
**Evaluation of SIBC's "Youth of Today, Leaders for Today"
Radio Program and Talk Back Show for youth**

**Part A of the Evaluation
Draft Survey Report**



**Prepared by the Solomon Islands Development Trust for UNICEF Pacific
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1. Executive Summary

When examining the reach and share for the “Radio Magazine for Youth” and Talk Back Shows for Young People Project the following key findings were made:

Reach

The radio magazine reached 57% of youths in the Solomon Islands, and presented the following key findings:

- The talk back show was more popular in urban areas, whilst the radio magazine was more popular in rural areas.
- Seven out of ten youths who heard the radio magazine, had listened to it more than once.
- 88% of youths who listened to the radio magazine show rated it as ‘interesting’ or ‘very interesting’.
- 57% of youths who had listened to the radio magazine said it was both educational and entertaining.
- Slightly more males listen to the radio magazine than females.

The talk back show reached 40% of youths in the Solomon Islands, and presented the following key findings:

- More respondents in the provinces reported they had heard a talk back show (42%) compared to Honiara residents (34%).
- The talk back show was more interesting for youths in Honiara (73%) than youths in the provinces (15%).
- Three out of four youths found the talk back show either interesting or very interesting.
- Slightly more males listen to the talk back show than females.

Share

SIBC has the share of the target market, closely followed by PaoaFM.

- 49% of youths interviewed last listened to SIBC, 43.2% to PaoaFM and 13% to ZFM.
- Youths listen to PaoaFM more often (43.5%) than SIBC (33.6%)
- The majority of youths report that SIBC is the best station news (89.9%) and social issues (73.7%).

2. Introduction

The Solomon Islands Broadcasting Corporation (SIBC), with funding from the United Nations Childrens Fund (UNICEF), has been running a weekly radio magazine and a series of talk back shows. The radio magazine titled “Youth of

Today, Leaders for Today” has been aired since most Sunday afternoons since 2nd April 2006. From October to December 2006 a series of talk back shows were produced and aired on Saturday afternoons. Both the radio magazine and talk back shows target young people aged 15 to 22 across the Solomon Islands.

The purpose of this report is to assess the reach of the show for the target audience, and the share of the market of SIBC’s radio shows for young people. The results of the questionnaire also allow for an assessment of the second project indicator, which states ‘*by the end of 2006, at least 30% of the target audience in the Solomon Islands will have been reached by the radio magazine*’. The remaining four indicators are analysed in part B of the evaluation, the Assessment of Indicators Report.

This report compiles and analyses data from quantitative research among young people in the Solomon Islands. The research was undertaken using a questionnaire conducted via face to face individual interviews with 414 young people during a two week period in March 2007. The young people were located in three rural areas and one urban area of the Solomon Islands.

3. Methodology

3.1 Methodology for assessing reach and share

This report involves an evaluation of the reach of the programme. Reach is calculated as the percentage of the target audience who listened to at least some of the program in a set period of time – in this case one year.

Also included in this report is an assessment of the share of the market of SIBC’s radio shows for young people. This is the percentage of those young people listening to radio at a certain time that are listening to SIBC programs. It can be calculated by adding up the amount of time spent listening to the radio and expressing figures for each station as a percentage of all listening. It is not practical in the Solomon Islands to get an accurate, quantitative measure of the total number of hours that someone listens to the radio. Therefore the survey, questions were designed to gather data that gave an indication of the popularity of different stations, the stations listened to most often and the station listened to most recently. This final question is used to get a percentage of the respondents that at a particular time were listening to SIBC, a measure of share.

3.2 Research protocol for the survey

The target population for the programme produced was young people aged 15-22 in Solomon Islands. The terms of reference for the evaluation presented a Research Protocol that was used as the basis for the survey undertaken.

- Research method: face to face individual interviews through questionnaire
- Sample size: 400 respondents
- Sampling: stratified random sampling (cluster or multi-stage sampling) in three rural areas and one urban area of Solomon Islands. Sample weighted

to population of the area as percentage of the population of the whole country.

3.3 Steps Undertaken in the Survey Report

As per the TOR the project was delivered by the following steps:

- 1) design the sampling frame
- 2) pre-test the questionnaire among representatives of the target group
- 3) finalize the research questionnaire and get it approved by UNICEF Pacific
- 4) undertake quantitative research among young people in Solomon Islands using the questionnaire and according to the research protocol
- 5) compile and analyse the data collected
- 6) prepare a draft research report, including tables for presentation of data, and get it approved by UNICEF Pacific
- 7) prepare the final draft of the research report

3.4 Preparation Phase

Design of the sampling frame

The requested sample was 400 as specified in the Terms of Reference. It was agreed that the target number of surveys for the survey team to completed be increased to 450 to ensure that the survey team would complete at least 400.

The evaluation used stratified random sampling and multi-stage sampling in three rural areas and one urban area of Solomon Islands.

Provincial and Constituency Level

The selection of target provinces and constituencies within provinces was determined by the locations in which SIDT has staff. SIDT is based in Honiara, and has six community development workers (CDWs) working in six different constituencies across three provinces in the Solomon Islands – Isabel, Guadalcanal and Malaita.

1999 Census population data, the most recent available, was used to calculate the total number of participants and the spread across the three provincial areas and Honiara.

Table 1: Apportioning Respondents

Apportioning Respondents*			
Province	Population	% of Total	Target no. of Respondents
Isabel	20,421	8.09	36
Guadalcanal	60,275	24.00	107
Malaita	122,620	48.58	219

Honiara	49,107	19.46	88
Total	252,423	100%	450

*Source: 1999 Census

Methodology for apportioning respondents across selected villages

Village Level

Having determined the total number of surveys to be completed in each province, it was necessary to allocate these surveys across villages in each province. As noted, SIDT has six CDWs working in six different constituencies across three provinces. The CDWs are employed under the Building Livelihoods Empowerment and Strategic Sustainability (BLESS) project which undertakes participatory community development with a particular focus on empowering women and youth in decision making and governance. Each CDW is allocated 10 target villages in their local area to work with, although not all these villages have continued to be part of the project. It was these 10 villages which formed the pool of villages that formed the basis of the sampling frame. Whilst this was not random selection of villages, the work that CDWs are doing is not considered to effect the radio listening habits of the youth in these villages.

Unfortunately, village-based population data was missing for many of the villages to be surveyed and village level data available from the 1999 census was considered to be too inaccurate at the village level to be of use for determining their current populations. Given the low level of data available, the following method was used to allocate provincial level totals to the village level to ensure proportional representation:

1. Using knowledge from local SIDT staff who are from or normally based in each of the constituencies, the villages were assigned a category based on their estimated size (Big= >1000, Medium= 500-1000 Small= 100-500 VerySmall= <100)
2. A mean population was assigned to each size category (B=1250, M=750, S=250, VS=50).
3. The percentage of the sample for each constituency was calculated.
4. These calculations were then used to apportion sample respondent numbers to the villages in each constituency.

Some Practical Considerations

Isabel

Isabel province has a low percentage of the total population and hence the total number of surveys to be taken there was low. Due to the impracticality of visiting many (often quite inaccessible villages) in Isabel Province to conduct sometimes only one interview, a second stage of random village selection was undertaken using the following method:

-
1. 3 villages for each of the two constituencies were selected at random (drawn out of a hat).
 - 2 The same methodology outlined above (steps 1 – 4) was used to determine how many respondents would be required in each village.

Malaita

The three villages that required only one respondent to be surveyed in Malaita were assigned to Aligegeo village where there is a high school. Interviewers in Aligegeo were instructed to randomly select and interview six youths who live in Aligegeo, and three youths that live outside Aligegeo but attend school there. It is suggested that this minor adjustment does not present a bias of any significance.

Central Guadalcanal

The small size of the villages in Central Guadalcanal have resulted in a small number of respondents to be interviewed in each village. Discussions with our CDW have revealed however, that all of the youth in five of the villages walk daily to one school. Therefore five of the villages will be surveyed from students in the school that are from the target villages. Other villages will be visited individually. Again, it is suggested that this does not present an obstacle to randomised selection of the sample.

Selection and training of the survey team

Selection

The survey team consisted of:

- a. SIDT village-based CDWs
- b. Honiara Youth Volunteers
- c. One member of SIDT's office staff

The SIDT village-based workers were experienced in carrying out surveys as part of their community development work such as conducting village profile surveys and Village Quality of Life Index surveys. They also have knowledge of the areas to be surveyed which cut down on logistical problems such as transport and accommodation.

The Honiara Youth volunteers have a long history of involvement with SIDT, and a number of members had carried out urban-based surveys previously. Two Honiara Youth Volunteers accompanied the two CDWs based in Malaita to help with the considerable number of surveys to be carried out there.

The SIDT office staff member usually carries out security and odd jobs at SIDT but has consistently shown an eagerness to widen his skills and experiences.

Training

One CDW from each province travelled to Honiara to be trained to conduct the surveys. All Honiara Youth Volunteers and the office staff member participated in the training.

Training was completed over 3 days:

Day 1 (morning): Basic introduction to UNICEF survey, introduction to representative samples and random surveying (powerpoint presentation). Instructions for completing the survey were distributed and explained.

Day 1 (afternoon): Go through survey question by question and discuss any potential problems.

Day 2 (morning): Discussion of logistical issues and revision of budgets

Day 2 (afternoon): Conduct test questionnaire (20 respondents)

Day 3: De-brief on test questionnaires and problems identified.

Training was detailed and there was a lot of opportunity for surveyors to ask questions and raise potential problems.

The two CDWs in Isabel and Malaita that did not attend training in Honiara were briefed by the CDW and Honiara Youth that accompanied them respectively.

The following materials were provided for each surveyor:

- Letter to the local Provincial MP
- List of villages and target number of respondents for each constituency
- Instruction sheet
- Copies of questionnaires
- List of radio program topics
- Template for feedback report to be conducted in each village
- 3 pens
- 1 plastic zip-seal case
- notebook
- copy of budget

Pre-testing and Finalising the Questionnaire

The survey developed by UNICEF was reviewed and tested to ensure applicability and appropriateness to Solomon Islands. This testing involved:

- Input from SIDT staff
- Initial test of 10 surveys
- Input from survey team
- Input from an epidemiologist consultant at the Ministry of Health with extensive experience in conducting surveys in the Solomon Islands
- Input from UNICEF
- 20 test surveys
- Revision of questions and structure

The survey team and SIDT staff debated whether the survey should be written in English or Pijin. Writing in Pijin could have created confusion with some questions misinterpreted. Some of the survey team also communicated using local languages, in which case English was an easier to use when reading and translating to language. Team and staff members agreed that the survey was to be written in English.

Test Data Analysis

To further ensure the survey tool would result in the appropriate data, the results of the test surveys were entered into the data analysis system and a test data analysis undertaken.

The final survey was reviewed and signed off by UNICEF on 5 March 2007.

3.5 Implementation

Implementation of the Quantitative Research

The survey data was gathered concurrently in three provinces by the 12 members of the survey team between the 5th and the 16th of March, 2007.

The survey team used field reports to document any issues that arose during implementation. Commonly reported included:

- Shyness of the respondents, in particular the females. As a result conducting some of the individual surveys took longer than expected with the survey team members having to spend longer in some villages.
- In some villages it was not possible to survey the total number intended due to a lack young people in the village. In addition in some villages this made it impossible to select respondents randomly as all of them were surveyed.
- Village leaders requesting that they return at a later time due to other village activities. This increased transport costs and data collection time.
- Honiara surveyors found that interviewees were easily distracted when they were interviewed in public.

Nevertheless, the surveys were carried out effectively and all surveyors (except the Isabel CDW who could not travel because of flooding) were able to return their surveys on time.

3.6 Post Implementation Data Analysis

Through the analysis phase the data were cleaned of any obvious inconsistencies such as responses to inapplicable questions and incomplete questions. Other than that the data presented is as gathered in the interviews.

The data analysis tool EPI6 was used to enter and analyse the data. It was chosen because of its affordability, simple data entry process, and the availability of local support.

The data was entered by a member of the survey team after detailed training in use of the system and test data entry exercises. Any issues found through the data entry were raised with the Project Coordinator prior to a decision being made.

The Project Coordinator supervised data entry and undertook a verification process which involved a random selection spot-check of 5% of the surveys entered. Very few errors were found during the spot-check and the accuracy of data level was considered to be satisfactory.

4. Survey Results

4.1 Introduction to the Data

The following analysis is based on the data set of 414 surveys completed by the 12 members of the survey team. The sample was large enough to support some comparisons / stratifications. As relevant this is presented between respondents in Honiara and those in the provinces and between males and females.

The rest of this section presents the characteristics of the sample population, their listening habits, their opinions and preferences on radio, and their opinions and preferences of program. The final section looks in more detail at the reach achieved by the program and the share of SIBC radio station.

4.2 Respondent Characteristics

Table 2: Key characteristics of sample population

PROVINCE	Frequency	Percent	Target	Percent	Difference
Honiara	87	21.00%	88	19.46%	1.54%
Guadalcanal	94	22.70%	107	24.00%	-1.30%
Mailaita	199	48.10%	219	48.58%	-0.48%
Isabel	34	8.20%	36	8.09%	0.11%
Total	414	100.00%	450	100.13%	
SEX	Frequency	Percent	Target	Percent	Difference
Male	208	50.20%	225	50.00%	0.20%
Female	204	49.30%	225	50.00%	-0.70%
Not recorded	2	0.50%	0	0.00%	0.50%
Total	414	100.00%	450	100.00%	

SIDT completed 414 individual surveys of people aged between 15 and 22, exceeding the Terms of Reference total of 400. Of the number of surveys completed the team achieved an appropriate spread across each of the provinces as compared to the percentage population spread between the provinces.

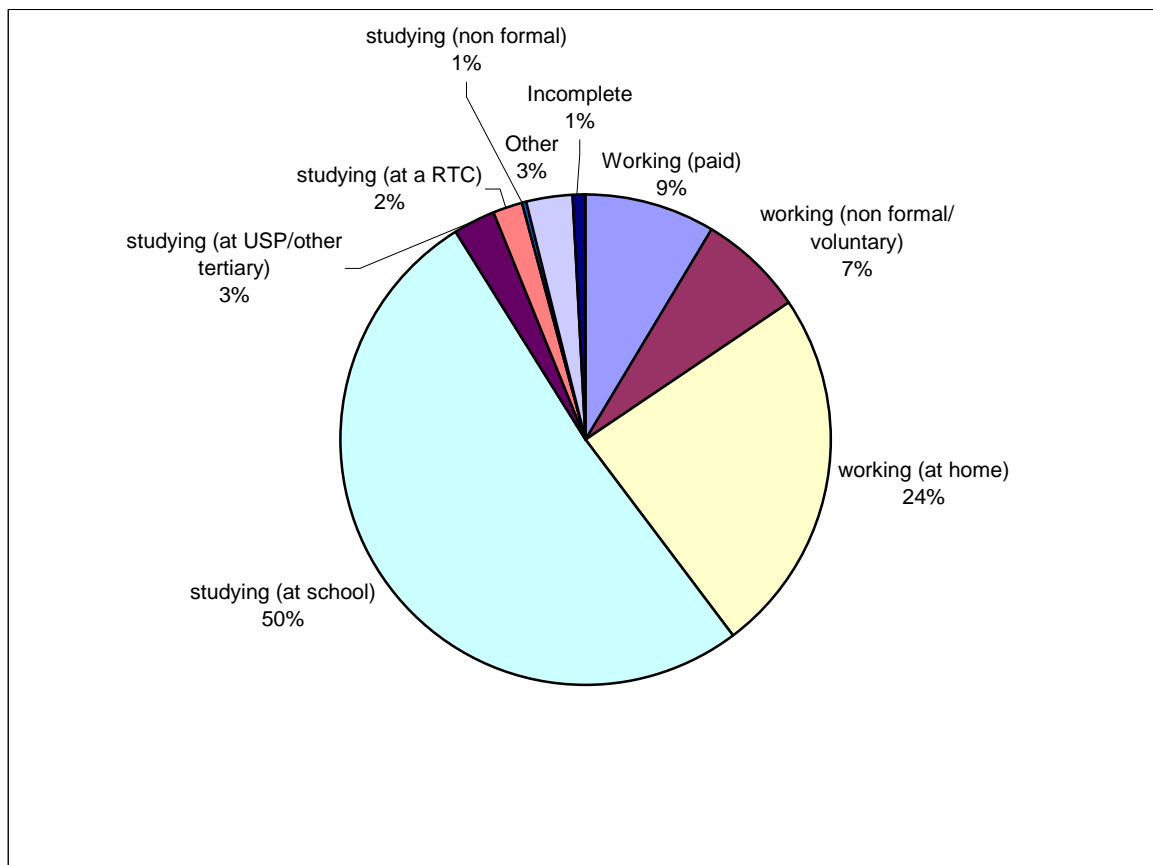
The research protocol specified respondents have a 50/50 split of males and females. The survey team achieved an appropriate spread of respondents between male and female with of 50.2% being male and 49.3% female.

Table 3: Age breakdown of sample population:

AGE	Frequency	Percent
15-18 years	213	51.40%
19-22 years	173	41.80%
Approximated	28	6.70%
Total	414	100.00%

Despite random selection, the survey team were able to achieve a fairly even distribution across the two age groups identified. 51% of respondents were in the 15-18 year category and 42% in the 19-22 year category.

Figure 1: Occupational characteristics of sample population:



Less females interviewed were in paid employment (6.9%) than males (10%) But more females (62.3%) than males (49.5%) were engaged in formal study.

When comparing provincial to urban respondents, more of those interviewed in provincial areas were at school (56%), compared to 33% of those in Honiara. 50.5% of those in Honiara were in formal study and 57.5% of those in a provincial area were in formal study.

Not surprisingly, more (23%) of those living in Honiara were in paid employment, than in provincial areas (4.6%). Also, more of those in provincial areas were working at home (26.6%), compared to 15% in Honiara

4.3 Access to Radio and Listening Habits

Access to radio

Table 4: Radio ownership

Do you own a radio?						
	Freq	Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Yes	238	57.50%	55	63.20%	183	56.00%
No	173	41.80%	30	34.50%	143	43.70%
Other	1	0.20%	0	0.00%	1	0.30%
Incomplete	2	0.50%	2	2.30%	0	0.00%
Total	414	100.00%	87	100.00%	327	100.00%

Overall, 57% of respondents reported that they own their own radio. 63% of respondents in Honiara reported that they own a radio, 10% more than those interviewed in the provinces.

Table 5: Radio in house or nearby

Do you have a radio in the house you usually sleep in or nearby?						
	Freq	Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Yes	375	90.60%	84	96.60%	291	89.00%
No	34	8.20%	3	3.40%	31	9.50%
Other	3	0.70%	0	0.00%	3	0.90%
Incomplete	2	0.50%	0	0.00%	2	0.60%
Total	414	100.00%	87	100.00%	327	100.00%

Overall, 91% of respondents have a radio in their house or nearby. 96.6% of respondents in Honiara have a radio in their house or nearby. More respondents in Honiara reported that they have a radio in the house they usually sleep in or nearby than in the provincial respondents with 89%.

Table 6: Access to working Radio with Batteries

Do you have access to a working radio with batteries?						
	Freq	Percentage	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
always	54	37.20%	31	35.60%	123	37.60%
usually	48	11.60%	9	10.30%	39	11.90%
sometimes	55	37.40%	37	42.50%	118	36.10%
not very often	25	6.00%	9	10.30%	16	4.90%
never	25	6.00%	1	1.10%	24	7.30%
unsure	5	1.20%	0	0.00%	5	1.50%
Incomplete	2	0.50%	0		2	0.60%
Total	414	99.90%	87	99.80%	327	99.90%

It was highlighted during the trial survey that while some respondents reported that they own a radio but often cannot listen to it because there are no batteries. It is therefore interesting note that only 49% of respondents report that they always or usually have access to a working radio with batteries. 37% of respondents sometimes have access to a working radio with batteries. Slightly more respondents in provincial areas reported that they always have access to a working radio with batteries (37.6%) than in Honiara (35.6%)

These responses perhaps reflect a more realistic picture of access to radio than simply radio ownership.

Table 7: Radio station coverage

Which radio stations can you receive where you live?						
	Freq Yes	% Yes	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
PAOA FM	360	87.00%	76	87.40%	284	86.90%
SIBC	384	92.80%	79	90.80%	305	93.30%
ZFM 100	175	42.30%	72	82.80%	103	31.50%
Wantok FM	161	38.90%	70	80.50%	91	27.80%
Radio Aus	137	33.10%	50	57.50%	87	26.60%
BBC	140	33.80%	50	57.50%	90	27.50%
Good News	117	28.30%	56	64.40%	61	18.70%
Other/Unsure	19	4.60%	0	0.00%	19	5.80%

SIBC was the station reported to have the most coverage by respondents. Overall, 92% of respondents reported that they have access to SIBC. In Honiara, 90.8% and in the provinces 93.3% of respondents reported that they have access to SIBC.

In can be concluded that radio is a form of communication that is available and accessed by young people in both urban and rural Solomon Islands. Lack of batteries or a working radio, however, reduces the time that this group can listen to the radio. Respondents report that SIBC is the most accessible radio station.

Listening Habits

Table 8: When respondent last listened to the radio

When was the last time you listened to the radio?										
	Freq	Percent	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provinci al Freq	Provinci al Percent
Today	166	40.10%	94	45.20%	72	35.30%	45	51.70%	121	37.00%
Yesterday	136	32.90%	60	28.80%	74	36.60%	31	35.60%	105	32.10%
Less than one week ago	62	15.00%	28	13.50%	34	16.70%	8	9.20%	54	16.50%
More than 1 week ago	33	8.00%	20	9.60%	13	6.40%	2	2.30%	31	9.50%
One month ago	5	1.20%	3	1.40%	2	1.00%	0	0.00%	5	1.50%
More than one month ago	9	2.20%	1	0.50%	8	3.90%	0	0.00%	9	2.80%
More than one year ago	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	1	0.20%	1	0.50%					1	0.30%
Incomplete	2	0.50%	1	0.50%	1	0.50%	1	1.10%	1	0.30%
Total	414	100.10%	208	100.00%	204	100.40%	87	99.90%	327	100.00%

87.5% of male respondents listened to the radio within the last week, with 73% listening today or yesterday. 88.6% of female respondents listened to the radio within the last week, with 71.9% listening today or yesterday.

96.5% of Honiara respondents listened to the radio within the last week, with 87.3% listening today or yesterday. 85.6% of provincial respondents listened to the

radio within the last week, with 69.1% listening today or yesterday. 88% of respondents listened to the radio within the last week, with 73% listening today or yesterday.

Table 9: How often respondents listen to the radio

How often do you listen to the radio?										
	Freq	%	Male Frequency	Male Percent	Female Frequency	Female Percent	Honiara Frequency	Honiara Percent	Provincial Frequency	Provincial Percent
Every day	172	41.50%	95	45.70%	77	37.70%	37	42.50%	135	41.30%
Once a week	73	17.60%	28	13.50%	45	22.10%	14	16.10%	59	18.00%
Not very often	166	40.10%	84	40.40%	80	39.20%	35	40.20%	131	40.10%
Never	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	1	0.20%	0	0.00%	1	0.50%	0	0.00%	1	0.30%
Incomplete	2	0.50%	1	0.50%	1	0.50%	1	1.10%	1	0.30%
Total	414	100.00%	208	100.10%	204	100.00%	87	99.90%	327	100.00%

40% of respondents reported that they listened to the radio not very often. However, as reported above, 88% reported they had listened to the radio within the last week. This may reflect an interpretation of not very often as being less than weekly.

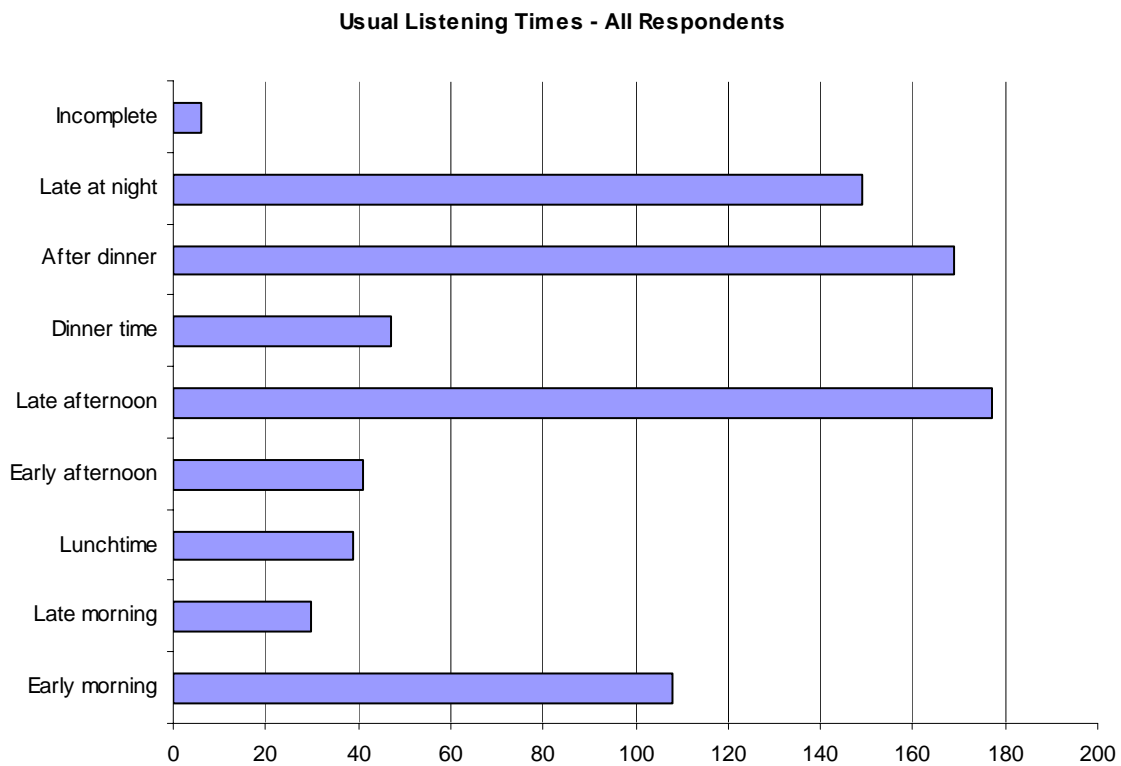
More males listen to the radio daily (45%), compared to 37.7% of females, but more females (22.1%) reported listening to the radio weekly, compared to 13.5% of males.

Table 10: What times respondents listen to the radio

What times of the day do you usually listen to the radio?												
	Yes	no	% yes	% no	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Early morning	108	300	26.00%	72.50%	70	33.70%	38	18.60%	35	40.20%	73	22.30%
Late morning	30	378	7.20%	91.30%	14	6.70%	16	7.80%	14	16.10%	16	4.90%
Lunchtime	39	369	9.40%	89.7%	24	11.50%	15	7.40%	24	27.60%	15	4.60%
Early afternoon	41	367	9.90%	88.60%	28	13.50%	13	6.40%	4	4.60%	37	11.30%

Late afternoon	177	231	42.80%	55.80%	91	43.50%	85	41.70%	20	23.00%	157	48.00%
Dinner time	47	361	11.40%	87.20%	27	13.50%	20	9.80%	7	8.00%	40	12.20%
After dinner	169	240	40.80%	58.00%	84	40.40%	85	41.70%	27	31.00%	142	43.40%
Late at night	149	259	36.00%	62.60%	74	35.60%	74	36.60%	45	51.70%	104	31.80%
Incomplete	6	0	0.00%	0.00%	3	0.00%	3	0.00%	0.00%	0.00%	6	0.00%

Figure 2: Usual Radio Listening Times



Respondents report that they are unlikely to listen to the radio during late morning 91%, lunchtime 89% and early afternoon 88.6%. When the Honiara results were isolated, only 27.6% of Honiara residents listened at lunchtime. This would generally reflect the time that 56% of the young people surveyed were at school or at university to study.

Across Solomon Islands, young people are likely to be listening to the radio during the late afternoon 42.8% after dinner 40.8% and early morning 26%,. Late afternoon is the best time to catch provincial listeners with 48% listening at this time. Late afternoon or after dinner will both reach 41.7% of females, or 43.5% and 40.4% of males respectively.

More than double the number (48%) of provincial respondents listen to the radio in the late afternoon compared to 23% of Honiara respondents. 51.7% of Honiara

residents listen to the radio late at night compared to 31.8% of those in the provinces.

Table 11: Who youth listen with

Who do you usually listen to the radio with?										
	Freq	Percent	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Schoolmates	20	4.80%	11	5.30%	9	4.40%	10	11.50%	10	3.10%
Friends/Family your age	117	28.30%	57	27.40%	60	29.40%	23	26.40%	94	28.70%
Friends/Family different age	197	47.60%	97	46.60%	99	48.50%	24	27.60%	173	52.90%
Alone	64	15.50%	33	15.90%	30	14.70%	26	29.90%	38	11.60%
Other	5	1.20%	4	1.90%	1	0.50%			5	1.50%
Incomplete	11	2.70%	6	2.90%	5	2.50%	4	4.60%	7	2.10%
Total	414	100.00%	208	100.00%	204	100.00%	87	100.00%	327	99.90%

Most respondents listen to the radio with friends or family of different ages (47%).

28% of respondents listen to the radio with schoolmates, friends or family of their own age, indicating possible further reach achieved by the program.

Slightly more respondents in Honiara listen to the radio with schoolmates, friends or family of their own age (37.9%) Than provincial respondents (31.8%)

Table 12: If youths share radio information with friends and family

Do you talk about what you hear on the radio with friends or family?		
All the time	93	22.50%
Usually	23	5.60%
Sometimes	198	47.80%
Never	90	21.70%
Unsure	4	1.00%
Incomplete	6	1.40%
Total	414	100.00%

Results for this question did not show a strong pattern of talking about radio with friends and family. 22.5% of respondents however, talk about what they hear on the radio with friends or family all the time.

Table 13: Whether youths trust information from the radio

Do you trust the information you hear on the radio?

	Freq	Percent	Male Freq	Male Percent	Female Freq	Female Percent
All the time	170	41.10%	88	42.30%	81	39.70%
Usually	56	13.50%	27	13.00%	29	14.20%
Sometimes	168	40.60%	82	39.40%	85	41.70%
Never	5	1.20%	3	1.40%	2	1.00%
Unsure	9	2.20%	4	1.90%	5	2.50%
Incomplete	6	1.40%	4	1.90%	2	1.00%
Total	414	100.00%	208	99.90%	204	100.10%

41% of youth surveyed reported that they trust what they hear on the radio all the time. 54.6% reported that they trust what they hear on the radio either all the time or usually

Responses did not differ significantly between the sexes but males were slightly more likely to trust what they heard on the radio all the time (42.3%), than females (39.7%).

4.4 Listening Preferences

Radio stations of preference

Table 14: What radio stations youth last listened to

Which radio stations did you listen to the last time you listened to the radio?										
	yes	%yes	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Paoa FM	179	43.20%	97	46.60%	81	39.70%	25	28.70%	154	47.10%
SIBC	203	49.00%	97	46.60%	106	52.00%	34	39.10%	169	51.70%
ZFM	54	13.00%	24	11.50%	29	14.20%	38	43.70%	16	4.90%
WantokFM	13	3.10%	8	3.80%	5	2.50%	10	11.50%	3	0.90%
RadioAustr	2	0.50%	0	0.00%	2	1.00%	1	1.10%	1	0.30%
BBC	3	0.70%	0	0.00%	3	1.50%	1	1.10%	2	0.60%
Goodnews	5	1.20%	2	1.00%	3	1.50%	4	4.60%	1	0.30%
Other	6	1.50%	4	1.90%	2	1.00%	0	0.00%	6	1.80%
Incomplete	3		2		1		1		2	

49% of respondents last listened to SIBC, 42.3% last listened to PaoaFM, and 13% last listened to ZFM. 52% of females last listened to SIBC, compared to 46.6% of males

In provincial areas, 51.7% last listened to SIBC, compared to 47.1% that listened to PAOA FM. In Honiara, 43.7% last listened to ZFM, with 39.1% last listening to SIBC

Table 15: Which radio station youth most listen to

Which one radio station do you listen to most often?											
	Freq	Percent	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent	
PaoaFM	180	43.50%	94	45.20%	86	42.20%	15	17.20%	165	50.50%	
SIBC	139	33.60%	66	31.70%	72	35.30%	18	20.70%	121	37.00%	
ZFM	54	13.60%	28	13.50%	26	12.70%	37	42.50%	17	5.20%	
WantokFM	14	3.40%	8	3.80%	6	2.90%	8	9.20%	6	1.80%	
RadioAus	1	0.20%	0	0.00%	1	0.50%	0	0.00%	1	0.30%	
BBC	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Goodnews	4	1.00%	1	0.50%	3	1.50%	4	4.60%	0	0.00%	
Other	8	1.90%	4	1.90%	4	2.00%	0	0.00%	8	2.40%	
Incomplete	14	3.40%	7	3.40%	6	2.90%	5	5.70%	9	2.80%	
Total	414	100.60%	208	100.00%	204	100.00%	87	99.90%	327	100.00%	

The most listened to radio station overall for the youth interviewed was PaoaFM (43.5%) followed by SIBC (33.6%) and then ZFM (13.6%). PaoaFM is also reportedly the most listened to station in the provinces (50.5%) followed by SIBC at 37%.

In Honiara alone, however, the most listened to station is ZFM with 42.5% of Honiara respondents reporting that they listen to that station most often. This was followed by SIBC (20.7%) and then PaoaFM (17.2%)

There was no significant difference between the sexes, with 42.2% of females and 45.2% of males listening to PaoaFM most often, and 35.3% of females and 31.7% of males most often listening to SIBC

Table 16: Which radio stations are best for music, news, or social issues

Which is the best radio station for...			
	1	2	3

Music	PaoaFM (55.6%)	ZFM100 (17.4%)	SIBC (12.8%)
News	SIBC (89.9%)	PAOAFM (2.9%)	ZFM100 (1.9%)
Social Issues	SIBC (73.7%)	PaoaFM (9.4%)	ZFM100 (1.4%)

When asked what station is best for music, PaoaFM was by far the most popular. SIBC was, however, overwhelmingly the most popular station for news and information about social issues.

Figure 3: Which radio stations are best for music, news, or social issues

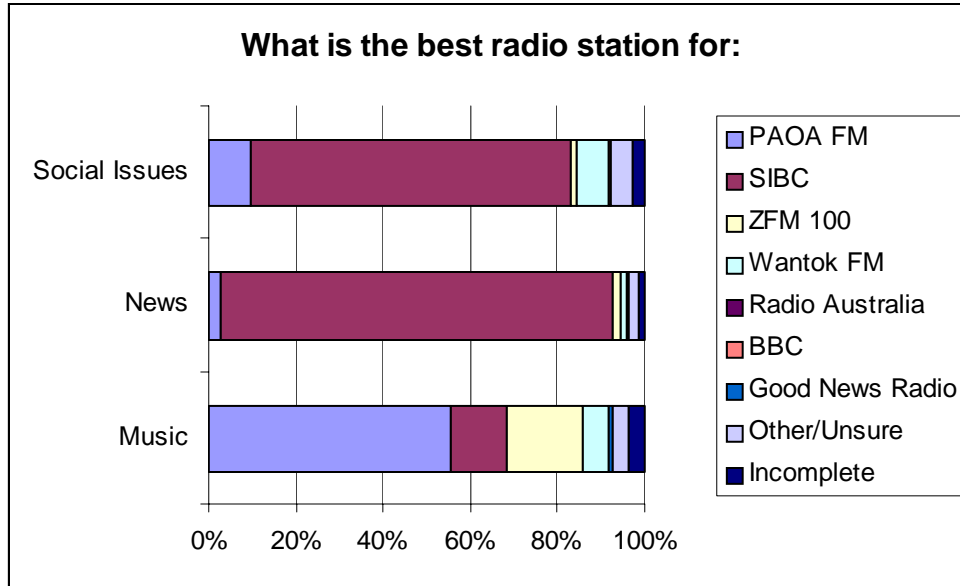
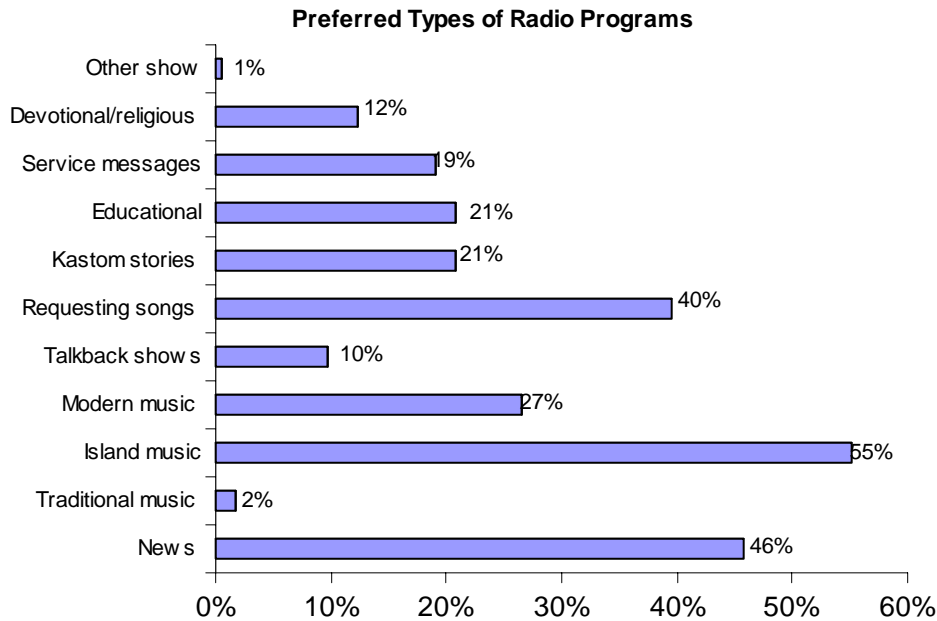


Table 17: Radio program formats

What do you like listening to?		
	Freq	Percent
Music only	71	17.10%
Talk only	8	1.90%
Mix of music & talk	332	80.20%
Incomplete	3	0.70%
Total	414	99.90%

A mixture of music and talk is overwhelmingly the most popular format for radio programs (80.2%), followed by music only (17.1%). Talk shows are not popular among the youth surveyed with only 1.9% reporting it as their preferred format.

Figure 4: Preferred type of radio programs



When asked what types of radio programs the youth surveyed liked to listen to, their preferred types of programs were Island Music (55%) followed by News (46%) and then requesting programs (40%). Modern music (27%), Kastom stories (21%) and educational programs (21%) were also reported to be popular types of radio programs.

4.5 Radio Magazine ‘Youth for today, leaders of today’

Table 18: Programs that youths have listened to

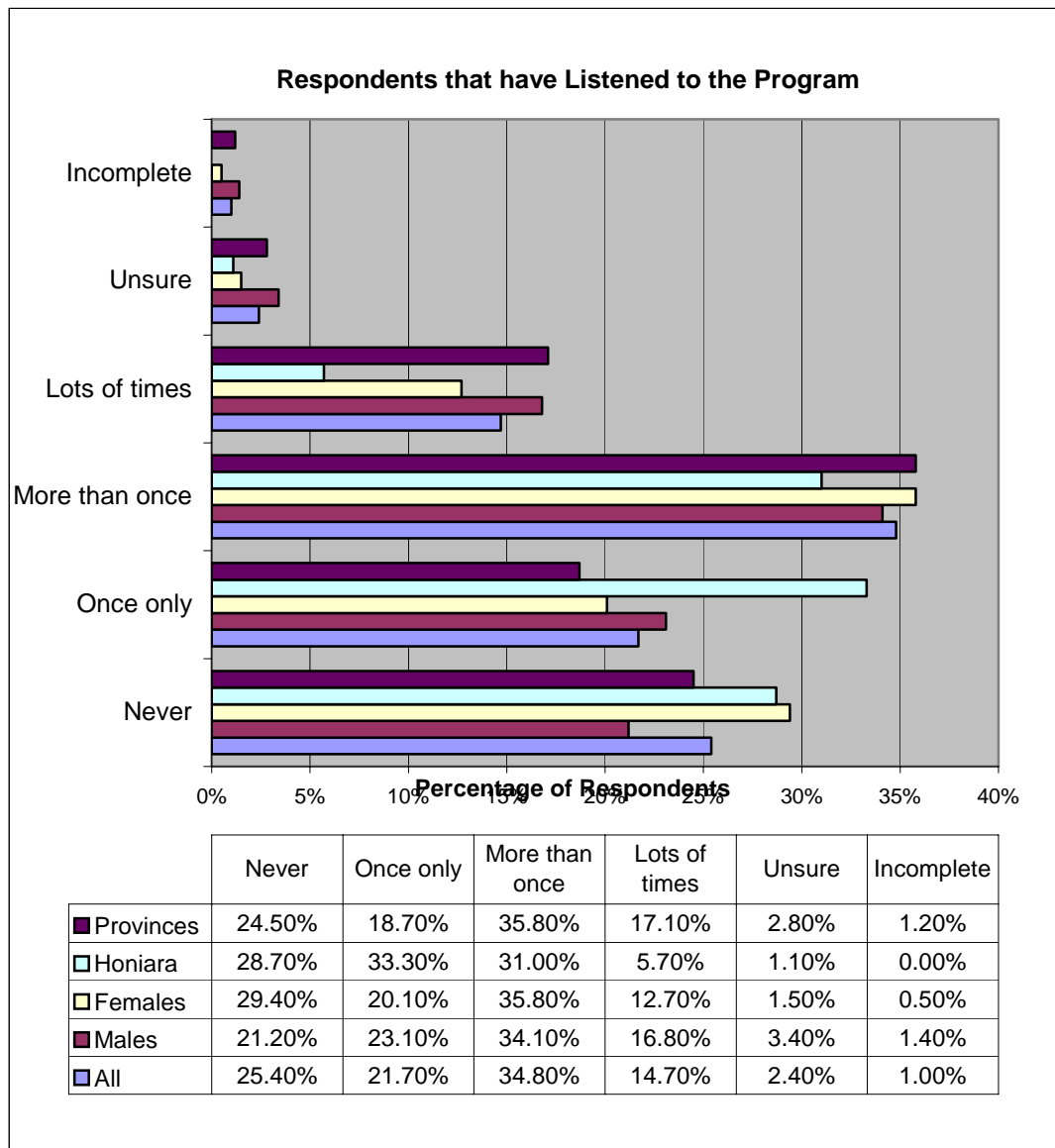
Have you ever listened to any of the following programs?										
	yes	%yes	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Gavman Blong lu	103	24.90%	10	4.80%	44	21.60%	20	23.00%	83	25.40%
Walkabout Long Solomon	30	7.20%	14	6.70%	16	7.80%	9	10.30%	21	6.40%
Youth of Today, Leaders for Today	237	57.20%	123	59.10%	113	55.40%	41	47.10%	196	59.90%
Voice Blong Mere Solomon	176	42.50%	89	42.8	86	42.20%	45	51.70%	131	40.10%
Incomplete	20	4.80%	10	4.80%	10	4.90%	1	1.10%	19	5.80%

When presented in a list, 57.2% of respondents reported that they had ever listened to the program Youth of Today, Leaders for Today. More respondents in the provincial areas (59.9%) had heard the program, compared to 47% in Honiara.

There was not a great difference between the sexes with 59% of males and 55.4% of females having heard the program.

Walkabout Long Solomon was a dummy program name, designed as a verification questions. 7.2% of respondents claimed to have heard the non-existent program. It is considered that this is an acceptable level of unreliability.

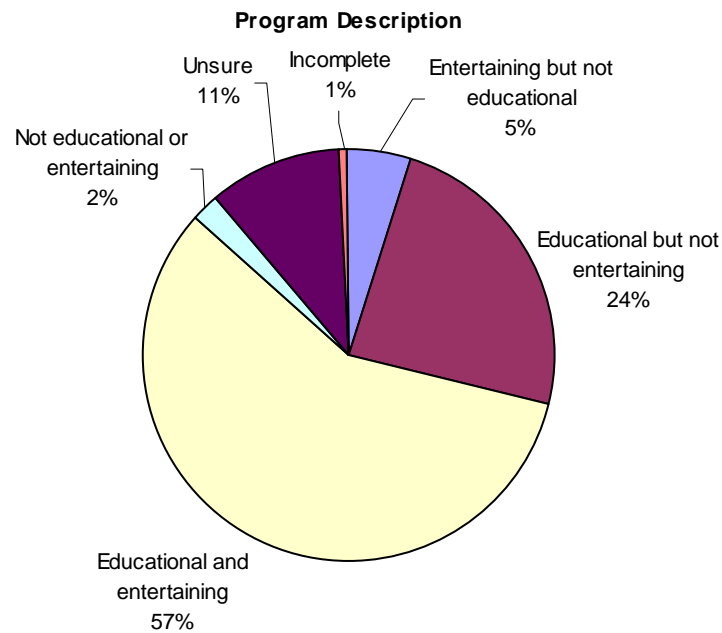
Figure 5: How many times youth have listened to the radio magazine



When asked directly whether they had listened to Youth for today Leaders for Today, 71.6% of provincial respondents reported they had listened to the program at least once. This is significantly higher than the amount that reported they had

listened to the program when it was presented in a list (57.2%). This may reflect that on prompting they did remember having heard it.

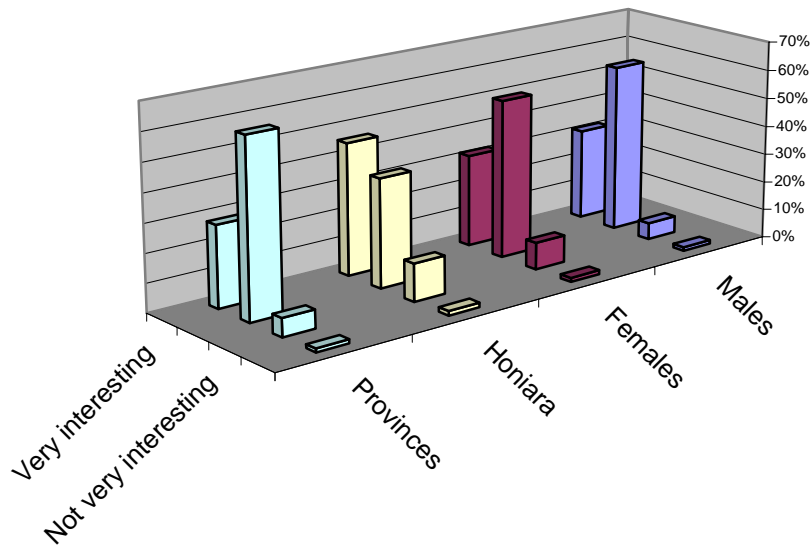
Figure 6: Rating the radio magazine



Of those respondents who had reported listening to the program, 57% found it both educational and entertaining. A significantly higher proportion of respondents in the provinces found the program both educational and entertaining (63.7%), compared to 36.1% of Honiara respondents.

Figure 7: Rating the radio magazine with gender and provincial comparisons

Rating Youth for Today



Overall, 88.5% of those surveyed who had listened to the program rated it as either very interesting or interesting. Slightly more males (90.2%) than females (87.1%) rated it as interesting or very interesting. Slightly more provincial respondents (89.7%) rated it as interesting or very interesting compared to 83.6% of those in Honiara.

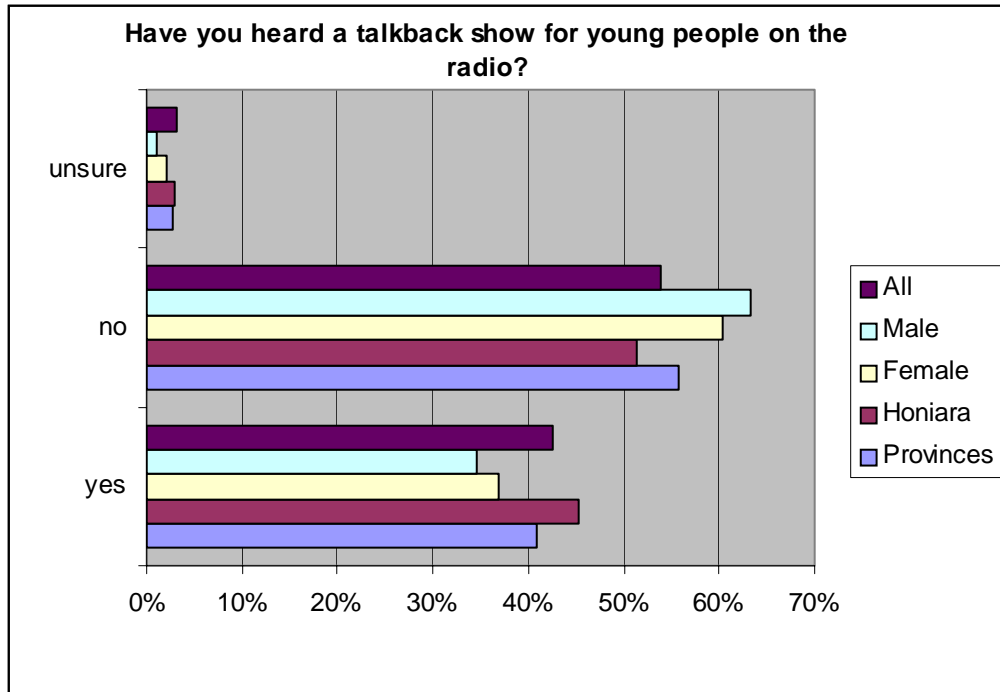
Of those that had listened to the program, 48.5% remembered at least one topic covered. More Honiara respondents (62%) remembered a topic covered compared to 44.9% of provincial respondents. Male and female respondents had similar recall of a topics covered with 49.4% and 47.9% respectively

4.5 Talk back shows

Table 19: Knowledge of the talk back shows

Have you ever heard a <i>talk back</i> show for young people on the radio?										
	freq	percentage	Male Freq	Male Percent	Female Freq	Female Percent	Honiara Freq	Honiara Percent	Provincial Freq	Provincial Percent
Yes	169	40.80%	94	45.20%	75	36.80%	30	34.50%	139	42.50%
No	231	55.80%	107	51.40%	123	60.30%	55	63.20%	176	53.80%
Unsure	11	2.70%	6	2.90%	4	2.00%	1	1.10%	10	3.10%
Incomplete	3	0.70%	1	0.50%	2	1.00%	1	1.10%	2	0.60%
Total	414	100.00%	208	100.00%	204	100.10%	87	99.90%	327	100.00%

Figure 8: Knowledge of the talk back shows

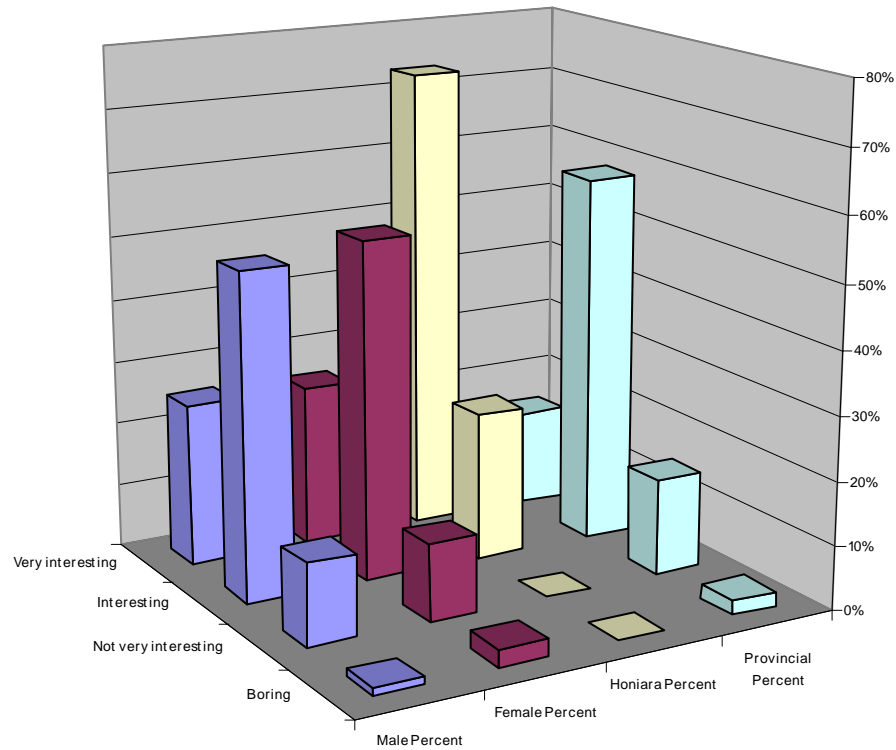


Overall, 41% of respondents reported that they had heard a talk back show for young people on the radio. More respondents in the provinces reported they had heard a talkback show (42.5%) compared to Honiara residents (34.5%). More males reported they had heard a talkback show (45.2%) compared to females (36.8%).

Of those that had heard a talk back show for young people, only 35% could recall an issue that was featured on the show. Respondents in Honiara had a higher recollection of a topic covered (46.7%), compared to 33.1% of respondents in the provinces.

Figure 9: Rating the talk back show

Rating of Talkback Show



Of those that had heard a talk back show for young people, 77% found it either interesting or very interesting.

Nearly all respondents in Honiara that had heard a talk back show for young people, found it interesting or very interesting (96.6%) compared to 73.4% in the provinces.

Of those respondents in Honiara that had heard a talk back show for young people, 73.3% found it very interesting compared to 15.1% in the provinces. This could reflect the lack of access to telephones in provincial areas limiting participation and hence enjoyment in talk back shows.

5. Analysis of project reach and share

5.1 Reach of the Talk Back Show and the Radio Magazine

Reach is calculated as the percentage of the target audience who listened to at least some of the program in a set period of time. In this report we are assessing how many youths in the Solomon Islands listened to at least some of the radio magazine and talk back show in the from April 2006 until March 2007 (the running time for the program).

Radio Magazine

This report is also concerned with an evaluation of the indicator:

By the end of 2006, at least 30% of the target audience in the Solomon islands will have been reached by the radio magazine programme.

When given a list of several radio programs that included *Youth of Today, Leaders for Today*, a considerable 57.2% of respondents reported that they had listened to the radio magazine. More respondents in the provincial areas (59.9%) had heard the magazine, compared Honiara (47%). Slightly more males (59%) had heard the radio magazine than females (55.4%).

Respondents were asked directly how many times they had listened to the program which provided the following results:

- Of all respondents, 71.2% had listened to it more than once, and 14.7% had listened lots of times.
- 71.6% of provincial respondents had listened to the radio magazine at least once, and 17% of provincial respondents had listened lots of times.
- In comparison, 70% of respondents in Honiara had heard the radio magazine at least once, with only 5.7% in Honiara listening lots of times.
- 68.6% of females had listened at least once, compared to 74% of males.

As verification of the reach of the radio magazine a further question was asked of those who had heard it at least once, to see who could remember a topic covered by the program:

- Of those who had listened to the radio magazine, 48.5% remembered at least one topic featured.
- 62% of Honiara respondents remembered one topic, compared to 44.9% of provincial respondents.
- Male and female respondents had similar recall at least one of the topic covered with 49.4% and 47.9% respectively.

Having established the reach of the radio magazine it is also valuable to consider how respondents rated the program:

- 88.5% rated the program as either very interesting or interesting.

-
- 90.2% of respondents who rated the program highly were males, compared to 87.1% of females.
 - 89.7% of provincial respondents rated it as interesting or very interesting compared to 83.6% of those in Honiara.

In addition to the reach achieved as reported above, 33% of respondents listen to the radio with schoolmates, friends or family of their own age, indicating a further reach achieved by the program.

The radio magazine has, therefore, far exceeded the reach indicator across the country and within all of the groups. The program reached well over 30% of its target audience in each category of those who had heard the radio magazine more than once. In addition, the ability of the respondents to recall at least one topic covered in the radio magazine was also strong across all categories. The radio magazine was also felt to be both educational and entertaining by 57% of respondents showing that the radio magazine has not only been heard by the target audience in large numbers but has also appealed to its target audience.

Talk back show

2 out of 5 youth surveyed had heard a youth talk back show on the radio. The talk back show funded by UNICEF is the only youth talk back show, so it is reasonable to believe that they are referring to the talk back show in question. The reach of the talk back show was therefore 40%.

When looking at the 40% of youths who had listened to the show, the following key points were revealed:

- Slightly more males (45%) than females (36%) listened to the talkback show.
- More respondents in the provinces reported they had heard a talkback show (42.5%) compared to Honiara residents (34.5%).
- Only 35% could recall an issue that was featured on the show. Respondents in Honiara had a higher recollection of a topic covered (46.7%), compared to 33.1% of respondents in the provinces.
- Of those respondents in Honiara that had heard the talk back show, 73.3% found it very interesting compared to 15.1% in the provinces. This could possibly reflect the lack of access to telephones in provincial areas limiting participation and hence enjoyment in talk back shows.

Having established the reach of the radio magazine it is also valuable to consider how respondents rated the program. Three out of four youths (77%) found it either interesting or very interesting.

5.2 Share

The share is the percentage of young people listening to radio at a certain time who are also listening to SIBC programs. As noted in the methodology section of this report, it was impractical to take a strictly mathematical approach to calculating share. Therefore, a combination of three approaches were used.

What radio station had youths last listened to

Respondents were asked what station they had listened to last time they listened to the radio which revealed that:

- 49% of respondents last listened to SIBC, 43.2% to PaoaFM and 13% to ZFM.
- SIBC was last listened to by 52% of females, being greater than males at 46.6%.
- In Honiara SIBC was last listened to by 39.1% of respondents, PaoaFM by 28.7% and ZFM by the largest number at 43.7%.
- In the provinces PaoaFM was last listened to by 47.1% of respondents, and SIBC by 51.7%.

These results show that more respondents last listened to SIBC than any other station, including respondents in provincial areas where there is only one alternative – PaoaFM, although it does not attract a significantly larger audience than PaoaFM overall. In Honiara, the number of respondents who last listened to SIBC was lower, with more listening to ZFM than both SIBC and PaoaFM. More females last listened to SIBC than males.

What stations had youth listened to in the last week

A further calculation was made to consider the stations last listened in more detail. A selection was made of respondents who had listened in the within the period of the last week to see what station was listened to.

- It was found that 41.4% of youths had listened to SIBC, 40.2% had listened to PaoaFM and 13.6% last listened to ZFM.
- 42.5% of males and 37% of females had last listened to PaoaFM, and 40% of males and 42.3% of females had listened to SIBC.
- In the provinces 46.6% had last listened to PaoaFM and 45.2 had last listened to SIBC.
- In Honiara 21.6% had last listened to PaoaFM, 29.7% last listened to SIBC and 34.2% last listened to ZFM.

This question showed a slightly lower share for SIBC but not a large reduction. More male and fewer female respondents listened to PaoaFM than in the previous section. In general this analysis confirmed the previous analyses undertaken.

What stations did youths listen to most

A result that is also of relevance to a discussion about market share is the station the respondent reports that they listen to the most.

- 43.5% of all respondents reported they listened to PaoaFM most often, and just 33.6% listen to SIBC most often. This is in contrast to the 49% who last listened to SIBC.

-
- 45.2% of males listen to PaoaFM most often, followed by 31.7% who listen to SIBC and 13.5% who listen to ZFM.
 - 42.2% of females listen to PaoaFM most often, 31.7% listen to SIBC most often and 12.7% listen to ZFM most often.
 - 42.5% of Honiara respondents reported that they listen to ZFM most often, 20.7% listen to SIBC most often (compared to 39.1% who last listened to SIBC), and 17.2% listen to PaoaFM most often.
 - 50.5% of provincial respondents reported that they listen to PaoaFM most often, and 37% reported SIBC.

Analysis of the three approaches

This data relating to station preference reflects a variation in the SIBC market share showing that perhaps it is not as high as the initial analysis showed possibly with a lower share in both Honiara and in the provinces. Respondents, however, may have expressed their station of preference when asked about the station listened to most often, when in fact they most recently listened to SIBC. 47.6% respondents said they listened to the radio with family and friends of a different age and station choice is may reflect this.

It can be concluded that SIBC is the most widely listened to station by young people across the country, although PaoaFM is a close second. Broadcasting on ZFM in Honiara is likely to increase the reach of the program in Honiara – although this is currently already high at 70%.

6. Conclusions

This report has assessed how many youths in the Solomon Islands listened to at least some of the *Youth for Today, Leaders for Today* radio magazine in the past year (reach), and what percentage of youths who listen to the radio listen to SIBC (share).

The evaluation involved completing questionnaires using face to face interviews with 414 youth between the ages of 15-22 in three rural areas and one urban area of Solomon Islands, a sample that was designed to be reflective of the Solomon Islands population.

The data collected provided results relating to the characteristics of the sample population, their listening habits, their opinions and preferences on radio, and their opinions and preferences of the Youth for Today, Leaders for Today program. It also looked in detail at the reach achieved by the program and the share of SIBC in comparison to other radio stations.

Reach of the Radio Magazine

It was found that 57.2% of youths in the Solomon Islands listened to at least some of the radio magazine in the past year.

-
- More males (59%) had heard the program than females (55.4%)
 - More respondents in the provincial areas (59.9%) had heard the magazine, compared Honiara (47%).
 - Of all respondents, 71.2% had listened to it more than once, and 14.7% had listened lots of times.

Reach of the Talk Back Show

It was found that the talk back show reached 40% of youths in the Solomon Islands.

- Of those who had listened to the show, slightly more youths were males (45%) than females (36%).
- More respondents in the provinces reported they had heard a talkback show (42.5%) compared to Honiara residents (34.5%).
- Of those respondents in Honiara that had heard the talk back show, 73.3% found it very interesting compared to 15.1% in the provinces. This could reflect the lack of access to telephones in provincial areas limiting participation and hence enjoyment in talk back shows.
- Three out of four youths (77%) found it either interesting or very interesting.

Share of both youth programs

SIBC is the most widely listened to station by youth across the country, although PaoaFM is a close second. Broadcasting on ZFM in Honiara is likely to increase the reach of the program in Honiara – although this is currently already high at 70%. The key findings were:

- 49% of youths last listened to SIBC, 43.2% to PaoaFM and 13% to ZFM.
- SIBC was last listened to by more females (52%) than males (46.6%).
- Youths listen to PaoaFM more often (43.5%) than SIBC (33.6%)
- The majority of youths report that SIBC is the best station news (89.9%) and social issues (73.7%).

In conclusion, the radio magazine reached at least 57% of young people in the Solomon Islands, whilst the talk back show reached 40% of young people in the Solomon Islands. Youths claim to listen to PaoaFM more often, but the findings show that SIBC has the largest share of youth listeners in the Solomon Islands, although this is followed closely by PaoaFM. SIBC is considered by youths to be the best station for news and social issues.

7. Attachments

Attachment One: Sample Design Data

Attachment Two: Instructions for Survey Staff

Attachment Three: Survey

Attachment Four: Village report form for survey team in rural areas

Attachment One: Sample Design Data

POPULATIONS	Males	Females	Ymales	Yfemales	Children	Total		1	2	3	4	5	6		
Isabel															
<i>Hograno</i>															
Alualu	44	45	20	9	78	196	S		250	10050	0.024876	1	250	3854	0.0649
Gove	38	48	20	21	56	183	S		250	10050	0.024876	1			
Kabahega	13	12	3	5	8	41	VS		50	10050	0.004975	0			
Kava	110	110	30	23	76	349	S		250	10050	0.024876	1			
Koge							B		1250	10050	0.124378	4	1250	3854	0.3243
Kolomola	100	135	280	255	-	770	M		750	10050	0.074627	3			
Kolotubi	231	233	48	39	174	725	M		750	10050	0.074627	3			
Kosisi	52	52	70	76	-	250	S		250	10050	0.024876	1	250	3854	0.0649
Siligofu							S		250	10050	0.024876	1			
Tuseli	22	23	18	16	30	109	S		250	10050	0.024876	1			
Maringe/Kokota															
Banisoeko							M		750	10050	7.462687	3			
Gnulahage							B		1250	10050	12.43781	4			
Goveo							M		750	10050	7.462687	3	750	3854	0.1946
Hovukoilo	205	455	112	112	220	1104	B		1250	10050	12.43781	4	1104	3854	0.2865
Kolomola	39	41	14	19	40	153	S		250	10050	2.487562	1			
Kolosori	44	45	20	9	78	196	S		250	10050	2.487562	1	250	3854	0.0649
Kubolota	82	92	31	28	278	511	M		750	10050	7.462687	3			
Popoheo	52	52	28	26	69	227	S		250	10050	2.487562	1			
Sogolona	24	25	5	10	58	122	S		250	10050	2.487562	1			
Malaita									10050			36	3854		
<i>Central Kwara'ae</i>															
Aiofa / Aimarako	17	22	13	5	40	97	VS		50	8900	0.005618	1			

Aligegeo	46	28	7	8	61	150	S	250	8900	0.02809	6
Busuwali							S	250	8900	0.02809	6
Fiu	230	198	28	18	121	595	M	750	8900	0.08427	18
Gwaisaia	11	13	19	10	29	82	VS	50	8900	0.005618	1
Kelekwai							S	250	8900	0.02809	6
Kilusakwalo	341	371	298	328	-	1338	B	1250	8900	0.140449	31
Kwalubusu							S	250	8900	0.02809	6
Namobaula							S	250	8900	0.02809	6
Niniu	51	35	8	3	19	116	S	250	8900	0.02809	6

Aoke / Langa Langa

Abololo	-	-	-	-	-		M	750	8900	0.08427	18
Aialau	24	27	5	6	31	93	S	250	8900	0.02809	6
Arabala							B	1250	8900	0.140449	31
Balai	12	12	11	6	31	72	VS	50	8900	0.005618	1
Buloabu							S	250	8900	0.02809	6
Foau							S	250	8900	0.02809	6
Gwaedalo	-	-	-	-	-		M	750	8900	0.08427	18
Loreto							S	250	8900	0.02809	6
Surabita							B	1250	8900	0.140449	31
Suu							S	250	8900	0.02809	6

Guadalcanal

8900 219

North Guadalcanal

Dadave							M	750	10850	0.069124	7
Ghorabau							M	750	10850	0.069124	7
Komuporo							M	750	10850	0.069124	7
Komuvaolu							M	750	10850	0.069124	7
Kuara							B	1250	10850	0.115207	12
Ngalibiu							VS	50	10850	0.004608	0
Ngalimera	32	32	20	20	-	104	S	250	10850	0.023041	2

Roroni							M	750	10850	0.069124	7
Suaghi							B	1250	10850	0.115207	12
Vutu							B	1250	10850	0.115207	12
Central Guadalcanal											
Ando							VS	50	10850	0.004608	0
Vura							S	250	10850	0.023041	2
Kwai							S	250	10850	0.023041	2
Chichinge	74	66	74	112	72	320	S	250	10850	0.023041	2
Katihana							S	250	10850	0.023041	2
Mataruka	58	69	80	112	127	388	S	250	10850	0.023041	2
Namaraoni	25	26	26	41	33	125	S	250	10850	0.023041	2
Pamphylia	41	41	37	64	64	206	S	250	10850	0.023041	2
Pao Relocation							S	250	10850	0.023041	2
Raho Tita							S	250	10850	0.023041	2
Sungina	35	38	63	38	-	174	S	250	10850	0.023041	2
Vuramali							S	250	10850	0.023041	2
New Koloula (not BLESS village)	37	33	42	50	49	174	S	250	10850	0.023041	2
TOTAL	2090	2379	1430	1469	1842	9210		10850			107

1000+	Big (B)	B
500-1000	Medium (M)	M
100-500	Small (S)	S
Less than 100	Very Small (VS)	VS

Attachment Two: Instructions for Survey Team

UNICEF Survey- Instruction Sheet for SIDT and Honiara Youth Field Staff

1. Provide letter to Provincial Member

Letters will be provided for Provincial Members- CDW's to distribute before surveying starts

2. Travel to villages following the Sample Selection

Only visit villages in the sample selection, and only interview the number of youths specified.

3. In each village randomly select youths to interview

“Random Selection” means – everyone (within the age group) has equal chance of being a participant.

Methods of random selection:

- a) Put names of every youth in bag, and select out (make sure even female, male)
- b) Go to chief's house/store, toss a coin for which direction to take (left or right), pick a number (or ask someone to pick a number), walk past that number of houses, then ask if there is a person between 15-22 in the house.
- c) Point with arm out, spin around with eyes shut until someone says stop, pick number and go to that house to ask for young person.
- d) Any other ideas??

Remember- Interviewing youths who approach you or the ones you know is *not* random selection.

4. Conduct the Questionnaire with the randomly selected youths

Don't:

- Don't tell the respondent which program you are evaluating
- Don't record names (survey is anonymous)
- Don't prompt questions (don't suggest answers unless it is necessary in the question)
- Don't skip questions or go too fast
- Don't stop the interview in the middle
- Don't let other people answer questions (interview one at a time)
- Don't provide too much explanation (if unsure, tick unsure)
- Don't show anyone surveys other than SIDT employees after they have been filled in- all surveys are confidential

Do:

- Do fill in the province, village and sex on each form
- Do **tick at least one box in each question**
- Do complete all questions
- If you make a mistake, go over box again (make it clear which box is ticked)
- Do complete the number of surveys assigned for each village (if unable, explain why in short report)

5. Write a brief report for each village

- Fill in one report form for every village
- Which random selection method you used, and explain why you chose that method
- Any problems you encountered
- Any comments or interesting facts you may have heard about radio listening.
- Honiara surveying staff are also required to each write a one page report at the end of the week, explaining where they surveyed, how many youths they surveyed and addressing the same questions

6. Budget through out and send acquittals with surveys

- Record expenditure in notebook (give details: date, item purchased, what needed for, how much it cost). Please note that food is included in your allowance.
- Keep all receipts together – group them into categories if possible
- Send expenditure notebook, receipts, village reports, and surveys together to the SIDT Honiara Office.
- Return unspent money to SIDT within one week of finishing the surveys (send back with completed questionnaires).

Attachment three: Survey

Questionnaire

“(Greetings) I am from SIDT, we are doing a survey and I would like to ask you a few questions”.

- Those interviewed must be between the age of 15-22 years.
- Explain that the survey is confidential and that no personal information that identifies the respondent will be recorded.

Province: _____

Town/Village: _____

Tick one: Male Female

How old are you?

- Less than 15 (stop interview)
- 15 – 18
- 19 – 22
- Older than 22 (stop interview)
- Unknown (guess age)

1. Are you currently...

(Tick one only)

- working (paid)
- working (non formal/voluntary)
- working (gardening/cooking at home)
- studying (at school)
- studying (at USP/other tertiary)
- studying (at a RTC)
- studying (non formal)
- Other

2. Where do you live for most of the year?

(Tick one only)

- In a village
- In an urban village
- In a provincial centre (eg. Auki, Buala)
- At school (boarding)
- In Honiara
- Other

3. Do you own a radio?

Yes No Other

4. Do you have a radio in the house you usually sleep in or nearby?

Yes No Other

5. Do you have access to a working radio with batteries?

(Tick one only)

- Always
- Usually
- Sometimes
- Not very often
- Never
- Unsure

6. Which radio stations can you receive where you live?

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

7. When was the last time you listened to the radio? (Tick one only)

- Today
- Yesterday
- Less than 1 week ago
- More than 1 week ago
- 1 month ago
- More than one month ago
- More than one year ago
- Other

8. How often do you listen to the radio?

(Tick one only)

- Every day
- Once a week
- Not very often
- Never
- Other

9. Which radio stations did you listen to the last time you listened to the radio?

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia

-
- BBC
 - Good News Radio
 - Other/Unsure

10. Which *one* radio station do you listen to most often? (Tick one only)

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

11. What time of the day do you usually listen to the radio?

- Early morning
- Late morning
- Lunchtime
- Early afternoon
- Late afternoon
- Dinner time
- After dinner
- Late at night

12. Who do you usually listen to the radio with? (Tick one only)

- Schoolmates
- Friends/family your own age
- Friends/family of different ages
- Alone
- Other

13. Which types of radio programs do you like most?

- News

-
- Traditional music (panpipes, bamboo)
 - Island music
 - Modern music
 - Talkback shows
 - Requesting songs
 - Kastom stories
 - Educational
 - Service messages
 - Devotional/religious
 - Other/Unsure

14. Which is the best radio station for music?

(Tick one only)

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

15. Which is the best radio station for news?

(Tick one only)

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

16. Which is the best radio station for information about social issues?

(eg. Health, drug use, domestic violence)

(Tick one only)

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

17. Do you like listening to: (Tick one only)

- Music only
- Talk only
- Mix of music and talk

18. Do you trust the information you hear on the radio?

- All the time
- Usually
- Sometimes
- Never
- Unsure

19. Do you talk about what you hear on the radio with friends or family?

- Always
- Usually
- Sometimes
- Never
- Unsure

20. Have you ever listened to any of the following programs?

- Gavman Blong Iu
- Walkabout Long Solomon

Youth of Today, Leaders for Today

Voice Blong Mere Solomon

21. Have you ever listened to any programs for young people like yourself?

Yes

No

Unsure

22. Have you ever heard about the program “Youth of Today, Leaders for Today”?

Yes

No

Unsure

23. Have you ever heard an advertisement for the program “Youth of Today, Leaders for Today”?

Yes

No

Unsure

24. Have you ever listened to the program “Youth of Today, Leaders for Today” on the radio?

Never (skip to question 31)

Once only

More than once

Lots of times

Unsure

25. How would you rate the program?

Very interesting

Interesting

Not very interesting

Boring

Unsure

26. Do you remember any topics covered during the program?

(did the respondent name a topic?)

-
- Yes
 - No
 - Unsure

27. Did you find the program:

(Tick one)

- Entertaining but not educational
- Educational but not entertaining
- Both educational and entertaining
- Not educational or entertaining
- Unsure

28. Did you listen to the program “Youth of Today, Leaders for Today” last week?

- Yes
- No (skip to question 31)
- Unsure (skip to question 31)

29. If yes, on which station did you hear it?

(Tick one only)

- PAOA FM
- SIBC (Radio Happy Isles)
- ZFM 100
- Wantok FM
- Radio Australia
- BBC
- Good News Radio
- Other/Unsure

30. Do you remember the topics covered during the program?

(did the respondent name a topic?)

- Yes
- No
- Unsure

31. Have you ever heard a *talk back* show for young people on the radio? (Refer to the explanation of a *talk back* program if needed).

Yes No (end interview) Unsure

32. **Do you remember any issues that were featured on the talkback show? (did the respondent name any of the topics?)** Yes No Unsure

33. **How would you rate the talkback show?**

Very interesting

Interesting

Not very interesting

Boring

Unsure

Thank the participant for their time and cooperation

Attachment four: Village report form for survey team in rural areas

UNICEF SURVEY - VILLAGE REPORT FORM FOR SIDT FIELD STAFF

Province:

Constituency:

Name of village:

Date visited:

Time of arrival in village:

Approx. no of hour(s) surveying:

Number of males surveyed:

Number of females surveyed:

Which random selection method did you use?

Why did you choose that method?

Did you have any problems whilst surveying?

Any other comments?

If you need more space turn page over and write on the back

Village report form completed by:

Name(s):

Signature(s):

Date signed: