

ACCESS TO RADIO COMMUNICATION

Process indicator

Indicator Phrasing

English: % of the target population able to receive information over the radio

French: % de la population cible en mesure de recevoir des informations en écoutant la radio

Spanish: % de la población objetivo capaz de recibir información por radio

Portuguese: % da população-alvo que consegue receber informações pela rádio

Czech: % cílové populace schopné obdržet informace skrze rádio

What is its purpose?

The indicator measures the proportion of the target group members who are able to receive from the aid agencies information over the radio.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of the target group members:

RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

Q1: *In the past month, how often did you listen to the radio?*

A1:

- 1) never
- 2) a few times per month
- 3) once a week
- 4) a few times per week
- 5) daily

(the following question is recommended but not mandatory; ask it only if the person listened to the radio)

Q2: *In the past month, where did you most commonly listen to the radio?*

A2:

- 1) at home
- 2) at a friend / relative's place
- 3) at a community place
- 4) at work
- 5) another place – specify:

[Probe: *Was there any other place where you frequently listened to the radio?*]

Q3: *When do you typically listen to the radio?*

A3: [multiple answers possible]

- 1) in the morning
- 2) in the afternoon
- 3) in the evening

To **calculate the indicator value**, you first have to decide on what counts as “able to receive information over the radio”. For example, you can define it as “listening to a radio at least a few times per week” (people who use it, for example, only once per month, might have physical access to the radio but are unlikely to catch most of the messages relayed via radio by an aid agency).

Subsequently, determine the indicator's value by dividing the number of people who are “able to receive information over the radio” by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by gender, age group, and other relevant criteria.

Important Comments

1) If you consider sharing information via radio, also **enquire about the radio stations** people listen to most. This will enable you to choose a radio station that can reach the highest proportion of your target population.

2) It is recommended that you ask people who haven't listened to the radio **why they did not listen to it**.

E-Questionnaire

- [XLS form for electronic data collection - indicator Access to Radio Communication](#)

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