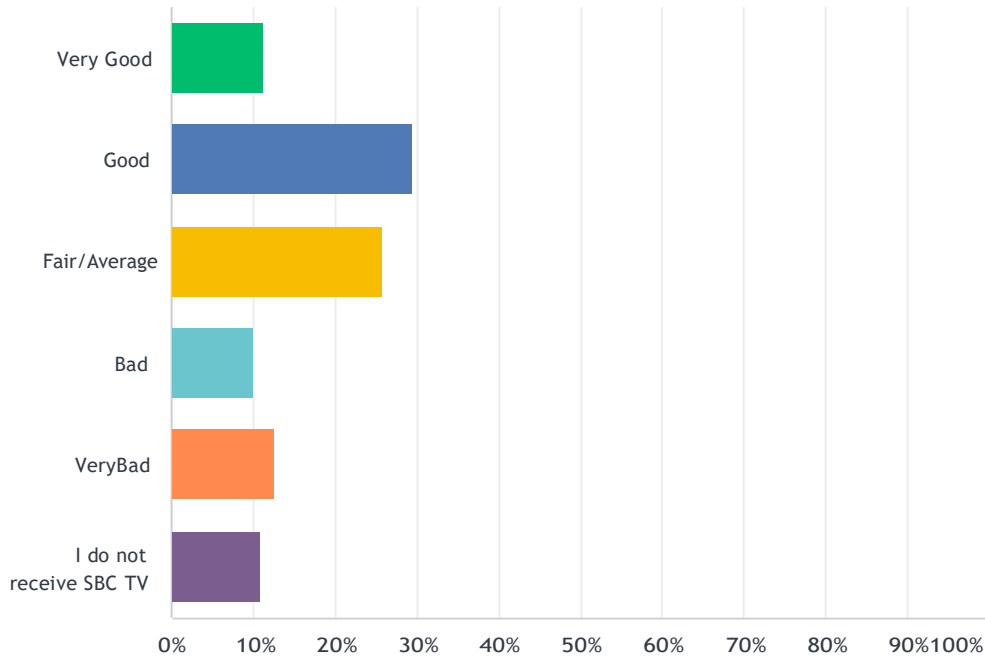


Q1 The SBC DTT reception in my home is

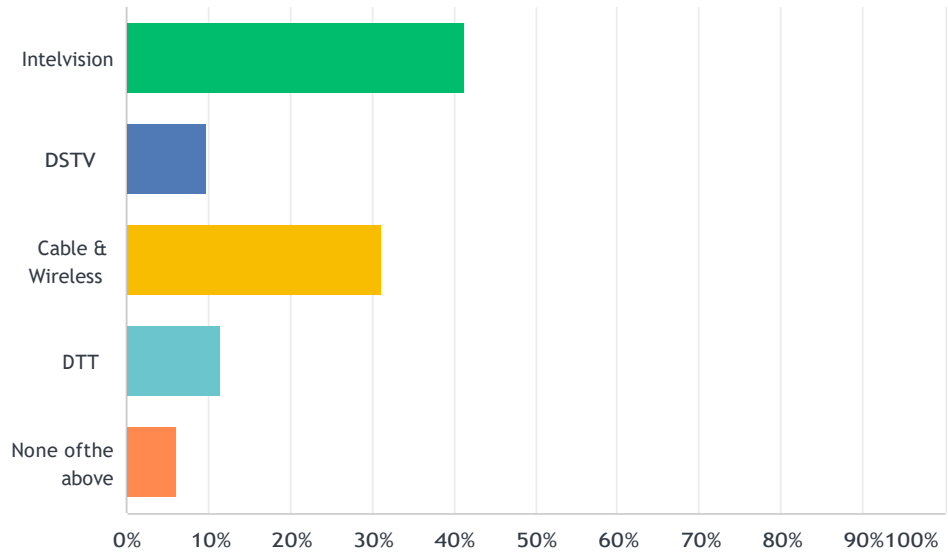
Answered:383 Skipped:19



ANSWER CHOICES	RESPONSES	
Very Good	11.23%	43
Good	29.50%	113
Fair/Average	25.85%	99
Bad	9.92%	38
Very Bad	12.53%	48
I do not receive SBC TV	10.97%	42
TOTAL		383

Q2 My household is connected to the following TV services

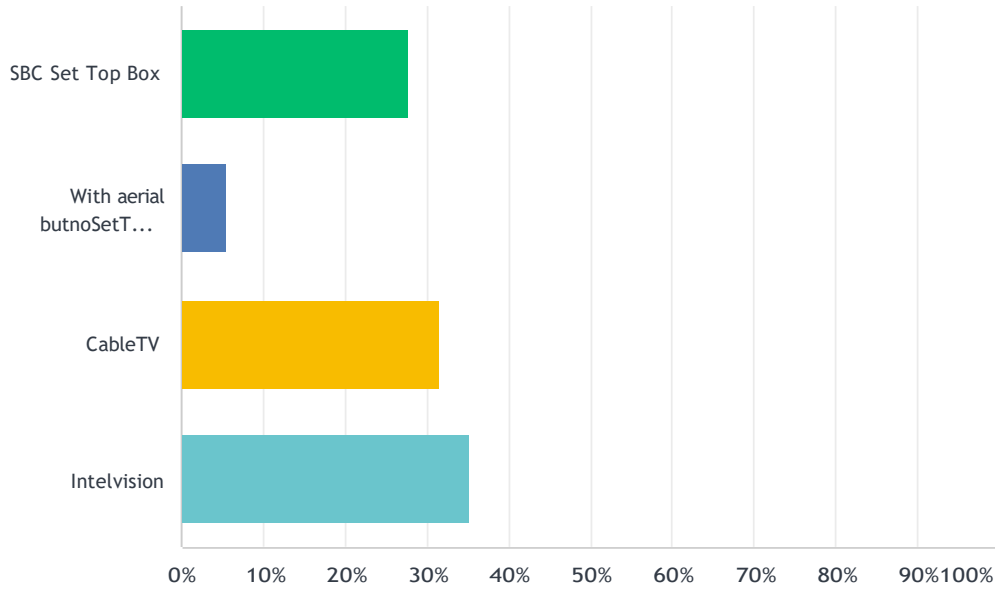
Answered:389 Skipped:13



ANSWER CHOICES	RESPONSES
Intelvision	41.39% 161
DSTV	9.77% 38
Cable & Wireless	31.11% 121
DTT	11.57% 45
None of the above	6.17% 24
TOTAL	389

Q3 I watch SBC TV mostly via

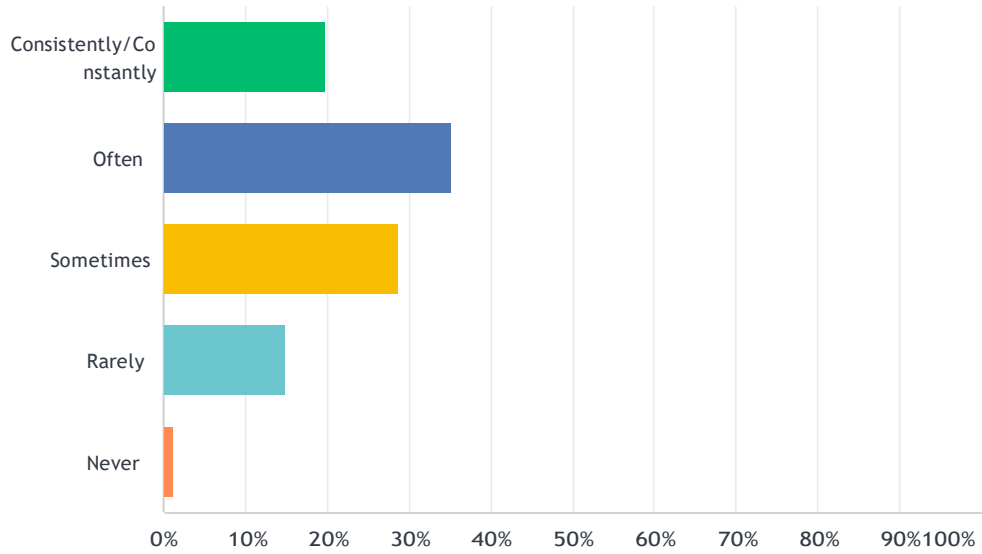
Answered:390 Skipped:12



ANSWER CHOICES	RESPONSES	
SBC Set Top Box	27.69%	108
With aerial but no Set Top Box	5.64%	22
Cable TV	31.54%	123
Intelvision	35.13%	137
TOTAL		390

Q4 I watchSBC1

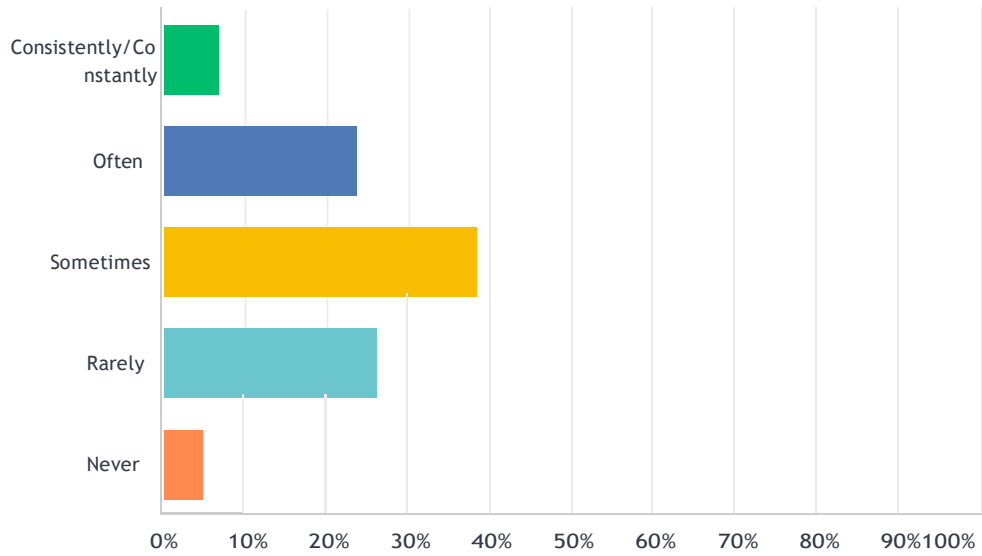
Answered:393 Skipped:9



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	19.85%	78
Often	35.11%	138
Sometimes	28.75%	113
Rarely	15.01%	59
Never	1.27%	5
TOTAL		393

Q5 I watch SBC2

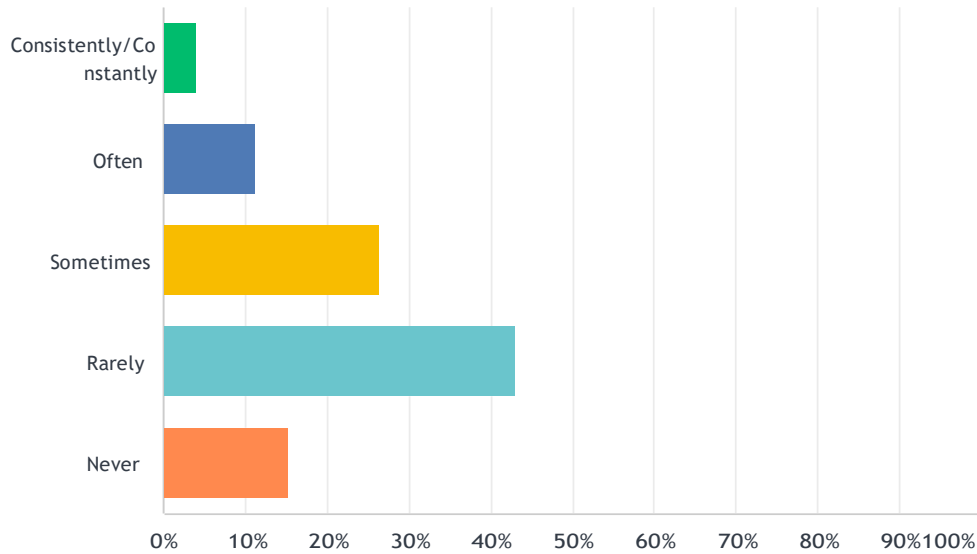
Answered:393 Skipped: 9



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	6.87%	27
Often	23.66%	93
Sometimes	38.42%	151
Rarely	26.21%	103
Never	4.83%	19
TOTAL		393

Q6 I watch SBC3

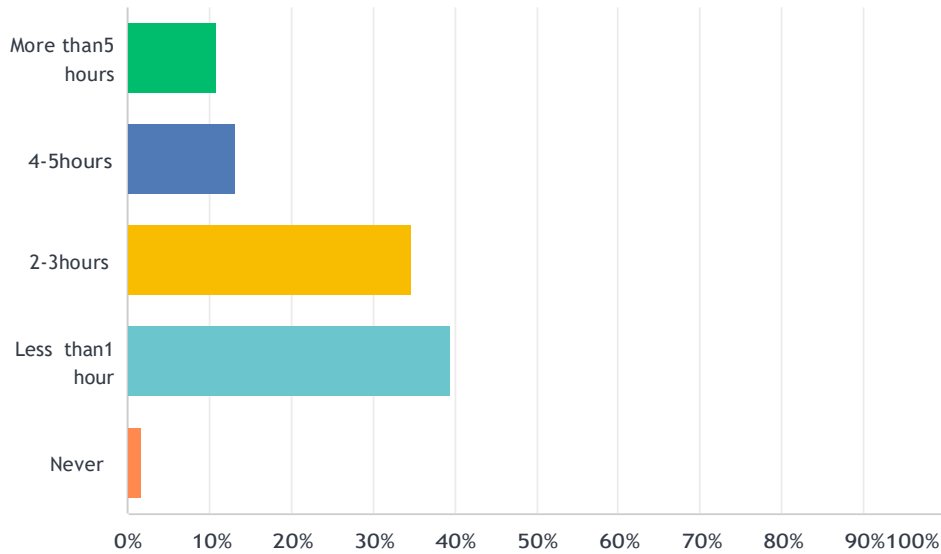
Answered:393 Skipped: 9



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	4.07%	16
Often	11.20%	44
Sometimes	26.46%	104
Rarely	43.00%	169
Never	15.27%	60
TOTAL		393

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

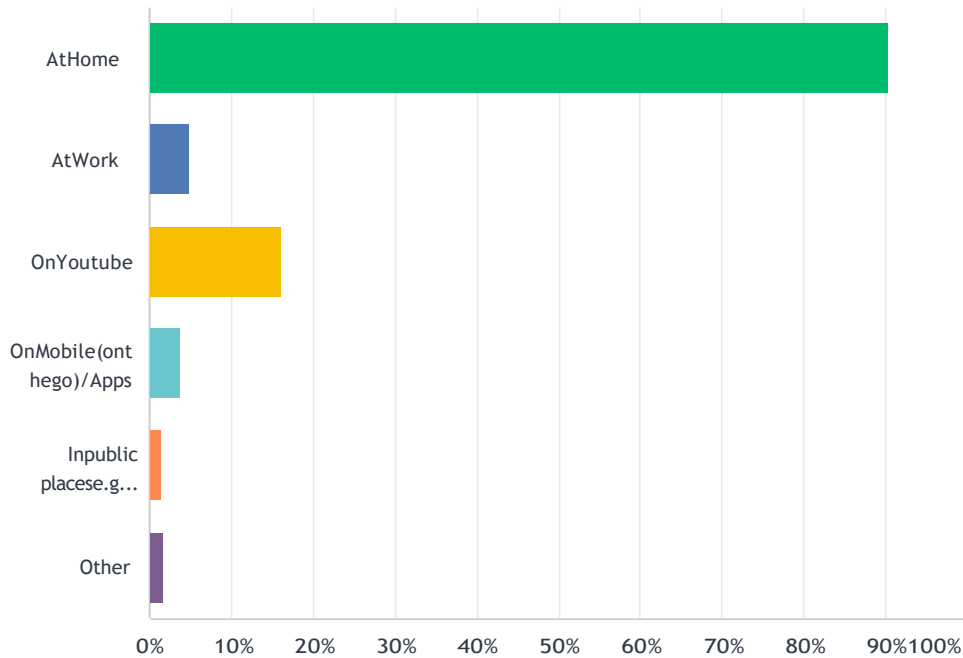
Answered:395 Skipped:7



ANSWER CHOICES	RESPONSES
More than 5 hours	10.89% 43
4-5 hours	13.16% 52
2-3 hours	34.68% 137
Less than 1 hour	39.49% 156
Never	1.77% 7
TOTAL	395

Q8 I watch SBC TV mostly

Answered:396 Skipped:6

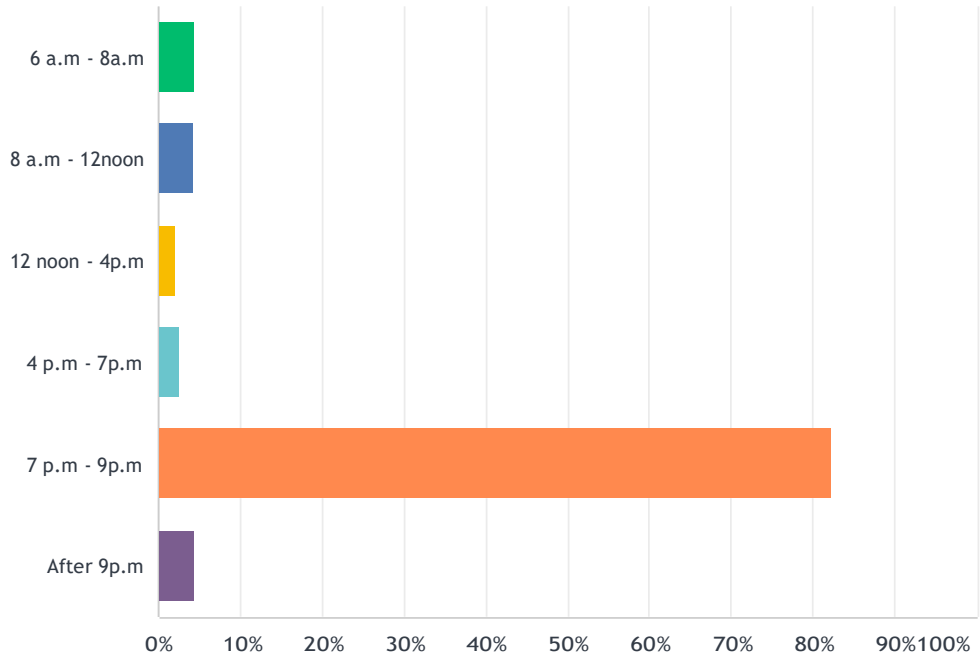


ANSWER CHOICES	RESPONSES
At Home	90.40% 358
At Work	4.80% 19
On Youtube	16.16% 64
On Mobile (on the go)/Apps	3.79% 15
In public places e.g. restaurants and supermarkets	1.52% 6
Other	1.77% 7
Total Respondents: 396	

#	OTHER	DATE
1	How can one watch when it keeps cutting through programs	12/4/2021 4:21 PM
2	Never	12/4/2021 12:41 PM
3	Only fir news	12/4/2021 8:52 AM
4	SBC OUT	12/4/2021 8:02 AM
5	Need to improve	12/3/2021 9:19 AM
6	Mobile cable TV. Because set top box is not working properly	12/1/2021 10:01 AM
7	MobileTV	12/1/2021 9:34 AM

Q9 I prefer to watch SBC1 from

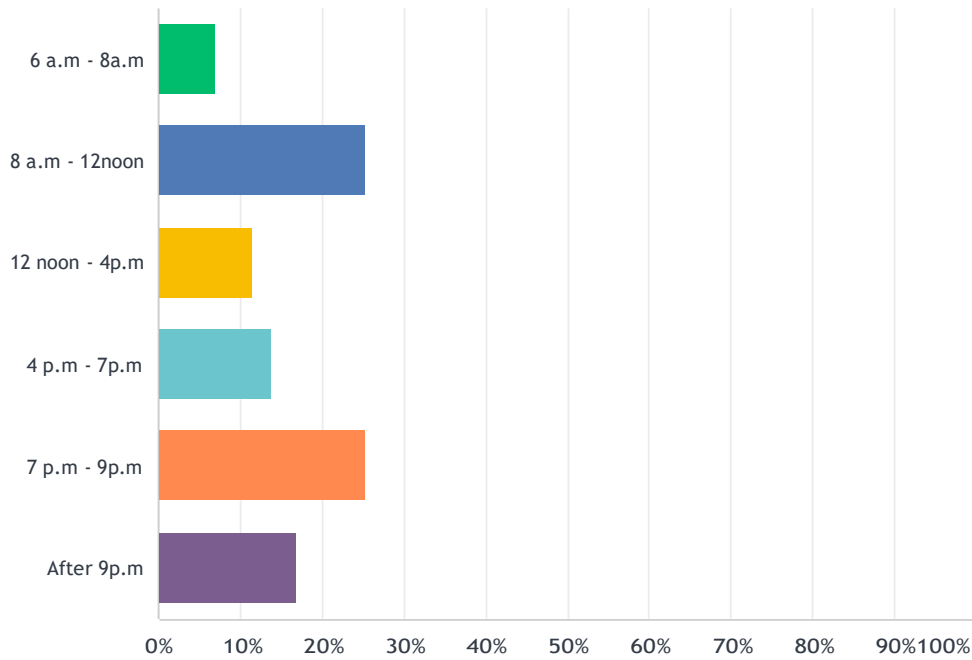
Answered:384 Skipped:18



ANSWER CHOICES	RESPONSES	
6 a.m- 8 a.m	4.43%	17
8 a.m- 12 noon	4.17%	16
12 noon - 4 p.m	2.08%	8
4 p.m- 7 p.m	2.60%	10
7 p.m- 9 p.m	82.29%	316
After 9 p.m	4.43%	17
TOTAL		384

Q10 I prefer to watch SBC2 from

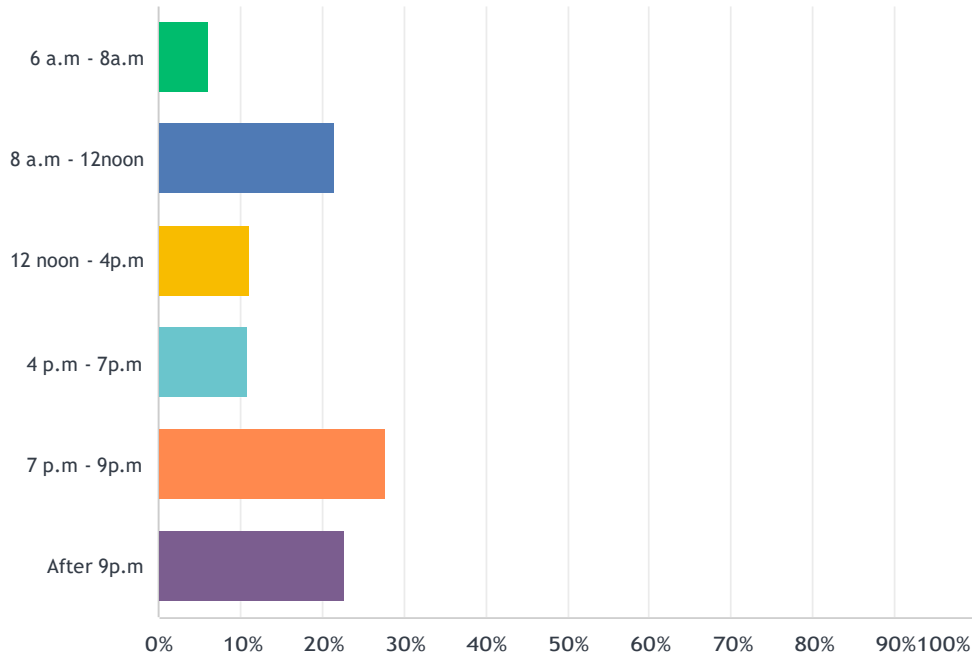
Answered:346 Skipped:56



ANSWER CHOICES	RESPONSES	
6 a.m- 8 a.m	6.94%	24
8 a.m- 12 noon	25.43%	88
12 noon - 4 p.m	11.56%	40
4 p.m- 7 p.m	13.87%	48
7 p.m- 9 p.m	25.43%	88
After 9 p.m	16.76%	58
TOTAL		346

Q11 I prefer to watch SBC3 from

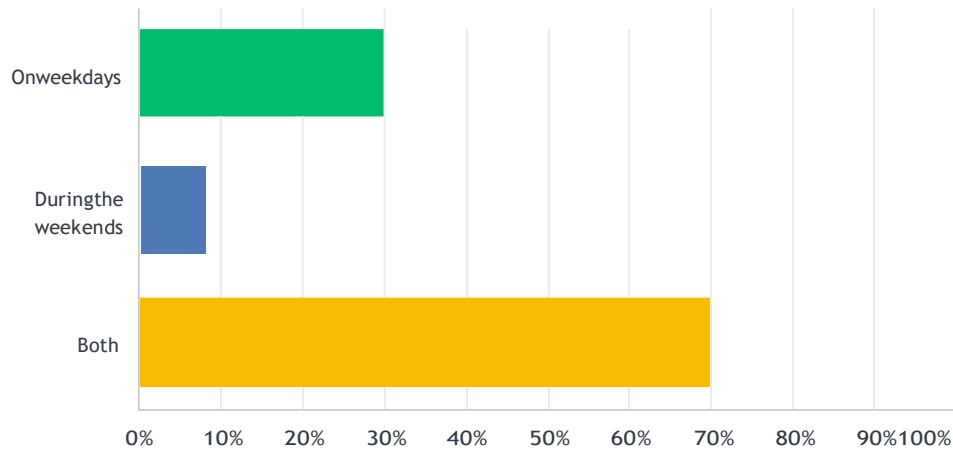
Answered:325 Skipped:77



ANSWER CHOICES	RESPONSES	
6 a.m- 8 a.m	6.15%	20
8 a.m- 12 noon	21.54%	70
12 noon - 4 p.m	11.08%	36
4 p.m- 7 p.m	10.77%	35
7 p.m- 9 p.m	27.69%	90
After 9 p.m	22.77%	74
TOTAL		325

Q12 I generally prefer to watch SBC

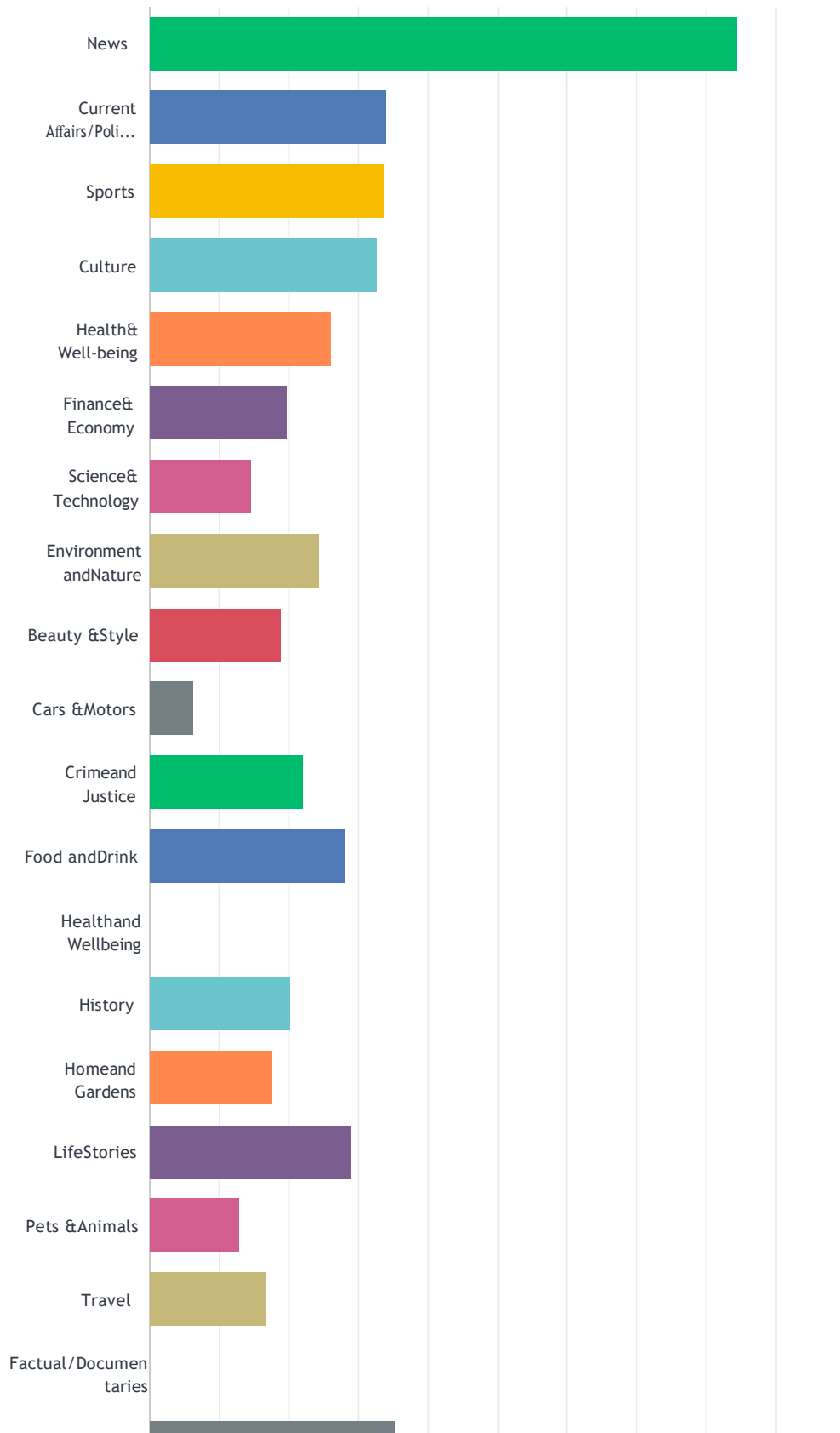
Answered:382 Skipped:20



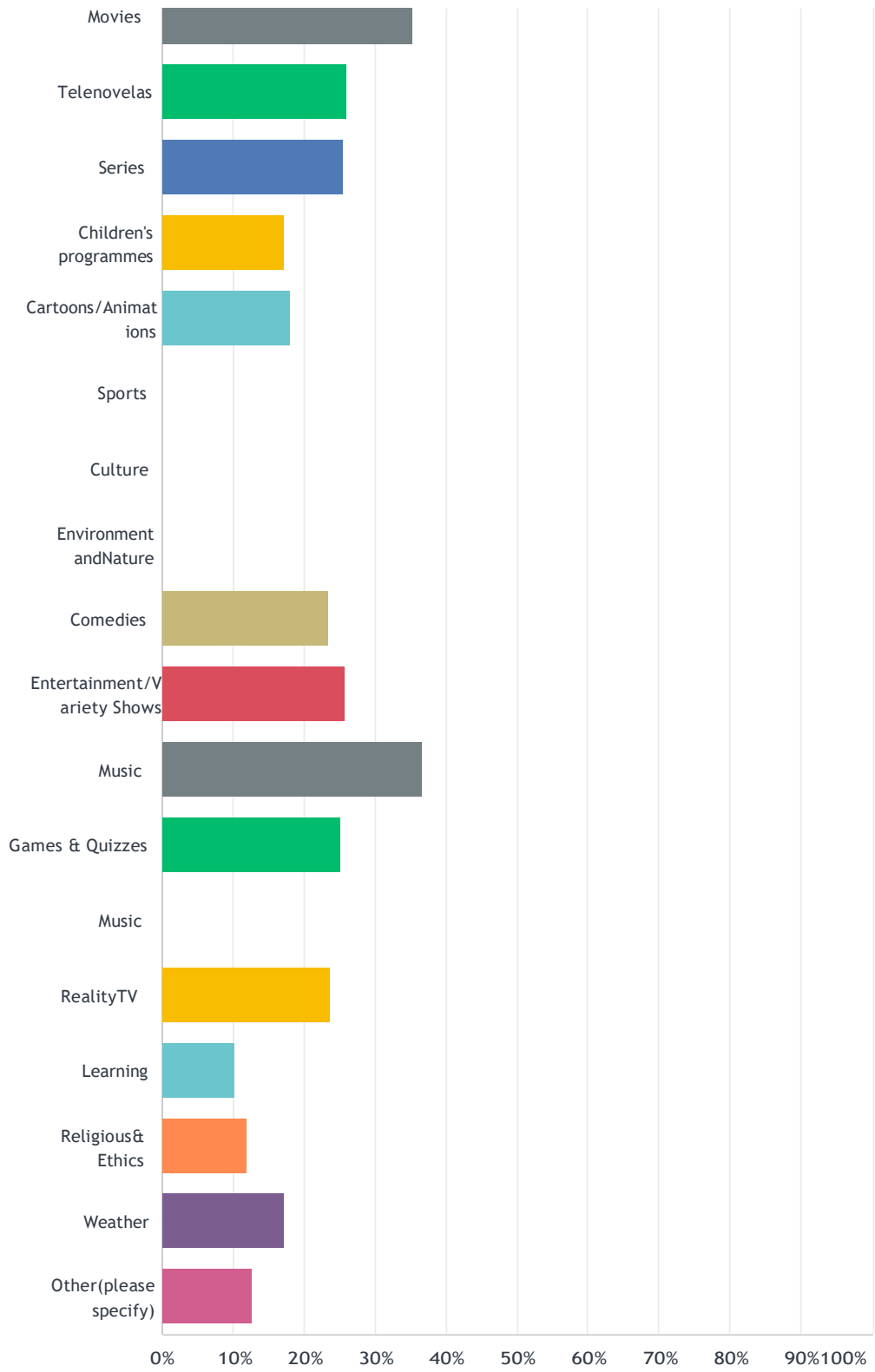
ANSWER CHOICES	RESPONSES	
On weekdays	30.10%	115
During the weekends	8.12%	31
Both	61.78%	236
TOTAL		382

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

Answered:392 Skipped:10



SBC Audience Survey 2021



SBC Audience Survey 2021

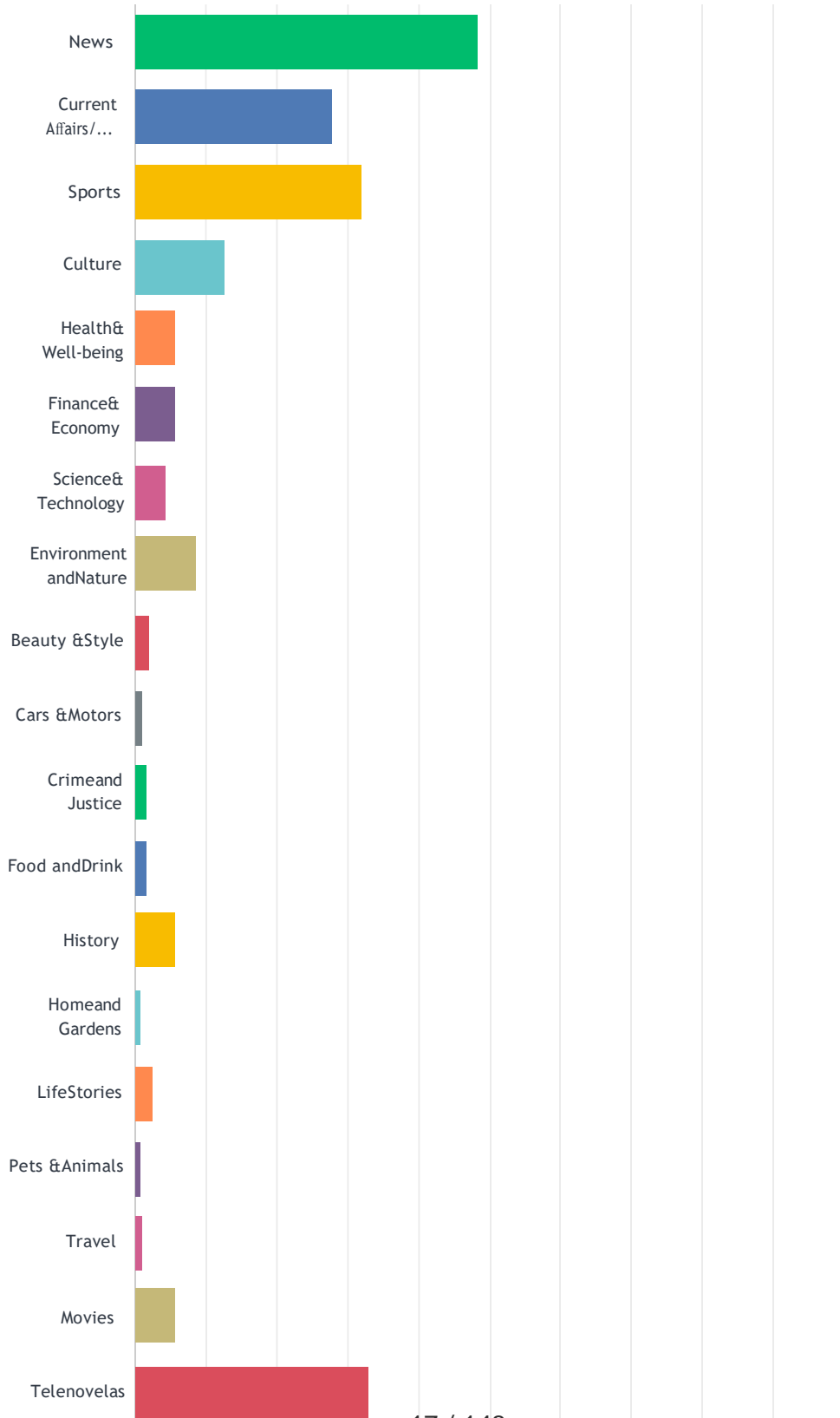
ANSWER CHOICES	RESPONSES	
News	84.44%	331
Current Affairs/Politics	34.18%	134
Sports	33.67%	132
Culture	32.91%	129
Health & Well-being	26.28%	103
Finance & Economy	19.90%	78
Science & Technology	14.80%	58
Environment and Nature	24.49%	96
Beauty & Style	18.88%	74
Cars & Motors	6.38%	25
Crime and Justice	22.19%	87
Food and Drink	28.06%	110
Health and Wellbeing	0.00%	0
History	20.15%	79
Home and Gardens	17.60%	69
Life Stories	29.08%	114
Pets & Animals	13.01%	51
Travel	16.84%	66
Factual/Documentaries	0.00%	0
Movies	35.46%	139
Telenovelas	26.02%	102
Series	25.51%	100
Children's programmes	17.35%	68
Cartoons/Animations	18.11%	71
Sports	0.00%	0
Culture	0.00%	0
Environment and Nature	0.00%	0
Comedies	23.47%	92
Entertainment/Variety Shows	25.77%	101
Music	36.73%	144
Games & Quizzes	25.26%	99
Music	0.00%	0
Reality TV	23.72%	93
Learning	10.20%	40

SBC Audience Survey 2021

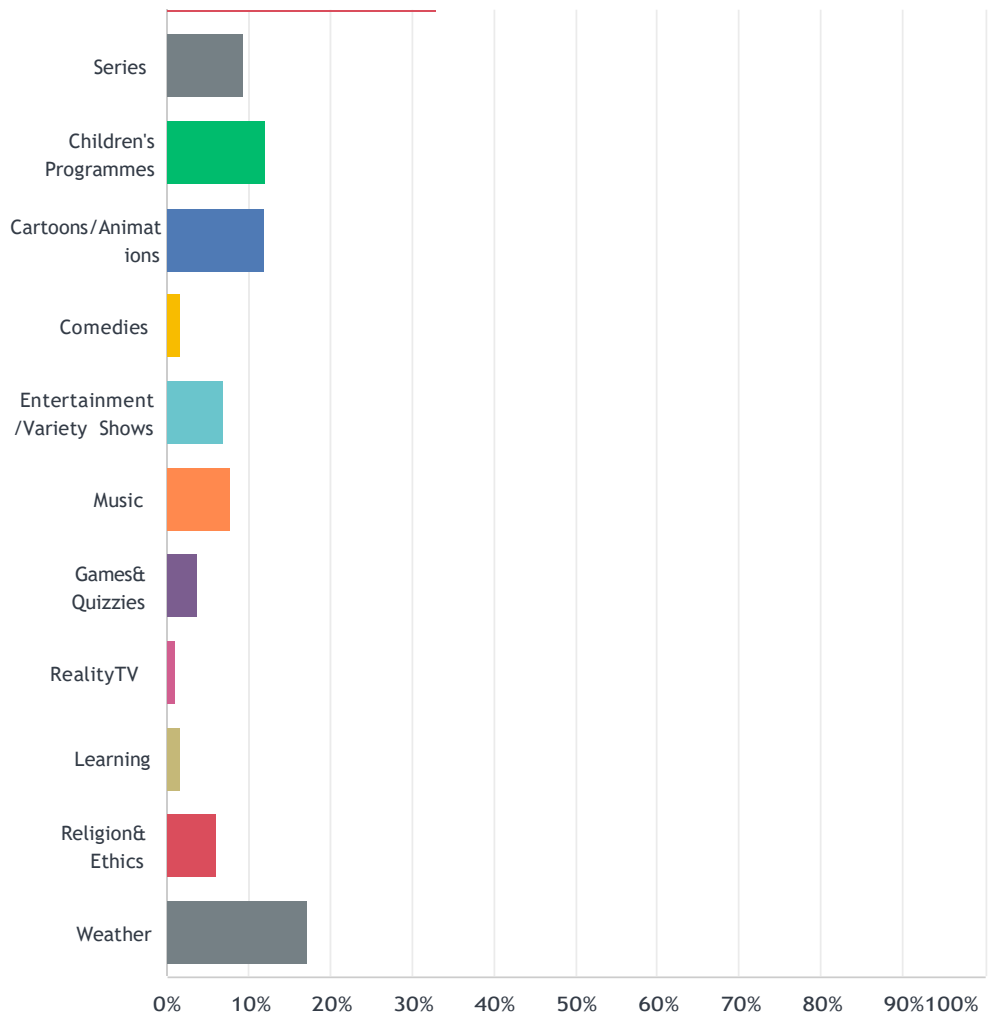
Religious & Ethics	11.99%	47
Weather	17.35%	68
Other(pleasespecify)	12.76%	50

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

Answered:343 Skipped:59



SBC Audience Survey 2021

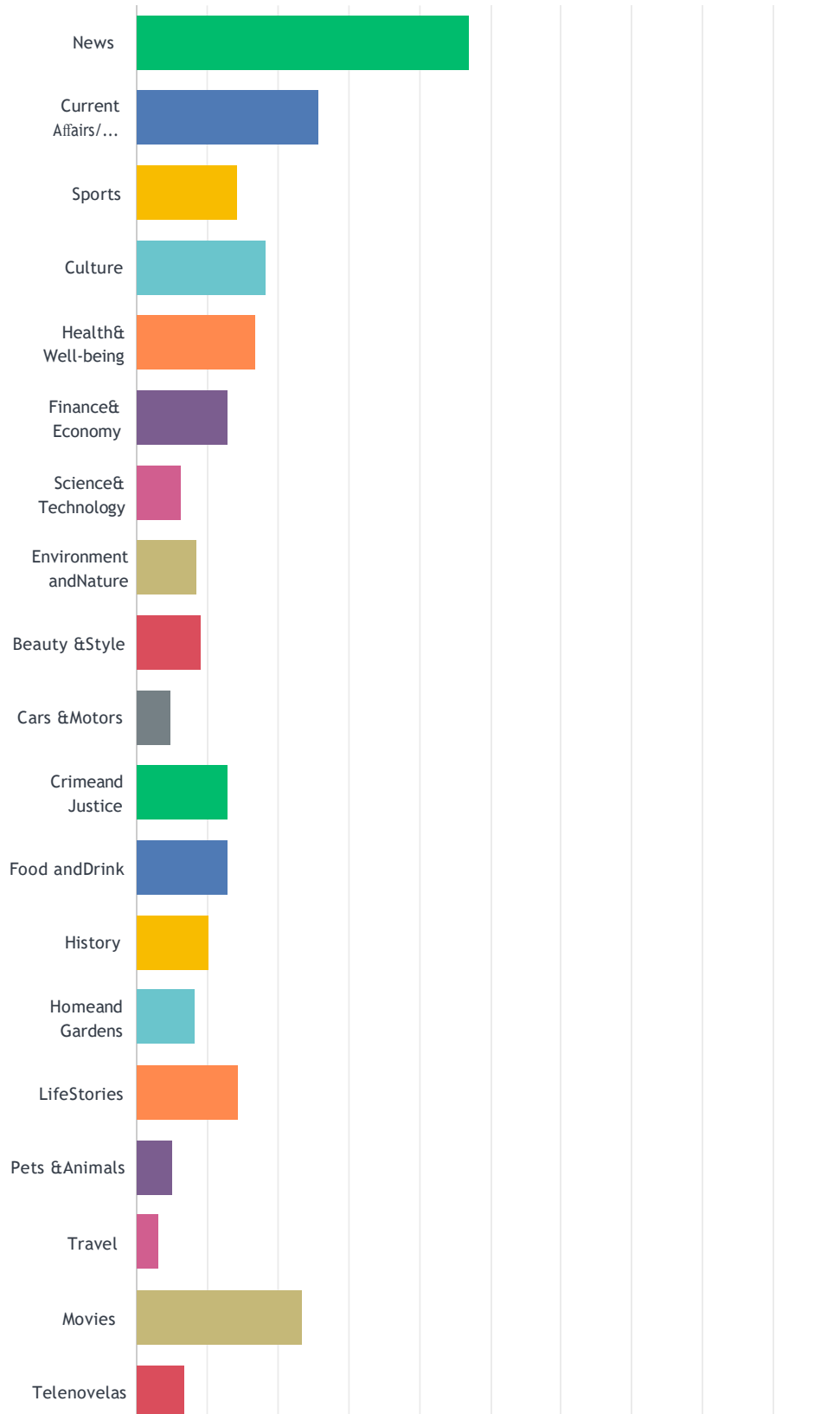


SBC Audience Survey 2021

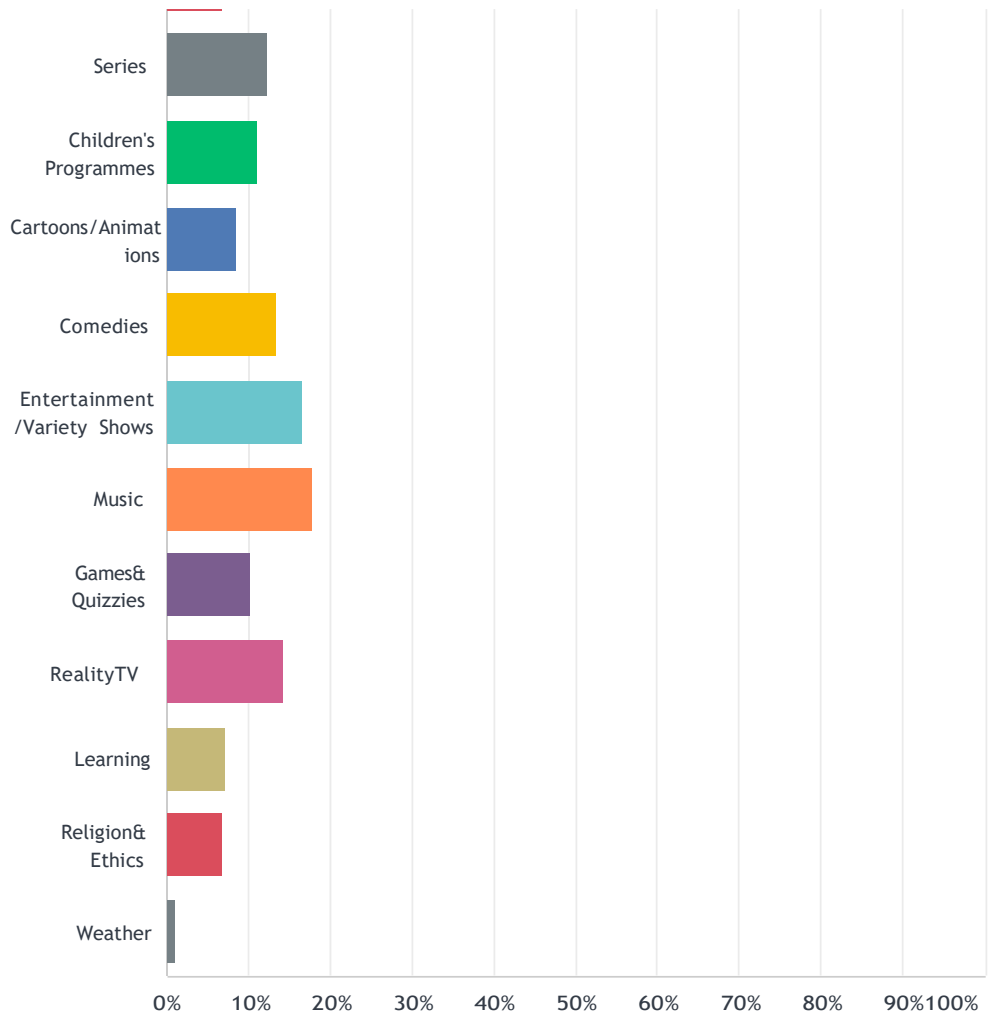
ANSWER CHOICES	RESPONSES	
News	48.40%	166
Current Affairs/ Politics	27.99%	96
Sports	32.07%	110
Culture	12.83%	44
Health & Well-being	5.83%	20
Finance & Economy	5.54%	19
Science & Technology	4.37%	15
Environment and Nature	8.75%	30
Beauty & Style	2.04%	7
Cars & Motors	1.17%	4
Crime and Justice	1.75%	6
Food and Drink	1.75%	6
History	7.00%	24
Home and Gardens	0.87%	3
Life Stories	2.62%	9
Pets & Animals	0.87%	3
Travel	1.17%	4
Movies	5.83%	20
Telenovelas	32.94%	113
Series	9.33%	32
Children's Programmes	12.24%	42
Cartoons/Animations	11.95%	41
Comedies	1.75%	6
Entertainment /Variety Shows	7.00%	24
Music	7.87%	27
Games & Quizzies	3.79%	13
Reality TV	1.17%	4
Learning	1.75%	6
Religion & Ethics	6.12%	21
Weather	17.20%	59
Total Respondents: 343		

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

Answered:372 Skipped:30



SBC Audience Survey 2021

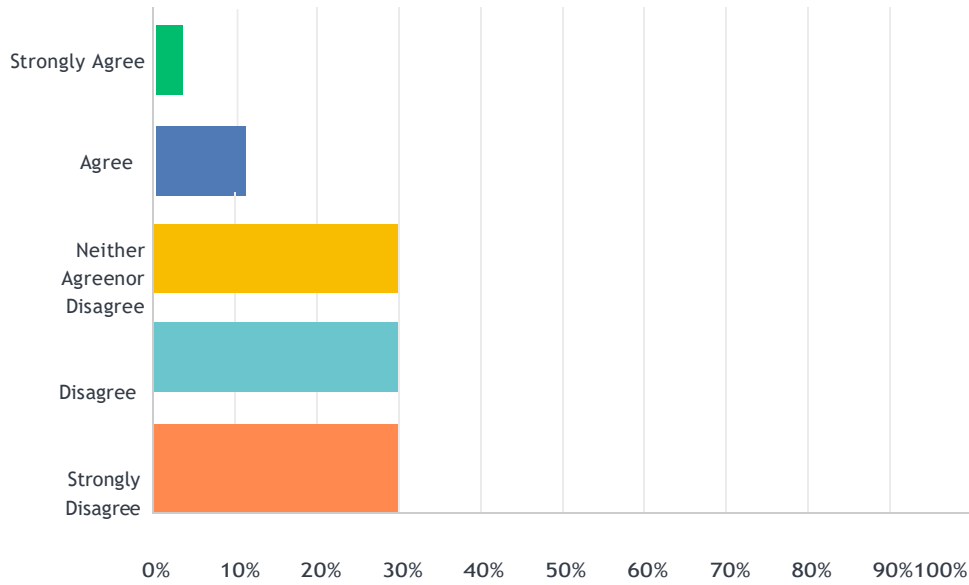


SBC Audience Survey 2021

ANSWER CHOICES	RESPONSES	
News	47.04%	175
Current Affairs/ Politics	25.81%	96
Sports	14.25%	53
Culture	18.28%	68
Health & Well-being	16.94%	63
Finance & Economy	12.90%	48
Science & Technology	6.45%	24
Environment and Nature	8.60%	32
Beauty & Style	9.14%	34
Cars & Motors	4.84%	18
Crime and Justice	12.90%	48
Food and Drink	12.90%	48
History	10.22%	38
Home and Gardens	8.33%	31
Life Stories	14.52%	54
Pets & Animals	5.11%	19
Travel	3.23%	12
Movies	23.39%	87
Telenovelas	6.72%	25
Series	12.37%	46
Children's Programmes	11.02%	41
Cartoons/Animations	8.60%	32
Comedies	13.44%	50
Entertainment /Variety Shows	16.67%	62
Music	18.01%	67
Games & Quizzies	10.22%	38
Reality TV	14.25%	53
Learning	7.26%	27
Religion & Ethics	6.72%	25
Weather	1.08%	4
Total Respondents: 372		

Q16 SBC TV broadcasts enough Local Programmes

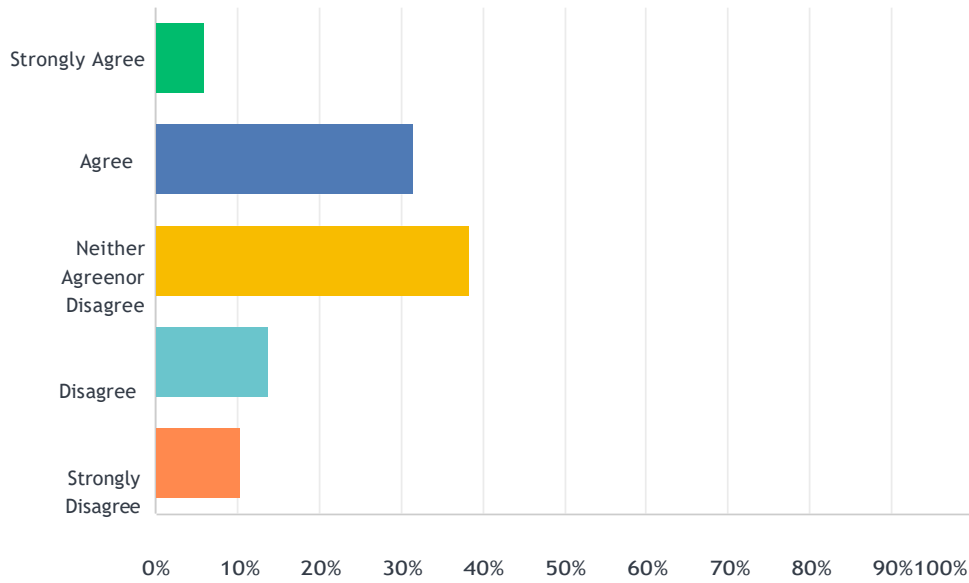
Answered:388 Skipped:14



ANSWER CHOICES	RESPONSES	
Strongly Agree	3.35%	13
Agree	11.08%	43
Neither Agree nor Disagree	29.12%	113
Disagree	29.90%	116
Strongly Disagree	26.55%	103
TOTAL		388

Q17 The Local Programmes shown on SBC TV are good and interesting to watch

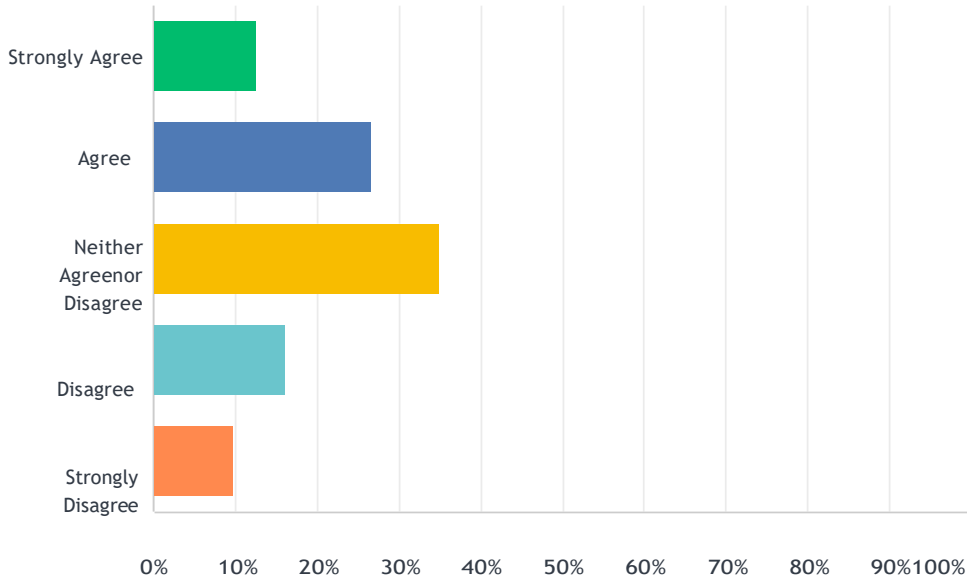
Answered:384 Skipped:18



ANSWER CHOICES	RESPONSES	
Strongly Agree	5.99%	23
Agree	31.51%	121
Neither Agree nor Disagree	38.28%	147
Disagree	13.80%	53
Strongly Disagree	10.42%	40
TOTAL		384

Q18 SBC TV shows enough International Programmes

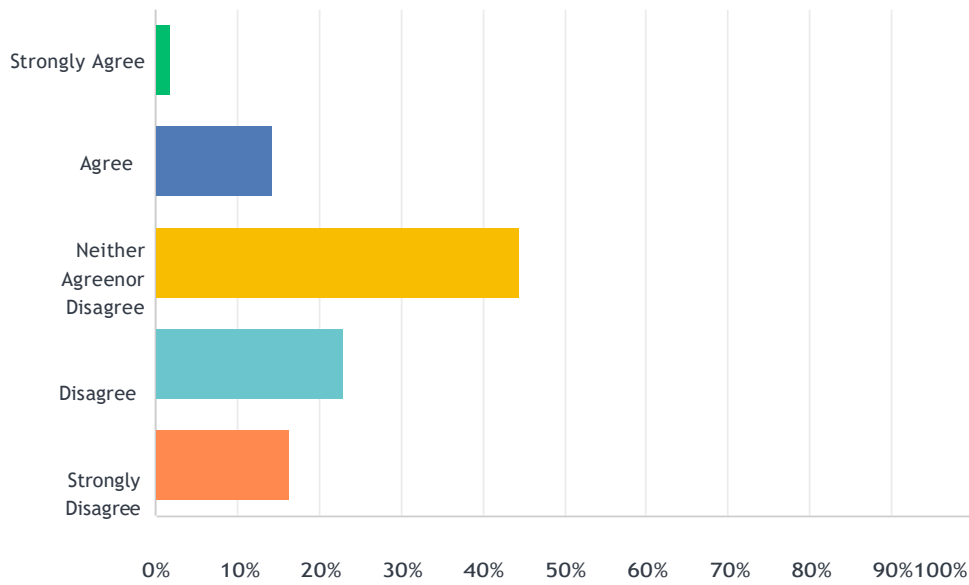
Answered:384 Skipped:18



ANSWER CHOICES	RESPONSES	
Strongly Agree	12.50%	48
Agree	26.56%	102
Neither Agree nor Disagree	34.90%	134
Disagree	16.15%	62
Strongly Disagree	9.90%	38
TOTAL		384

Q19 The International Programmes shown on TV are good and interesting to watch

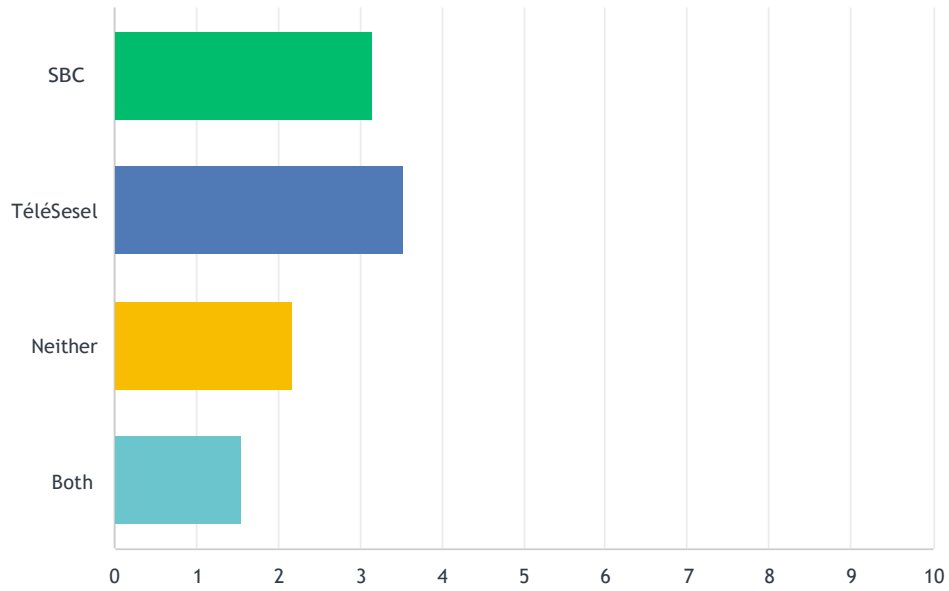
Answered:386 Skipped:16



ANSWER CHOICES	RESPONSES	
Strongly Agree	1.81%	7
Agree	14.25%	55
Neither Agree nor Disagree	44.56%	172
Disagree	23.06%	89
Strongly Disagree	16.32%	63
TOTAL		386

Q20 Which is your favourite Local TV Service? List in order of preference.

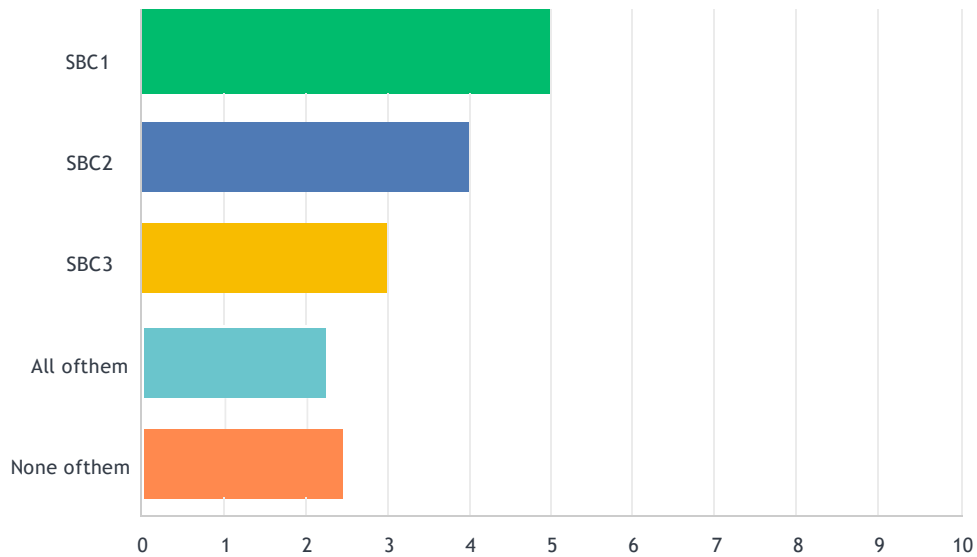
Answered:386 Skipped:16



	1	2	3	4	TOTAL	SCORE
SBC	35.36% 99	52.14% 146	4.29% 12	8.21% 23	280	3.15
TéléSesel	66.06% 216	24.77% 81	5.20% 17	3.98% 13	327	3.53
Neither	12.94% 22	10.59% 18	58.24% 99	18.24% 31	170	2.18
Both	8.48% 14	4.24% 7	21.21% 35	66.06% 109	165	1.55

Q21 Which is your favourite SBC channel on the DTT service? List in order of preference.

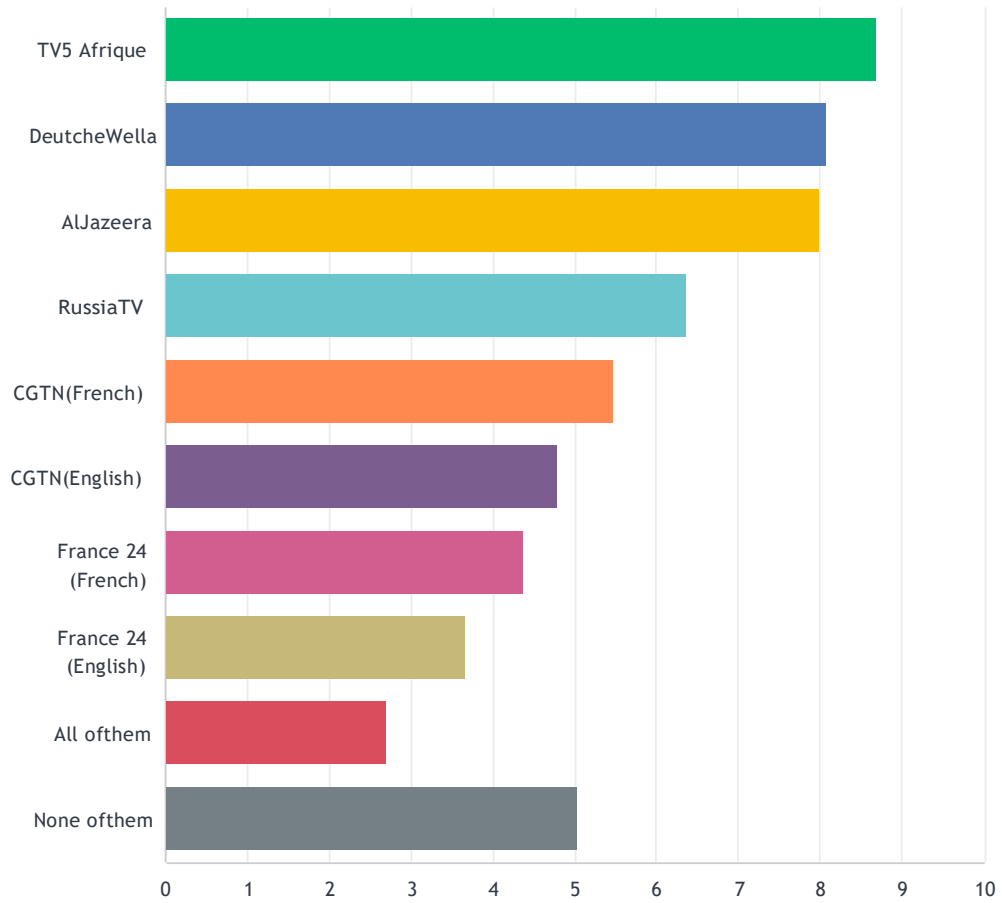
Answered:370 Skipped:32



	1	2	3	4	5	TOTAL	SCORE
SBC1	77.82% 207	16.54% 44	4.51% 12	0.00% 0	1.13% 3	266	4.70
SBC2	17.32% 40	66.67% 154	13.42% 31	2.60% 6	0.00% 0	231	3.99
SBC3	3.74% 8	9.35% 20	72.43% 155	11.21% 24	3.27% 7	214	2.99
All of them	11.25% 18	2.50% 4	5.00% 8	61.88% 99	19.38% 31	160	2.24
None of them	30.85% 62	2.49% 5	2.49% 5	9.45% 19	54.73% 110	201	2.45

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

Answered:379 Skipped:23

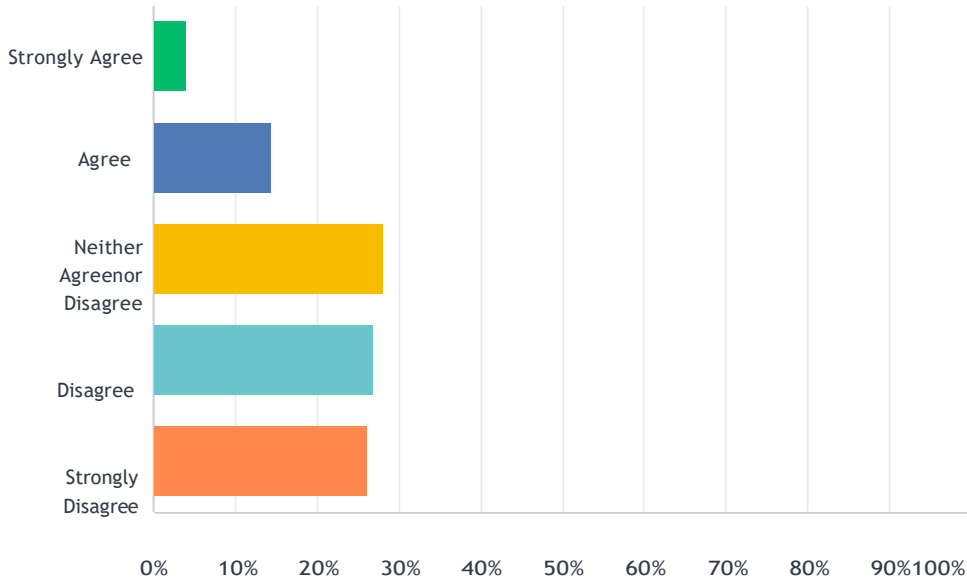


SBC Audience Survey 2021

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCOR
TV5 Afrique	51.60% 129	25.60% 64	7.20% 18	3.60% 9	2.40% 6	2.00% 5	2.00% 5	0.80% 2	1.60% 4	3.20% 8	250	8.7
Deutsche Wella	7.60% 19	52.00% 130	21.60% 54	8.00% 20	2.00% 5	2.40% 6	0.80% 2	1.20% 3	1.20% 3	3.20% 8	250	8.0
Al Jazeera	21.90% 60	7.30% 20	41.97% 115	17.88% 49	5.84% 16	2.55% 7	0.36% 1	1.09% 3	0.73% 2	0.36% 1	274	8.0
Russia TV	1.62% 4	2.43% 6	7.29% 18	48.58% 120	22.27% 55	8.10% 20	3.64% 9	2.02% 5	3.24% 8	0.81% 2	247	6.3
CGTN (French)	0.82% 2	2.87% 7	3.69% 9	4.10% 10	47.13% 115	21.31% 52	10.25% 25	6.97% 17	1.64% 4	1.23% 3	244	5.4
CGTN (English)	0.40% 1	3.64% 9	4.05% 10	5.26% 13	6.07% 15	39.27% 97	23.89% 59	11.34% 28	4.05% 10	2.02% 5	247	4.7
France 24 (French)	3.17% 8	3.17% 8	5.16% 13	1.59% 4	5.56% 14	12.30% 31	38.10% 96	17.86% 45	9.92% 25	3.17% 8	252	4.3
France 24 (English)	1.20% 3	3.21% 8	3.21% 8	6.02% 15	3.61% 9	6.43% 16	8.43% 21	42.17% 105	18.88% 47	6.83% 17	249	3.6
All of them	3.29% 8	0.41% 1	2.47% 6	1.23% 3	2.06% 5	2.06% 5	8.23% 20	10.70% 26	47.74% 116	21.81% 53	243	2.7
None of them	38.02% 119	3.51% 11	0.00% 0	1.28% 4	0.64% 2	1.28% 4	1.92% 6	2.88% 9	6.39% 20	44.09% 138	313	5.0

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

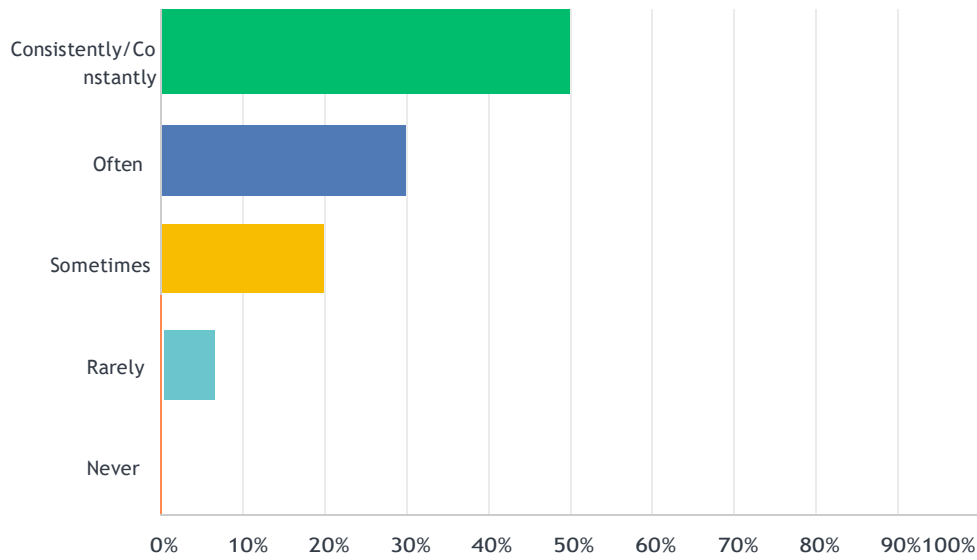
Answered:393 Skipped:9



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.07%	16
Agree	14.50%	57
Neither Agree nor Disagree	28.24%	111
Disagree	26.97%	106
Strongly Disagree	26.21%	103
TOTAL		393

Q26 I watch the SBC News

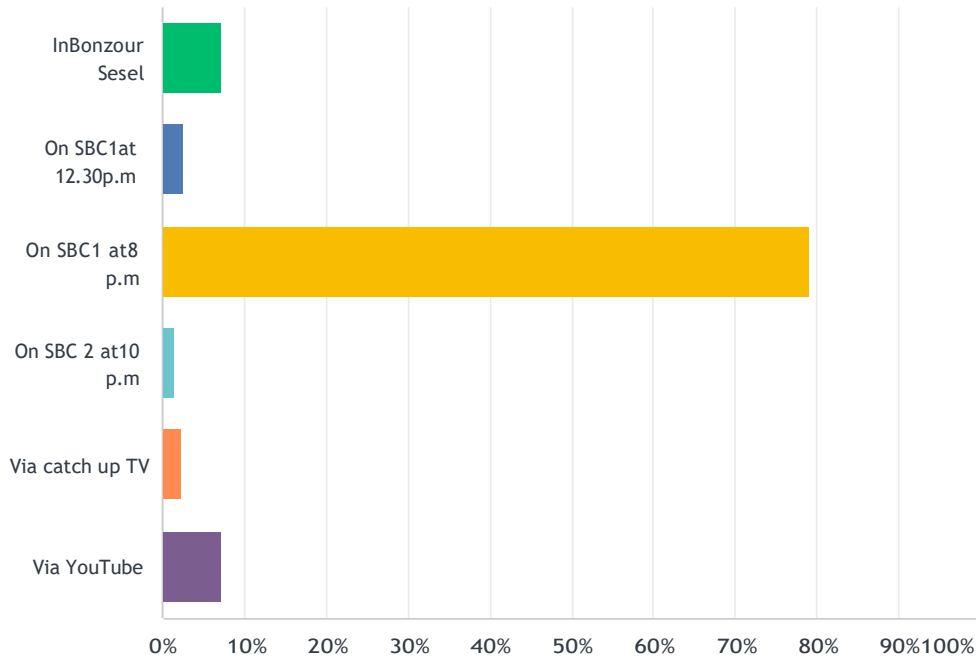
Answered:348 Skipped:54



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	47.70%	166
Often	24.71%	86
Sometimes	19.83%	69
Rarely	6.32%	22
Never	1.44%	5
TOTAL		348

Q27 I prefer to watch the TV News

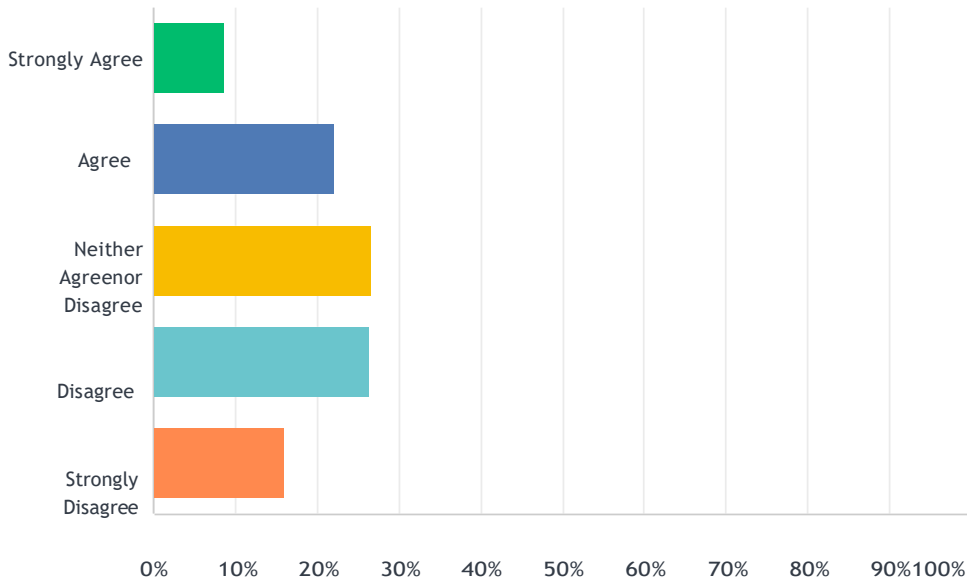
Answered:346 Skipped:56



ANSWER CHOICES	RESPONSES	
In Bonzour Sesel	7.23%	25
On SBC1 at 12.30 p.m	2.60%	9
On SBC1 at 8 p.m	79.19%	274
On SBC 2 at 10 p.m	1.45%	5
Via catch up TV	2.31%	8
Via YouTube	7.23%	25
TOTAL		346

Q28 SBC News keeps me informed of what is happening in theCountry

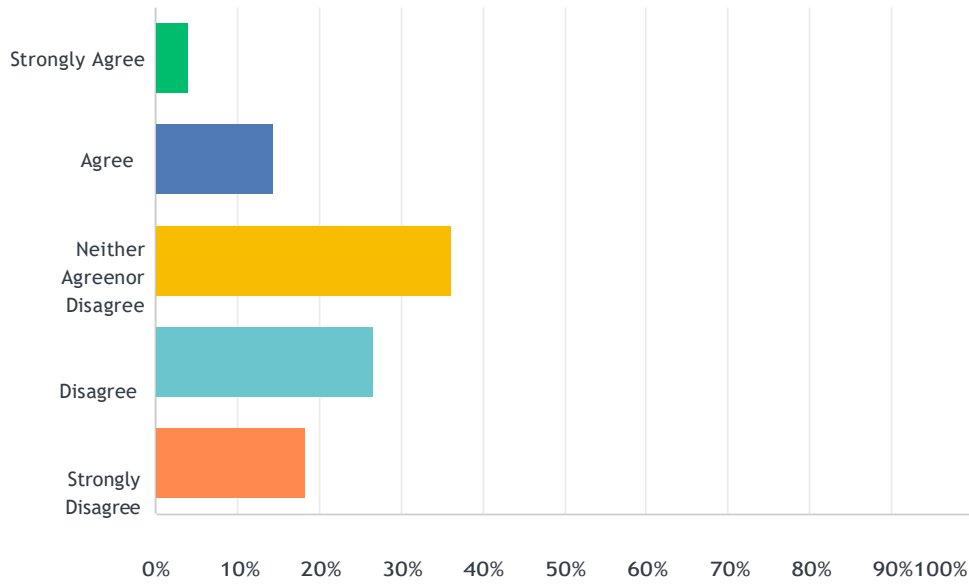
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	8.72%	30
Agree	22.09%	76
Neither Agree nor Disagree	26.74%	92
Disagree	26.45%	91
Strongly Disagree	15.99%	55
TOTAL		344

Q29 SBC News is Accurate and Factual

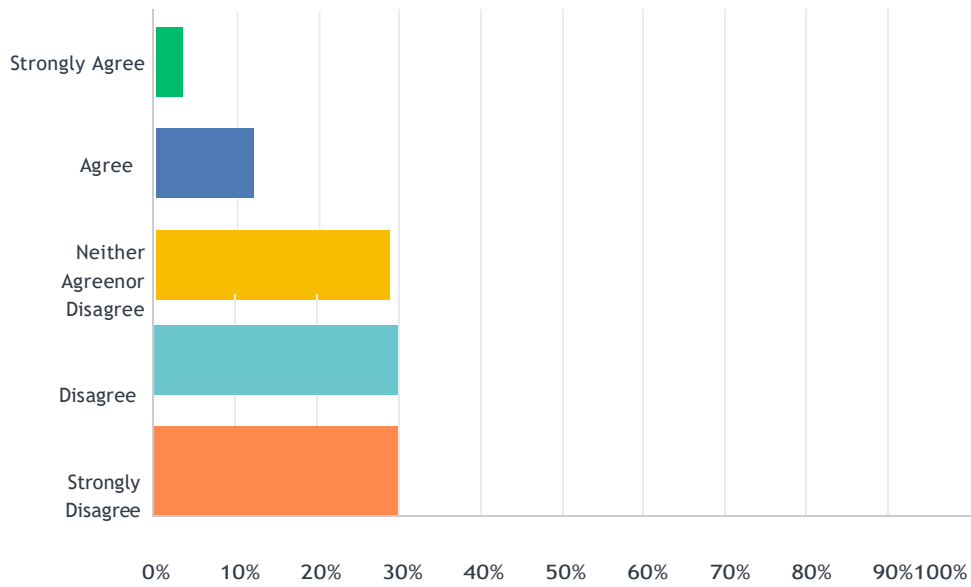
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.07%	14
Agree	14.53%	50
Neither Agree nor Disagree	36.34%	125
Disagree	26.74%	92
Strongly Disagree	18.31%	63
TOTAL		344

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

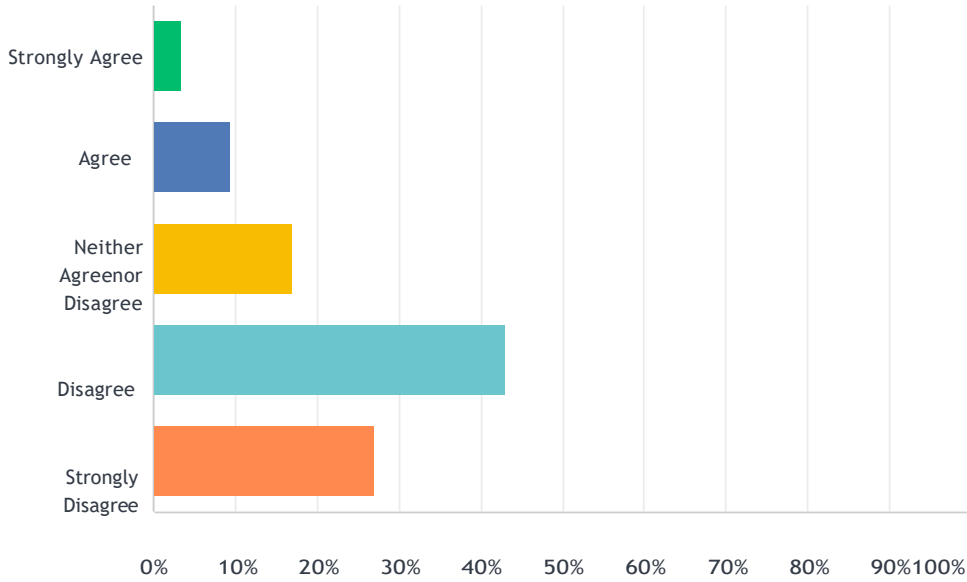
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	3.49%	12
Agree	12.21%	42
Neither Agree nor Disagree	28.78%	99
Disagree	29.65%	102
Strongly Disagree	25.87%	89
TOTAL		344

Q31 SBC covers enough Local News

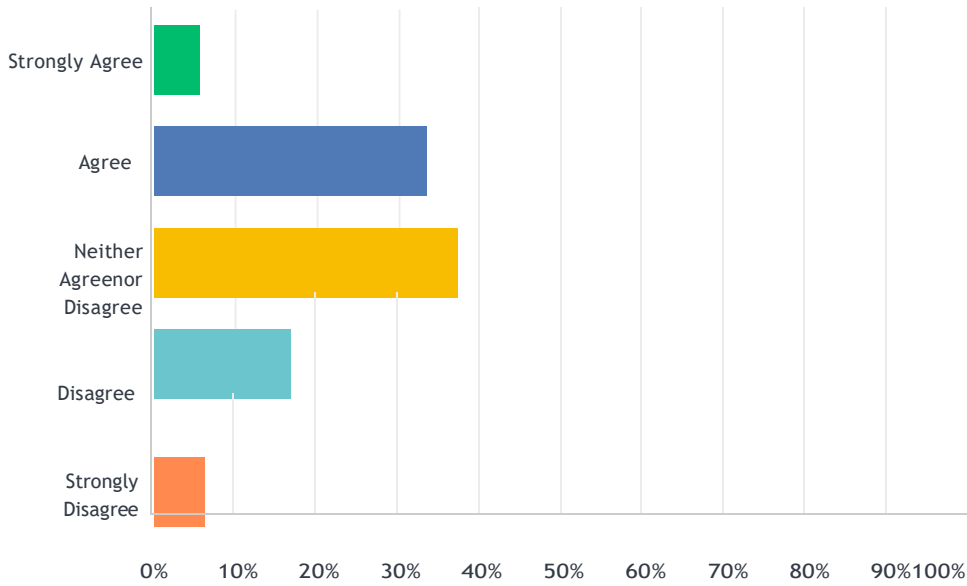
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	3.49%	12
Agree	9.30%	32
Neither Agree nor Disagree	17.15%	59
Disagree	43.02%	148
Strongly Disagree	27.03%	93
TOTAL		344

Q32 SBC covers enough Sports News

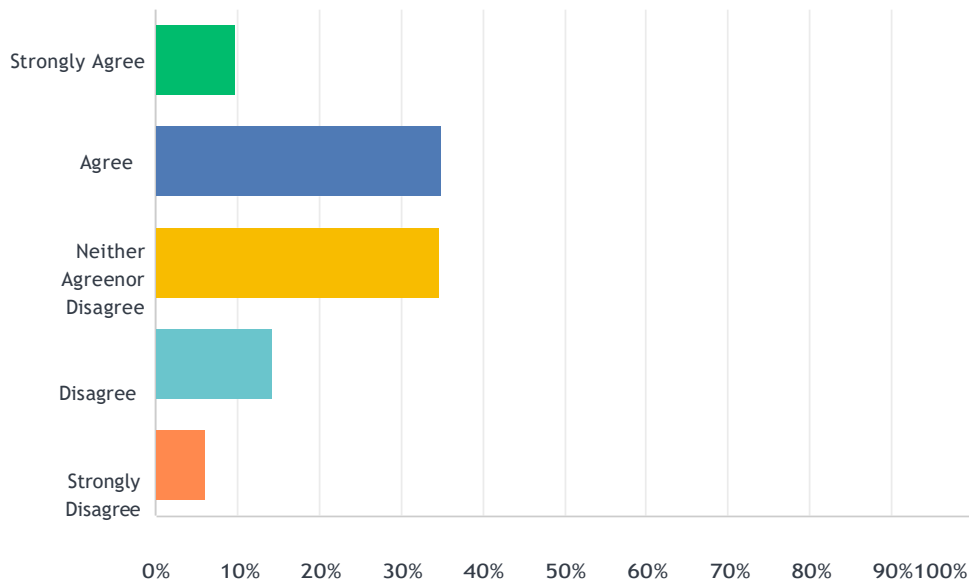
Answered:343 Skipped:59



ANSWER CHOICES	RESPONSES	
Strongly Agree	5.83%	20
Agree	33.53%	115
Neither Agree nor Disagree	37.32%	128
Disagree	16.91%	58
Strongly Disagree	6.41%	22
TOTAL		343

Q33 SBC covers enough International news

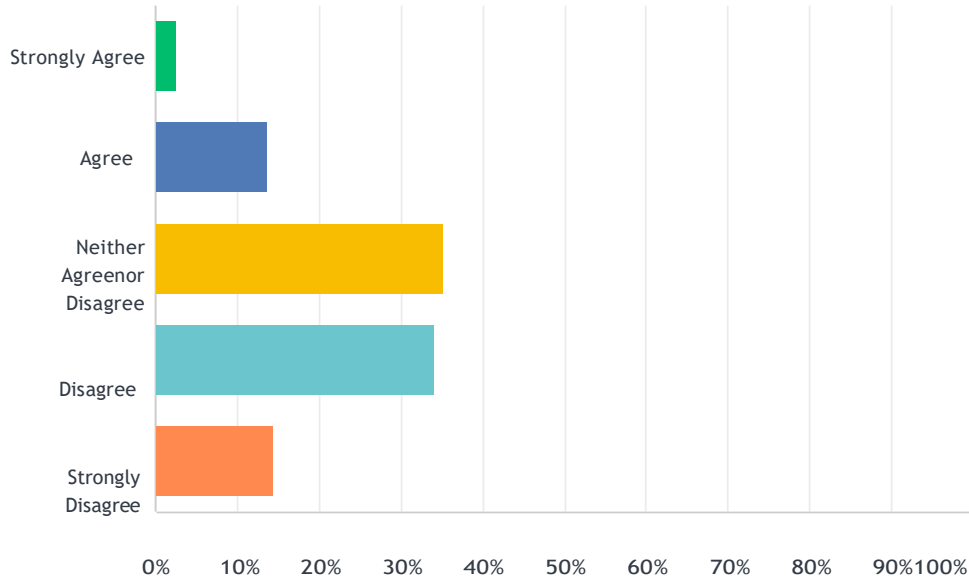
Answered:345 Skipped:57



ANSWER CHOICES	RESPONSES	
Strongly Agree	9.86%	34
Agree	35.07%	121
Neither Agree nor Disagree	34.78%	120
Disagree	14.20%	49
Strongly Disagree	6.09%	21
TOTAL		345

Q34 SBC broadcasts enough local Current Affairs Programmes

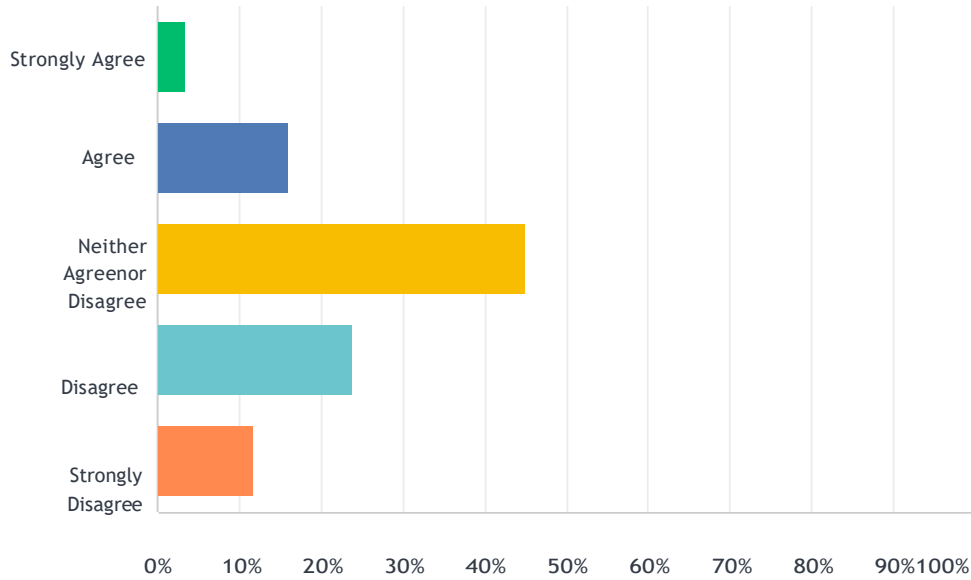
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	2.62%	9
Agree	13.66%	47
Neither Agree nor Disagree	35.17%	121
Disagree	34.01%	117
Strongly Disagree	14.53%	50
TOTAL		344

Q35 The Current Affairs Programmes are Compelling and Relevant

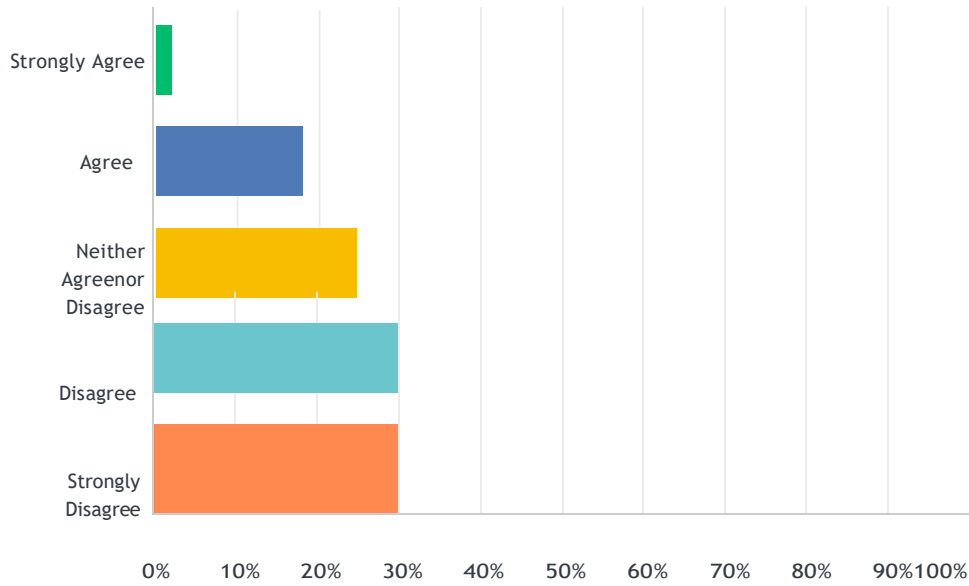
Answered:343 Skipped:59



ANSWER CHOICES	RESPONSES	
Strongly Agree	3.50%	12
Agree	16.03%	55
Neither Agree nor Disagree	44.90%	154
Disagree	23.91%	82
Strongly Disagree	11.66%	40
TOTAL		343

Q36 SBC provides Timely information and reports on nationalevents

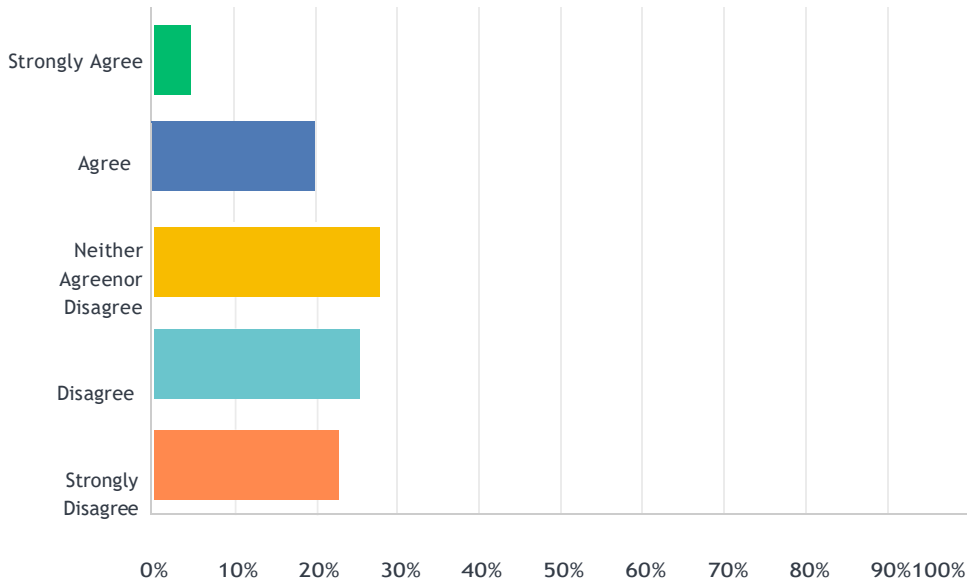
Answered:344 Skipped:58



ANSWER CHOICES	RESPONSES	
Strongly Agree	2.03%	7
Agree	18.02%	62
Neither Agree nor Disagree	24.71%	85
Disagree	29.65%	102
Strongly Disagree	25.58%	88
TOTAL		344

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

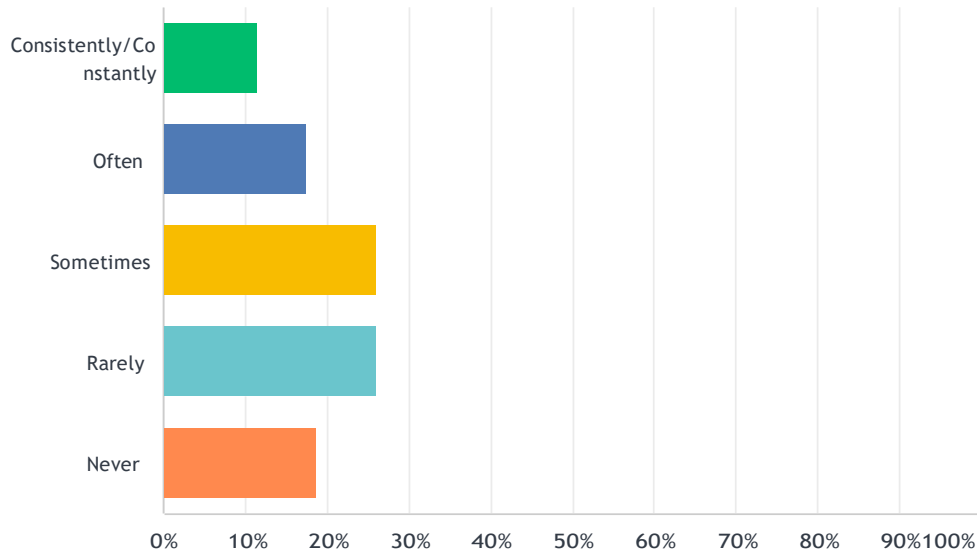
Answered:343 Skipped:59



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.66%	16
Agree	19.53%	67
Neither Agree nor Disagree	27.70%	95
Disagree	25.36%	87
Strongly Disagree	22.74%	78
TOTAL		343

Q39 I listen to Radyo Sesel

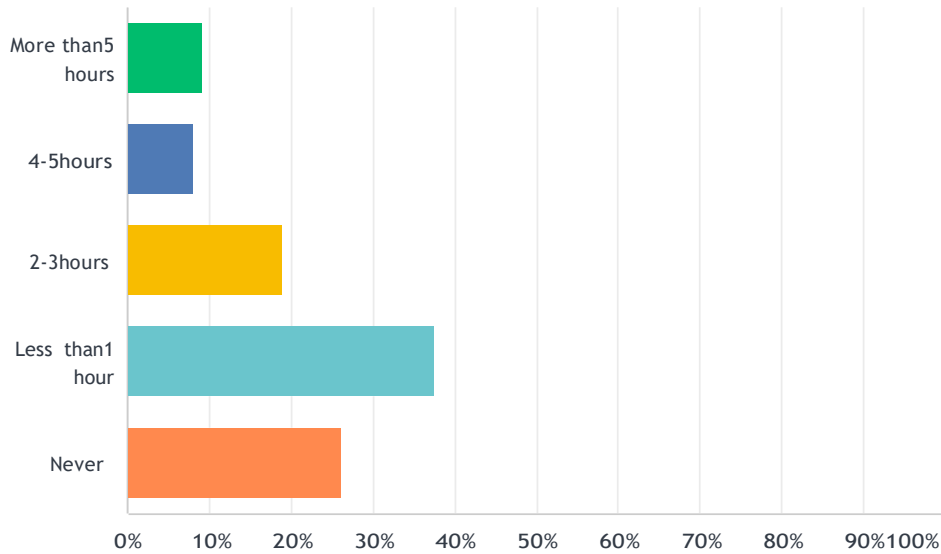
Answered:319 Skipped:83



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	11.60%	37
Often	17.55%	56
Sometimes	26.02%	83
Rarely	26.02%	83
Never	18.81%	60
TOTAL		319

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

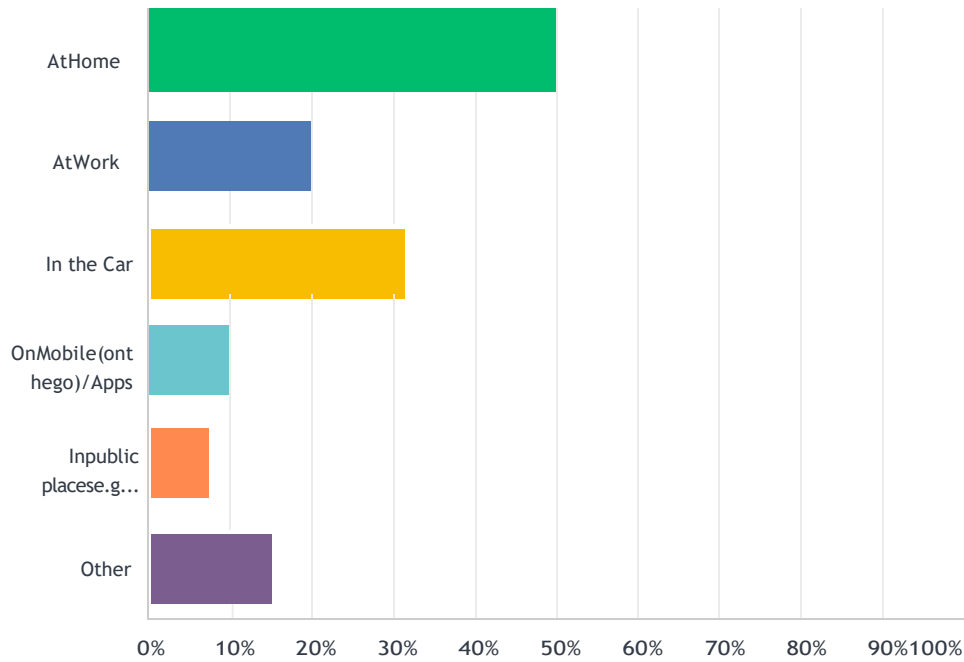
Answered:317 Skipped:85



ANSWER CHOICES	RESPONSES
More than 5 hours	9.15% 29
4-5 hours	8.20% 26
2-3 hours	18.93% 60
Less than 1 hour	37.54% 119
Never	26.18% 83
TOTAL	317

Q41 I listen to Radyo Sesel

Answered:302 Skipped: 100

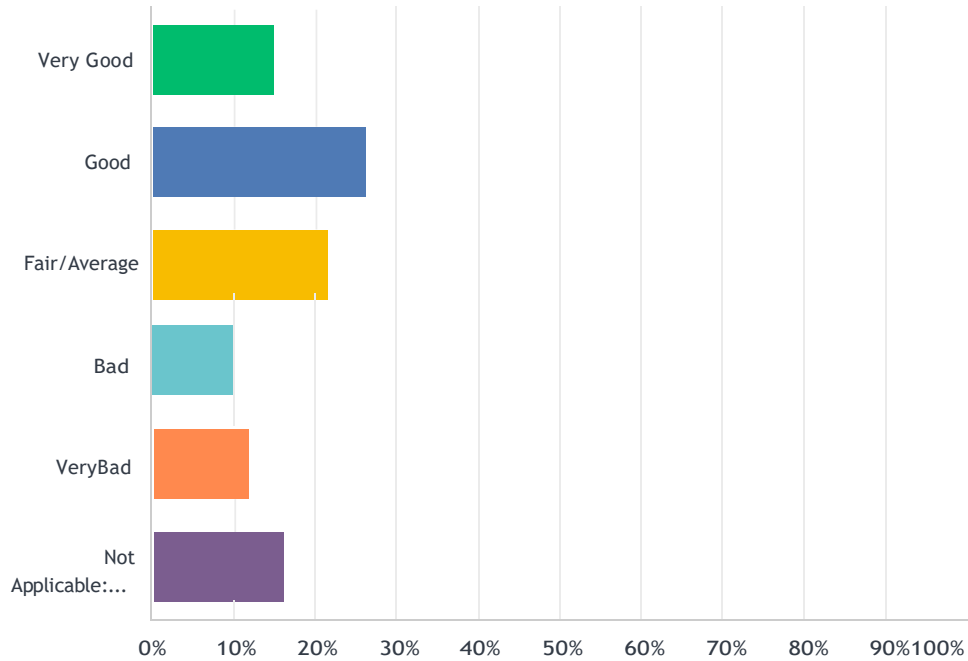


ANSWER CHOICES	RESPONSES	
At Home	47.35%	143
At Work	20.86%	63
In the Car	31.13%	94
On Mobile (on the go)/Apps	10.93%	33
In public places e.g restaurants and supermarkets	7.28%	22
Other	14.90%	45

Total Respondents: 302

Q42 The Radyo Sesel reception in my home is

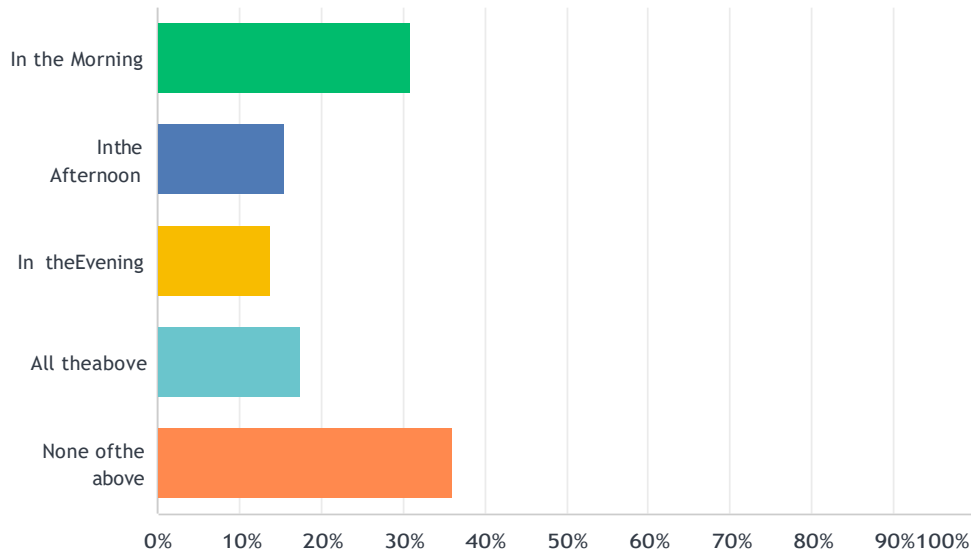
Answered:317 Skipped:85



ANSWER CHOICES	RESPONSES	
Very Good	14.83%	47
Good	26.18%	83
Fair/Average	21.45%	68
Bad	9.78%	31
Very Bad	11.67%	37
Not Applicable: I do not receive Radyo Sesel via a Radio Set	16.09%	51
TOTAL		317

Q43 During the day I listen to RadyoSesel

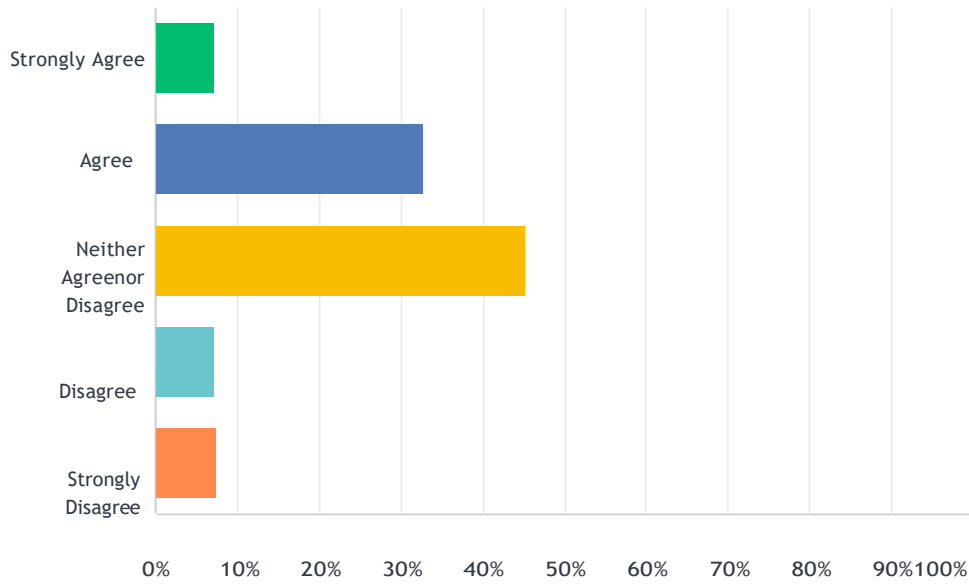
Answered:316 Skipped:86



ANSWER CHOICES	RESPONSES	
In the Morning	31.01%	98
In the Afternoon	15.51%	49
In the Evening	13.92%	44
All the above	17.41%	55
None of the above	36.08%	114
Total Respondents: 316		

Q44 I believe Radyo Sesel has a good variety of Programmes

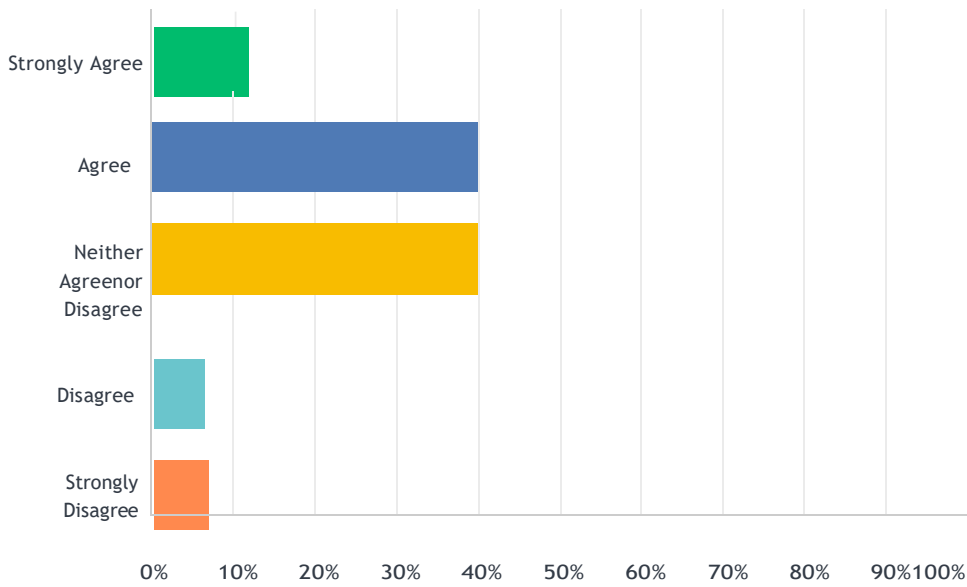
Answered:305 Skipped:97



ANSWER CHOICES	RESPONSES	
Strongly Agree	7.21%	22
Agree	32.79%	100
Neither Agree nor Disagree	45.25%	138
Disagree	7.21%	22
Strongly Disagree	7.54%	23
TOTAL		305

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

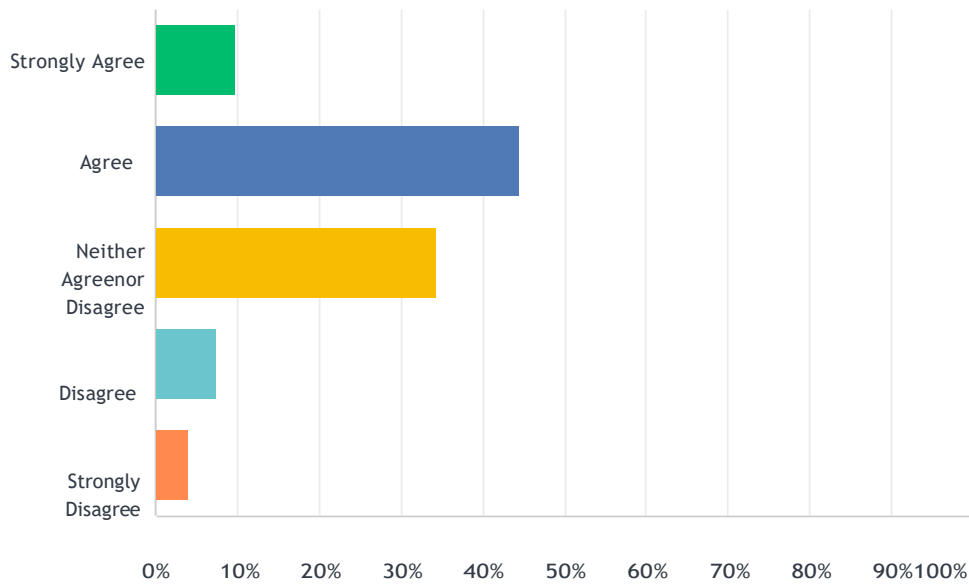
Answered: 297 Skipped: 105



ANSWER CHOICES	RESPONSES	
Strongly Agree	11.78%	35
Agree	40.07%	119
Neither Agree nor Disagree	35.02%	104
Disagree	6.40%	19
Strongly Disagree	6.73%	20
TOTAL		297

Q47 There is a balance between local and Foreignmusic

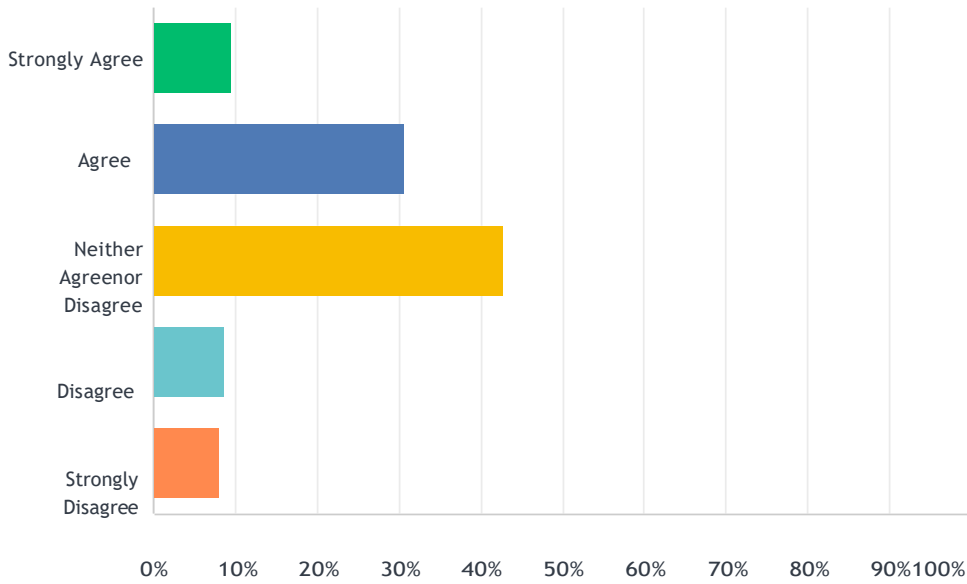
Answered:298 Skipped: 104



ANSWER CHOICES	RESPONSES	
Strongly Agree	9.73%	29
Agree	44.63%	133
Neither Agree nor Disagree	34.23%	102
Disagree	7.38%	22
Strongly Disagree	4.03%	12
TOTAL		298

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

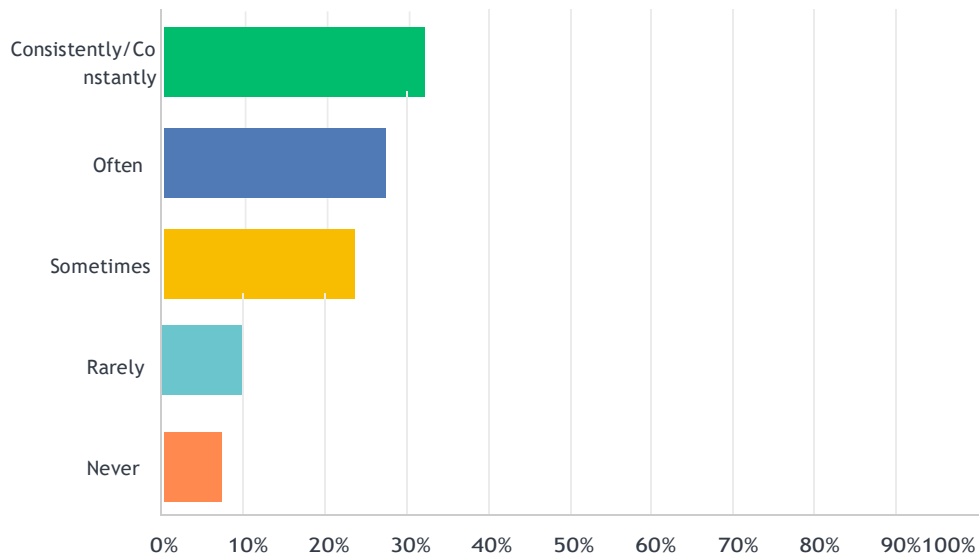
Answered: 299 Skipped: 103



ANSWER CHOICES	RESPONSES	
Strongly Agree	9.70%	29
Agree	30.77%	92
Neither Agree nor Disagree	42.81%	128
Disagree	8.70%	26
Strongly Disagree	8.03%	24
TOTAL		299

Q50 I listen to Paradise FM

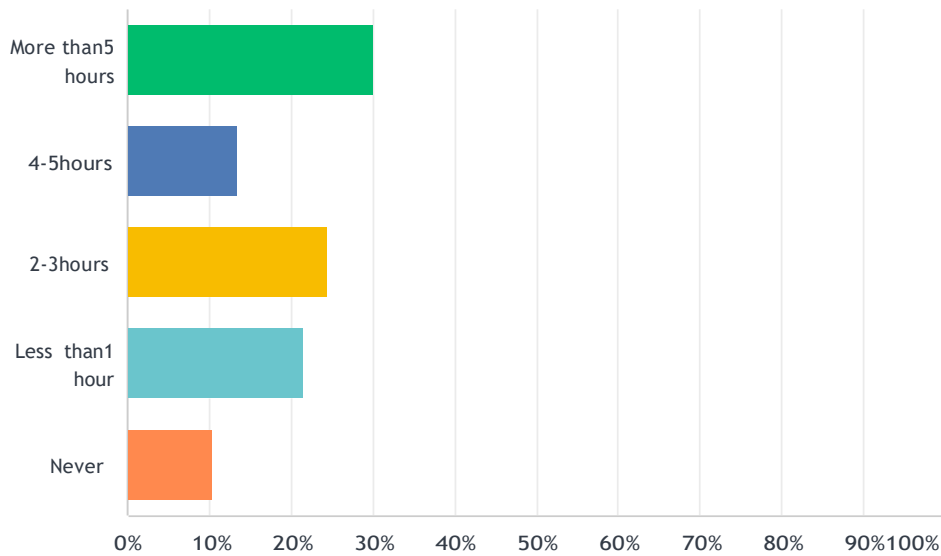
Answered:307 Skipped:95



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	31.92%	98
Often	27.36%	84
Sometimes	23.45%	72
Rarely	10.10%	31
Never	7.17%	22
TOTAL		307

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

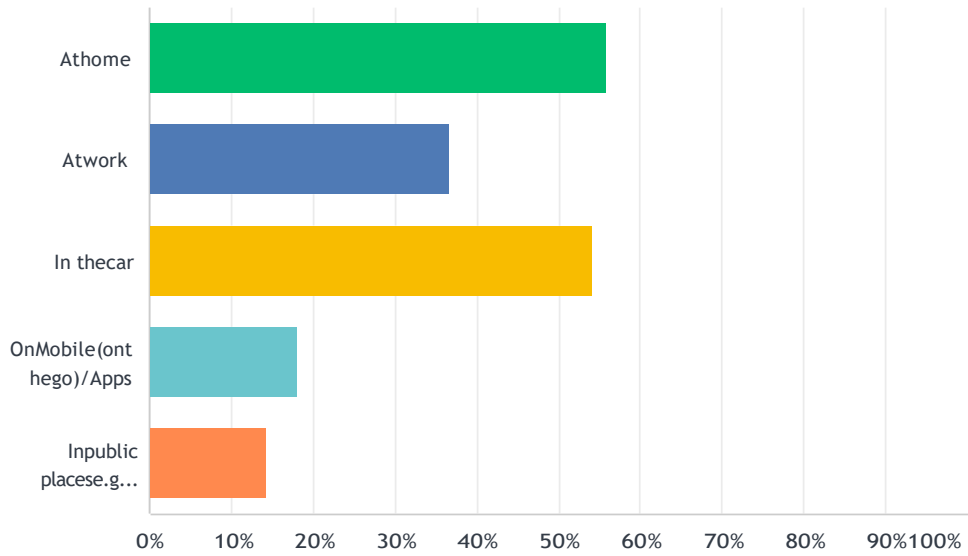
Answered:306 Skipped:96



ANSWER CHOICES	RESPONSES	
More than 5 hours	30.07%	92
4-5 hours	13.40%	41
2-3 hours	24.51%	75
Less than 1 hour	21.57%	66
Never	10.46%	32
TOTAL		306

Q52 I listen to Paradise FM

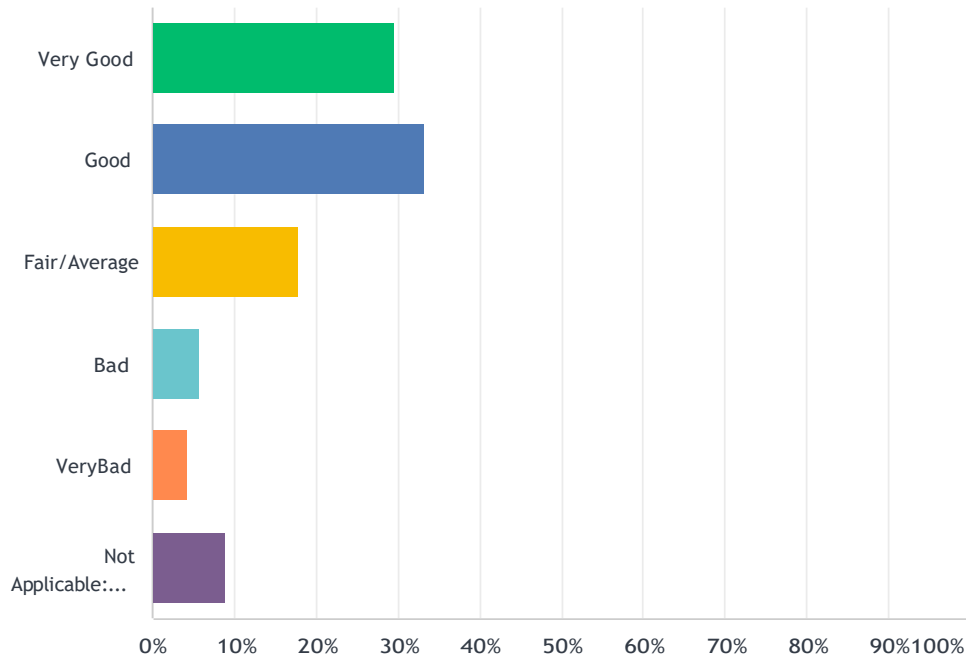
Answered: 294 Skipped: 108



ANSWER CHOICES	RESPONSES	
At home	55.78%	164
At work	36.73%	108
In the car	54.08%	159
On Mobile (on the go)/Apps	18.03%	53
In public places e.g. restaurants, supermarkets	14.29%	42
Total Respondents: 294		

Q53 The Paradise FM reception in my home is

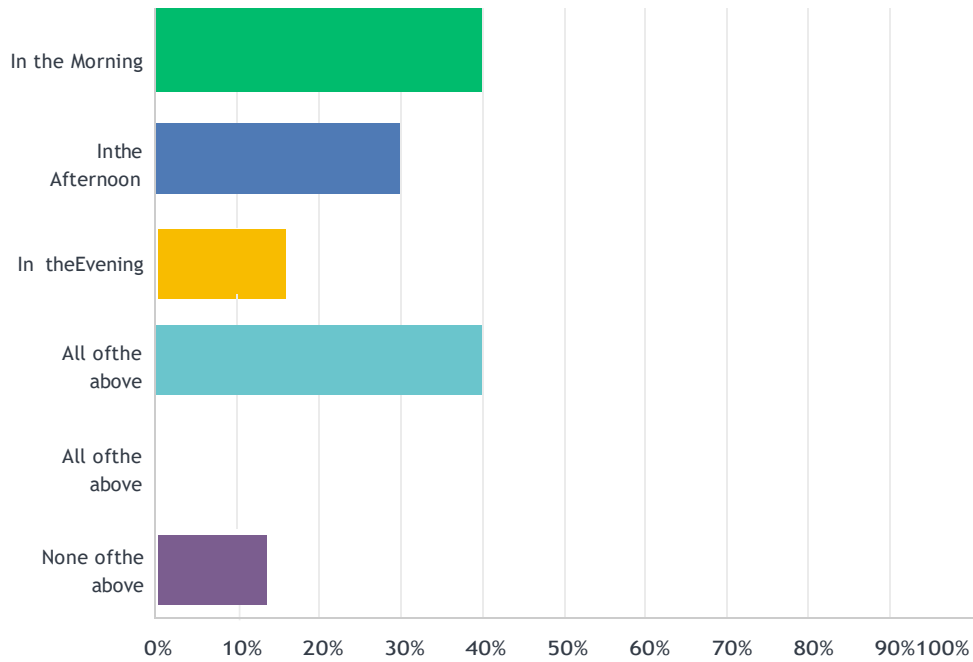
Answered:300 Skipped: 102



ANSWER CHOICES	RESPONSES	
Very Good	29.67%	89
Good	33.33%	100
Fair/Average	18.00%	54
Bad	5.67%	17
Very Bad	4.33%	13
Not Applicable: I do not receive Radyo Sesel via a Radio Set	9.00%	27
TOTAL		300

Q54 During the day I listen to ParadiseFM

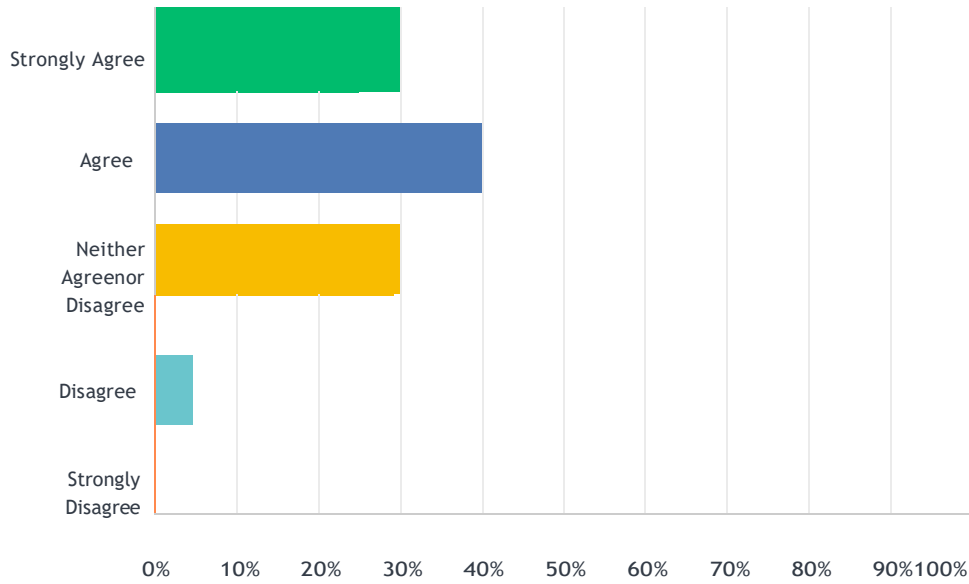
Answered:303 Skipped:99



ANSWER CHOICES	RESPONSES	
In the Morning	32.67%	99
In the Afternoon	28.71%	87
In the Evening	15.84%	48
All of the above	39.93%	121
All of the above	0.00%	0
None oftheabove	13.53%	41
Total Respondents: 303		

Q55 I believe Paradise FM has a good variety of Programmes

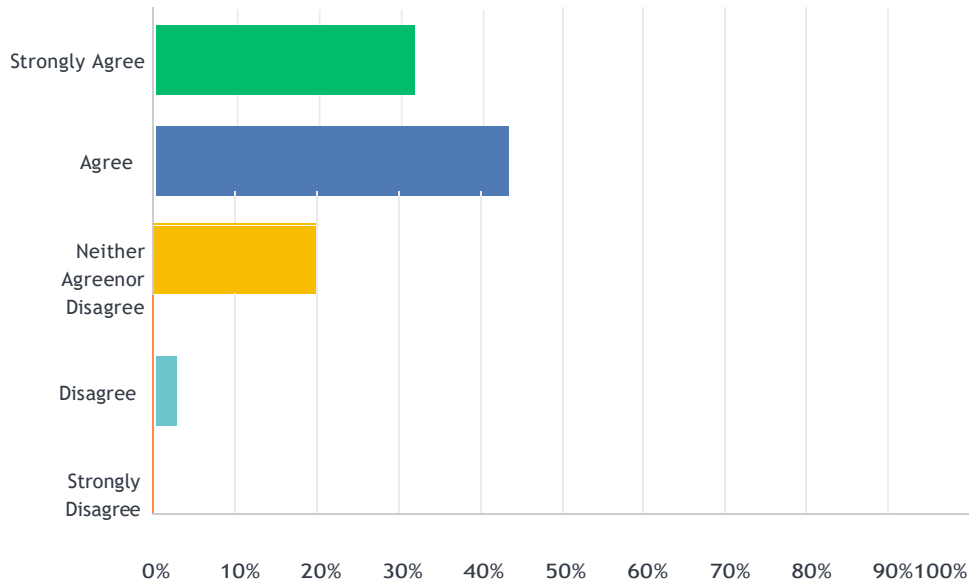
Answered:301 Skipped: 101



ANSWER CHOICES	RESPONSES	
Strongly Agree	24.92%	75
Agree	39.87%	120
Neither Agree nor Disagree	29.24%	88
Disagree	4.65%	14
Strongly Disagree	1.33%	4
TOTAL		301

Q57 I believe Paradise FM plays different genre of music

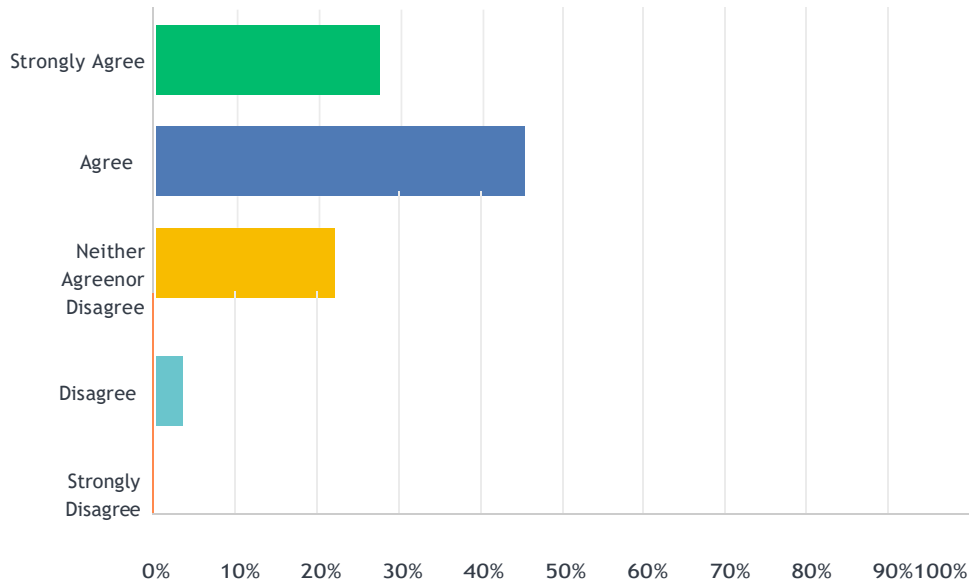
Answered: 296 Skipped: 106



ANSWER CHOICES	RESPONSES	
Strongly Agree	31.76%	94
Agree	43.24%	128
Neither Agree nor Disagree	20.95%	62
Disagree	2.70%	8
Strongly Disagree	1.35%	4
TOTAL		296

Q58 There is a balance between local and Foreignmusic

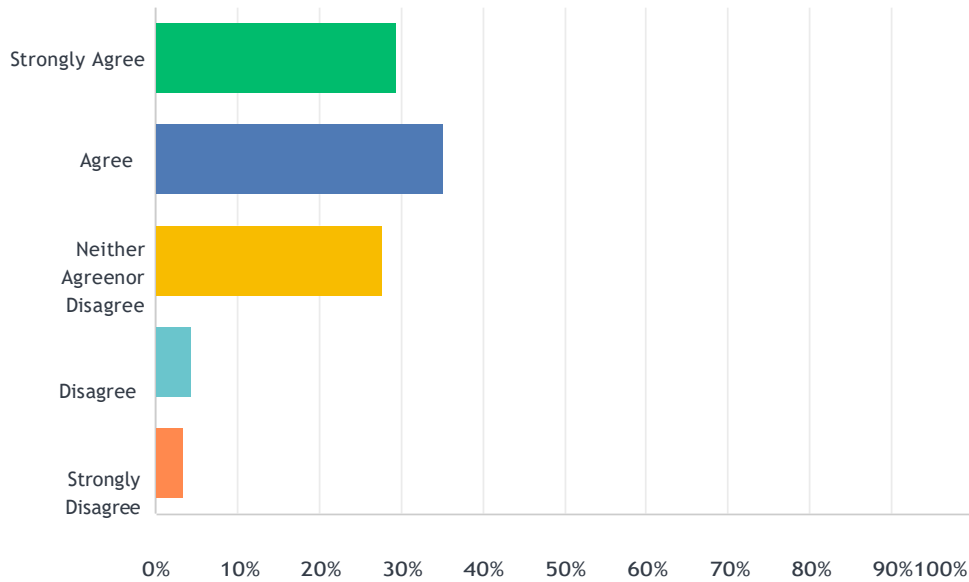
Answered:297 Skipped: 105



ANSWER CHOICES	RESPONSES	
Strongly Agree	27.61%	82
Agree	45.12%	134
Neither Agree nor Disagree	21.89%	65
Disagree	3.37%	10
Strongly Disagree	2.02%	6
TOTAL		297

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

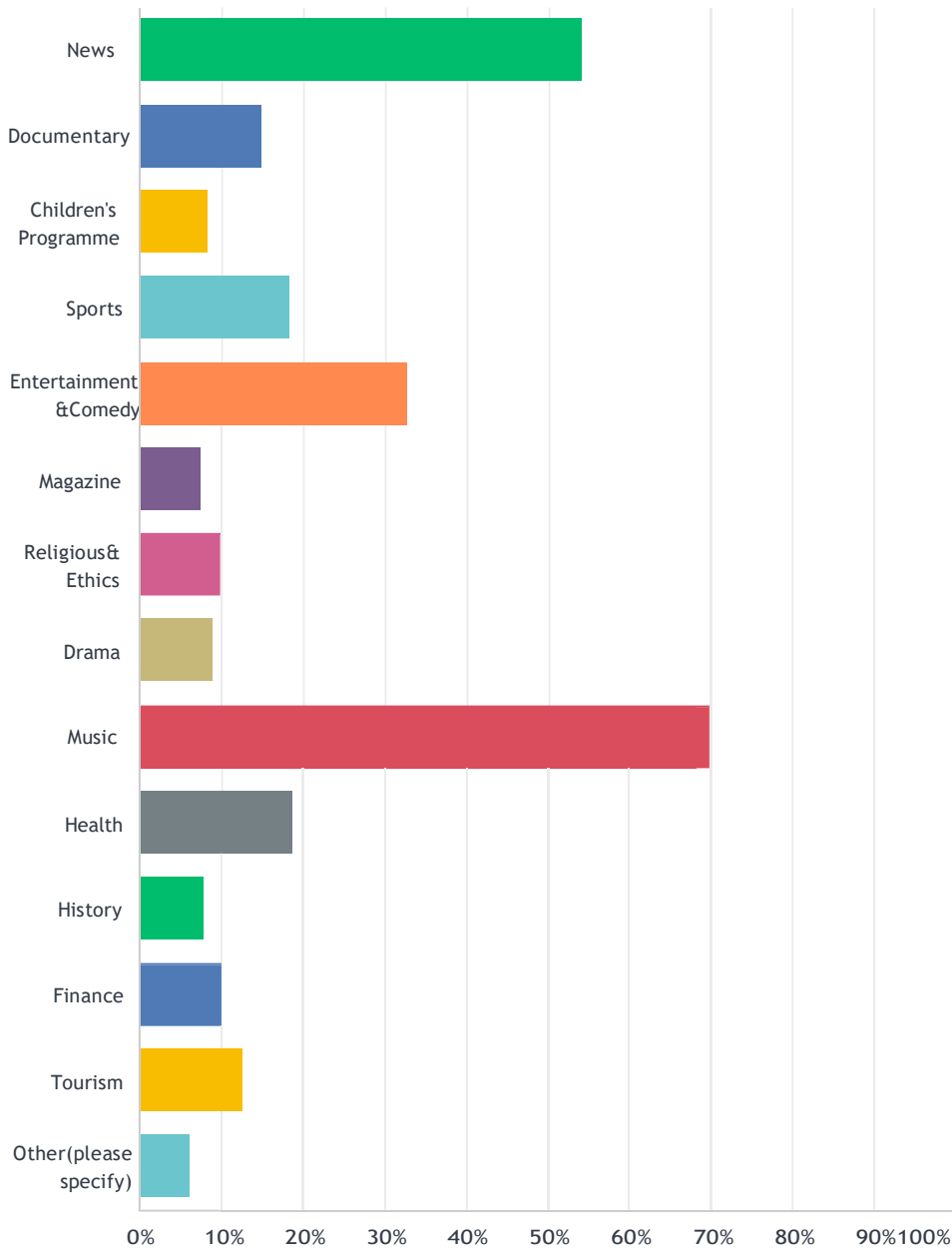
Answered: 296 Skipped: 106



ANSWER CHOICES	RESPONSES	
Strongly Agree	29.39%	87
Agree	35.14%	104
Neither Agree nor Disagree	27.70%	82
Disagree	4.39%	13
Strongly Disagree	3.38%	10
TOTAL		296

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

Answered: 255 Skipped: 147

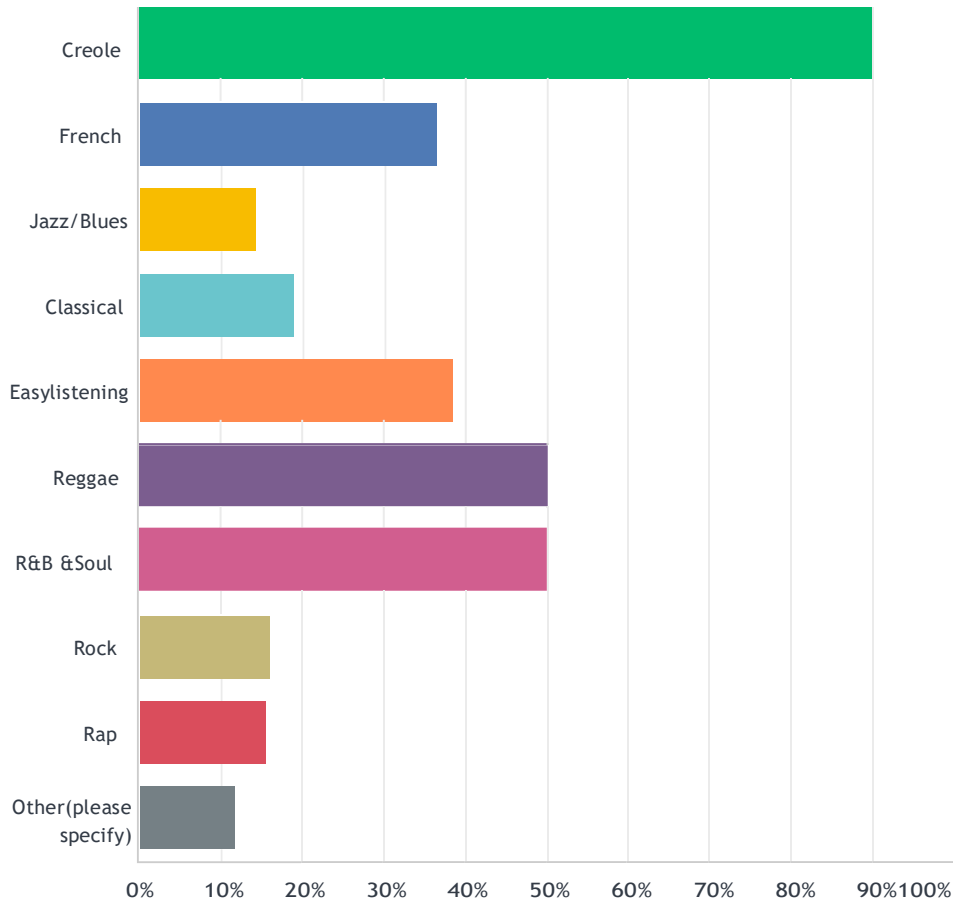


SBC Audience Survey 2021

ANSWER CHOICES	RESPONSES	
News	54.12%	138
Documentary	14.90%	38
Children's Programme	8.24%	21
Sports	18.43%	47
Entertainment & Comedy	32.94%	84
Magazine	7.45%	19
Religious & Ethics	9.41%	24
Drama	9.02%	23
Music	68.24%	174
Health	18.82%	48
History	7.84%	20
Finance	10.20%	26
Tourism	12.55%	32
Other(pleasespecify)	6.27%	16
Total Respondents: 255		

Q62 What genre of music do you prefer?

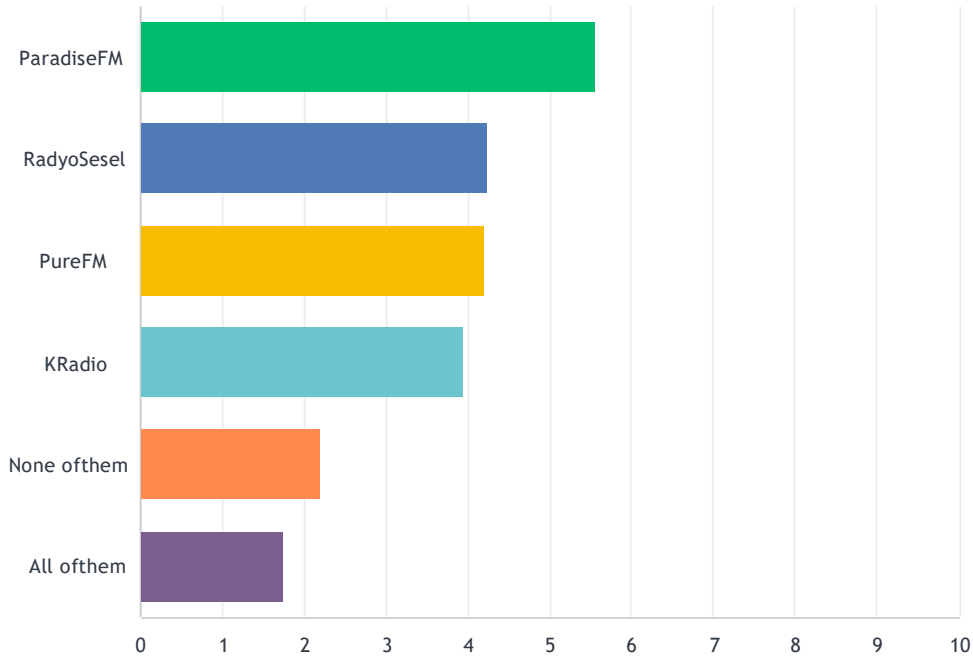
Answered: 258 Skipped: 144



ANSWER CHOICES	RESPONSES	
Creole	88.37%	228
French	36.43%	94
Jazz/Blues	14.34%	37
Classical	18.99%	49
Easy listening	38.37%	99
Reggae	50.78%	131
R&B & Soul	48.45%	125
Rock	15.89%	41
Rap	15.50%	40
Other (please specify)	11.63%	30
Total Respondents: 258		

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

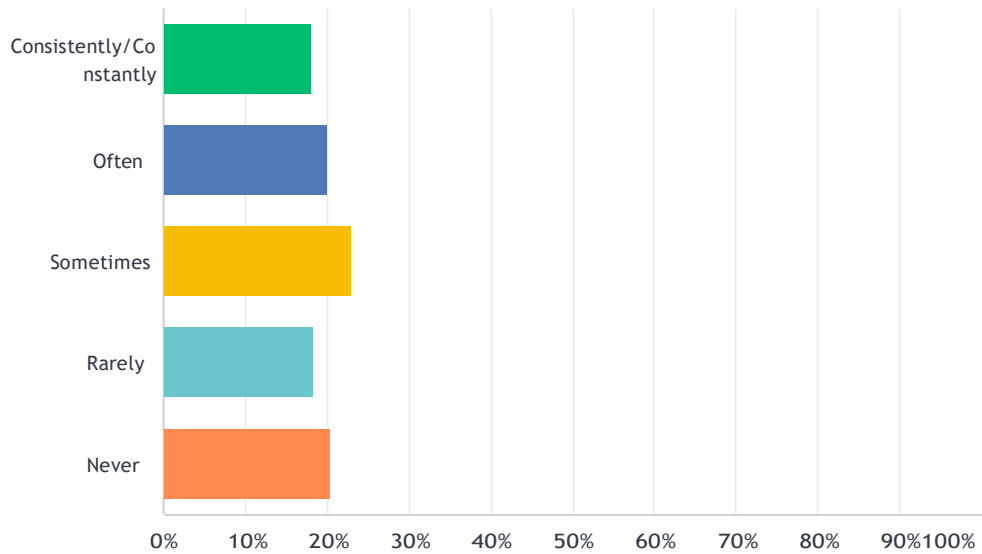
Answered: 256 Skipped: 146



	1	2	3	4	5	6	TOTAL	SCORE
Paradise FM	72.84% 169	15.09% 35	9.48% 22	1.29% 3	0.86% 2	0.43% 1	232	5.56
Radyo Sesel	11.35% 21	39.46% 73	18.92% 35	26.49% 49	1.08% 2	2.70% 5	185	4.25
Pure FM	10.11% 18	24.16% 43	46.63% 83	14.61% 26	3.93% 7	0.56% 1	178	4.20
K Radio	15.43% 27	22.86% 40	13.71% 24	38.29% 67	7.43% 13	2.29% 4	175	3.94
None of them	4.55% 5	2.73% 3	5.45% 6	3.64% 4	61.82% 68	21.82% 24	110	2.19
All of them	6.90% 8	2.59% 3	3.45% 4	2.59% 3	14.66% 17	69.83% 81	116	1.75

Q64 I view SBC's Facebook Page

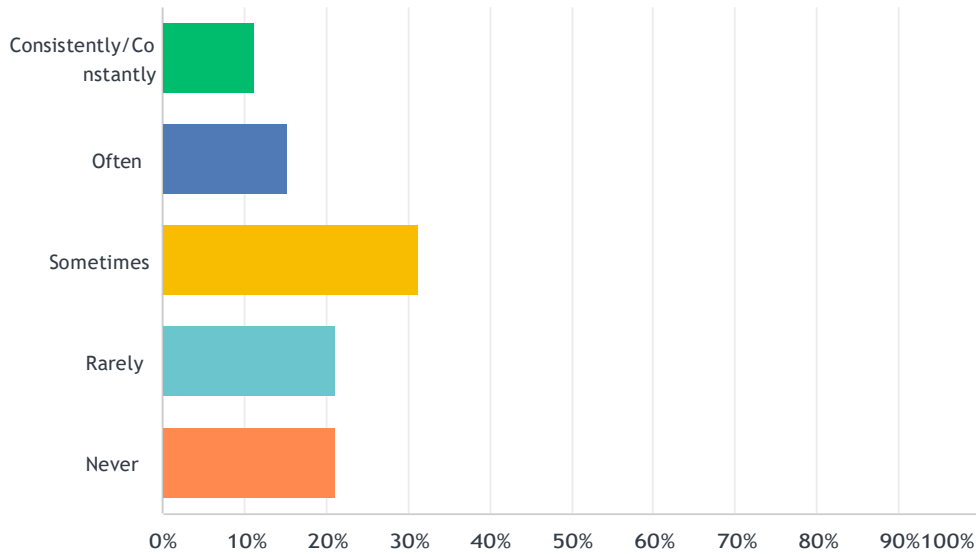
Answered: 294 Skipped: 108



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	18.03%	53
Often	20.07%	59
Sometimes	23.13%	68
Rarely	18.37%	54
Never	20.41%	60
TOTAL		294

Q65 I watch content on the SBC's YouTube page

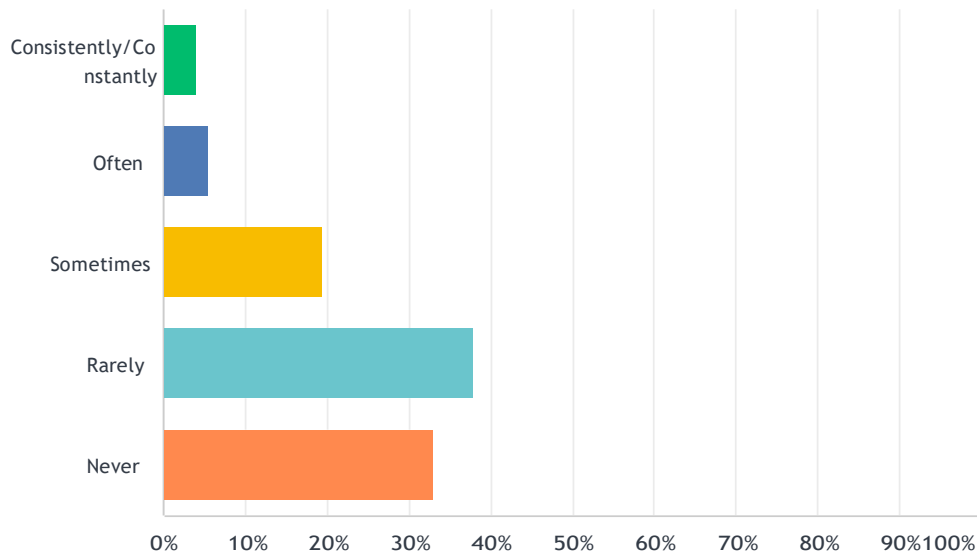
Answered: 294 Skipped: 108



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	11.22%	33
Often	15.31%	45
Sometimes	31.29%	92
Rarely	21.09%	62
Never	21.09%	62
TOTAL		294

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

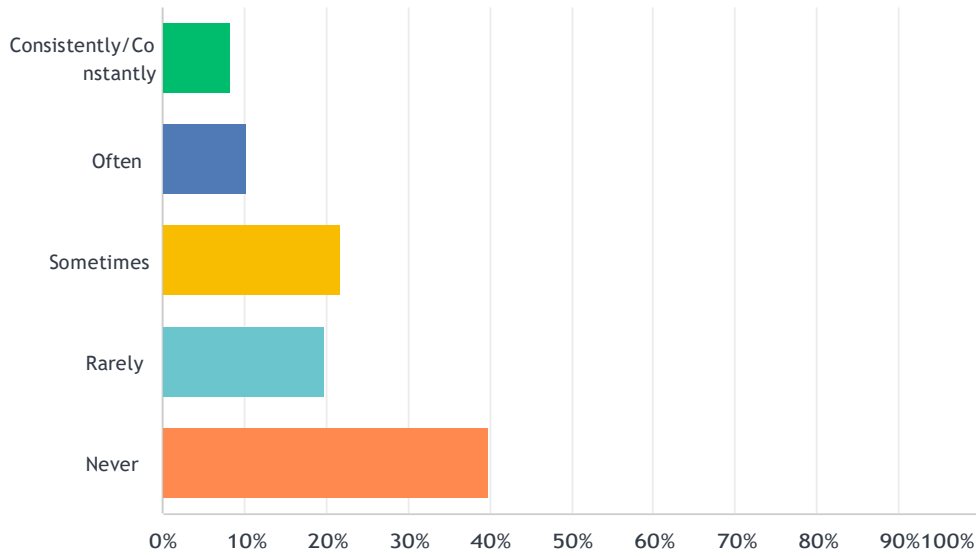
Answered: 293 Skipped: 109



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	4.10%	12
Often	5.46%	16
Sometimes	19.45%	57
Rarely	37.88%	111
Never	33.11%	97
TOTAL		293

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

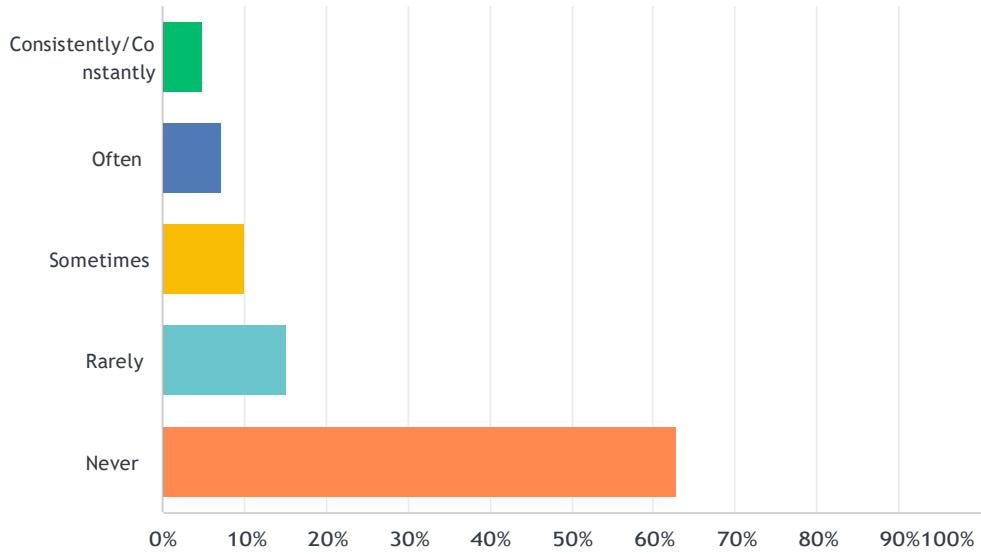
Answered:291 Skipped: 111



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	8.25%	24
Often	10.31%	30
Sometimes	21.65%	63
Rarely	19.93%	58
Never	39.86%	116
TOTAL		291

Q68 I use mobile Apps to watch SBC TV

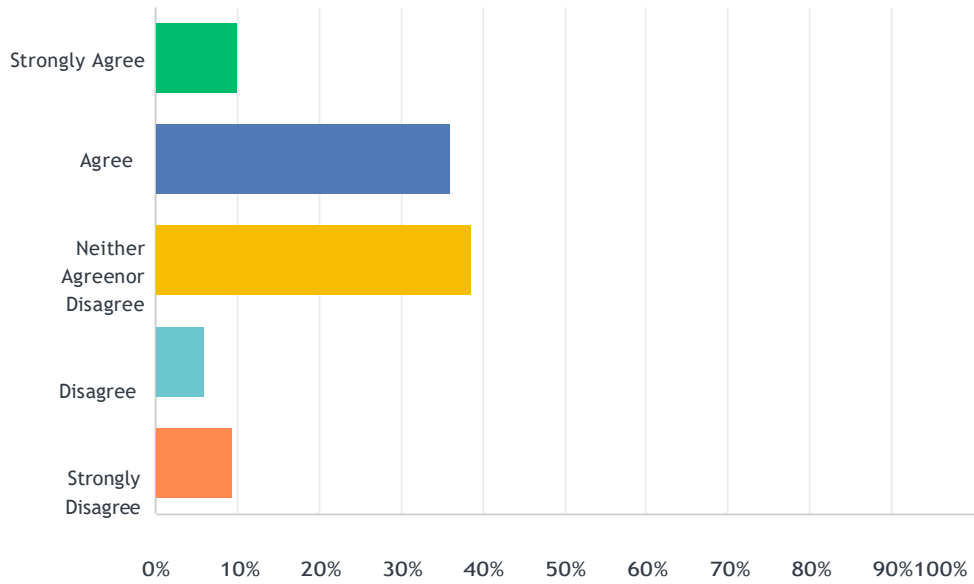
Answered:291 Skipped: 111



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	4.81%	14
Often	7.22%	21
Sometimes	9.97%	29
Rarely	15.12%	44
Never	62.89%	183
TOTAL		291

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

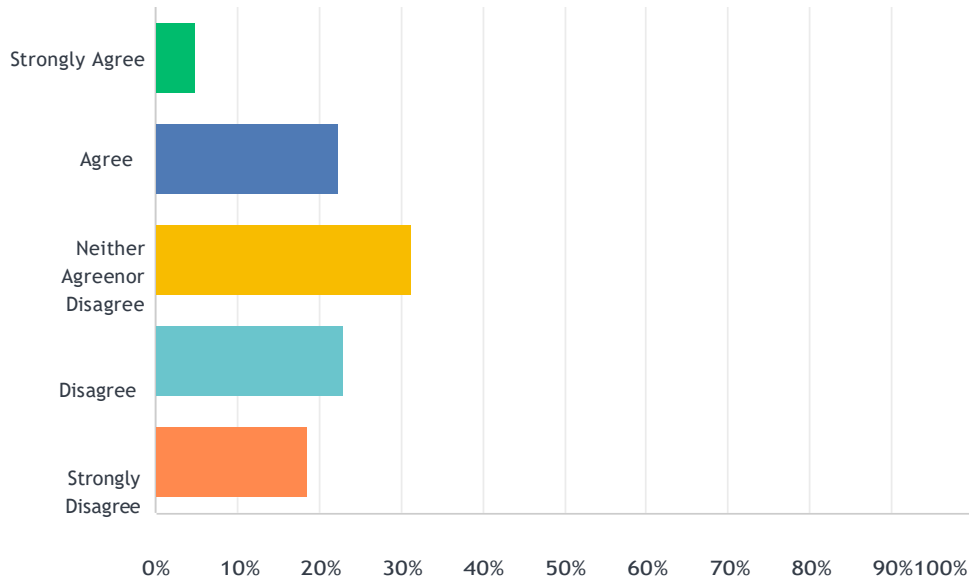
Answered: 288 Skipped: 114



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.07%	29
Agree	36.11%	104
Neither Agree nor Disagree	38.54%	111
Disagree	5.90%	17
Strongly Disagree	9.38%	27
TOTAL		288

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

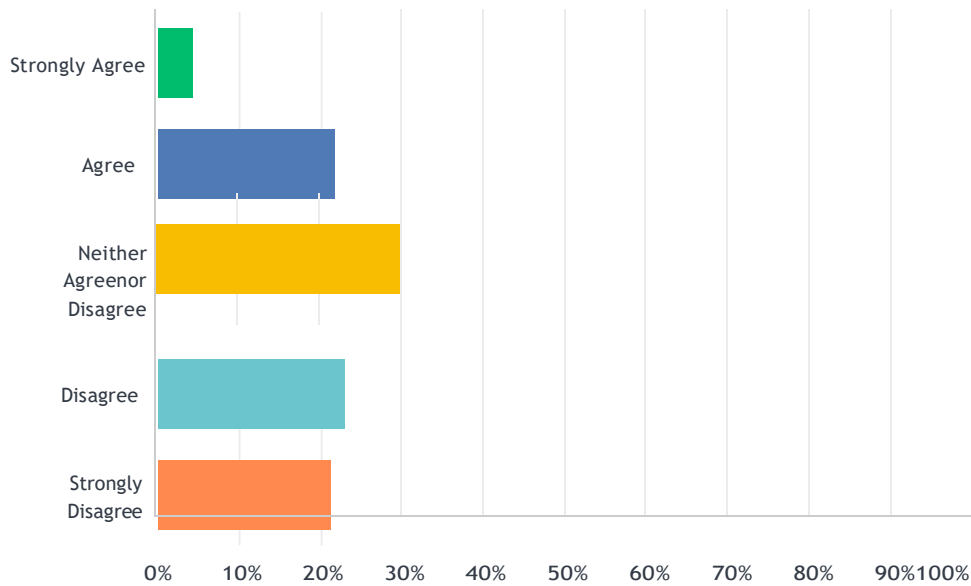
Answered: 287 Skipped: 115



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.88%	14
Agree	22.30%	64
Neither Agree nor Disagree	31.36%	90
Disagree	23.00%	66
Strongly Disagree	18.47%	53
TOTAL		287

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

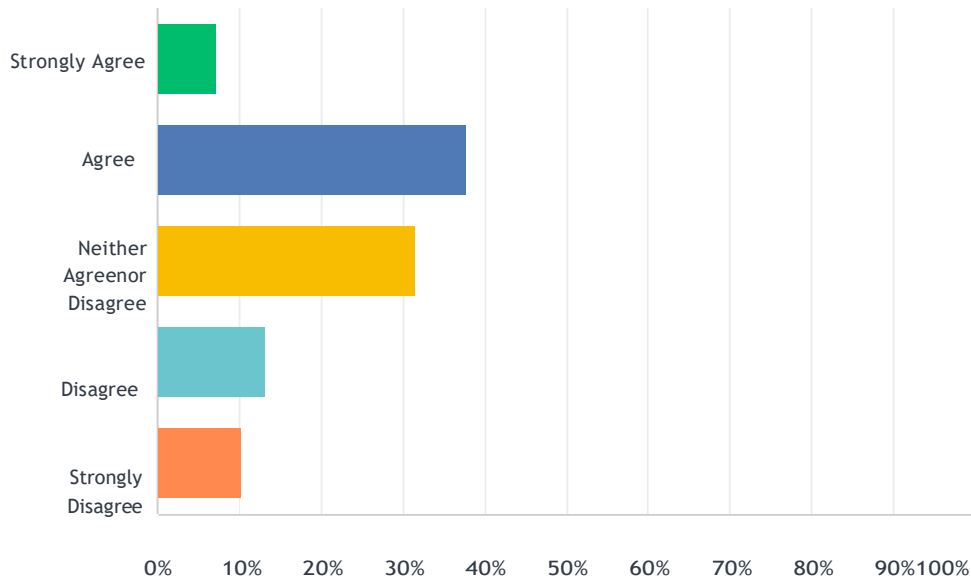
Answered: 286 Skipped: 116



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.55%	13
Agree	21.68%	62
Neither Agree nor Disagree	29.37%	84
Disagree	23.08%	66
Strongly Disagree	21.33%	61
TOTAL		286

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

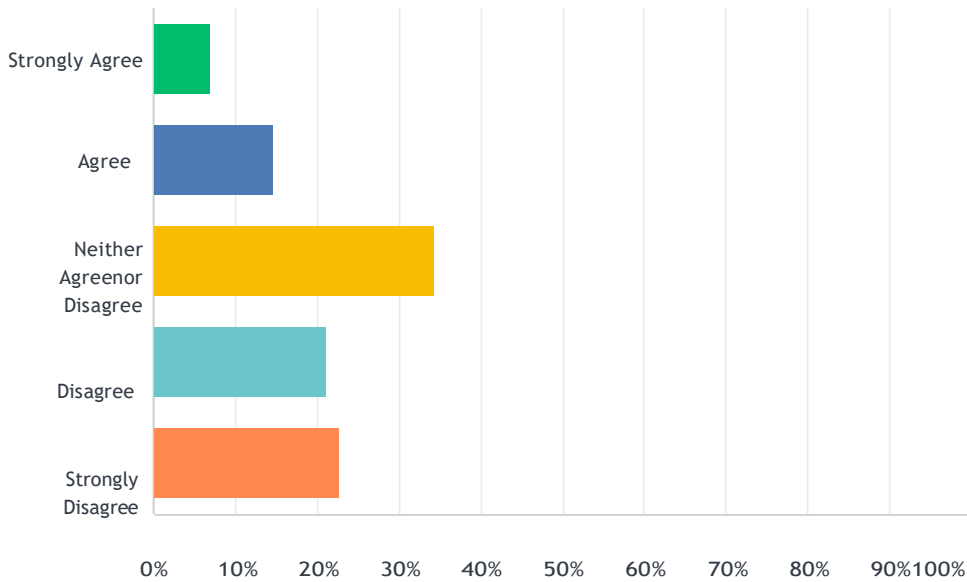
Answered: 286 Skipped: 116



ANSWER CHOICES	RESPONSES	
Strongly Agree	7.34%	21
Agree	37.76%	108
Neither Agree nor Disagree	31.47%	90
Disagree	13.29%	38
Strongly Disagree	10.14%	29
TOTAL		286

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

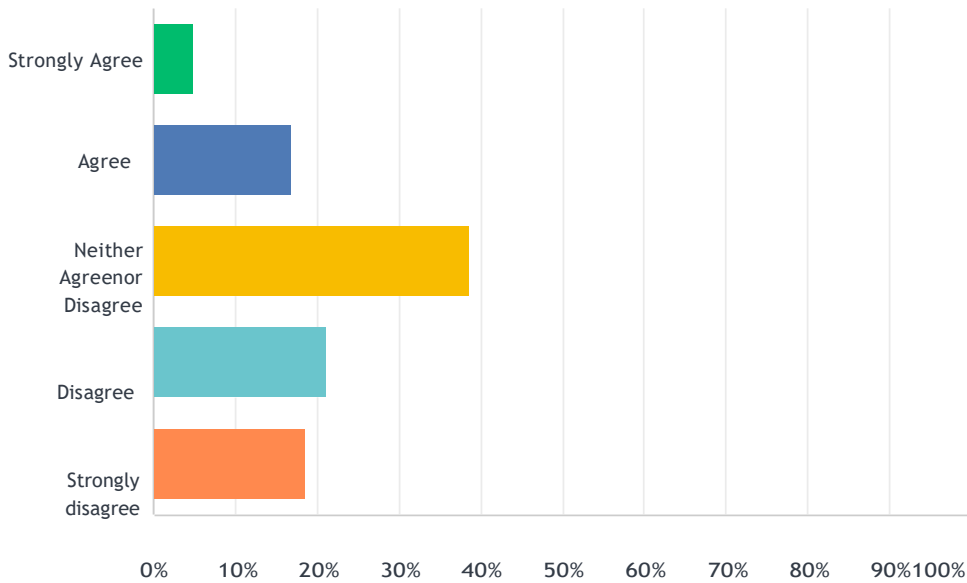
Answered: 285 Skipped: 117



ANSWER CHOICES	RESPONSES	
Strongly Agree	7.02%	20
Agree	14.74%	42
Neither Agree nor Disagree	34.39%	98
Disagree	21.05%	60
Strongly Disagree	22.81%	65
TOTAL		285

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

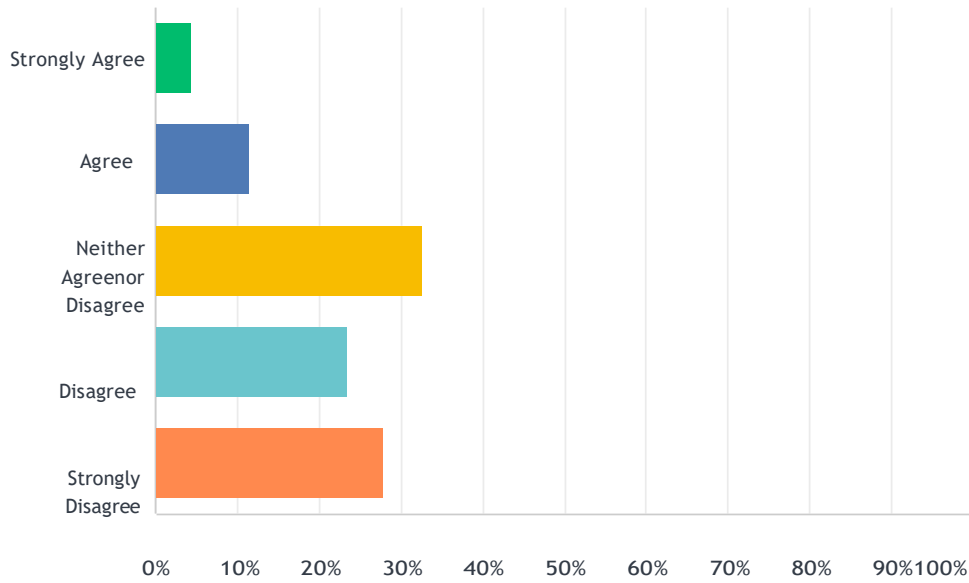
Answered: 285 Skipped: 117



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.91%	14
Agree	16.84%	48
Neither Agree nor Disagree	38.60%	110
Disagree	21.05%	60
Strongly disagree	18.60%	53
TOTAL		285

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

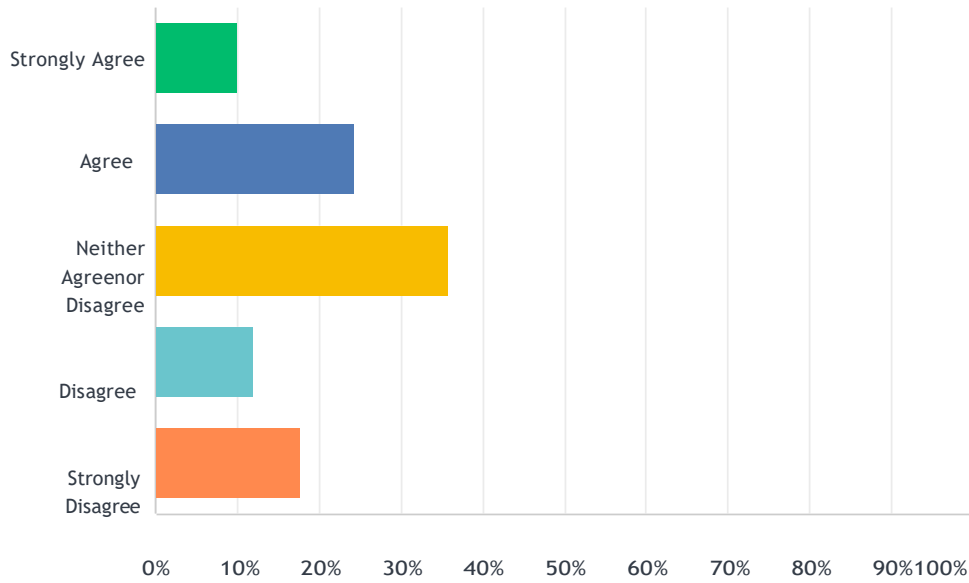
Answered: 286 Skipped: 116



ANSWER CHOICES	RESPONSES	
Strongly Agree	4.55%	13
Agree	11.54%	33
Neither Agree nor Disagree	32.52%	93
Disagree	23.43%	67
Strongly Disagree	27.97%	80
TOTAL		286

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

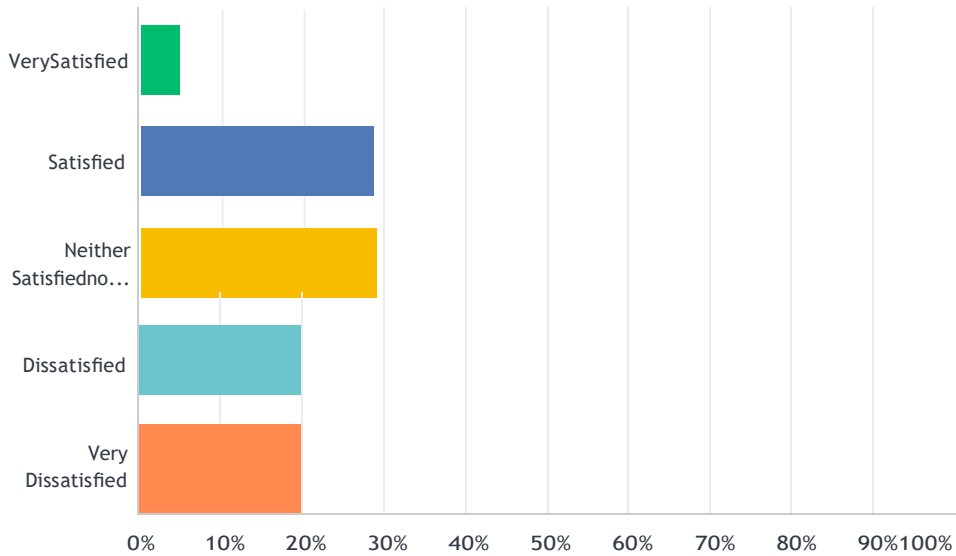
Answered:287 Skipped: 115



ANSWER CHOICES	RESPONSES	
Strongly Agree	10.10%	29
Agree	24.39%	70
Neither Agree nor Disagree	35.89%	103
Disagree	11.85%	34
Strongly Disagree	17.77%	51
TOTAL		287

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

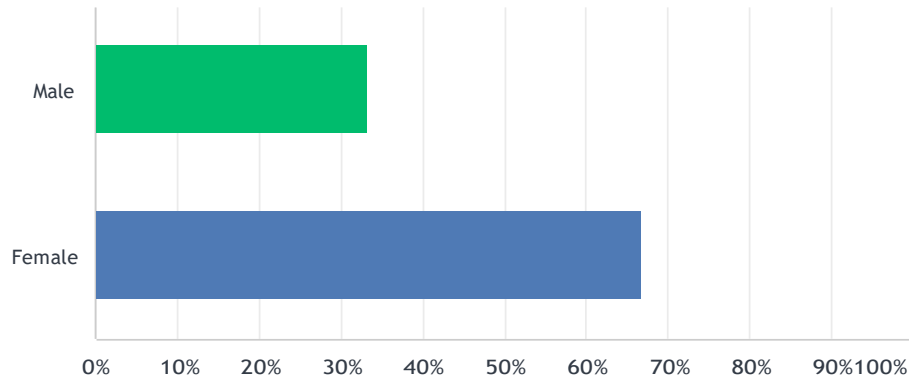
Answered:287 Skipped: 115



ANSWER CHOICES	RESPONSES	
Very Satisfied	4.88%	14
Satisfied	28.57%	82
Neither Satisfied nor Dissatisfied	28.92%	83
Dissatisfied	20.91%	60
Very Dissatisfied	16.72%	48
TOTAL		287

Q80 Gender

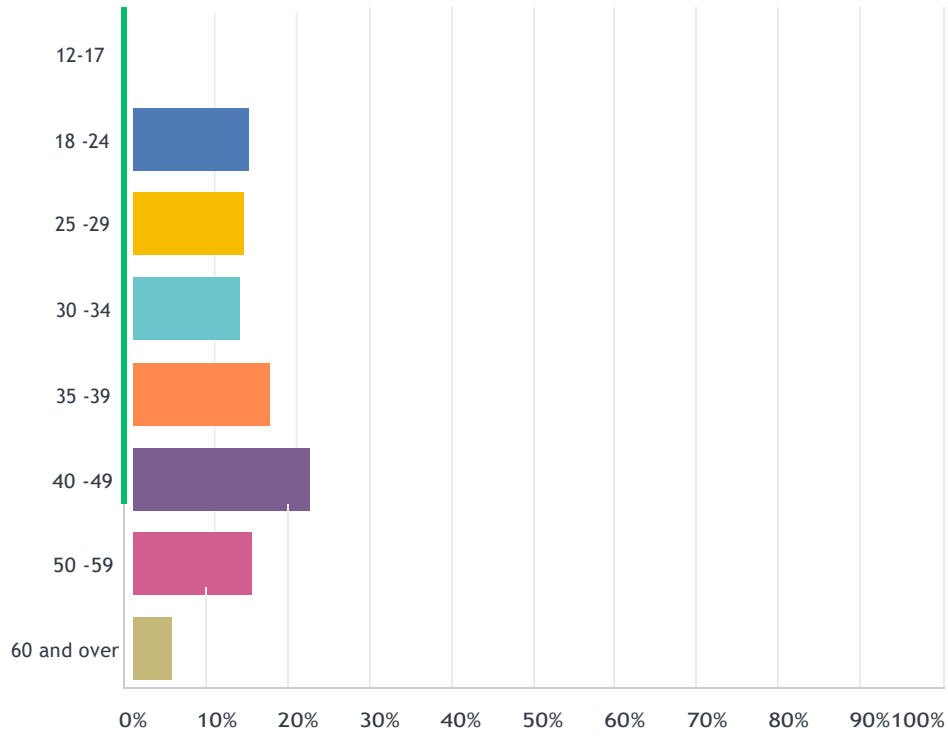
Answered:286 Skipped: 116



ANSWER CHOICES	RESPONSES	
Male	33.22%	95
Female	66.78%	191
TOTAL		286

Q81 Age Group

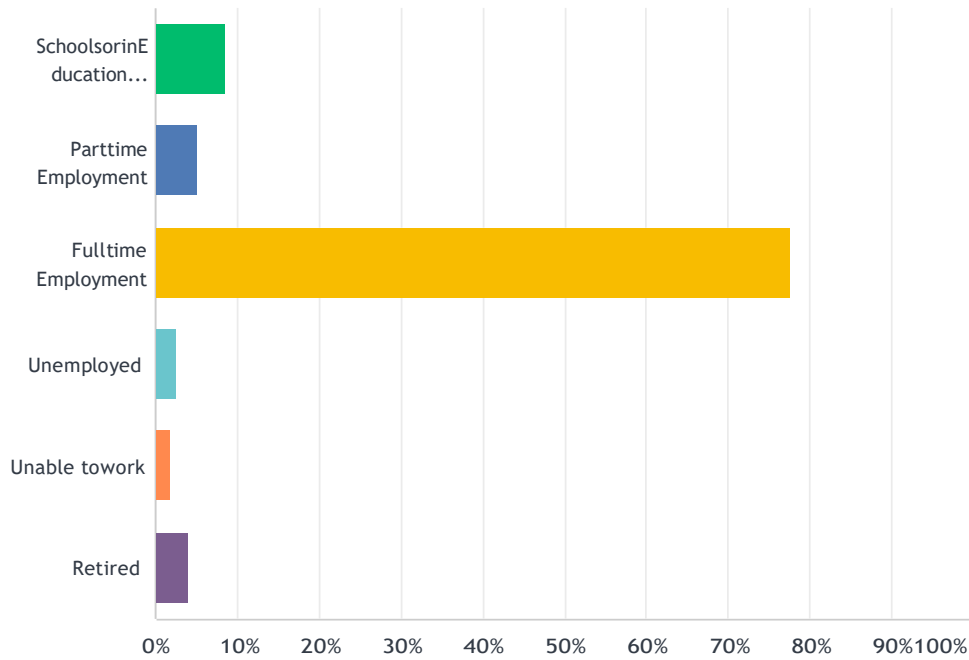
Answered:286 Skipped: 116



ANSWER CHOICES	RESPONSES	
12 - 17	0.70%	2
18 - 24	14.34%	41
25 - 29	13.64%	39
30 - 34	13.29%	38
35 - 39	16.78%	48
40 - 49	21.68%	62
50 - 59	14.69%	42
60 and over	4.90%	14
TOTAL		286

Q82 Are you in:

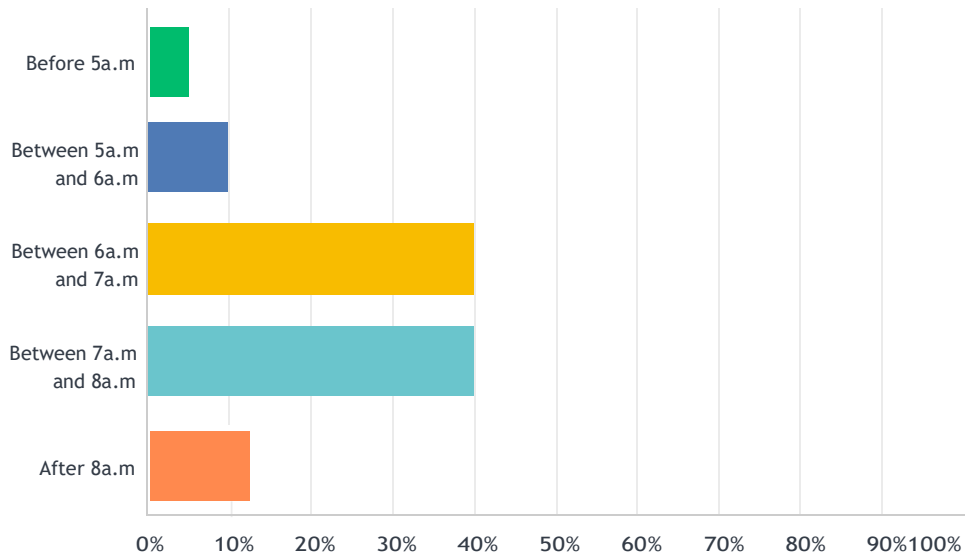
Answered: 268 Skipped: 134



ANSWER CHOICES	RESPONSES	
Schools or in Education (Secondary, Post Secondary, Tertiary Education)	8.58%	23
Part time Employment	5.22%	14
Full time Employment	77.61%	208
Unemployed	2.61%	7
Unable to work	1.87%	5

Q83 What time do you usually leave home for work?

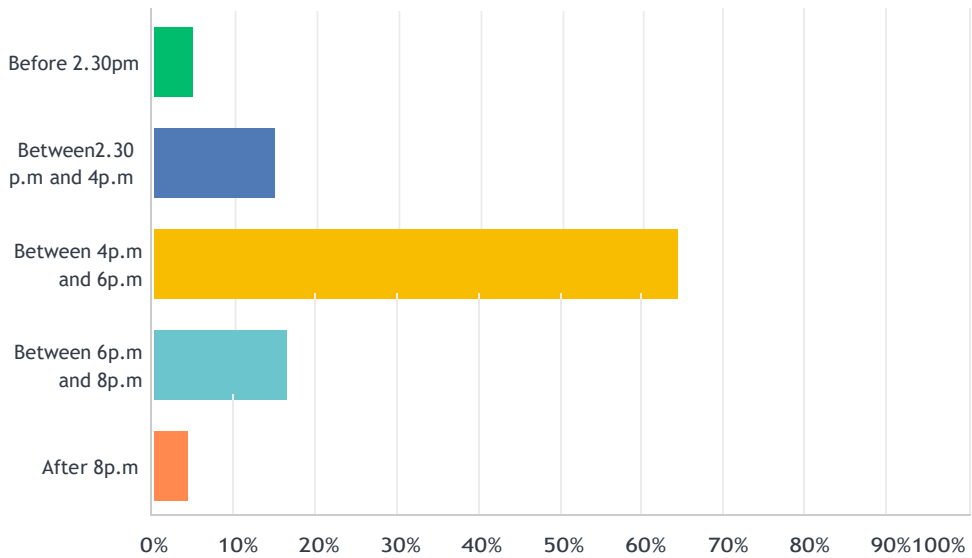
Answered:261 Skipped: 141



ANSWER CHOICES	RESPONSES	
Before 5 a.m	4.98%	13
Between 5 a.m and 6 a.m	9.58%	25
Between 6 a.m and 7 a.m	32.57%	85
Between 7 a.m and 8 a.m	40.61%	106
After 8 a.m	12.26%	32
TOTAL		261

Q84 What time do you usually get home?

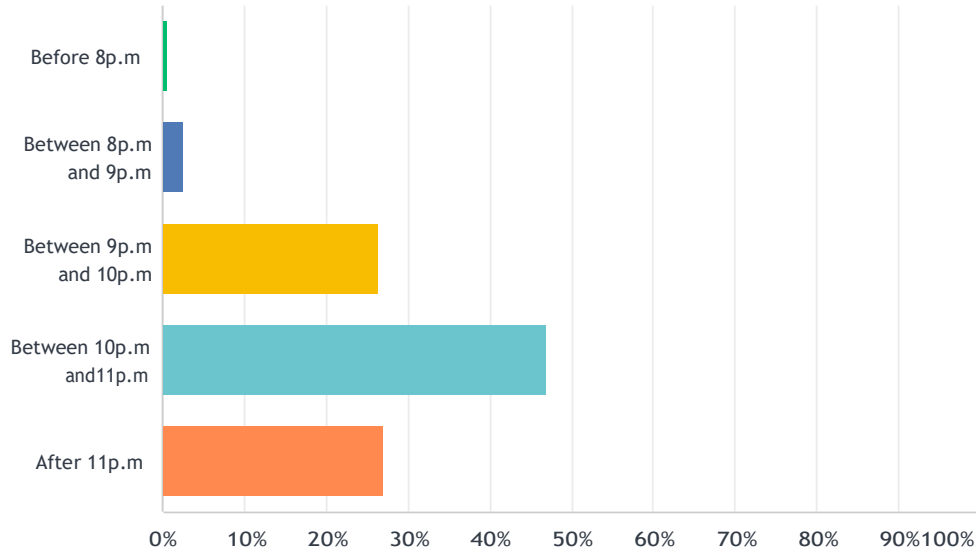
Answered: 263 Skipped: 139



ANSWER CHOICES	RESPONSES	
Before 2.30 pm	4.94%	13
Between 2.30 p.m and 4 p.m	14.83%	39
Between 4 p.m and 6 p.m	64.26%	169
Between 6 p.m and 8 p.m	16.35%	43
After 8p.m	4.18%	11
Total Respondents: 263		

Q85 What time do you normally go to bed?

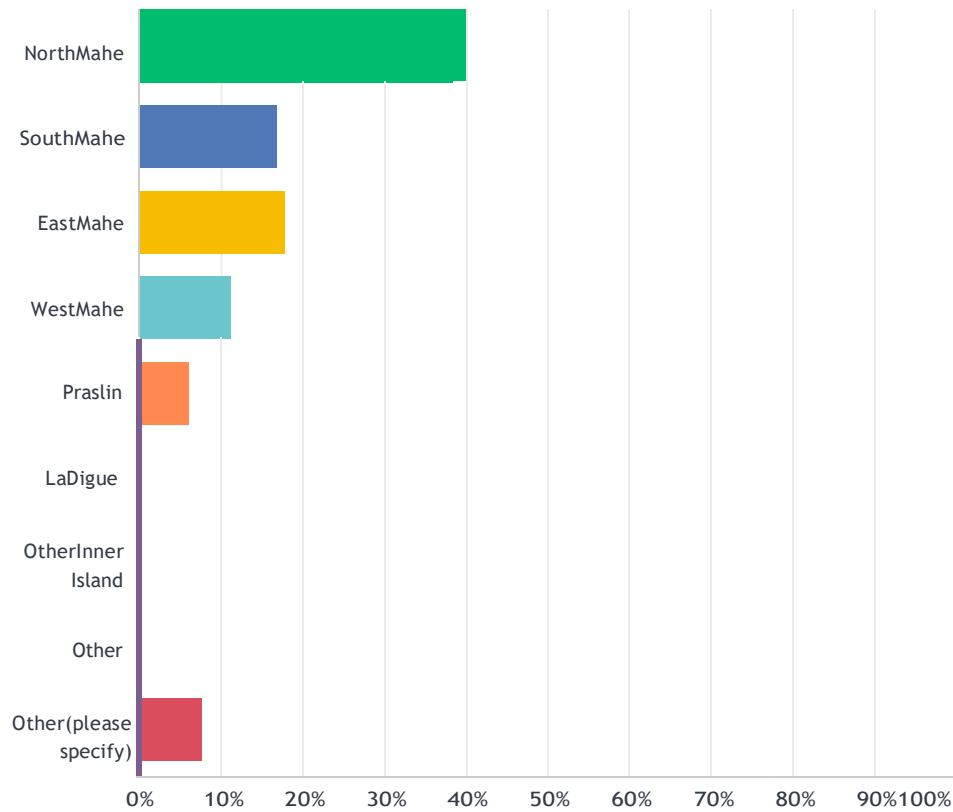
Answered: 281 Skipped: 121



ANSWER CHOICES	RESPONSES	
Before 8 p.m	0.71%	2
Between 8 p.m and 9 p.m	2.49%	7
Between 9 p.m and 10 p.m	26.33%	74
Between 10 p.m and 11p.m	46.98%	132
After 11 p.m	27.05%	76
Total Respondents: 281		

Q86 In which region do you live

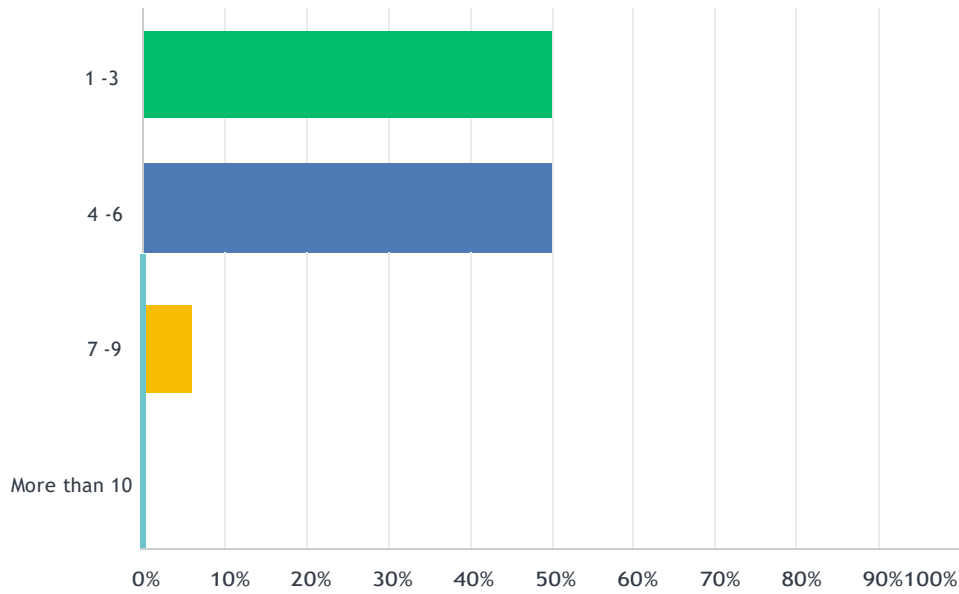
Answered: 274 Skipped: 128



ANSWER CHOICES	RESPONSES	
North Mahe	38.32%	105
South Mahe	16.79%	46
East Mahe	17.88%	49
West Mahe	11.31%	31
Praslin	6.20%	17
La Digue	1.09%	3
Other Inner Island	0.73%	2
Other	0.00%	0
Other(please specify)	7.66%	21

Q87 How many people live in your household?

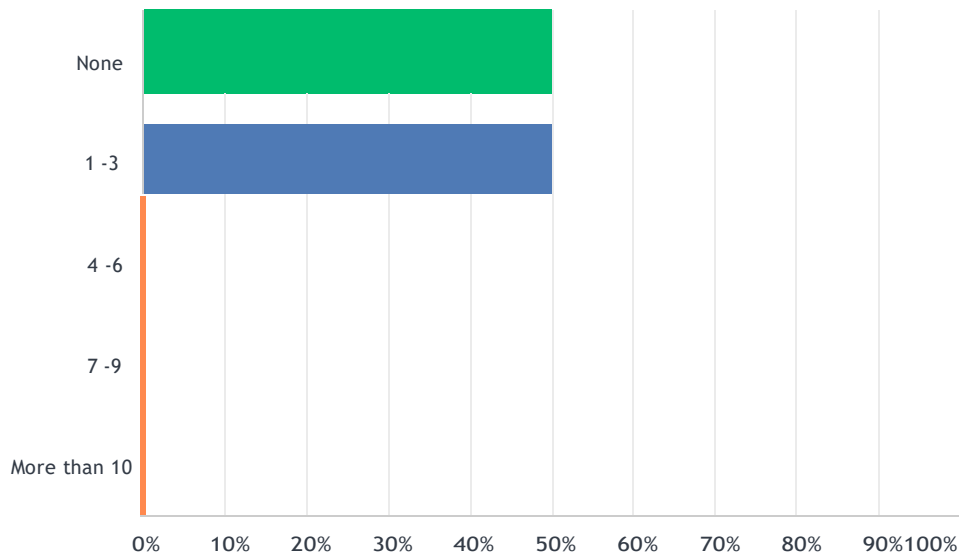
Answered: 276 Skipped: 126



ANSWER CHOICES	RESPONSES	
1 - 3	50.36%	139
4 - 6	43.12%	119
7 - 9	5.80%	16
More than 10	0.72%	2
TOTAL		276

Q88 How many children under 12 live in your household?

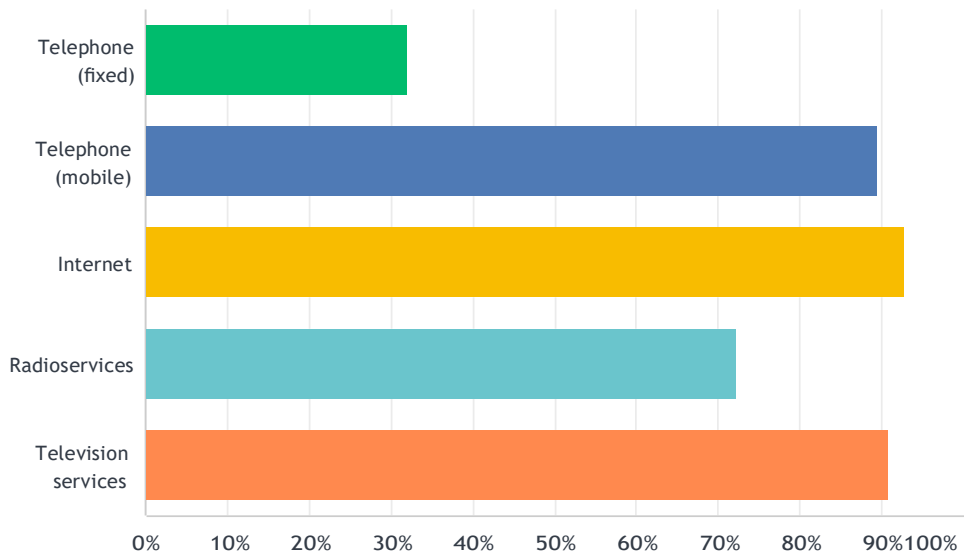
Answered: 276 Skipped: 126



ANSWER CHOICES	RESPONSES	
None	47.10%	130
1 - 3	50.72%	140
4 - 6	0.72%	2
7 - 9	0.00%	0
More than 10	1.45%	4
TOTAL		276

Q89 Does your household have any of the following?

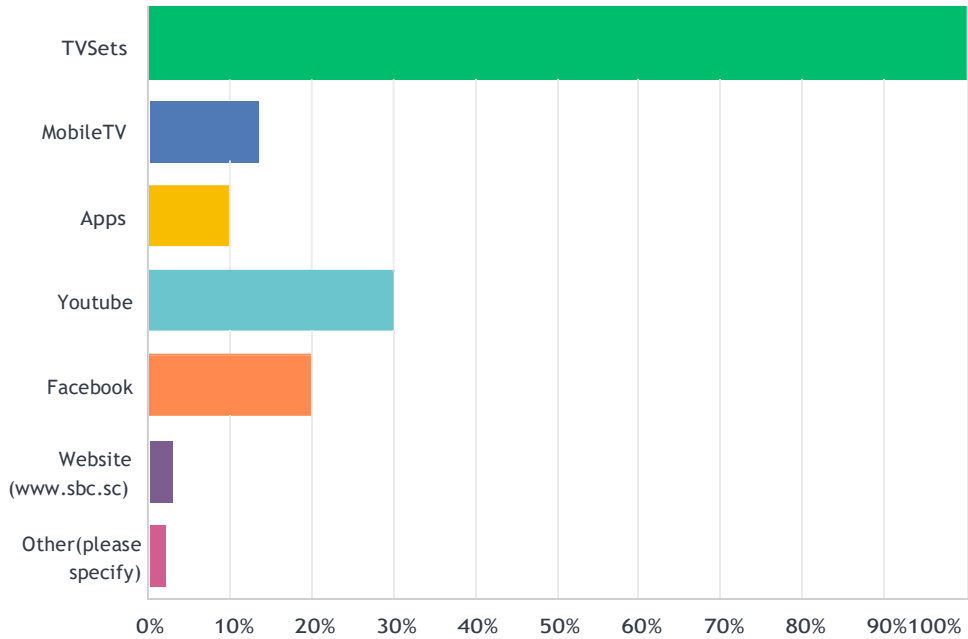
Answered: 275 Skipped: 127



ANSWER CHOICES	RESPONSES	
Telephone (fixed)	32.00%	88
Telephone (mobile)	89.45%	246
Internet	92.73%	255
Radio services	72.36%	199
Television services	90.91%	250
Total Respondents: 275		

Q90 How do you normally view Television?

Answered: 276 Skipped: 126

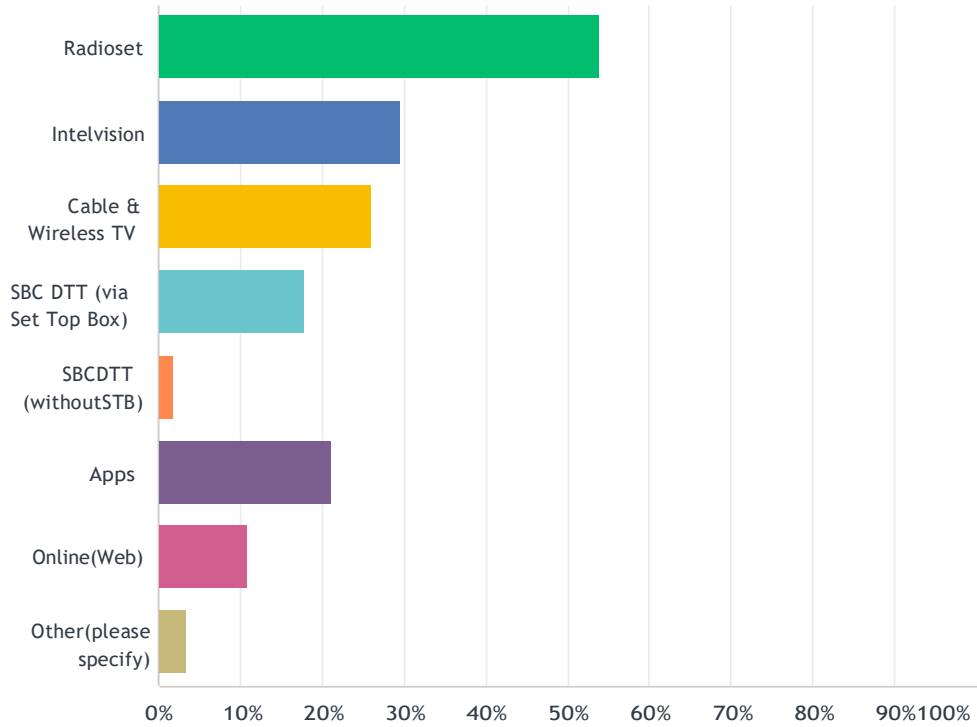


ANSWER CHOICES	RESPONSES
TV Sets	93.84% 259
Mobile TV	13.41% 37
Apps	9.42% 26
Youtube	30.43% 84
Facebook	18.48% 51
Website (www.sbc.sc)	2.90% 8
Other (please specify)	2.17% 6
Total Respondents: 276	

#	OTHER (PLEASE SPECIFY)	DATE
1	W	12/4/2021 3:46 PM
2	No comment	12/4/2021 7:50 AM
3	Central	12/3/2021 8:08 PM
4	Tablets & laptops	12/3/2021 2:32 PM
5	Intelvision	12/2/2021 10:15 PM
6	Netflix	12/1/2021 12:01 PM

Q91 How do you receive your Radio service?

Answered: 269 Skipped: 133

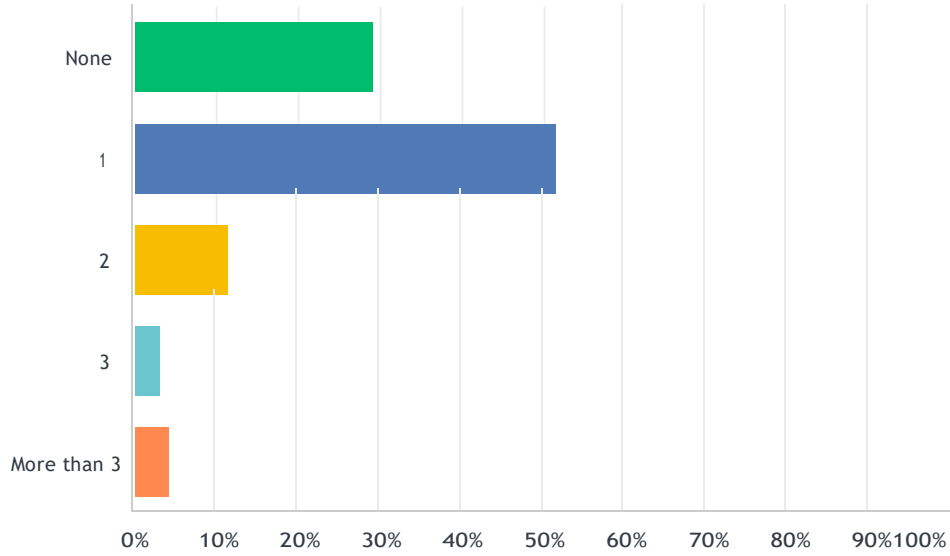


ANSWER CHOICES	RESPONSES	
Radio set	53.90%	145
Intelvision	29.74%	80
Cable & Wireless TV	26.02%	70
SBC DTT (via Set Top Box)	17.84%	48
SBC DTT (without STB)	1.86%	5
Apps	21.19%	57
Online (Web)	10.78%	29
Other (please specify)	3.35%	9

Total Respondents: 269

Q92 How many Radio sets do you have at home?

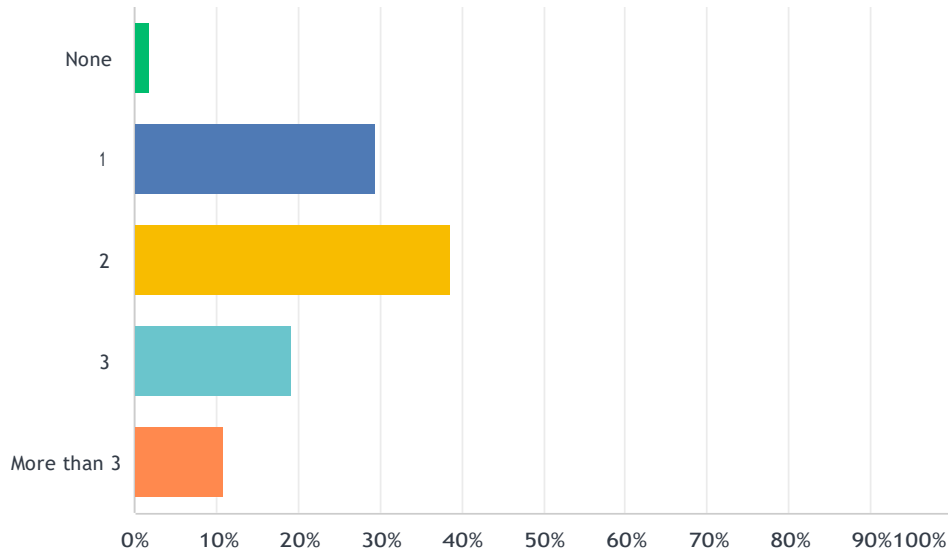
Answered:277 Skipped: 125



ANSWER CHOICES	RESPONSES	
None	29.24%	81
1	51.62%	143
2	11.55%	32
3	3.25%	9
More than 3	4.33%	12
TOTAL		277

Q93 How many TV sets do you have at home?

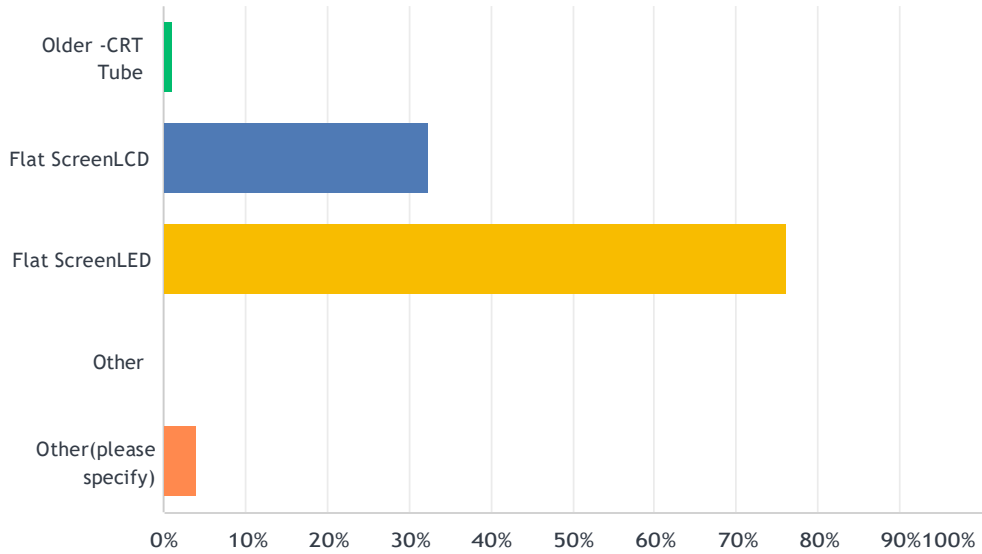
Answered: 275 Skipped: 127



ANSWER CHOICES	RESPONSES	
None	1.82%	5
1	29.45%	81
2	38.55%	106
3	19.27%	53
More than 3	10.91%	30
TOTAL		275

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

Answered: 272 Skipped: 130



ANSWER CHOICES	RESPONSES	
Older - CRT Tube	1.10%	3
Flat Screen LCD	32.35%	88
Flat Screen LED	76.10%	207
Other	0.00%	0
Other (please specify)	4.04%	11
Total Respondents: 272		