

ODCEF
Organizational Development and Community Empowerment Firm
[Mogadishu, Somalia](#)



IRIN Radio Listening Survey in Somalia

Final Report
April 2010

Implemented by
Organizational Development and Community Empowerment Firm (ODCEF)

Commissioned by UN OCHA-IRIN

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1. Executive Summary

The Somalia-based company **Organizational Development and Community Empowerment Firm (ODCEF)** was awarded a contract in September 2009 to conduct a field-based listening survey for **UN OCHA-IRIN's** Somali radio service.

The overall aim of the survey exercise was to gather objective data to judge the penetration and impact of the **IRIN Radio Somali service**, which went on air in April 2008 on shortwave reaching the whole Somali-speaking region, and via local FM rebroadcasts. The terms of reference specified that the survey be carried out in the field using a questionnaire to gather quantitative data on IRIN Radio's audience, and focus groups to gather qualitative information from listeners.

The survey questioned listeners in **Benadir, Lower Shabelle, Bay, Mudug, Bari, Hiran and Galgudud, Hagardera and Dadaab** (Kenyan refugee camps), and **Nairobi** (diaspora in Kenya). (Note that this covers all the Somali regions except the north-west (Somaliland), where ODCEF had no capacity to operate under prevailing constraints).

A total of **718 respondents** answered the **Questionnaire**. They were drawn from an age range of 16-65+, approximately two thirds male and one third female, and were representative of a broad cross-section of social and educational backgrounds. Gathering of data in the field was conducted between November 2009 and February 2010.

The questionnaire asked if they had heard of IRIN Radio, and if so how often they listened to IRIN Radio; how they rated IRIN Radio as compared to other radios they listened to; and which programmes they preferred on IRIN Radio and on other radios in general. In separate **Focus Group Discussions**, held in each of the survey locations, a total of 200 regular IRIN Radio listeners gave more detailed views on the programming, their likes and dislikes, and suggestions.

Key findings of note from the survey are highlighted as follows, while further detail and explanation is given in the rest of the report:

Key finding # 1:

Which radios do you listen to and how often do you listen?

515 out of 718 people said they listened to IRIN Radio regularly

In other words, 72% of those surveyed by questionnaire are regular IRIN Radio listeners.

Key finding #2:

How well known among listeners is IRIN Radio?

All the 718 people surveyed said they knew about IRIN Radio and had listened at least once – this is a 100% awareness level.

Key finding #3:

Where does IRIN Radio have its strongest following?

IRIN Radio has slightly higher listening figures in rural areas; e.g in Hiran and Galgadud IRIN Radio listenership is 83% of those surveyed; and in refugee camps Dadaab and Hagadera in northeastern Kenya, 82%. Listeners in these areas access IRIN Radio on short wave, as they are not served by FM broadcasts.

Key finding # 4:

Which programmes do you like best on IRIN Radio?

More than half those surveyed said they liked IRIN's programming on general humanitarian and social issues generally, and in particular IRIN's socially-aware radio dramas. The responses clearly endorsed the value of IRIN's distinctive identity as a provider of enriched humanitarian information.

Key finding # 5:

How can IRIN Radio improve its service to listeners?

The two most common suggestions for improving IRIN Radio were to increase the duration of the one hour daily broadcasts, and to produce more radio dramas and debate programmes.

The consultants' overall conclusions from the survey are that IRIN Radio has a very good penetration among all sectors of the target audiences, with excellent awareness and high level of regular listenership, and that its service as a humanitarian information provider is well recognized and appreciated by listeners.

In terms of room for improvement or change, resources and other aspects permitting IRIN may well consider extending the duration of its programming and seeking further FM rebroadcasting arrangements in urban areas. It may also look at producing more of the popular drama and debate programming commended by so many listeners, and to see how many of the other suggestions of topics and issues to cover can be taken into account in the balancing of its programming.

2. Introduction and Background

IRIN launched a direct radio service for Somalia on short wave in April 2008. This followed several years of operating a content provision service for use by local Somali FM radio stations. The decision to use short wave was based on the deteriorating humanitarian and security situation and the increasing needs for life-saving information, in the absence of any national Somali public service broadcaster and with local FMs serving primarily local interests. IRIN's programme content is a mix of humanitarian news and information using all formats, including bulletins, features, debates, announcements, drama, and music. Programmes focus on airing the voices and opinions of ordinary Somalis, as well as imparting key information.

In July 2009, IRIN put out a call for applications by consulting firms to conduct a listening survey, in order to judge the depth of penetration of the service and gain some insight into the programme's impact on listeners. Local consultancy firm **Organizational Development and Community Empowerment Firm (ODCEF)** based in Mogadishu applied by submitting its proposal, and in due course was awarded the contract to conduct the survey.

In accordance with the terms of reference for the consultancy, ODCEF sought to assess penetration (quantitative data) and impact (qualitative data) of the IRIN Radio Somali service using two key research tools: a Questionnaire in Somali language, and Focus Group Discussions. The field research element of the survey was conducted in two batches, in November 2009 and February 2010. The locations chosen were gauged to represent the diverse character and audiences in the coverage area, and to be appropriately secure and accessible for such a survey to be conducted. Locations were: Puntland, Hiran & Galmudug, Bay, Benadir, Lower Shabelle, Nairobi and refugee camps Dadaab and Hagadera. (ODCEF for operational reasons was unable to field a research team at the time in the north-west region known as Somaliland).

This report outlines the way the assignment was carried out and key findings, after successful collection of data on the ground by six ODCEF local consultants and a team of enumerators, working in pairs. The researchers randomly selected from differing social groupings a total of 718 individuals to be interviewed for the questionnaire. ODCEF took into account the need to get a cross-section of respondents representing the disparities in gender, social status, clan, age, literacy and educational levels. The information obtained from these 718 people was captured and recorded on questionnaire forms, which were later collated for analysis. Selected aspects of the data is presented graphically in this report.

The second research activity was the conducting of Focus Group Discussion (FGDs). In total, 180 people were invited to take part in 21 FGDs held in six locations. The people selected to take part in these face-to-face discussions were taken from among those who said they knew IRIN Radio and listened to it regularly. The point then was to question them further in order to elicit further details on likes and dislikes and recommendations for possible improvement of the service. This qualitative information was also recorded and submitted for analysis and is encapsulated in this report.

2.1 Objectives of Survey

2.1.1 Overall Objective of the Survey

To judge the depth of penetration of the IRIN Radio Somali service by objectively measuring listenership figures (quantitative data); and to gain some insights into listeners' views, likes and dislikes in terms of the programme content and impact (qualitative data).

2.1.2 Specific Objectives

- To enable IRIN to engage more confidently with its listeners, partners and donors, having objective data to support the hitherto informal and anecdotal feedback collected.
- To help IRIN to shape its future radio programming, by making relevant adjustments in relation to the views expressed by listeners.

3.0. Methodology

The methodology used during this survey can be summarized as follows:

- Development of questionnaire, in collaboration between IRIN and ODCEF. The survey was translated into Somali from English, and designed to elicit responses in categories including listening habits; awareness; preferences; interest; impact; and recommendations.
- Questionnaires were enumerated in six locations, with a total of 718 respondents.
- Data gathered by enumerators of questionnaire were collected by central ODCEF consultants.
- Focus Group Discussions were conducted by 26 pair groups, talking face-to-face to a total of 200 persons
- Qualitative and Quantitative data analysis derived from questionnaire and focus group discussions was compiled in report, with key findings highlighted.

4.0. Analysis of Key Findings

4.1. Questionnaire

- A total of 718 interviews were conducted in urban and rural areas, though there was a weight towards urban areas due to logistical constraints of the survey. Respondents were selected in the age range of 16 – 65+ years.
- While an effort was made to balance the number of female and male respondents, social and cultural constraints made it inevitable that the survey found more male respondents. In total, males made up 71% of the sample, with females constituting 29%. Enumerators noted that many women said they were, or appeared to be, too

busy with income-generating activities and business or household chores to participate in the survey. More men were found with time on their hands.

- The sample was only drawn from different segments of society, namely: staff from professional associations, religious leaders, women and youth groups, businessmen, people from humanitarian organizations, community elders, local government officials, media, unemployed, displaced persons, residents of urban and rural areas.

Table 1: Number of male compared to female respondents to questionnaire

	Respondents	Region	Male	Female	% Male	% Female
	140 Persons	Benadir	92	48	66	34
	120 Persons	Lower Shabelle	88	32	73	27
	120 Persons	Bay	91	29	76	24
	70 Persons	Mudug	51	19	73	27
	150 Persons	Bari	122	28	81	19
	30 Persons	Nairobi	17	13	57	43
	46 Persons	Hagadera & Dadaab	24	22	52	48
	42 Persons	Hiran and Galgudud	27	15	64	36
Total	718		512	206	71%	29%

4.1.1 IRIN Radio awareness and listening patterns

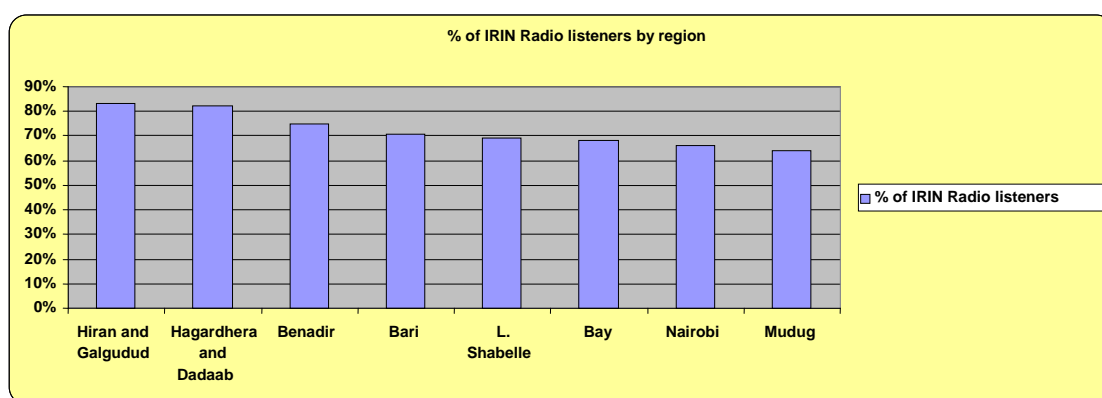
- Respondents were asked which radio/s they listen to: **515** people (out of a total sample group of **718**) responded that they listen to IRIN Radio and on a regular if not daily basis. (Many of these respondents also named other radios that they listen to as well). This makes a total of **72%** of respondents who listen to IRIN Radio regularly or daily.
- Listening rates were even higher in some of the individual area surveyed, for example in rural areas, Hiran and Galgudud, **83%** said they listen regularly to IRIN Radio; and in refugee camps Dadaab and Hagadera in northeastern Kenya, where **82%** of respondents listened regularly.
- The rest of the total number of respondents (i.e. **203** people, or **28%** of respondents) answered that they do know about IRIN Radio, but listen less frequently, sometimes, or rarely. It is noteworthy that there were **zero** respondents in the sample group who said they had not heard about IRIN Radio, or had never listened to IRIN Radio. This shows an excellent 100% rate of awareness of IRIN Radio among the target listening groups.
- Respondents gave a variety of answers about where they usually listen to the radio: including in their homes, at workplaces, and in public places like cafeterias and business centres. At this stage, it came up often that what attracts many listeners to IRIN Radio is that it is heard via local FM stations in towns (a number

of local FM stations rebroadcast the IRIN programming daily). Urban listeners said they find local FMs easily tunable.

- In more remote rural areas, the listening pattern was found to be different. It was noted that the majority of the pastoralist and agro-pastoralist people in rural areas surveyed listen to IRIN Radio on short wave, as there are no FM stations reaching these areas. In such areas, programmes about agriculture, livestock, weather forecasting, and others are of particular concern and interest. These listeners mostly carried small light radios in their pockets which are easily tunable to short wave frequencies.
- In Mogadishu, listeners often cited insecurity, clashes, and closures of radio stations, as reasons for not listening regularly to the radio generally, including to IRIN Radio. IRIN Radio's most loyal listeners here were representatives of civil society organizations and housewives.

The following table and chart shows the percentage of IRIN Radio listeners in each region:

Regions	No. of Respondents	No. of IRIN Radio Listeners	% of IRIN Radio Listeners
Hiran and Galgudud	42 Persons	35	83%
Hagardher and Dhadhab	46 Persons	38	82%
Benadir	140 Persons	105	75%
Bari	150 Persons	107	71%
L. Shabelle	120 Persons	83	69%
Bay	120 Persons	82	68%
Nairobi	30 Persons	20	66%
Mudug	70 Persons	45	64%
Total	718	515	72%



4.1.2. Comparisons and preferences

- The respondents were asked to name their preferred radio or radios. (They were not prompted by a list of options). Out of the **718** people interviewed, **285** people ranked IRIN Radio as their favourite. This means that **39%** of respondents confirmed that IRIN Radio is their first choice of radio listening (even though it is a daily programme rather than a fully fledged radio station). When asked to qualify their choice, most said they liked the range and depth of the humanitarian and social programming on IRIN.
- Most listeners (433 people or 60% of the sample) ranked a local FM station and/or one or both international broadcasters BBC and VOA as their preferred radio/s. (The survey did not disaggregate data among these 433 people). Many listeners explained that they liked to keep abreast of news and politics; many also said they wanted to hear what they called “conflict news,” (i.e. information on when and where incidents of insecurity or outbreaks of conflict or violence may be occurring) for their own personal security, so they could judge if it was safe for them to go out, particularly in the morning to their places of work.
- The FM stations named as popular by urban-based listeners surveyed are Horseed Radio, Codka Mudug, Somaliweyn, Xormo, Juba and Frontier FM.
- Most listeners interviewed in rural Galgudug and Hiran regions named IRIN as their preferred radio, which they access on short wave.

4.1.2 IRIN Radio listening interests

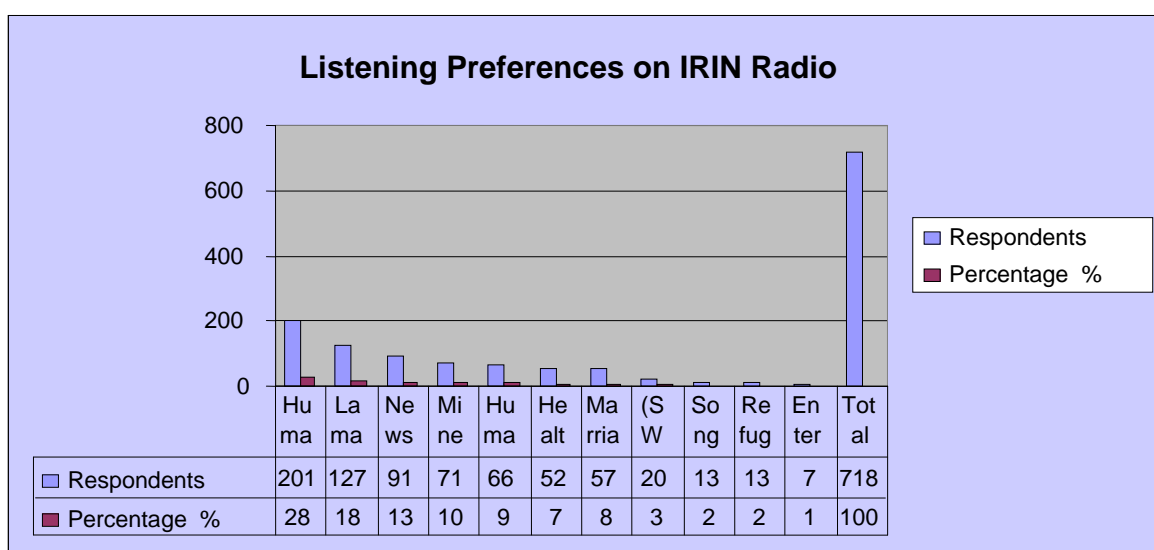
Respondents were asked what kind of programmes and topics they are most interested in on IRIN Radio. The **718** people interviewed, who all confirmed awareness of IRIN Radio in the first part of the survey, gave their preferences as summarized in the following 11 categories:

1. General humanitarian, social and peace programmes (201 people)
2. ‘Lama Huraan’ IRIN’s socially-aware drama series (127 people)
3. Topical humanitarian debates and news reports(91 people)
4. Mine risk awareness (71 people)
5. Human rights issues (66 people)
6. Health programmes, including HIV/AIDS, FGM, breastfeeding (52 people)
7. Marriage, customs, socio-cultural issues (57 people)
8. Weather forecast (by FAO-SWALIM) (20 people)
9. Songs, poems and music (13 people)
10. Refugee issues and problems they face (13 people)
11. Entertainment (7 people)

Table 2: Listening Preferences and Interests on IRIN Radio

S.N.	Descriptions	Respondents	Percentage %
1.	Humanitarian, peace programmes	201	28.00
2.	Lama Huraan socially-aware drama	127	18.00
3.	News and debates	91	13.00
4.	Mine risk awareness	71	10.00
5.	Human rights issues	66	9.00
6.	Health (inc.HIV/AIDS,FGM, breastfeeding etc)	52	7.00
7.	Marriage, customs, socio-cultural	57	8.00
8.	Weather forecast (SWALIM)	20	3.00
9.	Songs, poems and music	13	2.00
10.	Refugees and the problems they face	13	2.00
11.	Entertainment	7	1.00
	Total	718	100%

Graph



The programmes most talked about by IRIN Radio listeners are therefore humanitarian issues in general, with a strong interest in socially aware radio drama and debate.

As the chart shows, respondents have plainly indicated that what distinguishes IRIN Radio from other radios is its focus on humanitarian issues, and this is what they like about it.

A large number of respondents were extremely complementary about IRIN Radio's service and stated things beyond the limits of the questionnaire in hand, for example, that it has been a wonderful addition to the airwaves ("miracle radio", as some people dubbed it!) in the way it speaks up and advocates for voiceless Somalis living in dire conditions.

4.1.3 Impact of IRIN Radio

The survey sought to gather qualitative feedback from listeners to assess IRIN Radio's impact. This section provides a list of direct quotations recorded from respondents to the questionnaire:

Respondents were asked **"What effect has listening to IRIN Radio had on you? How has your behavior been changed by any of the programmes, messages or information heard through IRIN Radio?"**

"Radio IRIN is on air at a time I am off work and this has motivated me to become accustomed to listen daily, furthermore I personally admire a programme called "short debate and discussion" as it introduces me to the names and voices of leading Somalis."

"I would like to have IRIN Radio as my life companion and I have hope that Somalis will someday get out of this conflict."

"I obtained good awareness on how to teach our children the way to avoid mine explosions and other risks [from UXO] and on influencing our young boys away from being recruited as militia or soldiers."

"IRIN Radio has helped me in obtaining positive attitudes towards increasing my knowledge, understanding and awareness."

"The impact that IRIN Radio had on me is that I became aware of the difficulties migrants encounter on their hazardous journey to Yemen and how people have to survive in IDP camps."

"IRIN Radio interests me deeply and I have become really accustomed to waiting for the air time daily."

"It touches me deeply to hear about the dreadful plight of the Somali people affected by endless ongoing war."

"I would describe the radio [IRIN] as a story teller signaling to all Somali people the goodness and taste of a peaceful life."

"IRIN Radio has motivated me to become a peace lover."

“The day I heard about the plight and difficulties faced by many Somali youth migrants I decided not to migrate to any country in the world.”

“My knowledge of cultural life and aspects in rural areas has improved since I started listening to IRIN Radio”

“IRIN Radio has made me think how best to extend assistance to people in dire need of help.”

“One of the impacts I felt was that IRIN encourages me to promote peace.”

“I have learnt though the radio [IRIN] how to prevent swine flu infection (N1 and H1).”

“IRIN Radio has particularly impressed me because of its neutrality.”

“It encouraged me to differentiate between people who are now suffering and those who are not suffering.”

“It made me think often about how I should assist all those widows whose husbands have died during the last three year conflict based on religion.”

“I am impressed by the debates and interviews so that I have become addicted to listening to Radio IRIN.”

“I have personally become aware of the risks involved in unexploded ordnance and weapons and especially for children.”

“I have become more aware and knowledgeable about traditional Somali values, especially as conveyed through the IRIN drama programmes.”

Respondents were asked: **How do you think IRIN Radio has contributed to changing the life of Somalis?**

Some of the respondents' quotes follow:

“I can say it has contributed a lot to changing the life of Somalis, because now we Somali people have realized that we can help one another without outside help.”

“It has greatly contributed to changing the life of Somalis because IRIN Radio is a source where the humanitarian needs and news of both communities in rural and urban centres are released.”

“Because IRIN Radio promotes peace and lobbies also for development and assistance for needy people.”

“I believe IRIN Radio had contributed to the life of many Somalis in terms of understanding that fighting is useless, and that to stay and live in your country is the best option for every Somali.”

“I believe that it has indeed contributed to changing the life of Somalis because IRIN Radio focuses on issues directly touching or effecting the lives of the Somali people, whereas other radios do exaggerate politics and their politicians.”

“Yes, IRIN Radio releases many important and interesting programmes such as FGM, breastfeeding and HIV/AIDS, and these issues are needed by the community.”

“I would say that IRIN Radio has changed the lives of Somali people, because the radio stands for the right of every human being.”

“It can contribute to changing the life of Somalis if it is continuously used to carry out correct awareness on certain issues.”

“In my way of thinking, IRIN has contributed to changing the life of the Somali people; it has indeed instilled in all Somali people a sense of humanity and empathy.”

“Because IRIN Radio reveals the actual humanitarian situations of people hardest hit by crisis and those who have no choice but to flee from the effects of conflict.”

Respondents were asked: **“Can you name a particular programme or item on IRIN Radio that has really impressed you for some reason?”** A selection of responses follows:

“The story “Lama Huraan” [IRIN radio drama] has tremendously impressed me and I actually like it, because it is a story that truly depicts the existing life situations of the Somali people.”

“A programme on minerals and oil in Somalia; because I came to realize that Somalia, although poor, has considerable untapped resources of oil and minerals.”

“I like for instance a programme on livestock rearing, in this programme you hear the noises and voices of the animals in rural areas; and I acquire more information about animals and their survival.”

“Prevention methods to avoid explosive devices; because if we are not continuously advised on this, our children will continue to sustain severe injuries from this or die.”

“Hearing stories told by some men who beat their wives was something that surprised and impressed me; because I can say this sort of action is something which is inappropriate and new to Somali culture.”

“Programme on marriage and customs; I like this programme because of some narrations on earlier customs and marriages.”

“One dreadful story I heard was about a woman who killed her husband; I was personally shocked to hear this as it is forbidden to kill somebody according to our religion.”

“Cultural Somali life in rural areas in ancient times.”

When asked if there was any issue or topic covered on IRIN Radio that they did not like, every respondent (100%) confirmed to enumerators that there was no issue or topic covered by IRIN Radio that did not interest them. No respondents gave any negative views about the programming, other than to say they might like more airtime or more of one particular topic than another. This came across as a clear endorsement of the value and usefulness of the IRIN Radio service.

4.1.5 Suggestions from Listeners for IRIN Radio

Respondents were asked to suggest or recommend anything that might improve IRIN Radio's service to listeners. The statements below were recorded in the various locations where the survey was conducted:

- IRIN should increase the duration of the programme up to one and a half hours
- IRIN should schedule an extra broadcast time for the programme in the morning
- IRIN Radio could extend programmes that revive interest and understanding in Somali traditions and culture
- Add programmes on IRIN in the cultural language of May May [several respondents in Baidoa area]
- IRIN should report on the human rights situation of Somalis imprisoned outside their country and the way they are being treated
- IRIN Radio should keep up its focus on programming about family affairs
- Programmes giving information on ways to improve women's entrepreneurship
- More programmes on religious teaching; programmes for youth; awareness-raising on protecting the environment, deforestation and charcoal-burning.
- Increase IRIN Radio's broadcast time
- IRIN Radio should assign reporters to conduct debates aimed at bringing reconciliation and social integration in divided communities such as Galkayo
- IRIN Radio should provide news bulletins on what the international NGOs are doing to help people
- Strengthen the capacity of the reporters to enable them to do their work more effectively
- Hold more debates among politicians and community leaders on Somali problems and how to overcome them.
- IRIN should assign a reporter to the refugee camps, since UNHCR and IRIN are both under UN control,
- People living in refugee camps in Kenya need news about Somali refugees in Kenya
- Good governance and civic education programming needed
- Somalis are oral society so programme-makers should take note of the preference for drama and debates

- IRIN radio should keep on releasing updated programmes and avoid the repetitions of some already heard programmes
- IRIN Radio should include instructional programmes on agriculture and farming
- Several FM Radio stations are recommended as rebroadcasters in Bossaso
- Radio should double amount of health programmes and broadcast more about breastfeeding, STDs, HIV, care for pregnant women
- It should host religious sheikhs for discussions on Holy Quran interpretations to increase knowledge of young generations affected by radical ideologies
- IRIN should release diaspora programmes and their way of life
- IRIN Radio should continue peace building and reconciliation programmes

4.2 Focus Group Discussions

4.2.1 The Participants

In the focus group sessions, a set of standard questions developed by ODCEF during induction training for local consultants and enumerators was used as a basis for discussions.

A total of 26 sessions of focus group discussions were held with a total number of 200 participants. Enumerators tried to encourage discussion in a direct and open manner, so that participants could candidly share their views and listen to those of others.

The venues for all focus group sessions were local NGO offices, in a conference room where available. Refreshments and some incentives were paid to all participants; participants were in mixed gender and age groups.

Participants were selected from people who said they were regular IRIN Radio listeners, and who have a good educational background enabling them to take part fully in discussions. As such, they came from such backgrounds as NGO staff, religious leaders, women and youth groups, businessmen, local government officials, local radio reporters, as well as IDP, housewives and unemployed.

Table 3: Locations for Focus Group Discussions

Participants	Participants per session	Number of sessions	Region
60 Persons	6	10	Benadir
30 Persons	5	6	Lower Shabelle
30 Persons	5	6	Bay
30 Persons	5	6	Mudug
30 Persons	5	6	Bare
Total 200 Persons	26	34	

4.2.2 Listening interests expressed in FGDs

Participants were engaged in discussions about what kind of programmes on IRIN Radio they found most interesting. The topics raised fell into seven categories, and the popularity of each can be seen below:

Table 4: What IRIN Radio programmes people in FGDs liked most

Description of issue or topic	Respondents	Percentage
Social affairs and humanitarian issues programmes	56	28
“Lama Huraan” socially-aware radio drama	40	20
Awareness raising on youth migration to Yemen	30	15
Awareness raising on mine and UXO risk	22	11
Health, sanitation and human rights issues	20	10
Literature, greetings and songs	18	9
Livestock rearing	14	7
Total # of people responded & percentage	200	100

4.2.3 Suggestions from Focus Groups

Participants were engaged in discussions over what improvements might be made to make the IRIN Radio service more interesting and useful to them. The suggestions that predominated are as follows:

1. Somali history and civic education should be started as soon as possible.
2. IRIN Radio should interview older generation members educated in Somalia during the good old days and allow them to express their views, for them to narrate to young people of today how it was when the country had a functioning government, and how things deteriorated to reach the current state.
3. IRIN Radio should state recommendations to go with every awareness raising programme that it airs, to make it very clear how people should act or respond.
4. IRIN Radio should release more religious programmes to warn people against killing others and against crimes against humanity.
5. IRIN Radio should produce a drama series to make young people aware of the dangers of migrating and dissuade them from hazardous journeys.
6. Many respondents said they were interested to hear more dramas on IRIN Radio, and youth stories.
7. IRIN Radio should interview NGO officers in each region of Somalia to disclose what they have actually done for their respective communities.
8. Respondents suggested adding more programmes on education and women’s issues.
9. Sports programmes were suggested by several participants in FGDs.
10. IRIN Radio should increase its coverage of the displaced and talk more about IDPs eg in Puntland.



Participants at a Focus Group Discussion in Galkayo, Mudug region (November 2009)

5. Constraints and Challenges

There were a number of challenges encountered during the survey exercise.

- Many respondents found the questionnaire quite probing and wanted to give a single answer without being pressed for follow up and subsidiary answers. There is little familiarity with such exercises among most of the people the enumerators questioned, so explaining the exercise and insisting on co-operation took much more time and effort that might be the case in other places and under other circumstances. As there are many people in Somalia with low literacy and educational level, many found some of the questions and issues hard to understand and relied on very patient input from enumerators.
- In some regions, notably Lower Shabelle and Bay, there were high levels of suspicion among the public due to the current security situation, and some people declined to be interviewed, while others had to be given more time to think it over and to be assured of the anonymity of their responses and the lack of 'politics' associated with the survey.
- Finding an acceptable balance of women to men respondents was difficult but the enumerators felt satisfied with having achieved a ratio of about one third female to two thirds males. More women were busy earning a living for

themselves and their family, while more men were out and about and available with time on their hands to deal with the questionnaire.

- ODCEF consultants were not able to conduct a survey in the northwest Somaliland region.
- The spread of the survey in other parts of Somali territory is judged to be good and representative, though inevitably security factors played a part in selecting which areas to conduct the questionnaire in and which areas were not accessible.
- With a more ample budget and time scale, more surveying in rural areas would have been instructive, particularly as this is where IRIN Radio's short wave service plays a vital information role for listeners in the absence of FM.
- Collating data in the field in the rural areas and refugee camps took more time than originally estimated and therefore the final analysis and reporting was rather overdue, though the results are nevertheless timely and valid.

6. Conclusions

In this survey, carried out in seven Somali regions in the Northeast, South and Central zones, plus two refugee camps in Kenya and in Nairobi between November 2009 and February 2010, a total of 515 of 718 respondents interviewed have confirmed to the research teams that they listen regularly to IRIN Radio.

This means **72%** of the target audiences are regular listeners, which is viewed as a very high rating for IRIN and a validation of its efforts.

In the rural areas of central Somalia, Hiran and Galgadud, the listening figures are even higher, with **83%** of those questioned saying they listen to IRIN Radio regularly. This is because of the accessibility of IRIN via short wave in rural areas that are not served by FM broadcasts. This figure confirmed IRIN's strategy of using short wave as a primary broadcasting mechanism in the absence of local services of national reach.

Also in the refugee camps in northeastern Kenya, IRIN Radio was particularly popular with **82%** of those surveyed saying they listen regularly.

Out of the **718** people interviewed, **39%** of people ranked IRIN Radio as their first choice of listening. The majority of respondents, 61%, named their local FM station as their favourite radio, often in conjunction with BBC and/or VOA, especially for news and security information. IRIN Radio seeks to complement the output of the local and international broadcasters by adding unique humanitarian content, and therefore this level of response was felt to be very satisfactory.

Respondents noted in large numbers that they liked IRIN Radio for the way it focuses directly on the actual humanitarian situation that is prevailing in all parts of Somalia and likewise for its unique social affairs programming. The consultants were satisfied that most listeners recognized the unique character of IRIN Radio as a provider of humanitarian information and appreciated the programming as material they did not generally or consistently find on other radios.

According to those interviewed in this survey, drama-based programmes are the most well liked formats so programme producers should take note of this. A combination of drama and debates, awareness raising programs in all aspects of life, story telling and cultural poets, with a mix of local music/songs are highly recommended. The majority of the people interviewed have expressed their eagerness and desire to keep abreast with the news and information released on IRIN Radio on a daily basis.

The research team noted that the society feels at peace with IRIN Radio, that is to say, IRIN Radio has been seen by all of its listeners as a valuable and listenable radio which instills in all Somali people a sense of humanity and empathy. It is also regarded as a great initiative, as it reveals the actual and overall humanitarian situation which unfolds daily on the ground in Somalia, especially for the people escaping from the war, in dire difficulties and in need of assistance.