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"Rummaging in the government's attic"

Description of document: Three Broadcasting Board of Governors (BBG) research studies conducted under contract to the BBG by: Oxford Research International, 2012, Edison Media Research Inc., 2013, and Intermedia Survey Institute, 2012

Requested date: 05-January-2013

Released date: 17-May-2013

Posted date: 16-December-2013

Source of document: BBG FOIA Office
Room 3349
330 Independence Ave. SW
Washington, D.C. 20237
Fax: (202) 203-4585

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330 Independence Ave.SW
Cohen Building, Room 3349
Washington, DC 20237

T 202.203.4550
F 202.203.4585

*Office of the General Counsel
Freedom of Information and Privacy Act Office*

May 17, 2013

RE: Request Pursuant to the Freedom of Information Act – FOIA #13-010

This letter is in response to your Freedom of Information Act (FOIA) request to the Broadcasting Board of Governors (BBG), dated January 5, 2013. In your request, you ask for an electronic copy of the results of the most recent research study conducted under contract to the BBG by 1) Oxford Research International, 2) Edison Media Research Inc., and 3) Intermedia Survey Institute.

On April 26, 2013, the Agency notified you that it completed the search and review of the materials you requested and that a total of \$9.45 in chargeable fees had been incurred. On May 10, 2013, the Agency received your payment by check in that amount.

The records responsive to your request are enclosed with this letter. Per your request, we have also provided an electronic copy of the responsive records. No responsive information was withheld or redacted from the records provided. This completes the Agency's response to this request and it is now closed.

If you have any questions regarding your request, please contact me at (202) 203-4550 or the Office of the General Counsel at the above address. Currently, inquiries are not accepted via E-mail.

Sincerely,

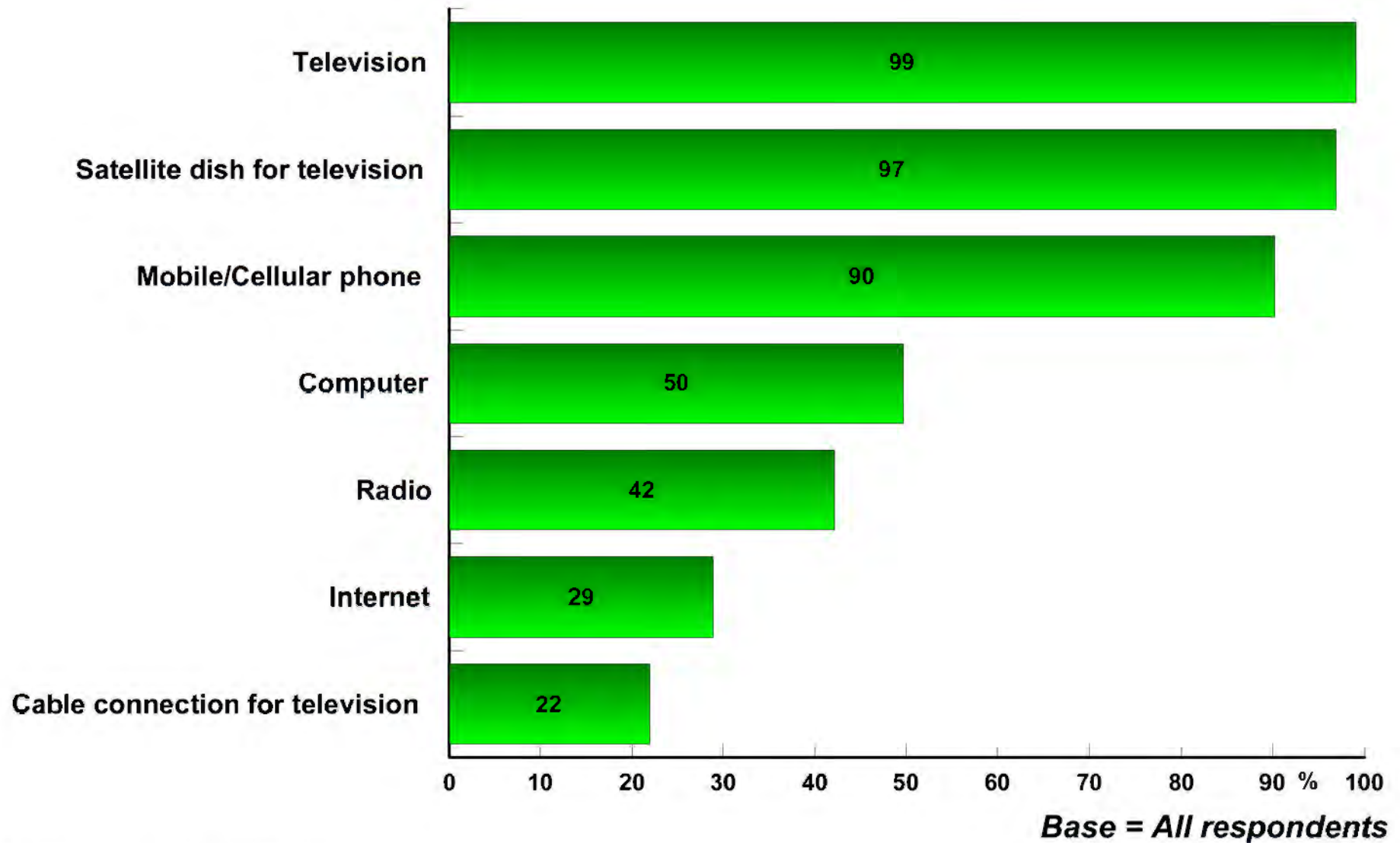
A handwritten signature in blue ink, appearing to read 'A. T. Krog', is written over a horizontal line.

Andrew T. Krog
FOIA and Privacy Act Officer



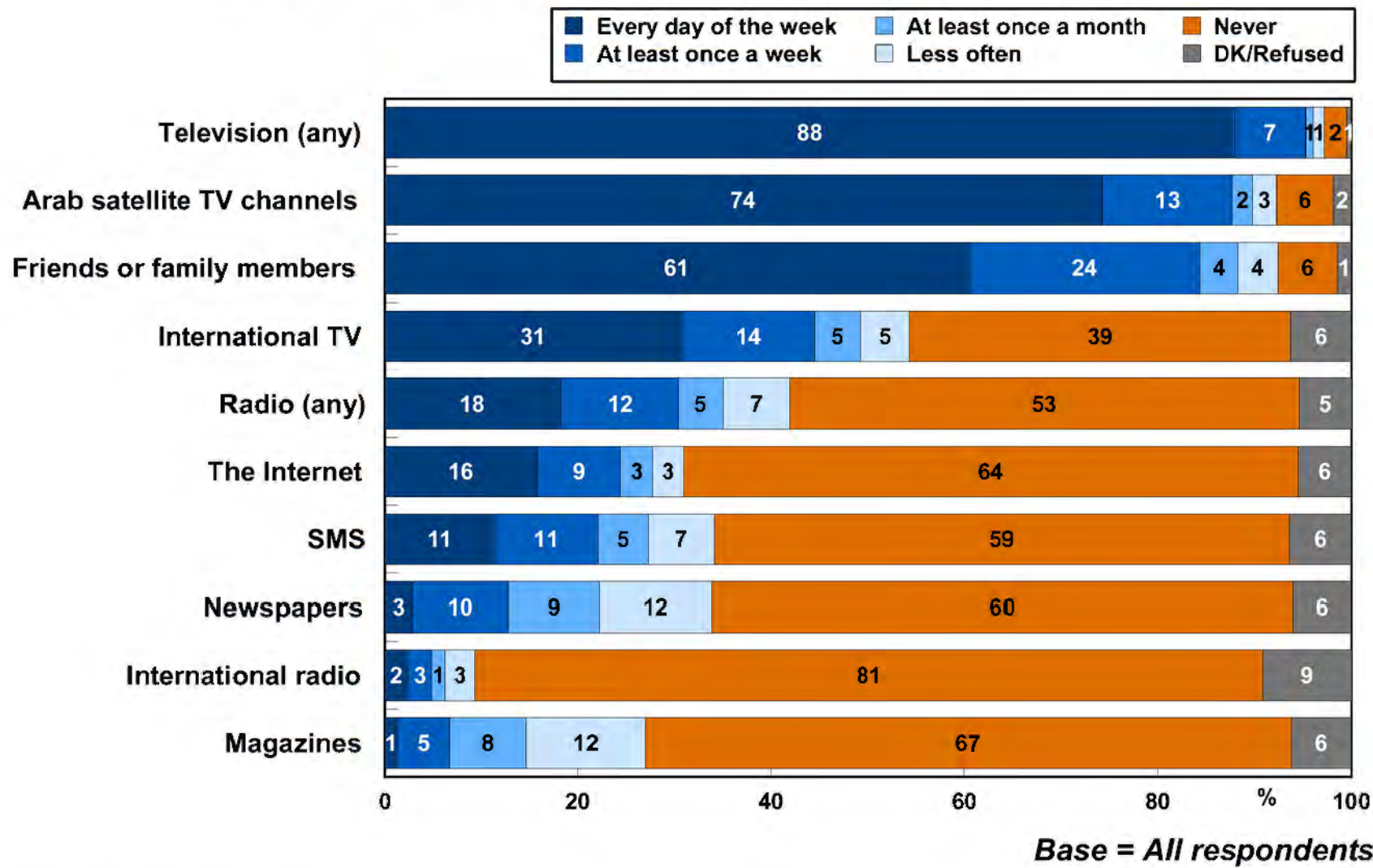
Household Possessions

A2 - Which of the following do you have working in your household?



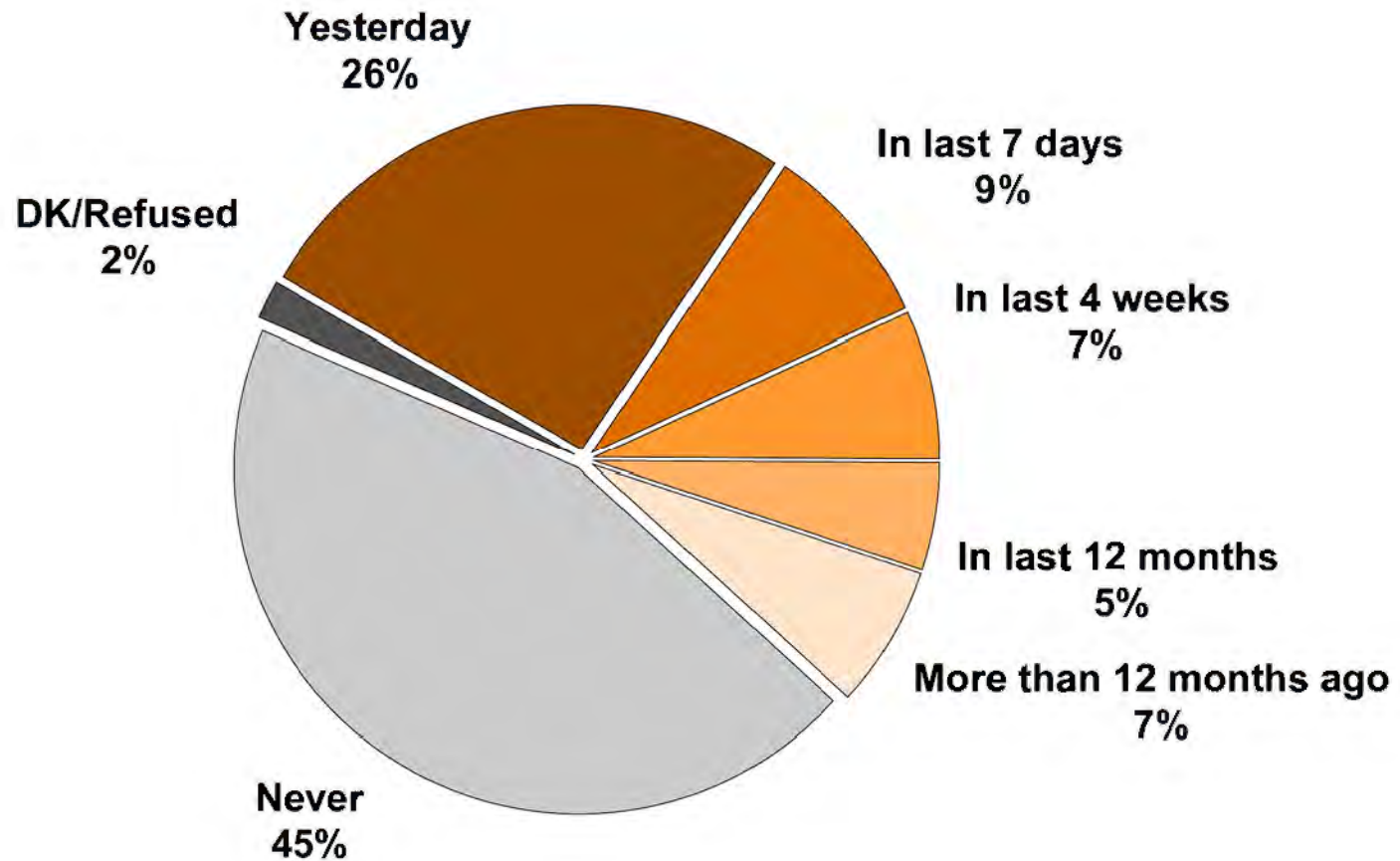
Sources of Information about News and Current Events

A1 - People get information about news and current events from many different sources. For each one of the sources I mention, please tell me how often you use that source to get news and information about current events: daily (every day of the week), at least once a week, at least once a month, less often or never?



Radio – Last Listened

B1 - Apart from today, when was the last time you listened to the radio?

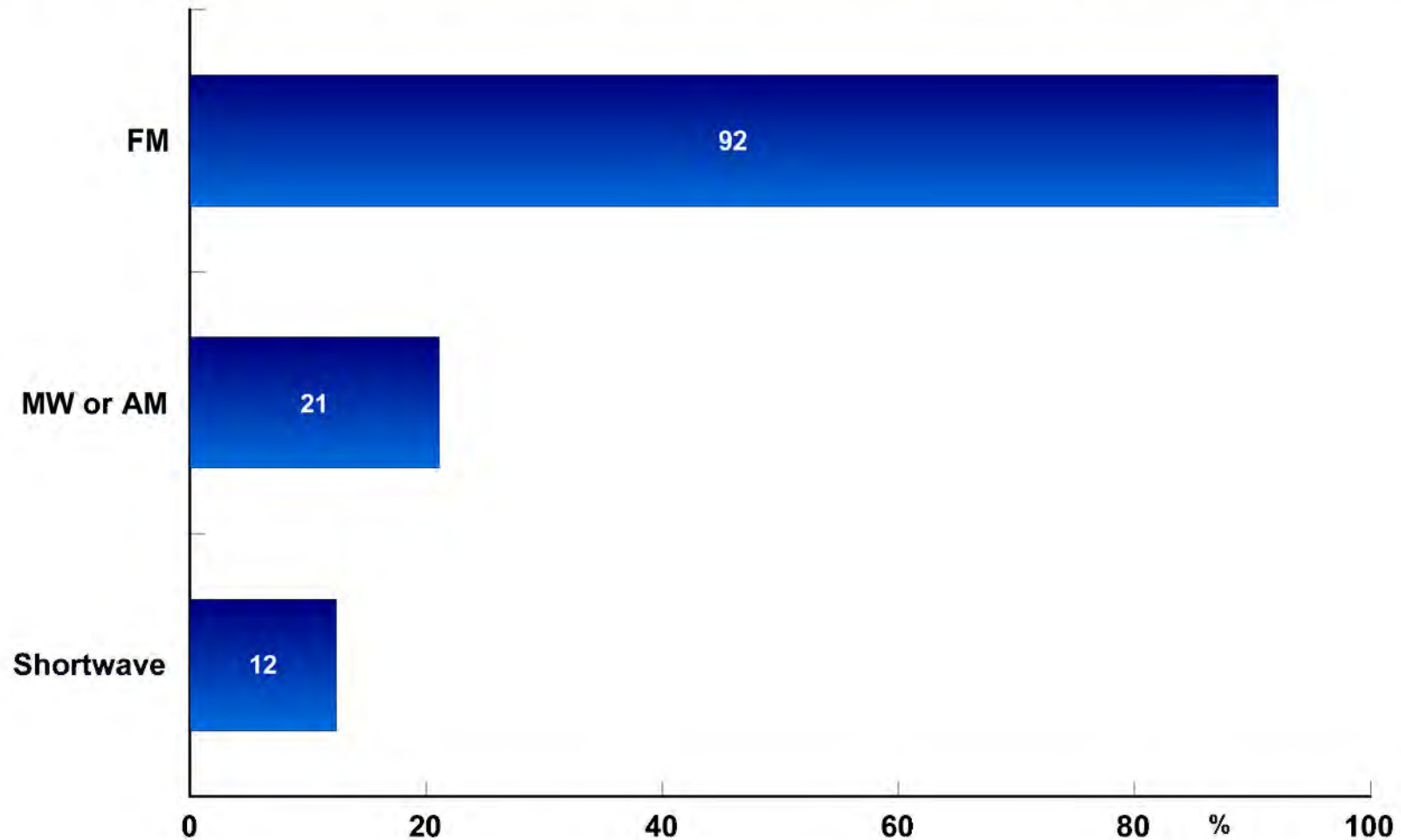


National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

Radio – Wavebands

B2 - During the past seven days, which of the following wavebands have you used to listen to the radio?

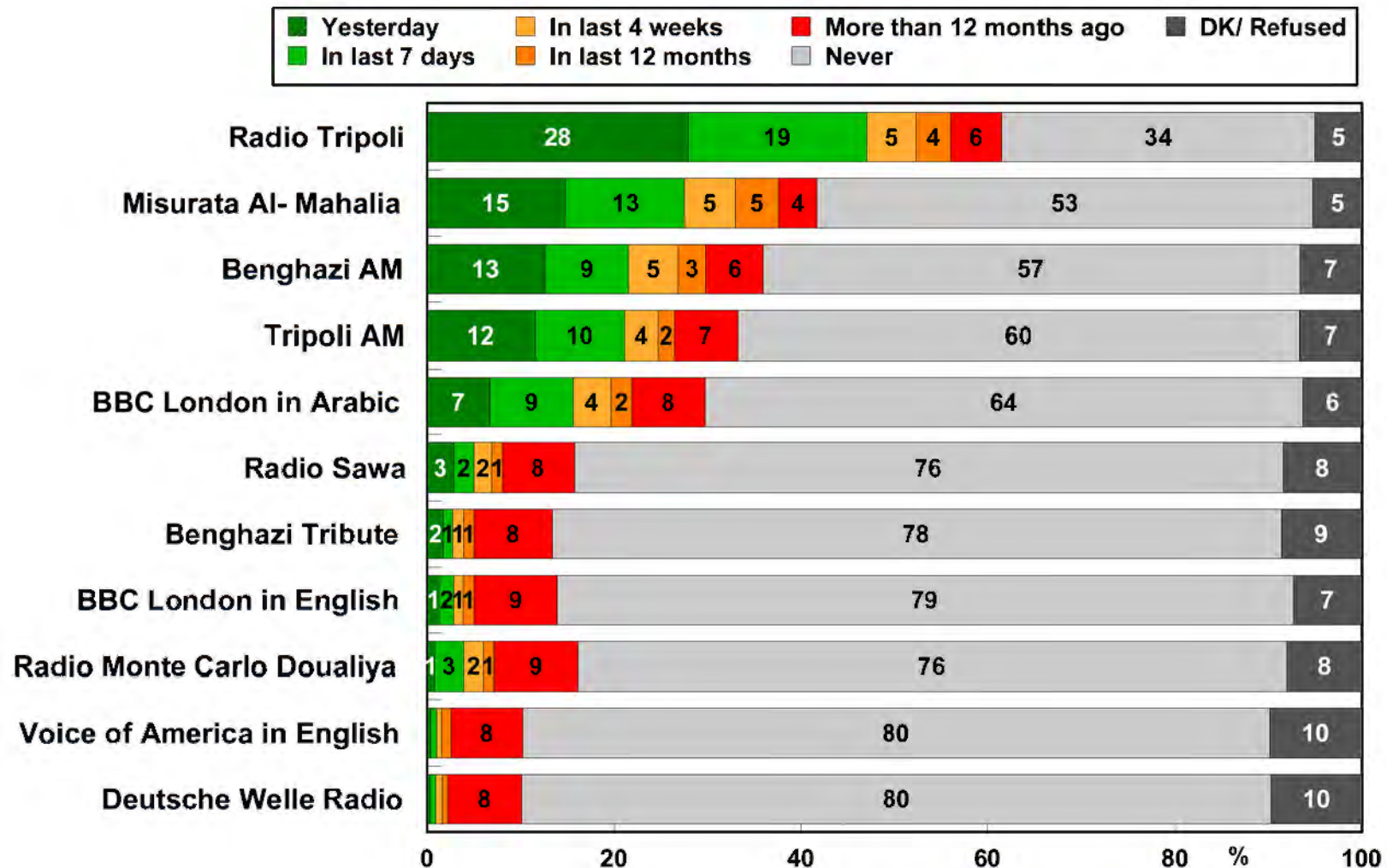


***Base = Respondents who listened to the radio
yesterday or in last 7 days***

*National Survey of Libya 2011-2012
Valid N = 725*

Radio Stations – Last Listened

B3 - When, if ever, did you last listen to the following radio stations?



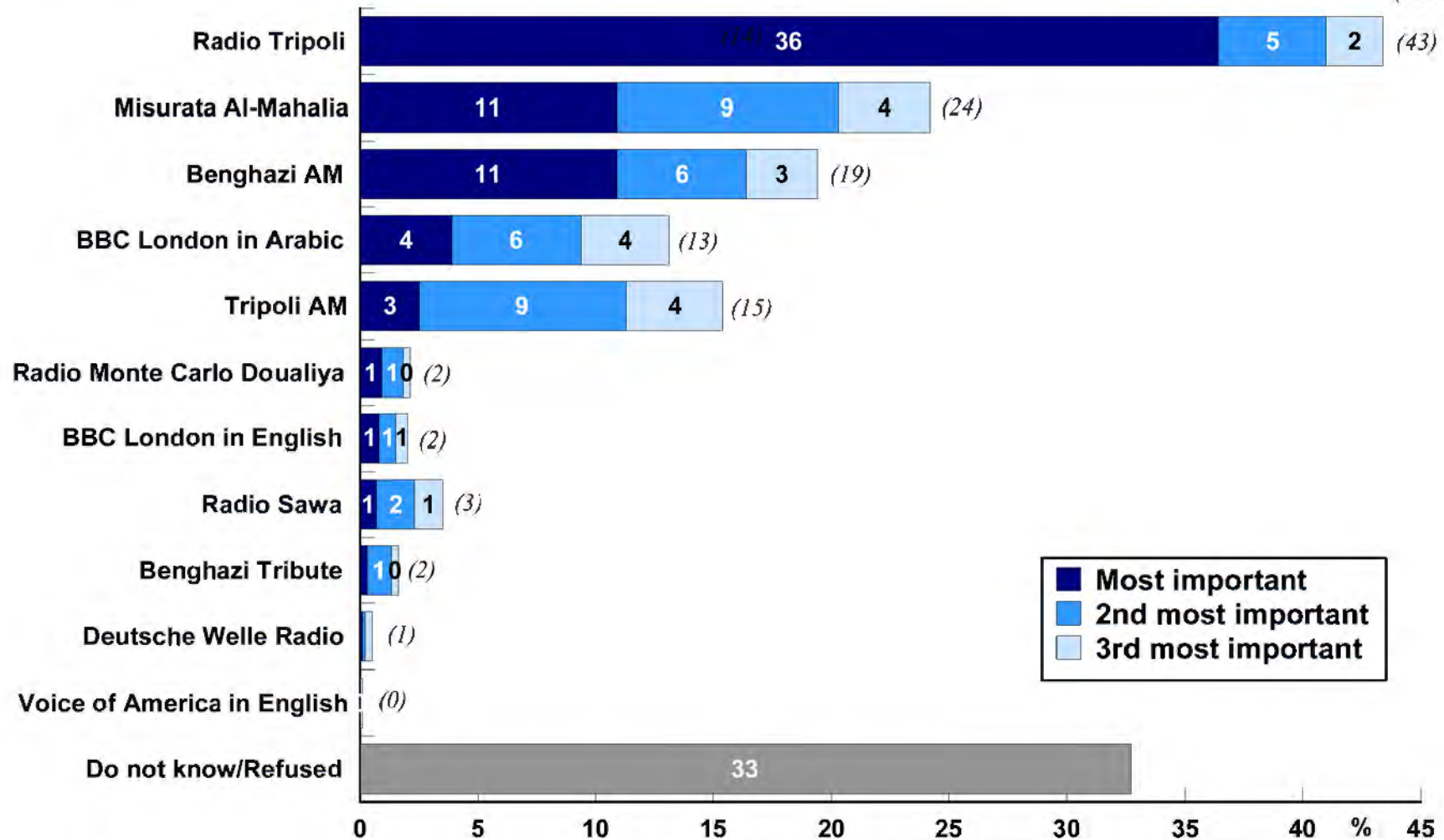
Base = Respondents who listened to the radio yesterday or in last 7 days

National Survey of Libya 2011-2012
Valid N = 725

Radio Stations – Most Important

B4 - Among the radio stations you listen to, which are your most important sources of news and information?

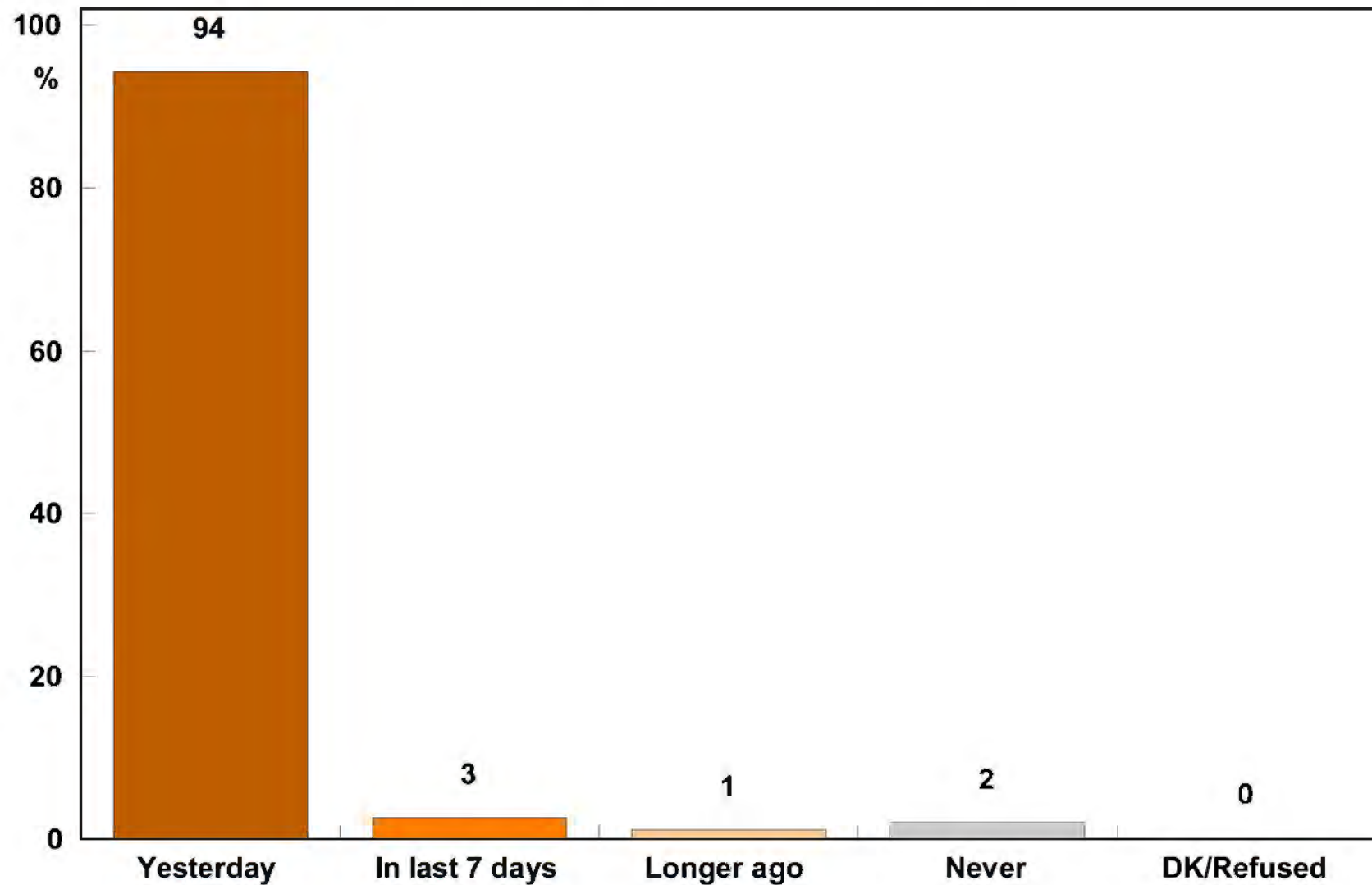
(Total)



Base = Respondents who listened to the radio yesterday or in last 7 days or who didn't know/refused

Television – Last Watched

N1 - Apart from today, when did you last watch television?

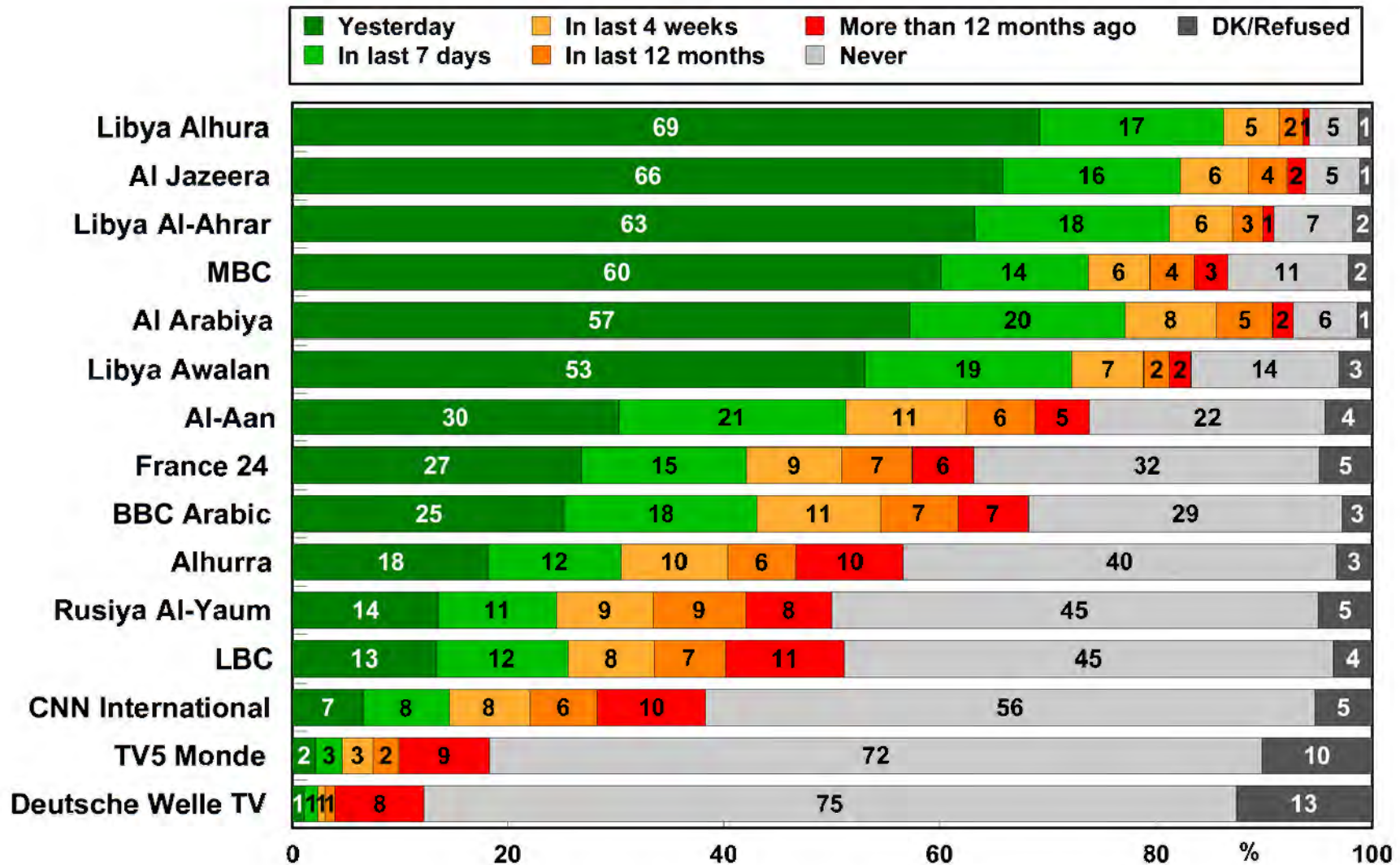


National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

TV Channels – Last Watched

N2 - When, if ever, did you last watch the following television channels?



Base = Respondents who watch TV

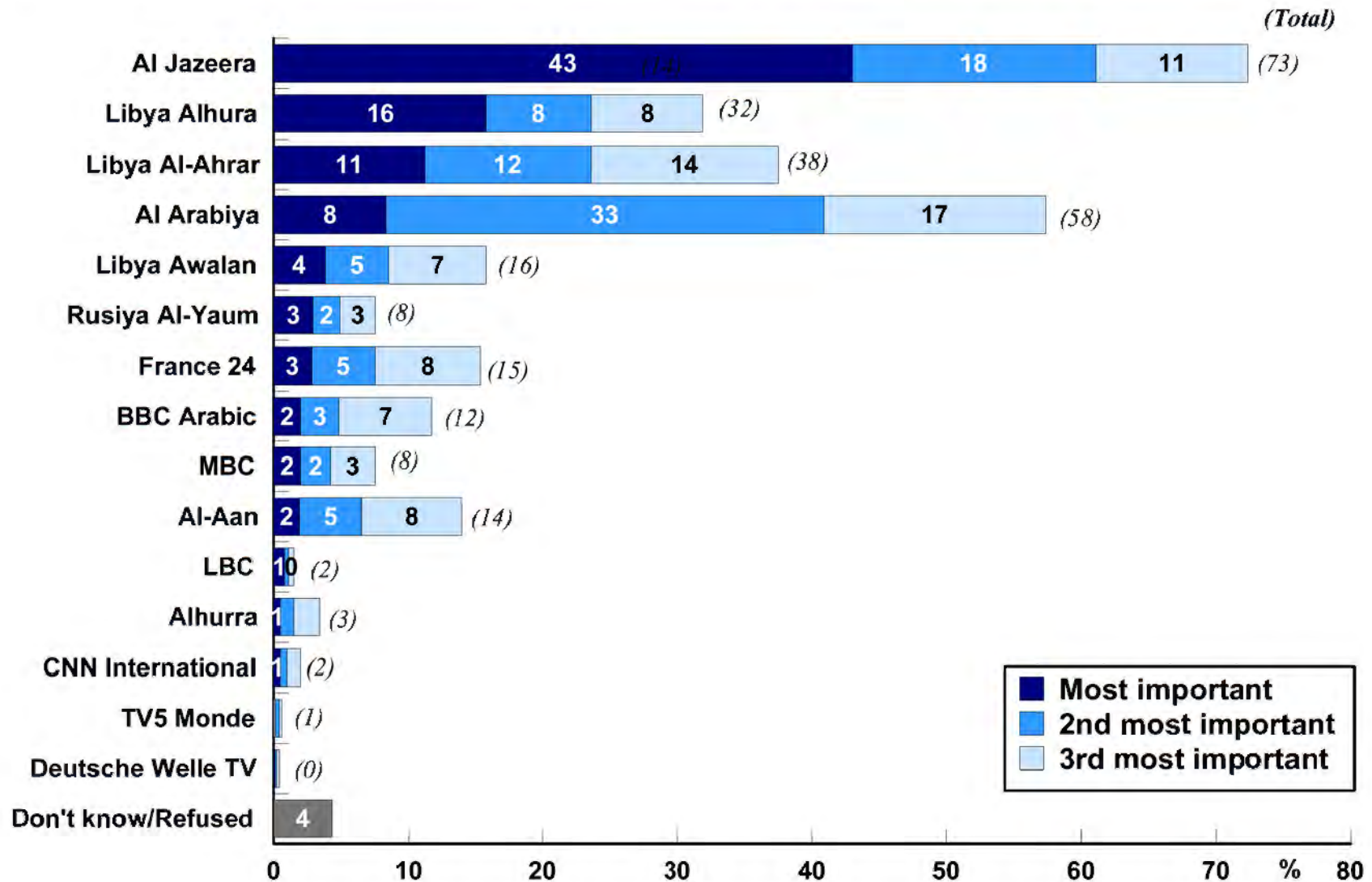
National Survey of Libya 2011-2012
Valid N = 2,045

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TV Channels – Most Important

N3 - Among the television stations you watch, which are your most important sources of news and information?

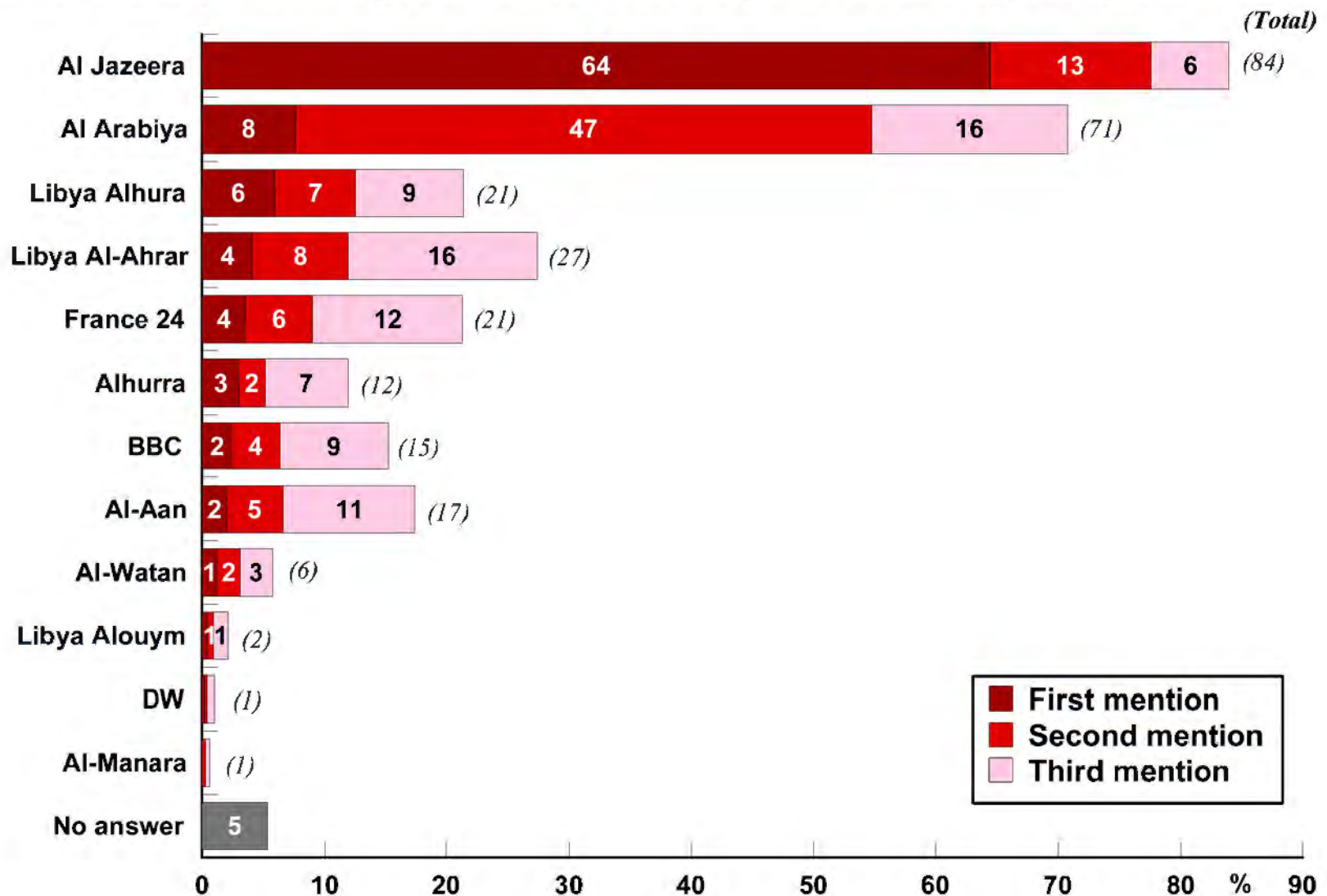


National Survey of Libya 2011-2012
Valid N = 2,045

Base = Respondents who watch TV

TV Channels Watched during the Libyan Revolution

AG2 – Which of the following TV channels did you use to follow events during the Libyan Revolution?



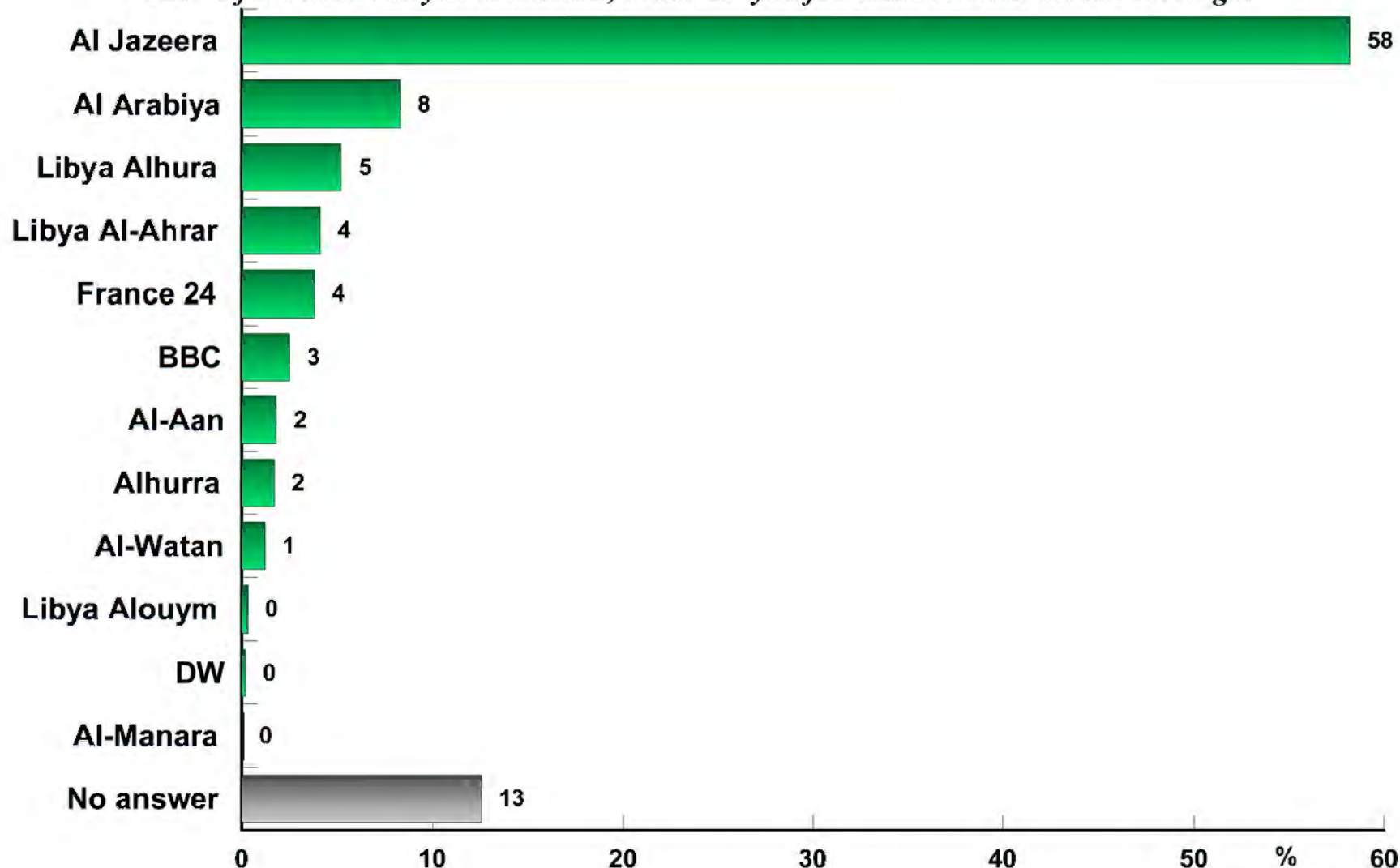
National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

TV Channels Watched during the Libyan Revolution

- Most Reliable -

AG3 –Of the channels you mentioned, which did you feel had the most reliable coverage?

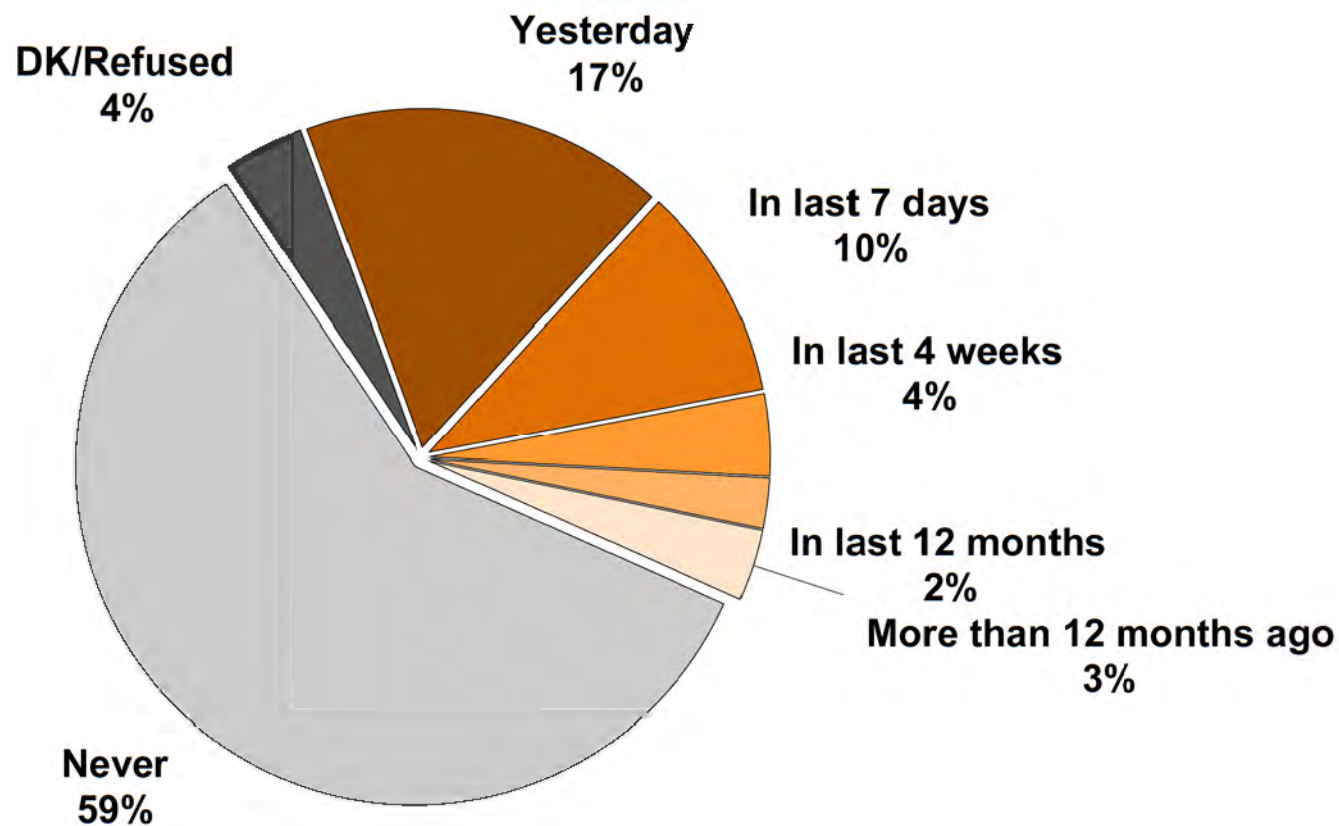


National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

Internet – Last Used

Y1 - Apart from today, when was the last time you used the Internet, either for work or personal purposes? Was it...

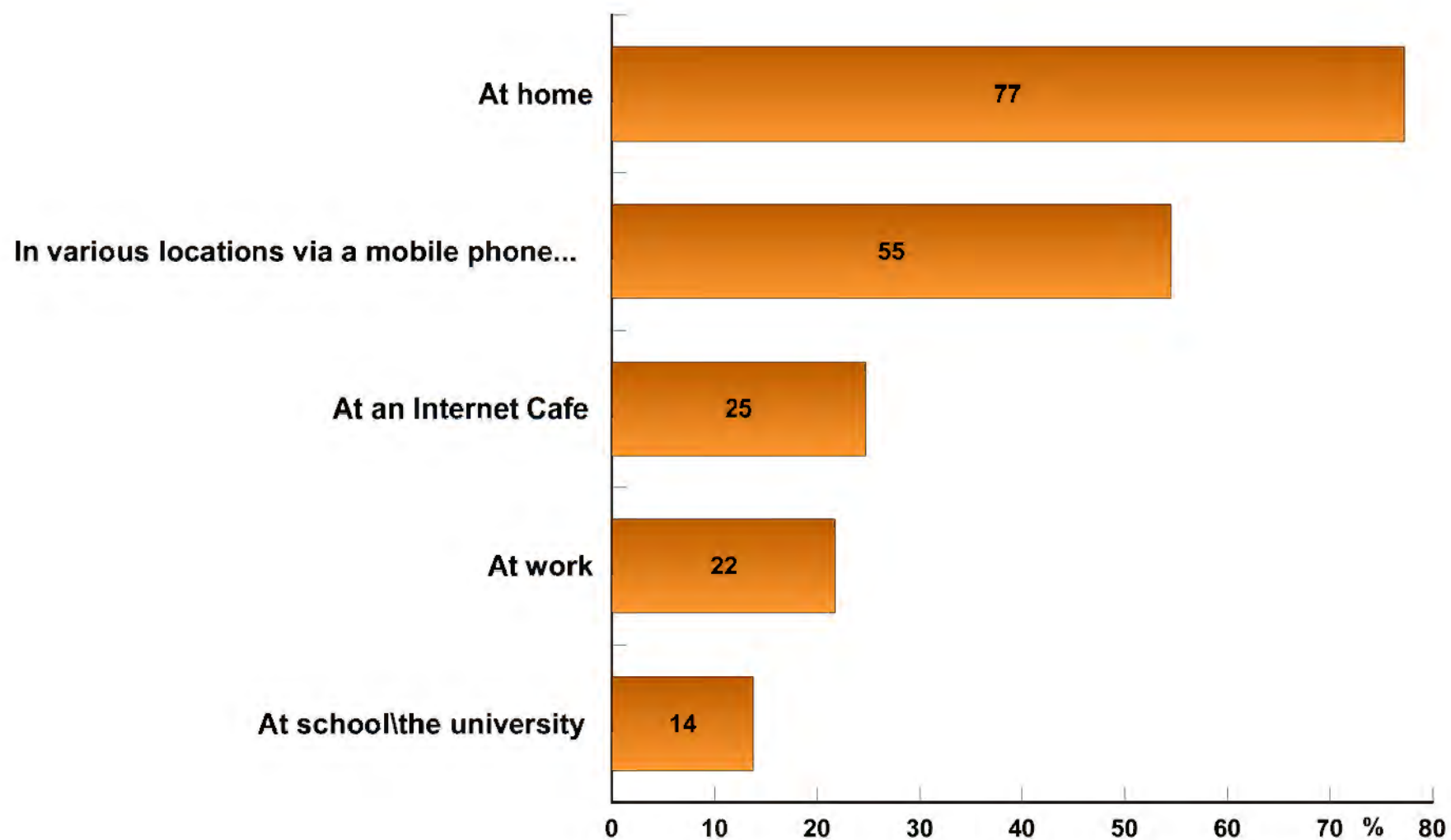


National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

Internet – Locations

Y2 - Do you use the Internet at the following locations?

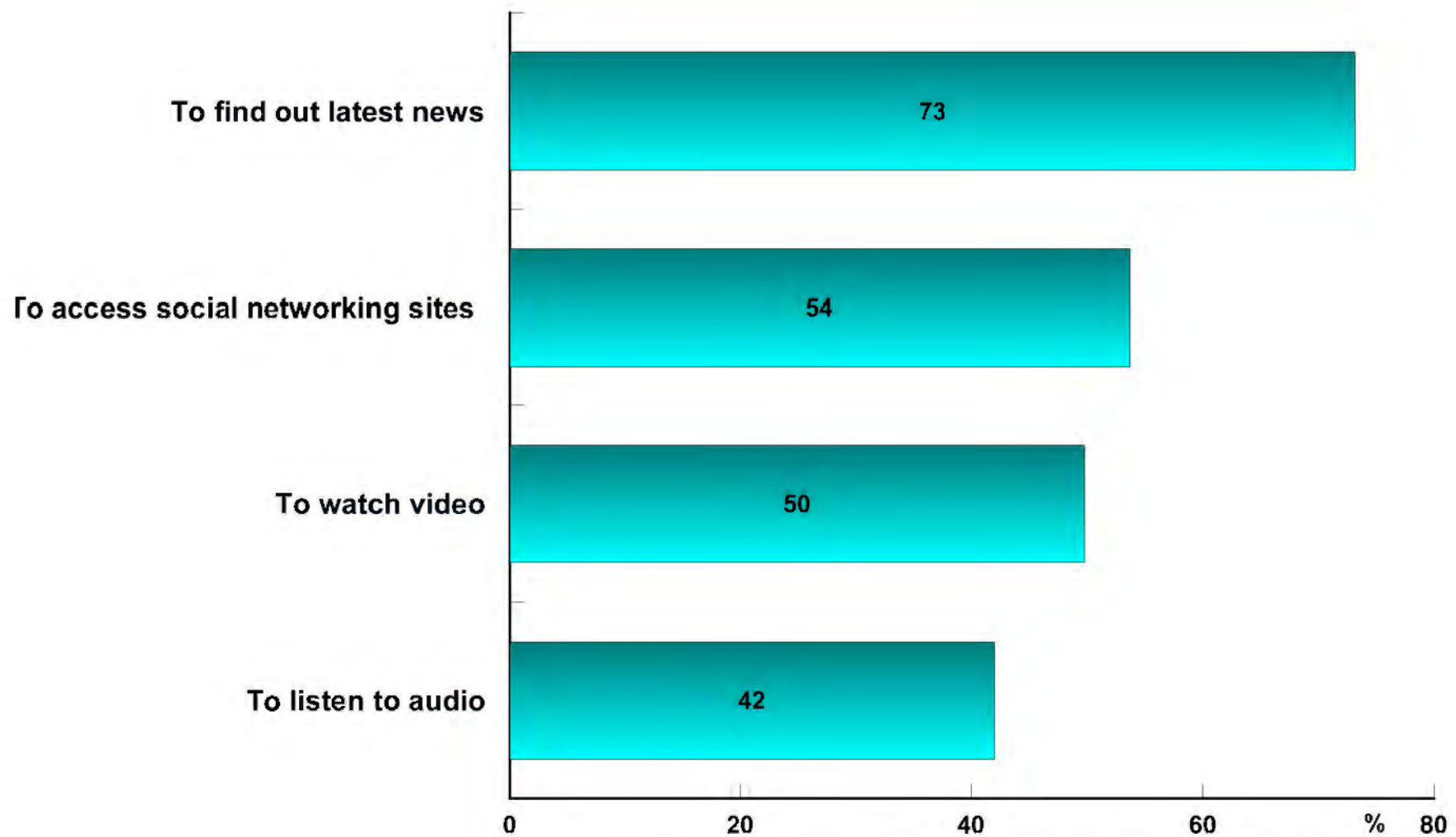


**Base = Respondents who used the Internet
in last 12 months**

National Survey of Libya 2011-2012
Valid N = 705

Internet – Activities

Y3 - During the past seven days, have you used the Internet for any of the following activities?



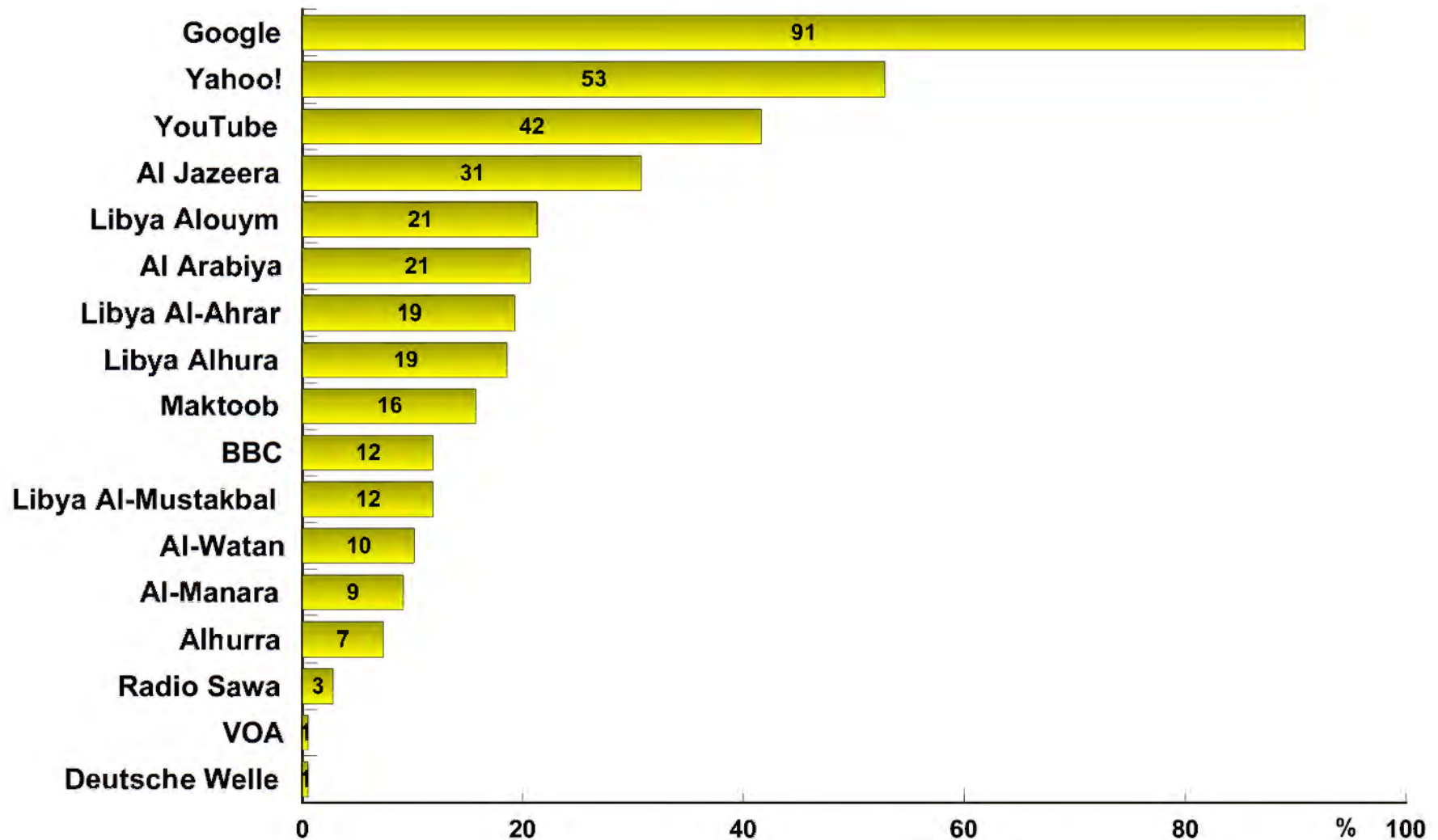
**Base = Respondents who used the Internet
in the past 7 days**

*National Survey of Libya 2011-2012
Valid N = 574*

LY11y3_dk.HCX

Internet – Websites

Y5 - Which, if any, of these organisations' websites did you visit in the last seven days?

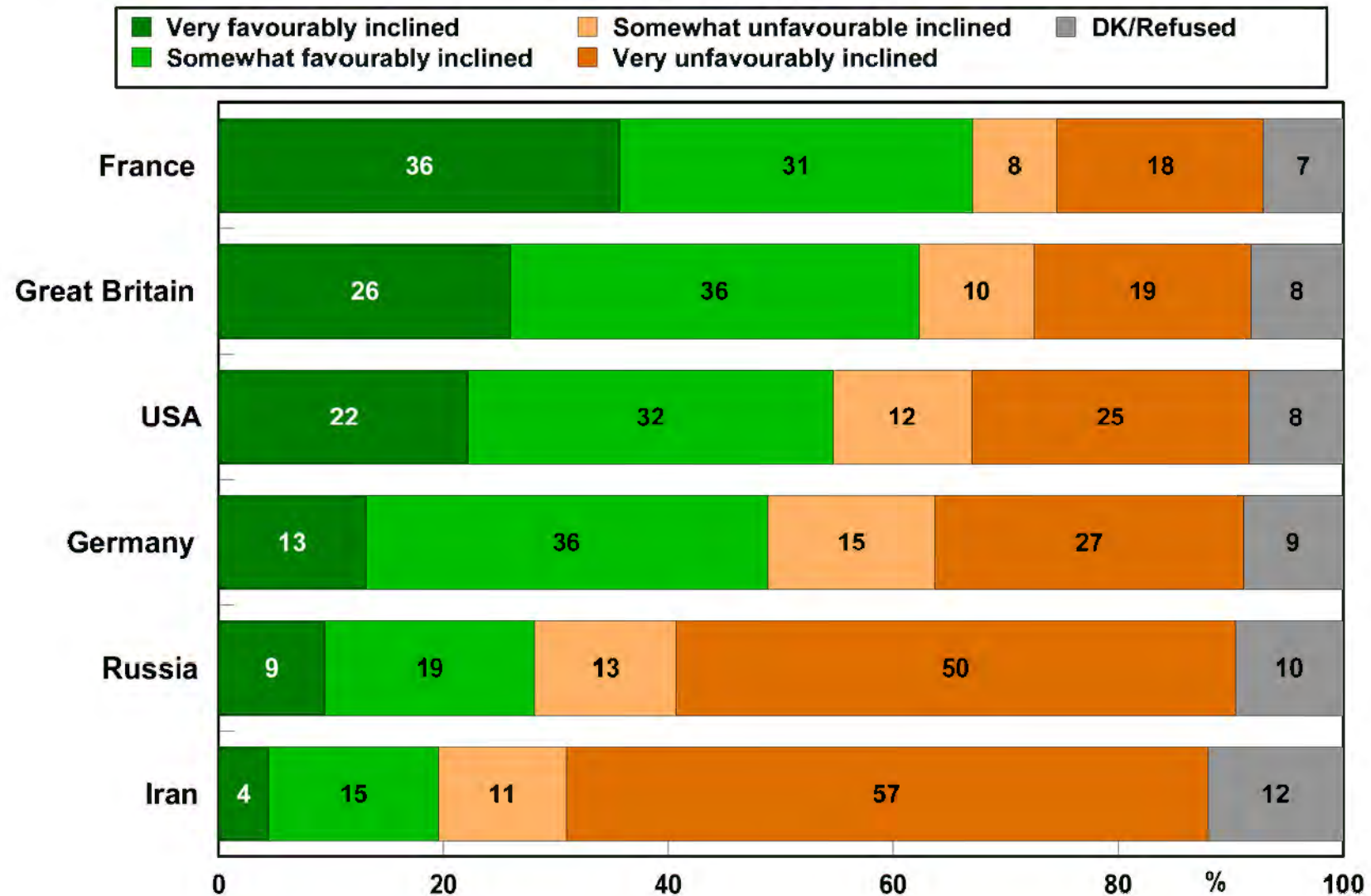


**Base = Respondents who used the Internet
in the past 7 days**

National Survey of Libya 2011-2012
Valid N = 574

Inclination towards Countries

AG1 - Some people like certain nations more than others. How favourably or unfavourably inclined are you personally towards [COUNTRY] ?



National Survey of Libya 2011-2012
Valid N = 2,087

Base = All respondents

Radio Sawa Perceptual Report

January 2013



- Alexandria, Egypt
- Abu Dhabi, UAE
- Amman, Jordan
- Baghdad, Iraq
- Beirut, Lebanon
- Casablanca, Morocco



Report - Date Ranges

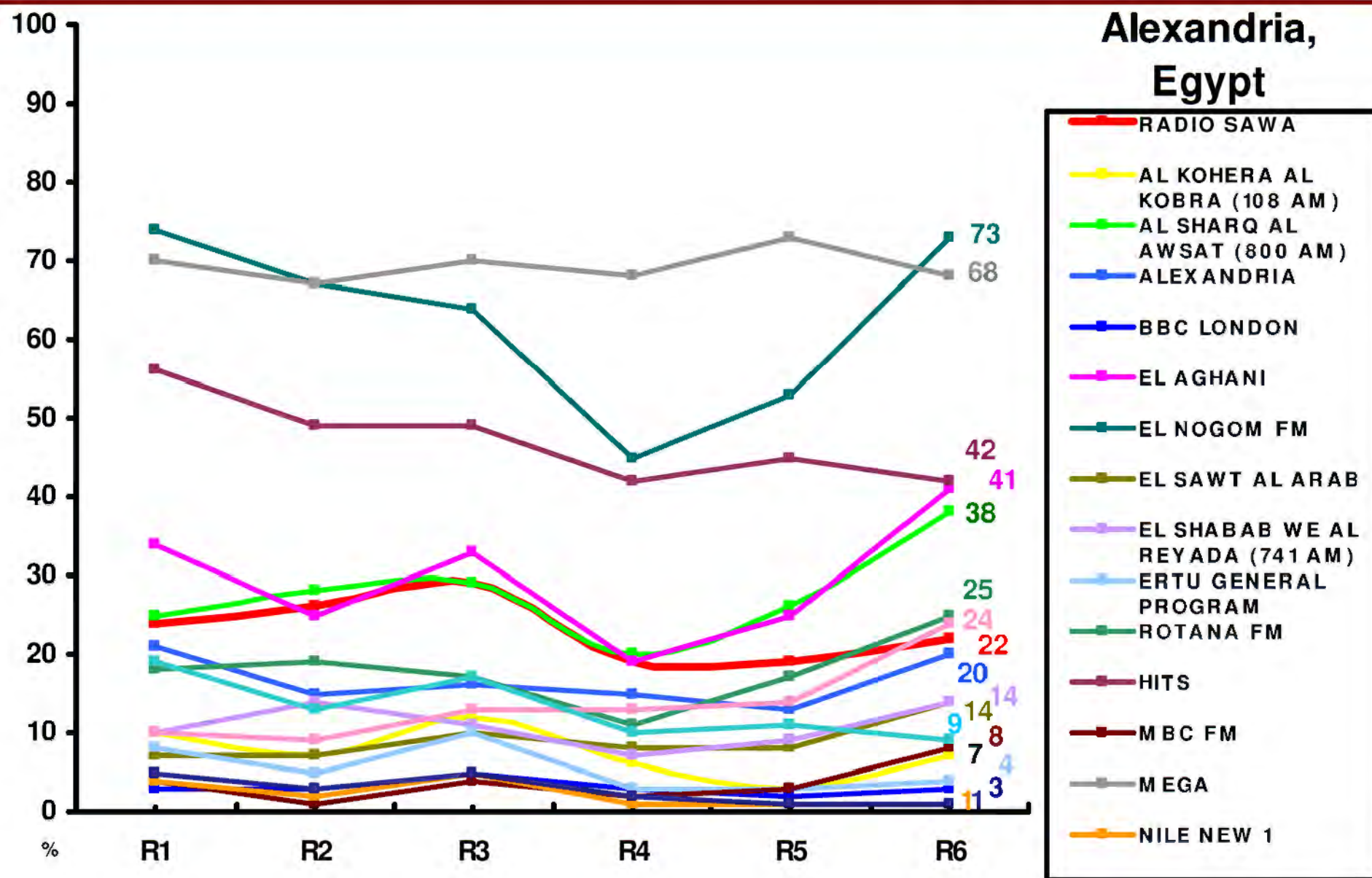
- Report 1 – June 25 – July 25
- Report 2 – July 31 – September 4
- Report 3 – August 20 – October 3
- Report 4 – September 11 – October 31
- Report 5 – October 3 – November 28
- Report 6 – November 13 – January 9

*4-week averages per report

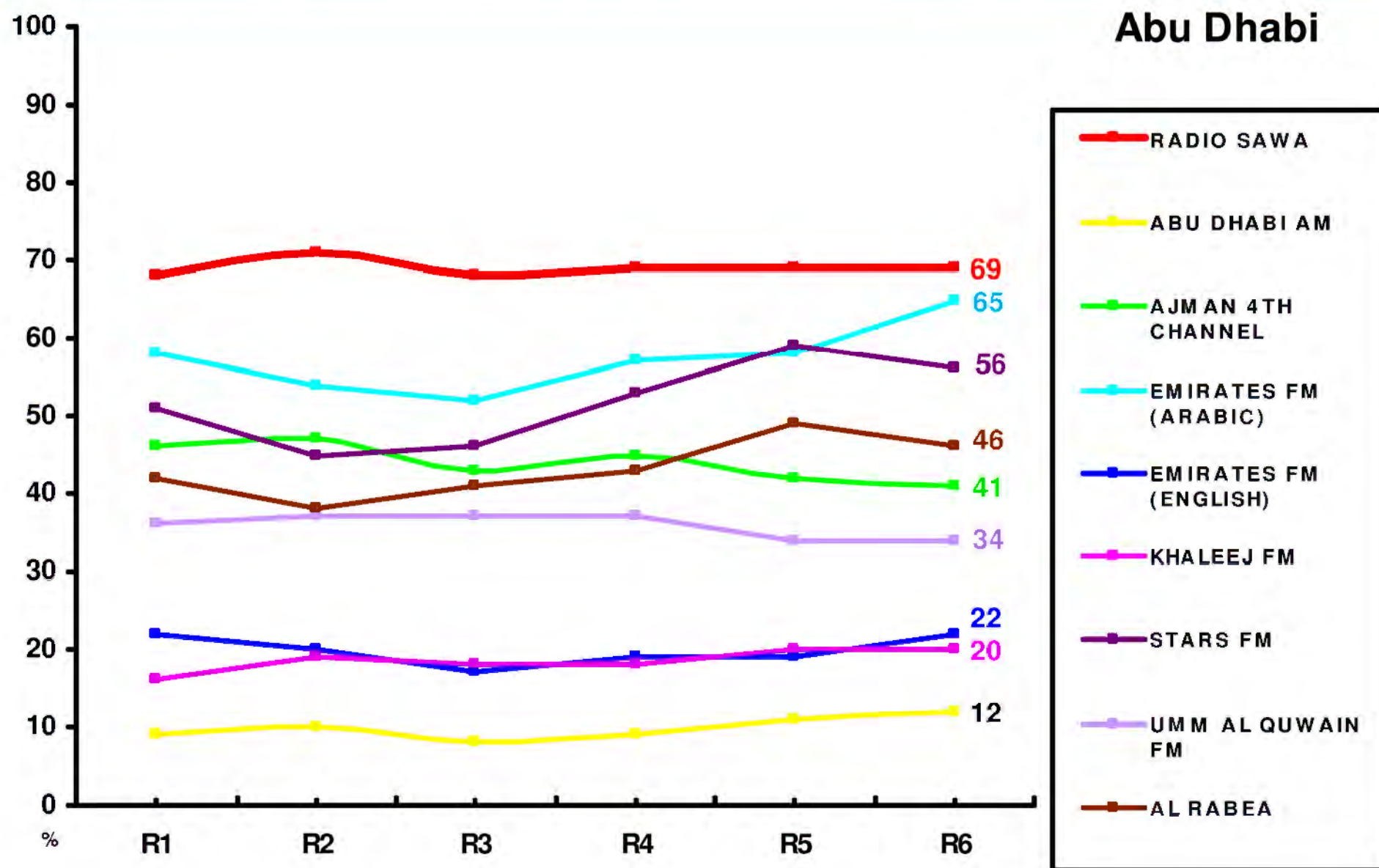


Weekly Listening

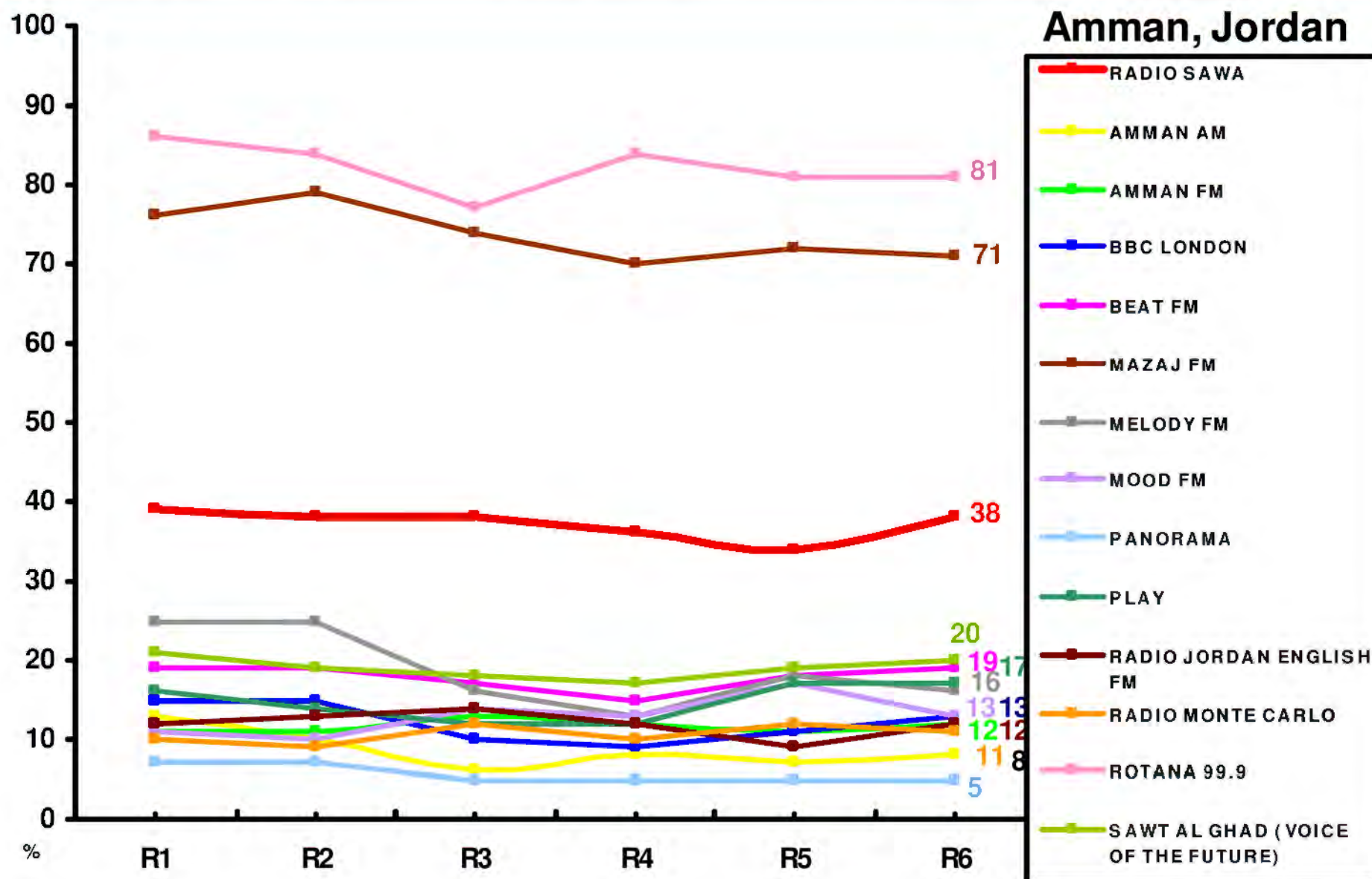
Have you listened to ... in the past 7 days?



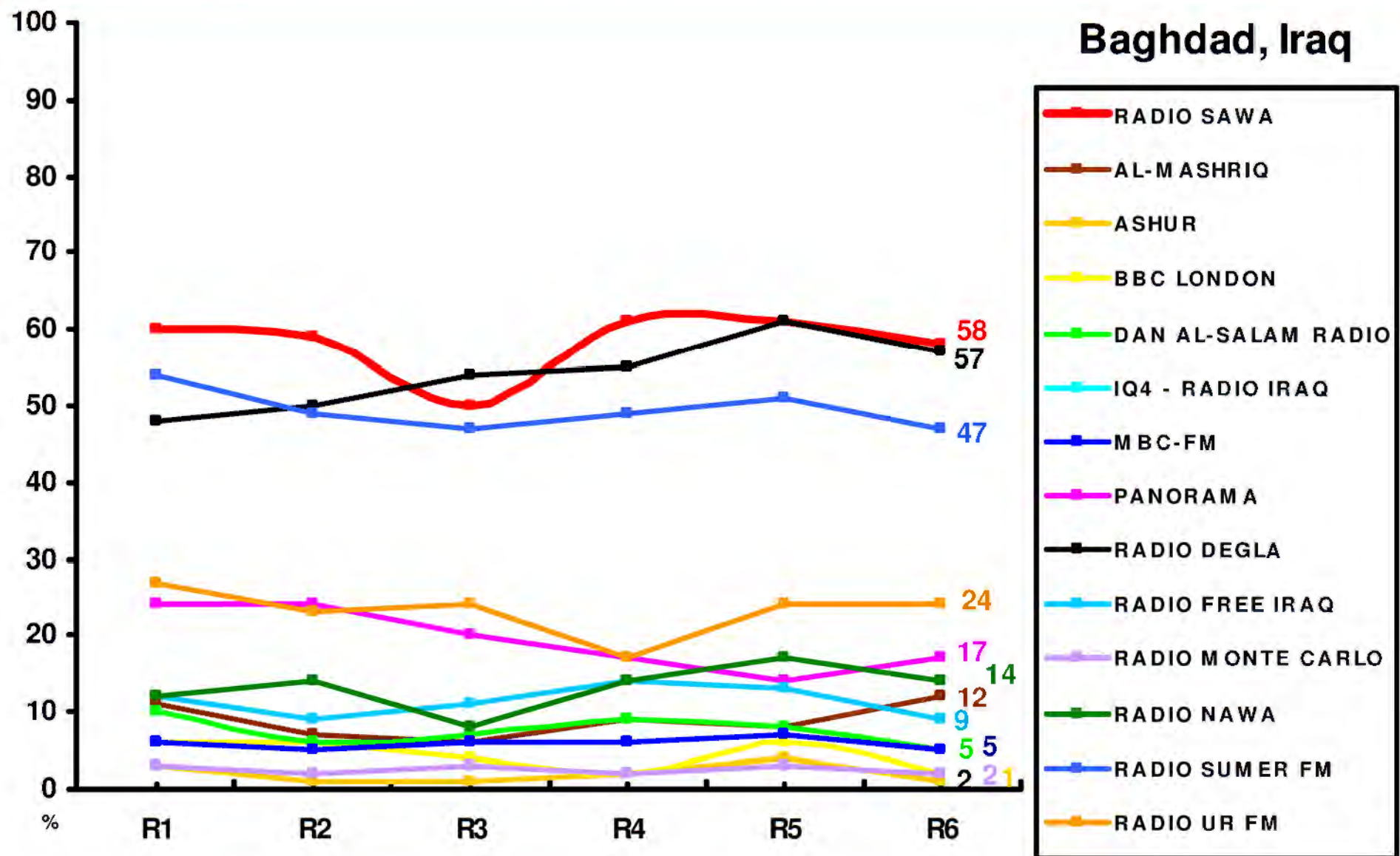
Have you listened to ... in the past 7 days?



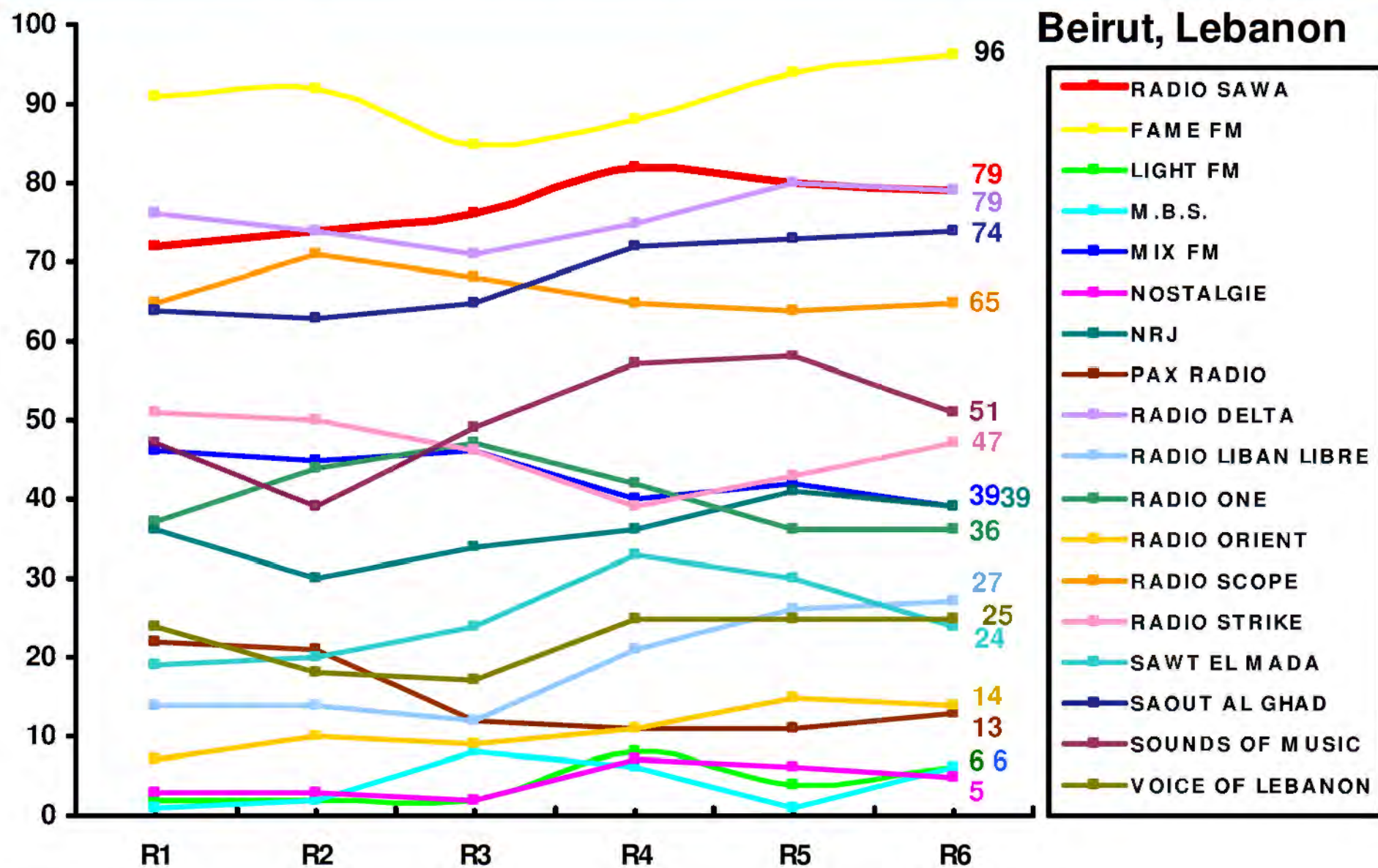
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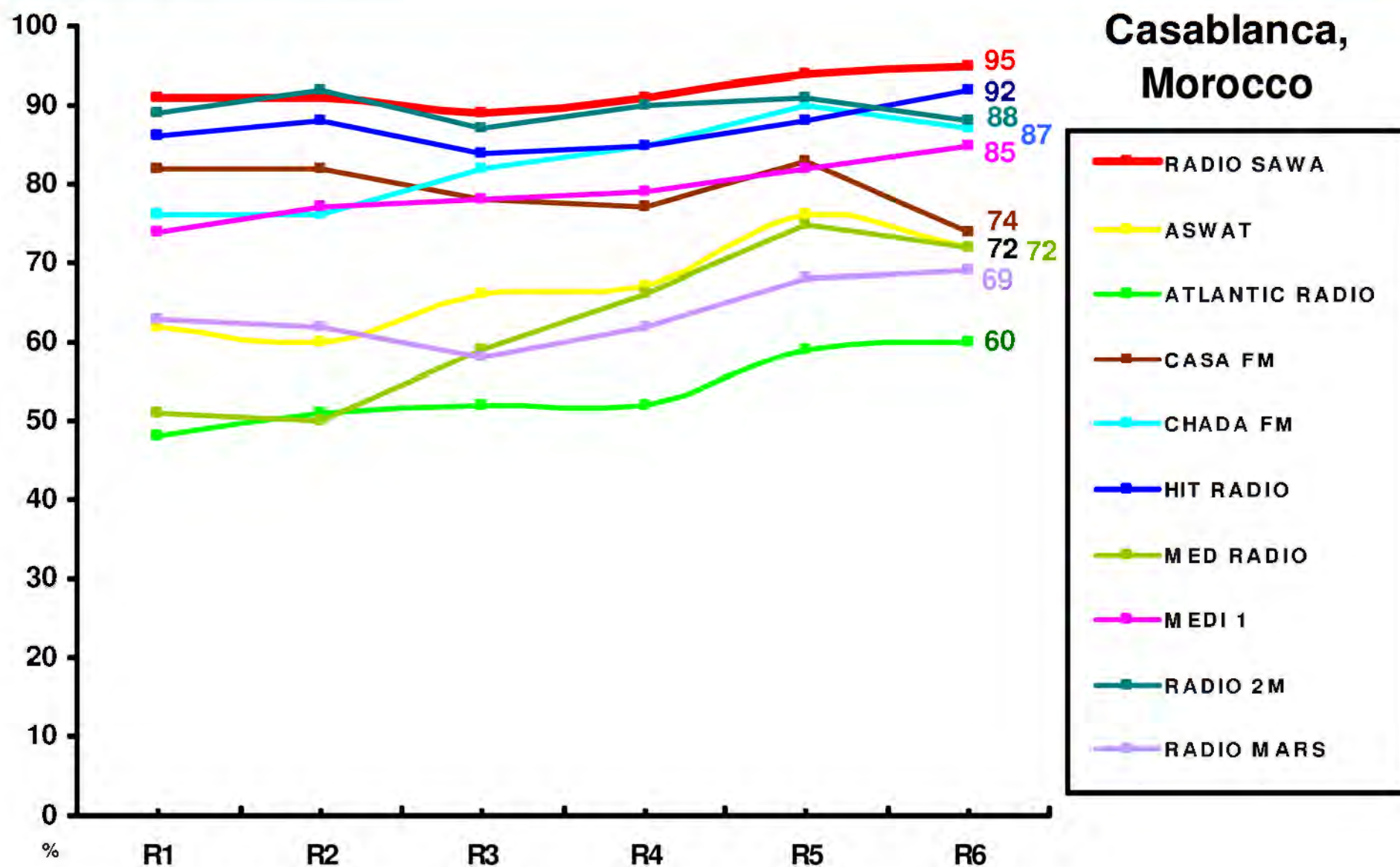
Have you listened to ... in the past 7 days?



Have you listened to ... in the past 7 days?

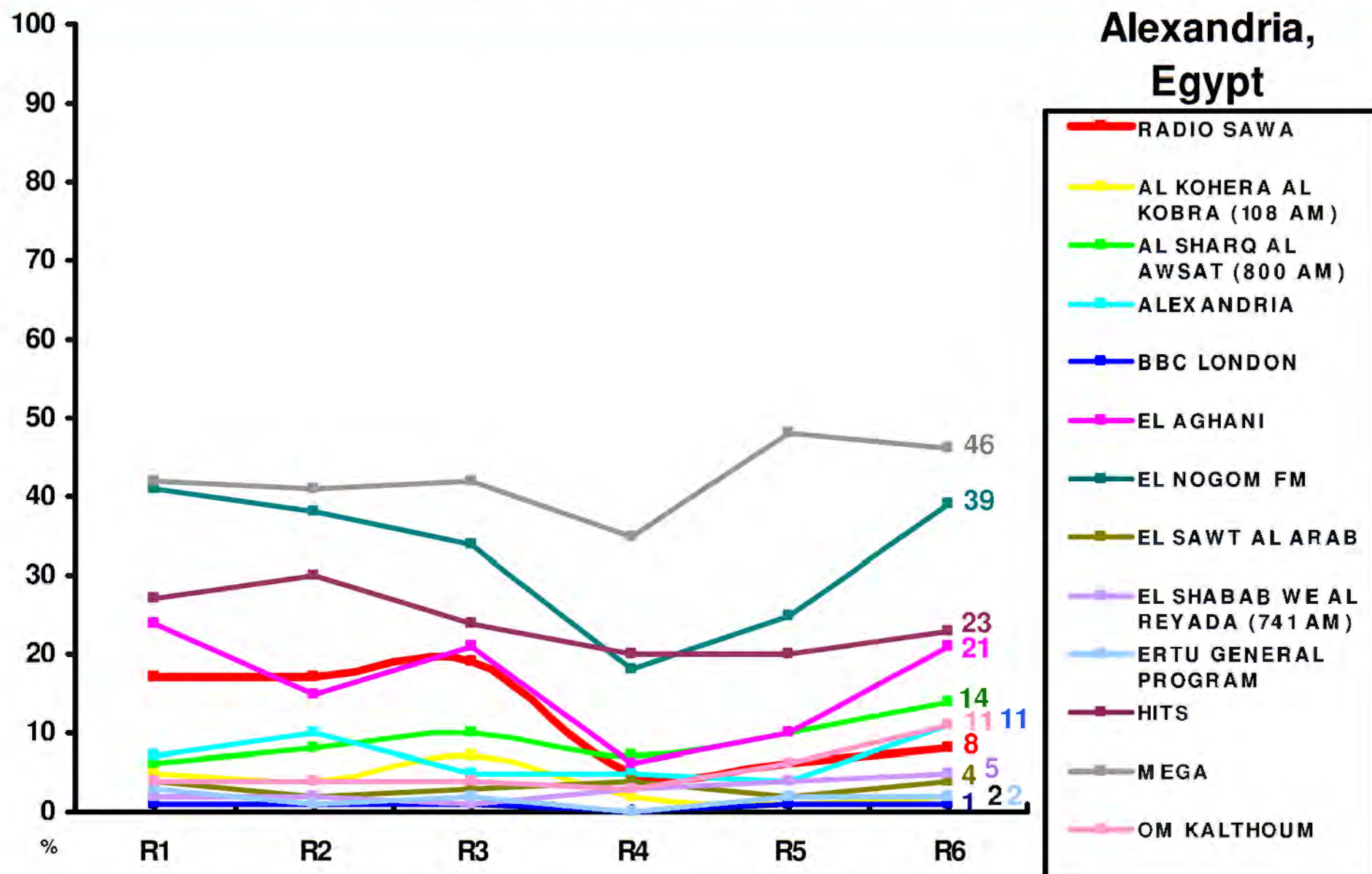


Have you listened to ... in the past 7 days?

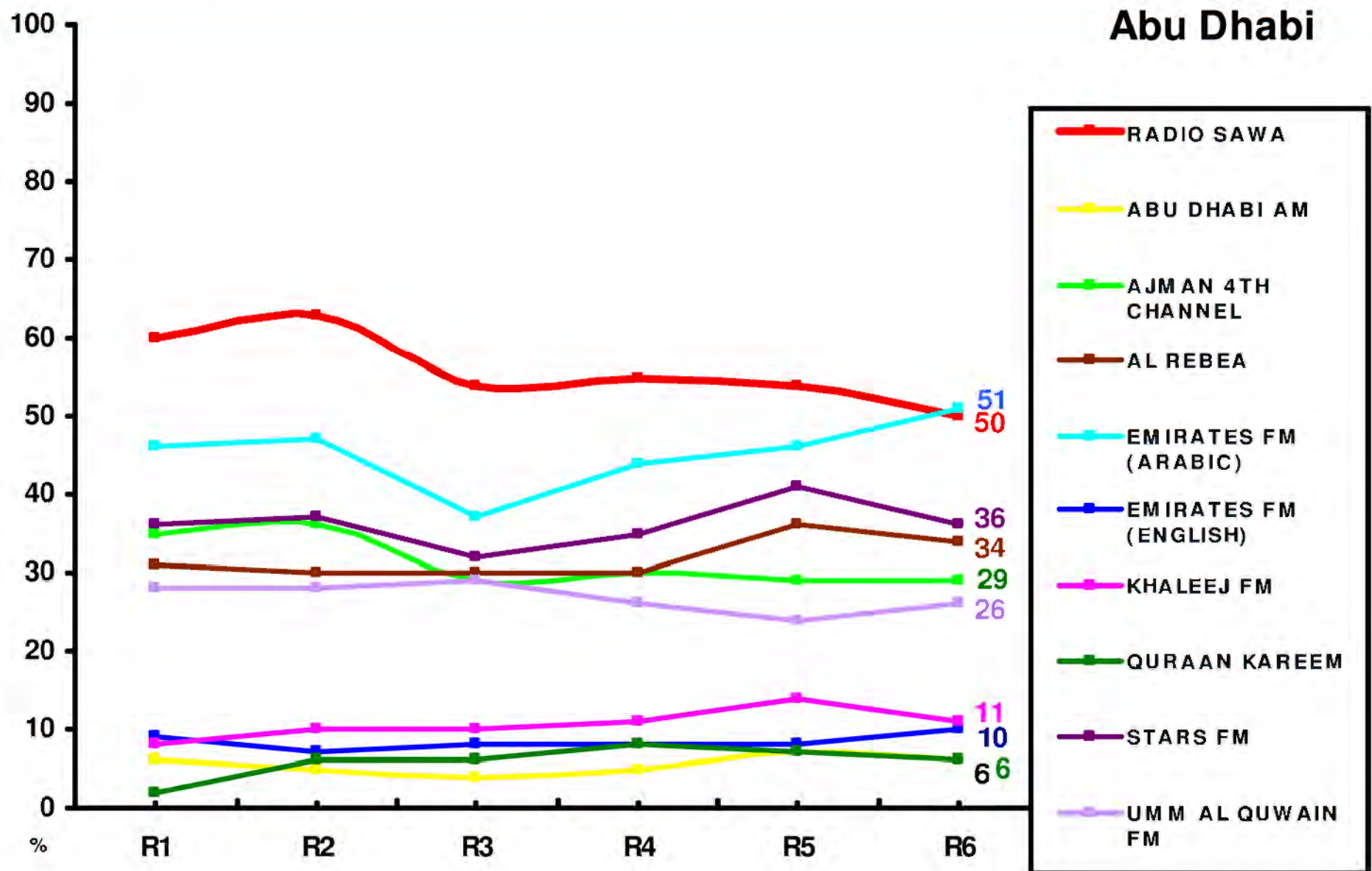


Yesterday Listening

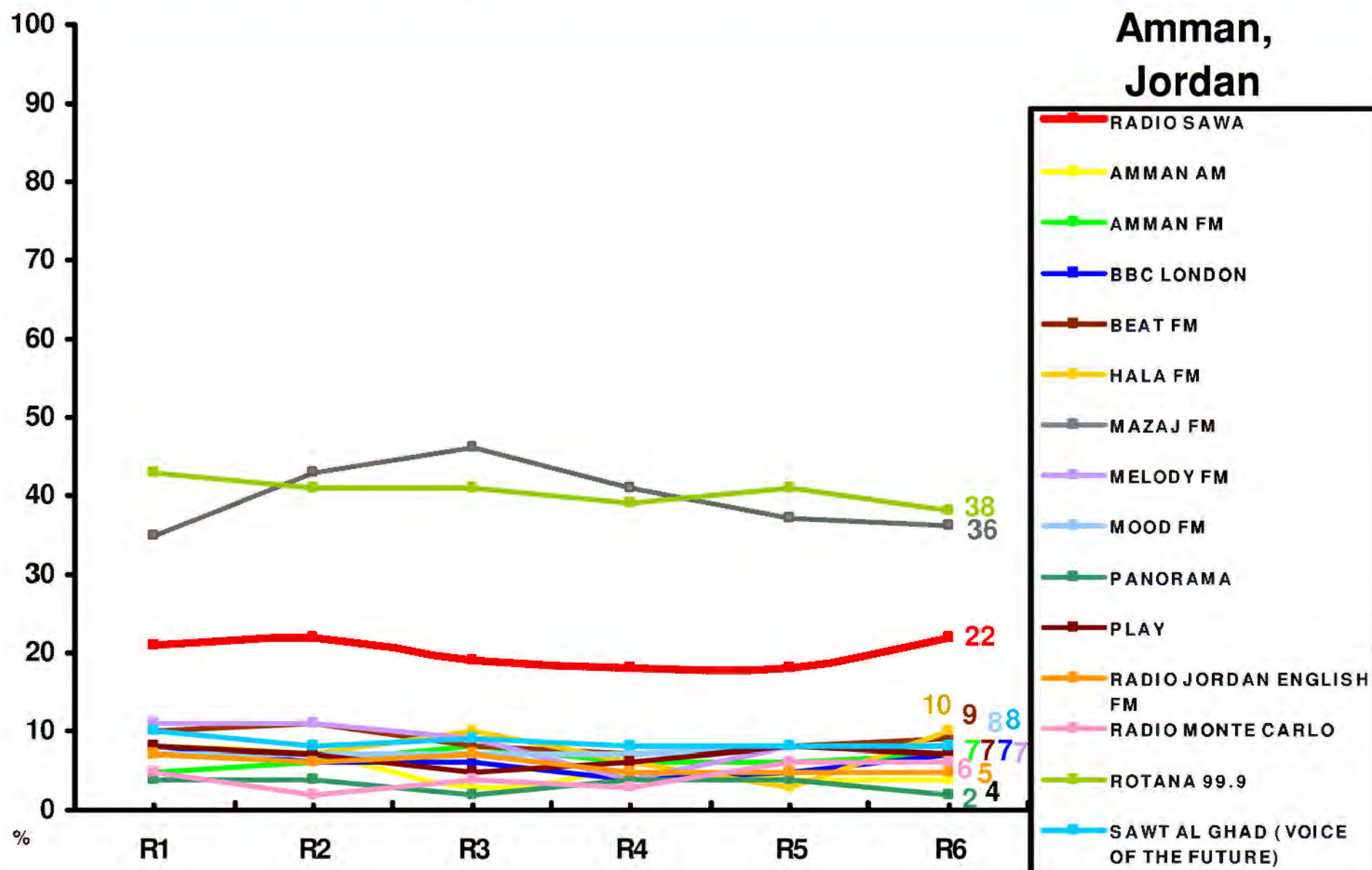
Have you listened to ... yesterday?



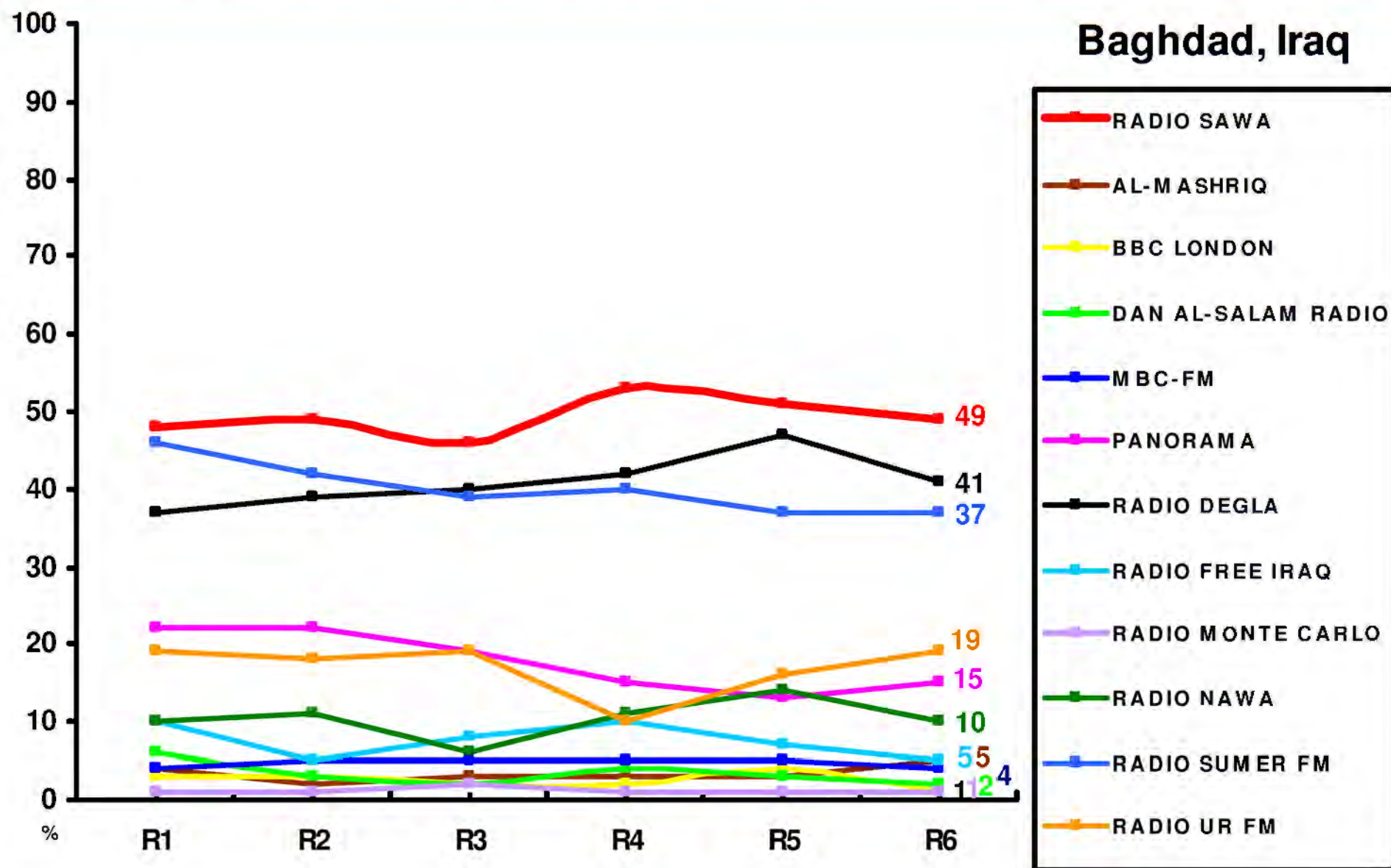
Have you listened to ... yesterday?



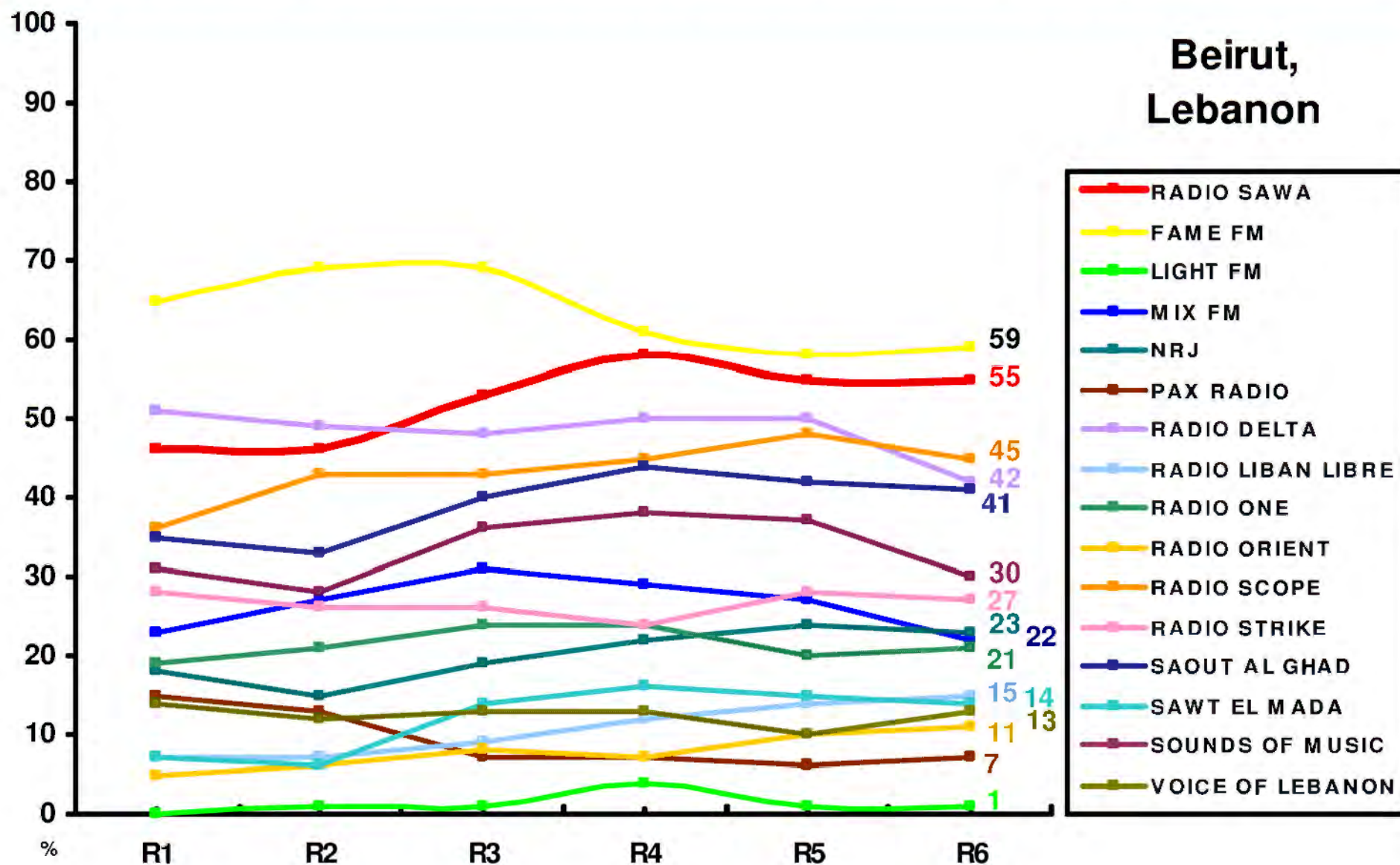
Have you listened to ... yesterday?



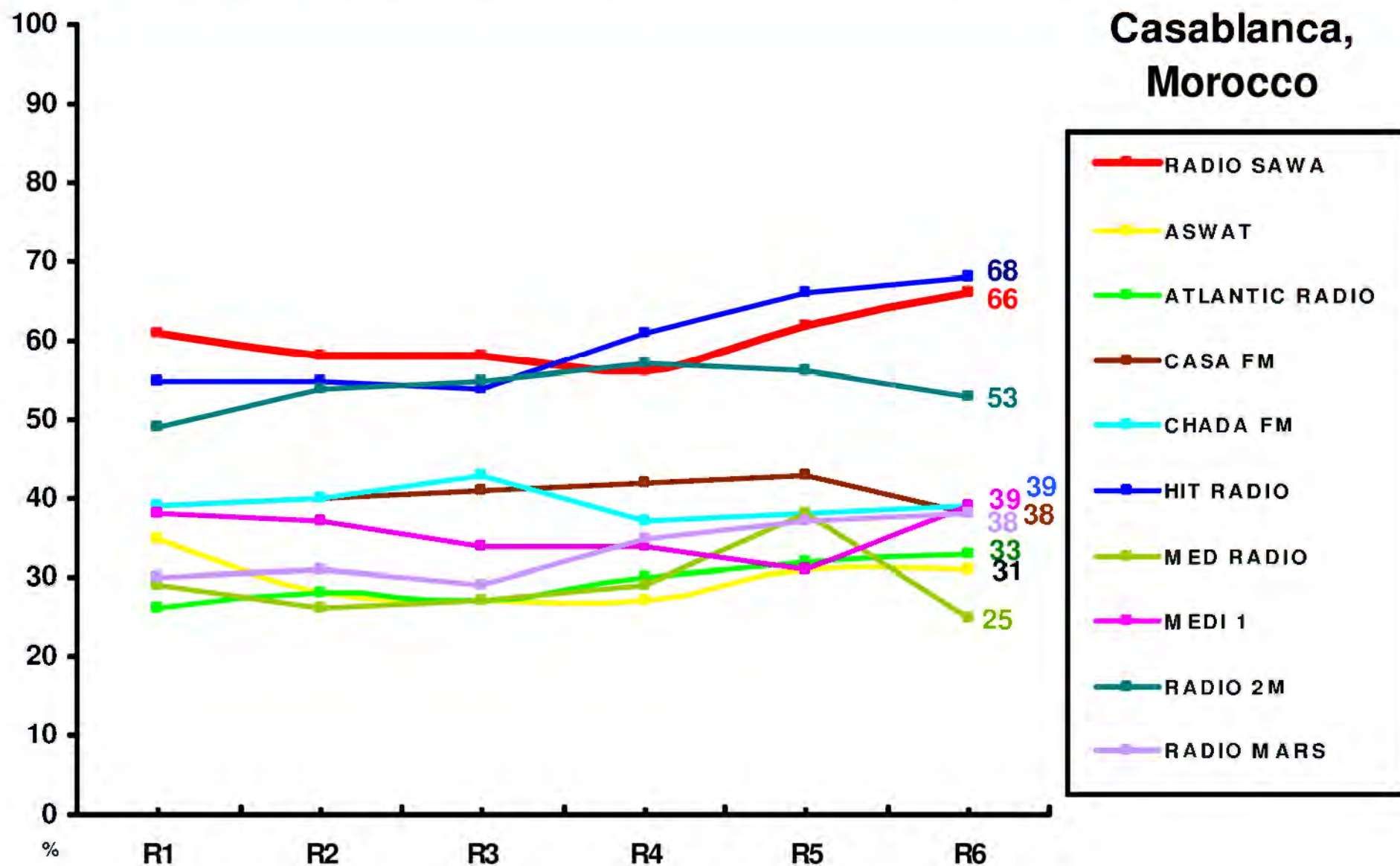
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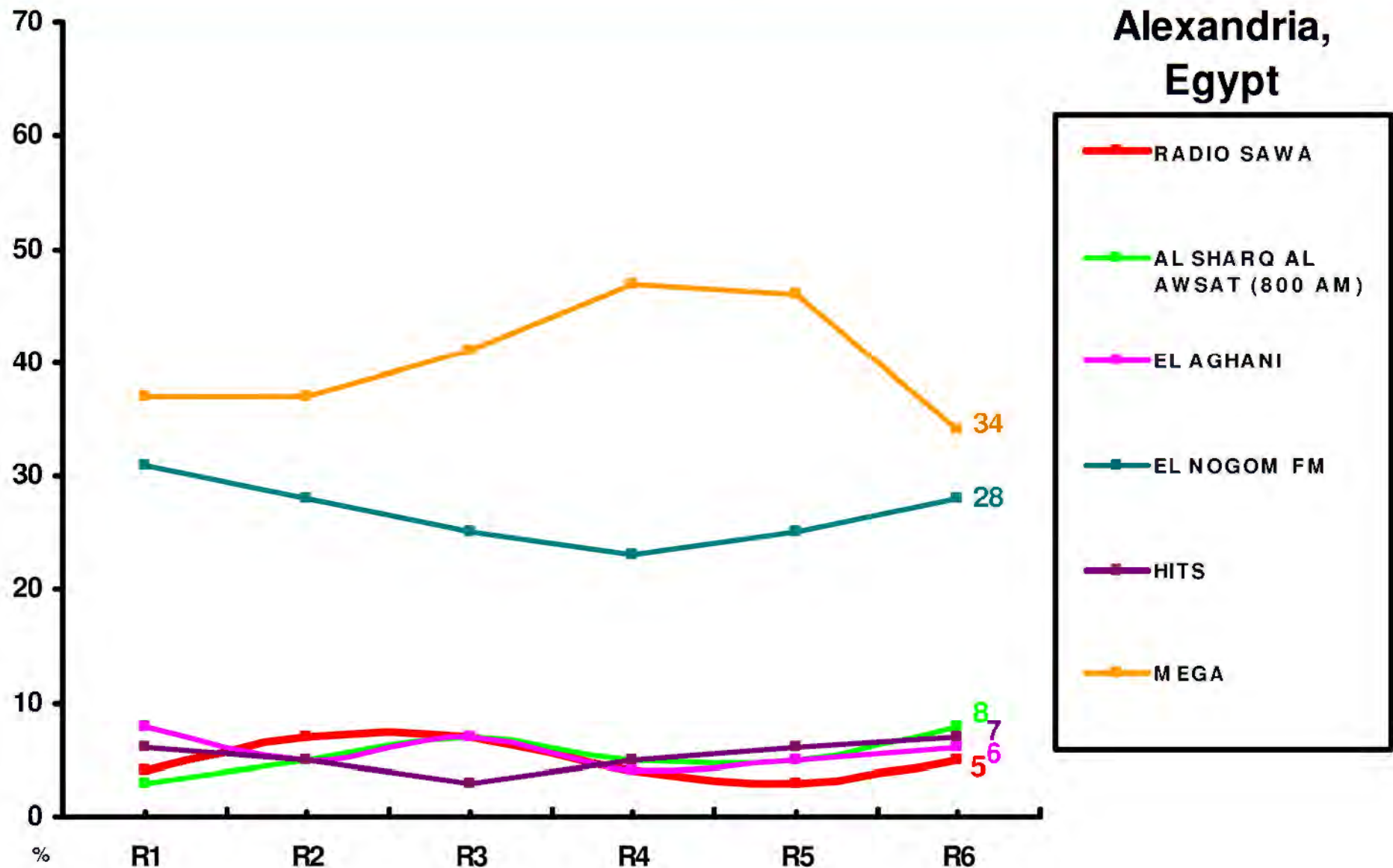


Have you listened to ... yesterday?

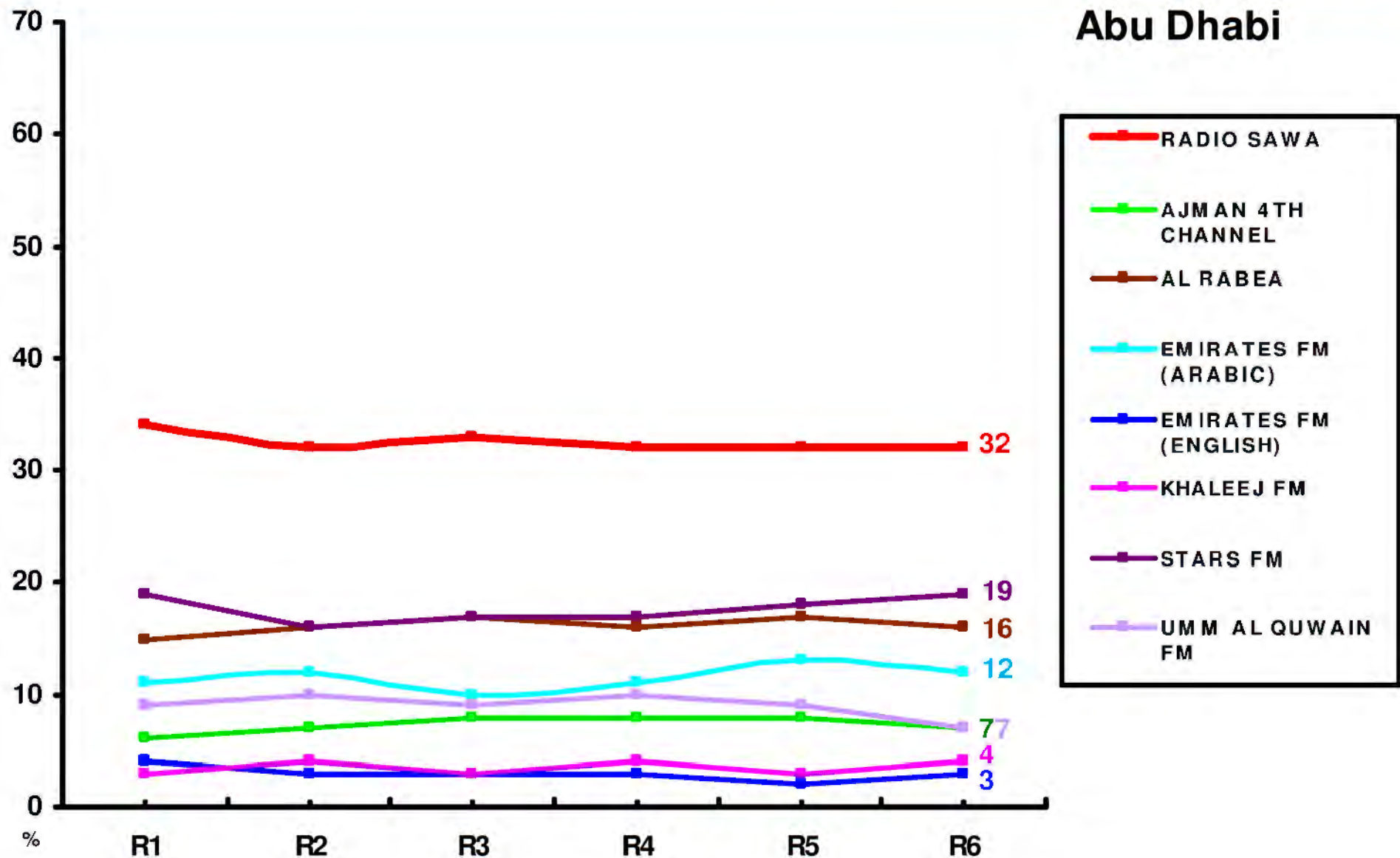


Station listened to
most

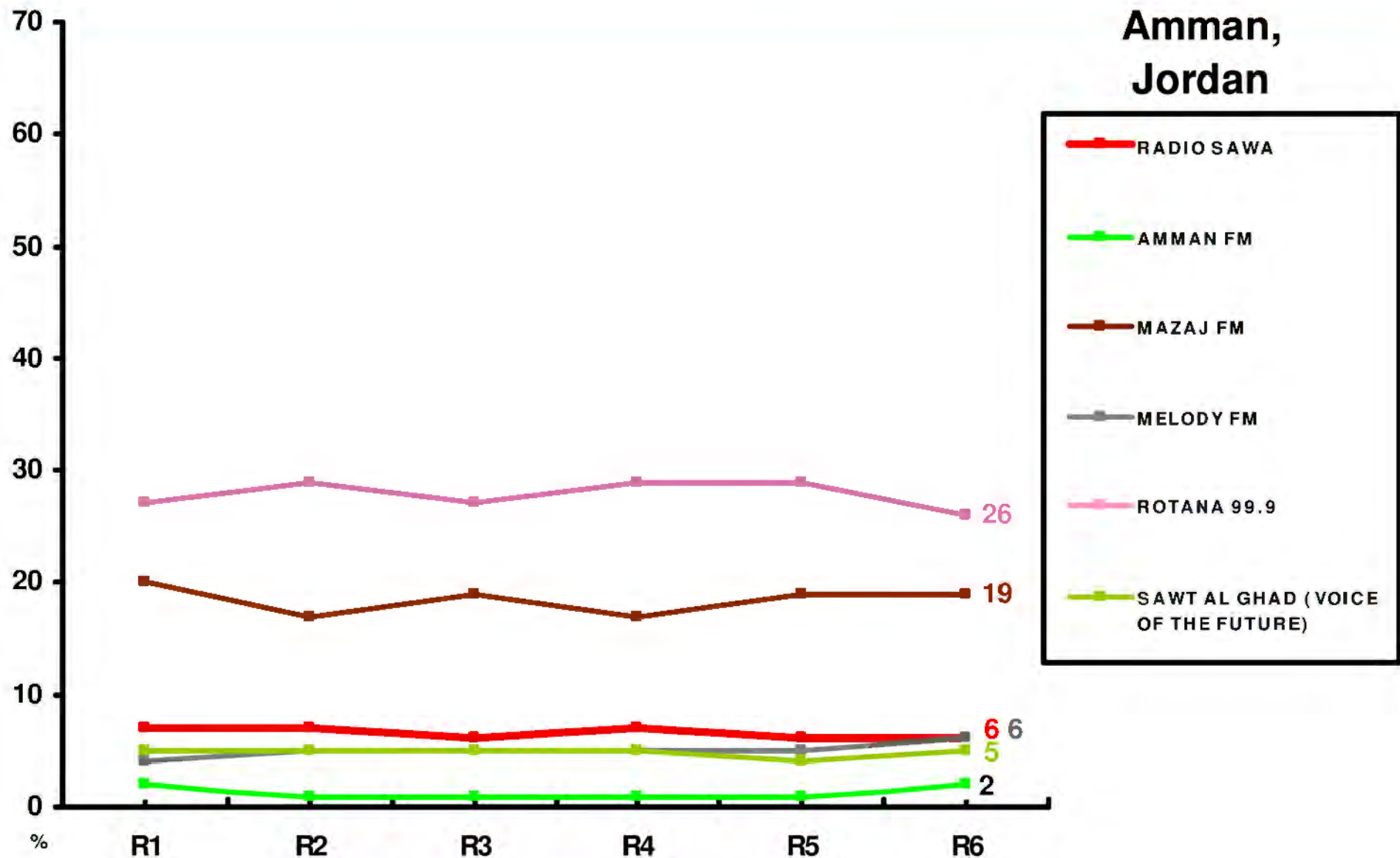
What radio station do you listen to most?



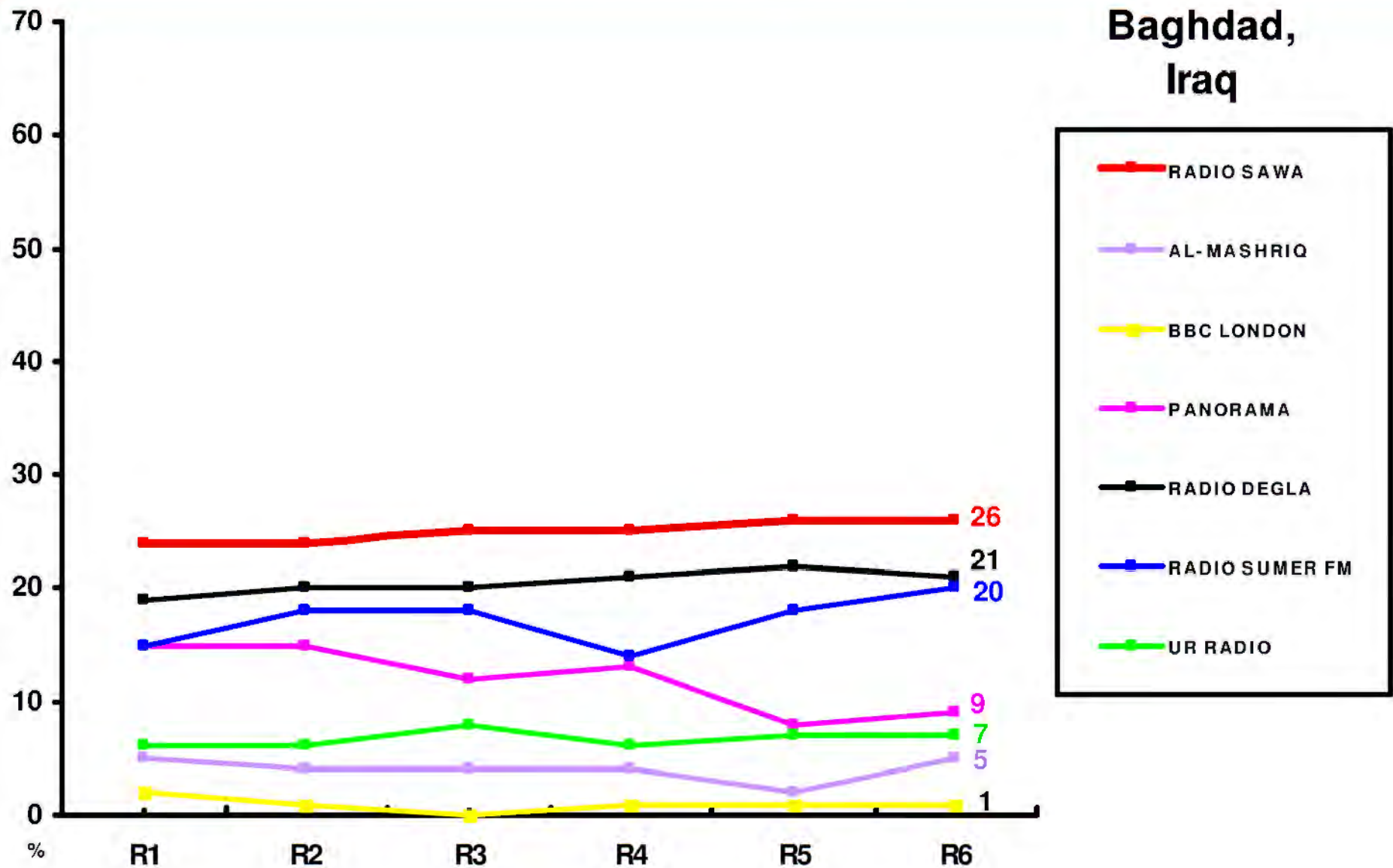
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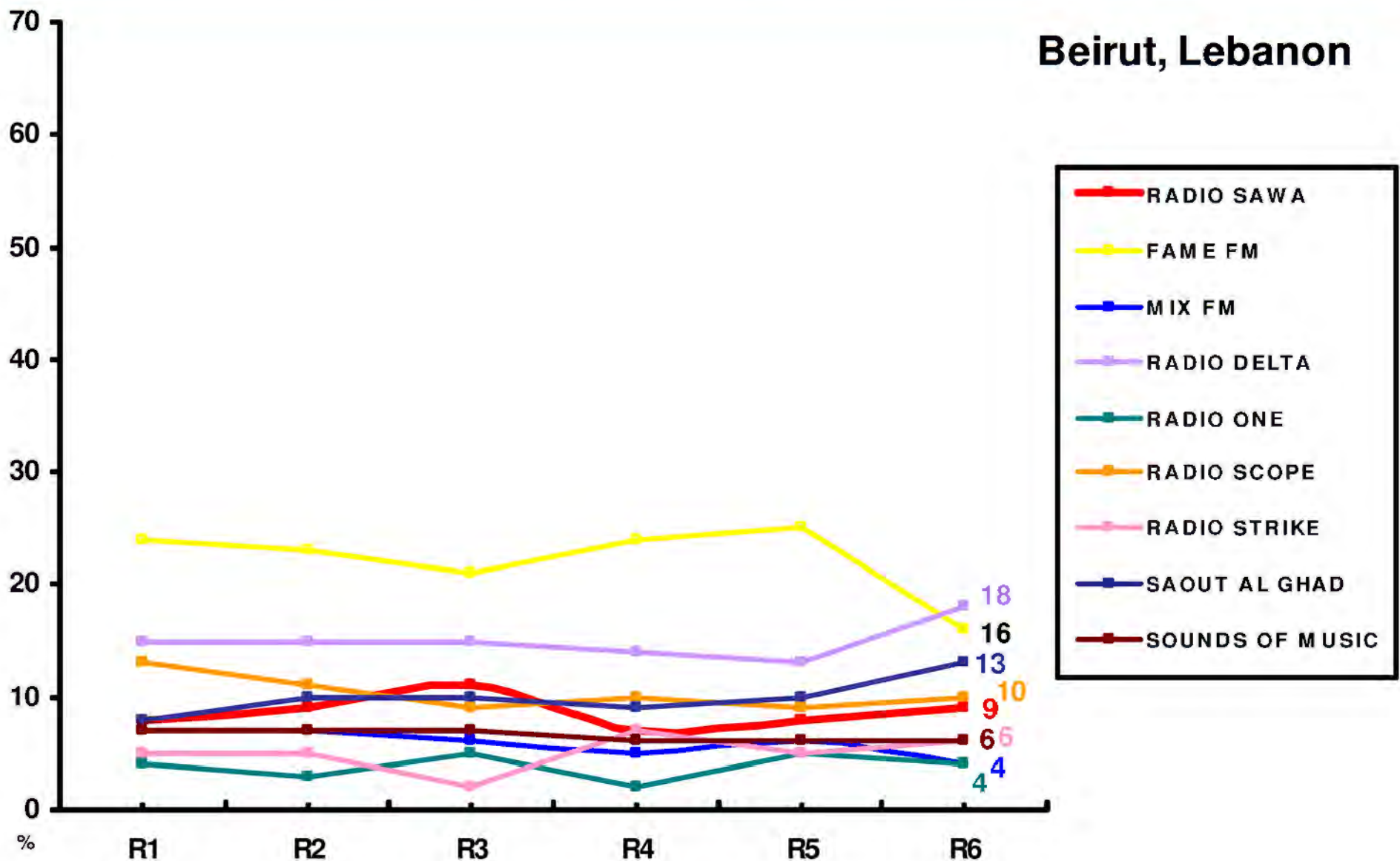
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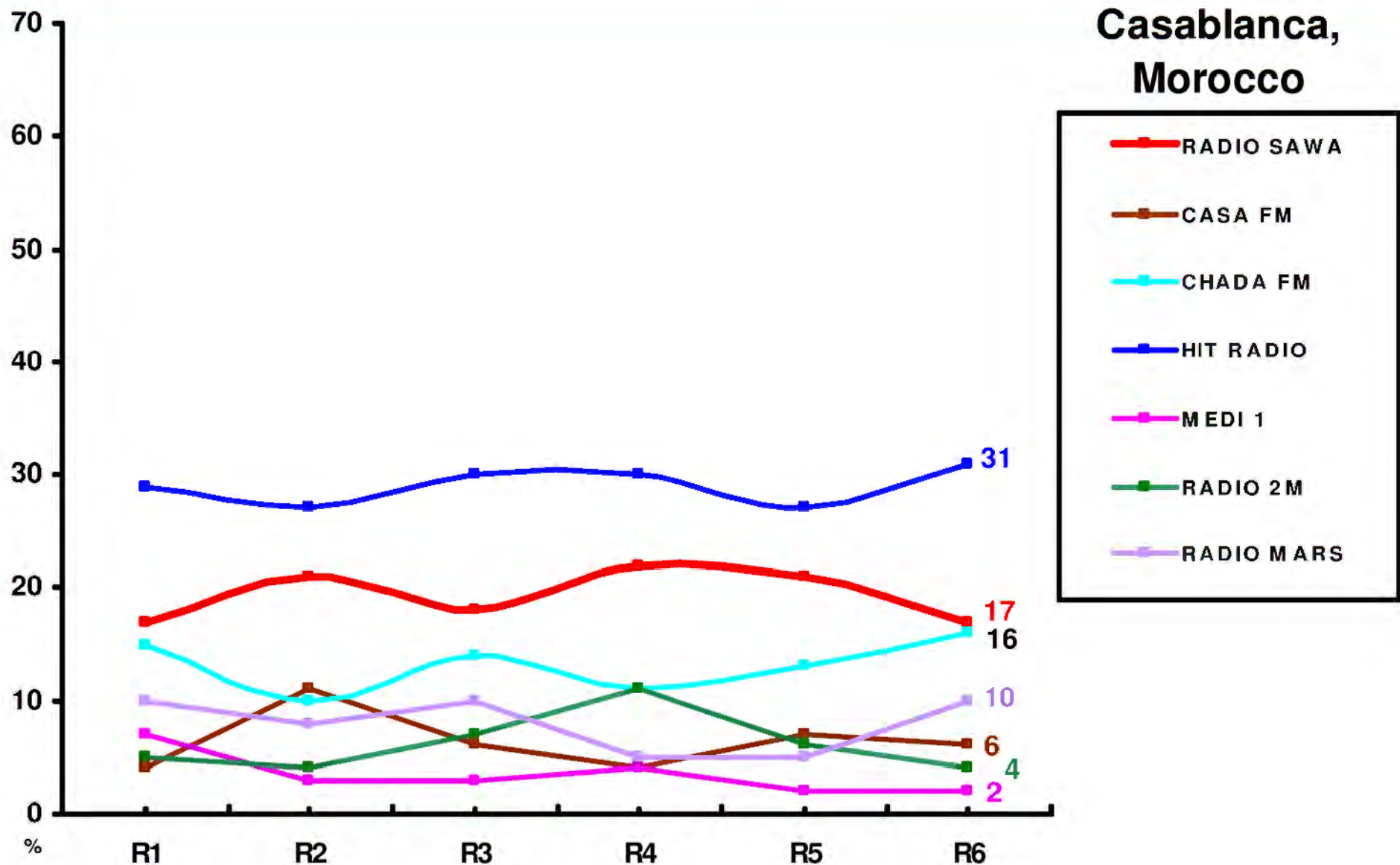
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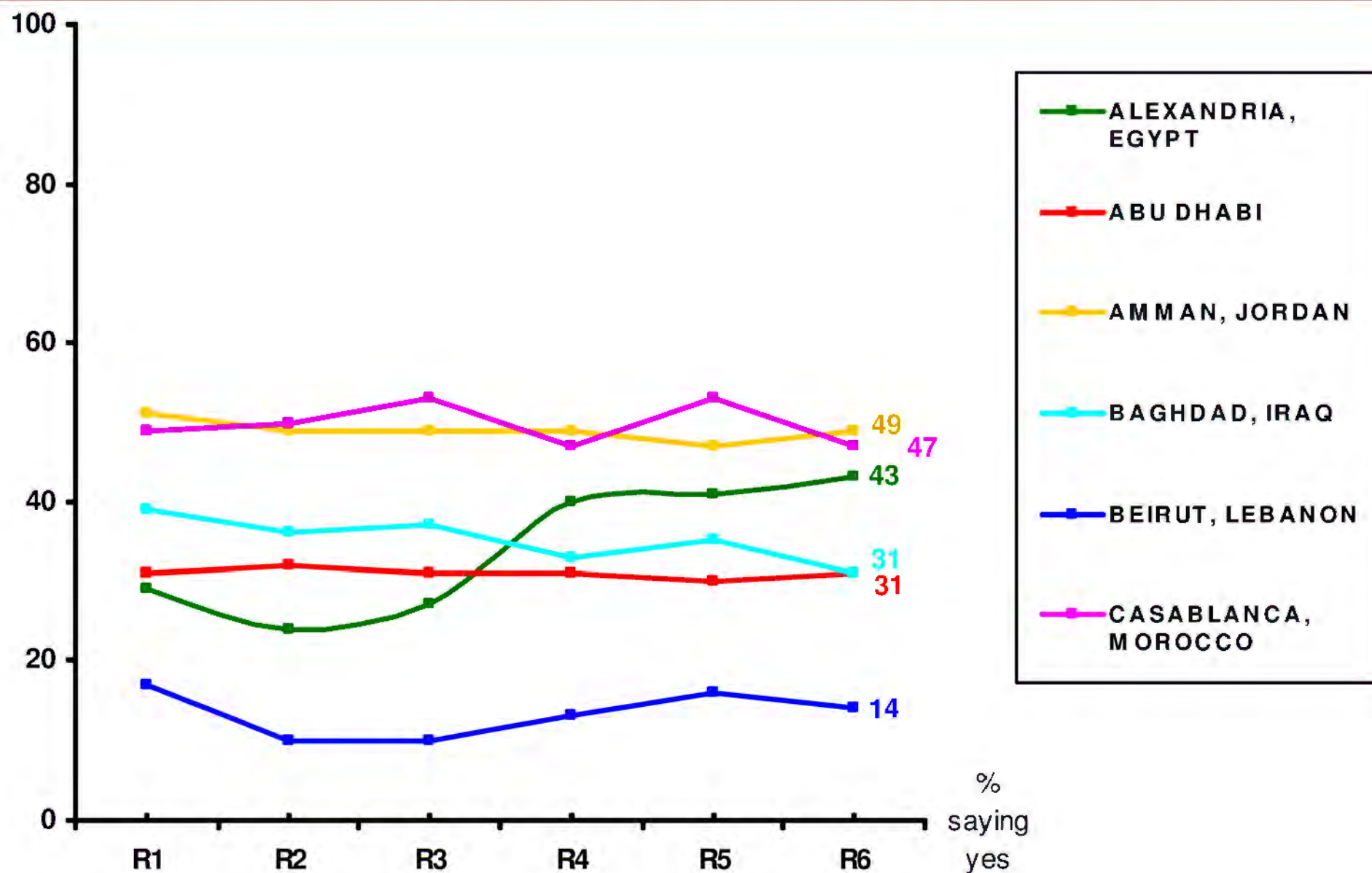


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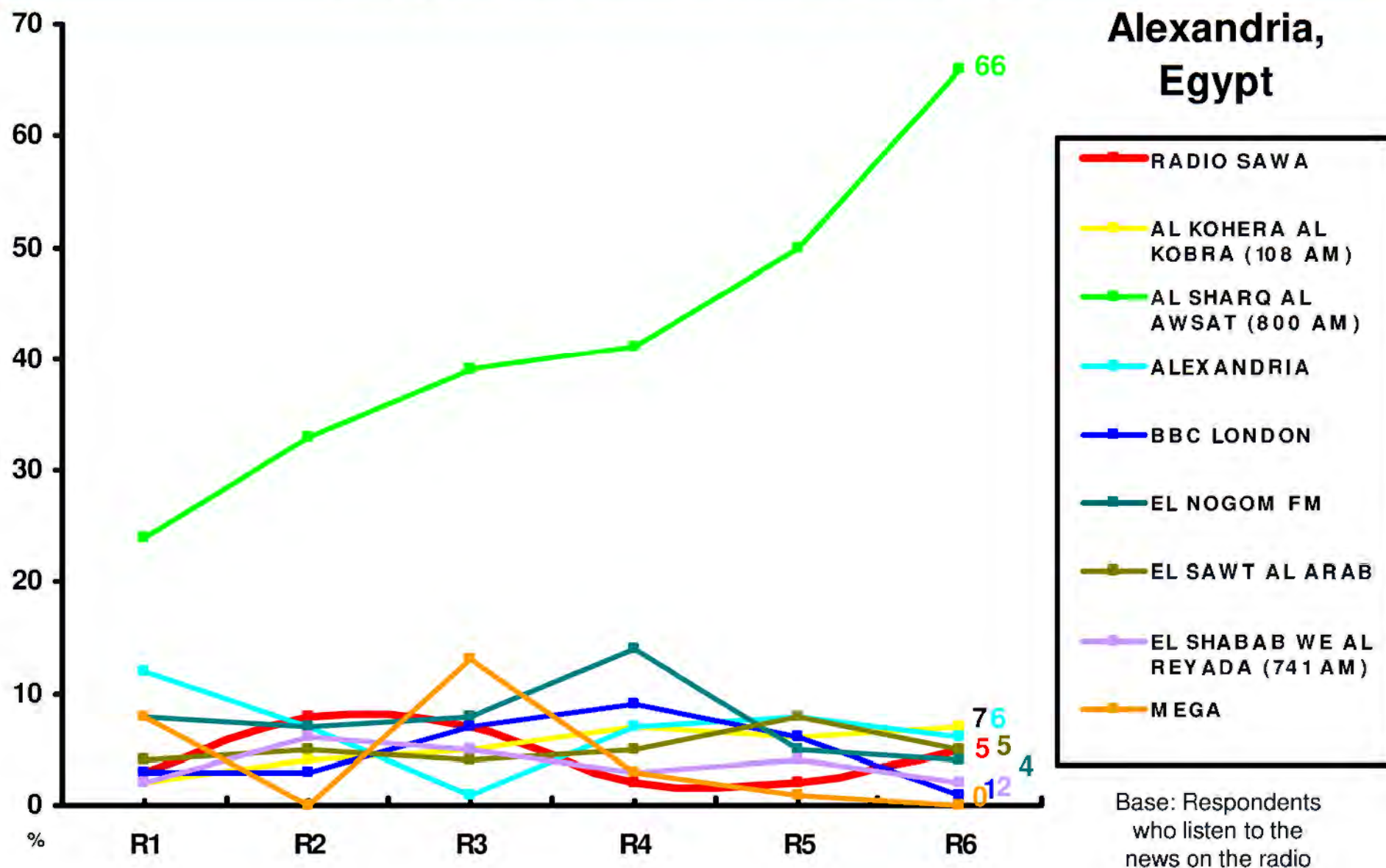


Station listened to
most to hear news

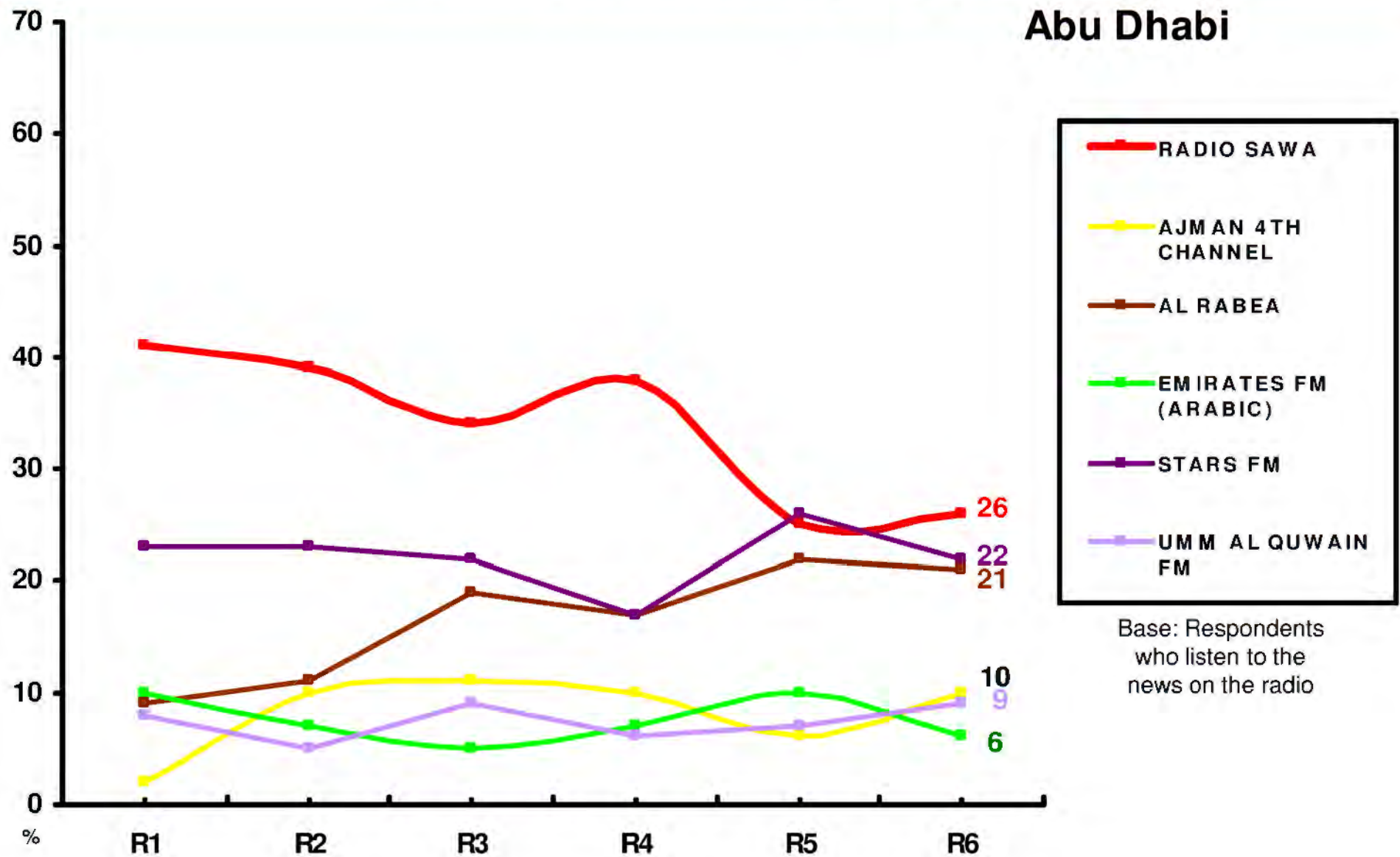
Do you listen to the news on the radio?



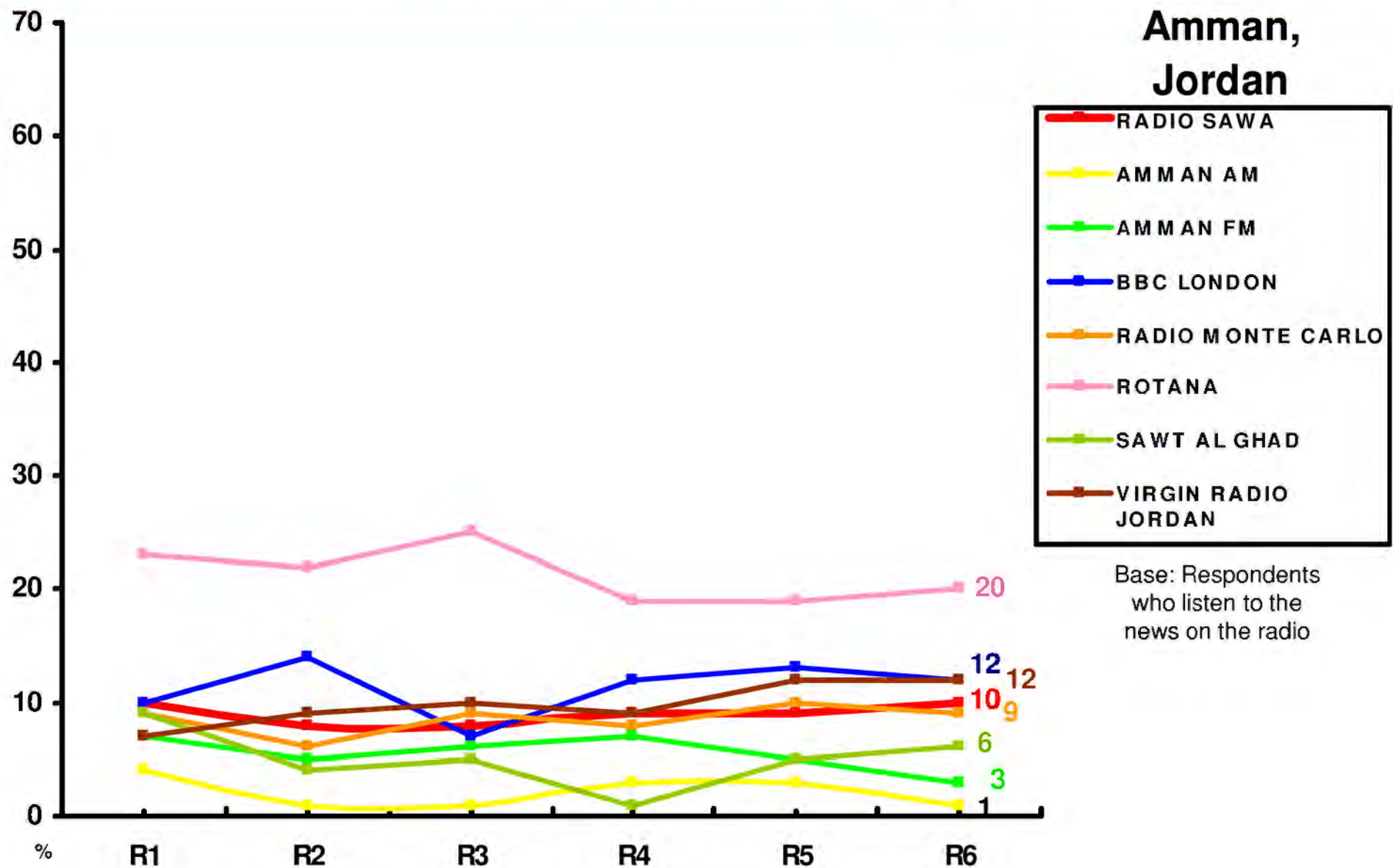
What radio station do you listen to most to hear the news?



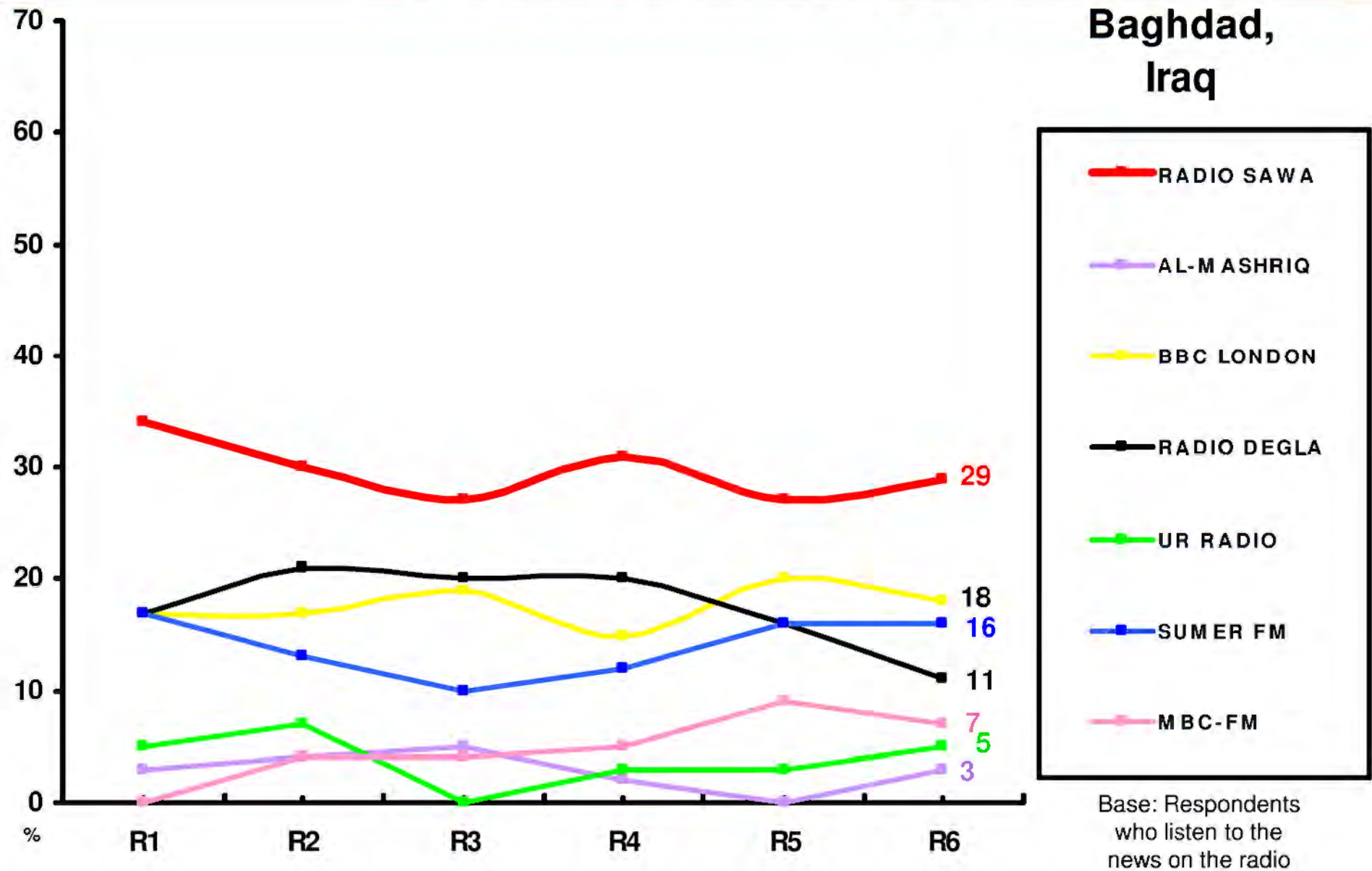
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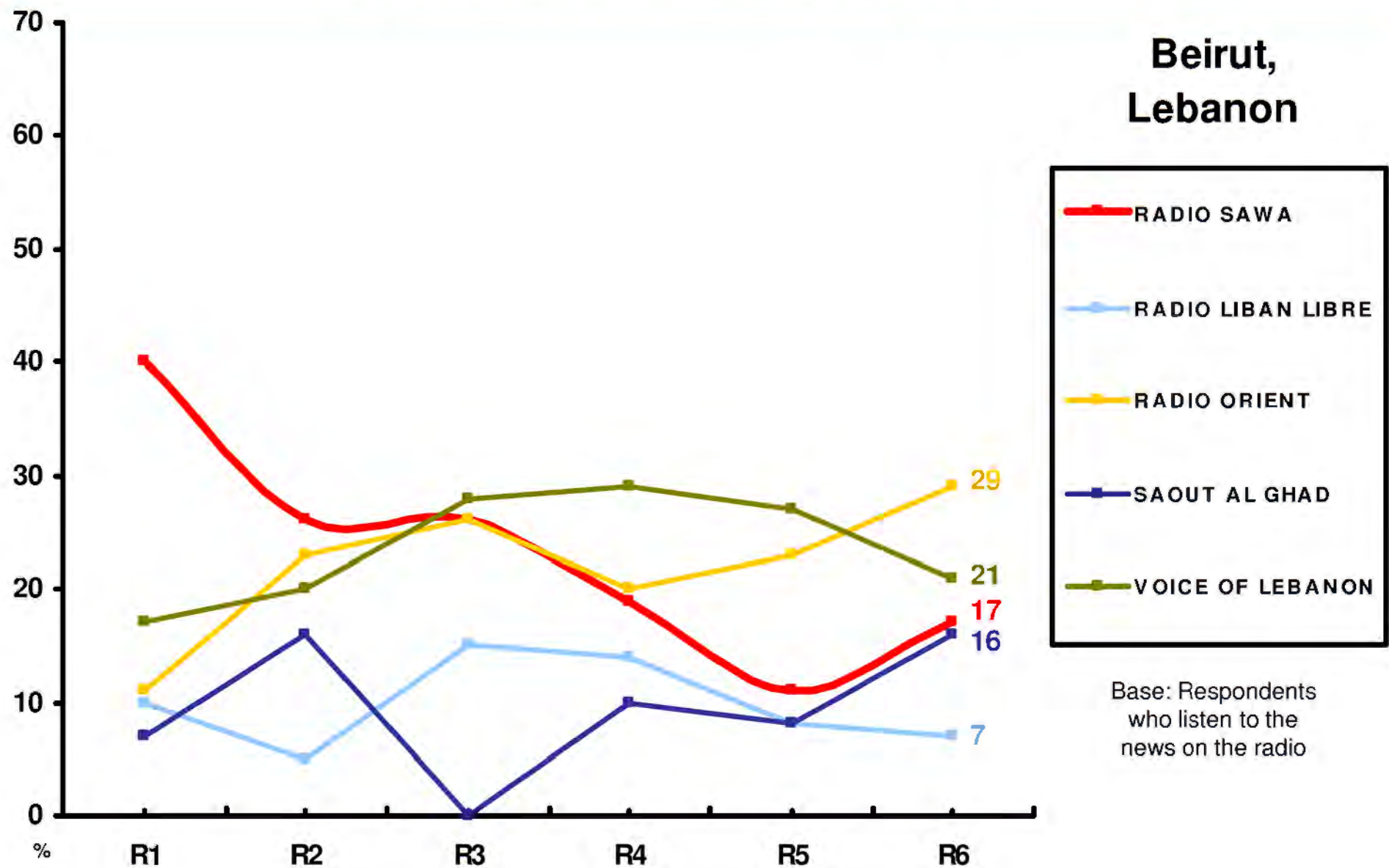
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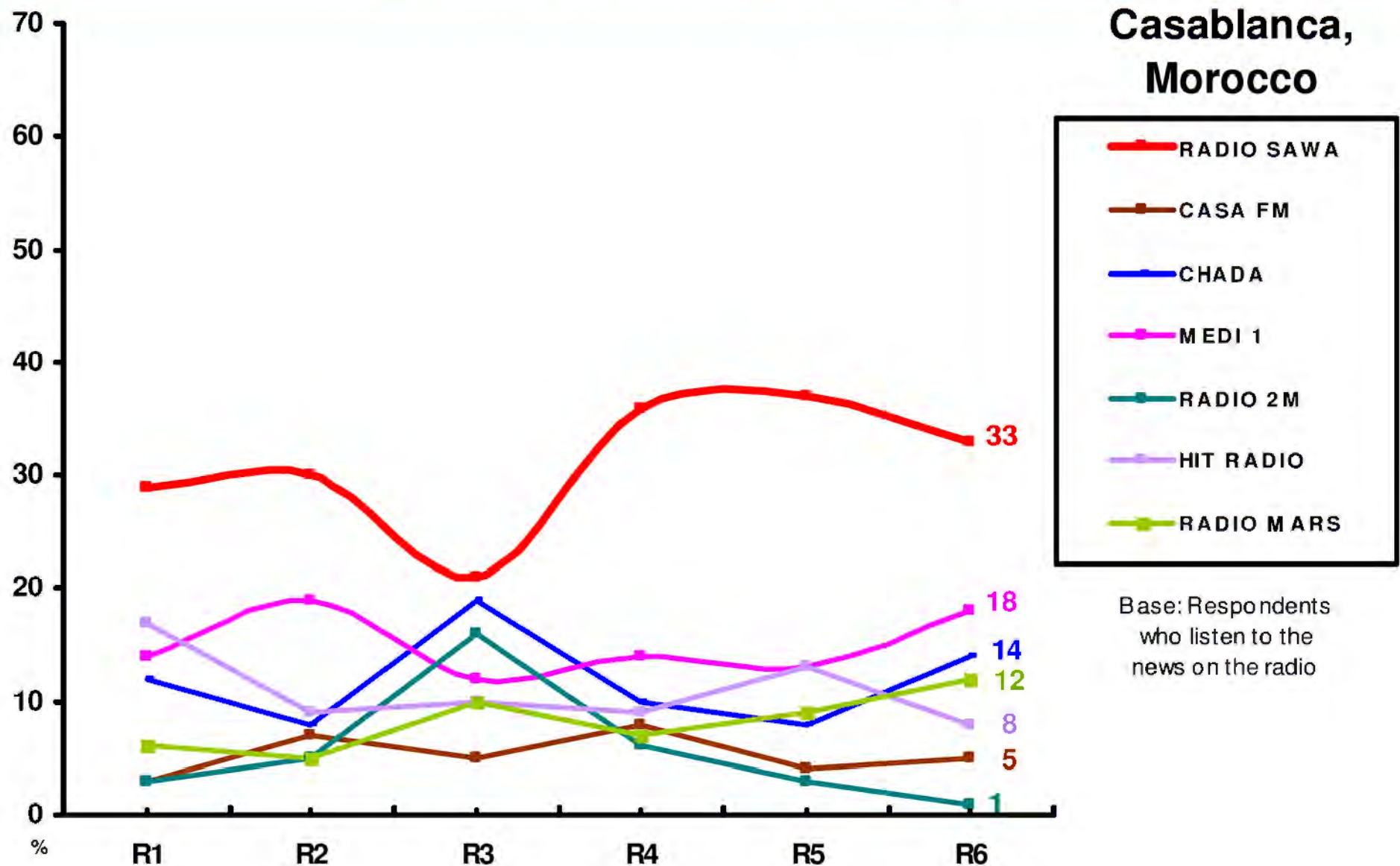
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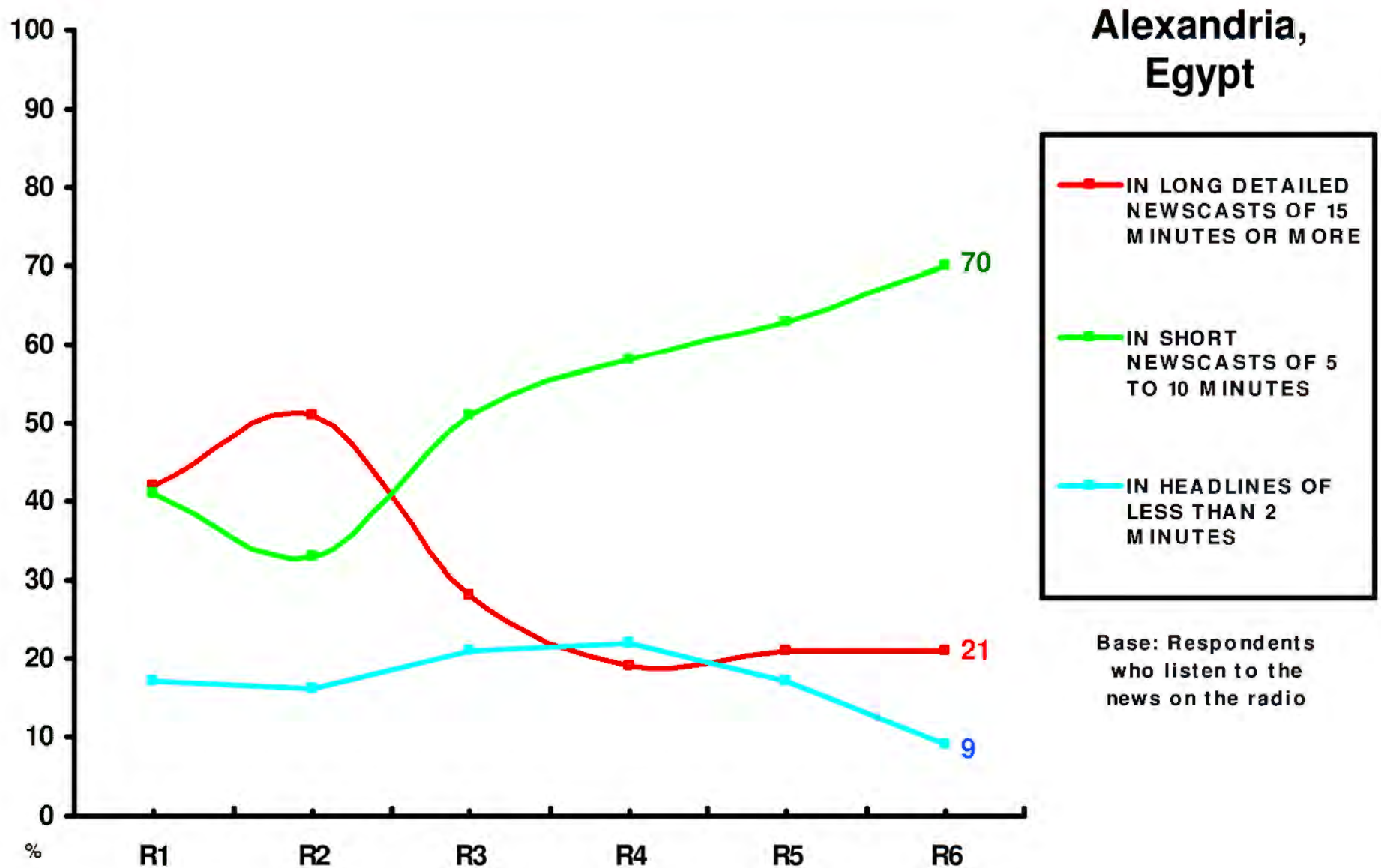


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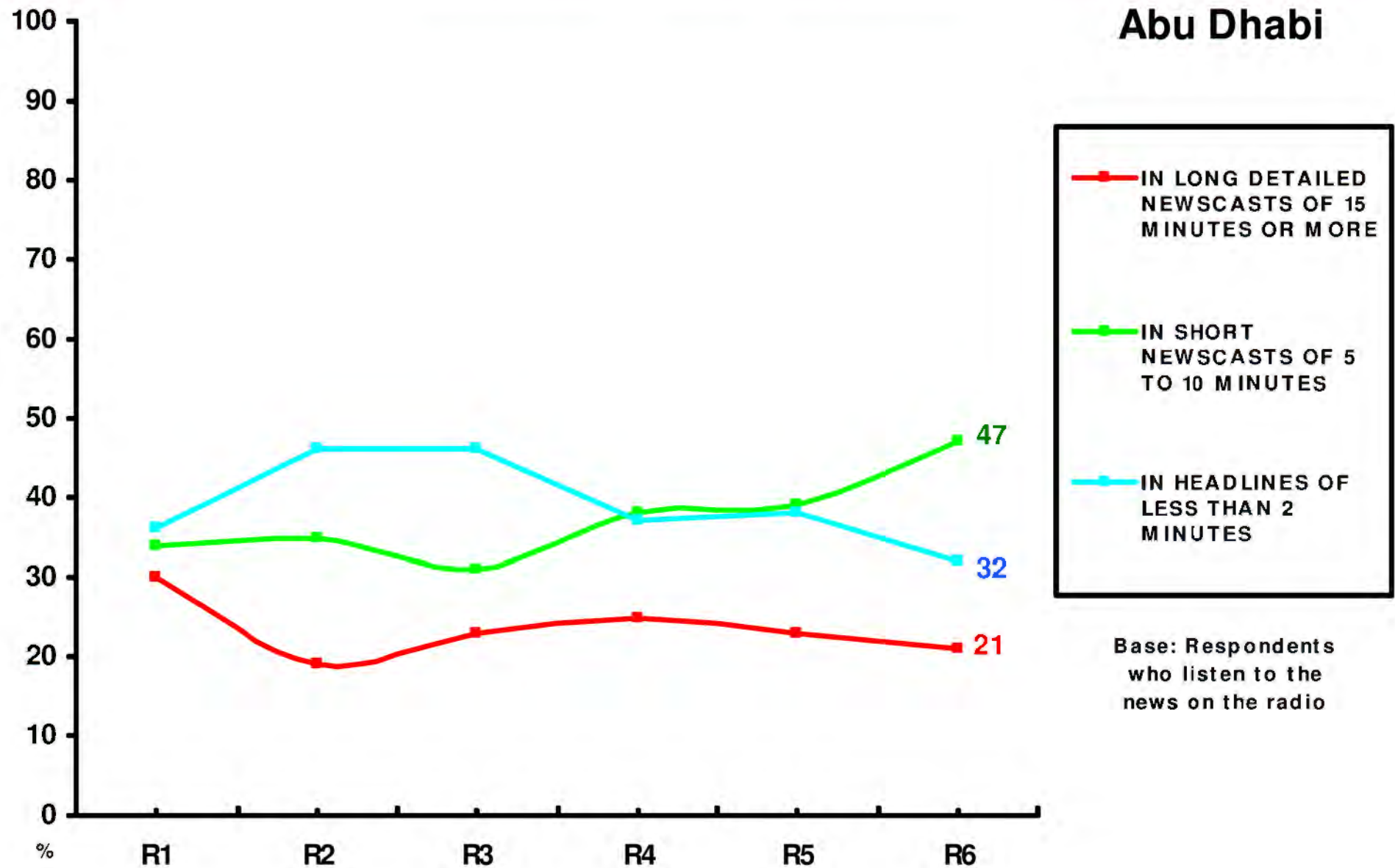


News Listening Preferences & Behavior

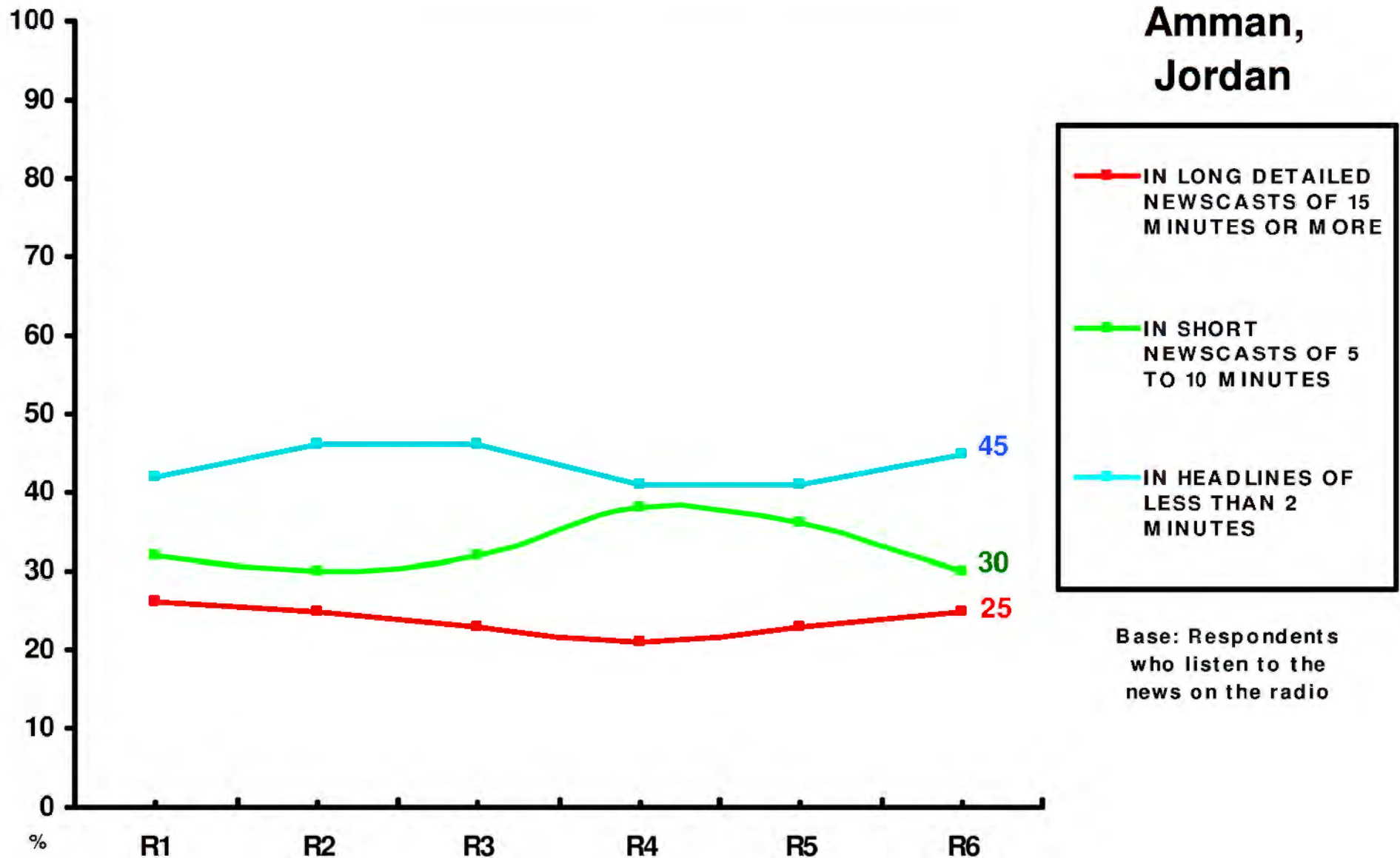
How do you prefer radio stations present news reports?



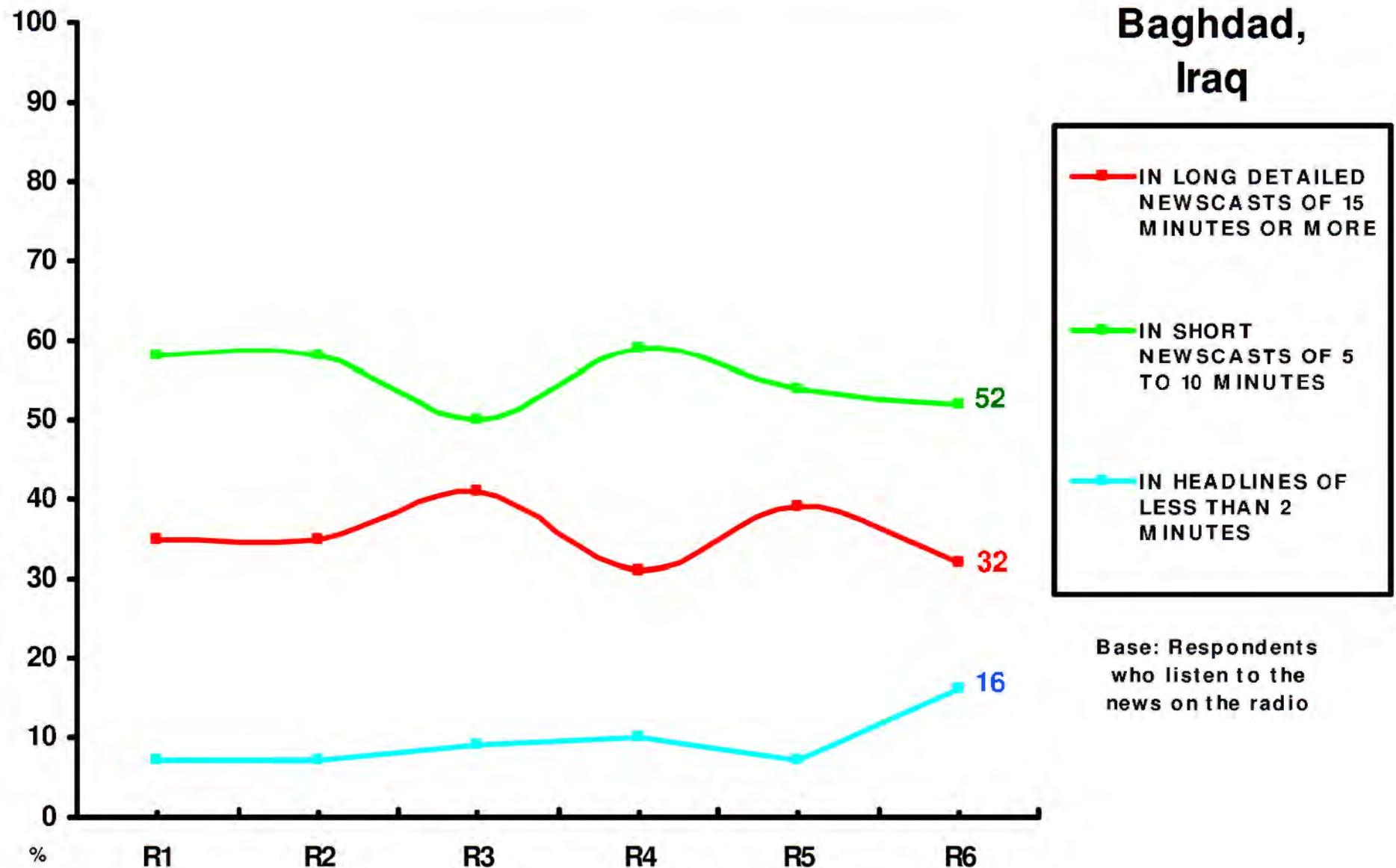
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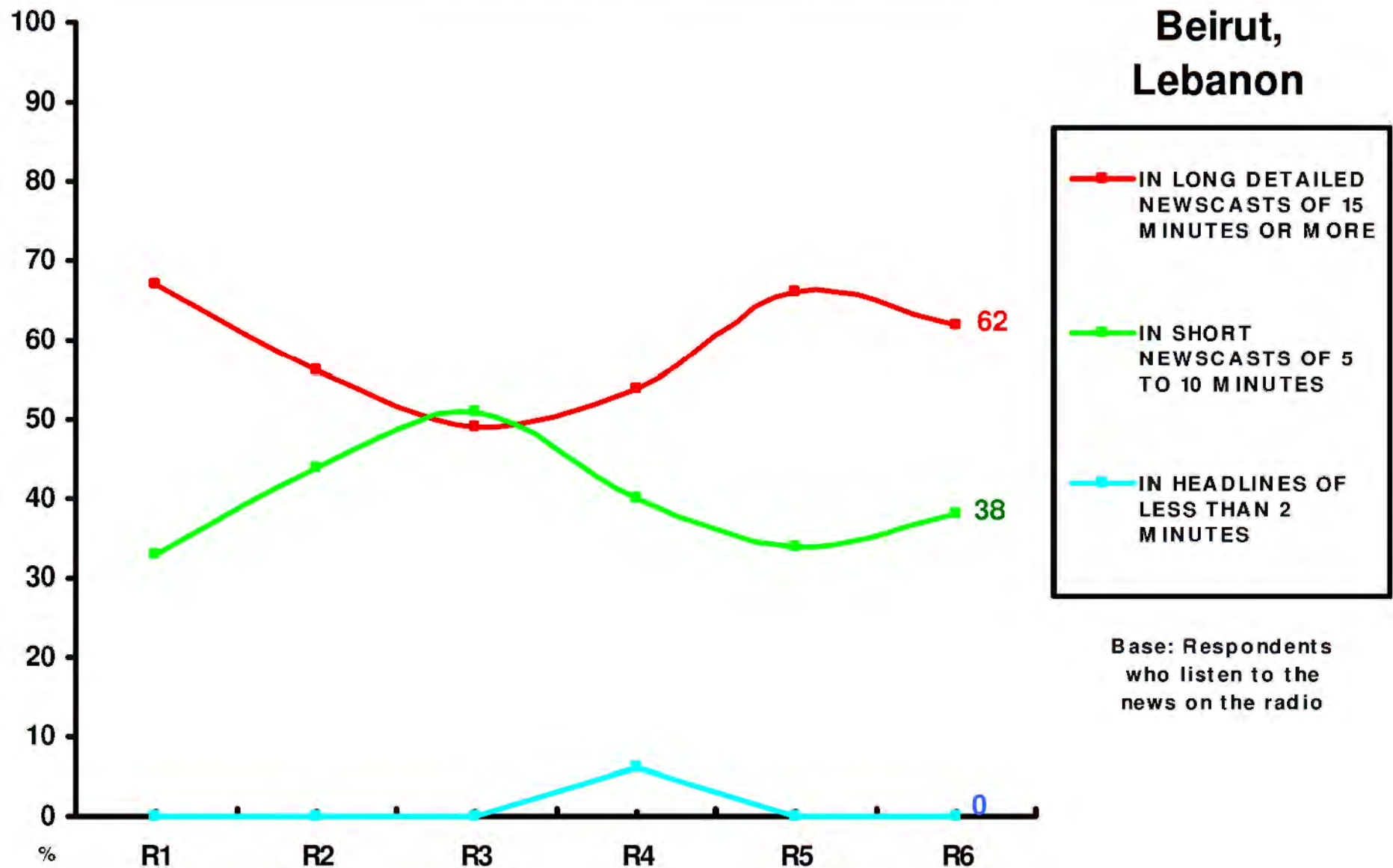
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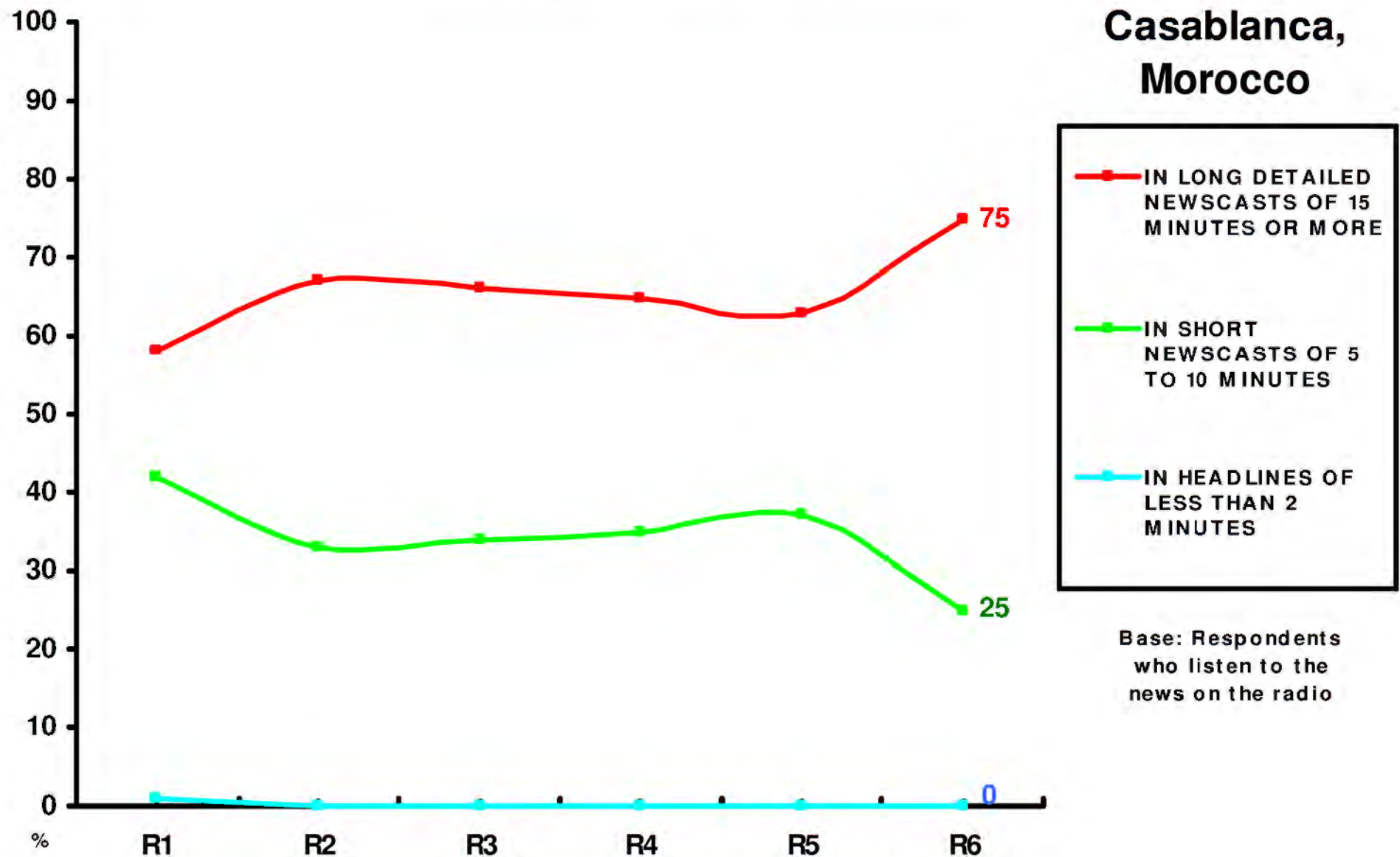
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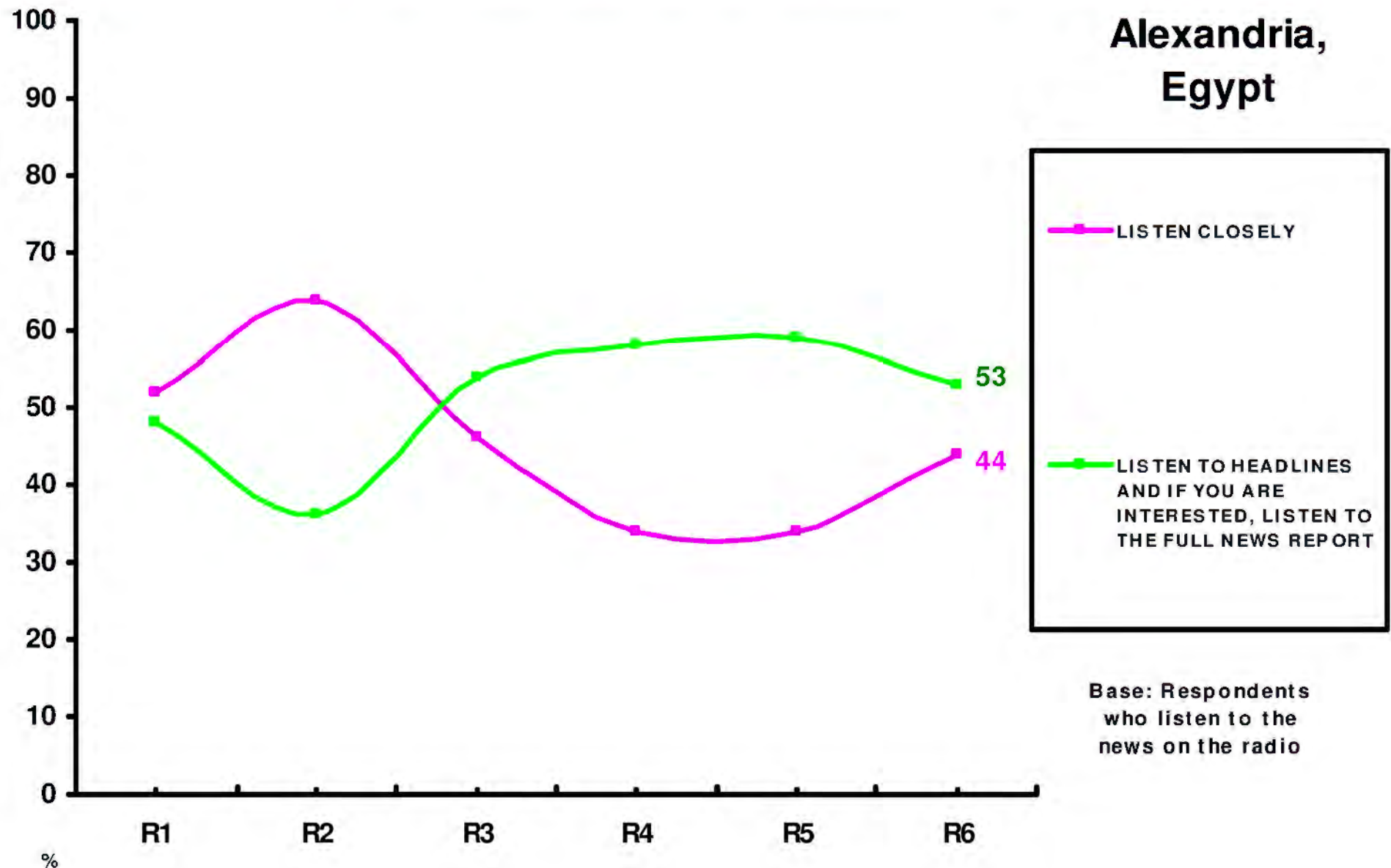
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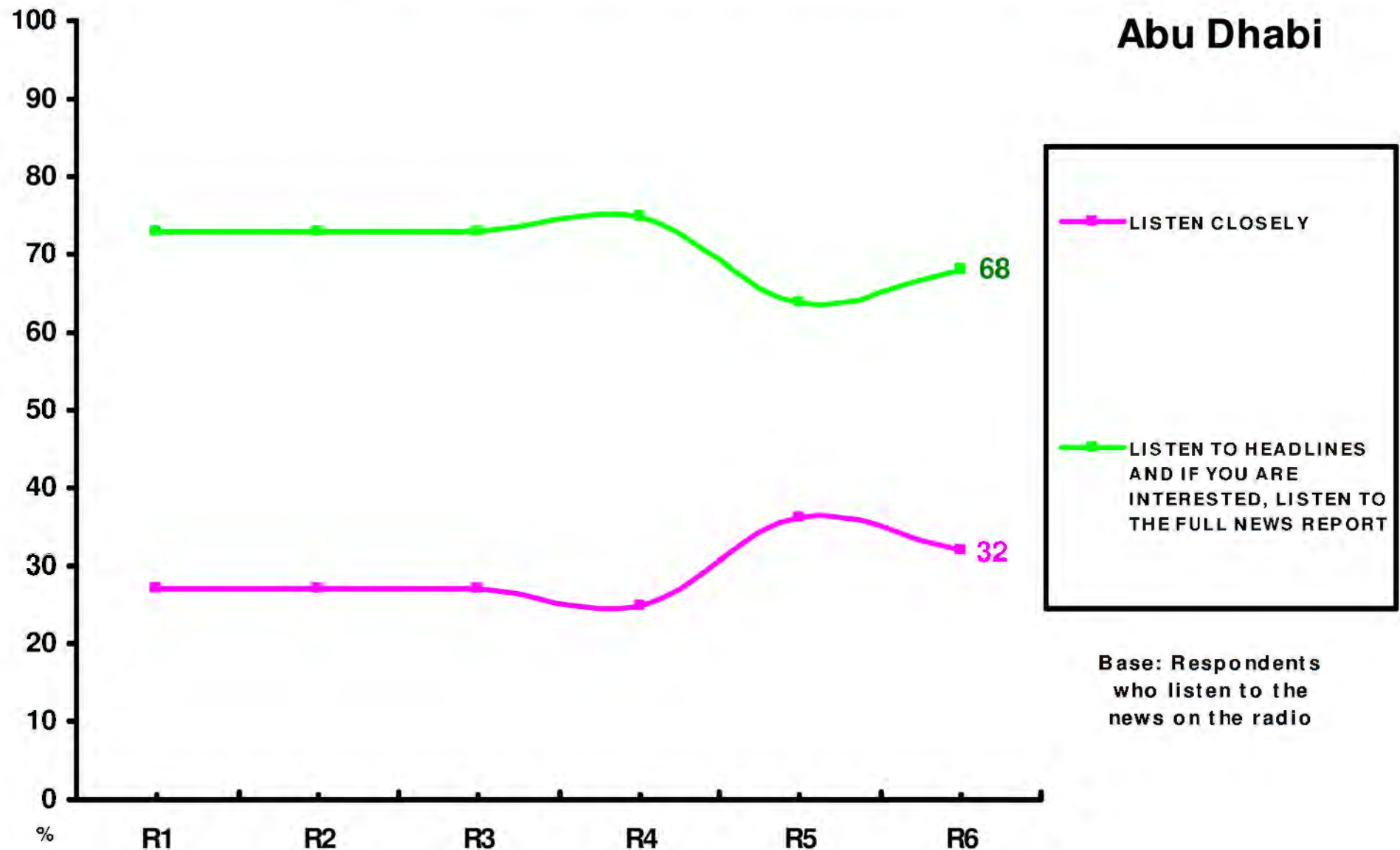
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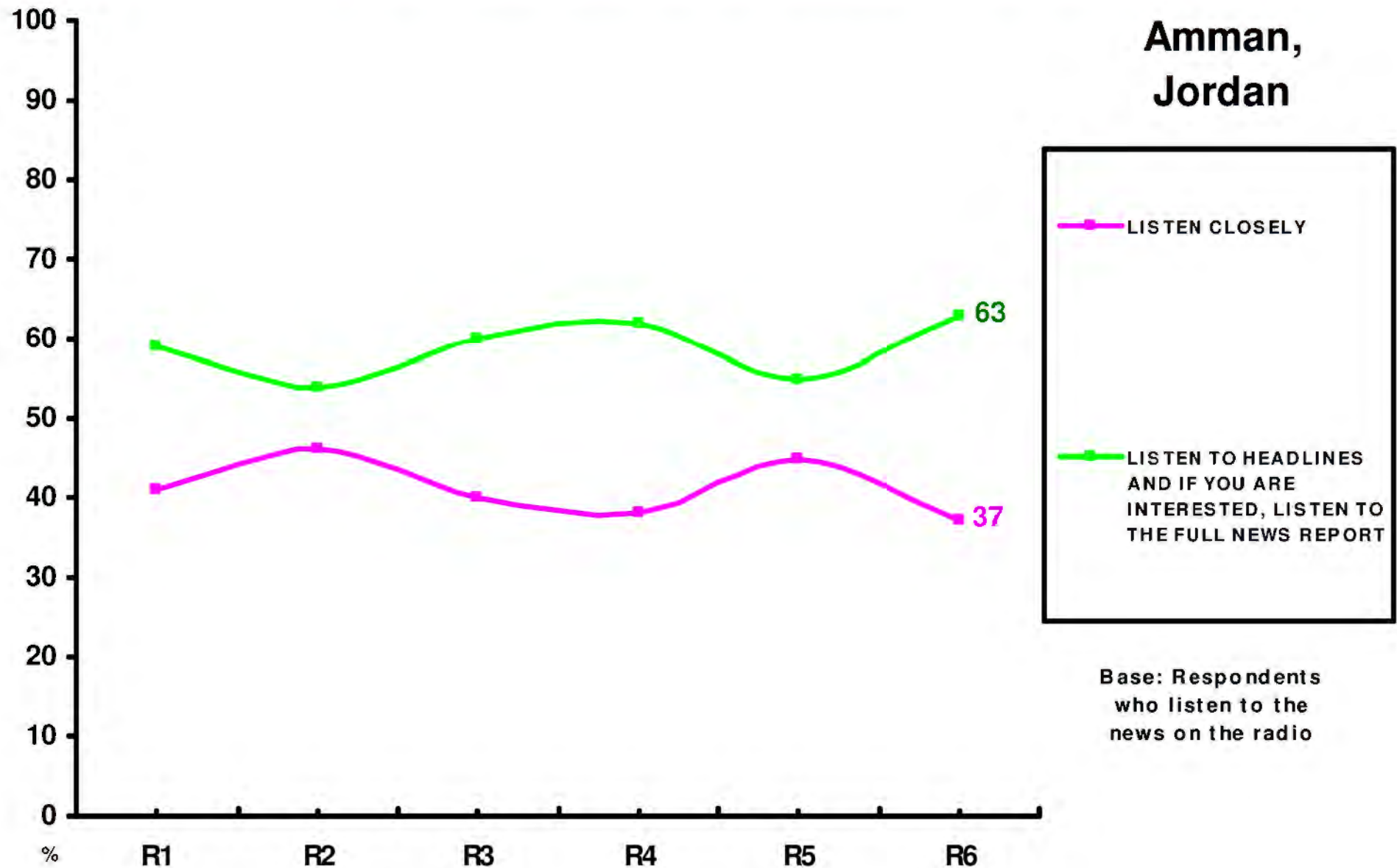
When the news comes on the radio, what do you do most often?



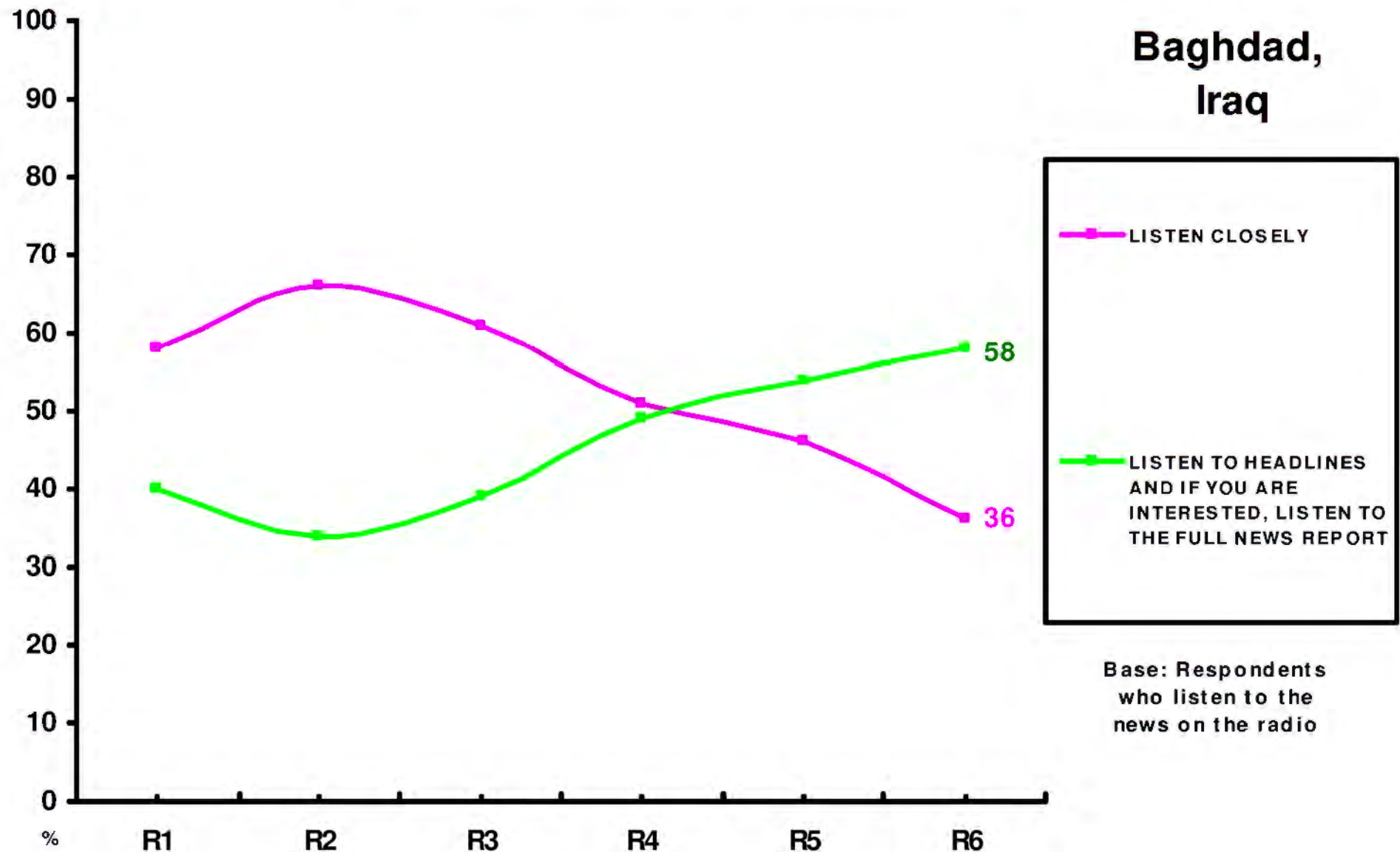
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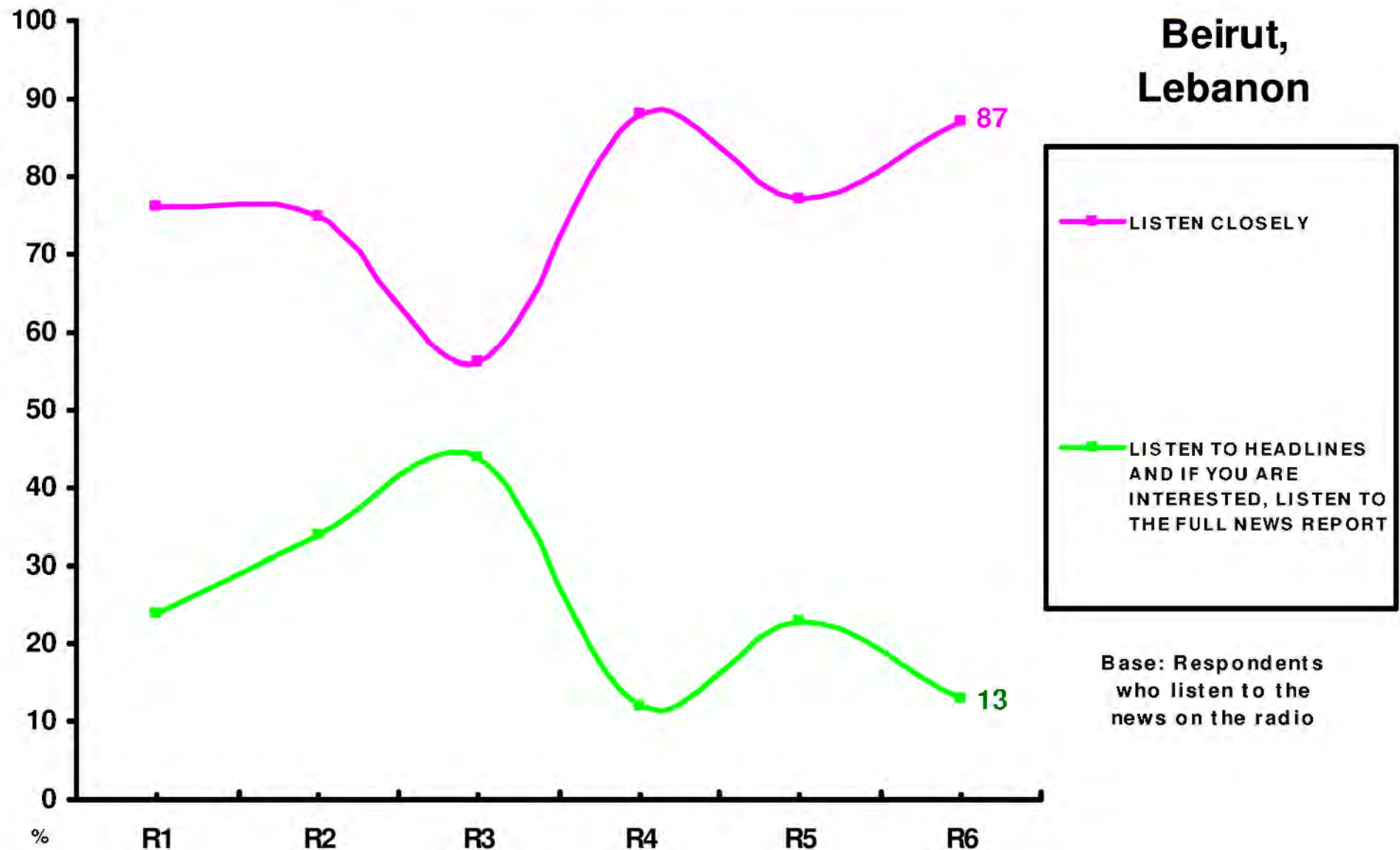
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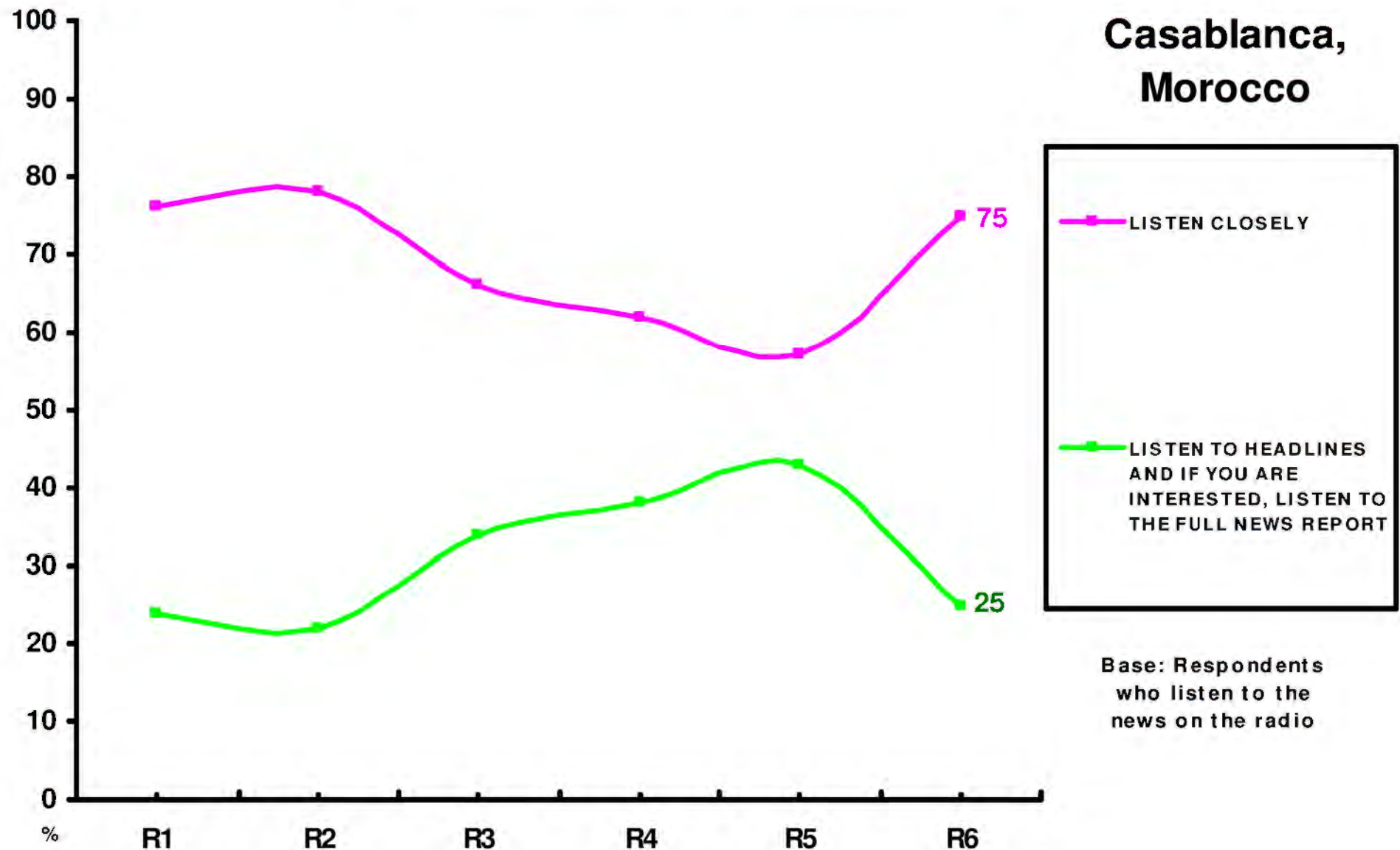
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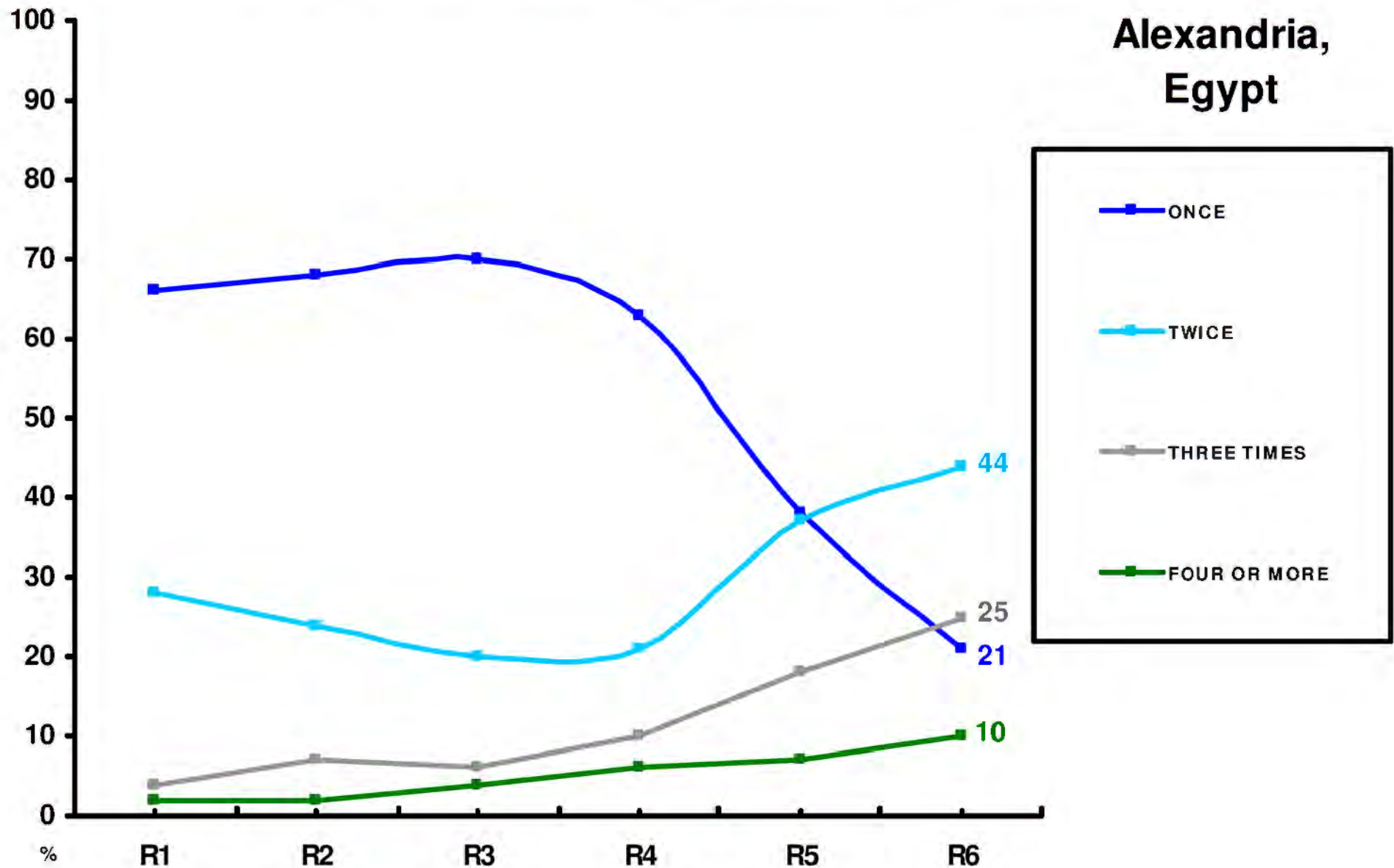
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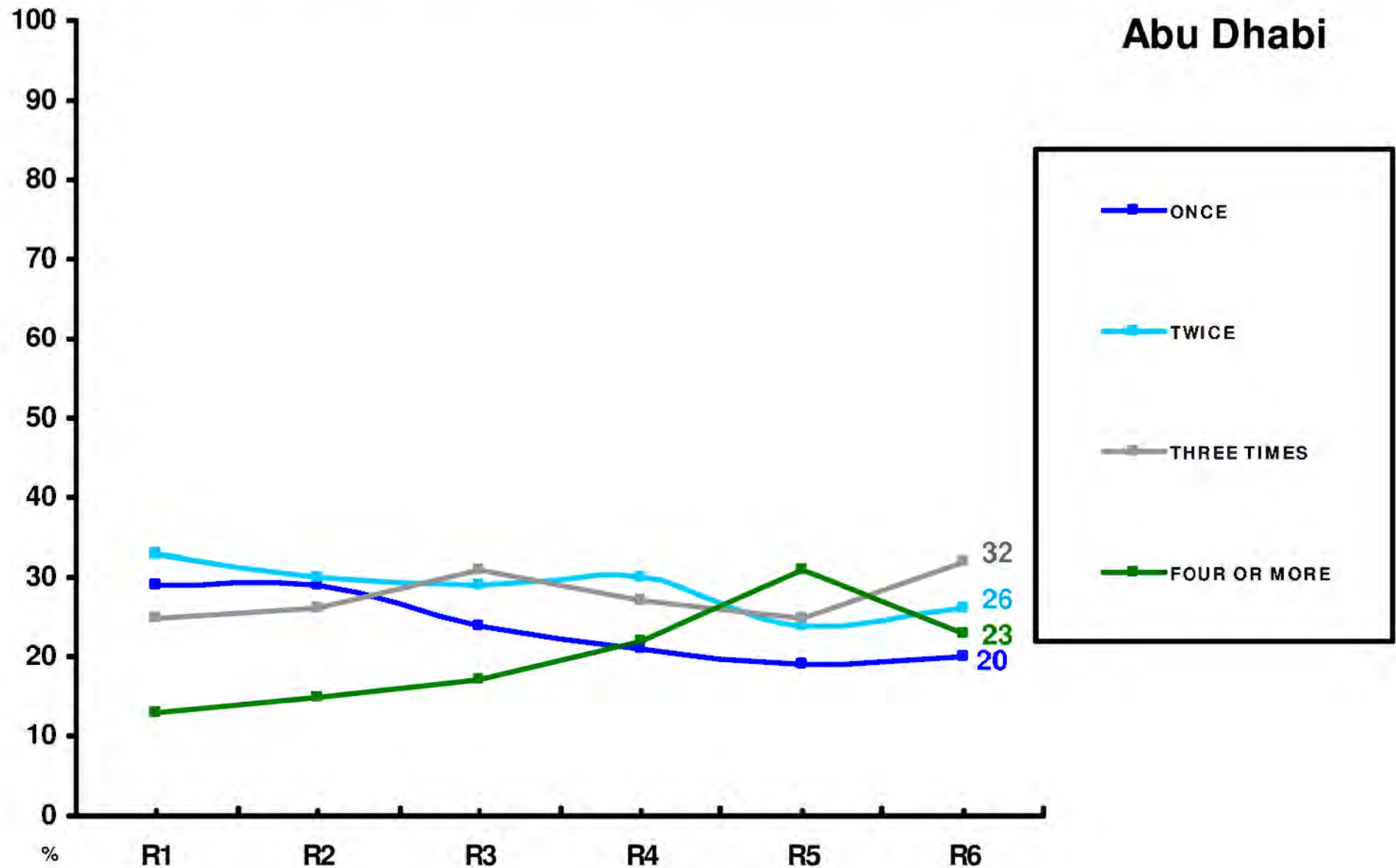
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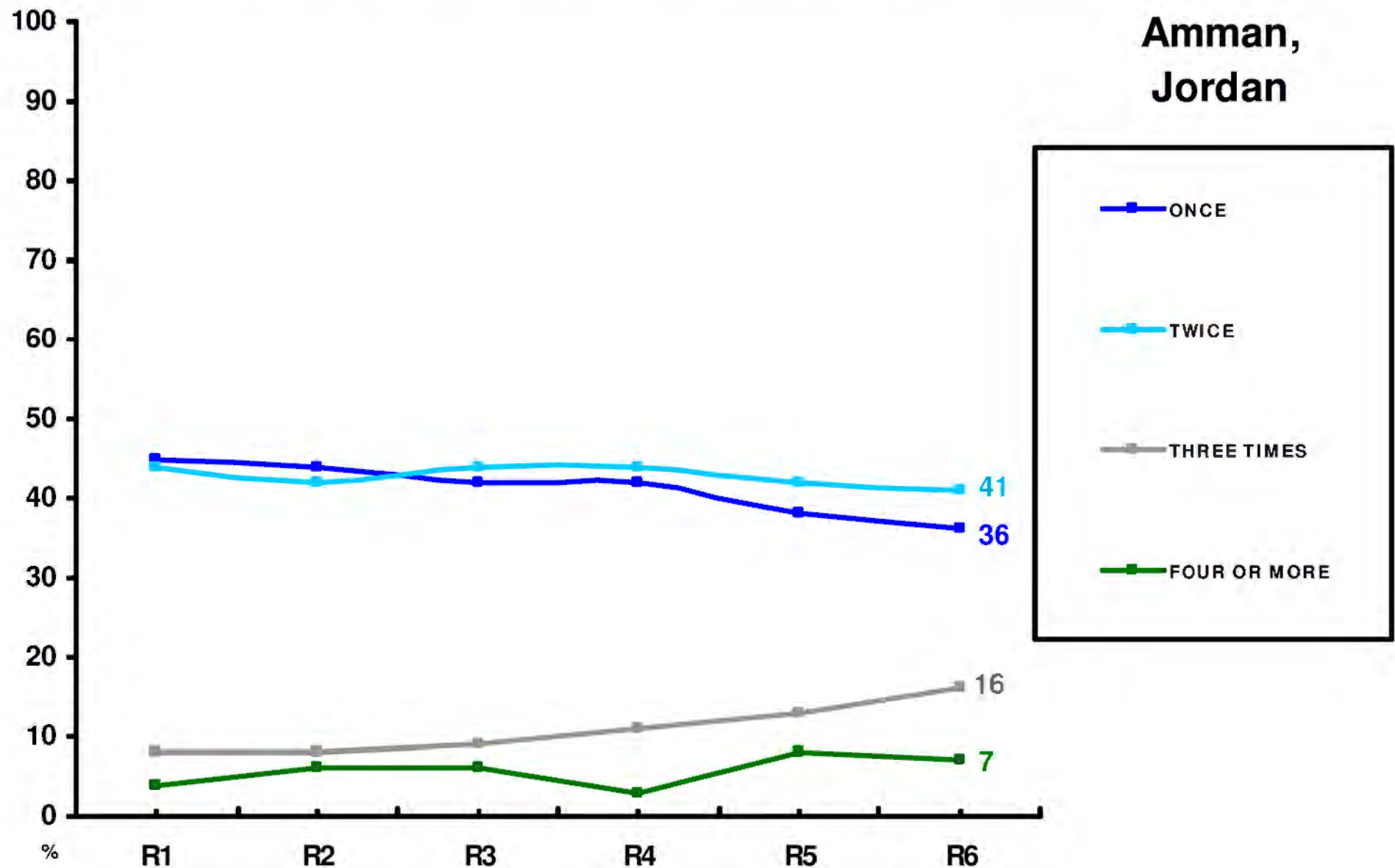
In a typical day, how many different times do you tune into the radio?



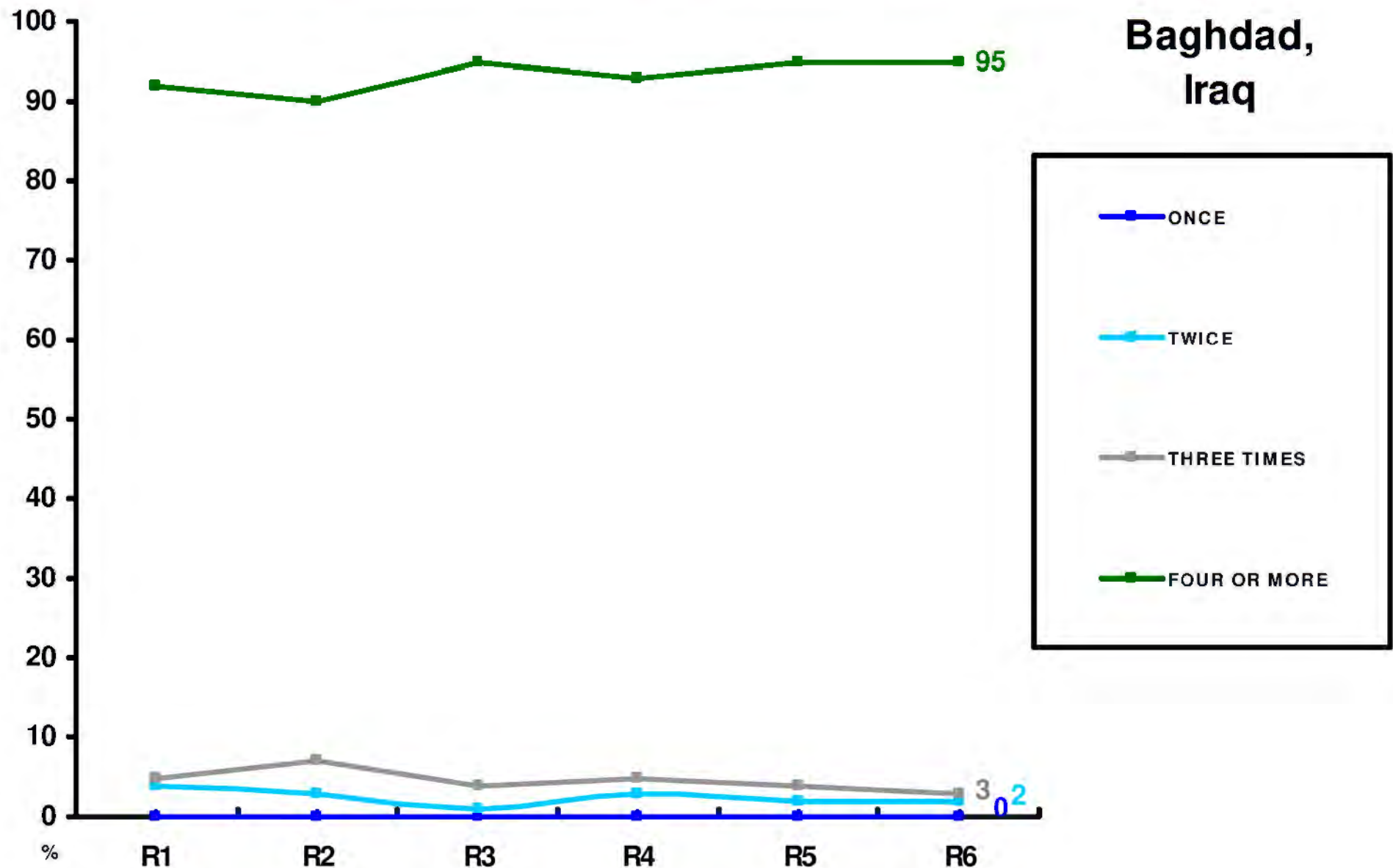
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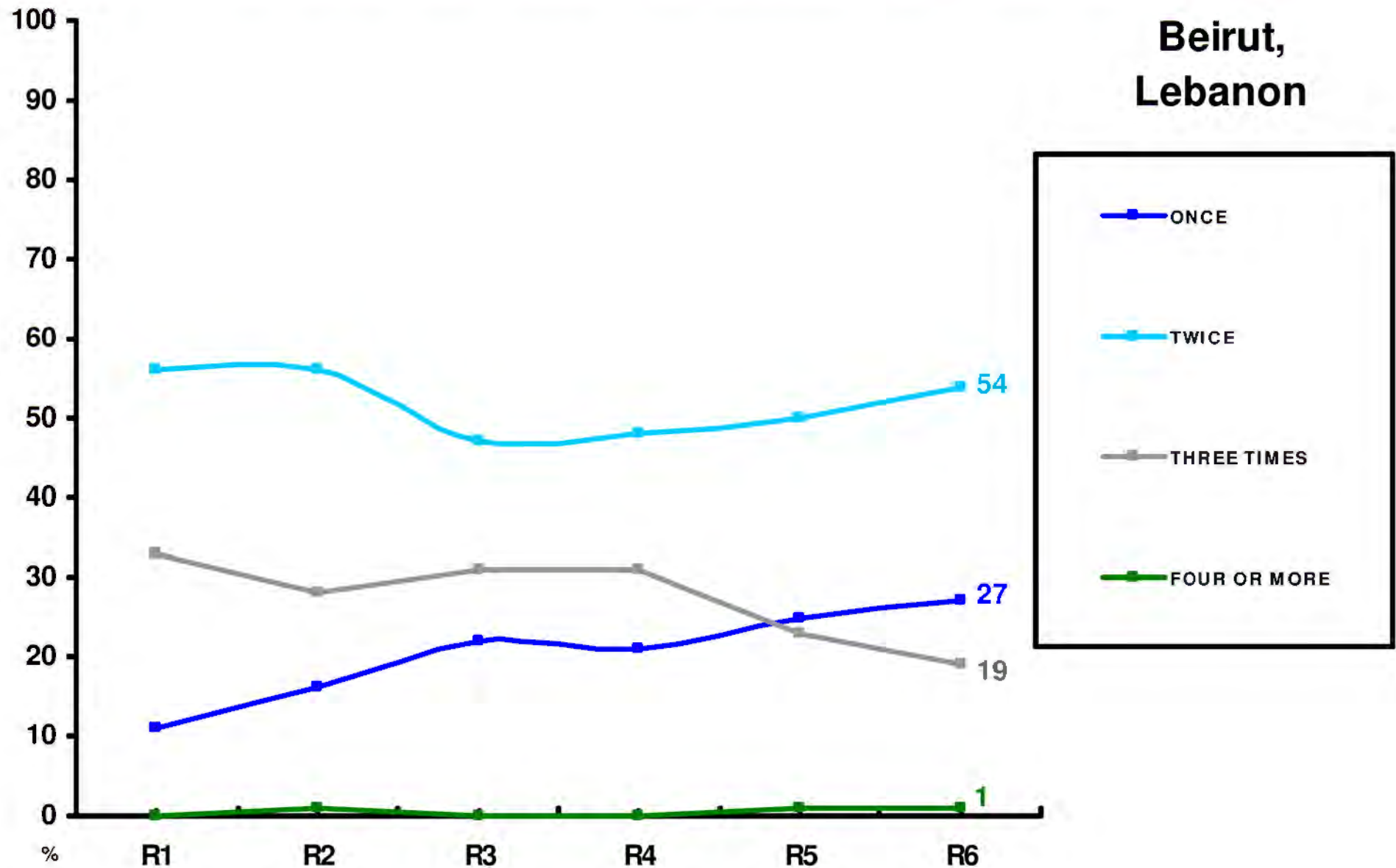
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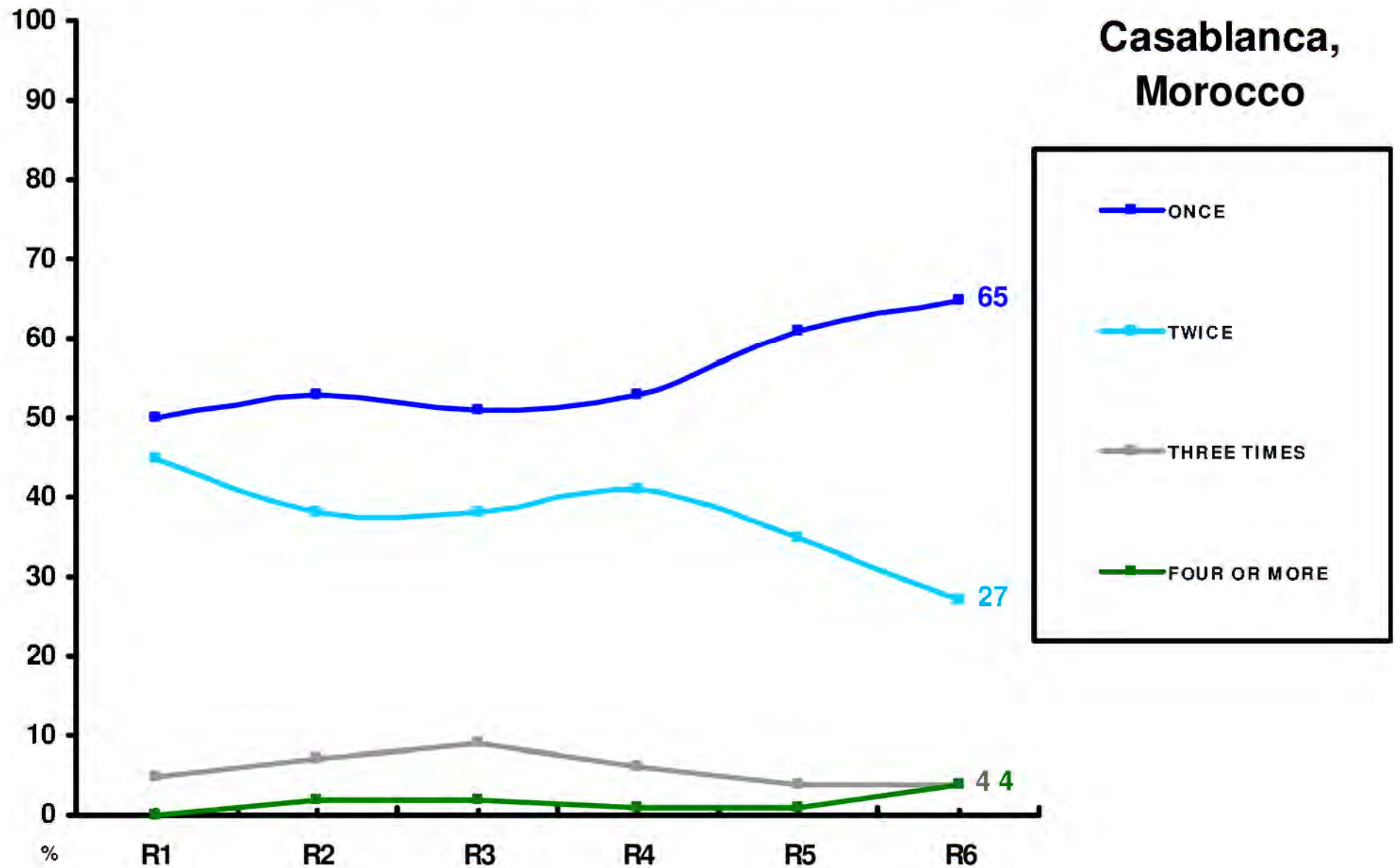
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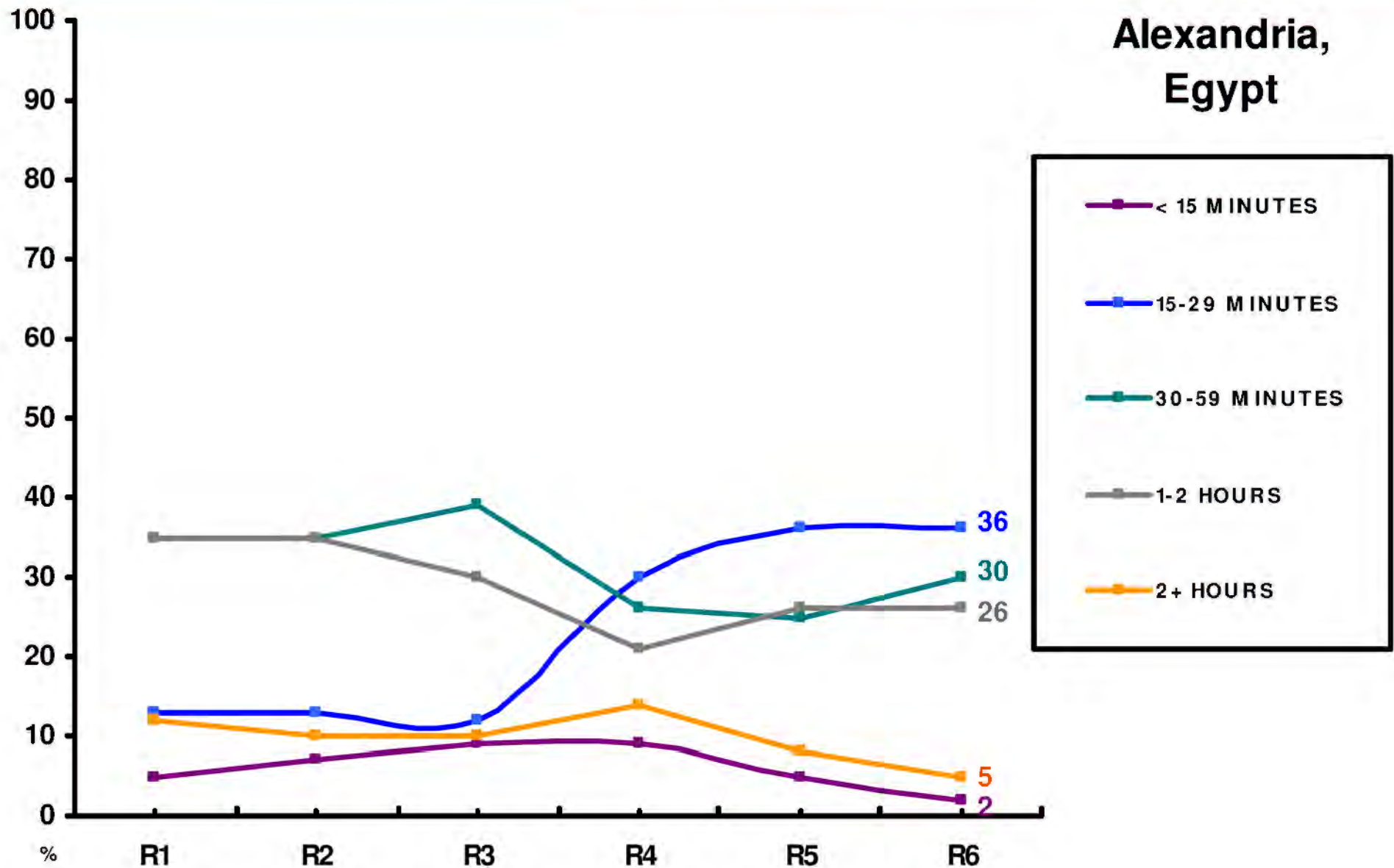
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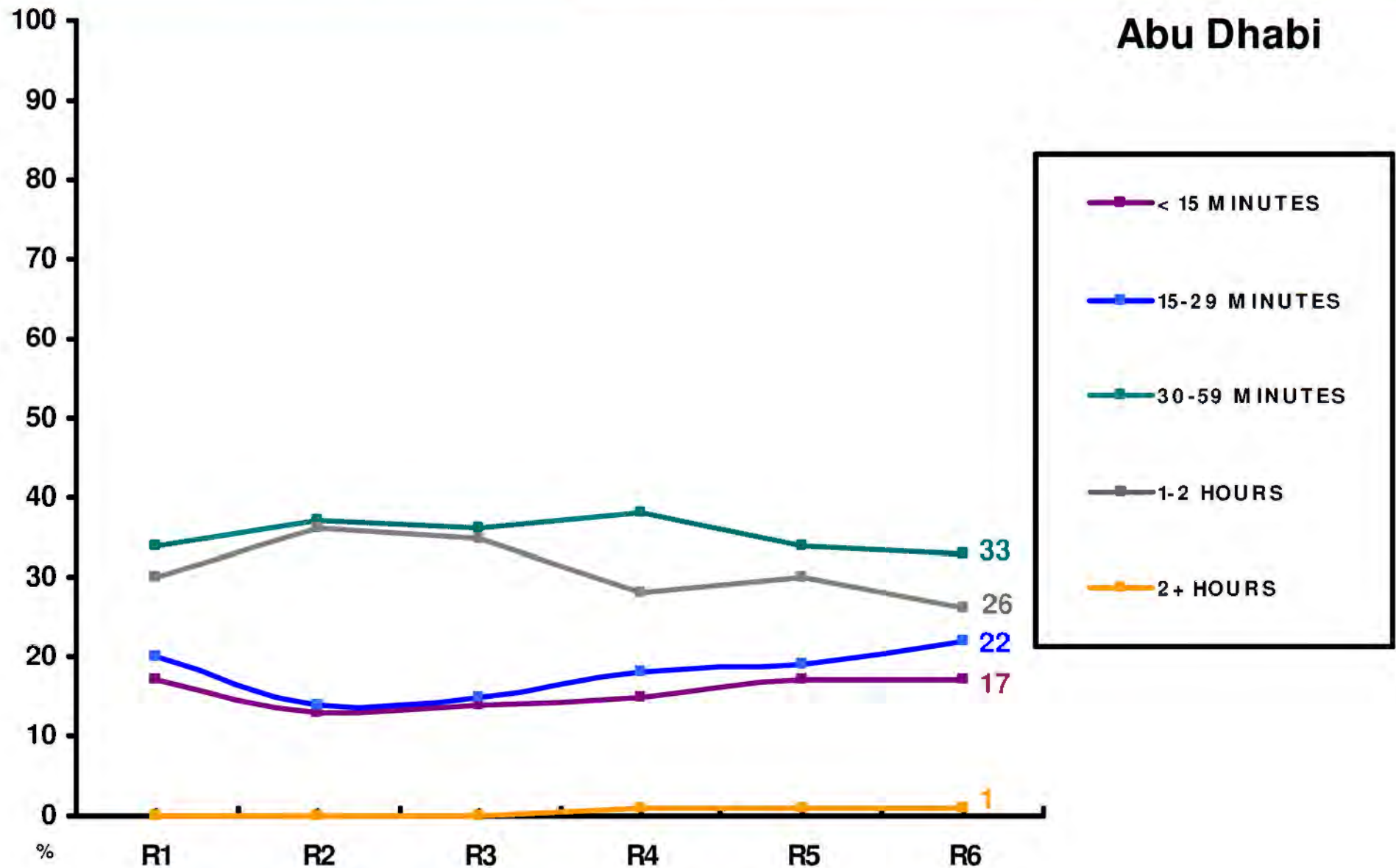
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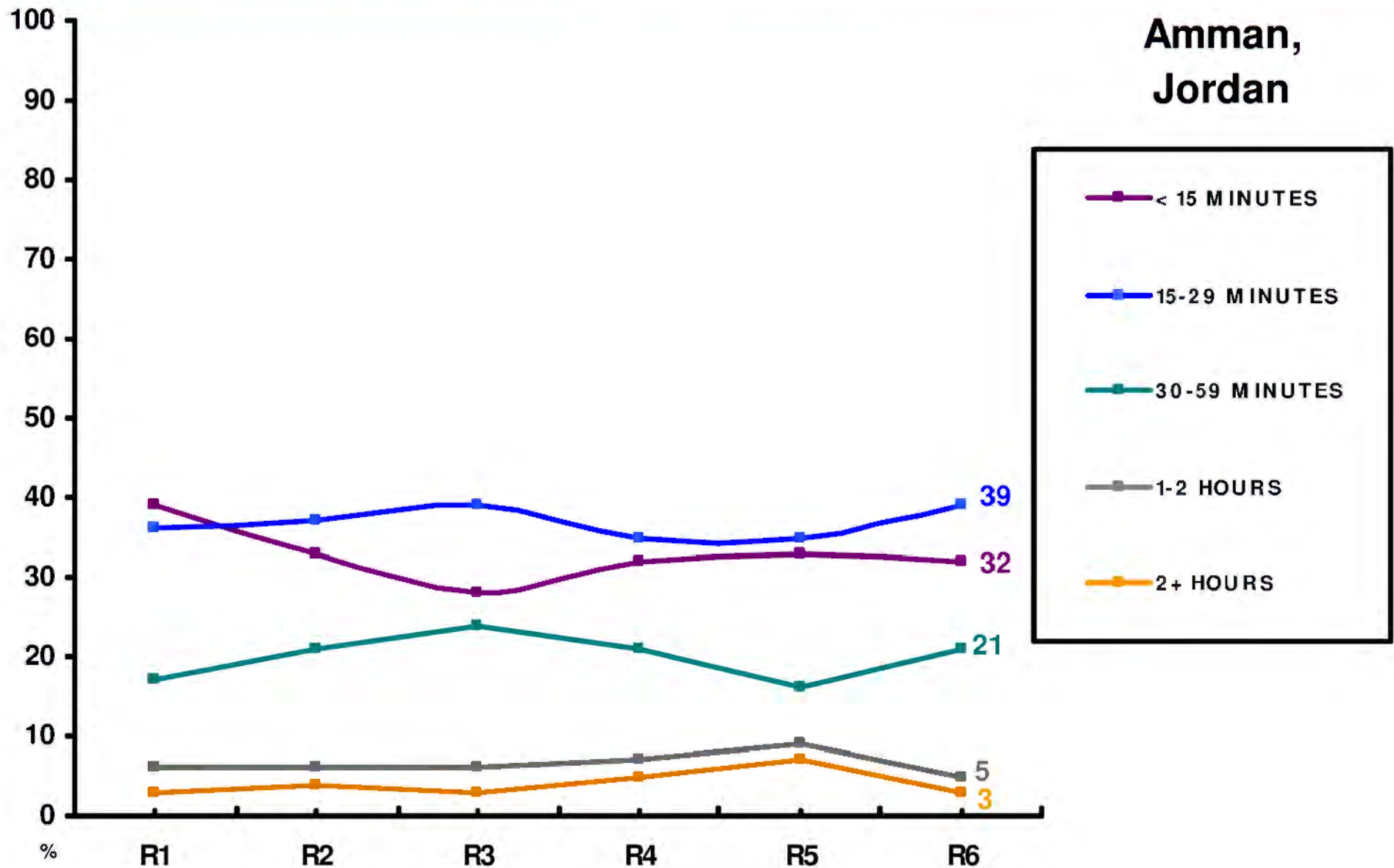
In a typical day, each time you tune into the radio, how long do you usually listen?



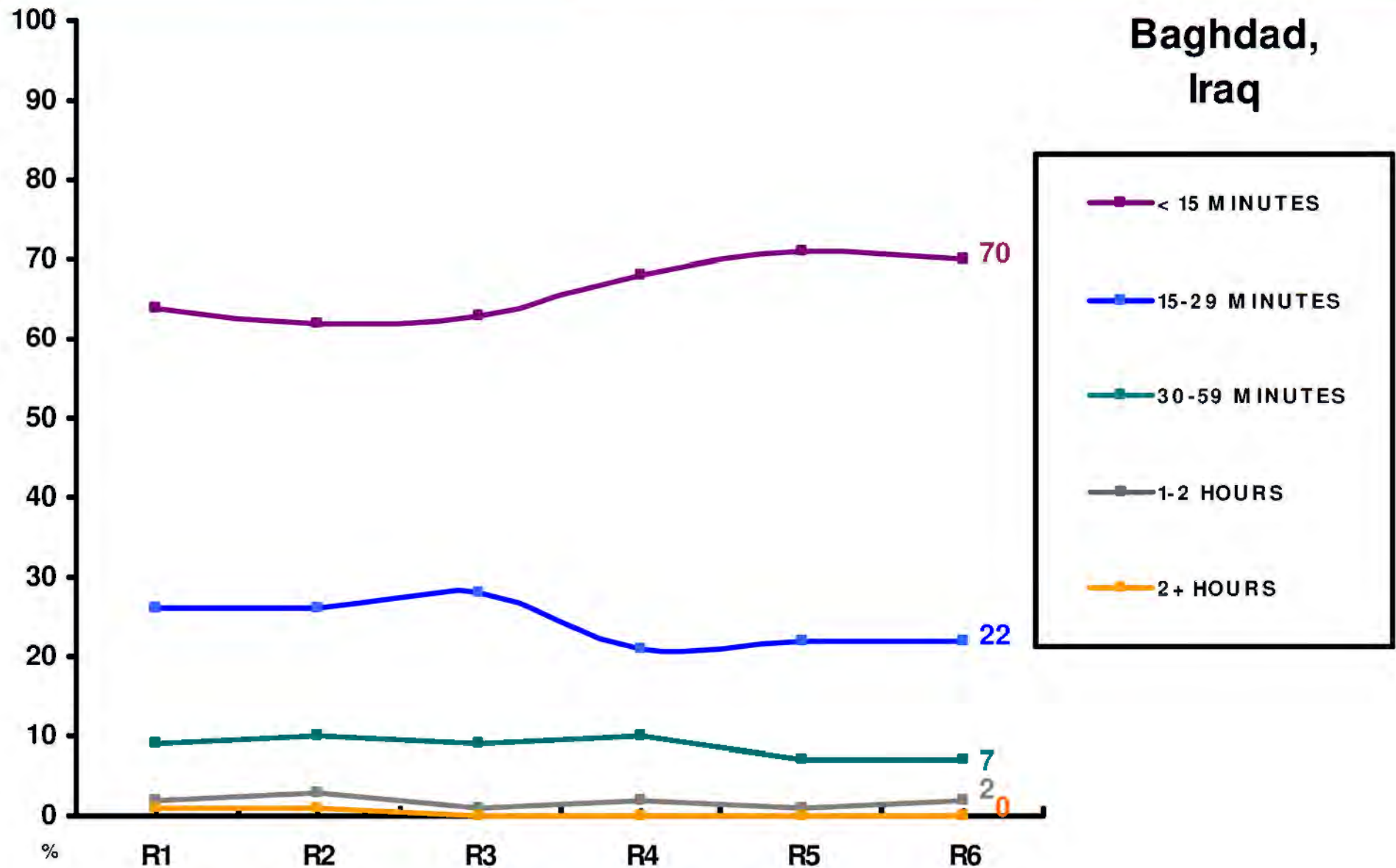
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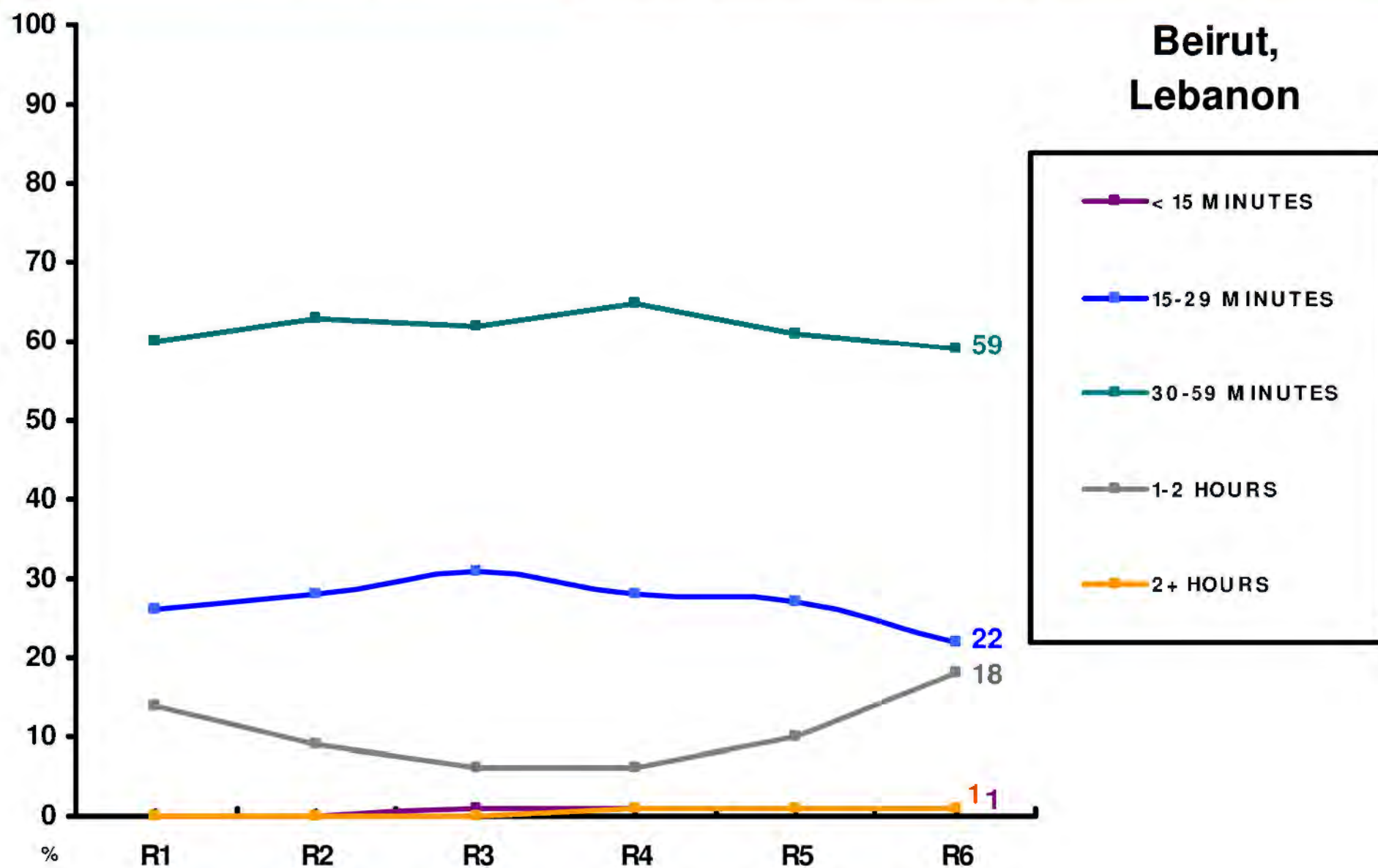
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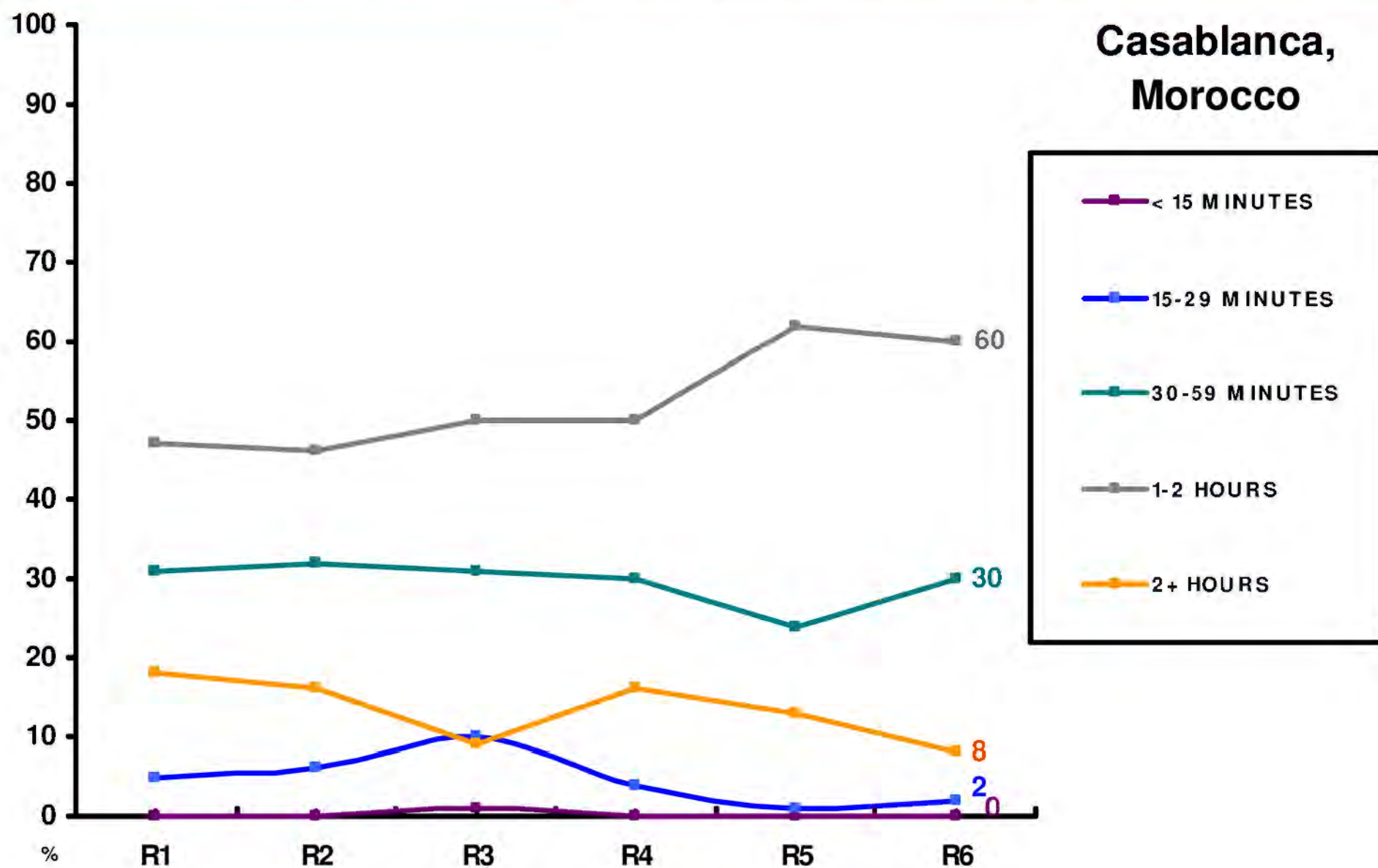
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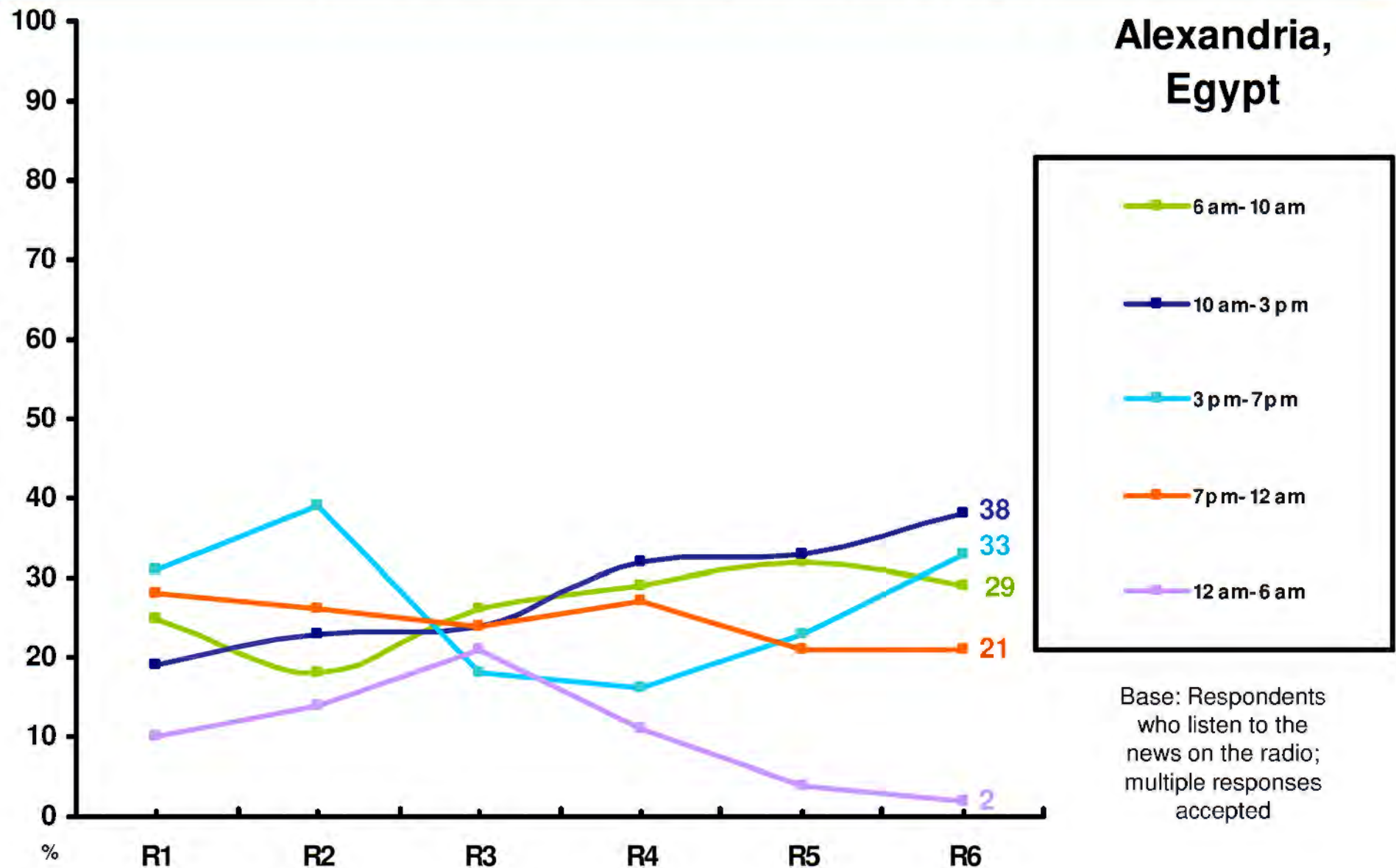
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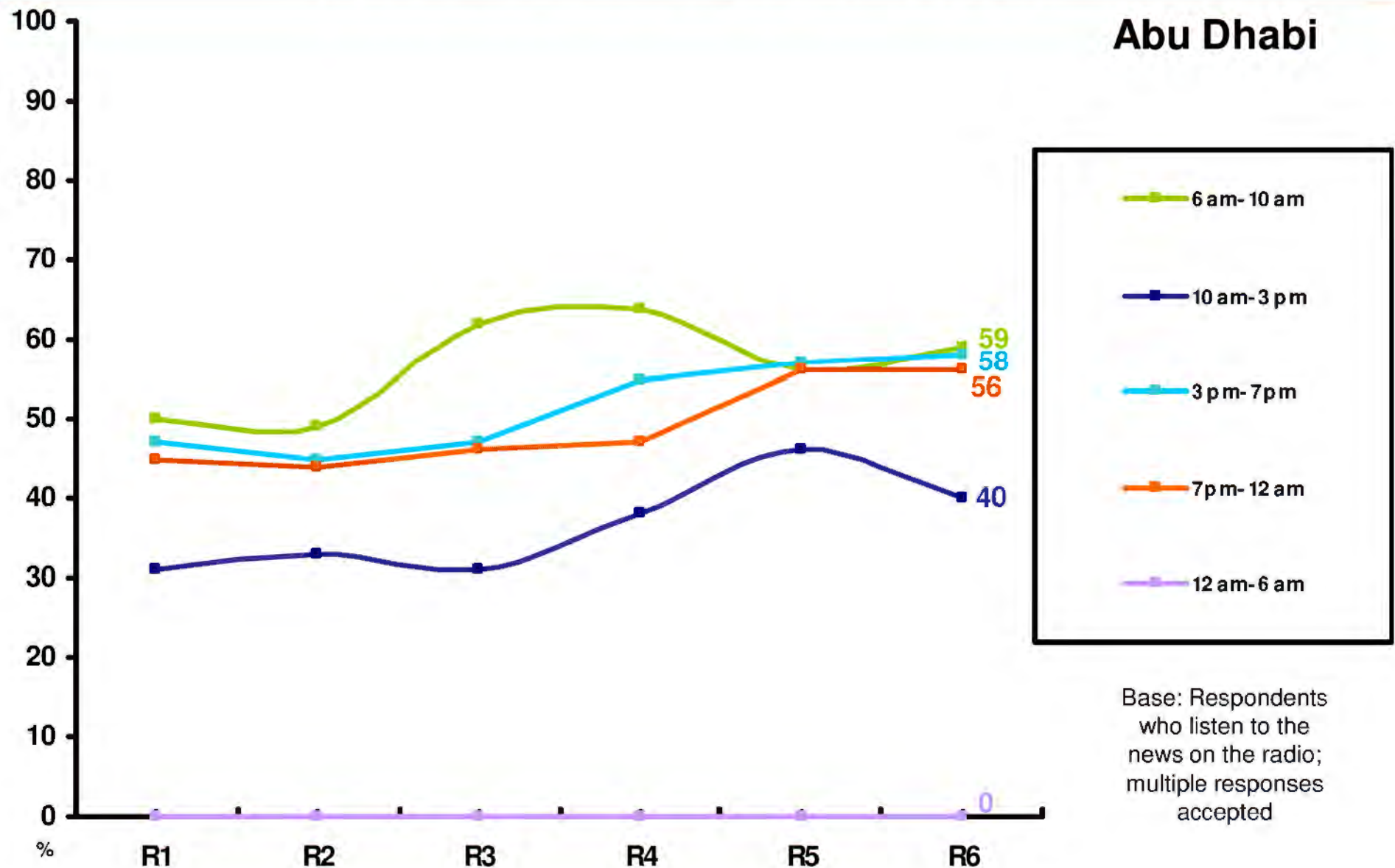
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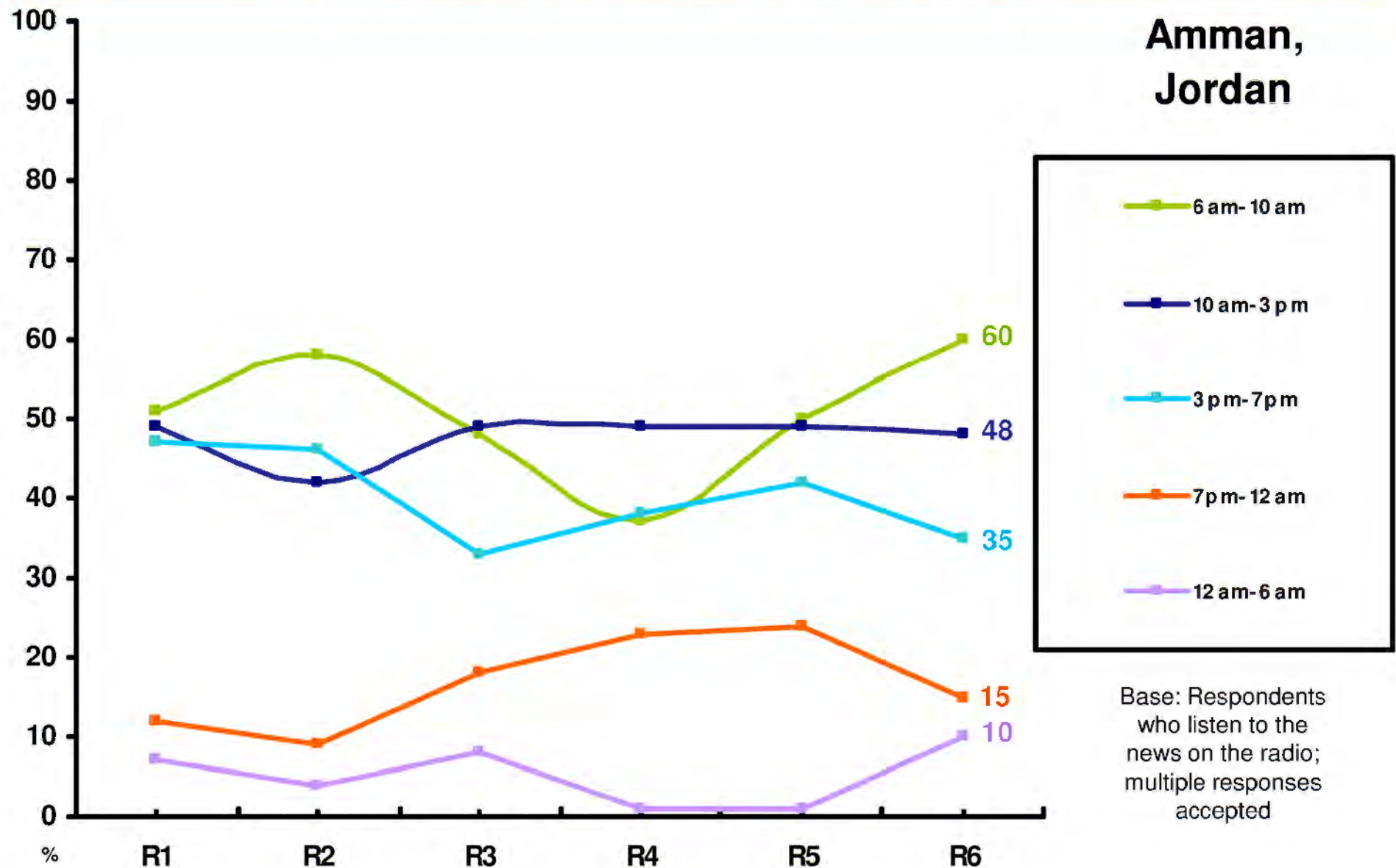
At what times of day do you usually listen to the radio for news?



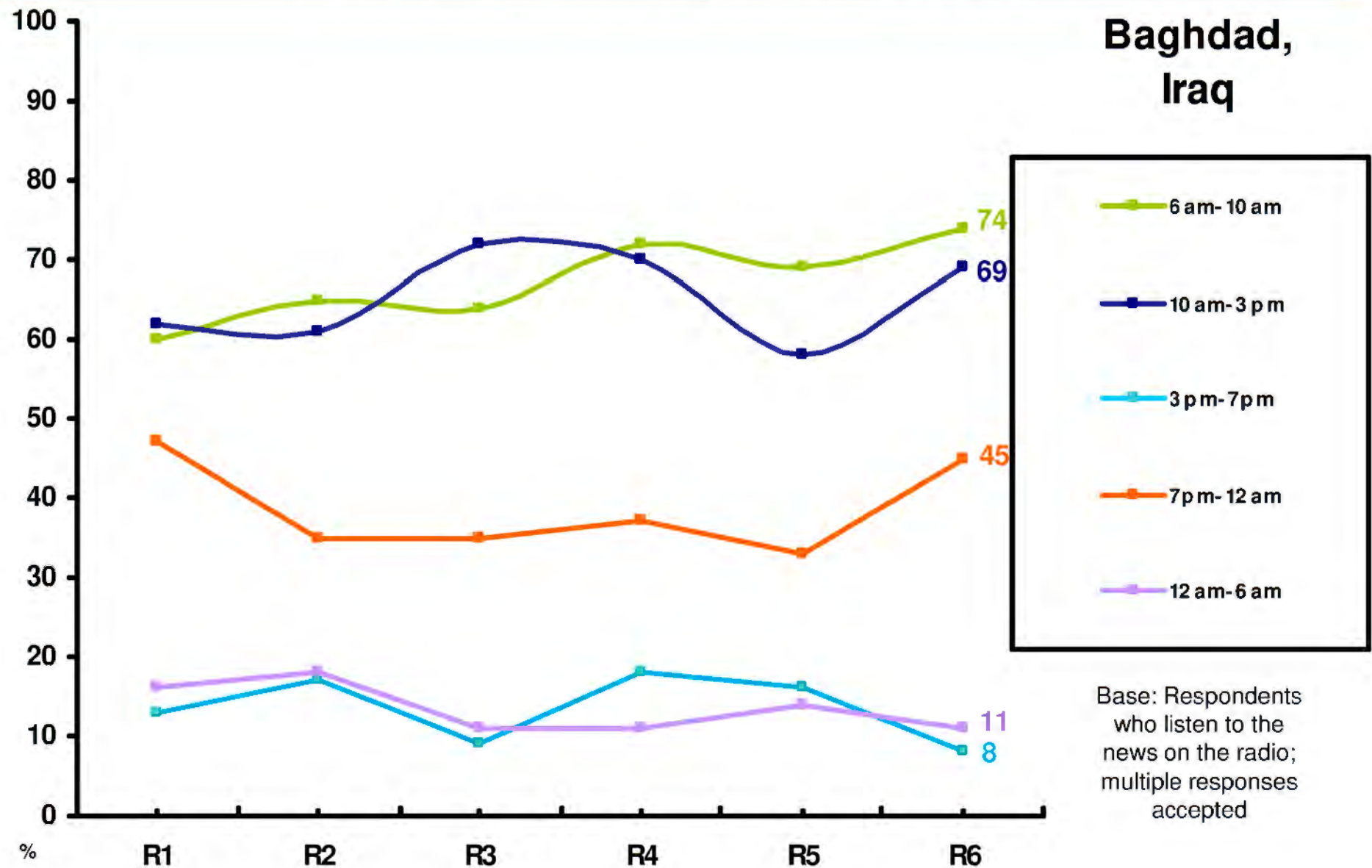
At what times of day do you usually listen to the radio for news?



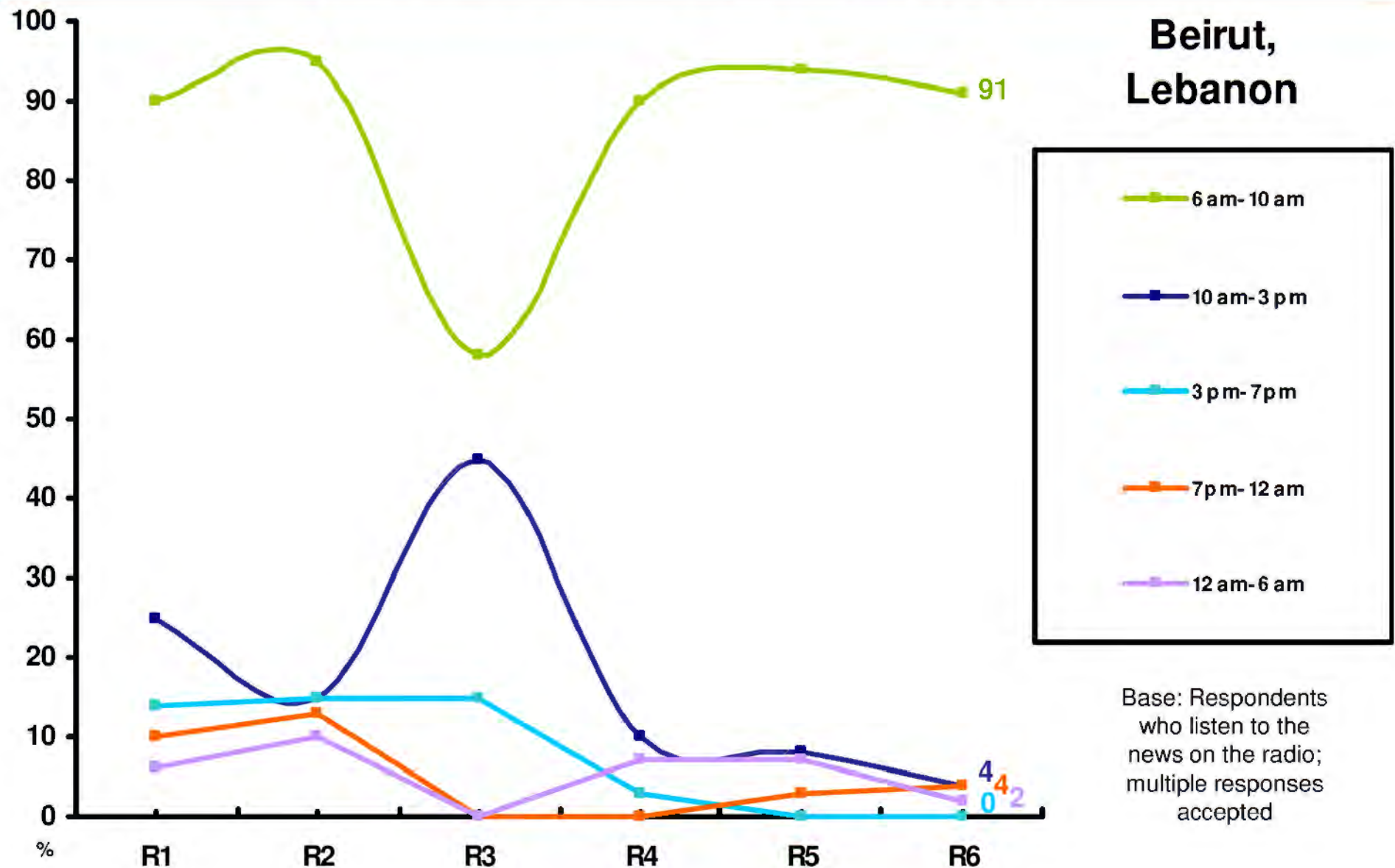
At what times of day do you usually listen to the radio for news?



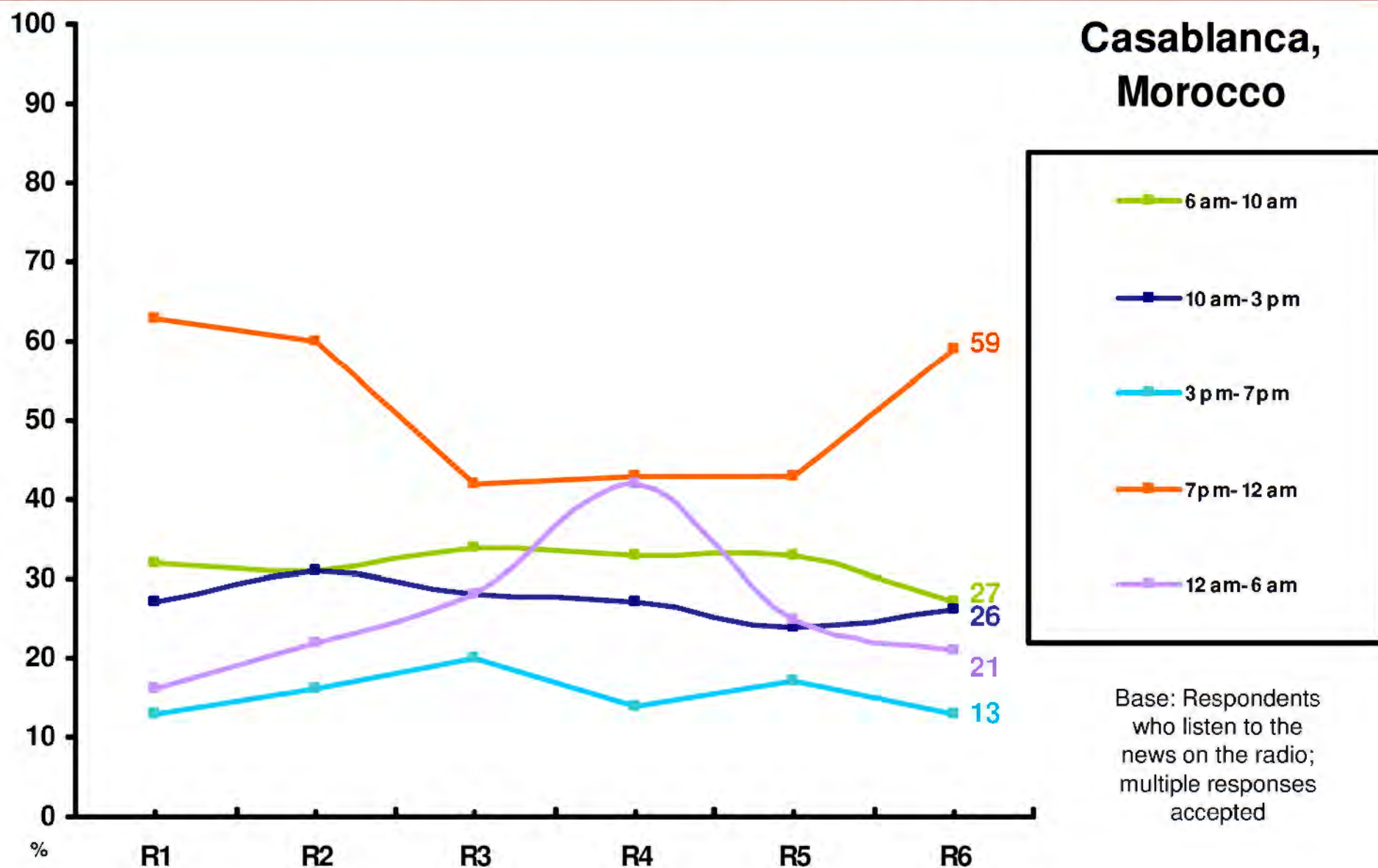
At what times of day do you usually listen to the radio for news?



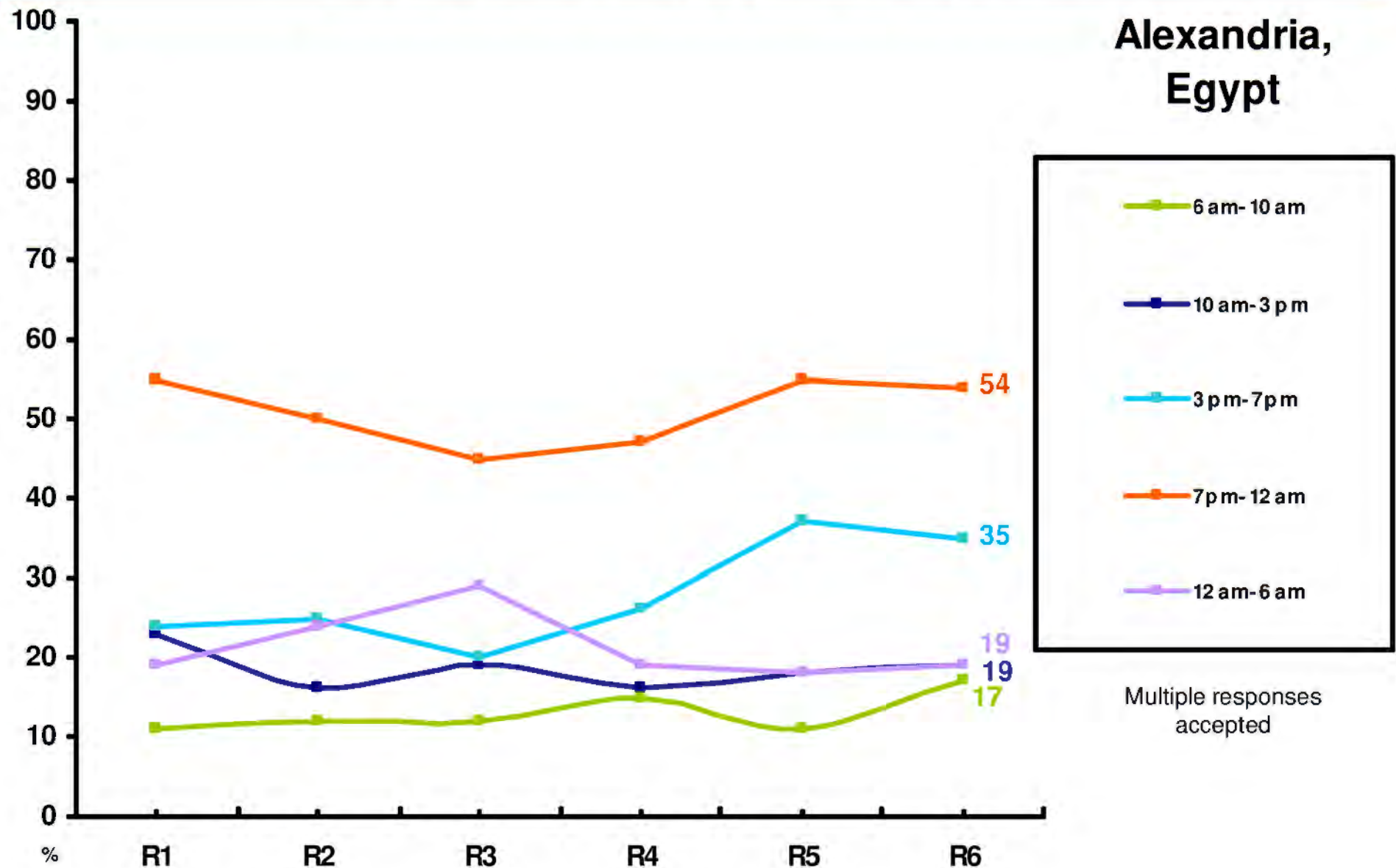
At what times of day do you usually listen to the radio for news?



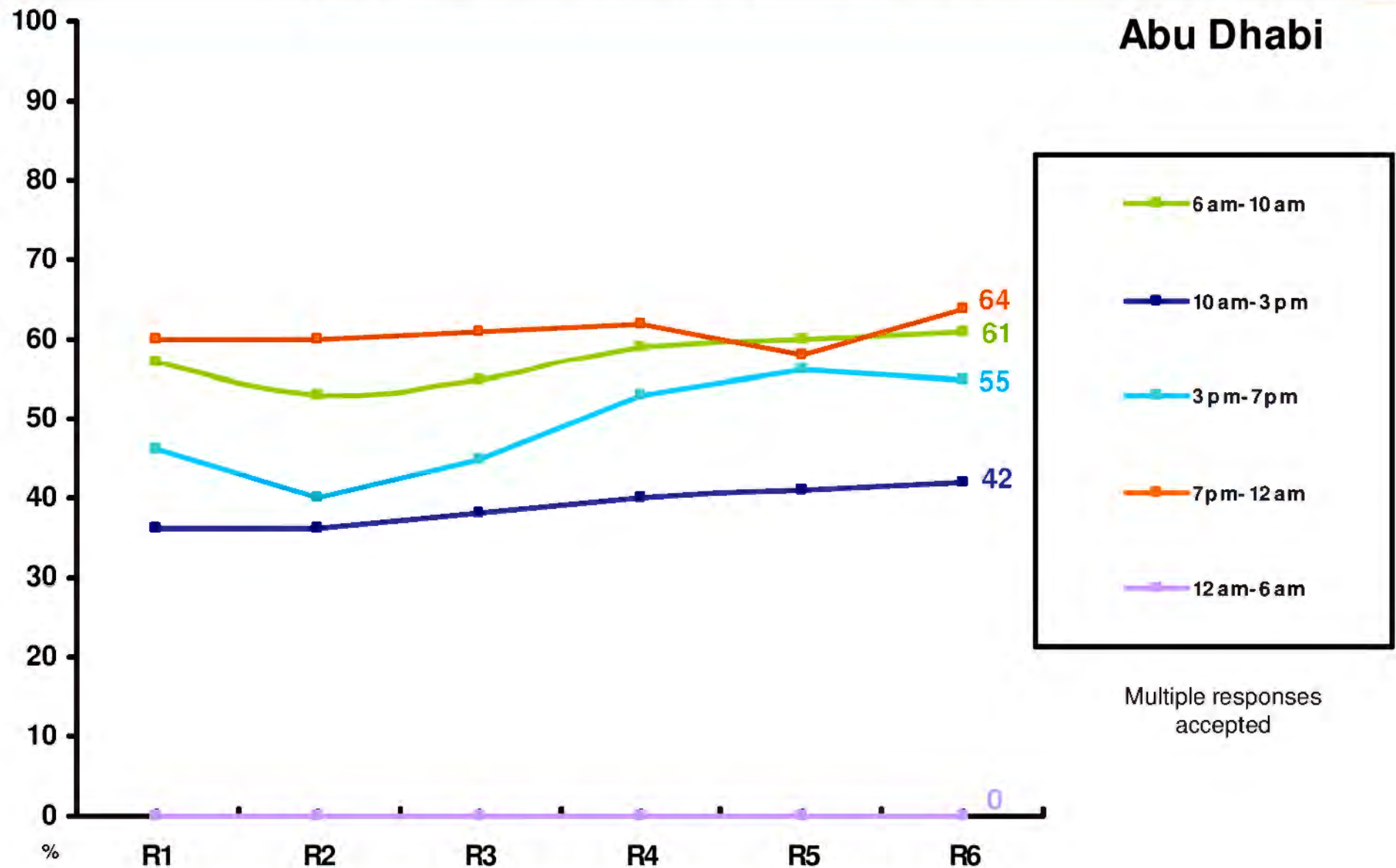
At what times of day do you usually listen to the radio for news?



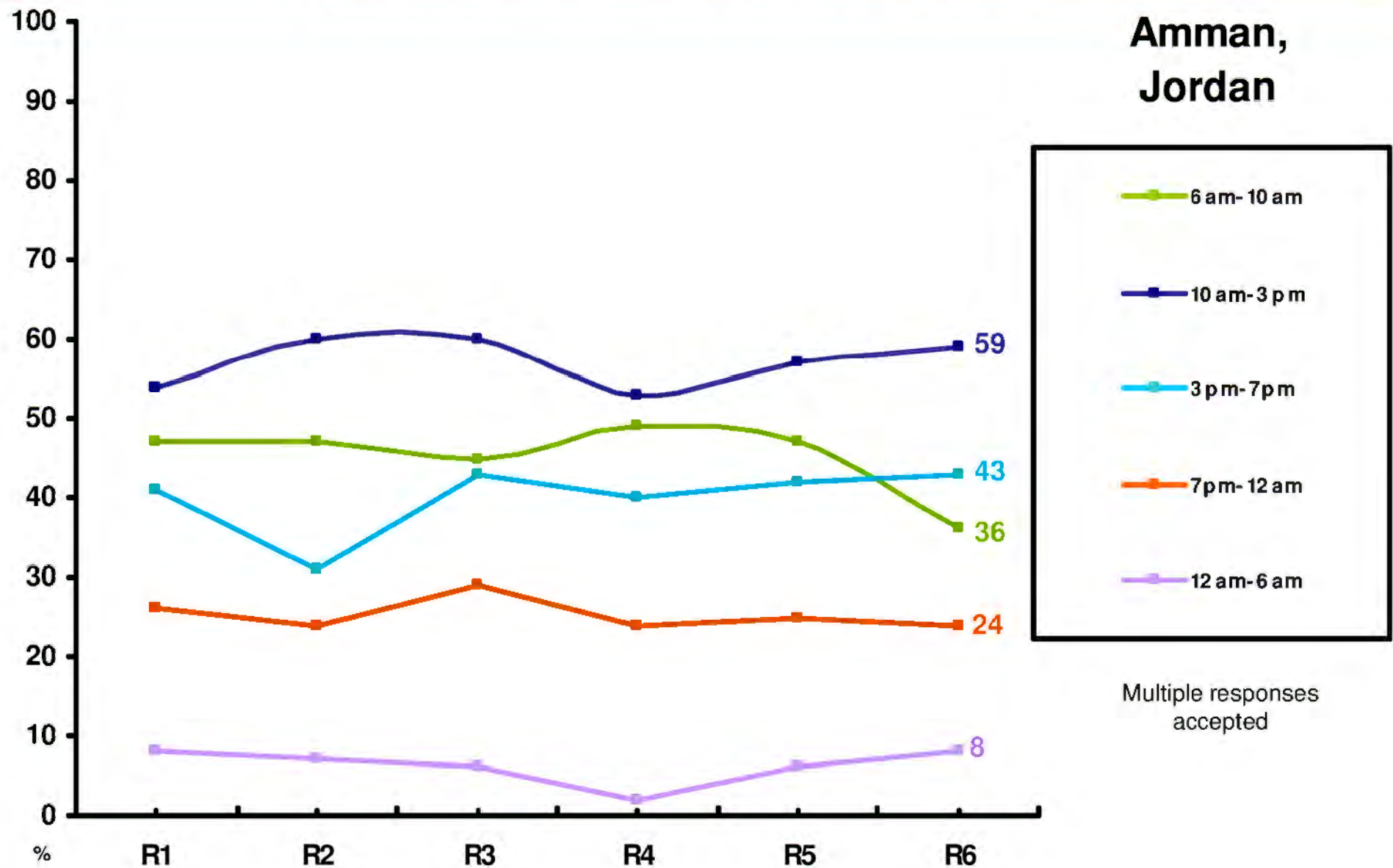
At what times of day do you usually listen to the radio for music?



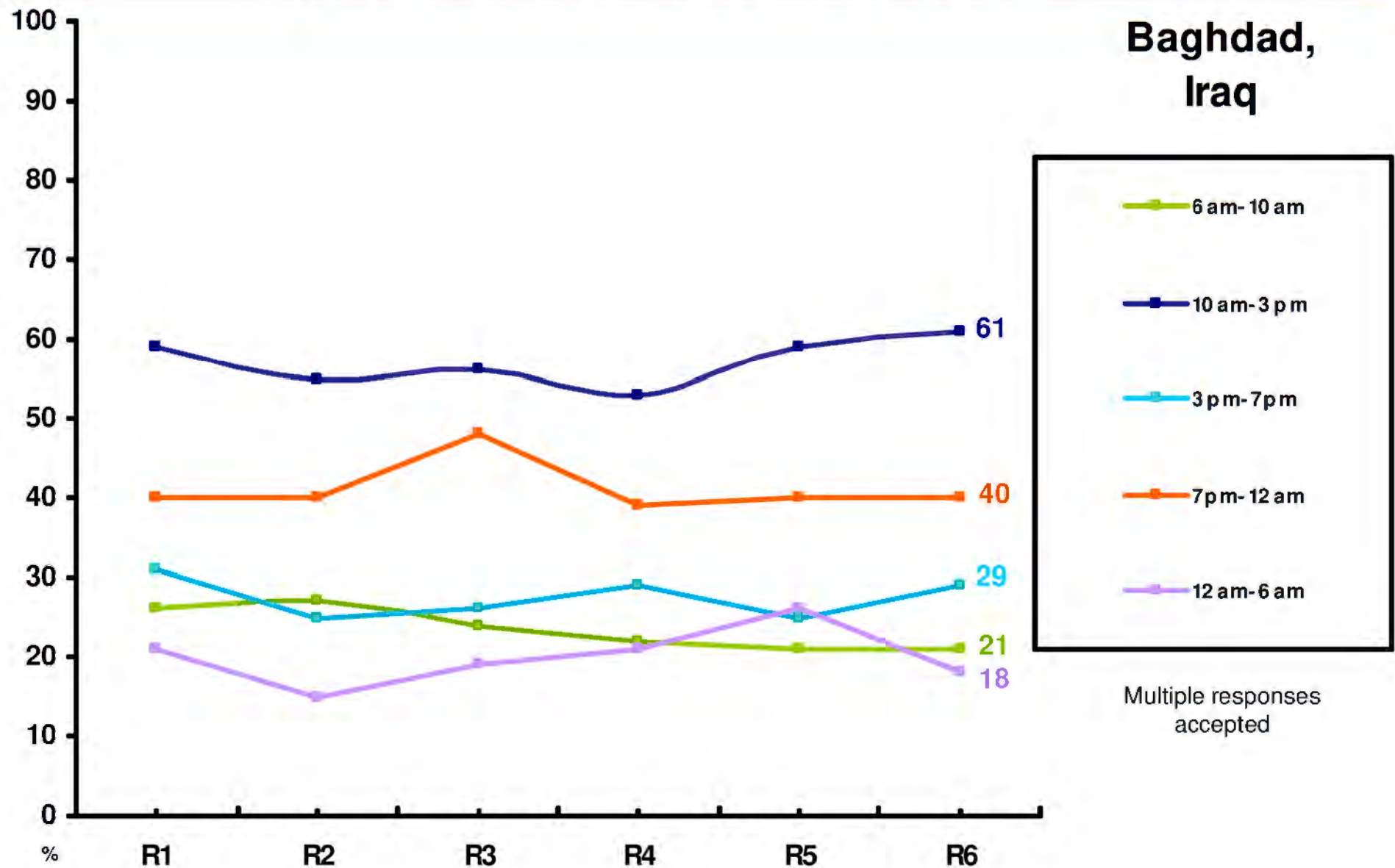
At what times of day do you usually listen to the radio for music?



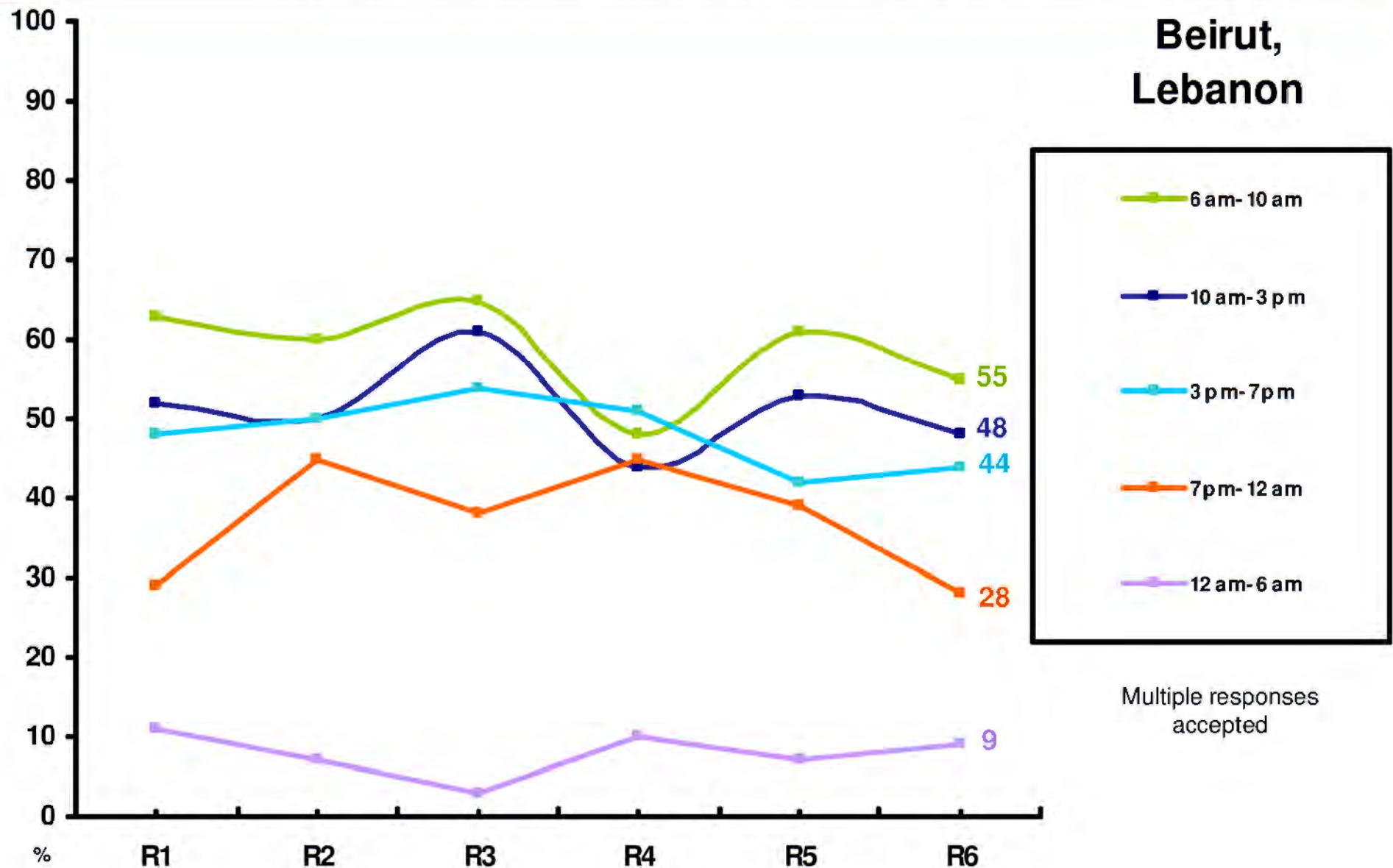
At what times of day do you usually listen to the radio for music?



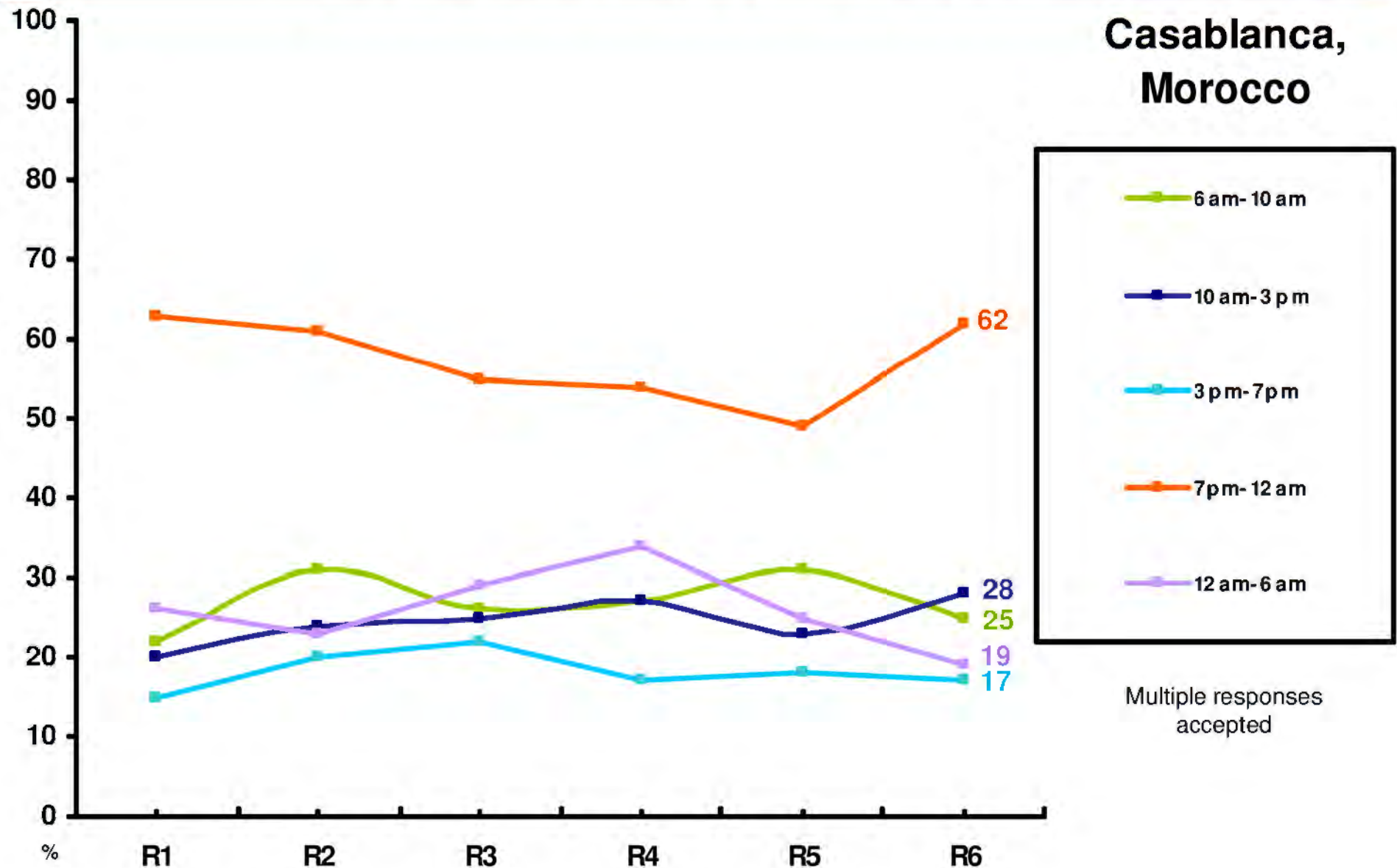
At what times of day do you usually listen to the radio for music?



At what times of day do you usually listen to the radio for music?

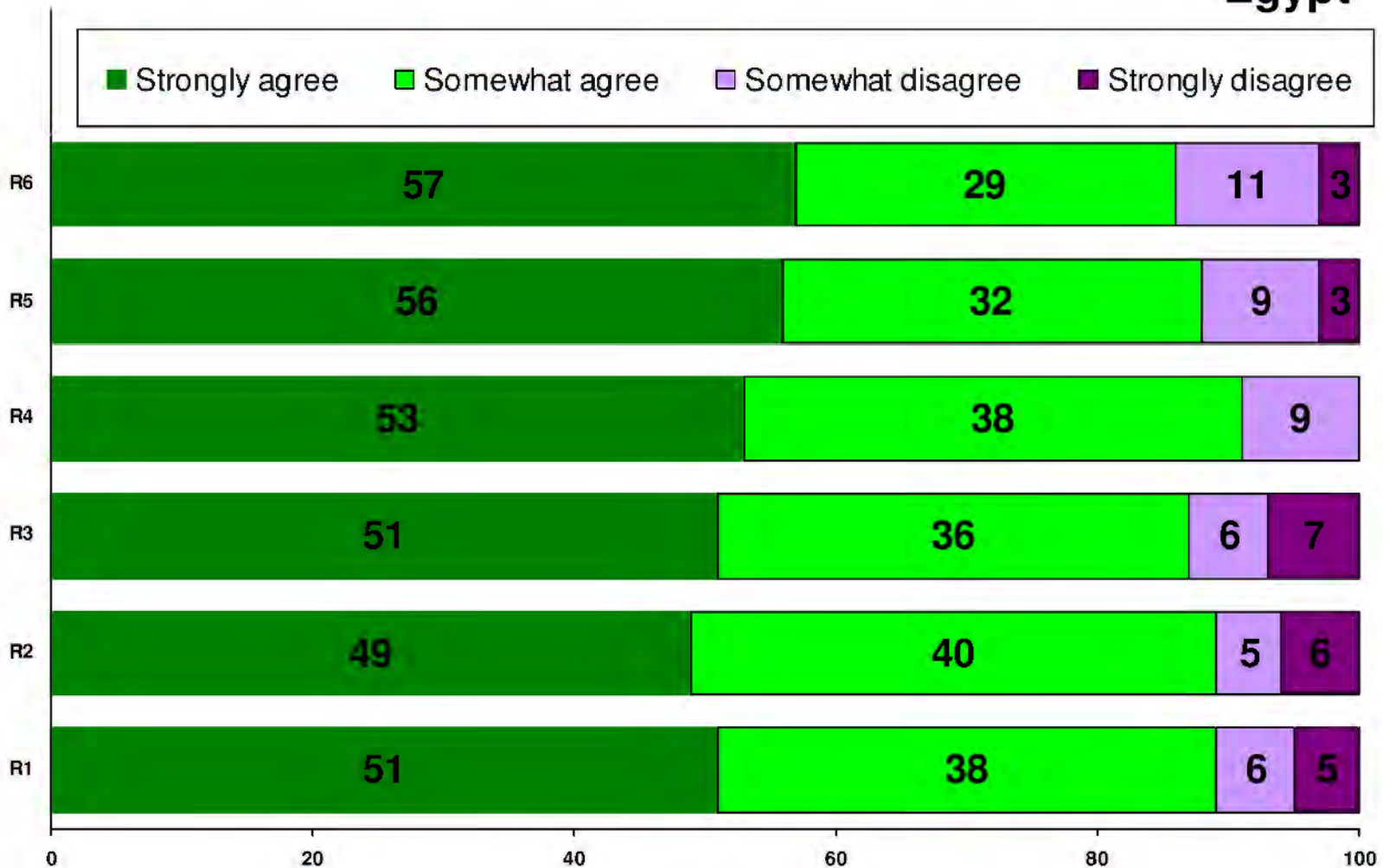


At what times of day do you usually listen to the radio for music?



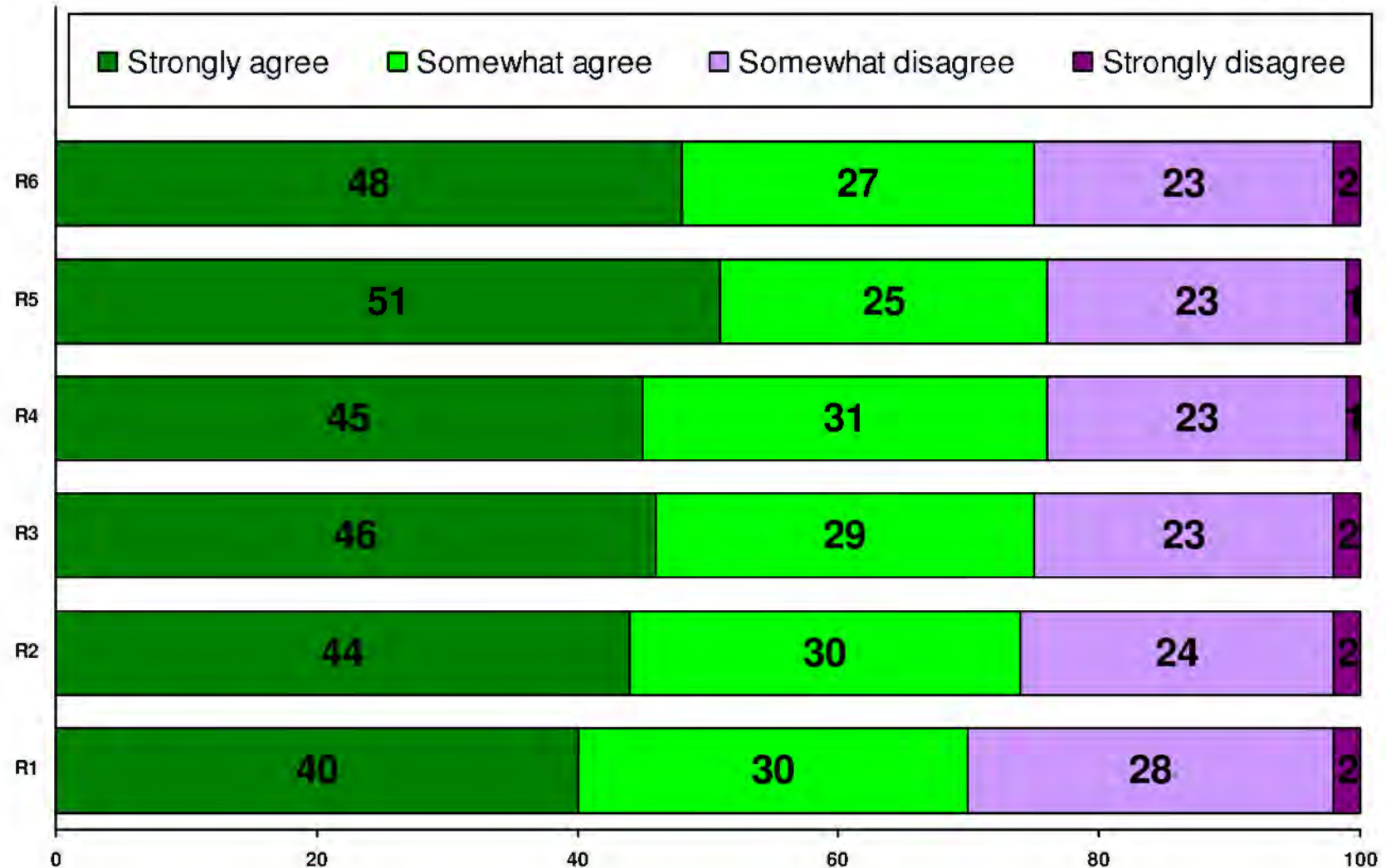
Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

Alexandria,
Egypt



Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

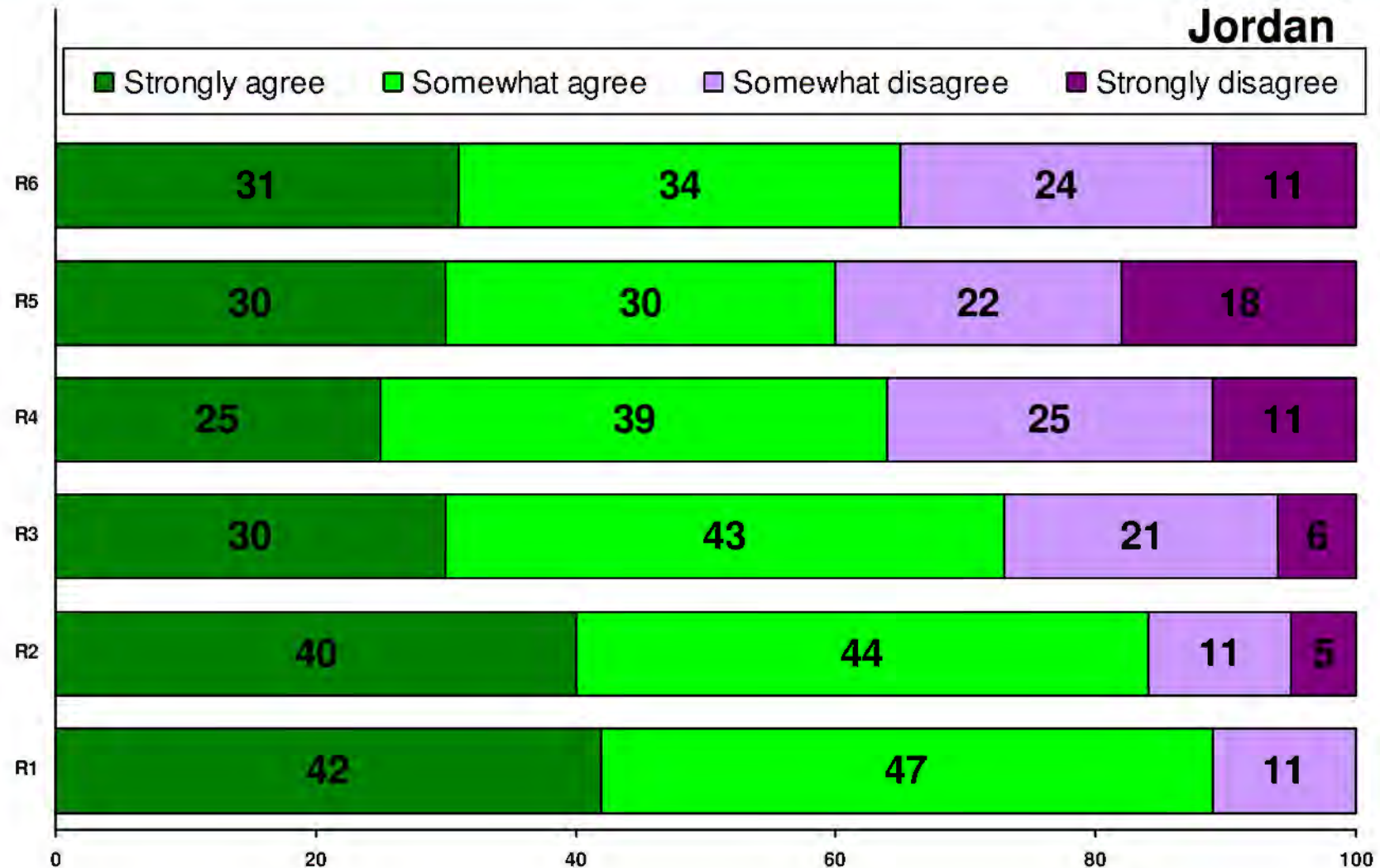
Abu Dhabi



%

Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

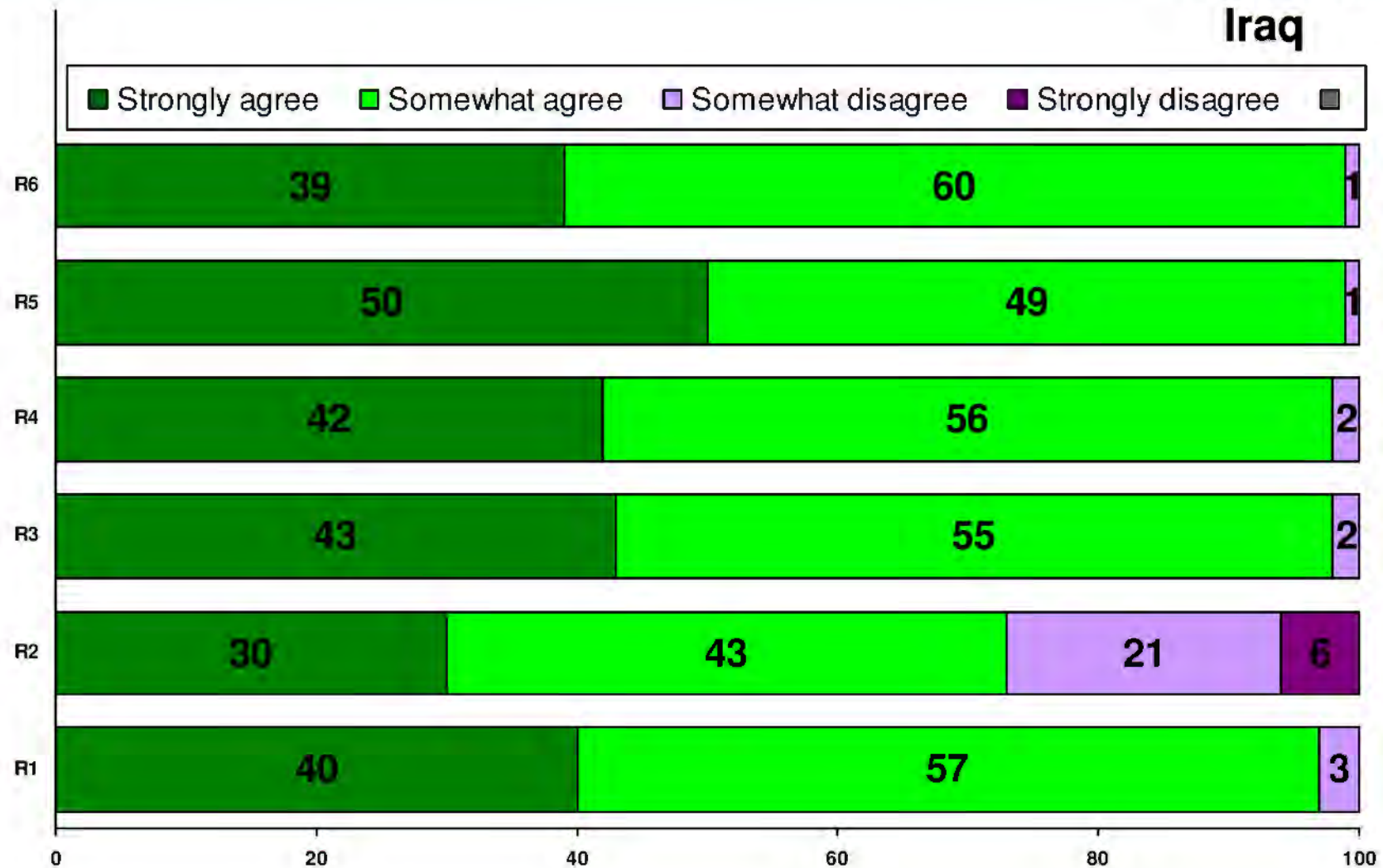
**Amman,
Jordan**



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Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

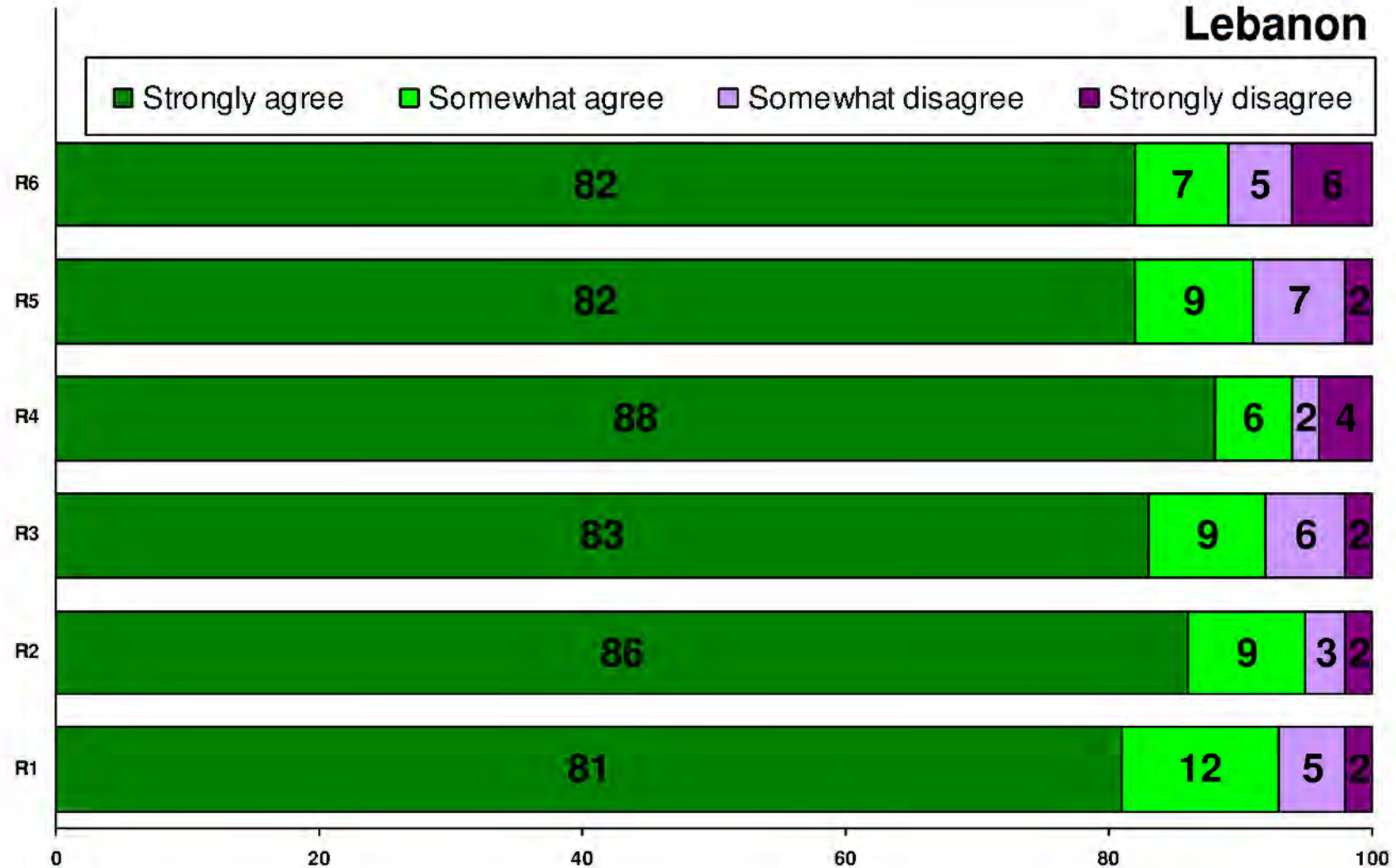
Baghdad,
Iraq



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Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

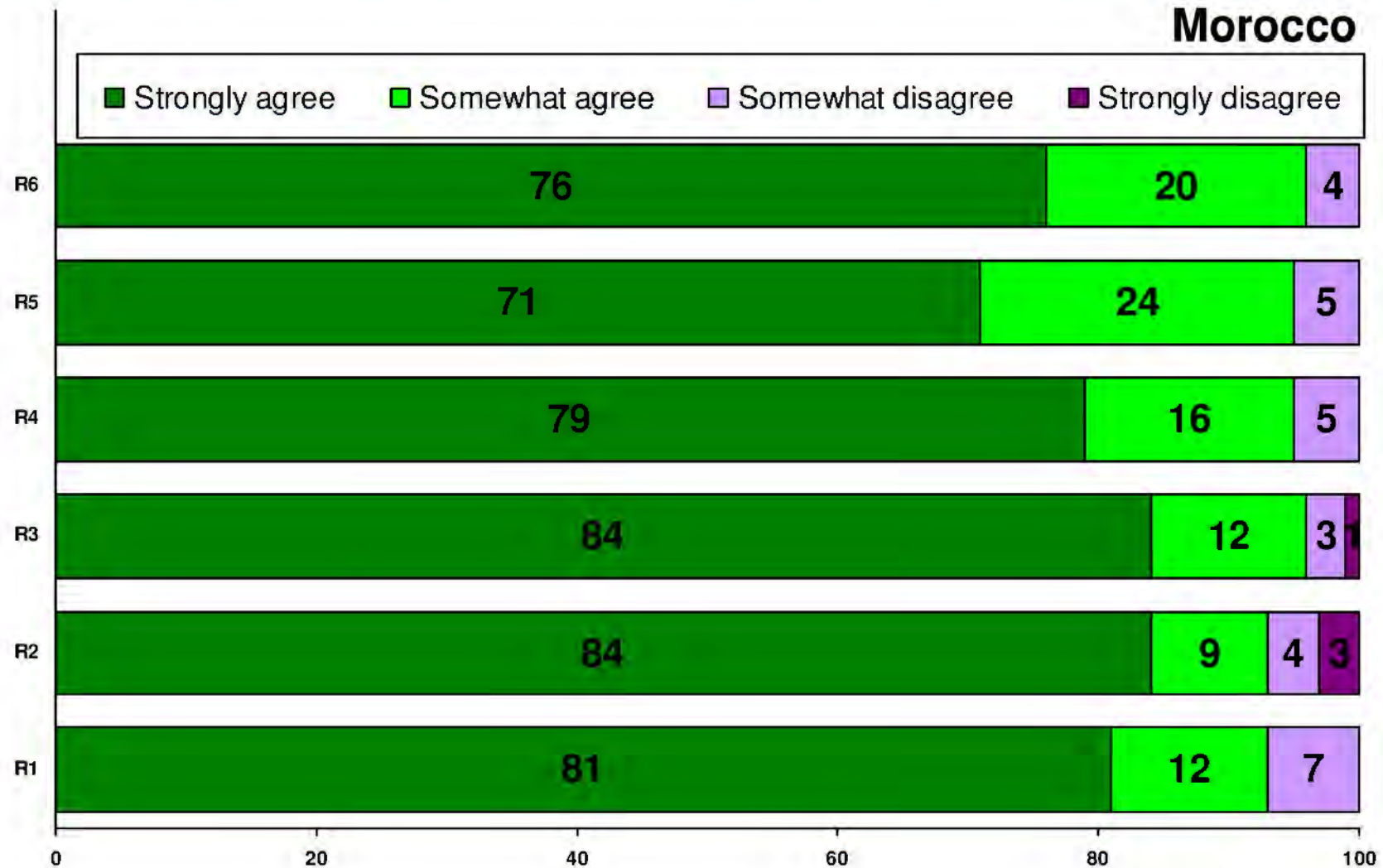
**Beirut,
Lebanon**



%

Agree or Disagree: When you listen to the radio you frequently change the station to find the songs you like

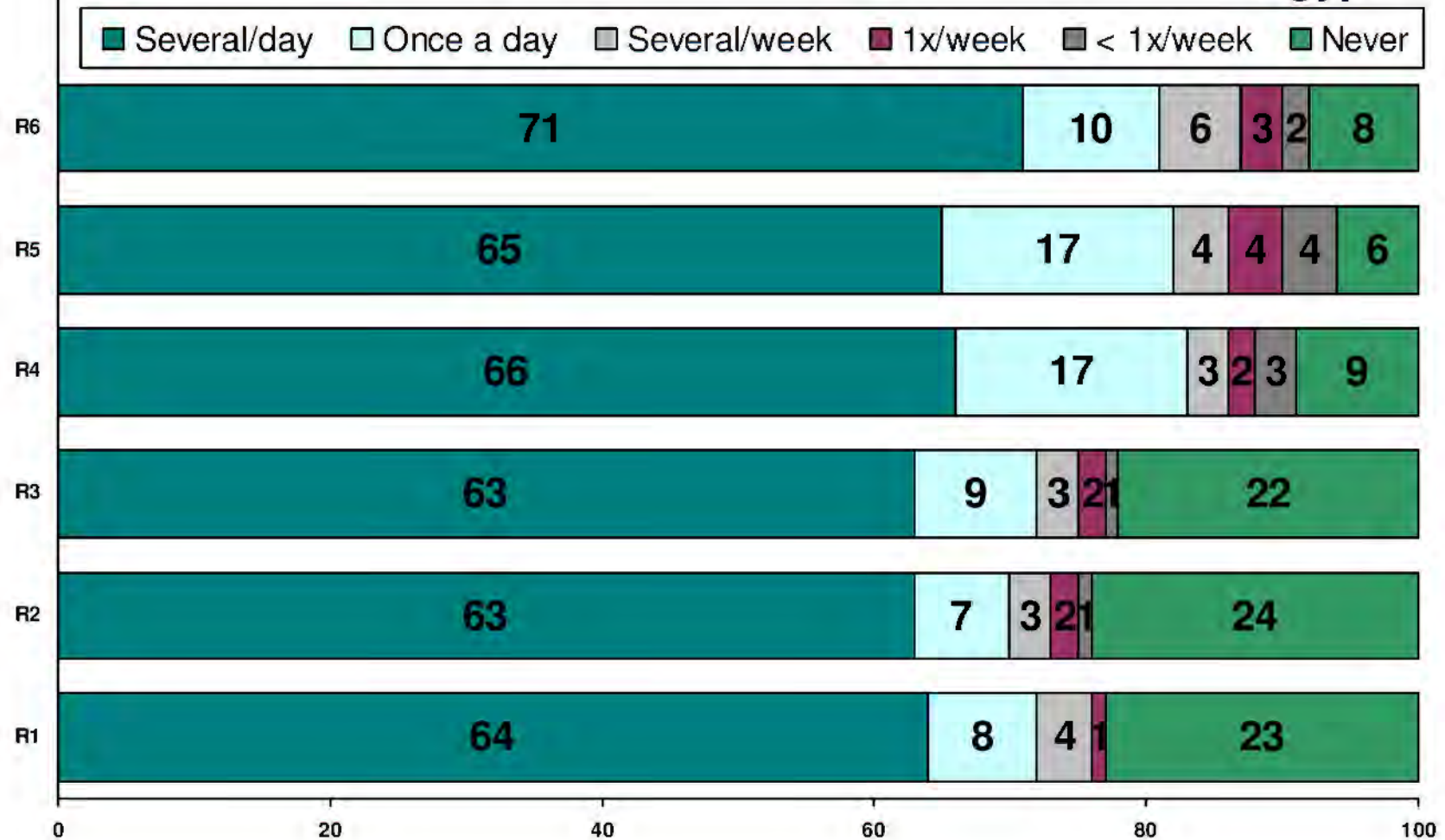
**Casablanca,
Morocco**



%

How often do you use the internet?

Alexandria,
Egypt



%

How often do you use the internet?

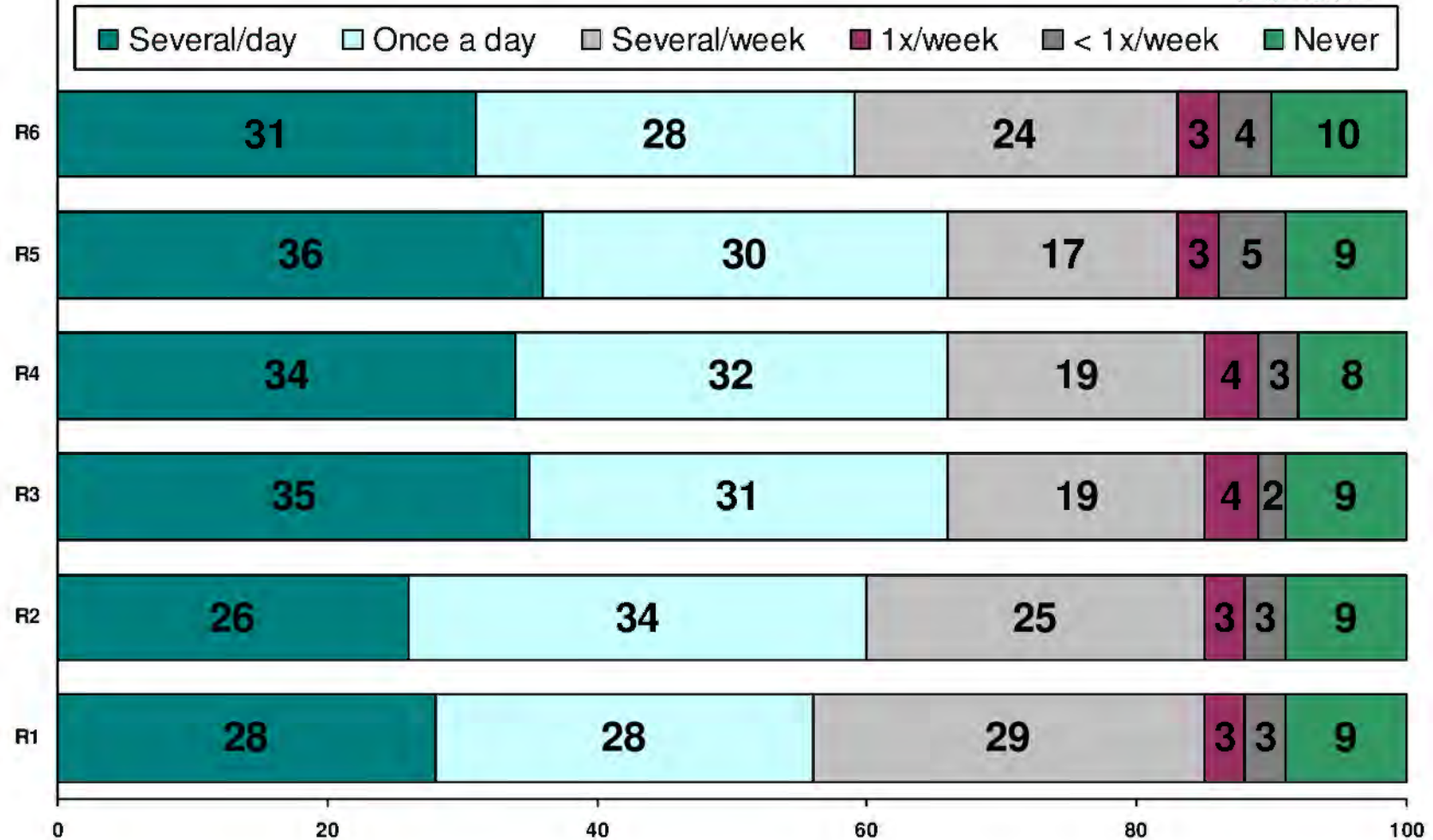
Abu Dhabi



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How often do you use the internet?

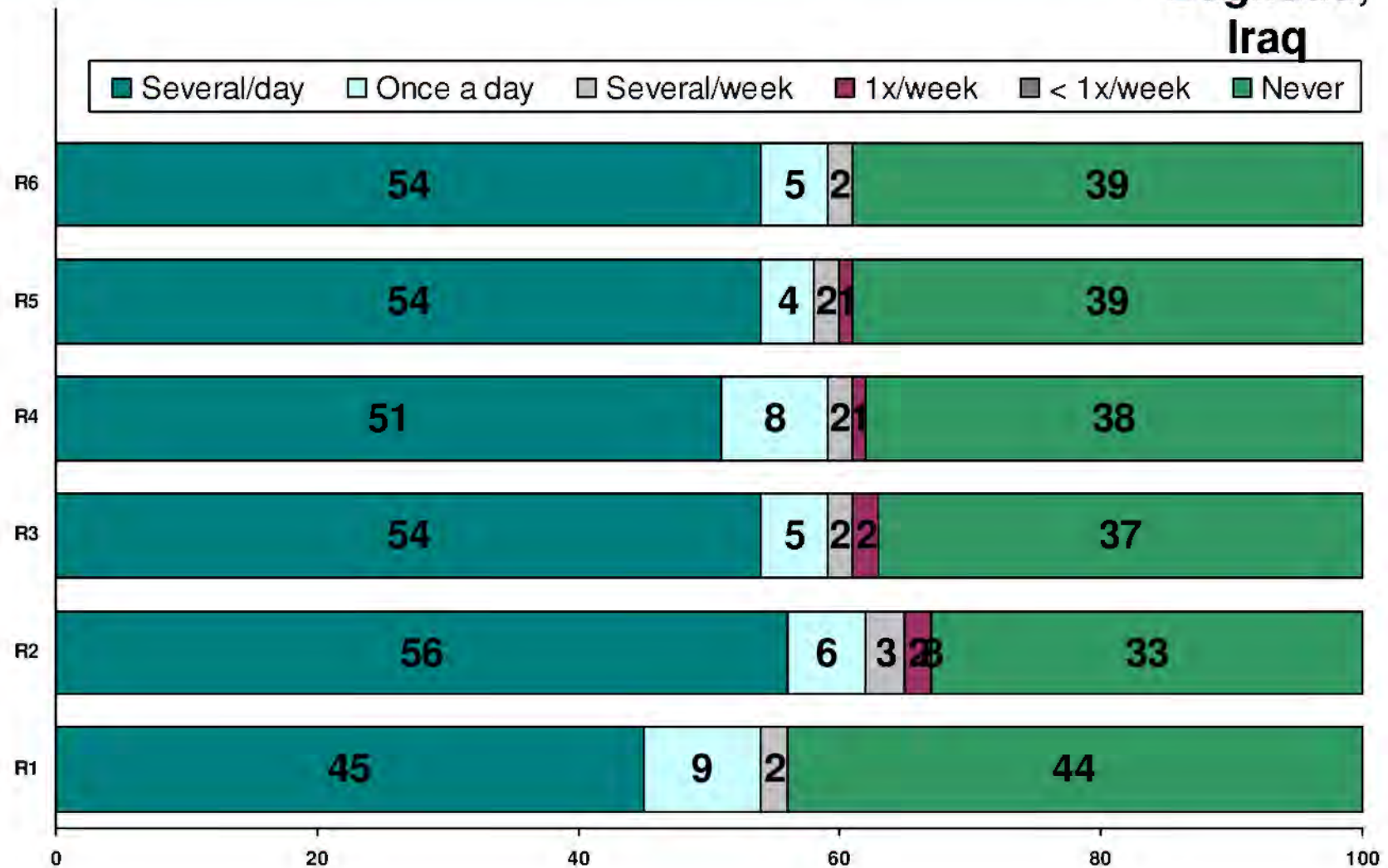
**Amman,
Jordan**



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How often do you use the internet?

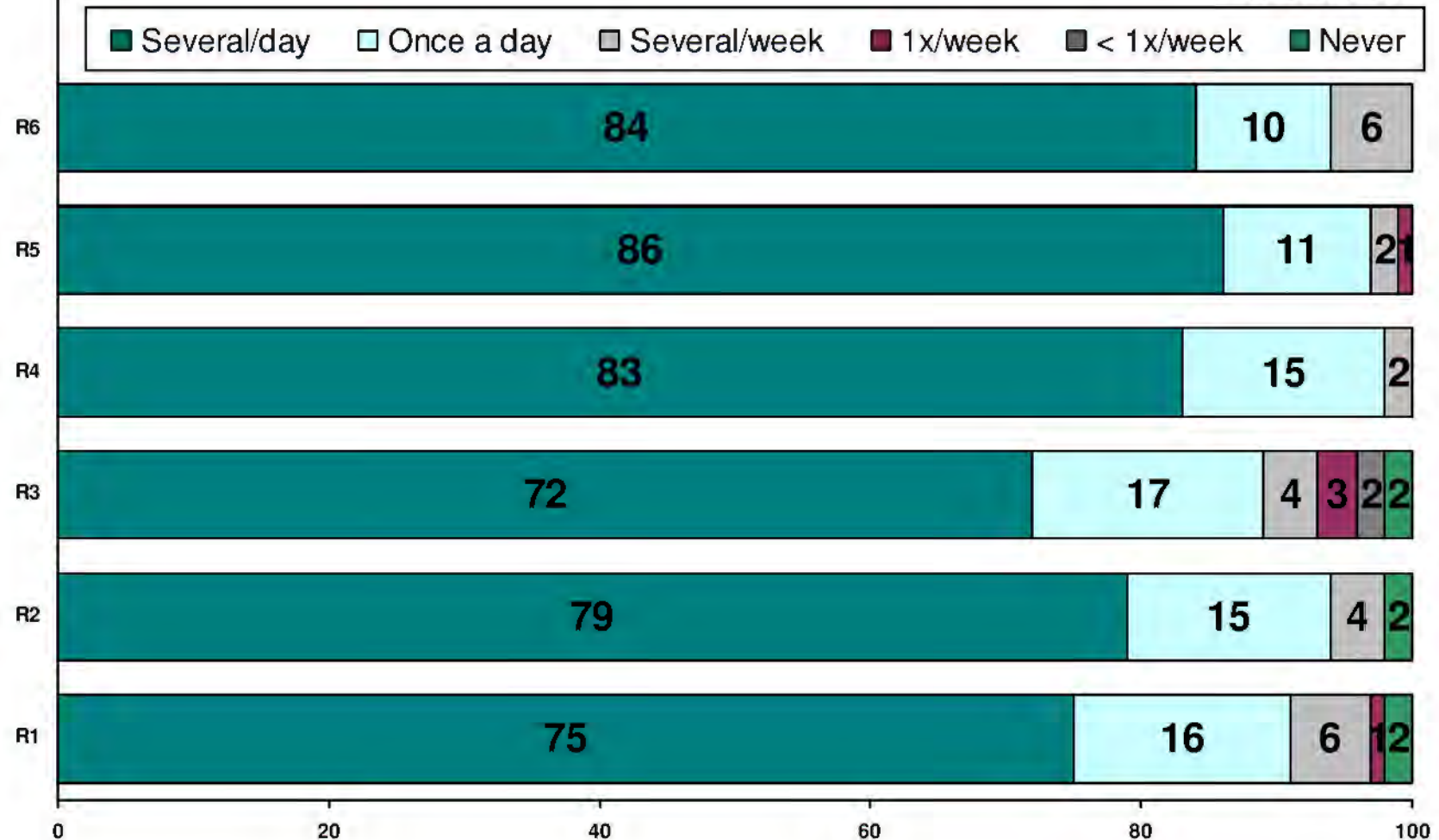
Baghdad,
Iraq



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How often do you use the internet?

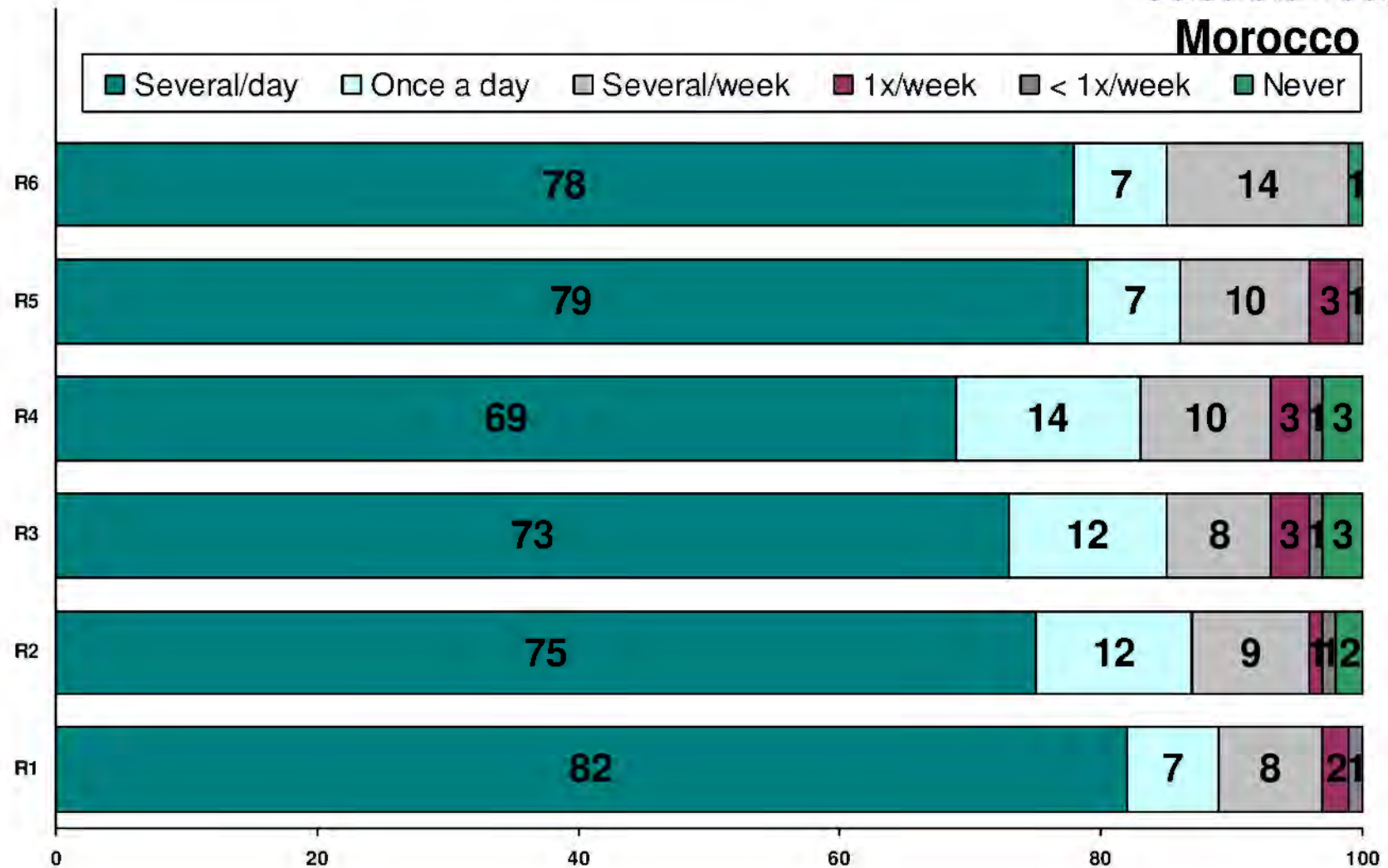
Beirut,
Lebanon



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How often do you use the internet?

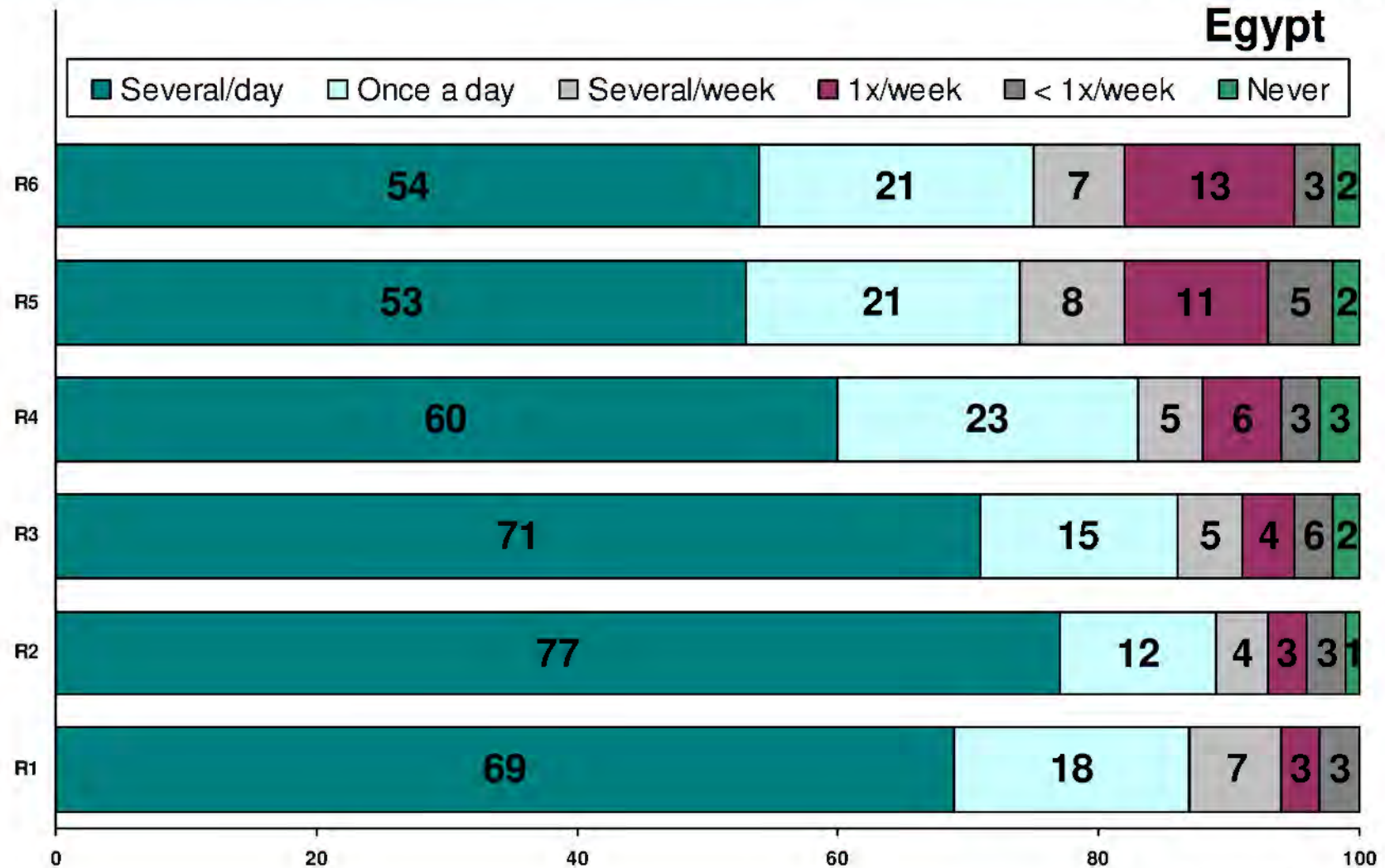
**Casablanca,
Morocco**



%

How often do you specifically use the internet for email?

Alexandria,
Egypt

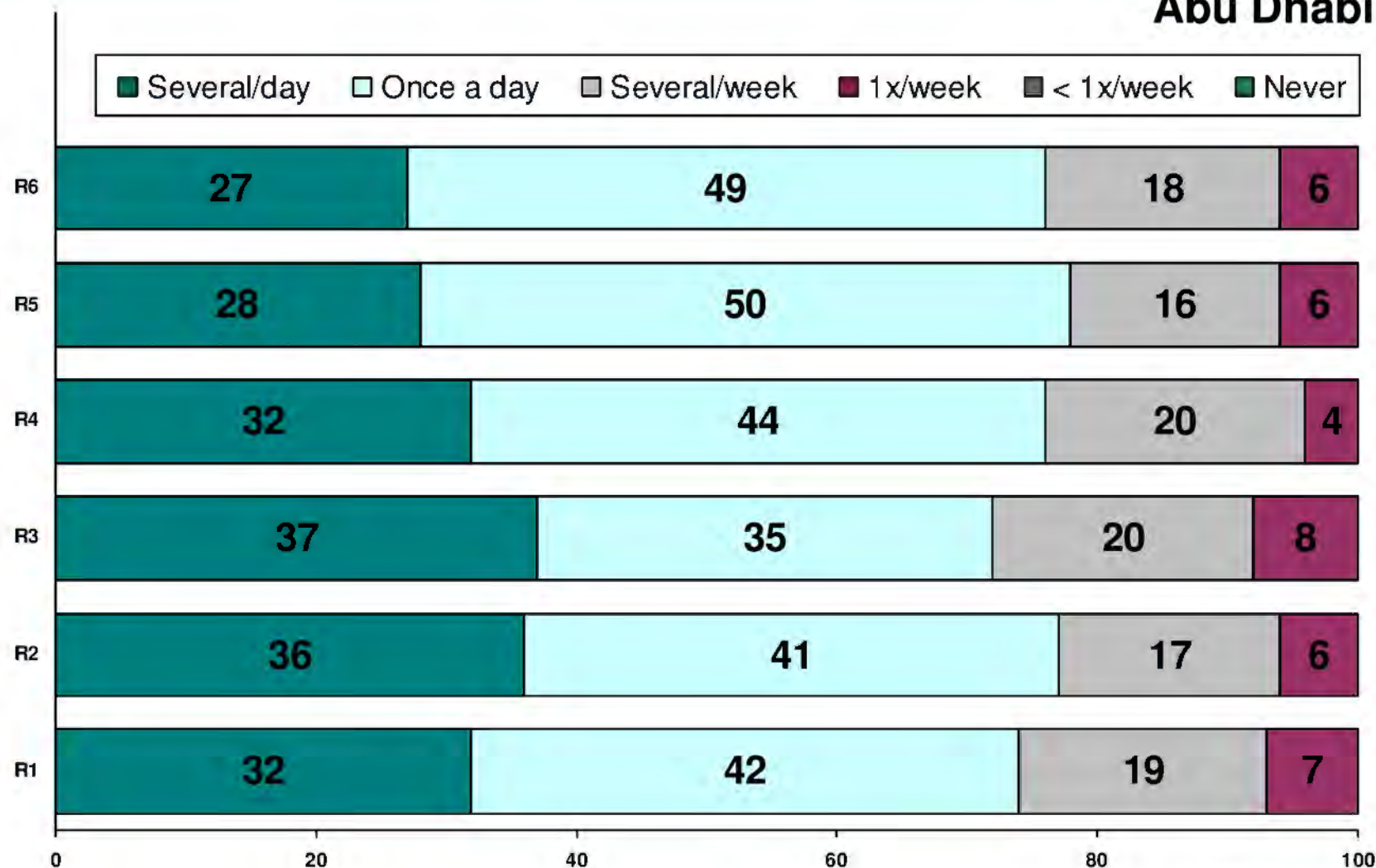


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Base: Those who
use the internet

How often do you specifically use the internet for email?

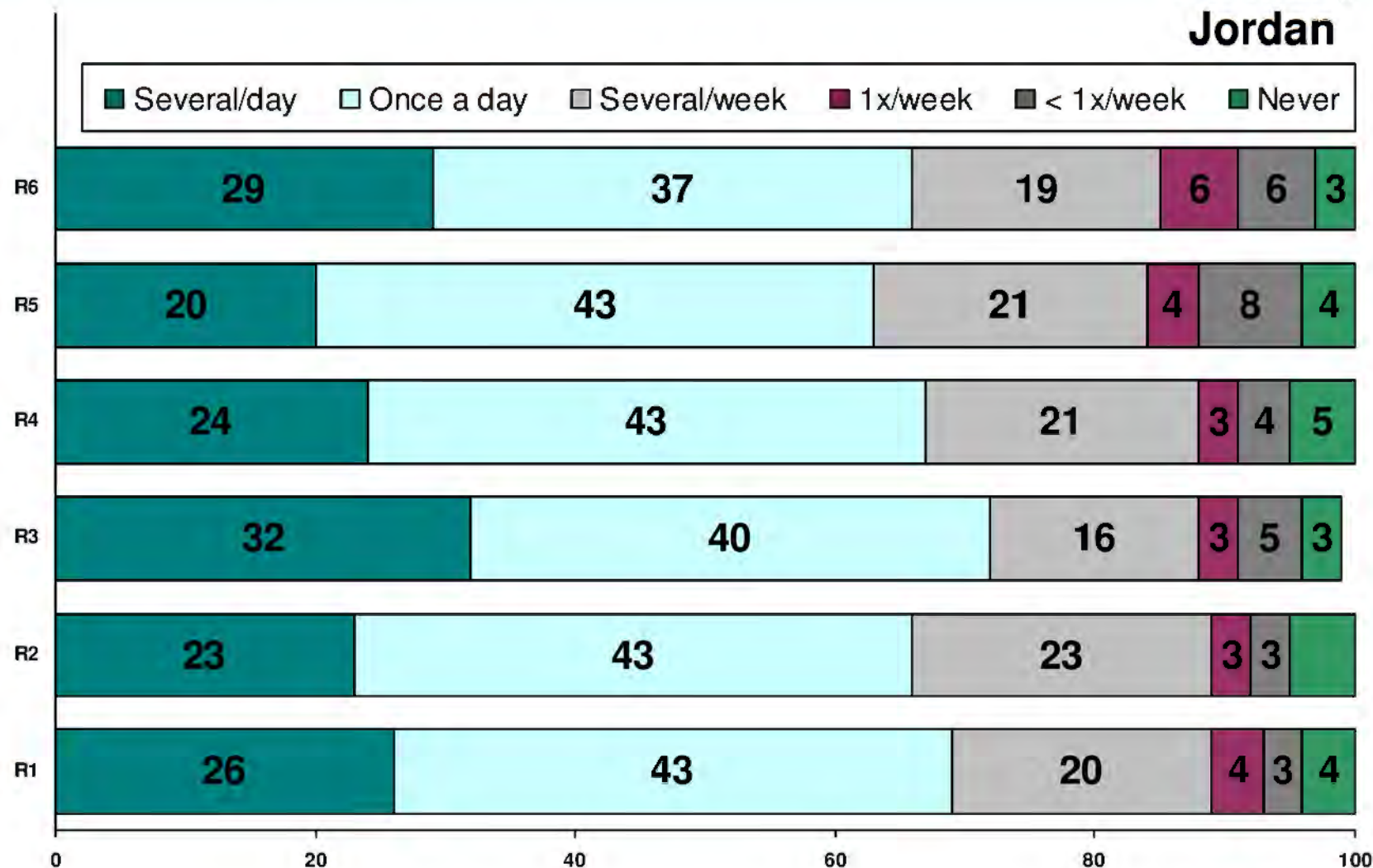
Abu Dhabi



Base: Those who use the internet

How often do you specifically use the internet for email?

**Amman,
Jordan**

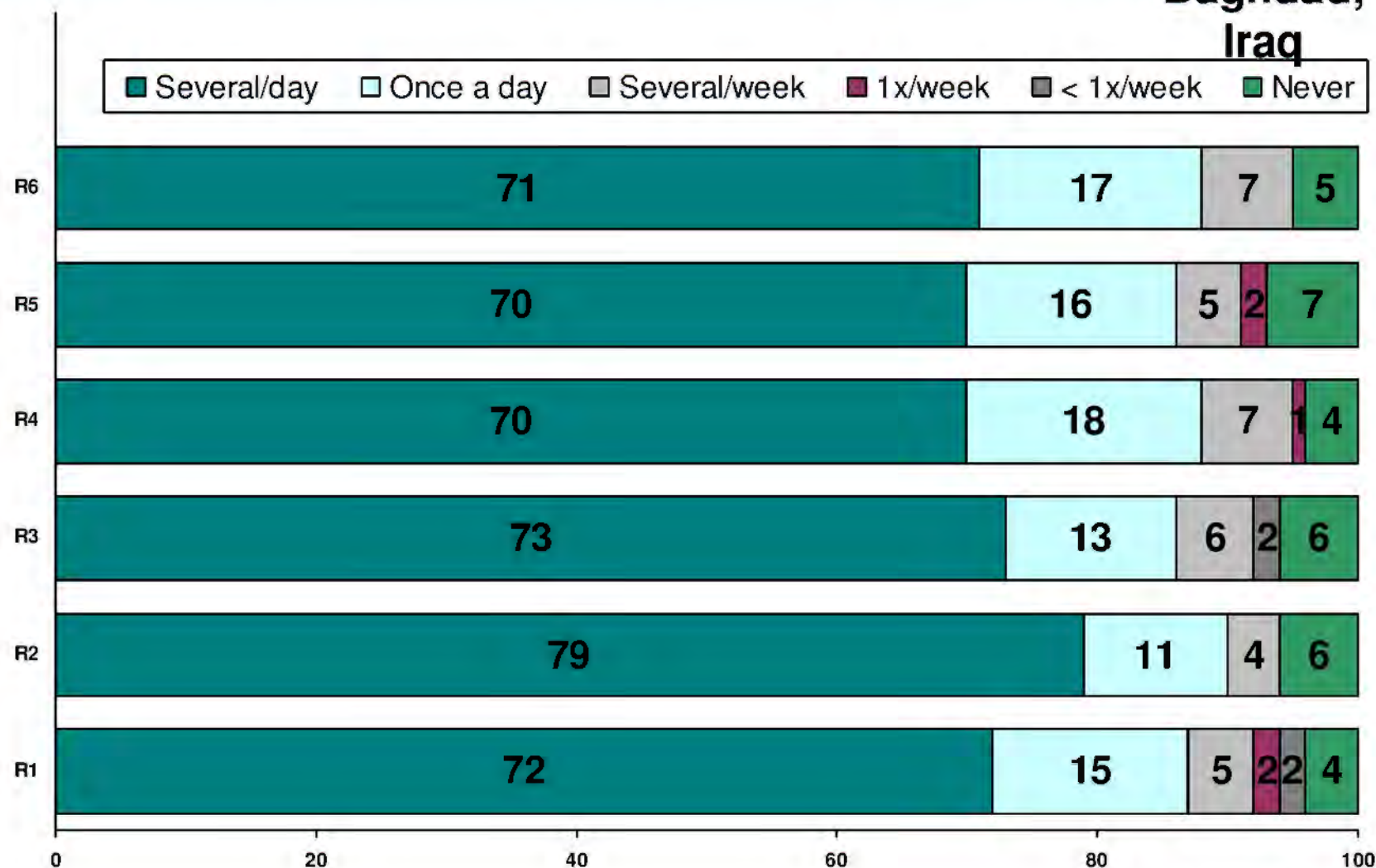


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Base: Those who use the internet

How often do you specifically use the internet for email?

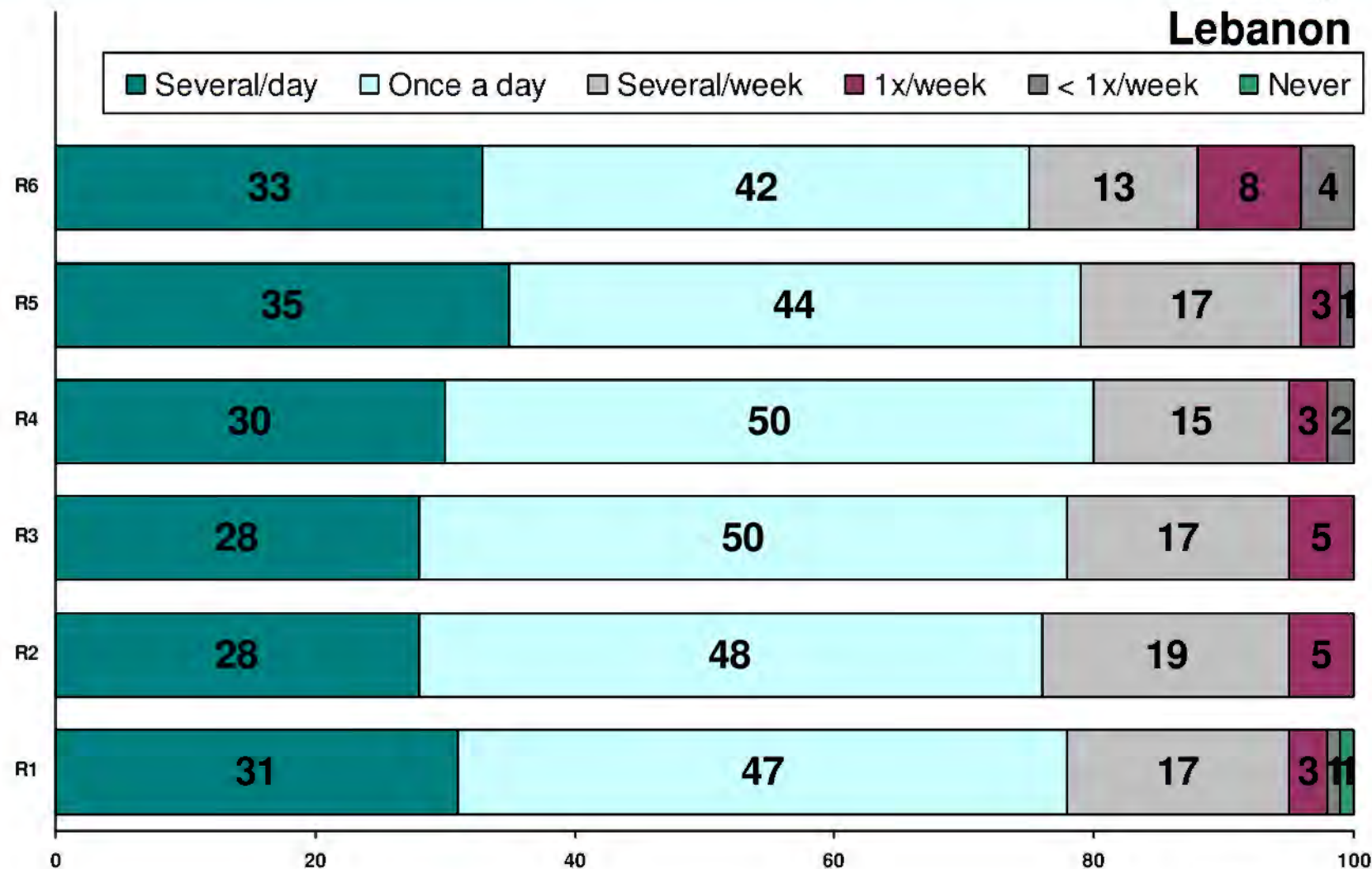
Baghdad,
Iraq



Base: Those who
use the internet

How often do you specifically use the internet for email?

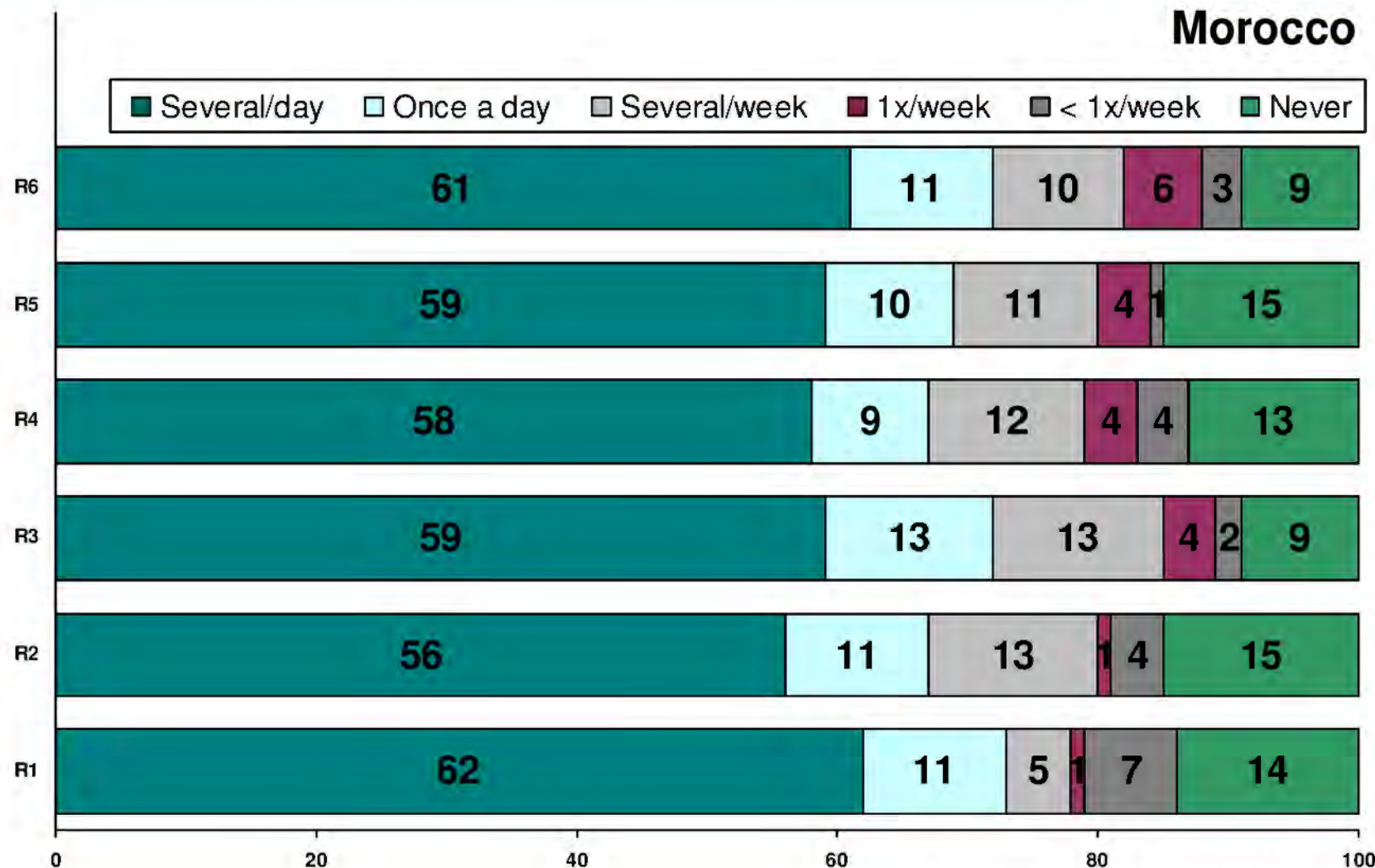
**Beirut,
Lebanon**



Base: Those who use the internet

How often do you specifically use the internet for email?

**Casablanca,
Morocco**

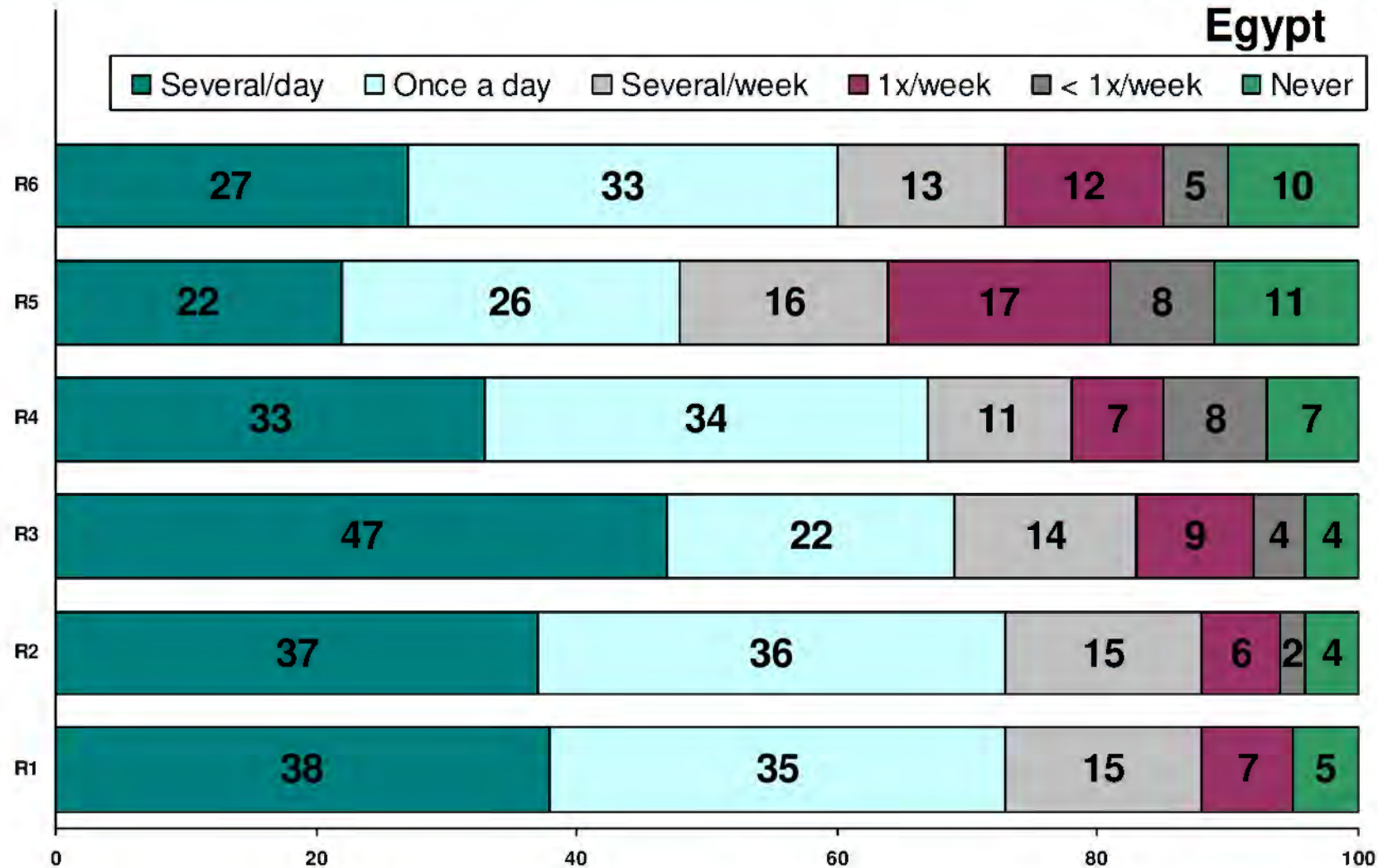


%

Base: Those who
use the internet

How often do you specifically use the internet for news and current events?

Alexandria,
Egypt

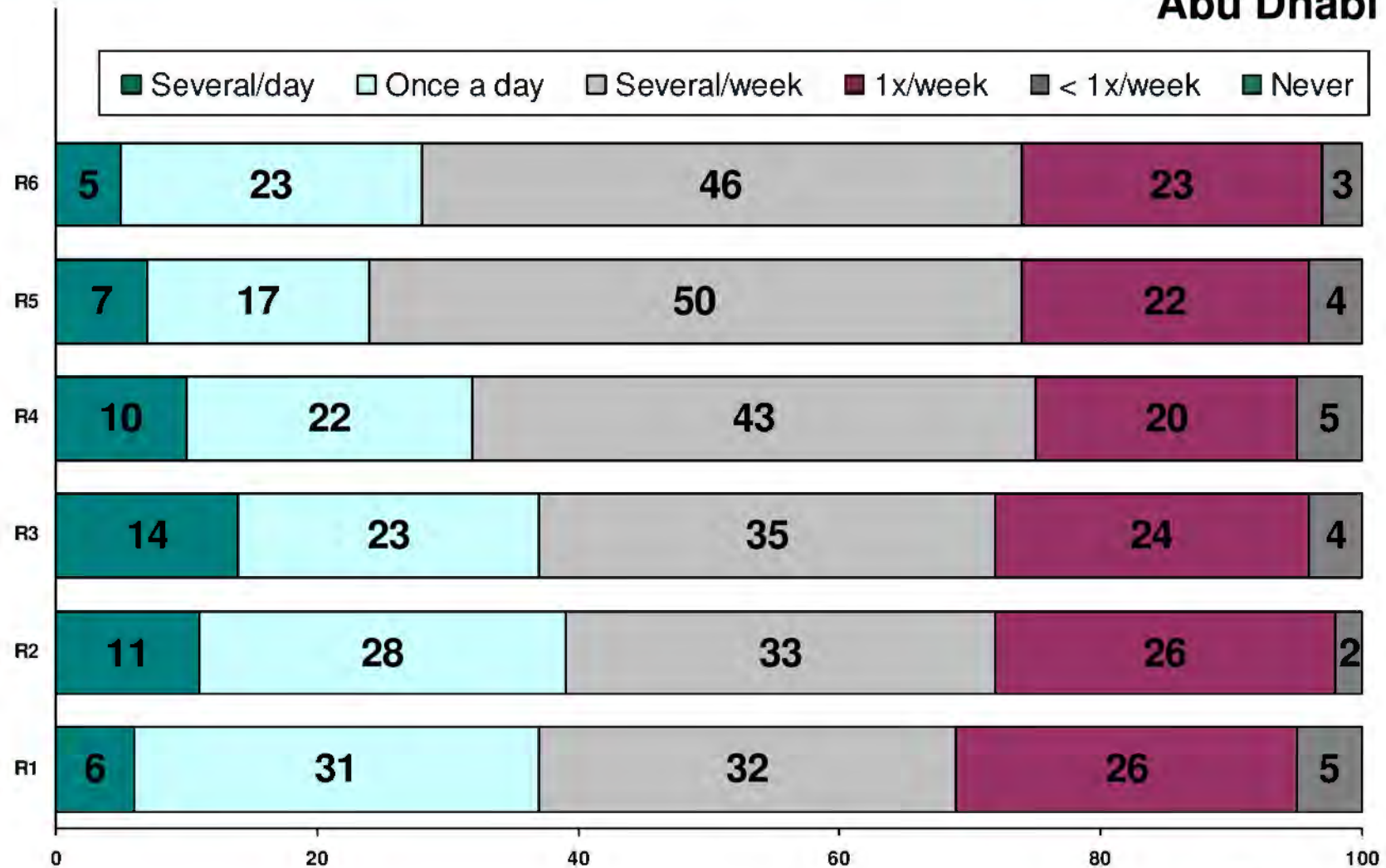


%

Base: Those who
use the internet

How often do you specifically use the internet for news and current events?

Abu Dhabi



%

Base: Those who use the internet

How often do you specifically use the internet for news and current events?

Amman,
Jordan

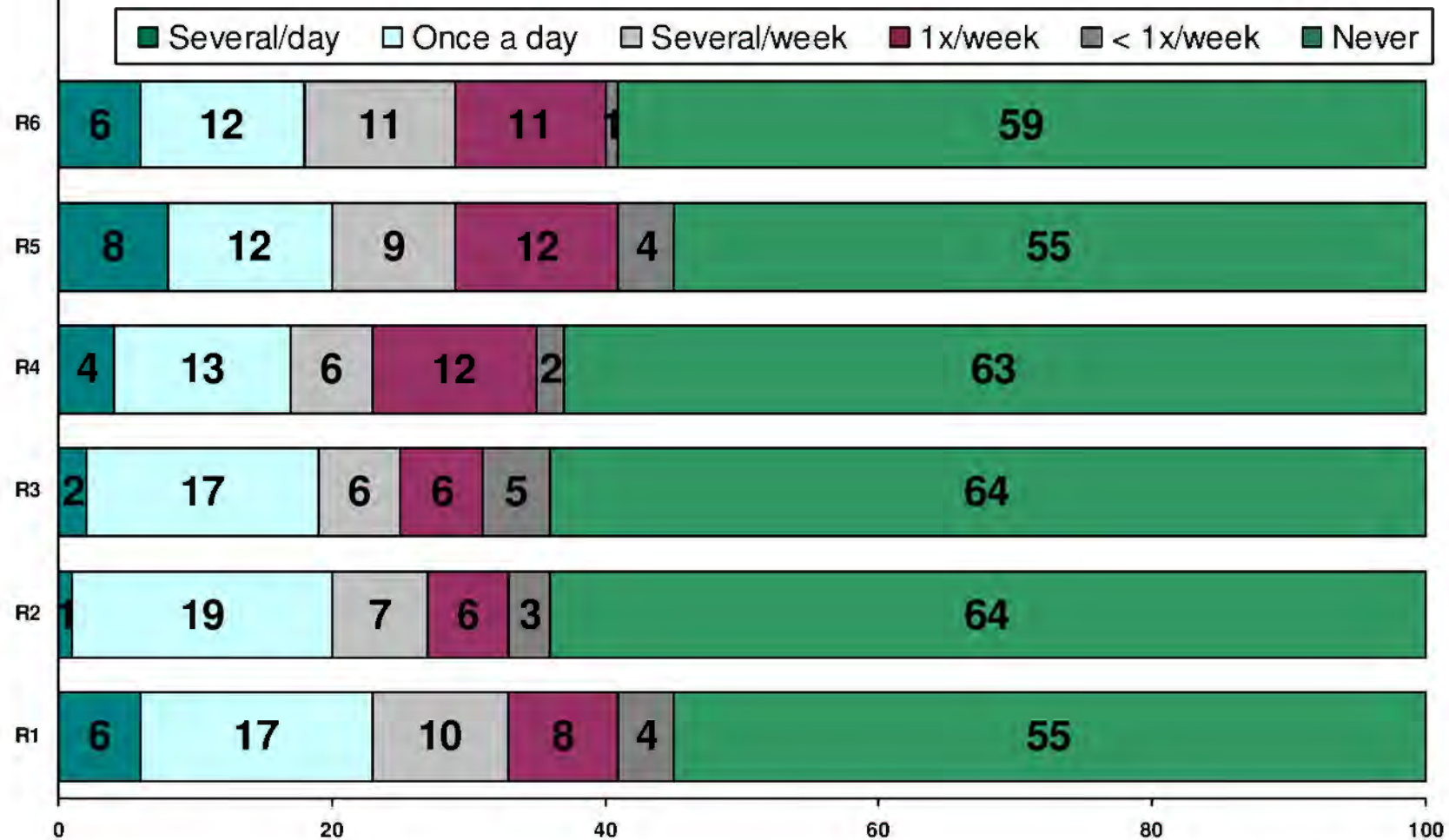


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Base: Those who
use the internet

How often do you specifically use the internet for news and current events?

Baghdad,
Iraq



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Base: Those who
use the internet

How often do you specifically use the internet for news and current events?

Beirut,
Lebanon

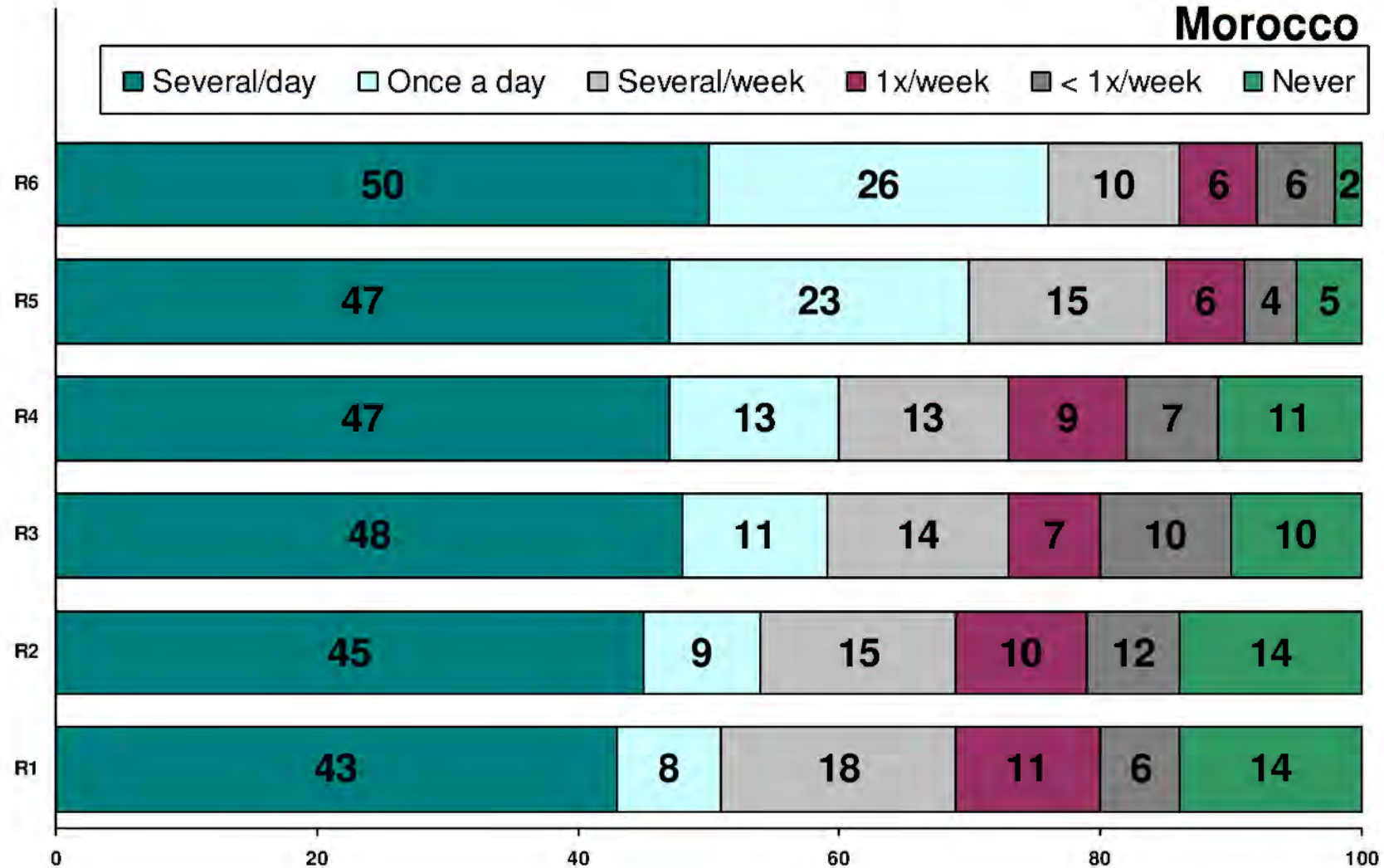


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Base: Those who
use the internet

How often do you specifically use the internet for news and current events?

**Casablanca,
Morocco**



%

Base: Those who
use the internet

How often do you specifically use the internet for listening to music?

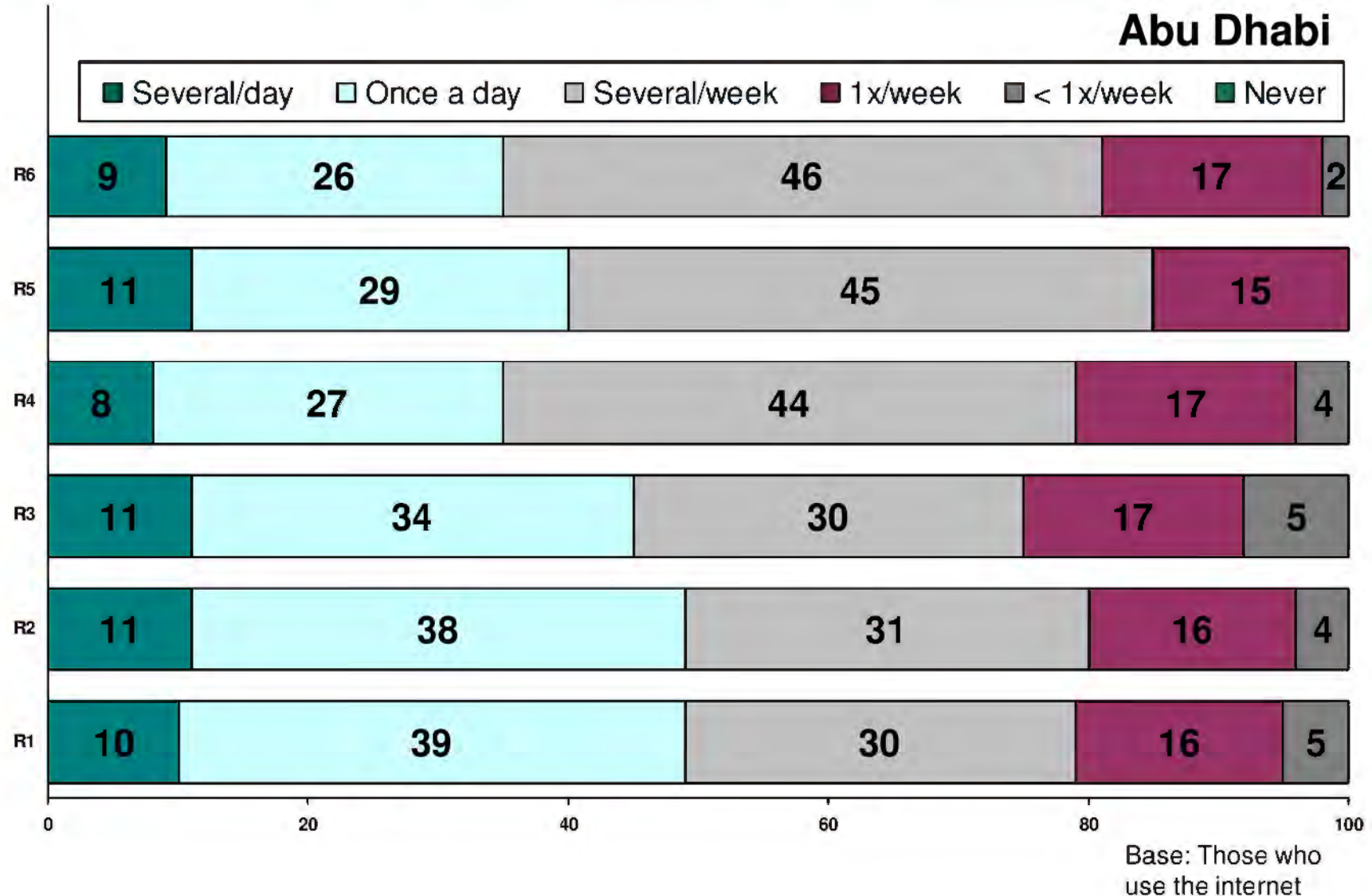
Alexandria,
Egypt



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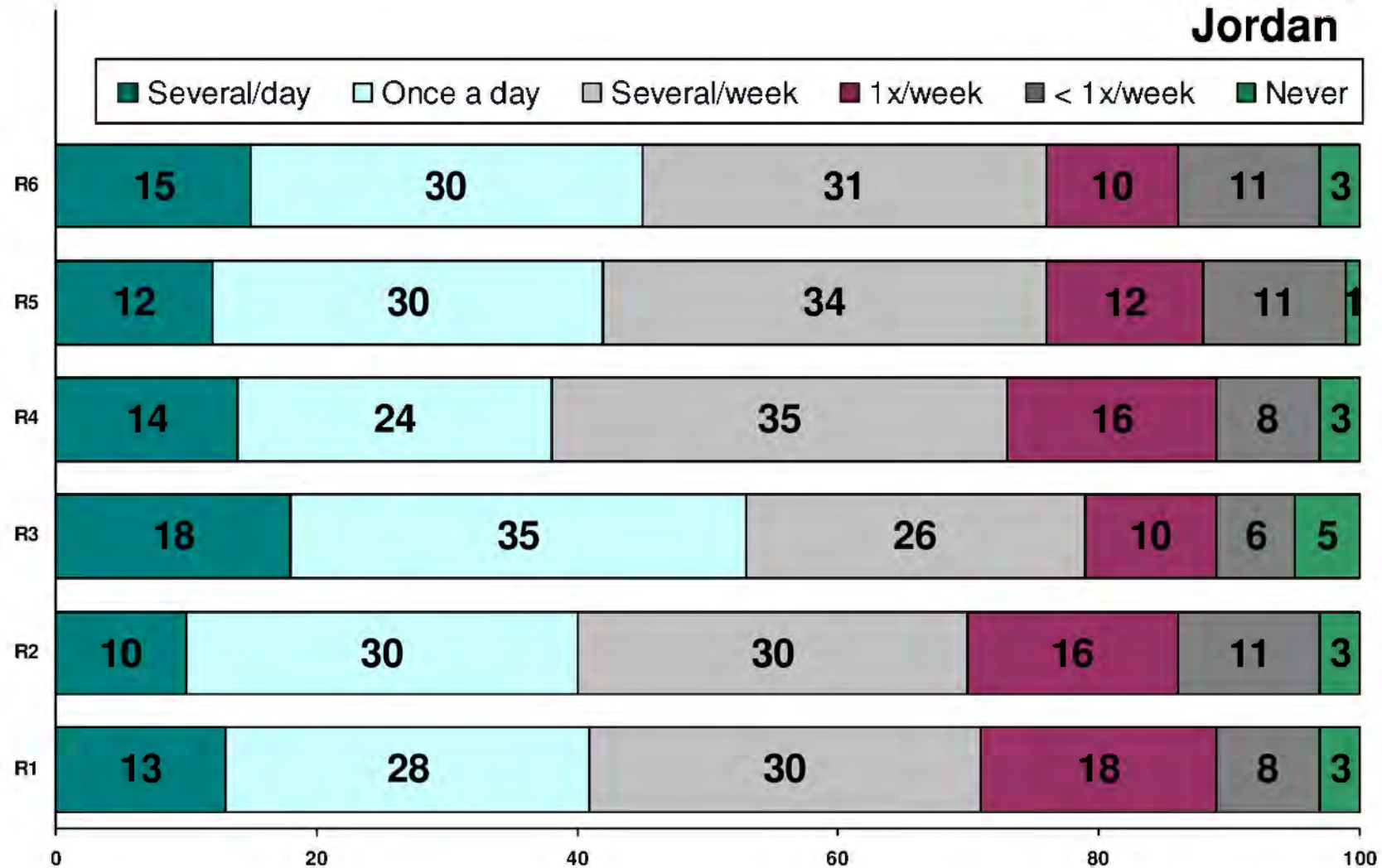
Base: Those who
use the internet

How often do you specifically use the internet for listening to music?



How often do you specifically use the internet for listening to music?

**Amman,
Jordan**

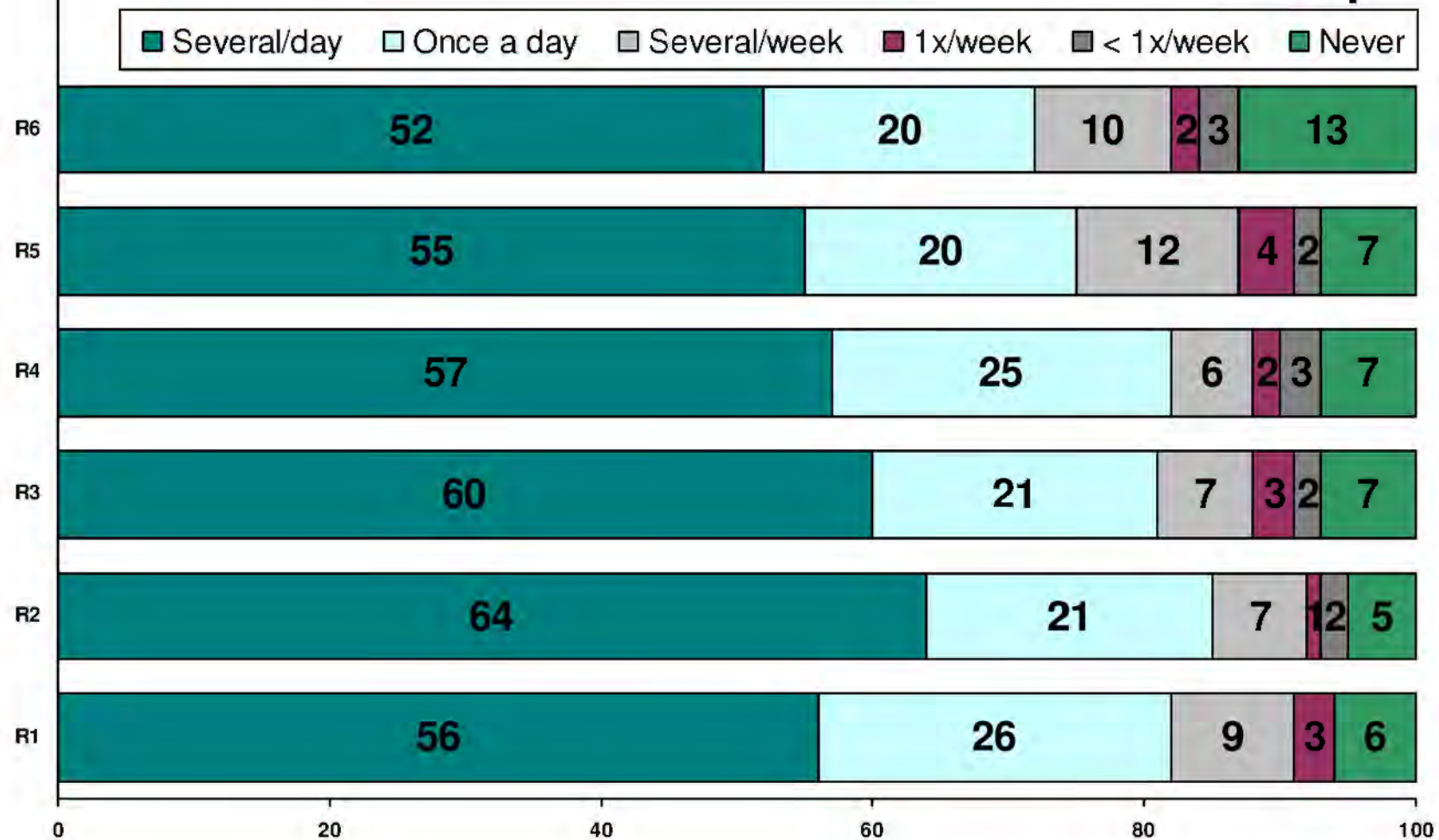


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Base: Those who
use the internet

How often do you specifically use the internet for listening to music?

Baghdad,
Iraq

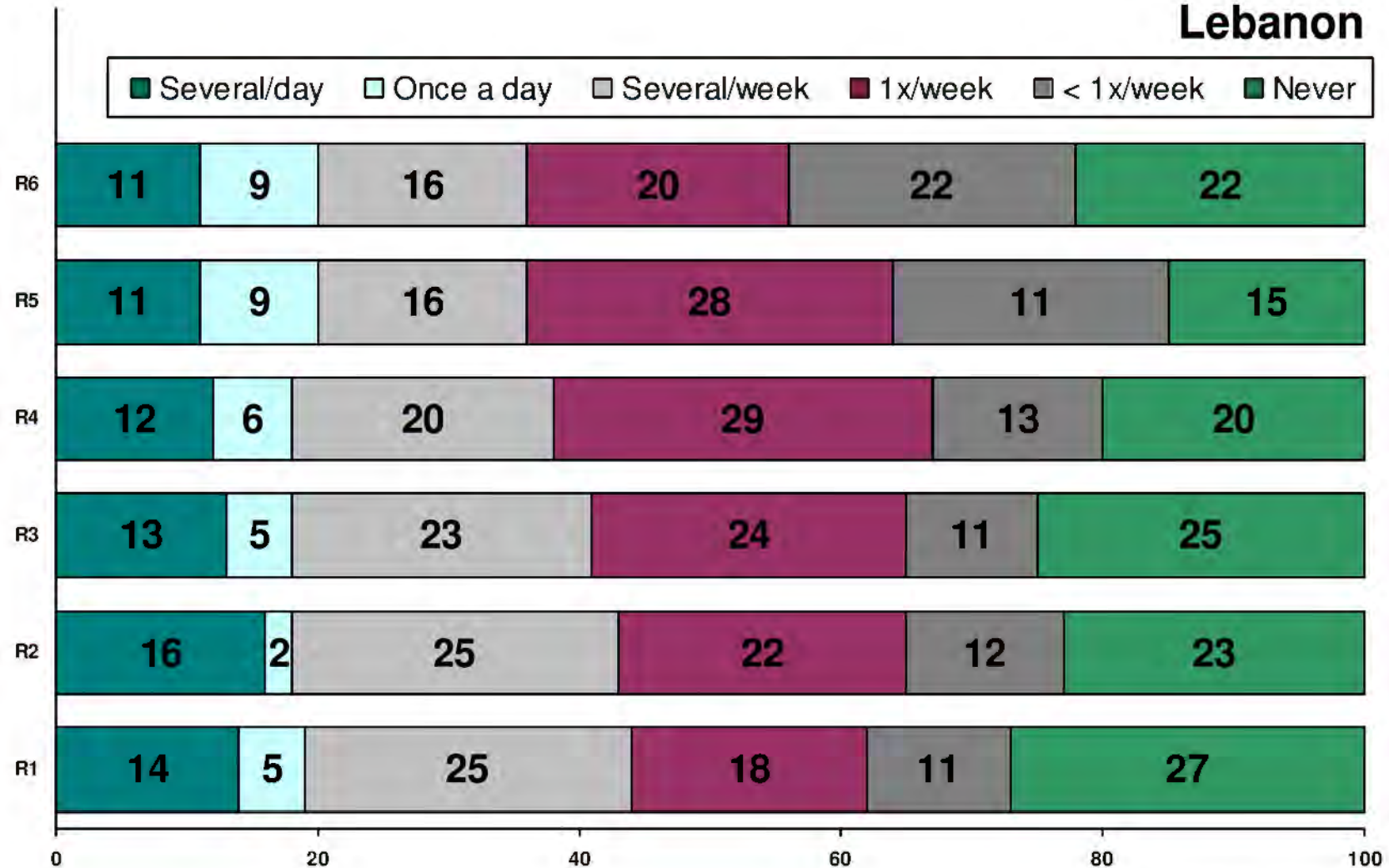


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Base: Those who
use the internet

How often do you specifically use the internet for listening to music?

Beirut,
Lebanon

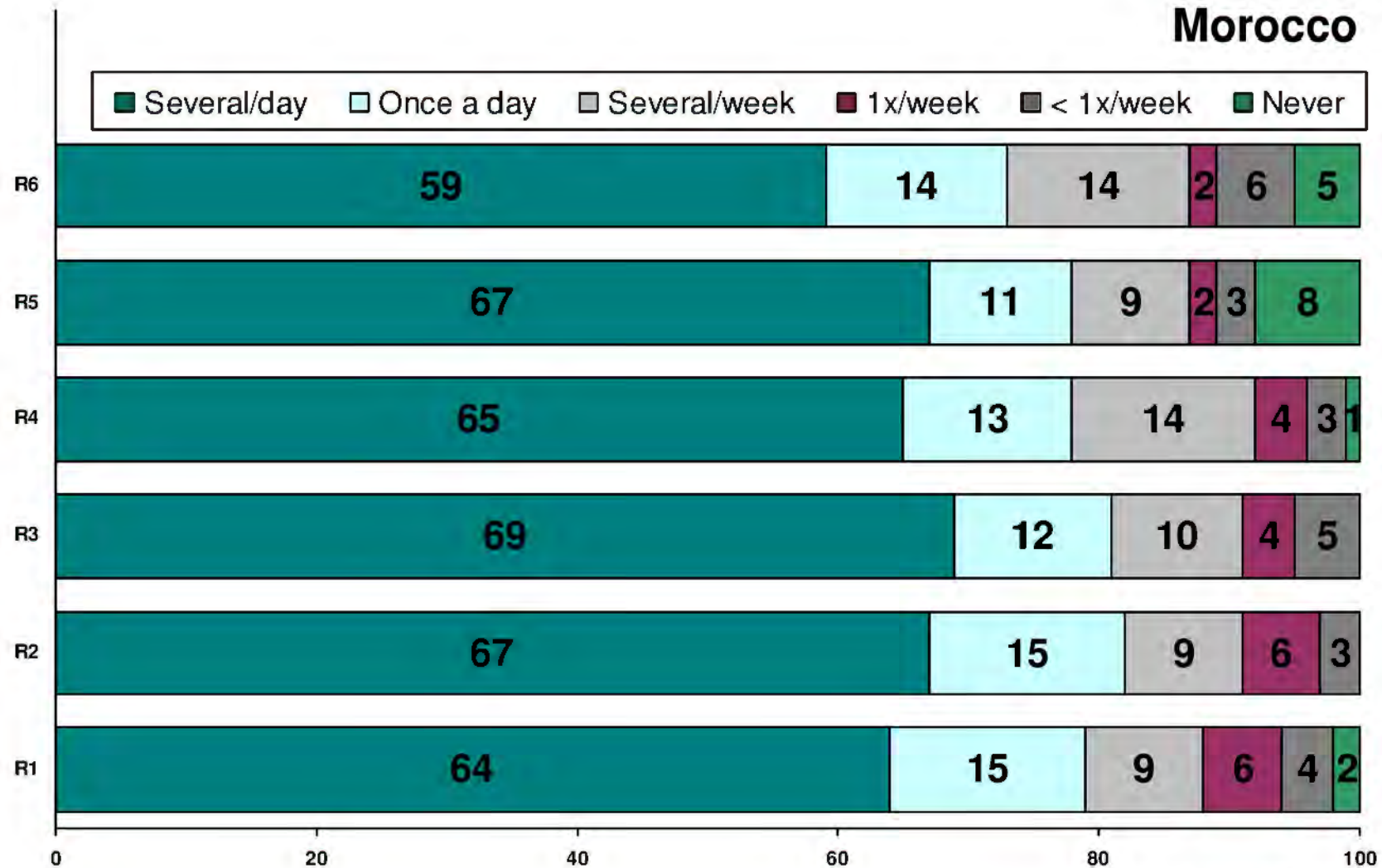


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Base: Those who
use the internet

How often do you specifically use the internet for listening to music?

**Casablanca,
Morocco**

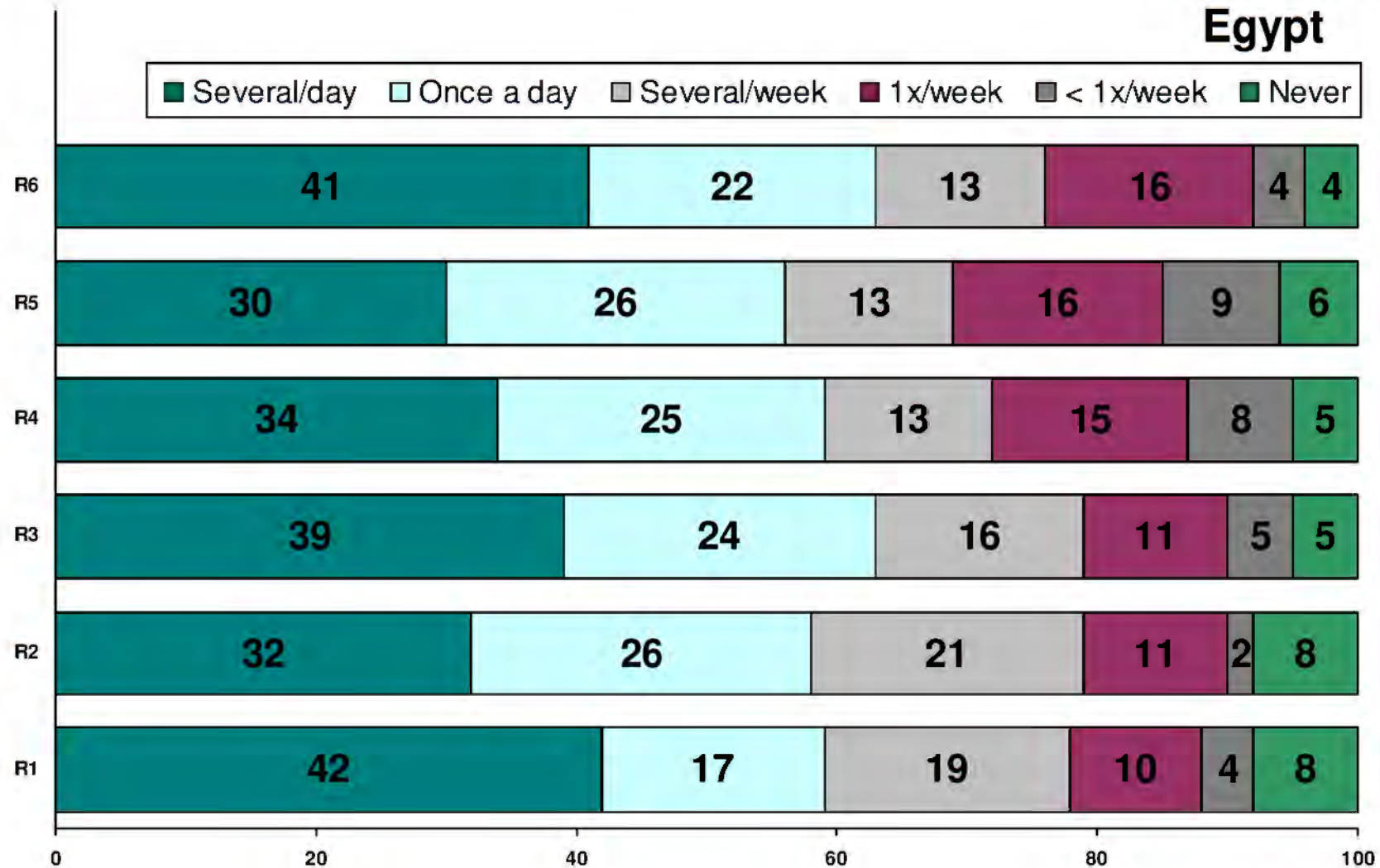


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Base: Those who
use the internet

How often do you use the internet for information on music, movies or TV?

Alexandria,
Egypt

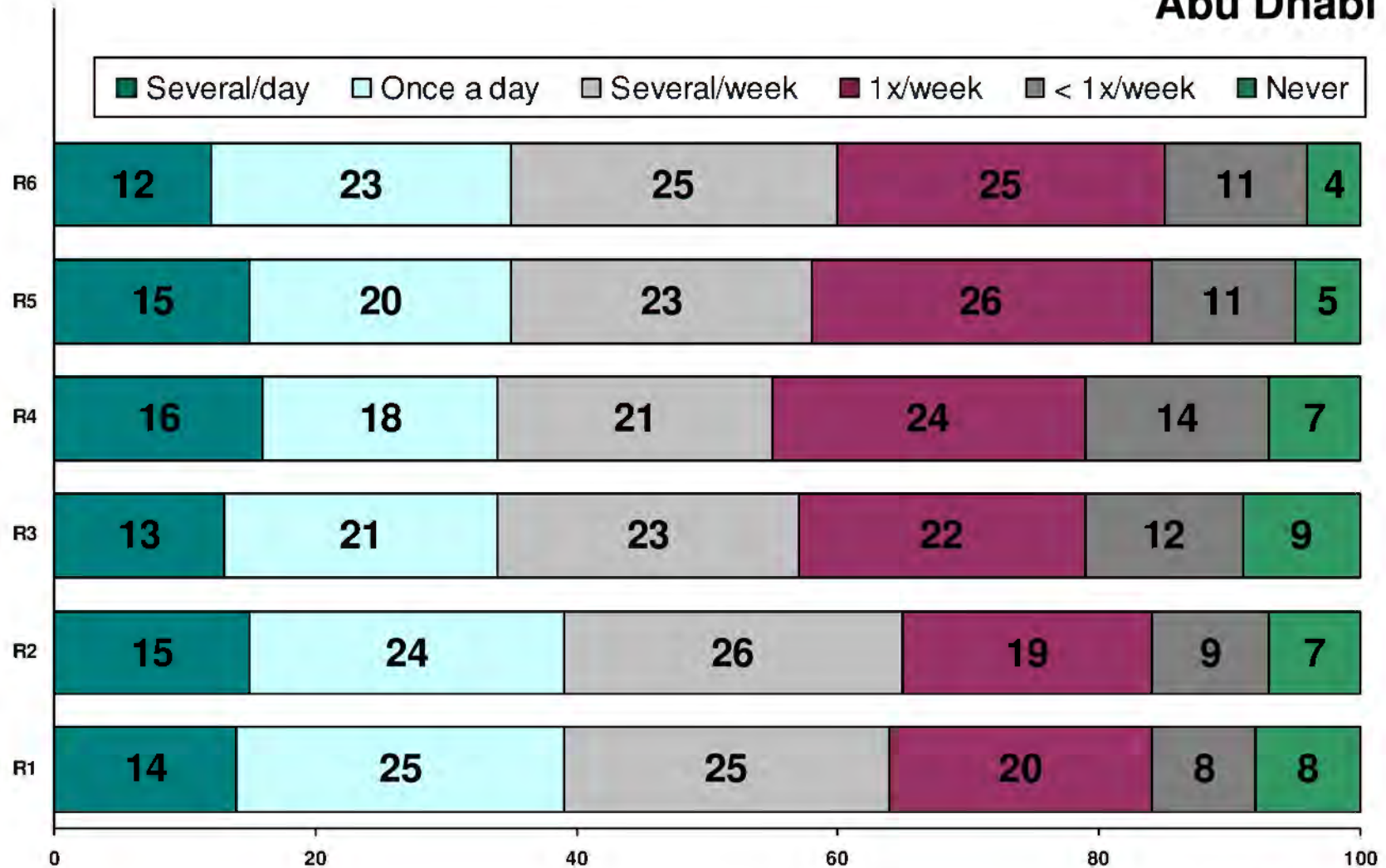


%

Base: Those who
use the internet

How often do you use the internet for information on music, movies or TV?

Abu Dhabi

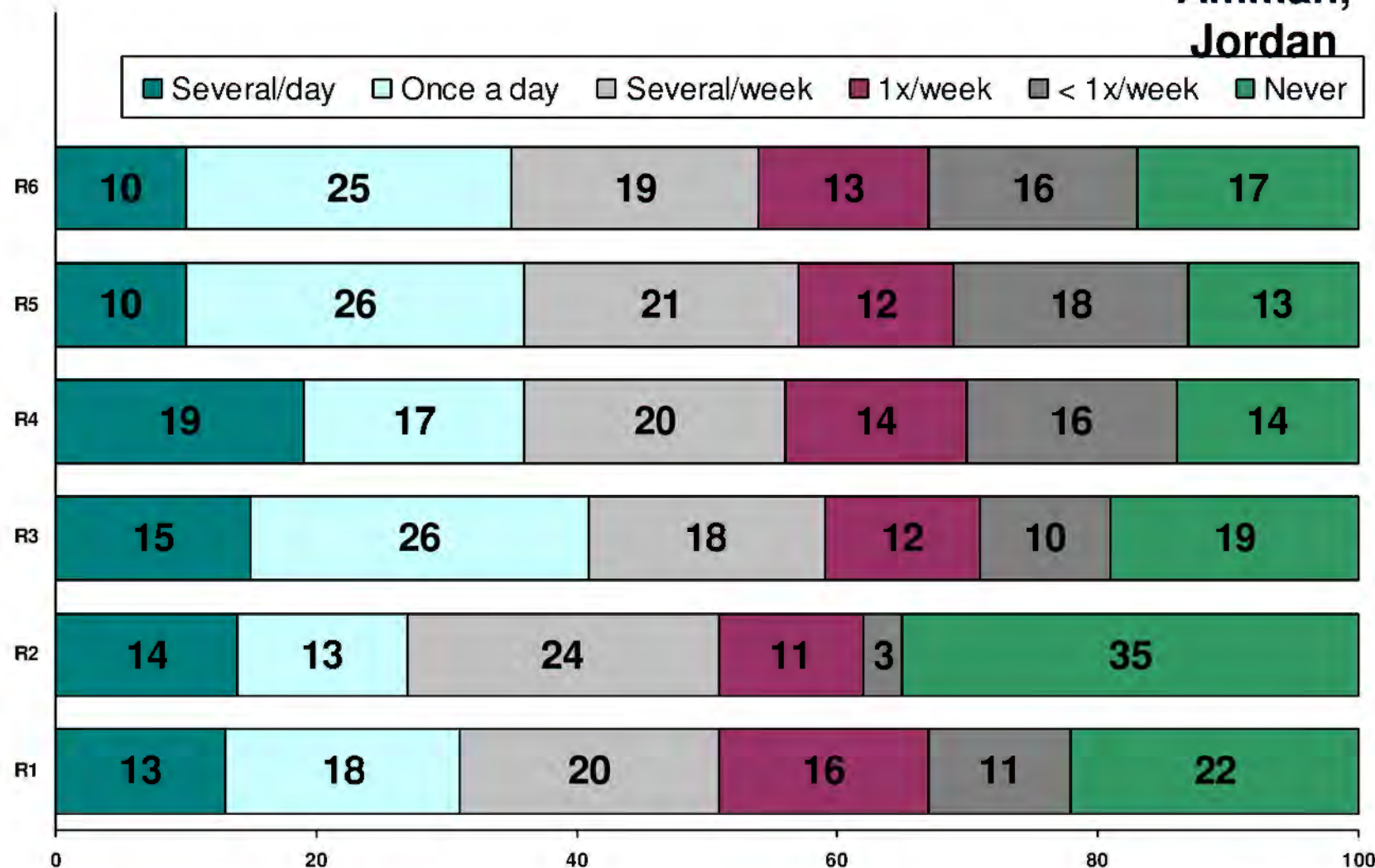


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Base: Those who use the internet

How often do you use the internet for information on music, movies or TV?

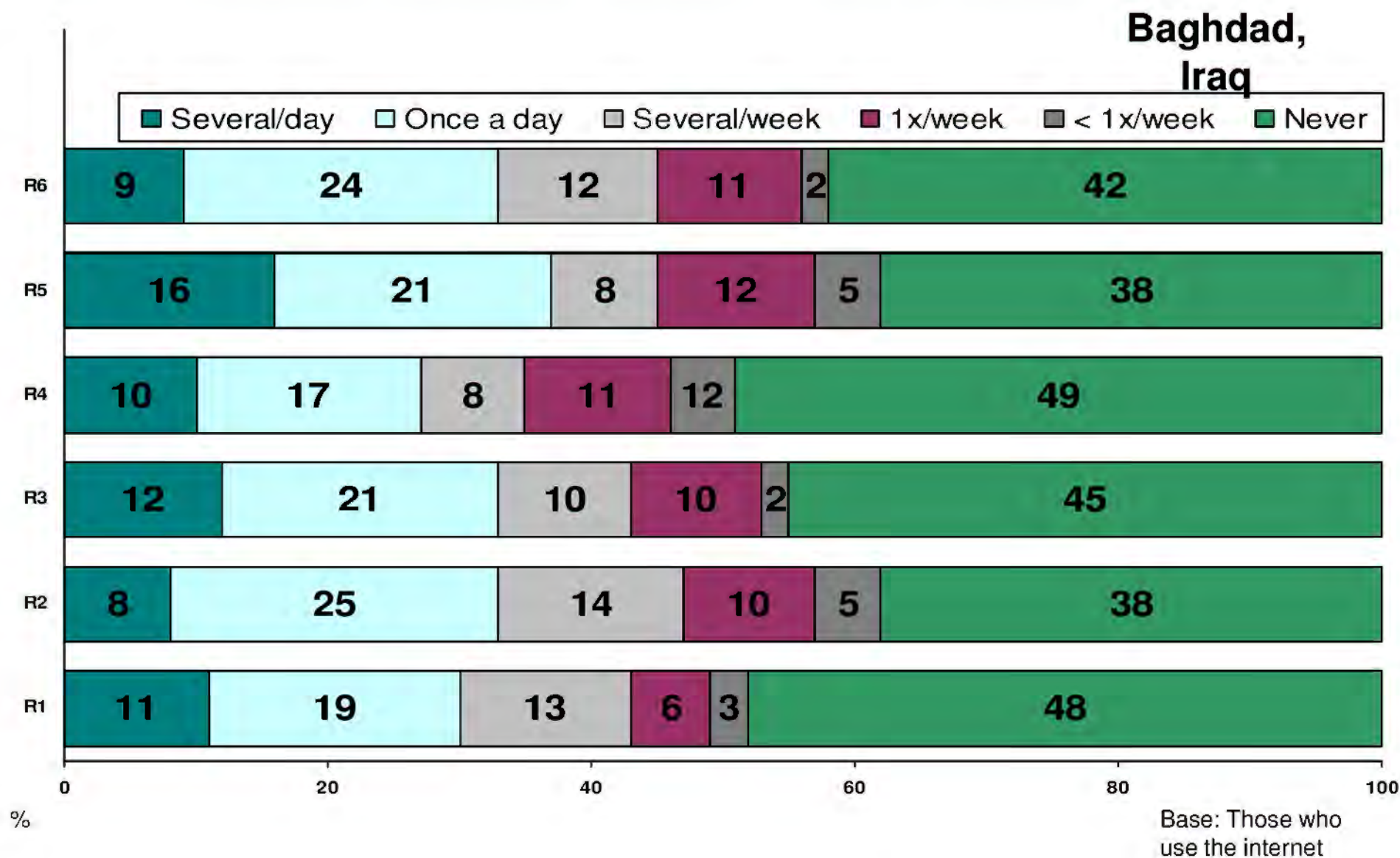
Amman,
Jordan



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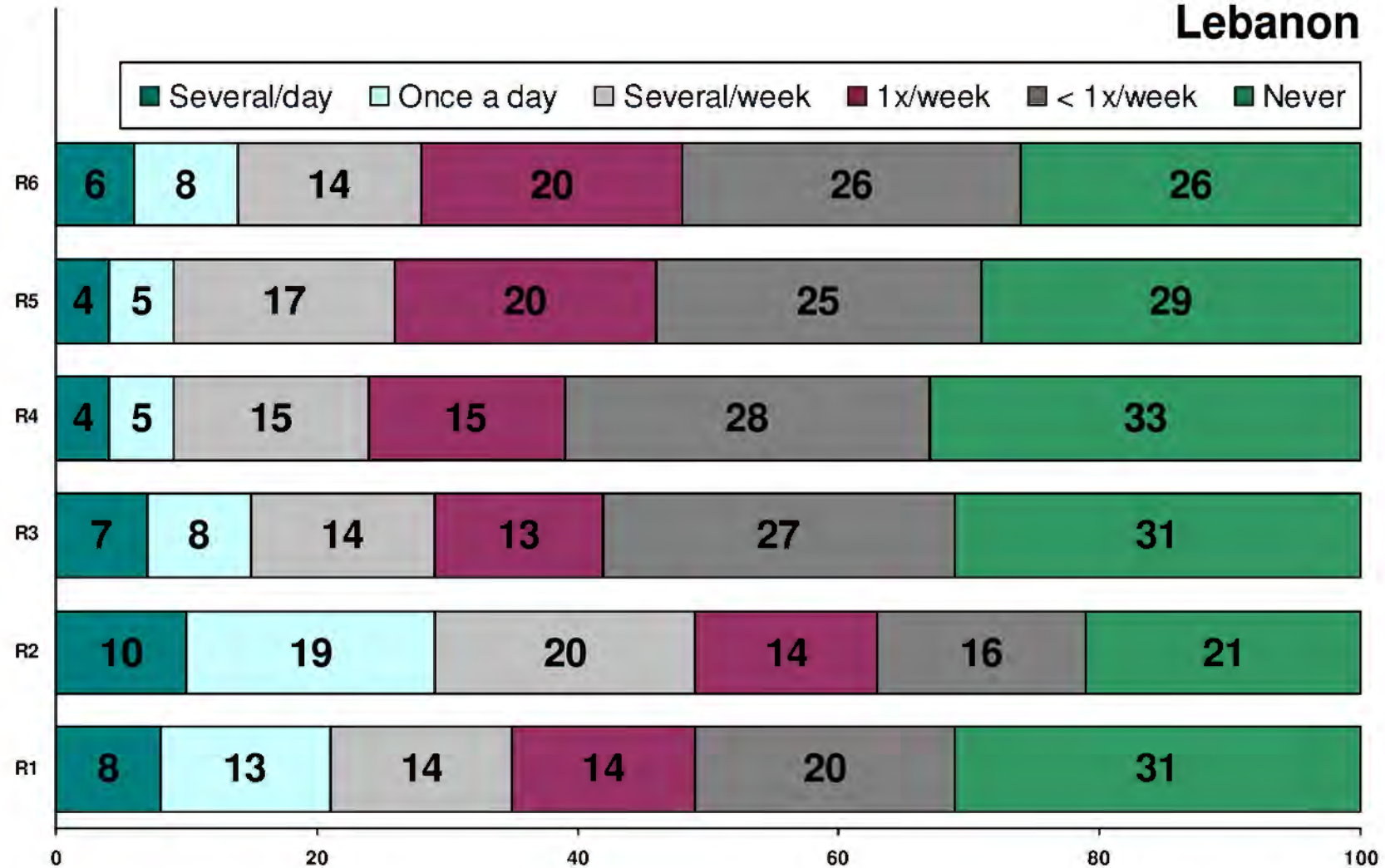
Base: Those who
use the internet

How often do you use the internet for information on music, movies or TV?



How often do you use the internet for information on music, movies or TV?

Beirut,
Lebanon

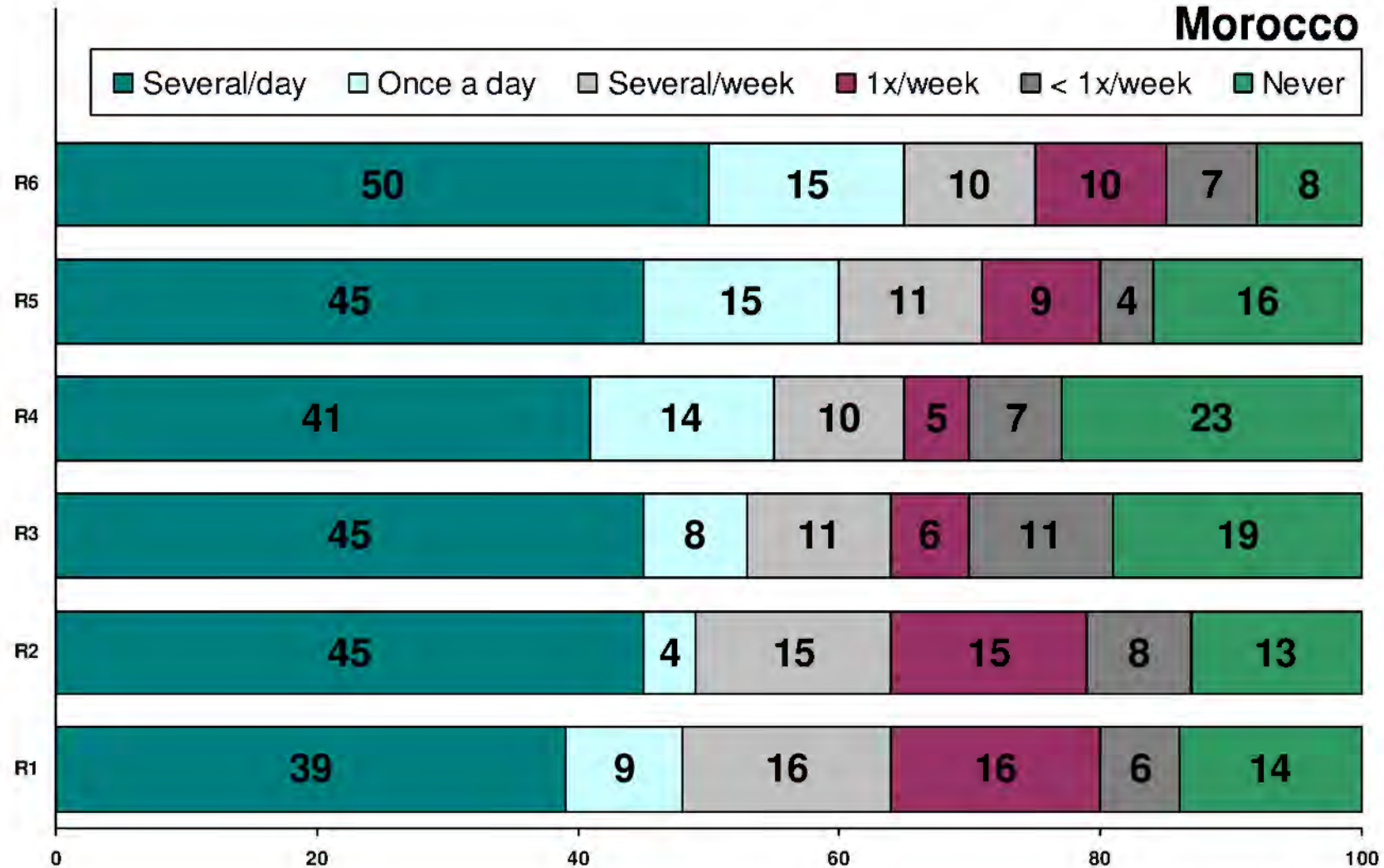


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Base: Those who
use the internet

How often do you use the internet for information on music, movies or TV?

**Casablanca,
Morocco**

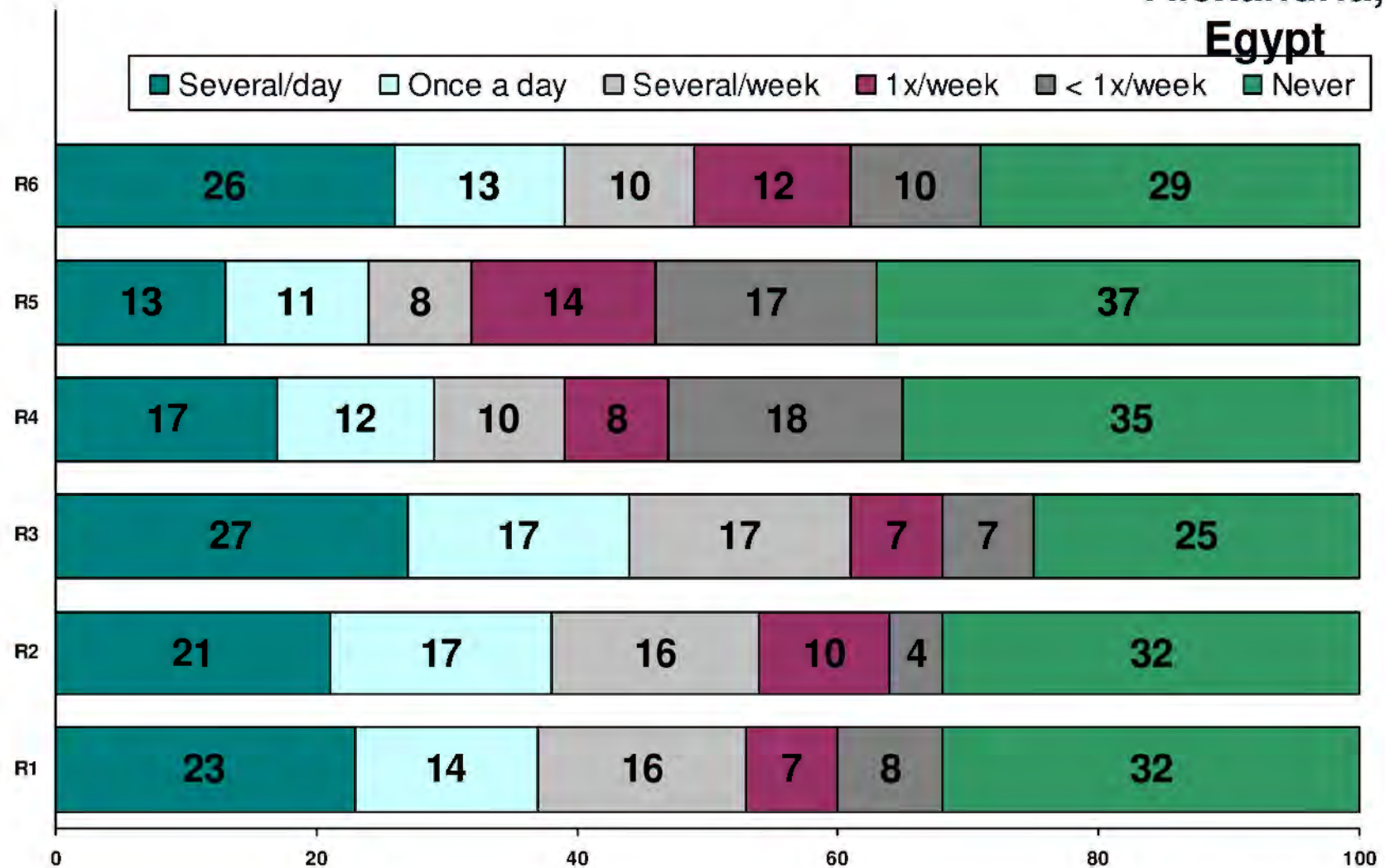


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Base: Those who
use the internet

How often do you specifically use the internet for video games?

Alexandria,
Egypt

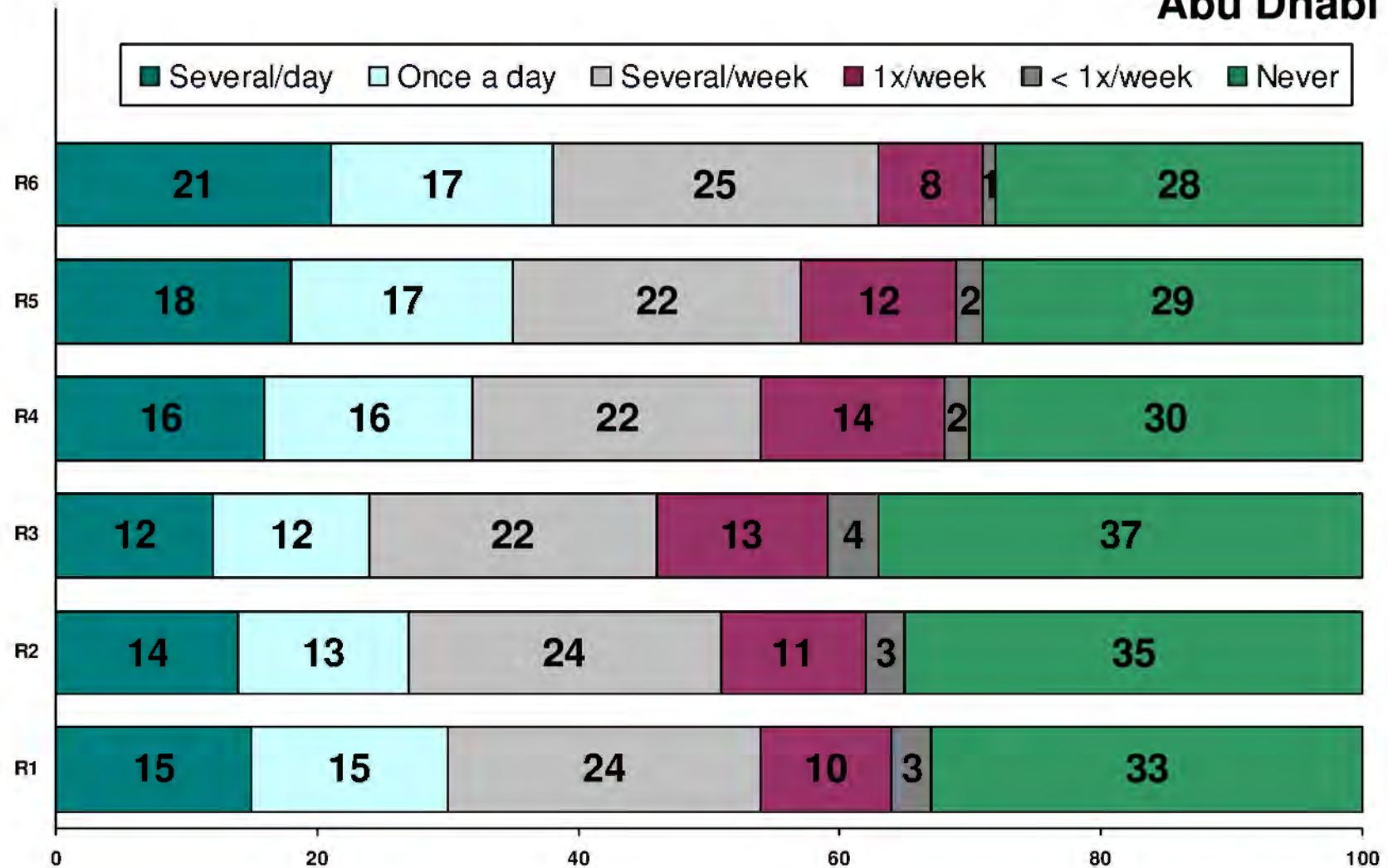


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Base: Those who
use the internet

How often do you specifically use the internet for video games?

Abu Dhabi

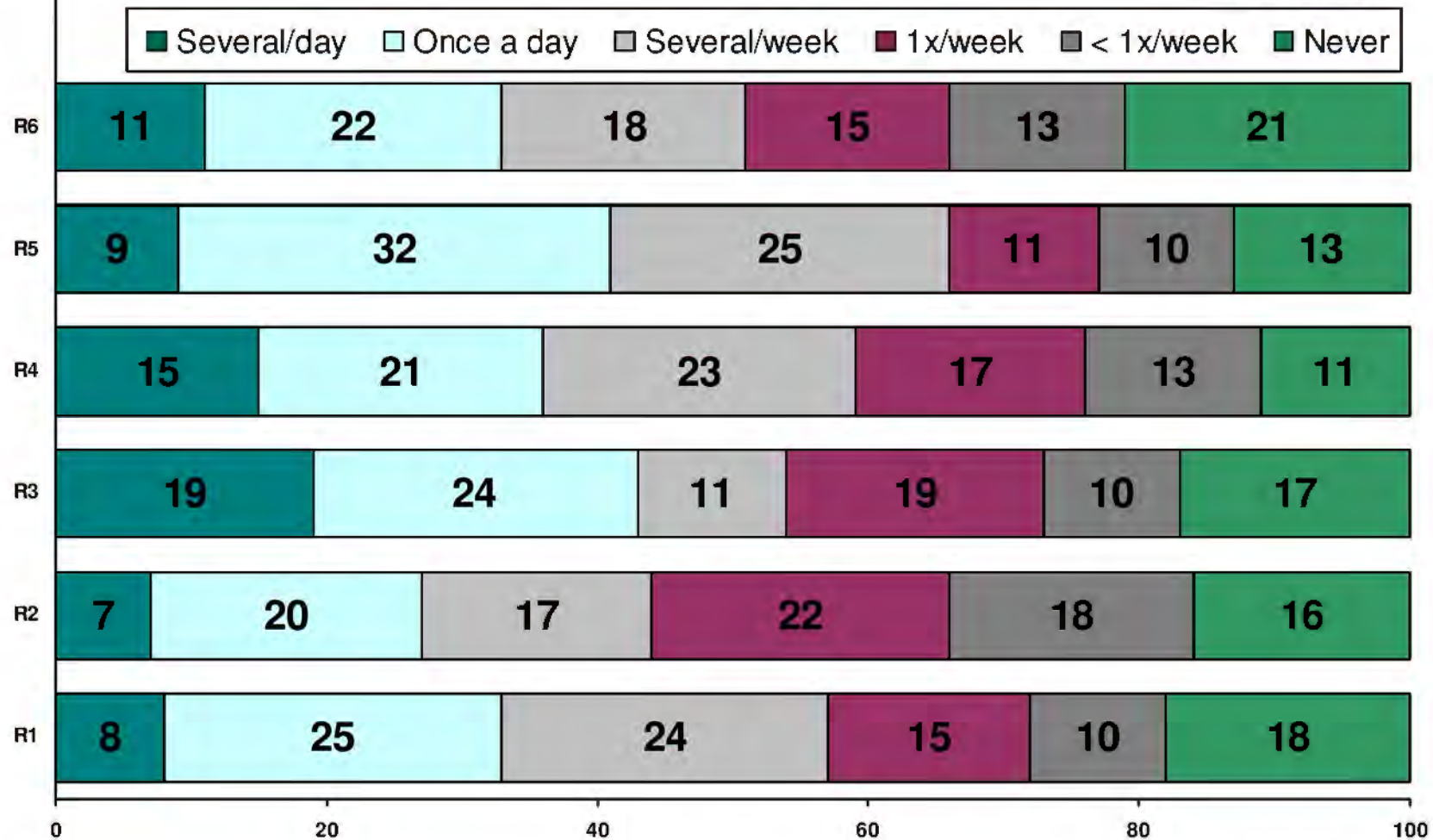


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Base: Those who use the internet

How often do you specifically use the internet for video games?

Amman,
Jordan

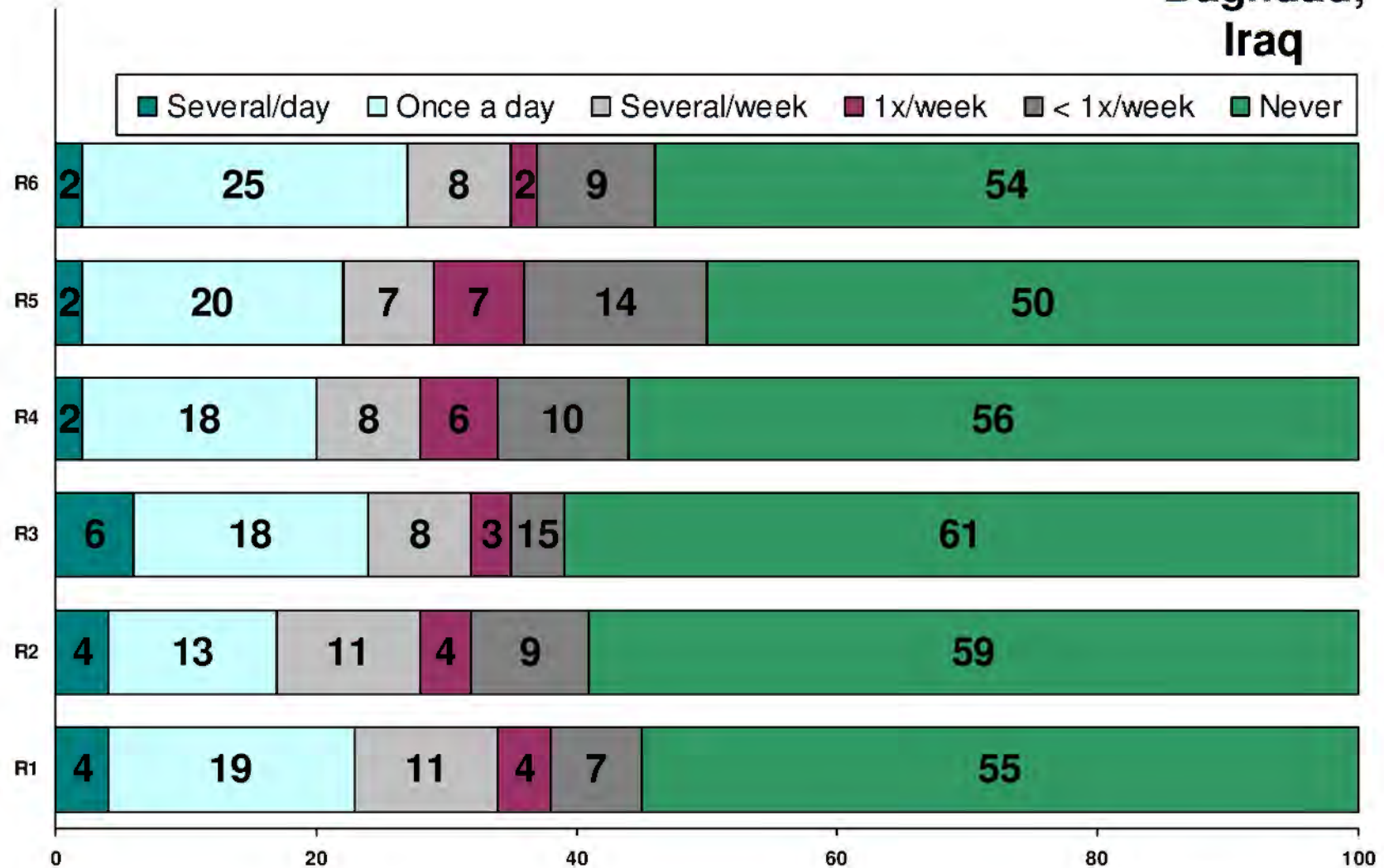


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Base: Those who
use the internet

How often do you specifically use the internet for video games?

Baghdad,
Iraq

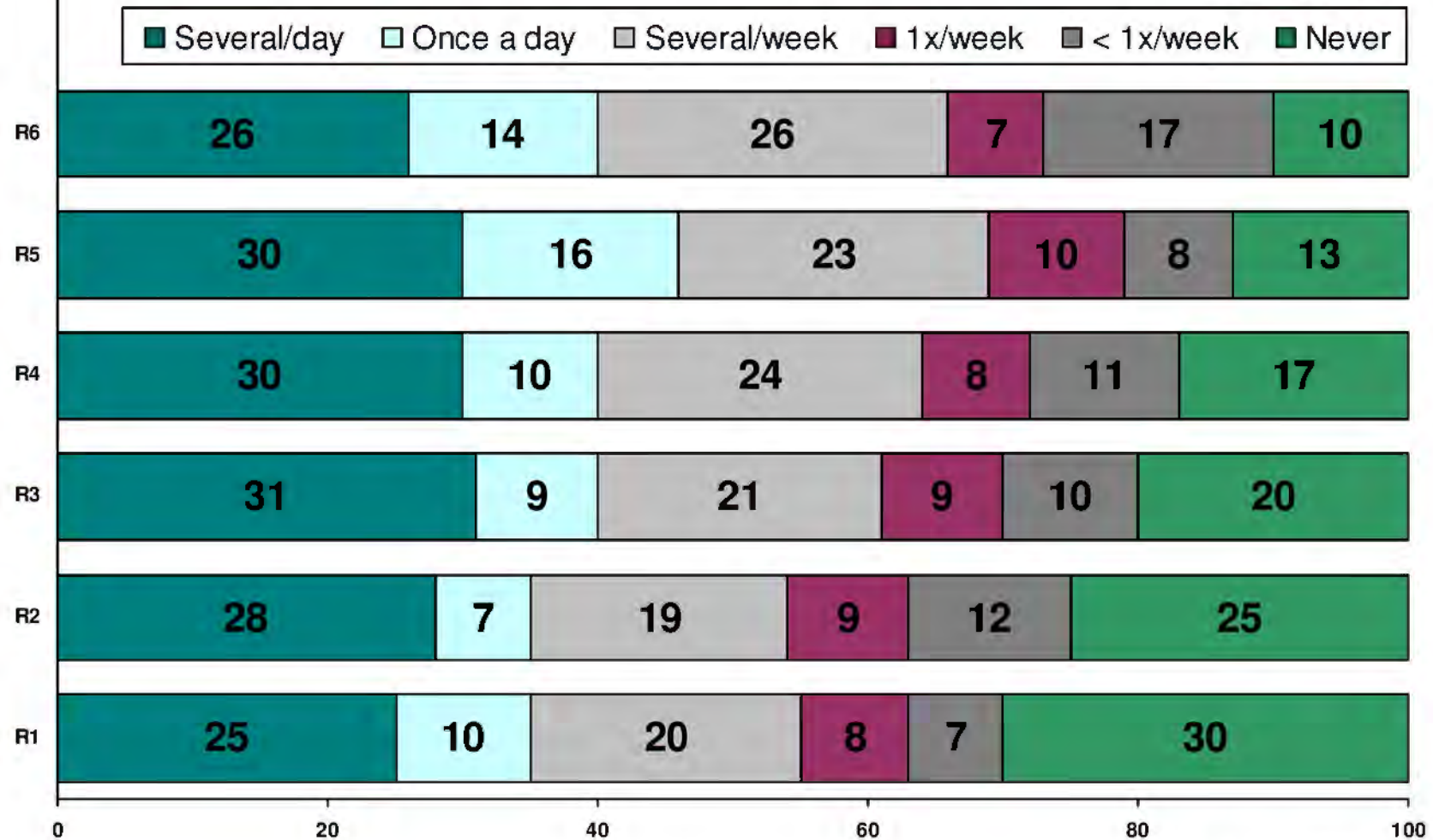


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Base: Those who
use the internet

How often do you specifically use the internet for video games?

Beirut,
Lebanon



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Base: Those who
use the internet

How often do you specifically use the internet for video games?

**Casablanca,
Morocco**

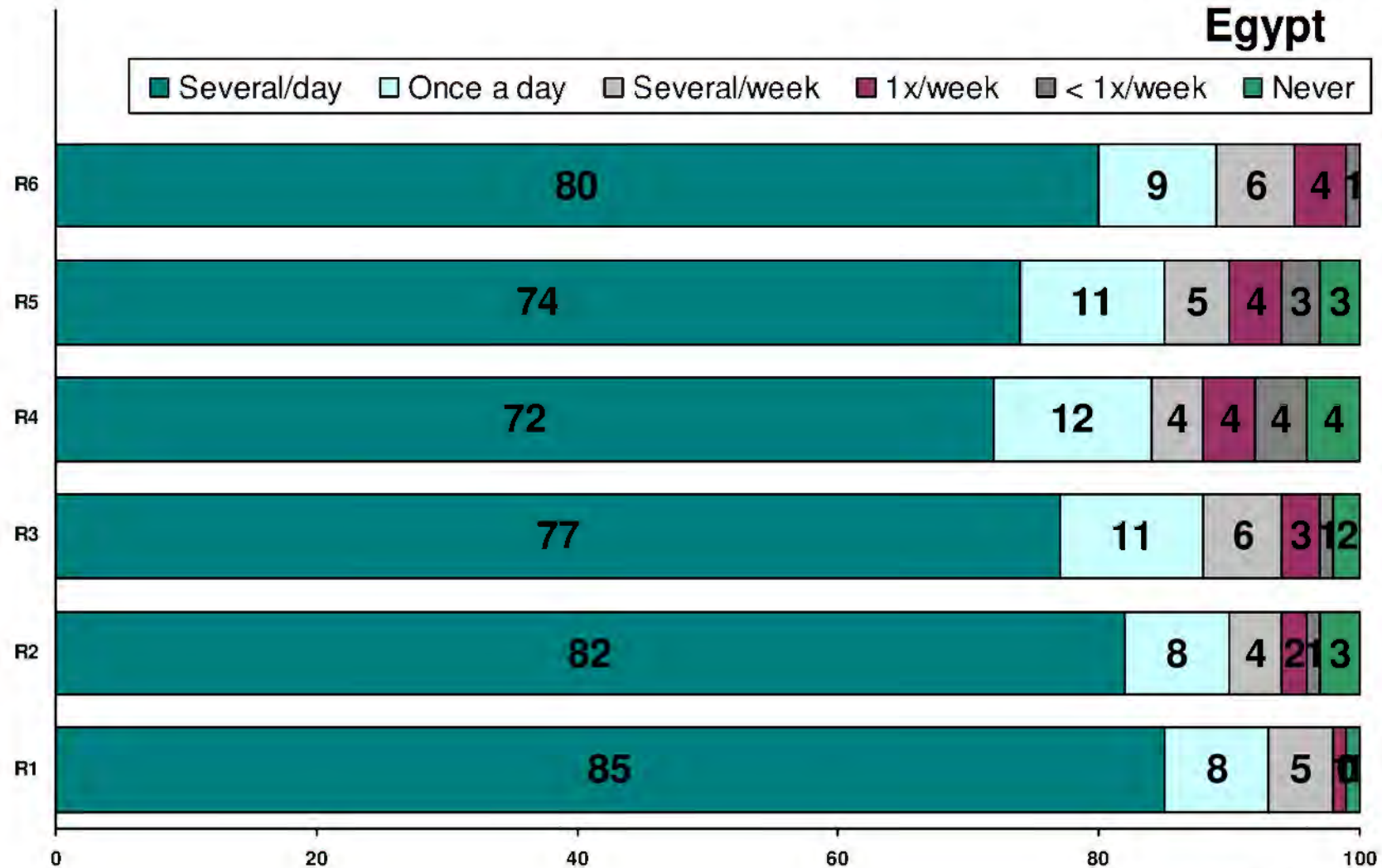


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Base: Those who
use the internet

How often do you specifically use the internet for social networking sites?

Alexandria,
Egypt

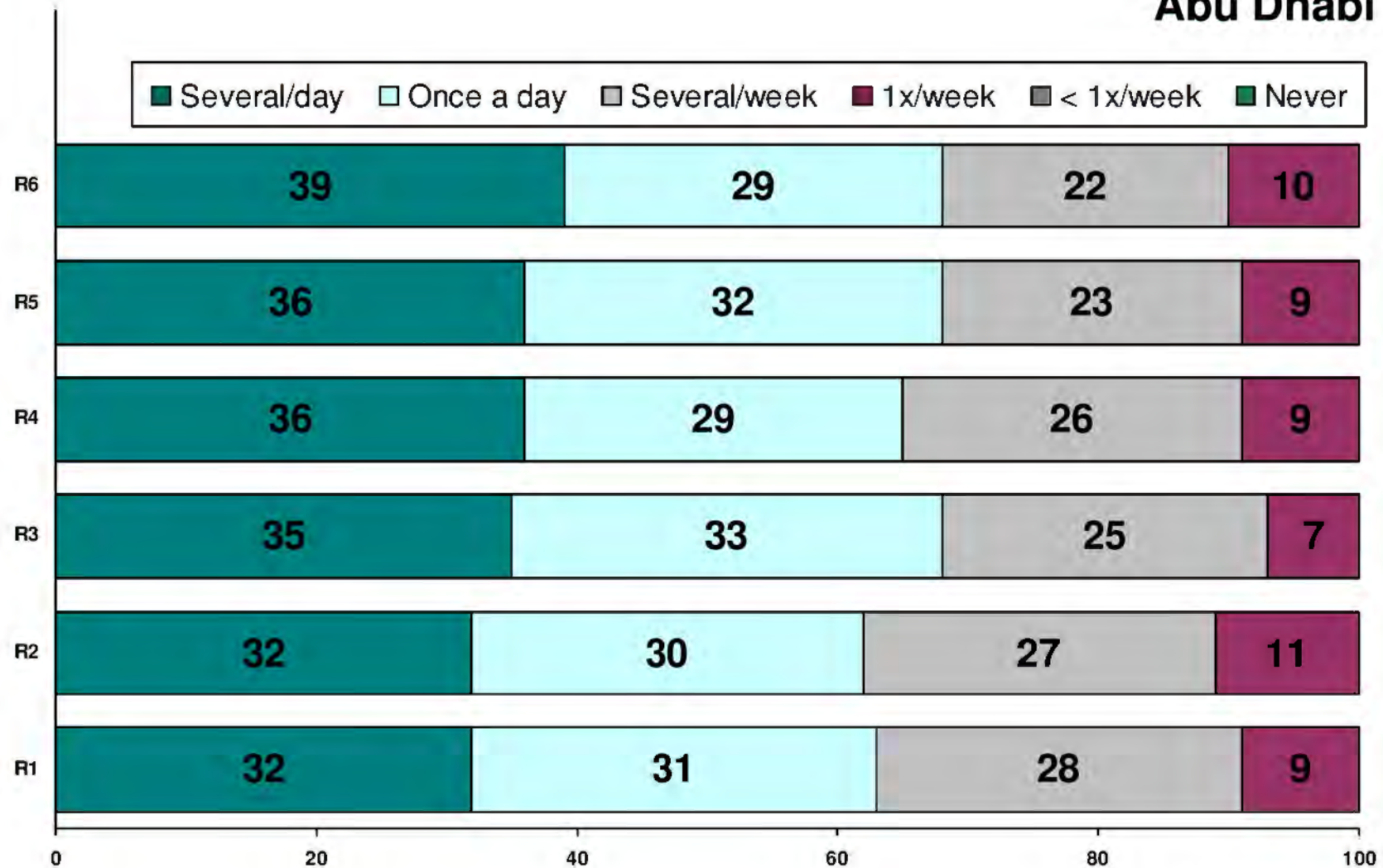


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Base: Those who
use the internet

How often do you specifically use the internet for social networking sites?

Abu Dhabi

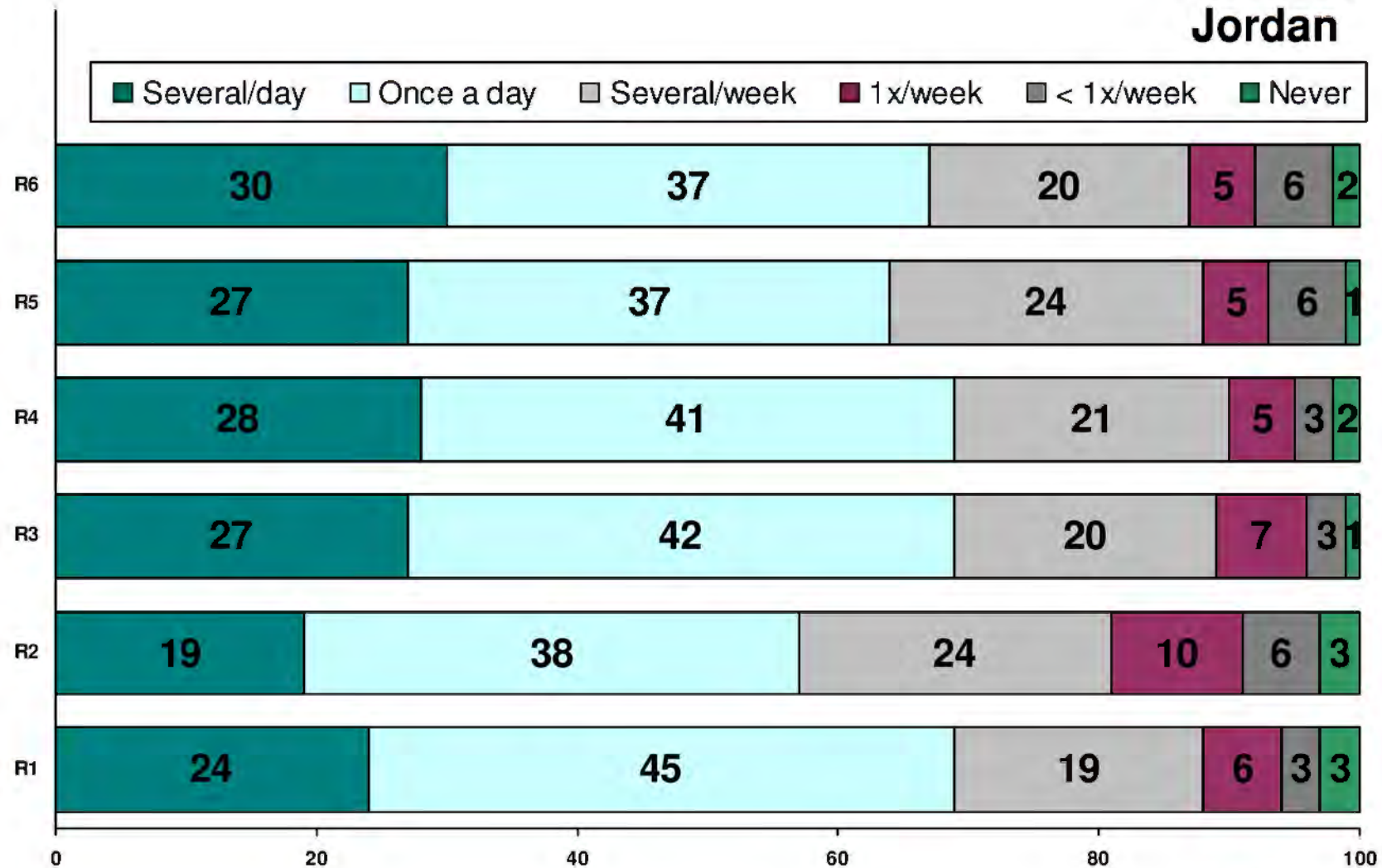


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Base: Those who use the internet

How often do you specifically use the internet for social networking sites?

**Amman,
Jordan**



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Base: Those who use the internet

How often do you specifically use the internet for social networking sites?

Baghdad,
Iraq

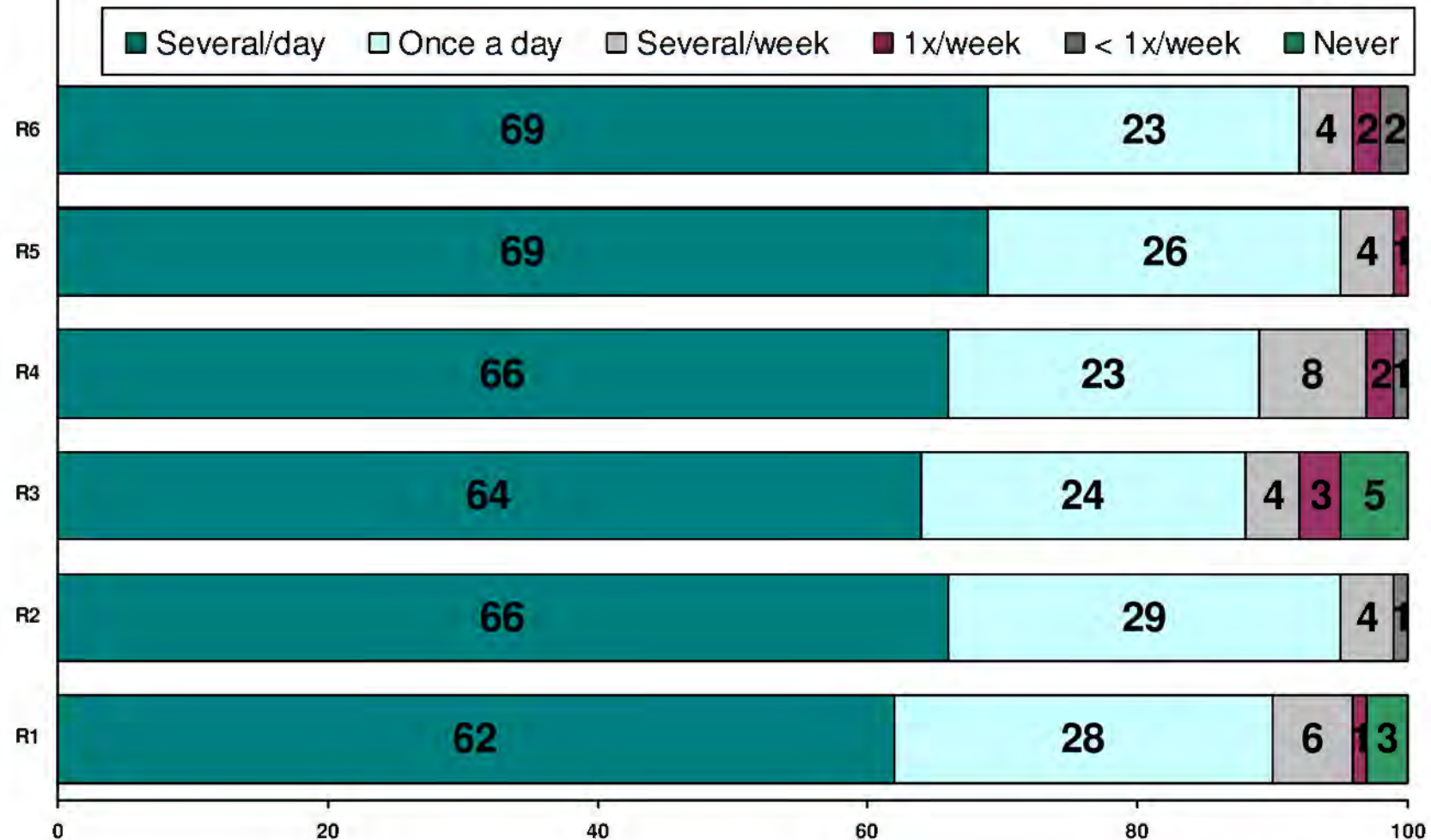


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Base: Those who
use the internet

How often do you specifically use the internet for social networking sites?

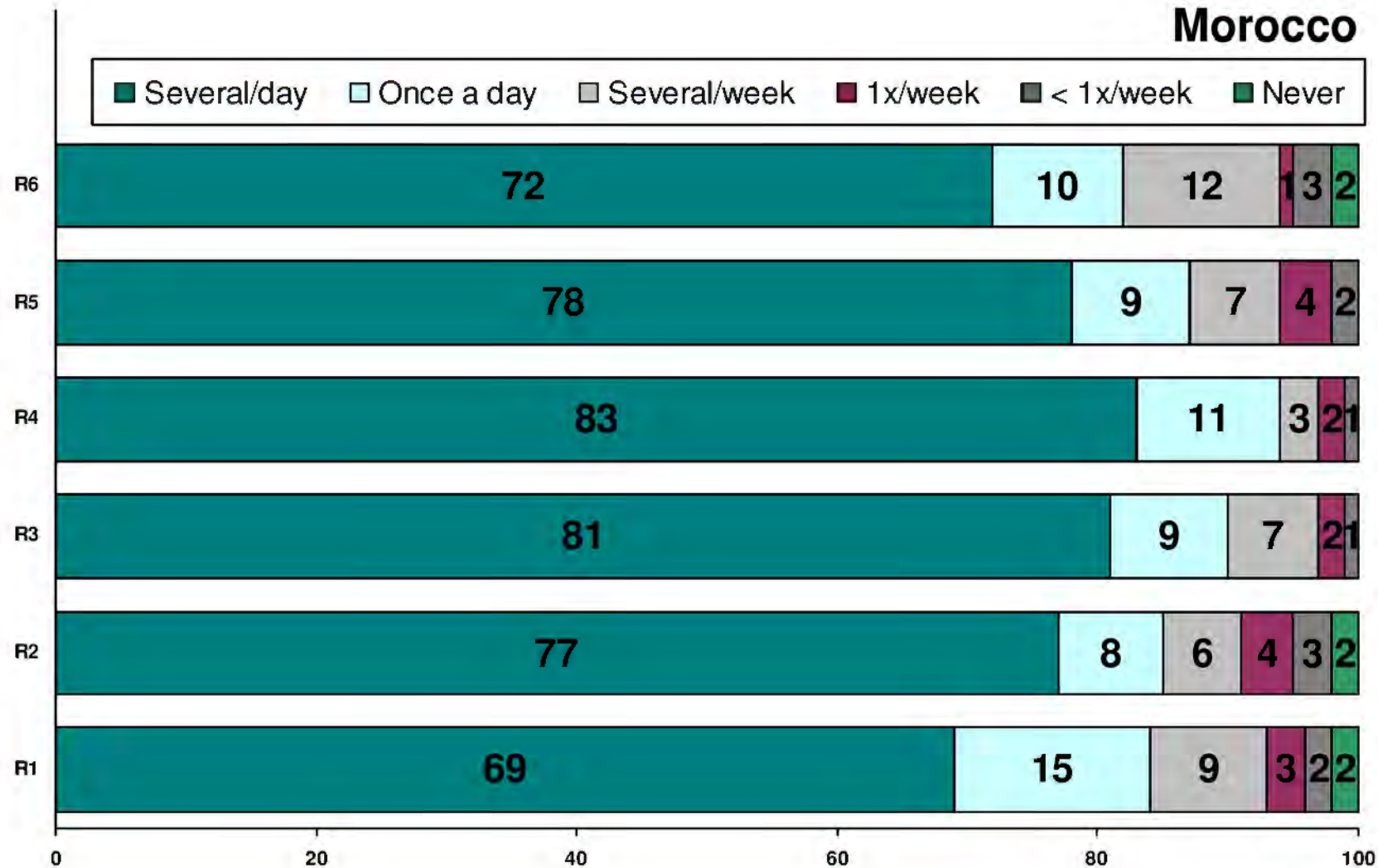
Beirut,
Lebanon



Base: Those who
use the internet

How often do you specifically use the internet for social networking sites?

Casablanca,
Morocco



%

Base: Those who
use the internet

Report Weeks

Egypt:

- Report 6** – December 3, 10, 17, 26

Lebanon:

- Report 6** – December 3, 11, January 2, 8

Abu Dhabi:

- Report 6** – December 5, 12, January 2, 9

Jordan:

- Report 6** – December 5, 12, January 2, 9

Morocco:

- Report 6** – December 3, 10, January 2, 7

Iraq:

- Report 6** – November 13, December 5
-



Radio Sawa Summary

Egypt, UAE, Iraq, Jordan, Lebanon, Morocco

Screener:

- Males and Females, Ages 18-31
- Respondents must listen to the radio one hour or more per week
- Respondents must listen to the radio for music at least 30 minutes or more in an average week
- Respondents must rate listening to contemporary Western songs a “3”, “4”, or “5” (3-neither like or dislike, 4-like, 5-really like). (This criterion does not apply in Amman or Alexandria.)





Broadcasting
Board of
Governors

International Audience Research Project

International Broadcasting in Four Cities of South Sudan 2012

Media Market Report • September 2012



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Attribution and Acknowledgements



This study was carried out under the Broadcasting Board of Governors' International Audience Research Program (IARP) on behalf of the IBB Office of Research. All materials resulting from this study belong to the BBG.

The research was carried out by InterMedia, BBG's prime contractor for the IARP, in close collaboration with the Director of the IBB Office of Research and carried out in conformity with the standards of the ICC/ESOMAR International Code on Market and Social Research (www.esomar.org/index.php/codes-guidelines.html).

INTERNATIONAL BROADCASTING IN FOUR CITIES¹ OF SOUTH SUDAN

EXECUTIVE SUMMARY

The BBG commissioned InterMedia to conduct a survey in South Sudan to explore the media consumption habits and opinions of residents in urban locations, including surrounding villages. The four cities surveyed include Juba, Yei, Yambio and Maridi in the Republic of South Sudan.

The study was conducted via face-to-face interviews and is representative of the adult population aged 15+ in the four surveyed locations. The fieldwork of the achieved sample of 1,618 face-to-face interviews was conducted 13 March–20 April 2012.



KEY FINDINGS

- The past-week U.S. International Broadcasting (USIB) reach, made up of Voice of America (VOA) and MBN's Radio Sawa and Alhurra TV, stands at 39.1 percent for all platforms and languages combined.
- BBC is the most popular international broadcaster among South Sudanese in the four surveyed locations in terms of both awareness and reach. Of the surveyed adults, 43.1 percent tune in weekly to BBC radio in English- or Arabic-language followed by VOA radio with 36.8 percent past-week listeners of VOA English and/or *South Sudan in Focus*. Radio Sawa has a past-week reach of 3.3 percent—it does not have any local affiliates.
- The VOA program *South Sudan in Focus* has a past-week reach of 29.1 percent; 93 percent of past-week listeners would recommend the program to others.
- VOA's reach shows major differences by city, Yambio being a stronghold for VOA use with 68.9 percent past-week reach on any platform. VOA's reach in the other three cities is about half of Yambio's.
- Radio is a key source of news and information for South Sudanese across the four locations surveyed. A sizable majority (88 percent) of weekly news seekers (n=1,288) reported using radio for news daily or most days. Two-thirds (66 percent) reported getting news from friends and family, 31 percent from newspapers, and a quarter (25 percent) from television.
- A radio set is the most predominantly owned piece of media equipment in the four surveyed locations with 78 percent of households owning at least one working piece. Despite widespread ownership of radio sets, radio listening is often hampered by power outages or, in the case of the vast majority of radio sets that are battery powered, by the expense of

¹ Juba, Yei, Yambio, Maridi

batteries. Many radio listeners report curtailing their listening in order to extend battery life or sometimes not being able to listen at all.

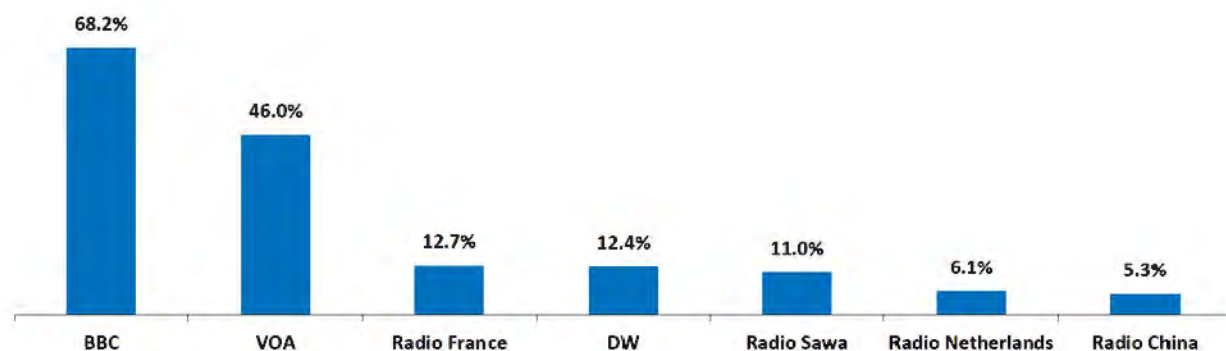
- Mobile phone access is at 75 percent; personal mobile phone ownership is at 56 percent among those surveyed in the four locations. The increase in mobile phone penetration and use may potentially lead to an increase in internet access and radio listenership since it is possible to listen to radio and go online via mobile phone. Household television ownership is at 21 percent, far below radio and mobile phones.
- Localized news content is paramount to reaching the surveyed adults in the four South Sudan cities. Eighty-nine percent are “very” interested in news about South Sudan, far ahead of news about Africa (36 percent), news about the United States (25 percent), news about the rest of the world (21 percent) and news about Europe (12 percent). Health reporting might also find a receptive audience. Despite the many political challenges facing South Sudan, health was the number one problem cited when respondents were asked to name the most serious problems facing their country, followed by unemployment and then education.

INTERNATIONAL BROADCASTERS

AWARENESS AND LISTENING BY LANGUAGE

- The BBC has the highest prompted awareness levels in the four surveyed cities of South Sudan (68 percent); followed by VOA with 46 percent. Radio France Internationale (RFI), Deutsche Welle (DW) and Radio Sawa are known by slightly more than 10 percent of the adults surveyed; each of the other international broadcasters attracted lower than 10 percent prompted awareness.
- VOA is more likely to be known by men (53 percent of men are aware of VOA compared to 40 percent of women) and those with at least some secondary education. Across the four surveyed cities, Yambio city has the highest awareness of VOA with 82 percent of those surveyed² claiming to have ever heard of the broadcaster; Maridi has the lowest awareness levels at 23 percent of all adults surveyed;³ Juba⁴ reported 45 percent prompted awareness, and Yei⁵ had 39 percent awareness of VOA.

Prompted Awareness of International Radio Broadcasters



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight

- Similar to awareness, VOA reach sees large regional variations. Across the four cities, VOA (any platform) has a past-week reach of 37.3 percent. In Yambio, VOA's past-week reach is 68.9 percent, while the other cities show lower past-week reach (Yei 36.2 percent, Juba 29.2 percent and Maridi 27.9 percent).
- MBN's reach also varies by city. Across the four cities, Alhurra and Radio Sawa have an unduplicated past-week reach of 3.8 percent across all platforms. In Juba, MBN's reach is at 7.9 percent, while audiences in the other cities are very small (Maridi 2.1 percent, Yei 1.0 percent and Yambio 0.4 percent).
- Compared with other international radio broadcasters, the BBC (in English and Arabic) and VOA (in English) attract the most listeners, with BBC reaching 43.1 percent of adults weekly and VOA reaching 36.8 percent weekly. Looking at the two English-language only

² n=283

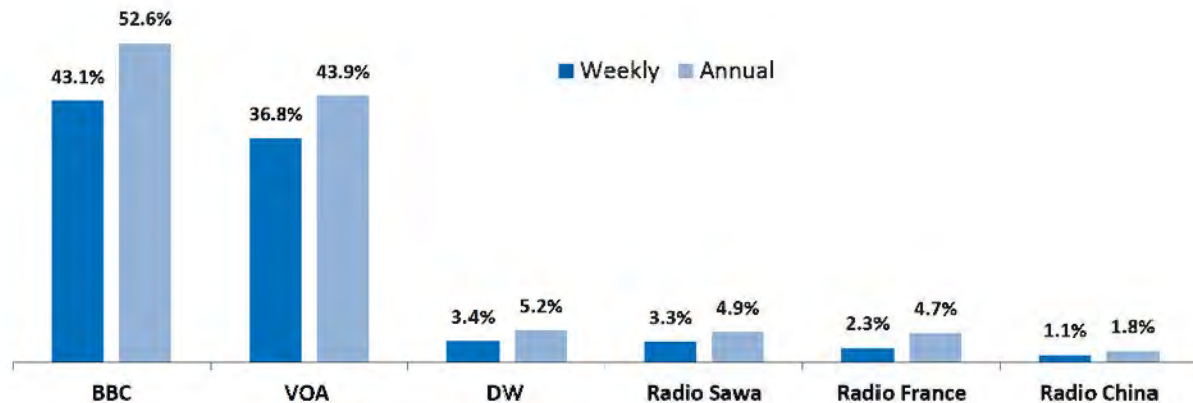
³ n=290

⁴ n=636

⁵ n=409

broadcasts, VOA attracts 36.8 percent of weekly listeners and BBC 35.4 percent. The difference between the two broadcasters' weekly audiences is not statistically significant and falls within the margin of error of the study.

International Radio Broadcasting in Any Language



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight

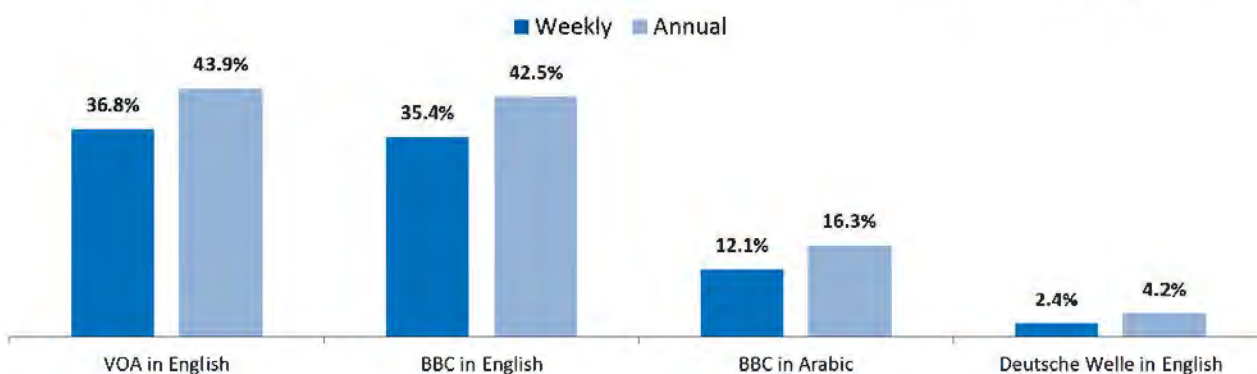
- Radio reach in the four surveyed cities is predominantly in the English language for both the BBC and VOA. Around 98 percent of all adults surveyed speak their local languages at home and only 2 percent use English as their main language. However, in addition to the 2 percent who speak English at home, 31 percent of adults surveyed reported being able to understand all or most of an English-language broadcast; hence English is a suitable language to reach speakers of the vast array of vernaculars. Eleven percent are able to understand all or most of a broadcast in classical Arabic, plus 3 percent speak it at home, leaving a smaller potential audience for Radio Sawa. Juba/simple Arabic, on the other hand, is far more widely used; 19 percent speak it at home and an additional 50 percent are able to understand all or most of a broadcast in Juba Arabic, which leaves a large potential audience. Juba Arabic offers more than twice as large a potential audience than does English.

LISTENING BY LANGUAGE CAPABILITY AND EDUCATION LEVEL

- International broadcasters have higher reach among the better educated, with BBC and VOA far ahead of other international broadcasters. The weekly and annual reach of the BBC and VOA English broadcasts are about the same among the better educated segments of society, defined as those with at least some college education.⁶ Despite BBC showing a slight lead among weekly listeners at 56.2 percent versus VOA's 54.3 percent, the difference is not significant when examined within the margin of error of the survey sample.

⁶ Due to the low levels of education at the moment in S Sudan, the "best educated" bar has been slightly lowered to include those with at least some college education as opposed to only those with at least a university degree as in previous media studies.

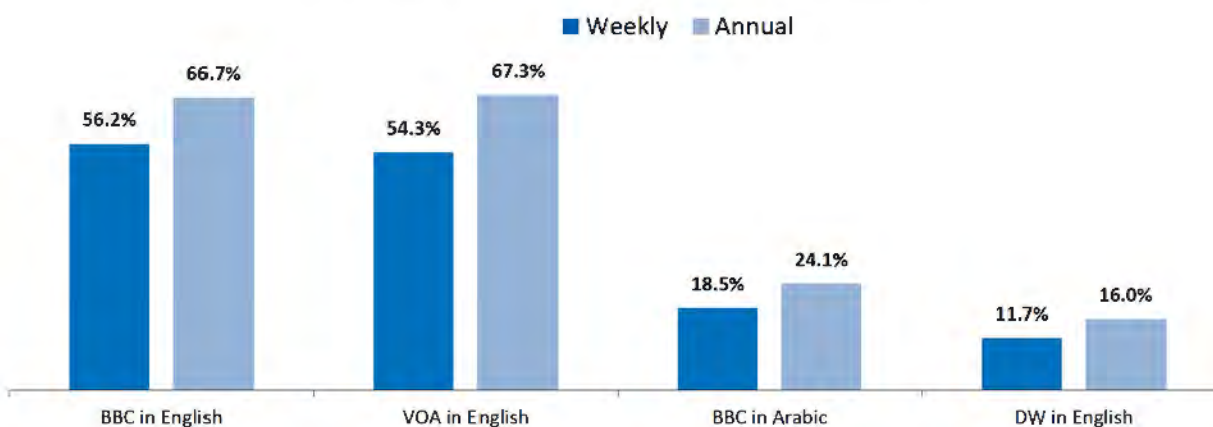
Leading International Broadcaster Reach by Language



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight

- BBC Arabic attracts 18.5 percent weekly listenership among best educated. Radio Sawa's Arabic past-week reach among best educated is 3.1 percent.

Reach Among Best Educated

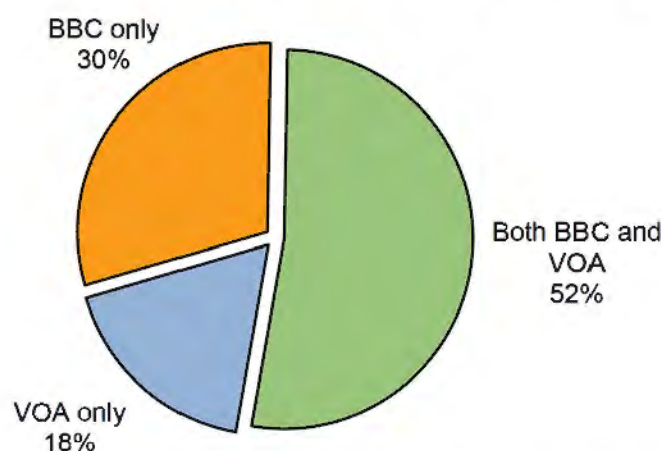


BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=162) carried out by InterMedia in partnership with Infinite Insight (Best Educated includes those with at least some college education)

RADIO BROADCASTER OVERLAP

- Adults surveyed across the four cities listen mostly to BBC and VOA in English compared with other international radio broadcasters. As might be expected, there is overlap among the audiences of all of the broadcasters and a bigger proportion of this overlap exists between the top two. That said, the BBC has a higher proportion of exclusive listeners compared to VOA. Thirty percent of all weekly overlap listeners listen to the BBC only; 18 percent listen to VOA only.

Weekly Overlap in Any Language

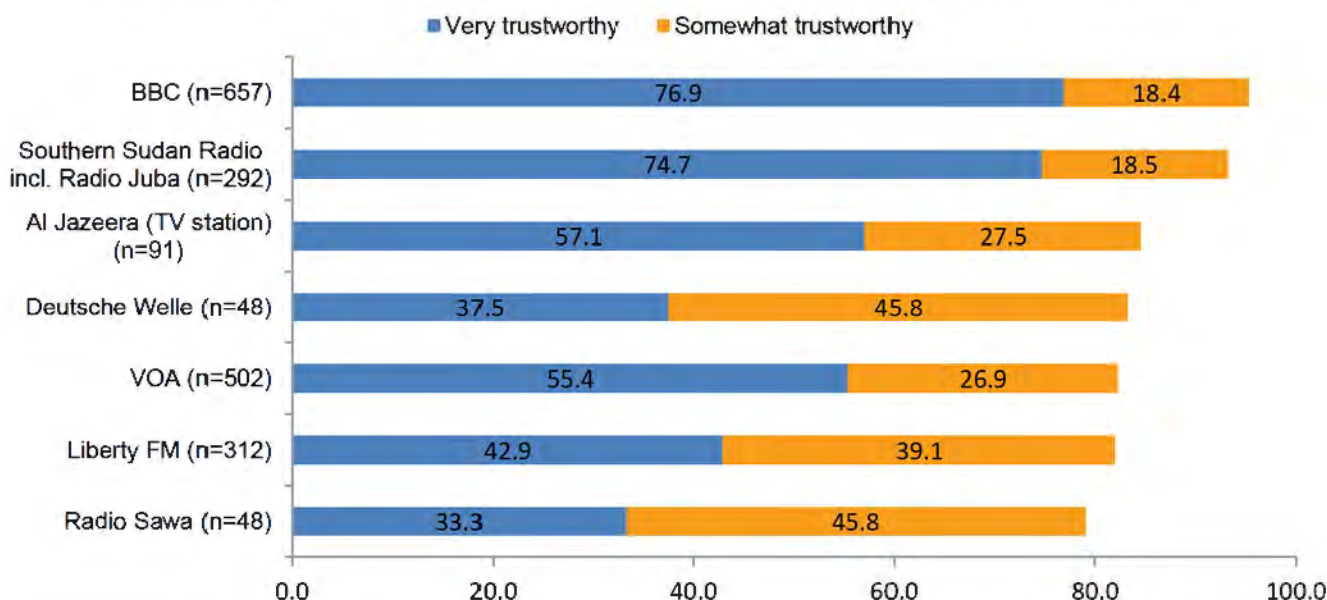


BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=848 Weekly Overlap Listeners in Any Language) carried out by InterMedia in partnership with Infinite Insight

RADIO BROADCASTER TRUSTWORTHINESS

- There is no clear differentiation between international broadcasters and domestic broadcasters when it comes to their trustworthiness as a news source. The BBC received the highest “very trustworthy” score of 76.9 percent of its weekly radio listeners; the domestic broadcaster, Southern Sudan Radio, was a close second with 74.7 percent of its weekly listeners. Al Jazeera was in third place, with 57.1 percent of its weekly viewers saying they are “very trustworthy” and VOA followed with 55.4 percent. Hence both international and domestic broadcasters command significantly high levels of trust among adults in the four surveyed cities of South Sudan. Combining the “very trustworthy” and “somewhat trustworthy” scores narrowed the gap between the BBC and Southern Sudan Radio to 2 percentage points.

Broadcaster Trust Among Weekly Radio Listeners



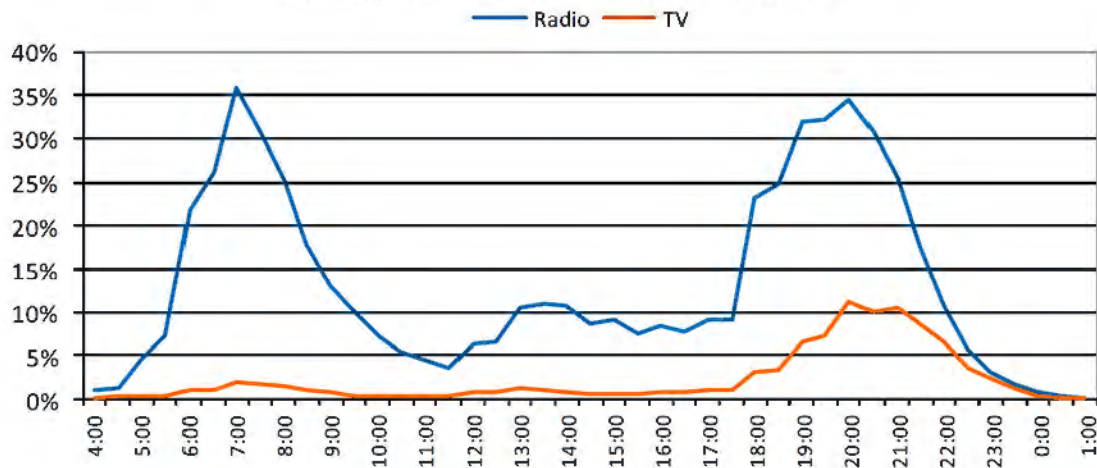
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and weekly radio listeners) carried out by InterMedia in partnership with Infinite Insight

LISTENING/VIEWING TIMES

- Radio's dominance over television is clearly evident in yesterday listening and viewing times. Among all surveyed adults in the four cities of South Sudan, radio listening has two clearly demarcated peaks among daily radio listeners, while TV viewing has only one peak. The first listening peak of the day falls in the early morning from 06:00 to 08:30 with the biggest percentage (36 percent) listening to the radio at about 07:00. The second peak is more gradual and occurs in the evening from 18:00-21:00 reaching a tip at the 35 percent mark at around 20:00. Listening throughout the day is much lower; hovering at or below the 10 percent mark between 09:30 and 17:30. TV viewing peaks at 20:00 at 12 percent and drops off at about 22:00.
- The 19:30 broadcast of *South Sudan in Focus* is well-timed; about a third of adults in the four cities surveyed are listening to the radio at that time.

TV/Radio Reach at Various Times of Day

Percentage of Adults Listening/Viewing "Yesterday"



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight

VOA AUDIENCE PROFILES

- The profile of VOA weekly radio listeners⁷ is different from the profile of the total sample surveyed. VOA weekly listeners are more likely to be males than females, and they are likely to be more educated, having at least a college degree. Compared to the total sample, a greater number of VOA weekly listeners have some formal education. The age profile for VOA weekly listeners, however, closely resembles that of the sample population.

Sample size		VOA weekly listeners n=595	Total surveyed sample n=1,618
		%	%
Gender	Male	60	50
	Female	40	50
Education	Illiterate/None	9	22
	Primary school	35	40
	Secondary school	35	24
	Higher	20	14
Age	15-24	35	36
	25-34	32	29
	35-44	16	17
	45-54	12	11
	55+	5	7
BBG Survey in the four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012) carried out by InterMedia in partnership with Infinite Insight			

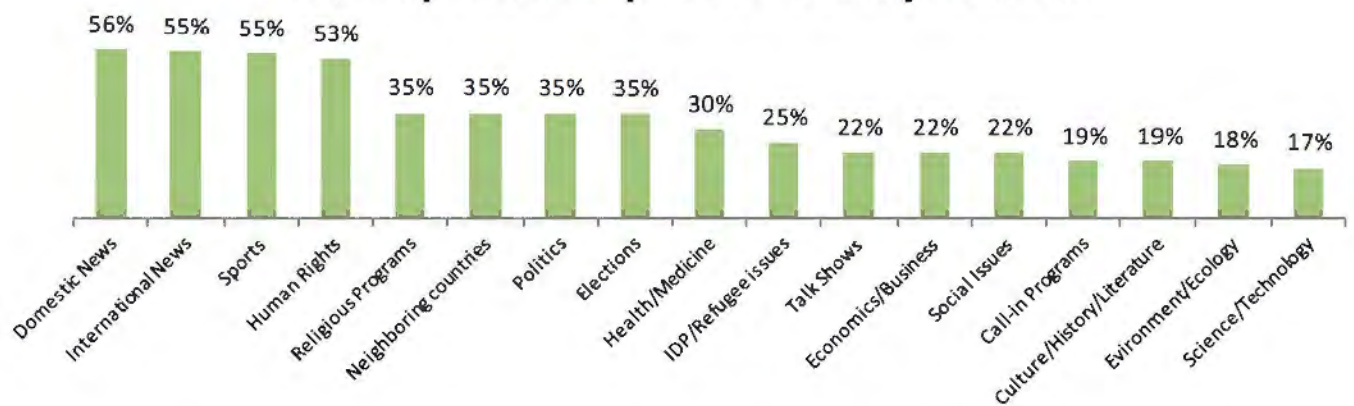
⁷ n=595

- Seventy-seven percent of VOA English weekly listeners⁸ listen via a local station; 21 percent tune in directly to transmissions from abroad. The majority of those past-week listeners who listen to VOA on a local station do so via Yambio FM (45 percent), Liberty FM Juba (25 percent) and Liberty FM Yei (22 percent). As previously mentioned, Yambio city has proportionally more listeners than the other three cities, hence the larger percentage of those listening via Yambio FM. The FM waveband remains the main waveband used by weekly listeners (79 percent) to tune to VOA broadcasts. Ten percent of past-week listeners use AM and 8 percent use shortwave to tune to VOA. Satellite radio and internet listening to VOA is negligible.
- The majority of VOA weekly listeners tend to listen for a relatively long time; 61 percent listen for more than half an hour; one in four even listens for more than 45 minutes. About 37 percent listen for a span of less than 30 minutes.
- Surveyed weekly listeners state listening to VOA broadcasts occurs mainly by chance. Only 38 percent of weekly VOA listeners report listening to the station “by appointment,” knowing the time, frequencies and schedule of VOA broadcasts. The remainder of weekly listeners tune to VOA programs by chance while listening to local stations (affiliates). A targeted marketing strategy may help boost appointment listening by giving potential audiences clear information on when and where to tune to VOA programs.
- VOA program reception is mixed: only a third (34 percent) of weekly listeners said they rarely have difficulty understanding due to bad reception; the remaining two-thirds reported some form of dissatisfaction with reception. Among them, a notable 16 percent⁹ claimed they frequently have to strain to understand, 4 percent claimed they often cannot understand anything at all and 45 percent claimed they sometimes have to strain to understand. This is surprising since the majority listen to VOA programming via local stations which should have, in theory, better reception than broadcasts received directly from abroad. A closer look at these two groups, however, indicates listeners who tune in directly from abroad are less likely to frequently or often encounter reception problems as opposed to listeners tuning in via a local station.
- Domestic (56 percent), international (55 percent), sports (55 percent) and human rights news (53 percent) are the most important topics for weekly VOA English listeners in South Sudan.

⁸ n=396 past-week listeners of VOA English

⁹ n=62

Most Important Topics for Weekly Listeners



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=396 Weekly VOA English Listeners) carried out by InterMedia in partnership with Infinite Insight

- *South Sudan in Focus* is the most popular program in VOA's line-up; 82 percent of past-week VOA English listeners want to listen to it. Additionally, more than a third (39 percent) want to listen to *Africa News Tonight* and 33 percent listen to *African Music Mix*.

SOUTH SUDAN IN FOCUS

- In the four surveyed cities, 29.1 percent of adults listened to VOA's *South Sudan in Focus* during the past week. The program airs at 19:30, coinciding with the peak time for radio listening.
- Yambio city has the largest proportion (59.7 percent) of past-week listeners to *South Sudan in Focus* and Juba has the lowest proportion of residents with 18.7 percent. Yei has a 27.6 percent past-week reach and Maridi's is 23.8 percent.
- Approximately half (51 percent) of weekly listeners¹⁰ of the *South Sudan in Focus* program claimed it provides interesting information, although they also receive such interesting information elsewhere. Some 42 percent of weekly listeners to the program say they get information on the program they cannot find elsewhere.
- Of all adults in the four surveyed cities who have ever listened to the *South Sudan in Focus* program in the past week, most (93 percent) are willing to recommend the program to others.

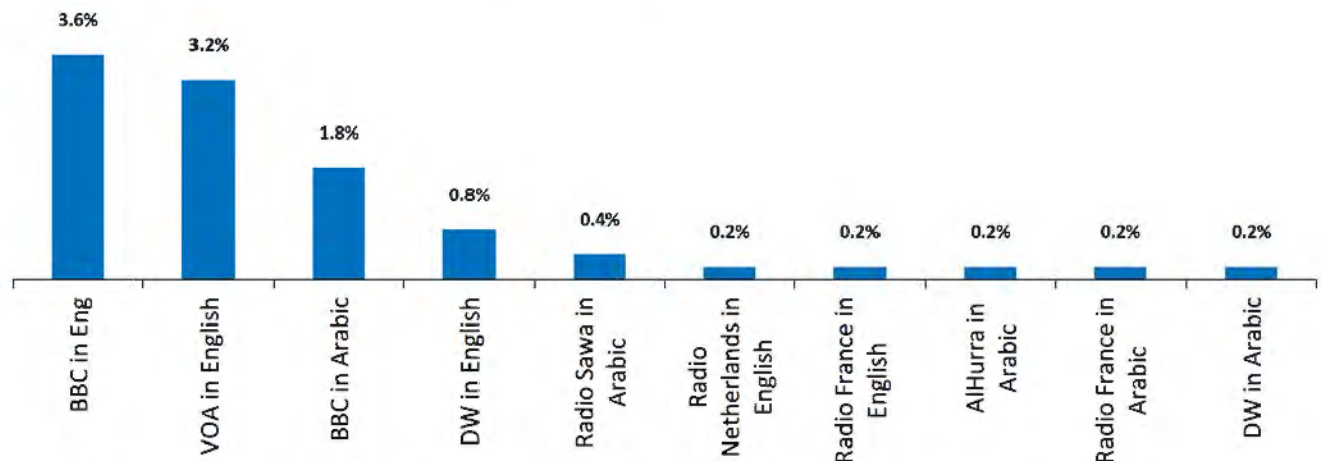
VOA WEBSITE

- Of those surveyed, 3.2 percent said they visited VOA's English-language news website (www.voanews.com) in the past week. This is a remarkably strong result considering the low levels of internet use among the surveyed adults (only 9.5 percent of those surveyed are weekly internet users).¹¹ BBC's English website has a past-week reach of 3.6 percent, not a statistically significant difference to the VOA website reach. Radio Sawa's and Alhurra's websites have extremely small weekly audiences.

¹⁰ n=470

¹¹ n=154

Websites Visited for News in the past-week (Prompted)



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618)
carried out by InterMedia in partnership with Infinite Insight

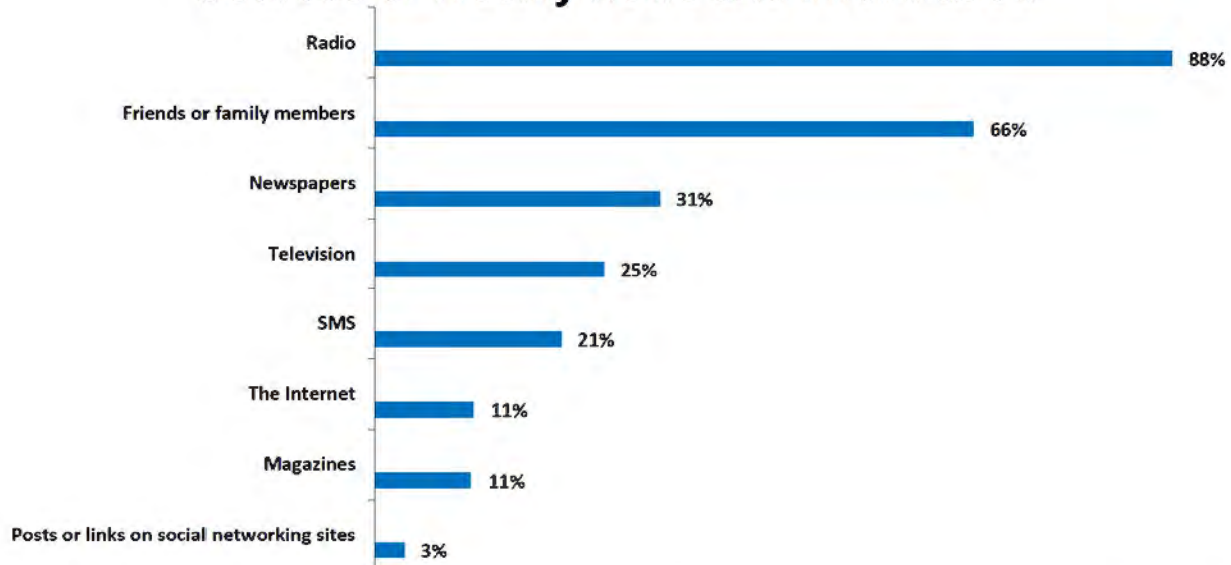
- Among past-week internet users, 33.8 percent visited the VOA website during the past week.

MEDIA ACCESS AND USE

- A radio set is the dominant piece of media equipment accessible to households in the four surveyed cities of South Sudan with 78 percent of surveyed households having at least one working radio set. Similar to other countries in the region, mobile phone ownership and access is rapidly increasing; current access in the surveyed area is at 75 percent and individual ownership at 56 percent.
- Mobile phones are an important media platform for accessing the internet and other media, such as listening to the radio. Household television ownership is at 21 percent, below radio set and mobile phone ownership. Owners of a television set receive their signal through either an antenna (52 percent) or via an individual satellite dish (53 percent). Cable television is not common in the four surveyed cities of South Sudan, used by only 10 percent of TV owners. Recalculated for the whole sample, 14 percent of those surveyed in the four cities have individual or shared satellite TV.
- Among the four cities surveyed, Juba has the highest proportion of adult residents owning a television set (41 percent); only 2 percent of Maridi residents own a television. The high proportion could be due to easier availability and affordability since Juba is the capital city. The situation is different in radio ownership in Yambio and Yei, where more surveyed adults own a working radio set compared to Juba and Maridi. However, radio set ownership is still high across all four cities.
- Weekly use of media hardware is, unsurprisingly, related to ownership. Radio is the most frequently used (73 percent) followed by mobile phones (59 percent), television (23 percent) and lastly internet (10 percent weekly use).

- The majority of the surveyed adults who access news weekly¹² use the radio (88 percent); two-thirds get news from friends or family. Using friends and family to access news and information is common in many countries across the region and often reflects greater trust in news received by word-of-mouth compared with established media sources. The third-main source of news among news seekers is newspapers (31 percent); television comes in fourth at 25 percent.
- Survey respondents in Maridi and Yambio especially rely on word-of-mouth through friends and family to get information. More than 75 percent of adults surveyed in these two cities use friends/family weekly to access news compared to 60 percent in the other two cities.

Sources of Weekly News and Information



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,288 all with access to news at least once a week) carried out by InterMedia in partnership with Infinite Insight

- In terms of topics covered by the media, respondents are “very” interested in health (89 percent), education (83 percent), religion (77 percent) and human rights (73 percent). About half is interested in sports or culture. Forty-five percent finds political news about South Sudan “very” interesting, but only 14 percent feels the same about international politics.

RADIO

- More than three-quarters (78 percent) of households have a working radio, making radio the most available and accessible medium in the four cities surveyed. Further, a higher percentage of those surveyed in Yambio and Yei said they have a working radio compared to adults surveyed in Juba and Maridi.
- The vast majority (73 percent) of surveyed adults listen to the radio on a weekly basis, making radio the most-used media platform in the four surveyed cities of South Sudan. Among the 17 percent who have not listened to radio in the past 12 months or ever¹³, lacking a radio set is the leading cause of non-listening (cited by 80 percent), followed by problems with electricity supply or the cost and availability of batteries.

¹² n=1,288

¹³ n=282

- Among radio listeners,¹⁴ almost all (87 percent) radio sets are powered by batteries. Since batteries wear out quickly, 76 percent of battery-powered radio users avoid listening to the radio at times to preserve the batteries, which has a negative effect on their frequency of listening. Some 63 percent avoid listening for several days a week so they do not drain their batteries; 88 percent are sometimes unable to listen at all because they are out of batteries.
- FM is the dominant waveband for radio listening; 91 percent of weekly radio listeners¹⁵ listened to FM radio during the past week. Thirty percent tuned in via shortwave and 21 percent used AM. Some listen on new technologies; 24 percent tune in via their mobile phones¹⁶ and another 5 percent via the internet. These numbers will likely continue to rise as mobile phone availability increases allowing for both radio and internet access. Recalculated for the full sample, 67 percent listened to FM radio during the past week, 22 percent used shortwave and 15 percent via AM radio. Eighteen percent listened on a mobile phone and 4 percent listened via online radio.
- Sudan Radio Service (SRS) and Radio Omdurman have the highest listenership. SRS is available on FM and SW; it broadcasts in English, Arabic and 11 Sudanese languages. SRS received USAID funding. Radio Omdurman is the national radio of the Republic of Sudan.

Leading Radio Stations ¹⁷		%	
Base: total sample		Weekly	Annual
Sudan Radio Service		73.1	81.8
Radio Omdurman		57.5	69.7
BBC English		35.4	42.5
Voice of the People		28.4	39.8
VOA English		24.5	31.2
Liberty FM		23.7	35.5
Bentiu Radio		23.1	35.3
Southern Sudan Radio		19.8	31.9
Radio Jonglei		13.7	21.3
Maridi FM		19.1	26.3
Juba 88.2 FM		17.3	24.4
Capital FM Juba		14.1	22.5
BBC Arabic		12.1	16.3
Juba 90.0 FM		9.6	17.2
Malakal 90.0		8.0	14.6
Sudan Catholic Radio Network		7.5	20.0
Warrap FM		4.9	12.6
Miraya FM		3.2	7.9
Mango FM		2.7	7.2
Radio Sawa English		2.5	3.3
DW English		2.4	4.2
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight			

¹⁴ n=1,336 annual radio listeners

¹⁵ n=1,186 past-week radio listeners

¹⁶ While not explicitly specified, this generally means listening via a built-in FM receiver rather than streaming radio.

¹⁷ It should be noted that this list of radio stations is not exhaustive. Due to space and time limitations, the survey covered only the main radio stations as well as certain affiliates of particular interest along with the international broadcasters.

TELEVISION

- Household television ownership in the four surveyed cities of South Sudan is at 21 percent with 23 percent of adults in the four cities watching television on a weekly basis. As previously mentioned, television set owners are more likely to be found in Juba city (41 percent) compared to Yambio (11 percent), Yei (9 percent) and Maridi (2 percent).
- Weekly viewing levels are much lower than radio listening for both domestic and international channels. SSTV has the highest weekly reach of 17 percent followed by BBC World News with a weekly reach of 7 percent. VOA TV in English attracts a weekly reach of 3 percent of all surveyed adults in the four cities.

Leading TV Stations Local & International	Weekly	Annual
Base: Total sample		
	%	%
SSTV (South Sudan) (TV)	17.2	27.5
BBC World News	7.4	15.6
TV Sudan	6.0	12.8
Al Jazeera English	4.9	12.2
Al Jazeera Arabic	3.9	7.9
CNN	3.4	7.9
VOA TV in English	3.2	8.0
BBC Arabic	2.9	6.1
CCTV	1.3	2.5
Al Arabiya	1.3	1.9
MBC	1.2	2.4
DW / Deutsche Welle in English	1.2	2.2
Nile TV	1.1	2.6
Alhurra	0.0	0.9
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight		

INTERNET

- Internet use is low in the four surveyed cities of South Sudan with 10 percent past-week use. Internet use is expected to increase in the near future following improvements in infrastructure, including satellite-based 4G¹⁸ and broadband.¹⁹
- Of those who have never used the internet,²⁰ the two main reasons given are lack of knowledge of what the internet is (56 percent) and lack of knowledge about how to use it (45 percent). Even though cost is mentioned, it is not the primary hindrance—slightly more than a quarter (26 percent) stated that internet service is too expensive.

¹⁸ <http://www.bloomberg.com/news/2012-06-14/iburst-builds-fast-internet-for-south-sudan-in-three-year-plan.html> (accessed August 27, 2012)

¹⁹ <http://www.vizadanetworks.com/component/content/article/29-press-releases/144-south-sudan-selects-viznet-broadband-for-internet-connectivity-and-voice-services.html> (accessed August 27, 2012)

²⁰ n=1,102

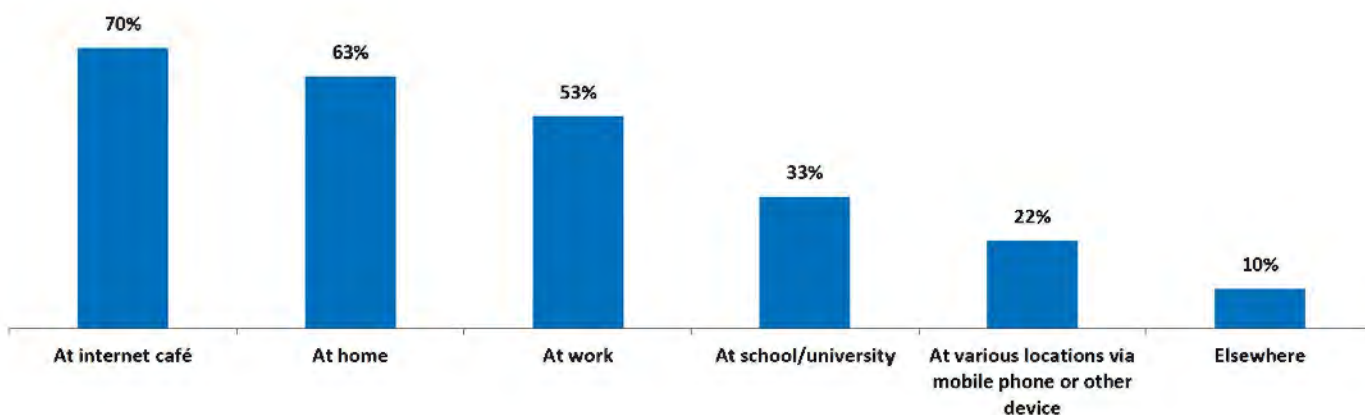
- Among the four cities, Juba has the highest percentage of weekly internet users at 14 percent, followed by Yambio (11 percent), Yei (7 percent) and Maridi (2 percent).
- As in other African markets, internet use is led by young, educated males. Seventy-seven percent of past-week internet users are younger than 35, compared to 64 percent in this age group among the sample. Thirty-six percent have at least some college education, compared to 10 percent among the total sample; 62 percent of past-week internet users are male.
- Of the relatively few who have used the internet in the past week,²¹ the overwhelming majority (85 percent) use it to send and receive email, and 69 percent use it to find out the latest news. More than half (53 percent) visit social networking sites when they go online. A current trend in similar countries in Africa indicates that internet use will expand well beyond sending and receiving email, and getting news. Over time, it is likely many more respondents will use the internet to visit social networking sites, especially via their mobile phones.

Activities Conducted Via the Internet	
Base: All who have used the internet in the last 7 days	154
	%
To send or receive Email	85
To find out the latest news	69
To visit a social networking site like Facebook or other	53
To share videos or photos	36
To search for information via a search engine such as Google, Yahoo!, Bing, etc	35
To post a comment	32
To watch video such as TV program, news reports, video clips or movies	21
To listen to audio such as music, radio programs, or news reports	19
To read a blog	18
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=154) carried out by InterMedia in partnership with Infinite Insight	

- Past-week internet users are accessing the internet mostly at home (36 percent) followed by internet cafés (34 percent) and at work (16 percent). Mobile phones are also becoming an important platform for internet access in the four cities of South Sudan with 14 percent of internet users going online via the phone.

²¹ n=154

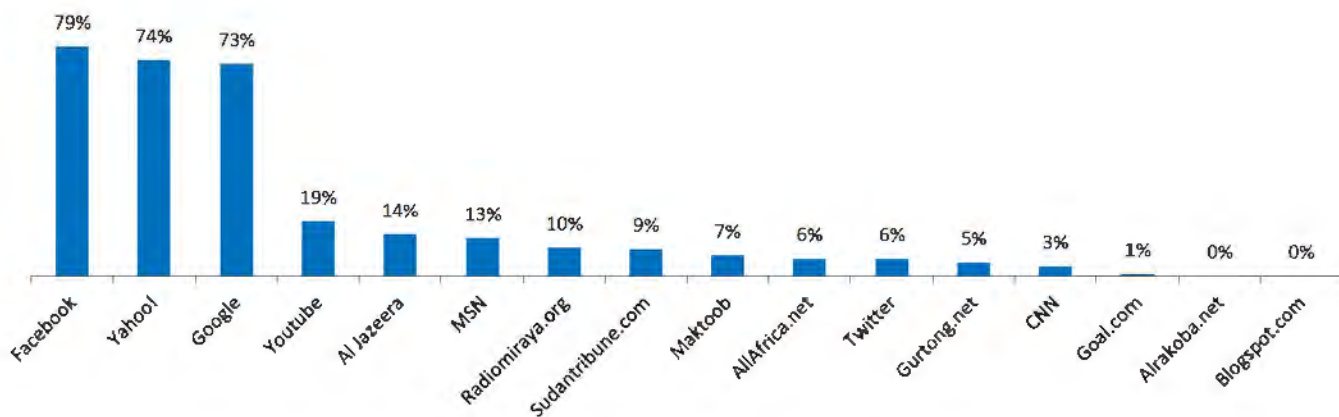
Most Popular Internet Venues (multiple responses)



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=154 all who have used internet in the past-week) carried out by InterMedia in partnership with Infinite Insight

- Facebook is the most popular website visited by 79 percent of past-week internet users, closely followed by Yahoo! (74 percent) and Google (73 percent).

Most Popular Websites

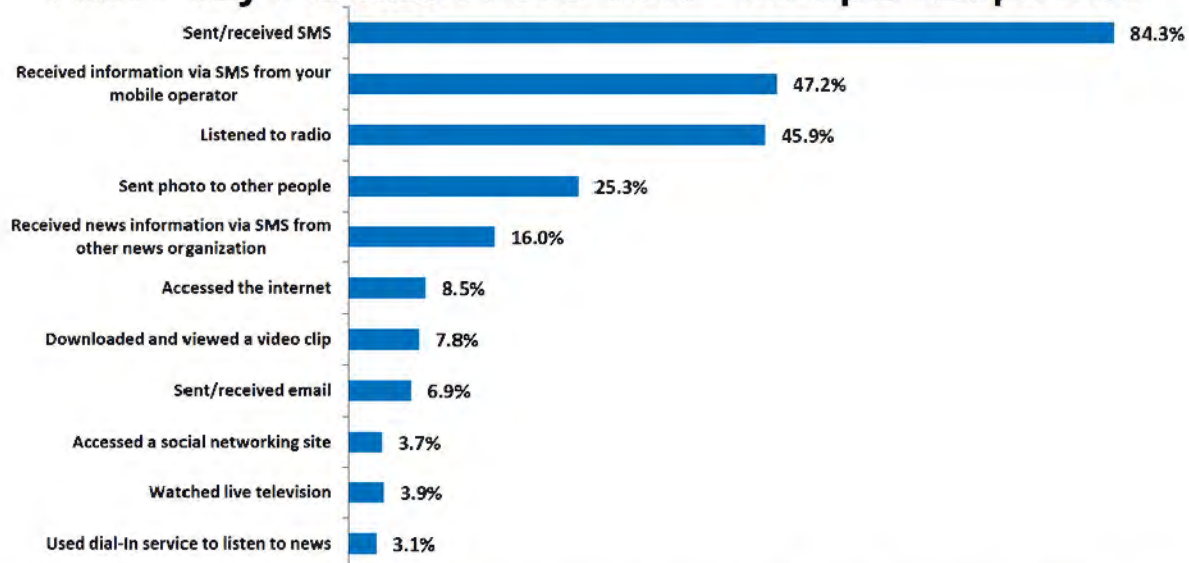


BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=154 all who have used internet in the past 7 days)
Carried out by InterMedia in partnership with Infinite Insight

MOBILE PHONES

- Mobile phone access is high with 74.7 percent of surveyed adults having access to a mobile phone while individual ownership is at 56.4 percent.²² Past-week phone use is at 58.6 percent²³ of all surveyed.
- Sending and receiving SMS was the main phone application used by past-week users (84.3 percent). Receiving an SMS from a mobile operator had 47.2 percent use followed closely by using a mobile phone to listen to the radio; 8.5 percent uses their mobile phone to access the internet. This is a very significant proportion, going by the proportion of the sample accessing the internet.

Past 7 day's Mobile Phone Uses - Multiple Responses



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=948 all used mobile phone in past 7 days) carried out by InterMedia in partnership with Infinite Insight

- The majority of past-week mobile users who receive news reports through their provider do so through Vivacell mobile operator (75.6 percent) followed by MTN (57.6 percent), Zain (36.6 percent), Gemtel (23.6 percent) and BBC (4.5 percent).

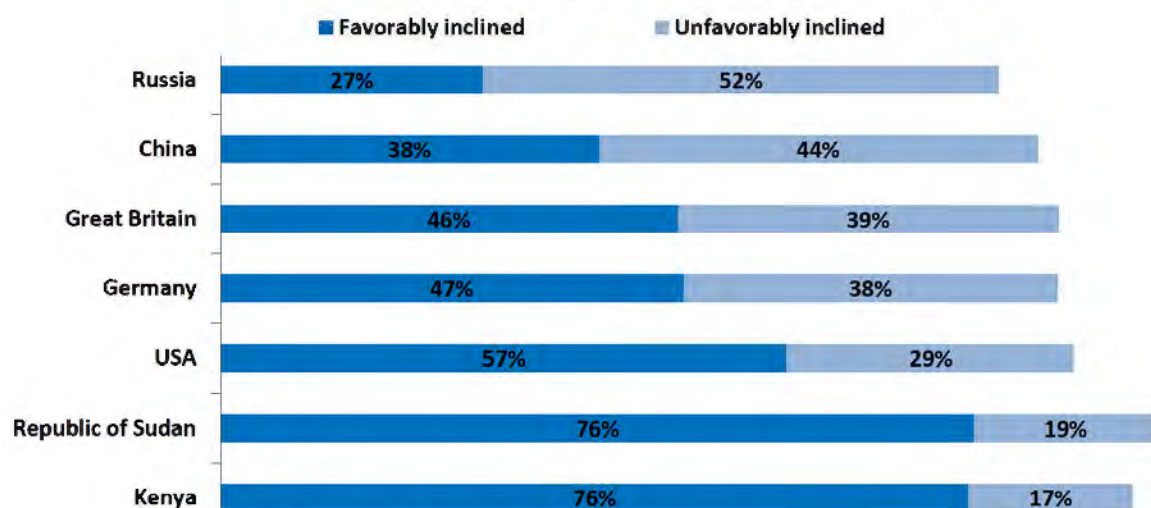
²² n=913

²³ n=948

SURVEY PARTICIPANTS' OPINIONS ABOUT OTHER NATIONS

- Survey participants were asked their personal opinion about and interest in several nations. The Republic of Kenya and Sudan received the highest level of positive feelings, while Russia had the lowest. Seventy-six percent of surveyed adults hold either “very” or “somewhat favorable” views towards the Republic of Kenya or the Republic of Sudan.
- Great Britain and Germany are rated lower than the United States with positive ratings of 46 percent and 47 percent, respectively. Russia and China attracted the largest proportion of negative feelings (rated “unfavorably”) with 52 percent and 44 percent, respectively.

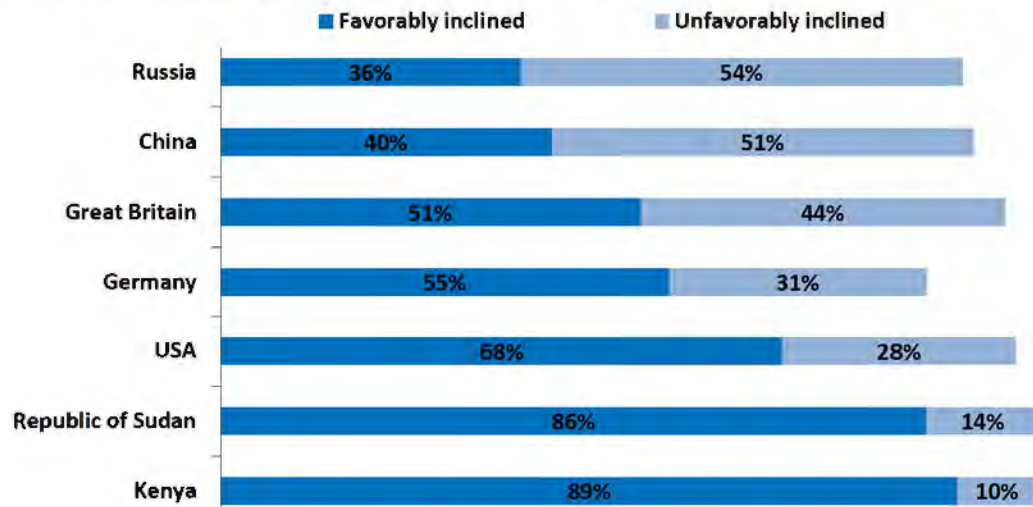
Opinions Towards Other Countries



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=1,618) carried out by InterMedia in partnership with Infinite Insight

- A majority of those surveyed were favorable towards the United States with 57 percent holding either “very” or “somewhat favorable” views of the United States. Past-week VOA listeners are more likely to have a positive opinion of the United States (68 percent with favorable views).
- Compared to those who do not listen to VOA weekly, weekly listeners are also significantly more favorable towards Germany, Sudan and Kenya. They are also more decided about their opinions (fewer “refused” and “don’t know” responses) and expressed both higher favorability and unfavorability towards Great Britain, Russia and China, compared to those who do not listen to VOA weekly (significant at 5 percent level).

VOA Weekly Listeners Opinions Towards Other Countries



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=396 VOA Weekly listeners) carried out by InterMedia in partnership with Infinite Insight

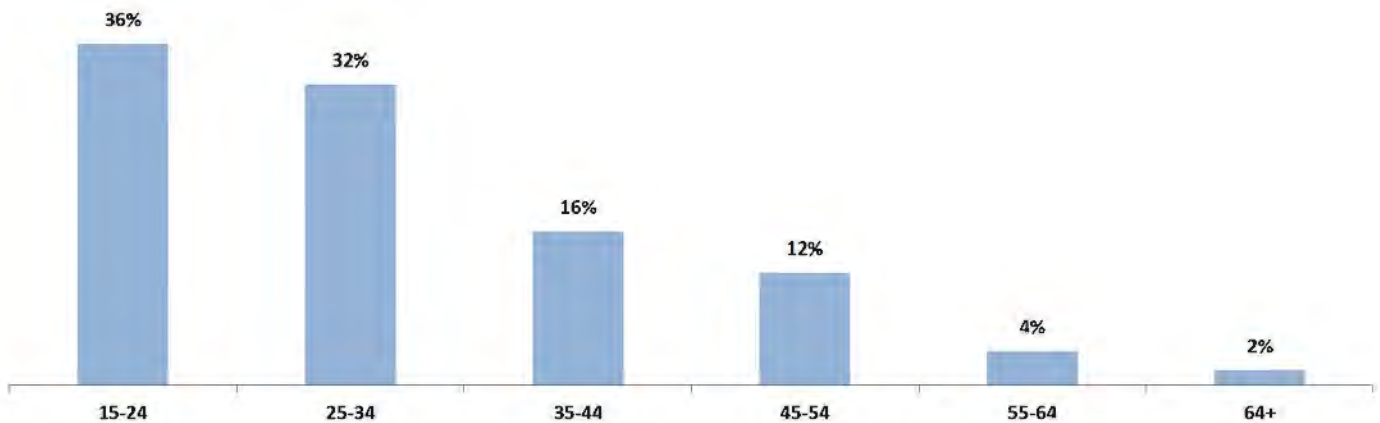
DEMOGRAPHICS

- Only 2 percent of the surveyed adults have at least a university degree. Since the majority, if not all, local universities closed down during the civil war that ran from 1983 to 2005, those having a university education could have received their degrees from neighboring countries such as Kenya. A large percentage of those surveyed (88 percent) have at least some formal education.
- One in five adult respondents (21 percent) report not having enough money for food. An additional 27 percent are able to meet their basic food needs, but are unable to purchase clothes, indicating that only slightly more than half of the surveyed adults (52 percent) can readily afford food and clothing for their families.
- Twenty-seven percent of the population surveyed is employed (part time or full time) and few have professional jobs. Employment figures may improve as the new South Sudanese government absorbs more educated and skilled workers into governmental positions available after the creation of the new state.

Appendix I. Research Inputs

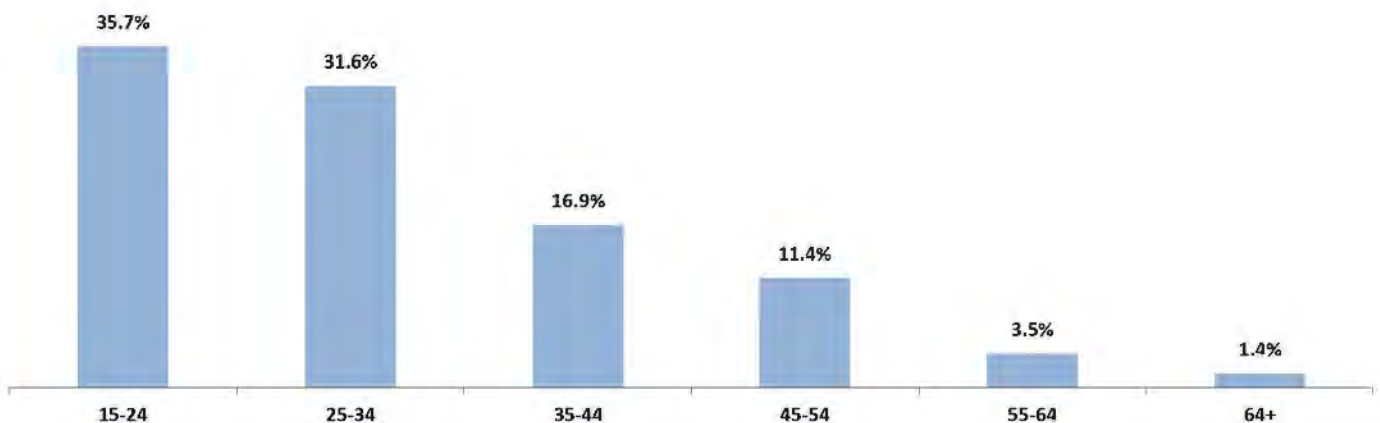
1. Audience Profile, VOA on any platform

VOA Weekly Audience Reach by Age



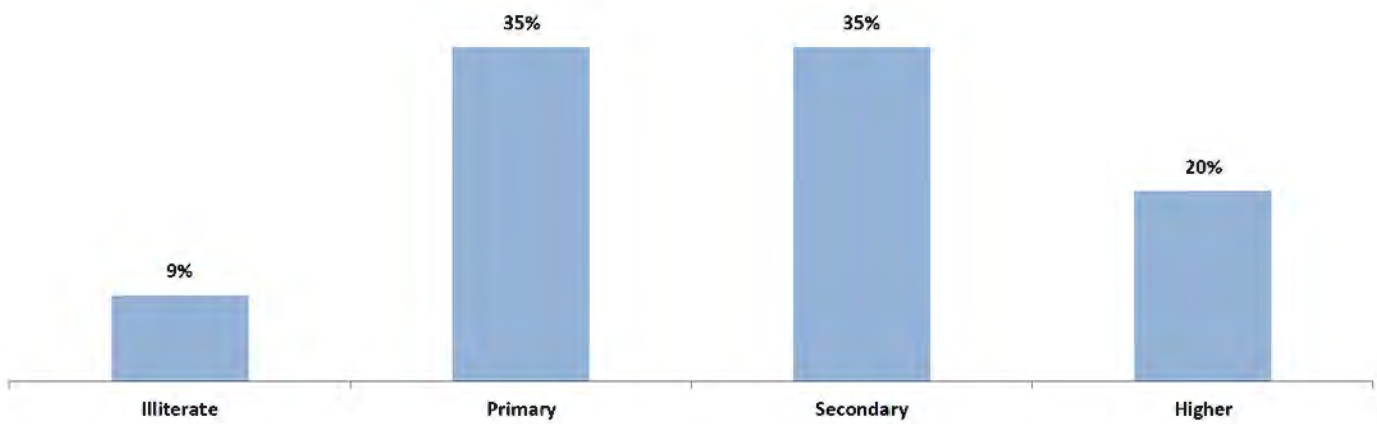
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=603 weekly VOA reach) carried out by InterMedia in partnership with Infinite Insight

VOA Annual Audience Reach by Age



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=711 annual VOA reach) carried out by InterMedia in partnership with Infinite Insight

VOA Weekly Audience Reach by Education



BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012 and n=603 weekly VOA reach) carried out by InterMedia in partnership with Infinite Insight

2. Demographics

	Sample	English Speakers	Radio Sawa	VOA English	BBC Arabic	BBC English
	100%	13.5%	3.3%	36.8%	12.1%	35.4%
Sex	%	%	%	%	%	%
Male	50	62	56	60	56	60
Female	50	38	44	40	44	40
Age	%	%	%	%	%	%
15-24	36	34	33	36	39	36
25-34	29	31	44	32	29	33
35-44	17	20	17	16	16	17
45-54	11	11	4	12	10	11
55-64	5	4	2	4	4	4
65+	2	1	0	2	3	1
Education	%	%	%	%	%	%
Illiterate/None	22	6	11	9	15	6
Primary education	40	17	22	35	37	31
Secondary education	24	41	30	35	29	38
Higher	14	36	35	20	19	24
Language	%	%	%	%	%	%
Arabic classical	3	3	11	2	8	2
Arabic simple	19	25	41	21	28	20
Dinka	10	13	7	8	11	8
Zande	17	6	4	29	14	29
Bari	26	21	20	20	25	22
English	2	17	2	4	2	3
Other	24	15	15	15	13	16
Residence	%	%	%	%	%	%
Urban	70	80	76	77	75	78
Rural	30	20	24	23	25	22
Income	%	%	%	%	%	%
We don't have enough money even for food	21	15	13	16	22	16
We can afford food but purchasing of clothes is a serious problem	27	24	11	23	23	22
We can afford food and clothes, but purchasing of durables such as a TV set or refrigerator is difficult for us	35	32	35	40	31	39
We can afford main household appliances, but purchasing a car is beyond our means	12	19	22	14	16	17
What we earn is sufficient to buy anything except such expensive purchases as an apartment or a second house	4	7	11	4	5	5
We do not face any financial problems. If necessary we can buy an apartment or a house	1	2	7	2	4	1
BBG Survey in four urban cities of S. Sudan - Juba, Yei, Yambio, Maridi (April 2012) carried out by InterMedia in partnership with Infinite. Base: n=1,618, n=218 English speakers, n=595 VOA English weekly listeners, n=195 BBC Arabic weekly listeners, n=573 BBC English weekly listeners, n=54 Radio Sawa weekly listeners						

3. Survey Details: Media Access and Use

Ownership (Home Access)	
General population	
	%
Television	21
Radio	78
Computer	8
MP3 player/iPod	9
Telephone land line	5
Mobile phone	56

General use	
General population	
	Weekly use
	%
TV	23
Radio	73
Mobile phone	59
Internet	10

Use for News and Information	
	Weekly Use
	%
Radio	77
Friends or family	69
TV	51
International Radio	45
Meetings or sermons at mosque	42
Meetings in your community	33
International TV	17
SMS	7
Newspapers	6
Internet	3
Magazines	4
Postings or links on social networking sites	1

BBG Survey in four urban cities of S. Sudan-Juba, Yei, Yambio, Maridi (April 2012 and n=1,288 those who access news at least once a week) carried out by InterMedia in partnership with Infinite Insight

4. Cities sampled

Town	Population	percent Distribution	# of interviews
Juba	311,080	39.45	636
Yei	201,443	25.54	409
Yambio	133,453	16.92	283
Bor ²⁴	142,660	18.09	290
Total	788,636	100.00	1618

Selection of Bomas²⁵/Achieved Interviews

Town	Total Number of Bomas	Number of Bomas Sampled	Number of Sampling Points	Number of Achieved Interviews
Juba	57	39	63	636
Yei	25	22	41	409
Yambio	20	14	29	283
Maridi	17	12	27	290
Total	119	87	160	1,618

²⁴ Replaced by Maridi due to security concerns. Due to the difference in the populations of Maridi and Bor, (82,425 vs. 142, 660), the result is a sample of Maridi having a greater sampling weight than it would have in a proportionate distribution at the city level

²⁵ Boma is the smallest unit of a local government set up in the SPLM/A liberated areas (now in the whole of South Sudan) and formed our primary sampling unit

Appendix II. Methodology and Sampling

Methodology Face-to-face interviews, conducted with adults (15+)

Sample size 1,618

Sampling Frame: Any data describing the national population of South Sudan is either outdated or treated skeptically by the international research community. Data for rural populations is particularly problematic, as many parts of the country are extremely difficult and/or dangerous to access. Data existing for larger metropolitan areas, however, are generally accepted as being of higher quality than data from rural and hard to reach environments.

Fieldwork dates: 13th March to 20th April 2012

Local fieldwork agency: Infinite Insight

Margin of error: Maximum margin of error, with a 95 percent confidence interval, is $\pm 2.4\%$

Remarks: The survey was initially to be carried out in six cities: Juba, Yei, Maridi, Yambio, Bor and Bentiu. However, due to high levels of insecurity and location; i.e. its proximity to the North-South border, Bentiu was left out of the survey. Later we settled for the four major towns i.e. Juba, Yei, Yambio, Bor

The sample was defined as comprising individuals aged 15 and older, distributed by PPS across the four urban areas, including villages located within 20km radius of the selected urban areas.

Sampling Plan:

Administratively, South Sudan is structured as follows, from largest to smallest:

1. State
2. County
3. Payam
4. Boma

The South Sudan Bureau of Statistics provided population data only down to the boma level. Hence, to the boma the sample was distributed by PPS through the County, Payam and Boma. The original sample distribution by city was as follows:

Town	Population	% Distribution of Population	# of Interviews
Juba	311,080.00	39.45	630
Yei	201,443.00	25.54	410
Yambio	133,453.00	16.92	280
Bor	142,660.00	18.09	290
TOTAL	788,636.00	100.00	1610

Just before the launch of the survey, fighting broke out between two dominant communities (Dinka and Nuer) in Bor leading to displacement of people and even death. Because of the persistent war, we got permission to replace Bor with Maridi—one of the other towns in the initial list of areas suggested by the client. However, given that this (Bor-Maridi) replacement was made after the original sample was drawn, a direct replacement for the same number of interviews was made. The difference in the populations of Maridi and Bor, (82,425 v. 142,660).

Sectorization of the Sample

The population size of bomas varies between tens of thousands to a few hundred. Since information on Census Enumeration Areas is unavailable, there was a need to sub-divide bomas into smaller units called sectors. These formed our primary sampling points (PSU). We referred to this process as sectorization.

We allocated samples to individual bomas proportionately to their population size and assigned a minimum number of 10 interviews per sampling point. The sectorization process is defined as follows:

1. Prior to fieldwork, the field manager, accompanied by a local supervisor, would identify sectors in each Boma that had been sampled.
2. Sectors were required to be:
 - a. Non-overlapping and
 - b. Clearly demarcated (streets, thoroughfares, rivers, etc. serving as boundaries)
3. Sectors were categorized by population density: high density and low density; Infinite Insight's standard definitions are as follows:
 - a. Low density sectors are characterized by sparsely-built neighborhoods; this applied especially in peri-urban and rural areas, where homesteads could be several hundred meters apart
 - b. High density sectors were densely populated neighborhoods
4. In cases where the number of sectors was more than the required number of sampling points, selection was via the raffle method.
The raffle draw consists of the following steps:
 - Names of the sectors are written on individual scraps of paper
 - These scraps are then rolled into balls and put into a container
 - The required number of paper balls are then blindly drawn from the container
5. The field manager then used a commonly recognized landmark or number code to identify individual sectors.
6. A central location within a sector then served as the starting point for the random walk.