

INTERNEWS

**PAKISTAN-AFGHANISTAN CROSS-BORDER  
RADIO LISTENER SURVEY**

**Prepared by the Internews Pakistan and Afghanistan Cross-border Training and  
Information Exchange Project (PACT)**

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## **Executive Summary**

Local, independent radio stations in Afghanistan attract 29% of Afghan radio listeners in the border region, more than any other information source, and 34% of Afghan and Pakistani radio listeners in the border region are interested in receiving news from across the border, according to this survey carried out on behalf of the Internews Pak-Afghan Cross-border Training (PACT) project<sup>1</sup>.

The research was conducted in November-December 2004 under the PACT project, Internews' USAID-funded program that aims to provide training to radio journalists across the border region to produce and exchange local news programming. The results provide new insight into the radio listenership habits and the information needs of those living the Afghanistan-Pakistan border region. The study included a total of 545 respondents living in six locations along the border between Afghanistan and Pakistan. The analysis identifies trends across demographics including age, gender, urban/rural, and education level. Key findings include:

### **Preferred source of local news**

- Radio listenership in Afghanistan is 93% and in Pakistan 85%.
- 82% of all respondents cite media as their main source of news regarding local events – far more than other sources of information such as family, local gatherings, or word of mouth.

### **Favorite programs and listening times**

- 44% of all listeners in the surveyed region listen to the radio for news; 27% listen for music; 13% listen for formal and non-formal education.
- 23% of those in Afghanistan and 2% in Pakistan listen for educational programming.
- 33% of those in Pakistan and 21% in Afghanistan listen for musical entertainment
- In both Afghanistan and Pakistan, the most popular time of day to listen to the radio is at night from 8:00pm until midnight.

### **Preference for international, national and local news**

- 34% of all listeners indicated an interest to learn about events on the other side of the Pak-Afghan border
- BBC and Radio Free Afghanistan attract 34% and 23% of the cross-border audience respectively.

### **Awareness of, attitudes towards and aspirations regarding, local radio stations**

- Independent radio stations in Afghanistan attract 29% of radio listeners within their reach
- 26% of radio listeners in Afghanistan and Pakistan indicated that compared to international radio, they believe local radio should carry more music; 25% believe local radio should carry more educational programming; 10% believe it should carry more local news.

The findings have been instrumental in determining the design and orientation of Internews' radio journalism training seminars as well as the topics addressed and the formats used in radio program production for the Pak-AF border regions. Internews' ongoing training and radio content production activities focus on producing programs for broadcast during peak listening hours which combine news and music and are educationally-oriented. Internews radio programs

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<sup>1</sup> Internews gave this project the name PACT upon initiating program activities. The project is officially entitled 'Pakistan - Afghanistan Cross Border Training and Information Exchange' according to the grant agreement between USAID and Internews.

address locally relevant issues such as the return of refugees from Pakistan to Afghanistan, Islamic schools and a range of women's issues.

## **Objective**

This research was conducted in November-December 2004 as a part of the Pakistan-Afghanistan Cross-border Training and Information Exchange Project (PACT), Internews' USAID-funded program that aims to provide training to radio journalists across the border region to produce and exchange local news programming. The research was conducted in the Afghanistan and Pakistan border region. It was designed to reveal information about radio listener habits and to identify the information needs and preferences of radio listeners. The results will be instrumental in both determining the design and orientation of PACT radio journalism training seminars as well as determining what subjects will be addressed in the radio programming that is produced under this program.

The research set out to establish the following key points:

- Favorite sources of local news
- Comparative popularity of radio vs. other sources of information
- Favorite programs, type of programs, listening times and radio stations
- Relative preference for international, national and local news
- Awareness of, attitudes towards and aspirations regarding, local radio stations

## **Methodology**

The research was carried out in November and December of 2004 in regions of Afghanistan and Pakistan close to the border. It was conducted in collaboration with Peshawar University and carried out by face-to-face interviews, using questionnaires developed by Internews, in collaboration with Shireen Sultan, Audience Evaluation co-ordinator with the BBC Afghan Education Drama project. The questionnaire used for the survey included in Annex 1.

In all, the research was conducted in six locations – three in Pakistan and three in Afghanistan. The three locations chosen in Pakistan were Khyber Agency and Kurram Agency, two tribal agencies in the North-West Frontier Province, as well as Quetta and Chaman, the capital and a Pak-Afghan border town in Balochistan. In Afghanistan, the research was conducted in collaboration with the local office of UNHCR in Nangrahar. In Kandahar, we were assisted by the local office of Aina, a French NGO which co-ordinates media activities in various parts of Afghanistan. Aina found experienced researchers to conduct the field-work, and provided facilities for their training. In Khost, PACT collaborated with the local independent radio station, Da Sulh Paygham.

The research in Quetta/Chaman was supervised by Aurangzaib Khan, Internews Peshawar University Broadcast Academy (PUBA) Peshawar co-ordinator, and conducted in collaboration with two local NGOs – the Taraqi Foundation and Water, Sanitation and Environment, who had prior experience of conducting such surveys in the area. The research in Khyber and Kurram Agency was conducted using field-workers from PACT's own pool of journalists. Researchers were trained in survey methodology by Shireen Sultan of the BBC.

For some questions, researchers provided respondents with multiple choice answers, including an option if none of the choices provided were applicable. For other questions, such as "*what is a convenient time for listening to the radio?*", researchers invited respondents to answer "yes" or

“no” to each of a series of questions, enabling them to choose one or several options. Throughout this report, the type of question asked – multiple or single-choice – is specified.

The primary data was encoded into Microsoft Excel and analyzed on DA-System software.

### Sampling method

Researchers used the cluster method to select respondents. The cluster method is based on interviews of a small sample of the population, representing the population unit as a whole, while the population unit is representative of the entire area being surveyed. The cluster was selected by choosing five houses in three directions, from a central point in the population unit (town/village). Care was taken to avoid interviewing respondents in two houses next to each other, since those in the second house were likely to have been prompted by those already interviewed in the first house. A single cluster is equal to five houses, in each house one respondent over the age of 15 being chosen by lot. Half the clusters in each area were from a rural area, and half were situated in an urban areas. Altogether, 545 respondents took part in the survey; 50.09% of them, or 273 respondents, from Afghanistan and 272 respondents, or 49.91% from Pakistan.

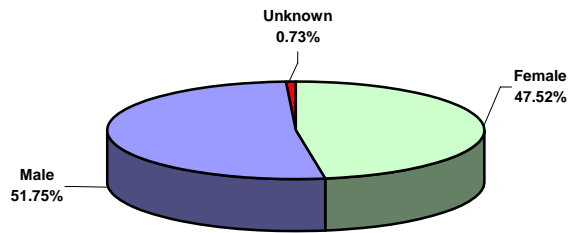
Country	All population	
	Number	Percent
<b>Afghanistan</b>	273	50.09
<b>Pakistan</b>	272	49.91
<b>Total</b>	<b>545</b>	<b>100.00</b>

The research was conducted in the following regions:

Location	Number	Percent
<b>Kurram Agency (Pakistan)</b>	93	17.06
<b>Khyber Agency (Pakistan)</b>	90	16.51
<b>Balochistan (Pakistan)</b>	89	16.33
<b>Kandahar (Afghanistan)</b>	90	16.51
<b>Khost (Afghanistan)</b>	92	16.88
<b>Jalalabad (Afghanistan)</b>	91	16.70
<b>Total</b>	<b>545</b>	<b>100.00</b>

The sex of the respondents is as follows:

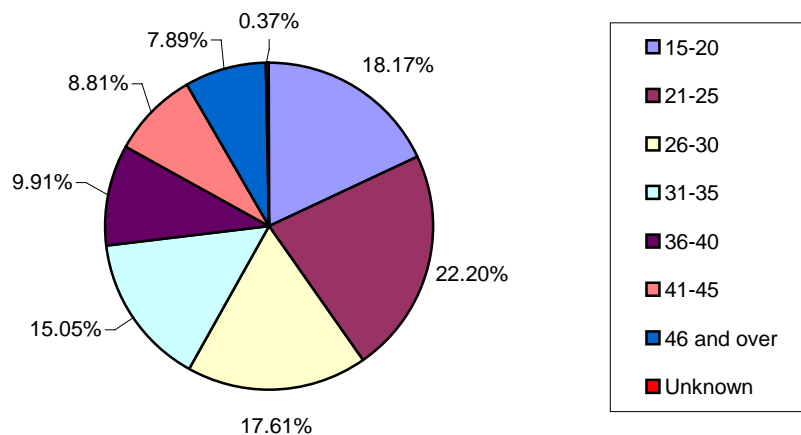
Sex	All population	
	Number	Percent
<b>Female</b>	259	47.52
<b>Male</b>	282	51.74
<b>Unknown</b>	4	0.73
<b>Total</b>	<b>545</b>	<b>100.0</b>



**Pic.1. Sex of respondents**

The age of the respondents is as follows:

AGE	All population	
	Number	Percent
15-20	99	18.17
21-25	121	22.20
26-30	96	17.61
31-35	82	15.05
36-40	54	9.91
41-45	48	8.81
46 and over	43	7.89
Unknown	2	0.37
<b>Total</b>	<b>545</b>	<b>100</b>



**Pic.2. Age structure of respondents.**

For the purposes of this survey, a person having received any education whatsoever, as defined by even elementary education and/or the ability to read and write at the most basic level, is considered “educated.” According to this criterion, 308 of the total respondents are “educated” and 232 of them are “uneducated.”

Education	ALL POPULATION	
	Number	Percent
<b>Educated</b>	308	56.51
<b>Uneducated</b>	232	42.57
<b>Unknown</b>	5	0.92
<b>Total</b>	<b>545</b>	<b>100.0</b>

The survey was mostly conducted in rural areas, though the cities of Kandahar, Khost, and Jalalabad in Afghanistan and Quetta in Pakistan were included in the ambit of the survey. For the sake of the survey, those residing in district or provincial headquarters are considered “urban,” while those residing outside the district or provincial headquarters are considered “rural.”

Accordingly, the living area of respondents may be divided as follows:

Area	ALL POPULATION	
	Number	Percent
<b>Urban</b>	213	39.15
<b>Rural</b>	332	60.85
<b>Total</b>	<b>545</b>	<b>100.0</b>

The following table represents the employment status of the respondents that took part in the research:

OCCUPATION	ALL POPULATION	
	NUMBER	PERCENT
<b>Government employee</b>	34	6.24
<b>Skilled labor</b>	29	5.32
<b>Student</b>	69	12.66
<b>Teacher</b>	52	9.54
<b>Mullah</b>	9	1.65
<b>Jobless</b>	141	25.87
<b>Business</b>	25	4.59
<b>Shopkeeper</b>	44	8.07
<b>Farmer</b>	26	4.77
<b>Other professions</b>	116	21.27
<b>Total</b>	<b>545</b>	<b>100.0</b>

The survey was conducted in the Pakistan-Afghanistan border area where the radio programs produced under the PACT program will be broadcast. The lingua franca of these areas is

predominantly Pashto. This is reflected in the mother tongues of respondents that participated in the survey:

Mother Tongue	Sample	
	Number	Percent
Urdu	11	2.02
Pashto	483	88.62
Dari	20	3.67
Other	17	3.12
Unknown	14	2.57
<b>Total</b>	<b>545</b>	<b>100.00</b>

### Some key terms used in the survey:

Before conducting the survey, Internews provided training to the field research teams. This training emphasized the definitions of some key terms which were used in the survey. For example, the difference between “national” and “local” was defined as follows: “national” refers to events in the country as a whole and “local” refers to events in one’s own locality, for example, his or her village or district.

Another key distinction was drawn between “formal” and “non-formal” education. For the purposes of this survey, “formal” education is considered to be the type of syllabus-based education one receives at school, while “non-formal” education is considered to be the type of needs-based instruction in life skills which is imparted, for example, by the well-known BBC radio soap-opera, “New Home, New Life.” This is based on the assumption that once put into practice, “non-formal” education improves one’s quality of life, be it in the field of health, hygiene, farming, mine-awareness, conflict resolution, drugs awareness or whatever, while “formal” education increases one’s knowledge in the field of more academic subjects.

Finally, a distinction was drawn between “information” and “education.” In radio terms, anything which imparts information, normally and most commonly in the field of current affairs is considered “information.” “Education,” for its part, refers to either of the two types of education, “formal” or “non-formal” as mentioned above.

### Afghanistan

The survey was carried out in three regions of Afghanistan: Kandahar, Khost, and Jalalabad. In every region, the number of respondents was selected proportionally, making an average of 90 respondents in every region. Altogether 273 respondents were questioned. 45.23% of them are women and 54.78% are men. 160 of the respondents are educated and 113 are uneducated.

### Pakistan

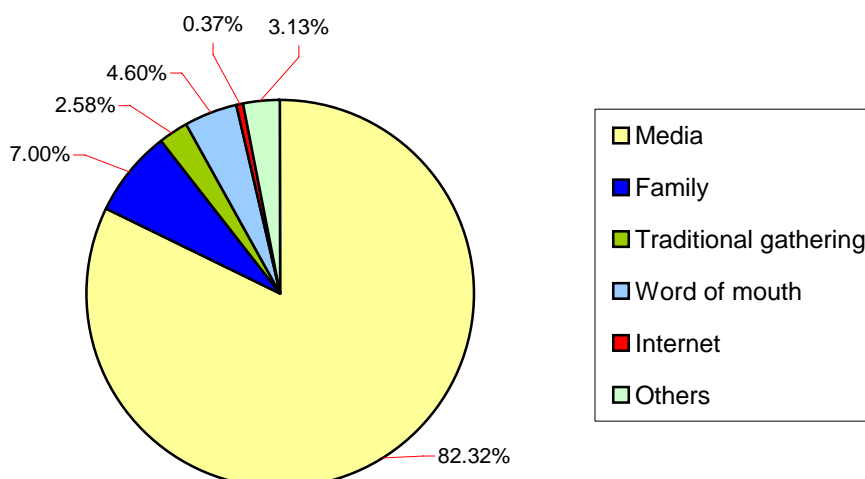
The survey was conducted in three regions of Pakistan: Kurram Agency, Khyber Agency, and Balochistan. In every region, the number of respondents was selected proportionally, making an average of 90 respondents in every region. Altogether 272 respondents were interviewed. This makes up 49.9% of the total number of respondents in the survey. 50.56% of the respondents are women and 39.44% are men. 55.02% of the respondents are educated and 44.98% are uneducated.

## Local sources of information

Based on the results of the research, 447 respondents or 82.32% of the total population surveyed indicates mass media as their main source of information about existing events in their own locale. 7% of respondents indicate their families and 4.6% indicate rumors as the first source of the information. Only two of the respondents or 0.37% of the total amount report using Internet as the main source of getting information.

**Table 1.1. Primary sources of local information**

What is your primary source of information regarding events in your own locality?	ALL POPULATION	
	NUMBER	PERCENT
Media	447	82.32
Family	38	7.00
Traditional gathering	14	2.58
Word of mouth	25	4.60
Internet	2	0.37
Others	17	3.13



**Pic.3. Primary sources of local information**

If this value is analyzed separately in Afghanistan and Pakistan, we can observe that the majority of people chose mass media as the main source of information – in Afghanistan 82.78% and in Pakistan 81.85% of respondents. There are significant differences between the countries in choosing other sources of information.

Taking into account the definition of “locality” as one’s own village/district/province, the low number of people who report receiving information by word of mouth, particularly in Afghanistan, comes as a surprise to the researchers, who suspect that perhaps many respondents did not understand the definition of “locality.” Although the media is cited by the respondents as far and away the greatest source of local information, researchers question the extent to which the media is actually covers local events. Nevertheless, the fact that most respondents cite the media as the main source of information regarding events in their own locality indicates that the

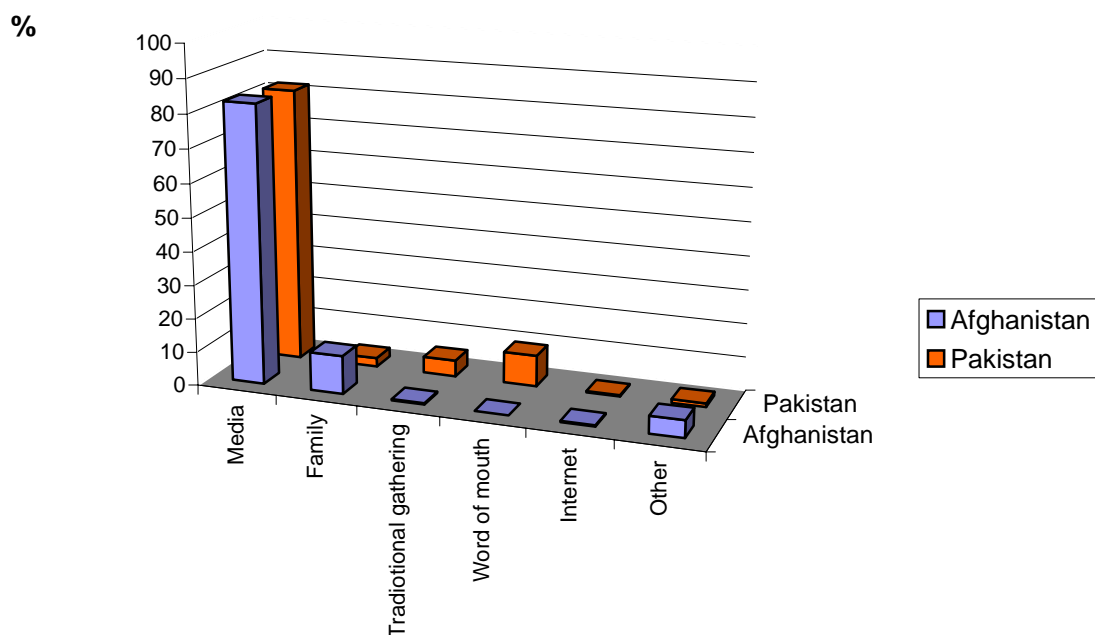
expectation exists that the media will and should cover local events, even if the reality currently falls short of the expectation.

Regardless, the research shows a greater reliance on traditional means of communication such as word of mouth and traditional gatherings in rural areas than in urban areas.

What is your primary source of information regarding events in your own locality?	Urban		Rural	
	Number	percent	number	Percent
<i>Media</i>	179	84.04	167	81.16
<i>Family</i>	18	8.45	20	6.08
<i>Traditional gathering</i>	4	1.88	10	3.04
<i>Word of mouth</i>	4	1.88	21	6.38
<i>Internet</i>	0	0.00	2	0.61
<i>Other</i>	8	3.76	9	2.74

**Table 1.2. How respondents get information about their own locality, by country**

What is your primary source of information regarding events in your own locality?	AFGHANISTAN		PAKISTAN	
	NUMBER	PERCENT	NUMBER	PERCENT
<b>Media</b>	226	82.78	221	81.85
<b>Family</b>	31	11.36	7	2.59
<b>Traditional gathering</b>	1	0.37	13	4.81
<b>Word of mouth</b>	0	0.00	25	9.26
<b>Internet</b>	1	0.37	1	0.37
<b>Other</b>	14	5.13	3	1.11



**Pic.4. Main sources of local information, by country**

### Radio listenership

According to the results of the survey, 484 respondents, or 88.97% listen to radio.

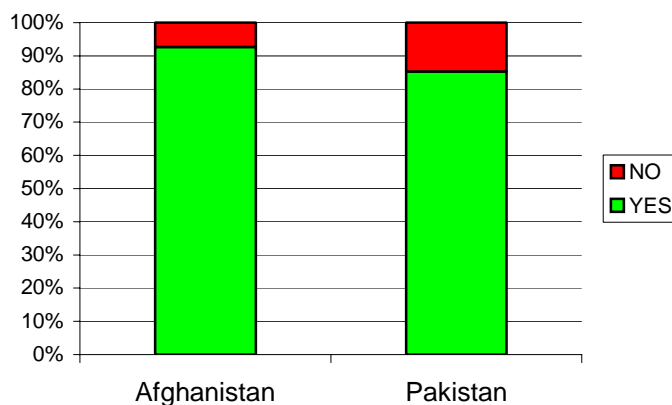
**Table 1.3. The number of radio listeners.**

Do you listen to radio?	SAMPLE	
	Number	Percent
<b>YES</b>	484	88.97
<b>NO</b>	60	11.03

Analyzing this value by country shows that radio audience in Afghanistan exceeds that of Pakistan by 7% - in Afghanistan this index makes up 92.47% and in Pakistan 85.24%. Nevertheless, radio audience is exceptionally high on both the Pakistan and Afghanistan sides of the border and is considered by the respondents to be the only viable means of mass communication in the border regions.

**Table 1.4. The number of radio listeners, by country**

Do you listen to radio?	Afghanistan		Pakistan	
	number	percent	number	percent
<b>YES</b>	253	92.67	231	85.24
<b>NO</b>	20	7.33	40	14.76



**Pic. 5. Comparison of the number of radio listeners in Afghanistan and in Pakistan**

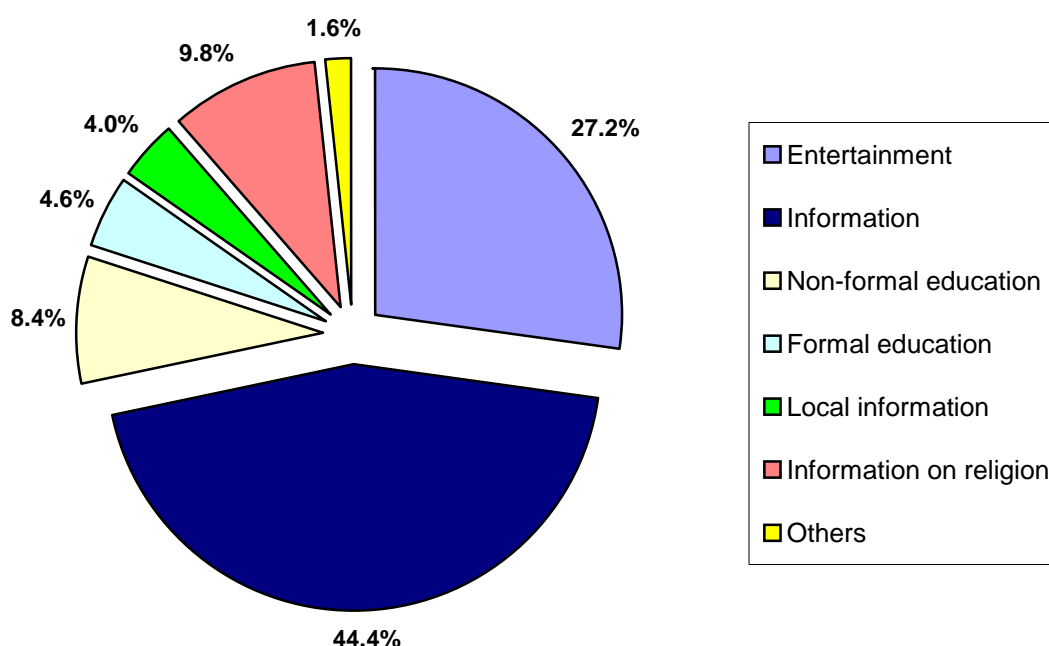
### Motivation for listening to the radio

To explore what motivates respondents to listen to the radio, they were invited to give a single answer to the questions “*What do you listen to the radio for? What do you expect to get out of it?*” Though a person might have several reasons for listening to the radio, the aim of this research was to determine each person’s main reason.

Regarding reasons and motives for listening to radio, 222 of all respondents or 44.4% mentioned receiving information as their main reason; 136 respondents or 27.2% listen to the radio in order to receive entertainment such as music. Other reasons for listening such as receiving formal and non-formal education, distance education, and radio schooling make up 4% to 10%. Nearly 10% of respondents cited religious programs as their main reason for listening to the radio. Non-formal education, at 8.4%, was more popular than formal education, at 4.6 %.

**Table 2.1. Reasons for listening to radio**

What do you listen to radio for? What do you expect to get out of radio?	SAMPLE	
	Number	Percent
Entertainment (music, etc.)	136	27.20
Information (news, documentaries)	222	44.40
Non-formal education (health, hygiene etc)	42	8.40
Formal education (distance education, radio schooling etc)	23	4.60
Local information	20	4.00
Information on religion	49	9.80
Others	8	1.60
<b>TOTAL</b>	<b>500</b>	<b>100.00</b>

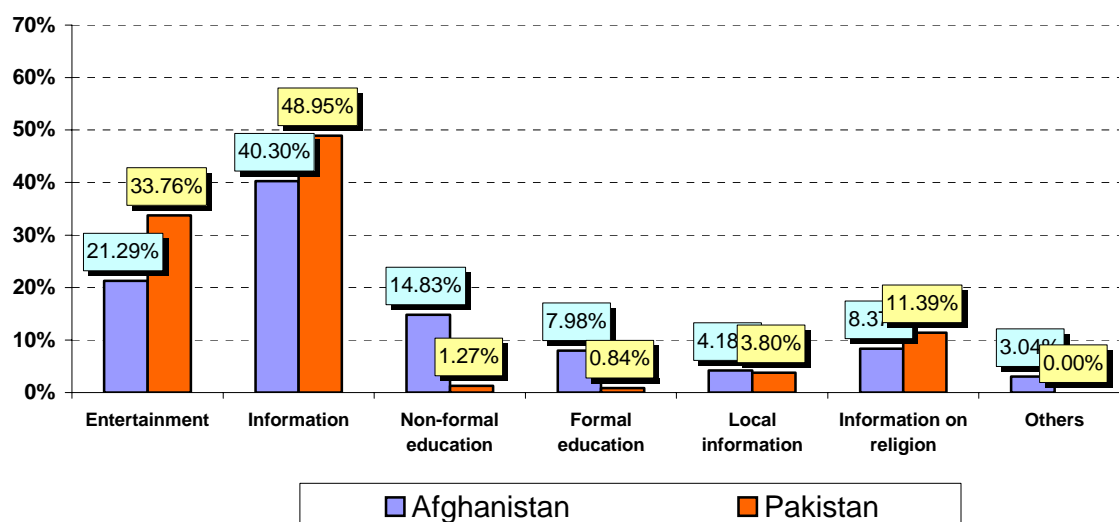


**Pic.6. Reasons for listening to radio**

Comparing the results of the survey with regard to the motivation for listening to the radio across Afghanistan and Pakistan reveals several differences. The main difference is the greater wish for educational programs – especially non-formal but also formal – among Afghan radio listeners. Most of these educational programs, including “New Home, New Life” on the BBC in the field of non-formal education and “Bia ki Biyamozem” on Radio Free Afghanistan in the field of formal education, are designed with Afghanistan’s listeners in mind. The results of the PACT survey show that such programs have a substantial following, particularly in Afghanistan.

**Table 2.2. Reasons for listening to the radio, by country**

What do you listen to radio for? What do you expect to get out of radio?	Afghanistan		Pakistan	
	number	percent	number	percent
Entertainment (music, etc.)	56	21.29	80	33.76
Information (news, documentaries)	106	40.30	116	48.95
Non-formal education (health, hygiene etc)	39	14.83	3	1.27
Formal education (distance education, radio schooling etc)	21	7.98	2	0.84
Local information	11	4.18	9	3.80
Information on religion	22	8.37	27	11.39
Others	8	3.04	0	0.00



**Pic.7. Motivations for listening to radio, by country**

The survey results indicate that a greater percentage of educated people listen to the radio to obtain information than do uneducated people. Indeed, almost half of the educated respondents, 49.83%, say their primary reason for listening the radio is to get information (news, documentaries, etc.) while only 37.02% of the uneducated respondents claim information to be their primary reason for listening. The survey shows that the difference between educated and uneducated listeners in choosing other reasons for listening to radio is not large. There is no significant difference, among those who are educated and non-educated, in listening to the radio in order to listen to educational programs.

What do you listen to radio for? What do you expect to get out of radio?	Educated		Uneducated	
	number	percent	number	percent
Entertainment (music, etc.)	67	23.34	67	32.21
Information (news, documentaries)	143	49.83	77	37.02
Non-formal education (health, hygiene etc)	26	9.06	15	7.21
Formal education (distance education, radio schooling etc)	14	4.88	9	4.33
Local information	9	3.14	11	5.29
Information on religion	23	8.01	26	12.50
Others	5	1.74	3	1.44

### Preferred Radio stations

To determine the popularity of various radio stations, researchers asked respondents “*which of these radio stations do you listen to more?*” and “*which is your favorite?*” Table 3.1 demonstrates that the BBC Pashto-Persian service is the most popular among respondents, with 173 saying they listen to this channel, or 34.88% of the total. Radio Free Afghanistan comes second, with 23.19% of those interviewed saying they tune in. Local Afghan radio stations set up by Internews Afghanistan places third behind the BBC and RFA, with 18.75% of all respondents

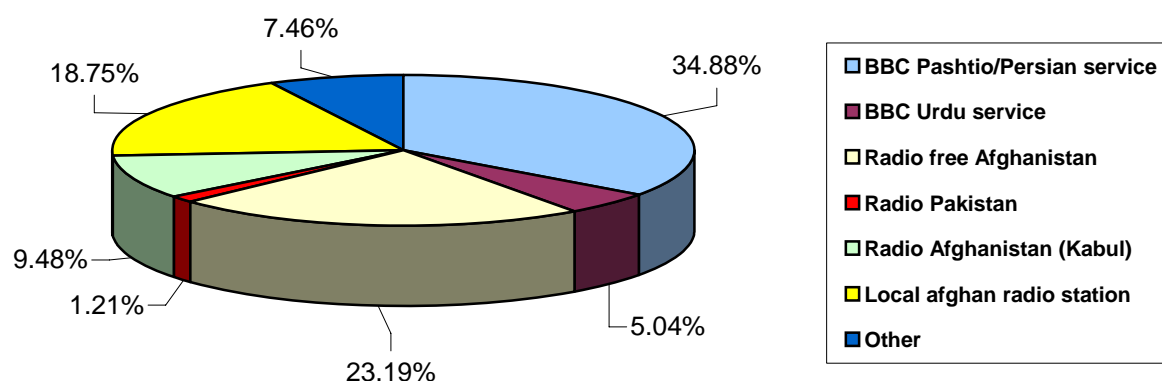
indicating a preference to listen to these radio stations. Even a considerable number of listeners in Pakistan – particularly in Kurram Agency (17%), where the signal of radio stations established across the border in Khost appears to reach – say that they prefer to listen to local Afghan radio stations.

The small number of BBC Urdu Service listeners can be accounted for by the minority of respondents that speak in Urdu. In the research only 11 or 2.02% of all respondents cited Urdu as their first language. Nevertheless, the number of people listening to the Urdu service of the BBC was higher than the number of respondents whose mother-tongue was Urdu.

**Table 3.1. Radio stations audiences on Afghanistan-Pakistan border**

"Which of these radio stations do you listen to most? Which is your favorite?"	Radio listeners	
	Number	Percent
BBC Pashto/Persian service	173	34.88
BBC Urdu service	25	5.04
Radio Free Afghanistan	115	23.19
Radio Pakistan	6	1.21
Radio Afghanistan (Kabul)	47	9.48
Local Afghan radio station	93	18.75
Others	37	7.46
<b>TOTAL</b>	<b>496</b>	<b>100.00</b>

If these results are analyzed separately by countries, we can see that most Afghan people, 28.52%, prefer to listen to local Afghan radio stations. In the areas of Afghanistan where the research was conducted the next most popular radio stations were BBC Pashto-Persian Service, 25.86% and Radio Free Afghanistan, 21.67%. In Afghanistan the BBC Urdu Service has the least audience, only 0.76% of respondents prefer to listen to it.



**Pic.8. Radio station audiences on Afghanistan-Pakistan border**

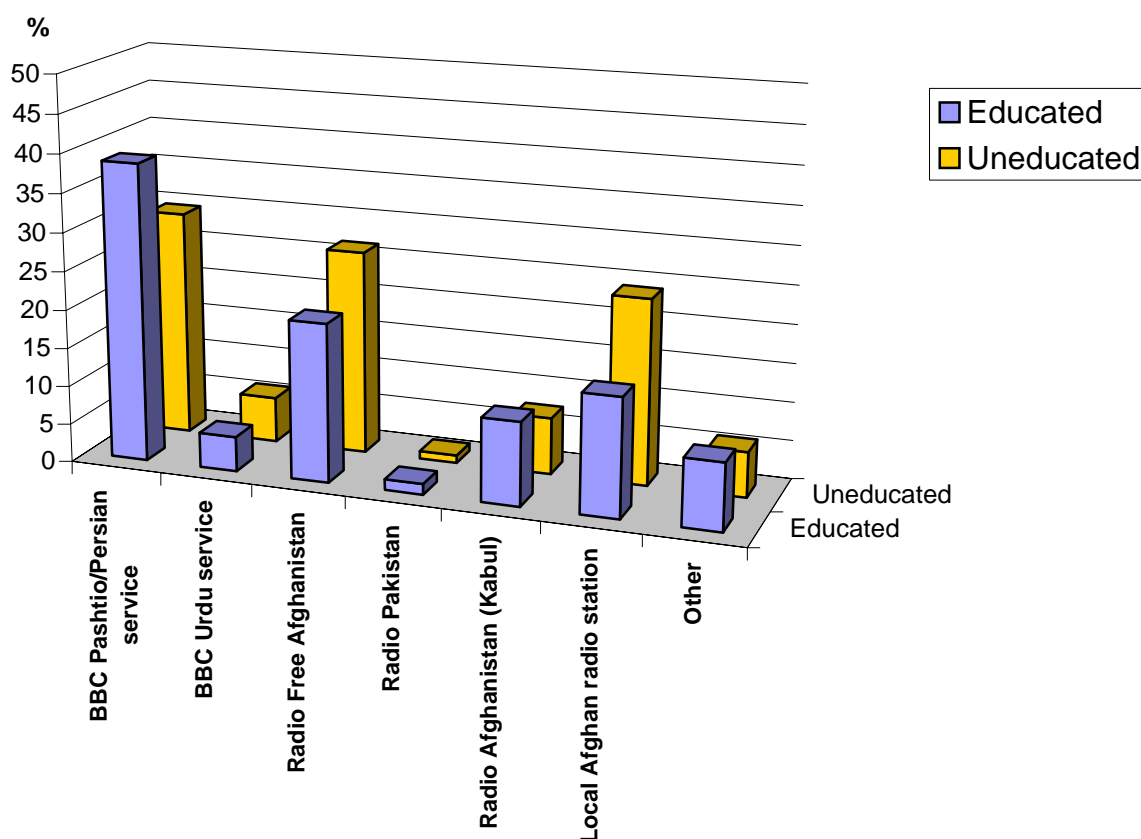
In Pakistan, 45% of radio listeners listen to the BBC Pashto–Persian Service. In the areas of Pakistan where the research was conducted, the number of listeners of Radio Free Afghanistan is 3.22% more than in Afghanistan. Also in Pakistan, 11% more listeners reported listening to Radio Afghanistan than to Radio Pakistan. Even local Afghan Radio stations received in Pakistan have 7% more of the Pakistani audience than Radio Pakistan.

**Table 3.2. Radio station audiences, by country**

Which of these radio stations do you listen to most? Which is your favorite?	Afghanistan		Pakistan	
	number	percent	number	percent
<b>BBC Pashto/Persian service</b>	68	25.86	105	45.06
<b>BBC Urdu service</b>	2	0.76	23	9.87
<b>Radio Free Afghanistan</b>	57	21.67	58	24.89
<b>Radio Pakistan</b>	4	1.52	2	0.86
<b>Radio Afghanistan (Kabul)</b>	20	7.60	27	11.59
<b>Local Afghan radio station</b>	75	28.52	18	7.73
<b>Other</b>	37	14.07	0	0

**Table 3.4. Radio station audiences, by education of listeners**

Which of these radio stations do you listen to more? Which is your favorite?	Educated		Uneducated	
	Number	percent	number	percent
<b>BBC Pashto/Persian service</b>	111	38.68	60	29.41
<b>BBC Urdu service</b>	13	4.53	12	5.88
<b>Radio Free Afghanistan</b>	59	20.56	54	26.47
<b>Radio Pakistan</b>	4	1.39	2	0.98
<b>Radio Afghanistan (Kabul)</b>	31	10.80	15	7.35
<b>Local Afghan radio station</b>	44	15.33	49	24.02
<b>Other</b>	25	8.71	12	5.88



**Pic.9. Radio station audiences, by education of listeners**

**Table 3.5. Radio station audiences, by mother tongue of listeners**

Which of these radio stations do you listen to most? Which is your favorite?	Urdu		Pashto		Dari		Other	
	<i>number</i>	%	<i>number</i>	%	<i>number</i>	%	<i>number</i>	%
<b>BBC Pashtio/Persian service</b>	2	25.0	157	35.12	4	21.05	6	40.0
<b>BBC Urdu service</b>	1	12.50	23	5.15	0	0.00	1	6.67
<b>Radio Free Afghanistan</b>	1	12.50	104	23.27	8	42.11	1	6.67
<b>Radio Pakistan</b>	0	0	6	1.34	0	0.00	0	0.00
<b>Radio Afghanistan (Kabul)</b>	3	37.50	37	8.28	0	0.00	5	33.33
<b>Local Afghan radio station</b>	1	12.50	84	18.79	7	36.84	1	6.67
<b>Other</b>	0	0	36	8.05	0	0	1	6.67

### Motivation for listening to particular radio stations

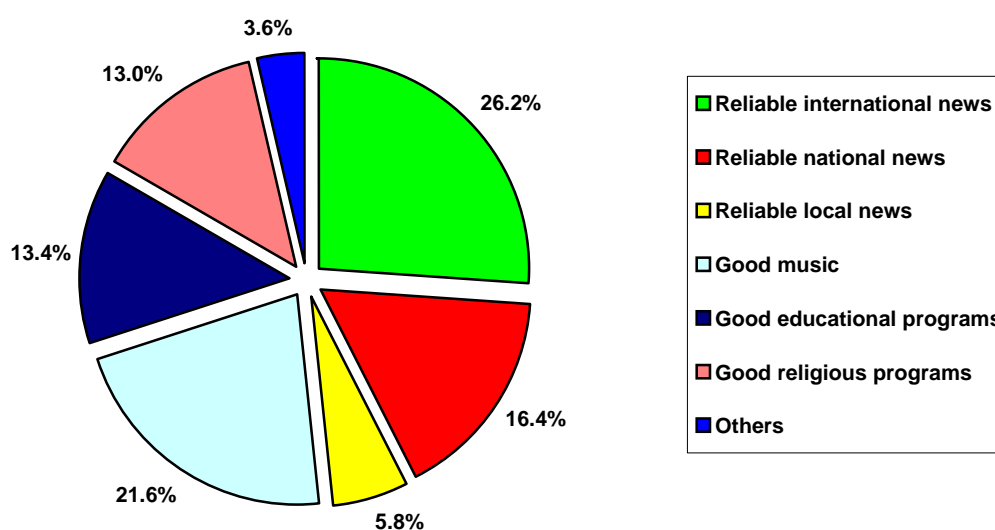
When respondents were asked to give reasons for listening to the listed radio stations, again, they were asked to cite one reason for liking a particular radio station. Admittedly, listeners may have

more than one reason for listening to any given radio station, but the research set out to identify the main reason.

131 of the respondents or 26.2% of the total amount indicate their primary reason for liking a particular station is that it carries *reliable international news*, while 82 respondents or 16.4% say their preference for a station is due to its *reliable national news*. 106 of the radio listeners or 21.6% of the audience indicate their preference for a particular radio station is based on the music. 13.4% of radio listeners select a radio station because of *good educational programs* and 13% listen because of *good religious programs*.

**Table 4.1. Reasons for listening to radio stations**

What are your reasons for liking this particular radio station?	Radio listeners	
	Number	Percent
Reliable international news	131	26.2
Reliable national news	82	16.4
Reliable local news	29	5.8
Good music	106	21.6
Good educational programs	67	13.4
Good religious programs	65	13
Others	18	3.6
<b>TOTAL</b>	<b>500</b>	<b>100</b>



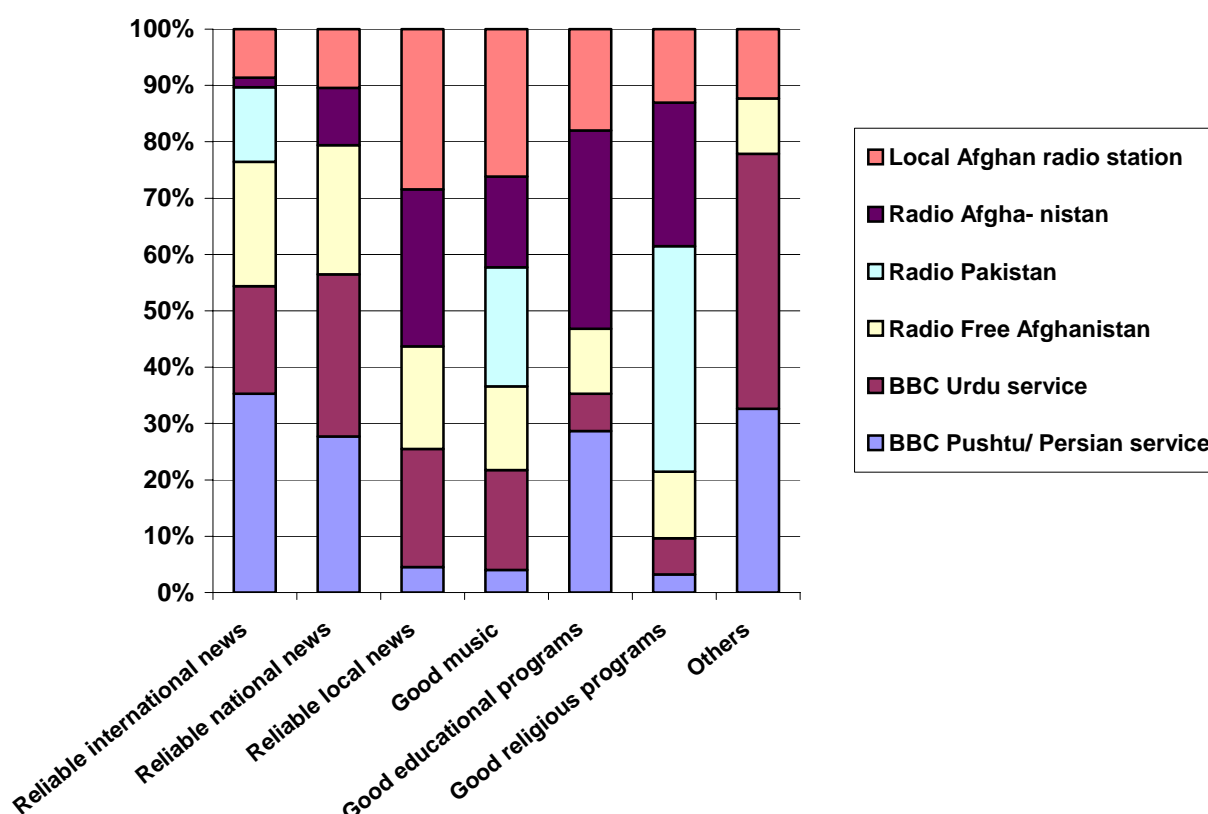
**Pic.10. Reasons for listening to radio stations**

When respondents were asked about their motives for listening to certain radio channels, 44.41% of the listeners indicated that they listen to BBC Pashto-Persian Service because of its *reliable international news*. 23.12% of the listeners prefer it because of *reliable national news* and 17.34% indicated it to be their choice due to *good educational programs*. 21.28% of respondents who listen to Radio Afghanistan prefer this radio channel because of *good educational programs*, 31.9% because of *good religious programs*. The majority of

listeners of local Afghan radio stations listen to it because of *good songs and music* that are broadcast on these radio stations.

**Table 4.2. Reasons for listening to particular radio stations**

What are your reasons for liking this particular radio station?	%, Radio listeners of					
	BBC Pushtu/Persian service	BBC Urdu service	Radio Free Afghanistan	Radio Pakistan	Radio Afghanistan	Local Afghan radio station
Reliable international news	44.51	24.0	27.83	16.67	2.13	10.87
Reliable national news	23.12	24.0	19.13	0	8.51	8.70
Reliable local news	1.73	8.0	6.96	0	10.64	10.87
Good music	6.36	28.0	23.48	33.33	25.53	41.30
Good educational programs	17.34	4.0	6.96	0	21.28	10.87
Good religious programs	4.05	8.0	14.78	50.0	31.91	16.30
Others	2.89	4.00	0.87	0.00	0	1.09



**Pic.11. Reasons for listening to particular radio stations**

### Favorite programs

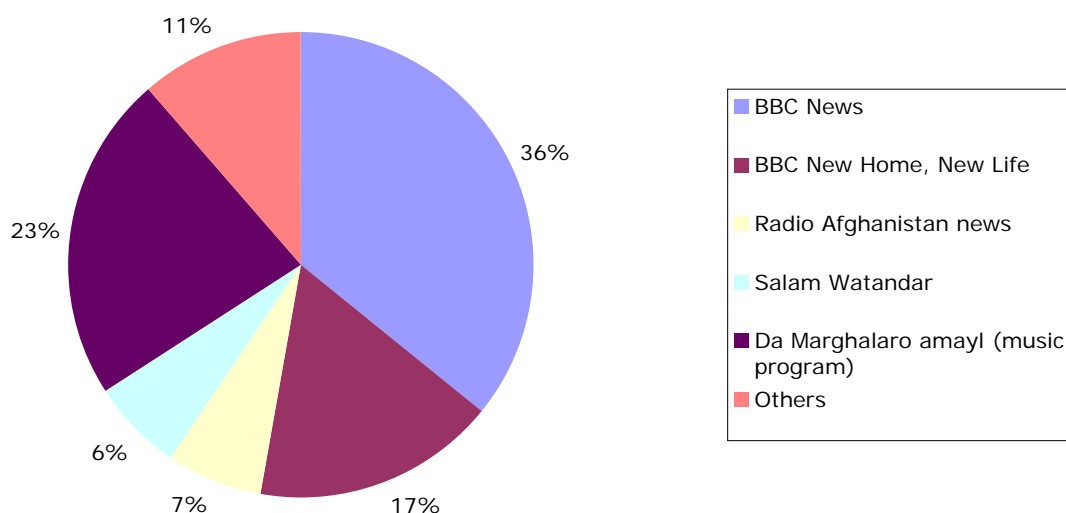
To ascertain which *type* of program respondents like best, researchers asked respondents to select one particular program as their favorite from a list of options. Among the options were programs

representing different genres of programming, for example BBC News (an example of international news), “Da Marghalaro Amayal” (entertainment, music), “New Home, New Life” (educational program) and Salam Watandar (national news).

177 of radio listeners or 35.8% of respondents who listen to the radio indicate their favorite to be **BBC News**, 133 of radio listeners or 22.9% indicate “**Da Marghalaro Amayal**” (music program), 84 (17%) of them indicate **BBC “New Home, New Life”** program. 6% of radio listeners indicate **Salam Watandar** and **Radio Afghanistan news** radio programs as their favorite.

**Table 4.3. Radio listeners’ opinion about favorite program**

Which one of these programs would you list as your favorite program?	Radio listeners	
	Number	Percent
<b>BBC News</b>	177	35.83
<b>BBC New Home, New Life</b>	84	17.00
<b>Radio Afghanistan news</b>	33	6.68
<b>Salam Watandar</b>	31	6.28
<b>Da Marghalaro amayl (music program)</b>	113	22.87
<b>Others</b>	56	11.34



**Pic.12. Radio listeners’ opinion about favorite program**

In order to further probe the underlying reasons why people like a particular program, respondents were asked to cite one main reason for liking a particular program, above others. To the question ‘*why do you like to listen to this radio program?*’ 131, or 26.3% of total respondents who listen to the radio answered “*It educates me with regard to my day-to-day needs.*” There

were other answers like “Helps me pass the time” 23.3%, “Provides information about international politics” 20%, “Provides information about national politics” 19.3%.

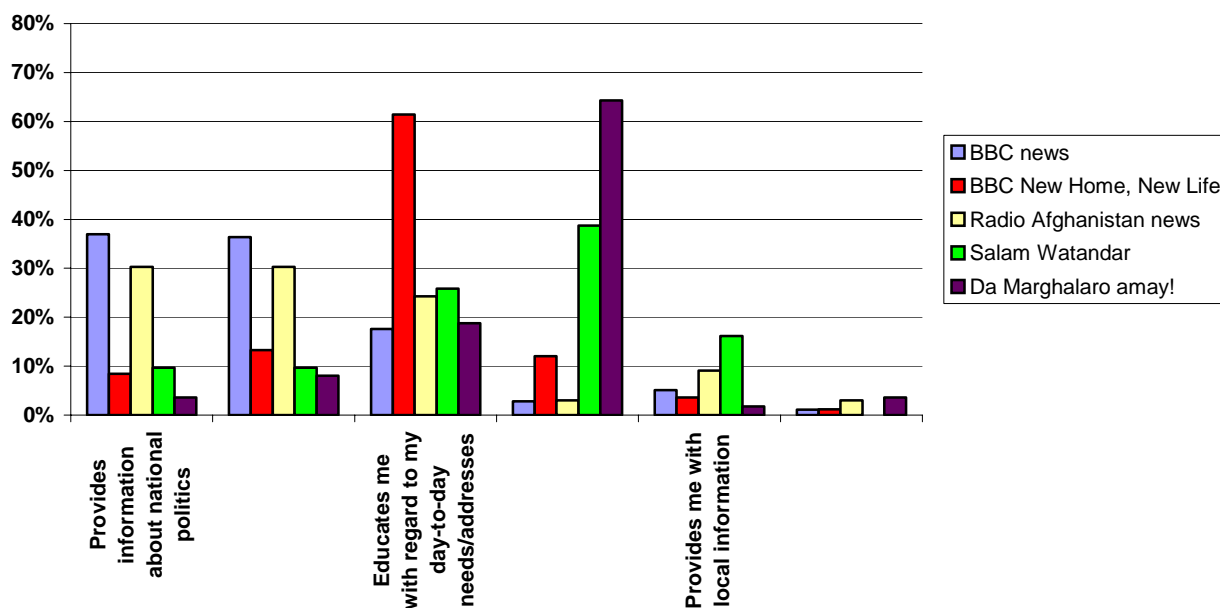
**Table 4.4. Reasons for listening to particular programs**

Why do you like this particular program?	Radio listeners	
	Number	Percent
Provides information about national politics	96	19.28
Provides information about international politics	104	20.88
Educates me with regard to my day-to-day needs	131	26.31
Helps me pass the time	116	23.29
Provides me with local information	28	5.62
Others	23	4.62

A considerable difference can be noted in the points of view of particular program listeners. As shown in the table 4.5, 71.29% of listeners of *BBC news* program (national and international) state that they listen to this program to get information about political processes. 65.45% of listeners to the BBC’s “New Home, New Life” consider this program to educate them with regard to their day-to-day needs.

**Table 4.5. Reasons for listening to particular programs**

Why do you like this particular program?	The listeners of particular programs, %				
	BBC news	BBC New Home, New Life	Radio Afghanistan news	Salam Watandar	Da Marghala ro amayl
<i>Provides information about national politics</i>	36.93	8.43	30.3	9.68	3.57
<i>Provides information about international politics</i>	36.36	13.25	30.3	9.68	8.04
<i>Educates me with regard to my day-to-day needs/addresses</i>	17.61	61.45	24.24	25.81	18.75
<i>Helps me pass the time</i>	2.84	12.05	3.03	38.71	64.29
<i>Provides me with local information</i>	5.11	3.61	9.09	16.13	1.79
<i>Others</i>	1.14	1.2	3.03	0	3.57

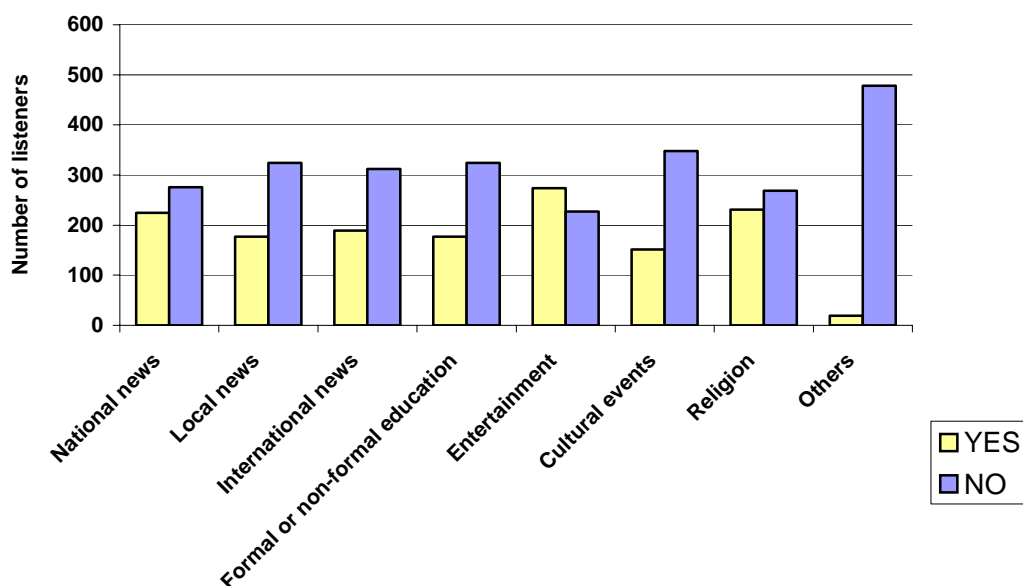


**Pic. 13. Reasons for listening to particular programs**

Radio offers a variety of programs to listeners in Afghanistan and Pakistan. When listeners were asked to state which topics they would prefer to see covered more on the radio, they were able to give more than one preference out of a series of options. Of all the options put before them, entertainment was the only option which a majority of respondents, 54.69%, expressed a wish to see more of. Table 4.5 demonstrates that more radio listeners would like to listen to entertainment programs on the radio and that most respondents seem to think they are getting enough of every other type of program.

**Table 4.5. Radio listeners’ opinion about favorite programs**

Would you like to see any of the following topics being covered more to radio programs?	YES		NO	
	number	percent	number	percent
<b>National news</b>	225	44.91	276	55.09
<b>Local news</b>	177	35.33	324	64.67
<b>International news</b>	189	37.72	312	62.28
<b>Formal or non-formal education</b>	177	35.33	324	64.67
<b>Entertainment (music etc)</b>	274	54.69	227	45.31
<b>Cultural events</b>	151	30.26	348	69.74
<b>Religion</b>	231	46.20	269	53.80
<b>Others</b>	19	3.82	478	96.12



**Pic.13. Favorite programs of radio listeners**

**Information listeners want to hear**

Due to the cross-border nature of the PACT project, this research aims to reveal the extent to which listeners are interested in events from across the border. Again, listeners were asked to state what they were most interested in getting information about by selecting only one choice from a list of options.

Not surprisingly, the majority, 48%, are interested in information about events in their native country. 34.2% of the respondents are interested in both events from their native country and from across the Afghanistan-Pakistan border. Events only from the other side of the border interest 9.6% of respondents, while 4% of radio listeners are indifferent to the location from which information broadcast on radio channels originates.

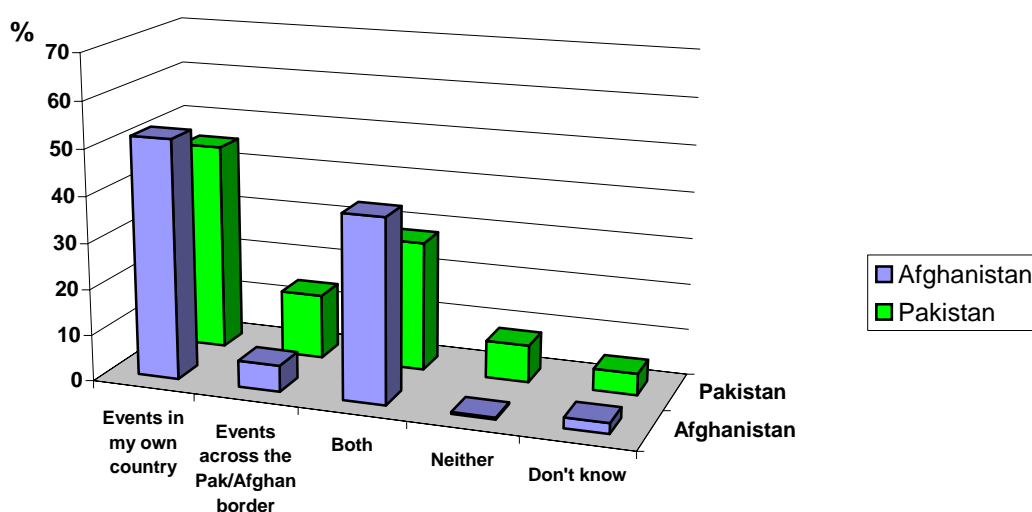
**Table 5.1. Listeners’ preferences with regard to the information broadcast on radio**

Which area are you most interested in receiving information about?"	SAMPLING	
	Number	Percent
Events in my own country	242	48.69
Events across the Pak-Afghan border	48	9.66
Both	170	34.21
Neither	20	4.02
Don't know	17	3.42

A comparison of listener preferences in the two countries reveals that interest among Afghan people in getting information about their own country is higher than that of Pakistanis (Table 5.2). 51% of Afghan people are interested in getting information about their native country, while only 45% of Pakistanis are interested in this.

**Table 5.2. Listeners’ preference to receive information in Afghanistan and in Pakistan**

Which area are you most interested in receiving information about?	Afghanistan		Pakistan	
	number	percent	Number	percent
Events in my own country	136	51.91	106	45.11
Events across the Pak/Afghan border	15	5.73	33	14.04
Both	104	39.69	66	28.09
Neither	1	0.38	19	8.09
Don't know	6	2.29	11	4.68



**Pic.14. Listeners’ preference to receive information, by country**

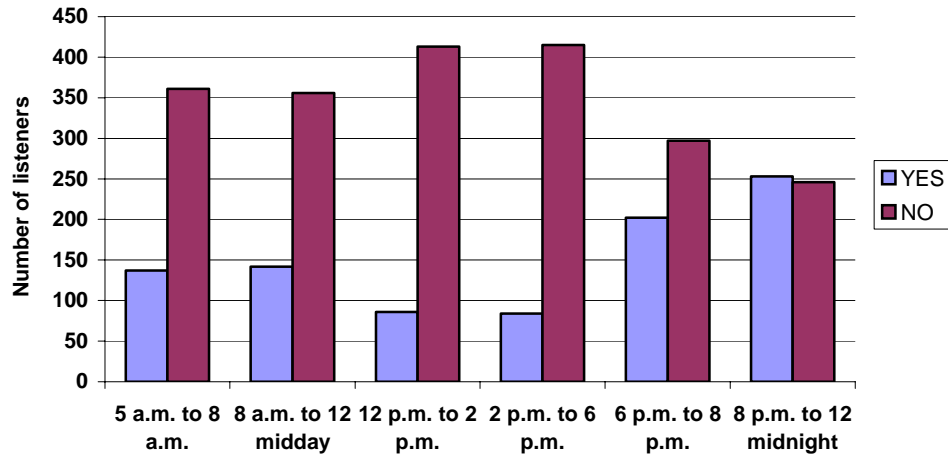
### Convenient times for listening to radio

To determine what time of day is most convenient for listening to the radio, respondents were asked to answer: “*what time is your favorite time for listening to the radio?*” by choosing “yes” or “no” for several blocks of time. Respondents were permitted to answer “yes” more than once. The response shows that 50.7% of radio listeners find the most convenient time to listen to the radio to be at night, from 8pm to midnight. The time interval from 6pm to 8pm is also a very convenient, in the opinion of respondents, with 40.5% indicating a preference for this time. Very early morning (5am till 8 am) is believed to be convenient by 27.5% and mid-morning (from 8am till 12 pm) is considered by 28.5% of the listeners to be convenient. Mid-day (12pm to 2pm) and afternoon (2pm to 6pm) proved to be the least convenient time for listening to radio.

**Table 6.1. Most preferable times for listening to the radio**

What time is your favorite time for listening to the radio?	YES		NO		Index
	number	percent	number	percent	
Very early morning (five till eight)	137	27.51	361	72.49	-0.44
Mid-morning (eight till twelve)	142	28.51	356	71.49	-0.49

<b>Mid-day (twelve till two)</b>	86	17.23	413	82.77	-0.65
<b>Afternoon (two till six)</b>	84	16.83	415	83.17	-0.66
<b>Evening (six till eight)</b>	202	40.48	297	59.52	-0.19
<b>Night (eight till midnight)</b>	253	50.70	246	49.30	0.01



**Pic.15. Most preferable times for listening to radio**

**Table 6.2. Most preferable times for listening to radio, by country**

What time is your favorite time for listening to the radio?	Afghanistan				Pakistan			
	Preferable		Not preferable		Preferable		Not preferable	
	number	percent	number	percent	number	percent	number	percent
<b>Very early morning (five till eight)</b>	52	19.77	211	80.23	85	36.17	150	63.83
<b>Mid-morning (eight till twelve)</b>	81	30.80	182	69.20	61	25.96	174	74.04
<b>Mid-day (twelve till two)</b>	34	12.93	229	87.07	52	22.03	184	77.97
<b>Afternoon (two till six)</b>	28	10.65	235	89.35	56	23.73	180	76.27
<b>Evening (six till eight)</b>	100	38.02	163	61.98	102	43.22	134	56.78
<b>Night (eight till midnight)</b>	114	43.35	149	56.65	139	58.90	97	41.10

**Table 6.3. Most preferable times for listening to radio, by urban or rural**

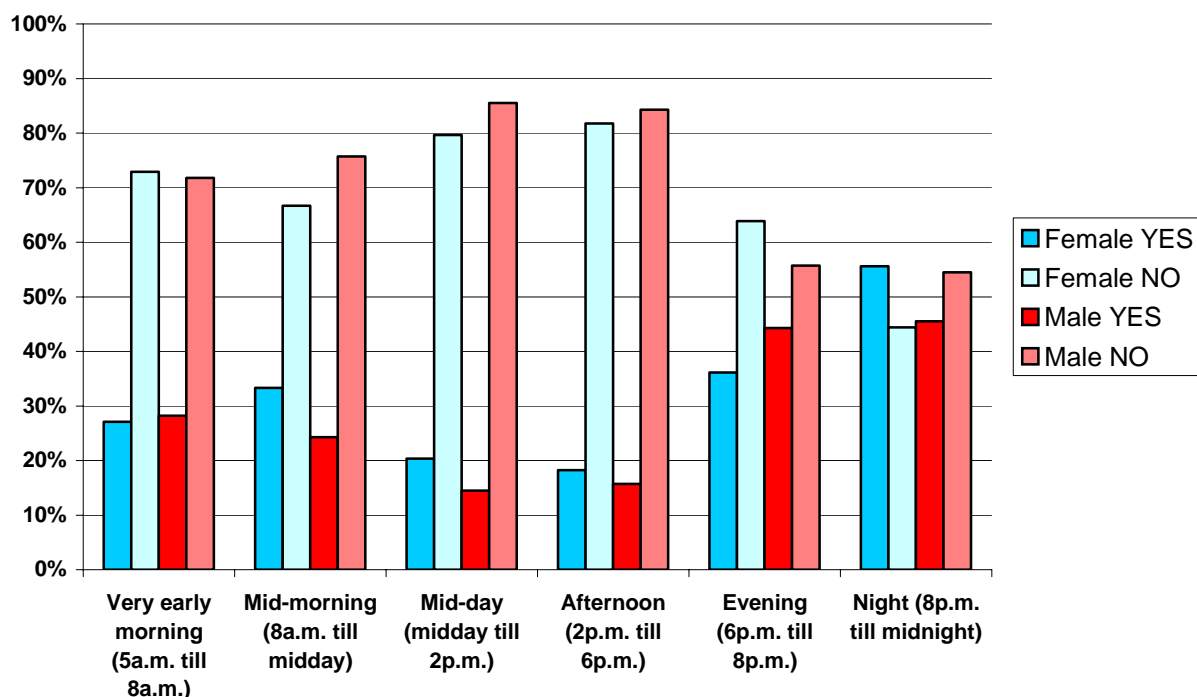
What time is your favorite time	Urban	Rural
---------------------------------	-------	-------

<b>for listening to the radio?</b>	preferable, %	Not preferable, %	preferable, %	Not preferable, %
<b>Very early morning (five till eight)</b>	35.05	64.95	22.77	77.23
<b>Mid-morning (eight till twelve)</b>	19.59	80.41	33.99	66.01
<b>Mid-day (twelve till two)</b>	18.04	81.96	16.78	83.22
<b>Afternoon (two till six)</b>	21.65	78.35	13.82	86.18
<b>Evening (six till eight)</b>	41.75	58.25	39.80	60.20
<b>Night (eight till midnight)</b>	53.61	46.39	48.68	51.32

There is a certain difference between the opinions of females and males concerning the preferred time for listening to the radio. As shown in the table 6.4, there is unanimity in opinions only concerning the morning (from 5am until 8am) and afternoon (from 2pm until 6pm). More than half or 55.6% of women who listen to the radio indicate the night-time (8pm until midnight) as the most preferable time for listening to the radio. This time is cited as the most convenient by 45.49% of males, or 10.11% less than the number of women who voiced the same opinion. 36.1% of women and 44.31 % of men indicate the evening (from 6pm until 8pm) as the most convenient time for radio listening, a difference of 8%. Some difference (about 9%) was also observed in opinions regarding mid-day (8 am until 12pm), with this proving a more popular time for radio-listening among women than men.

**Table 6.4. Most preferable times for listening to radio, by gender**

<b>What time is your favorite time for listening to the radio?</b>	<b>Female</b>				<b>Male</b>			
	<b>YES</b>		<b>NO</b>		<b>YES</b>		<b>NO</b>	
	<b>number</b>	<b>percent</b>	<b>number</b>	<b>percent</b>	<b>Number</b>	<b>percent</b>	<b>number</b>	<b>percent</b>
<i>Very early morning (five till eight)</i>	65	27.08	175	72.92	72	28.24	183	71.76
<i>Mid-morning (eight till twelve)</i>	80	33.33	160	66.67	62	24.31	193	75.69
<i>Mid-day (twelve till two)</i>	49	20.33	192	79.67	37	14.51	218	85.49
<i>Afternoon (two till six)</i>	44	18.26	197	81.74	40	15.69	215	84.31
<i>Evening (six till eight)</i>	87	36.10	154	63.90	113	44.31	142	55.69
<i>Night (eight till midnight)</i>	134	55.60	107	44.40	116	45.49	139	54.51



**Pic. 17. Most preferable times for listening to radio, by gender**

### Preferences concerning radio wave-bands

In addition to medium and short-wave radio frequencies, which have been available for some time in Afghanistan and Pakistan, many international, national and local broadcasters now also broadcast on FM frequencies. For every radio channel it is interesting to know which wave-band is most preferred by radio listeners. The results of the survey show that the majority of people (49.2%) still listen to the radio on medium wave (MW), 48.6% listen on frequency modulation (FM) and 36.4% listen on short wave (SW). While calculating the percentage, the researchers took into account that the same listener may prefer to listen to the radio on several waves, therefore, respondents were able to choose several options, out of the available wave-bands.

**Table 7.1. Wave on which listeners listen to the radio**

On which wave do you listen to the radio?	Listen		Don't listen		Index
	number	percent	number	percent	
Short wave (SW)	182	36.40	318	63.60	-0.27
Medium wave (MW)	246	49.20	254	50.80	-.01
Frequency modulation (FM)	243	48.60	257	51.40	-0.02
Satellite	6	1.20	493	98.80	-0.975
Other	5	1.0	494	99.0	-0.97
Don't know	63	12.65	435	87.35	-0.67

Analyzing these findings by country, it becomes clear that 61% of Afghan radio listeners listen to radio on FM waves while the majority people in Pakistan listen to radio on MW, 66%, and on SW, 55%. This is absolutely in accordance with recent developments in the broadcasting sector

in both countries, with FM transmitters being set up from town-to-town and district-to-district in Afghanistan, while development of FM broadcasting in Pakistan has been slow.

**Table 7.2. Waves on which listeners listen to the radio, by country**

On which wave do you listen to radio?	Afghanistan				Pakistan			
	Listen		Don't listen		Listen		Don't listen	
	number	percent	number	percent	number	percent	number	percent
Short wave	50	19.01	213	80.99	132	55.70	105	44.30
Medium wave	88	33.46	175	66.54	158	66.67	79	33.33
Frequency modulation (FM)	162	61.60	101	38.40	81	34.18	156	65.82
Satellite	3	1.14	260	98.86	3	233	1.27	98.73
Other	1	0.38	262	99.62	4	1.69	232	98.31
Don't know	45	17.11	218	82.89	18	7.66	217	92.34

**Table 7.3. Waves on which listeners listen to the radio, by region**

On which wave do you listen to radio?	Kurram agency		Khyber agency		Balochistan		Kandahar		Khost		Jalalabad	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Short wave	68.67	31.33	32.50	67.50	66.22	33.78	32.56	67.44	4.35	95.65	21.18	78.82
Medium wave	77.11	22.89	61.25	38.75	60.81	39.19	58.14	41.86	8.70	91.30	35.29	64.71
Frequency modulation (FM)	57.83	42.17	23.75	76.25	18.92	81.08	55.81	44.19	61.96	38.04	67.06	32.94
Satellite	0	100	2.50	97.50	1.35	98.65	0	100.0	2.17	97.83	1.18	98.82
Other	1.22	98.78	3.75	96.25	0	100	0	100.0	1.09	98.91	0	100

### Discussion of radio programs

The results of the research show interesting trends regarding the discussion of radio programs by listeners. The table below shows with whom listeners discuss and do not discuss broadcast radio programs. The research indicates a tendency among listeners to discuss radio programs with their peers, such as neighbors and friends, and to a lesser degree to discuss with their spouses, parents and children.

**Table 8.1. Listeners' opinions about discussing broadcast radio programs**

Do you discuss what you hear on the radio with anyone, if so whom?	Discuss		Don't discuss		Index
	number	percent	number	percent	
With neighbors	212	42.40	288	57.60	-0.15
With parents	120	24.00	380	76.00	-0.52
With friends	297	59.40	203	40.60	0.19

<b>With wife/husband</b>	111	22.20	389	77.80	-0.56
<b>With children</b>	123	24.70	375	75.30	-0.5
<b>Others</b>	33	6.63	465	93.37	-0.86

**Table 8.2. Listeners' opinions about discussing broadcast radio programs, by country**

Do you discuss what you hear on the radio with anyone, if so whom?	<i>Afghanistan</i>				<i>Pakistan</i>			
	Discuss		Don't discuss		Discuss		Don't discuss	
	number	percent	number	percent	number	percent	number	percent
<b>With neighbors</b>	102	38.78	161	61.22	110	46.41	127	53.59
<b>With parents</b>	36	13.69	227	86.31	84	35.44	153	64.56
<b>With friends</b>	141	53.61	122	46.39	156	65.82	81	34.18
<b>With wife/husband</b>	51	19.39	212	80.61	60	25.32	177	74.68
<b>With children</b>	68	25.95	194	74.05	55	23.31	181	76.69
<b>Others</b>	9	3.44	253	96.56	24	10.17	212	89.83

With regard to the type of programming listeners discuss with others, 107 of the respondents who listen to radio, or 22.6%, discuss educational programs and 105 or 22.2%, discuss radio soap operas, as indicated by table 8.3. These percentages become more significant when one considers that radio soap operas broadcast in Pakistan and Afghanistan are, while considered entertaining, are at the same time considered to be educational. So it is far and away most of all educational programs that people tend to discuss with others.

**Table 8.3. Radio programs that are discussed by listeners**

What type of program are you most likely to discuss with others?	SAMPLING	
	Number	Percent
<b>Educational programs</b>	107	22.62
<b>Radio soap operas</b>	105	22.20
<b>International news</b>	72	15.22
<b>National news</b>	73	15.43
<b>Religious programs</b>	67	14.16
<b>Local news</b>	28	5.92
<b>Others</b>	21	4.44
<b>TOTAL</b>	473	100.00

A comparison of this data across Afghanistan and Pakistan shows that the most Afghan radio listeners discuss educational radio programs, 27.5%, and the most radio listeners in Pakistan discuss radio soap operas, 24.8%. Actually, the distinction is academic, since radio soap operas broadcast in Pakistan and Afghanistan are also educational, the educational content being couched in entertaining drama storylines. From the table 8.4 we can see that both listeners from Afghanistan and Pakistan prefer to discuss educational radio programs, rather than political and other programs.

**Table 8.4. Radio programs that are discussed by listeners, by country**

What type of program are you most likely to discuss with others?	Afghanistan		Pakistan	
	Number	percent	number	percent
Educational programs	70	27.45	37	16.97
Radio soap operas	51	20.00	54	24.77
International news	24	9.41	48	22.02
National news	44	17.25	29	13.30
Religious programs	32	12.55	35	16.06
Local news	21	8.24	7	3.21
Others	13	5.10	8	3.67

From the table 8.5 we can see that male and female radio listeners have almost the same preferences in discussion of radio programs. 42% of female listeners and 47% of male listeners discuss educational and social issues that are broadcast on radio.

**Table 8.5. Radio programs that are discussed by listeners, by gender**

What type of program are you most likely to discuss with others?	Female		Male	
	number	Percent	number	percent
Educational programs	58	25.66	49	20.08
Radio soap operas	37	16.37	66	27.05
International news	48	21.24	23	9.43
National news	34	15.04	39	15.98
Religious programs	30	13.27	37	15.16
Local news	13	5.75	15	6.15
Others	6	2.65	15	6.15

### What people want from local radio

The interest of respondents in educational programs was corroborated by the answers of respondents to the following question “*How do you think local radio should differ from national or international broadcasters?*” 24.6% of respondents think that local and international broadcasters should differ in terms of the number of educational programs. Also, 26% of listeners would like more music to be broadcast on the local radio channels.

**Table 8.6. Differences between local and national or international broadcasters**

“How do you think local radio should differ from national or international broadcasters?”	Sampling
	%
More music	26.14
More local news and views	10.33
More national news	11.25
More international news	6.38
More educational programs	24.62
More religious programs	16.41
Other	4.86
<b>TOTAL</b>	<b>100.00</b>

Regarding the difference between local and national or international programming, there is a significant difference in opinion among of Afghan and Pakistani radio listeners. For instance, 24% of Afghan and 34% of Pakistani listeners would like more music to be broadcast on local radio. Meanwhile, 27.5% of Afghan and just 14.8% of Pakistani listeners would like more educational programs to be broadcast on the local radio stations. Also, the results show that 13.3% of Afghan listeners are interested in the news that concerns their country on a national level, while 20.3% of Pakistani listeners prefer to listen to local news. There is conformity between the preferences of Afghan and Pakistani listeners only concerning religious and international news programs.

**Table 8.7. Differences between local and national or international broadcasters, by country**

How do you think local radio should differ from national or international broadcasters?	Afghanistan	Pakistan
	%	
More music	23.92	33.78
More local news and views	7.45	20.27
More national news	13.73	2.70
More international news	5.88	8.11
More educational programs	27.45	14.86
More religious programs	15.69	18.92
Others	5.88	1.35

## Conclusions

**Incorporating results of survey into PACT training and programming:** Already, the radio programming produced under the PACT project is taking into account several points that emerged from this research. For example, one Pakistani radio station broadcasting PACT programs – Radio Buraq – has agreed to air them at the peak time identified by the research – after 8pm. Also, due to the high demand for more entertainment and music, PACT has included a high proportion of songs and music, in its flagship “Cross-Border” (“Da Pulay Poray”) program. The research is being analyzed on an ongoing basis and will continue to be incorporated into various facets of the radio training and production project.

**Complementing the research with qualitative data:** As mentioned in the questionnaire, qualitative research will be conducted in the future in the form of key-informant interviews with avid radio listeners.

**Further permutations of research findings:** Research of this nature can be subjected to an almost unlimited number of permutations and divisions according to various criteria including age, gender, region, country etc. Tables showing such breakdowns of the research findings are available at the Internews office at the University of Peshawar. Anyone interested in any particular permutation may contact the PACT project director, John Butt <[john.butt@internews.org](mailto:john.butt@internews.org)>

## Annex I: Questionnaire

### Internews Pak-Afghan cross-border project

#### Draft questionnaire:

Questionnaire Number-----

Date-----

**1. Location:** Peshawar 1, Quetta 2 . Afghanistan 3

**2. Area:** Urban\_ 1, Rural\_ 2

**3. What is your primary source of information regarding events in your own locality?**

- Media.....1
- Family.....2
- Traditional gathering...3
- Word of mouth.....4
- Internet.....5
- Other (specify).....6

**4. Do you listen to radio?**

- Yes
- No (if no, go to question 18)

**5.What do you listen to radio for? What do you expect to get out of radio?**

- Entertainment (music etc.)..... 1
- Information (news, documentaries etc.)..... 2
- Non-formal education (health, hygiene etc.)..... 3
- Formal education.....4  
(distance education, radio schooling etc.)
- Local information.....5
- Information on religion.....6
- Other (specify).....7

**6. Which of these radio stations do you listen to most? Which is your favourite?**

- BBC Pashto/Persian service.....1
- BBC Urdu service.....2
- Radio Free Afghanistan.....3
- Radio Pakistan..... 4

- Radio Afghanistan (Kabul).....5
- Local Afghan radio station.....6
- (specify, which one)\_\_\_\_\_
- Other.....7  
(specify).....

**7. What are your reasons for liking this particular radio station?**

- Reliable international news.....1
- Reliable national news.....2
- Reliable local news.....3
- Good music.....4
- Good educational programmes.....5
- Good religious programmes.....6
- Other (specify).....7

**8. Which one of these programmes would you list as your favourite programme?**

- BBC News .....1
- BBC New Home, New Life.....2
- Radio Afghanistan news.....3
- Salam Watandar .....4
- Da Marghalaro amayl (music programme).....5
- Others.....6  
(specify.....

**9. Why do you like this particular programme?**

Provides information about national politics.

- 1
- Provides information about international politics.
- 2
- Educates me with regard to my day-to-day needs/addresses my day-to-day needs.
- 3
- Helps me pass the time.
- 4
- Provides me with local information.
- 5
- Other (specify.....6

**10. Would you like to see any of the following topics being covered more in radio programmes?**

- National news..... Yes  $\checkmark$  1 No  $\checkmark$  2
- Local news..... Yes  $\checkmark$  1 No  $\checkmark$  2
- International news..... Yes  $\checkmark$  1 No  $\checkmark$  2

- Formal or non-formal education..... Yes 1 No 2
  - Entertainment (music etc.)..... Yes 1 No 2
  - Cultural events..... Yes 1 No 2
  - Religion.....Yes\_1 No\_2
  - Other.....Yes 1 No 2
- (Specify.....)

**11. Which area are you most interested in receiving information about?**

- Events in my own country\_ 1
- Events across the Pak/Afghan border\_ 2
- Both\_ 3
- Neither\_ 4
- Don't know\_ 5

**12. What time is your favourite time for listening to the radio? (for some people more than one time is favourite.**

- Very early morning (five till eight)..... Yes 1 No 2
- Mid-morning (eight till twelve)..... Yes 1 No 2
- Mid-day (twelve till two)..... Yes 1 No 2
- Afternoon (two till six).....Yes 1 No 2
- Evening (six till eight).....Yes 1 No 2
- Night (eight till midnight)..... Yes 1 No 2

**13. On which wave do you listen to the radio?**

- Short-wave..... Yes 1 No 2
- Medium wave..... Yes 1 No 2
- Frequency modulation (FM).....Yes 1 No 2
- Satellite ..... Yes 1 No 2
- Other ..... Yes 1 No 2
- Don't know (just turn the needle).....Yes 1 No 2

**14. Do you discuss what you hear on the radio with anyone, if so whom?**

- With neighbours.....Yes 1 No 2
  - With parents .....Yes 1 No 2
  - With friends..... .Yes 1 No 2
  - With wife/husband..... Yes 1 No 2
  - With children..... Yes 1 No 2
  - Other..... Yes 1 No 2
- (specify.....)
- None..... Yes 1 No 2

**15. What type of programmes are you most likely to discuss with others?**

- Educational programmes..... 1
- Radio soap operas.....2
- International news.....3
- National news..... 4
- Religious programmes.....5
- Local news..... 6
- Other (specify).....7

**16. Is there a local radio station established in your area?**

- Yes  1
- (if yes, ask to name it.....)
- No  2
- Don't know  3

*Note:- If the answer is Yes then ask the next question. Otherwise go to Q. 18*

**17. How do you think local radio should differ from national or international broadcasters?**

- More music .....1
- More local news and views.....2
- More national news .....3
- More international news.....4
- More educational programmes.....5
- More religious programmes.....6
- Other.....7
- (specify.....)

**18. If local radio has been established in your area, is it fulfilling the requirement that you would like it to fulfill?**

- Absolutely fulfilling  1
- Fulfilling, to a certain degree  2
- Not fulfilling at all  3
- Not sure  4
- No local radio in my area  5
- Other  6
- (specify).....
- Don't know.....7

**Personal information:**

**19. Sex:**

- Female  1 Male  2

**20. Mother Tongue:**

Urdu<sup>1</sup>, Pashto <sup>2</sup>, Dari,<sup>3</sup>,  
Other<sup>3</sup>, Specify.....

**21. Age:-** 15 – 20-   1  ,

21 – 25   2  ,

26 – 30   3  

31 – 35,   4  ,

36 – 40,   5  ,

41 – 45   6  ,

46 <  7  

**22. Education:-**

Educated   1  

Uneducated   2  

**23. Type of School**

Maktab <sup>1</sup> Madrassa <sup>2</sup> At home   3   Other (specify)   4  

**24. What is your occupation?**

Government employee   11  

Skilled labour   12  

Student   13  

Teacher   14  

Factory worker   15  

Mullah   16  

Jobless   17  

Business  18  

Shopkeeper   19  

Farmer   20  

Other occupation   21   (Specify-----)