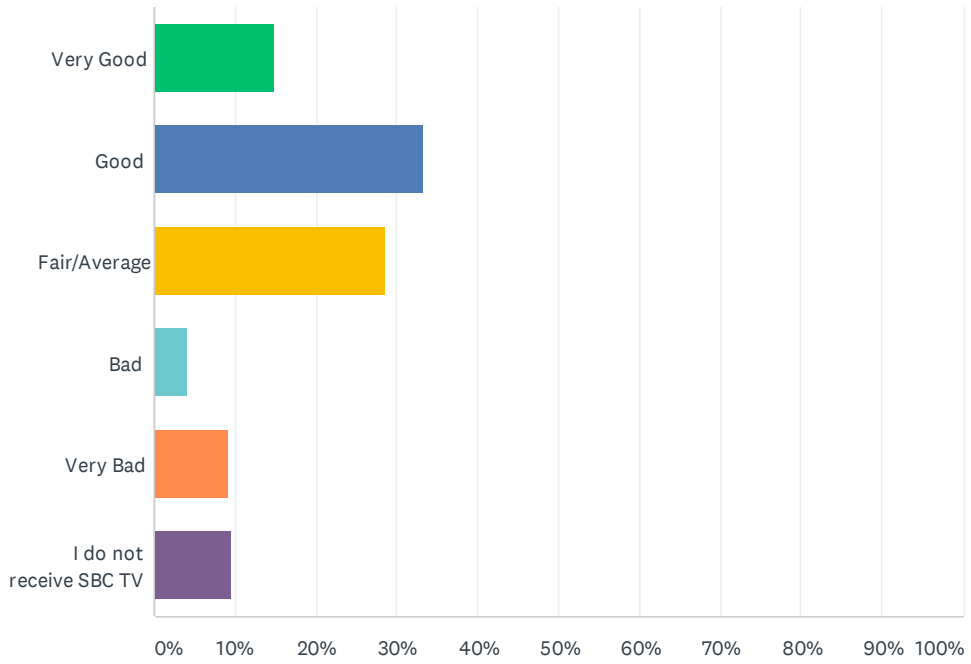


Q1 The SBC DTT reception in my home is

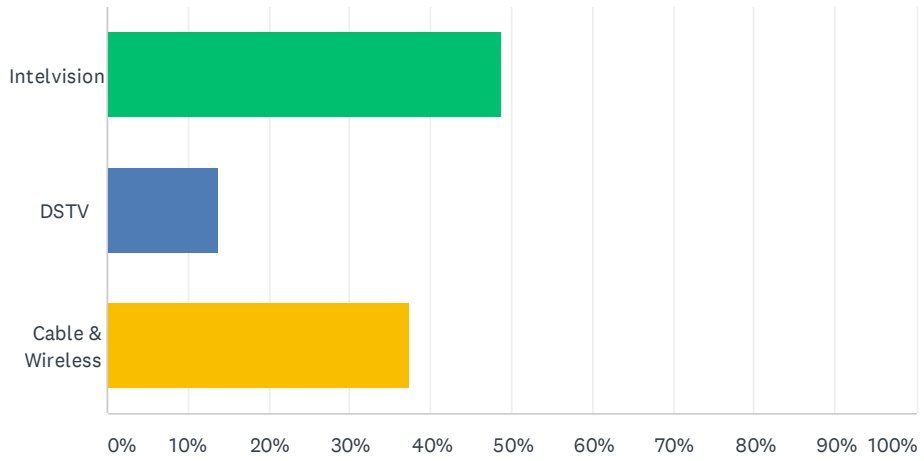
Answered: 261 Skipped: 9



ANSWER CHOICES	RESPONSES	
Very Good	14.94%	39
Good	33.33%	87
Fair/Average	28.74%	75
Bad	4.21%	11
Very Bad	9.20%	24
I do not receive SBC TV	9.58%	25
TOTAL		261

Q2 My household is connected to the following TV services

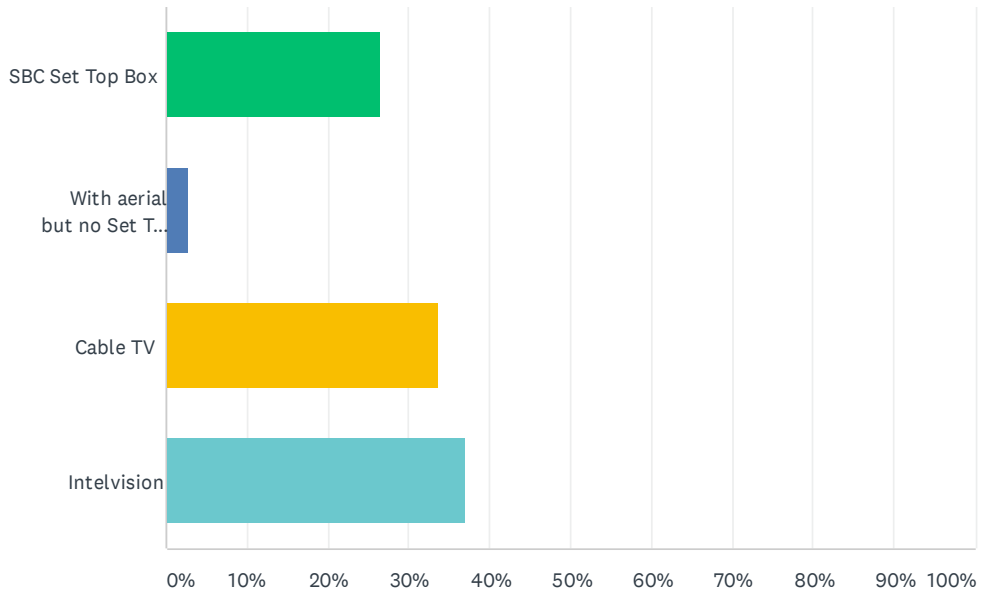
Answered: 246 Skipped: 24



ANSWER CHOICES	RESPONSES
Intelvision	48.78% 120
DSTV	13.82% 34
Cable & Wireless	37.40% 92
TOTAL	246

Q3 I watch SBC TV mostly via

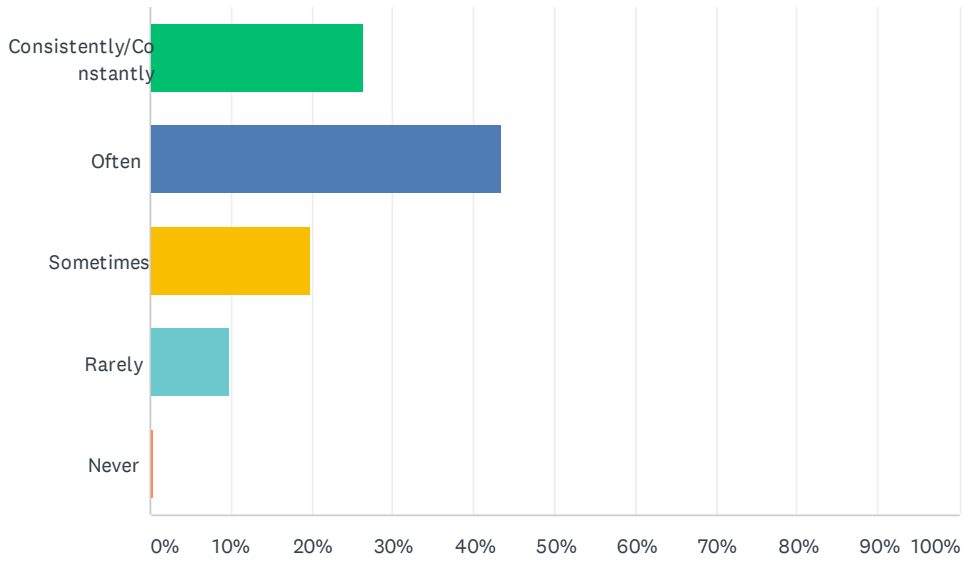
Answered: 267 Skipped: 3



ANSWER CHOICES	RESPONSES	
SBC Set Top Box	26.59%	71
With aerial but no Set Top Box	2.62%	7
Cable TV	33.71%	90
Intelvision	37.08%	99
TOTAL		267

Q4 I watch SBC1

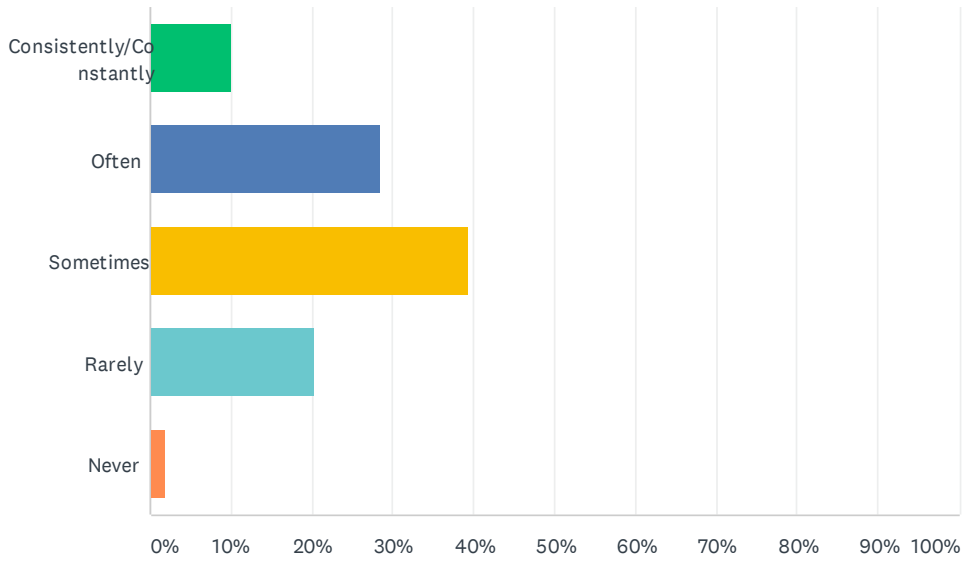
Answered: 266 Skipped: 4



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	26.32%	70
Often	43.61%	116
Sometimes	19.92%	53
Rarely	9.77%	26
Never	0.38%	1
TOTAL		266

Q5 I watch SBC2

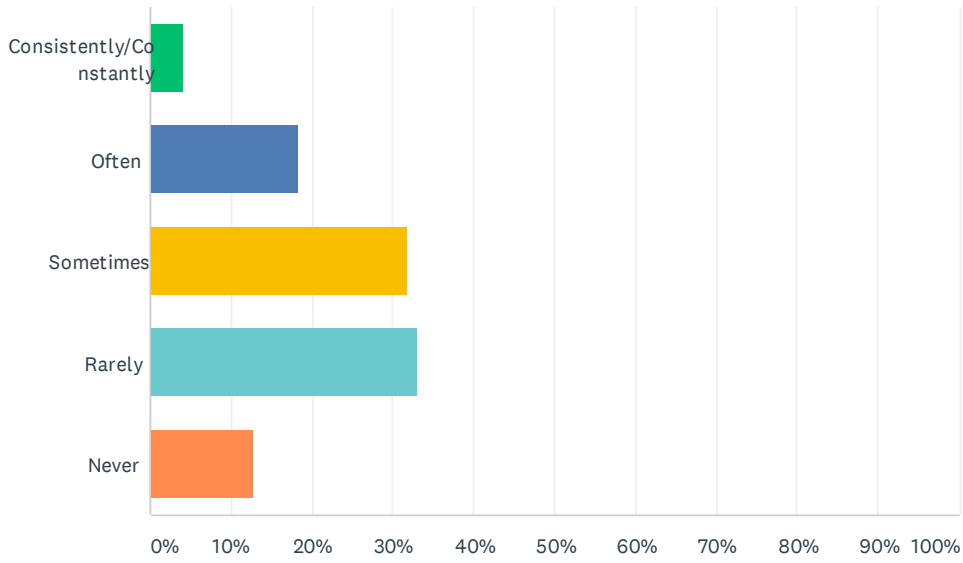
Answered: 267 Skipped: 3



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	10.11%	27
Often	28.46%	76
Sometimes	39.33%	105
Rarely	20.22%	54
Never	1.87%	5
TOTAL		267

Q6 I watch SBC3

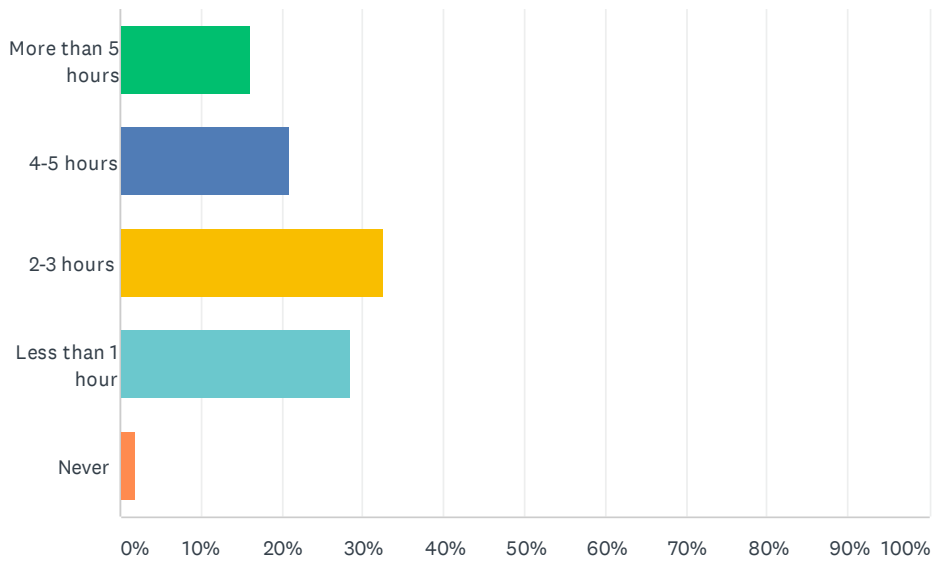
Answered: 267 Skipped: 3



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	4.12%	11
Often	18.35%	49
Sometimes	31.84%	85
Rarely	32.96%	88
Never	12.73%	34
TOTAL		267

Q7 On average, in a day I watch SBC (combined SBC1,SBC2,SBC3)

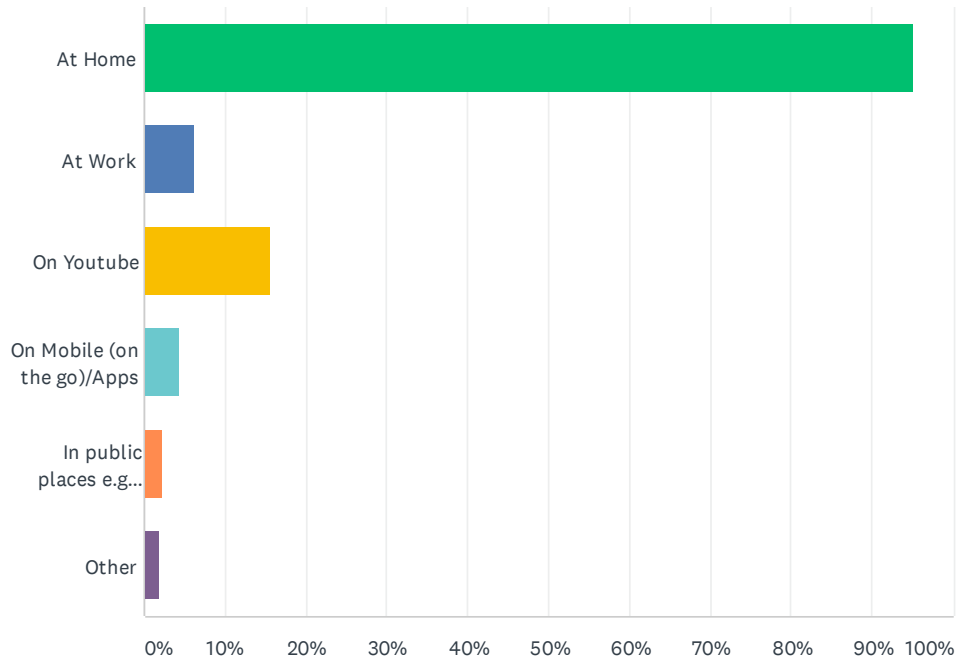
Answered: 267 Skipped: 3



ANSWER CHOICES	RESPONSES	
More than 5 hours	16.10%	43
4-5 hours	20.97%	56
2-3 hours	32.58%	87
Less than 1 hour	28.46%	76
Never	1.87%	5
TOTAL		267

Q8 I watch SBC TV mostly

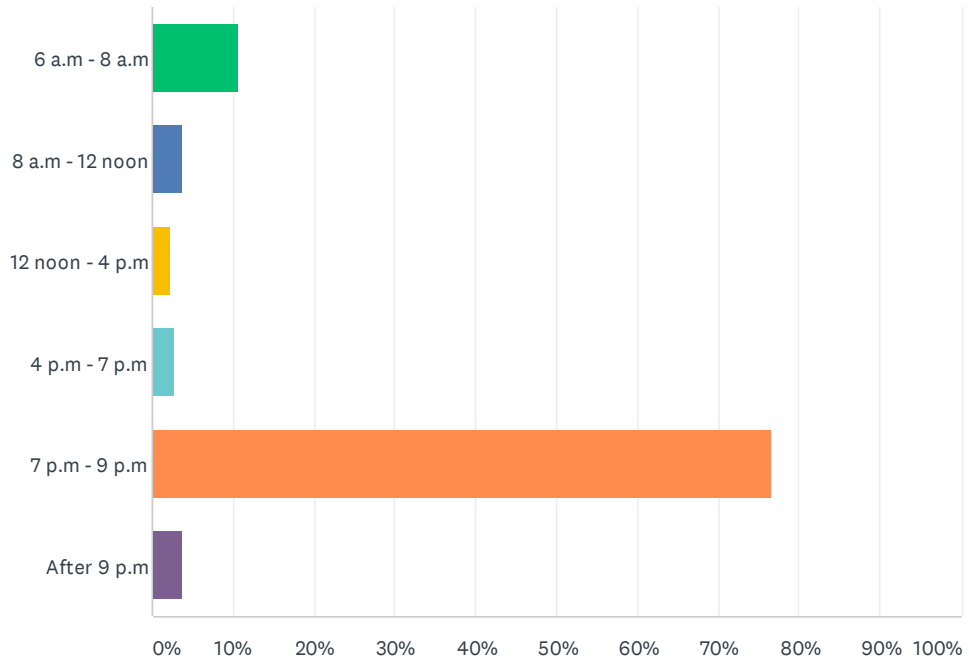
Answered: 267 Skipped: 3



ANSWER CHOICES	RESPONSES	
At Home	95.13%	254
At Work	6.37%	17
On Youtube	15.73%	42
On Mobile (on the go)/Apps	4.49%	12
In public places e.g restaurants and supermarkets	2.25%	6
Other	1.87%	5
Total Respondents: 267		

Q9 I prefer to watch SBC1 from

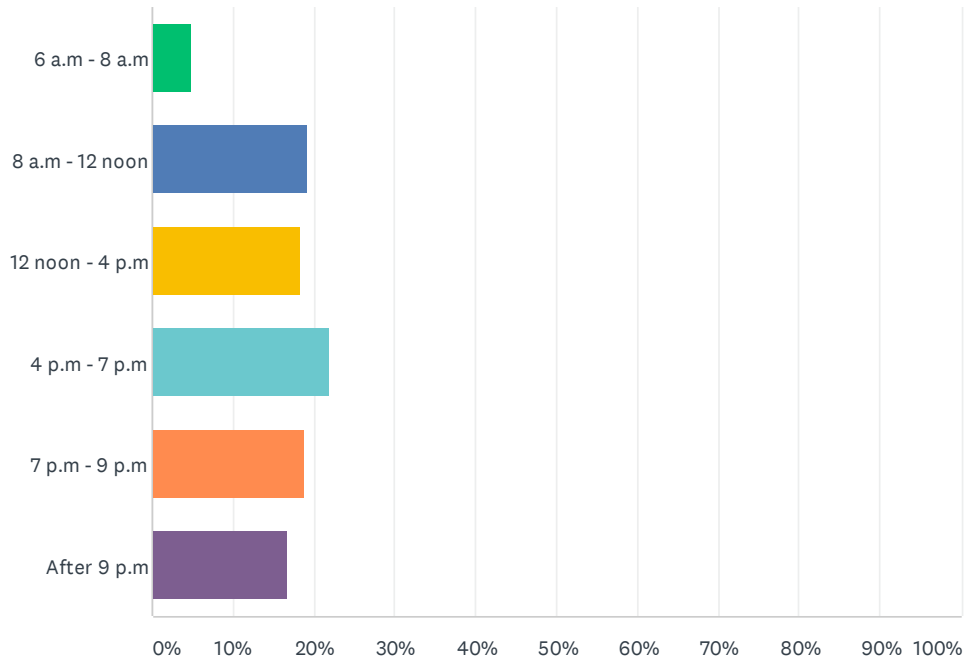
Answered: 261 Skipped: 9



ANSWER CHOICES	RESPONSES	
6 a.m - 8 a.m	10.73%	28
8 a.m - 12 noon	3.83%	10
12 noon - 4 p.m	2.30%	6
4 p.m - 7 p.m	2.68%	7
7 p.m - 9 p.m	76.63%	200
After 9 p.m	3.83%	10
TOTAL		261

Q10 I prefer to watch SBC2 from

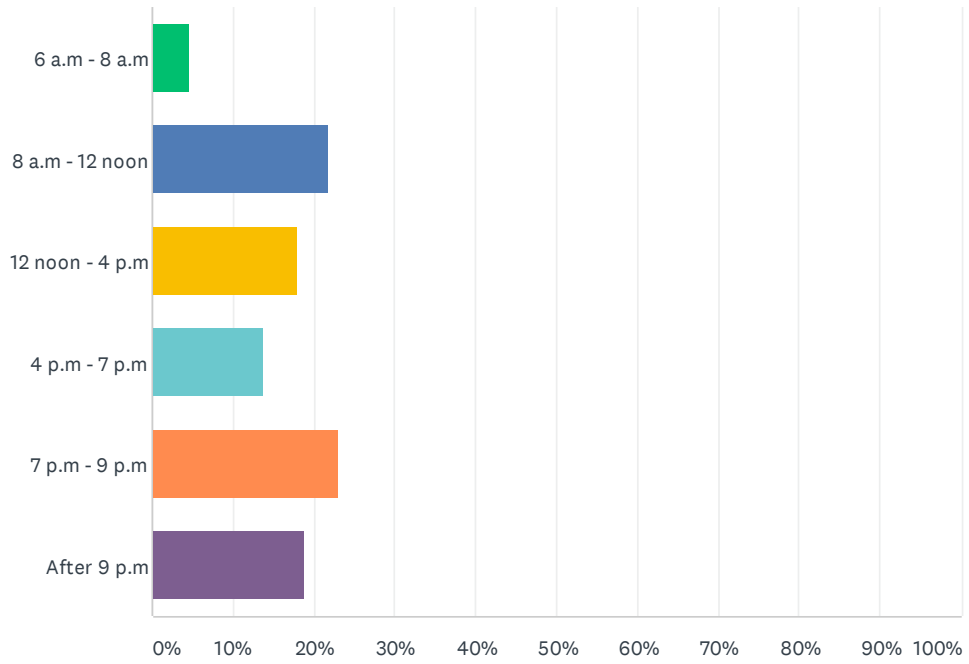
Answered: 245 Skipped: 25



ANSWER CHOICES	RESPONSES	
6 a.m - 8 a.m	4.90%	12
8 a.m - 12 noon	19.18%	47
12 noon - 4 p.m	18.37%	45
4 p.m - 7 p.m	22.04%	54
7 p.m - 9 p.m	18.78%	46
After 9 p.m	16.73%	41
TOTAL		245

Q11 I prefer to watch SBC3 from

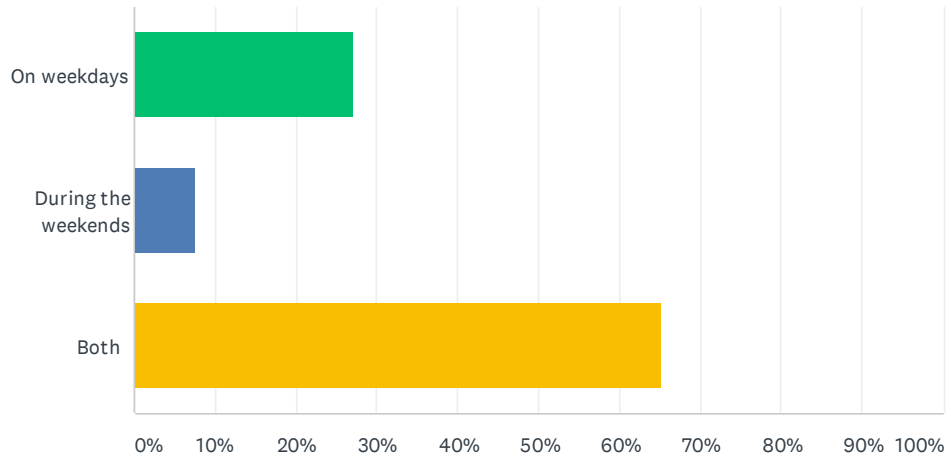
Answered: 217 Skipped: 53



ANSWER CHOICES	RESPONSES	
6 a.m - 8 a.m	4.61%	10
8 a.m - 12 noon	21.66%	47
12 noon - 4 p.m	17.97%	39
4 p.m - 7 p.m	13.82%	30
7 p.m - 9 p.m	23.04%	50
After 9 p.m	18.89%	41
TOTAL		217

Q12 I generally prefer to watch SBC

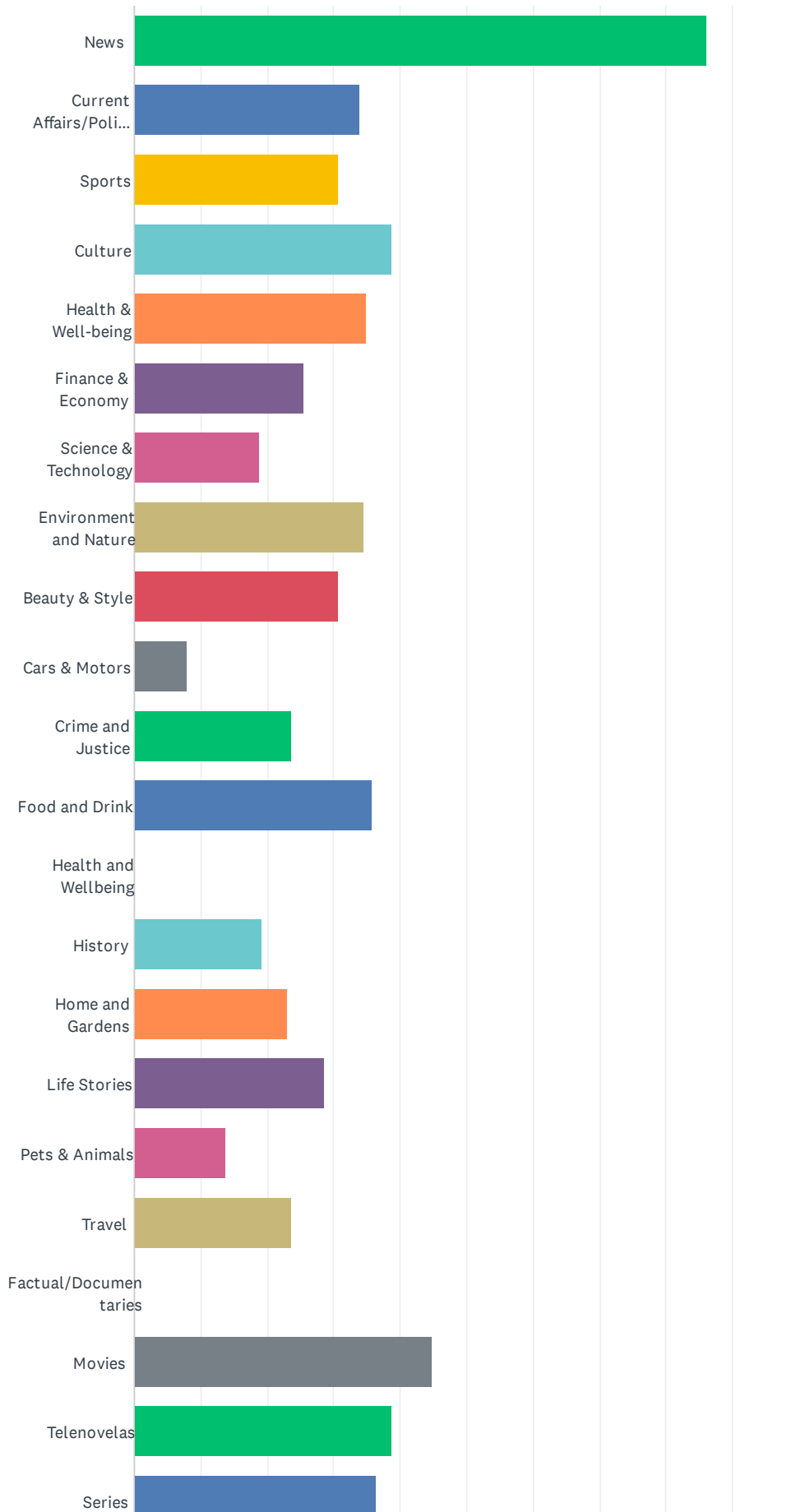
Answered: 262 Skipped: 8



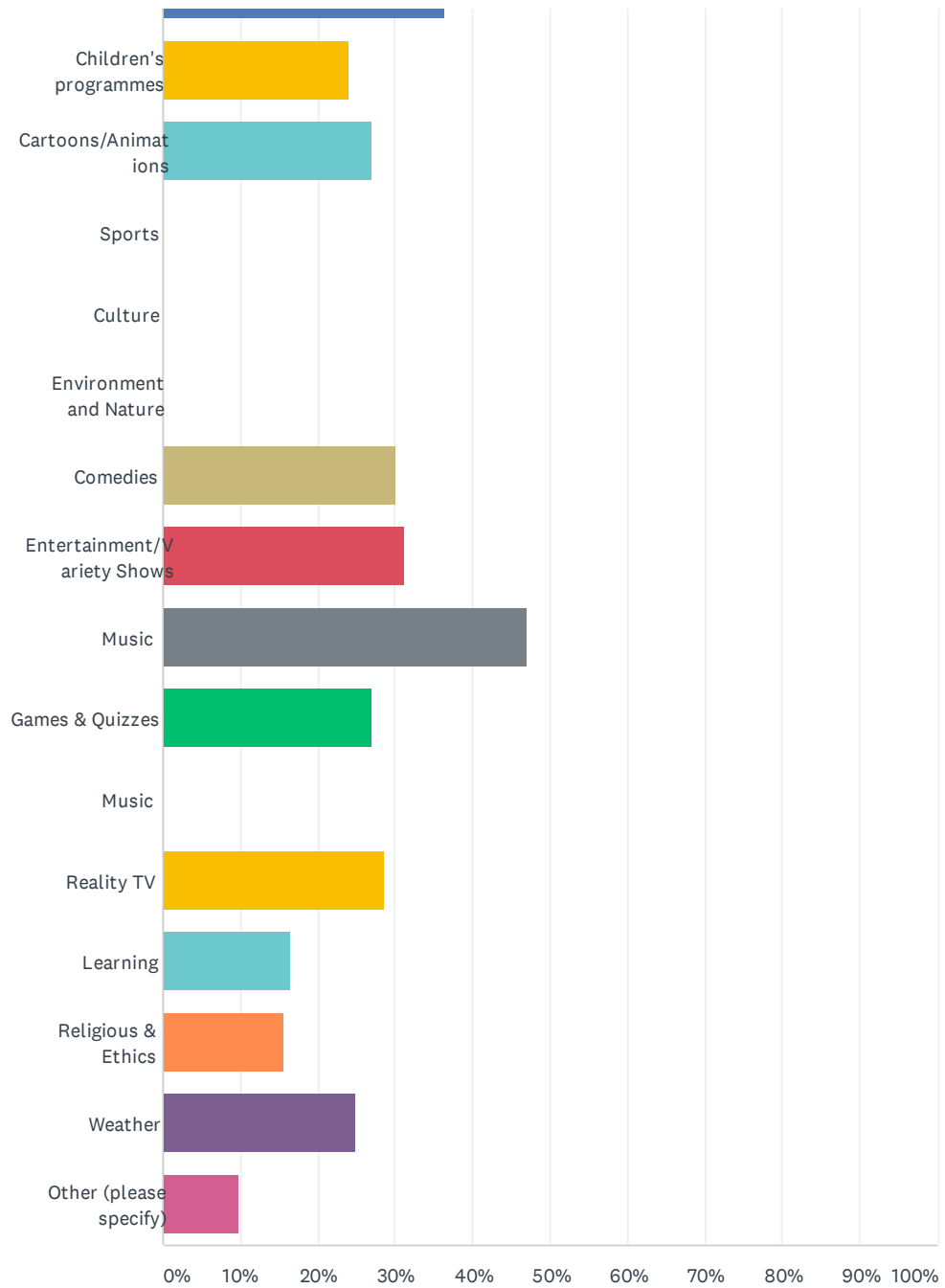
ANSWER CHOICES	RESPONSES	
On weekdays	27.10%	71
During the weekends	7.63%	20
Both	65.27%	171
TOTAL		262

Q13 What type(s) of TV programs do you prefer?

Answered: 266 Skipped: 4



SBC Audience Survey 2020

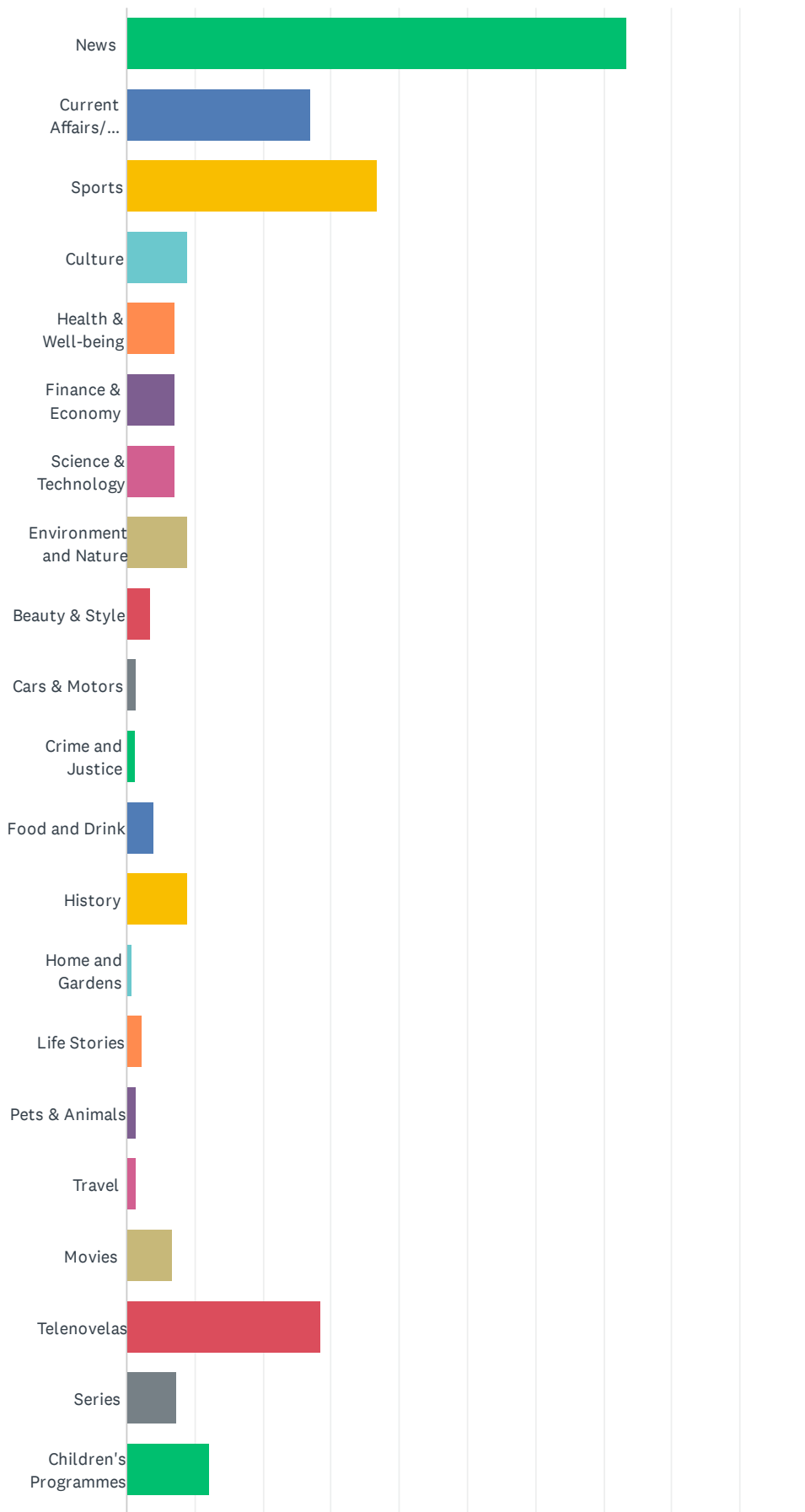


SBC Audience Survey 2020

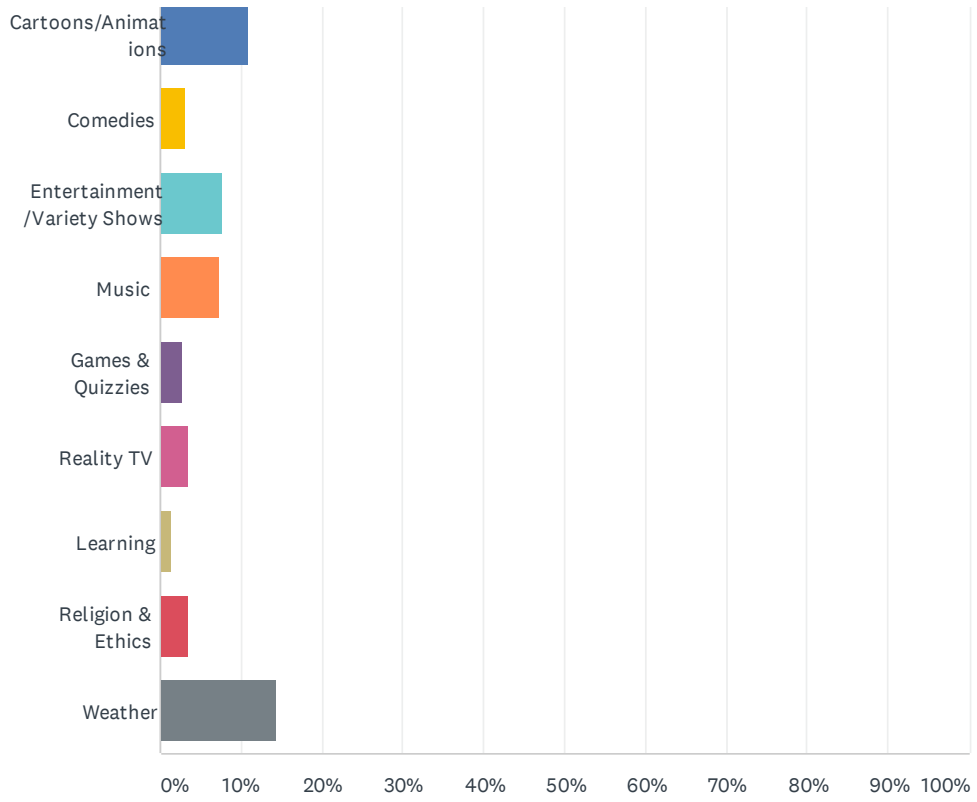
ANSWER CHOICES	RESPONSES	
News	86.09%	229
Current Affairs/Politics	33.83%	90
Sports	30.83%	82
Culture	38.72%	103
Health & Well-being	34.96%	93
Finance & Economy	25.56%	68
Science & Technology	18.80%	50
Environment and Nature	34.59%	92
Beauty & Style	30.83%	82
Cars & Motors	7.89%	21
Crime and Justice	23.68%	63
Food and Drink	35.71%	95
Health and Wellbeing	0.00%	0
History	19.17%	51
Home and Gardens	22.93%	61
Life Stories	28.57%	76
Pets & Animals	13.91%	37
Travel	23.68%	63
Factual/Documentaries	0.00%	0
Movies	44.74%	119
Telenovelas	38.72%	103
Series	36.47%	97
Children's programmes	24.06%	64
Cartoons/Animations	27.07%	72
Sports	0.00%	0
Culture	0.00%	0
Environment and Nature	0.00%	0
Comedies	30.08%	80
Entertainment/Variety Shows	31.20%	83
Music	46.99%	125
Games & Quizzes	27.07%	72
Music	0.00%	0
Reality TV	28.57%	76
Learning	16.54%	44
Religious & Ethics	15.79%	42
Weather	24.81%	66
Other (please specify)	9.77%	26
Total Respondents: 266		

Q14 Tick 3 Genres of Local Programmes that SBC TV are showing enough of

Answered: 256 Skipped: 14



SBC Audience Survey 2020

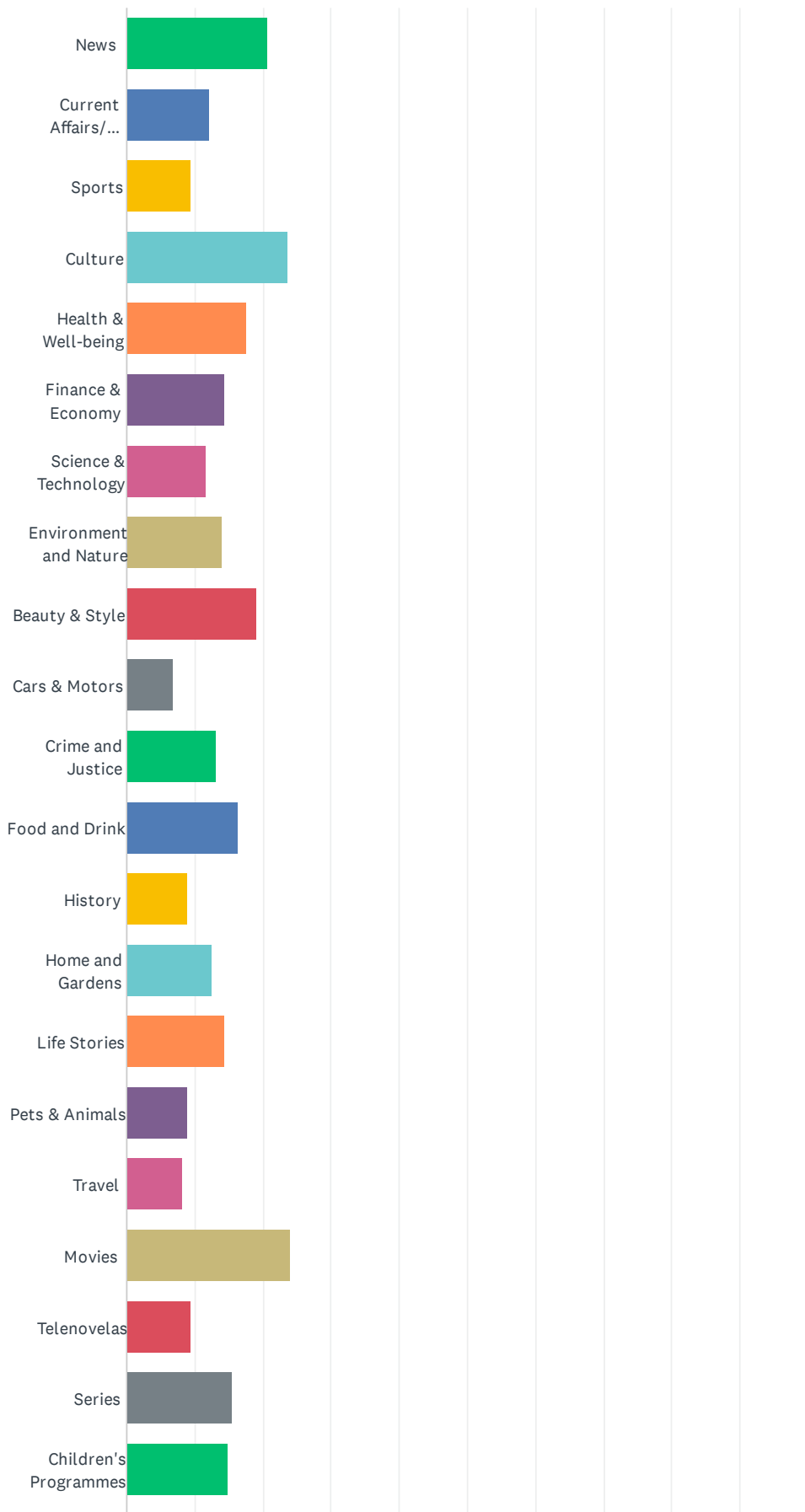


SBC Audience Survey 2020

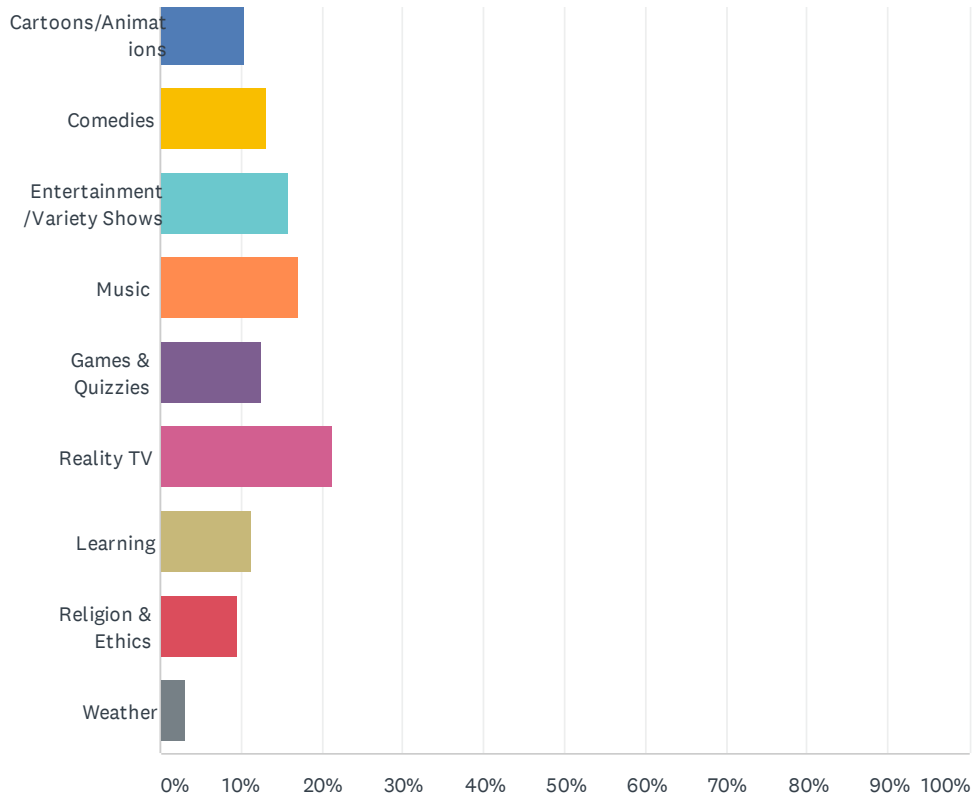
ANSWER CHOICES	RESPONSES	
News	73.44%	188
Current Affairs/ Politics	26.95%	69
Sports	36.72%	94
Culture	8.98%	23
Health & Well-being	7.03%	18
Finance & Economy	7.03%	18
Science & Technology	7.03%	18
Environment and Nature	8.98%	23
Beauty & Style	3.52%	9
Cars & Motors	1.56%	4
Crime and Justice	1.17%	3
Food and Drink	3.91%	10
History	8.98%	23
Home and Gardens	0.78%	2
Life Stories	2.34%	6
Pets & Animals	1.56%	4
Travel	1.56%	4
Movies	6.64%	17
Telenovelas	28.52%	73
Series	7.42%	19
Children's Programmes	12.11%	31
Cartoons/Animations	10.94%	28
Comedies	3.13%	8
Entertainment /Variety Shows	7.81%	20
Music	7.42%	19
Games & Quizzies	2.73%	7
Reality TV	3.52%	9
Learning	1.56%	4
Religion & Ethics	3.52%	9
Weather	14.45%	37
Total Respondents: 256		

Q15 Tick 3 Genres of Local Programmes that SBC TV are NOT showing enough of

Answered: 257 Skipped: 13



SBC Audience Survey 2020

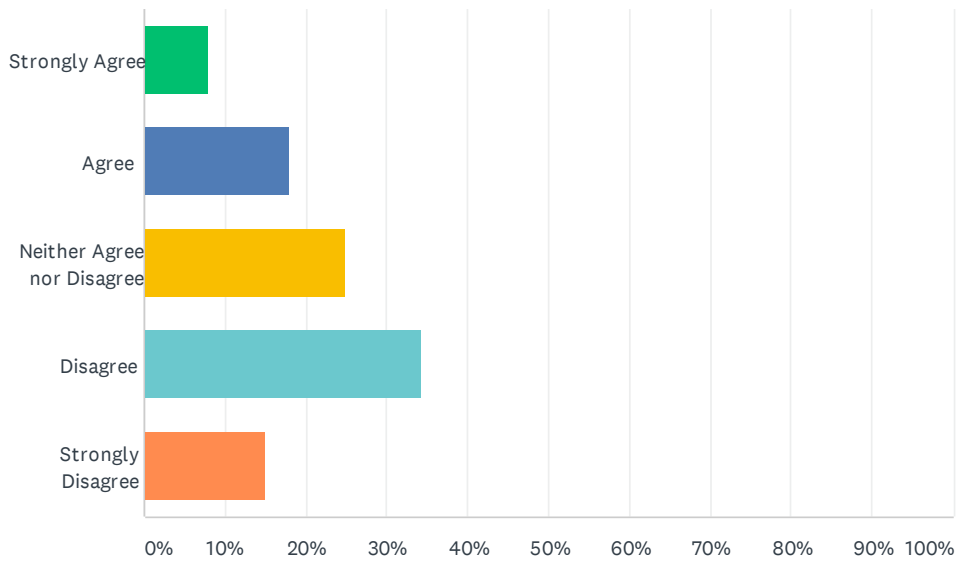


SBC Audience Survey 2020

ANSWER CHOICES	RESPONSES	
News	20.62%	53
Current Affairs/ Politics	12.06%	31
Sports	9.34%	24
Culture	23.74%	61
Health & Well-being	17.51%	45
Finance & Economy	14.40%	37
Science & Technology	11.67%	30
Environment and Nature	14.01%	36
Beauty & Style	19.07%	49
Cars & Motors	7.00%	18
Crime and Justice	13.23%	34
Food and Drink	16.34%	42
History	8.95%	23
Home and Gardens	12.45%	32
Life Stories	14.40%	37
Pets & Animals	8.95%	23
Travel	8.17%	21
Movies	24.12%	62
Telenovelas	9.34%	24
Series	15.56%	40
Children's Programmes	14.79%	38
Cartoons/Animations	10.51%	27
Comedies	13.23%	34
Entertainment /Variety Shows	15.95%	41
Music	17.12%	44
Games & Quizzies	12.45%	32
Reality TV	21.40%	55
Learning	11.28%	29
Religion & Ethics	9.73%	25
Weather	3.11%	8
Total Respondents: 257		

Q16 SBC TV broadcasts enough Local Programmes

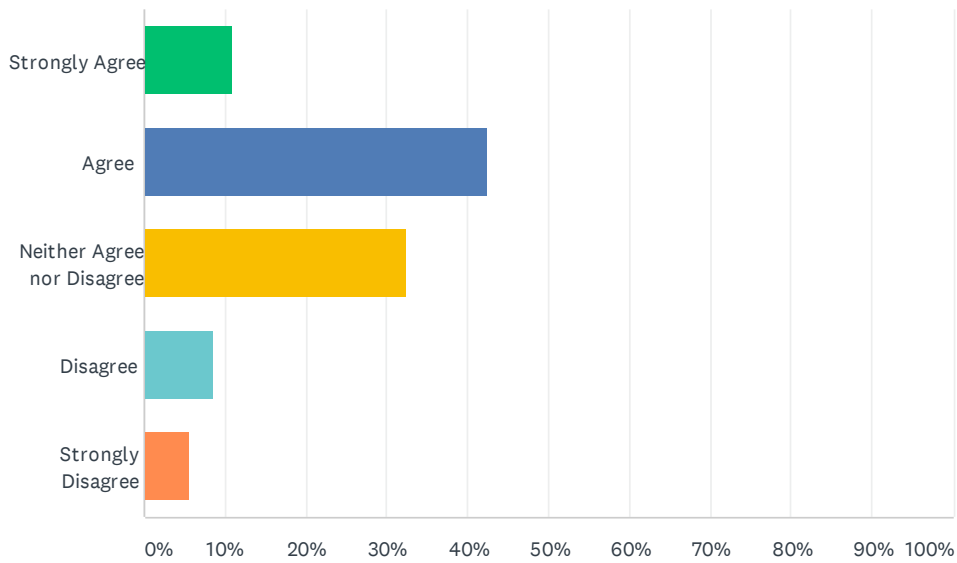
Answered: 266 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly Agree	7.89%	21
Agree	18.05%	48
Neither Agree nor Disagree	24.81%	66
Disagree	34.21%	91
Strongly Disagree	15.04%	40
TOTAL		266

Q18 The Local Programmes shown on SBC TV are good and interesting to watch

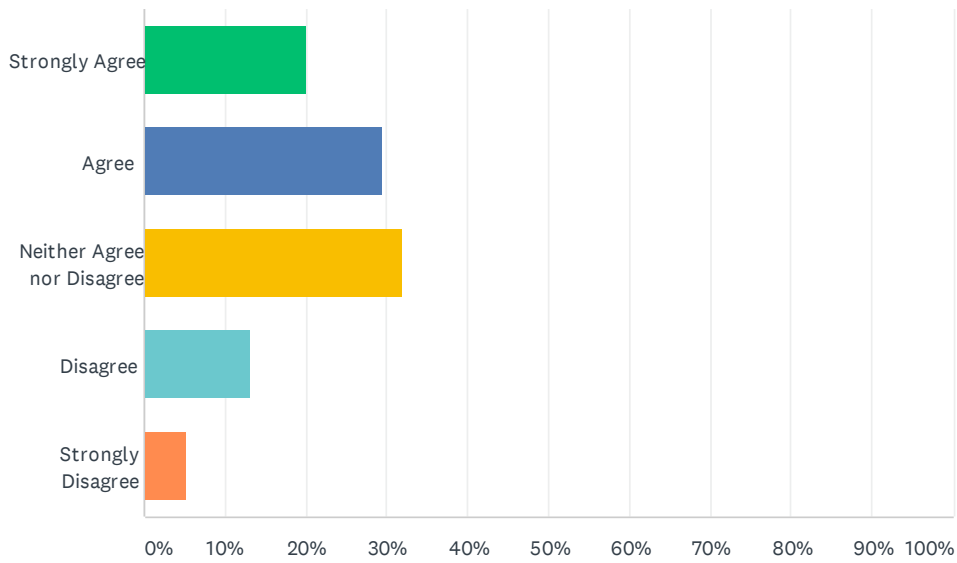
Answered: 266 Skipped: 4



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.90%	29
Agree	42.48%	113
Neither Agree nor Disagree	32.33%	86
Disagree	8.65%	23
Strongly Disagree	5.64%	15
TOTAL		266

Q19 SBC TV shows enough International Programmes

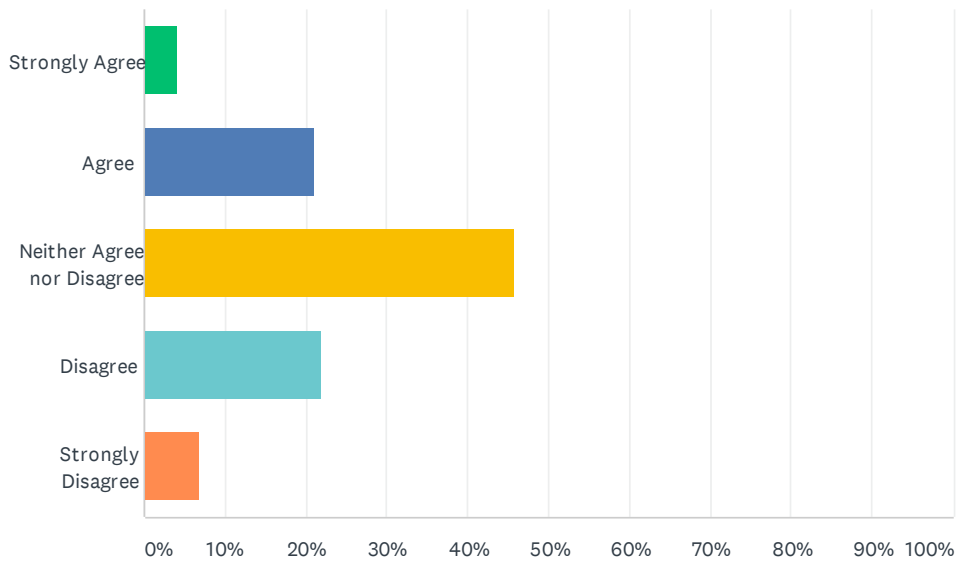
Answered: 265 Skipped: 5



ANSWER CHOICES	RESPONSES	
Strongly Agree	20.00%	53
Agree	29.43%	78
Neither Agree nor Disagree	32.08%	85
Disagree	13.21%	35
Strongly Disagree	5.28%	14
TOTAL		265

Q20 The International Programmes shown on TV are good and interesting to watch

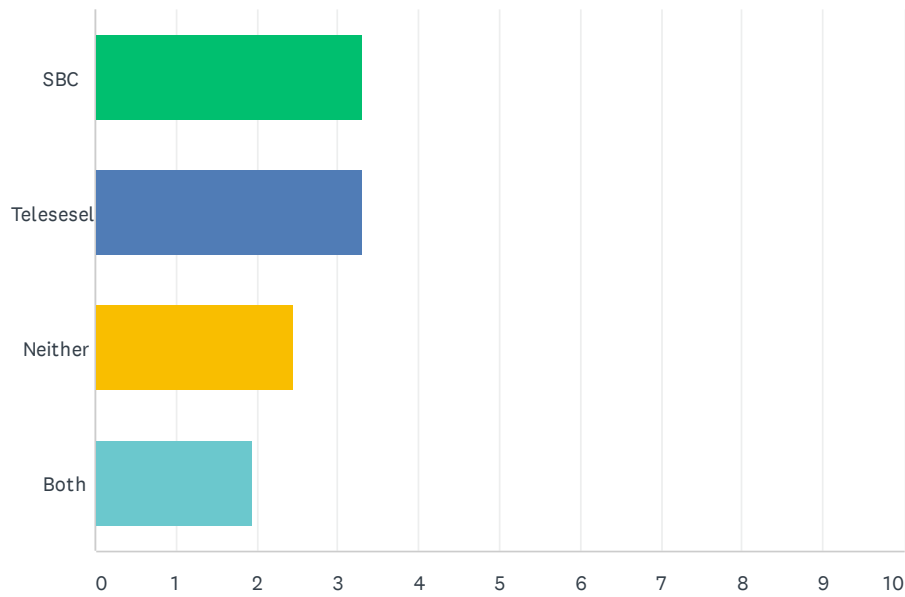
Answered: 264 Skipped: 6



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.17%	11
Agree	21.21%	56
Neither Agree nor Disagree	45.83%	121
Disagree	21.97%	58
Strongly Disagree	6.82%	18
TOTAL		264

Q21 Which is your Favorite Local TV Service? List in order of preference.

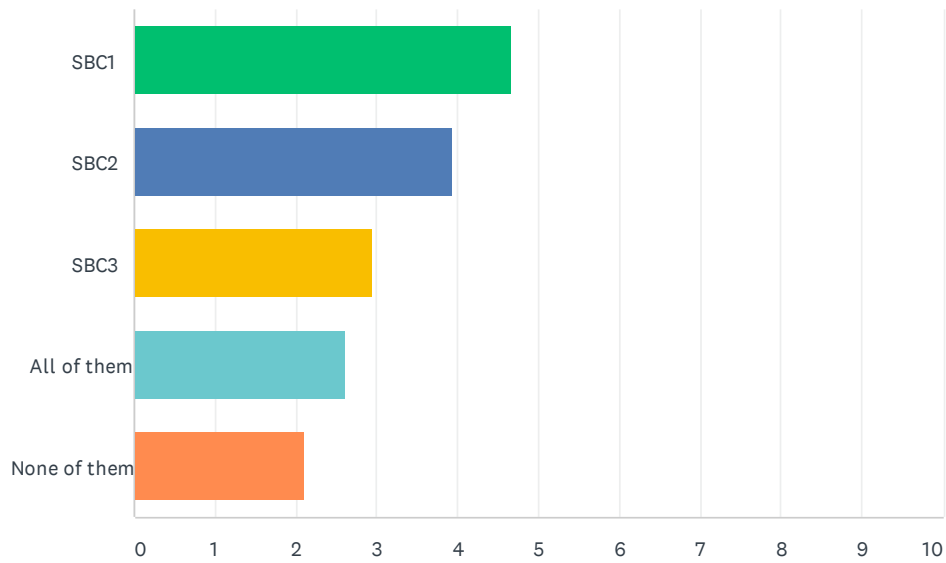
Answered: 254 Skipped: 16



	1	2	3	4	TOTAL	SCORE
SBC	46.39% 90	42.78% 83	6.19% 12	4.64% 9	194	3.31
Telesesel	50.00% 90	37.22% 67	6.11% 11	6.67% 12	180	3.31
Neither	27.52% 30	7.34% 8	47.71% 52	17.43% 19	109	2.45
Both	20.56% 22	7.48% 8	17.76% 19	54.21% 58	107	1.94

Q22 Which is your favorite SBC channel on the DTT service? List in order of preference.

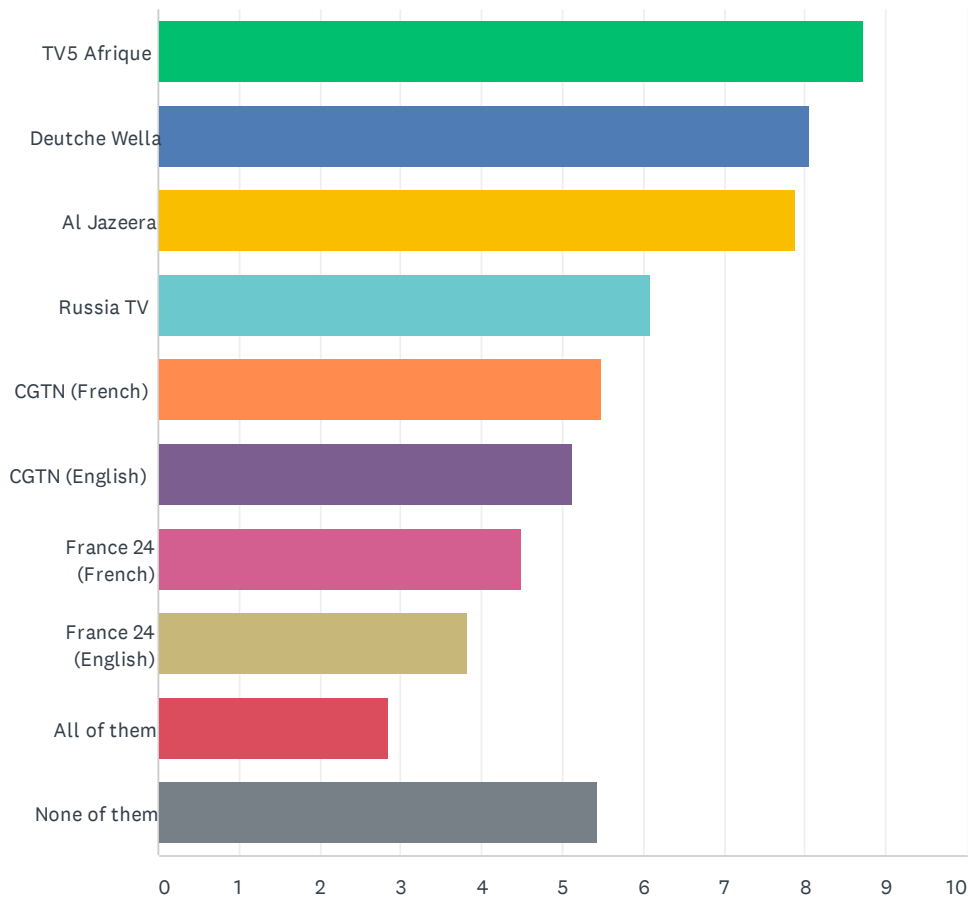
Answered: 257 Skipped: 13



	1	2	3	4	5	TOTAL	SCORE
SBC1	75.88% 151	17.59% 35	5.03% 10	0.50% 1	1.01% 2	199	4.67
SBC2	12.43% 22	70.06% 124	16.38% 29	0.56% 1	0.56% 1	177	3.93
SBC3	4.52% 7	9.68% 15	67.10% 104	14.84% 23	3.87% 6	155	2.96
All of them	22.32% 25	0.89% 1	8.93% 10	51.79% 58	16.07% 18	112	2.62
None of them	21.93% 25	1.75% 2	3.51% 4	11.40% 13	61.40% 70	114	2.11

Q23 Which is your favorite foreign channel on the SBC DTT service? List in order of preference.

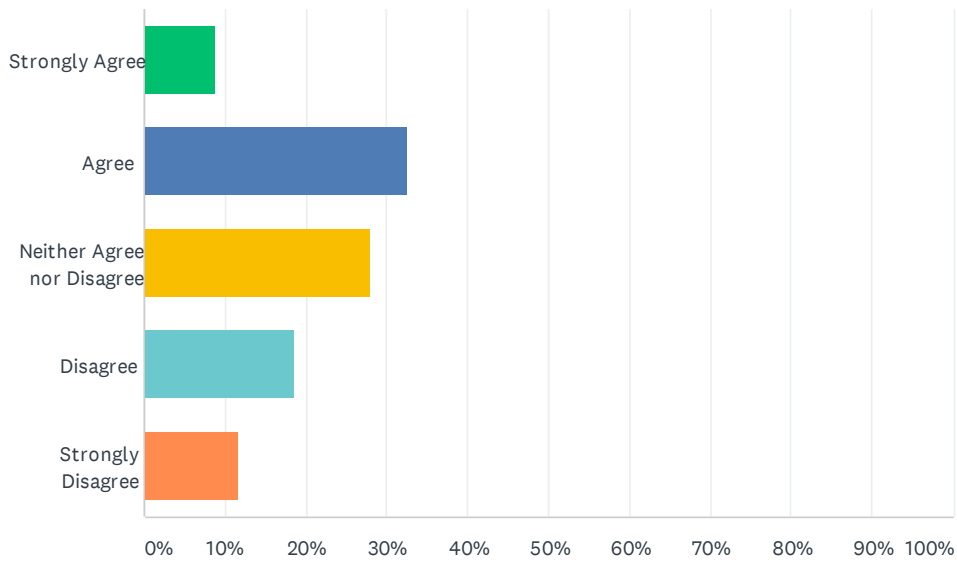
Answered: 253 Skipped: 17



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCO
TV5 Afrique	47.37% 81	29.82% 51	9.94% 17	3.51% 6	1.75% 3	0.00% 0	0.58% 1	1.75% 3	2.34% 4	2.92% 5	171	8
Deutche Wella	9.82% 16	47.85% 78	20.25% 33	7.98% 13	3.68% 6	4.29% 7	1.23% 2	3.07% 5	0.00% 0	1.84% 3	163	8
Al Jazeera	18.44% 33	10.61% 19	40.78% 73	16.76% 30	6.70% 12	2.79% 5	1.68% 3	0.00% 0	1.12% 2	1.12% 2	179	7
Russia TV	0.00% 0	2.47% 4	6.79% 11	38.89% 63	28.40% 46	9.88% 16	6.79% 11	2.47% 4	1.85% 3	2.47% 4	162	6
CGTN (French)	1.82% 3	1.82% 3	3.03% 5	8.48% 14	39.39% 65	27.27% 45	9.09% 15	4.85% 8	3.03% 5	1.21% 2	165	5
CGTN (English)	2.34% 4	2.92% 5	7.60% 13	7.02% 12	8.19% 14	34.50% 59	22.22% 38	12.28% 21	2.34% 4	0.58% 1	171	5
France 24 (French)	1.81% 3	4.82% 8	6.02% 10	6.02% 10	3.61% 6	9.64% 16	37.35% 62	20.48% 34	7.23% 12	3.01% 5	166	4
France 24 (English)	4.17% 7	2.98% 5	4.17% 7	4.17% 7	3.57% 6	5.36% 9	11.90% 20	33.93% 57	25.00% 42	4.76% 8	168	3
All of them	4.82% 8	2.41% 4	1.81% 3	2.41% 4	1.81% 3	1.81% 3	4.22% 7	9.04% 15	47.59% 79	24.10% 40	166	2
None of them	43.14% 88	1.47% 3	0.49% 1	1.47% 3	0.98% 2	1.47% 3	1.47% 3	5.88% 12	3.92% 8	39.71% 81	204	5

Q24 I believe SBC TV has improved over the past 12 months

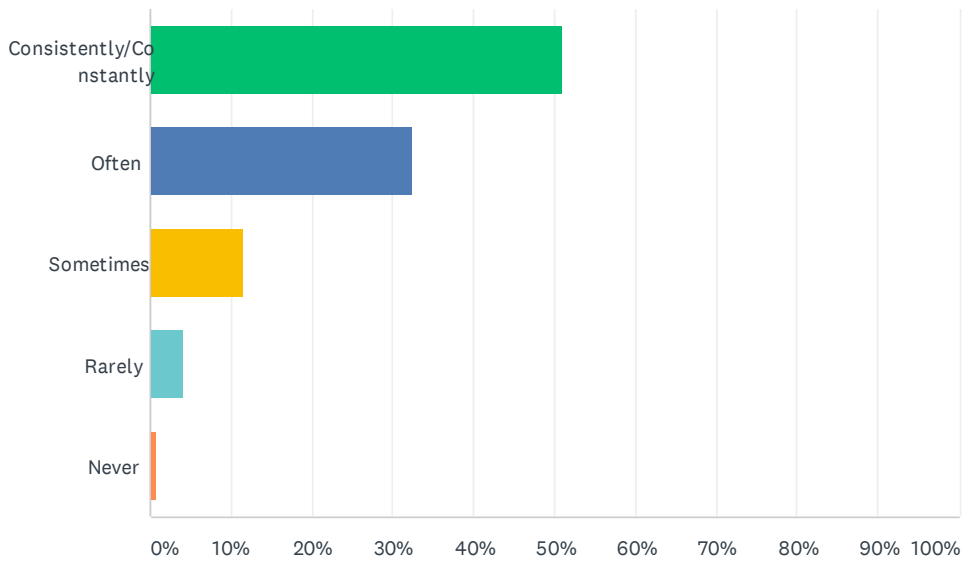
Answered: 263 Skipped: 7



ANSWER CHOICES	RESPONSES	
Strongly Agree	8.75%	23
Agree	32.70%	86
Neither Agree nor Disagree	28.14%	74
Disagree	18.63%	49
Strongly Disagree	11.79%	31
TOTAL		263

Q26 I watch the SBC News

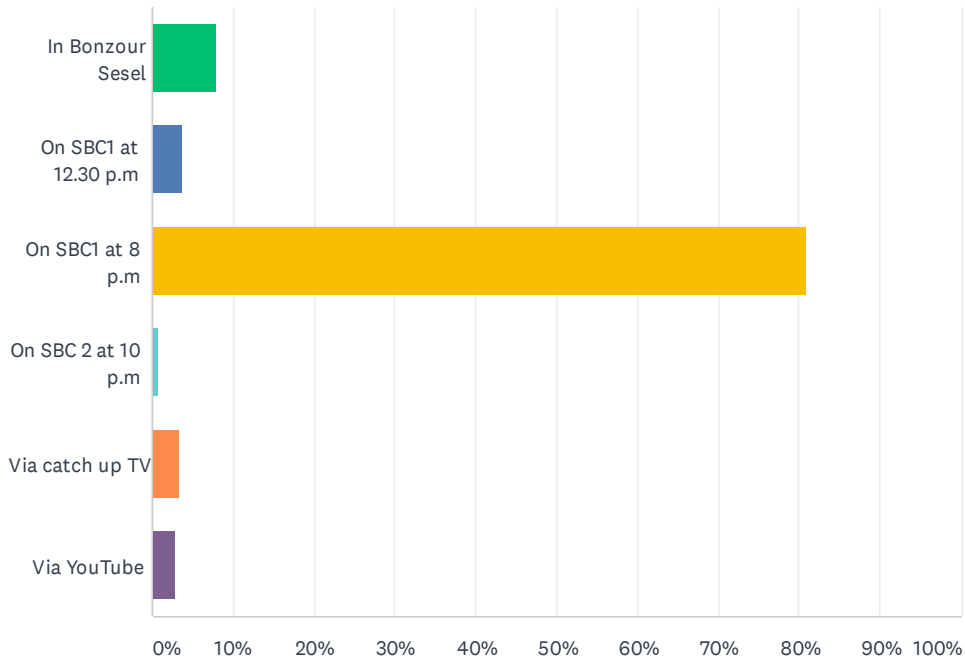
Answered: 235 Skipped: 35



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	51.06%	120
Often	32.34%	76
Sometimes	11.49%	27
Rarely	4.26%	10
Never	0.85%	2
TOTAL		235

Q27 I prefer to watch the TV News

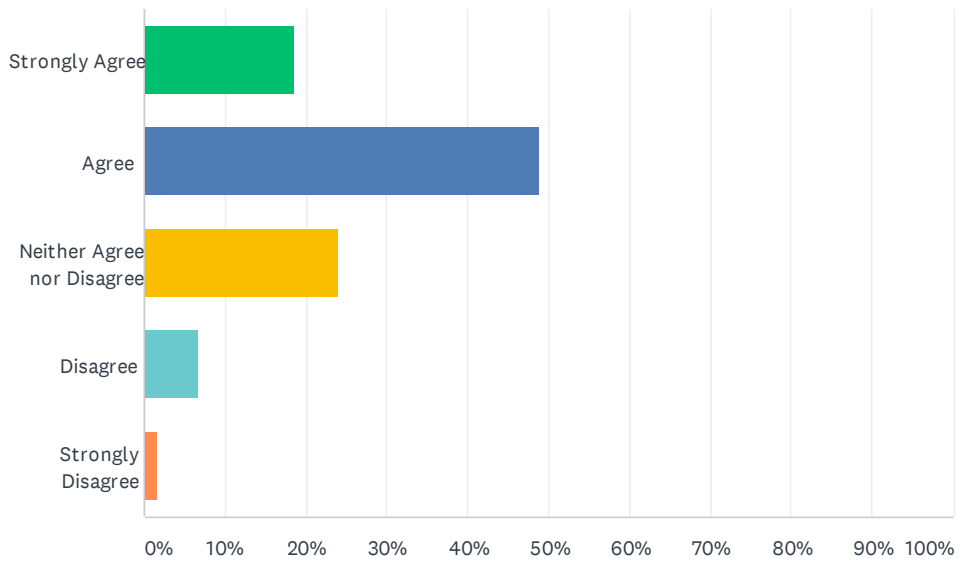
Answered: 236 Skipped: 34



ANSWER CHOICES	RESPONSES
In Bonzour Sesel	8.05% 19
On SBC1 at 12.30 p.m	3.81% 9
On SBC1 at 8 p.m	80.93% 191
On SBC 2 at 10 p.m	0.85% 2
Via catch up TV	3.39% 8
Via YouTube	2.97% 7
TOTAL	236

Q28 SBC News keeps me informed of what is happening in the Country

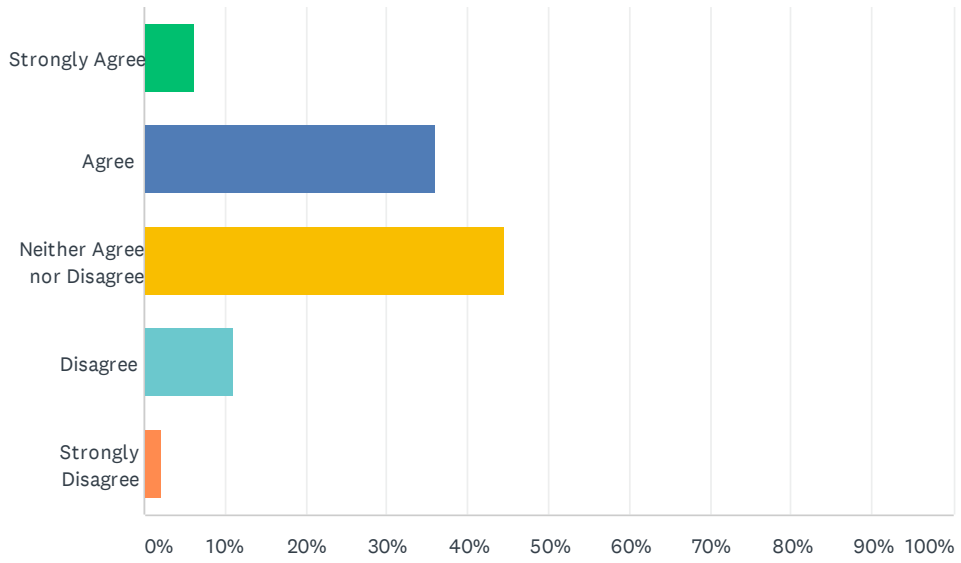
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	18.57%	44
Agree	48.95%	116
Neither Agree nor Disagree	24.05%	57
Disagree	6.75%	16
Strongly Disagree	1.69%	4
TOTAL		237

Q29 SBC News is Accurate and Factual

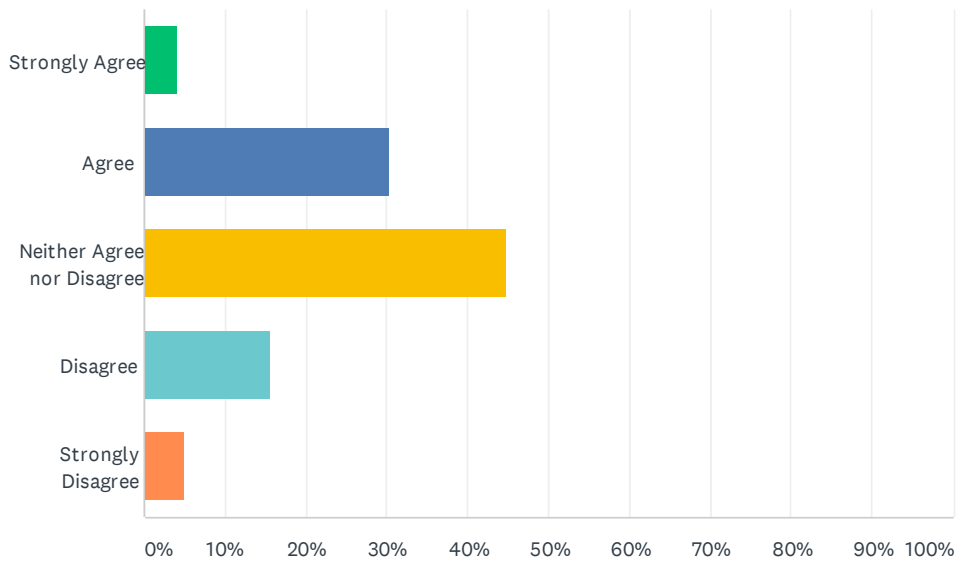
Answered: 236 Skipped: 34



ANSWER CHOICES	RESPONSES	
Strongly Agree	6.36%	15
Agree	36.02%	85
Neither Agree nor Disagree	44.49%	105
Disagree	11.02%	26
Strongly Disagree	2.12%	5
TOTAL		236

Q30 SBC is Objective, Fair and Balanced in its News and Current Affairs Reporting and Coverage

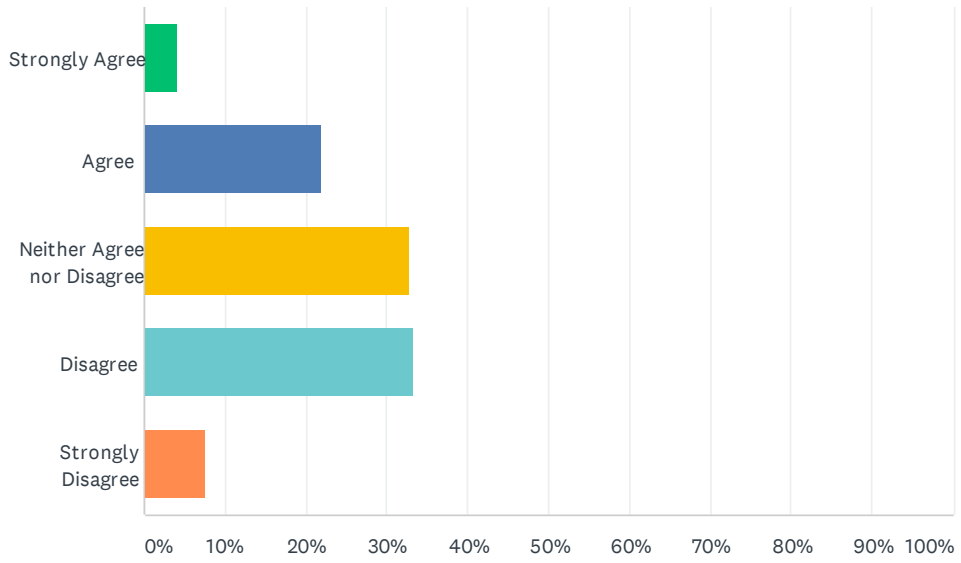
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.22%	10
Agree	30.38%	72
Neither Agree nor Disagree	44.73%	106
Disagree	15.61%	37
Strongly Disagree	5.06%	12
TOTAL		237

Q31 SBC covers enough Local News

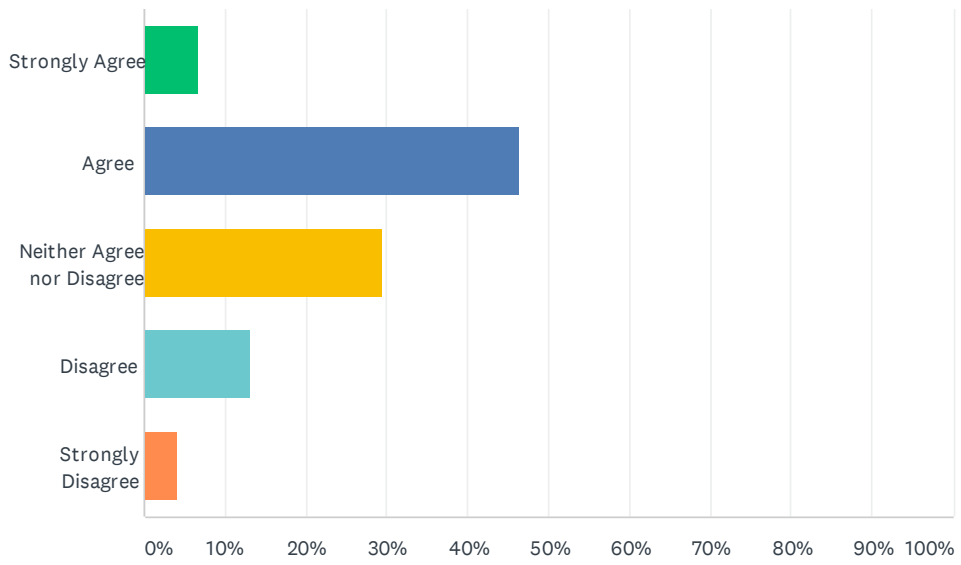
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.22%	10
Agree	21.94%	52
Neither Agree nor Disagree	32.91%	78
Disagree	33.33%	79
Strongly Disagree	7.59%	18
TOTAL		237

Q32 SBC covers enough Sports News

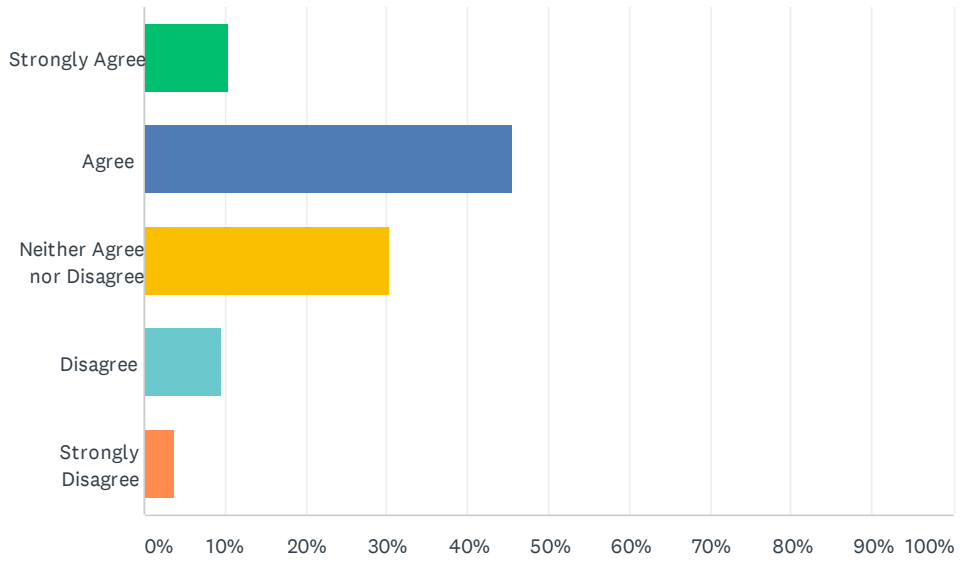
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	6.75%	16
Agree	46.41%	110
Neither Agree nor Disagree	29.54%	70
Disagree	13.08%	31
Strongly Disagree	4.22%	10
TOTAL		237

Q33 SBC covers enough International news

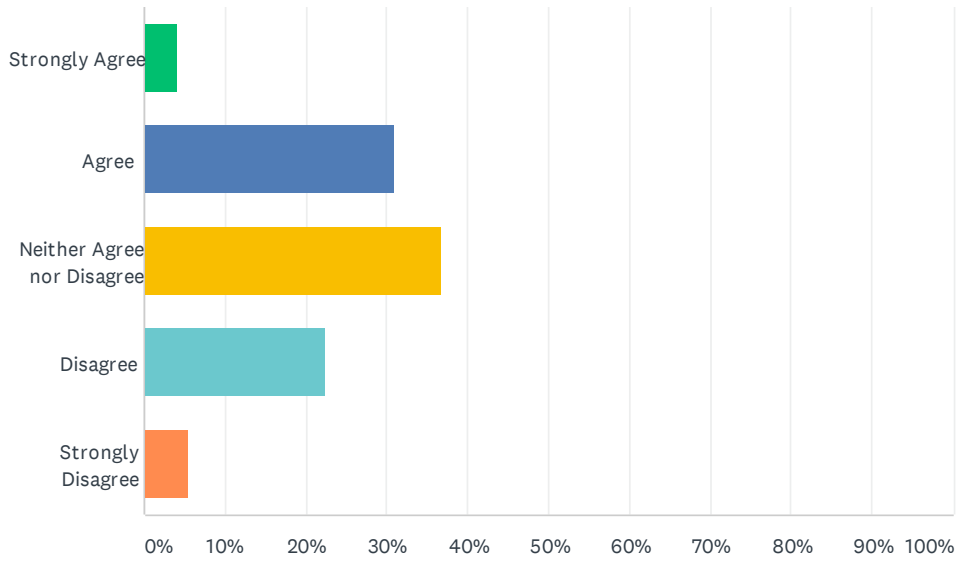
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.55%	25
Agree	45.57%	108
Neither Agree nor Disagree	30.38%	72
Disagree	9.70%	23
Strongly Disagree	3.80%	9
TOTAL		237

Q34 SBC broadcasts enough local Current Affairs Programmes

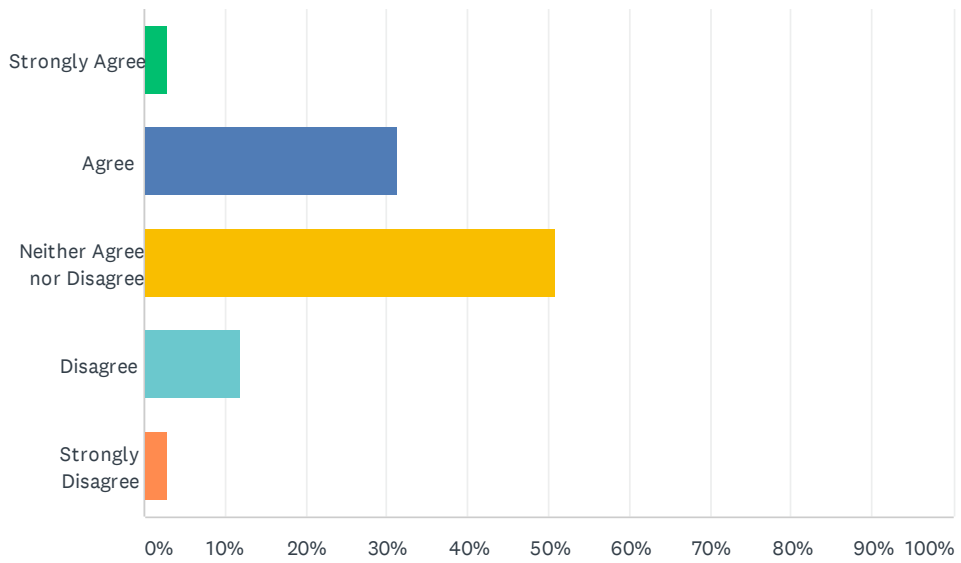
Answered: 236 Skipped: 34



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.24%	10
Agree	30.93%	73
Neither Agree nor Disagree	36.86%	87
Disagree	22.46%	53
Strongly Disagree	5.51%	13
TOTAL		236

Q35 The Current Affairs Programmes are Compelling and Relevant

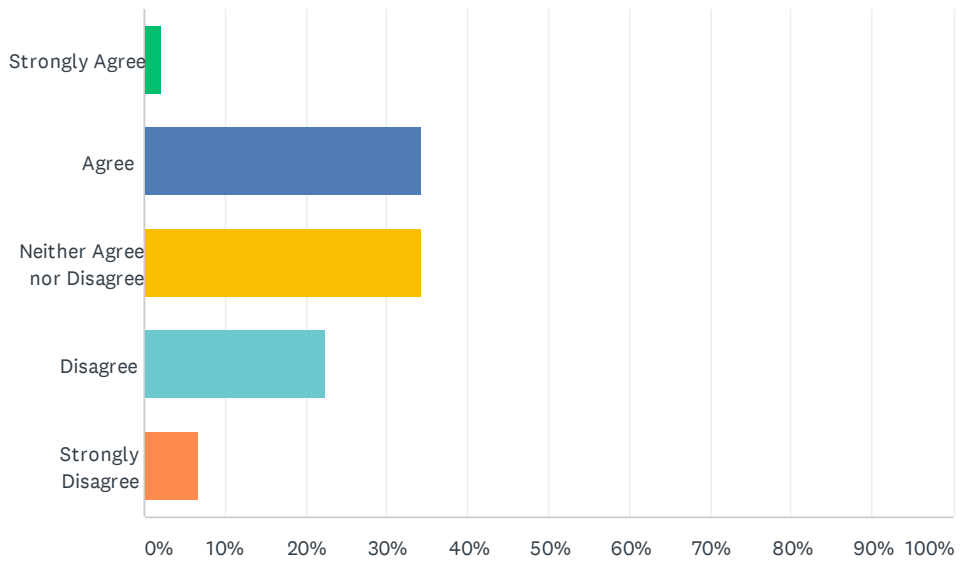
Answered: 236 Skipped: 34



ANSWER CHOICES	RESPONSES	
Strongly Agree	2.97%	7
Agree	31.36%	74
Neither Agree nor Disagree	50.85%	120
Disagree	11.86%	28
Strongly Disagree	2.97%	7
TOTAL		236

Q36 SBC provides Timely information and reports on national events

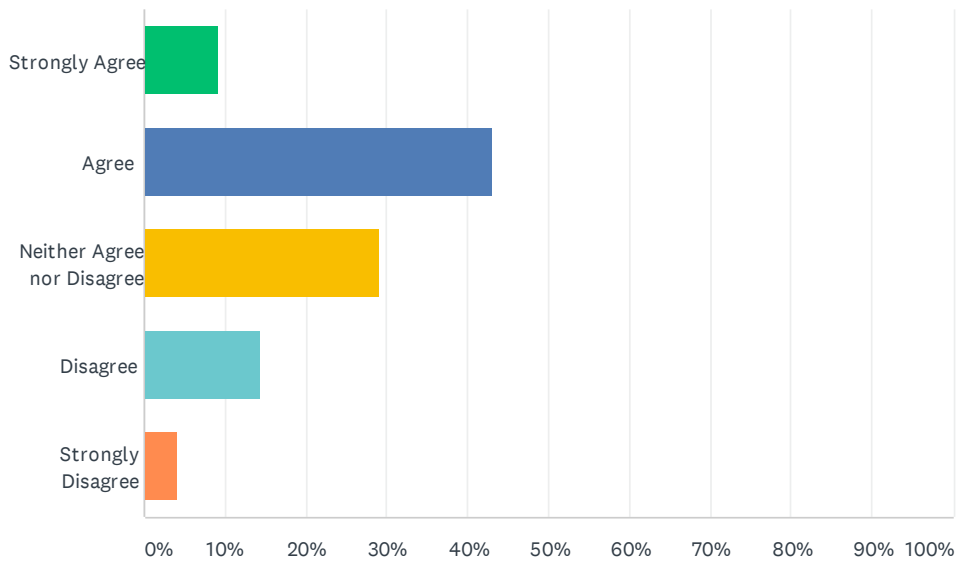
Answered: 236 Skipped: 34



ANSWER CHOICES	RESPONSES	
Strongly Agree	2.12%	5
Agree	34.32%	81
Neither Agree nor Disagree	34.32%	81
Disagree	22.46%	53
Strongly Disagree	6.78%	16
TOTAL		236

Q37 I believe that the News bulletins have improved over the past 12 months

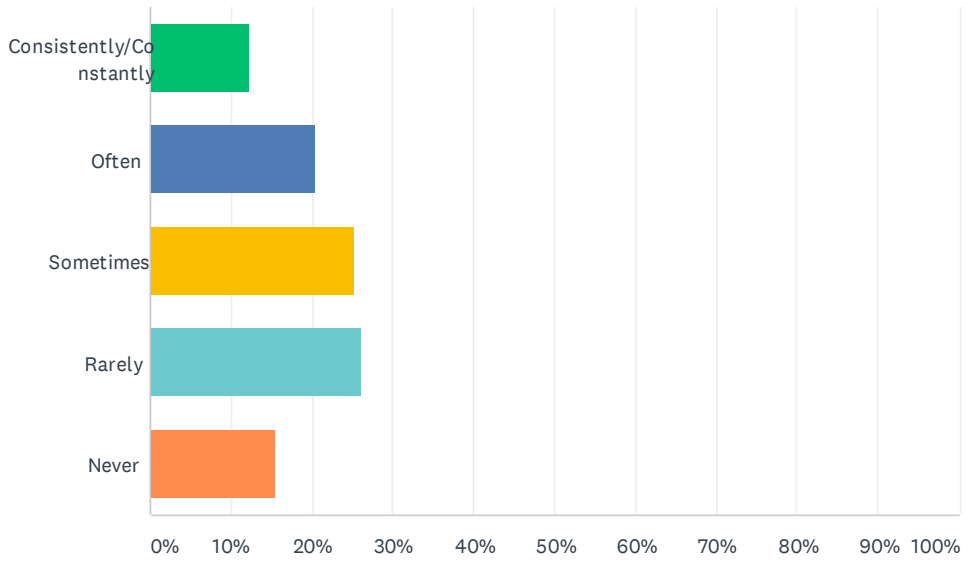
Answered: 237 Skipped: 33



ANSWER CHOICES	RESPONSES	
Strongly Agree	9.28%	22
Agree	43.04%	102
Neither Agree nor Disagree	29.11%	69
Disagree	14.35%	34
Strongly Disagree	4.22%	10
TOTAL		237

Q39 I listen to Radyo Sesel

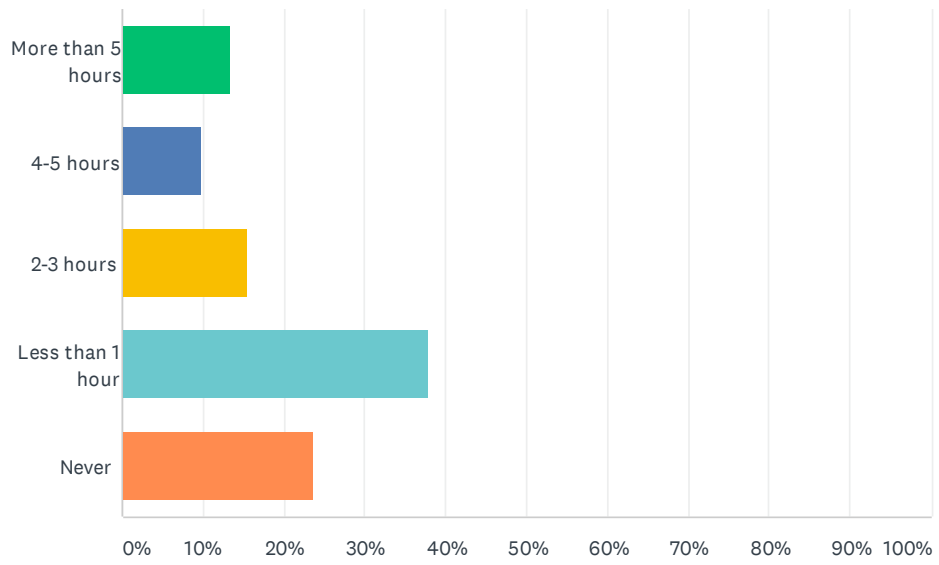
Answered: 225 Skipped: 45



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	12.44%	28
Often	20.44%	46
Sometimes	25.33%	57
Rarely	26.22%	59
Never	15.56%	35
TOTAL		225

Q40 On average, in a day I listen to Radyo Sesel for

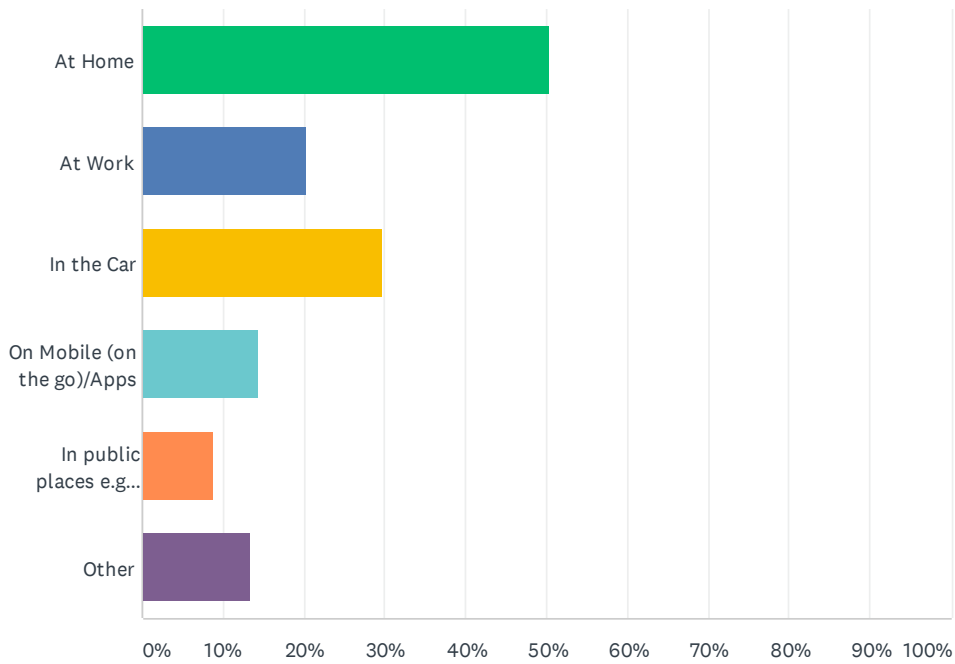
Answered: 225 Skipped: 45



ANSWER CHOICES	RESPONSES	
More than 5 hours	13.33%	30
4-5 hours	9.78%	22
2-3 hours	15.56%	35
Less than 1 hour	37.78%	85
Never	23.56%	53
TOTAL		225

Q41 I listen to Radyo Sesel

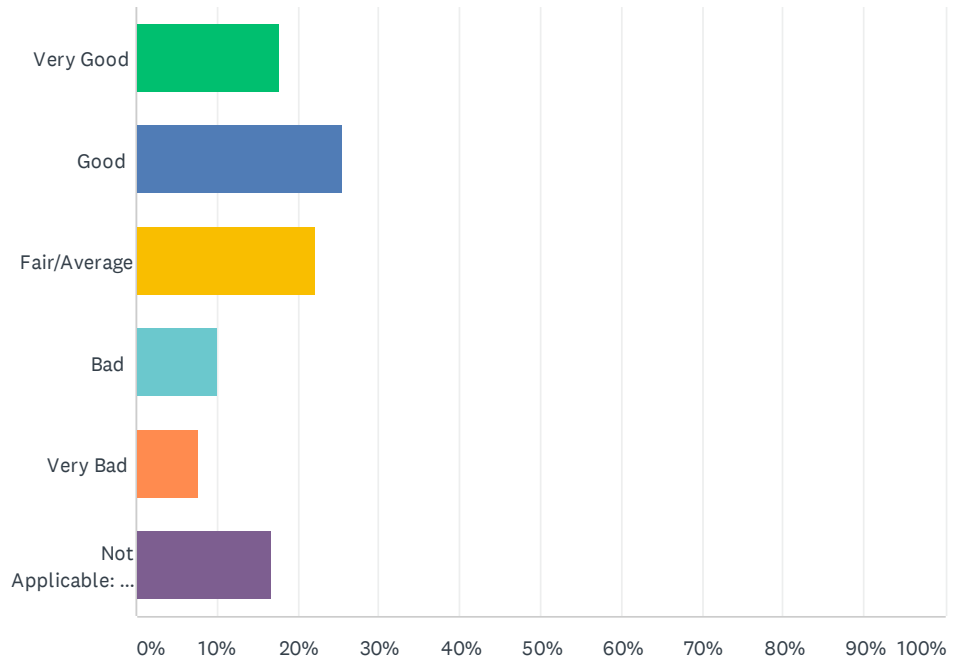
Answered: 216 Skipped: 54



ANSWER CHOICES	RESPONSES	
At Home	50.46%	109
At Work	20.37%	44
In the Car	29.63%	64
On Mobile (on the go)/Apps	14.35%	31
In public places e.g restaurants and supermarkets	8.80%	19
Other	13.43%	29
Total Respondents: 216		

Q42 The Radyo Sesel reception in my home is

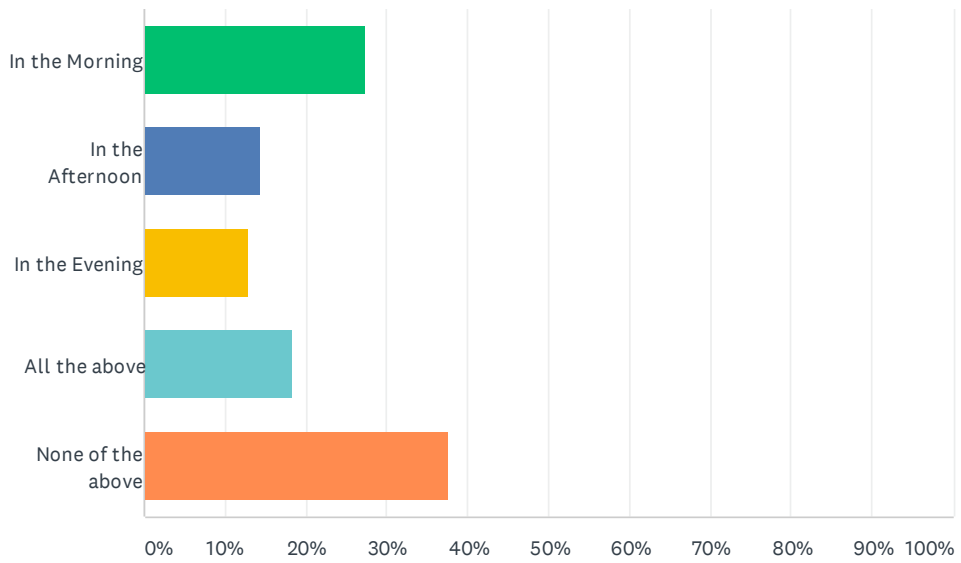
Answered: 220 Skipped: 50



ANSWER CHOICES	RESPONSES	
Very Good	17.73%	39
Good	25.45%	56
Fair/Average	22.27%	49
Bad	10.00%	22
Very Bad	7.73%	17
Not Applicable: I do not receive Radyo Sesel via a Radio Set	16.82%	37
TOTAL		220

Q43 During the day I listen to Radyo Sesel

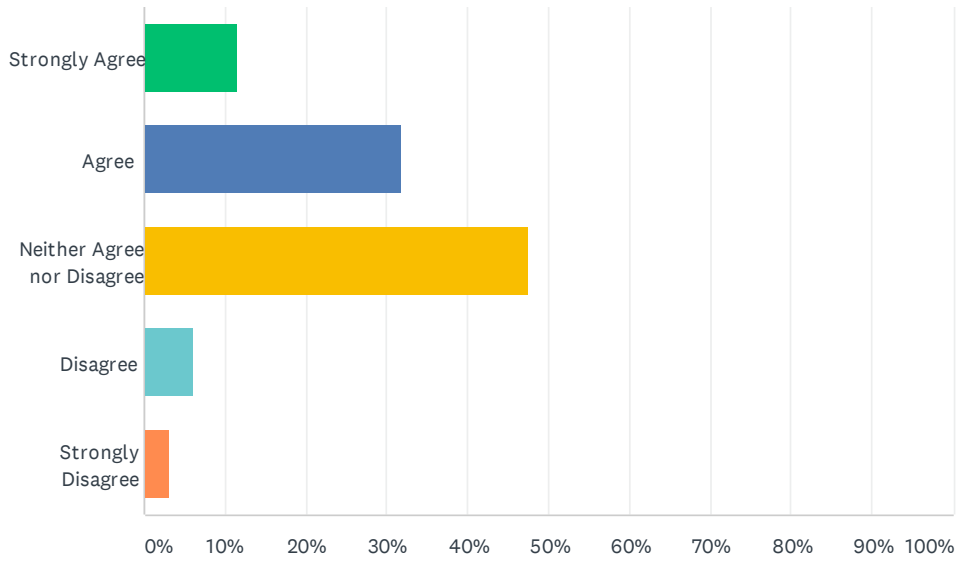
Answered: 223 Skipped: 47



ANSWER CHOICES	RESPONSES	
In the Morning	27.35%	61
In the Afternoon	14.35%	32
In the Evening	13.00%	29
All the above	18.39%	41
None of the above	37.67%	84
Total Respondents: 223		

Q44 I believe Radyo Sesel has a good variety of Programmes

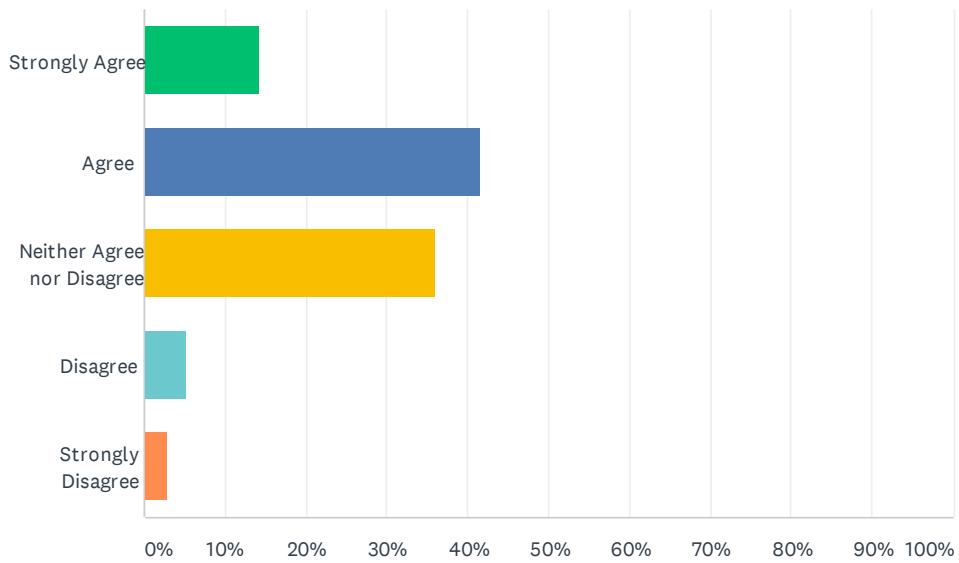
Answered: 217 Skipped: 53



ANSWER CHOICES	RESPONSES	
Strongly Agree	11.52%	25
Agree	31.80%	69
Neither Agree nor Disagree	47.47%	103
Disagree	5.99%	13
Strongly Disagree	3.23%	7
TOTAL		217

Q46 I believe Radyo Sesel plays a good variety of different genres of music

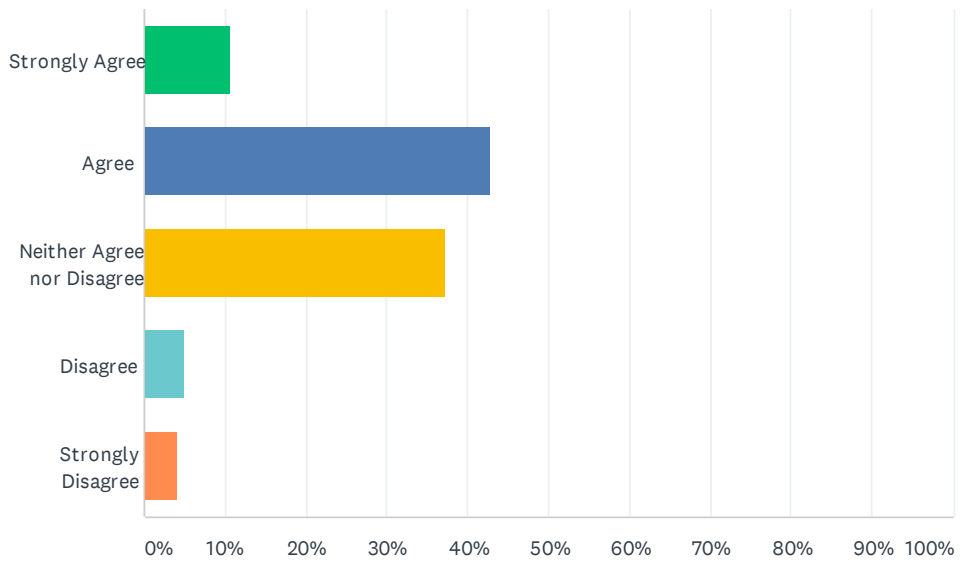
Answered: 211 Skipped: 59



ANSWER CHOICES	RESPONSES	
Strongly Agree	14.22%	30
Agree	41.71%	88
Neither Agree nor Disagree	36.02%	76
Disagree	5.21%	11
Strongly Disagree	2.84%	6
TOTAL		211

Q47 There is a balance between local and Foreign music

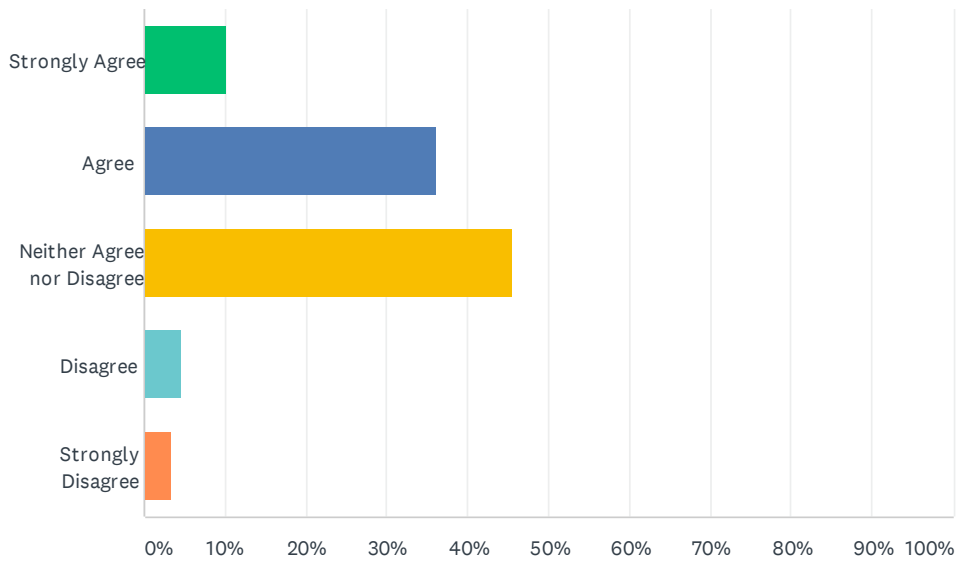
Answered: 215 Skipped: 55



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.70%	23
Agree	42.79%	92
Neither Agree nor Disagree	37.21%	80
Disagree	5.12%	11
Strongly Disagree	4.19%	9
TOTAL		215

Q48 I believe that Radyo Sesel has improved over the past 12 months

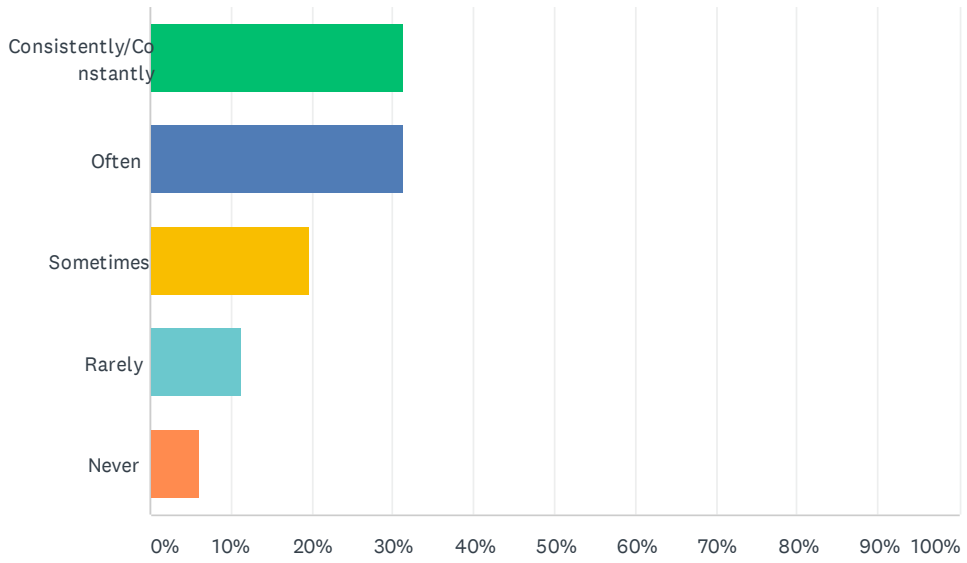
Answered: 215 Skipped: 55



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.23%	22
Agree	36.28%	78
Neither Agree nor Disagree	45.58%	98
Disagree	4.65%	10
Strongly Disagree	3.26%	7
TOTAL		215

Q50 I listen to Paradise FM

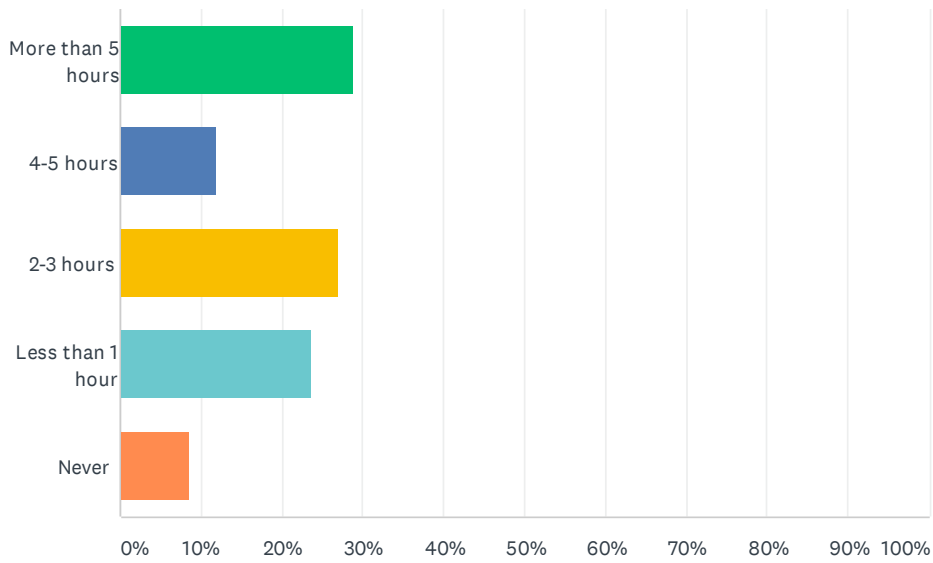
Answered: 213 Skipped: 57



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	31.46%	67
Often	31.46%	67
Sometimes	19.72%	42
Rarely	11.27%	24
Never	6.10%	13
TOTAL		213

Q51 On average, in a day I listen to Paradise FM for

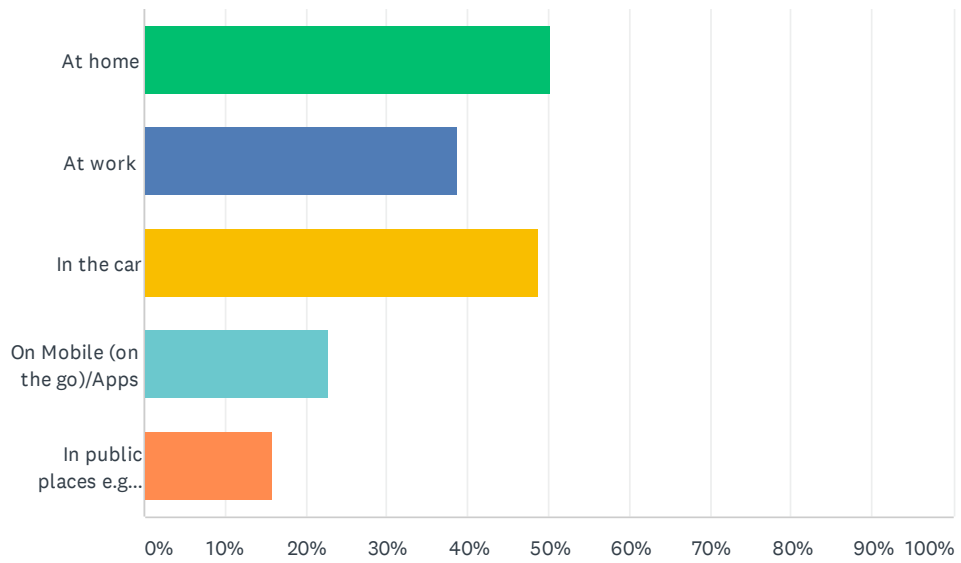
Answered: 211 Skipped: 59



ANSWER CHOICES	RESPONSES	
More than 5 hours	28.91%	61
4-5 hours	11.85%	25
2-3 hours	27.01%	57
Less than 1 hour	23.70%	50
Never	8.53%	18
TOTAL		211

Q52 I listen to Paradise FM

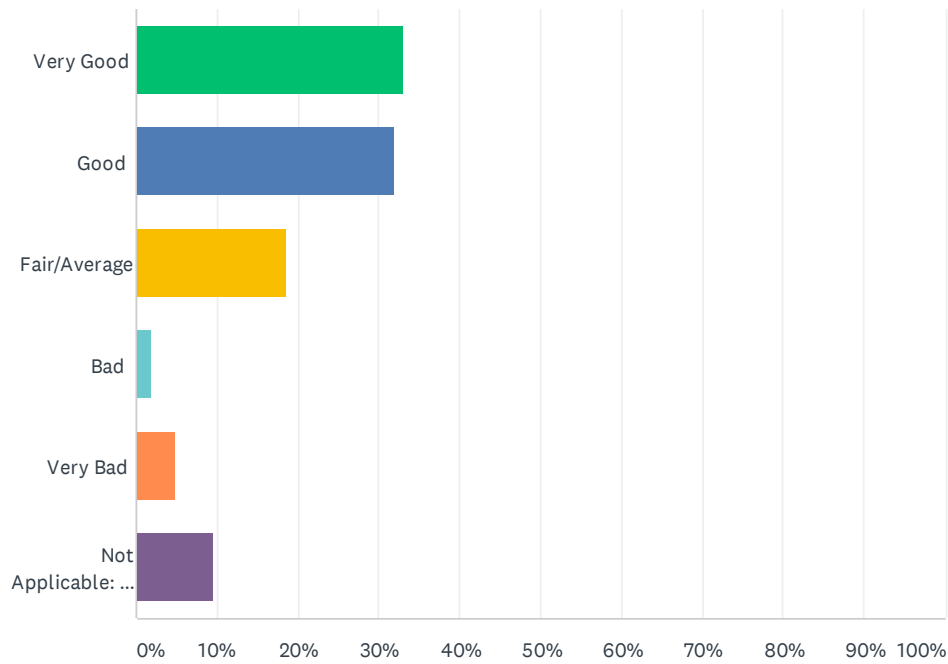
Answered: 207 Skipped: 63



ANSWER CHOICES	RESPONSES	
At home	50.24%	104
At work	38.65%	80
In the car	48.79%	101
On Mobile (on the go)/Apps	22.71%	47
In public places e.g restaurants, supermarkets	15.94%	33
Total Respondents: 207		

Q53 The Paradise FM reception in my home is

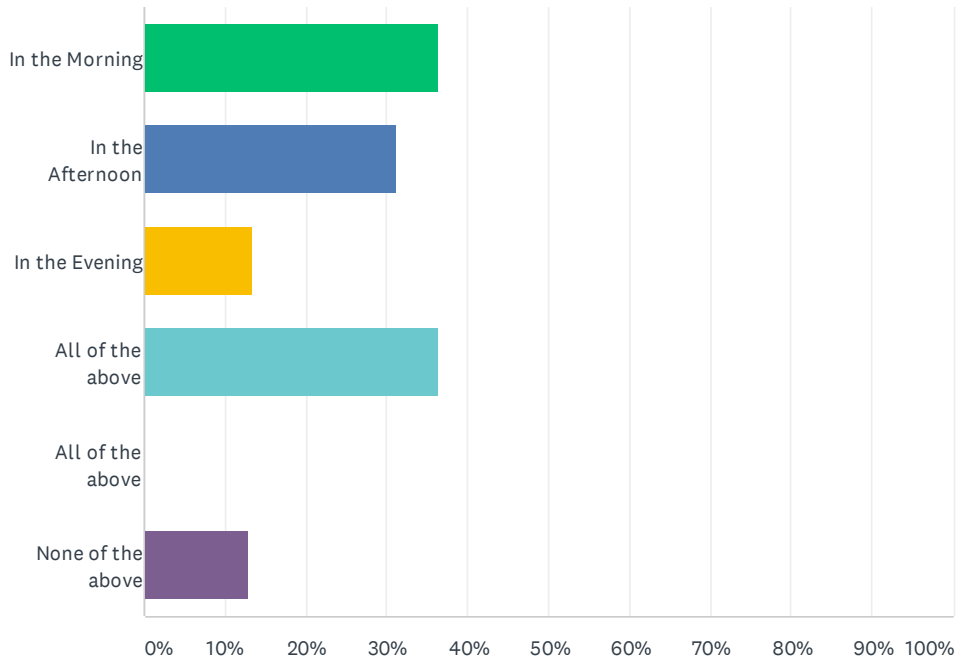
Answered: 209 Skipped: 61



ANSWER CHOICES	RESPONSES	
Very Good	33.01%	69
Good	32.06%	67
Fair/Average	18.66%	39
Bad	1.91%	4
Very Bad	4.78%	10
Not Applicable: I do not receive Radyo Sesel via a Radio Set	9.57%	20
TOTAL		209

Q54 During the day I listen to Paradise FM

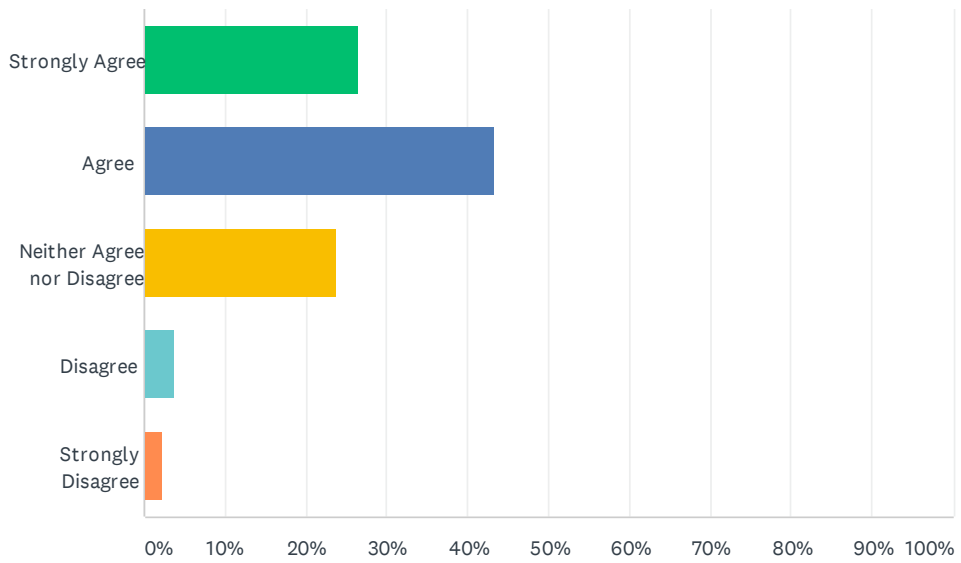
Answered: 209 Skipped: 61



ANSWER CHOICES	RESPONSES	
In the Morning	36.36%	76
In the Afternoon	31.10%	65
In the Evening	13.40%	28
All of the above	36.36%	76
All of the above	0.00%	0
None of the above	12.92%	27
Total Respondents: 209		

Q55 I believe Paradise FM has a good variety of Programmes

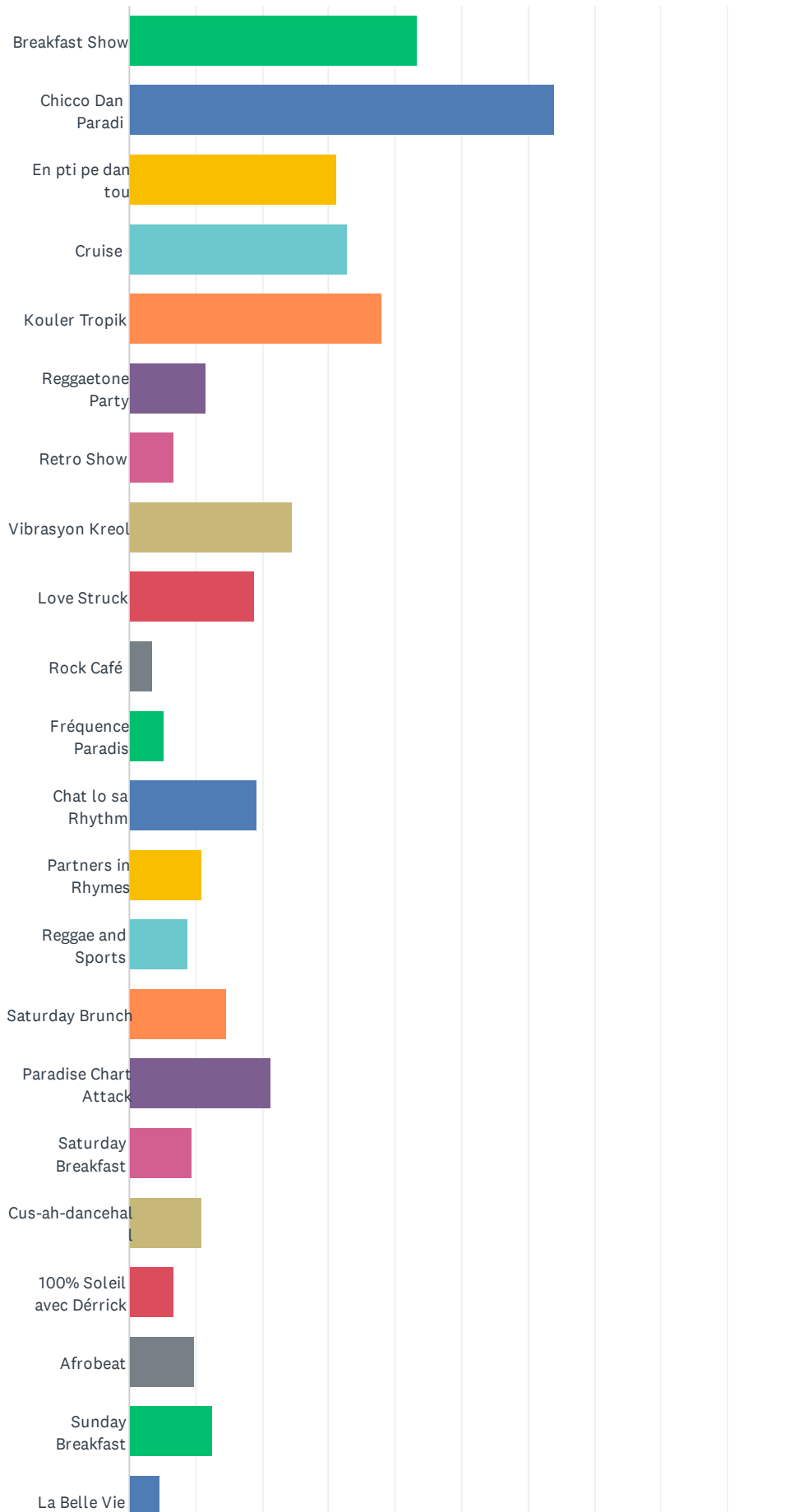
Answered: 210 Skipped: 60



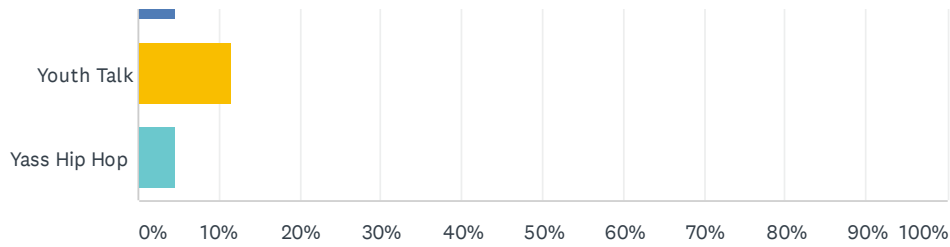
ANSWER CHOICES	RESPONSES	
Strongly Agree	26.67%	56
Agree	43.33%	91
Neither Agree nor Disagree	23.81%	50
Disagree	3.81%	8
Strongly Disagree	2.38%	5
TOTAL		210

Q56 What are your 3 favourite radio programs on Paradise FM?

Answered: 192 Skipped: 78



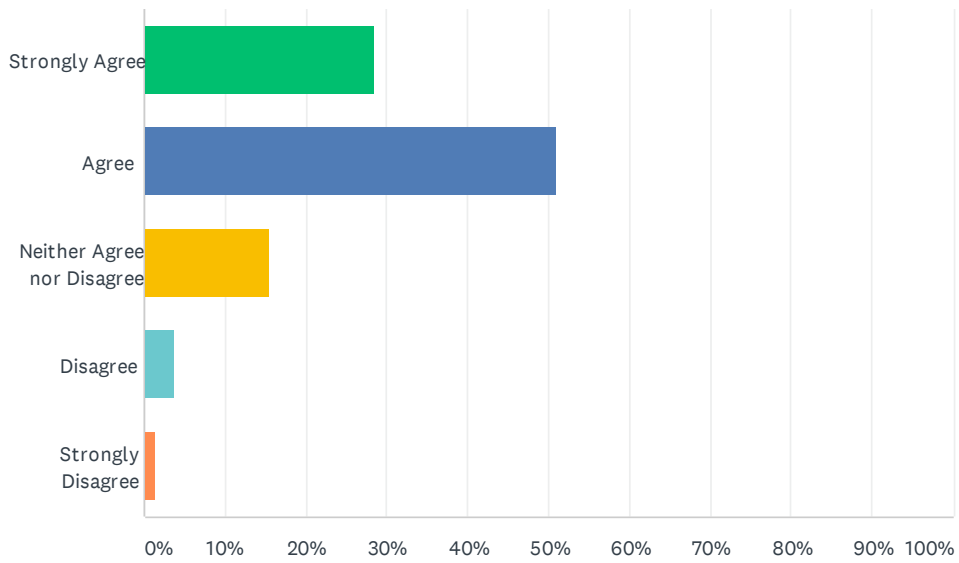
SBC Audience Survey 2020



ANSWER CHOICES	RESPONSES	
Breakfast Show	43.23%	83
Chicco Dan Paradi	64.06%	123
En pti pe dan tou	31.25%	60
Cruise	32.81%	63
Kouler Tropik	38.02%	73
Reggaetone Party	11.46%	22
Retro Show	6.77%	13
Vibrasyon Kreol	24.48%	47
Love Struck	18.75%	36
Rock Café	3.65%	7
Fréquence Paradis	5.21%	10
Chat lo sa Rhythm	19.27%	37
Partners in Rhymes	10.94%	21
Reggae and Sports	8.85%	17
Saturday Brunch	14.58%	28
Paradise Chart Attack	21.35%	41
Saturday Breakfast	9.38%	18
Cus-ah-dancehall	10.94%	21
100% Soleil avec Dérick	6.77%	13
Afrobeat	9.90%	19
Sunday Breakfast	12.50%	24
La Belle Vie	4.69%	9
Youth Talk	11.46%	22
Yass Hip Hop	4.69%	9
Total Respondents: 192		

Q57 I believe Paradise FM plays different genre of music

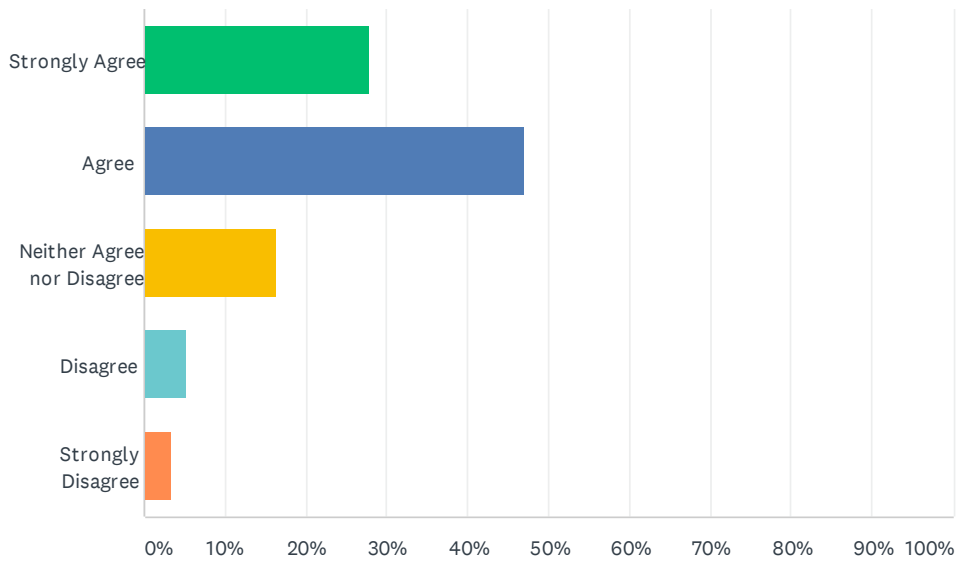
Answered: 208 Skipped: 62



ANSWER CHOICES	RESPONSES	
Strongly Agree	28.37%	59
Agree	50.96%	106
Neither Agree nor Disagree	15.38%	32
Disagree	3.85%	8
Strongly Disagree	1.44%	3
TOTAL		208

Q58 There is a balance between local and Foreign music

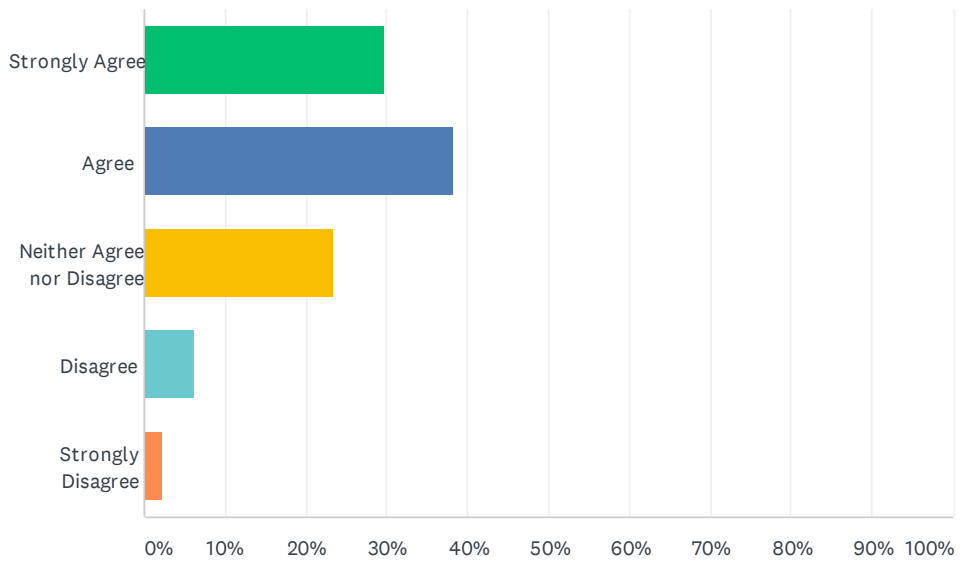
Answered: 208 Skipped: 62



ANSWER CHOICES	RESPONSES	
Strongly Agree	27.88%	58
Agree	47.12%	98
Neither Agree nor Disagree	16.35%	34
Disagree	5.29%	11
Strongly Disagree	3.37%	7
TOTAL		208

Q59 I believe Paradise FM has improved over the past 12 months

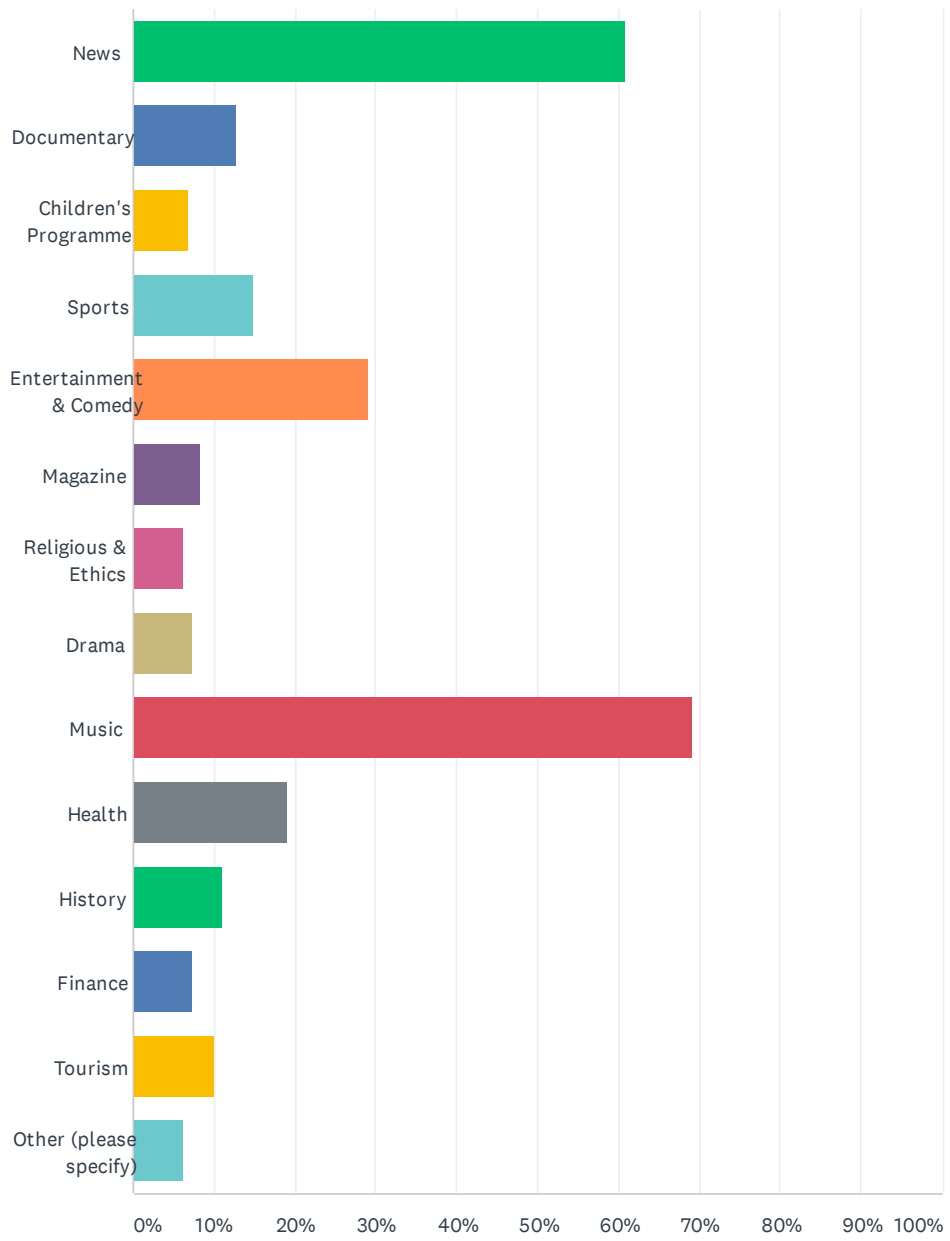
Answered: 209 Skipped: 61



ANSWER CHOICES	RESPONSES	
Strongly Agree	29.67%	62
Agree	38.28%	80
Neither Agree nor Disagree	23.44%	49
Disagree	6.22%	13
Strongly Disagree	2.39%	5
TOTAL		209

Q61 What type(s) of radio programs do you prefer?

Answered: 189 Skipped: 81

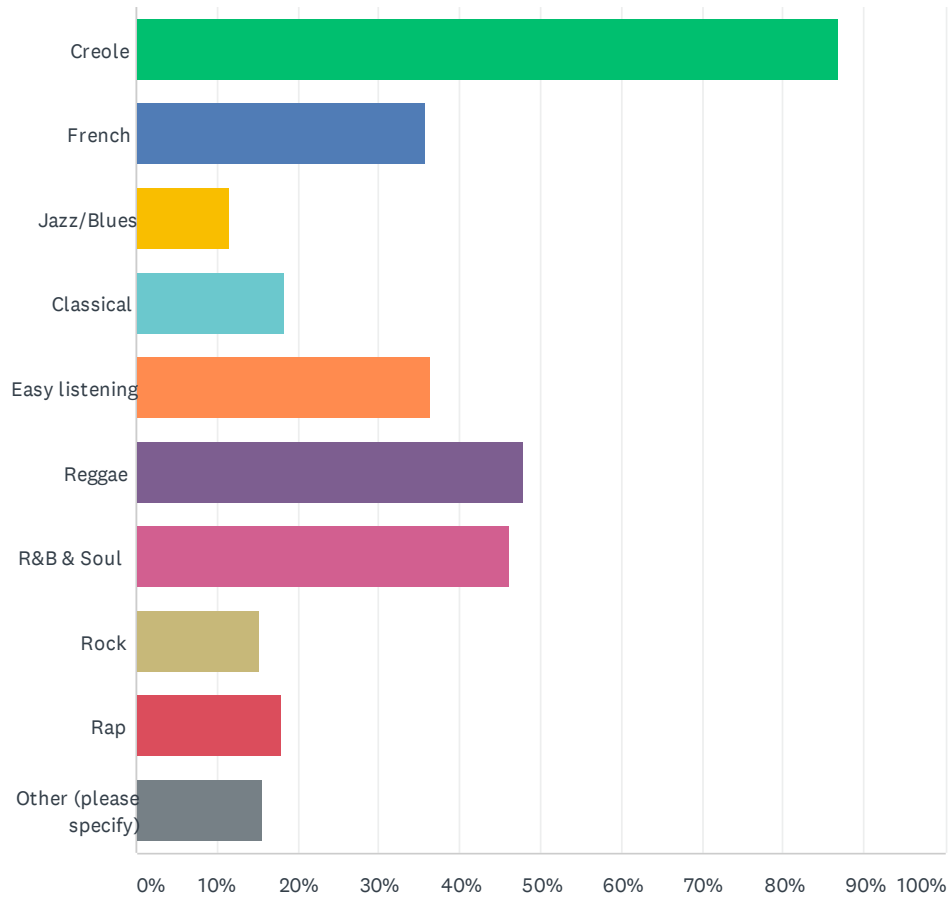


SBC Audience Survey 2020

ANSWER CHOICES	RESPONSES	
News	60.85%	115
Documentary	12.70%	24
Children's Programme	6.88%	13
Sports	14.81%	28
Entertainment & Comedy	29.10%	55
Magazine	8.47%	16
Religious & Ethics	6.35%	12
Drama	7.41%	14
Music	69.31%	131
Health	19.05%	36
History	11.11%	21
Finance	7.41%	14
Tourism	10.05%	19
Other (please specify)	6.35%	12
Total Respondents: 189		

Q62 What genre of music do you prefer?

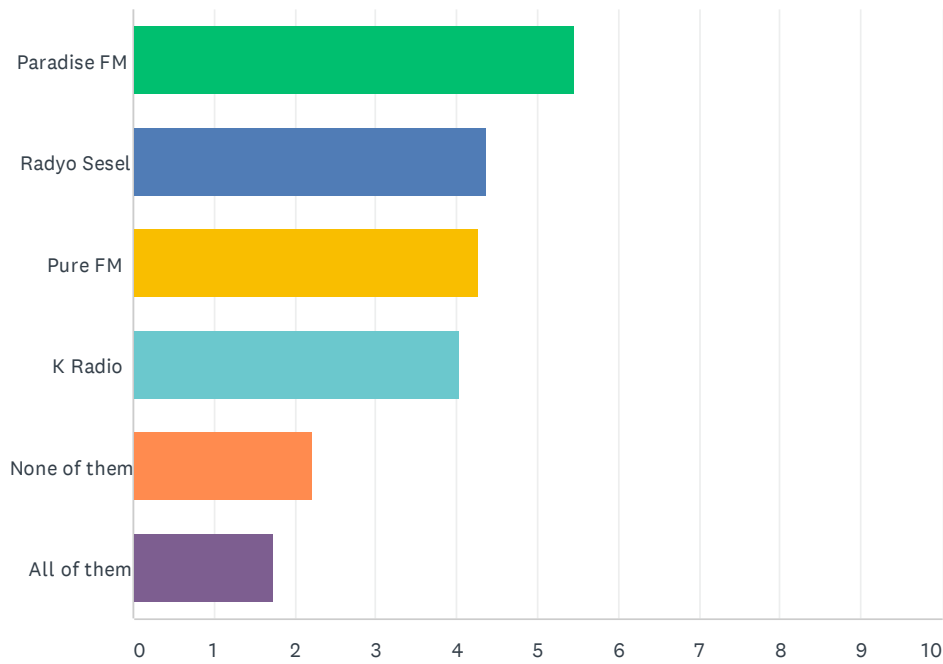
Answered: 190 Skipped: 80



ANSWER CHOICES	RESPONSES	
Creole	86.84%	165
French	35.79%	68
Jazz/Blues	11.58%	22
Classical	18.42%	35
Easy listening	36.32%	69
Reggae	47.89%	91
R&B & Soul	46.32%	88
Rock	15.26%	29
Rap	17.89%	34
Other (please specify)	15.79%	30
Total Respondents: 190		

Q63 Which is your Favorite Local Radio Station? List in order of preference.

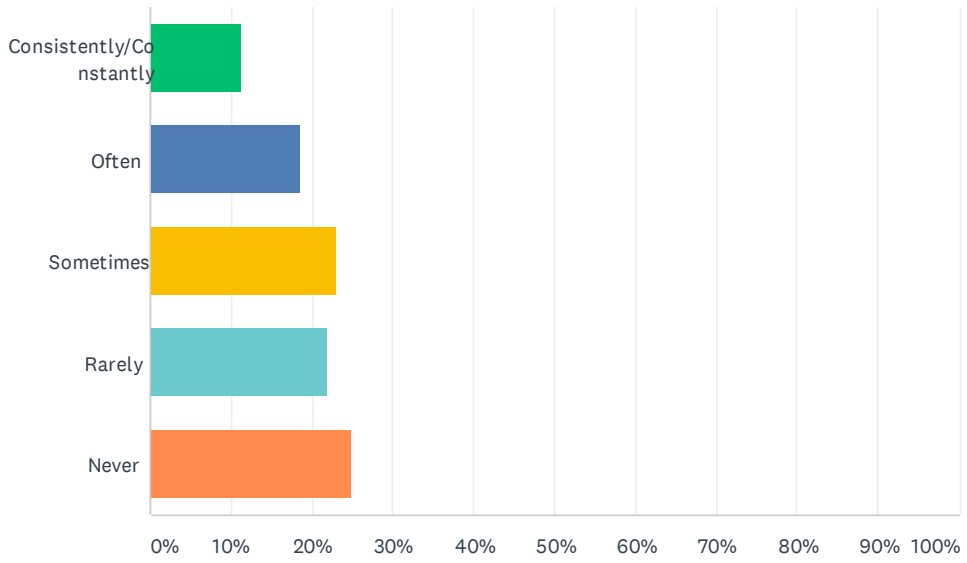
Answered: 182 Skipped: 88



	1	2	3	4	5	6	TOTAL	SCORE
Paradise FM	66.67% 108	21.60% 35	7.41% 12	1.85% 3	1.23% 2	1.23% 2	162	5.47
Radyo Sesel	15.11% 21	39.57% 55	17.27% 24	25.90% 36	0.72% 1	1.44% 2	139	4.38
Pure FM	10.48% 13	26.61% 33	41.94% 52	20.97% 26	0.00% 0	0.00% 0	124	4.27
K Radio	17.50% 21	16.67% 20	26.67% 32	32.50% 39	5.00% 6	1.67% 2	120	4.04
None of them	6.06% 4	0.00% 0	0.00% 0	9.09% 6	72.73% 48	12.12% 8	66	2.21
All of them	10.14% 7	1.45% 1	1.45% 1	0.00% 0	13.04% 9	73.91% 51	69	1.74

Q64 I view SBC's Facebook Page

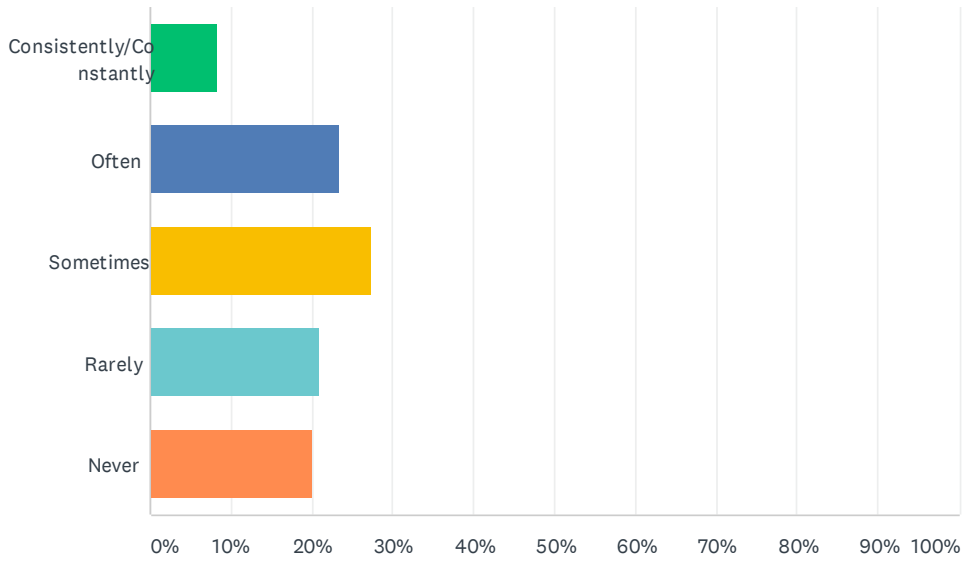
Answered: 204 Skipped: 66



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	11.27%	23
Often	18.63%	38
Sometimes	23.04%	47
Rarely	22.06%	45
Never	25.00%	51
TOTAL		204

Q65 I watch content on the SBC's YouTube page

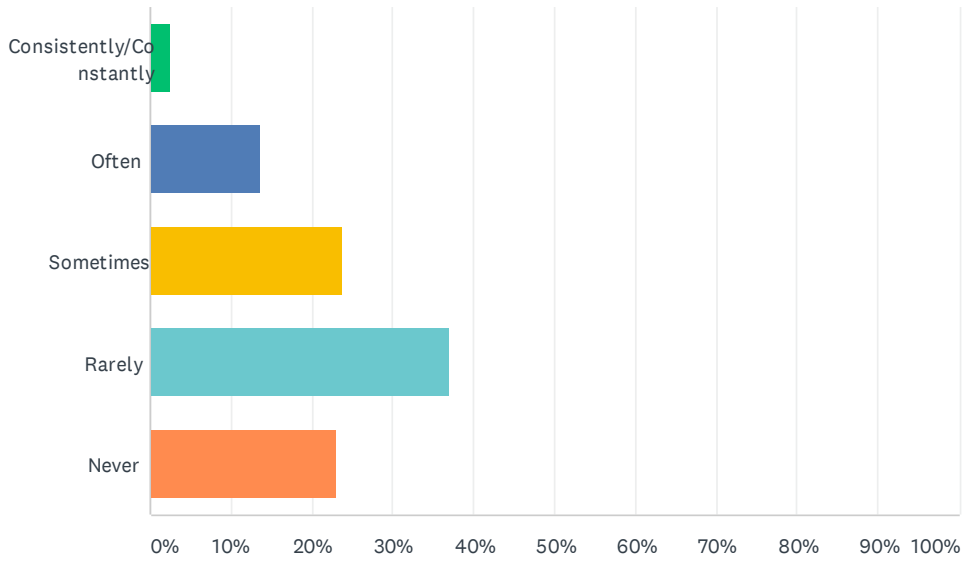
Answered: 205 Skipped: 65



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	8.29%	17
Often	23.41%	48
Sometimes	27.32%	56
Rarely	20.98%	43
Never	20.00%	41
TOTAL		205

Q66 I visit the SBC's Website (www.sbc.sc)

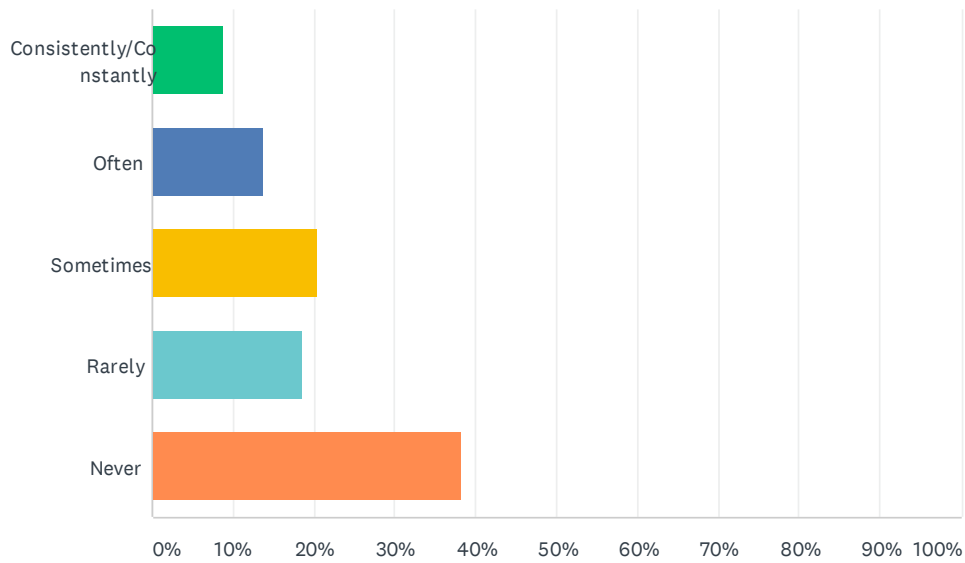
Answered: 205 Skipped: 65



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	2.44%	5
Often	13.66%	28
Sometimes	23.90%	49
Rarely	37.07%	76
Never	22.93%	47
TOTAL		205

Q67 I listen to Radyo Sesel and/or Paradise FM via the SBC Radio Apps

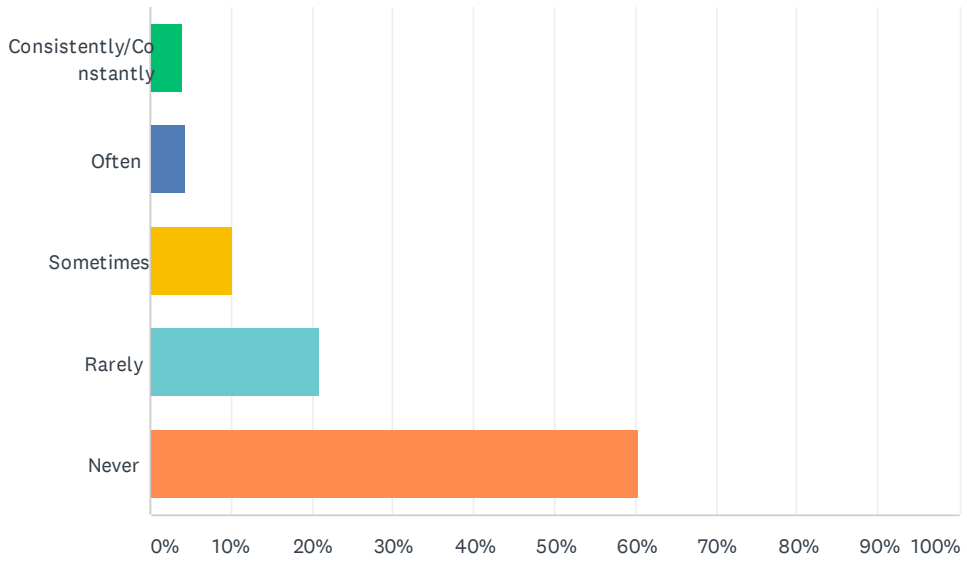
Answered: 204 Skipped: 66



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	8.82%	18
Often	13.73%	28
Sometimes	20.59%	42
Rarely	18.63%	38
Never	38.24%	78
TOTAL		204

Q68 I use mobile Apps to watch SBC TV

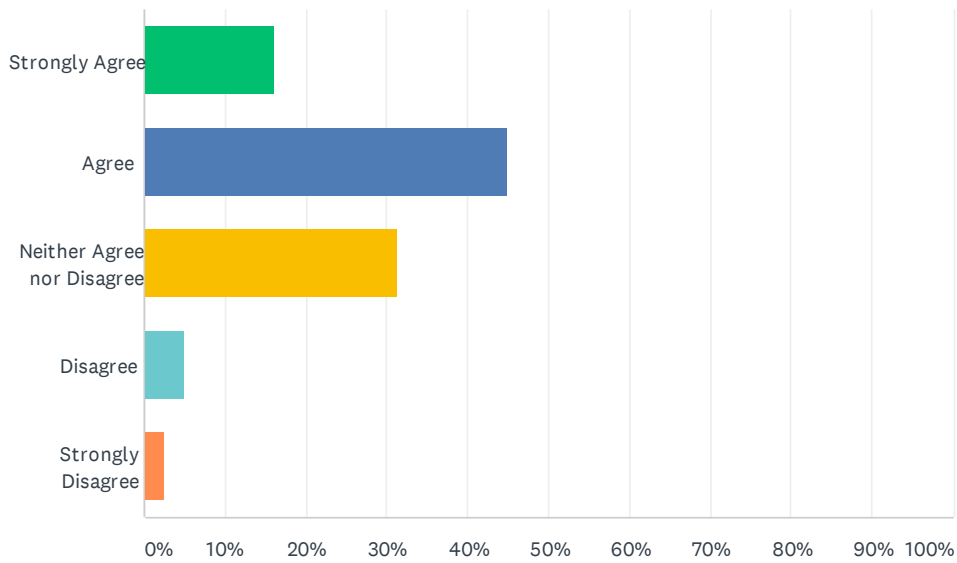
Answered: 205 Skipped: 65



ANSWER CHOICES	RESPONSES
Consistently/Constantly	3.90% 8
Often	4.39% 9
Sometimes	10.24% 21
Rarely	20.98% 43
Never	60.49% 124
TOTAL	205

Q69 I believe SBC's online presence has improved over the past 12 months

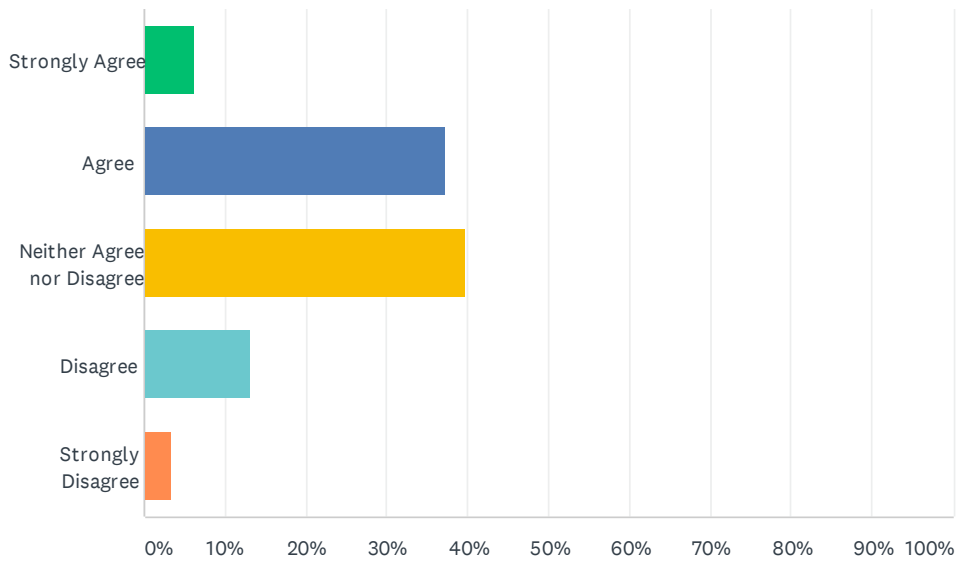
Answered: 198 Skipped: 72



ANSWER CHOICES	RESPONSES	
Strongly Agree	16.16%	32
Agree	44.95%	89
Neither Agree nor Disagree	31.31%	62
Disagree	5.05%	10
Strongly Disagree	2.53%	5
TOTAL		198

Q71 SBC is delivering on its mandate to Educate the Seychellois public

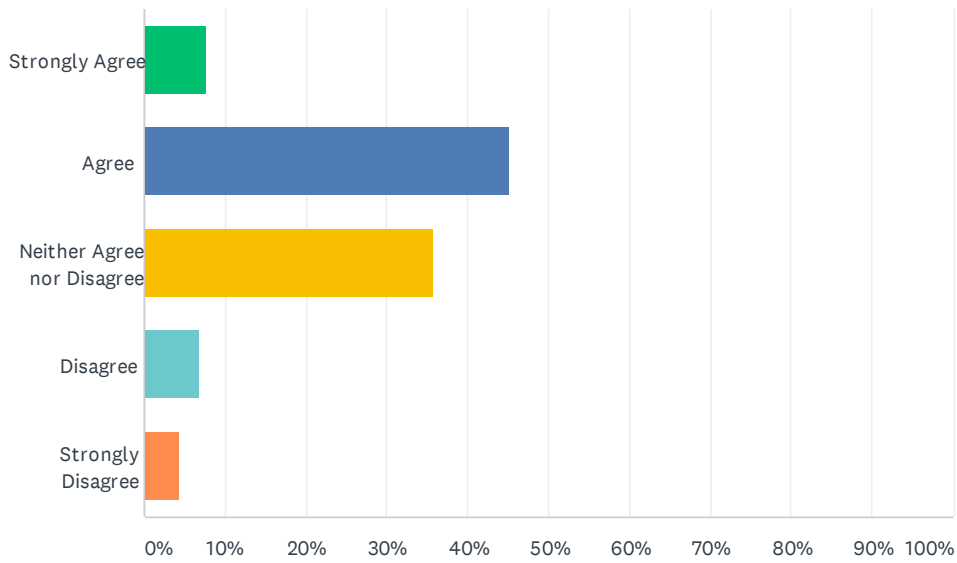
Answered: 204 Skipped: 66



ANSWER CHOICES	RESPONSES	
Strongly Agree	6.37%	13
Agree	37.25%	76
Neither Agree nor Disagree	39.71%	81
Disagree	13.24%	27
Strongly Disagree	3.43%	7
TOTAL		204

Q72 SBC is delivering on its mandate to Inform the Seychellois public

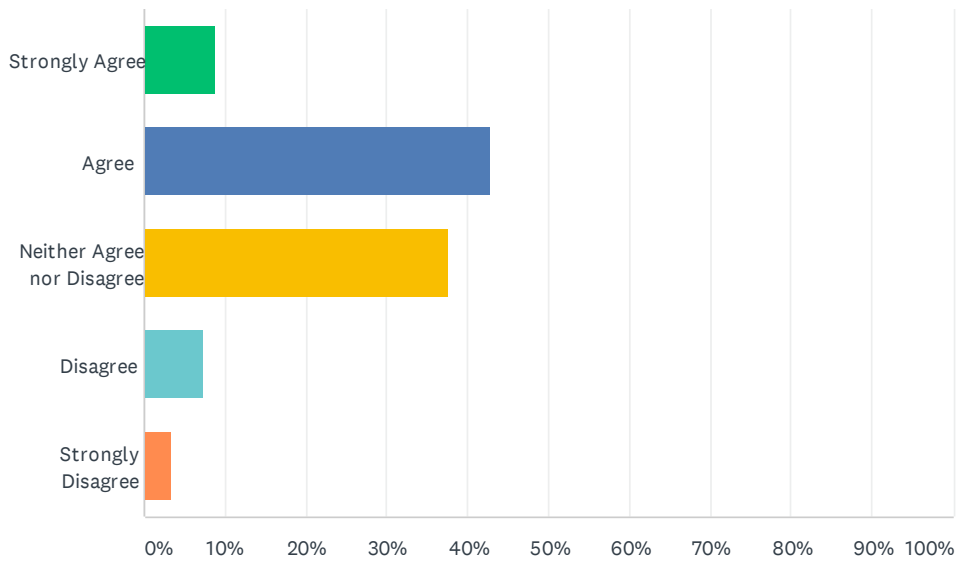
Answered: 204 Skipped: 66



ANSWER CHOICES	RESPONSES	
Strongly Agree	7.84%	16
Agree	45.10%	92
Neither Agree nor Disagree	35.78%	73
Disagree	6.86%	14
Strongly Disagree	4.41%	9
TOTAL		204

Q73 SBC is delivering on its mandate to Entertain the Seychellois public

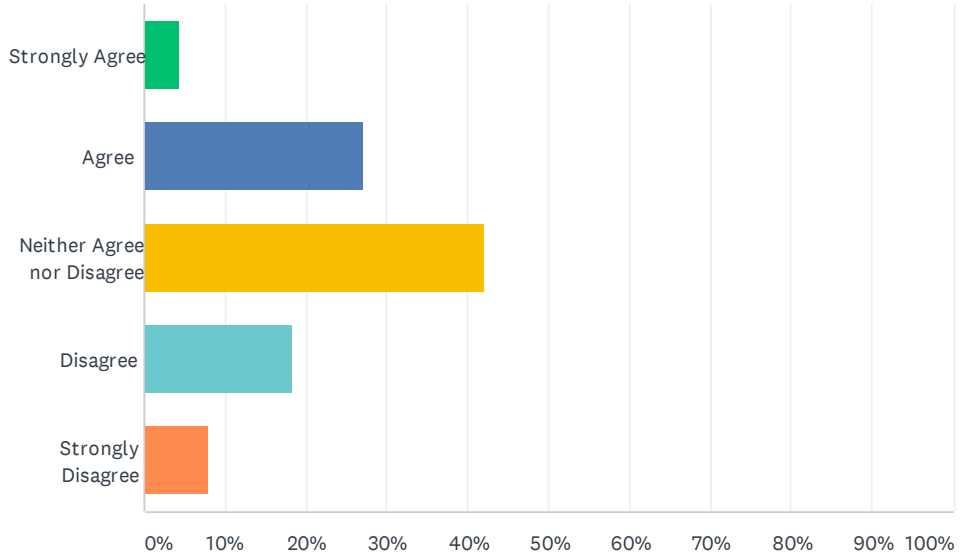
Answered: 205 Skipped: 65



ANSWER CHOICES	RESPONSES	
Strongly Agree	8.78%	18
Agree	42.93%	88
Neither Agree nor Disagree	37.56%	77
Disagree	7.32%	15
Strongly Disagree	3.41%	7
TOTAL		205

Q74 SBC is delivering on Article 168(1) of the Constitution, in that: it is operating independently of the State and of the political or other influence of other bodies, persons or political parties

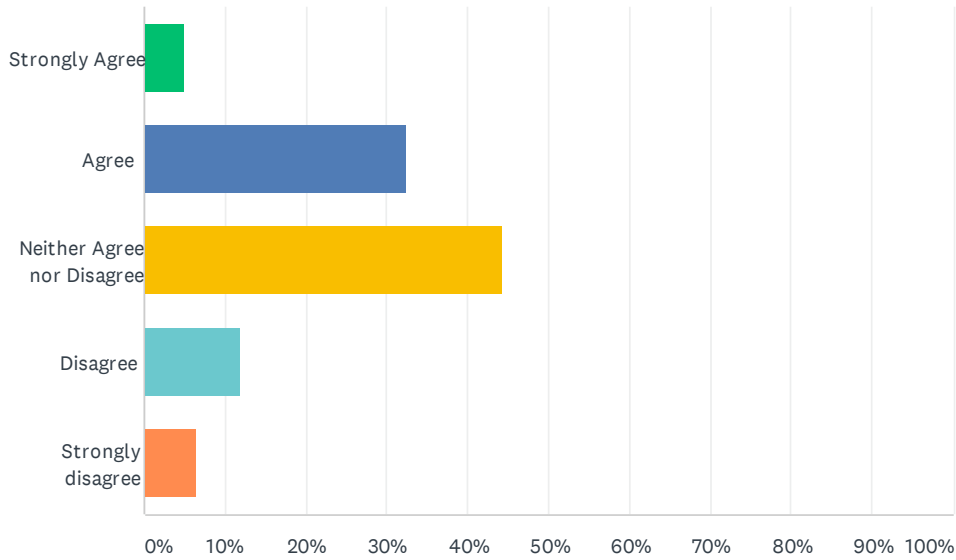
Answered: 202 Skipped: 68



ANSWER CHOICES	RESPONSES
Strongly Agree	4.46% 9
Agree	27.23% 55
Neither Agree nor Disagree	42.08% 85
Disagree	18.32% 37
Strongly Disagree	7.92% 16
TOTAL	202

Q75 SBC is delivering on Article 168(2) of the Constitution, in that: it affords opportunities and facilities for the presentation of divergent views

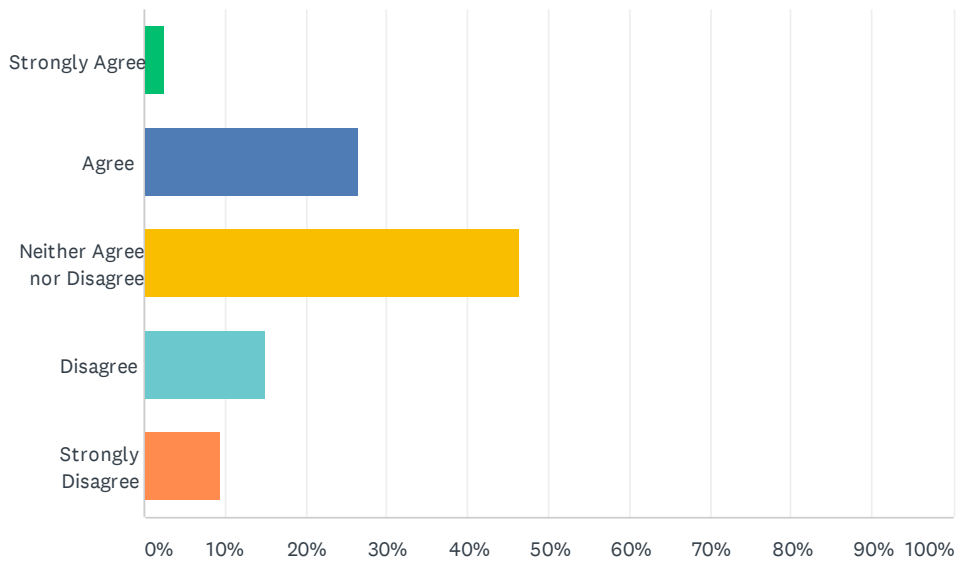
Answered: 203 Skipped: 67



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.93%	10
Agree	32.51%	66
Neither Agree nor Disagree	44.33%	90
Disagree	11.82%	24
Strongly disagree	6.40%	13
TOTAL		203

Q76 I believe that the SBC listens to feedback, complaints and suggestions

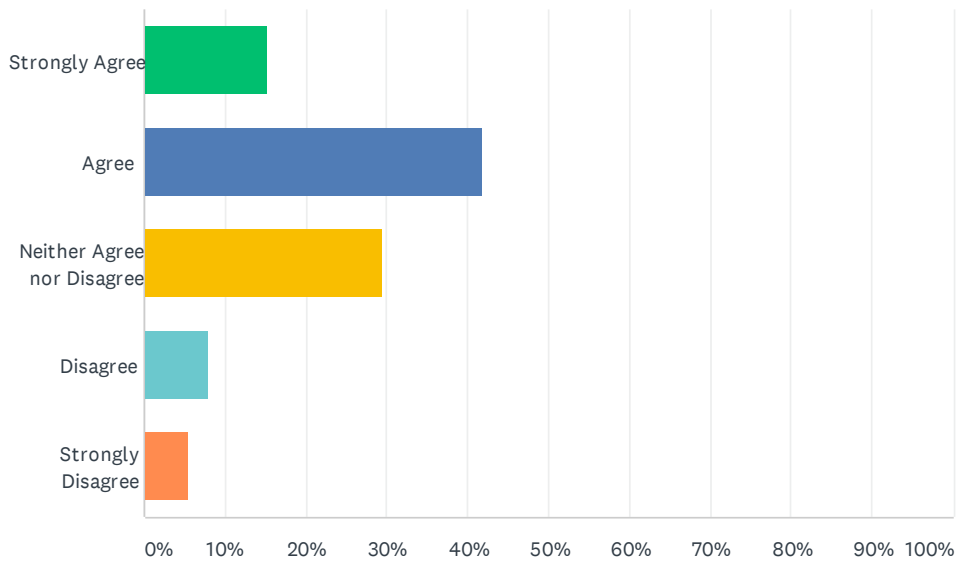
Answered: 200 Skipped: 70



ANSWER CHOICES	RESPONSES	
Strongly Agree	2.50%	5
Agree	26.50%	53
Neither Agree nor Disagree	46.50%	93
Disagree	15.00%	30
Strongly Disagree	9.50%	19
TOTAL		200

Q77 I believe that SBC will be take positive actions as a result of this Survey

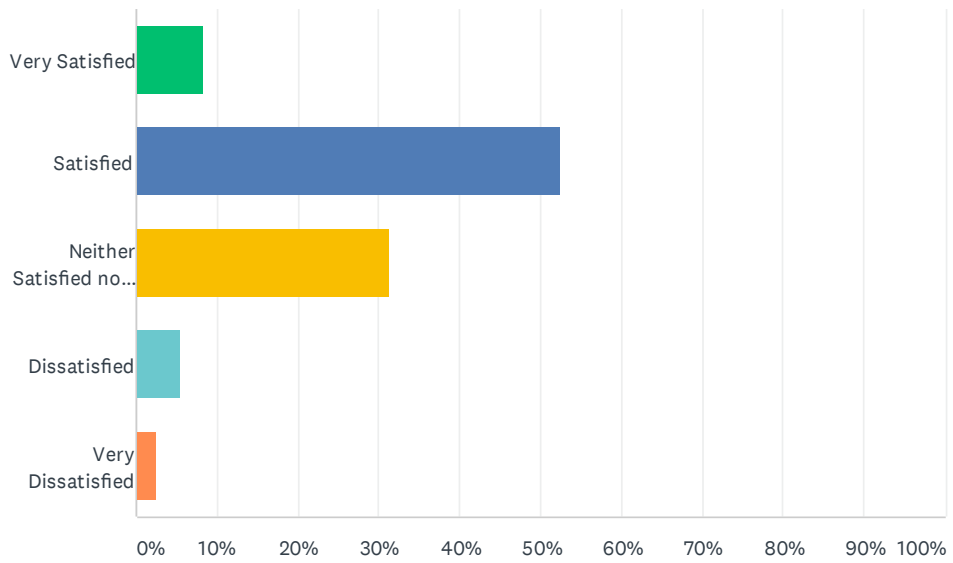
Answered: 203 Skipped: 67



ANSWER CHOICES	RESPONSES	
Strongly Agree	15.27%	31
Agree	41.87%	85
Neither Agree nor Disagree	29.56%	60
Disagree	7.88%	16
Strongly Disagree	5.42%	11
TOTAL		203

Q78 All things considered, I am satisfied with the work that SBC is doing

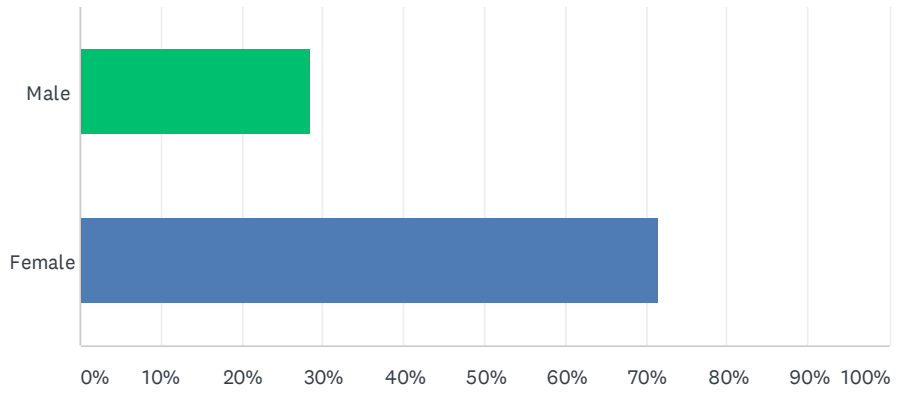
Answered: 204 Skipped: 66



ANSWER CHOICES	RESPONSES	
Very Satisfied	8.33%	17
Satisfied	52.45%	107
Neither Satisfied nor Dissatisfied	31.37%	64
Dissatisfied	5.39%	11
Very Dissatisfied	2.45%	5
TOTAL		204

Q80 Gender

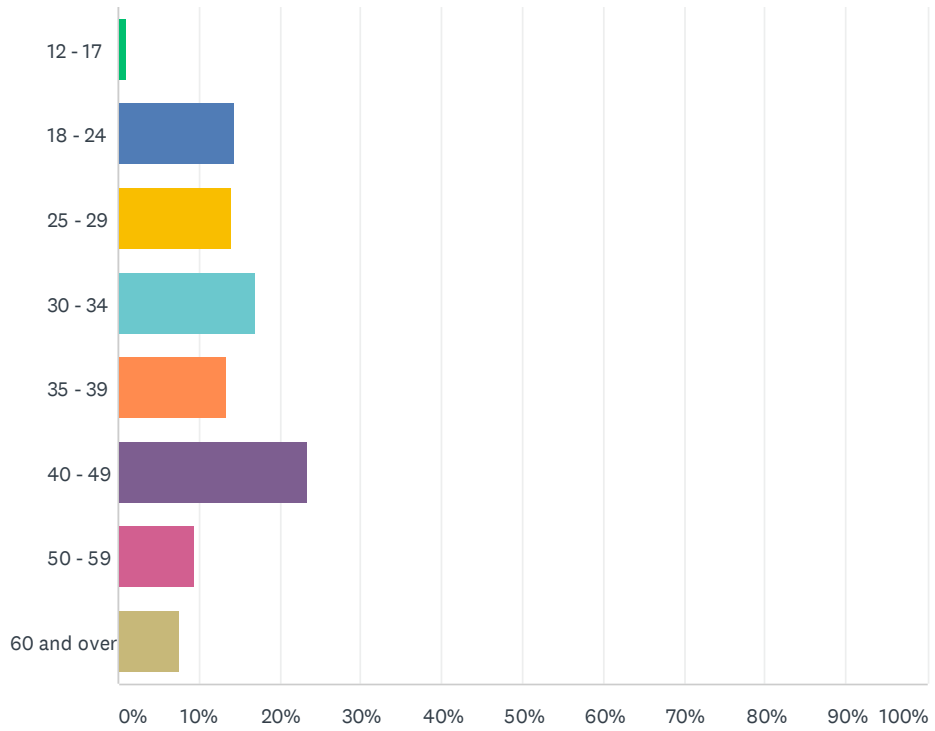
Answered: 201 Skipped: 69



ANSWER CHOICES	RESPONSES
Male	28.36% 57
Female	71.64% 144
TOTAL	201

Q81 Age Group

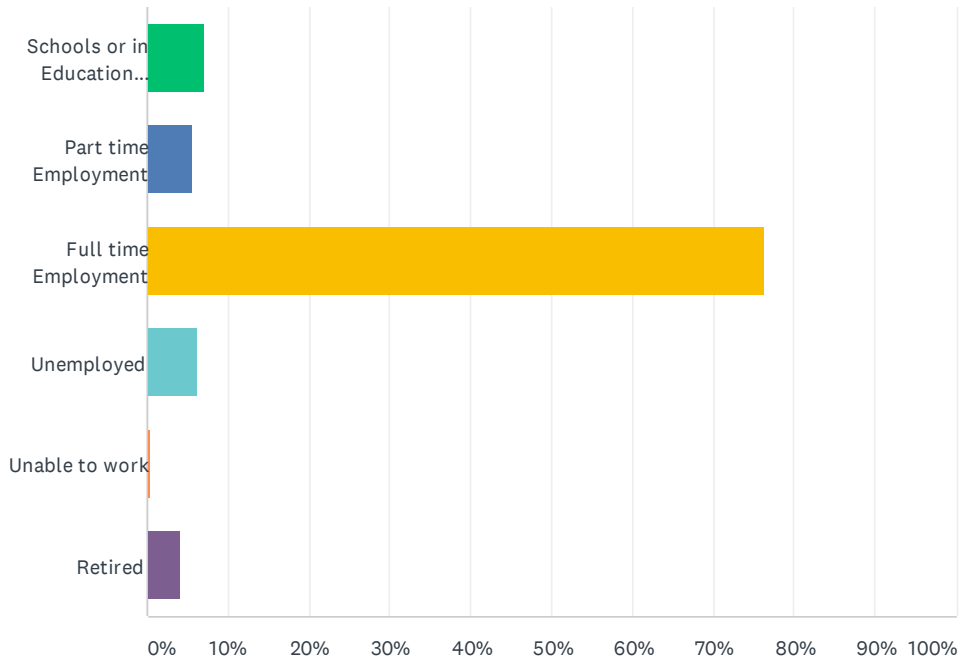
Answered: 201 Skipped: 69



ANSWER CHOICES	RESPONSES	
12 - 17	1.00%	2
18 - 24	14.43%	29
25 - 29	13.93%	28
30 - 34	16.92%	34
35 - 39	13.43%	27
40 - 49	23.38%	47
50 - 59	9.45%	19
60 and over	7.46%	15
TOTAL		201

Q82 Are you in:

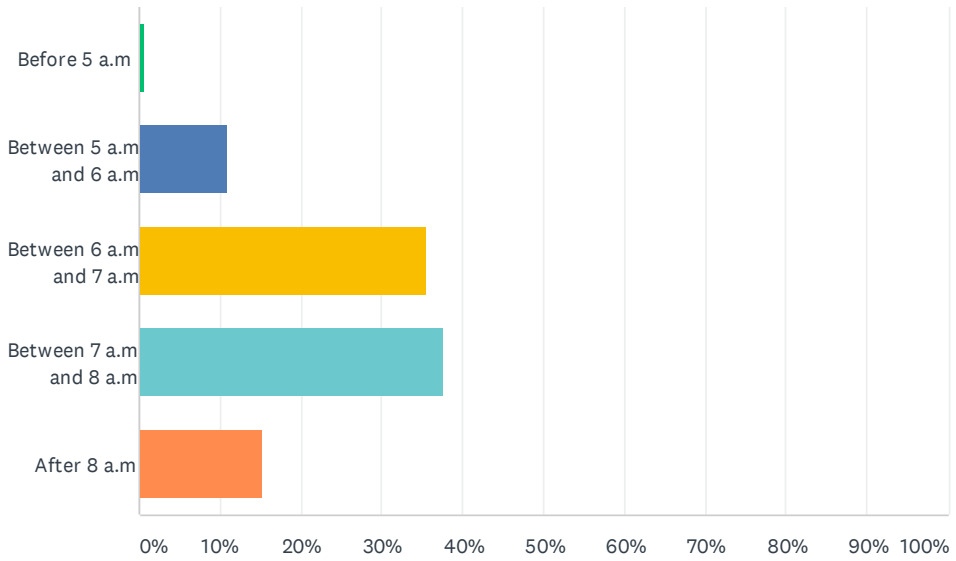
Answered: 194 Skipped: 76



ANSWER CHOICES	RESPONSES	
Schools or in Education (Secondary, Post Secondary, Tertiary Education)	7.22%	14
Part time Employment	5.67%	11
Full time Employment	76.29%	148
Unemployed	6.19%	12
Unable to work	0.52%	1
Retired	4.12%	8
TOTAL		194

Q83 What time do you usually leave home for work?

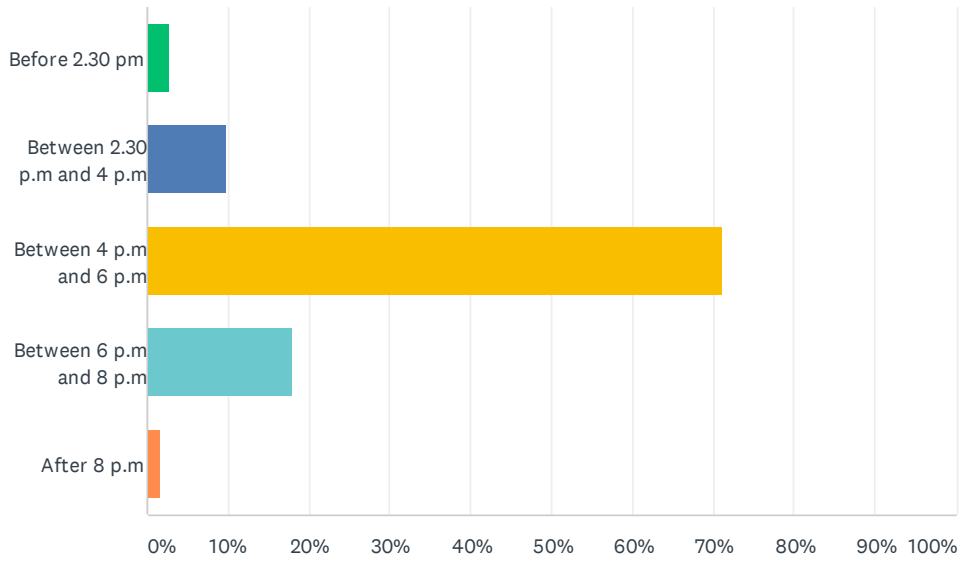
Answered: 183 Skipped: 87



ANSWER CHOICES	RESPONSES
Before 5 a.m.	0.55% 1
Between 5 a.m and 6 a.m	10.93% 20
Between 6 a.m and 7 a.m	35.52% 65
Between 7 a.m and 8 a.m	37.70% 69
After 8 a.m	15.30% 28
TOTAL	183

Q84 What time do you usually get home?

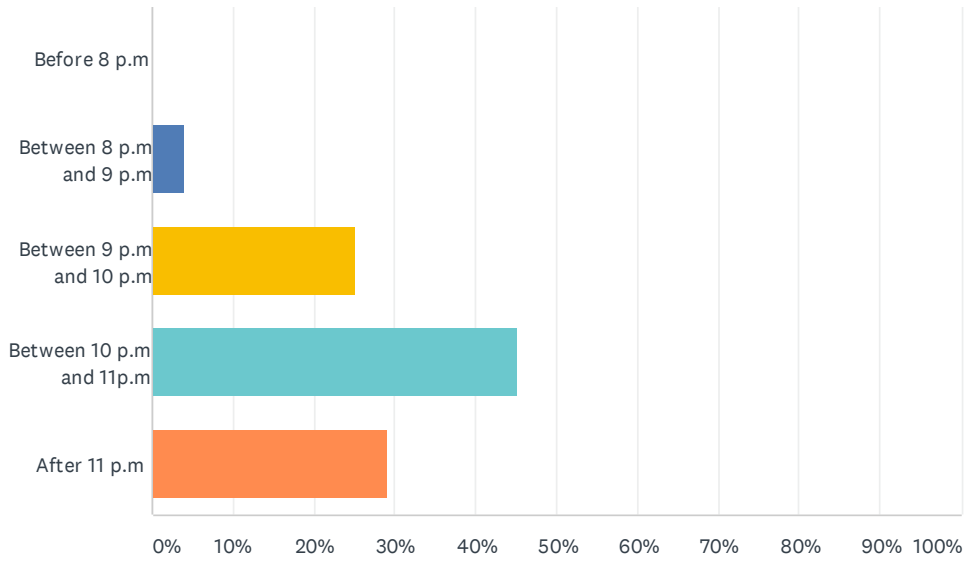
Answered: 183 Skipped: 87



ANSWER CHOICES	RESPONSES	
Before 2.30 pm	2.73%	5
Between 2.30 p.m and 4 p.m	9.84%	18
Between 4 p.m and 6 p.m	71.04%	130
Between 6 p.m and 8 p.m	18.03%	33
After 8 p.m	1.64%	3
Total Respondents: 183		

Q85 What time do you normally go to bed?

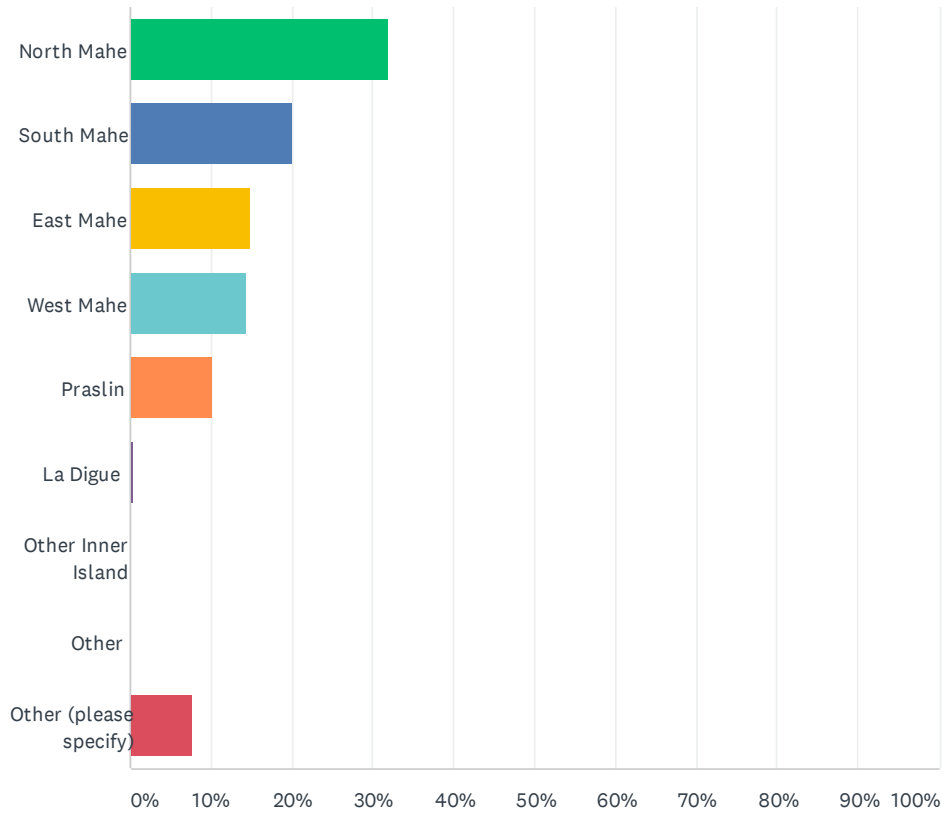
Answered: 199 Skipped: 71



ANSWER CHOICES	RESPONSES	
Before 8 p.m	0.00%	0
Between 8 p.m and 9 p.m	4.02%	8
Between 9 p.m and 10 p.m	25.13%	50
Between 10 p.m and 11p.m	45.23%	90
After 11 p.m	29.15%	58
Total Respondents: 199		

Q86 In which region do you live

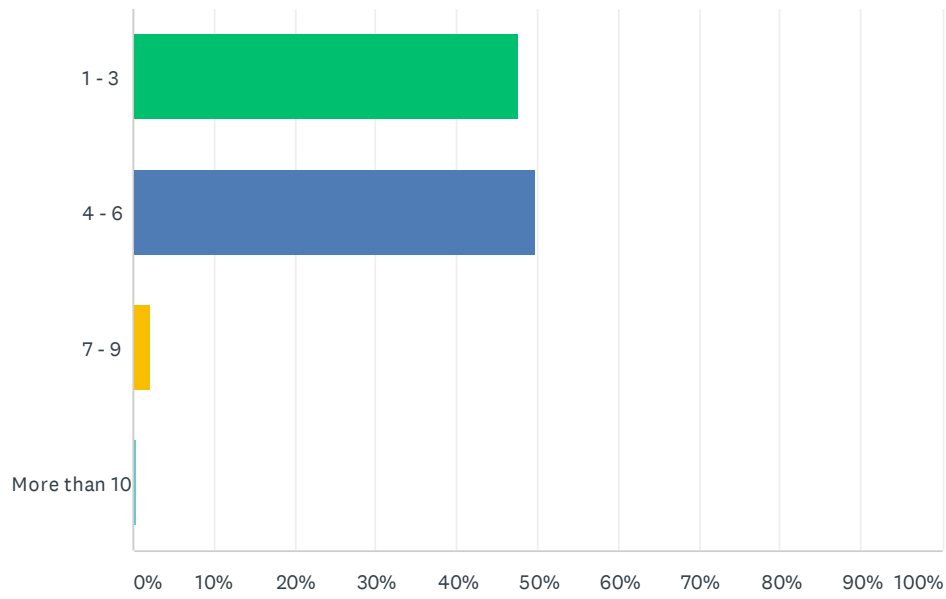
Answered: 194 Skipped: 76



ANSWER CHOICES	RESPONSES	
North Mahe	31.96%	62
South Mahe	20.10%	39
East Mahe	14.95%	29
West Mahe	14.43%	28
Praslin	10.31%	20
La Digue	0.52%	1
Other Inner Island	0.00%	0
Other	0.00%	0
Other (please specify)	7.73%	15
TOTAL		194

Q87 How many people live in your household?

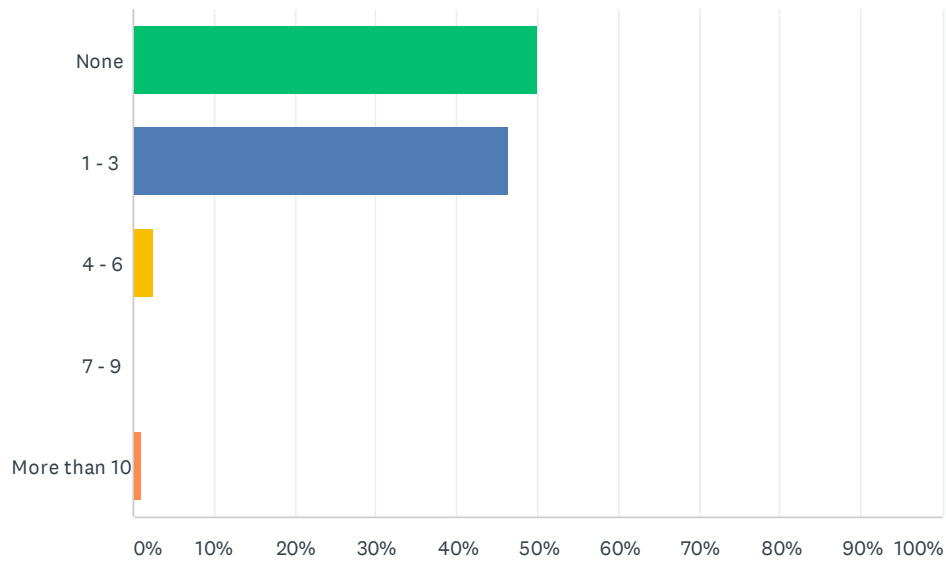
Answered: 195 Skipped: 75



ANSWER CHOICES	RESPONSES
1 - 3	47.69% 93
4 - 6	49.74% 97
7 - 9	2.05% 4
More than 10	0.51% 1
TOTAL	195

Q88 How many children under 12 live in your household?

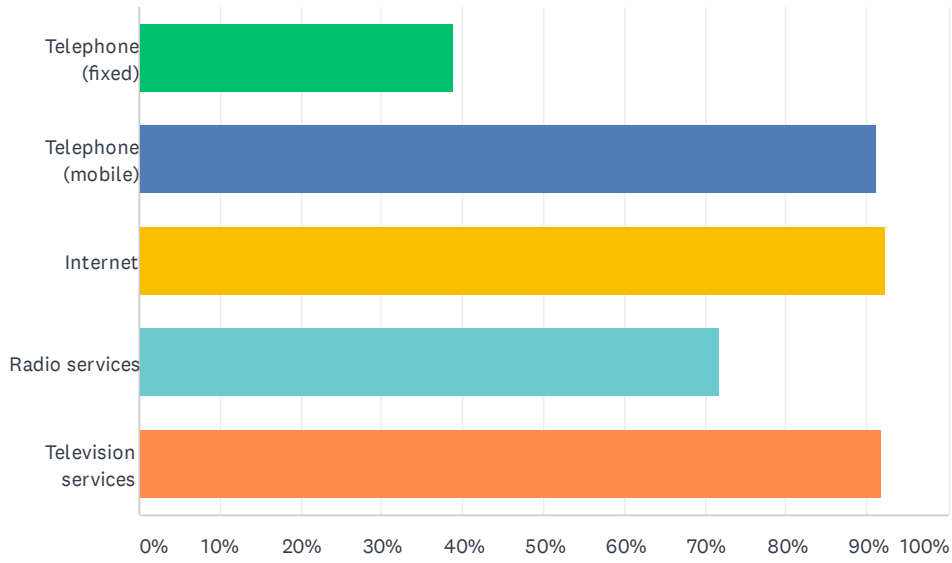
Answered: 196 Skipped: 74



ANSWER CHOICES	RESPONSES	
None	50.00%	98
1 - 3	46.43%	91
4 - 6	2.55%	5
7 - 9	0.00%	0
More than 10	1.02%	2
TOTAL		196

Q89 Does your household have any of the following?

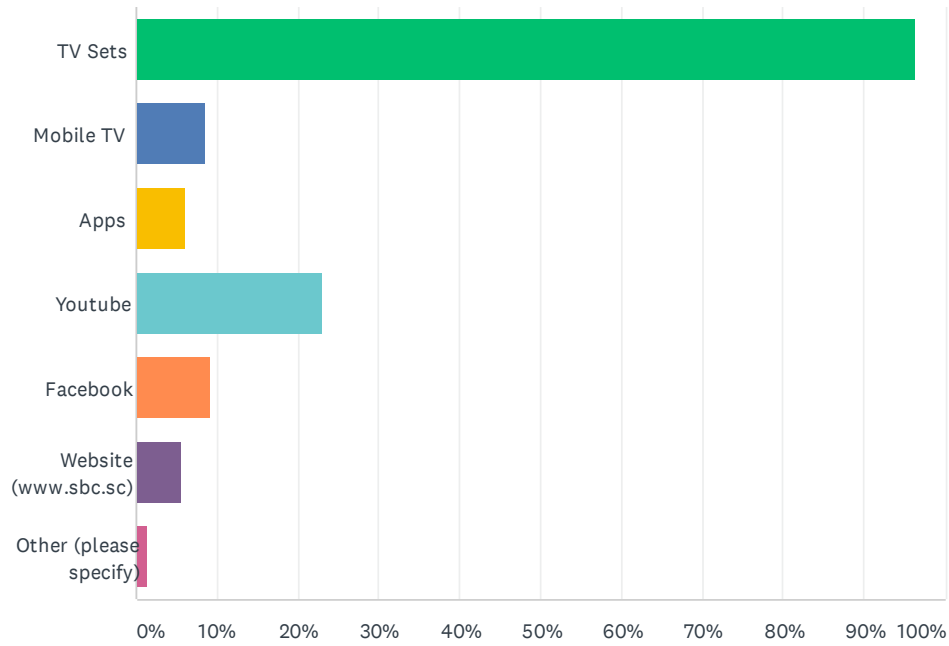
Answered: 195 Skipped: 75



ANSWER CHOICES	RESPONSES	
Telephone (fixed)	38.97%	76
Telephone (mobile)	91.28%	178
Internet	92.31%	180
Radio services	71.79%	140
Television services	91.79%	179
Total Respondents: 195		

Q90 How do you normally view Television?

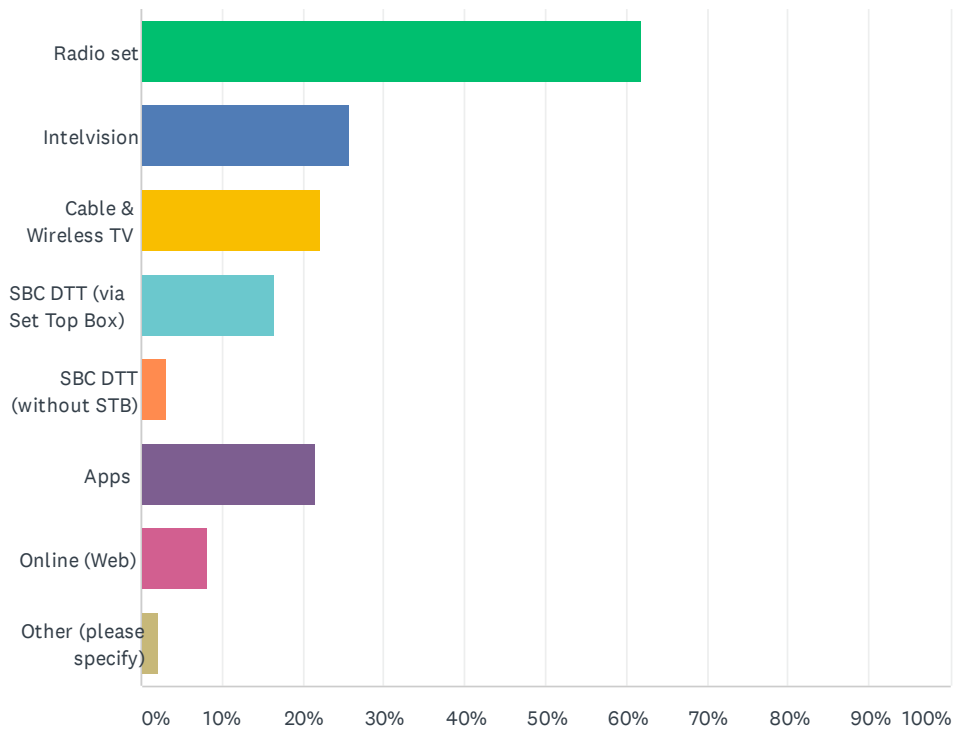
Answered: 196 Skipped: 74



ANSWER CHOICES	RESPONSES	
TV Sets	96.43%	189
Mobile TV	8.67%	17
Apps	6.12%	12
Youtube	22.96%	45
Facebook	9.18%	18
Website (www.sbc.sc)	5.61%	11
Other (please specify)	1.53%	3
Total Respondents: 196		

Q91 How do you receive your Radio service?

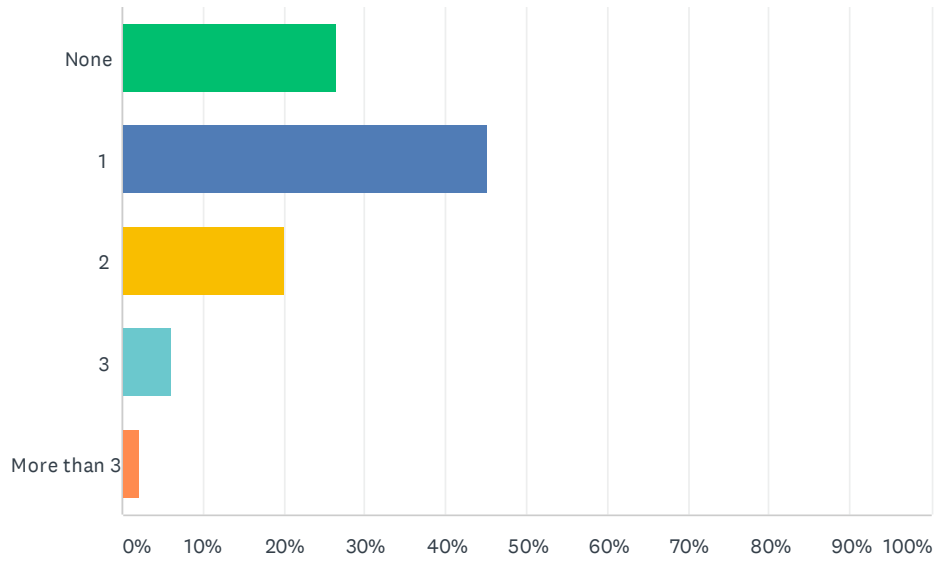
Answered: 194 Skipped: 76



ANSWER CHOICES	RESPONSES	
Radio set	61.86%	120
Intelvision	25.77%	50
Cable & Wireless TV	22.16%	43
SBC DTT (via Set Top Box)	16.49%	32
SBC DTT (without STB)	3.09%	6
Apps	21.65%	42
Online (Web)	8.25%	16
Other (please specify)	2.06%	4
Total Respondents: 194		

Q92 How many Radio sets do you have at home?

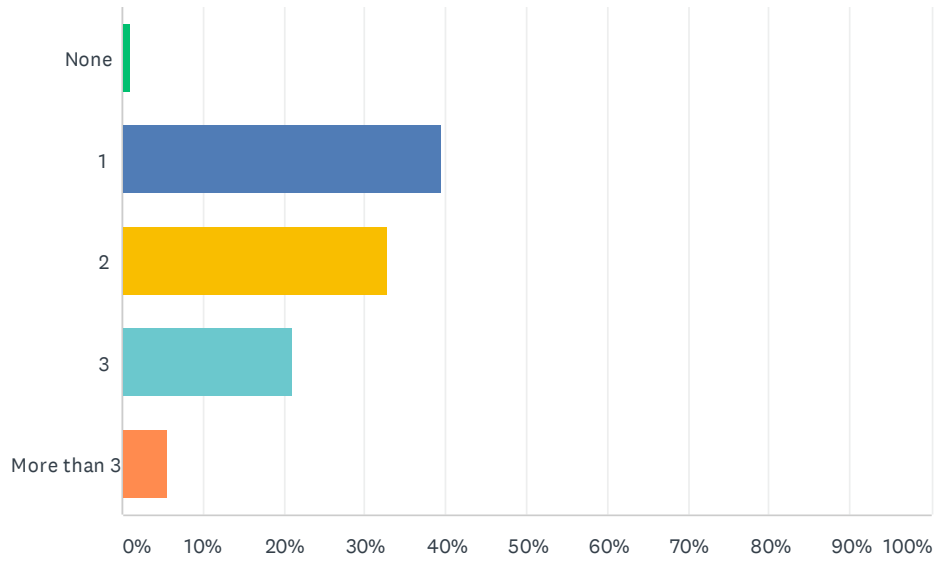
Answered: 195 Skipped: 75



ANSWER CHOICES	RESPONSES	
None	26.67%	52
1	45.13%	88
2	20.00%	39
3	6.15%	12
More than 3	2.05%	4
TOTAL		195

Q93 How many TV sets do you have at home?

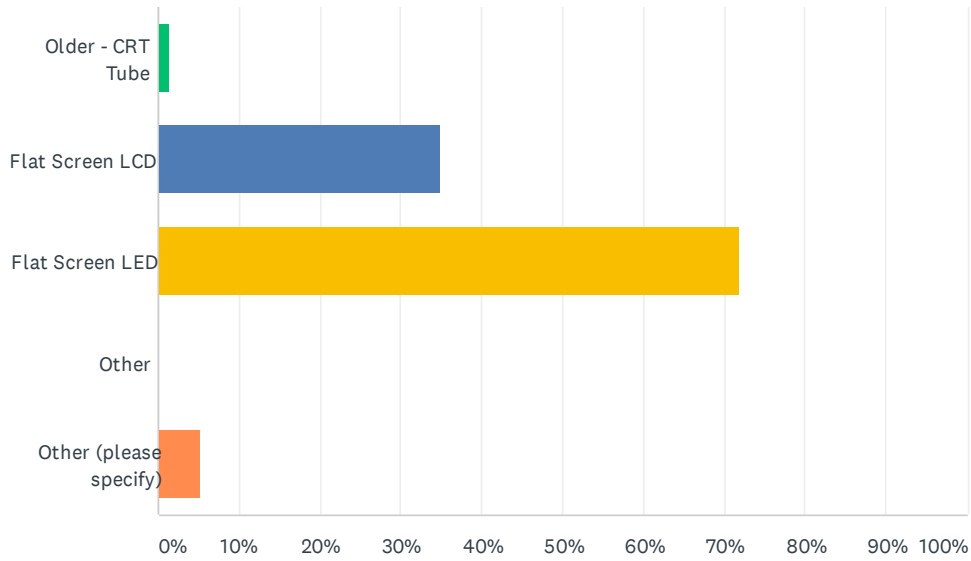
Answered: 195 Skipped: 75



ANSWER CHOICES	RESPONSES	
None	1.03%	2
1	39.49%	77
2	32.82%	64
3	21.03%	41
More than 3	5.64%	11
TOTAL		195

Q94 What type of TV sets do you have at Home?

Answered: 192 Skipped: 78



ANSWER CHOICES	RESPONSES	
Older - CRT Tube	1.56%	3
Flat Screen LCD	34.90%	67
Flat Screen LED	71.88%	138
Other	0.00%	0
Other (please specify)	5.21%	10
Total Respondents: 192		