households, men have likely fled to the bush or been killed. Another possibility is that during the heavy rains (which happened three times during fielding) women will often leave the PoC site and return to their homes, which are less prone to flooding than the crowded PoC sites.
Central Equatoria	In Juba, relatively few mixed-sex households; as a state CEQ had a large proportion of 'one woman' or 'one man' households	As the capital and commercial center of the nation, individuals from all over the state and the country flock to Juba in search of work. Many migrant workers will live with other migrant workers of the same sex. Overall, there tend to be more men than women in Juba. Terekeka <sup>256</sup> and Kajo Keji are relatively pastoralist or farming communities, respectively. In these communities, it is common that adults (men and women) are away for a night or more at a time to tend to the land or herds. The single-adult homes could also be instances where children and one parent (usually the mother) travel to and reside in Uganda or Juba so the children can attend a better school. Yei is relatively more peaceful than other parts of the country, and sometimes mothers and their children will be sent to live there from other parts of the country, which could account for single-sex or single-adult homes.
Unity	High (highest) proportion of mixed-sex households; remaining households were largely 'only women' or 'one woman'.	Given the insecurity, sampling only occurred in Leer, a county considered relatively more urban than the rest of the state. The urban setting could account for a higher proportion of mixed-sex households. However, it is common that men are away from their households for fighting (sometimes even away for one year), being at the cattle camp, fishing, or longer term business activities, which could account for the instances of single-sex (women) or single-adult households.

Even with the possibility of such environmental factors affecting reported household demographics, it is also possible that enumerator error during the selection process created the imbalance in household gender proportions<sup>257</sup>. Errors would most likely be a result of enumerators failing to consistently list all adults in the household. For instance, it is possible that enumerators chose not to include individuals in the household listing who would return to the household late that same day, knowing that the enumerators would not have time to make the callback visit to the household after a certain point in the evening<sup>258</sup>. Instances of prolonged adult absence for reasons such as migratory pastoralism, farming, work, or security might be dismissed outright from the household listing. It should be noted that the quality check revealed that the



high proportion of single-sex or single-adult households would more likely be caused by failing to list all household members who would sleep at the household and less likely caused by enumerators substituting one selected but unavailable household member for another.

There was also a notable age bias towards youth, in that most respondents were under 35. The same availability issues as listed above can contribute: it is not uncommon for adults to be away from the household for extended periods of time. However, it is also the case that the population of South Sudan in general is young, with two-thirds of the population under the age of 30<sup>259</sup>.

### Respondent-driven Bias: Fears and Concerns

There are several respondent-driven factors that could introduce a bias into the sample.

Respondents and community leaders frequently expressed concern about the tangibility or outcome of the survey, saying that they do not experience any changes in their circumstances despite lots of research being carried out<sup>260</sup>. Conflict and violence also affected the population. For instance, in Lakes it was noted that many people were skeptical of the presence of enumerators on suspicion that they might be agents of the conflict, in Western Equatoria, some respondents appeared distrustful or uncomfortable when asked political questions, and the security situation in Upper Nile created a generally tense and uncomfortable atmosphere. Given these factors, it is possible that some individuals had little motivation to provide the most earnest and truthful responses possible.

Some male points of contact may have been unwilling to have their wives or other family members listed for interview, which would have introduced a falsely higher proportion of single-male or only male households<sup>261</sup>. It is also possible that members of a household were not listed for protection and security reasons, i.e. household members might not disclose other members who hide in the bush during the day but return to their homes at night.

### Analytical Limitations: Comparability and Derived Measures

The majority of the analytical limitations come from differences between states and overall accessibility issues that exclude large portions of the country. Areas surveyed vary drastically in terms of mobile phone and satellite coverage and were often characterized by fluctuations in security. This may limit the comparability of findings between locations. For instance, some states have little to no mobile phone coverage, are within reach of very few radio stations, or have had their radio waves or mobile network towers otherwise obstructed by opposition or government forces.

Radio access is particularly difficult to assess on a national level. Station comparability is limited because many stations, especially those that are locally run, have limited broadcast reach, hours, and types of programs. Therefore, variance in audiences' ability to tune in to any given station and the limitations of any given stations should be considered when looking at figures for station weekly reach and popularity. For example, areas such as Kajo Keji and Terekaka (Central Equatoria) face elaborate hindrances that prevent listeners from consistently receiving a radio signal from Radio Juba, Eye Radio, or Radio Miraya. In Kwajok (Warrap), Kwajok FM functions for only three hours a day and is said to not reach the remote areas of the state. In Magwi and Torit (Eastern Equatoria) stations are often not operational due to fuel shortages or

have poor signal strength. In addition, it is not uncommon for various areas around the country to experience their radio waves or transmitters blocked for political reasons.

These same issues affect comparability of newspapers and televisions, and even mobile phones. Phone network coverage is inconsistent or nonexistent in many of the remote areas of the country; newspapers do not typically circulate outside the major urban areas; and televisions and computers are not prevalent in rural areas due to limited access to electricity. In addition to the urban/rural factors affecting levels of access and availability of media, the government has forcibly shut down some media outlets, even since the list of media houses was first compiled for this report<sup>262</sup>. Newspapers are commonly out of operation or have unpredictable printing schedules due to limited publishing capacities in country or for financial reasons<sup>263</sup>. Phone networks are also prone to tampering for political and conflict-related reasons.

Furthermore, the limited access to newspapers and the internet means that many states have a low base of users, particularly reach, of these types of media. When the base number of users or weekly reach is low, findings should be treated with caution because results may not accurately depict the population under study. In the more extreme instances, such findings are presented at the top-level only, with no deeper analysis or presentation. These instances are noted where they occur.

Beyond these environmental factors, analysis of the data self-imposes limitations whenever derived measurements are used. For instance, restricted access for a radio could be defined in several ways. For the purposes of this report, limited access individuals were defined as those who have access to a radio that is not in their home. It would also be possible for restricted radio access to be measured as those who most often listen to a radio in spaces other than the home. Upon analysis of the results, it was determined that defining restricted access as access to a radio when the respondent did not have a radio in their household produced a more useful measure. However, this does leave the possibility for mislabeling individuals as restricted even though they have frequent access to a radio, albeit not within their household<sup>264</sup>.

Constructions of composite media access or non-access depended on whether or not respondents had ever accessed five forms of media: radio, television, mobile phone, internet, or newspapers. The definition of no access individuals is unambiguous; this category includes those who have had access to none of the five forms of media. However, the definitions of low, medium, and high access individuals are comparatively more ambiguous. It might have been possible to specify specific combinations of media access to would constitute medium access. For instance, respondents with access to at least radio and mobile phones represented a large proportion of those with access to two or three types of media. However, this approach would have left out many individuals with other combinations who have more than low access but less than high access. The present definitions capture all individuals in the sample. As various forms of media become more accessible in South Sudan, the definition of medium access may need to be revised to reflect the evolving context.

SECTION A: RADIO

A1. Have you ever listened to the radio, either at home or elsewhere?

ASK ALL RESPONDENTS.

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF A1=(2,3,4) SKIP TO A3

IF A1=1 ASK:

A2. Apart from today, when was the last time you listened to the radio, whether it was at home or somewhere else?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

Yesterday	1
In last 7 days	2
In last 4 weeks	3
In last 12 months	4
More than 12 months ago	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

IF A2=(1,2,3,4) SKIP TO A4

IF A1=(2,3,4) OR A2=(5,6,7) ASK:

A3. Why don't you listen to the radio?

DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED – CHECK ALL THAT APPLY

I do not have a radio	1
Radio is damaged	2
I do not have time to listen	3
I cannot afford to buy a Radio	4
I cannot afford to buy batteries	5
I don't go to places where Radio is being used	6
Available Radio programs do not interest me	7
No signal or bad signal	8
Other	9
Don't know (DO NOT READ)	10
Refused (DO NOT READ)	11

IF A IF A1=(2,3,4) OR A2=(5,6,7) SKIP TO B1

IF A2=(1,2,3,4) ASK:

A4. Where do you most often listen to the radio?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

Home	1
Work	2
At friends' or family's place	3
Public spaces (e.g. restaurant, tea shop)	4
School	5
Everywhere using Radio	6
Everywhere using Mobile phone as Radio	7
Other	8
Don't know (DO NOT READ)	9
Refused (DO NOT READ)	10

A5. With whom do you usually listen to the radio?

DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED – CHECK ALL THAT APPLY

Alone	1
Family	2
Friends	3
Neighbors	4
Persons from Work	5
Other	6
Don't know (DO NOT READ)	7
Refused (DO NOT READ)	8

IF A5=(1) SKIP TO A7

IF A5=(2 TO 8) ASK:

A6. Who usually chooses the station that you listen to?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

Yourself	1
Son/Daughter	2
Husband/Wife	3
Mother/Father	4
Friends	5
Brother/Sister	6
Person(s) from Work	7
Other	8
Don't know (DO NOT READ)	9
Refused (DO NOT READ)	10

IF A2=(1,2,3,4) ASK:

Questionnaire

S9. State

CHECK ONE RESPONSE ONLY

Central Equatoria	1
Eastern Equatoria	2
Jonglei	3
Lakes	4
Northern Bahr el Ghazal	5
Western Bahr el Ghazal	6
Warrap	7
Upper Nile	8
Unity	9
Western Equatoria	10



A7. What type of program do you like most on the radio?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

International News	1
News about South Sudan	2
Local news about your community, or community announcements	3
Talk shows, debates, or interviews with experts	4
Programs on the peace process or reconciliation	5
Programs about the current conflict	6
Political programs	7
Dramas in which fictional characters discuss particular topic	8
Educational or language learning program	9
Programs with information on accessing humanitarian aid or health care	10
Music shows	11
Sports programs	12
Religious or faith programs	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

**IF A7=(14,15) SKIP TO A10**

**IF A7=(1 TO 13) ASK:**

A8. What type of programs do you also like on the radio?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

International News	1
News about South Sudan	2
Local news about your community, or community announcements	3
Talk shows, debates, or interviews with experts	4
Programs on the peace process or reconciliation	5
Programs about the current conflict	6
Political programs	7
Dramas in which fictional characters discuss particular topic	8
Educational or language learning program	9
Programs with information on accessing humanitarian aid or health care	10
Music shows	11
Sports programs	12
Religious or faith programs	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

**IF A2=(1,2,3,4) ASK:**

A9. I’m now going to read you the names of some radio stations and I’d like you to tell me for each one whether you have ever heard of it, even if you have never listened to it.

**ASK FOR EACH STATION:** Have you ever heard of [STATION]?

**MULTIPLE RESPONSES ALLOWED. READ OUT EACH STATION NAME AND CHECK ALL THAT APPLY**

Radio Miraya	1
BBC World Service in English	2
BBC World Service in Arabic	3
Voice Of America (VOA)	4
Radio Tamazuj	5
Bakhita FM	6
Capital FM	7
Citi FM	8
Classic FM	9
Dream FM	10
Eye Radio	11
Grace Radio	12
Liberty FM	13
Mango FM	14
Ngun Kata Religious FM	15
Radio Easter	16
Radio Juba	17
Radio Junubna	18
Radio Monte Carlo Doualiya	19
Salvation FM	20
Spirit FM	21
Voice of KajoKeji	22
Voice of Life FM	23
Voice of People (VOP)	24
Don't know (DO NOT READ)	25
Refused (DO NOT READ)	26

A10. **ASK FOR EACH STATION:** Have you ever listened to any programs or news bulletins broadcast by this station?

**MULTIPLE RESPONSES ALLOWED. READ OUT EACH STATION NAME AND CHECK ALL THAT APPLY**

A11. **ASK FOR EACH STATION (IF YES IN A10):** Apart from today, when was the last time you listened to this station? Was it yesterday, in the last 7 days, in the last 12 months, or more than 12 months ago?

		Yes-ter-day	In last 7 days	In the last 4 weeks	In last 12 months	More than 12 months ago	Don't know	Re-fused
A11.1	Radio Miraya	1	2	3	4	5	6	7
A11.2	BBC World Service in English	1	2	3	4	5	6	7
A11.3	BBC World Service in Arabic	1	2	3	4	5	6	7
A11.4	Voice Of America (VOA)	1	2	3	4	5	6	7
A11.5	Radio Tamazuj	1	2	3	4	5	6	7
A11.6	Bakhita FM	1	2	3	4	5	6	7
A11.7	Capital FM	1	2	3	4	5	6	7
A11.8	Citi FM	1	2	3	4	5	6	7
A11.9	Classic FM	1	2	3	4	5	6	7
A11.10	Dream FM	1	2	3	4	5	6	7
A11.11	Eye Radio	1	2	3	4	5	6	7
A11.12	Grace Radio	1	2	3	4	5	6	7
A11.13	Liberty FM	1	2	3	4	5	6	7
A11.14	Mango FM	1	2	3	4	5	6	7
A11.15	Ngun Kata Religious FM	1	2	3	4	5	6	7
A11.16	Radio Easter	1	2	3	4	5	6	7
A11.17	Radio Juba	1	2	3	4	5	6	7
A11.18	Radio Junubna	1	2	3	4	5	6	7
A11.19	Radio Monte Carlo Doualiya	1	2	3	4	5	6	7
A11.20	Salvation FM	1	2	3	4	5	6	7
A11.21	Spirit FM	1	2	3	4	5	6	7
A11.22	Voice of KajoKeji	1	2	3	4	5	6	7
A11.23	Voice of Life FM	1	2	3	4	5	6	7
A11.24	Voice of People (VOP)	1	2	3	4	5	6	7

**IF A2=(1,2,3,4) ASK:**

A12. Apart from the stations I have mentioned, have you listened to any other radio stations in the past 7 days?

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

**IF A12=(2,3,4) SKIP TO B1**

**IF A12=(1) ASK:**

A13. Please tell me the names of the other stations you have listened to in the past 7 days.

**RECORD NAMES OF STATIONS**

**IF A2=(1,2,3,4) ASK:**

A14. Of the radio stations that you have listened to, which one do you trust most for accurate information on developments surrounding the recent conflict and the peace process?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Radio Miraya	1
BBC World Service in English	2
BBC World Service in Arabic	3
Voice Of America (VOA)	4
Radio Tamazuj	5
Bakhita FM	6
Capital FM	7
Citi FM	8
Classic FM	9
Dream FM	10
Eye Radio	11
Grace Radio	12
Liberty FM	13
Mango FM	14

Ngun Kata Religious FM	15
Radio Easter	16
Radio Juba	17
Radio Junubna	18
Radio Monte Carlo Doualiya	19
Salvation FM	20
Spirit FM	21
Voice of KajoKeji	22
Voice of Life FM	23
Voice of People (VOP)	24
Other (SPECIFY)	25
Don't know (DO NOT READ)	26
Refused (DO NOT READ)	27

IF A14=(25):

A15. WRITE DOWN RESPONSE IN FULL

IF A2=(1,2,3,4) ASK:

A16—A22: ALL AREAS

A16. What time of day do you most often listen to the radio?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

6am - 9am	1
9am -12pm	2
12pm - 3pm	3
3pm - 6pm	4
6pm - 9pm	5
9pm - 12am	6
12am – 6am	7
All day	8
Don't know (DO NOT READ)	9
Refused (DO NOT READ)	10

IF A16=(8,9,10) SKIP TO A16

IF A16=(1 TO 7) ASK:

A17. Why is that the time you most often listen?

DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY

It has the programming I like the most	1
It is when I have time to listen to the radio	2

It is when the people I listen to the radio with want to listen	3
Other (SPECIFY)	4
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	6

IF A17=(4):

A18. WRITE DOWN RESPONSE IN FULL

IF A2=(1,2,3,4) ASK:

A19. Have you participated in any of the following activities within the past year?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

Made a call to a radio station	1
Met people from your community to listen to and discuss a radio program	2
Visited a radio station in person	3
Sent an SMS (text message) to a radio station	4
Have not done any of these activities in the past year	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

IF A19=(5,6,7) SKIP TO B1

IF A19=(1 TO 4) ASK:

A20. And have you participated in any of the following activities within the past 7 days?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

Made a call to a radio station	1
Met people from your community to listen to and discuss a radio program	2
Visited a radio station in person	3
Sent an SMS (text message) to a radio station	4
Have not done any of these activities in the past year	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

LIST TO BE RESTRICTED TO RESPONSES GIVEN IN A19

IF A2=(1,2) ASK:

A21. In the last 7 days, have you used any of the following wavebands to listen

to the radio at home or elsewhere, or aren't you sure?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

FM [87-108 MHZ	1
AM (Mediumwave) [520 kHz-1620 kHz	2
Shortwave (SW) [2000 kHz-30,000 kHz	3
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	5

IF A2=(1,2) ASK:

A22. In the last 7 days, have you used any of the following methods to listen to radio programs at home or elsewhere, or aren't you sure?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

Listening to radio using a satellite receiver	1
Listening to radio using the Internet	2
Listening to radio using a mobile phone	3
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	5

SECTION B: TV

B1. Have you ever watched television, either at home or elsewhere?

ASK ALL RESPONDENTS.

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF B1=(2,3,4) SKIP TO C1

IF B1=1 ASK:

B2. Apart from today, when did you last watch television?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

Yesterday	1
In last 7 days	2
In last 12 months	3
More than 12 months ago	4
Don't know (DO NOT READ)	5

Refused (DO NOT READ)	6
-----------------------	---

IF B2=(4,5,6) SKIP TO C1

IF B2=(1,2,3) ASK:

B3. I'm now going to read you the names of some TV stations and I'd like you to tell me for each one whether you have ever heard of it, even if you have never watched it.

ASK FOR EACH STATION: Have you ever heard of [STATION]?

MULTIPLE RESPONSES ALLOWED. READ OUT EACH STATION NAME AND CHECK ALL THAT APPLY

Al Jazeera	1
BBC World News	2
BBC Arabic	3
France 24 (RFI)	4
CNN International	5
CCTV (Chinese)	6
SSTV (South Sudan Television Station)	7
CTV (Citizen Television)	8
Citizen TV (Satellite-Kenya)	9
KTN (Satellite-Kenya)	10
NTV (Satellite-Kenya)	11
Liberty FM	12
None (DO NOT READ)	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

IF B2=(3,4,5,6) SKIP TO C1

IF B2=(1,2) ASK:

B4. I'd now like to ask you about the TV stations that you watch.

ASK FOR EACH STATION: Have you watched [STATION] in the past 7 days?

MULTIPLE RESPONSES ALLOWED. READ OUT EACH STATION NAME AND CHECK ALL THAT APPLY

Al Jazeera Arabic	1
Al Jazeera English	2
BBC Arabic	3
BBC World News in English	4
France 24 (RFI)	5
CNN International	5
CCTV (Chinese)	6
SSTV (South Sudan Television Station)	7
CTV (Citizen Television)	8



Citizen TV (Satellite-Kenya)	9
KTN (Satellite-Kenya)	10
NTV (Satellite-Kenya)	11
Liberty FM	12
Other stations	13
None (DO NOT READ)	14
Don't know (DO NOT READ)	15
Refused (DO NOT READ)	15

IF B4=(13) ASK:

- B5. Please tell me the names of the other stations you have watched in the past 7 days.

RECORD NAMES OF STATIONS

Received news reports by SMS text message from other news organizations like newspapers, radio stations, or TV stations	3
Sent a photo to other people using a mobile phone	4
Downloaded and viewed a video clip on a mobile phone	5
Accessed the Internet on a mobile phone	6
Accessed a social networking site such as Facebook or Twitter on a mobile phone	7
Sent or received an email on a mobile phone	8
Listened to the radio on a mobile phone	9
Downloaded a song on a mobile phone	10
Downloaded or used a mobile app or application on a mobile phone	11
Played games on a mobile phone	12
Made financial transactions on a mobile phone	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

SECTION C: MOBILE

- C1. Do you, yourself, have a mobile phone, or not?

ASK ALL RESPONDENTS.

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF C1=1 SKIP TO C3

IF C1=(2,3,4) ASK:

- C2. Do you have access to a mobile phone of someone close to you or a relative?

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF C2=(2,3,4) SKIP TO D1

IF C1=(1) OR C2=(1) ASK:

- C3. Aside from making phone calls, which, if any, of the following have you done on a mobile phone in the past 7 days?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

Sent/received SMS text messages	1
Received information by SMS text message from your mobile operator such as news headlines, weather reports, traffic updates, or sports news	2

SECTION D: INTERNET

- D1. Have you ever used the Internet, either at home or elsewhere?

ASK ALL RESPONDENTS.

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF D1=(2,3,4) SKIP TO F1

IF D1=1 ASK:

- D2. Apart from today, when was the last time that you used the Internet, either for work or for personal purposes, whether it was at home or elsewhere?

READ OUT LIST AND CHECK ONE RESPONSE ONLY

Yesterday	1
In last 7 days	2
In the last 4 weeks	3
In last 12 months	4
More than 12 months ago	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

IF D2=(3,4,5,6) SKIP TO D4

IF D2=(1,2) ASK:

- D3. In the last 7 days, which of the following activities have you used the Internet for?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

To send or receive email	1
To find out the latest news	2
To watch online videos such as TV programs, news reports, video clips, or movies	3
To listen to online audio such as music, radio programs, or news reports	4
To share videos or photos online	5
To download, watch, or listen to a podcast	6
To check my facebook or other social media	7
To post comments to a news site or blog	8
To find information online about a specific topic	9
Don't know (DO NOT READ)	10
Refused (DO NOT READ)	11

IF D1=1 ASK:

- D4. In which of the following locations do you use the Internet?

MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY

At home	1
At work	2
At an Internet café	3
At school/university	4
At various locations using a mobile phone or other device	5
Elsewhere	6
Don't know (DO NOT READ)	7
Refused (DO NOT READ)	8

- D5. I'd now like to ask you about the websites that you visit. Which of these websites, if any, have you visited in the past 7 days?

MULTIPLE RESPONSES ALLOWED. READ OUT EACH WEBSITE NAME AND CHECK ALL THAT APPLY

Eye Radio	1
Sudan Tribune	2
Christian Times	3
Talk of Juba	4
The Corporate	5
The Nation Mirror	6

The Niles	7
The Juba Telegraph	8
Radio Tamazuj	9
Sudanese Online	10
BBC News	11
Voice of America News	12
Al Jazeera	13
Other sites	14
None (DO NOT READ)	15
Don't know (DO NOT READ)	16
Refused (DO NOT READ)	17

IF D5=(14) ASK:

- D6. Please tell me the names of the other websites you have visited in the past 7 days.

RECORD NAMES OF WEBSITES

IF D1=1 ASK:

- D7. Do you have a social media account on any of these websites?

MULTIPLE RESPONSES ALLOWED. READ OUT EACH WEBSITE NAME AND CHECK ALL THAT APPLY

Facebook	1
Twitter	2
LinkedIn	3
Other (SPECIFY)	4
None (DO NOT READ)	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

IF D7=(4):

- D8. WRITE DOWN NAMES OF WEBSITES

SECTION E: NEWSPAPERS

- E1. Have you ever read or looked at a newspaper, either at home or elsewhere?

ASK ALL RESPONDENTS.

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

IF E1=(2,3,4) SKIP TO F1

IF E1=1 ASK:

- E2. Apart from today, when did you read or look at a newspaper?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Yesterday	1
In last 7 days	2
In last 12 months	3
More than 12 months ago	4
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	6

IF E2=(4,5,6) SKIP TO F1

IF E2=(1,2,3) ASK:

- E3. I'm now going to read you the names of some newspapers and I'd like you to tell me for each one whether you have ever heard of it, even if you have never read it.

**ASK FOR EACH NEWSPAPER:** Have you ever heard of [NEWSPAPER]?

**MULTIPLE RESPONSES ALLOWED. READ OUT EACH NAME AND CHECK ALL THAT APPLY**

The Juba Telegraph	1
Juba Monitor	2
The Citizen	3
The Nation Mirror	4
The Juba Post	5
The Star	6
The New Times	7
The Hero	8
The Southern Eye	9
The New Nation	10
The Pioneer	11
None (DO NOT READ)	12
Don't know (DO NOT READ)	13
Refused (DO NOT READ)	14

IF E2=(3,4,5,6) SKIP TO F1

IF E2=(1,2) ASK:

- E4. I'd now like to ask you about the newspapers that you read.

**ASK FOR EACH NEWSPAPER:** Have you read or looked at [NEWSPAPER] in the past 7 days?

**MULTIPLE RESPONSES ALLOWED. READ OUT EACH NAME AND CHECK ALL THAT APPLY**

The Juba Telegraph	1
Juba Monitor	2
The Citizen	3
The Nation Mirror	4
The Juba Post	5
The Star	6
The New Times	7
The Hero	8
The Southern Eye	9
The New Nation	10
The Pioneer	11
Other (SPECIFY)	12
None (DO NOT READ)	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

IF E4=(12):

- E5. WRITE DOWN NAMES OF NEWSPAPERS

SECTION F: NEWS & INFORMATION

ASK ALL RESPONDENTS.

- F1. Where do you most often get news and information?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Radio	1
Television	2
Newspapers/magazines	3
The Internet	4
Face to Face from Friends or Family	5
Calling via Mobile phone	6
Text messages via Mobile phone	7
Billboards/posters	8
Religious leaders	9
Traditional leaders	10
Government Officials	11
Police	12
Aid workers/NGOs	13
Other	14
Don't know (DO NOT READ)	15
Refused (DO NOT READ)	16

IF F1=(15,16) SKIP TO F3

IF F1=(1 TO 14) ASK:

- F2. Where else do you get news and information?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

Radio	1
Television	2
Newspapers/magazines	3
The Internet	4
Face to Face from Friends or Family	5
Calling via Mobile phone	6
Text messages via Mobile phone	7
Billboards/posters	8
Religious leaders	9
Traditional leaders	10
Government Officials	11
Police	12
Aid workers/NGOs	13
Other	14
Don't know (DO NOT READ)	15
Refused (DO NOT READ)	16

ASK ALL RESPONDENTS.

- F3. Which source of news and information do you trust the most?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Radio	1
Television	2
Newspapers/magazines	3
The Internet	4
Face to Face from Friends or Family	5
Calling via Mobile phone	6
Text messages via Mobile phone	7
Billboards/posters	8
Religious leaders	9
Traditional leaders	10
Government Officials	11
Police	12
Aid workers/NGOs	13
Other	14
Don't know (DO NOT READ)	15
Refused (DO NOT READ)	16

SECTION G: HEALTH

ASK ALL RESPONDENTS.

- G1. Now I will ask a few questions about health. When should you wash hands with soap?

**MULTIPLE RESPONSES ALLOWED. DO NOT READ OUT LIST. CHECK ALL THAT APPLY AND PROBE:**

Where else?

Before preparing food or cooking	1
Before eating	2
Before feeding children	3
After defecating	4
Other	5
Don't know	6
Refused	7

- G2. Where do you find out about hygiene topics, such as hand washing?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

Friends	1
Family	2
School	3
Work	4
Radio	5
Newspapers or magazines	6
Television	7
Internet	8
Government	9
NGOs or UN workshops	10
Doctor or health clinic	11
Books	12
Other	13
Don't know (DO NOT READ)	14
Refused (DO NOT READ)	15

SECTION H: GENDER ISSUES

ASK ALL RESPONDENTS.

Now I am going to read out some statements and I would like you to tell me for each one whether you agree with it or not.



- H1. The important decisions in the family should be made only by the men.

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Agree	1
Disagree	2
Neither agree nor disagree/It depends	3
Don't know	4
Refused	5

- H2. A married woman should be allowed to work outside the home if she wants.

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Agree	1
Disagree	2
Neither agree nor disagree/It depends	3
Don't know	4
Refused	5

- H3. A wife has the right to express her opinion even when she disagrees with what her husband is saying.

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Agree	1
Disagree	2
Neither agree nor disagree / it depends	3
Don't know	4
Refused	5

- H4. 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?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Help with housework	1
Earn money	2
Get married	3
Finish School	4
Work in farming	5
Work in herding	6
Other	7
Don't know	8
Refused	9

- H5. When was the last time you heard a women in your area express her opinion in a public setting (e.g. community meeting)?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Yesterday	1
In last 7 days	2
In last 12 months	3
More than 12 months ago	4
Never	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

- H6. When was the last time you heard a women in your area express her opinion on the radio or on television?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Yesterday	1
In last 7 days	2
In last 12 months	3
More than 12 months ago	4
Never	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

## SECTION J: PEACE, SECURITY & DISPLACEMENT

ASK ALL RESPONDENTS.

- J1. Right now, how much conflict is there between your community and nearby communities?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

None at all	1
Not much	2
A fair amount	3
A great deal	4
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	6

- J2. Within the next year, how much conflict do you think there will be in the future between your community and nearby communities?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

None at all	1
Not much	2
A fair amount	3
A great deal	4
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	6

- J3. Has information from the radio ever helped you to stay safe?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

- J4. Has information from the radio ever made you think differently about a group of people from another area?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

- J5. Now I'd like to know what you think. Sometimes radio broadcasts help to reduce conflict and sometimes they make conflict worse. Do you think that the radio stations in your area do more to reduce conflict, or to increase it, or neither?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Reduce conflict	1
Increase conflict	2
Neither	3
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	5

## SECTION K: HOUSEHOLD

ASK ALL RESPONDENTS.

- K1. Which, if any, of the following do you have working in your household?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

Radio	1
Motorbike/bodaboda	2
Buil-in-sink	3
Car, van or truck	4
Camera	5
Sound System or stereo	6
None of these (DO NOT READ)	7
Don't know (DO NOT READ)	8
Refused (DO NOT READ)	9

IF K1=(2) ASK:

- K2. Do you have a satellite dish, DSTV or Cable TV subscription?

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

ASK ALL RESPONDENTS.

- K3. Which, if any, of the following do you have in your household?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

Automatic washing machine	1
Microwave oven	2
Refrigerator	3
Television	4
Electric iron	5
Computer	6
Internet access	7
None of these (DO NOT READ)	8
Don't know (DO NOT READ)	9
Refused (DO NOT READ)	10

- K4. Do you have any of the following sources of power in your household?

**MULTIPLE RESPONSES ALLOWED. READ OUT LIST AND CHECK ALL THAT APPLY**

Mains electricity	1
Generator	2
Solar panel	3
Battery	4
Other (SPECIFY)	5
None of these (DO NOT READ)	6
Don't know (DO NOT READ)	7
Refused (DO NOT READ)	8

**IF K4=(5):**

K5. WRITE DOWN RESPONSE IN FULL

## SECTION P: DEMOGRAPHIC INFORMATION

P1. OBSERVE, DO NOT ASK: Sex of respondent

Male	1
Female	2

ASK ALL RESPONDENTS.

P2. How old are you?

**RECORD AGE IN YEARS**

	_____ years
Don't know	98
Refused	99

**IF EXACT AGE GIVEN, SKIP TO P4**

**IF P2=(98,99) ASK**

P3. What is your approximate age?

**FIT ANSWER TO CATEGORY LIST**

15-19	1
20-24	2
25-29	3
30-34	4
35-39	5
40-44	6
45-49	7
50-54	8
55-59	9
60-64	10
65+	11
Don't know	12
Refused	13

ASK ALL RESPONDENTS.

P4. Which language do you speak most at home?

**DO NOT READ LIST. CHECK ONE RESPONSE ONLY**

Acholi	1
Anyuak	2
Aja	3
Arabic	4
Avokaya	5
Bai	6
Baka	7
Baleesi	8
Banda	9
Bari	10
Belanda	11
Beli	12
Bongo	13
Burulo	14
Buya	15
Didinga	16
Dinka	17
English	18
Homa	19
Indri	20
Juba Arabic	21
Jur	22
JurModo	23
Kakwa	24
Kaligi	25
Keliko	26
Koyo	27
Kresh	28
Kuku	29
Lango	30
Lendu	31
Lokoya	32
Lopit	33
Lotuko	34
Maban	35
Madi	36
Mangaya	37
Mangbetu	38
Moru	39
Mundari	40
Murle	41
Naka	42
Narim	43
Ndongo	44
Nilotic	45

Nuer	46
Nyangwara	47
Olu'bo	48
Opuo	49
Pari	50
Pojulu	51
Shilluk	52
Suri	53
Surmic	54
Togoyo	55
Toposa	56
Uduk	57
Zande	58
Other (WRITE BELOW)	59
Don't know	60
Refused	61

**IF P4=(59):**

P5. WRITE OTHER LANGUAGE

ASK ALL RESPONDENTS.

P6. Do you understand any other languages well enough to listen to a radio or television broadcast in that language?

Yes	1
No	2
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	4

**IF P6=(2,3,4) SKIP TO P9**

**IF P6=(1) ASK:**

P7. Which other languages do you understand?

**DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED – CHECK ALL THAT APPLY**

Acholi	1
Anyuak	2
Aja	3
Arabic	4
Avokaya	5
Bai	6
Baka	7
Baleesi	8
Banda	9
Bari	10
Belanda	11
Beli	12

Bongo	13
Burulo	14
Buya	15
Didinga	16
Dinka	17
English	18
Homa	19
Indri	20
Juba Arabic	21
Jur	22
JurModo	23
Kakwa	24
Kaligi	25
Keliko	26
Koyo	27
Kresh	28
Kuku	29
Lango	30
Lendu	31
Lokoya	32
Lopit	33
Lotuko	34
Maban	35
Madi	36
Mangaya	37
Mangbetu	38
Moru	39
Mundari	40
Murle	41
Naka	42
Narim	43
Ndongo	44
Nilotic	45
Nuer	46
Nyangwara	47
Olu'bo	48
Opuo	49
Pari	50
Pojulu	51
Shilluk	52
Suri	53
Surmic	54
Togoyo	55
Toposa	56
Uduk	57
Zande	58
Other (WRITE BELOW)	59
Don't know	60
Refused	61

**IF P7=(59):**



## P8. WRITE OTHER LANGUAGE

**IF NOT P4=(18) ASK:**

- P9. If someone sent you a letter in the language that you speak most at home, how much of it do you think you could read by yourself?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

None of it	1
Some of it	2
All of it	4
Don't know	5
Refused	6

**IF (P4=(18) OR P7=(18)) ASK:**

- P10. If someone sent you a letter in English, how much of it do you think you could read by yourself?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

None of it	1
Some of it	2
All of it	4
Don't know	5
Refused	6

## ASK ALL RESPONDENTS

- P11. What is the highest level of education you have attained?

No schooling	1
Some primary	2
Primary completion	3
Some secondary	4
Secondary completion	5
In college/university	6
Completed college or university	7
Religious school	8
Informal education	9
Technical or trade school	10
Dont know	12
Refused	13

- P12. Which one of these phrases comes closest to your own feelings about your household's income these days?

Living comfortably on present income	1
Getting by on present income	2

Finding it difficult on present income	3
Can't survive on present income	4
Don't know	5
Refused	6

- P13. Do you currently have a paid job or jobs on a regular basis?

Yes	1
No	2
Don't know	3
Refused	4

**IF P13=(2,3,4) SKIP TO P17**

**IF P13=(1) ASK:**

- P14. How many paid jobs that occur on a regular basis do you currently have?

1	1
2	2
3 or more	3
Don't know	4
Refused	5

- P15. What is your primary occupation?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Trader	1
Farmer	2
Pastoralist/Cattle herder	3
Government worker	5
Soldier	6
Student	7
Salary job	8
Other (WRITE BELOW)	9
Don't know	10
Refused	11

**IF P15=(9):**

## P16. WRITE OTHER OCCUPATION

**IF P13=(1) SKIP TO P18**

**IF P13=(2,3,4) ASK:**

- P17. Which one of the following best describes you?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Working or looking for work	1
Student	2
Housewife/homemaker	3
Retired	4

Disabled	5
None of the above	6
Don't know	7
Refused	8

## ASK ALL RESPONDENTS

- P18. Do you have money of your own that you alone can decide how to use?

Yes	1
No	2
Don't know	3
Refused	4

- P19. Do you have an account with a commercial bank?

Yes	1
No	2
Don't know	3
Refused	4

- P20. Have you bought any adult clothing in the last 6 months?

Yes	1
No	2
Don't know	3
Refused	4

- P21. Have you always lived in this area?

Yes	1
No	2
Don't know	3
Refused	4

**IF P21=(1,3,4) SKIP TO P23**

**IF P21=(2) ASK:**

- P22. Where else did you live?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Within this state	1
Another state	2
Another country	3
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	5

**IF P22=(1,4,5) SKIP TO P25**

**IF P22=(3) SKIP TO P24**

**IF P22=(2) ASK:**

- P23. What was the most recent other state that you lived in?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Central Equatoria	1
Eastern Equatoria	2
Jonglei	3
Lakes	4
Northern Bahr El Ghazal	5
Unity	6
Upper Nile	7
Warrap	8
Western Bahr El Ghazal	9
Western Equatoria	10
Don't know (DO NOT READ)	11
Refused (DO NOT READ)	12

**IF P22=(1,3,4,5) SKIP TO P25**

**IF P22=(3) ASK:**

- P24. What other countries have you lived in?

**DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED. CHECK ALL THAT APPLY**

North Sudan	1
Ethiopia	2
Kenya	3
Uganda	4
Other country	5
Don't know (DO NOT READ)	6
Refused (DO NOT READ)	7

## ASK ALL RESPONDENTS

- P25. Have you moved for any reason since December 2013?

Yes	1
No	2
Don't know	3
Refused	4

**IF P25=(2,3,4) SKIP TO P28**

**IF P25=(1) ASK:**

- P26. Why did you move?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Because of violent conflict	1
For better access to resources	2
Due to rise in prices	3
For my studies	4
For a job	5
For family reasons	
Other	6
Don't know (DO NOT READ)	7
Refused (DO NOT READ)	8

P27. When did you move?

**DO NOT READ OUT LIST. CHECK ONE RESPONSE ONLY**

Within the last month	1
Within the last three months	2
Longer than three months ago but since December 2013	3
Before December 2013	4
Don't know (DO NOT READ)	5
Refused (DO NOT READ)	6
Other	6

P28. Which of the following best describes your marital status?

**READ OUT LIST AND CHECK ONE RESPONSE ONLY**

Married, living with my husband/wife	1
Married, not living with my husband/wife	2
Currently living with a man/women as if Married	3
Widowed	4
Divorced	5
Separated	6
Single, never Married, never lived as if Married	7

Other	8
Don't know (DO NOT READ)	9
Refused (DO NOT READ)	10

P29. Are there any children aged under 15 living in this household?

Yes	1
No	2
Don't know	3
Refused	4

**IF P29=(2,3,4) SKIP TO P31**

**IF P29=(1) ASK:**

P30. How many children aged under 15 are there in this household?

**RECORD NUMBER OF CHILDREN**

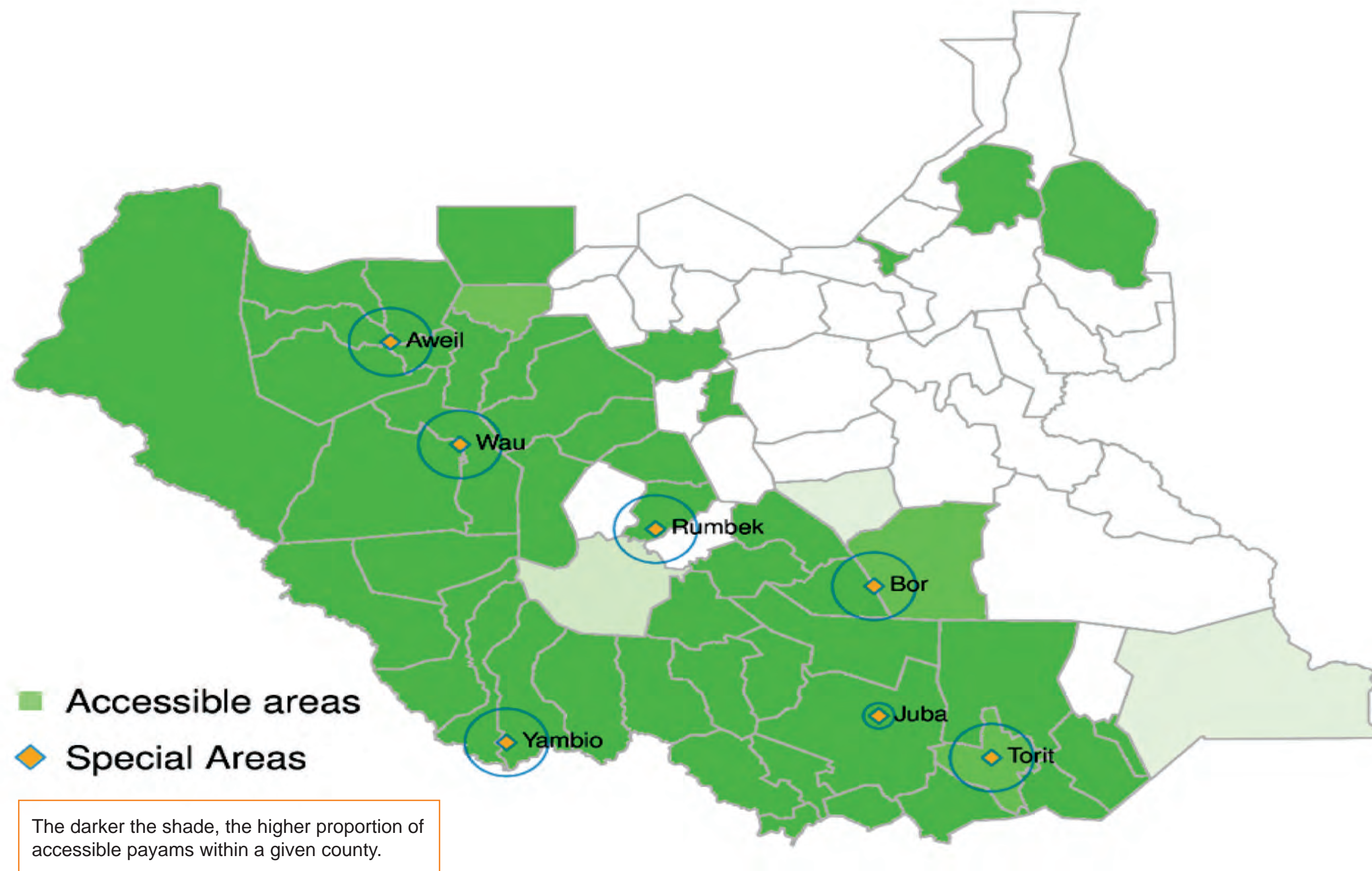
	_____ children
Don't know	98
Refused	99

END OF QUESTIONNAIRE



## Additional Materials

Figure 121: Accessibility Map of South Sudan Counties Included in Survey Sample Frame (April 2015)







# Endnotes

1

States are divided into administrative units, in order of descending size: counties, payams, and bomas. A payam is an intermediate administrative division while a boma is roughly the size of one village.

2

"In Partnership for a Better Future: South Sudan Country Programme 2013-2016" Danish Church Aid. November 15, 2012. 6.

3

"South Sudan Statistics: January 2014", OCHA, accessed on March 8, 2015, [https://docs.unocha.org/sites/dms/SouthSudan/South\\_Sudan\\_Media\\_Briefing\\_Pack/South%20Sudan%20humanitarian%20and%20development%20statistics%20-%20December%202013.pdf](https://docs.unocha.org/sites/dms/SouthSudan/South_Sudan_Media_Briefing_Pack/South%20Sudan%20humanitarian%20and%20development%20statistics%20-%20December%202013.pdf).

4

"South Sudan Country profile" United Nations Statistics Division, accessed on 1 December 2015, <http://data.un.org/CountryProfile.aspx?crName=south%20sudan>

5

"Conflict in South Sudan: A Human Rights Report". United Nations Mission in South Sudan, May 8, 2014, accessed April 20, 2015. 14. <http://www.unmiss.unmissions.org/Portals/unmiss/Human%20Rights%20Reports/UNMISS%20Conflict%20in%20South%20Sudan%20-%20A%20Human%20Rights%20Report.pdf>

6

"Under-Secretary-General Stephen O'Brien Briefing to the Security Council: The Humanitarian situation in South Sudan," UNOCHA, August 25, 2015, accessed August 27, 2015. <http://reliefweb.int/report/south-sudan/under-secretary-general-stephen-o-brien-briefing-security-council-humanitarian>.

7

"Humanitarian Action for Children," UNICEF, March 24, 2015. accessed April 20, 2015.[http://www.unicef.org/appeals/south\\_sudan.html](http://www.unicef.org/appeals/south_sudan.html); and Conflict in South Sudan: A Human Rights Report". UNMISS. See also "Report of the Secretary-General on Conflict-Related Sexual Violence," S/2014/181, March 13, 2014.

8

"South Sudan profile - Media" BBC.March 21, 2014. accessed May 12, 2015, <http://www.bbc.com/news/world-africa-14019206>

9

"South Sudan" International Media Support.accessed May 3, 2015, <http://www.mediasupport.org/areas/africa/south-sudan/>

10

"South Sudan 2015 World Press Freedom Day National Conference Resolutions". South Sudan Media Sector Working Group. Email to author. May 10, 2015.

11

BBC "South Sudan profile"

12

"Media and Telecom Landscape Guide: South Sudan" Infoasaid (BBC Media Action, Internews, and UKaid). July 17, 2012. 12. <http://www.cdacnetwork.org/tools-and-resources/i/20140613150126-rrqnc>; and "South Sudan: Freedom of the Press 2014" Freedom House. accessed May 3, 2015. <https://freedomhouse.org/report/freedom-press/2014/south-sudan#.VVMXzs4vo29>

13

BBC "South Sudan profile"

14

Most newspapers are in English. Despite being South Sudan's official language, English is not spoken by much of the population.

15

Freedom House "South Sudan: Freedom"

16

As with all findings in this study, percentages reflect the accessible population only and are not nationally representative.

17

According to the Infoasaid "Media Landscape" (2012), UJoSS was South Sudan's first journalists' union and has a representative in each of South Sudan's 10 states. AMWISS was founded in 2008 to address the perceived imbalances of media coverage dedicated to women's and children's issues in the region. According to UNESCO, the MSWG "coordinates the efforts of all media partners, both nationally and internationally, towards the planning and monitoring of media development activities in South Sudan." Interim Assessment of Media Development in South Sudan.UNESCO and the International Programme for the Development of Communication. iii.

18

United Nations Educational, Scientific and Cultural Organization, Interim Assessment of Media Development in South Sudan. 2015. viii.

19

"South Sudan leaders accused of media crackdown" International Press Institute. April 23, 2014. accessed May 10, 2015. <http://www.freemedia.at/newssview/article/south-sudan-leaders-accused-of-media-crackdown.html>; and Tom Rhodes "Mission Journal: As South Sudan conflict continues press still suffers" Committee to Protect Journalists. December 16, 2014. accessed May 10, 2015. <https://cpj.org/blog/2014/12/mission-journal-as-south-sudan-conflict-continues-.php>

20

Freedom House "South Sudan: Freedom"

21

"World Press Freedom Index 2015: Decline on All Fronts". Reporters Without Borders, February 12, 2015. accessed May 3, 2015. <http://en.rsf.org/world-press-freedom-index-2015-12-02-2015.47573.html>

22

Since the beginning of 2015, the free operations and activities of the following media organizations have been suspended, discontinued, or otherwise interrupted: The Citizen (print- closed by government in August 2015); The Nation Mirror (print- closed by government in February 2015); The Juba Monitor (print-threatened in January 2015; altered opinion columns by Michael Koma). Several more have been raided or forced off-air due to ongoing insecurity or government censorship.

23

Rhodes "Mission Journal"

24

These stations are FM unless otherwise noted.

25

This station (located in Malakal) has not been operational for the entirety of 2015.

26

Also referred to as Bor FM/Radio Bor.

27

Also referred to as Voice of Hope (Wau).

28

Some refer to Voice of Freedom as Radio Magwi, a station that previously existed in the area and had similar support and resources.

29

Nehemiah Trumpet Call had operated in Eastern Equatoria and has closed since fieldwork for this survey was conducted. Radio Brongole also operates in the area, and was established after this survey was conducted.

30

As the print media landscape is dynamic, not all of the newspapers listed here are currently in circulation. The newspapers with (\*) were in circulation around the time this survey was fielded, but have since been closed.

31

In the fall 2015, three new print newspapers were created: The Stance, This Day, and The National Today.

32

States are divided into administrative units, in order of descending size: counties, payams, and bomas. A payam is an intermediate administrative division while a boma is roughly the size of one village.

33

Population figures are taken from the 2008 Census, the most recent source with payam-level estimates. However, it must be noted that most sources currently estimate South Sudan's population to be roughly 11 million.

34

Figures listed in the column of accessible population are based on unrounded figures and therefore may add to more or less than the sum of the rounded accessible population figures listed in the Appendices. These totals include samples drawn in five Special Areas; see Appendices for more details.

35

In October 2015, the President of South Sudan issued an Executive Order (36/2015) for the creation of 28 states to replace the existing ten. The new delineations largely follow ethnic boundaries.

36

In particular, the questionnaire draws from the Conference of International Broadcasters' Audience Research Services (CIBAR) core questionnaire.

36

In particular, the questionnaire draws from the Conference of International Broadcasters' Audience Research Services (CIBAR) core questionnaire.

37

The questionnaire and methodology notes were circulated among members of the SSMSWG, which includes major media houses and media organizations in South Sudan, in Spring 2015. No major changes were recommended. In addition to Internews, the following organizations formally endorsed the questionnaire and methodology: Radio Miraya, UNESCO, BBC Media Action, Catholic Radio Network.

38

CAPi is a common interviewing technique in which interviews are conducted in person using a computer (or smartphone) to register responses.

39

The Kish Grid was designed to handle household sizes of up to 20 adults. In practice, the largest households recorded had 11 adults, and this only occurred in two households surveyed. Because of the way the questionnaire is routed, the grid's size has no effect on the interview process.

40

Graham Mytton. Handbook on Radio and Television Audience Research. UNICEF, UNESCO, and BBC World Service Training Trust. 2007. 177.

41

As further described in the Limitations, low and medium access should

be regarded as general tiers of media access but are not prescriptive or absolute in their application because they are comparatively more ambiguous measures than no access or high access.

42

It should be possible to identify a subset of the previous study that is comparable with the present study, such as the national sample that does not include additional booster areas. However, the fact that the original sample was not designed with this sort of sub-setting in mind, and that only half the total sample is available for national-level analysis, severely constrains and precludes any comparisons. This limitation also applies to the SA samples.

43

Where proportions of single-sex households are high, further investigation did not reveal some enumerators performing markedly different from others. This further supports the environmental and demographic explanations.

44

"South Sudan Overview" The World Bank.accessed 11 June 2015. <http://www.worldbank.org/en/country/southsudan/overview>

45

For example, the National Security Service ordered the independent newspaper The Nation Mirror to stop publishing in February 2015 and The Citizen was shuttered by the government in August 2015.

46

For instance, the following newspapers are not currently in circulation as of August 2015: South Sudan Tribune; The Nation Mirror; The New Nation; The Southern Eye; The Hero; The Star; The Juba Post; The Pioneer; The Citizen. These newspapers were nonetheless included in the list of possiblechoices in the questionnaire in anticipation of infrequent access to newspapers. This allows for instances where respondents may not have accessed a newspaper in over a year and therefore may have accessed the various papers before they were closed.

47

For example, the mobile network in Bentiu (Unity State) has been disrupted since heavy fighting erupted in the spring of 2014. "International peace day celebrated across South Sudan". UN Mission in South Sudan. 21 September 2015.<http://reliefweb.int/report/south-sudan/international-peace-day-celebrated-across-south-sudan>.

48

Traditional leaders are non-elected figures who are do not have an official role in religion-based authority structures but are significant members of the community.

49

Radio listeners were allowed to select more than one topic that they enjoy hearing on the radio. The responses noted here reflect the most commonly cited topics.

50

All states listed as fully accessible are representative of 100% of the state population except for Warrap, whose sample is representative of 96% of the state.

51

With the exception of Warrap, in which 96% of the population was accessible, findings from the fully accessible states are representative of the entire population in that state.

52

While all efforts were made to ensure a balanced sample, some environmental factors affected respondent availability resulting in slight demographic imbalances. Inaccessibility and existing conditions in South Sudan also affect the balances of gender, age, and ethnic representation, as described in the Limitations. As a result of the lack of recent, detailed population data, it was impossible to develop accurate weights to achieve a balanced sample by gender and age.

53

Youth is defined as 15-34; adult is defined as over 35. "Don't know" and refusals to answer accounted for <1% of total respondents.

54

This figure does not show rates for those who attended religious school, technical/trade school, received an informal education, or "do not know," which accounted for <1% of total respondents. The question of employment was posed as "Do you currently have a paid job or jobs on a regular basis?" As in 2013, when 59% of respondents said they did not earn an income, it must be noted that in the South Sudanese context, regular occupations are not always considered as incoming generating. For instance, farming may be a full time occupation, but could be performed for household consumption rather than income generation. See Internews and Forcier Consulting. "South Sudan National Audience Survey: A Nationally Representative Assessment on Radio Listening Habits with Key Findings" 2013. 14.

55

Discretionary money was described in the questionnaire as "Do you have money of your own that you alone can decide how to use?"

56

"South Sudan Crisis: Humanitarian Snapshot" OCHA. 16 August 2015.

57

The remaining 36% is comprised of individuals who had a combination of access other than what has been defined as medium access (access to a radio and mobile phone at least), but not to all five types of media.

58

51% of men with no education and 53% of women with no education have no access to any type of media.

59

As mobile phones are devices rather than a type of media, access is measured differently from other forms of media and is considered separately.

60

As mobile phones are devices rather than a type of media, access is measured differently from other forms of media and is considered separately.

61

While mobile phones were included in the measurements of general media access (via "ever had access to...?"), they are not included in the delineation of regular media users because they were measured as devices. In other words, mobile phones are not measured by frequency of use but rather by whether an individual simply has access or not.

62

Just 2% of non-television viewers, 1% of non-radio listeners, and 1% of non-mobile phone users have ever used the internet.

63

The weekly reach proportions shown in this figure are drawn from the total survey population in each state, not from those who have ever accessed

172

173



radio.

64 In particular, sampling in Upper Nile occurred exclusively in Malakal and Melut counties, sampling in Jonglei occurred exclusively in Bor South County, and sampling in Unity occurred exclusively in Leer County. Results are therefore more representative of these relatively urban areas than of the state as a whole.

65 Of general radio listeners who know with whom they usually listen to the radio with (N=1513).

66 Bases cited are drawn from those who had listened to the radio in the past 12 months and had ever heard of at least one of the stations listed. Station weekly reach will be reported in the State Findings section of this report.

67 There are a few exceptions in which the gap was not quite as extreme, including: Northern Bahr el Ghazal, Lakes, and Warrap

68 The weekly reach proportions shown in this figure and the following table are drawn from the total survey population in each state, not from those who have ever accessed television.

69 In particular, sampling in Upper Nile occurred exclusively in Malakal and Melut counties, sampling in Jonglei occurred exclusively in Bor South County, and sampling in Unity occurred exclusively in Leer County. Results are therefore more representative of these relatively urban areas than of the state as a whole.

70 Of 3710 total respondents, the national weekly reach of the top 5 television stations is as follows: SSTV (5%); Al Jazeera Arabic (4%); Al Jazeera English (4%); BBC Arabic (2%); and BBC World News- English (2%).

71 As per responses to which stations viewers had watched in the past week.

72 See Limitations regarding state accessibility in Upper Nile.

73 The weekly reach proportions shown in this figure are drawn from the total survey population in each state, not from those who have ever accessed the internet.

74 In particular, sampling in Upper Nile occurred exclusively in Malakal and Melut counties, sampling in Jonglei occurred exclusively in Bor South County, and sampling in Unity occurred exclusively in Leer County. Results are therefore more representative of these relatively urban areas than of the state as a whole.

75 The weekly reach proportions shown in this figure and the following table are drawn from the total survey population in each state, not from those who have ever accessed newspapers.

76 In particular, sampling in Upper Nile occurred exclusively in Malakal and Melut counties, sampling in Jonglei occurred exclusively in Bor South County, and sampling in Unity occurred exclusively in Leer County. Results are therefore more representative of these relatively urban areas than of the state as a whole.

77 Respondents were first asked whether they have a mobile phone themselves. All respondents who answered negatively were then asked whether they have access to a mobile phone of someone close to them or to a relative.

78 In particular, sampling in Upper Nile occurred exclusively in Malakal and Melut counties, sampling in Jonglei occurred exclusively in Bor South County, and sampling in Unity occurred exclusively in Leer County. Results are therefore more representative of these relatively urban areas than of the state as a whole.

79 61% of men and 54% of women agree with this statement.

80 50% of men and 51% of women agree with this statement.

81 This question was posed as "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?" The response "other" also includes responses such as "work in farming" and "work in herding."

82 The question did not specify whether the changed thoughts about a group of people from another area are positive or negative. It simply asked whether information from the radio had ever made the "think differently" about another group.

83 No access individuals were also uncertain, with 31% saying they do not know and 12% saying it neither increases nor reduces conflict, rates similar to non-listeners.

84 As it was possible to design a sample that was representative of the entire country, the sample in the 2013 survey was not stratified by state. While 2013 observations in a given state may offer reasonable coverage of the state, it was not designed to be representative of that state in a strict sense. Furthermore, the data used from the 2013 sample is a combination of both the 'national' and 'booster' samples, which further undermines representativeness. For a full description of the 2013 methodology, see the National Audience Survey.

85 Unless otherwise noted, the following findings draw from an unweighted base of N=802 in 2013 and a weighted base of N=2576 in 2015.

86 As mentioned in the Methodology section, the 2015 survey used a different unit to measure media access. In 2013, respondents were considered regular users of media if they used a given type of media at least once per week (frequency approach); in 2015, respondents were considered regular users of media if they had accessed a given type of media in the last week (recency approach). Television and internet access in 2013 are a combination of those with access in their household and in the community on a regular (weekly) basis.

87 The 2013 rates reflect the combined total of access to mobile phones, either

within or outside the household, on a weekly basis. The 2015 rates reflect those with current access to mobile phones, either their own personal device or that of someone close to them.

88 While relatively small, this increase in television ownership is statistically significant.

89 This statement agreed with by 57% of men and 52% of women in 2013 and by 63% of men and 53% of women in 2015.

90 This statement agreed with by 50% of men and 48% of women in 2013 and by 49% of men and 52% of women in 2015.

91 This statement agreed with by 52% of men and 55% of women in 2013 and by 54% of men and 58% of women in 2015.

92 This statement agreed with by 64% of men and 60% of women in 2013 and by 58% of men and 56% of women in 2015.

93 States are divided into administrative units, in order of descending size: counties, payams, and bomas. A payam is an intermediate administrative division while a boma is roughly the size of one village. Accessibility was based on security and weather-related considerations.

94 With the exception of Warrap, in which 96% of the population was accessible, findings from the fully accessible states are representative of the entire population in that state.

95 In October 2015, the President of South Sudan issued and Executive Order (36/2015) for the creation of 28 states to replace the existing ten. The new delineations largely follow ethnic boundaries.

96 Graham Mytton. Handbook on Radio and Television Audience Research. UNICEF, UNESCO, and BBC World Service Training Trust. 2007. 177.

97 As further described in the Limitations in the National Findings report, low and medium access should be regarded as general tiers of media access but are not prescriptive or absolute in their application because they are comparatively more ambiguous measures than no access or high access.

98 If only the fully accessible states are averaged, rates of media access remain similar to that of the national averages. As can be expected, rates of media access are different than national averages in states with lesser accessibility in which sampling occurred exclusively with a limited subpopulation of the state. As will be discussed later, rates of media access in individual states with lesser accessibility are sometimes higher than national average and the average of fully accessible states. This is most likely due to the fact that in the less accessible states, sampling was restricted to the relatively more urban areas and is therefore more representative of the urban population than of the entirety of the state population.

99 Much of the sampling in Central Equatoria occurred in Terekeka and KajoKeji, which are relatively pastoralist or farming communities, respectively. In these communities, it is common that adults (men and women) are away for a night or more at a time to tend to the land or herds. The single-adult homes could also be instances where children and one parent (usually the mother) travel to and reside in Uganda or Juba so the children can attend a better school. Yei is relatively more peaceful than other parts of the country, and sometimes mothers and their children will be sent to live there from other parts of the country, which could account for single-sex or single-adult homes. See Limitations for more details about gender balance in sampling. Percentages have been rounded to the nearest whole number and therefore may add to greater than 100%.

100 Youth is defined as 15-34; adult is defined as over 35.

101 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Central Equatoria (N=766) while the most trusted source is drawn from those who know their primary source of information and news (N=692).

102 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country.

103 This figure draws from two different bases. Proportions for those "aware of" a given station are drawn from those in Central Equatoria who have listened to a radio in the past 12 months (N=492). Proportions for those who have "listened to" a given station are drawn from those in Central Equatoria who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=486).

104 Proportions of those who have "listened to" a given station are drawn from those in Central Equatoria who have listened to a radio in the past 12 months and are "aware of" at least one of the stations listed during time of survey (N=486). Only stations that received at least 0.5% listenership are cited. Radio Junubna was no longer operational by the time of survey.

105 Among those "aware of" stations in Central Equatoria who have listened to a radio in the past 12 months (N=492). Respondents were asked which station they trust the most, not whether they trust a given station at all.

106 This question was posed as "Why is this the time you listen most often?" but respondents were not asked to specify which programs they listen to.

107 Proportions for those "aware of" a given television station are drawn from those in Central Equatoria who have watched television in the past 4 weeks (N=205). Less than 10% of monthly television viewers had heard of Citizen TV, CCTV, NTV, France 24, or KTN.

108 The state weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Central Equatoria (N=766).

109 Rates of social media usage are taken from all respondents who have ever

used the internet, as opposed to weekly users only.

110 Proportions for those "aware of" a given newspaper are drawn from those in Central Equatoria who have read a newspaper in the past 4 weeks (N=174). Less than 10% of monthly newspaper readers have heard of The Star, The New Times, The Hero, or The Pioneer.

111 The statewide weekly reach is calculated from the number of individuals who have read a given newspaper in the past seven days out of total respondents in Central Equatoria (N=766).

112 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many water, sanitation, and hygiene (WASH) interventions and messaging.

113 This question was asked of all respondents, regardless of whether they had access to a radio or television.

114 This question was asked of all respondents, regardless of whether they had access to a radio.

115 Gender imbalances are likely due to environmental factors such as movements caused by fighting, planting seasons, or cattle camp "seasons." See Limitations for further explanation of the gender balance in sampling.

116 Youth is defined as 15-34; adult is defined as over 35.

117 Only those who said they speak Arabic primarily at home were asked if they are literate in this language.

118 There is anecdotal evidence that women's access to education rates is increasing in Northern Bahr el Ghazal. As recruitment for this survey required adult participants, the education levels reported here do not reflect any potential changes in education access for those who are currently of school age.

119 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Northern Bahr el Ghazal (N=500) while the most trusted source is drawn from those who know their primary source of information and news (N=411).

120 This figure draws from two different bases. Proportions for those "aware of" a given station are drawn from those in Northern Bahr el Ghazal who have listened to a radio in the past 12 months (N=143). Proportions for those who have "listened to" a given station are drawn from those in Northern Bahr el Ghazal who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=132).

121 Proportions cited here are those who have "listened to" a given station are drawn from those in Northern Bahr el Ghazal who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=132).

122 Among those "aware of" stations in Northern Bahr el Ghazal who have listened to a radio in the past 12 months (N=143).

123 This question was posed as "Why is this the time you listen most often?" but respondents were not asked to specify which programs they listen to.

124 Proportions for those "aware of" a given television station are drawn from those in Northern Bahr el Ghazal who have watched television in the past 4 weeks (N=31).This figure is exhaustive of stations television viewers in Northern Bahr el Ghazal are aware of.

125 This figure is drawn from those who have ever read a newspaper in the past 4 weeks in Northern Bahr el Ghazal (N=20).

126 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

127 Gender imbalances are likely due to environmental factors such as movements caused by fighting, planting seasons, or cattle camp "seasons." See Limitations for further explanation of the gender balance in sampling.

128 Youth is defined as 15-34; adult is defined as over 35.

129 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Warrap (N=649) while the most trusted source is drawn from those who know their primary source of information and news (N=610).

130 Proportions for those "aware of" a given station are drawn from those in Warrap who have listened to a radio in the past 12 months (N=245).

131 This figure draws from two different bases. Proportions for those "aware of" a given station are drawn from those in Warrap who have listened to a radio in the past 12 months (N=245). Proportions for those who have "listened to" a given station are drawn from those in Warrap who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=234).

132 Among those "aware of" stations in Warrap who have listened to a radio in the past 12 months (N=245).

133 Proportions for those "aware of" a given television station are drawn from those in Warrap who have watched television in the past 4 weeks (N=49).

134 The state weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Warrap (N=649). Less than 10% of monthly television viewers had heard of Citizen TV, KTN, or NTV.

135 Proportions for those "aware of" a given newspaper are drawn from those in

Warrap who have read a newspaper in the past 4 weeks (N=22). Given the relatively low base of newspaper readers, these findings should be treated with caution. Less than 10% of monthly newspaper readers had heard of The Citizen, The New Times, The New Nation, or The Pioneer.

136 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

137 This question was posed to all respondents regardless of access to a radio or television.

138 Gender imbalances are likely due to environmental factors such as movements caused by fighting, planting seasons, or cattle camp "seasons." See Limitations for further explanation of the gender balance in sampling.

139 Youth is defined as 15-34; adult is defined as over 35. "Don't know" and refused to answer accounted for 3% of total respondents.

140 This means that 43% of the population in Western Bahr el Ghazal speaks Dinka most often or well enough to understand media in it.

141 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Western Bahr el Ghazal (N=231) while the most trusted source is drawn from those who know their primary source of information and news (N=227).

142 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country. Proportions for both those "aware of" a given station are drawn from those in Western Bahr el Ghazal who have listened to a radio in the past 12 months.

143 This figure draws from two identical bases of N=136. Proportions for both those "aware of" a given station and those who have "listened to" a given station are drawn from those in Western Bahr el Ghazal who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey. In this case, all yearly radio listeners were aware of at least one station in the list.

144 Proportions cited here are those who have "listened to" a given station are drawn from those in Western Bahr el Ghazal who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=136). Only stations that received at least 0.5% listenership are cited.

145 Among those "aware of" stations in Western Bahr el Ghazal who have listened to a radio in the past 12 months (N=136).

146 This question was posed as "Why is this the time you listen most often?" but respondents were not asked to specify which programs they listen to.

147 Proportions for those "aware of" a given television station are drawn from those in Western Bahr el Ghazal who have watched television in the past 4 weeks (N=76). Less than 10% of monthly television viewers had heard of CNN International, CCTV, Citizen TV, KTN, or NTV.

148 The state weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Western Bahr el Ghazal (N=231).

149 Rates of social media usage are taken from all respondents who have ever used the Internet, as opposed to weekly users only.

150 Proportions for those "aware of" a given newspaper are drawn from those in Western Bahr el Ghazal who have read a newspaper in the past 4 weeks (N=52). Less than 10% of monthly newspaper readers had heard of The New Times, The Hero, or The Pioneer.

151 The statewide weekly reach is calculated from the number of individuals who have read a given newspaper in the past seven days out of total respondents in Western Bahr el Ghazal (N=231).

152 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

153 Gender imbalances are likely due to environmental factors such as movements caused by fighting, planting seasons, or cattle camp "seasons." See Limitations for further explanation of the gender balance in sampling.

154 Youth is defined as 15-34; adult is defined as over 35.

155 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Western Equatoria (N=430) while the most trusted source is drawn from those who know their primary source of information and news (N=393).

156 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country. Proportions for those "aware of" a given station are drawn from those in Western Equatoria who have listened to a radio in the past 12 months (N=255).

157 This figure draws from two different bases. Proportions for those "aware of" a given station are drawn from those in Western Equatoria who have listened to a radio in the past 12 months (N=255). Proportions for those who have "listened to" a given station are drawn from those in Western Equatoria who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=251).

158 This proportion is drawn from those who have "listened to" a given station in



Western Equatoria who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=251). Only stations that received at least 0.5% listenership are cited.

159 Among those “aware of” stations in Western Equatoria who have listened to a radio in the past 12 months (N=255).

160 This question was posed as “Why is this the time you listen most often?” but respondents were not asked to specify which programs they listen to.

161 This figure draws from two different bases. Proportions for those “aware of” a given television station are drawn from those in Western Bahr el Ghazal who have watched television in the past 4 weeks (N=54). Less than 10% of monthly television viewers had heard of France 24, CNN International, CTV, Citizen TV, KTN, or NTV.

162 The national weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Western Equatoria (N=430).

163 Rates of social media usage are taken from all respondents who have ever used the internet, as opposed to weekly users only.

164 Proportions for those “aware of” a given newspaper are drawn from those in Western Equatoria who have read a newspaper in the past 4 weeks (N=50). Given the relatively low base of newspaper readers, these findings should be treated with caution. Less than 10% of monthly newspaper readers had heard of The Star, The New Times, The Hero, or The Pioneer.

165 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

166 In addition, the Ilemi Triangle, a contested area near the border with Kenya was deemed inaccessible due to political sensitivities.

167 Youth is defined as 15-34; adult is defined as over 35.

168 This means that roughly 37% of the population in Eastern Equatoria speaks most often or understands Acholi.

169 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Eastern Equatoria (N=453) while the most trusted source is drawn from those who know their primary source of information and news (N=419).

170 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country. Proportions for those “aware of” a given station are drawn from those in Eastern Equatoria who have listened to a radio in the past 12 months (N=231).

171 This figure draws from two different bases. Proportions for those “aware of” a given station are drawn from those in Eastern Equatoria who have listened to a radio in the past 12 months (N=231). Proportions for those who have “listened to” a given station are drawn from those in Eastern Equatoria who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=223). Eye Radio is based in Juba but has recently constructed several repeater stations in areas outside the capital.

172 It should be noted that Radio Magwi has been out of operation for a few years, some still refer to the newer Voice of Freedom as Radio Magwi, as this station uses some of the same resources and support. Proportions are those who have “listened to” a given station, drawn from those in Eastern Equatoria who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=223). Only stations that received at least 0.5% listenership are cited.

173 This question was posed as “Why is this the time you listen most often?” but respondents were not asked to specify which programs they listen to.

174 Proportions for those “aware of” a given television station are drawn from those in Eastern Equatoria who have watched television in the past 4 weeks (N=88). Less than 10% of monthly television viewers had heard of Citizen TV, CCTV, CNN International, or France 24.

175 The statewide weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Eastern Equatoria (N=453).

176 The statewide weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Eastern Equatoria (N=453).

177 Rates of social media usage are taken from all respondents who have ever used the Internet, as opposed to weekly users only.

178 Proportions for those “aware of” a given newspaper are drawn from those in Eastern Equatoria who have read a newspaper in the past 4 weeks (N=81). Less than 10% of monthly newspaper readers had heard of The New Times, The Hero, The Southern Eye, or The Pioneer.

179 The national weekly reach is calculated from the number of individuals who have read a given newspaper in the past seven days out of total respondents in Eastern Equatoria (N=453). It must be noted that some of these papers have closed since fielding (April 2015).

180 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many water, sanitation, and hygiene (WASH) interventions and messaging.

181 This question was asked of all respondents, regardless of whether they had access to a radio.

182 It is noted that the sample frame did not include Mingkaman, an area in which some radio stations, such as Mingkaman FM, operate. Therefore, listenership of these other potentially large stations are not included in this survey.

183 Gender imbalances are likely due to environmental factors. In Lakes, it is not uncommon for men to be away at cattle camps for long periods of time. This occurs during the periodic, near seasonal inter-clan or inter-ethnic clashes during which time men go to protect their herds from cattle raids. Another possible explanation is that the enumeration areas of Malekpayam are more residential, but that the men tend to stay away from home in the more “commercial” area about 8 miles away, often for days at a time. Wulupayam is a relatively peaceful area of the state. In this area, male-only households are common during the planting/harvest season (roughly March-July) as women are sometimes away in the fields, where they remain until harvest. See Limitations for further explanation of the gender balance in sampling.

184 Youth is defined as 15-34; adult is defined as over 35.

185 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base of the accessible population in Lakes (N=295) while the most trusted source is drawn from those who know their primary source of information and news (N=245).

186 This figure draws from two different bases. Proportions for those “aware of” a given station are drawn from those in Lakes who have listened to a radio in the past 12 months (N=58). Proportions for those who have “listened to” a given station are drawn from those in Lakes who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=56).

187 Proportions cited here are those who have “listened to” a given station are drawn from those in Lakes who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=56). Only stations that received at least 0.5% listenership are cited.

188 Among those “aware of” stations in Lakes who have listened to a radio in the past 12 months (N=58).

189 This question was posed as “Why is this the time you listen most often?” but respondents were not asked to specify which programs they listen to.

190 “Mingkaman 100 FM, Awerial County, Lakes State: Wave 2 Assessment” Internews and Forcier Consulting, 10 November 2014. <http://www.internews.org/research-publications/mingkaman-100-fm-awerial-county-lakes-state>.

191 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

192 In particular, the selected payam, Panhomdit, is known to have a higher standard of living than much of the country.

193 Many of these imbalances can be attributed to the fact that the much of this state is inaccessible; a larger sample in more areas may have evened out the gender proportion. In the instances of ‘women only’ households, men have likely fled to the bush or been killed. Another possibility is that during the heavy rains (which happened three times during fielding) women will often leave the PoC site and return to their homes. See Limitations for further explanation of the gender balance in sampling.

194 Youth is defined as 15-34; adult is defined as over 35.

195 This means that 42% speak Dinka and 59% speak Shilluk well enough to understand media broadcast in it or most often at home.

196 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Upper Nile (N=153) while the most trusted source is drawn from those who know their primary source of information and news (N=146).

197 “UNMISS PoC Site- Malakal: Wave 2 Assessment” Internews and Forcier Consulting. 25 June 2015. <http://www.internews.org/research-publications/unmiss-poc-site-malakal>.

198 Questions of radio and mobile phone access were asked differently than in the present study. In the January 2015 study, the question was posed as, “Currently, in the protection site, are you able to listen to a radio?” and “Do you currently have access to a mobile phone?” Therefore rates reflect access at the time of survey, instead of those who have ever had access to a radio or mobile phone.

199 Nile FM, a radio station in the Malakal humanitarian hub, was not yet operating at the time of this information needs assessment (January 2015). It went on air in March 2015, just one month before the fielding of the present study.

200 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country. Proportions for those “aware of” a given station are drawn from those in Upper Nile who have listened to a radio in the past 12 months.

201 This figure draws from two identical bases of N=104. Proportions for both those “aware of” a given station and those who have “listened to” a given station are drawn from those in Upper Nile who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey. In this case, all yearly radio listeners were aware of at least one station in the list. Nile FM went on air in March 2015, just one month prior to the fielding of this survey.

202 Among those “aware of” stations in Malakal and Melut counties who have listened to a radio in the past 12 months (N=104).

203 This question was posed as “Why is this the time you listen most often?” but respondents were not asked to specify which programs they listen to.

204 Proportions for those “aware of” a given television station are drawn from those in Malakal and Melut counties who have watched television in the past 4 weeks (N=76). Less than 10% of monthly television viewers had heard of France 24 or CNN International. The national weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Malakal and Melut counties (N=153).

205 Rates of social media usage are taken from all respondents who have ever used the Internet, as opposed to weekly users only.

206 Proportions for those “aware of” a given newspaper are drawn from those in Malakal and Melut counties who have read a newspaper in the past 4 weeks (N=56). Less than 10% of monthly newspaper readers had heard of The Nation Mirror, The Juba Post, The Star, The New Times, The New Nation, or The Pioneer.

207 The weekly reach is calculated from the number of individuals who have read a given newspaper in the past seven days out of total respondents in Malakal and Melut counties (N=153).

208 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

209 This is particularly true of Dok payam, in which half of the data in Unity was collected. In addition, much of the southern part of the state is swamplands that are prone to flooding, which further limited accessibility.

210 “Displaced people hit by food shortages in Unity state's Leer county,” Sudan Tribune, January 22, 2014, accessed March 26, 2015,<http://www.sudantribune.com/spip.php?article49670>.

211 Given the insecurity, sampling only occurred in Leer, a county where it is common that men are away from their households for fighting (sometimes even away for one year), being at the cattle camp, fishing, or longer term business activities, which could account for the instances of single-sex (women) or single-adult households. See Limitations for further explanation of the gender balance in sampling.

212 Youth is defined as 15-34; adult is defined as over 35.

213 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total base in Leer county (N=89) while the most trusted source is drawn from those who know their primary source of information and news (N=88).

214 As Naath FM is based in Leer county, rates of awareness, listenership, and weekly reach are undoubtedly higher among the Leer county respondents that they would otherwise be if more areas of Unity state were accessible and included in the sample frame. Proportions for those “aware of” a given station are drawn from those in Leer county who have listened to a radio in the past 12 months (N=67).

215 This figure draws from two different bases. Proportions for those “aware of” a given station are drawn from those in Leer county who have listened to a radio in the past 12 months (N=67). Proportions for those who have “listened to” a given station are drawn from those in Leer county who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=66).

216 Among those “aware of” stations in Leer county who have listened to a radio in the past 12 months (N=67).

217 Bentiu FM had a weekly reach of 0%.

218 This question was posed as “Why is this the time you listen most often?” but respondents were not asked to specify which programs they listen to. However, it should be noted that Naath FM, the most popular station in the area, only broadcasts from approximately 6-10am and 6-10pm.

219 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many WASH interventions and messaging.

220 Jonglei state is also prone to heavy rainfall that accounted for inaccessibility in areas such as Pibor county.

221 Prior to the recent political unrest in the country, Bor had a relatively high level of infrastructure.

222 Gender imbalances are likely due to environmental factors such as movements caused by fighting, planting seasons, or cattle camp “seasons.” See Limitations for further explanation of the gender balance in sampling.

223 Youth is defined as 15-34; adult is defined as over 35.

224 Only the top 5 responses are shown in this figure. This figure draws from two bases. The primary source of news and information is drawn from the total state base in Jonglei (N=143) while the most trusted source is drawn from those who know their primary source of information and news (N=125).

225 Radio Miraya has a series of repeaters around the country, giving the station a much larger broadcast range than any other station in the state or country. Proportions for those “aware of” a given station are drawn from those in Jonglei who have listened to a radio in the past 12 months (N=35).

226 This figure draws from two different bases. Proportions for those “aware of” a given station are drawn from those in Bor South county who have listened

to a radio in the past 12 months (N=35). Proportions for those who have “listened to” a given station are drawn from those in Bor South county who have listened to a radio in the past 12 months and are aware of at least one of the stations listed during time of survey (N=34). At the time of survey Mingkaman FM was not consistently reaching Bor, but by September 2015, its broadcast range was extended to cover the area.

227 The proportion is drawn from those who are aware of at least one of the stations listed during time of survey, and drawn from those who have “listened to” a given station in the past 12 months (N=34).

228 Among those “aware of” stations in Bor South county who have listened to a radio in the past 12 months (N=35).

229 This figure draws from two different bases. Proportions for those “aware of” a given television station are drawn from those in Bor South who have watched television in the past 4 weeks (N=28). Less than 10% of monthly television viewers had heard of CNN International, CCTV, Citizen TV, or NTV.

230 The weekly reach is calculated from the number of individuals who have watched a given station in the past seven days out of total respondents in Bor South (N=143).

231 As previously stated, it must be noted that washing after cleaning a baby's bottom was not listed among the possible responses of critical handwashing times, although it is a key target for many water, sanitation, and hygiene (WASH) interventions and messaging.

232 States are divided into administrative units, in order of descending size: counties, payams, and bomas. A payam is an intermediate administrative division while a boma is roughly the size of one village.

233 Population figures are taken from the 2008 Census, the most recent source with payam-level estimates. However, it must be noted that most sources currently estimate South Sudan's population to be roughly 11 million.

234 The present report focuses on national and state-level findings. There was also a wish to analyze results from specific areas of the country in a second report. To ensure that these SAs are fully represented and have an adequate sample size for reliable separate analysis, they were included in the strata in the overall design. This means that they can be separated out for analysis but that- with weighting- all interviews will be available for analysis at a ‘national’ level (i.e. at the level of the whole ‘accessible universe’). This enables the over-sampling of areas of particular interest to be accommodated within the limitations imposed by the conflict. The SAs were defined on the basis of payams around state capitals in such a way that most of the settlements within 40km of each capital was covered in the sample. The SAs together cover the most significant centers for radio broadcasting.

235 Totals reflect rounded values.

236 Figures listed in the column of accessible population are based on unrounded figures and therefore may add to more or less than the sum of the rounded accessible population figures listed in the previous tables.

237 No primary sampling unit (PSU) was defined during weighting, which means that standard errors were not adjusted for clustering.

238 Most changes in accessibility were due to insecurity. For instance, selected areas were either too insecure for the field team to collect interviews, or upon arriving at a given area, enumerators found “ghost bomas” from which entire populations had been displaced. This was especially common in Jonglei.

239 After the original sample was drawn, it became apparent that four counties and one payam had become inaccessible because of the worsening security situation or weather: Nyirol and Pibor counties in Jonglei, Renk, and Panyikang counties in Upper Nile, Rumbek East county in Lakes, and Ajakkuac payam in Warrap. Seven payams had originally been selected within these areas, but the change in accessibility altered the distribution of the accessible population that comprises the sampling frame. In a second run of the EAs, six payams in Eastern Equatoria and Kapoeta East county were selected that were later found to be inaccessible.

240 In particular, the questionnaire draws from the Conference of International Broadcasters’ Audience Research Services (CIBAR) core questionnaire.

241 The questionnaire and methodology notes were circulated among members of the SSMSWG, which includes major media houses and media organizations in South Sudan, in Spring 2015. No major changes were recommended. In addition to Internews, the following organizations formally endorsed the questionnaire and methodology: Radio Miraya, UNESCO, BBC Media Action, Catholic Radio Network.

242 CAPI is a common interviewing technique in which interviews are conducted in person using a computer (or smartphone) to register responses.

243 The Kish Grid was designed to handle household sizes of up to 20 adults. In practice, the largest households recorded had 11 adults, and this only occurred in two households surveyed. Because of the way the questionnaire is routed, the grid's size has no effect on the interview process.

244 When enumerators spent only one day in a particular EA, they made two more attempts to reach a selected household member for interview if they were expected to arrive later that same day. In cases where information on specific availability was not provided, enumerators were instructed to make their attempts after three hours.

245 Malakal county has a tense atmosphere during the time of fielding and many of the selected EAs were inaccessible due to conflict. Payam replacement occurred as per the replacement list and consultations on the ground.

246 SwissPeaks, an independent quality control firm, provided technical guidance for data processing and cleaning; Colin Wilding, a consultant on sampling methodology, constructed the sample and the weights.



247

"When was the last time you listened to a radio?" is an example of a question that produces recency measures, while "How often do you listen to the radio?" is a question that produces frequency measures. The CIBAR core questionnaire uses recency as a standard measurement.

248

People tend to over-estimate their frequency of listenership or readership. G. Mytton. Handbook. p. 186

249

Graham Mytton. Handbook on Radio and Television Audience Research. UNICEF, UNESCO, and BBC World Service Training Trust. 2007. 177.

250

Ibidem

251

Low and medium access should be regarded as general tiers of media access but are not prescriptive or absolute in their application because they are comparatively more ambiguous measures than no access or high access.

252

It should be possible to identify a subset of the previous study that is comparable with the present study, such as the national sample that does not include additional booster areas. However, the fact that the original sample was not designed with this sort of sub-setting in mind, and that only half the total sample is available for national-level analysis, severely constrains and precludes any comparisons. This limitation also applies to the SA samples.

253

This was noted by researchers in Yirol West County.

254

This was specifically cited as an issue in Rumbek, Lakes, though the issue of low numbers of female staff was faced in all areas.

255

Where proportions of single-sex households are high, further investigation did not reveal some enumerators performing markedly different from others. This further supports the environmental and demographic explanations.

256

Sometimes, though rarely, spelled "Terekaka."

257

Where proportions of single-sex households are high, further investigation did not reveal some enumerators performing markedly different from others. This further supports the environmental and demographic explanations.

258

In principle a household ought to include people who are temporarily away. In practice it may be debatable whether cases such as a man who is away fighting should be treated as still resident. However, people who are away during the daytime should be included and then marked as 'unavailable' if they are selected and a callback is not possible. This is the only way to get a measure of the extent to which the fieldwork is missing people.

259

South Sudan Overview" The World Bank.accessed 11 June 2015. <http://www.worldbank.org/en/country/southsudan/overview>

260

Such survey fatigue was noted by field teams in 7 of the 10 states: Jonglei, Central Equatoria, Warrap, Unity, Eastern Equatoria, Upper Nile, and Lakes. However, it can be assumed that this issue is present throughout the country.

261

In such instances where male members of the household were defensive of other members or insisted that they be the only individual interviewed from the household, enumerators were trained to simply thank the individual and move to another household entirely.

262

For example, the National Security Service ordered the independent newspaper The Nation Mirror to stop publishing in February 2015 and The Citizen was shuttered by the government in August 2015.

263

For instance, the following newspapers are not currently in circulation as of August 2015: South Sudan Tribune; The Nation Mirror; The New Nation; The Southern Eye; The Hero; The Star; The Juba Post; The Pioneer; The Citizen. These newspapers were nonetheless included in the list of possible choices in the questionnaire in anticipation of infrequent access to newspapers. This allows for instances where respondents may not have accessed a newspaper in over a year and therefore may have accessed the various papers before they were closed.

264

Using a weighted total, there were 113 respondents who do not have a radio at home and say they listen most often at work, a friend or family's place, or other public spaces, all of which are places that they might be able to visit on a daily basis.



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