Voices for Peace

Listenership Study Findings

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Executive Summary

Context

As part of its regional project "Voices for Peace" (known locally in French as *Voix de Paix*), Equal Access International has established a partnership with 53 community-based and private radio stations in Cameroon, Niger, Burkina Faso, Mali and Chad to produce and broadcast radio programs that will strengthen community resilience in the fight against violent extremism. In order to increase these radio programs' outreach, V4P has decided to study their audience ratings.

Methodology

The study was conducted among 14,054 individuals aged fifteen and over within the five countries where V4P operates: Cameroon, Niger, Burkina Faso, Mali and Chad. 51.2% of the surveyed participants live in rural areas, and 48.8% in urban areas. 100 surveyors participated in data collection using a simple household questionnaire covering the following topics: general information on the surveyed area, socio-demographic characteristics of the surveyees, household's radio equipment, listener's consumption patterns, and familiarity with V4P-produced radio programs.

The data collection method used throughout this study is a two-stage cluster sampling survey. The clusters have been selected from the neighborhoods and villages census list through a systematic random draw process based on three criteria: radio coverage, accessibility, and safety. Inside each cluster, 20 households were selected using a three-step method in the rural areas and a five-step method in the political capitals of the countries where V4P operates. In order to make sure the sample was representative, quotas for gender and age range were assigned to each sample locality, according to the proportions of such variables within the general population of that locality.

Results

Results of the study show that V4P's priority partner radio stations, when considered together, have a large audience. In the surveyed communities, approximately 69% of people aged 15 and over who live within the broadcast zone listen to V4P partner radio stations. When we extrapolate this data based on national census data, we estimate approximately 3,000,000 people listen to V4P partner stations.

The breakdown of women versus men who listen to V4P partner stations is roughly equal (51% vs 49%, respectively). The audience is mostly made up of young people, as 62% of radio listeners are under 35 years old. The vast majority identify as Muslim (85%), followed by Christian (14%). The breakdown by profession includes housekeeper (30%), farmer (20%), trader or merchant (14%), student (10%), and unemployed (8%).

Level of education is also an important demographic measure in V4P audience targeting. The study found that more than one-third of these listeners (36%) have never received formal education, while 20% attended Koranic school. Only a small number (4%) had enrolled in higher education, and most of them are concentrated in national or regional capitals.

The study shows that people usually listen to the radio at home (92%), mostly using a radio receiver (59%) or their cellphones (40%). People listen to the radio either with their family (48%), alone (36%) or with friends (14%). The time listeners spend listening to the radio is significant across countries, with 51% of them listening to radio programs for more than one hour a day, on average. Peak audience rates occur in the morning between 6-9am, between 1-5pm, and are highest in the evening between 7-10 pm.

Most of the surveyed partner station listeners (87%) are familiar with V4P-produced radio shows. They like to listen to the Roundtable Debates (45%), Magazines (31%), Call-Ins (29%), Soap Opera series (26%) and Radio Spots (9%). (However, these statistics are averages across all five countries, some of which do not produce certain types of content. See individual country statistics for a more precise breakdown). To the question "Do V4P-produced radio programs meet their goals?", 81% of the listeners answered yes.

Listeners were also asked to suggest additional ways to improve programming or to reach a wider audience. Possible efforts in the future should include: increasing the number of broadcasts (25%), revising the content of the shows to better mirror the local environment (21%), diversifying the broadcasting languages to encompass more local dialects, particularly amongst native ethnic minorities (19%), modifying the broadcasting times (13%), improving the audio quality of the programs (9%) and adapting the programs' themes to the local context (5%).

1. Introduction

1.1. Contextual background of the study

Voices for Peace/*Voix de Paix* (V4P/*V2P*) is a five-year, five country regional partnership with the United States Agency for International Development (USAID). Launched in 2016 and implemented by Equal Access International (EAI), V4P aims to reduce vulnerability to violent extremism in West Africa through the promotion of democracy, human rights, and good governance. With more than ten armed groups now operating across the Sahel and Lake Chad regions of West Africa, local grievances, cross-border conflicts, and youth radicalization are bolstered by material and narrative support from al-Qaeda and ISIS.

Rather than counter the rhetoric and narratives of violent extremists, V4P media content, training, and community-driven platforms across the region develop and disseminate indigenous, culturally resonant, alternative narratives that overwhelm divisive media and extremist propaganda. V4P is unique in its regional approach, empowering networks of youth and marginalized communities across borders to mobilize for peace in the Sahel and Lake Chad regions.
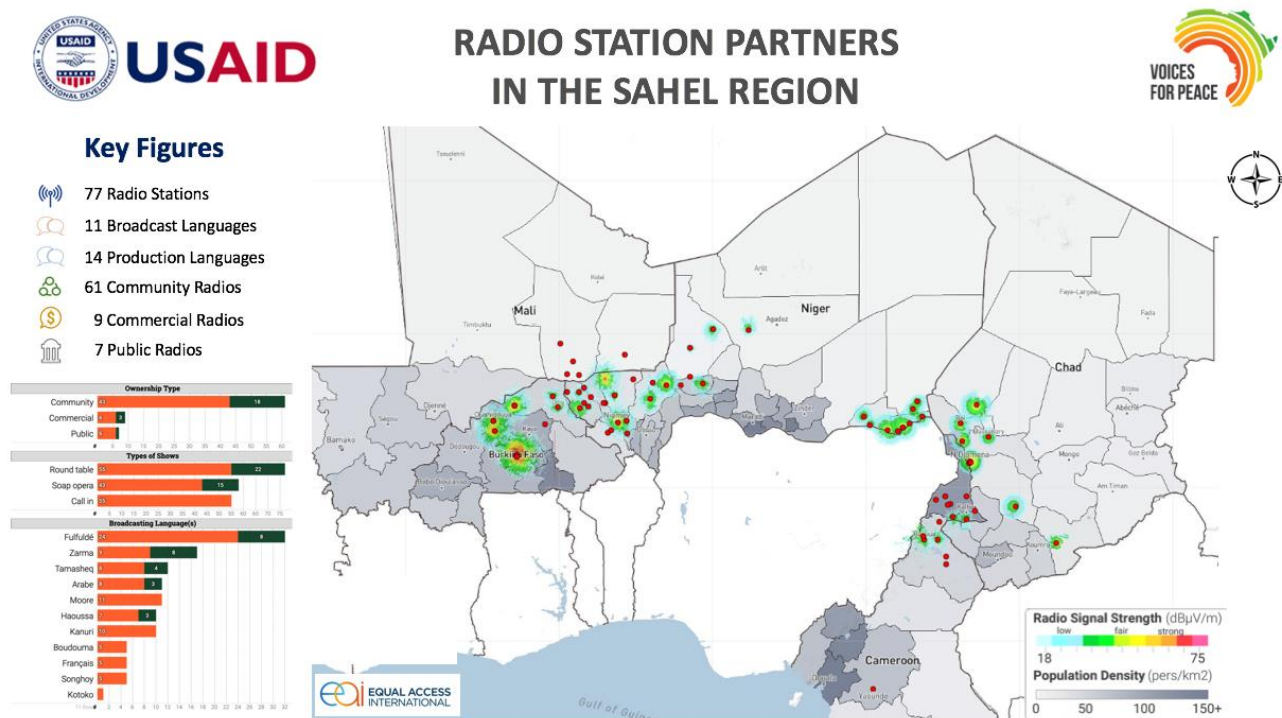
A core component of V4P is to establish "priority partnerships" with 53 community and commercial radio stations in Niger, Burkina Faso, Chad, Cameroon, and Mali. These stations reach over 3 million daily listeners and are vital V4P partners that produce and disseminate credible and influential CVE and behavior change radio programming in priority areas. V4P works to strengthen these 'priority' stations' technical and management capacities to produce and broadcast effectively and become more self-sustaining. Additionally, V4P partners with 24 'monitoring' radio partners across the region that disseminate project content. Communities listening through 'monitoring' stations were not included in this study but represent an estimated 1 million additional listeners to V4P radio programming.

To date, V4P and its partners have produced and disseminated radio programming in 14 different languages and broadcast over 2000 hours of CVE and behavior change content through a variety of formats, including round tables, variety magazine shows, fictionalized dramas (soap operas), and call-in shows. In 2019, to measure the reach and evaluate the impact of these programs, V4P

conducted a listenership study across all 5 countries, interviewing more than 14,000 listeners, and assessing the coverage, reach, and influence of V4P programming.

1.2. Goals of the study

The goal of this listenership study was to measure the size and listening habits of the audience of V4P's 53 priority partner radio stations in Niger, Burkina Faso, Chad, Cameroon, and Mali. This goal contained four specific objectives:

- Determine the number of listeners for each of V4P's 53 partner radio stations;
- Identify the means by which people listen – via personal radio, cell phone, vehicle, or in a community setting;
- Determine habits including peak hours by country and average time spent listening per day;
- Assess the level of knowledge and preferences among listeners, including familiarity with programs, preferred types of content, and themes understood and applied.

2. Methodology

2.1. Geographical scope

This audience study encompasses the 53 priority stations across V4P's intervention zone: 23 in Niger, 12 in Burkina Faso, 6 in Chad, 7 in Cameroon and 5 in Mali. All surveys were held in communities covered by these radio stations. The data collection method used throughout this study is a two-stage cluster sampling survey. Each location was divided into two rural and urban zones, to ensure a diverse sample. The clusters (14 for each town and 28 for the capitals) were picked following a systematic random draw process with equal probabilities from the urban and rural administrative units list[1], based on three criteria: extent of the radio coverage, accessibility, and safety. For the purpose of this study, a rural zone refers to communities located more than 50 km from the nearest radio station.[2]

Table 1: Distribution of the surveyed locations

Country	Surveyed location
Niger	Niamey, Diffa, N'guiguimi, Goudoumaria, Mainé Soroa, Chétimari, Bosso, Chéri, Kabelewa, Tahoua, Sanam, Tebaram, Abala, Filingue, Ouallam, Téra, Bankilaré, Dolbel, Tillia, Ayorou, Banibangou, Tondikiwindi and Tassara.
Cameroon	Gashiga, Meskine/Maroua, Guider, Mokolo, Maga and Tokombéré, Kousseri
Chad	N'Djamena, Bol, Karal, Mao, Moussoro and Massakory.
Burkina Faso	Ouagadougou, Dori, Gorom-Gorom, Sebba, Djibo, Ouahigouya and Gourcy.
Mali	Tessit, Gao, Ansongo, Ouattagouna and Ménaka.

2.2. Data collection in the field

Data collection took place between February 23rd and April 10th 2019. 100 surveyors were trained and deployed across each country: 46 in Niger, 16 in Burkina Faso, 14 in Cameroon, 14 in Chad and

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[1] List established by the Field Producers and partner station directors.

[2] According to the information provided by State institutions in charge of managing radio frequencies, the average community-based radio station coverage is 50 km.

10 in Mali. Surveyors worked in pairs of two while polling rural communities and in teams of four in the capitals (N'Djamena, Ouagadougou and Niamey). Each team had seven days to administer the survey in their location.

Interviews were conducted in the main local languages: (i) Songhay, Tamashek and Fulfuldé in Mali, (ii) Kanuri, Arabic, Mafa and Fulfuldé in Cameroon, (iii) Haousa, Zarma, Kanuri, Tamashek and Fulfuldé in Niger, (iv) Moré, Tamashek and Fulfuldé in Burkina Faso and (v) Gambaye, Arabic, Goran and Kanugu in Chad. These interviews were conducted using a simple household questionnaire covering the following topics: (i) General information on the surveyed area and the surveyee, (ii) Socio-demographic characteristics of the surveyees, (iii) Household radio equipment, (iv) Listener's consumption patterns and (v) Familiarity with V4P-produced radio programs.

Answering the survey in Mokolo, Cameroon

Answering the survey in Tilla, Niger

Answering the survey in Gourcy, Burkina

Answering the survey in Bosso, Niger

Answering the survey in Gourcy, Burkina Faso

Answering the survey in Tessit, Mali

A total of 14,054 people aged fifteen and over were interviewed for this study. 51.2% of the survey participants live in rural areas and 48.8% in urban areas. Table 2 below shows the distribution of the survey participants by country and by place of residence.

Table 2: Distribution of survey participants by country

Country	Number of survey participants					
	Urban		*Rural*		*Total*	
	Number	*%*	*Number*	*%*		
Niger	3,167	48.97	3300	51.03	6,467	
Burkina Faso	1,292	57.45	957	42.55	2,249	
Cameroon	655	33.71	1288	66.29	1,943	
Chad	1,052	52.73	943	47.27	1,995	
Mali	692	49.43	708	50.57	1,400	
Total	**6,858**	**48.80**	**7196**	**51.20**	**14,054**	

The data collection method used throughout this study is a two-stage cluster sampling survey. Each country was sorted into several localities covered by V4P radio station partners. Within each locality, the researchers divided the area into numerous population clusters, and then classified each cluster into "rural" and "urban" community sites. For this survey, a "rural" location is defined as a community located more than 50km away from the closest radio tower. A random selection was made from the list of urban and rural community sites that met three criteria: radio coverage,

accessibility, and security. The selection process within each cluster followed a "step method". Inside each rural cluster, the surveyors selected 20 households to survey using the 3-step method based on location-specific reference points provided by the supervisor. In the capitals (Niamey, Ouagadougou and N'Djamena), they used a 5-step method. In order to make sure the sample was representative, quotas for gender and age range were assigned to each sample locality, according to the proportions of such variables within the general population of that locality. The most recent census reports from each country where V4P operates were used for general population estimates, and to extrapolate sample data and make estimates about habits across the entire V4P coverage zone.

2.3. Data Collectors Training

Before they were sent into the field, the data collectors went through a 2-day training on research methodology and understanding of the questionnaire. Supervisors recruited surveyors and deployed them across the target locations based on four fundamental criteria: (i) their education level (having at least graduated high school), (ii) professional experience in data collection, (iii) experience living in the target area and (iv) knowledge of the local environment as well as their fluency in local dialects.

Briefing session for the pilot field survey in Maroua

Group workshop in Niamey

2.4. Data quality control

In order to obtain quality data, five supervisors were hired (one per country) to monitor the data collection in the field. The supervisor's role, among other responsibilities, was to ensure that surveyors (i) followed the data collection methodology, (ii) correctly identified the study areas and targets, and (iii) filled out the questionnaires correctly. They checked the questionnaires daily to ensure their completeness and the accuracy of the data. At the end of this control process, inconsistent or incomplete questionnaires were sent back to the surveyors for correction.

Full-time Monitoring & Evaluation Officers from each V4P country office supported the data quality control process. They arranged unannounced field visits to confirm the surveyors' presence in the field and the effectiveness of their data collection in accordance with study protocols. In order to be better equipped to carry out this task, they took part in various training sessions on audience study methodology as well.

2.5. Entering the data collected

Once the data was collected, the supervisors carried out primary checks and cleaned up the data before the questionnaires were sent to Equal Access' country offices. The questionnaires brought back from the field were analyzed and then entered into Cspro 7.2 (a census and survey processing system) by a team of 16 trained data entry operators.

2.6. Processing the data

Once entered, the data went through a concatenation process in a single database and then was exported into the statistics analysis software SPSS for processing. At the end to the analysis process, the data was copied into Excel to produce graphs and tables.

3. Difficulties encountered and limitations of the study

The four major difficulties encountered during the data collection phase in the field were as follows:

Safety. In several locations, the data collection process took place in a climate of fear and paranoia fueled by multiple attacks by armed groups. In some instances, attacks occurred the day before the teams arrived or just after they left, specifically in the villages of Chimbarkawane (Abala), Dewa (Bosso), Issari and Bagara in Niger and Gorom-Gorom, Sebba and Djibo in Burkina Faso. This situation had a major impact on the data collection process. Indeed, for fear of retaliation, the interviewees were reluctant to participate in the interviews; whenever possible, the interviews would take place behind closed doors, away from public view.

Evacuations. Moreover, some of the selected villages were evacuated to varying degrees by the time the field survey was conducted. Locals had deserted them to escape the repeated attacks from Boko Haram or other armed groups. Access to other areas was prohibited by administrative authorities due to safety concerns, specifically in the localities of Ibogluita Ansongo, Iboglitene, Ibohanan and Tabankort in Mali as well as in some villages in the Karal and Bol districts in Chad. This situation caused numerous cluster re-draws, which extended the length of the project and created many logistical challenges.

Schedule conflicts. In many localities – notably in the Maga, Mokolo and Gashiga districts in Cameroon and Tessit and Ansongo in Mali, people were often gone during the day due to their farming or commercial activities. Members of the research team had to adapt their schedule and, in many cases, had to stay in the surveyed area for an extra two to three hours in order to collect the data.

Birth records. Finally, several of the locations selected from the random survey (particularly in rural areas) were unable to provide any data on age. The research team had to use national data and the participants' estimations.

4. Presentation of the results

The following results section is split into four parts. The first part focuses on listeners count and listeners socio-demographic profiles; the second part on the household's equipment; the third part on consumer habits; and the last part on listeners' familiarity with the radio programs.

4.1. Listener count and socio-demographic profiles

4.1.1. V4P radio stations' listener count

Table 3 shows audience rates and listener count by country. It demonstrates that approximately 69% of people 15 years old and older living within in the surveyed areas tune in to V4P's priority partner radio stations. Mali's radio stations have the highest audience share – 89% of people within the station coverage say that they tune in – but the smallest total number of listeners at under 100,000.

Niger has the most listeners, at over 1.3 million, four-fifths of whom live within station coverage areas. In each country, at least 60% of the eligible population tunes in, indicating high levels of penetration by V4P partner stations across the region.

By extrapolating the responses from surveyed groups in each country against each country's official estimates for people aged 15 years old and over living in areas with partner station reception[3], we can deduce that the total listener count for V4P radio stations is 2,969,500. Please refer to Annex B for more detailed estimates by country.

Table 3: V4P radio stations listener count

Country	% population with radius who listen (est.)	Number of listeners
Total	**69%**	**2,946,718**
Burkina Faso	61%	642,720
Niger	78%	1,320,614
Mali	89%	87,804
Chad	66%	515,583
Cameroon	61%	379,997

The analysis of the socio-demographic data reveals that, overall, women and men listen to V4P partner radio stations in equal measure. This data varies slightly from country to country. Table 4 shows the gender ratio for the different locations of these radio stations.

Table 4: Listener distribution based on gender

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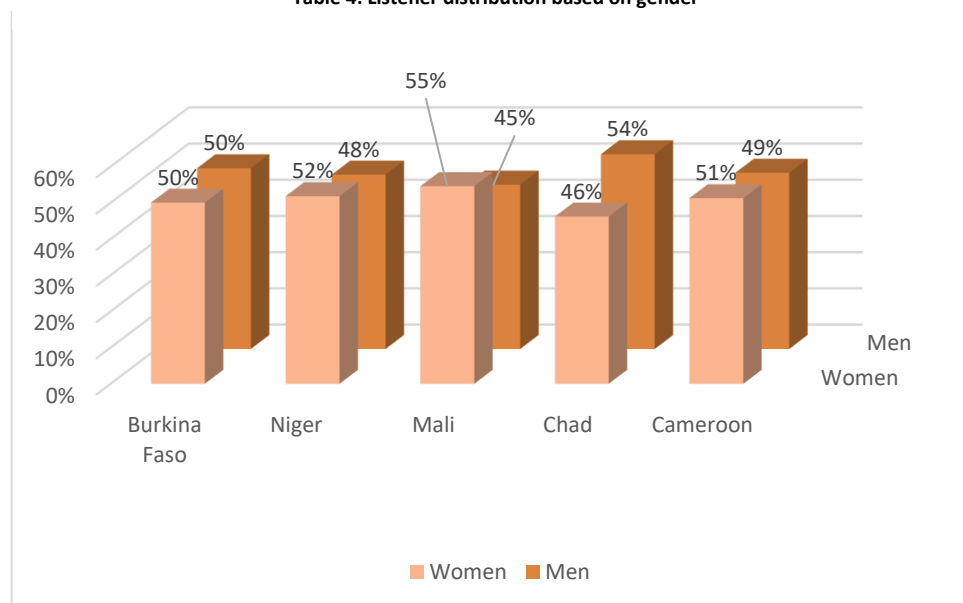
[3] These data come from the demographic and statistics studies done by the national statistics and demographic institutes.

4.1.2. Listener religion

The majority of V4P's priority partner station listeners identify as Muslim (85%). Christian listeners, all denominations included, are a minority. They represent less than a quarter of the total number of V4P listeners, as shown in Table 5. Animists represent only 1% of V4P listeners, mostly from Cameroon.

Table 5: Listener distribution based on religious affiliation

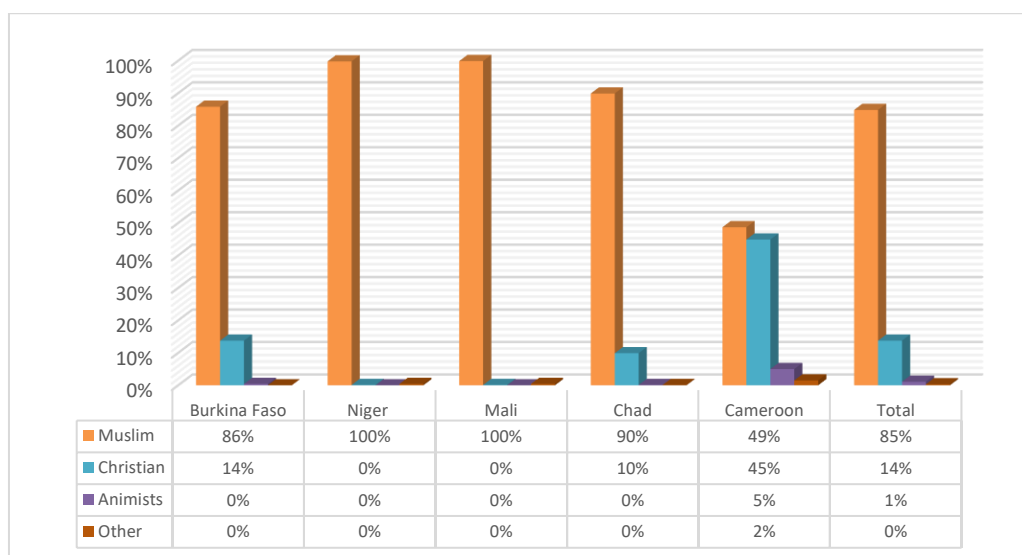|	Burkina Faso	Niger	Mali	Chad	Cameroon	Total
Muslim	86%	100%	100%	90%	49%	85%
Christian	14%	0%	0%	10%	45%	14%
Animists	0%	0%	0%	0%	5%	1%
Other	0%	0%	0%	0%	2%	0%

4.1.3. Listener occupation

This section focuses on the socio-demographic characteristics of V4P radio listeners, including their occupations. Many listeners spend their days at home. Housewives make up 30% of listeners and almost all the women surveyed identified as a housewife. The second and third most common occupations are farmers/growers (20%) and retailers (14%). Students/pupils account for 10% while the unemployed account for 7% of the total number of V4P radio listeners. A small proportion of listeners work in the private sector or in government administration. Table 6 shows the precise breakdown of the listener occupations by country.

Table 6: Listener occupation by country

Country	Unemployed	Housewife	Retailer	Government Employee	Farmer/ Grower	Artisan	Student/ Pupil	Cattle farmer	Transport. /Driver	Other
Burkina	6%	31%	15%	5%	21%	8%	6%	3%	1%	4%
Niger	10%	32%	15%	3%	20%	3%	6%	4%	2%	4%
Mali	6%	38%	12%	2%	13%	2%	8%	11%	1%	7%
Chad	9%	23%	15%	5%	22%	4%	15%	1%	3%	4%
Cameroon	8%	24%	12%	4%	22%	7%	15%	1%	2%	5%
Average	8%	30%	14%	4%	20%	5%	10%	4%	9%	5%

4.1.4. Listener education level

Over one-third of partner radio listeners have never attended school or basic literacy classes. Listeners in Burkina Faso and Mali have the lowest education level, while Chad and Cameroon's levels are the highest.

The number of listeners who attended Koranic schools (20%) is roughly equal to the combined number who have completed secondary (18%) or higher education (4%). Most interviewees who have completed higher education live in regional and country capitals, while Koranic education is most popular in the rural areas of Niger, Mali, and Chad.

These demographics validate V4P's practice of translating radio content into local dialects as much as possible, as it makes these programs more accessible to those who have no formal education.

Table 7: Listener education by country

Country	No Education	Primary School	Secondary School	Higher Education	Koranic School	Franco-Arabic	Other
Burkina	46%	21%	15%	4%	11%	1%	2%
Niger	37%	19%	14%	2%	26%	2%	0.3%
Mali	41%	18%	12%	2%	23%	4%	0.3%
Chad	27%	14%	20%	7%	32%	1%	0.1%
Cameroon	29%	27%	29%	4%	10%	0.5%	1%
Average	36%	20%	18%	4%	20%	2%	0.7%

4.1.5. Radio listeners age range

V4P partner stations listeners are mostly young. Over 60% of the total audience is between 15-35 years old. Radio stations with large numbers of youth listeners offer particularly strategic partnerships; young people are most vulnerable to extremist messaging and recruitment tactics, and therefore V4P radio programming must prioritize them as a target audience.

Table 8: Listener age range

| Country	15-25	26-35	36-45	46-55	56-65	66 +
Burkina Faso	21%	37%	16%	15%	9%	4%
Niger	26%	33%	19%	12%	8%	3%
Mali	23%	36%	15%	14%	8%	4%
Chad	41%	27%	14%	9%	6%	3%
Cameroon	32%	33%	16%	10%	7%	2%
Average	29%	33%	16%	12%	8%	3%

This data does present some interesting variations depending on the surveyed country. Chad listeners are overwhelming the youngest; 41% of V4P radio stations listeners in Chad are between 15 and 25 years old.

4.2. Radio equipment

If the target populations do not have the proper equipment, to receive the media transmissions, then V4P's tailored content will be ineffective. This study therefore assessed if households possess the necessary equipment to listen to the radio.

Overall, radio receivers are the primary equipment used to listen to the radio. 59% of the listeners use a radio receiver to access their radio programs, whereas 40% use their cellphones and just 1% listen in a vehicle. Table 9 shows that Mali's listeners are the most likely to use a radio receiver (77%). Cameroon is the only country in which cellphones (57%) are more commonly used than radio receivers (41%).

Table 9: Devices used to listen to the radio
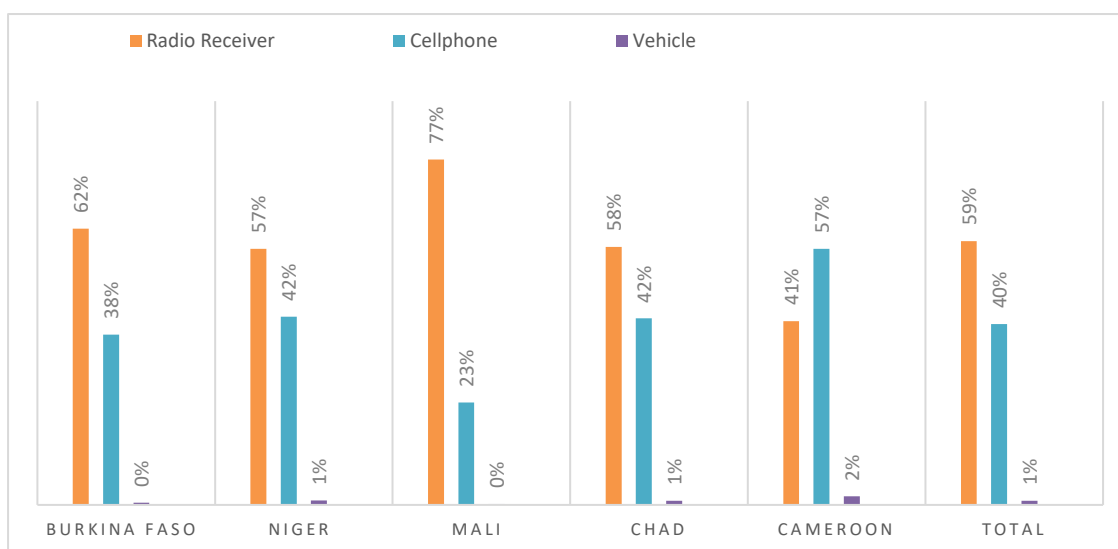
4.3. Radio consumption habits

This section will examine which days and which time slots earn the highest ratings, what groups of people are listening together, and how long people listen to the radio per day. This information can help optimize programming for maximum impact.

4.3.1. Radio listening locations

Table 10 demonstrates that in each country, the vast majority of people tune in at home. Only about 5% of people listen elsewhere, typically at the workplace or in their car.

Table 10: Radio listening locations
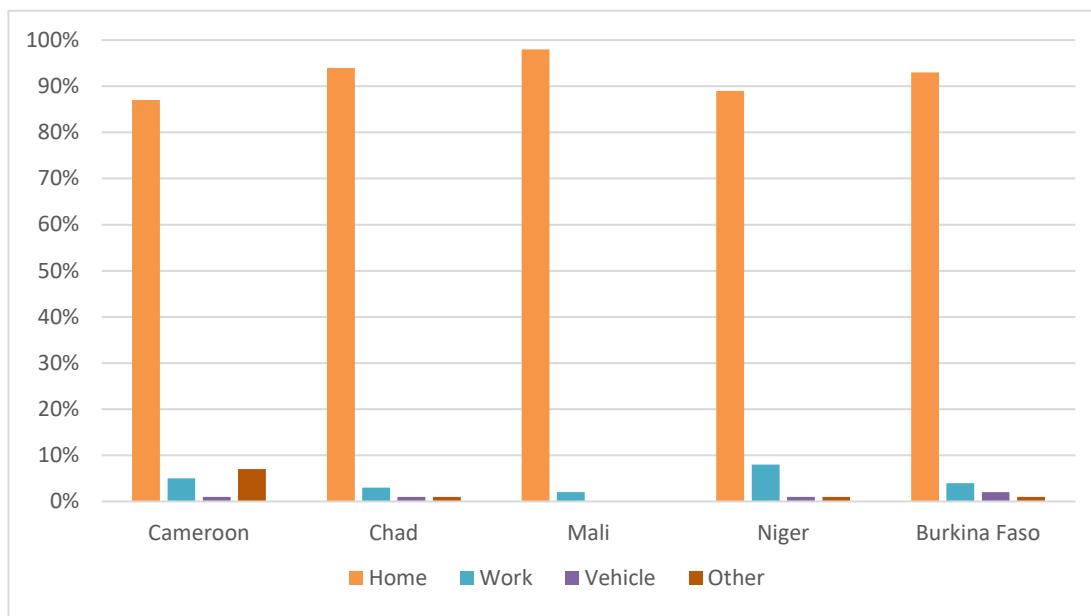
4.3.2. Listening in groups

V4P radio stations listeners usually listen to the radio either with their family (48%), or alone (36%). Analysis of these data reveals, however, disparities between the different surveyed countries. In Mali, listening to the radio is a family activity, far more so than in the other countries. In no country do more than 20% listeners report listening with friends.

Table 11: Do people listen in groups?

	Burkina Faso	Niger	Mali	Chad	Cameroon	Total
Alone	44%	37%	18%	39%	43%	36%
With Friends	12%	20%	8%	16%	15%	14%
With Parents/Children	44%	42%	71%	45%	39%	48%
Other	0%	1%	3%	0%	2%	1%
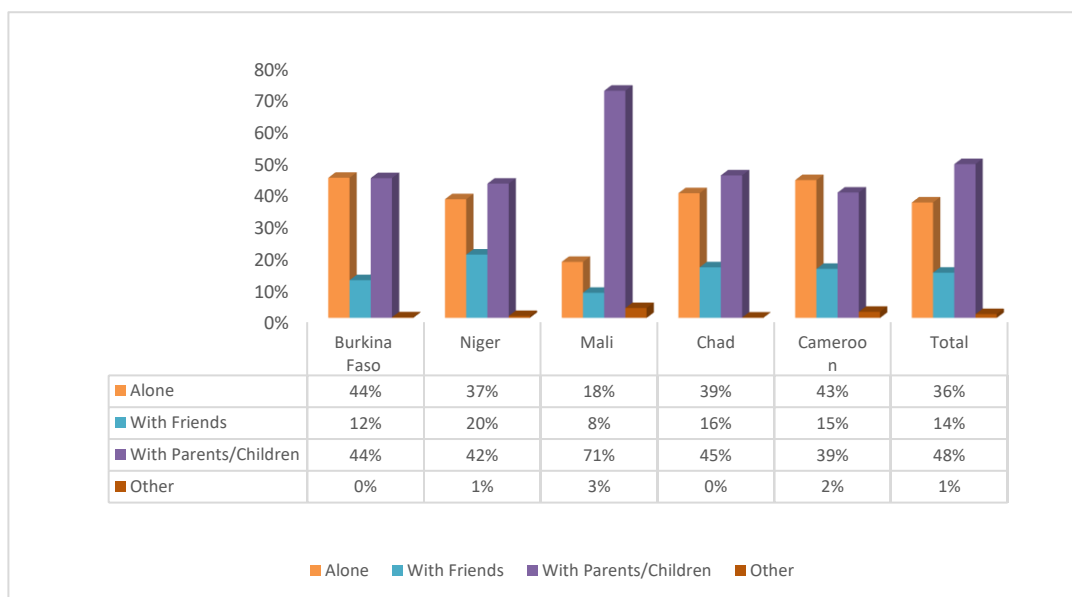
4.3.3. Time spent listening to the radio

The time interviewees spend listening to the radio is relatively long. In fact, just over half of interviewees spend, on average, more than one hour per day listening to radio broadcasts, as shown in Table 12. In Burkina Faso, nearly two-thirds engage for over an hour per day. On the other hand,

Chad's V4P radio listeners spend less time listening to radio broadcasts. A plurality (44%) in the country devote, on average, less than 15 minutes of their daily time to listening to the radio.

Table 12: Time spent listening to the radio

	Burkina Faso	Niger	Mali	Chad	Cameroon	Total
■ More than 1 hour	66%	46%	54%	40%	49%	51%
■ 46-60 min	12%	19%	19%	6%	28%	17%
■ 31-45 min	9%	16%	9%	3%	11%	9%
■ 15-30 min	11%	16%	17%	7%	9%	12%
■ Less than 15 min	1%	3%	2%	44%	4%	11%
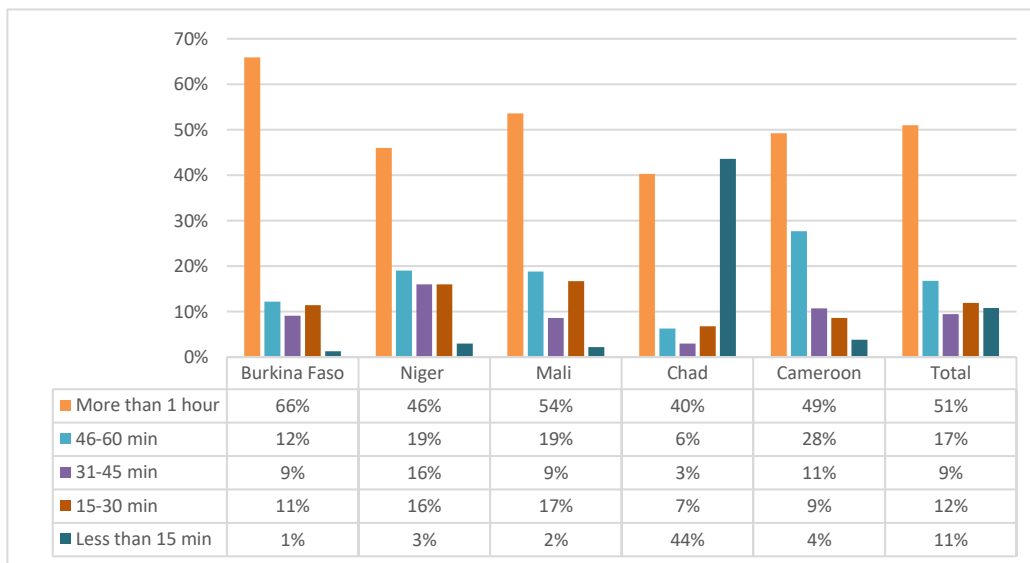
4.3.4. 15-minute daily radio audience rate

The 15-minute audience ratings give us an idea of the audience fluctuations in real-time and help define the audience profile of a radio station. Table 13 shows the audience in Cameroon. It indicates three peaks: in the morning between 6 and 9 am, in the afternoon between 3 and 5 pm, and in the evening "prime time" — the most popular time slot of the day — between 7 and 9 pm.

Table 13: Number of daily listeners per 15-minute increment in Cameroon
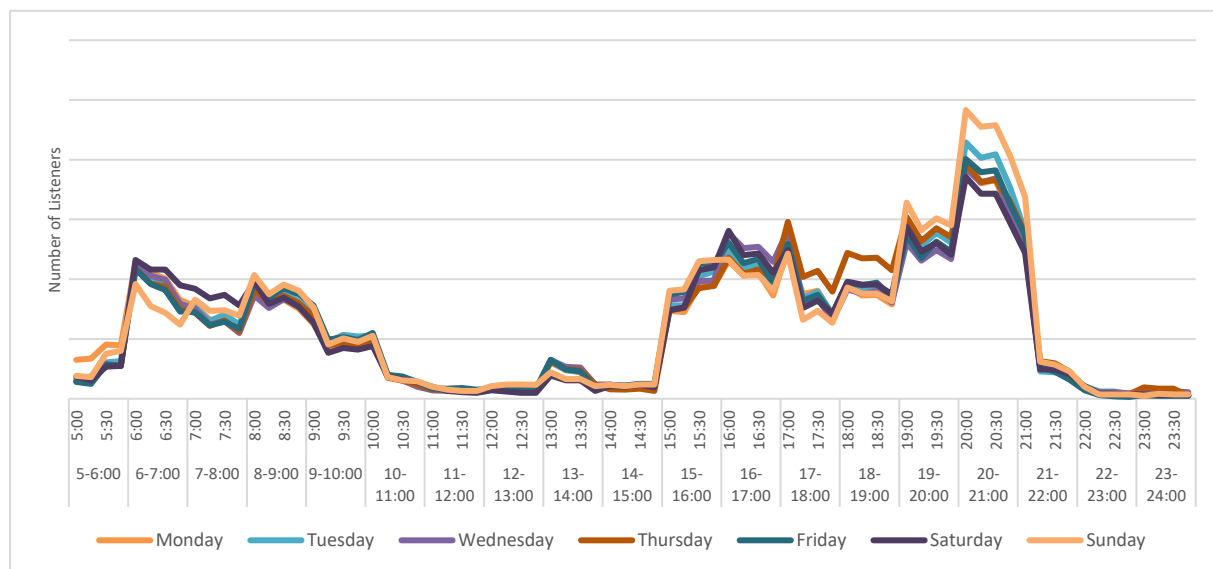
Table 14, which shows V4P Chad's 15-minutes daily radio audience among all stations, reveals that listenership is mostly flat during the day, until the prime-time slot between 7 and 9 pm every day.

Table 14: Number of daily listeners per 15-minute increment in Chad
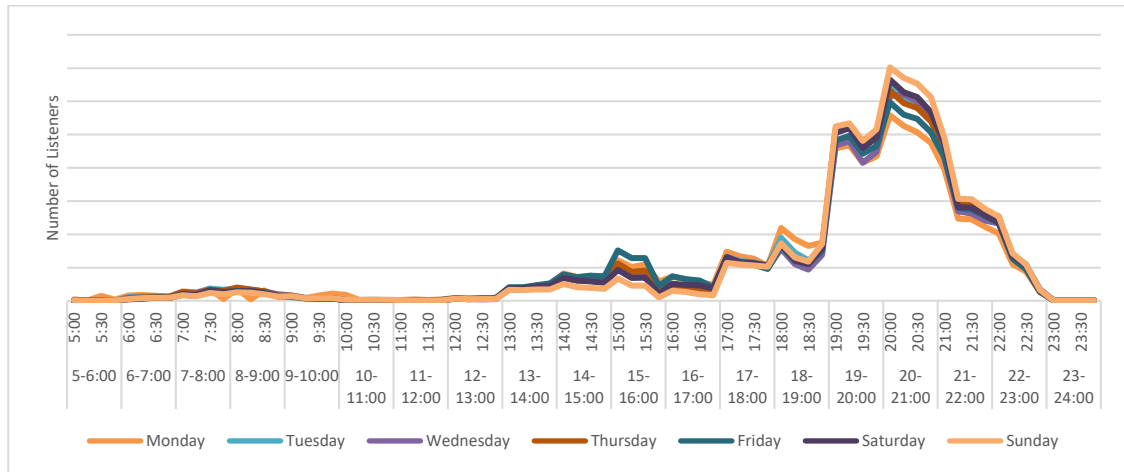
Table 15 indicates two peaks for Mali's 15-minutes daily radio audience: one during the day from 8 am to 1 pm, and a much bigger prime time block in the evening from 7 pm to 10 pm.

Table 15: Number of daily listeners per 15-minute increment in Mali
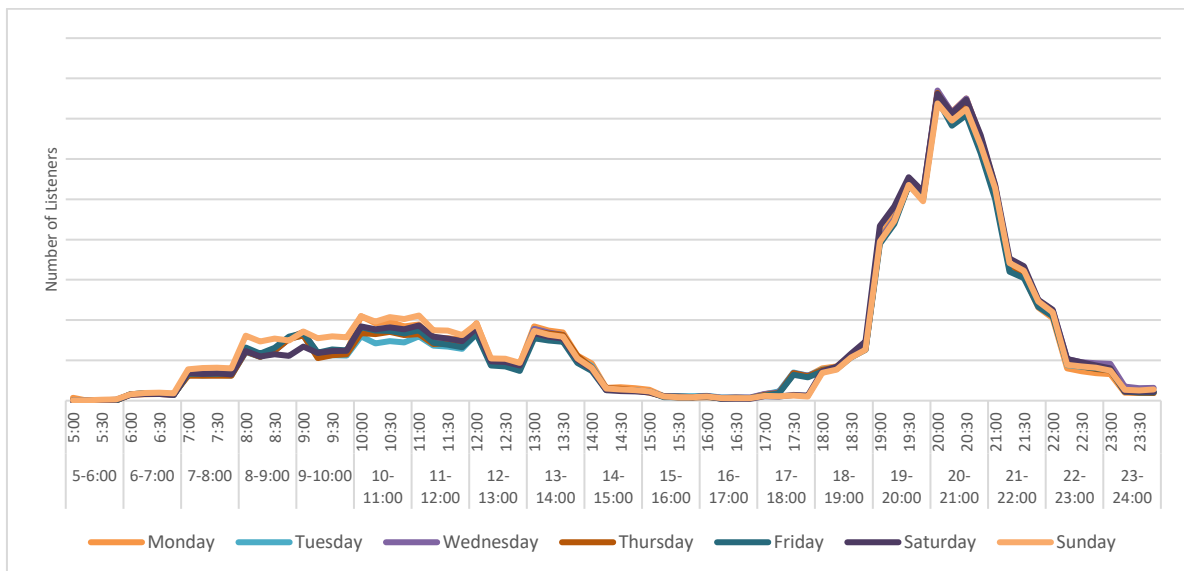
Table 16 illustrates the 15-minutes daily radio audience ratings for V4P's Burkina Faso partners. There are three observable peaks: one in the morning between 6 and 7 am, a brief spike in the afternoon between 1 and 2 pm, and prime time evening hours between 7 and 9 pm.

Table 16: Number of daily listeners per 15-minute increment in Burkina Faso
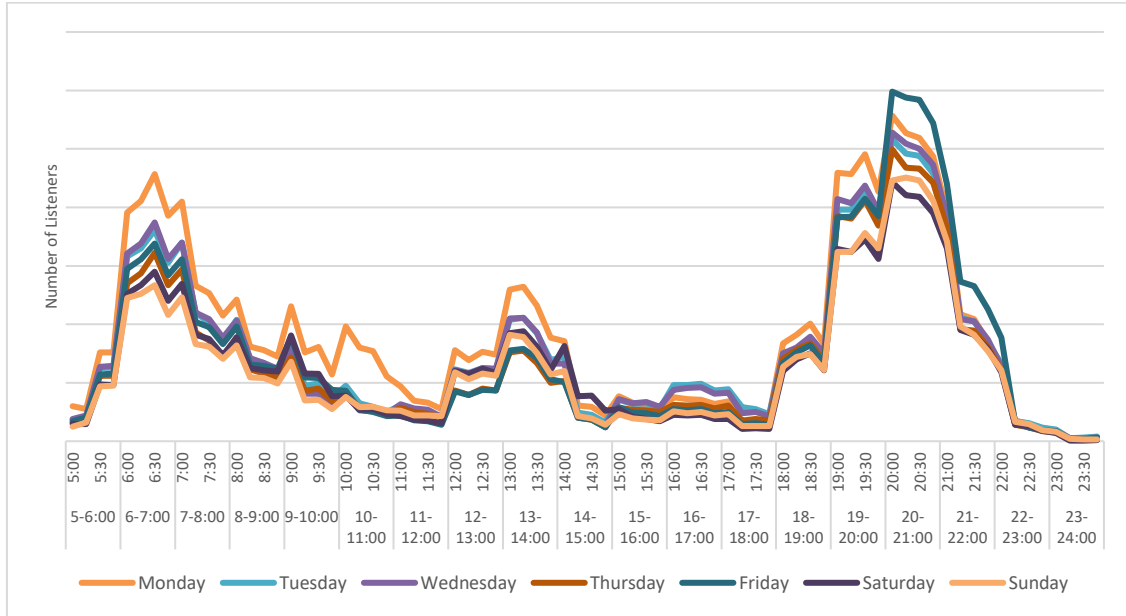
V4P Niger's radio station partners also have three peaks: one in the morning between 9 and 11 am, one in the afternoon between 3 and 5 pm, and one in the evening between 8 and 9 pm. The prime time is between 9 and 11 am for all V4P partner radio stations in Niger.

Table 17: Number of daily listeners per 15-minute increment in Niger
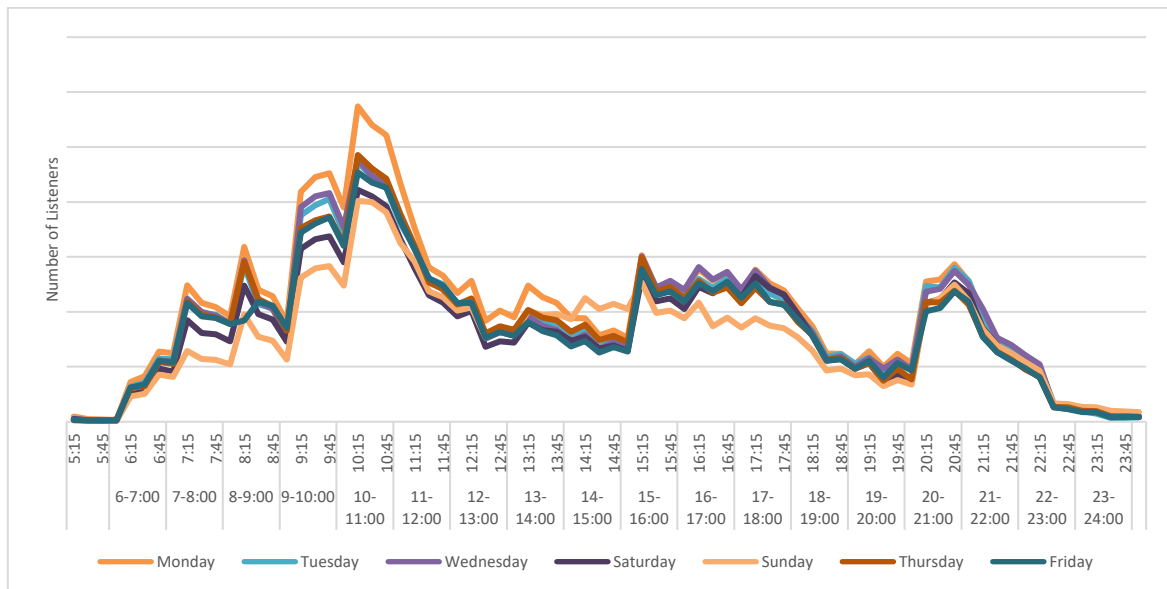
4.4. Listener's familiarity with V4P-produced programs

4.4.1. V4P-produced programs audience share

V4P partner radios do not exclusively air V4P content, so it was important to measure not just the stations' overall listenership but also those listeners' familiarity with V4P-produced content. Fortunately, the survey found that the vast majority of partner radio listeners (87%) were indeed familiar with V4P content, as shown in Figure 25. The numbers indicate that V4P-produced programs are highly popular across the Sahel and are a main draw for listening to the surveyed radio stations. Comparative analysis reveals that Chad and Niger are the two countries where V4P's radio productions are best known, each at 92%.

In Mali, on the other hand, radio listeners are relatively less familiar (78%) with V4P productions. This could be explained by the fact that Mali's programming did not start until 2018, unlike the other countries which began more than a year earlier and have had more time to build recognition.

Table 18: Audience share for V4P-produced shows
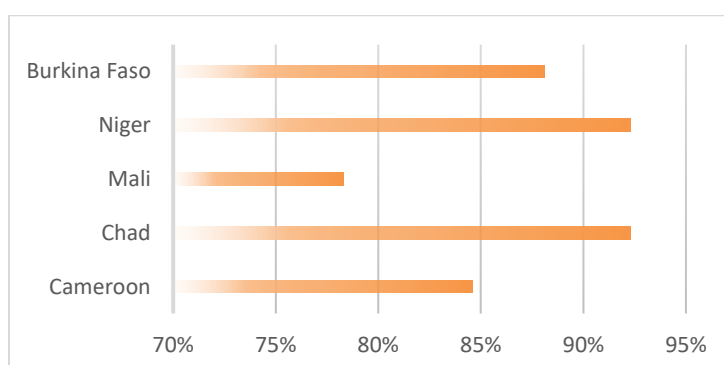
Table 19 shows the frequency with which listeners say they regularly tune in to the following radio programs:

Table 19: Audience breakdown by V4P-produced shows

	Burkina Faso	Niger	Mali	Chad	Cameroon	Total
Roundtable Debate	38%	28%	78%	23%	58%	45%
Soap Opera	25%	25%	0%	54%	30%	27%
Magazine	33%	20%	0%	59%	44%	31%
Call In	3%	4%	42%	43%	55%	29%
Radio Spots	1%	2%	0%	14%	32%	10%
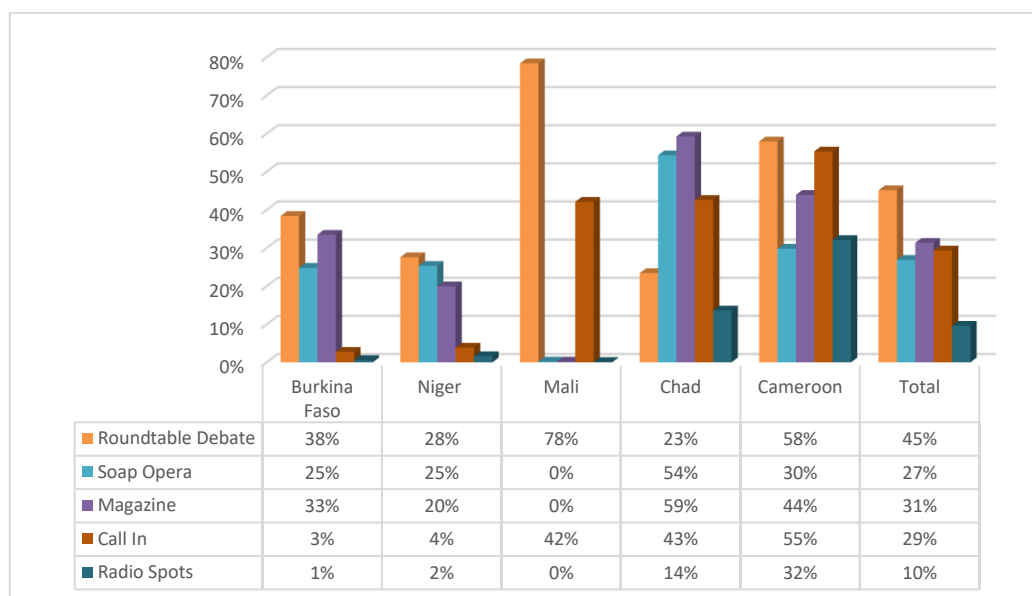
The graph highlights the fact that V4P's radio productions vary in popularity, especially across countries. Overall, the Roundtable Debates (45%) are the most popular format, followed by Magazines (31%), Call-Ins (29%), Soap Opera series (27%) and Radio Spots (10%). Interestingly, in Chad, the roundtable format is the least popular format. Most listeners in Chad prefer the magazines and the Soap Opera. Mali's data is unique because the country only airs Roundtable Debates and Call-Ins. The radio productions' varying popularity suggests a need for a qualitative follow-up to determine why some formats are more popular than others, particularly the low popularity of the radio spot programming in the eastern Sahelian countries and why call-ins are vastly more popular in Mali than in neighboring Niger and Burkina Faso.

4.4.2. Comprehension of Roundtable Debate topics

Survey results show that Roundtable Debates effectively communicate topics to their listeners. Overall, 32% of the listeners report a "very good" understanding of the Roundtable Debate content, while another 41% of listeners, report a "good" understanding. Only 1% did not understand the themes at all. (Note that interviewees were asked to self-assess their level of comprehension)

Comparative analysis reveals that Roundtable Debates in Chad are the most well understood – over half of listeners in Chad report at least a "very good" understanding of the topics presented, while 95% report at least a "good" understanding. On the other hand, Cameroon counts the highest number of listeners who do not understand these topics. Roughly one-third of Cameroonians report less than a "good" understanding of the Roundtable Debate topics, indicating the themes are either not relevant or poorly communicated. Table 20 below gives full results by country.

Table 20: Listener understanding of the Roundable Debate topics

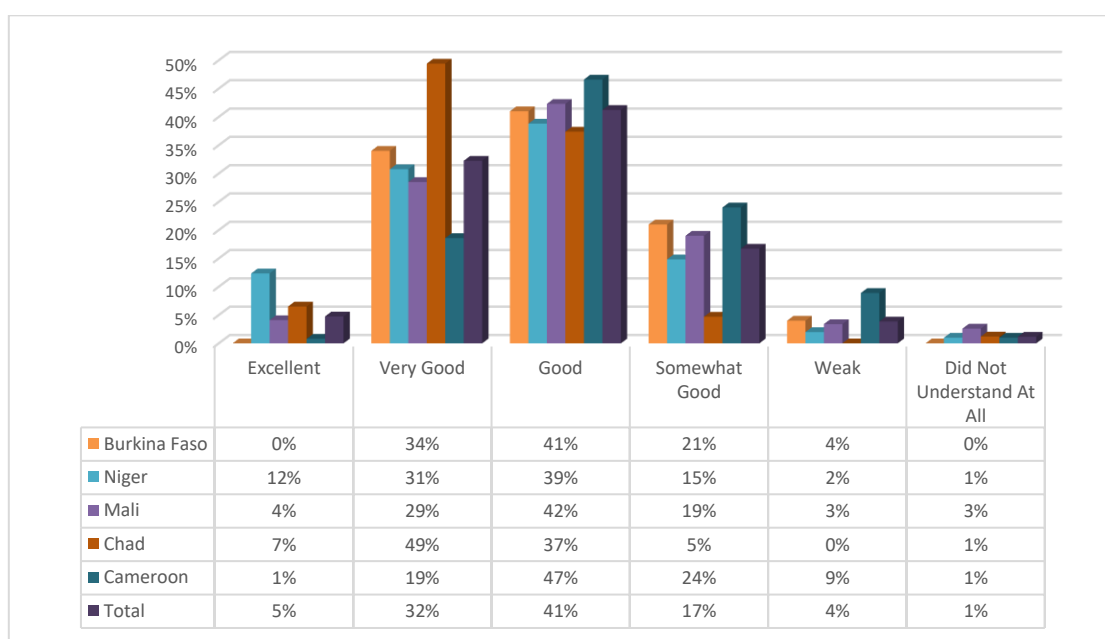|	Excellent	Very Good	Good	Somewhat Good	Weak	Did Not Understand At All
Burkina Faso	0%	34%	41%	21%	4%	0%
Niger	12%	31%	39%	15%	2%	1%
Mali	4%	29%	42%	19%	3%	3%
Chad	7%	49%	37%	5%	0%	1%
Cameroon	1%	19%	47%	24%	9%	1%
Total	5%	32%	41%	17%	4%	1%

4.4.3. Comprehension of Magazines topics

The Magazine is a variety format, which consists of a mixture of information and entertainment. Sketches, interviews, debates, spotlights, and other types of content are written by local producers based on timely topical matters. Table 21 shows listener understanding of topics covered in the magazine format. Less than 1% of listeners stated they "did not understand at all" the content of the Magazines. The rest deemed their level of understanding "very good" (23%), "good" (46%) and "somewhat good" (23%). Comparative analysis by country shows that the content of the Magazines

is generally best understood by listeners in Niger and Chad, which is encouraging as the magazine format is also relatively popular in Chad.

Table 21: Listener understanding of Magazine topics

	Excellent	Very Good	Good	Somewhat Good	Weak	Do Not Understand At All
Burkina Faso	0%	7%	51%	38%	4%	0%
Niger	14%	32%	36%	15%	3%	0%
Chad	4%	33%	43%	17%	1%	1%
Cameroon	0%	18%	53%	23%	5%	1%
Total	5%	23%	46%	23%	3%	1%
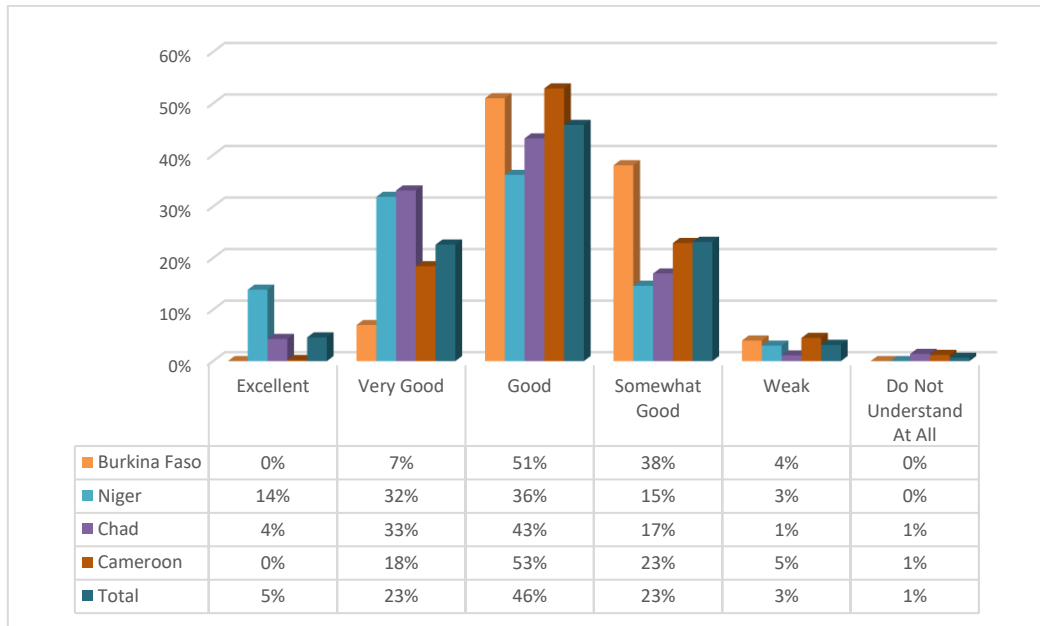
4.4.4. Comprehension of Soap Opera topics

The Soap Opera (or *feuillton* in French) is a fictionalized but realistic series set in a Sahelian town, whose characters navigate relatable situations involving underdevelopment, a looming threat from local extremist groups, menacing security forces, underdevelopment, corruption, and other challenges. Like the other formats, Soap Opera themes appear to be widely understood by the audience. Less than 1% of the listeners declared that they "did not understand at all" the content of the Soap Opera series broadcast on V4P's various partner stations, and less than 4% declared having a "poor understanding."

Table 22: Listener understanding of the Series topics

	Excellent	Very Good	Good	Somewhat Good	Weak	Do Not Understand At All
Burkina Faso	0%	19%	37%	37%	7%	0%
Niger	16%	28%	39%	13%	2%	2%
Chad	15%	31%	38%	14%	1%	1%
Cameroon	1%	20%	57%	19%	4%	0%
Total	8%	25%	43%	21%	3%	1%
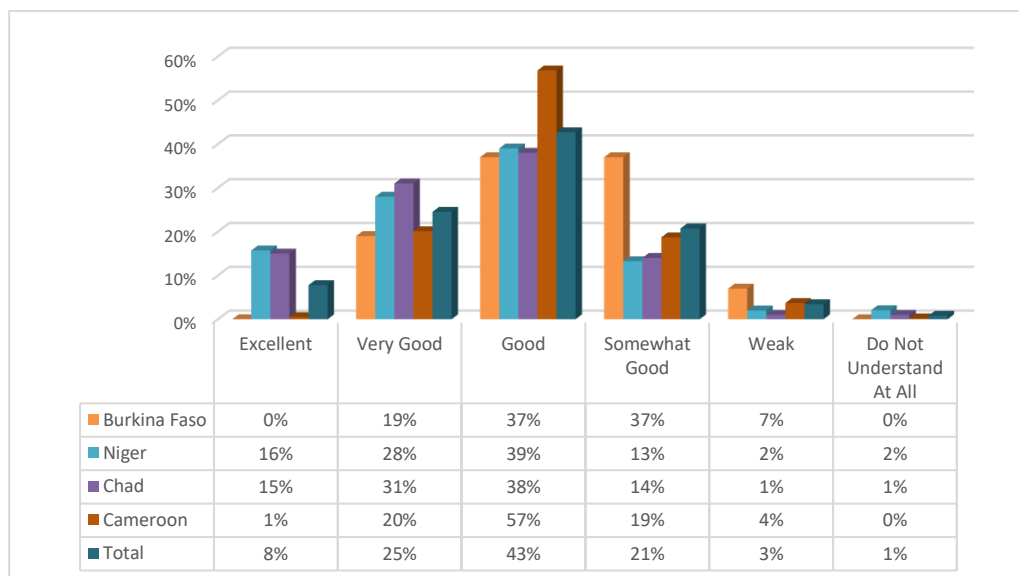
4.4.5. Listeners opinion on whether V4P-produced programs meet their goals

During the survey, respondents were reminded of the name of several recent programs they had heard and the objectives of each program was explained. When asked, *"Do V4P-produced radio programs meet their goals?"* only 6% of listeners answered negatively. Over 80% of respondents said that V4P's programs have contributed to strengthening resiliency to violent extremism in their area. The Table 23 gives detailed data for each country.

Table 23: Listener opinion on whether V4P-produced programs meet their goals

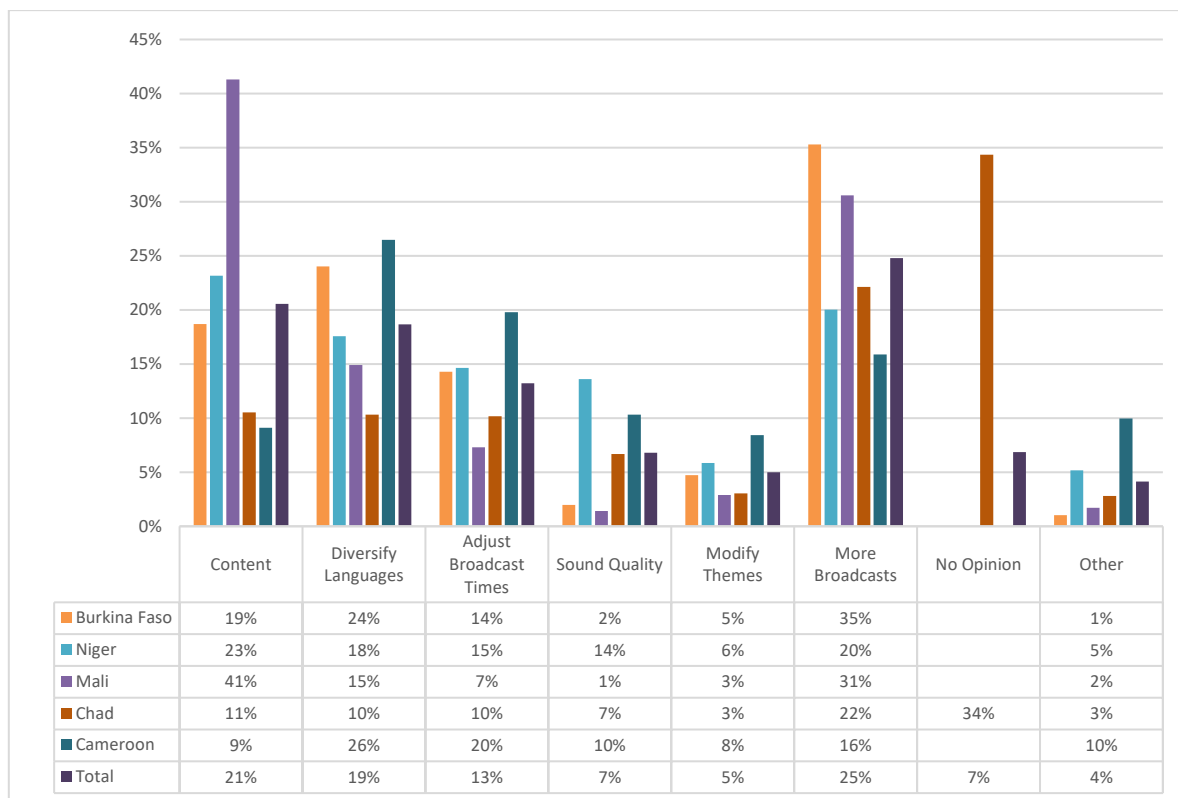|	Burkina Faso	Niger	Mali	Chad	Cameroon	Total
Yes	41%	70%	62%	76%	30%	56%
Yes, sometimes	25%	20%	29%	13%	38%	25%
No	7%	5%	3%	5%	8%	6%
No Opinion	28%	5%	5%	6%	24%	14%
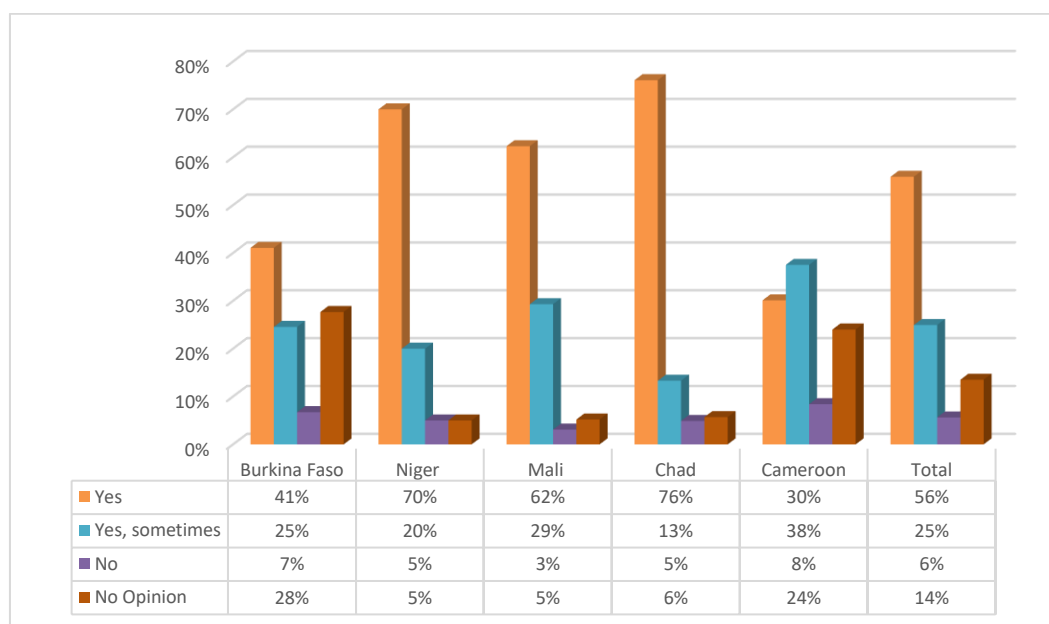
Listeners' satisfaction is high across each country, with some variations. V4P radio stations listeners in Mali (92%), Niger (90%) and Chad (89.4%) are the most satisfied with V4P radio shows. However, efforts can be made to better attain the objectives of V4P's radio productions in Cameroon and Burkina Faso, where responses were lower than the Sahelian average. What particularly stands out in these countries is that almost a quarter of the listeners did not want to give an opinion on the question.

4.4.6. Suggestions on how to increase V4P productions' audience

When asked what needs to be done in order to increase or strengthen V4P radio productions' audience, interviewees offered several suggestions. Overall, nearly one-quarter of listeners have proposed an increase in the number of broadcasts. Other suggestions for improvements included: improving the quality of the content (21%), diversifying the broadcasting languages and showcasing more local dialects (19%), revising the broadcasting times (13%), improving the sound quality of the programs (9%) and adapting the themes to the local context (5%).

As shown in Table 24, different countries would benefit from different approaches. Many people in Burkina Faso and Cameroon suggest diversifying the broadcast languages as a way to increase audience, while that approach would be less effective in Chad. For nearly half the listeners in Mali, the number one suggestion is to improve program content, while listeners in Chad and Cameroon appear mostly content with program quality. In no country do more than 10% suggest modifying the program themes, which indicates that V4P is generally selecting topical and timely themes for its local programs.

Table 24: Suggestions on how to increase V4P production audience

	Content	Diversify Languages	Adjust Broadcast Times	Sound Quality	Modify Themes	More Broadcasts	No Opinion	Other
Burkina Faso	19%	24%	14%	2%	5%	35%		1%
Niger	23%	18%	15%	14%	6%	20%		5%
Mali	41%	15%	7%	1%	3%	31%		2%
Chad	11%	10%	10%	7%	3%	22%	34%	3%
Cameroon	9%	26%	20%	10%	8%	16%		10%
Total	21%	19%	13%	7%	5%	25%	7%	4%

5. What we learned

- Given the listeners' low education and literacy levels, producing and broadcasting radio programs in local languages, especially in ethnic minorities' dialects, is extremely important to increase V4P radio stations' audiences.
- Radio stations increase their audience when they produce and broadcast programs about issues adapted to a local context, as they better resonate with their listeners.
- Almost all V4P radio stations, particularly those located in rural areas, do not have a continuous supply of electricity, which can lead to disruptions in the broadcasting of V4P's programs and affect listeners' consumption habits.
- Many V4P radios do not broadcast regularly or have very low coverage frequencies due to lack of equipment, or damaged antennas from strong winds or violent groups.
- The question of safety is a major difficulty faced by the partner radio stations and can affect the consistency of the broadcasting in many localities, particularly in the Diffa region in Niger. Many of the radio stations in this study are potential targets for Boko Haram or other terrorist groups. In some instances, locally prominent figures have declined invitations to participate in radio programs due to fear of retaliation.
- Field producers' repeated and sometimes prolonged absences can make the programming process difficult and may, in the long term, drive listeners away from the partner radio stations and towards other stations with more consistent broadcasting.
- Lack of fixed, publicly available broadcasting schedules has a negative impact on listeners consumption habits and thus on the radio stations' audience size.
- Community-based or private radio stations are not the only channels of information available to the population. Some other stations, such as national radio stations, can have a much larger audience than V4P-produced radio stations and a much wider coverage zone.

6. Conclusion and recommendations

The priority radio partners of the Voices for Peace project generally reach a sizable audience across its entire intervention zone, approximately 3,000,000 people in total tune in to 53 partner radio stations, over two-thirds of those aged 15 and over and living in the surveyed areas. It is important to note here as well that V4P has partnerships with dozens of other stations that agree to rebroadcast certain content produced by main partner radios, which in effect increases the project's reach well beyond the 3,000,000 that hear the content during its original airing.

To receive V4P programming, listeners most often use a traditional radio receiver, followed by a cellphone. They usually listen to the radio from their home, either alone or with family, for at least an hour per day. Listenership peaks vary by country, but generally peaks come in the morning between 6 and 9 am, in the afternoon between 3 and 5 pm and are highest in the evening between 7 and 9 pm. Listeners enjoy the variety of V4P-produced programs and believe that these programs have contributed to strengthening the population's resilience to violent extremism.

Efforts should be made, however, in order to reach a larger audience and optimize the results of the project. The following recommendations could contribute to furthering these objectives:

- Radio is the most cost-effective medium for reaching large populations, particularly communities with low education levels that are most vulnerable to violent extremist messaging. V4P should continue to invest in local language radio programs. Evidence suggests that further diversifying the production languages, considering smaller, often marginalized ethnic minorities, can help communities feel more engaged in the conversation.
- More effort is needed to work closely with radio station managers and Content Advisory Groups to ensure that translated programs contain applicable themes in the local context. While respondents generally feel that programming is well adapted, a continued focus on this effort will ensure that listeners feel that the programs are speaking directly to their communities.
- Field producers and radio directors should consider planning their broadcasting schedules based on their electricity supply, ensuring that the most popular and effective formats do not overlap with regular blackouts. Once the broadcast schedules are settled, radio directors should make the schedules publicly available and alert listeners of any major scheduling changes whenever necessary.
- Whenever possible and necessary, radio stations should seek to secure generators that will allow them to be energy self-sufficient.
- Take advantage of large blocks of time in which people listen continuously, such as 1.5-2 hour "prime time" windows, to focus multiple programs around complementary themes. For example, it may be worthwhile to schedule a roundtable or call-in immediately after an episode of a soap opera to break down the themes explored by the episode and how they relate to local issues.
- Diversify partnerships with private radio stations and, more importantly, with national public radio stations that have a wide coverage and a large audience.
- Continue efforts to train radio station staff on best practices in management, production, and advocacy, so that their work can be sustained beyond the life of the project.

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Annex A – Radio Audience Study Questionnaire

IDENTIFICATION

ID1 Country:

ID2 Region:

ID3 Department/Province:

ID4 Locality:

ID5 Place of residence: (01=Urban; 02=Rural)

ID6 District/Village:

ID7 Surveyor's name:

I. SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE SURVEYEE

SOC1 Gender

1. Female

2. Male

SOC2 Age

1. 15 to 25

2. 26 to 35

3. 36 to 45

4. 46 to 55

5. 56 to 65

6. 66+

SOC3 Education

1. No education

2. Primary school

3. Secondary school

4. Higher education

5. Koranic school

6. Franco-Arabic

7. Other (specify: ……………)

SOC4 Occupation

1. Unemployed

2. Housewife

3. Retailer

4. Employee

5. Farmer/Grower

6. Artisan

7. Student/pupil

8. Cattle farmer

9. Transport/Driver

10. Other (specify: ……………)

SOC5 Religion

1. Muslim

2. Christian

3. Animist

4. Other (specify: …………….)

II. HOUSEHOLD'S RADIO ACCESS/EQUIPMENT

EQU1 Which one(s) of these radio stations do you listen to? (Suggest some choices using V4P radio stations list) (In case of positive answer, go straight to EQU4)

1. …………………….

2. …………………….

3. …………………….

EQU2 If answer is "none of them", why?

1. I don't know this/these station(s)

2. I'm not interested

3. No reason

4. The broadcasting times don't work for me

5. Programs are not broadcasted in my language

6. Other reasons (specify: ……………)

EQU3 If answer is "none of them", which station(s) do you listen to? (If answer is "none", end interview)

EQU4 What device(s) do you use to listen to the radio? (Multiple choices possible) (If answer is 3, tick EQU5-3)

1. Radio receiver

2. Cellphone

3. Vehicle's receiver

4. Other (specify: ……………)

EQU5 Where do you usually listen to the radio?

1. At home

2. At work

3. In the car

4. At the restaurant

5. Other (specify: ……………)

EQU6 Who do you usually listen to the radio with?

1. Alone

2. With friends

3. With my parent/children

4. Other (specify: ……………)

III. CONSUMPTION HABITS OF V4P RADIO STATIONS' LISTENERS

HAB1 When was the last time you listened to a V4P radio station? (Give the name(s) of the station(s))

1. Today

2. Yesterday

3. Last week

4. Last month

5. Last year

6. I don't remember

HAB2 How often do you listen to this station? (If rarely, go straight to HAB4)

1. Almost every day

2. Once a week

3. Rarely

HAB3 If you're a regular radio listener, how long do you usually spend listening to the radio on average every day?

1. Less than 15 min

2. 15 to 30 min

3. 31 to 45 min

4. 46 to 60 min

5. Over one hour

HAB4 What time during the day/week do you usually listen to the radio?

Time slots are indicated in military time*

		Lundi	Mardi	Mercredi	Jeudi	Vendredi	Samedi	Dimanche
5-6 h	5h	001	077	153	229	305	381	457
	5h15	002	078	154	230	306	382	458
	5h30	003	079	155	231	307	383	459
	5h45	004	080	156	232	308	384	460
6-7 h	6h	005	081	157	233	309	385	461
	6h15	006	082	158	234	310	386	462
	6h30	007	083	159	235	311	387	463
	6h45	008	084	160	236	312	388	464
7-8 h	7h	009	085	161	237	313	389	465
	7h15	010	086	162	238	314	390	466
	7h30	011	087	163	239	315	391	467
	7h45	012	088	164	240	316	392	468
8-9 h	8h	013	089	165	241	317	393	469
	8h15	014	090	166	242	318	394	470
	8h30	015	091	167	243	319	395	471
	8h45	016	092	168	244	320	396	472
9-10 h	9h	017	093	169	245	321	397	473
	9h15	018	094	170	246	322	398	474
	9h30	019	095	171	247	323	399	475
	9h45	020	096	172	248	324	400	476
10-11 h	10h	021	097	173	249	325	401	477
	10h15	022	098	174	250	326	402	478
	10h30	023	099	175	251	327	403	479
	10h45	024	100	176	252	328	404	480
11-12 h	11h	025	101	177	253	329	405	481
	11h15	026	102	178	254	330	406	482
	11h30	027	103	179	255	331	407	483
	11h45	028	104	180	256	332	408	484
12-13 h	12h	029	105	181	257	333	409	485
	12h15	030	106	182	258	334	410	486
	12h30	031	107	183	259	335	411	487
	12h45	032	108	184	260	336	412	488
13-14 h	13h	033	109	185	261	337	413	489
	13h15	034	110	186	262	338	414	490
	13h30	035	111	187	263	339	415	491
	13h45	036	112	188	264	340	416	492
14-15 h	14h	037	113	189	265	341	417	493
	14h15	038	114	190	266	342	418	494
	14h30	039	115	191	267	343	419	495
	14h45	040	116	192	268	344	420	496
15-16 h	15h	041	117	193	269	345	421	497
	15h15	042	118	194	270	346	422	498
	15h30	043	119	195	271	347	423	499
	15h45	044	120	196	272	348	424	500
16-17 h	16h	045	121	197	273	349	425	501
	16h15	046	122	198	274	350	426	502
	16h30	047	123	199	275	351	427	503
	16h45	048	124	200	276	352	428	504
17-18 h	17h	049	125	201	277	353	429	505
	17h15	050	126	202	278	354	430	506
	17h30	051	127	203	279	355	431	507
	17h45	052	128	204	280	356	432	508
18-19 h	18h	053	129	205	281	357	433	509
	18h15	054	130	206	282	358	434	510
	18h30	055	131	207	283	359	435	511
	18h45	056	132	208	284	360	436	512
19-20h	19h	057	133	209	285	361	437	513
	19h15	058	134	210	286	362	438	514
	19h30	059	135	211	287	363	439	515
	19h45	060	136	212	288	364	440	516
20-21h	20h	061	137	213	289	365	441	517
	20h15	062	138	214	290	366	442	518
	20h30	063	139	215	291	367	443	519
	20h45	064	140	216	292	368	444	520
21-22h	21h	065	141	217	293	369	445	521
	21h15	066	142	218	294	370	446	522
	21h30	067	143	219	295	371	447	523
	21h45	068	144	220	296	372	448	524
22-23h	22h	069	145	221	297	373	449	525
	22h15	070	146	222	298	374	450	526
	22h30	071	147	223	299	375	451	527
	22h45	072	148	224	300	376	452	528
23-24h	23h	073	149	225	301	377	453	529
	23h15	074	150	226	302	378	454	530
	23h30	075	151	227	303	379	455	531
	23h45	076	152	228	304	380	456	532

COP1 Which V4P radio programs do you listen to most often? (Multiple choices possible)

1. Debates

2. Series

3. Magazines

4. Call ins

5. V4P's radio spots

COP2 How well do you understand V4P-produced Debates topics?

1. Not at all

2. Poorly

3. Somewhat

4. Well

5. Very well

6. Perfectly

COP3 How well do you understand V4P-produced Magazines topics?

1. Not at all

2. Poorly

3. Somewhat

4. Well

5. Very well

6. Perfectly

COP4 How well do you understand V4P-produced Series topics?

1. Not at all

2. Poorly

3. Somewhat

4. Well

5. Very well

6. Perfectly

COP5 Do these programs facilitate a dialog between the populations?

1. Yes

2. Often, yes

3. No

4. No opinion

COP6 What could be done to increase the quality of V4P's radio programs?

1. Better content

2. Language diversification

3. Different broadcasting times

4. Better sound quality

5. Adapt the topics

6. More broadcasting

7. Other (specify: ……………)

Thank you for your participation

Surveyor's observations: ………….

Annex B - Listenership By Radio Station

Partner Radios	Pop. age 15 or older within broadcast radius	% who listen	Number of listeners
Cameroon			
FM Demsa- Gashiga	20,334	88.26%	17,947
CRTV et Demsa - Gashiga	20,334	3.91%	795
FM Mayo Louti - Guider	27,727	60.73%	16,839
CRTV - Kousséri	47,235	77.27%	36,498
CRTV - Maroua	106,727	80.94%	86,385
CRTV et Saoutou N'Guedam - Maroua	106,727	18.35%	19,584
Sémences de vie - Tokombéré	3,258	54.84%	1,787
CRTV et Sémences de vie - Tokombéré	3,258	2.87%	94
CRTV et Labar FM - Maga	8,322	28.16%	2,343
Radio Labar - Maga	8,322	48.16%	4,008
Echos des montagnes - Mokolo	17,668	28.88%	5,103
Burkina Faso			
Daande Yaali - Sebba	17,061	74.73%	12,750
Lys Fm - Djibo	31,642	73.84%	23,364
Rlcd - Djibo	31,642	18.64%	5,898
Omega Fm - Ouagadougou	1,254,392	42.83%	537,256
Red - Ouagadougou	1,254,392	4.25%	53,312
Ridwane Fm - Ouagadougou	1,254,392	6.37%	79,905
Walde Ejef - Gorom Gorom	56,044	78.93%	44,236
Rmd - Dori	56,288	76.43%	43,021
Savane Fm - Gourcy	41,441	89.29%	37,003
Voix De Paysan - Ouahigouya	63,765	60.56%	38,616
Wende Panga - Ouahigouya	63,765	17.25%	10,999
Mali			
NAATA FM - Gao	46,112	95.00%	43,806
ADOUF FM - Tessit	7,351	87.90%	6,462
GOURA FM - Ouatagouna	16,160	87.50%	14,140
AADAR FM - Ménaka	12,100	84.60%	10,237
COTON FM - Ansongo	16,069	78.98%	12,691

Chad			
ONRTV - Moussoro	44,757	49.48%	22,146
KABAYE FM - Bol	62,769	90.60%	56,869
FM N'DJIMI - Mao	68,349	92.01%	62,888
FM DOUMCHI - Massakory	62,459	80.58%	50,329
DJA FM - N'Djamena	530,891	59.82%	317,579
AL HADABA FM - Karal	26,793	82.73%	22,165
Niger			
Gomni alher fm - Bankilare	51,268	84.28%	43,209
Alternative Fm - Diffa	93,794	41.07%	38,521
Anfani Fm - Diffa	93,794	64.64%	60,628
Anfani Fm - Niamey	533,960	79.06%	422,149
Baarou Fm - Ouallam	41,181	86.60 %	35,663
Dilleram Fm - N'guigmi	43,087	79.28%	34,159
Egandel Fm - Tilia	23,436	82.20%	19,265
Fofio Fm - Cheri	77,317	66.66%	51,539
Ganga Fm - Sanam	41,348	62.93%	26,020
Gorouol Fm - Dolbel	40,024	60.35%	24,154
Kessa Fm - Goudoumaria	52,051	48.22%	25,099
Kourmey Fm - Kokorou	50,130	66.54%	33,356
Lakkal kaney Fm - Banibangou	40,431	75.00%	30,323
Liptako - Tera	43,269	84.53%	36,575
Manbio Fm - Kablewa	43,087	80.00%	34,469
Mangari Fm - Maine Soroa	77,317	80.49%	62,232
Muryar Talaka - Filingue	55,618	91.28 %	50,768
Radio lac - Bosso	45,061	77.06%	34,724
Sarraounia - Tahoua	122,044	83.21%	101,553
Soudji Fm - Ayorou	20,247	88.97%	18,014
Tsiniya Fm - Abala	45,789	87.94%	39,739
Voix des orpailleurs - Komabangou (Dargol)	31,960	27.86%	8,904
Yerima Fm - Chetimari	93,794	44.12%	41,382