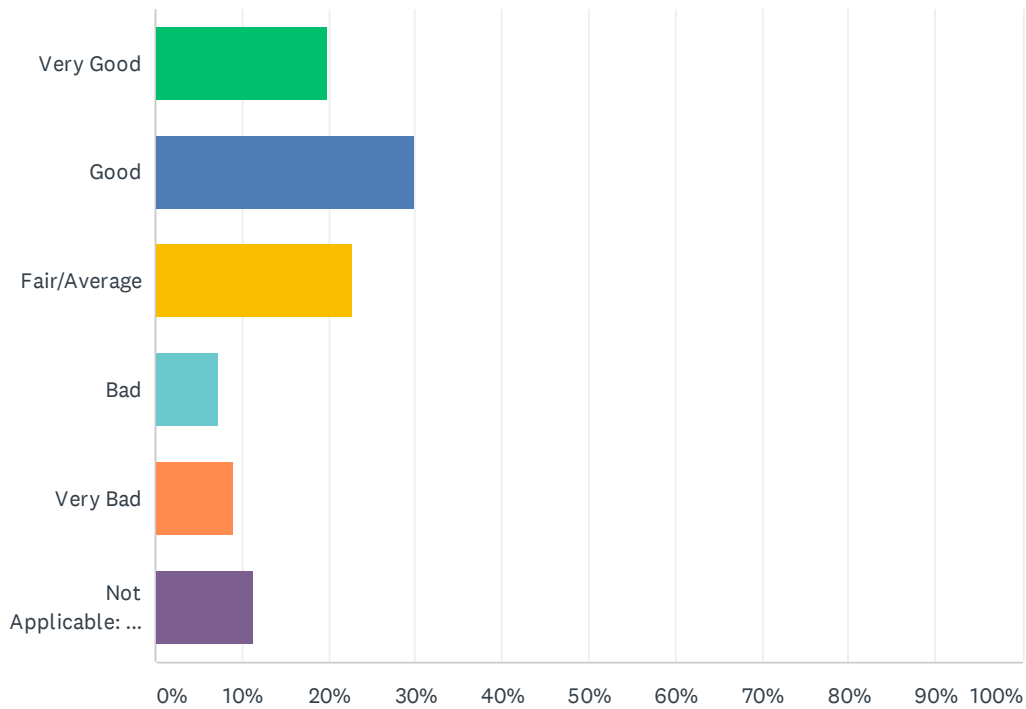


Q1 The Radyo Sesel reception in my home is

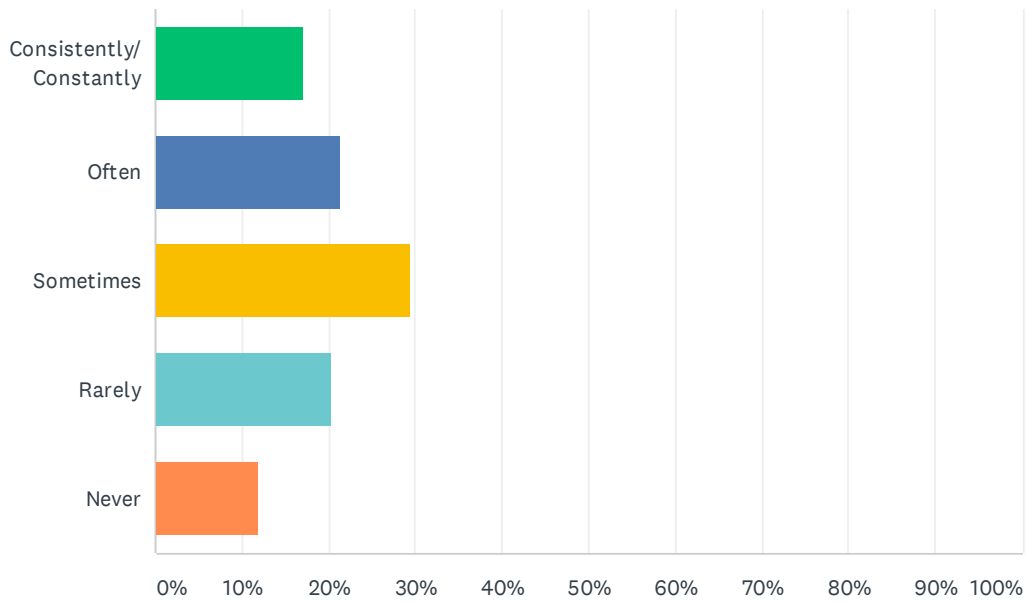
Answered: 637 Skipped: 28



ANSWER CHOICES	RESPONSES	
Very Good	19.78%	126
Good	29.83%	190
Fair/Average	22.76%	145
Bad	7.38%	47
Very Bad	8.95%	57
Not Applicable: I do not receive Radyo Sesel via a Radio Set	11.30%	72
TOTAL		637

Q2 I listen to Radyo Sesel

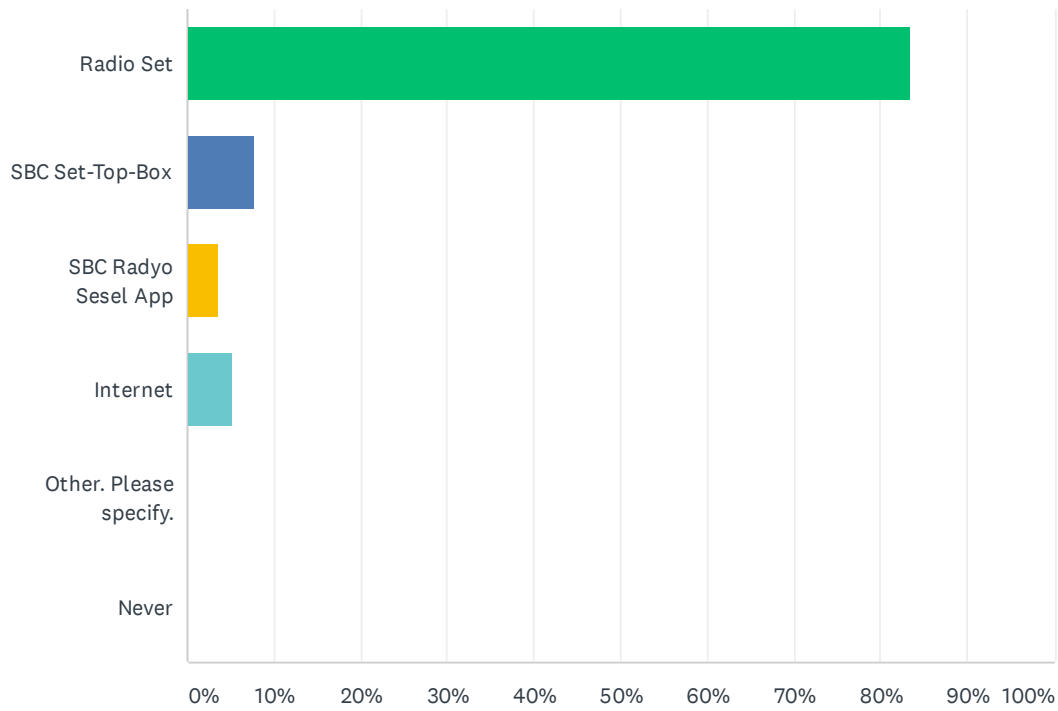
Answered: 619 Skipped: 46



ANSWER CHOICES	RESPONSES	
Consistently/ Constantly	17.12%	106
Often	21.32%	132
Sometimes	29.40%	182
Rarely	20.19%	125
Never	11.95%	74
TOTAL		619

Q3 I listen to Radyo Sesel mostly via

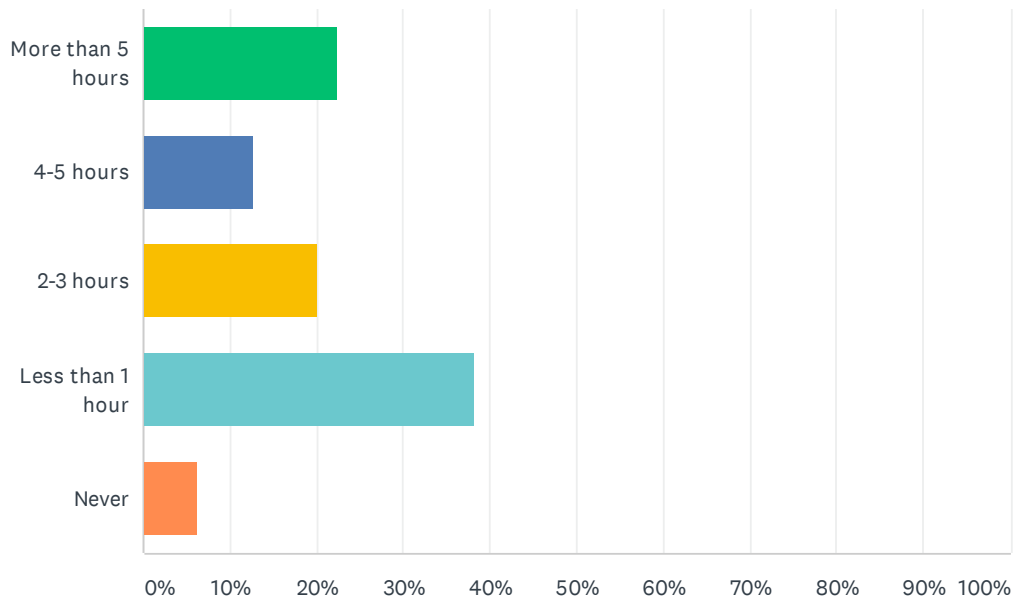
Answered: 535 Skipped: 130



ANSWER CHOICES	RESPONSES	
Radio Set	83.55%	447
SBC Set-Top-Box	7.66%	41
SBC Radyo Sesel App	3.55%	19
Internet	5.23%	28
Other. Please specify.	0.00%	0
Never	0.00%	0
TOTAL		535

Q4 On average, in a day, I listen to Radyo Sesel for

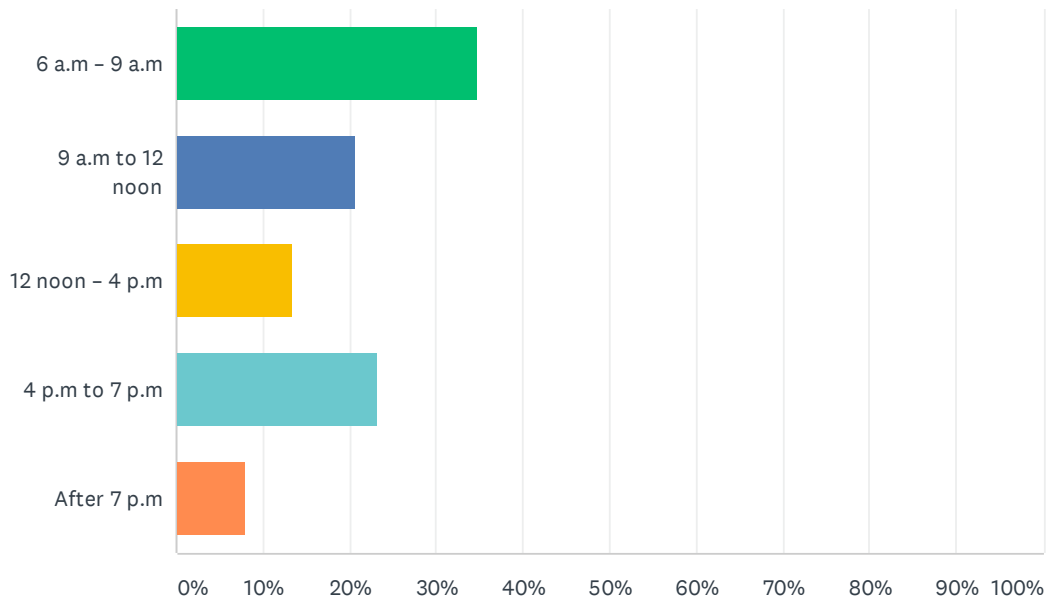
Answered: 561 Skipped: 104



ANSWER CHOICES	RESPONSES
More than 5 hours	22.46% 126
4-5 hours	12.83% 72
2-3 hours	20.14% 113
Less than 1 hour	38.32% 215
Never	6.24% 35
TOTAL	561

Q5 I prefer to listen to Radyo Sesel from

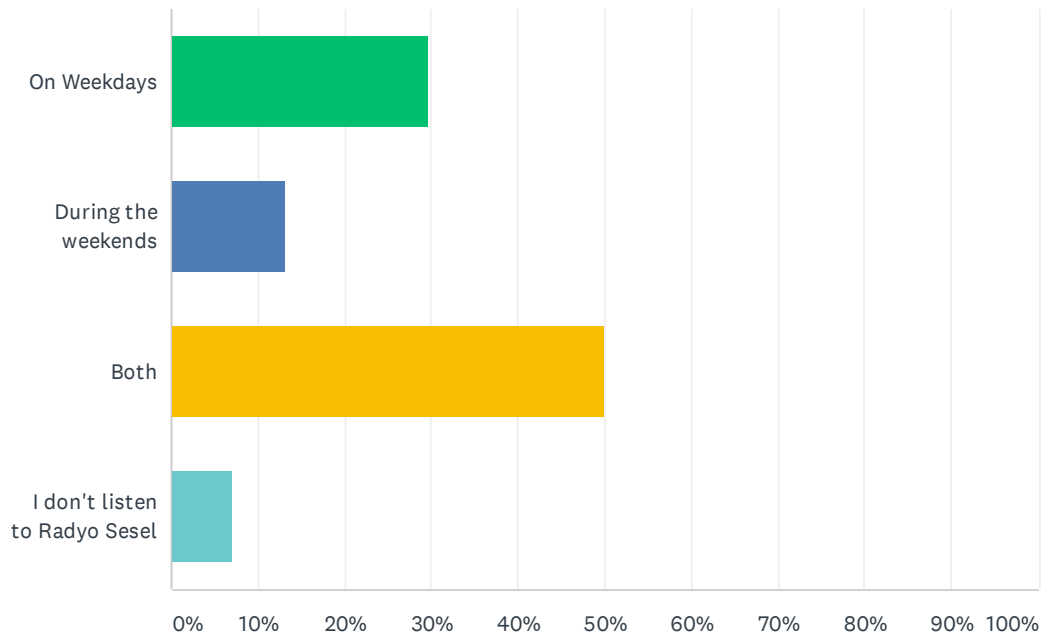
Answered: 519 Skipped: 146



ANSWER CHOICES	RESPONSES	
6 a.m - 9 a.m	34.68%	180
9 a.m to 12 noon	20.81%	108
12 noon - 4 p.m	13.49%	70
4 p.m to 7 p.m	23.12%	120
After 7 p.m	7.90%	41
TOTAL		519

Q6 I prefer to listen to Radyo Sesel

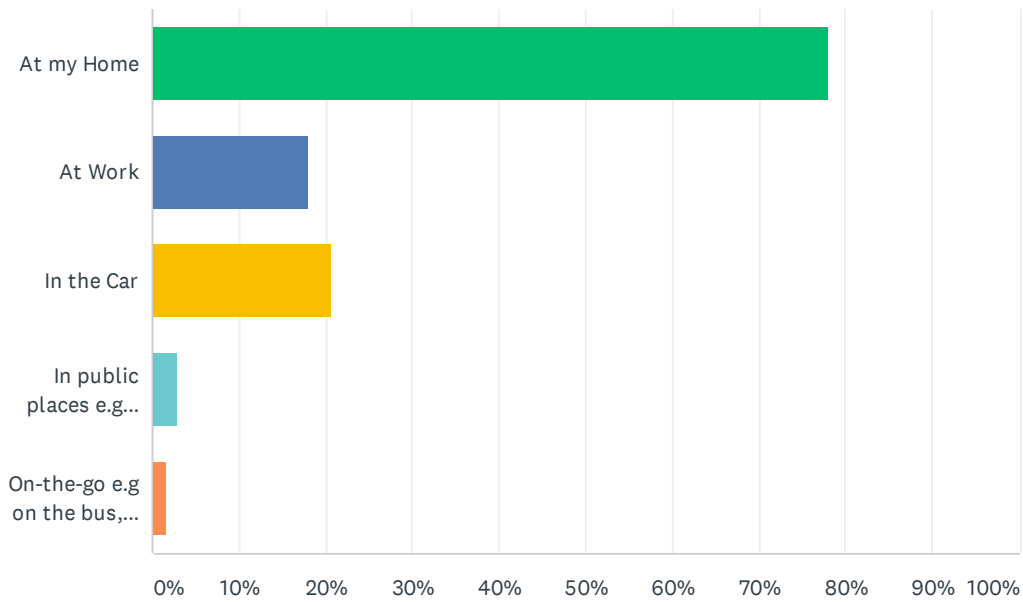
Answered: 547 Skipped: 118



ANSWER CHOICES	RESPONSES	
On Weekdays	29.80%	163
During the weekends	13.16%	72
Both	49.91%	273
I don't listen to Radyo Sesel	7.13%	39
TOTAL		547

Q7 I listen to Radyo Sesel mostly

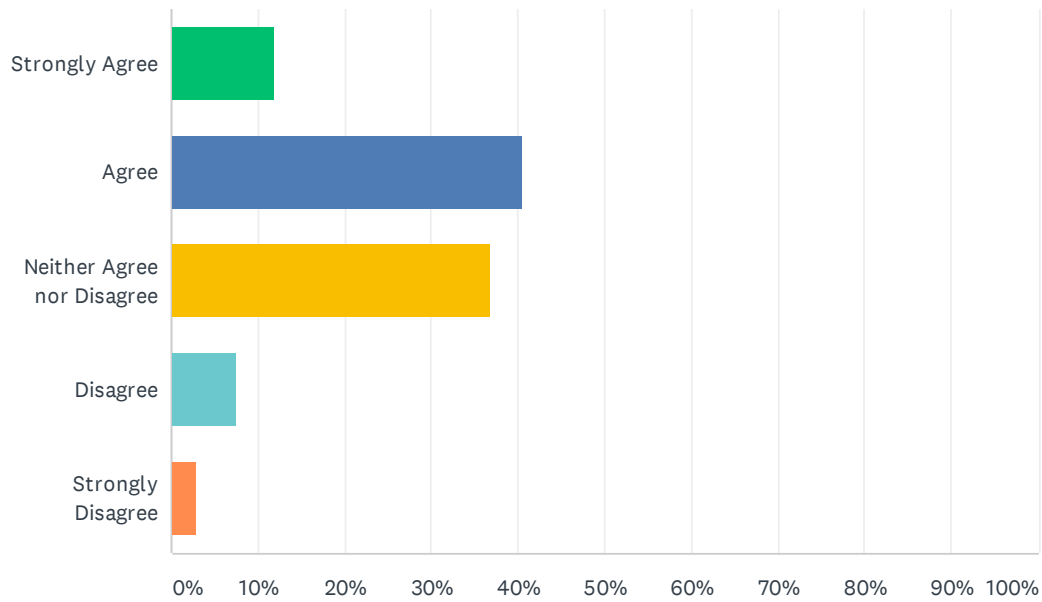
Answered: 527 Skipped: 138



ANSWER CHOICES	RESPONSES	
At my Home	77.99%	411
At Work	18.03%	95
In the Car	20.68%	109
In public places e.g restaurants and supermarkets	2.85%	15
On-the-go e.g on the bus, while jogging	1.71%	9
Total Respondents: 527		

Q8 I believe Radyo Sesel has a good variety of local Programmes

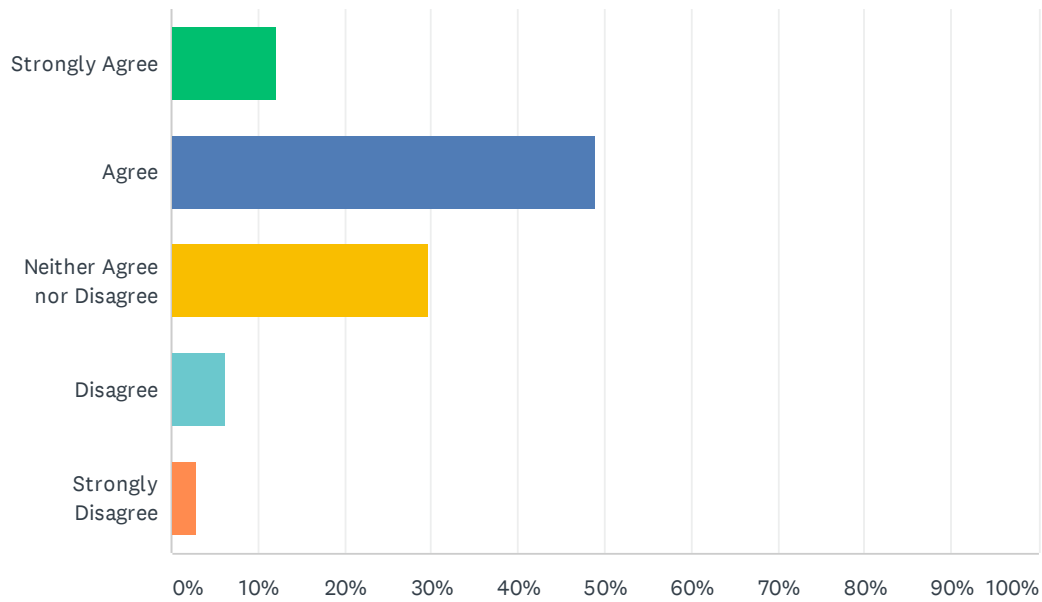
Answered: 542 Skipped: 123



ANSWER CHOICES	RESPONSES	
Strongly Agree	11.99%	65
Agree	40.59%	220
Neither Agree nor Disagree	36.90%	200
Disagree	7.56%	41
Strongly Disagree	2.95%	16
TOTAL		542

Q9 Radyo Sesel has a good balance in the genre of music that it plays

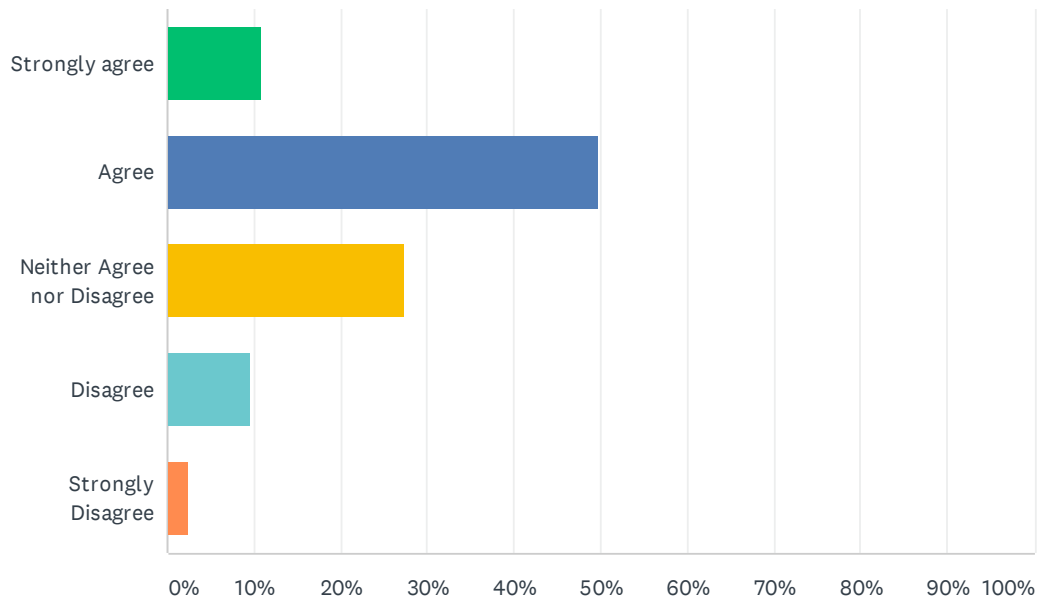
Answered: 540 Skipped: 125



ANSWER CHOICES	RESPONSES	
Strongly Agree	12.22%	66
Agree	48.89%	264
Neither Agree nor Disagree	29.63%	160
Disagree	6.30%	34
Strongly Disagree	2.96%	16
TOTAL		540

Q10 I believe there is a balance between local and foreign music

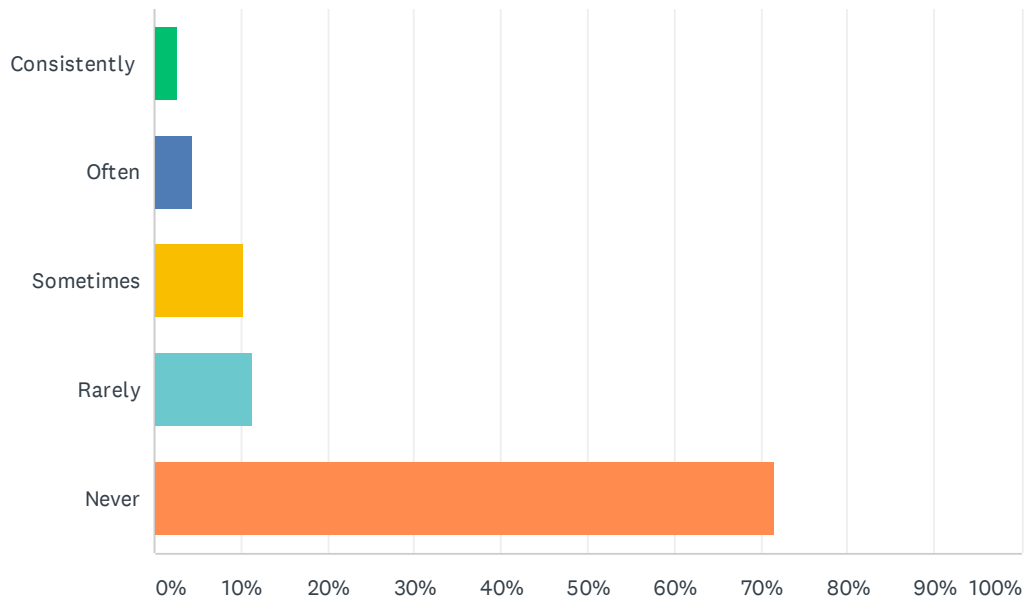
Answered: 531 Skipped: 134



ANSWER CHOICES	RESPONSES	
Strongly agree	10.92%	58
Agree	49.72%	264
Neither Agree nor Disagree	27.31%	145
Disagree	9.60%	51
Strongly Disagree	2.45%	13
TOTAL		531

Q12 I listen to Radyo Sesel on the Radyo Sesel App

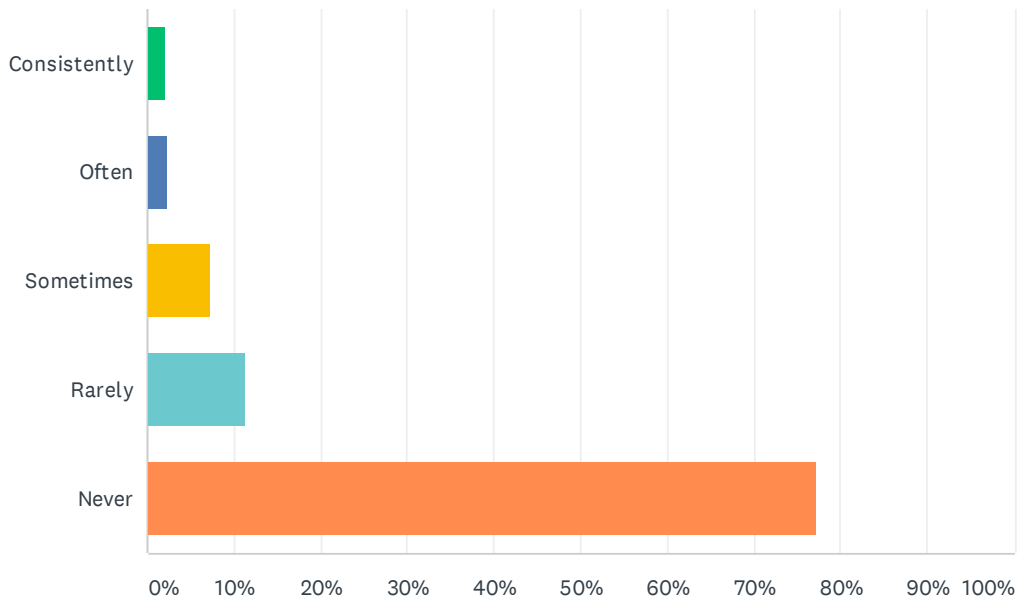
Answered: 534 Skipped: 131



ANSWER CHOICES	RESPONSES	
Consistently	2.62%	14
Often	4.31%	23
Sometimes	10.30%	55
Rarely	11.24%	60
Never	71.54%	382
TOTAL		534

Q13 I listen to Radyo Sesel on the SBC website

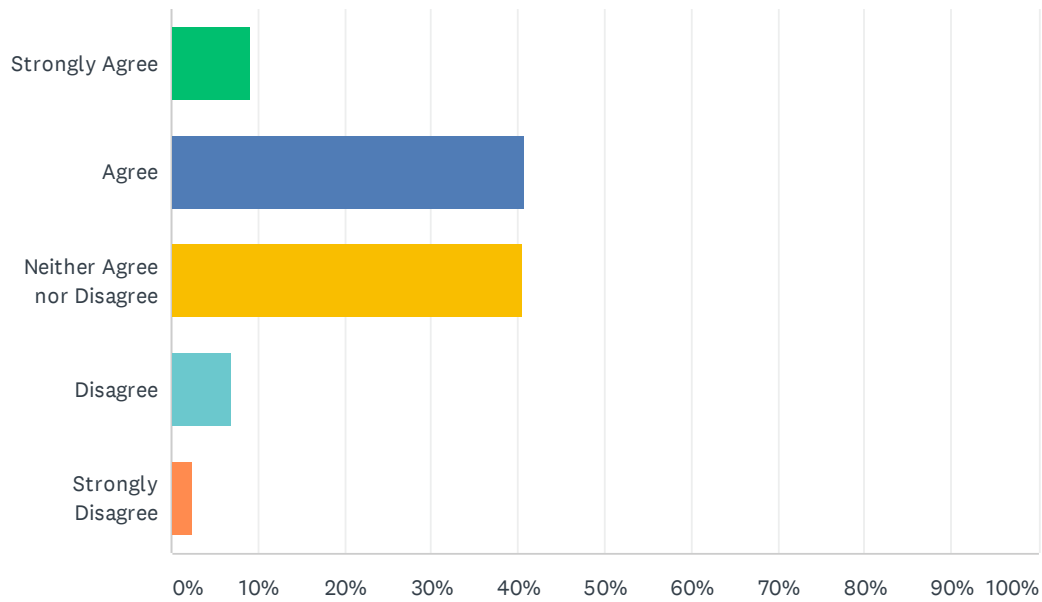
Answered: 533 Skipped: 132



ANSWER CHOICES	RESPONSES	
Consistently	2.06%	11
Often	2.25%	12
Sometimes	7.32%	39
Rarely	11.26%	60
Never	77.11%	411
TOTAL		533

Q14 I believe that Radyo Sesel has improved over the past 12 months

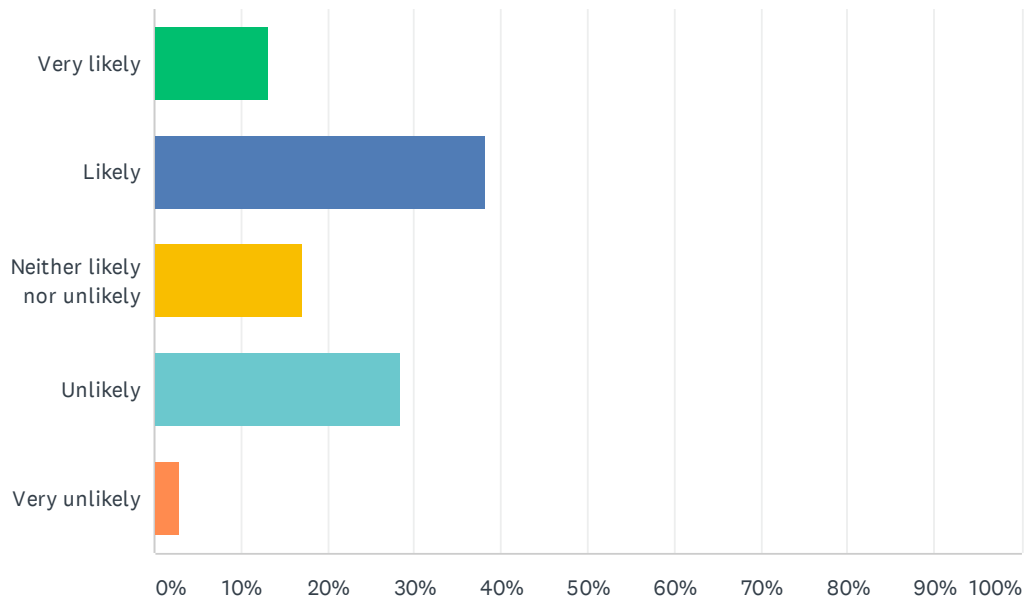
Answered: 538 Skipped: 127



ANSWER CHOICES	RESPONSES	
Strongly Agree	9.29%	50
Agree	40.89%	220
Neither Agree nor Disagree	40.52%	218
Disagree	6.88%	37
Strongly Disagree	2.42%	13
TOTAL		538

Q15 How likely are you to recommend Radyo Sesel to a friend?

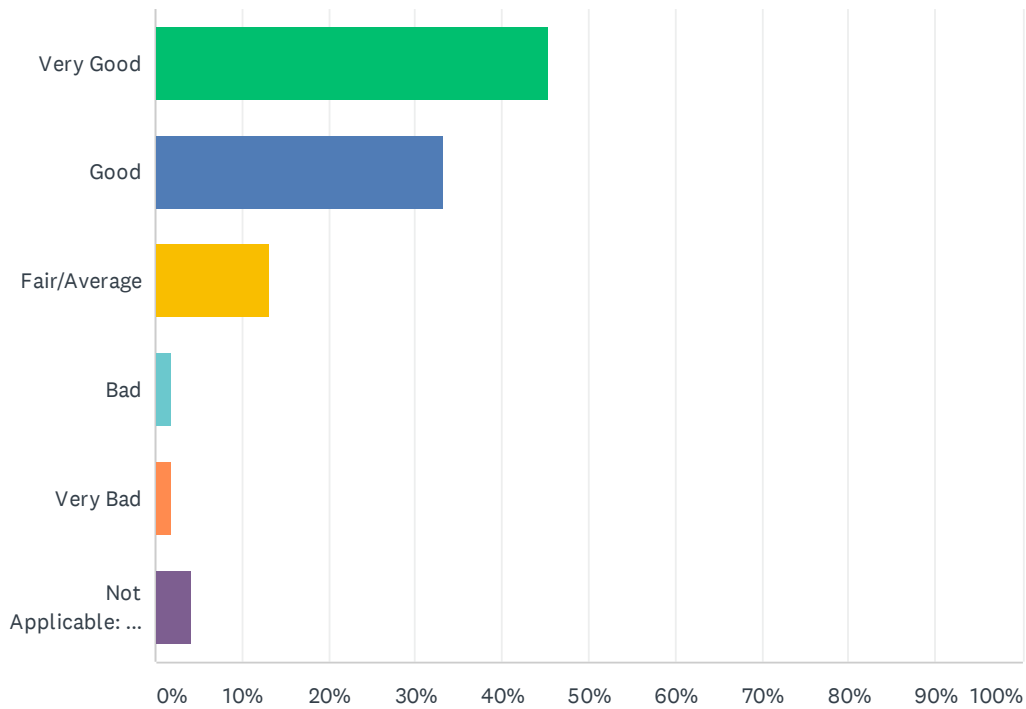
Answered: 536 Skipped: 129



ANSWER CHOICES	RESPONSES	
Very likely	13.25%	71
Likely	38.25%	205
Neither likely nor unlikely	17.16%	92
Unlikely	28.36%	152
Very unlikely	2.99%	16
TOTAL		536

Q17 The Paradise FM reception in my home is

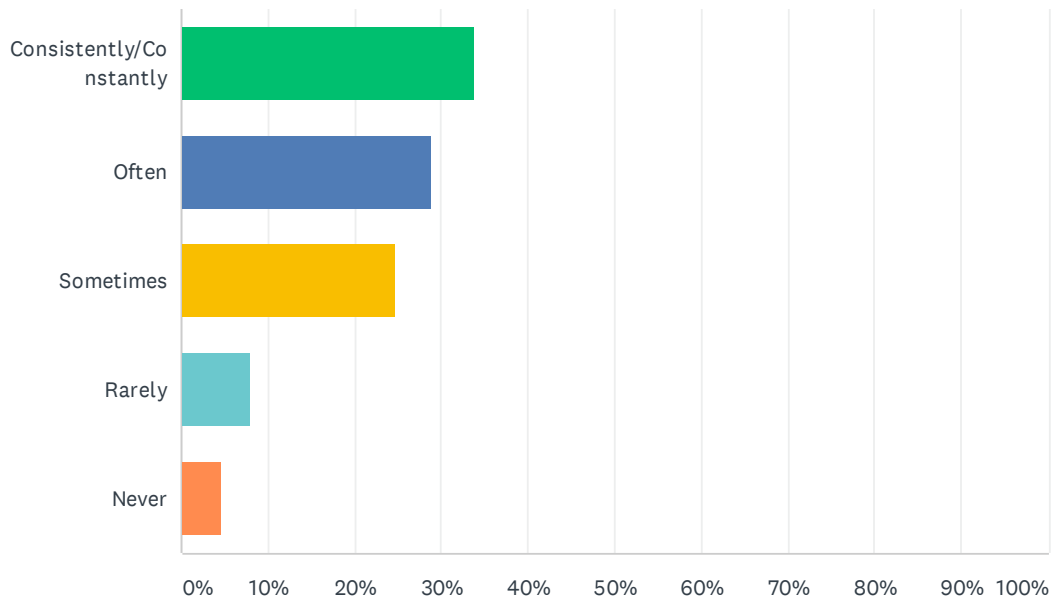
Answered: 609 Skipped: 56



ANSWER CHOICES	RESPONSES	
Very Good	45.32%	276
Good	33.33%	203
Fair/Average	13.14%	80
Bad	1.97%	12
Very Bad	1.97%	12
Not Applicable: I do not receive Paradise FM via a Radio Set	4.27%	26
TOTAL		609

Q18 I listen to Paradise FM

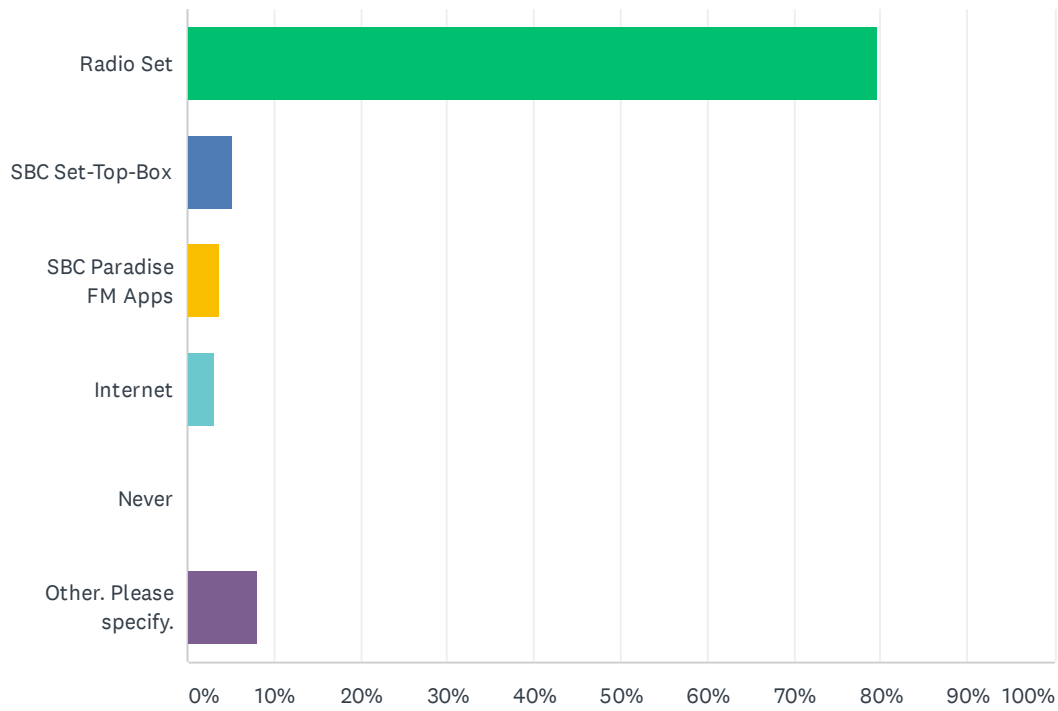
Answered: 606 Skipped: 59



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	33.99%	206
Often	28.88%	175
Sometimes	24.59%	149
Rarely	7.92%	48
Never	4.62%	28
TOTAL		606

Q19 I listen to Paradise FM mostly via

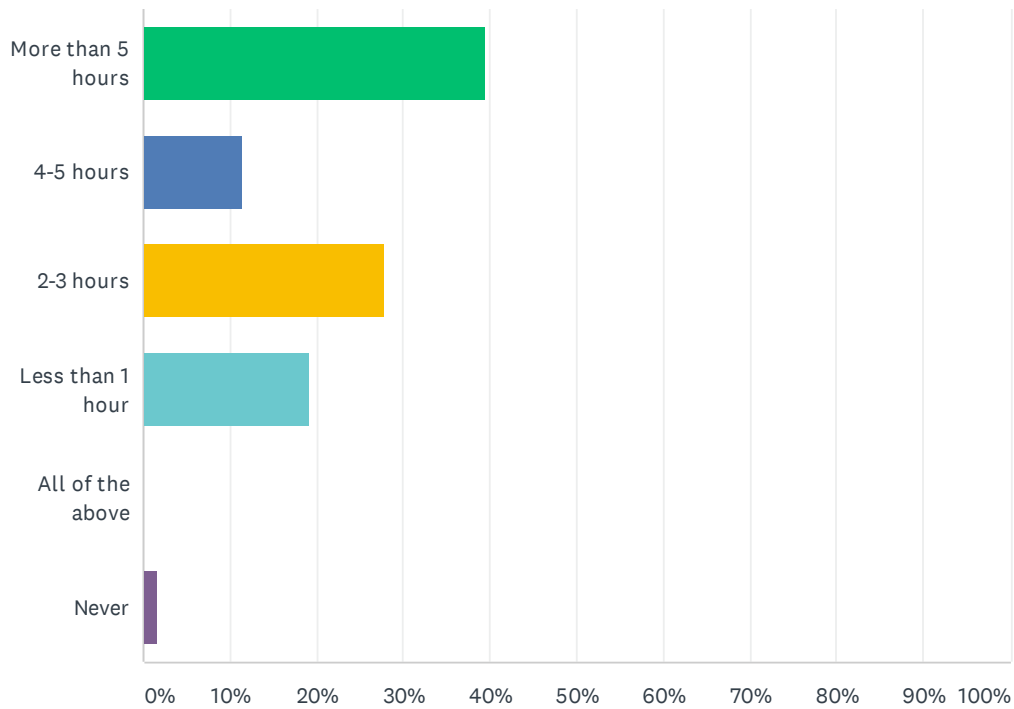
Answered: 578 Skipped: 87



ANSWER CHOICES	RESPONSES	
Radio Set	79.76%	461
SBC Set-Top-Box	5.19%	30
SBC Paradise FM Apps	3.81%	22
Internet	3.11%	18
Never	0.00%	0
Other. Please specify.	8.13%	47
TOTAL		578

Q20 On average, in a day, I listen to Paradise FM for

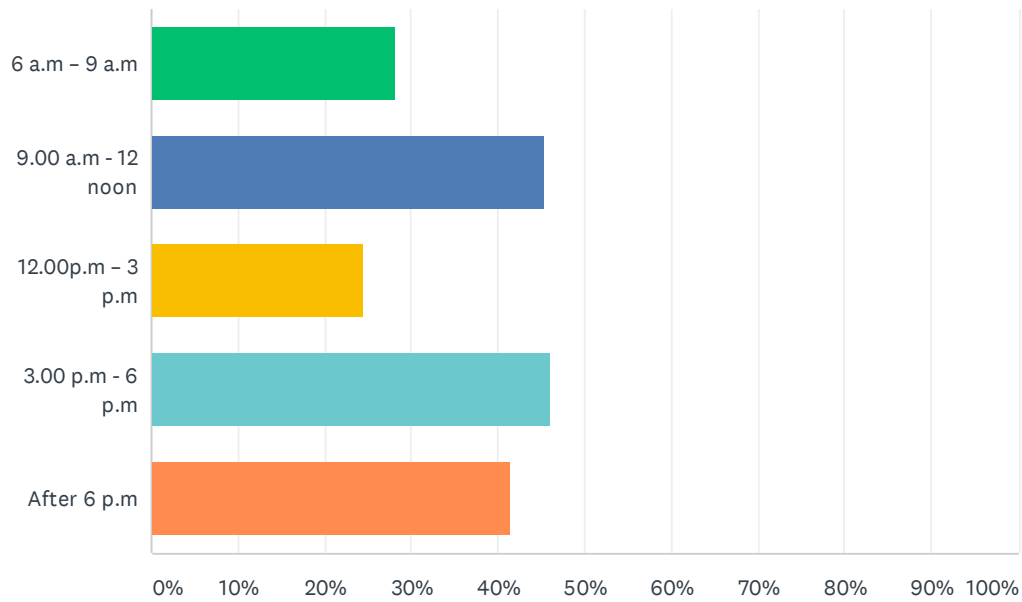
Answered: 579 Skipped: 86



ANSWER CHOICES	RESPONSES	
More than 5 hours	39.55%	229
4-5 hours	11.57%	67
2-3 hours	27.81%	161
Less than 1 hour	19.34%	112
All of the above	0.00%	0
Never	1.73%	10
TOTAL		579

Q21 I like listening to Paradise FM between

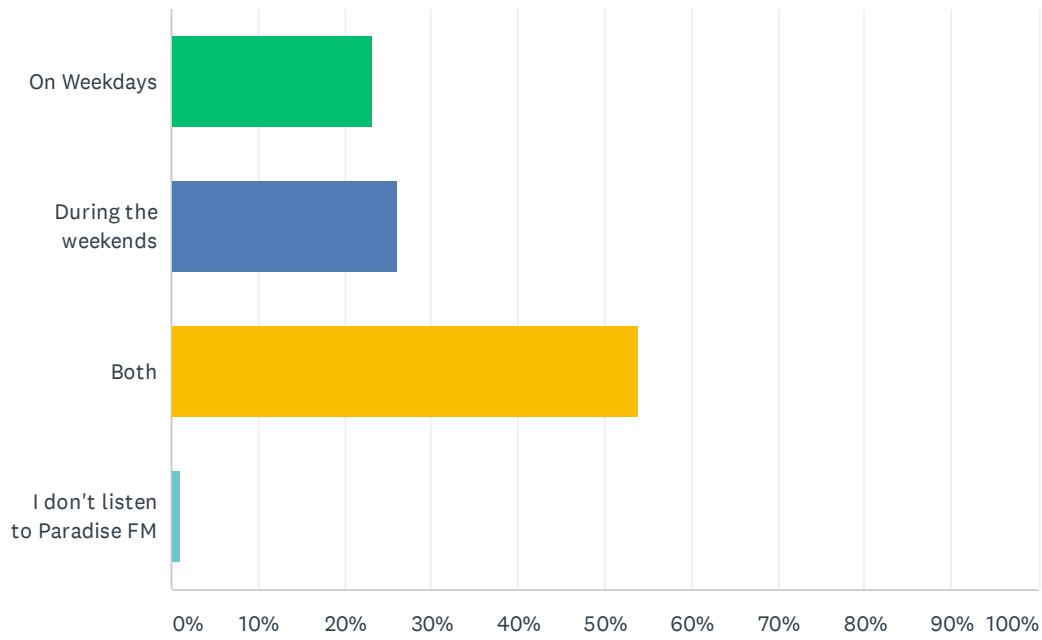
Answered: 562 Skipped: 103



ANSWER CHOICES	RESPONSES
6 a.m – 9 a.m	28.29% 159
9.00 a.m - 12 noon	45.37% 255
12.00p.m – 3 p.m	24.56% 138
3.00 p.m - 6 p.m	46.09% 259
After 6 p.m	41.46% 233
Total Respondents: 562	

Q22 I prefer to listen to Paradise FM

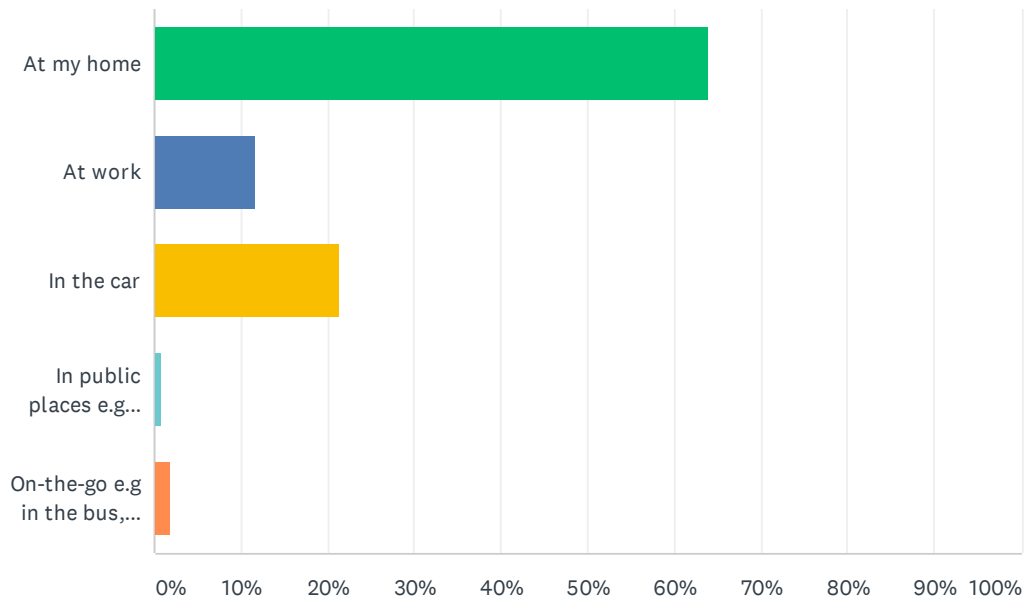
Answered: 568 Skipped: 97



ANSWER CHOICES	RESPONSES	
On Weekdays	23.24%	132
During the weekends	26.06%	148
Both	53.87%	306
I don't listen to Paradise FM	1.06%	6
Total Respondents: 568		

Q23 I listen to Paradise FM mostly

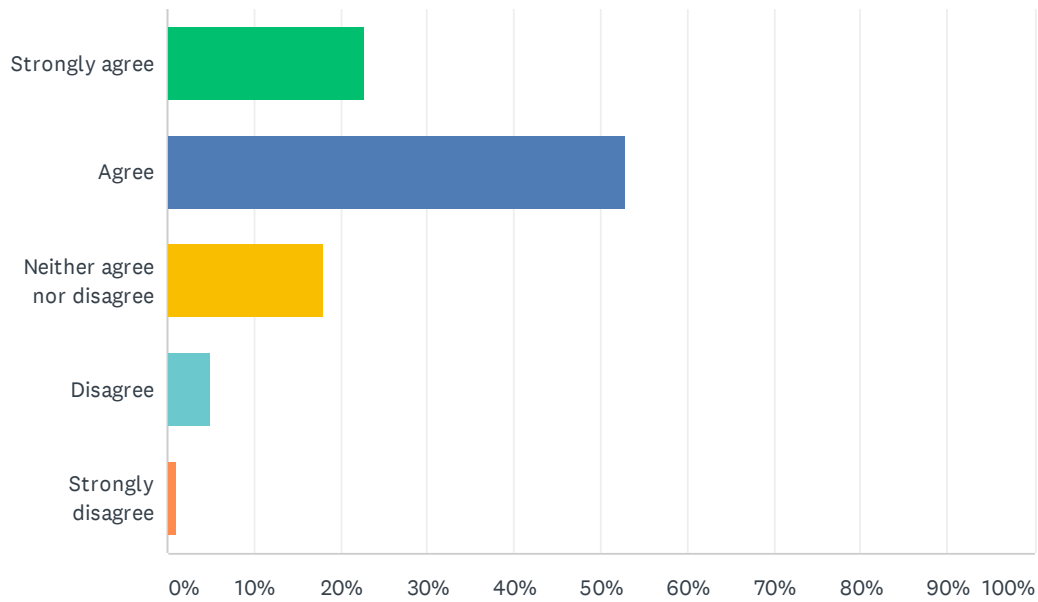
Answered: 569 Skipped: 96



ANSWER CHOICES	RESPONSES	
At my home	63.97%	364
At work	11.78%	67
In the car	21.44%	122
In public places e.g. restaurants and supermarkets	0.88%	5
On-the-go e.g. in the bus, while jogging etc	1.93%	11
TOTAL		569

Q24 I believe Paradise FM has a good variety of local programmes

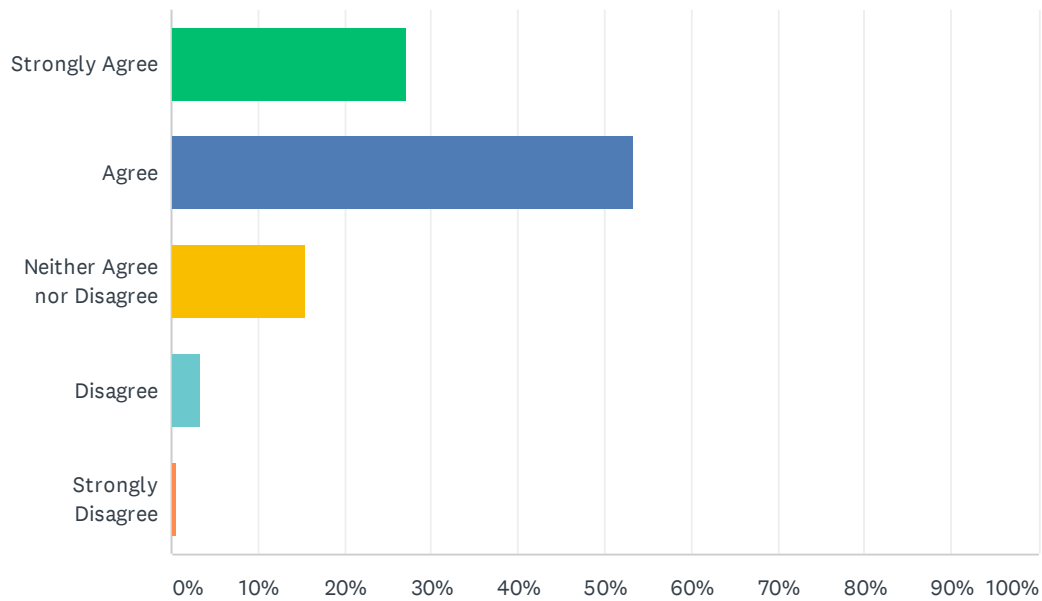
Answered: 570 Skipped: 95



ANSWER CHOICES	RESPONSES	
Strongly agree	22.81%	130
Agree	52.98%	302
Neither agree nor disagree	18.07%	103
Disagree	5.09%	29
Strongly disagree	1.05%	6
TOTAL		570

Q25 Paradise FM has a good balance in the different genres of music that it plays

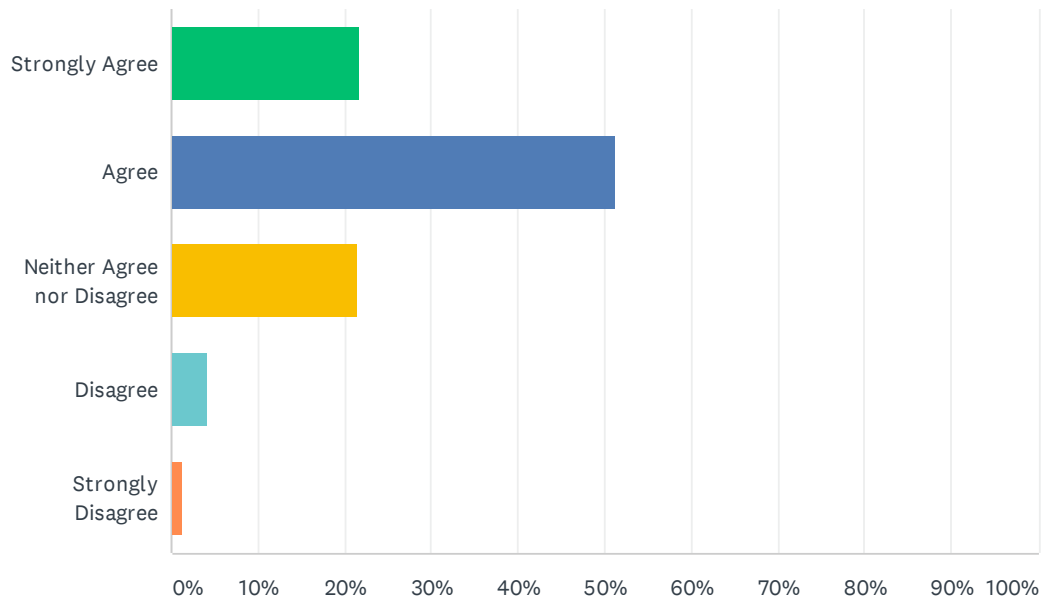
Answered: 572 Skipped: 93



ANSWER CHOICES	RESPONSES	
Strongly Agree	27.27%	156
Agree	53.32%	305
Neither Agree nor Disagree	15.38%	88
Disagree	3.32%	19
Strongly Disagree	0.70%	4
TOTAL		572

Q26 There is a balance between local and foreign music

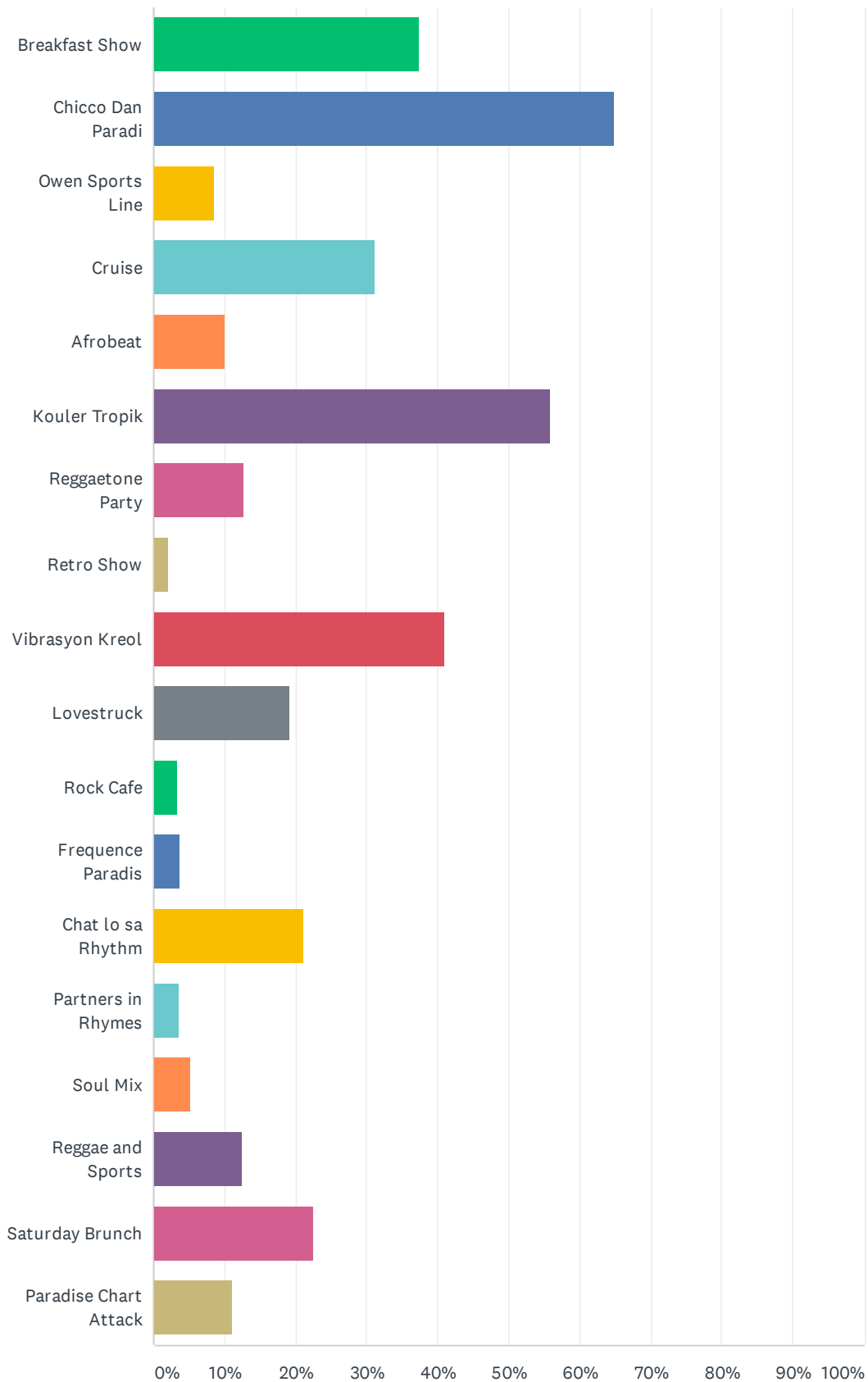
Answered: 564 Skipped: 101



ANSWER CHOICES	RESPONSES	
Strongly Agree	21.81%	123
Agree	51.24%	289
Neither Agree nor Disagree	21.45%	121
Disagree	4.26%	24
Strongly Disagree	1.24%	7
TOTAL		564

Q27 What are your 3 favourite radio shows on Paradise FM?

Answered: 560 Skipped: 105

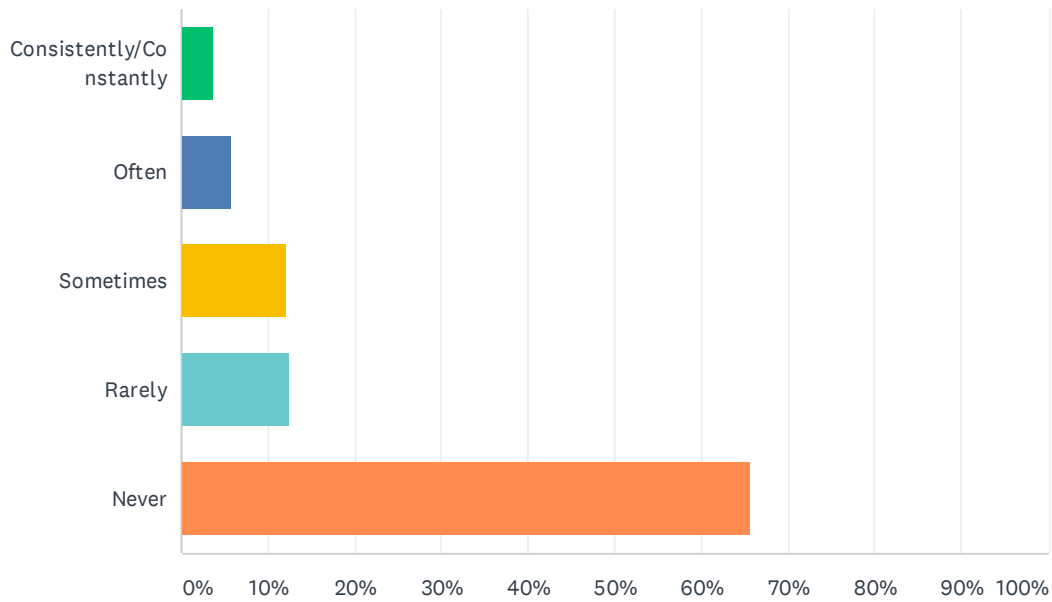


SBC Radio Audience Survey 2019

ANSWER CHOICES	RESPONSES	
Breakfast Show	37.50%	210
Chicco Dan Paradi	64.82%	363
Owen Sports Line	8.57%	48
Cruise	31.25%	175
Afrobeat	10.00%	56
Kouler Tropik	55.89%	313
Reggaetone Party	12.68%	71
Retro Show	2.14%	12
Vibrasyon Kreol	41.07%	230
Lovestruck	19.29%	108
Rock Cafe	3.39%	19
Frequence Paradis	3.75%	21
Chat lo sa Rhythm	21.07%	118
Partners in Rhymes	3.57%	20
Soul Mix	5.18%	29
Reggae and Sports	12.50%	70
Saturday Brunch	22.68%	127
Paradise Chart Attack	11.07%	62
Total Respondents: 560		

Q28 I listen to Paradise FM on the Paradise FM App

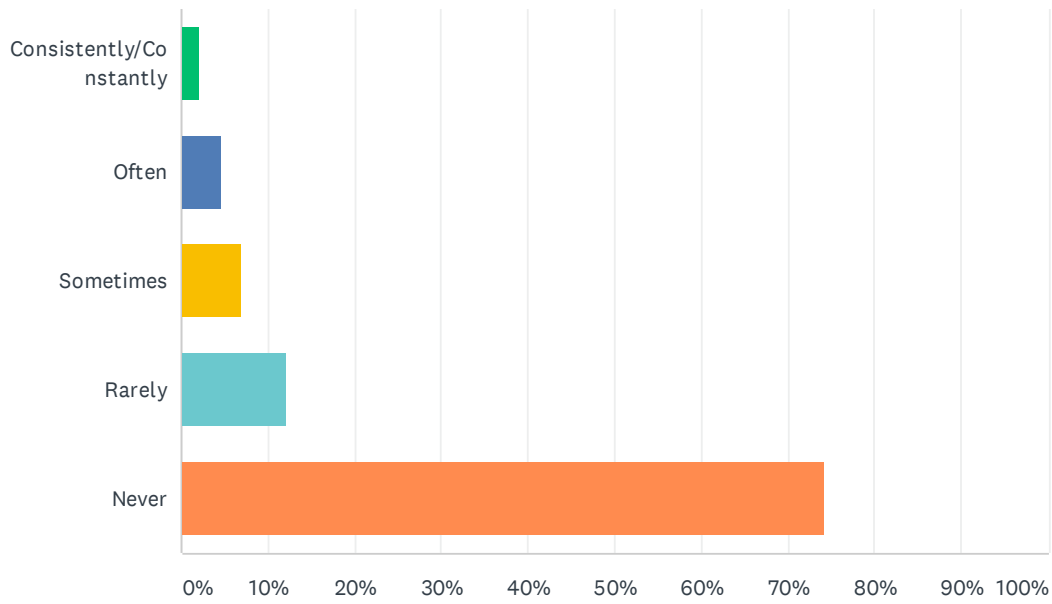
Answered: 571 Skipped: 94



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	3.85%	22
Often	5.78%	33
Sometimes	12.08%	69
Rarely	12.61%	72
Never	65.67%	375
TOTAL		571

Q29 I listen to the Paradise FM on the SBC website

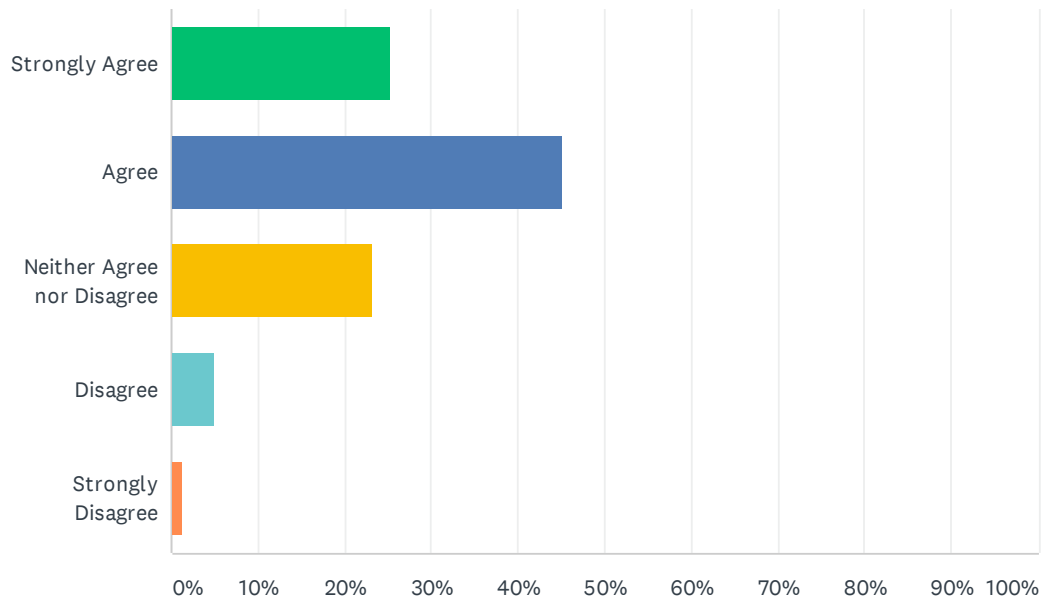
Answered: 572 Skipped: 93



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	2.10%	12
Often	4.55%	26
Sometimes	6.82%	39
Rarely	12.24%	70
Never	74.30%	425
TOTAL		572

Q30 I believe Paradise FM has improved over the past 12 months

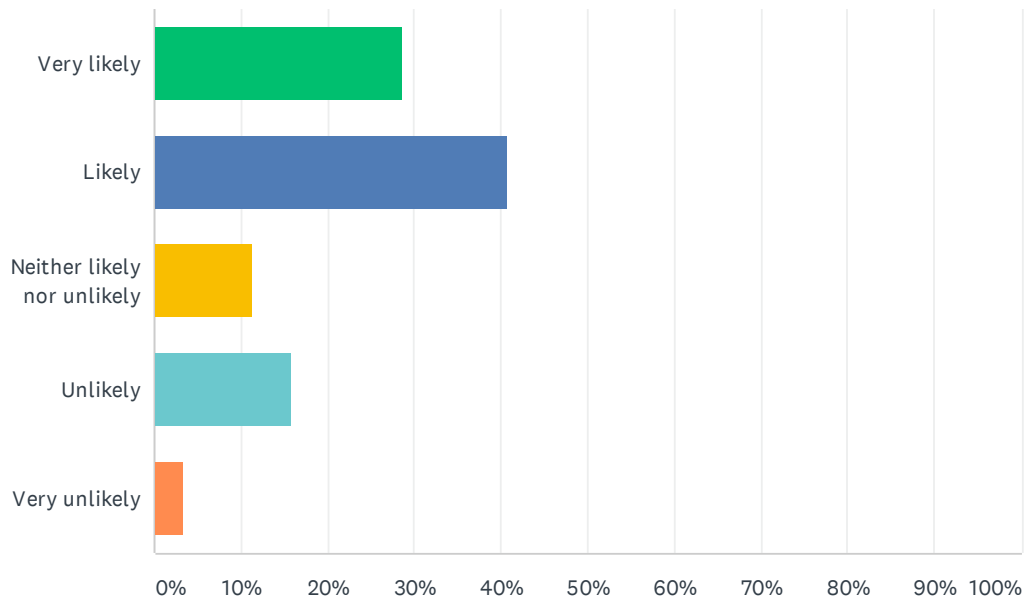
Answered: 570 Skipped: 95



ANSWER CHOICES	RESPONSES	
Strongly Agree	25.26%	144
Agree	45.26%	258
Neither Agree nor Disagree	23.16%	132
Disagree	5.09%	29
Strongly Disagree	1.23%	7
TOTAL		570

Q31 How likely are you to recommend Paradise FM to a friend

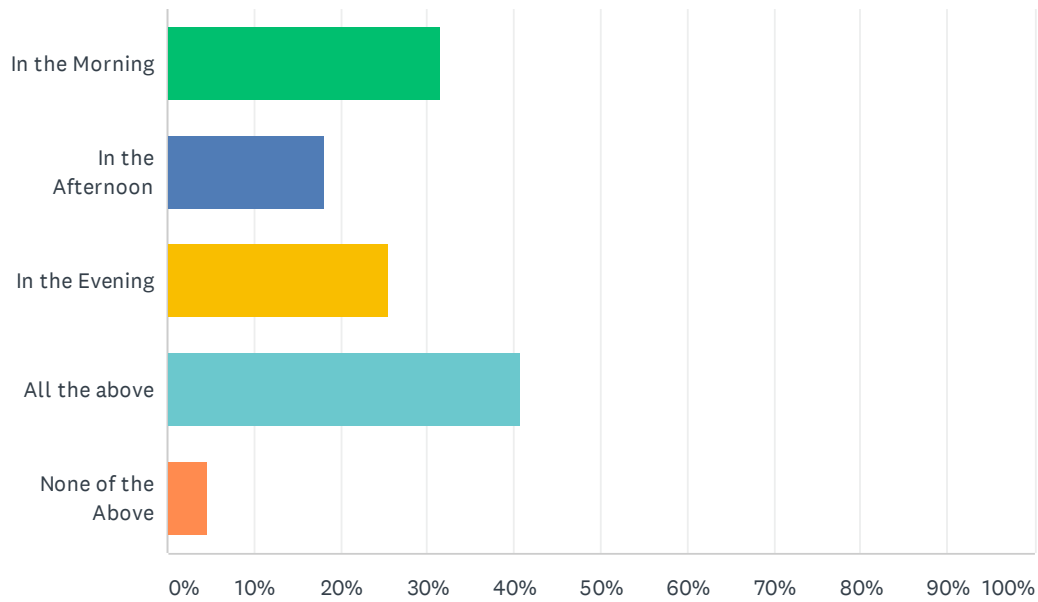
Answered: 565 Skipped: 100



ANSWER CHOICES	RESPONSES	
Very likely	28.67%	162
Likely	40.71%	230
Neither likely nor unlikely	11.33%	64
Unlikely	15.93%	90
Very unlikely	3.36%	19
TOTAL		565

Q33 I listen to the radio mostly

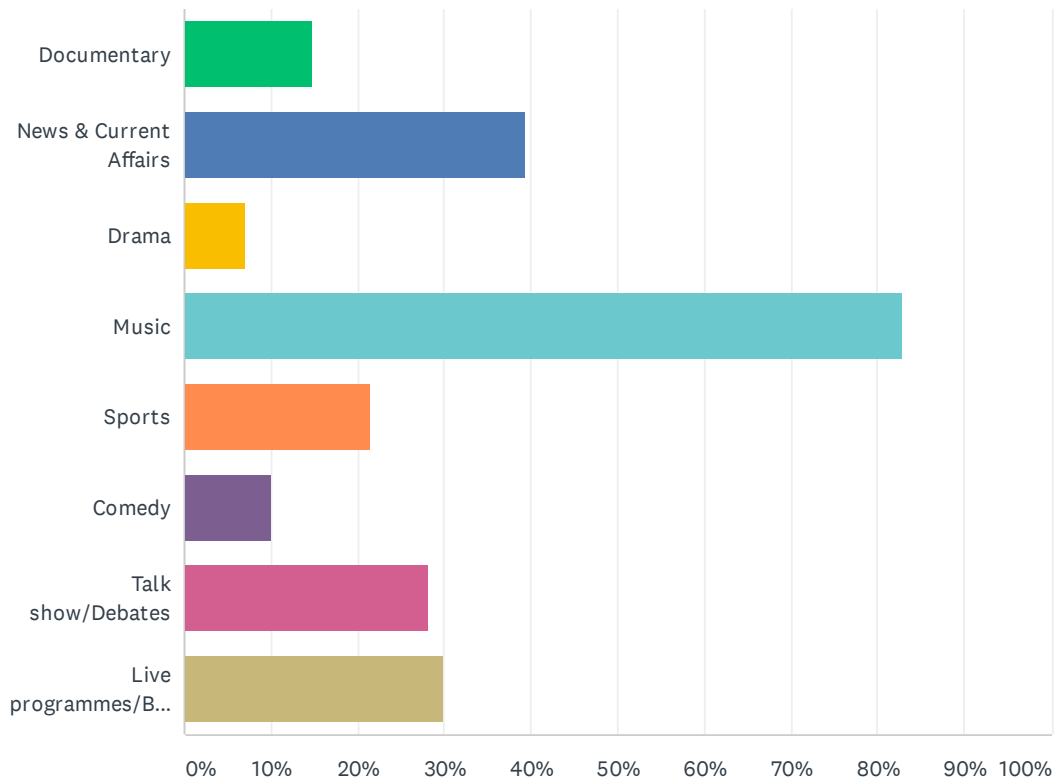
Answered: 604 Skipped: 61



ANSWER CHOICES	RESPONSES	
In the Morning	31.62%	191
In the Afternoon	18.21%	110
In the Evening	25.50%	154
All the above	40.89%	247
None of the Above	4.64%	28
Total Respondents: 604		

Q34 What types of radio programmes do you like listening to

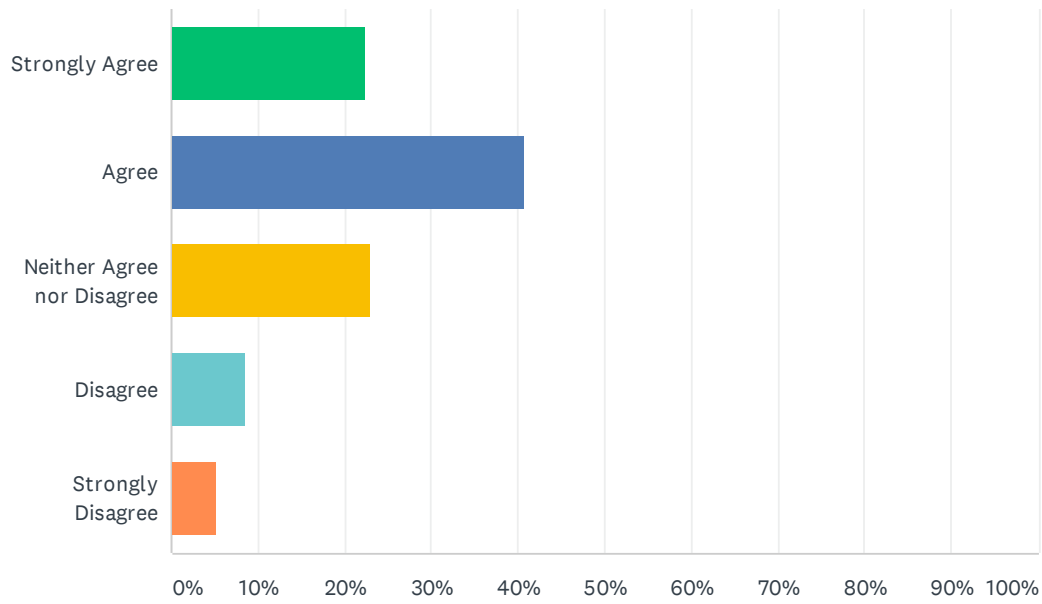
Answered: 596 Skipped: 69



ANSWER CHOICES	RESPONSES	
Documentary	14.77%	88
News & Current Affairs	39.26%	234
Drama	7.05%	42
Music	82.89%	494
Sports	21.48%	128
Comedy	10.07%	60
Talk show/Debates	28.19%	168
Live programmes/Broadcasts	29.87%	178
Total Respondents: 596		

Q35 I listen to the radio news regularly

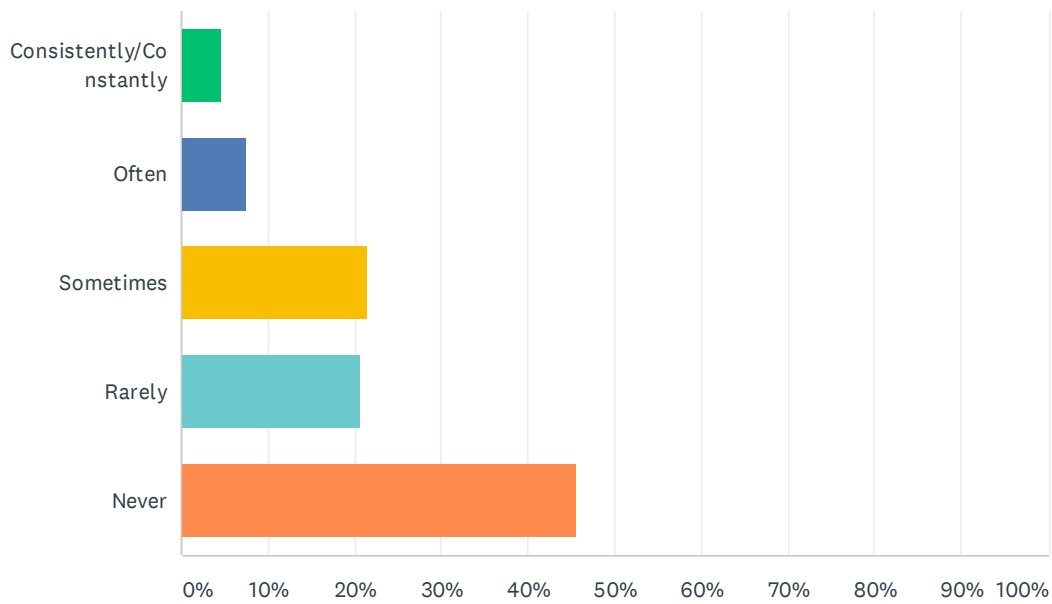
Answered: 597 Skipped: 68



ANSWER CHOICES	RESPONSES	
Strongly Agree	22.45%	134
Agree	40.70%	243
Neither Agree nor Disagree	23.12%	138
Disagree	8.54%	51
Strongly Disagree	5.19%	31
TOTAL		597

Q36 I participate in interactive programmes and games

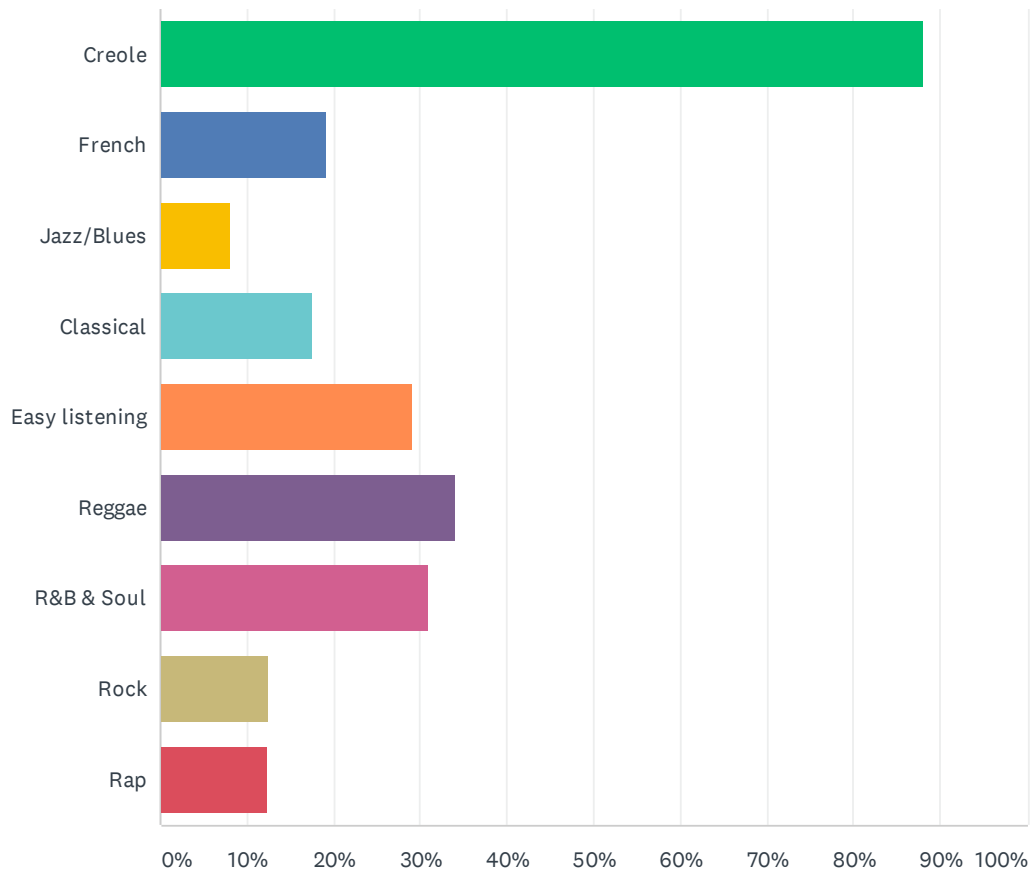
Answered: 596 Skipped: 69



ANSWER CHOICES	RESPONSES	
Consistently/Constantly	4.53%	27
Often	7.55%	45
Sometimes	21.48%	128
Rarely	20.81%	124
Never	45.64%	272
TOTAL		596

Q37 What genre of music do you prefer?

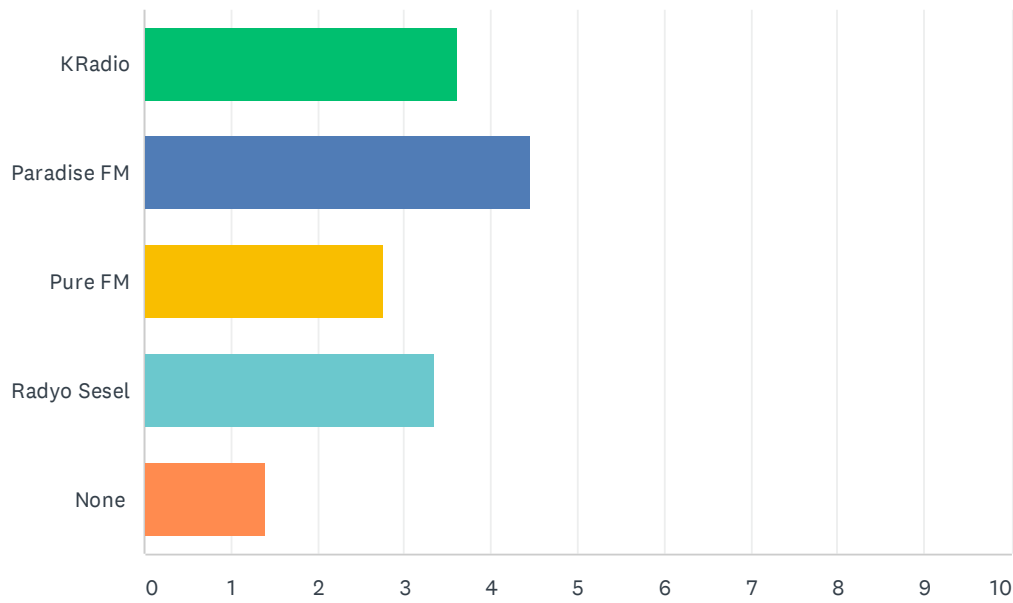
Answered: 571 Skipped: 94



ANSWER CHOICES	RESPONSES	
Creole	88.09%	503
French	19.26%	110
Jazz/Blues	8.23%	47
Classical	17.51%	100
Easy listening	29.07%	166
Reggae	34.15%	195
R&B & Soul	31.00%	177
Rock	12.61%	72
Rap	12.43%	71
Total Respondents: 571		

Q38 Which is your favourite radio station? Please list on order of preference.

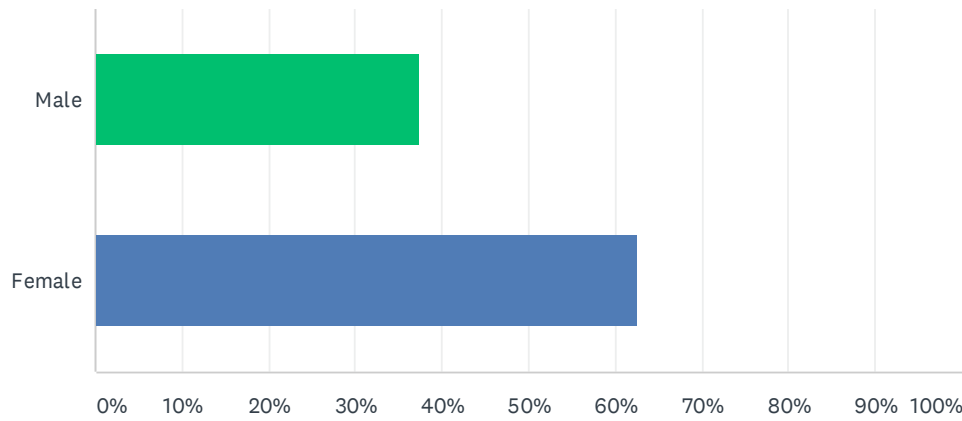
Answered: 332 Skipped: 333



	1	2	3	4	5	TOTAL	SCORE
KRadio	26.79% 71	28.30% 75	26.04% 69	16.98% 45	1.89% 5	265	3.61
Paradise FM	60.06% 185	29.22% 90	8.12% 25	1.62% 5	0.97% 3	308	4.46
Pure FM	2.75% 7	14.12% 36	40.00% 102	42.35% 108	0.78% 2	255	2.76
Radyo Sesel	20.71% 58	27.14% 76	20.00% 56	31.07% 87	1.07% 3	280	3.35
None	5.88% 3	1.96% 1	3.92% 2	3.92% 2	84.31% 43	51	1.41

Q40 Gender

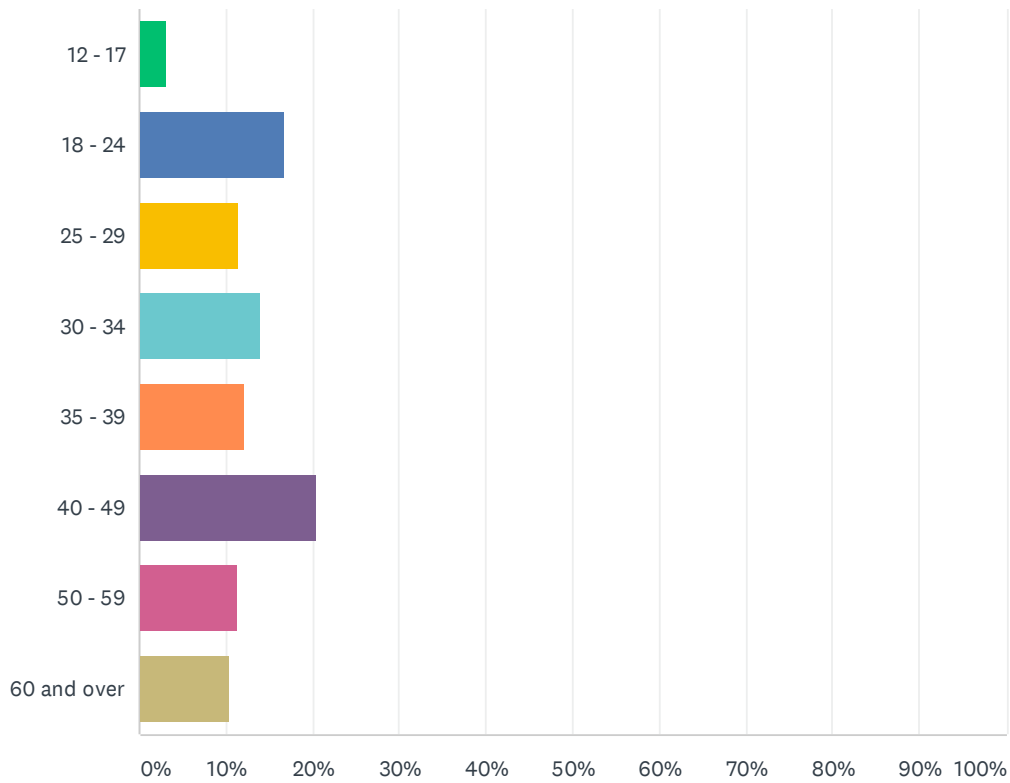
Answered: 618 Skipped: 47



ANSWER CHOICES	RESPONSES	
Male	37.38%	231
Female	62.62%	387
TOTAL		618

Q41 Age Group

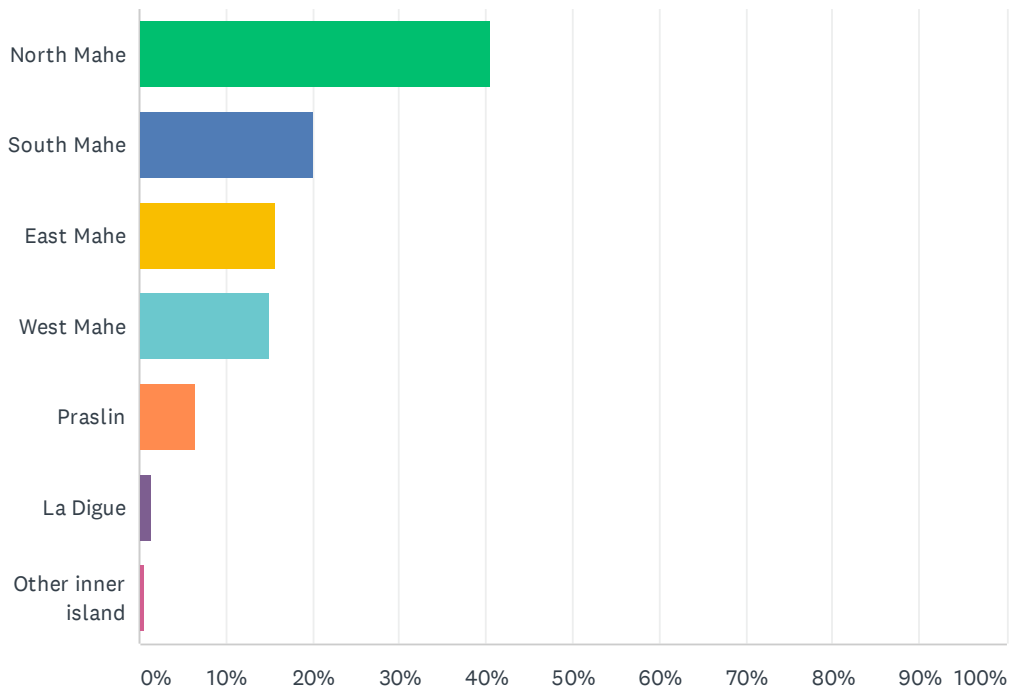
Answered: 617 Skipped: 48



ANSWER CHOICES	RESPONSES	
12 - 17	3.08%	19
18 - 24	16.69%	103
25 - 29	11.51%	71
30 - 34	14.10%	87
35 - 39	12.16%	75
40 - 49	20.58%	127
50 - 59	11.35%	70
60 and over	10.53%	65
TOTAL		617

Q42 In which region do you live

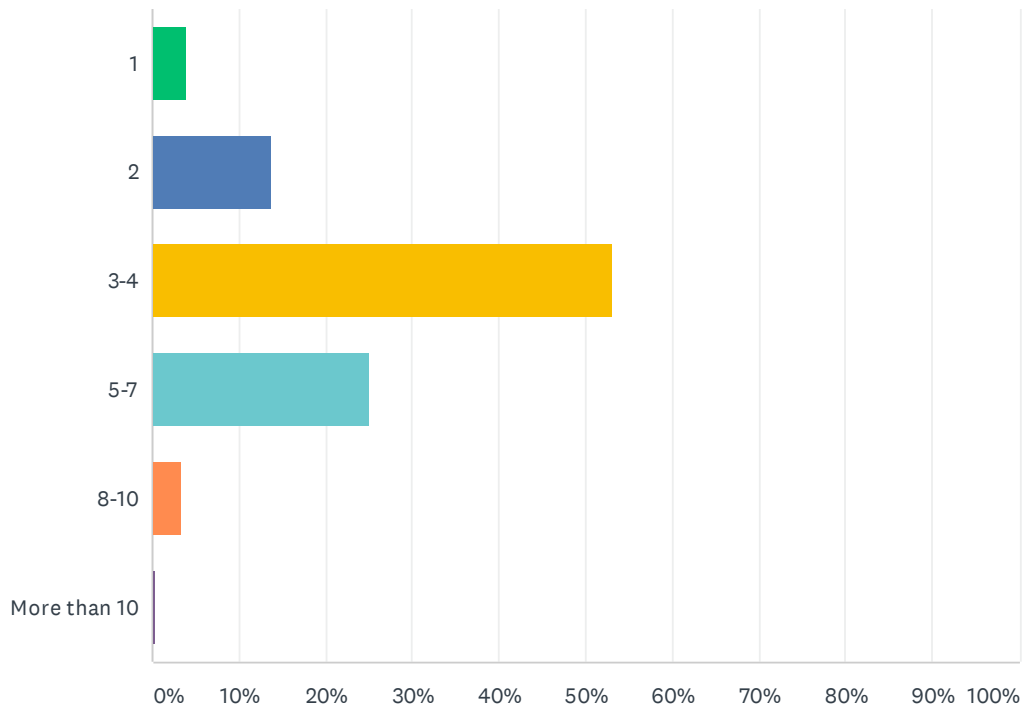
Answered: 585 Skipped: 80



ANSWER CHOICES	RESPONSES	
North Mahe	40.51%	237
South Mahe	20.00%	117
East Mahe	15.73%	92
West Mahe	15.04%	88
Praslin	6.50%	38
La Digue	1.54%	9
Other inner island	0.68%	4
TOTAL		585

Q43 How many people live in your household

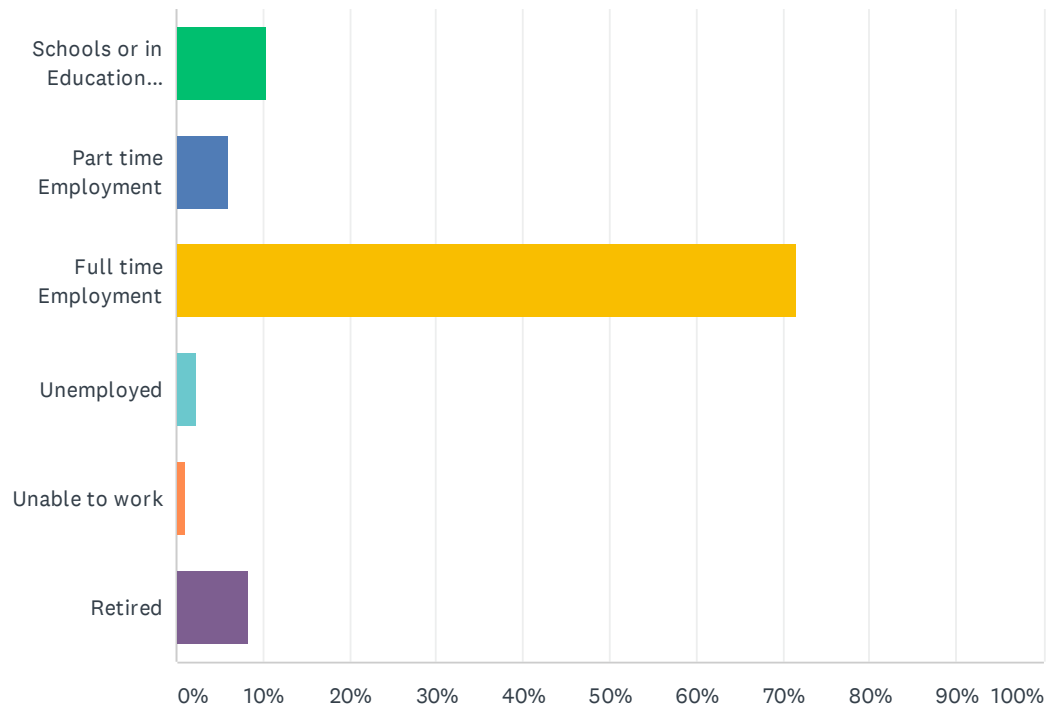
Answered: 613 Skipped: 52



ANSWER CHOICES	RESPONSES	
1	3.92%	24
2	13.87%	85
3-4	53.18%	326
5-7	25.12%	154
8-10	3.43%	21
More than 10	0.49%	3
TOTAL		613

Q44 Are you in:

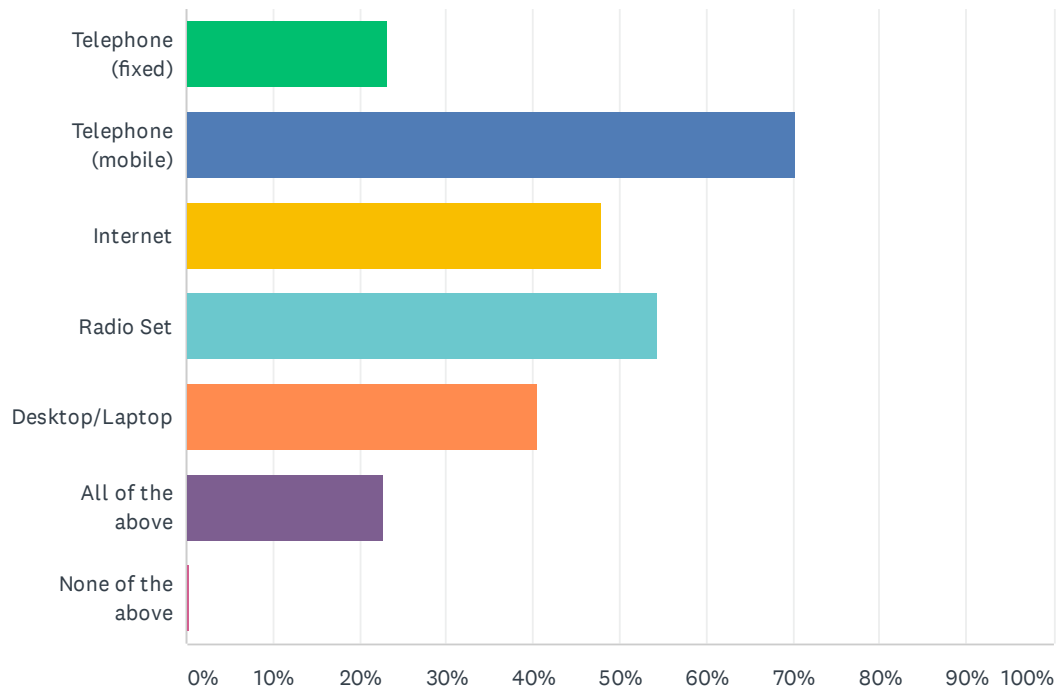
Answered: 591 Skipped: 74



ANSWER CHOICES	RESPONSES	
Schools or in Education (Secondary, Post Secondary, Tertiary Education)	10.49%	62
Part time Employment	6.09%	36
Full time Employment	71.57%	423
Unemployed	2.37%	14
Unable to work	1.02%	6
Retired	8.46%	50
TOTAL		591

Q45 Which of the following devices do you own

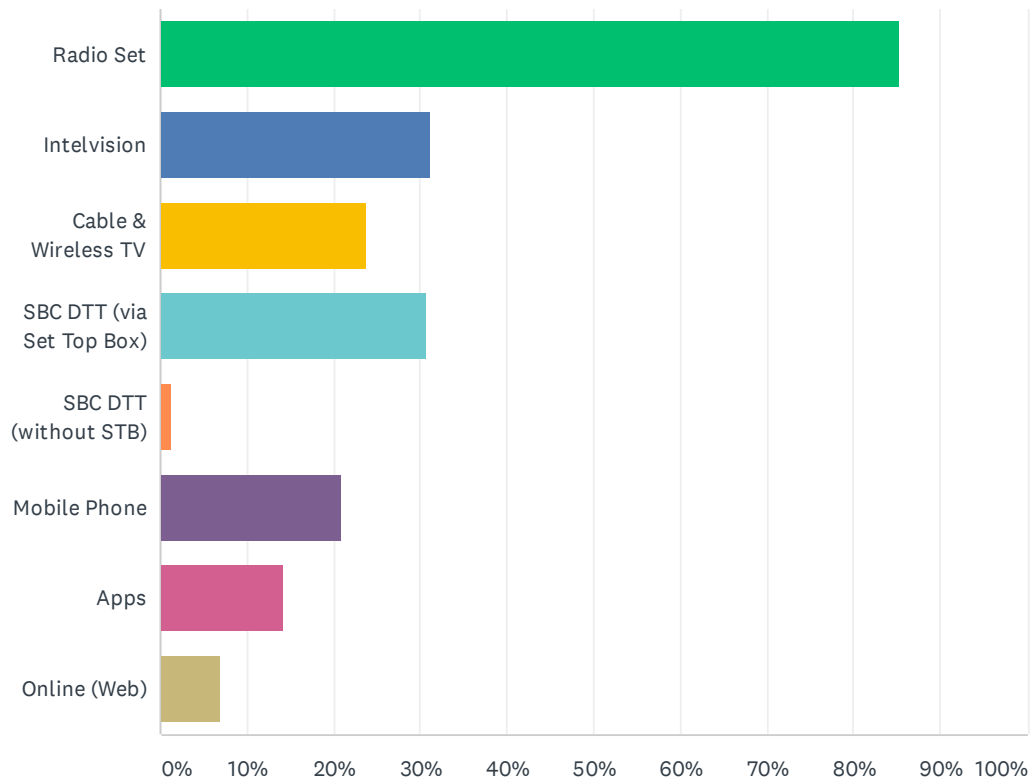
Answered: 617 Skipped: 48



ANSWER CHOICES	RESPONSES	
Telephone (fixed)	23.18%	143
Telephone (mobile)	70.34%	434
Internet	47.81%	295
Radio Set	54.46%	336
Desktop/Laptop	40.68%	251
All of the above	22.85%	141
None of the above	0.32%	2
Total Respondents: 617		

Q46 How do you receive your Radio service?

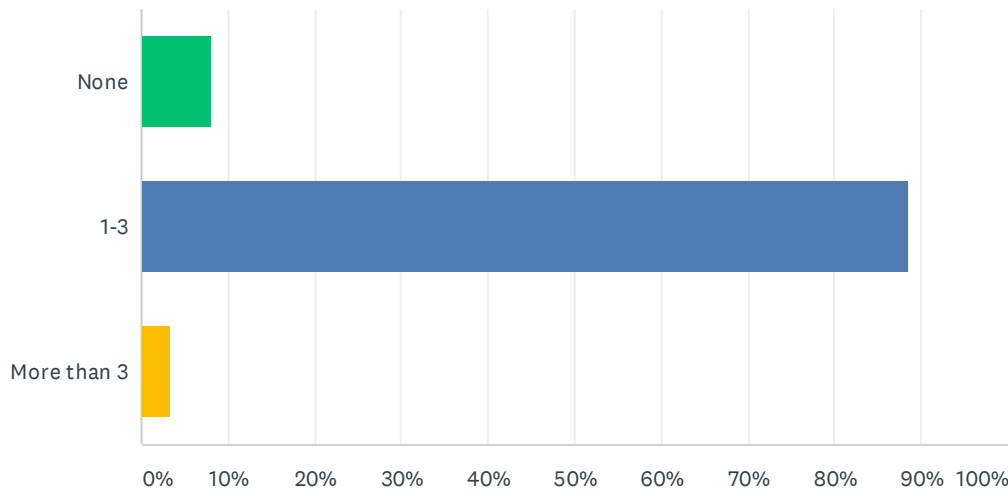
Answered: 597 Skipped: 68



ANSWER CHOICES	RESPONSES	
Radio Set	85.26%	509
Intelvision	31.16%	186
Cable & Wireless TV	23.95%	143
SBC DTT (via Set Top Box)	30.65%	183
SBC DTT (without STB)	1.34%	8
Mobile Phone	20.94%	125
Apps	14.24%	85
Online (Web)	6.87%	41
Total Respondents: 597		

Q47 How many Radio sets do you have at home?

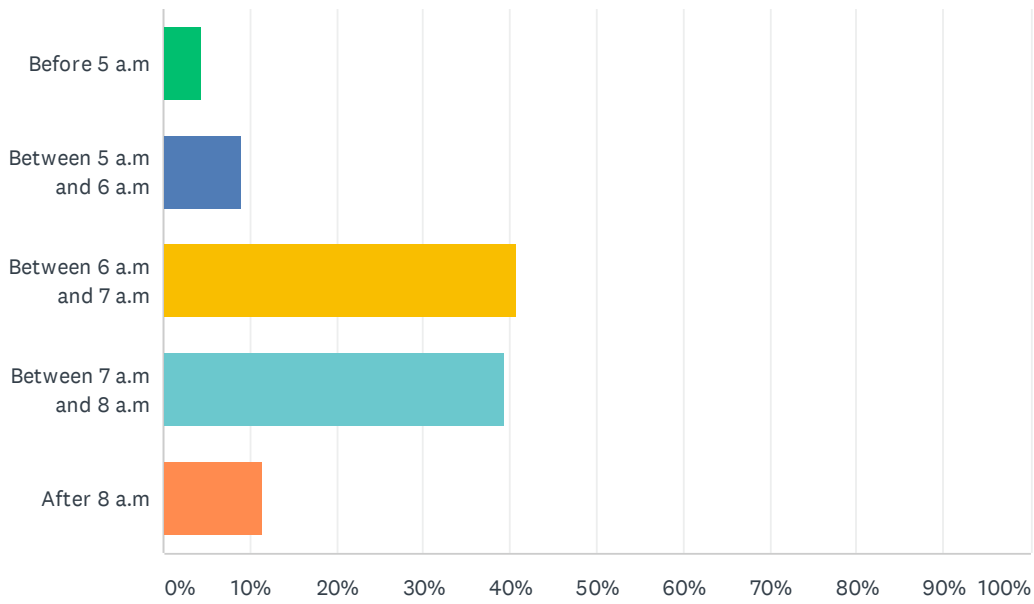
Answered: 605 Skipped: 60



ANSWER CHOICES	RESPONSES	
None	8.10%	49
1-3	88.60%	536
More than 3	3.31%	20
TOTAL		605

Q48 What time do you usually leave home for work?

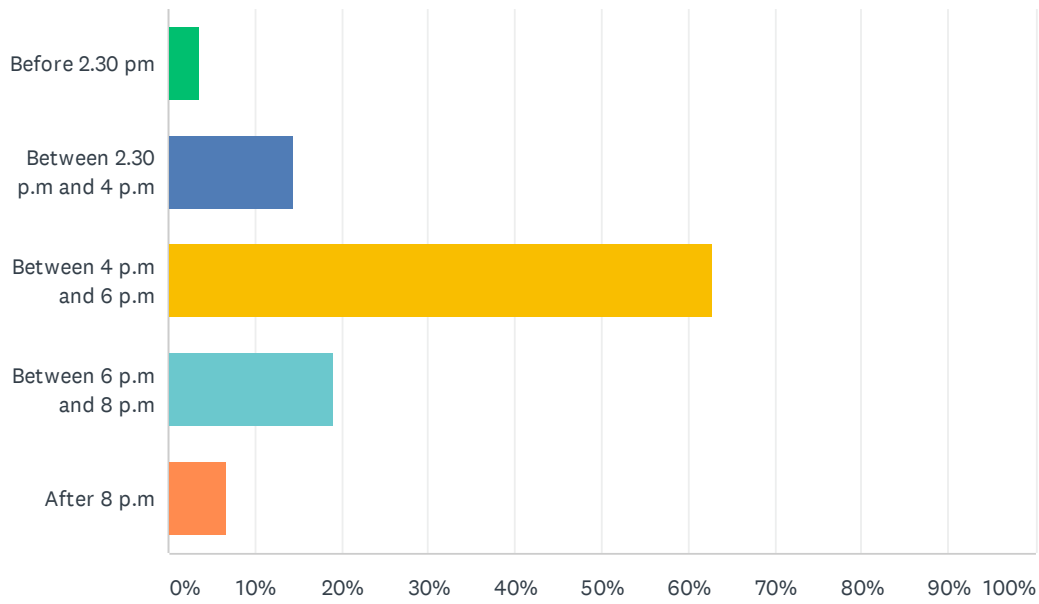
Answered: 535 Skipped: 130



ANSWER CHOICES	RESPONSES	
Before 5 a.m	4.30%	23
Between 5 a.m and 6 a.m	8.97%	48
Between 6 a.m and 7 a.m	40.75%	218
Between 7 a.m and 8 a.m	39.25%	210
After 8 a.m	11.59%	62
Total Respondents: 535		

Q49 What time do you usually get home?

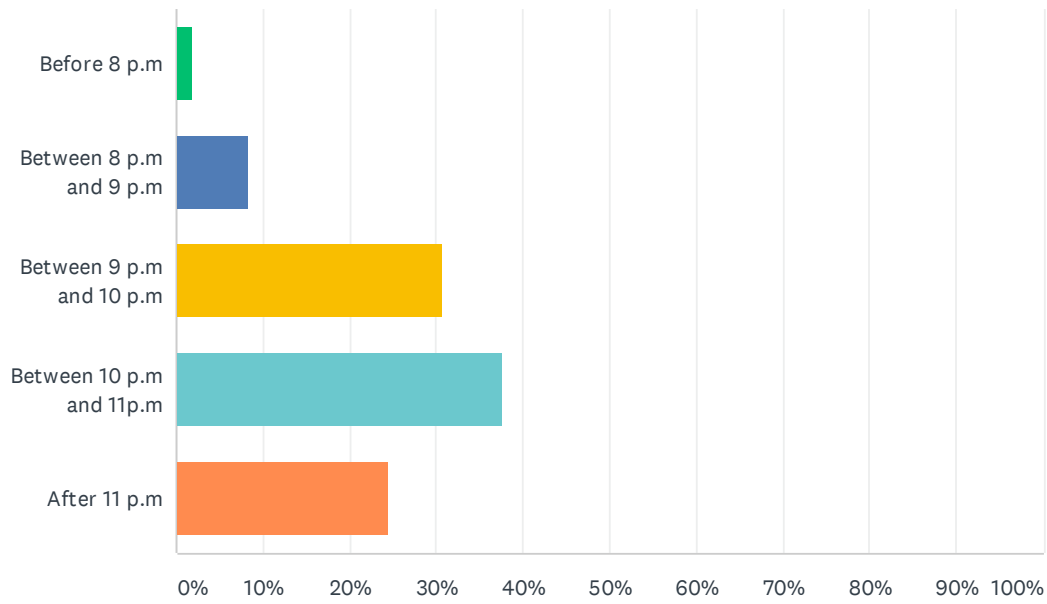
Answered: 534 Skipped: 131



ANSWER CHOICES	RESPONSES	
Before 2.30 pm	3.56%	19
Between 2.30 p.m and 4 p.m	14.42%	77
Between 4 p.m and 6 p.m	62.73%	335
Between 6 p.m and 8 p.m	19.10%	102
After 8 p.m	6.74%	36
Total Respondents: 534		

Q50 What time do you normally go to bed?

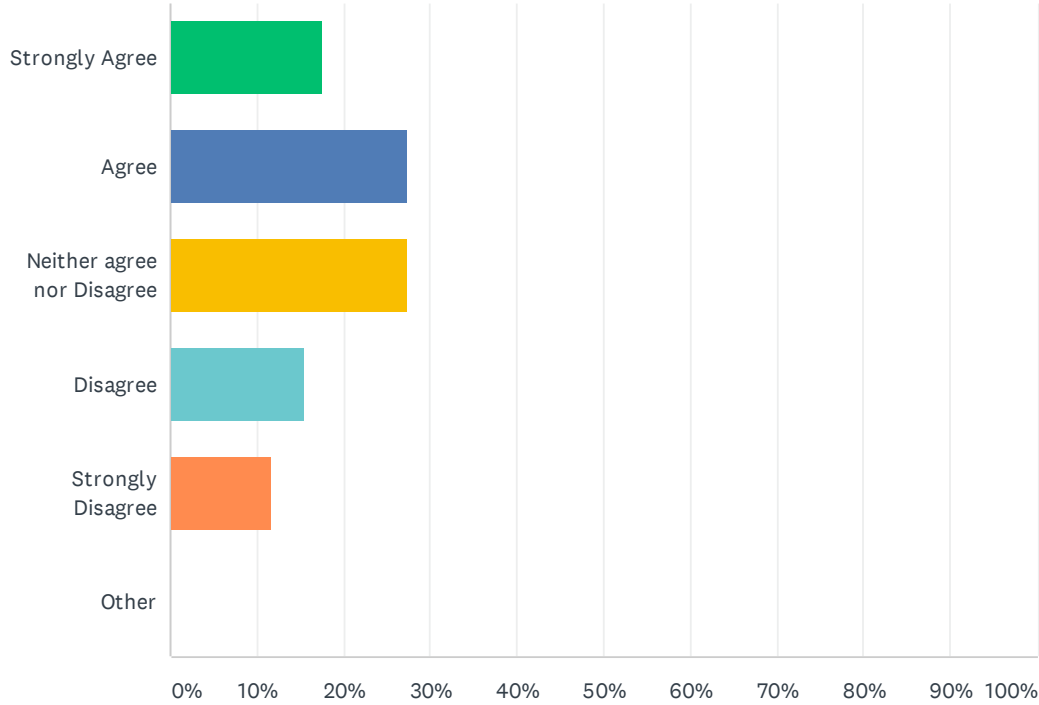
Answered: 601 Skipped: 64



ANSWER CHOICES	RESPONSES	
Before 8 p.m	1.83%	11
Between 8 p.m and 9 p.m	8.32%	50
Between 9 p.m and 10 p.m	30.78%	185
Between 10 p.m and 11p.m	37.60%	226
After 11 p.m	24.46%	147
Total Respondents: 601		

Q51 We are looking at reducing our newscasts to only ONE Creole bulletin at 8 p.m on weekends and Public Holidays. This means that there will be no English and French summaries on those days.Do you:

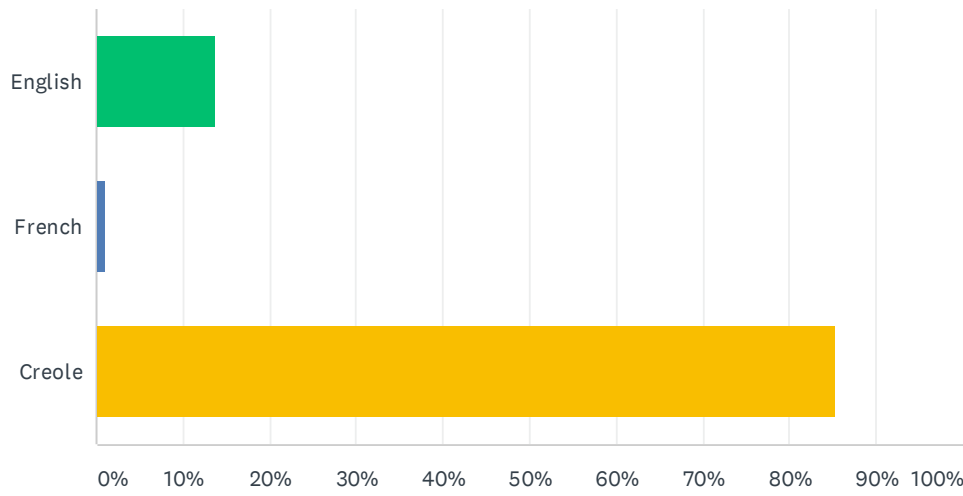
Answered: 611 Skipped: 54



ANSWER CHOICES	RESPONSES	
Strongly Agree	17.68%	108
Agree	27.50%	168
Neither agree nor Disagree	27.50%	168
Disagree	15.55%	95
Strongly Disagree	11.78%	72
Other	0.00%	0
TOTAL		611

Q52 Which newscast do you watch or listen to most?

Answered: 611 Skipped: 54



ANSWER CHOICES	RESPONSES	
English	13.75%	84
French	0.98%	6
Creole	85.27%	521
TOTAL		611