

Civil Society and Media Leadership Program (CSML)



Final Survey Report to Measure Percentage of Liberian Population Reached by Community Radio Partners

Submitted to:
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1. EXECUTIVE SUMMARY

In the years since its inception, the Liberia Civil Society and Media Leadership Program (CSML) has taken a comprehensive approach to the development of the community radio sector. Successive surveys by a number of different organizations have shown that the sector plays a significant role in Liberia's reconstruction process. Since the end of the war community radios have become the number one source of information for people across the country. It is filling that information void that existed in pre-war Liberia prior when the people in some of the remotest parts of the country were cut off from the governance and development processes due primarily to the lack of information.

CSML was borne in part out of the need for a space to engage the citizenry and give them an opportunity to become a part of the processes that shape the future of the country. The Program's goal is to sustain peace in Liberia through greater inclusion, giving a voice to, informing, and engaging Liberian citizens. The rationale here is that a more inclusive society is a critical part of the recipe for peace.

CSML has two overall Sub-objectives:

Sub-objective 1: CSOs have the capacity to foster democratic development and good governance

Sub-objective 2: Independent media has the capacity to foster democratic development and good governance

This survey was designed to determine the extent to which CSML is succeeding in accomplishing Sub-objective 2.

Major findings include:

The survey found a major jump (15%) in the percentage of citizens who have received the signals of community radio stations in CSML target counties. According to the baseline survey done two years ago, radio signal reception was 79%. A number of factors could be responsible for the jump. Since the baseline, a number of the 19 partner stations received new transmitters under the CSML Program with the goal of extending their reach to more isolated communities. Another factor could be attributed to the fact that only four counties were targeted during the baseline compared to all seven of CSML's target counties for the latest survey.

The survey also shows that 93% of citizens believe that community radio stations are advocating on their behalf while 87% say the stations provide accurate information to the listening public. The majority of those surveyed also believe that community radio stations are performing their watchdog role.

These findings indicate major confidence in community radio stations, meaning people rely on them to work in the interest of the communities they serve. It is important to note also that unlike the baseline, the results of this survey were further disaggregated according to sex.

2. INTRODUCTION

CSML works to accomplish its goal by providing trainings, one-on-one mentoring, small grants, and other resources to civil society and media organizations, several Monrovia based media outlets and community radio stations across seven target counties. The program's work with the media is aimed at helping to create a more professional environment. The approach is comprehensive – from training and mentoring in basic journalism to specialized reporting, media and financial management, among others. Additionally, CSML provides equipment and technical support to its partner community radio stations with the aim of developing model stations with expanded reach to isolated communities across the target counties.

CSML targets 60 CSOs, 19 community radio stations, and ten national media outlets for the

The CSML Monitoring and Evaluation team conducted the survey to measure the reach of the community radio partners and the extent to which they are engaging and representing citizens' interests. The survey measures the percentage of the target population in CSML's seven target counties that have access to community radio. It also seeks to determine the level of trust or confidence citizens have in the partner stations. The report is structured using both quantitative and qualitative data from the findings collected from the survey.

As CSML reaches its final year of program implementation, the findings of the survey will help the program measure progress towards the accomplishment of targets for its Intermediate Results as follows:

The report is structured using both quantitative and qualitative data from the findings collected from the survey.

In its final year of program implementation, the findings of the survey will help CSML measure progress towards the accomplishment of targets for its Intermediate Results as follows:

- Sub-objective 2: Independent media has the capacity to foster democratic development and good governance
- **Intermediate Result 2.2:** Community radio represents diverse citizens' interests
- Sub IR 2.2.1: Community radio has extended reach
- Sub IR 2.2.2: Community radio has improved community engagement
- Sub IR 2.2.3: Community radio has improved programming

The indicator targeted by the survey is:

1. Percentage of Liberian population reached by targeted community radio partners

CSML has earlier collected baseline information on this indicator in 2012. This survey, the mid-term, was conducted in September, 2013 using a standardized set of questionnaires (see Annex 2) administered to 1,200 citizens in the capital and commercial cities of CSML's seven targeted counties. This report summarizes the findings.

3. METHODOLOGY

To achieve the purpose of the survey, the following methodology was applied:

3.1. Identification of Target Population

The target population for the survey to measure the percentage of people reached by community radio stations was defined as citizens residing in the seven targeted counties. Specifically, the questionnaire was administered to a randomly selected group of citizens of at least 18 years. Several large communities in those capitals and commercial cities were selected for the survey based on the level of socio-economic and political activities as well as population density.

3.2. Sampling

For the survey, an optimal sample was drawn from the targeted population using the Raosoft online sample size calculator. With a 3% margin of error and a 95% confidence level, the general sample size was 1,080. An additional 120 (constituting 10% of the sample size) was included to compensate for non-response. Accordingly, the total persons targeted were 1,200.

The number of persons targeted in each county was then drawn from this general sample size (1,200) based on the proportion of their respective populations to the general population. Sixty percent (60%) of the respondents were males and forty percent (40%) females. Sixty five percent (65%) of the respondents were thirty six (36) years old and above, and thirty five percent (35%) were thirty five (35) years old and below. Seven percent (7%) of the overall respondents had some form of disabilities.

3.3. Data Collection

Data was collected in the seven counties between September 5-15, 2013. Twenty three (23) trained Enumerators collected data for the survey, employing standardized questionnaires. The M&E Department conducted the training for the Enumerators and supervised the data collection process.

Data collection in each county took between 3-5 days depending on the sample size. The number of Enumerators assigned to a particular county also depended on its sample size. On the average, it took 20 minutes to administer each questionnaire. The Enumerators administered a total of 1,200 questionnaires to randomly selected citizens in the seven counties.

3.4. Data Entry and Analysis

The survey data was entered, processed and analyzed in Excel. The M&E Department developed an Excel database and the M&E Associate entered the data. The M&E Manager checked the data to ensure good quality.

4. FINDINGS

The findings of the survey are summarized under six main categories below:

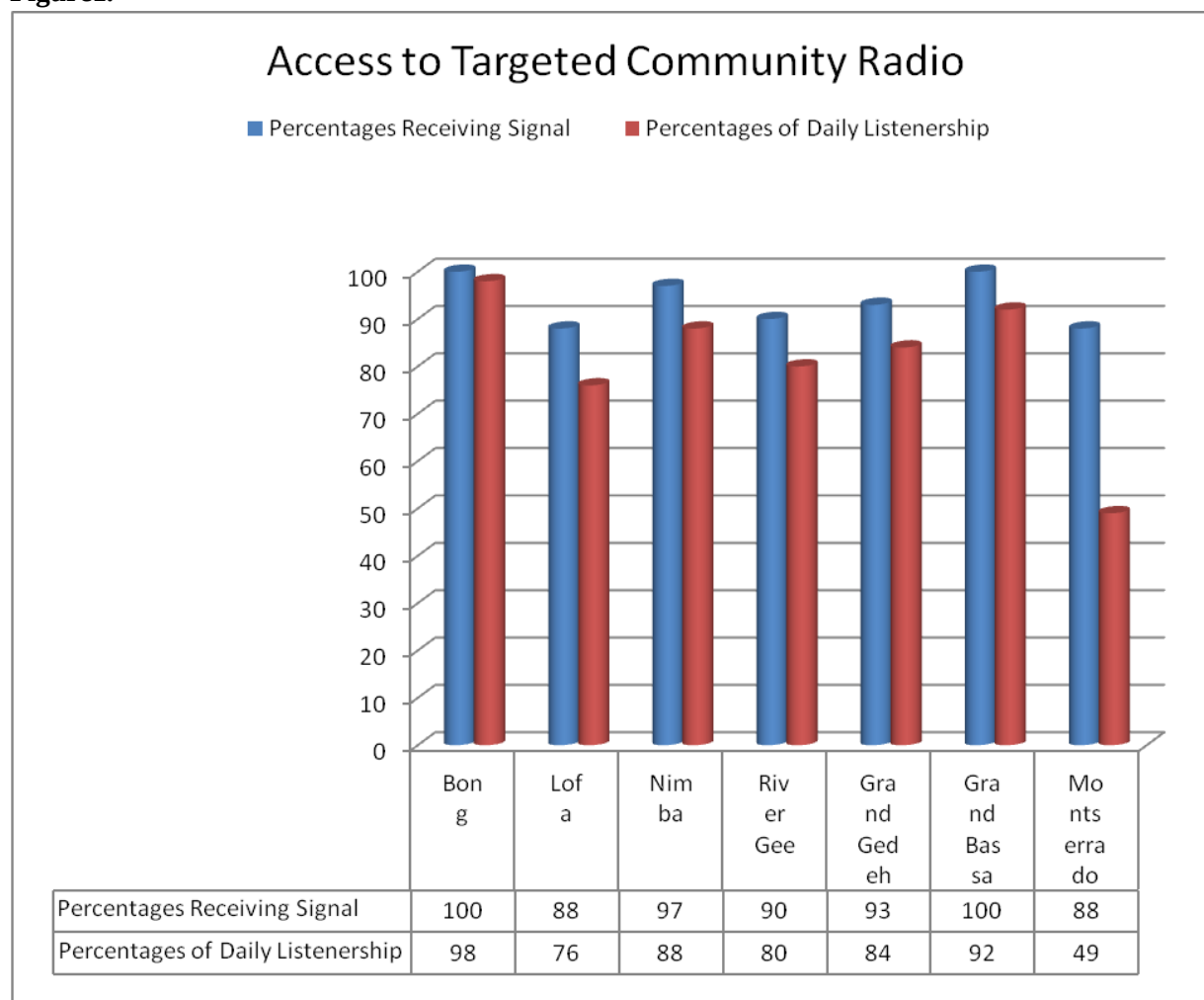
4.1. Citizens' Access to Targeted Community Radios

Generally, 94% of the respondents indicated that they can receive signals of the targeted radio stations, while 81% of respondents who receive a signal reported that they listen to the targeted radio stations daily, and 14% listen sometimes. The number of respondents and percentages of responses vary with the county as shown below in Table 1 and Figure 1.

Table 1.Number of citizens with access to community radio stations by county and sex

Number of Respondents	Bong		Lofa		Nimba		River Gee		Grand Gedeh		Grand Bassa		Motserrado		Total Number of Respondents from Seven Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of citizens' having access to community radio stations by county and sex	55	64	72	56	131	127	25	10	47	27	45	3	305	161	680	448	1128

Figure1.



ANNEX 1 provides actual mid-term values of the indicator targeted by this question against the baseline and target values.

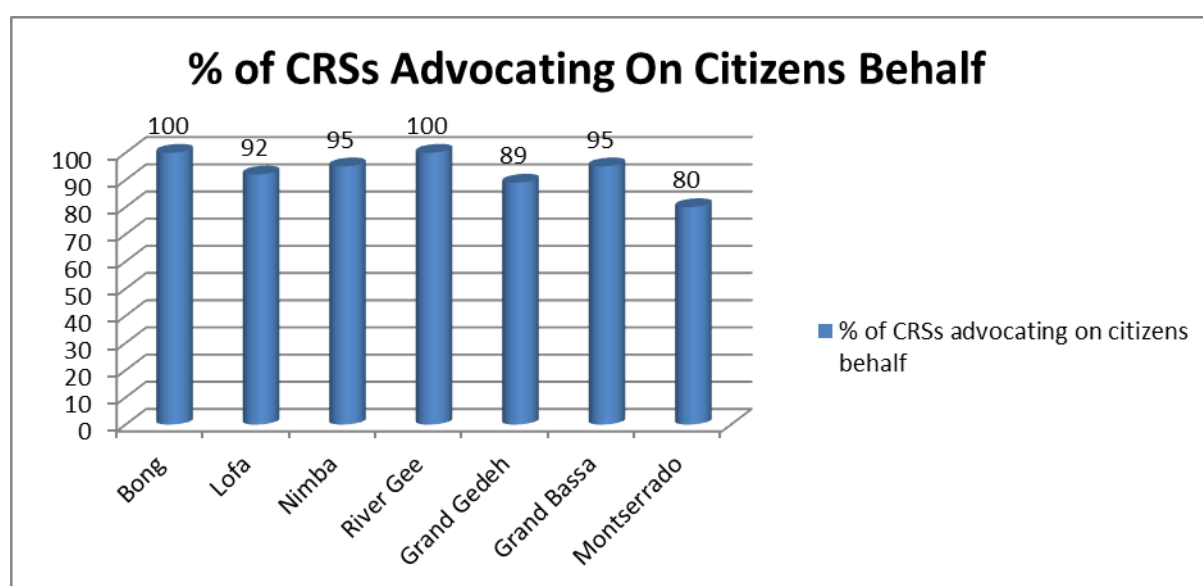
4.2. Community Radio Stations' Advocating on Citizens Behalf

On the average, ninety three percent (93%) of the respondents from the seven counties indicated that the community radio stations are advocating on behalf of the citizens. Table 2 and Figure 2 below show the county and sex breakdown in numbers and percentages.

Table 2. Number of citizens' confident CRSs advocating on citizens behalf by county and sex

Number of Respondents	Bong		Lofa		Nimba		River Gee		Grand Gedeh		Grand Bassa		Motterrado		Total Number of Respondents from Seven Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of citizens confident CRSs advocate for citizens	55	63	117	104	126	126	30	20	45	26	43	3	242	116	658	458	1116

Figure 2



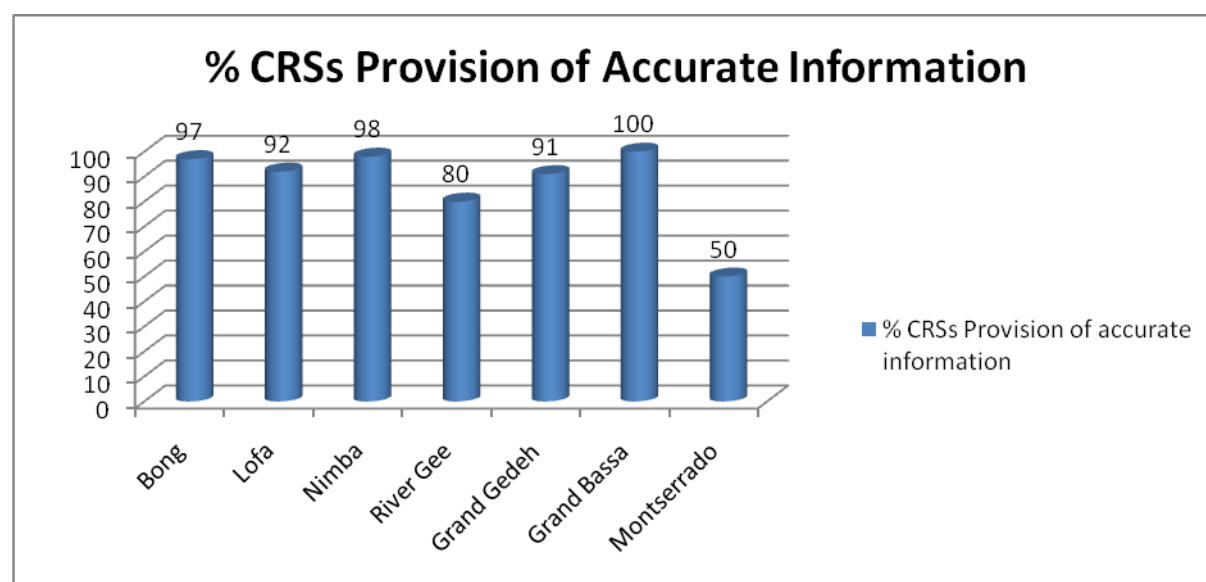
4.3. Percentage of Citizens Who Believe Community Radio Stations Provide Accurate Information

Eighty seven percent (87%) of the respondents from the seven counties indicated that they are convinced that the community radio stations are providing accurate information to the community. Table 3 and Figure 3 below show the county and sex breakdown in numbers and percentages.

Table 3. Number of citizens' confident CRSs providing accurate information by county and sex

Number of Respondents	Bong		Lofa		Nimba		River Gee		Grand Gedeh		Grand Bassa		Mot serrado		Total Number of Respondents from Seven Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of citizens' confident that CRS provide accurate information by county and s sex	55	61	141	124	133	129	32	24	47	27	44	4	150	73	602	442	1044

Figure 3



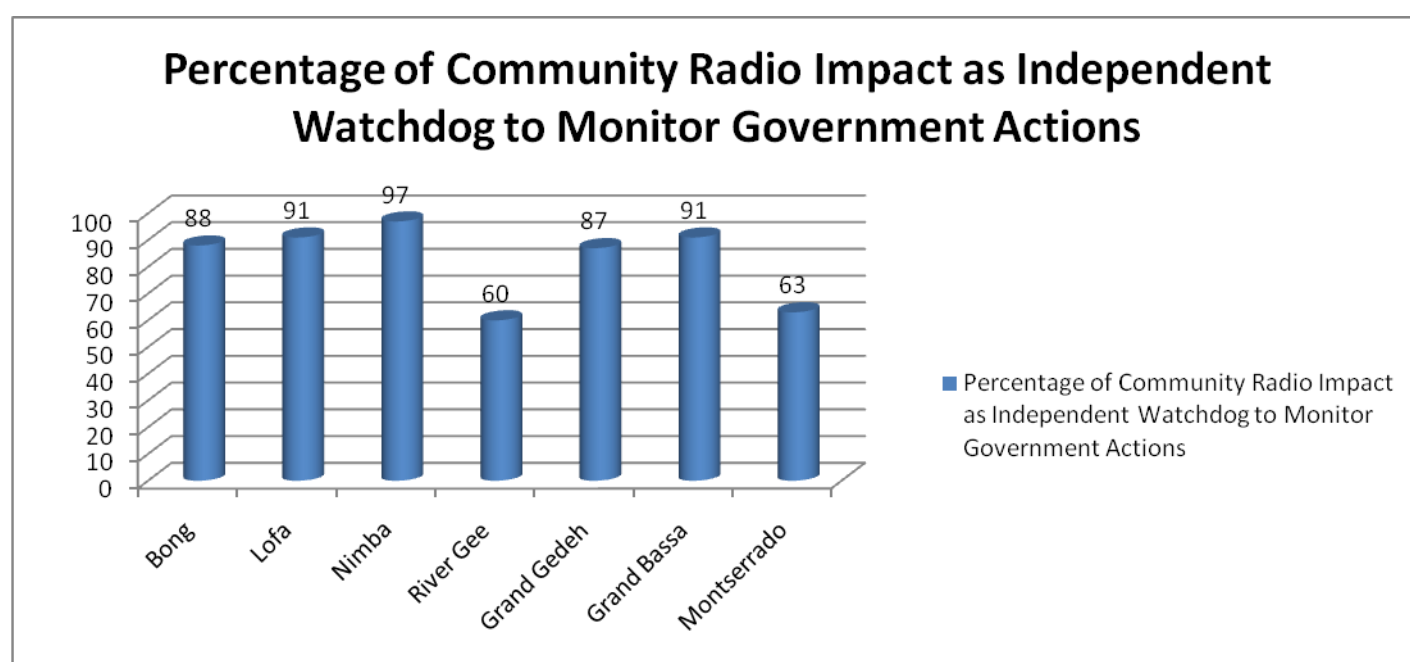
4.4. Percentage of Citizens Who Believe that Community Radio Stations Serve as Independent Watchdogs to Monitor Actions of Government

Eighty two percent (82%) of the respondents from the seven counties reported that the community radio stations are serving as independent watchdogs in monitoring the government's activities. County and sex breakdown in numbers and percentages can be seen in Table 4 and Figure 4 below.

Table 4: Number of citizens' confident CRSs serving as Independent Watchdog in monitoring the government's activities by county and sex

Number of Respondents	Bong		Lofa		Nimba		River Gee		Grand Gedeh		Grand Bassa		Mot serrado		Total Number of Respondents from Seven Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of respondents confident CRSs serving watchdog function	48	56	109	62	130	129	30	22	45	26	41	3	188	95	591	393	984

Figure4.



4.5. *Percentage of Citizens that want CRSs to Advance Citizens' Concerns with Government and Stakeholders*

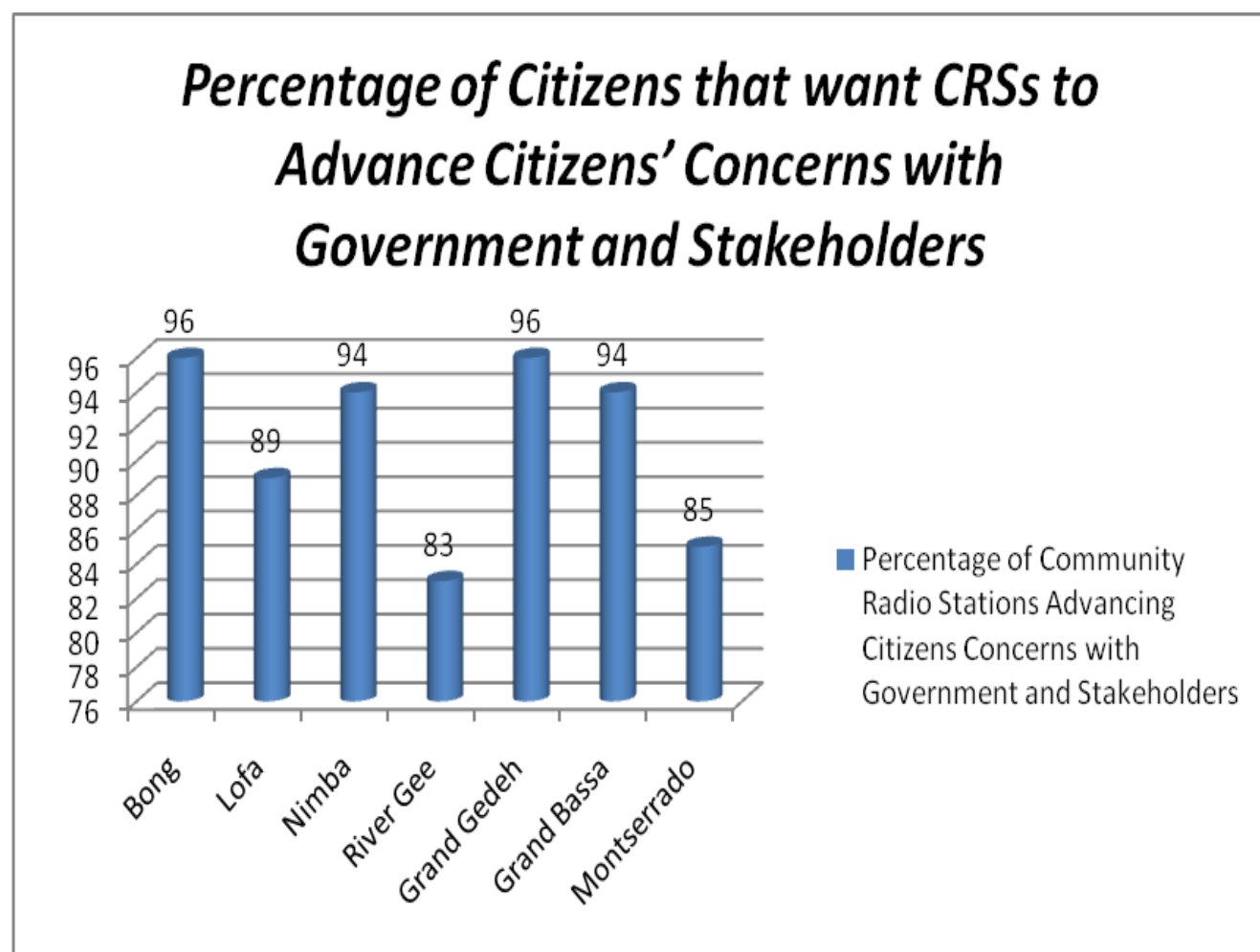
Findings from the survey show that on the average, ninety one percent (91%) of the respondents from the seven counties indicated that they want community radio stations to advance Citizens' Concerns with Government and stakeholders. The citizens believe community radio stations are a bridge between communities, local authorities, national government and non-governmental organizations. Table 5 and Figure 5 show the breakdown per county and sex.

Table 5. Number of citizens who wish to have their concerns advanced to government and stakeholders by community radio by county and sex

Number of Respondents	Bong	Lofa	Nimba	River Gee	Grand Gedeh	Grand Bassa	Mot serrado	Total Number of Respondents from Seven
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															Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of respondents that want CRSs to advance citizens' concerns	52	62	91	83	125	125	32	24	27	51	42	3	247	128	616	476	1092

Figure 5.



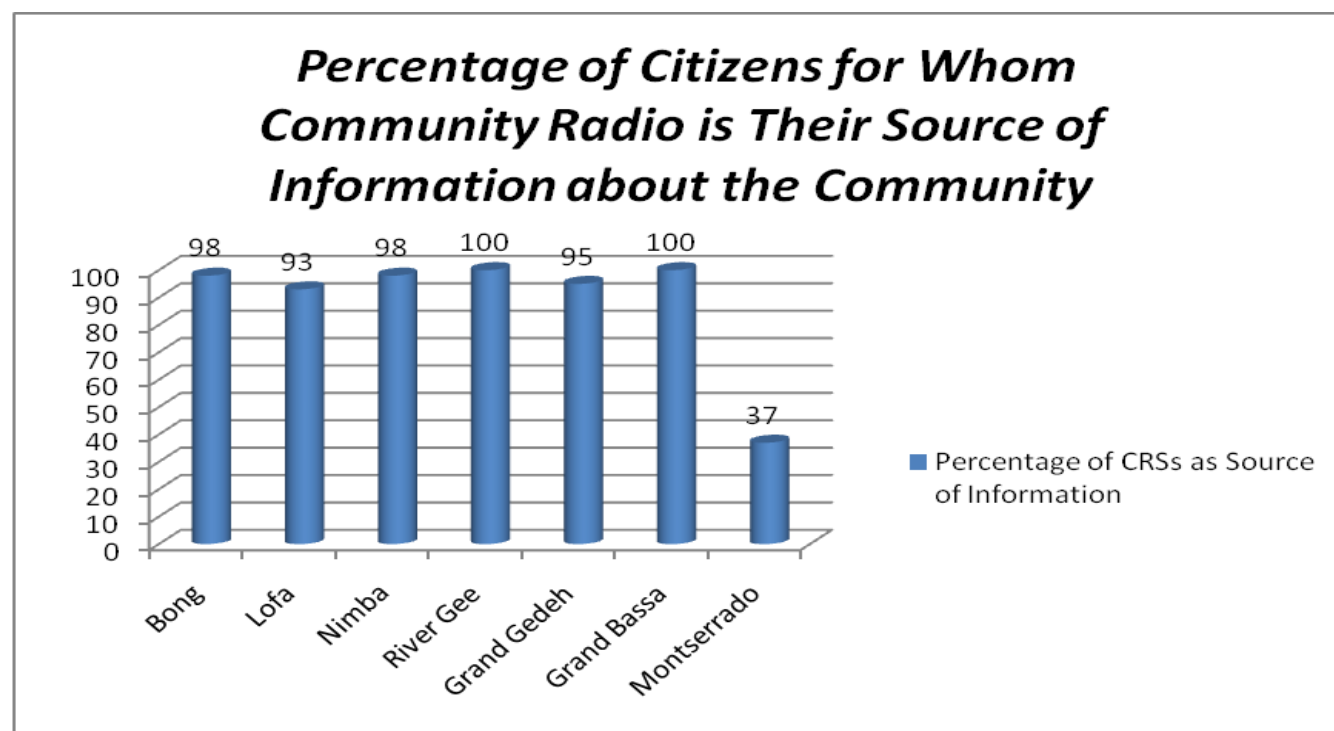
4.6. *Percentage of Citizens for Whom Community Radio is Their Source of Information about the Community*

Findings from the survey show that on average, eighty nine percent (89%) of the respondents from the seven counties indicated that community radio stations are their source of information in the counties. Table 6 and Figure 6 show the breakdown by county and sex.

Table 6. Number of citizens' confident CRSs serving as source of information by county and sex

Number of Respondents	Bong		Lofa		Nimba		River Gee		Grand Gedeh		Grand Bassa		Montserrado		Total Number of Respondents from Seven Counties		
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total
Number of respondents confident CRSs serve as source of information	55	62	184	163	131	128	32	24	50	27	44	4	111	53	607	461	1,068

Figure 6.



5. CITIZENS' GENERAL IMPRESSIONS OF COMMUNITY RADIO STATIONS IN THE SEVEN COUNTIES

In the open-ended portion of the survey, the citizens were asked to provide their general impression of community radios in their county.

"I believe that community radio stations are sometimes biased in reporting."

"We believe the community radio station is owned by the community."

"Some of the community radio stations focus their reporting on politics."

"The community radio station provides unbalanced news stories."

"The journalists still need more training to provide better content to the public."

"Community radio stations should continue to report factual news."

"Reporters need to improve their language."

"Community radio stations should be independent."

"Community radio stations should include female voices."

"The radio station should advocate more for their communities."

"The community radio should report national issues."

"The radio station provides very good awareness messages for the listening public on various issues in the county."

"The radio station is used to check and report on government activities in the county and on the national level."

"Community radio is the foundation for peace building and transformation."

"Community radio is the source of information sharing for local communities."

"Community radio provides developmental and educative news programming."

"The information provided through the community radio station is easy to understand."

"The community radio news is factual."

"LUX FM is used as a training institution for Mass Communications students at the University of Liberia."

"Some of the reporters use very good grammar while on radio."

"The Talk shows allow radio listeners to share their views on the topic discussed."

6. CONCLUSION

The survey shows that citizens have great interest in community radio stations with 94% of the respondents indicating that they can receive signals of the targeted community radio stations. In addition, ninety one percent (91%) of the respondents want community radio stations to advance citizens' concerns to Government and stakeholders. Eighty two (82%) percent reported that community radio stations are serving as independent watchdogs in monitoring the government's activities. Eighty seven percent (87%) of the respondents from the seven counties reported that community radio stations are providing accurate information from and to the community.

Though citizens value the role of community radio in their communities, there were some indications that are concerned about the quality of news reporting and programs.

ANNEX I: INDICATOR'S ACTUAL VALUE VS. BASELINE AND TARGET VALUES

NO.	INDICATOR	BASELINE VALUE (2012)	END OF IMPLEME NTATION TARGET ¹	MID-TERM ACTUAL (2013)
1	Percentage of Liberian population reached by targeted community radio partners	81%	85%	94%

ANNEX 2

SURVEY TO MEASURE PERCENTAGE OF LIBERIAN POPULATION REACHED BY COMMUNITY RADIO PARTNERS

SECTION A

PLEASE ANSWER THESE QUESTIONS

- 1 Today's Date:
- 2 Sex: Female ☐ Male ☐
- 3 Is the respondent below 36 years old? Yes ☐ No ☐
- 4 Name of County.....
- 5 Name of City/Town

¹Baseline and target values were obtained from CSML Performance Management Plan.

For Enumerator Only:

6. Is the respondent disable? ☐ Yes ☐ No

(Please observe the respondent for any physical disability, and **do not** ask the respondent if he/she has disability.)

7. Name of Enumerator: _____

I. This section contains some statements about Awareness, Attitudes & Behavior of citizens toward government. FIRST, read each question carefully, NEXT provide your perception about the question being asked and place a tick in the relevant box.

1. Can you access any community radio station? **(Tick/check one)**

Yes ☐

Not sure ☐

No ☐

If yes, please provide the names of community radio stations that you have access to or for which you can receive signals?

2. How often do you listen to community radio? **(Tick/check one)**

Daily ☐

Sometimes ☐

Never ☐

Stop listening ☐

Don't know ☐

If you do not or have stopped listening, can you provide any reasons why you do not listen or have stopped listening to community radio?

3. I feel confident that community radio station is advocating on behalf of ordinary citizens. **(check one)**

Strongly agree ☐

Agree ☐

Uncertain ☐

Disagree ☐

Strongly Disagree

4. I feel confident that community radio station is providing accurate information from and to the community.
(check one)

Strongly agree ☐

Agree ☐

Uncertain ☐

Disagree ☐

Strongly Disagree

5. In my county, community radio is having impact when it comes to serving as an independent watchdog to monitor government actions. **(Tick/check one)**

Strongly agree ☐

Agree ☐

Uncertain ☐

Disagree ☐

Strongly Disagree ☐

6. Are you interested in being represented by community radio in advancing your cause and concerns with the government and other stakeholders? **(Tick/check one)**

Yes ☐

Not sure ☐

No ☐

7. Is community radio your source of getting information about the community? **(Tick/check one)**

Yes ☐

Not sure ☐

No ☐

8. What is your general impression of community radio stations in the county?

Thank you for completing the survey!