



## Press Release

### SBC Audience Survey 2020

SBC would like to thank members of the public who participated in our 2020 audience survey, undertaken between the 1<sup>st</sup> December 2020 and 4<sup>th</sup> January 2021.

The TV and Radio Audience surveys were carried out jointly on account that 2020 was a busy year for the national media. It is to be recalled that in 2019, they were split and undertaken at different periods of the year.

The 2020 Audience Survey was also conducted almost fully online to support the Corporation's cost cutting measures, as well as to mitigate the risk of COVID-19 transmissions.

In this survey, SBC recorded the least participation since this annual exercise was launched in 2018. Only 270 responses were received which represents a 50% decline in participation compared to the 2019 surveys.

### **General Feedback from the public**

We have received constructive feedback from the public in the comments sections which we are taking into account. Several respondents praised SBC on the apparent improvement in the quality of our outputs and welcomed the survey as a commitment towards further changes for the better.

At the same time, respondents highlighted some pertinent issues, with the most notable ones being the poor reception of SBC television and Radyo Sesel in some areas. SBC is aware of these reception issues and is striving to address them, funding permitting.

### **Key Findings**

#### **Areas where we are doing well**

- **Viewership & Listenership**

- 94% of respondents watch SBC News consistently, constantly, often and sometimes. This indicates an improvement from last year's survey when it was 91%.
- 82% of respondents are listening to Paradise FM consistently, often and sometimes though we recorded a slight decline from 87% in 2019.
- 70% of respondents are watching SBC TV (combined SBC1, SBC2, SBC3) for 2 or more hours on average in a day whereas in the 2019 survey it was 64%.



- **Performance over the past 12 months**

- For the first time since 2018, SBC TV has ranked alongside TéléSesel as favourite local TV station. In the two previous surveys, TéléSesel was ranked top. In 2020, 46% of respondents chose SBC, a clear improvement from 29% last year.
- For the third year in a row, Paradise FM has been rated as the favourite radio station by 67% of respondents. This indicates a further improvement from 2019 survey when it was chosen as the preferred station by 60% of respondents and 42% in 2018.

- **Areas needing improvement**

- 35% of respondents are getting bad, very bad or no reception of Radyo Sesel. Last year it was 28%.
- Over 40% of respondents disagreed or strongly disagreed that SBC covers enough local news compared to 26% who agreed or strongly agreed. In the comments sections, many people expressed the wish for more in-depth news reporting.
- 53% of respondents believe that SBC covers enough Sports News. This indicates a significant decline from 2019 survey when it was 80%. Major sporting events were cancelled for the most part of 2020 due to the restrictions on social gathering due to COVID-19 pandemic.
- Over 60% of respondents rarely or never visit SBC's website. Nonetheless, SBC's regular multimedia followers appreciate the SBC's Facebook and YouTube service for its timeliness and catch-up possibility.
- 42% of respondents agreed that SBC TV has improved over the past 12 months compared to 31% who disagreed. A slight decline from 2019 whereby 49% of respondents agreed whereas 22% disagreed.
- 46% respondents agreed that Radyo Sesel has improved over the past 12 months compared to 9% who disagreed. Last year, 50% agreed while 9% disagreed.

Around 60% of respondents agreed that, all things considered, they are satisfied with the work that SBC is doing.

SBC reassures its audience that their feedback is valued and will be duly considered.

The full survey report is available on our website under Public Documents or at the link below:

<https://sbc.sc/wp-content/uploads/2021/01/Audience-survey-Report-2020-for-website.pdf>