

Baseline Survey of Community Radio

Rural Research Centre

Introduction

- Baseline study was conducted during Dec 2011-Jan 2012
- Experimental-Control Design is adopted to map the baseline situation
- In total, 51 villages are covered (34-experimental and 17-control villages)
- Household questionnaire is used as a tool to map to existing situation pertaining to different information channels used by the community, usage of radio, its extent and pattern

Information Channel

- Information channels used by the community
 - Newspapers: 7.8%
 - Magazines: 1.2%
 - Television: 20.1%
 - Radio: 12.5%
- 90.9% of the people have mobile phones and 49.3% out of that have radio in their mobiles

Radio Listeners

- 14.1% of the respondents listen to radio
- 51.2% of the population uses radio set to listen to radio and 48.1% listens to radio in their mobiles
- Majority of the radio listeners (87.1%) listen to mobile at their home
- 72.5% of the radio listeners listen to mobile on daily basis
- 30.3% listens between 5:00 pm – 8:00pm. 42.7% listens between after 8pm

Information Sources

- Major reason for not listening to radio is not interested in listening to radio (55.4%) and not getting time to listen to radio (8.8%).
- Information from government officials remains the major source of information on education, government schemes, whereas for agriculture and religion, information is sought from old and experienced people from the village, for health and sanitation, information is sought from NGOs and other villagers.
- Radio remain the source of information for above domains merely for around 5% of the population

Looking Ahead

- 69.3 % of the respondents feel that radio can be a good source of information
- In terms of communication channels, radio is considered as the second best (27.3%) mode of communication followed by TV (49.1%)
- 68.3% of the respondents wants to be the part of community radio