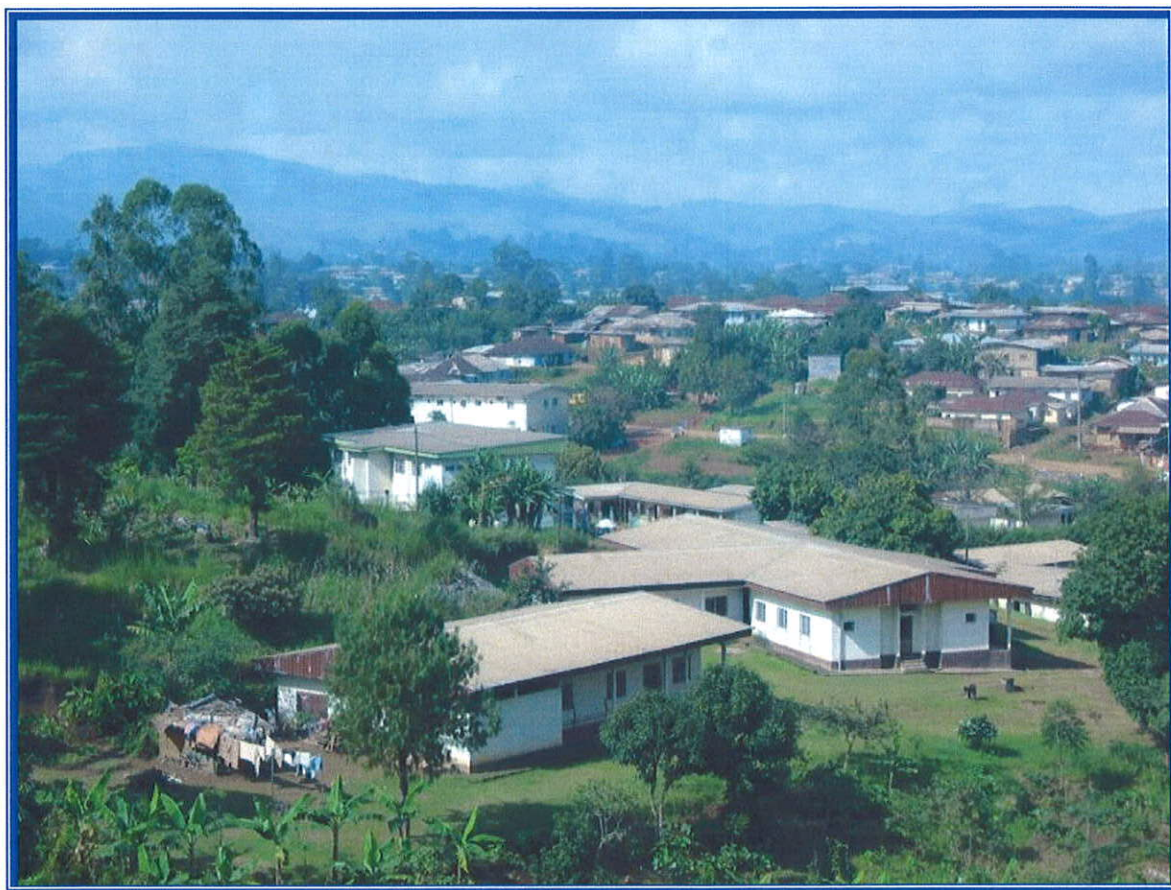# Radio Listenership Survey

Bamenda, North West Cameroon
2008

Radio Listenership Survey
Bamenda, North West Cameroon

The following report was conducted through a partnership between Foundation Radio (FR), and the Youth Outreach Program in Bamenda, Cameroon and two graduate students Audrey Bottjen (audrey.bottjen@gmail.com) and Nicholas Wexler (ncwexler@gmail.com) from the International Development Summer Internship Project at Johns Hopkins University School of Advanced International Studies (SAIS), Washington, D.C. Foundation Radio was established in 2007 as an entity of The Fomunyoh Foundation (www.tffcam.org) with a mission to share information and knowledge on issues that improve the well-being of Cameroonians. For five years, summer Interns from SAIS have played a key role in building the capacity of FR staff and representatives of other media and civil society organization. The Bamenda Radio Listenership Survey is the first scientific study of this kind carried out in the Northwest region of Cameroon.

Young people from the Youth Outreach Program received training on design and implementation of an evaluation tool that analyzes the listening habits of citizens in Bamenda, Cameroon. The training and survey was conducted over a five-day period and covered strategic regions in Bamenda and its surrounding areas. Three hundred citizens were randomly selected to participate in the survey which yielded general information on areas covering the demographics (age and gender); listening preferences (language preferred, program preferences, preferred radio stations etc.) and consumer habits (advertising habit and advertising motivations).

The research provided an opportunity for young people to be actively engaged in their communities; it also identified the needs and interests of radio listeners in rural areas of Cameroon, which could pertain to Africans living in rural areas across the continent. This survey also reaffirms the usefulness of scientific methodologies and tools for program planning at the grass roots level with regards to Media and other democracy support initiatives. The results taken from this survey will assist FR in accomplishing our objectives to facilitate citizens' access to information and promote a well-informed citizenship

Dr. Christopher Fomunyoh
President
Foundation Radio
P.O. Box 5143 Nkwen
Bamenda, Republic of Cameroon
(+237) 77 53 65 77
radio.foundation@yahoo.com;

astateson@yahoo.co.uk

www.tffcam.org

Radio Listenership Survey

Bamenda, Cameroon

2008

Carried out in Partnership between

Foundation Radio

Youth Outreach Programme

Table of Contents

Introduction, Background & General Findings

The 2008 Bamenda Radio Listenership Survey was carried out in collaboration between Foundation Radio and the Youth Outreach Programme and organized by Audrey Bottjen and Nicholas Wexler, MA Candidates of the Johns Hopkins School of Advanced International Studies.

Between June 30-July 1, 21 youths from the Youth Outreach Programme, aged between 12 and 29, were given training to design, create and implement a city-wide survey. Over the following three days, from July 2-4, these youths carried out the survey in neighborhoods and quarters around Bamenda, and surrounding villages. The surveyors worked in ten teams of two (and in one case, three), with one surveyor acting as the interviewer, and the other as the recorder. Each team was given a 40-page notebook in which to record the answers, with each interview expected to take the front and back of one page. Each interview was expected to take not more than 10 minutes, with an estimated 20 minutes between interviews. Therefore, it was expected that each team could conduct 10 interviews in the space of about five hours. Having ten teams, conducting ten interviews a day, for three days should then yield 300 surveys. In fact, we received 309, allowing us to winnow out some of the interviews which were judged to be incomplete or contaminated, bringing the final number to exactly 300.

Each team was responsible for a distinct geographic area, representing the different demographic, ethnic and socio-economic groups present in Bamenda and its surrounding areas. These areas were:

- Up-station
- Sonac Street
- Bali Park
- Nghomgam

- Mendankwe
- Commercial Avenue
- Ntarinkon
- Bambili

- Nkwen
- Food Market
- Old town

After the survey was implemented, and the data was tabulated, a focus group was held with a number of the surveyors to go over the initial findings for purposes of interpretation and context, as well as an evaluation of the overall efficacy of the survey as an instrument.

Taking into account the observations of the focus group and an analysis of the data, several general, though by no means exhaustive, observations can be made from the survey results:
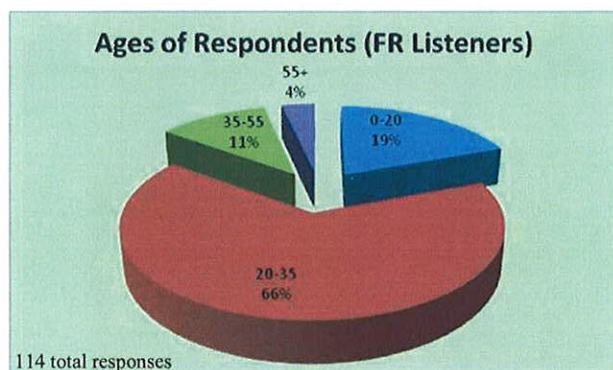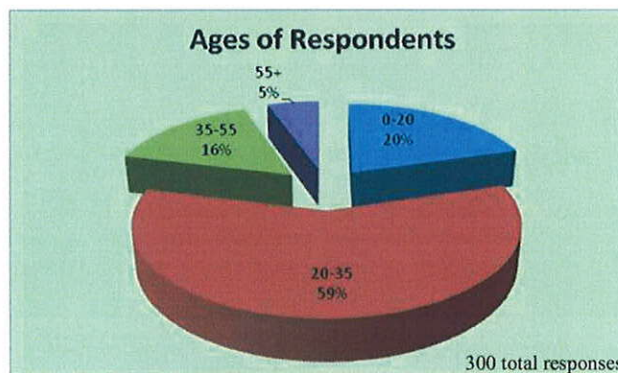
- In regards to programme content, respondents indicated a strong desire for news, both local and international. Indeed, news far outranked other types of programmes preferred. Furthermore, respondents overwhelmingly indicated "news" as the reason for why a station was their favorite
- Regarding types of music preferred, respondents most commonly expressed preferences for gospel music and various styles of Cameroonian music
- After three months on air, Foundation Radio is listened to regularly by a small percentage (6%) of all respondents, however the station's existence is widely known
- Currently, Foundation Radio's listenership appears to skew to an under 35 age demographic
- Regular Foundation Radio listeners appear to be significantly more likely than the general pool of respondents to have bought a product they heard advertised on the radio

Following are the full results and analyses stemming from the survey responses. This information is intended to help shape Foundation Radio's pursuit of its mission; through programming, marketing, and outreach. Furthermore, it is hoped that this survey, taken only three months after the station has begun broadcasting, can also serve as a benchmark for future surveys and evaluations, so that Foundation Radio may be able to concretely evaluate its efforts and its impact on the community.

Demographics: Ages of Respondents

This page shows the ages of those who agreed to answer the survey. As the first graph suggests, this survey is clearly weighted toward the young, with those under 35 years old representing almost 80% of those surveyed. A focus group discussing this effect suggested two main reasons: (1.) there are much fewer older people in Bamenda than young people, (2.) Older people were less likely than younger people to agree to take the survey. In order to assist analysis of the results, the responses of anyone older than 35 have been isolated, so that they can be assessed independently. Each subsequent page of this report will include both the overall results and also the results of only those over the age of 35, so that any analysis will be able to qualitatively take into account the bias toward the younger age set.

The majority of those surveyed in this study were between 20 and 35 years old (59%). Youths under 20 years old were 20% of those surveyed. Middle-aged (between 35-55) were 16% of those surveyed and older citizens were only 5% of those surveyed.

Ages of Respondents

- 55+ 5%
- 35-55 16%
- 0-20 20%
- 20-35 59%

300 total responses

Ages of Respondents (FR Listeners)

- 55+ 4%
- 35-55 11%
- 0-20 19%
- 20-35 66%

114 total responses

The age breakdown of Foundation Radio listeners is roughly similar to that of the overall population surveyed. Most noticeably, the largest age group of 20-35 year olds increases while the "middle-aged" bracket declines almost 50%, from 16% to 11%. This suggests that Foundation Radio has a somewhat younger listenership than the other radio stations on average. This may be because the station is more attractive to younger people, or it may show that younger people are more likely to hear about and try out a new radio station.

Each survey question presented in this analysis will be examined in three different ways:
- **The entire population surveyed (300 respondents).** This gives the most comprehensive approach, and the most possible information for any single question.
- **Those reporting listening to more than zero hours of Foundation Radio daily (114 respondents).** This gives information that is particular to FR listeners, allowing Foundation Radio to know more about its audience.
- **The older demographic, meaning those aged 35 and older (63 respondents).** Because, as noted above, the survey responses are heavily weighted toward the young, the voices of the older respondents may not be well-represented. Because this group is also seen as having potentially very different habits, views and preferences, it is instructive to be able to evaluate this demographic on its own.

Demographics: Gender of Respondents

This page details the gender of survey respondents. From the first graph, it is clear that men made up a greater part of the pool of respondents (60%). This does not necessarily mean that there are 50% more men in Bamenda than women. Rather, it suggests that surveyors were more likely to execute the survey with men. This could be for several reasons. First, surveyors may have targeted areas where there were greater numbers of males present during the time the survey was given. This could have been the case, for example, in commercial areas such as Commercial Ave. and Bali Park. Indeed, in Bali Park, where there are large numbers of professional drivers who are almost exclusively male, such a scenario is not hard to envision. Another possibility is that men were more likely to agree to take the survey than women. A third possibility is that surveyors were more likely to approach men than women when seeking respondents for the survey.

The majority of respondents surveyed were men (60%). Women accounted for the remaining 40%.

Gender of Respondents

Females 40%

Male 60%
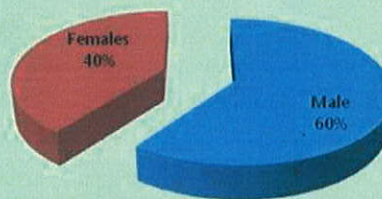
300 total responses

Gender of Respondents (FR Listeners)

Females 32%

Male 68%

114 total responses

Men accounted for 68% of regular Foundation Radio listeners and women 32%. Because the general pool of respondents is weighted towards males, these results do not necessarily mean that 68% of Foundation Radio's listeners are male. However, when compared to the gender breakdown of the entire pool, they do suggest that men make up a higher percentage of Foundation Radio listeners.

In the pool of respondents who were 35 or older, the percentage of male respondents rose to 70%. Females accounted for the remaining 30%. This suggests that the 35+ group was even more heavily weighted towards males than the both the general pool of respondents and the group of regular Foundation Radio listeners.

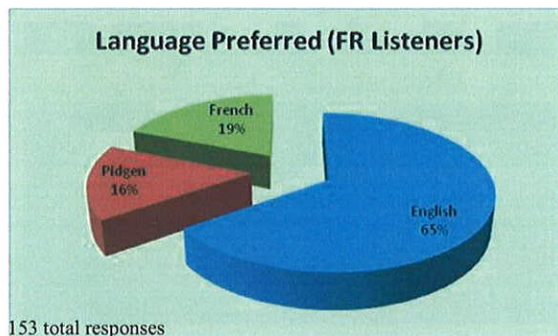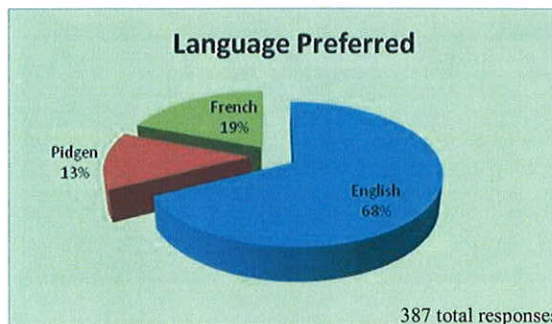**Gender of Respondents (35+)**

Females 30%

Male 70%

63 total responses

Listener habits: Language Preferred

Surveyors asked respondents which language they preferred to listen to the radio in. Respondents were allowed to give more than one answer. Respondents strongly favored English (68%) as their language of choice for the radio.

Respondents overwhelmingly chose English as a language preferred for the radio (68%). French followed with 19% and then Pidgen with 13%. Most respondents choosing French also chose English, showing that they preferred bilingual programming.

Language Preferred

French 19%
Pidgen 13%
English 68%

387 total responses

Language Preferred (FR Listeners)

French 19%
Pidgen 16%
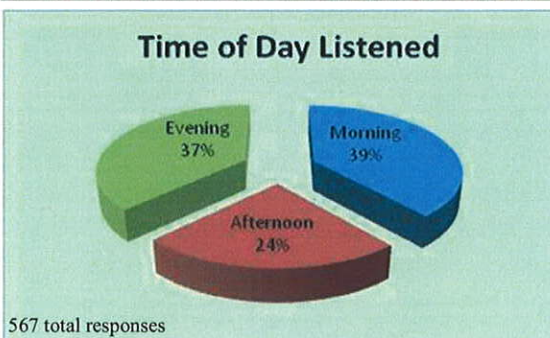English 65%

153 total responses

Foundation Radio had a very similar breakdown to the general pool of respondents. French remained a preference for 19% of respondents. Pidgen was preferred by 16% while English was preferred by 65%. This indicates that, compared to the general pool, a slightly greater percentage of Foundation Radio listeners preferred Pidgen at the expense of English.

In the 35 and older group of respondents, English was preferred by 65% of listeners. In contrast to the general pool preferred to listen to the radio in Pidgen (19%) than in French (17%).

Language Preferred (35+)

French 17%
Pidgen 19%
English 64%

81 total responses
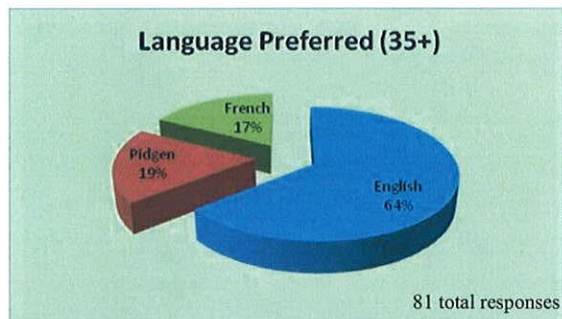
Listener habits: Time of Day Listened

Time of Day Listened

Evening 37%
Morning 39%
Afternoon 24%

567 total responses

This graph details the time of day respondents listen to the radio. Respondents were give three choices (Morning, Afternoon, and Evening) and were allowed to select more than one answer. For all three groups, these results indicate that morning and evening are "prime time" for radio listening. In all three pools, Morning and Evening each account for between 37% and 39% of the pie while Afternoon accounts for the remaining 24% to 25%.

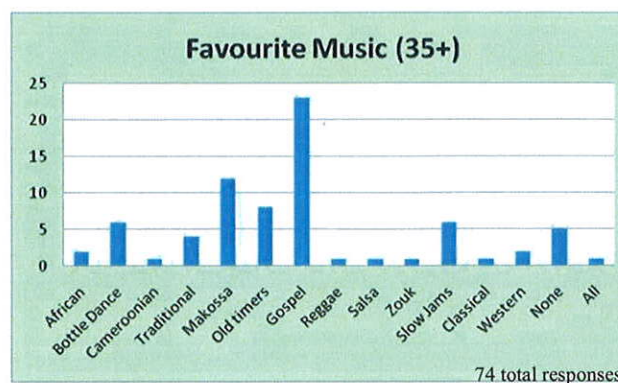## Listener Preferences – Preferred Types of Music

Respondents were asked to name types of music they liked and were allowed to give up to three answers. Because the question was open ended, we received a wide variety of answers which we categorized as seemed appropriate. For example, "Rap" was put under the "Hip hop" category. The three most consistently preferred types of music across the three respondent groups were "Gospel", "Makossa", and "Slow Jams." However, while "Gospel" does appear to be the most preferred type of music across the board by a wide margin, this may be a result of classification. For example, while "Bottle Dance", "Traditional", "Makossa", and "Old Timers" could all be accurately categorized as "Cameroonian Music", they are given their own headings in the graphs below as respondents, in significant numbers, specifically identified them by these names. "Gospel", on the other hand, was not broken down into possible sub-categories. Thus, it is important to note that classification should be taken into account when coming to conclusions on listener preferences. Finally, it is worth noting that there are certain styles of music, such as R&B, Hip Hop, and Slow Jams that appear to be more popular with those under 35.

In the general pool, "Gospel" music was most preferred with 100 responses. Following "Gospel", were "Slow Jams" (58), "Makossa" (48), and "Hip Hop" (34) respectively. However, as noted above, classification matters. Grouping all styles of Cameroonian music together would have created a category with 86 responses; nearly as many as "Gospel."

Favourite Music

382 total responses

Favourite Music (FR Listeners)

162 total responses
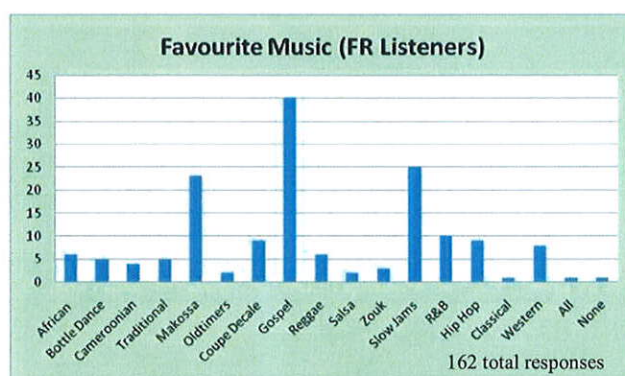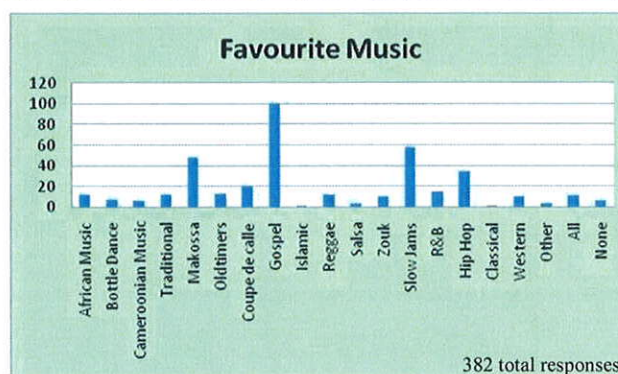
Amongst Foundation Radio listeners, "Gospel" music was the most preferred with 40 responses. Following "Gospel", were "Slow Jams" (25), "Makossa" (23), and "R & B" respectively. An all-encompassing "Cameroonian Music" category would have totaled 39 responses and basically equaled "Gospel".

In the 35 and over category, Gospel continued to be most preferred with 23 responses. Following it were "Makossa" (12), "Old Timers" (8) and "Bottle Dance"/"Slow Jams" (both 6). An all-Cameroonian music category would have totaled 31 responses, and outranked Gospel. There were fewer responses for "R&B," "Hip Hop," or "Slow Jams" compared with the general pool. This could indicate that these are styles more popular with younger demographics.

Favourite Music (35+)

74 total responses

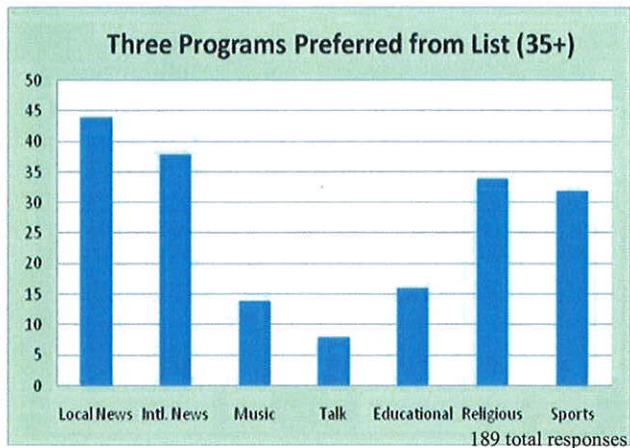## Listener Preferences: Preferred Types of Programmes

In this question, survey respondents were presented with a list of seven types of programmes (Local News, International News, Music, Talk, Educational, Religious and Sports) and asked to choose their three favourites.

In the overall population, "International News" was the highest ranked program, with more than half of all respondents choosing it as one of their three favourite programmes (184 out of 300). "Local News" and "Sports" both received roughly 150 responses, indicating that both categories were named by about one half of those surveyed. "Talk" programmes ranked the lowest by far, with only about 10 percent of the population choosing it as one of their preferred programmes.

Three Programs Preferred from List

Local News, Intl. News, Music, Talk, Educational, Religious, Sports

900 total responses

Three Programs Preferred from List (FR Listeners)

Local News, Intl. News, Music, Talk, Educational, Religious, Sports

342 total responses
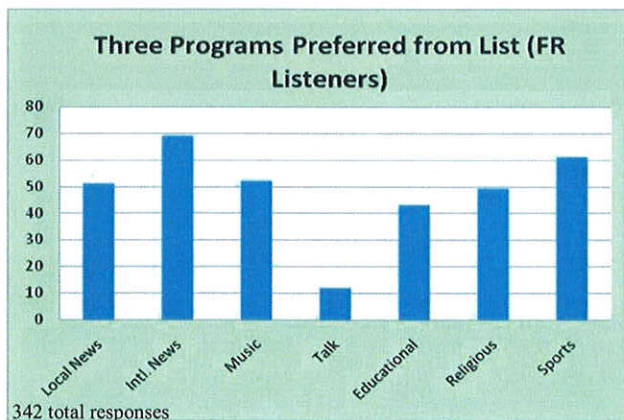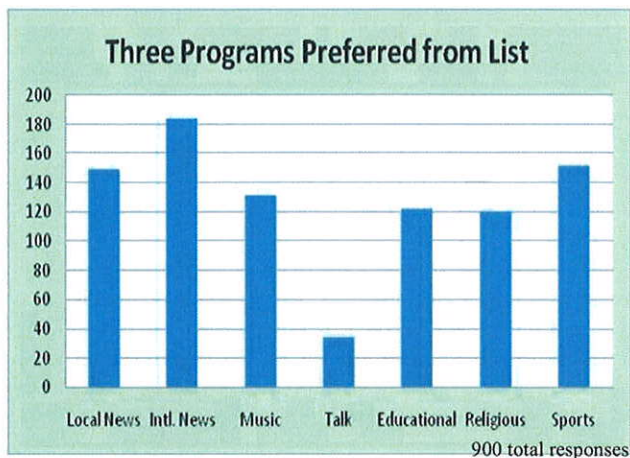
Foundation Radio listeners closely mirror those of the overall population, with "International News" still the most chosen category. Other differences are a slight increase in "Sports" and slight decreases in "Local News" and "Educational."

The responses of those in the older demographic show more substantial differences: "Local News" takes first place, pushing "International News" down to second. "Religious" moves up to third, supplanting "Sports." Both "Music" and "Educational" drop dramatically, while "Talk" remains the lowest category.

Three Programs Preferred from List (35+)

Local News, Intl. News, Music, Talk, Educational, Religious, Sports

189 total responses

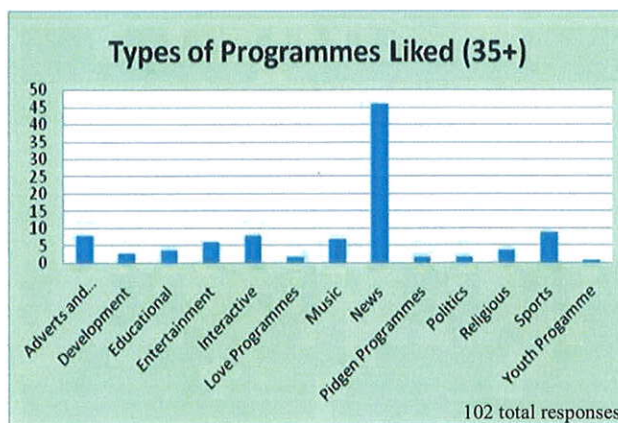# Listener Preferences: Preferred Types of Programmes

In this open-ended question, respondents were asked to name up to three of their favourite types of programmes. Because of the wide variety of responses, each response was put into the categories shown in the graphs below. A full listing of all responses is given in Appendix B. A few notes about some of the more diverse or ambiguous categories: "Development" refers to programmes about topics like health, agriculture or business; "Interactive" includes request shows, and talk shows; "Entertainment" includes comedy, horoscopes, and story time. Because there is unavoidably a good deal of overlap between some categories, it is recommended that any analysis take into account the full listing of programmes listed in the Appendix.

In the overall population surveyed, "News" programmes are more than twice as popular as the second most popular programmes ("Music" and "Interactive"). "Sports" is in fourth place, with "Entertainment" in fifth. "Adverts and Announcements," "Development," "Educational," and "Religious" all received about 20 responses, each representing between five and ten percent of the population surveyed.

Types of Programmes Liked

569 total responses

Types of Programmes Liked (FR Listeners)

233 total responses
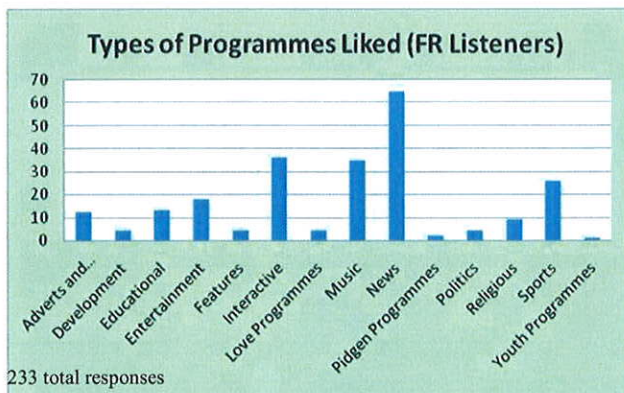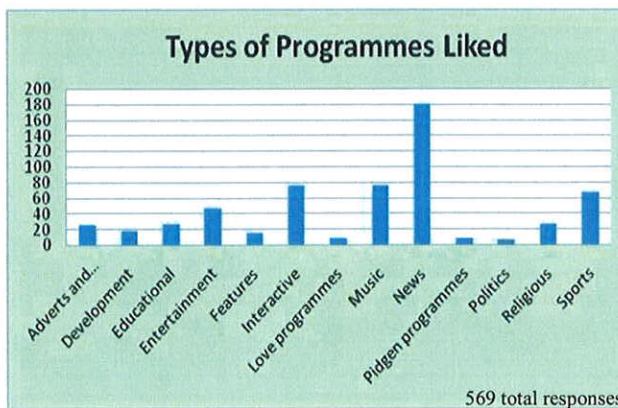
Foundation Radio listeners show a very close similarity to the overall population, with the exception of a relative decrease in the popularity of "News." This may be due to the fact that Foundation Radio's listeners tend to be younger than the overall popula-

The over-35 population is notable for the dramatic increase in the popularity of "News." Rather than being roughly twice as popular as the next category, as is true in the overall population, in the older demographic, news is more than five times as popular. Also, "Sports" and "Adverts and Announcements" overtake "Interactive" and "Music" for second place and third place, respectively.

Types of Programmes Liked (35+)

102 total responses

Listener Preferences: Types of Programmes Disliked

In this open-ended question, respondents were asked to name one programme that they disliked. Out of the 300 surveys, only 140 respondents responded to this question, so the likelihood of unstated preferences remains high. There was a wide variety of responses, which have been condensed into the 14 categories shown in the graphs below. The full listing of responses is given in Appendix B.

"Entertainment" is the largest category by far, with roughly 10% of respondents naming it as the type of programming disliked. Included in this category is comedy, story time, fun time, gossip and pidgin programmes. "French" language, "Music," and "Politics" (which includes Underbelle) were each cited by roughly 5% of those surveyed.

Programs Disliked

137 total responses

Programmes Disliked (FR Listeners)

60 total responses
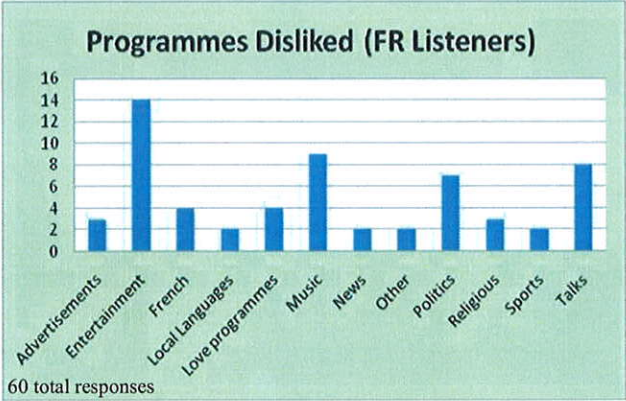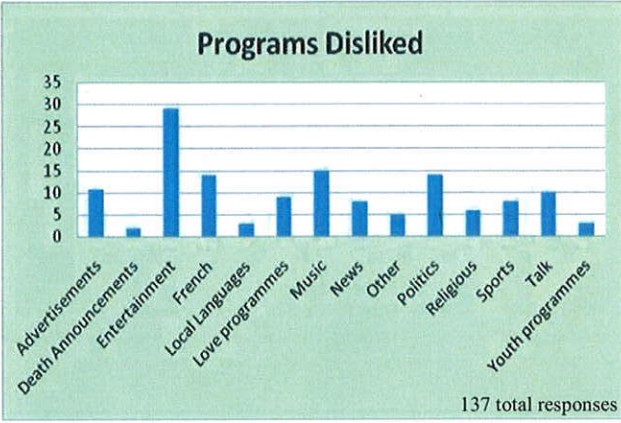
Within Foundation Radio's audience, the basic pattern holds, with a few exceptions. "Entertainment" is still the most disliked type of programming, but "Music" becomes more notably disliked. "Talks" also is more disliked, moving into third place. "French" language programmes are less disliked by Foundation Radio listeners than by the general population.

Respondents over age 35 were less likely to even answer this question compared to the general population (40% of those 35 and older answered, compared to 49% of those under 35), which means that there are relatively few responses. However, the 25 responses to the right indicate that the preferences are roughly similar to those of the overall population.

Programmes Disliked (35+)

25 total responses
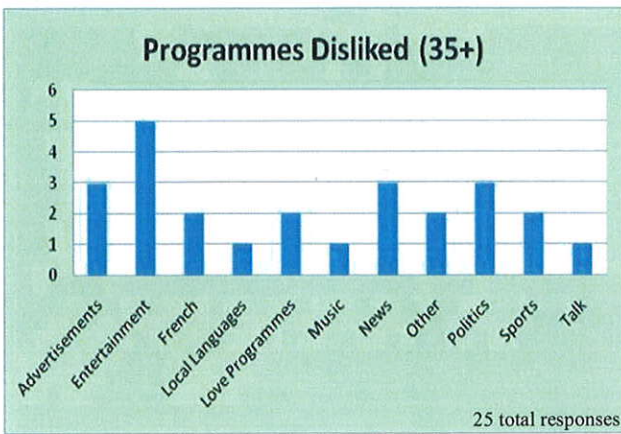
Listener Preferences: Stations Listened to Regularly

An analysis of the graphs below indicate that, for each of the three categories of respondents, four stations account for over 70% percent of market share: Hot Cocoa, CRTV, Afrique Nouvelle, and Abakwa. This is unsurprising as all of these stations have been operating for over five years and are generally well-known in Bamenda. Three of the stations, Hot Cocoa, Afrique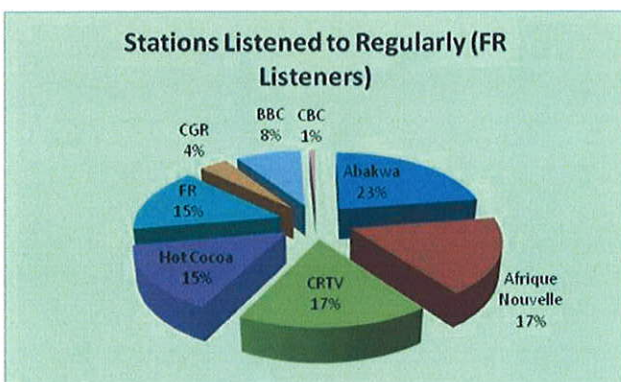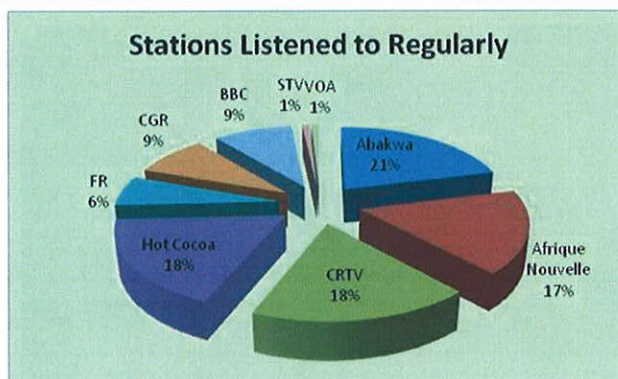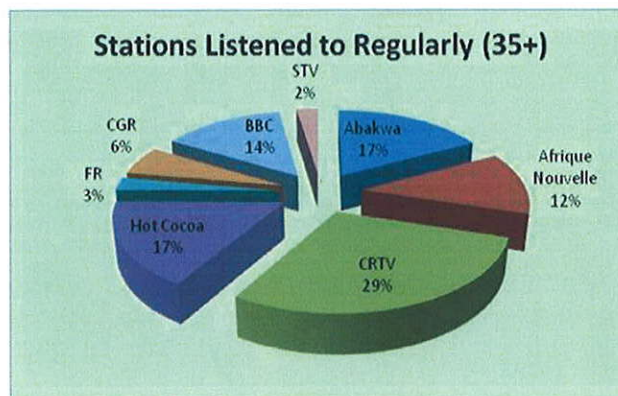 Nouvelle, and Abakwa are stationed in town and feature content that is specifically geared toward the local population. CRTV, in addition to having a studio in Bamenda, is government run and has the dual advantage of wider coverage and exclusive government information. In regards to Foundation Radio, the data indicates that, after its four months of broadcasting, the station has 6% of this market share.

As noted above, in the general pool, four stations account for 74% of market share: Abakwa (21%), Hot Cocoa (18%), CRTV (18%), and Afrique Nouvelle (17%). Abakwa was listened to regularly by the greatest number of respondents with Hot Cocoa and CRTV following by three percentage points each. This indicates a slight preference for Abakwa. The other stations that were listened to regularly by over 5% of respondents were BBC (9%), CGR (9%), and Foundation Radio (6%).

Stations Listened to Regularly

Abakwa 21%
Afrique Nouvelle 17%
CRTV 18%
Hot Cocoa 18%
FR 6%
CGR 9%
BBC 9%
STV 1%
VOA 1%

Stations Listened to Regularly (FR Listeners)

Abakwa 23%
Afrique Nouvelle 17%
CRTV 17%
Hot Cocoa 15%
FR 15%
CGR 4%
BBC 8%
CBC 1%

Foundation Radio has a larger market share (15%) amongst respondents who indicated they had listened to the station. Otherwise, the results from this category are similar to those of the general pool with a few minor exceptions: CGR's share drops from 9% to 4% and Hot Cocoa's share drops from 18% to 15%. Abakwa is the only station to increase, suggesting that Foundation Radio and Abakwa may share a common audience.

Members of the 35 and over group markedly listen to CRTV (29%) over the other stations. This could be content related, but it could also be because these listeners are older and know CRTV better than other stations as it has been around the longest. Also worth noting is that BBC has a 5% higher market share in this category of respondents. Again, this could be content related or due to the amount of time the station has been available in Bamenda. Finally, Foundation Radio's listenership in this group is 3% points lower than in the general pool, indicating that Foundation Radio may have a younger audience.

Stations Listened to Regularly (35+)

Abakwa 17%
Afrique Nouvelle 12%
CRTV 29%
Hot Cocoa 17%
FR 3%
CGR 6%
BBC 14%
STV 2%

Listener Preferences: Favourite Station

The data on respondents' reported favourite station further supports several of the findings in the "Stations Listened to Regularly" section but fails to confirm others. Again, Abakwa and Hot Cocoa, two stations that have been operating for more than five years, have a wide variety of programs, and specifically target the population of Bamenda, are the most favored in the general pool of respondents. A difference from the previous section is that BBC's market share has notably increased while Afrique Nouvelle's has decreased. As in the previous section, we see that Foundation Radio has captured a small piece of the market share (4%) after three months on the air. Finally, analysis of the over 35 data indicates that Foundation Radio's listenership

Abakwa and Hot Cocoa are almost tied with 22% and 21% of market share respectively. Compared to the general pool of the "Stations Listened to Regularly" section, BBC's share has increased four points from 9% to 13% while Afrique Nouvelle's has dropped from 17% to 14%. Foundation Radio continues to retain a small percent of the market share (4% here compared to 6% in the previous section).

Favourite Station

STV 1%
CGR 7%
BBC 13%
Abakwa 22%
FR 4%
Hot Cocoa 21%
CRTV 18%
Afrique Nouvelle 14%

300 total responses

Favourite Station (FR Listeners)

CGR 7%
BBC 14%
Abakwa 25%
FR 10%
Hot Cocoa 16%
CRTV 16%
Afrique Nouvelle 12%

114 total responses
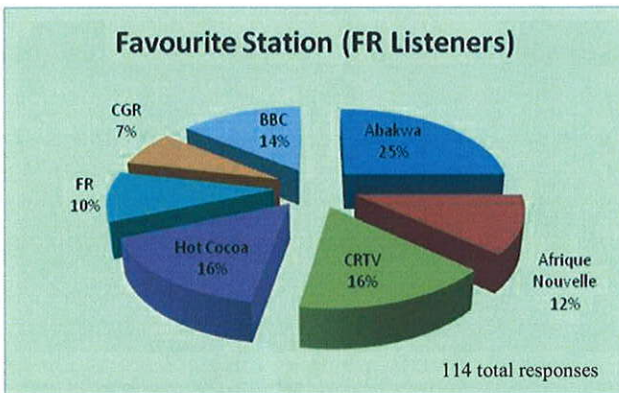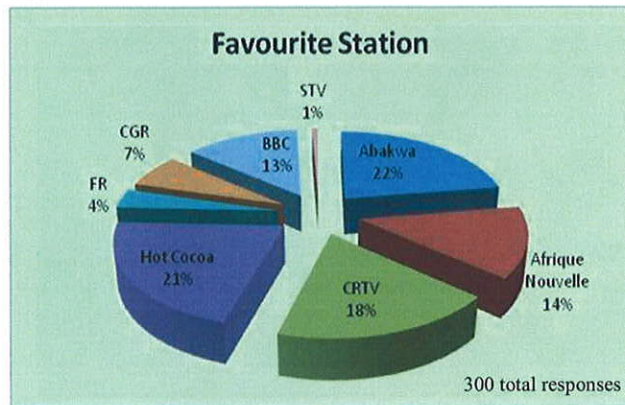
Foundation Radio is the favourite station of 10% of its regular listeners—a six point increase from the general pool. Among this group of listeners, Hot Cocoa's share drops five percentage points from 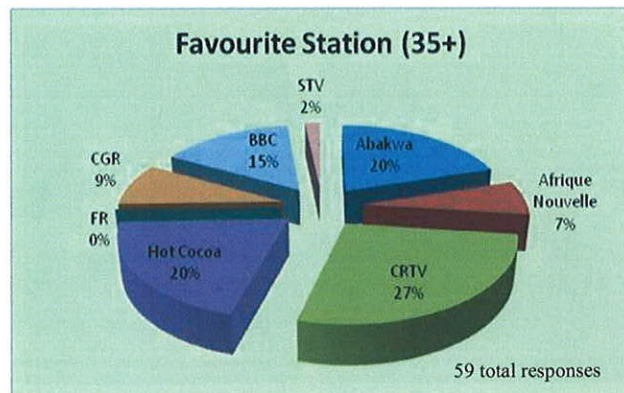21% to 16%. Afrique Nouvelle and CRTV also drop two percentage points each, while Abakwa increases three points from 22% to 25%. This indicates a correlation between Abakwa and Foundation Radio and suggests that Abakwa may be viewed as a clear competitor.

As in the "Stations Listened to Regularly" section, CRTV remains the favorite of respondents over 35 with 27% of the market share. Also of note is that Afrique Nouvelle's share markedly declines from 14% to 7%. Finally, similar to the previous section, we see that, at this point in time, Foundation Radio is not as popular with this age group. Indeed, 0% of 35 and older respondents indicated that Foundation Radio was their favourite station. This means that the 4% of respondents in the general pool who picked Foundation Radio were all under 35 years old.

Favourite Station (35+)

STV 2%
CGR 9%
BBC 15%
Abakwa 20%
Afrique Nouvelle 7%
FR 0%
Hot Cocoa 20%
CRTV 27%

59 total responses

Listener Preferences: Why is the Station Your Favourite?

After revealing their favourite station, respondents were asked to explain why they chose this station. This was an open-ended question, meaning that we received a wide range of responses. The full listing of responses is in Appendix B, but we grouped the answers together into categories in order to show it graphically. Respondents were allowed to give up to two reasons.

More than 1/3 of all respondents (112) gave "News" as one of the reasons that they chose their favourite station, making the category more than twice as important as any other category. "Interesting Content," which included responses like "Interesting" or "Good information," was second most important in the overall survey. "Music" and "Entertainment" trailed close behind. "Entertainment" is one of the broadest categories, including comedy shows, pidgin programming, love programmes and horoscopes.

Why Station is Favourite

353 total responses

Why Station is Favourite (FR Listeners)

141 total responses
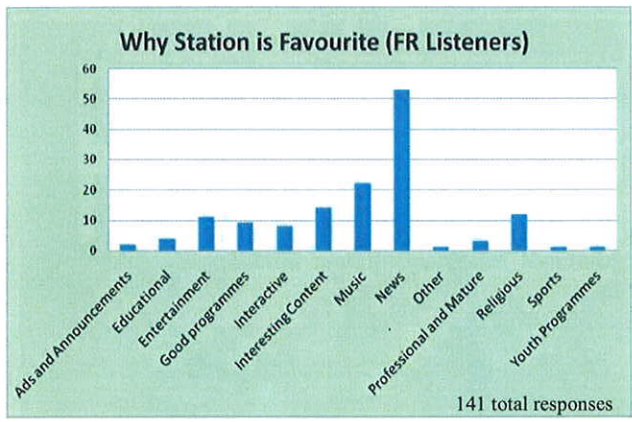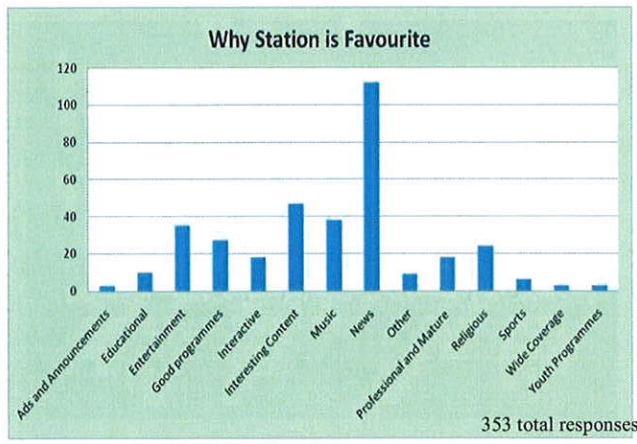
Among those who listen to Foundation Radio, "News" remains the most important reason for choosing a radio station, with more than twice as many responses as the second highest category; music. "Religious," a category that includes Gospel music and spiritual topics, rose from fifth place in the general population to 3rd place among Foundation Radio's listeners, while "Entertainment" dropped from fourth to fifth.

Respondents over age 35 also overwhelmingly named "News" as the primary reason for choosing their favourite station, again by a margin of more than two to one over the second category, "Interesting Content." The "Music" category represents the largest shift from the general population, dropping to nearly zero. "Entertainment," however, rises to third place.

Why Station is Favourite (35+)

67 total responses
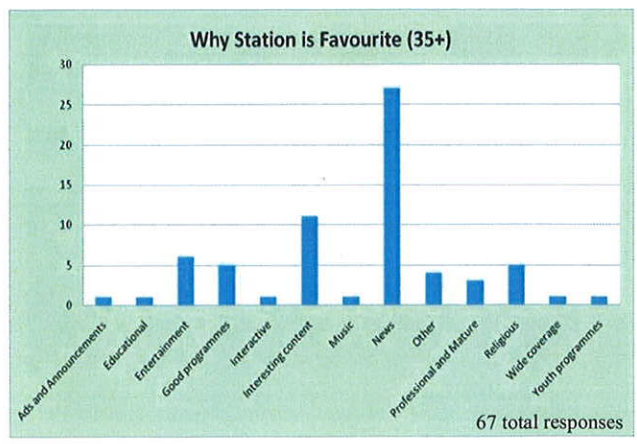
Foundation Radio – Knowledge of Foundation Radio and its Frequency

The information on this page details responses to two basic questions asked about Foundation Radio:

1) Have you heard of Foundation Radio?
2) Do you know the frequency of Foundation Radio?

The first question measured Foundation Radio's name recognition around Bamenda. Respondents were asked the question, but were not pressed at this point for any details about the extent of their knowledge. There is no graph of Foundation Radio listeners for this question since it is follows that anyone who says they listen to Foundation Radio has also heard of it. The second question was designed to go beyond Foundation Radio's name recognition to a basic fact that a regular listener would know. Although the graphs indicate non-responses, these should probably be interpreted as "No"s, since the surveyors typically would not ask this question if the respondents said they had never heard of Foundation Radio. The results from these questions show that while Foundation Radio is known by a majority of respondents, its frequency is not.

Knows Foundation Radio

No 28%
Yes 72%

300 total responses

Knows Foundation Radio (35+)

No 35%
Yes 65%

63 total responses
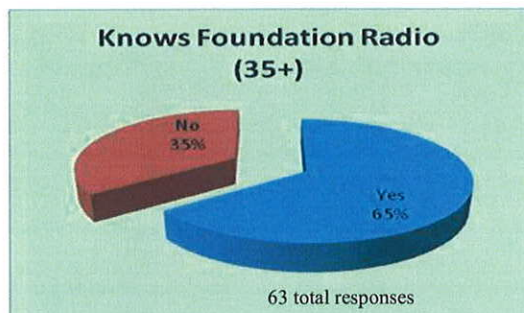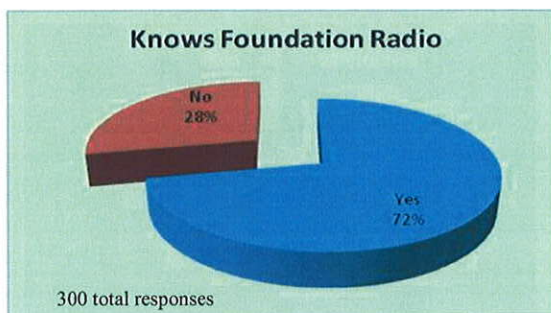
In the general pool, 72% of respondents knew of Foundation Radio, while the remaining 28% did not. In the over 35 group, the percentage of respondents who knew of the station dropped seven percentage points to 65%. This suggests that respondents over 35 were less likely to know about Foundation Radio than those under 35.

Knows FR's Frequency

No response 4%
Yes 17%
No 79%

300 total responses

Knows FR's Frequency (FR Listeners)

Yes 39%
No 61%

114 total responses
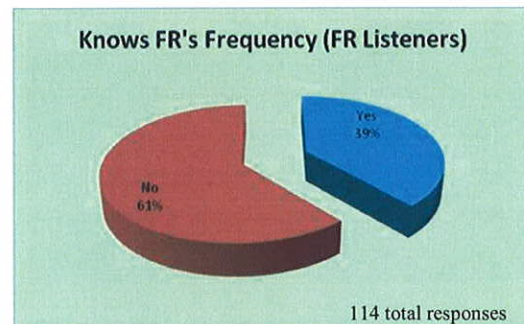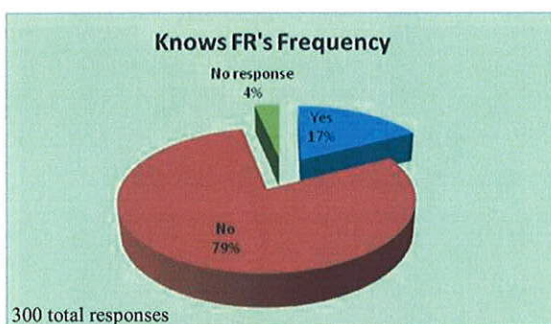
Only 17% of respondents in the general pool knew Foundation Radio's frequency (above). Amongst Foundation Radio listeners, that figure jumped to 39% (above right). Finally, in the over 35 category, 14% knew the station's frequency (right). Similar to the results from the first question, it appears that the 35 and over demographic is less familiar with Foundation Radio than those under 35.

Knows FR's Frequency (35+)

No Response 2%
Yes 14%
No 84%

63 total responses
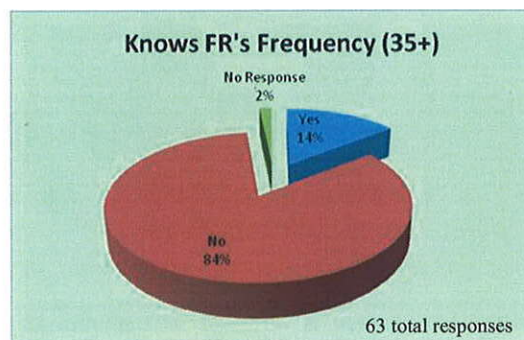
Foundation Radio: Favourite Foundation Radio Programmes

This open-ended question asked respondents to name up to two Foundation Radio programmes that they liked. As with the "Preferred Type of Programs Section", respondents gave a number of different answers which were condensed into categories when appropriate so as to make the graphs included here easier to read. A full listing of all responses is given in the appendix. A few notes about some of the more diverse or ambiguous categories:

- "Development" includes legal programs (Rights of the Child), social programmes (Women's Forum, Contributing Voices), children's programmes, health programmes, and youth programmes
- "Talks includes discussion
- "Entertainment" includes Tempete Tropicale, horoscope, animation
- "Morning programmes" include Morning glory, Good Morning Bamenda, Morning Splendour

Because there is unavoidably a good deal of overlap between some categories, it is recommended that any analysis take into account the full listing of programmes listed in Appendix B.

Favourite Foundation Radio Programmes

111 total responses
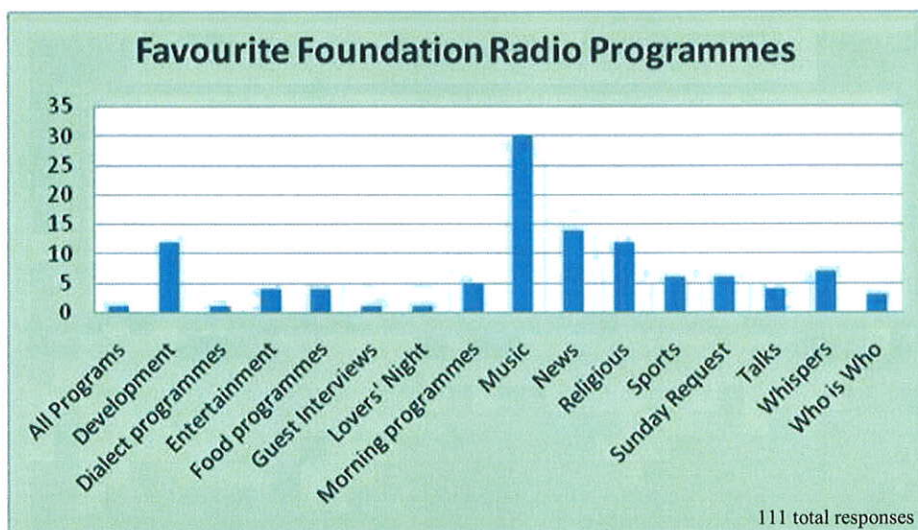
In the general pool, respondents cited Music most often as a Foundation Radio programme they liked. Music (30 responses) had around twice as many responses as the next popular category, News (14). Following News, Development programmes and Religious programmes received 12 responses each. The two Foundation Radio-specific programmes cited by name most commonly outside of News were Whispers (7 responses) and Sunday Request (6 responses).

Favourite Foundation Radio Programmes (35+)
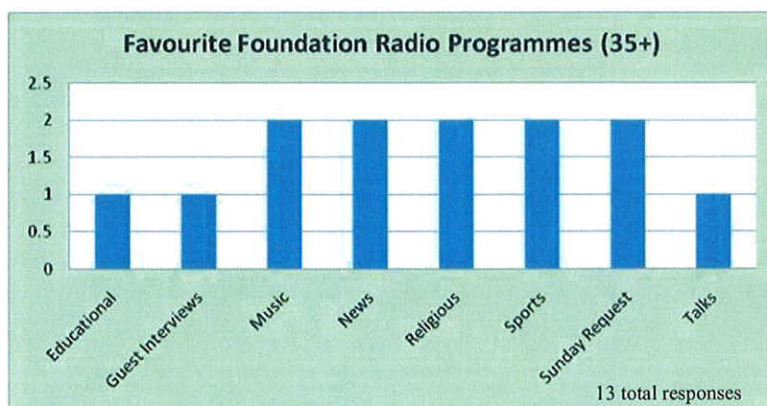
13 total responses

In the over 35 group, five categories received two responses each and three categories received one response each. It is worth noting that, in total, over 35 respondents only cited 13 specific Foundation Radio programmes they liked. This indicates that the vast majority of respondents who listed Foundation Radio programmes were under 35.

Advertising: Advertising Habits

Respondents were asked about their past advertising habits and whether they would consider placing an advert or announcement on the radio in the future. Though the majority of respondents had not placed an ad or announcement in the past, almost half of the general respondent pool said they would consider advertising in the future. Of particular note, respondents over 35 were more likely than others to consider advertising. This suggests that Foundation Radio might want to specifically target this demographic in its advertising outreach.

Has Placed an Advert or Announcement

No response 9%
Yes 33%
No 58%

Has Placed an Advert or Announcement (35+)

No Response 13%
Yes 35%
No 52%

Has Placed an Advert or Announcement (FR Listeners)

No Response 5%
Yes 36%
No 59%
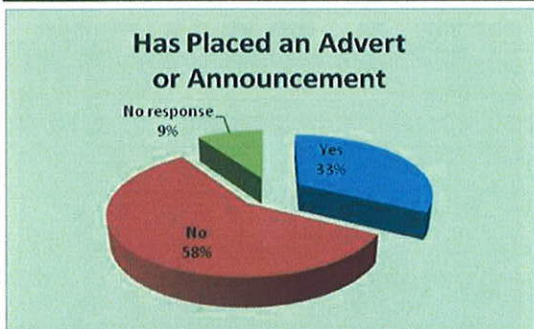
In the three respondent categories, the percentage of respondents who said they had placed an ad or announcement ranged from 33% to 36%. The majority of respondents in all categories had not placed adverts or announcements on the radio.

In the general respondent pool, 47% of respondents said they would consider advertising. Among Foundation Radio listeners, this number increases three points to 50%. With 57% responding affirmatively, over 35 respondents were ten percentage points more likely to consider advertising than the general respondent pool.

Would You Consider Advertising?

No Response 39%
Yes 47%
No 14%

Would You Consider Advertising? (FR Listeners)

No Response 38%
Yes 50%
No 12%

Would You Consider Advertising? (35+)

No Response 33%
Yes 57%
No 10%
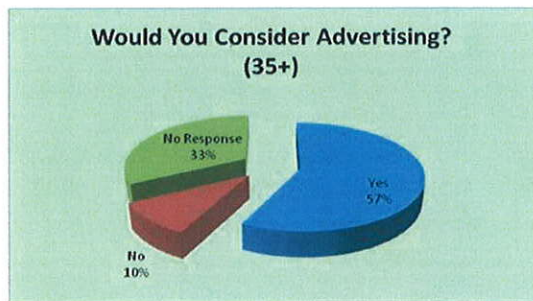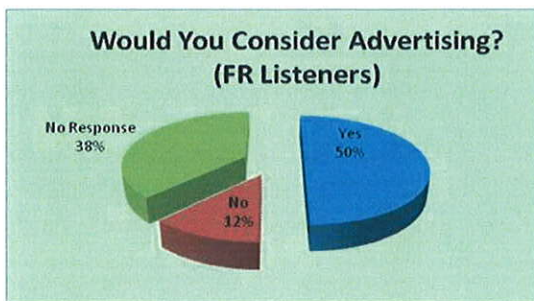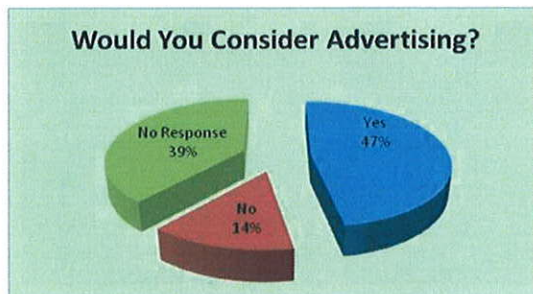
Advertising: Advertising Motivations

In this open-ended question, those respondents who said they had previously placed announcements or advertisements were asked to explain why they had done so. For this question, the responses generally fit nicely into a handful of clear categories, with "Publicity" being the largest one. "Publicity" refers to any sort of announcement or advertisement made for business purposes. There is perhaps some overlap with "Reach people," but the latter is not necessarily intended to increase business for an enterprise.

Out of the 98 individuals reporting having placed adverts or announcements, 87 also reported their motivation, displayed to the right. The general population surveyed indicated that just under half of announcements or adverts were intended for business purposes, with the remaining 54% for more or less personal purposes.

Reasons for Advertising

- Sports Announcement 3%
- Reach people 12%
- Lost Items 11%
- Announcement 6%
- Death Announcement 21%
- Entertainment 1%
- Publicity 46%

87 total responses

Reasons for Advertising (FR Listeners)

- Lost Items 14%
- Announcement 6%
- Death Announcement 14%
- Reach people 12%
- Publicity 54%

35 total responses
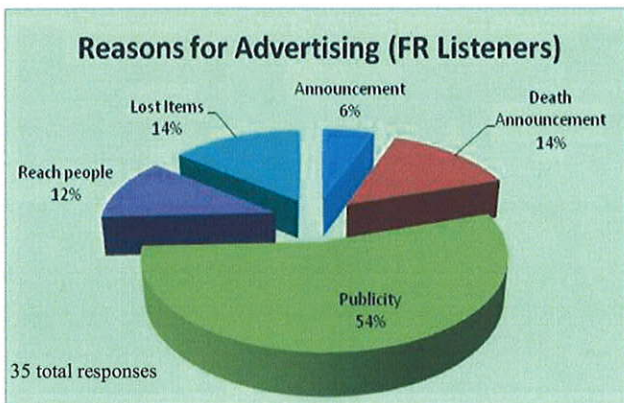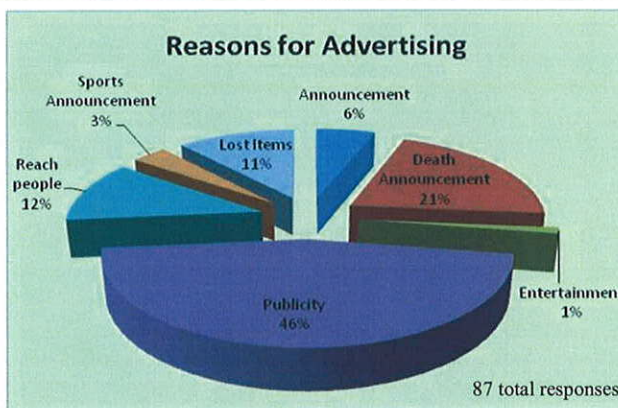
Of the 41 Foundation Radio listeners who reported having placed adverts or announcements, 35 also gave the reasons, shown to the left. Foundation Radio listeners are more likely to advertise for business purposes than for personal reasons, with "Death Announcements" decreasing the most—possibly a reflection of the young demographic of the station.

Of the 22 persons over age 35 who reported placing announcements or adverts, 21 also gave the reason behind it. The low number of responses means that we do not have the same variety of responses as in the general population, however, it appears that the older age groups are about as likely to advertise for business purposes as for personal, and that personal ones are often death announcements.

Reasons for Advertising (35+)

- Reach people 9%
- Announcement 5%
- Death Announcement 38%
- Publicity 48%

21 total responses
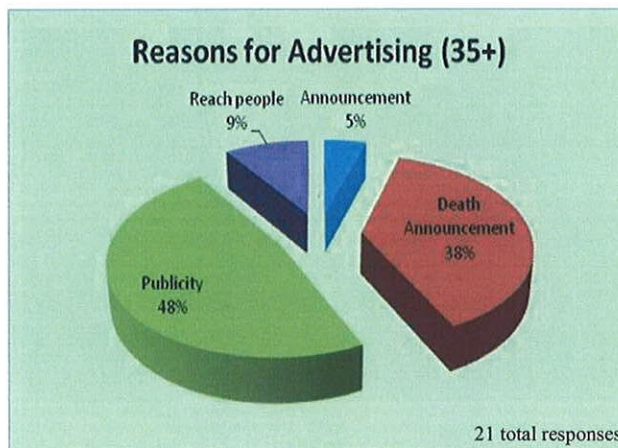
Advertising: Advertising Roadblocks

Those respondents who said that they had never placed an advertisement or announcement were then asked to explain why they hadn't. As with advertising motivations, the roadblocks tended to fit nicely into a few main categories: "Lack of Finance," "No Need," "No Opportunity," and "Too Busy." With appropriate outreach and pricing options, all three categories besides "No Need" should be considered to be potential advertising clients.

Out of the 174 respondents who said they had never placed an advert or announcement, 102 gave the reason behind it. Nearly half said they had never had a need. Twenty nine percent said that they did not have the funds for advertising. Fourteen percent indicated that they did not have the opportunity to do so, while the remaining eight percent said they were too busy.

Reasons for Not Advertising

Too busy 8%
No Opportunity 14%
Lack of Finance 29%
No need 49%

102 total responses

Reasons for Not Advertising (FR Listeners)

No Opportunity 19%
Lack of Finance 33%
No need 48%

42 total responses
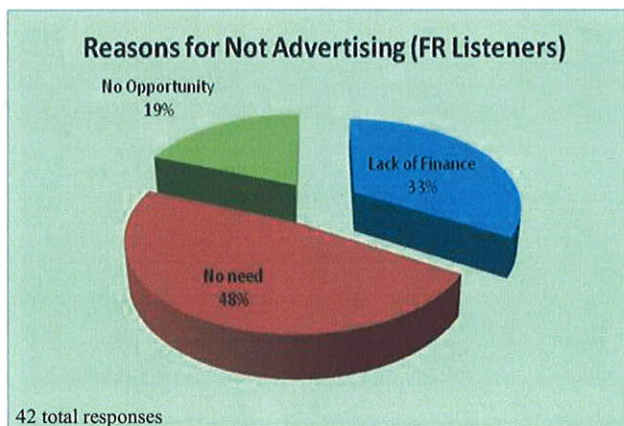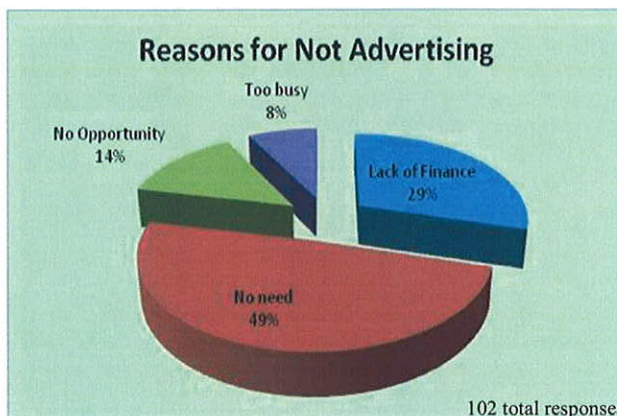
None of the Foundation Radio listeners said that they were "Too busy" to place advertisements or announcements, while the percentage of both those challenged by lack of finances and lack of opportunity rose visibly The percent of individuals who said they'd never had a need remained fairly static.

The most significant difference between the 35 and older age group and the general population is a drastic decrease in "No Opportunity" and corresponding rise in "No need." It may be that this age group is less drawn by the social aspect of placing announcements, or is less convinced of the merits of advertising.

Reasons for Not Advertising (35+)

Too busy 9%
No Opportunity 5%
Lack of Finance 27%
No Need 59%

22 total responses
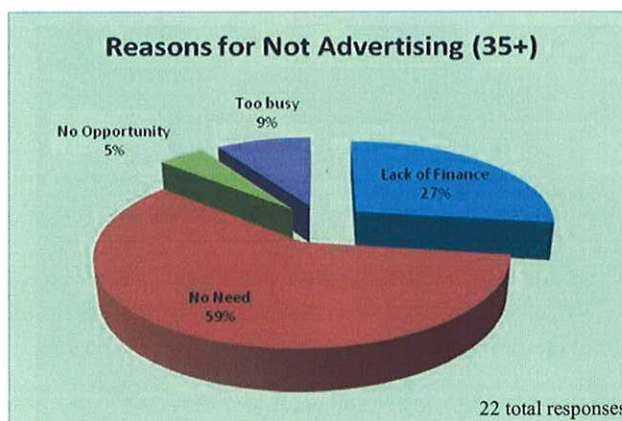
Advertising: Consumers

This yes/no question was designed to establish the basic receptivity of the local population to radio advertisements. Specifically, the question asked whether the respondent had ever bought a product after hearing it advertised on the radio. Although it was not specifically asked, many respondents also gave examples, which have also been tabulated. It appears that electronics were the most popular product (with 12 respondents), followed by cosmetics (10), medicine (9), soap (5), clothing (3) and milk (3).

117, or roughly forty percent, of the survey respondents said they have at one point bought a product after hearing it advertised on the radio, with more than half (63) giving specific examples. This suggests that radio advertising can be a very effective way of reaching potential consumers.

Bought Something Advertised on Radio

Yes
39%

No
61%

300 total responses

Bought Something Advertised on Radio (FR Listeners)

No
51%

Yes
49%
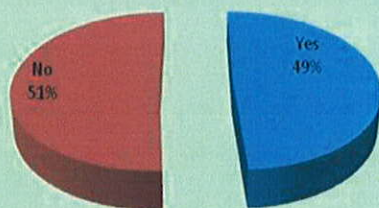
114 total responses

Foundation Radio listeners have a markedly higher percentage of respondents who say they have bought products after hearing advertisements on the radio. The difference between the overall average of 39% to FR's 49% suggests that Foundation Radio's listeners are 25% more likely that other radio stations' listeners to buy products advertised on the radio.

The responses from the over-35 age group indicate that this older demographic may be less likely to heed radio advertisements than the younger generation. This observation is only strengthened by the fact that the question does not ask about products bought within a certain time period—meaning that one would expect that older people, having simply been alive longer, should be more likely to have, at least once, bought a product after hearing it advertised on the radio.

Bought Something Advertised on Radio (35+)
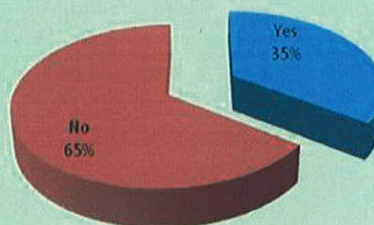
Yes
35%

No
65%

63 total responses

Final Questions for Survey

1. How many hours a day do you listen to the radio?
2. Do you listen to the radio in the morning/afternoon/evening?
3. Where are you usually when listening to the radio?
4. Which stations do you listen to regularly?
5. What is your favourite station?
6. Why is this station your favourite?
7. Have you ever bought a product after hearing about it on the radio?
8. What kind of programmes do you like to listen to?
9. Are there any kinds of programmes that you don't like? What are they?
10. Pick three types of programmes you like the most out of the following: Local News/International News/Music/Talk/Educational/Religious/Sports
11. What type of music do you like to listen to?
12. Which language do you prefer to the radio in (English, Pidgin, French)?
13. Have you heard of Foundation Radio? **(EXPLAIN YOP-FOUNDATION RADIO PARTNERSHIP AFTER THIS QUESTION)**
14. Do you know the frequency of Foundation Radio? **(EXPLAIN THAT IT IS 100 MHz FM IF THEY DO NOT KNOW)**
15. If you listen to it, how many hours a day on average?
16. Are there any programmes on Foundation Radio that you particularly like? What are they?
17. Are there any that you dislike? What are they?
18. Where do you live?
19. What do you do for a living?
20. Age brackets (0-20) (20-35) (35-55) (55+)
21. Man/Woman
22. Do you (advertise/place announcements) on the radio?
23. Why or why not?
24. Would you consider advertising your business on the radio? **(IF THEY ADVERTISE OR WOULD CONSIDER ADVERTISING, GIVE THEM FOUNDATION RADIO ADVERTISING FLYER)**

Appendix B: Full Answers to Open-Ended Questions

When asked open-ended questions, respondents gave a wide range of answers. In order to present the data in a clear, coherent manner, many of these answers were grouped into larger categories. Below are the answers as they were given by respondents.

Favourite Music (Entire Pool)

Category of Music	Number of Responses	Category of Music	Number of Responses
African music	2	Local music	2
Afro Jam	1	Makossa	49
All	10	Mapoka	2
American music	1	Ndombole	2
Any	1	New music	1
Bikutsi	2	None	6
Blues	1	Old timers	13
Bottle Dance	7	Pajanga	1
Cameroonian Music	3	Pirette Adams	1
Caribbean	1	Pop	1
Classical music	1	R & B	15
Congolese	1	Rap	3
Country music	3	Reggae	12
Coupe Decale	20	Religious	4
Cultural music	2	Rock and Roll	1
Czars and jam	1	Salsa	3
European	1	Slow jams	57
Gospel	97	South African	1
Hip hop	31	Traditional	4
Islamic	1	Western music	7
Ivorian Music	2	Zairean	1
Jang	1	Zouk	9

Favourite Music (FR Listeners)

Category of Music	Number of Responses	Category of Music	Number of Responses
African music	1	Mapoka	1
Afro Jam	1	Ndombole	1
All	1	None	1
Bikutsi	1	Old timers	2
Bottle Dance	5	Pajanga	1
Cameroonian Music	1	Pop	1
Country music	2	R & B	10
Coupe Decale	9	Rap	2
Cultural music	1	Reggae	6
European	1	Religious	3
Gospel	37	Rock and Roll	1
Hip hop	11	Salsa	2
Ivorian Music	2	Slow jams	25
Local music	1	Traditional	2
Makossa	23	Western music	2
		Zouk	3

Favourite Music (35+)

Category of Music	Number of Responses
All	1
Bottle Dance	6
Classical music	1
Congolese	1
Country music	2
European	1

Category of Music	Number of Responses
Gospel	23
Local music	1
Makossa	12
None	5
Old timers	8
Reggae	1

Category of Music	Number of Responses
Rock and Roll	1
Salsa	1
Slow jams	6
Traditional	2
Zairean	1
Zouk	1

Type of Programmes Liked (Entire Pool)

Programme	Number of Responses
Advertisements	14
African news	1
Agricultural news	1
Agriculture talk	1
Animal programmes	1
Animations	1
Announcements	7
Bon appetit	1
Business	1
Cameroon Callings	2
Cameroon magazine	1
Classical music	1
Comedy	4
Common English Errors	2
Confession	1
Country music	1
Death announcements	2
Debate	9
Documentaries	2
Education	2
Educational	23
Entertainment	5
Environmental	1
Feedback	15
Focus on Africa	2
Funtime	8
Gospel	13
Health	4
History of Musicians	1
Horoscope	6
If Na You	1
Interactive	2
International News	4
Interviews	1
Just for you	1
Launch on days	1
Legends	1

Programme	Number of Responses
Local News	8
Love programmes	5
Loving Digestion	1
Meditations	1
Military programmes	1
Morning Drive	1
Morning light show	1
Morning Safari	5
Morning show	1
Music	69
National news	1
News	159
Obituaries	1
Old timers	1
Pidgin News	2
Pidgen programmes	5
Politics	6
Preaching	1
Press talk	1
Red carpet (CRTV)	1
Religious	5
Religious programmes	6
Requests	10
Rights of the Child	1
Sagascite	1
Social	1
Social programmes	2
Sports	63
Story time	10
Sunday Request	3
Talks	24
Temperature	1
Toute la vie	1
Under belle	6
Walka man story	3
Whispers	1
World music	1
Youth Programmes	4

Type of Programmes Liked (FR Listeners)

Programme	Number of Responses	Programme	Number of Responses
Advertisements	8	Loving Digestion	1
African news	1	Military programmes	1
Agricultural news	1	Morning Drive	1
Announcements	4	Morning light show	1
Bon appetit	1	Morning Safari	3
Cameroon Callings	2	Music	32
Classical Music	1	National news	1
Comedy	3	News	60
Common English Errors	1	Pidgen programmes	2
Country music	1	Politics	1
Debate	3	Press talk	1
Documentaries	1	Red carpet (CRTV)	1
Education	2	Religious programmes	5
Educational	9	Request	4
Entertainment	2	Sagascite	1
Feedback	10	Social	1
Funtime	2	Sports	26
Gospel	4	Story time	5
Health	2	Sunday Request	1
History of Musicians	1	Talks	8
Horoscope	3	Toute la vie	1
International News	2	Underbelle	3
Interviews	1	Walka man story	1
Local News	1	Whispers	1
Love programmes	3	World music	1
		Youth Programmes	1

Type of Programmes Liked (35+)

Programme	Number of Responses	Programme	Number of Responses
Advertisements	3	Love programmes	1
Agricultural news	1	Meditations	1
Agriculture talk	1	Morning Safari	1
Announcements	2	Music	7
Cameroon Callings	1	National news	1
Death announcements	2	News	42
Debate	2	Obituaries	1
Educational	4	Pidgen programmes	2
Feedback	2	Politics	1
Funtime	1	Red carpet (CRTV)	1
Gospel	2	Religious programmes	1
Health	1	Sports	9
Just for you	1	Story time	2
Launch on days	1	Talks	3
Local News	3	Underbelle	1
		Youth Programmes	1

Programmes Disliked (Entire Pool)

Programme	Number of Responses	Programme	Number of Responses
Advertisements	5	Islamic programs	1
Advertisements (especially of medicines)	1	Language	1
Advertising for traditional medicines	4	Letter writing	1
Adverts of condoms or strong drink	1	Local information	1
Bad news	1	Local languages	1
Boring music	1	Local programmes on Afrique Nouvelle	1
Cameroon News	1	Love programmes	3
Childrens' programs	1	Lovers' Digest	1
Classical music	1	Music	5
Comedy	3	Musical Concert	1
Culture	1	News	3
Death Announcements	2	Old Timers	1
Dialect news	1	Operation Heal the Land	1
Entertainment	1	Pidgin programmes	7
Excessive news	1	Politics	10
Family	1	Preaching	1
Football	1	Religious	2
French programmes	13	Religious programs	2
Funtime	6	Show biz	1
Good morning neighbor	2	sports	7
Gossip	1	Stories	1
Hip hop	1	Talks	8
Holiday Forum	1	Too much music	1
Holiday Programs	1	Underbelle	4
Honor et fidelite	1	Uneducated programmes	2
Horoscope	2	Uninformative	1
Horoscope (Abakwa)	1	Un-Islamic music	1
Humanitarian issues	1	Voice of America	1
Immoral programmes	4	Walka man story	1
Immoral talks	1	Western music	3
International News	1	World music	1
Interviews	1	Youth Programmes	1

Programmes Disliked (FR Listeners)

Programme	Number of Responses
Advertisements	1
Advertising for traditional medicines	2
Boring music	1
Classical music	1
Comedy	1
Culture	1
Dialect news	1
French programmes	4
Funtime	3
Good Morning Neighbor	2
Hip hop	1
Holiday Forum	1
Holiday Programs	1
Horoscope	1
Horoscope (Abakwa)	1
Immoral programmes	1
Immoral talks	1
Interviews	1

Programme	Number of Responses
Islamic programs	1
Letter writing	1
Local languages	1
Local programmes on Afrique Nouvelle	1
Love programmes	1
Lovers' Digest	1
Music	3
News	2
Pidgen programmes	2
Politics	4
Religious programmes	3
Sports	2
Talks	4
Too much music	1
Underbelle	3
Uneducated programmes	2
Western music	1
World music	1
Youth Programmes	1

Programmes Disliked (35+)

Programme	Number of Responses
Advertisements	2
Advertisements (especially of medicines)	1
Cameroon News	1
Classical music	1
Entertainment	1
Excessive news	1
French programmes	2
Funtime	1
Horoscope (Abakwa)	1
Immoral programmes	1
Immoral talks	1
Local information	1
Local languages	1
Music	1
Pidgen programmes	2
Politics	3
Sports	2
Talks	1
Uninformative	1

Why Station is Favourite (Entire Pool)

Reason	Number of Responses	Reason	Number of Responses
Accurate	3	Interesting	16
Adverts	2	International News	19
African news	1	Journalists	3
Announcements	1	Just likes it	1
Bilingual	1	Local issues	1
Bon appetit	1	Local News	10
Business news	1	Lots of programmes	1
Clear time schedule for programs	1	Mature	1
Comedy	1	Mature programmes	1
Current events	1	Medicine	1
Education	2	Moral lessons	1
Educational	5	Morning Safari	1
Enjoy programs like Cameroon Callings	1	Music	25
Entertainment	18	National news	9
Family programmes	1	News	60
Feedback	6	Obituaries	1
French	1	Objective in programmes	1
Fun	1	Participatory	1
Funtime	3	Personal	1
Good animation	1	Pidgen News	6
Good comedy	1	Popular	1
Good English	2	Presentation	1
Good information	30	Professional	1
Good music	12	Programming in pidgin	1
Good national news	2	Reliable	1
Good news	4	Religious	19
Good news on Africa	2	Simple language	3
Good programmes	26	Socially conscious	1
Good signal	2	Sports	6
Good talk	1	Story time	2
Gospel	5	Talks	5
He works there	1	Underbelle	2
Honest	1	Variety of music	1
Horoscope	1	Wide converage	1
Information about civil servant transfers	1	World info	1
Interactive	1	Youth programmes	3

Why Station is Favourite (FR Listeners)

Reason	Number of Responses	Reason	Number of Responses
Accurate	1	Gospel	4
Adverts	2	Horoscope	1
Bon appetit	1	Information about civil servant transfers	1
Business news	1	Interactive	1
Clear time schedule for programs	1	Interesting	5
Comedy	1	International News	10
Current events	1	Journalists	1
Educational	3	Local news	1
Enjoy programs like Cameroon Callings	1	Lots of programmes	1
Entertainment	3	Medicine	1
Feedback	4	Moral lessons	1
Funtime	3	Morning Safari	1
Good comedy	1	Music	14
Good English	1	National News	2
Good information	8	News	28
Good music	8	Pidgin News	2
Good national news	1	Religious	7
Good news	2	Simple language	1
Good news on Africa	1	Sports	1
Good programmes	9	Talk	1
Good talk	1	World info	1
		Youth programmes	1

Why Station is Favourite (35+)

Reason	Number of Responses	Reason	Number of Responses
Accurate	1	He works there	1
Bilingual	1	Information about civil servant transfers	1
Education	1	Interesting	1
Enjoy programs like Cameroon Callings	1	International News	4
Entertainment	2	Local News	2
French	1	National news	4
Funtime	1	News	15
Good information	9	Obituaries	1
Good music	1	Pidgin News	2
Good national news	1	Presentation	1
Good news	1	Professional	1
Good programmes	5	Religious	3
Good signal	1	Simple language	1
Gospel	2	Story time	1
		Youth programmes	1

Favourite Foundation Radio Programmes (Entire Pool)

Reason	Number of Responses	Reason	Number of Responses
7-9pm programmes	1	Lovers' Night	1
9 pm programmes	1	Morning Glory	2
All programs	1	Morning Meditation	1
Animation	1	Morning programmes	1
Bon appetit	3	Music	29
Childrens' programs	1	News	13
Community Voice	1	Pidgin news	1
Contributing programs	1	Preaching	1
Cooking programs	1	Religious	6
Dialect programmes	1	Request	1
Discussion	2	Rights of the Child	2
Educational	3	Salamander	1
Entertainment	1	Social programs	1
Food programs	1	Soft music	1
Good Morning Bamenda	1	Sports	6
Gospel	2	Sunday Request	5
Gospel music	2	Talks	2
Guest Interviews	1	Tempete Tropicale	1
Health programmes	2	Whispers	5
Horoscope	1	Who is Who	3
Local News	1	Women's Forum	1
		Youth	1

Favourite Foundation Radio Programmes (35+)

Reason	Number of Responses
Discussion	1
Educational	1
Gospel programmes	1
Guest Interviews	1
Music	1
News	2
Religious	1
Soft music	1
Sports	2
Sunday Request	2

Advertising

Entire Pool

Reasons for

Reason	Number of Responses
Announcements	5
Death announcement	18
Entertainment	1
Lost items	10
Publicity	41
Reach people	11
Sports announcements	3

Reasons for NOT

Reason	Number of Responses
Lack of finance	30
No need	48
No opportunity	15
Not interested	3
Too busy	9

FR Listeners

Reasons for

Reason	Number of Responses
Announcements	2
Death announcement	5
Lost items	5
Publicity	19
Reach people	4

Reasons for NOT

Reason	Number of Responses
Lack of finance	14
No need	20
No opportunity	8

Over 35

Reasons for

Reason	Number of Responses
Announcements	1
Death announcement	8
Publicity	10
Reach people	2

Reasons for NOT

Reason	Number of Responses
Lack of finance	6
No need	12
No opportunity	1
Not interested	1
Too busy	2

Dr. Christopher Fomunyoh
President
Foundation Radio
P.O. Box 5143 Nkwen
Bamenda, Republic of Cameroon
(+237) 77 53 65 77
radio.foundation@yahoo.com;

www.tffcam.org