

# Report on Research Undertaken in Côté d'Ivoire by the Media Research Institute in February-March 2009

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## **Part 1: Methodology and Demographics of the Sample**

### **Introduction**

The Media Research Institute undertook research in the West African country of Cote d'Ivoire, February 23 until March 7, 2009. This research was conducted on behalf of 3XM based in the Netherlands. The results of this study will benefit PEMA (Proclamation de l'Evangile pas les Medias en Afrique) also known as African Christian Television (ACT) that works in partnership with 3XM to produce two television programs, "Et Votre Famille" and "Miel Mortel." MRI would like especially to thank the staff members of PEMA/ACT who were able to accommodate our needs both before and during the actual project. We also would like to acknowledge the many young men and women who served as interviewers and made this project a success. Peter Fortner, who volunteered as a Research Supervisor, assisted in coordinating, training and supervising the fieldwork, was an invaluable assistant during this research. Along with Peter, Dr. Robert Fortner, Executive Director of MRI and the International Center for Media Studies (ICMS), and Timothy Dam, Data Analyst and Field Supervisor for MRI, supervised the field work undertaken here.

### **Scope of Research**

The West African country of Cote d'Ivoire is divided into 19 regions. MRI conducted research in only 10 of these regions due to the insecurity in the rebel-held northern regions.

### **Methodology Used in the Research**

This research study concentrated on the impact of television programs produced by PEMA/ACT. However, MRI was not able to sample the northern part of the country due to the earlier mentioned insecurity which resulted in the study taking place below the ZDC (Zone of Confidence). Altogether, there were three teams consisting of five or six interviewers, each accompanied by a supervisor (Robert Fortner, Peter Fortner and Timothy Dam). One team (Robert Fortner) stayed in and around the capital city of Abidjan and the extreme south of the country, which has the most concentrated population, while the other two teams travelled in loops into the center of the country. One team went to the east (Peter Fortner) and the other to the west (Timothy Dam) with both returning back to the capital city, Abidjan. All the teams stopped along the way at randomly selected cities, towns and villages to conduct interviews. Interviewers were sent to central locations in towns or villages, or intersections in cities and then told which direction and distance before starting their interviews. These interviews were conducted one-on-one and in the home of the respondent. After completing the first interview, upon

exiting the compound, the interviewer was instructed to always move left and use a skip interval of one house. Each interviewer was responsible for receiving eight completed surveys per day with each fulfilling one of the eight criteria of people to interview. The criteria were as follows:

Male	Female
15-19	15-19
20-29	20-29
30-49	30-49
50+	50+

One interview would take approximately thirty to sixty minutes to complete. A GPS receive that would record movements during the day and the locations where interviews were being completed was given to each of the interviewers and used to assure that instructions were carried out accurately.

## Demographics of Respondents

Taking the 1178 interviews as a whole, the demographic breakdown of the respondents was as follows:

Gender	
Male	49.7%
Female	50.3%
Age	
15-19	24.8%
20-24	15.7%
25-29	10.8%
30-34	10.9%
35-39	7.4%
40-44	3.8%
45-49	2.7%
50-54	8.6%
55+	15.2%
Marital Status	
Never Married	57.2%
Married Monogamous	30.2%
Married Polygamous	4.9%
Divorced	2.1%
Widowed	5.6%
Fit in Research Design	
Male 15-19	12.9%
Female 15-19	12.1%
Male 20-29	13.5%

<b>Female 20-29</b>	12.7%
<b>Male 30-49</b>	12.6%
<b>Female 30-49</b>	12.5%
<b>Male 50+</b>	11.3%
<b>Female 50+</b>	12.3%
<b>Current Working Status</b>	
<b>Unemployed</b>	14.1%
<b>Student</b>	26.9%
<b>Retired</b>	4.4%
<b>Working Part-time</b>	7.7%
<b>Working Full-time</b>	23%
<b>Housewife</b>	11.5%
<b>Farmer, Herdsman</b>	8.1%
<b>Self-employed Business Person</b>	9.6%
<b>Education</b>	
<b>No formal education</b>	25.7%
<b>1-3 years formal education</b>	5.7%
<b>4-6 years formal education</b>	15.7%
<b>7-9 years formal education</b>	22.7%
<b>10-12 years formal education</b>	21.8%
<b>Some university education</b>	4.6%
<b>University completed</b>	3.1%
<b>Post-graduate work</b>	0.8%
<b>Occupation</b>	
<b>Government worker, civil servant</b>	3%
<b>Business owner</b>	1.5%
<b>Employee in a private business</b>	4%
<b>Farmer, agricultural worker</b>	9.3%
<b>Housewife</b>	11%
<b>Professional worker</b>	5.5%
<b>Skilled or craft worker</b>	2.3%
<b>Manual laborer</b>	5.8%
<b>Student</b>	23.6%
<b>Other</b>	14.6%
<b>No occupation</b>	22.8%
<b>Religious Background</b>	
<b>None</b>	8.2%
<b>Animist/Traditional</b>	8.6%
<b>Roman Catholic</b>	32.3%
<b>Muslim (Islam)</b>	29.3%
<b>Protestant</b>	24.7%
<b>Other Religions mentioned</b>	
<b>Buddhist</b>	0.7%

<b>Celestial Christian</b>	0.4%
<b>Eglise Harriste de Yaou</b>	1.2%
<b>Jehovah's Witness</b>	0.2%

Cote d'Ivoire does not have national census data available to which these statistics can be compared. However, the high percentage of respondents under the age of 25 as well as the high percentage of people with little or no education seems in line with what would be expected in Sub-Saharan Africa today. This suggests that the results are believable, even if they cannot be statistically confirmed. Because of the lack of accurate population statistics, MRI is unable to estimate total audience size for broadcast programs.

## Languages

<b>Languages Used in the Household</b>			
<b>Abbe</b>	<b>2.8%</b>	English	<b>0.4%</b>
<b>Abron</b>	<b>0.3%</b>	French	<b>55.3%</b>
<b>Adioukrou</b>	<b>0.4%</b>	Guro/Koueni	<b>1.6%</b>
<b>Agni</b>	<b>12.6%</b>	Joula/Djioula	<b>17.1%</b>
<b>Arabic</b>	<b>0.2%</b>	Koulango	<b>1.0%</b>
<b>Attie</b>	<b>7.4%</b>	Lobi	<b>0.4%</b>
<b>Baoule</b>	<b>24.8%</b>	Mahou	<b>0.8%</b>
<b>Bete</b>	<b>4.2%</b>	Malinke	<b>6.7%</b>
<b>Dan/Yakuba</b>	<b>2.4%</b>	Senoufo	<b>2.4%</b>
<b>Dida</b>	<b>1.6%</b>	We	<b>1.7%</b>

In addition to these languages, the respondents also mentioned a variety of other languages that they spoke and that they used in their home.

<b>Other Languages Spoken</b>			
<b>Abidji</b>	<b>0.5%</b>	Mossi	<b>0.6%</b>
<b>Aboure</b>	<b>1.7%</b>	Peul	<b>0.5%</b>
<b>Appolo</b>	<b>0.9%</b>	Yoruba	<b>0.4%</b>
<b>Ebrie</b>	<b>1.1%</b>	Wobe	<b>0.4%</b>
<b>More</b>	<b>1.2%</b>		

## Housing

<b>Number of People Living in the Household</b>	
<b>No one else</b>	2.9%
<b>One other person</b>	2.8%
<b>Two, three or four others</b>	21.0%
<b>Five to ten others</b>	39.2%

<b>More than ten others</b>	<b>34.1%</b>
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<b>Number of People Living in the Household by Age</b>						
	<b>none</b>	<b>1-2</b>	<b>3-4</b>	<b>5-6</b>	<b>7-8</b>	<b>9 or more</b>
<b>0-9 years</b>	27.1%	40.6%	21.4%	7.1%	2.5%	1.2%
<b>10-14</b>	37.7%	43.2%	14.0%	4.0%	0.5%	0.6%
<b>15-24</b>	23.0%	40.2%	20.8%	11.1%	3.2%	1.7%
<b>25-39</b>	25.3%	52.2%	15.6%	4.3%	2.0%	0.7%
<b>40-59</b>	40.0%	52.0%	6.4%	1.0%	0.5%	0.1%
<b>Over 60 years</b>	81.8%	17.4%	0.6%	0.2%	0.1%	0%

<b>Type of House</b>	
<b>Traditional house</b>	11.5%
<b>Modern house</b>	83%
<b>Shop/house</b>	3.5%
<b>Apartment/flat</b>	2.0%
<b>Hostel</b>	-
<b>Homeless</b>	-

The sample size used in this research provides a 95% confidence level and a +/- 4% confidence interval for the results. What this means is that MRI is 95% confident that the results achieved among the target population are the same results that would have obtained if everyone in the country had been interviewed. Any single statistic is accurate within plus or minus 4%. So when 83% of the population says that they live in a modern house, the actual percentage could vary between 79 and 87%. MRI is 95% confident in these results.

## Part 2: Media Technology Ownership and Behavior

The participants in this research project were asked about ownership and/or access within the household to various technologies, both media and non-media related.

<b>Technology</b>	<b>Percentage owned/access within the household</b>
<b>Mobile telephone</b>	89.2%
<b>Smartphone</b>	3.7%
<b>Radio</b>	80.1%
<b>Landline telephone</b>	14.3%

<b>Television</b>	75.1%
<b>Bicycle</b>	40.8%
<b>Motorcycle</b>	19.8%
<b>Car</b>	13.1%
<b>Cassette player</b>	34.7%
<b>Video recorder</b>	25.7%
<b>Satellite</b>	12.7%
<b>Cable television service</b>	14.2%
<b>Computer</b>	8.8%
<b>Walkman/MP3 player</b>	10.5%

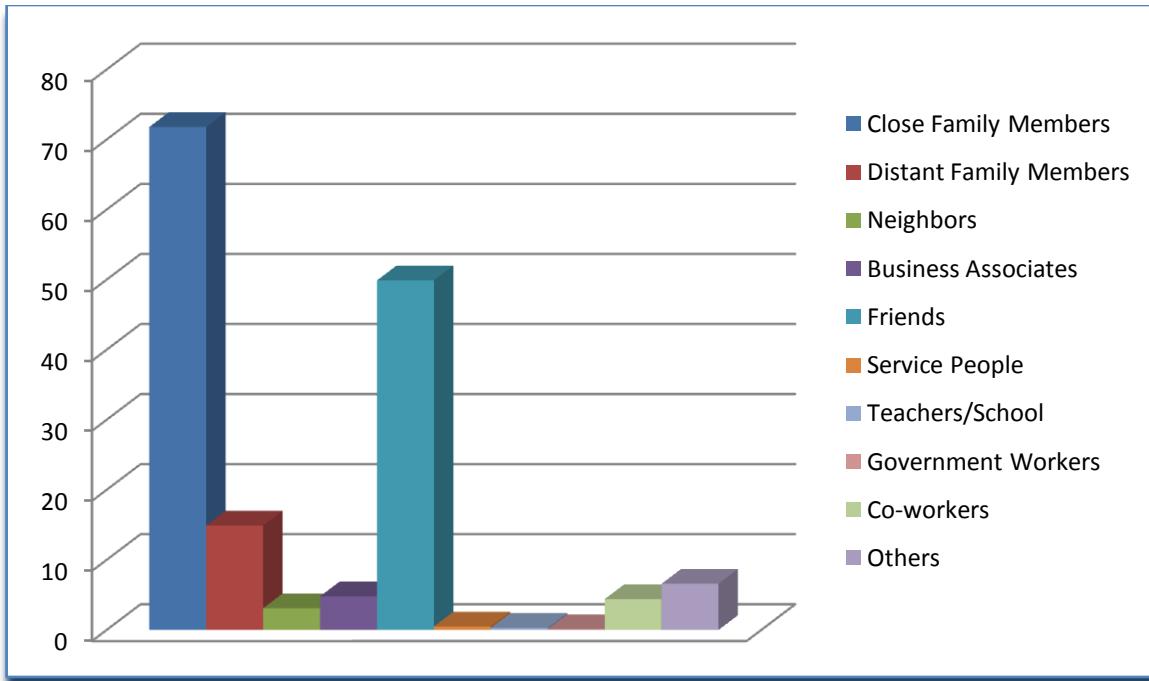
From the above table, we can make many general observations. The two most popular media technologies reported by the respondents are the mobile telephone and the radio. Almost 9 out of 10 people own or have access to a mobile telephone. This rate of ownership is incredible since the advent of this particular technology is relatively recent, even more so in Africa. Though it is not as high as in other Sub-Saharan countries where we have completed research, the radio is still the medium of communication most widely owned in Cote d'Ivoire. Over 80% of the people we surveyed have access to or own a radio. Television ownership/access is also widespread throughout the research area with just over three out of four households possessing one. This percentage is higher than other countries south of the Sahara. However, the percentage having cable television service or satellites is low suggesting that most of the television broadcasts are received via antennas, which limits viewers to local television stations and programs.

Transportation is dominated by the bicycle. Just over 40% of the respondents reported possessing a bicycle within their household. Ownership of a motorcycle follows at approximately half that rate (19.8%) and car ownership is lower at 13.1%. This transportation trend is typical for a sub-Saharan African setting.

Finally, computer ownership or access by the people surveyed is still quite low compared to the developed world, but it is higher than other countries in the region. Almost 20% of the respondents said they have used the internet at some point in the past. Those users are most likely located in the larger urban centers where access to cybercafés is far greater than in the rural areas. Internet usage, however, is not regular with 46.9% saying the last time they logged on was over a week ago. 12.8% said they were online at least once a month and 31% said less frequently than that.

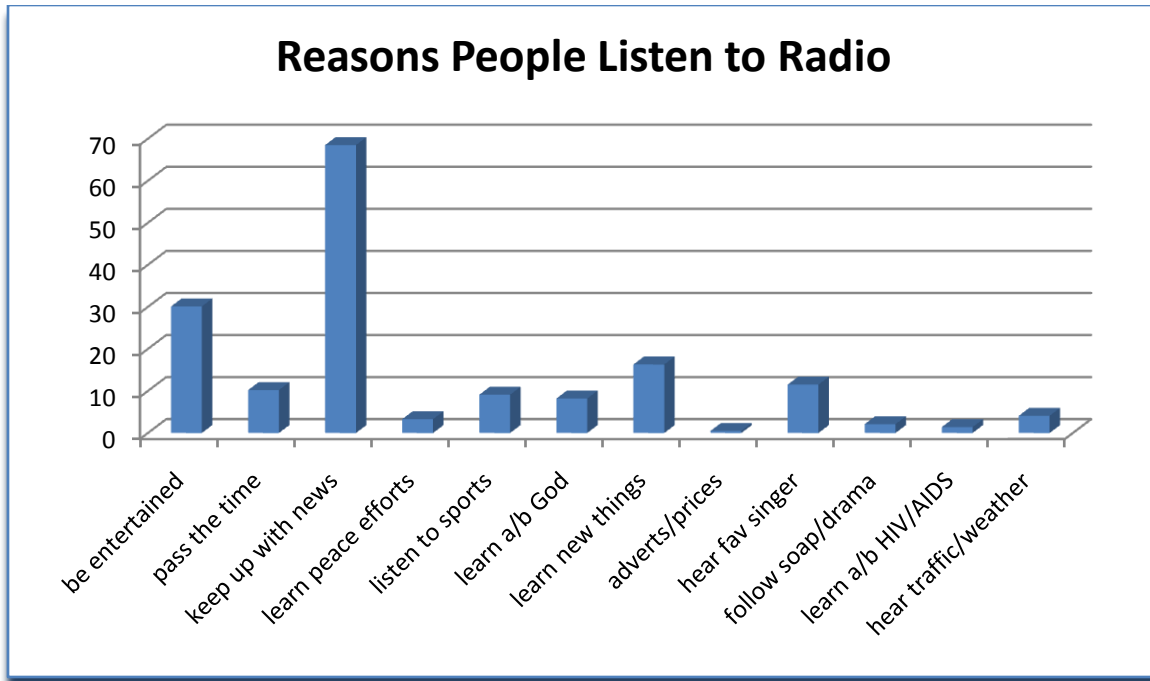
We asked the participants whether they used mobile telephones and 89.2% responded that they did. This percentage is in-line with the ownership/access percentage. The respondents reported talking most frequently on their mobile phones to close family members.





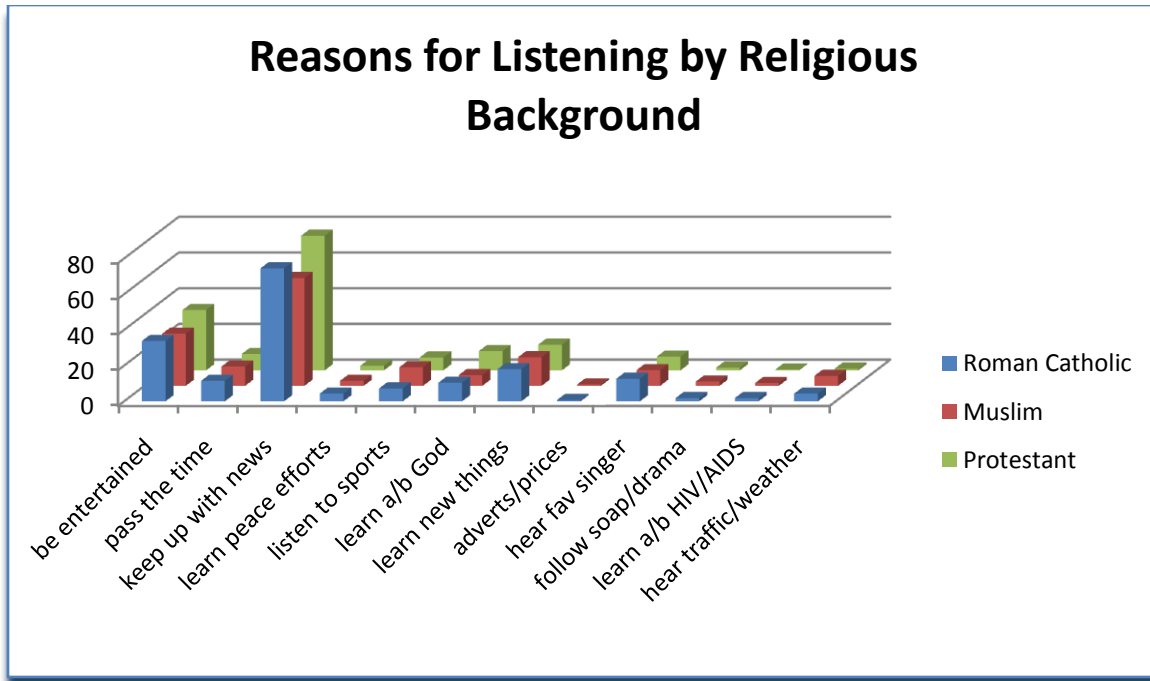
From this chart we can see that people predominantly use their mobile phones for social purposes. 71.8% communicate primarily with close family and 49.9% communicate with friends. Only a small percentage of our respondents use their mobile phones for business purposes. Less than 1% of the respondents reported contacting boyfriends/girlfriends, clients and pastors who were not listed on the survey instrument.

The communication medium with the second highest rate of ownership or access was the radio. The use of radio among Ivoirians is high but not as high as television. 78.1% of the people we surveyed said they listen to the radio. This is still a high user percentage and an important medium to consider when accessing the general population.



The main reason Ivoirians listen to the radio to keep up with the news (68.5%). Other important reasons were to be entertained (30.1%), to learn new things (16.3%) and to hear their favorite singer or songs (11.5%). Other reasons the respondents mentioned which were not listed on the survey included; listening to music in general (either religious or secular), listening to religious programs (either Christian or Islamic programs) and listening to programs in the local language.

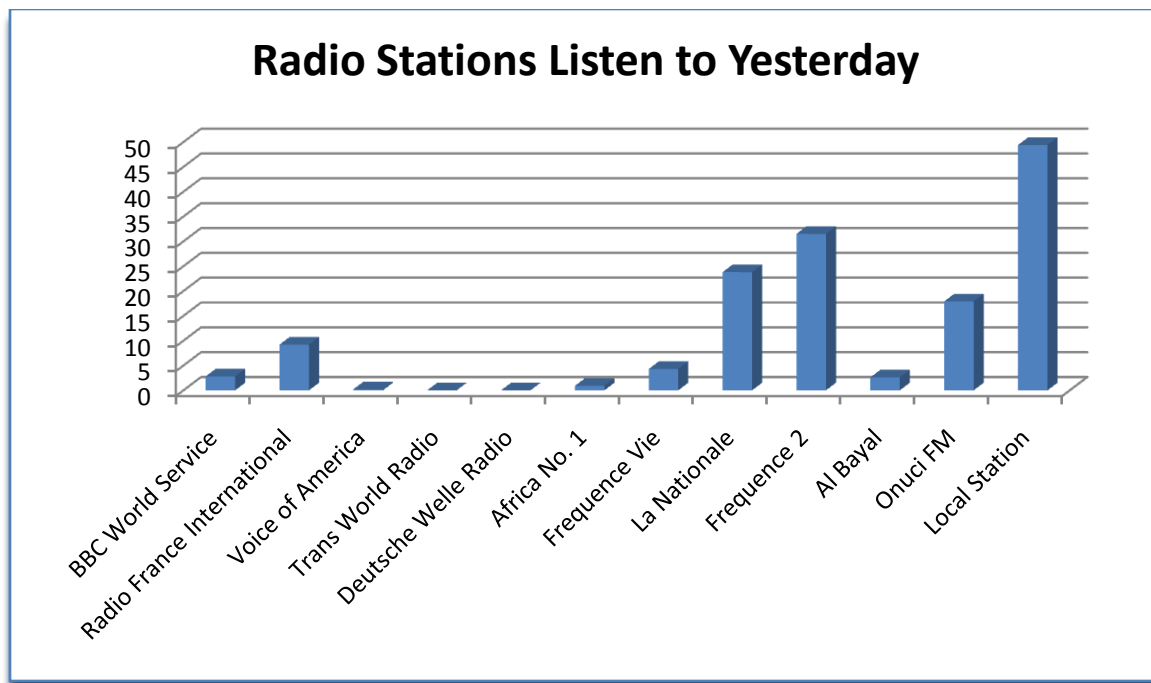
When the respondents are separated according to the three main religions in Cote d'Ivoire, they show the same general reasons for listening to the radio, regardless of their religion.



The only significant difference illustrated is the percentage of people who listen to the radio to keep up with the news. 74.5% of Roman Catholics and 75.4% of Protestants listened for this reason compared with only 60.4% of Muslims.

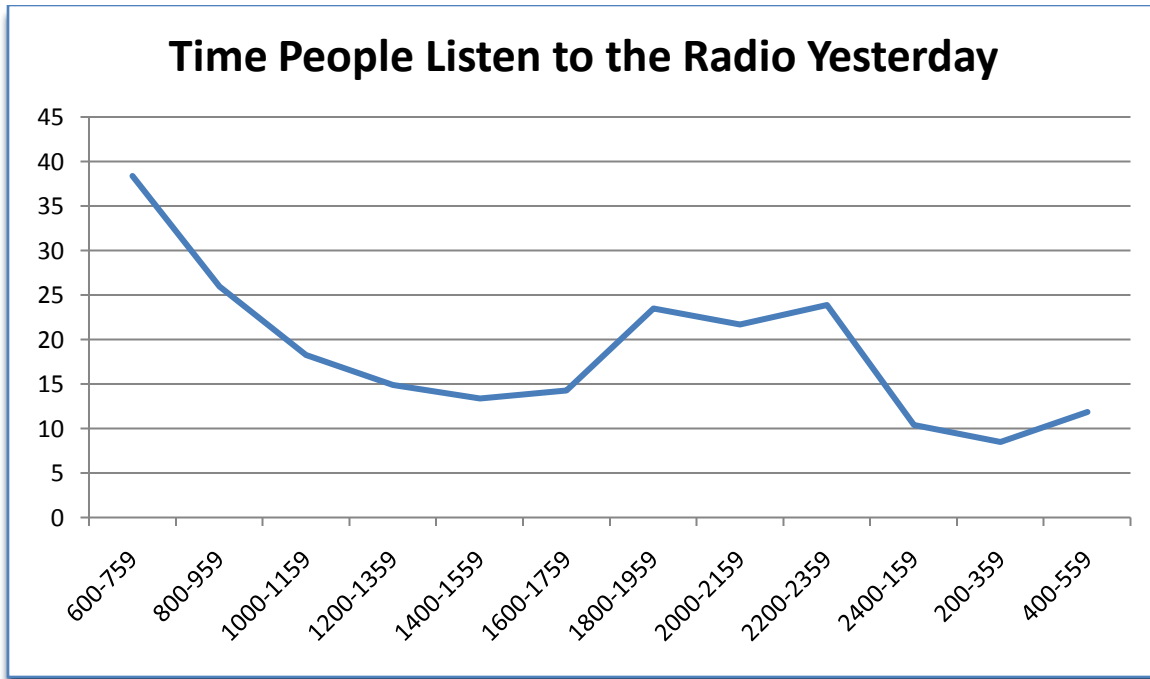
When the respondents were asked if they listened to the radio yesterday, 56.3% said they did. This is quite a bit lower than the amount of people who said they listen to the radio in general at 78.1%.

What stations did people report listening to yesterday?



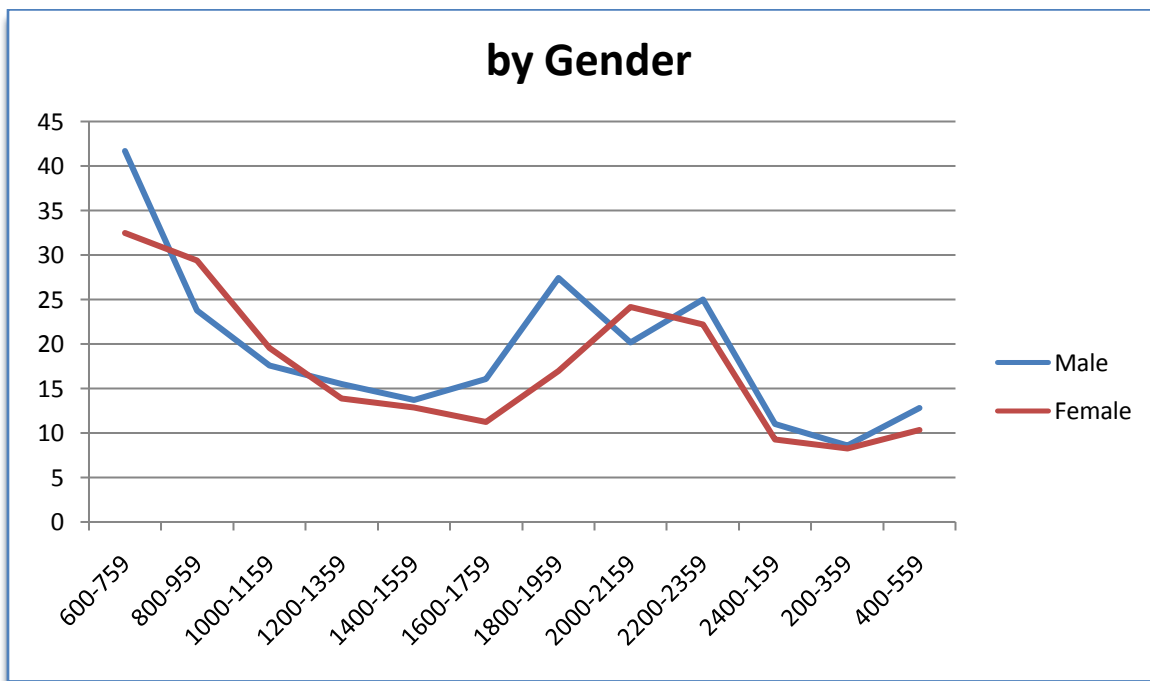
The stations the respondents listened to the most yesterday were their local stations as well as Frequence 2 and La Nationale. The only international stations the people surveyed mentioned were Radio France International (9.2%) and BBC World Service (2.8%). The popularity of Onuci FM is worth noting. This station was formed by the United Nations to promote peace and national reconciliation. It broadcasts political, economic, cultural, and sports programs in French but also airs news in five local languages. 17.9% of the respondents reported listening to Onuci FM yesterday. Other stations that were recorded include Jam FM (12.4%), Radio Espoir (1.7%), The Voice of Adzope (1.7%) and a number of community radio stations.

In addition to “yesterday listening,” MRI also acquired a more detailed view of when people listened during that day. The results show that most people listen to the radio first thing in the morning.



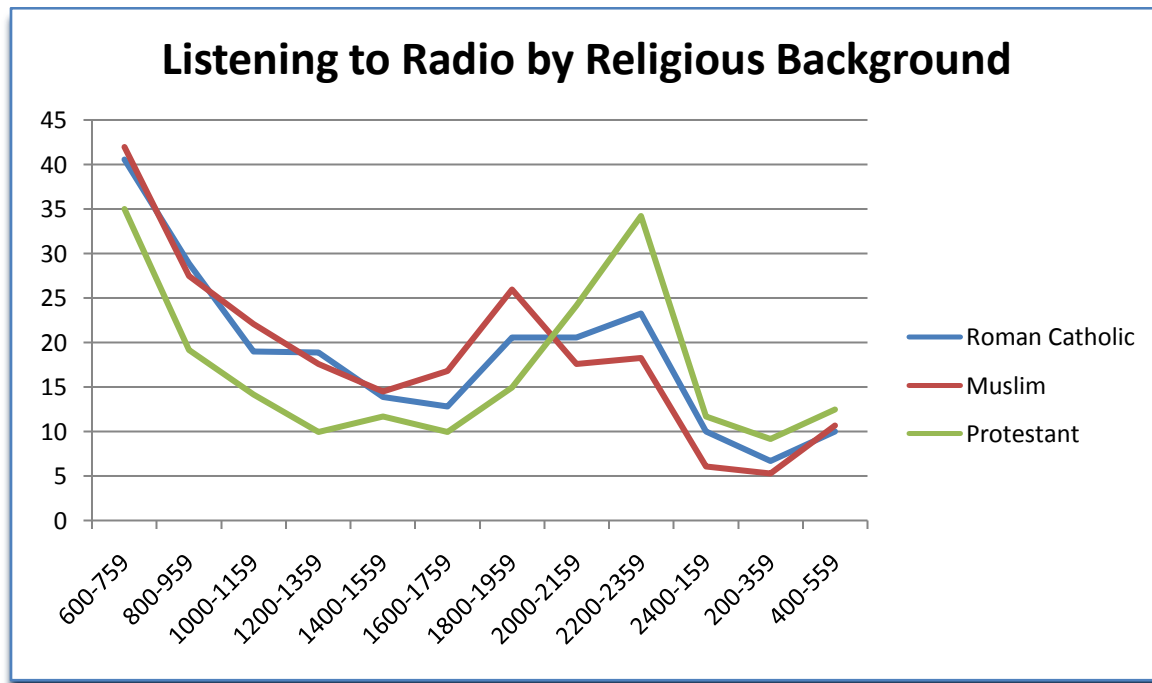
A peak in listening during the early morning hours is apparent in this chart. The number of listeners after 0900 never equals that of the time between 0600 and 0900. There is a second, less distinct, rise in listenership in the evening from 1800 to 2359. At any given time there is approximately 10% of the population listening to the radio, except for the depth of night. A small percentage of people (3%) reported that they couldn't remember when they listened to the radio yesterday.

Do males and females of Cote d'Ivoire listen to the radio at differing times? Not so much.



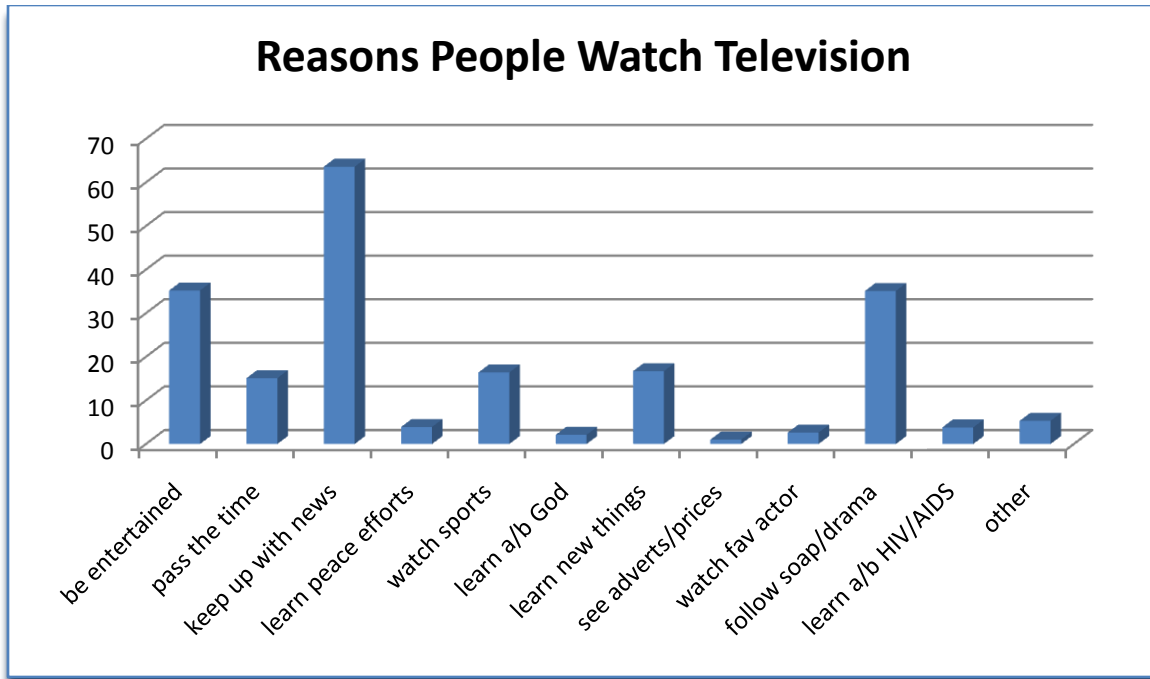
There are some differences between the listening times of males and females. In the morning, more men are listening to the radio than women by a margin of 9.2%. This is also the case again in the evening. From 1800 to 1959 hours, there are 10.4% more males listening than females.

The following chart separates the results based on the respondent's religious background. Are there different habits that the people of various religions exhibit?



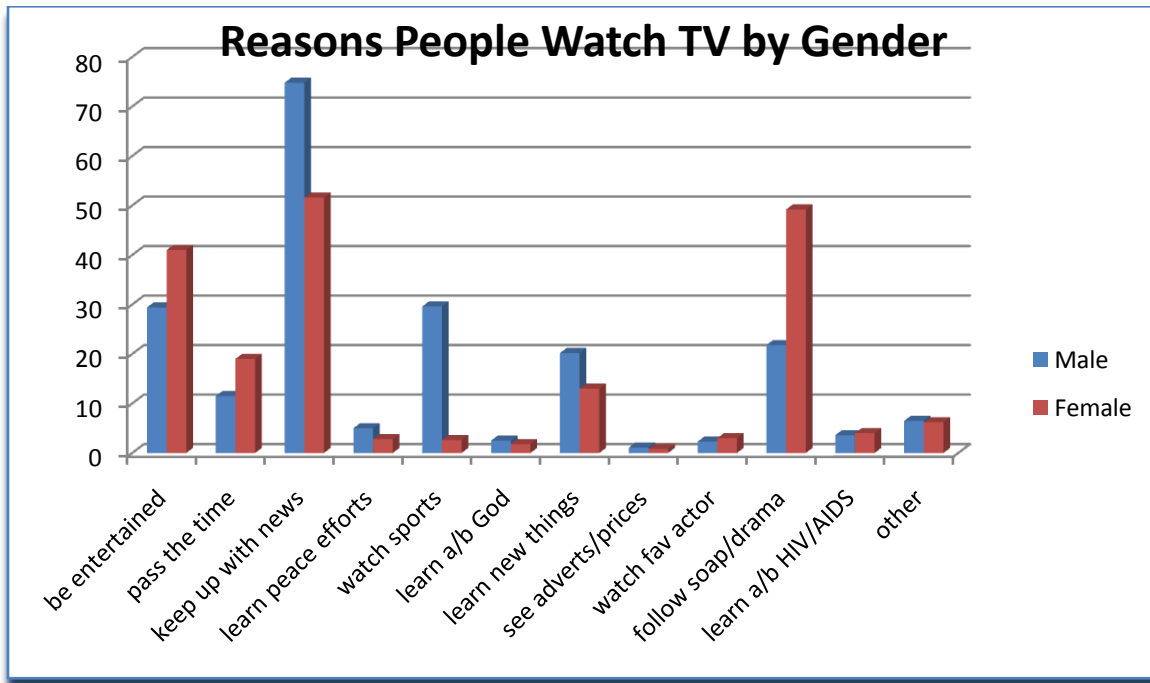
There are a few significance variations worth mentioning. For Protestants, there appear to be two distinct peaks with almost equal listener percentages. The first one occurs from 600 to 0759 hours and the second from 2200 to 2359 hours. The other two religious groups also have two peak listening times but the morning is much higher than the evening. For Roman Catholics, the second peak is 17.3% lower than the morning and for the Muslims, it is 16% lower. In the evening hours, the Muslims peak earlier than the other two groups from 1800 to 1959 hours, while Roman Catholics' and Protestants' listening peaks from 2200 to 2359 hours.

Radio listenership is high but television viewership among Ivoirians is remarkably higher. With 88.5% reporting they have watched television, this is the media technology most used in the country. Among the respondents, 75.1% reported their household possessed a television set, while 88.5% reported watching television. That means 13.4% of the people surveyed are going outside of the home in search of opportunities to watch television. MRI wanted to know the reason why so many people are watching television in Cote d'Ivoire. The following chart shows the results.



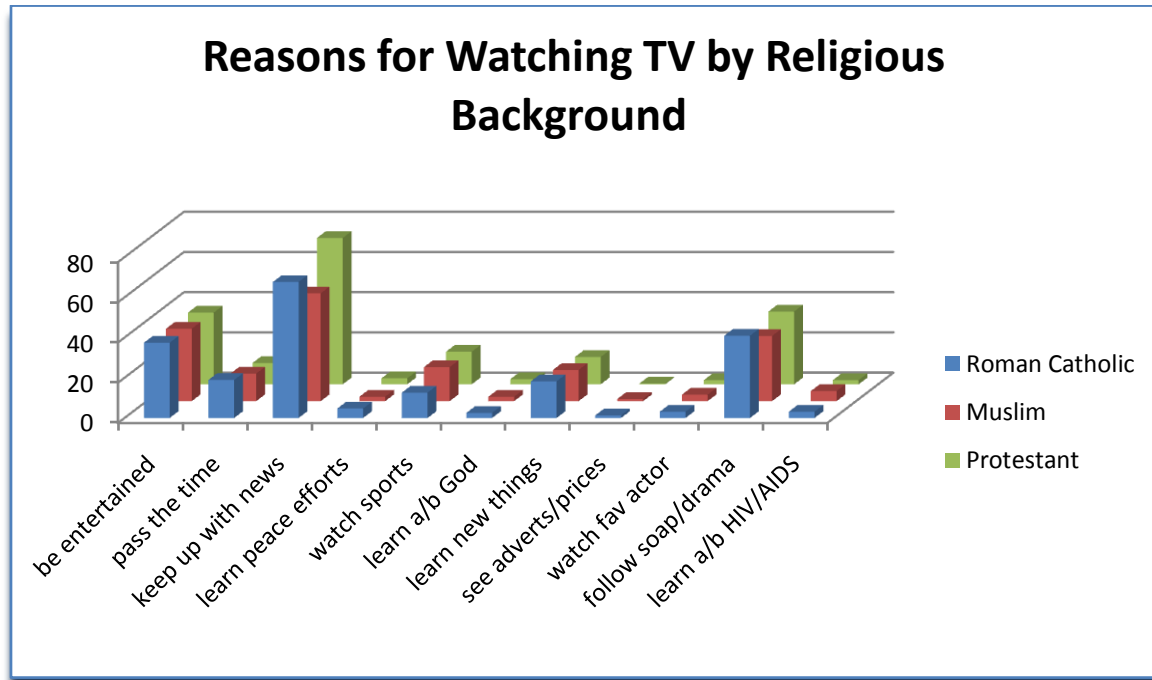
63.6% of the respondents said they watched television to keep up with the news. After the news, 35.2% of people surveyed said they watched TV to be entertained while 35.1% said they watched TV to follow a soap opera or drama.

When we look at this question from a gender perspective, there are some differences in the reasons given for watching television. The following chart illustrates these differences.



From the chart it is apparent that males are more interested than females in keeping up-to-date with news and current events. Females are also interested in the news but they are nearly as equally interested in following soap operas and dramas. This coincides with the higher percentage of females, 41%, stating the main reason for watching television was to be entertained. Males also indicated their desire to watch sports on the television set much more than females (29.6% vs. 2.6%).

Are there differences that stand out when we separate the reasons respondents watch T.V. according to their religious background?



The only significant difference is that Protestants watch television 5.2% more than Roman Catholics and 19.3% more than Muslims.

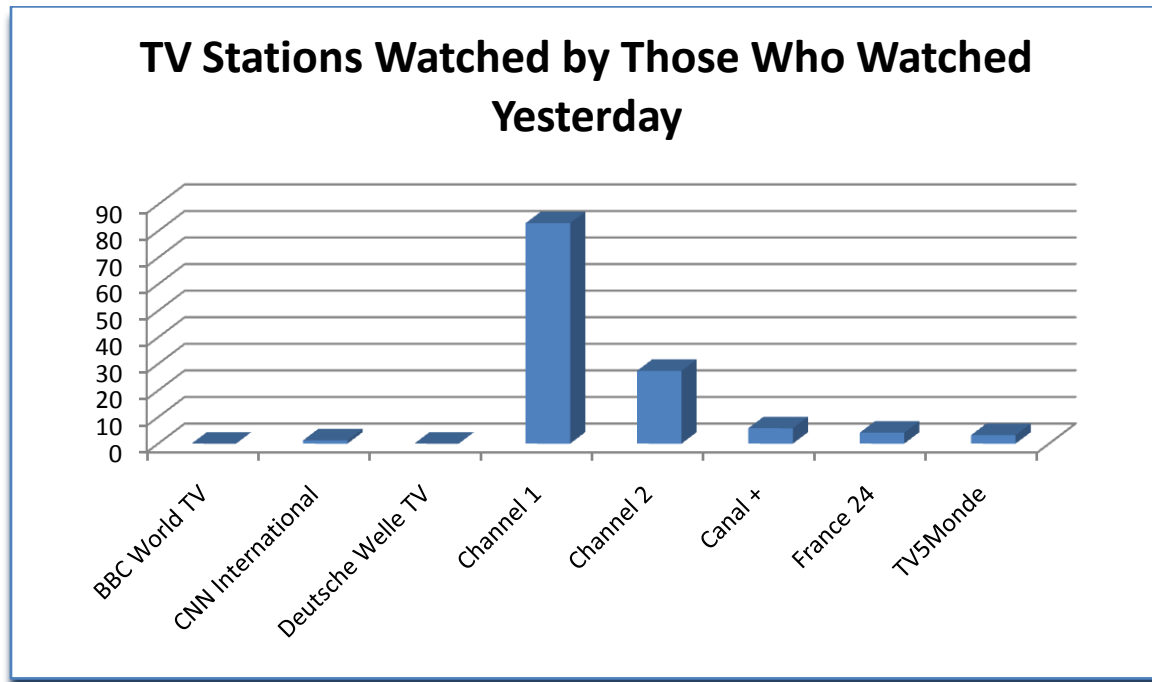
Watching television is a popular event in the lives of most Ivoirians. MRI inquired about frequency of viewing. 62.3% of Ivoirian responded that it was an everyday occurrence. 7.6% said they watched five or six days weekly and 10.8% watched three to four days a week. The remaining 17.9% of people surveyed watched television less than three days a week.

71.8% of the respondents indicated that they watched TV in their own home. 20.4% watched at their neighbor's home while another 10.9% used a relative's television set. Only 1.2% of the people surveyed watched at a bar, café, canteen, restaurant, community center, club, or another location. Still another 3.3% said they watched in some other place that was not specified.

Slightly more people reported that they had been watching television the day before the survey than those who had said they watched every day (65.9% vs. 62.3%).

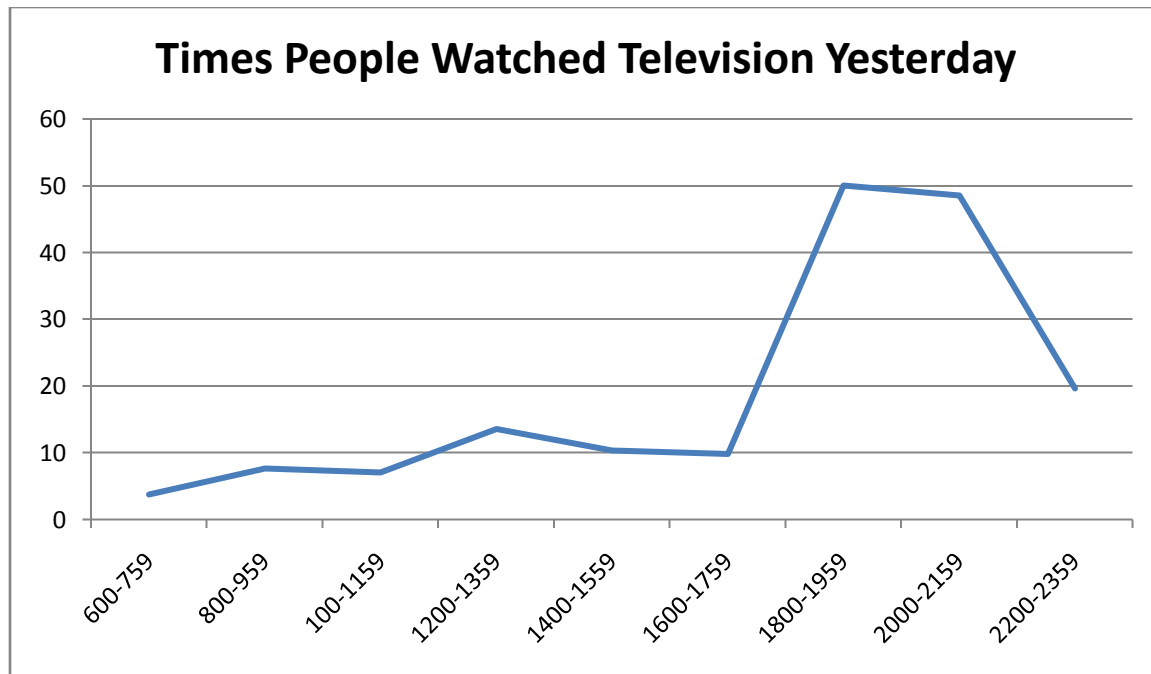


As indicated earlier only a small percentage of the respondents owned or had access to cable television service or a satellite. This limited the various television stations available for viewing. MRI wanted to know exactly what television stations the people of Cote d'Ivoire watched. The respondents overwhelmingly preferred Channel 1, the government-run station (83%).



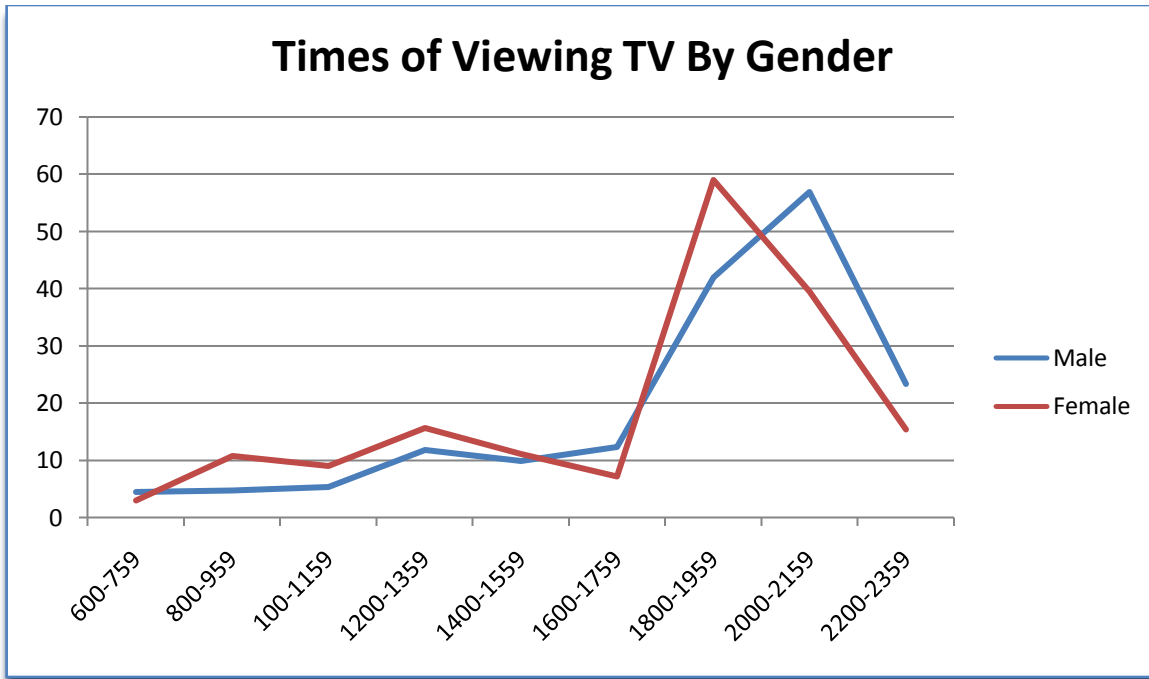
After Channel 1, Channel 2 was the second most watched TV station (27.4%). This demonstrates that the majority of Ivoirians have access to these stations and/or that they prefer the programs they offer. No one interviewed mentioned watching BBC World TV or Deutsche Welle TV and only a handful mentioned CNN International (1.2%). Other international stations that were mentioned were from France. These include Canal + (5.8%), France 24 (4.1%), and TV5Monde (3.2%). In Cote d'Ivoire, 88.5% of people watch television. Of those 83% said they watch Channel 1. To gain access to the largest viewership in the country, Channel 1 is the appropriate station.

The time when most people said they watched television was between 1800 and 1959 hours.



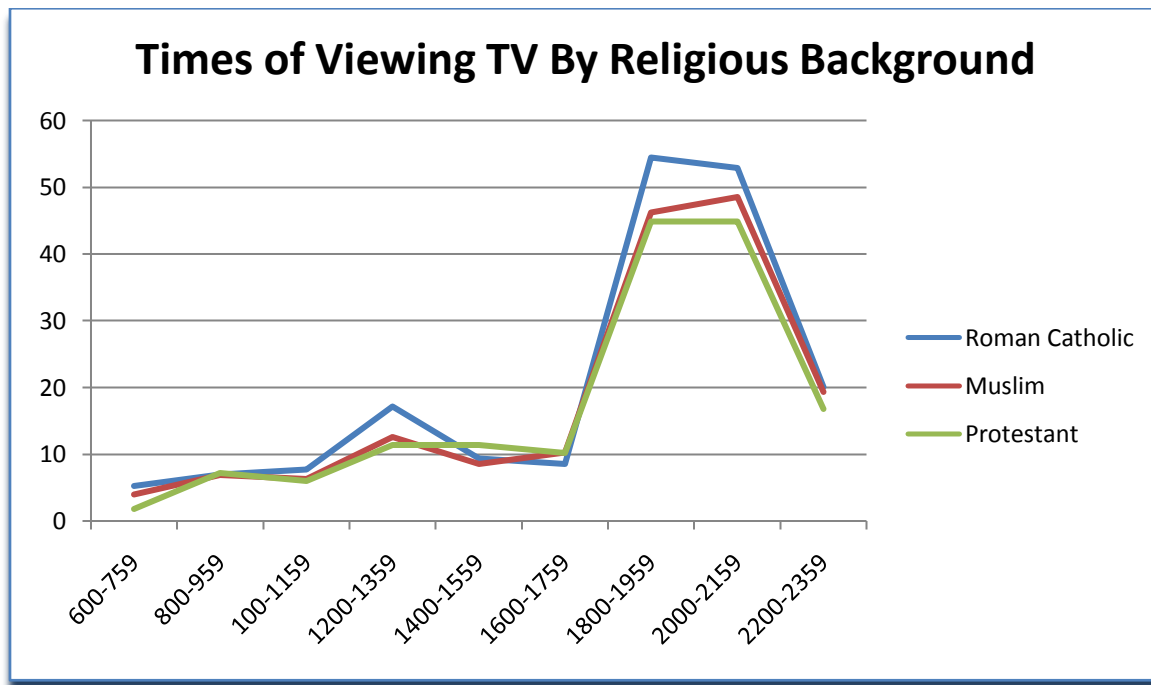
From this chart, it is easy to see when the main viewing times are. During peak viewing times, approximately 50% of the respondents said they watched television. 4.3% of respondents said they watched TV all day long. It is not clear if the respondents are actually watching the programs or if the television is simply on in the background while members of the household are going about other business, however, especially for those who watched “all day long.” During the peak viewing times reported, the daily news is usually aired. This confirms the results from earlier which stated over 63% of respondents watched television to keep up with news.

Trends for viewing among males and females are similar to each other, at least insofar as time of viewing is concerned.



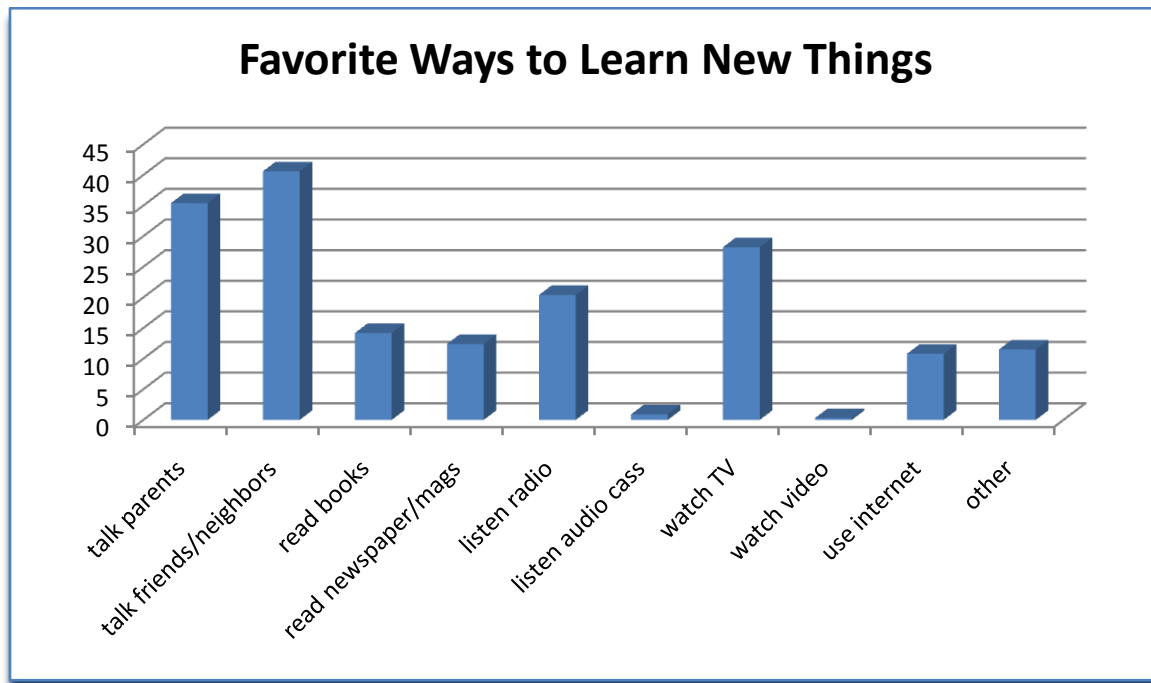
Female viewership peaks two hours earlier than the males' according to the respondents. The largest percentage of women (59%) watched television from 1800 to 1959 hours, while the largest percentage of men (56.9%) watched from 2000 to 2159 hours. 6.9% of females stated they watched television all day compared to only 2% of males.

There were slight differences in viewing times according to religious background.



The percentage of Roman Catholic viewers was higher between 1200 to 1359 hours, and at the peak evening viewing times.

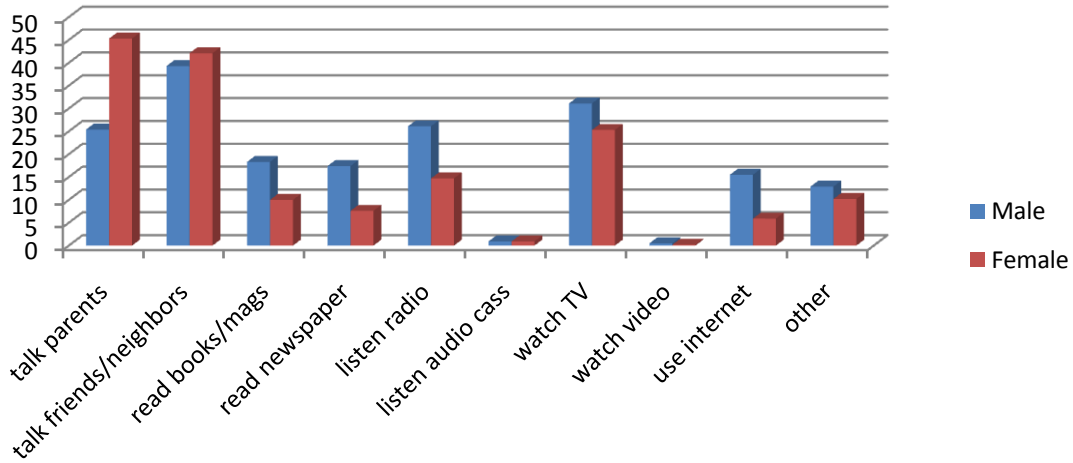
As this report has shown, most people use media outlets – both radio and television – to acquire information about what is happening around them: the news. MRI inquired about Ivoirians' favorite ways to learn about new things.



The majority of the respondents talked to their friends/neighbors (40.6%) or parents (35.4%) to learn new things, evidence that oral tradition is still a vital means to knowledge and information. The more recent media inventions, television and radio, were also high on the list of favored ways to learn new things. 28.2% reported watching television and 20.4% reported listening to the radio to learn new things. The internet, the most modern of media technologies listed, is gaining in popularity across Africa as more and more people are being connected. In this survey, 10.8% of respondents report use of the internet as one of their favorite ways to learn new things.

There was evidence, too, that gender plays a role in selecting the means to learn new things. The following chart illustrates the differences between men and women.

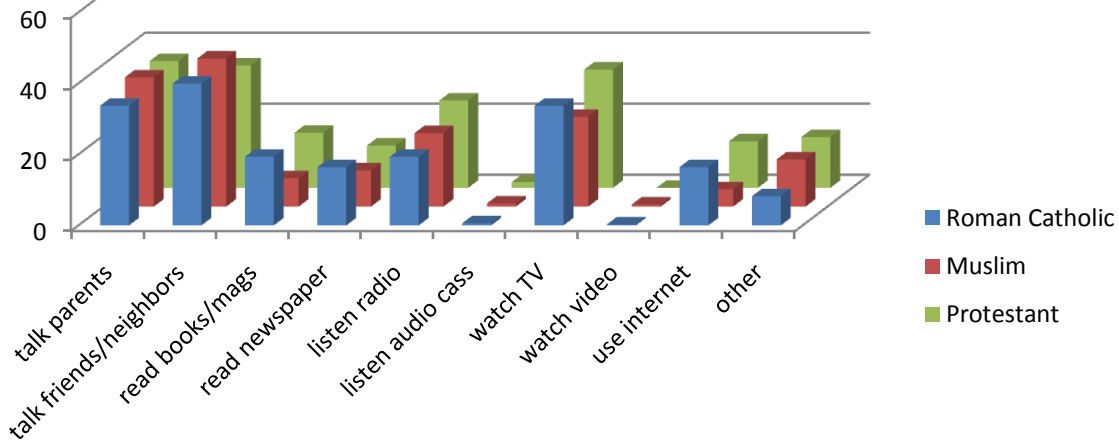
## Favorite Ways to Learn New Things by Gender



Women favor obtaining new information from their parents (by a margin of 19.9% over men). Both sexes utilized friends and neighbors equally as sources of new knowledge. However, men used a wider variety of sources. Men reported reading books/magazines, newspapers, listening to the radio, watching television and surfing the internet at higher rates than women. Sometimes the ratio of difference was 10% or more.

Do people from different religious backgrounds seek new information from the same places?

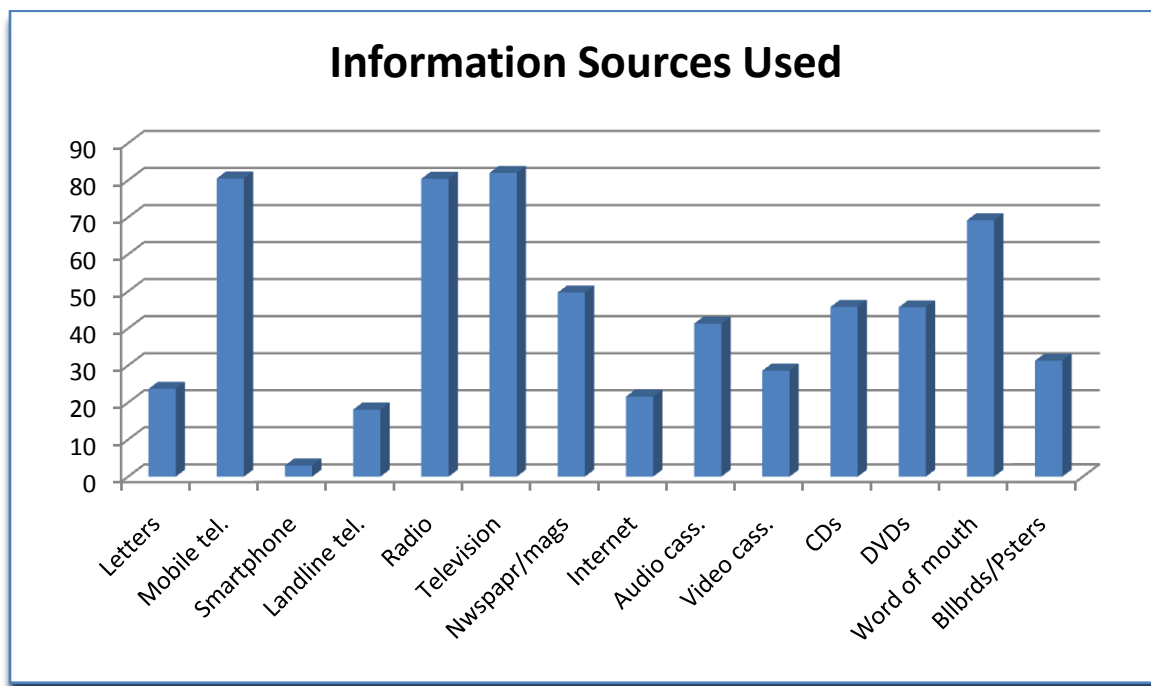
## Favorite Ways to Learn New Things by Religious Background



There was little difference in the preferences for learning new things by religious background. The use of the internet by people of different faiths was the most notable difference. 16.4% of Roman Catholics and 13.1% of Protestants used the internet compared to only 4.9% of Muslims.

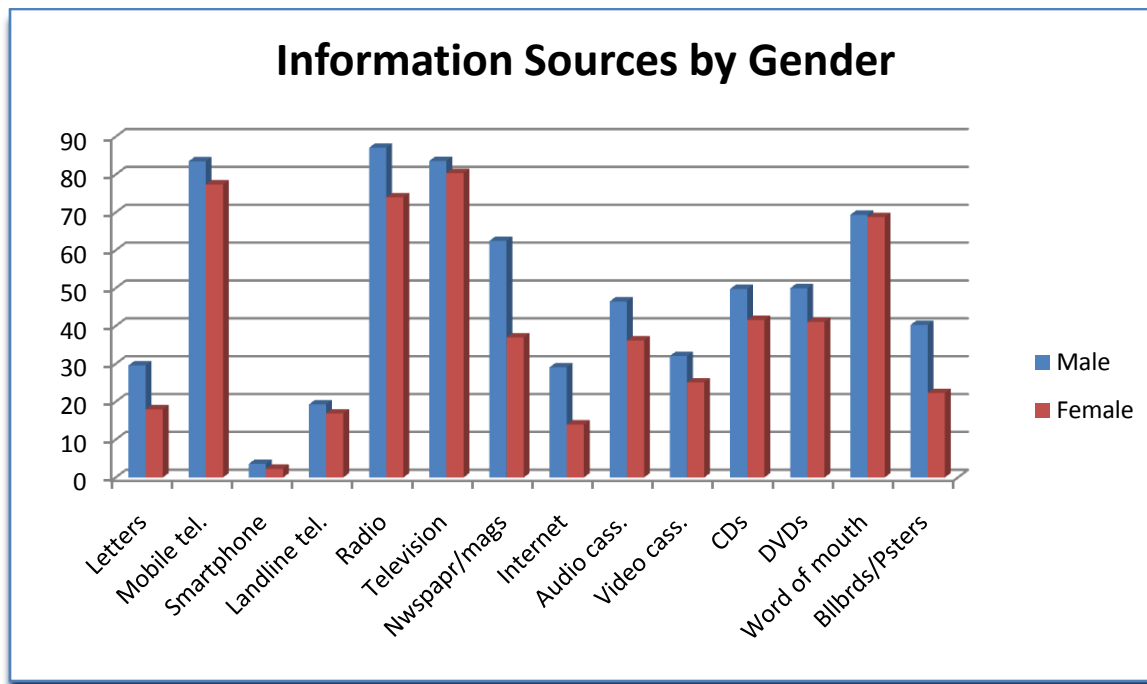
### Part 3: Information Preferences and Evaluation

What sources of information do the people of Cote d'Ivoire use for entertainment or to gain new knowledge? Where do they get the information they use in day to day life? How often do they use these sources? And how do they evaluate their usefulness on different subjects? These are just a few questions that MRI posed to the respondents to get insight into their use of media.

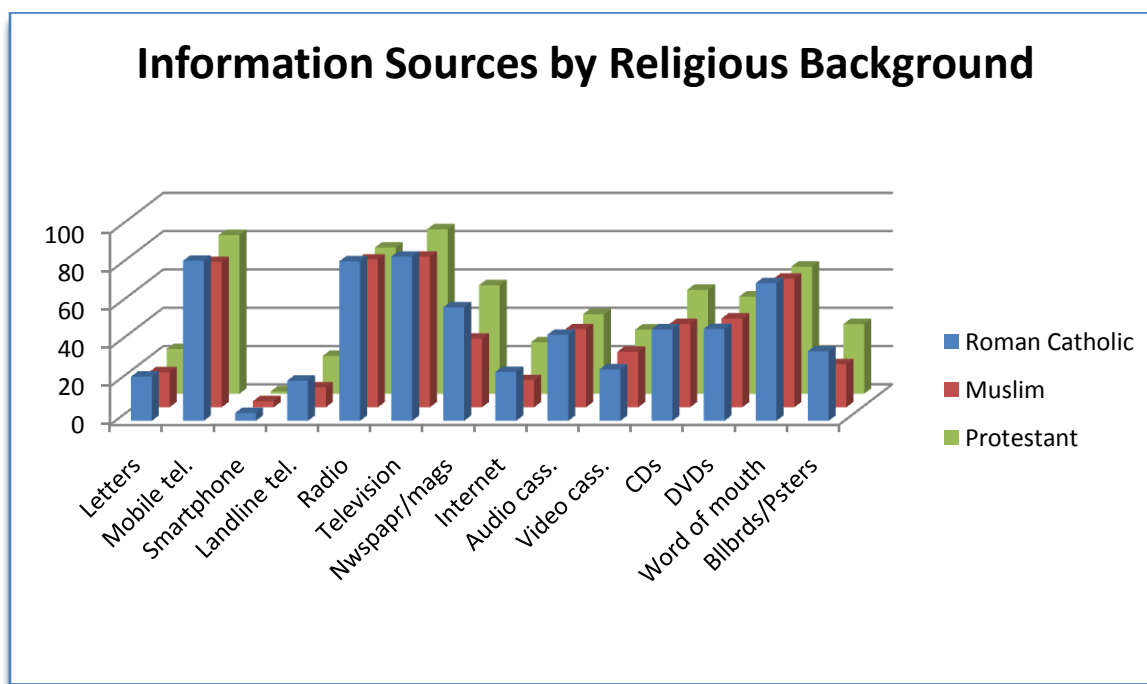


The source that respondents reported using most for getting information is television (82%). This is closely followed by the mobile phone (80.5%) and the radio (80.4%). Being traditionally an oral society, it is no surprise that the use of word of mouth is also high at 69.2%. As for print media, 49.7% of those interviewed reported using newspapers or magazines as a source of new information. 45.8% of people stated they use CDs, 45.7% use DVDs and 41.6% use audio cassettes. It is quite common for radios to have cassette or CD capabilities as well, which may be the reason this media use is as high as it is. Also, if people own a television, the chances they have either a video cassette or DVD player is quite high (28.6% stated they had access or owned video cassettes). Again, the number of respondents who reported using the internet is relatively high at 21.6% and this percentage will undoubtedly rise.

MRI took a closer look at this question and dissected it according to gender and then religious background to see if there were variations in the results.

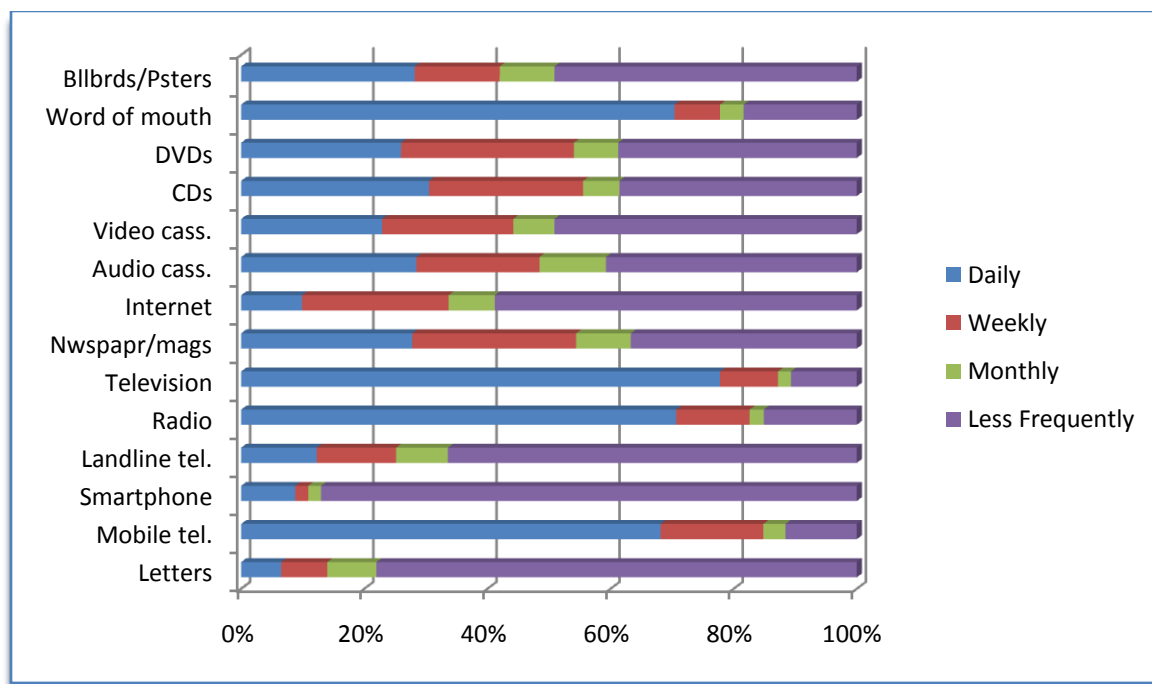


The men in this study use all of these sources of information more than women. The differences between the two sexes are greater for some than others. For instance, males use the newspaper/magazines more than females by a margin of 25.5%, the internet by a margin of 15.1%, and the radio by a margin of 13.1%.



For the most part, the people surveyed from different religious backgrounds followed the same trends as the overall population. There were only a few instances where there were notable differences. The use of newspapers and magazines by Roman Catholics and Protestants was higher than the Muslims: 59.3% for Roman Catholics, 56.7% for Protestants and 35.8% for Muslims. There is also a sizeable difference in the use of the internet. Again, Roman Catholics and Protestants used this medium more than Muslims. 25.6% of Roman Catholics and 26.9% of Protestants surveyed reported using the internet as an information source compared to only 14.2% of Muslims.

There are many different information sources available to Ivoirians. Some of these sources are used more frequently than others.



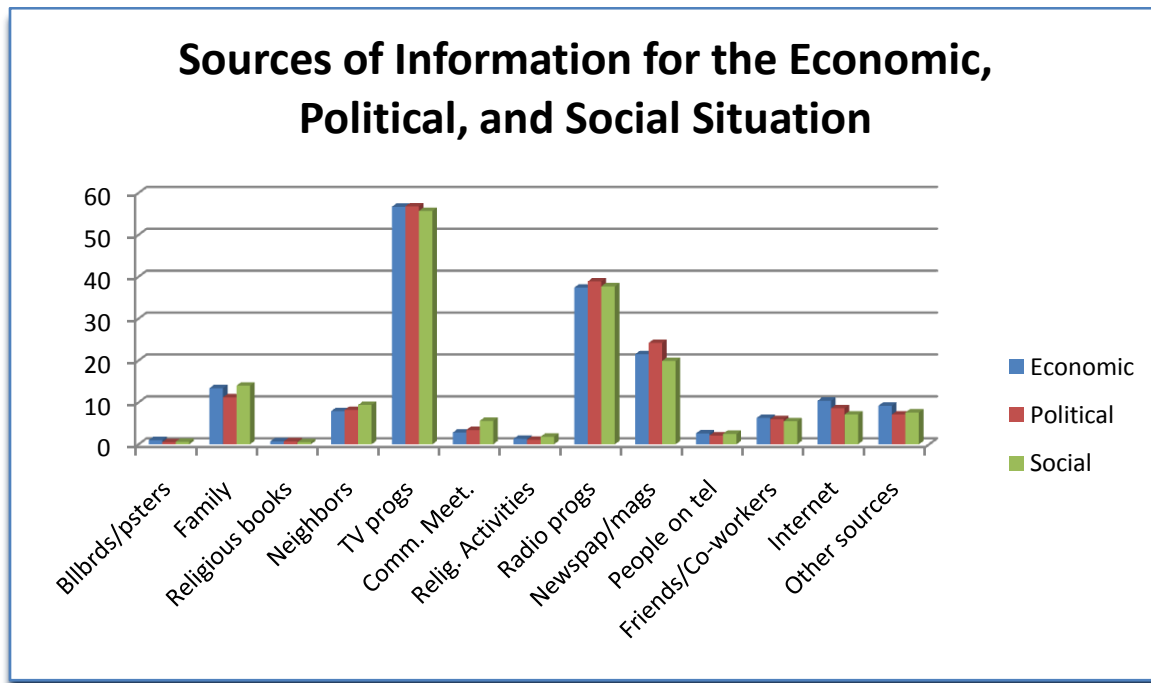
This chart shows the large percentage of respondents who use the television, radio, mobile telephones and word of mouth to gain new information on a daily basis. Nearly 50% of respondents reported using newspapers to gain new information, however only 27.8% of the people who utilize this medium use them daily, another 26.6% use them weekly, and 8.9% use them monthly. This trend is true for CDs and DVDs as well. 45.8% of people said they use CDs and another 45.7% say they use DVDs. When asked how frequently they use CDs, 30.5% of respondents said daily, 25% weekly and 5.9% monthly. The same is true of DVDs with 26% of respondents saying they use them daily, 28.1% weekly and 7.2% monthly.

Separating the responses according to gender leads to the conclusion that men have a tendency to use certain media more frequently than women. For example, 78.7% of males use the radio daily compared to only 61.3% of females. Similarly, 37.9% of males read the newspaper daily while only 12.4% of females said they do. The usage of CDs and DVDs at least weekly is higher for males than females at 12% and 9.4%.



Analyzing the data based on religious background led to only one trend worth mentioning. 42.7% of Protestants reported using the internet at least weekly compared with 26.9% of Muslims and 33.6% of Roman Catholics.

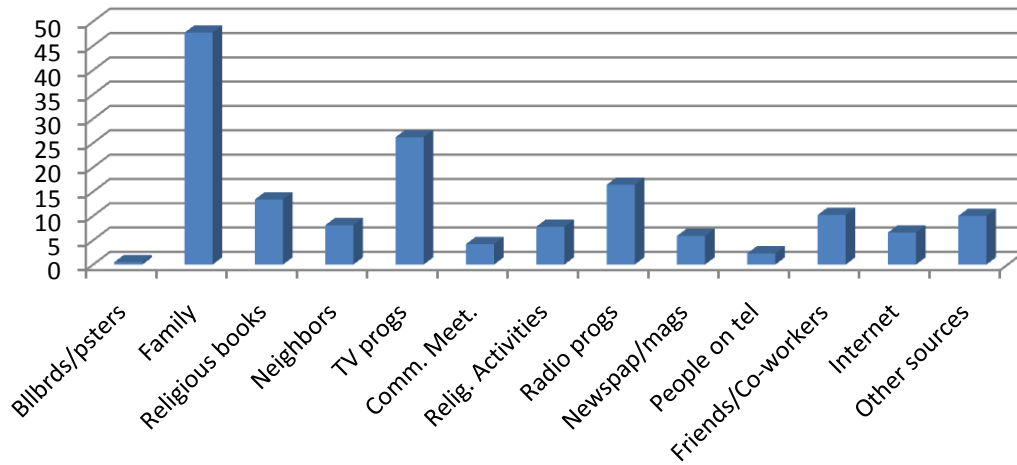
Respondents were also asked to identify the best sources of information about the economic, political and social situation in Cote d'Ivoire.



People in Cote d'Ivoire use the same sources to gain new information about the economy, political and social situation as they do for entertainment and learning new things. The most popular sources were television programs. Radio programs followed television. Newspapers were listed as the third most popular source. Other sources that people used were teachers/school, traders (economic source only), word of mouth, and megaphone (social source only). The percentages for these were not above 1.3%

What sources of information do people use to find out about living a happy and useful life? The dependence on particular sources changed.

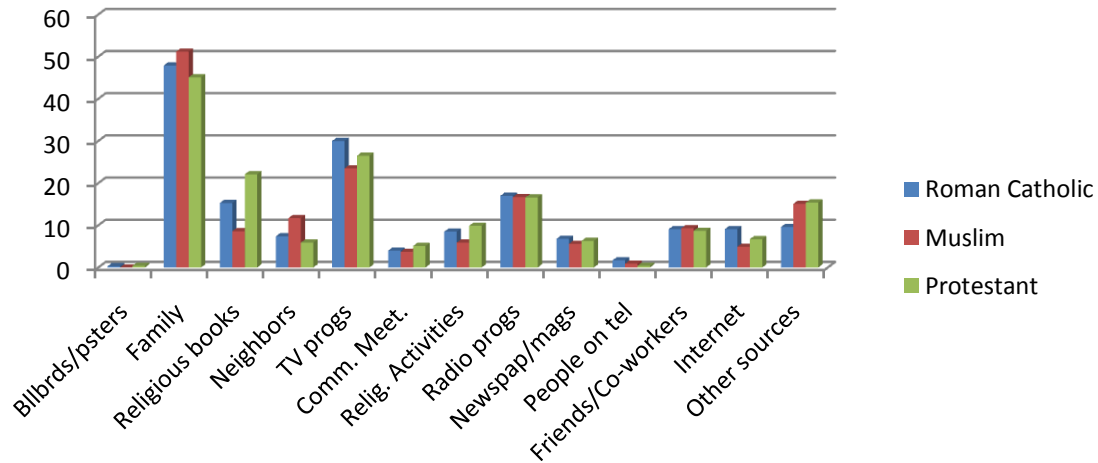
## Sources of Information and Advice on a Happy & Useful Life



People turned to their families to find information about how to life a happy and useful life. The margin of dependence on family is 20% higher than television programs and over 30% higher than radio programs, the sources people mentioned most as sources for information for economic, political and social situations. Other sources people included as sources were teachers/school, the elderly and word of mouth. However, none of these was used by more than 1.2% of the respondents.

There were no clear trends when analyzing this question by gender. The only difference worth mentioning is that 53.4% of women viewed their parents as a source of information compared to 42% of men. However, for both genders, parents are still the main source of information concerning living a happy and useful life.

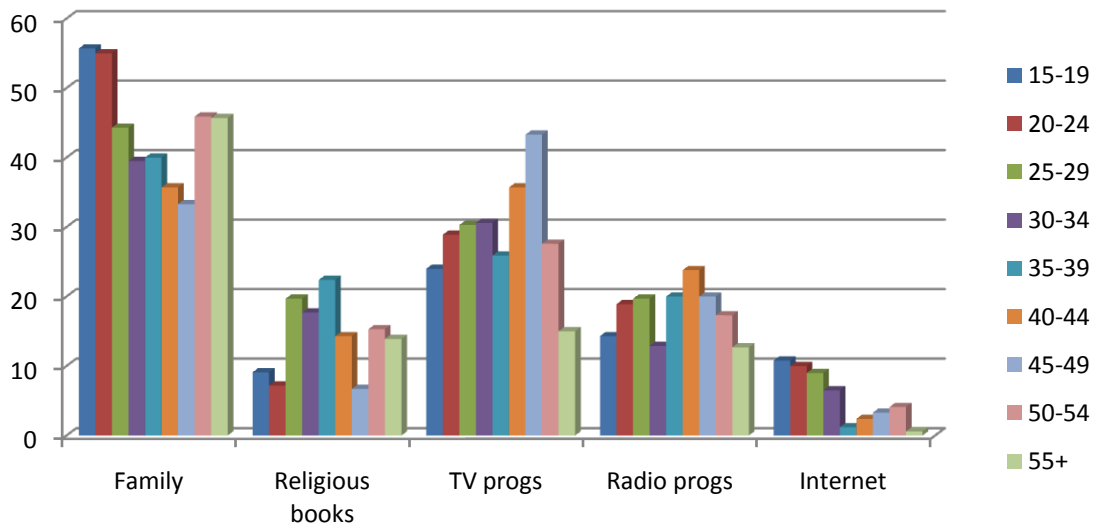
## Sources of Information on Living a Happy & Useful Life by Religious Background



The responses of Roman Catholics, Muslims and Protestants on this issue all follow similar trends. The only notable difference is in the use of religious books, when examined by faith background.

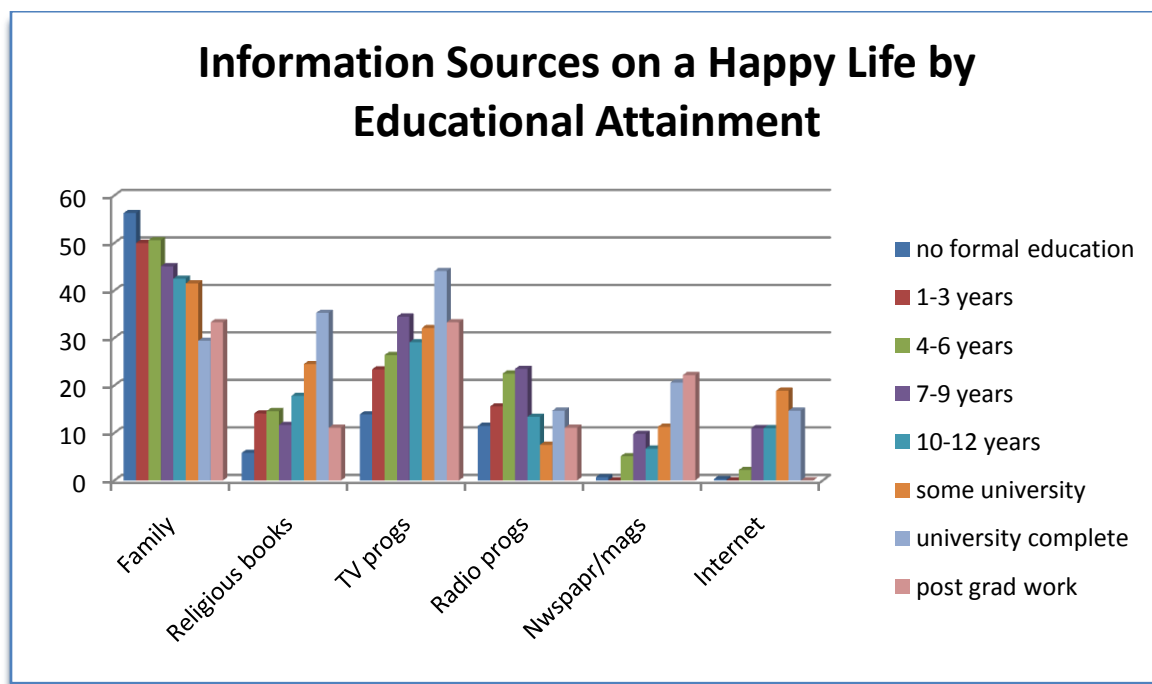
Protestants reported they used religious books as a source of information or advice for living a happy and useful life by a margin of 13.5% more than Muslims and 6.8% more than Roman Catholics. The differences between the groups are not so large, however, when looking at the percentages who seek information or advice by going to religious services or activities (Protestants 9.9%, Muslims 5.9%, and Roman Catholics 8.5%).

## by Age Group



There are some significant differences in sources of information on this issue from an age perspective. Younger age groups are more likely to use their families as a source of information for living a happy and useful life than older groups. As the age of the respondents increases the dependence on family decreases until the respondents reach 50+. Then it increases again. The importance of religious books across the ages of the respondents is not driven by age. It is difficult to draw any conclusion from these results. 43.3% of the respondents age 45-49 consider television programs to be the best source of information or advice for living a happy and useful life. The respondents ages 55+ are less likely (by a margin of 28.3%) to regard television as the best source, with only 15% of this age group choosing this medium. Interestingly, 45-49 year old respondents were the only age group to value a source other than their family the most. Television programs were equal with the family for those 40-44 years old. The value of radio programs peaks with 40-44 year olds at 23.8%. MRI included the internet as a source of information in the chart to show the disparity between the age groups. The youth are much more likely to use this medium than the older generations.

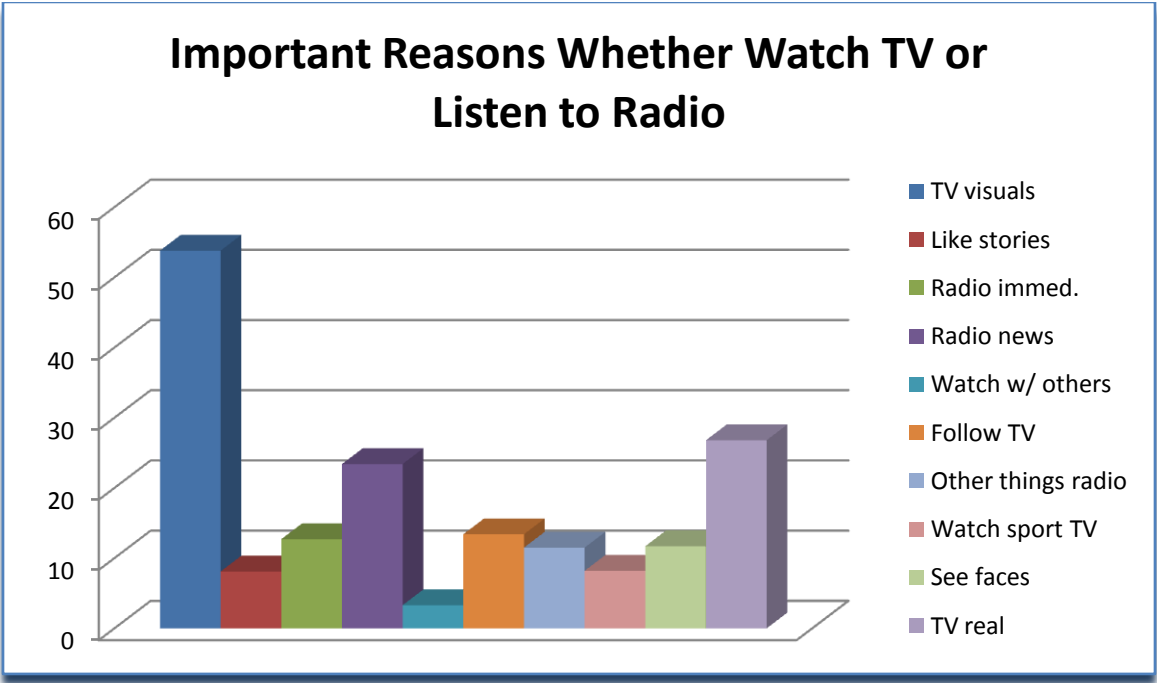
Examining this question from an educational attainment view leads to the conclusion that that the more educated people are, the more sources of information they use. This is illustrated in the next chart.



People with little or no education may have many limitations when it comes to choosing sources of information. The language used in the media, illiteracy rate and accessibility to certain mediums are some of the main restrictions that this research uncovered. For example, people who are unable to read cannot use religious books or newspapers/magazines as sources of information. People who are financially insecure (often the least educated in society) are unlikely to have access to a television set or the internet. However, they look to the people they trust the most and that is, as this chart shows, their families. 56.3% of respondents with no formal education rely on their families for information as

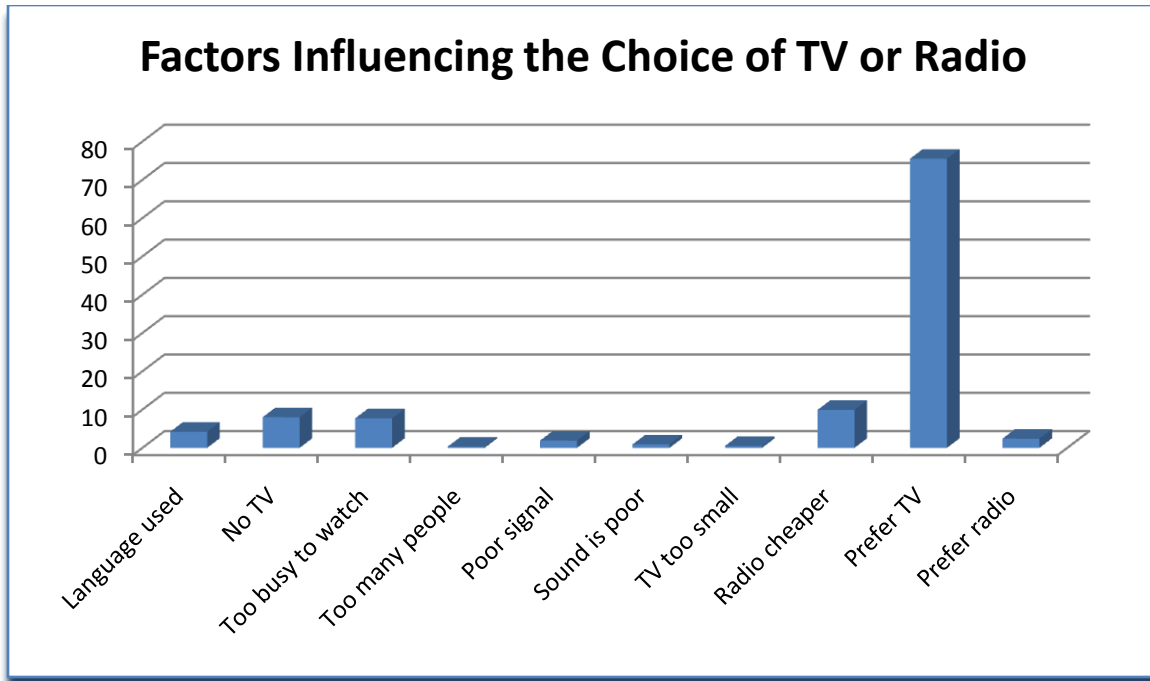
compared to 29.4% with university degrees. By comparison the respondents who are more highly educated have a variety of sources available to them. They rank highly amongst those who get information from religious books, TV programs, newspapers/magazines and the internet.

TV, followed by radio, are media that have tremendous popularity among the population of Cote d'Ivoire as sources of information (illustrated by chart Sources of Information on page 1 of part 3, TV 82%, radio 80.4%). There are many issues that affect people's choice of whether to watch television or listen to the radio. Some choices are based on convenience; others are simply based on preference. Sometimes it is because of technical limitations. The following charts will look into why the people of Cote d'Ivoire choose one medium over the other.



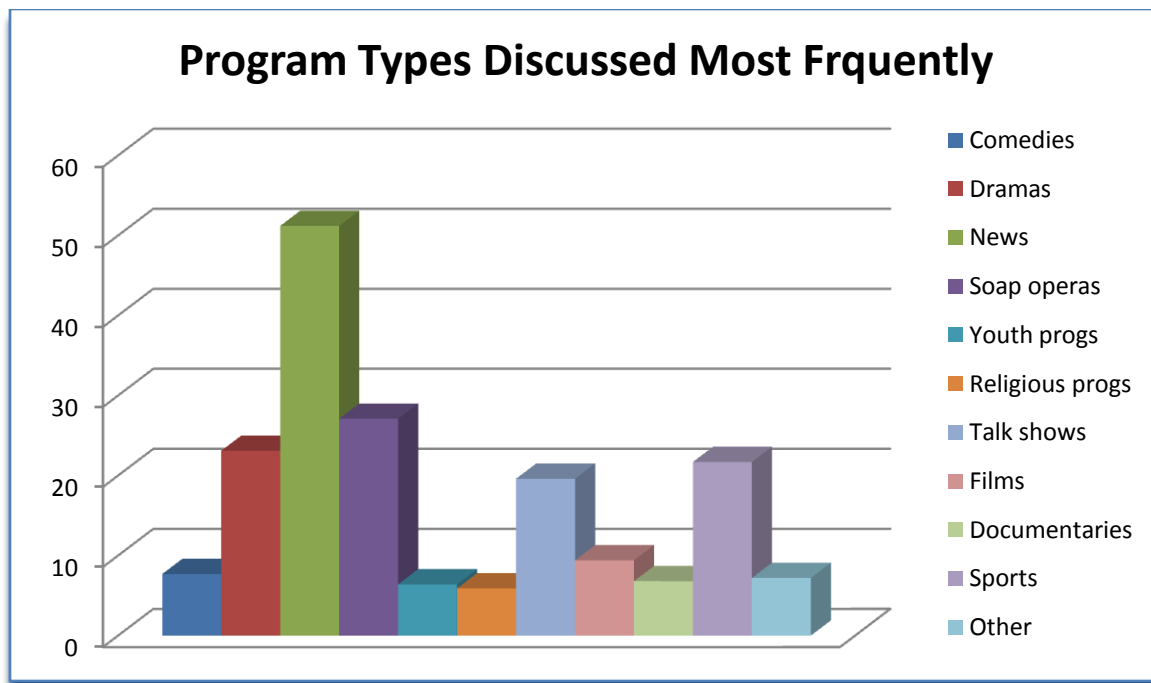
The most important reason reported by the respondents for preferring television was they liked its visual element (53.8%). The second most important reason was the reality that visual images provided to TV programming (26.8%). There were some respondents who preferred radio because it had more up-to-date news (23.4%) and they were able to do other things while listening (12.7%), which is not as easily done when watching a stationary television.

People have different situations in terms of lifestyle, available time and technology to use media technology. What of these factors influenced the preferences of Ivoirian respondents?



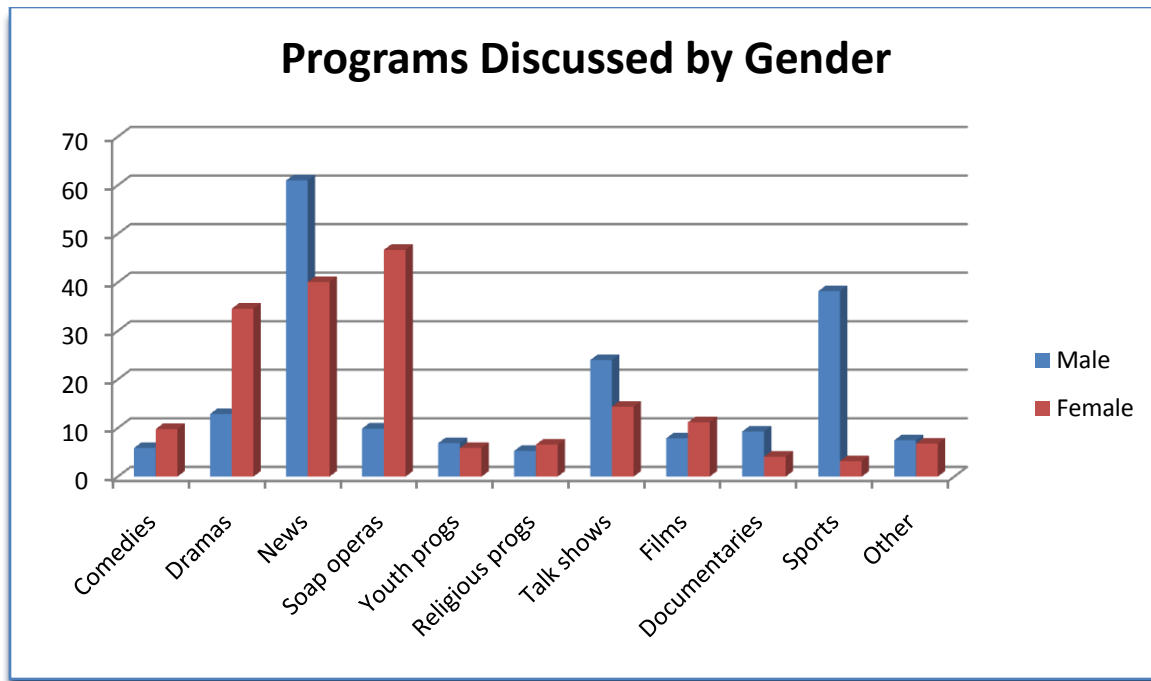
The people of Cote d'Ivoire have a simple preference for television over radio. Some did prefer radio, however, for several reasons, primarily financial. 8% of the respondents reported that they did not have a television set and 9.9% stated that a radio is cheaper to own than a TV. For 4.2% of people, the language used made them choose one medium over the other.

At times, the impact of radio or TV programs can go beyond the simple entertainment of the individual listening/watching. Some programs are so popular that they become conversational centerpieces within communities or particular groups of people. So MRI asked people if they ever talked about the programs they heard or watched. 79.9% of the Ivoirian people interviewed affirmed that they did indeed discuss these programs. When people talked about the programs they encountered, what did they talk about?



There was little conversation reported about advertisements, real family programs, health and medical programs or farming programs (all were less than 3.2%). The programming the respondents did report talking about the most was the news. Soap operas, dramas, sports and talk shows were important topics of conversation, with results all within 10% of each other. The rest of the categories of programs were under 10%.

Programs most frequently talked about among males are definitely different than those talked about by females. This is illustrated in the next chart.

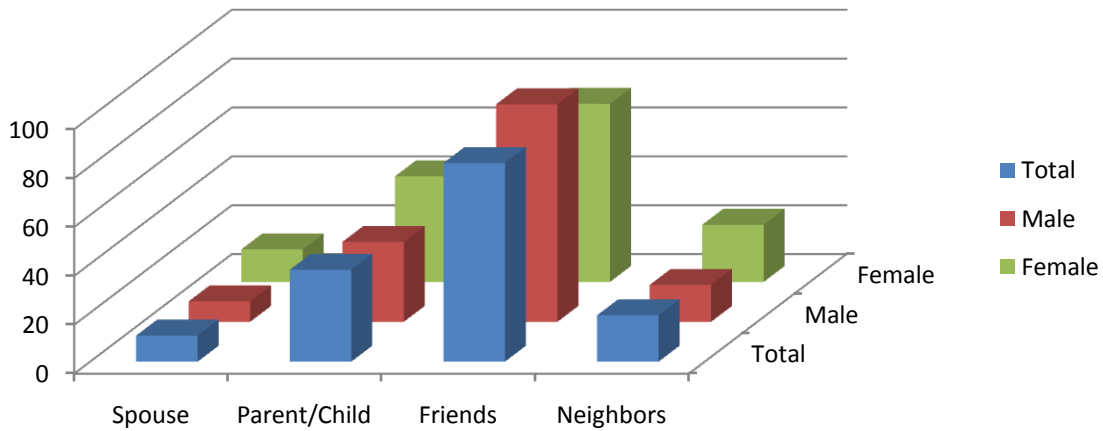


The three main categories males are interested in, and talk about the most, are news (61%), sports (38.2%) and talk shows (24%). Females converse most frequently about soap operas (46.7%), news (40.1%) and dramas (34.6%). Results for males suggest they talked about sports by a ratio of 35% more than females, the news by 20.9% more and talk shows by 9.6% more. The results for soap operas were 36.6% higher for females and for dramas it was 21.7% more.

Who do Ivoirians talk to and what exactly do they talk about when discussing programs they watch on the television or listen to on the radio?



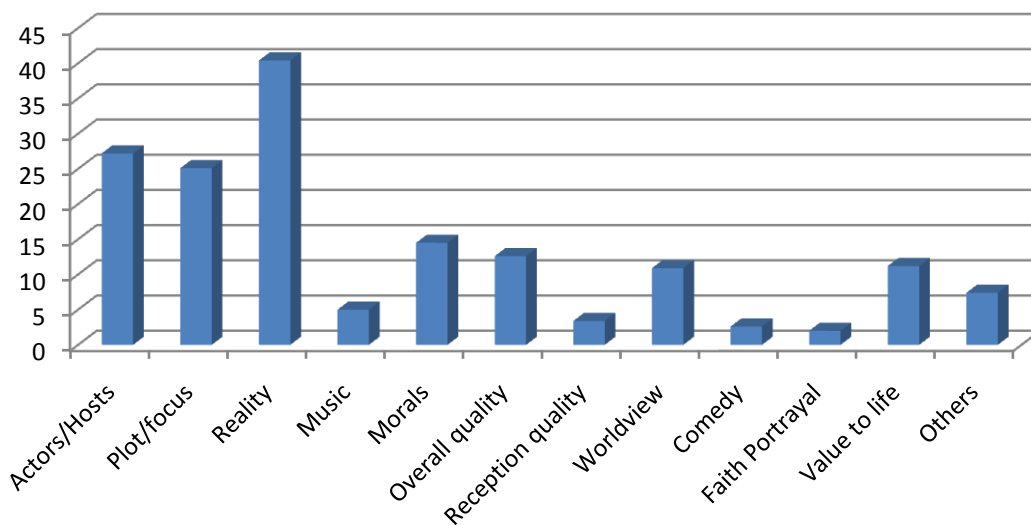
## Who People Discuss TV or Radio Programs With



People talk predominantly with their friends about what they see or hear in the media. Males responded that they conversed with their friends by a ratio of 17.9% more than females did (89% vs. 72.9%). 43.2% of females stated they discussed with their parents and/or children while 32.7% of males did, a difference of 10.5%.

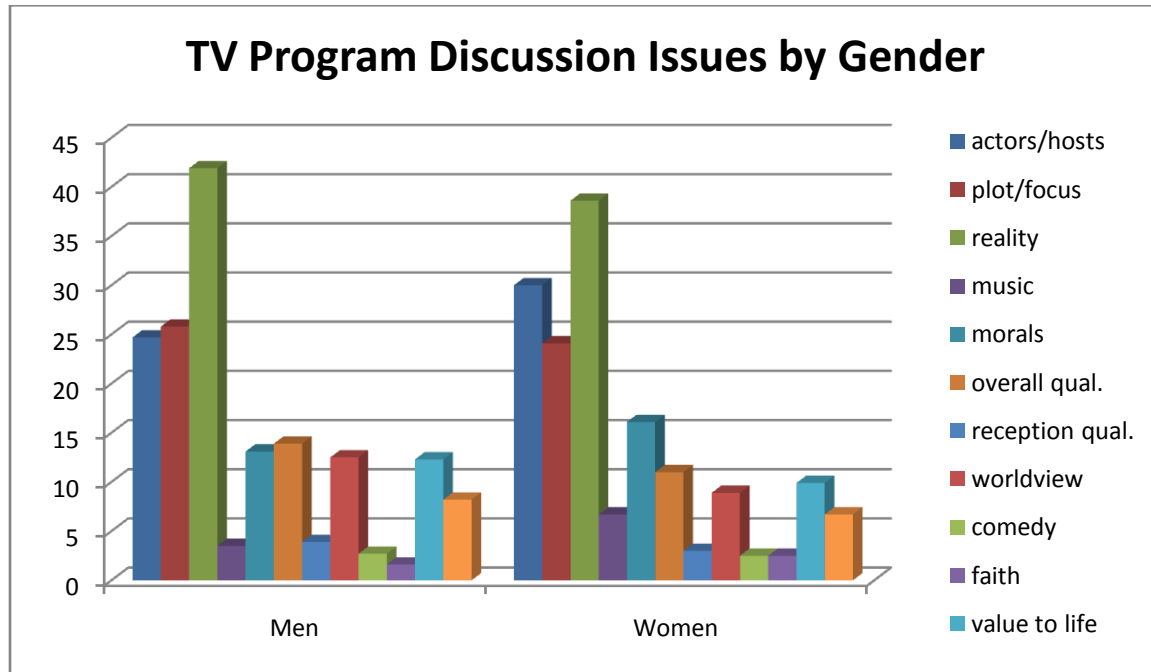
The substance of these discussions encompasses several issues.

## TV Program Discussion Topics

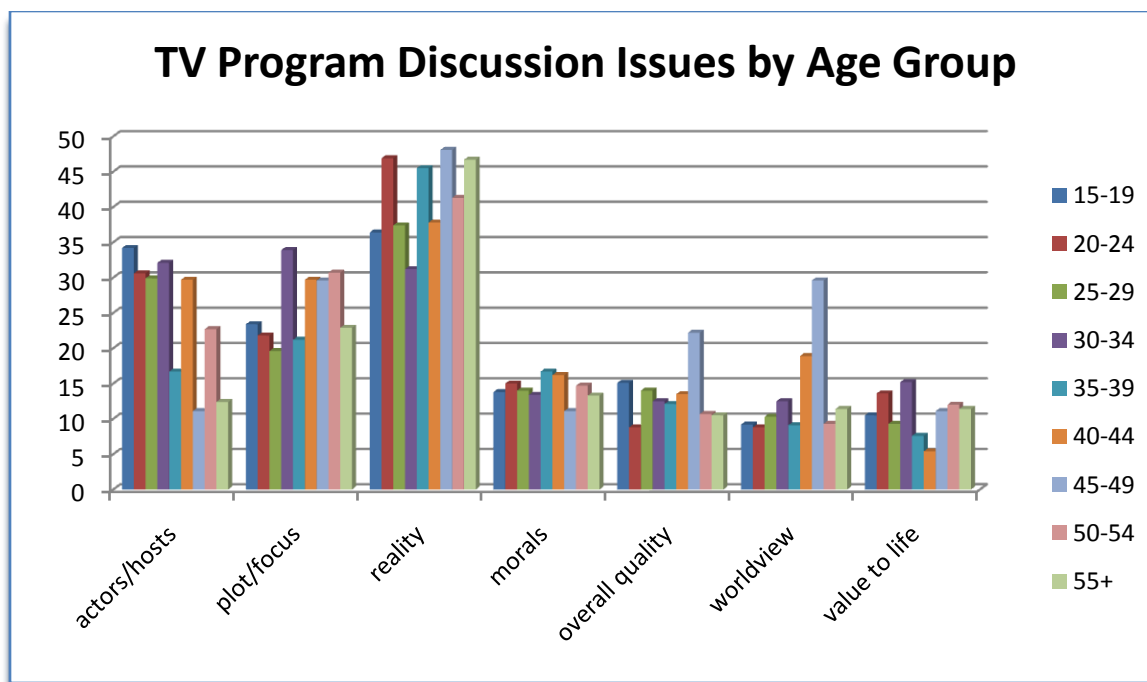


The program issue most often discussed was the reality of the program. This was followed by the plot/focus and the actors/hosts. The value to life, ideology/worldview, or the portrayal of faith was seldom discussed among the people surveyed.

There were no clear trends in the data analyzed by gender except women were slightly more interested in discussing the actors or hosts of programs than men. Meanwhile the men were more interested in discussing ideology or worldview of the programs.



MRI also looked at this question from an age perspective.

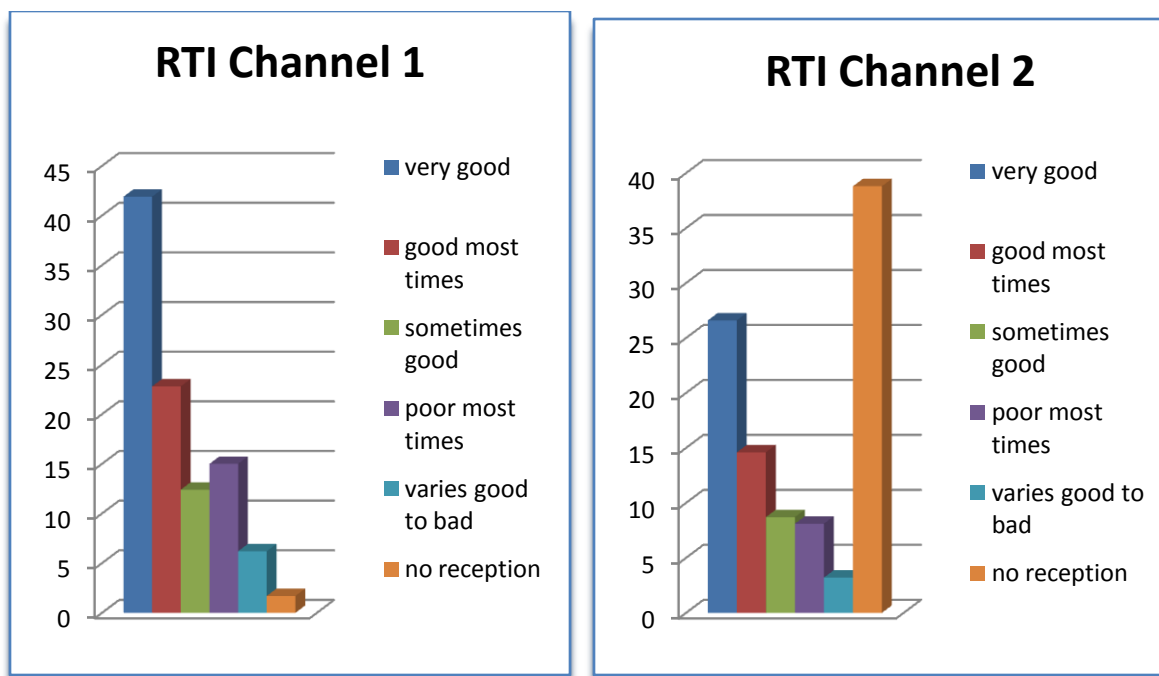


The most discussed aspect of what people watch on the television or hear on the radio is the reality of the program. The exception is ages 30-34, where people spoke more often about the actors/hosts and the plot/focus than they did about the reality. The younger age groups held more conversations about the actors/hosts than the older age groups did. The respondents 45-49 were more concerned and talked about the ideology or worldview of a program; the most of any age group. For this particular category, the average was 10.9% of people but within the age group 45-49, it was 29.6%, well above the average.

## Part 4: Television Programming Evaluations

Many television stations are available to the people of Cote d'Ivoire if they have the desire to watch and the resources to do so. Satellite dishes and cable TV service can be purchased but for the majority of Ivoirians the price is simply too high. The result is a reliance on the government-run television stations. MRI inquired about the technical quality and the programs that are broadcast on the main government-run stations.

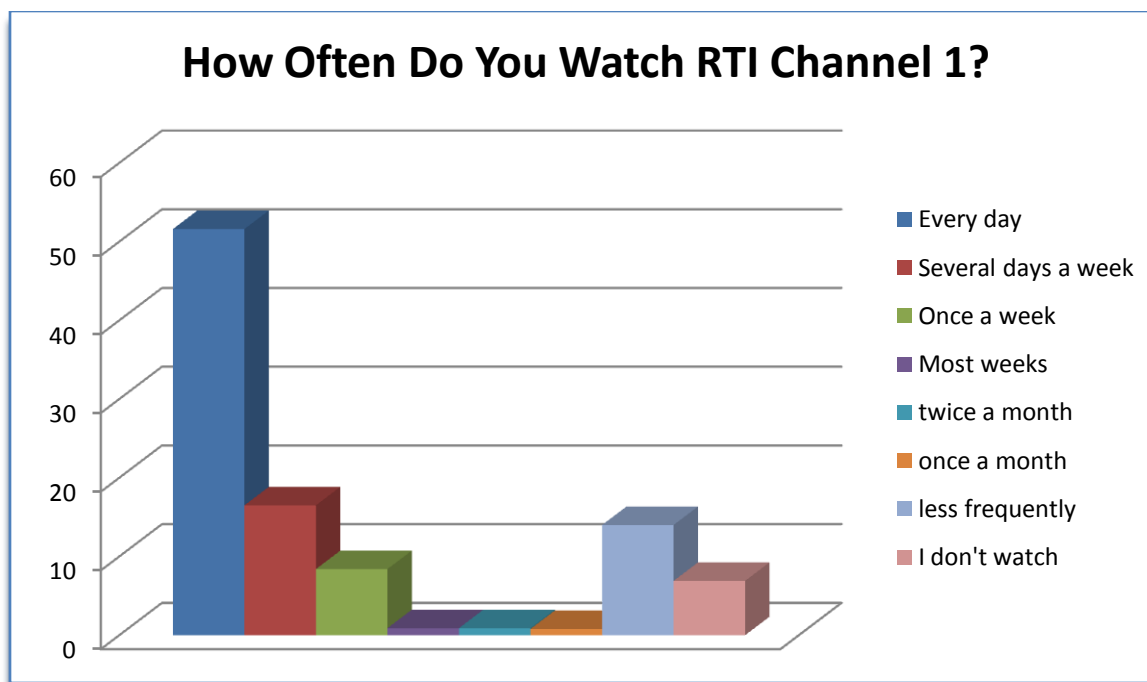
How is the picture quality for the two government-run TV stations, RTI (Radiodiffusion Television Ivoirienne) Channel 1 and RTI Channel 2?



The results for Channel 1 showed that 41.9% of respondents stated that the picture quality was "very good." Only 26.6% said it was "very good" for Channel 2. For 38.8% of the people surveyed, there was no reception at all for Channel 2. RTI Channel 1 has national coverage, including the rebel-governed area of the north. RTI Channel 2 has very limited coverage. It is only capable of reaching a 150 mile radius around the capital city, Abidjan. This explains why so many respondents reported "no reception."

Clearly, the channel that carries a given program will make quite a lot of difference for its potential audience. Only on Channel 1 could a consistent, and large, audience be maintained throughout the country.

MRI inquired about the frequency in which Ivoirians watched RTI Channel 1. This question could be answered regardless of the interview location, unlike RTI Channel 2, which was unavailable in some of the places covered by this research.

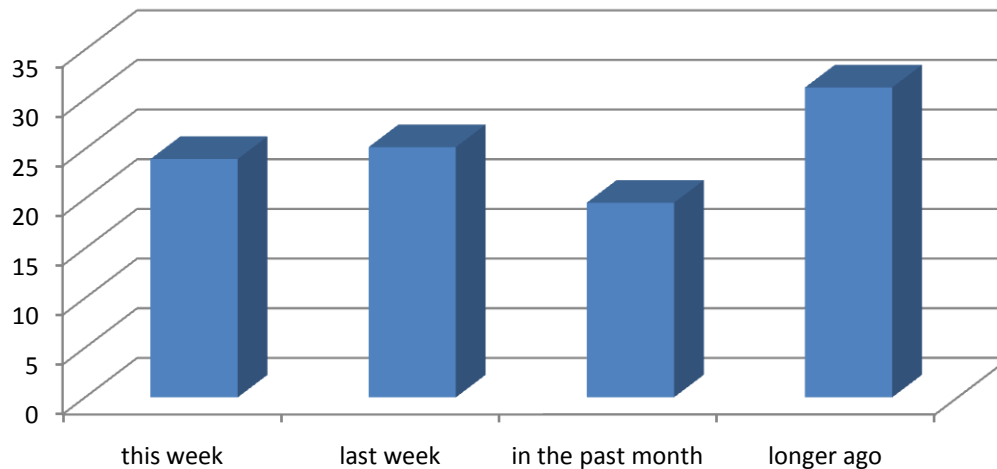


Half of the adult population of Cote d'Ivoire, we can say with 95% confidence, watches RTI Channel 1 every day. That is an approximate viewership of better than 5 million people per day for one television station. 16.5% said they watch several days a week and another 8.4% watch at least once a week. 14% stated they watched Channel 1 less than once a month and 6.9% said they didn't watch this station at all. Using an international standard for regular viewers, three-quarters of Cote d'Ivoire's adult population would qualify as regular viewers of this station.

The next series of questions were designed to get an understanding of viewership, viewing frequency and evaluation of three television programs, "On Finit par s'Entendre," "Miel Mortel," and "Les Midis de la Premiere."

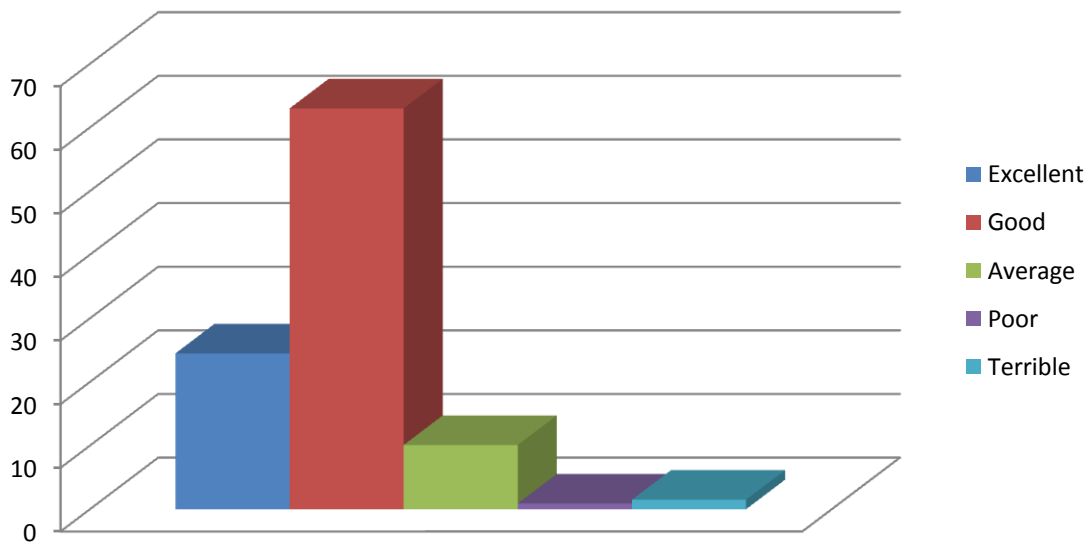
28.7% of the respondents stated they have seen the television program, "On Finit par s'Entendre."

### Last Time Respondents Reported Seeing "On Finit par s'Entendre"



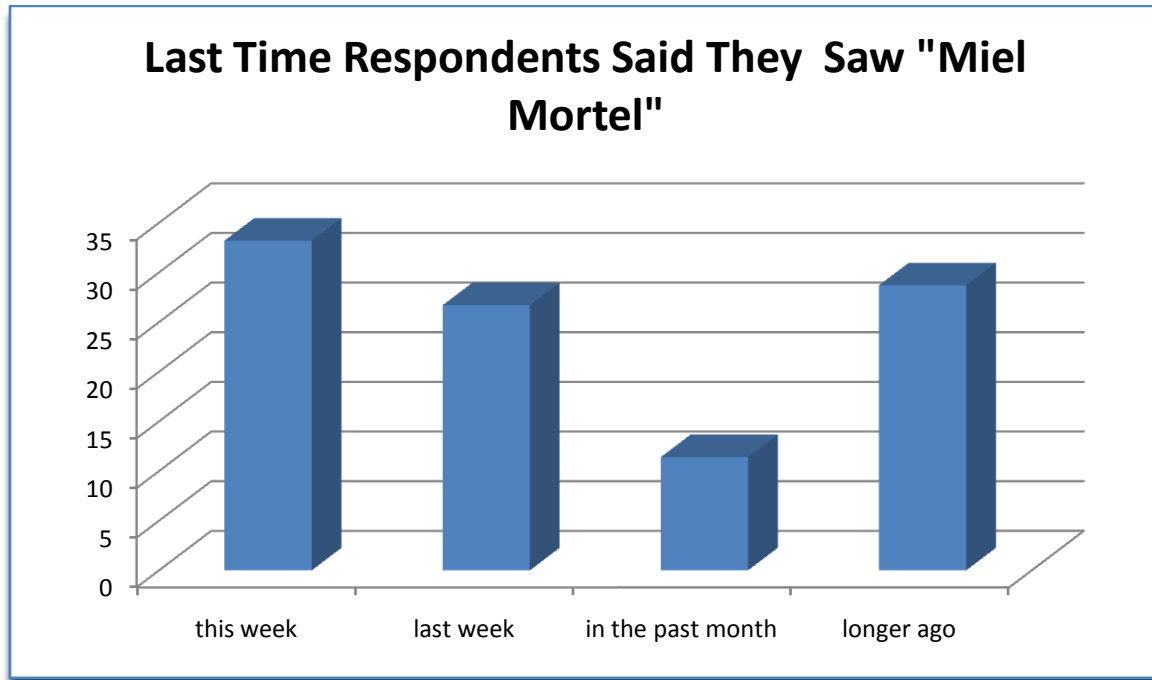
24% of the respondents had watched "On Finit par s'Entendre" this week and another 25.2% said they had seen it last week. 19.6% had watched in the last month while 31.2% said that it had been longer than that since they last viewed this program.

### Evaluation of "On Finit par s'Entendre"

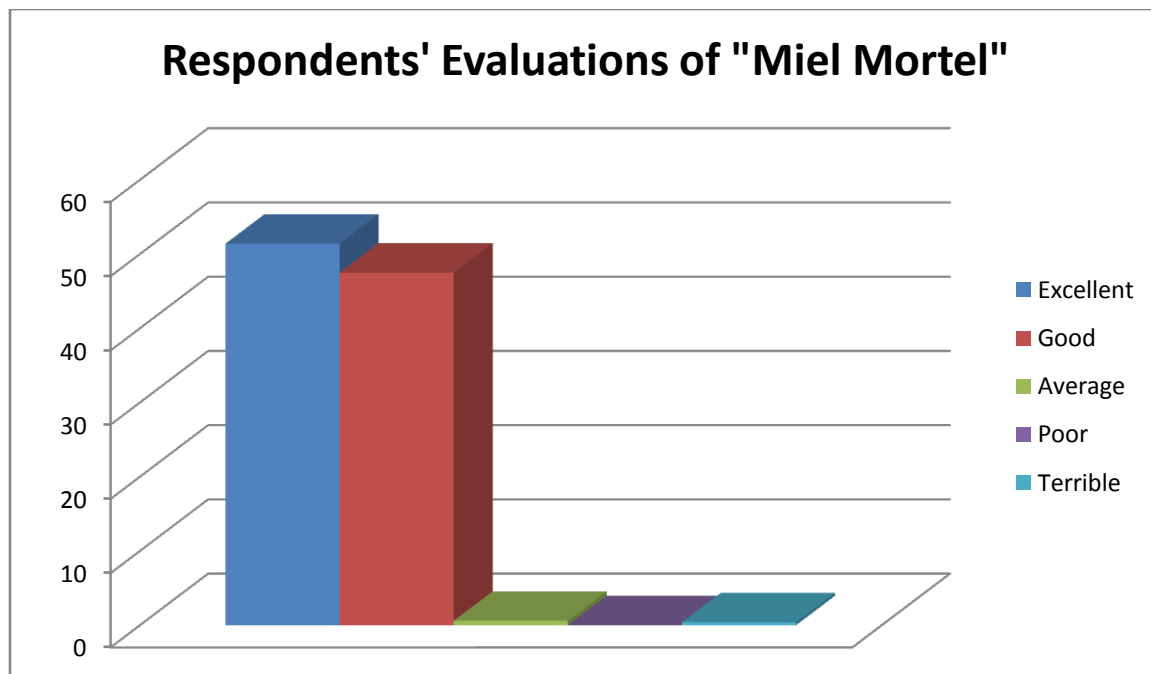


Nearly two-thirds of the respondents (63%) said that this program was "good." Another 24.5% saying it was "excellent." 10.1% gave "On Finit par s'Entendre" an average rating. Only 2.4% said it was "poor" to "terrible." Clearly Ivorians consider this a high quality program.

The second television program MRi asked about was “Miel Mortel.” 40.4% of the respondents reported that they had seen this program.

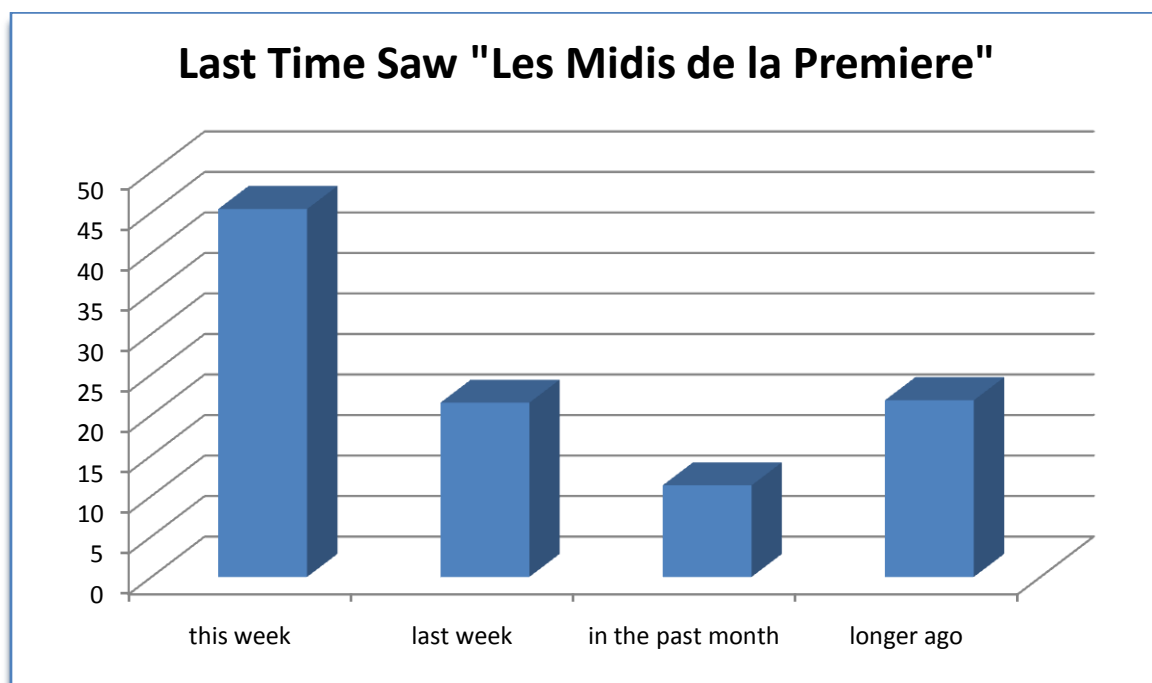


33.2% of the respondents had last watched an episode of “Miel Mortel” this week and another 26.7% had last watched last week. 11.4% last watched this program within the past month while for 28.7% it has been a longer period of time. The percentage of “regular” viewers would be approximately 60% using our usual international standard.



98.9% of the viewers who watched "Miel Mortel" rated it as "good" or "excellent." 0.6% rated the program as "average" and another 0.4% rated it as "terrible." Clearly those who do watch the program have good reasons to do so. We will go into more details about this particular program later in this report.

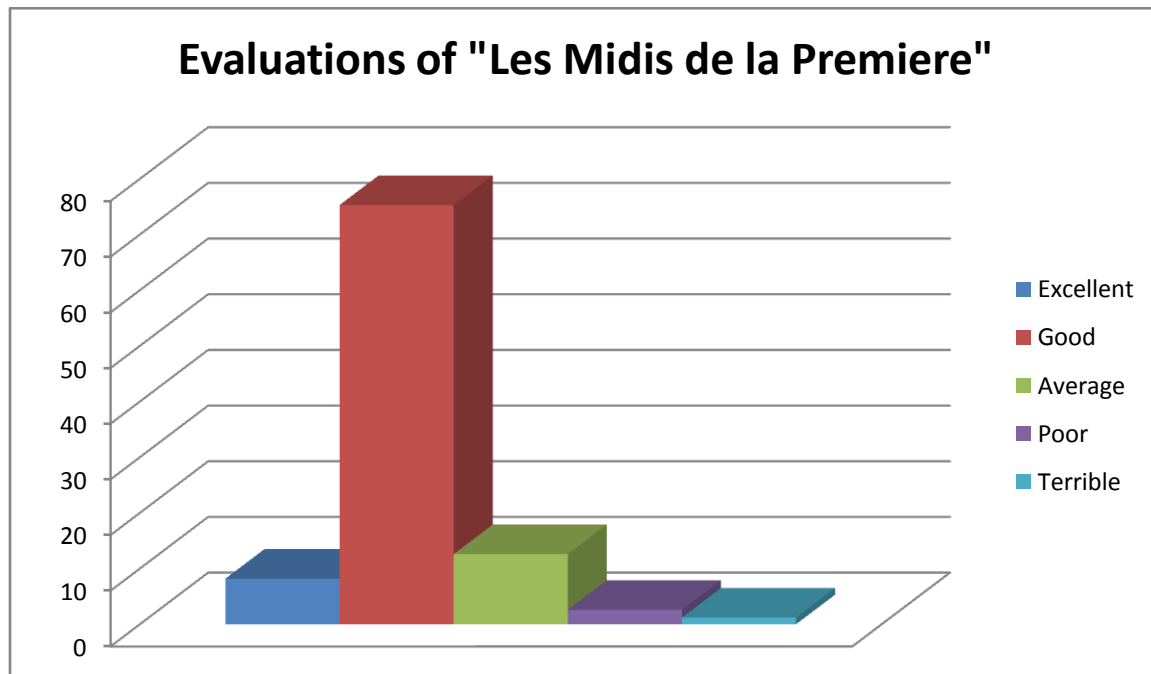
The last television program was "Les Midis de la Premiere." 50.3% said they have seen this program at some point in the past.





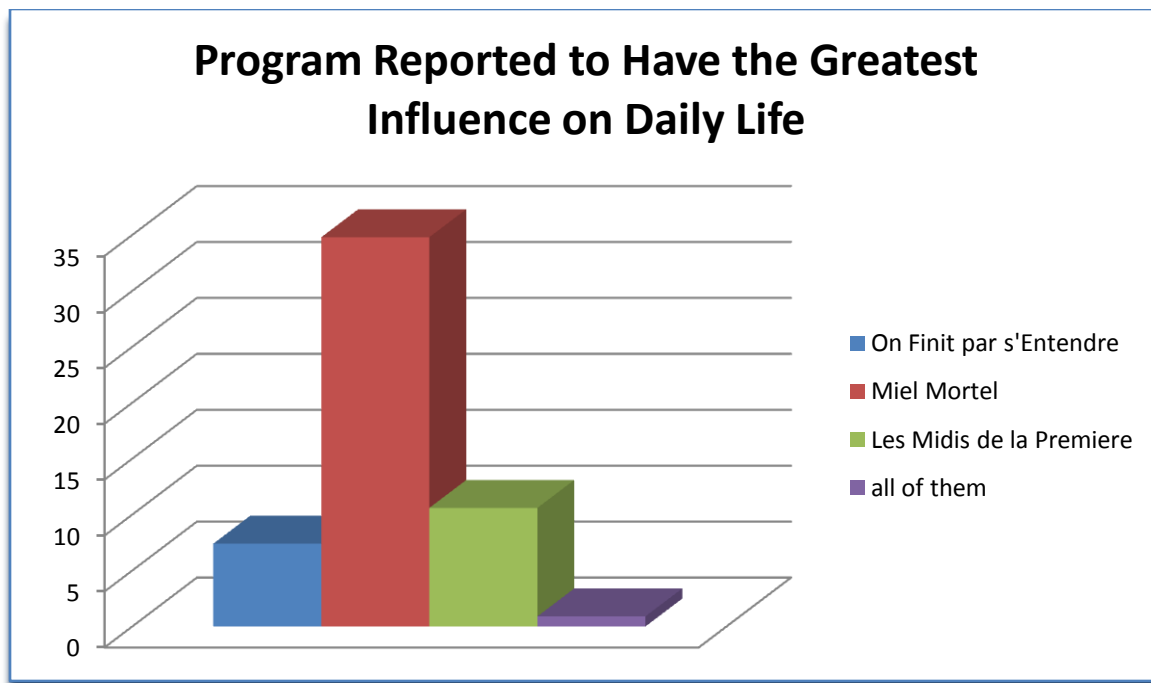
Among the respondents, 45.4% said the last time they had seen “La Midis de la Premiere” was during the current week, while 21.5% had seen it during the previous week and another 11.3% had seen it within the past month. 21.8% of the respondents said it had been over a month since they had last seen an episode of “Les Midis de la Premiere.”

MRI inquired about their impressions of this program.



8.2% said this program was excellent while most people, 75.3%, said it was good. 12.6% said “Les Midis de la Premiere” was “average” and 3.8% said it was “poor” to “terrible.”

MRI followed up these reports and program evaluations by asking respondents which of these three programs had had the greatest impact on their daily lives.



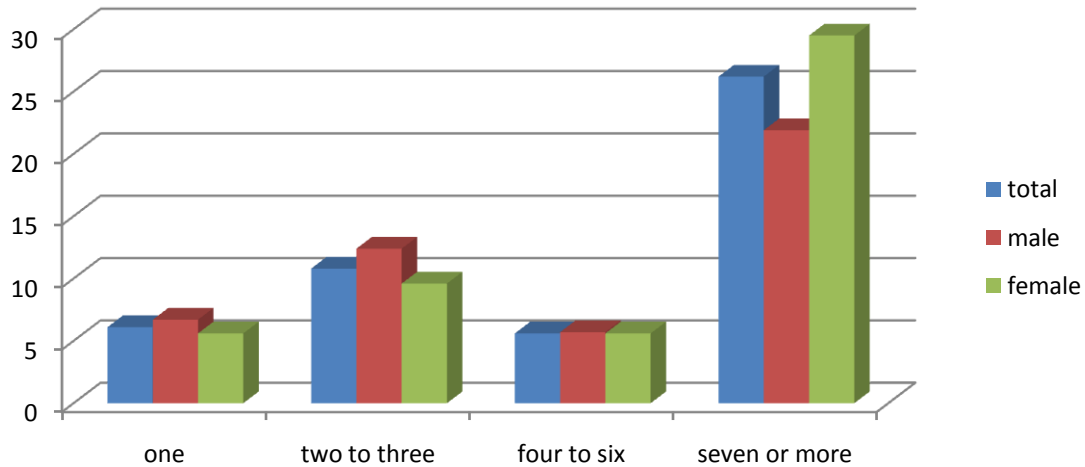
Of the three television programs evaluated by the respondents, “Miel Mortel” had the greatest influence on their daily lives. 34.8% of respondents mentioned this program. This was followed by “Les Midis de la Premiere,” named by 10.6% of the respondents, and “On Finit par s’Entendre,” mentioned by 7.4%. 0.9% of the people surveyed said that all of these programs had an influence on their lives. 46.2% of the respondents reported that none of these programs had had an impact on their lives.

#### Part 4 A: “Miel Mortel”

Where did respondents watch the program “Miel Mortel?” An overwhelming majority, 94.8%, said they watched this program on RTI Channel 1, 4.4% said they watched on RTI Channel 2 and 1.3% reported watching this program on Canal Satellite Horizon.

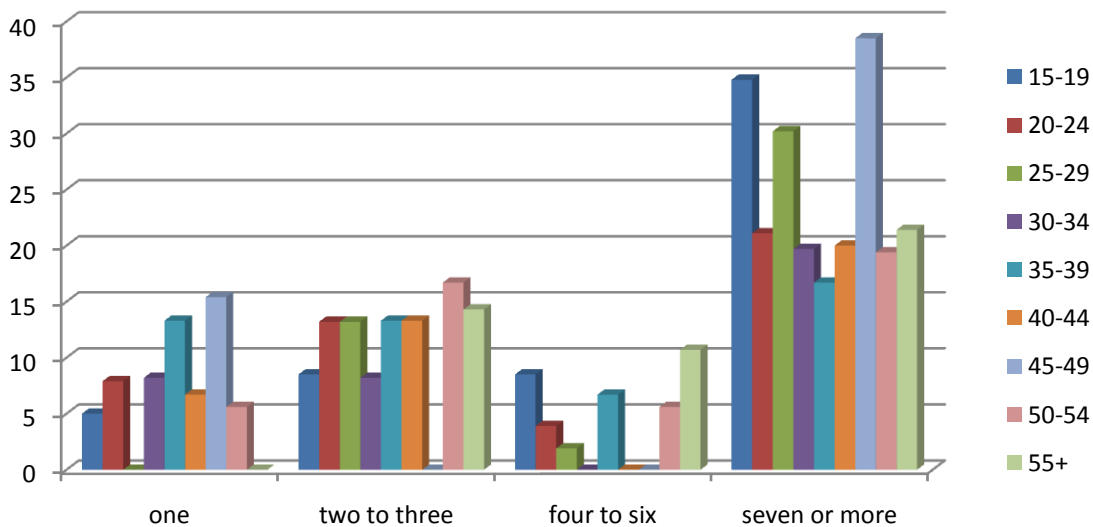
How many episodes of the program had respondents watched altogether and in the last month? The results are illustrated in the following chart.

## Total Episodes of "Miel Mortel" Seen, by Gender



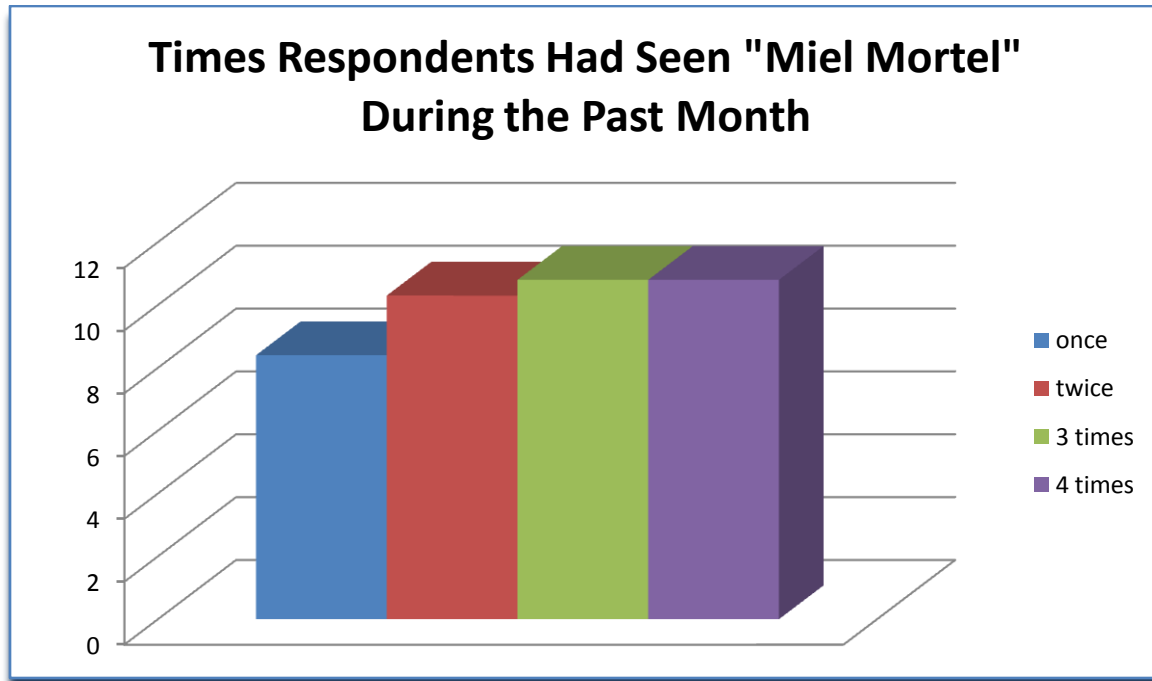
About half of the respondents said they didn't remember how many episodes of "Miel Mortel" they had watched in the past. 26.2% reported having seen seven or more episodes, 5.6% four to six, 10.8% two or three and 6.1% only one episode. By gender, 29.5% of women surveyed reported watching seven or more episodes of "Miel Mortel" compared to 21.9% of men.

## Episodes of "Miel Mortel" Seen by Age Group



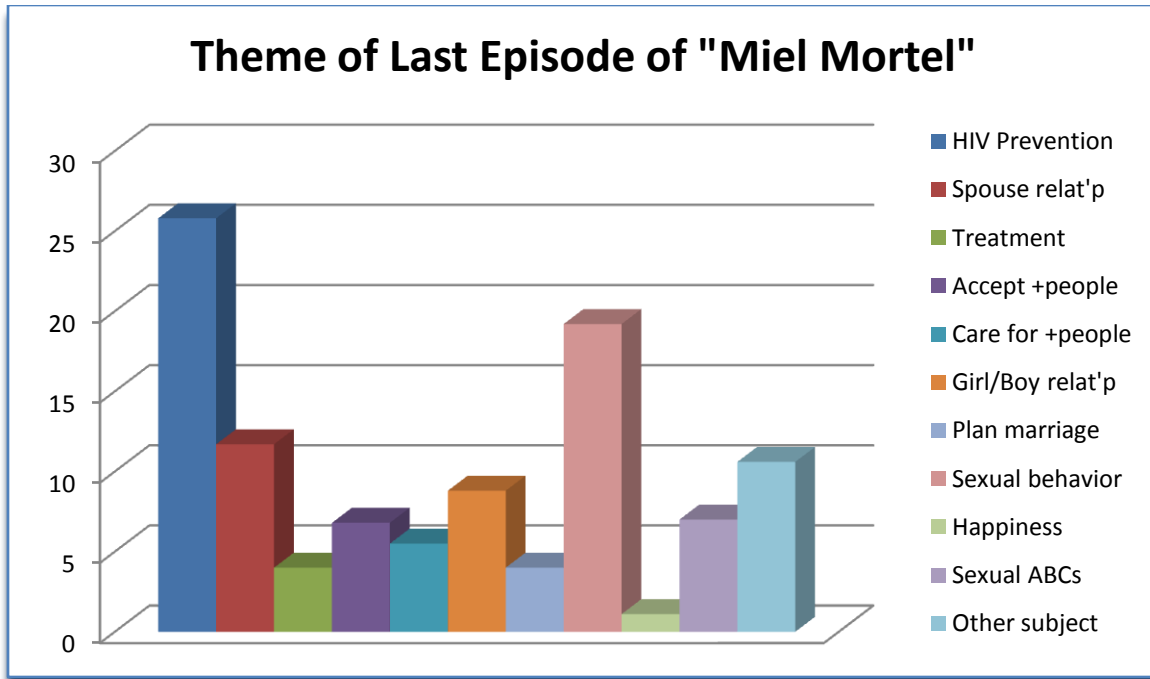
Ostensibly "Miel Mortel" is a program for young people. Although it does attract a high percentage of people 15-19 years of age, it also attracts high percentages of people 25-29 years of age and especially

45-49 years of age. This chart shows that there is no general age trend for viewers, suggesting that people of all ages are interested in the program material.



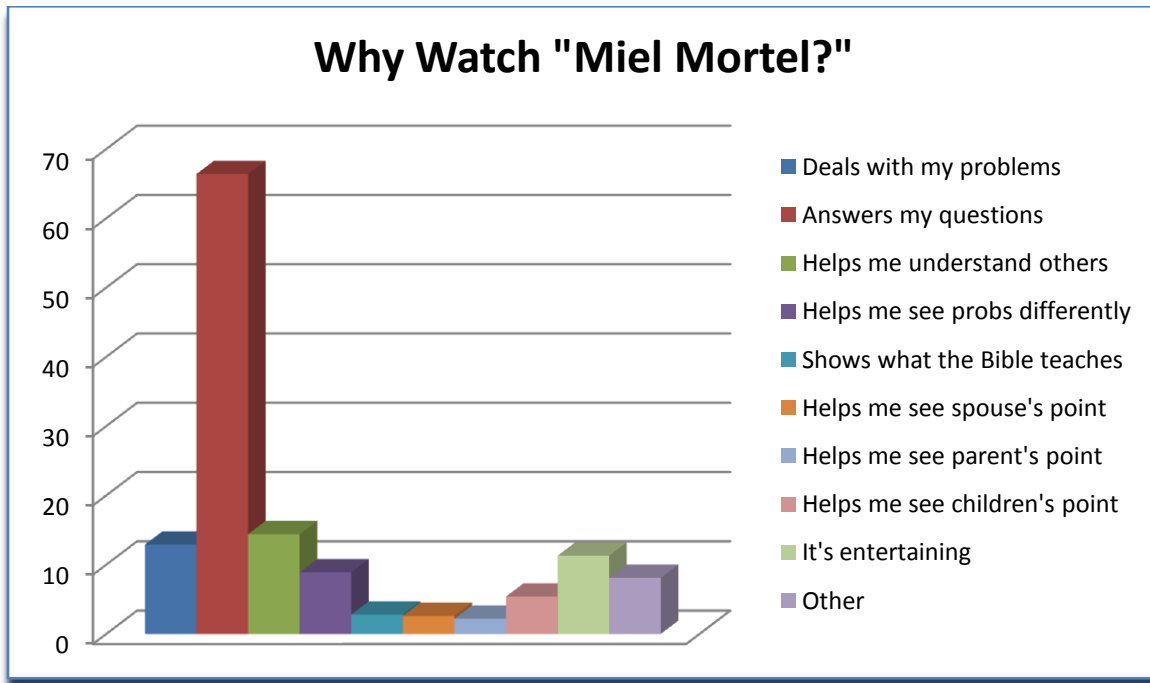
Again, many of the respondents (46.6%) didn't recall how many episodes of "Miel Mortel" they had viewed in the last month. 10.8% said they have seen four episodes, another 10.8% said three episodes, 10.3% two episodes and 8.4% said only one episode in the last month. 13.2% reported not watching any.

MRI asked the respondents what the issue or theme was of the last episode of "Miel Mortel" they had seen.



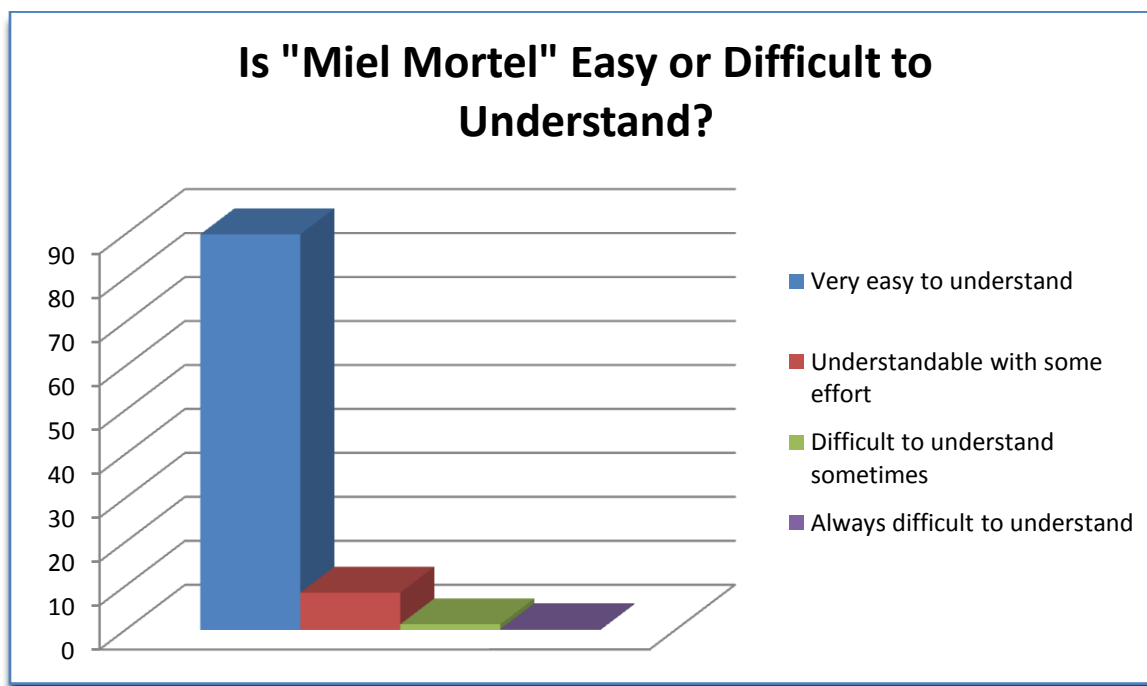
The program theme that people remembered most was how to prevent contraction of HIV/AIDS. 25.8% of the respondents mentioned this theme. This was followed by appropriate sexual behavior (19.2%) and the relationship between husband and wife (11.7%). Two other issues or themes mentioned but were forced marriages and HIV positive women and pregnancies.

Why are people interested in this television program about HIV/AIDS?



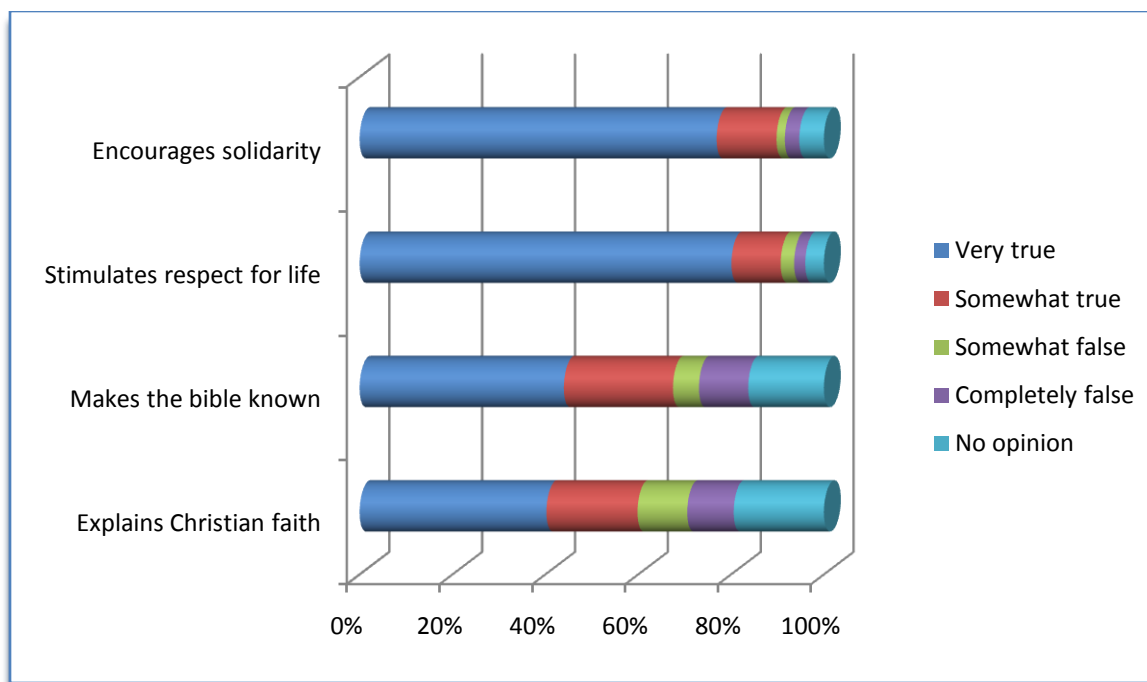
There are many rumors and mistaken beliefs about this disease. It is thus not surprising that many of the people surveyed stated they watch “Miel Mortel” for answers to their questions (66.4%). 14.4% said the program helped them understand others and 12.9% said it helped them deal with their problems.

HIV/AIDS is a very complex issue, subject to many misconceptions, rumors and fabrications. When presenting a topic such as HIV/AIDS to the general public, it is very important to keep the information clear, simple and to the point. MRI asked the respondents of this survey whether this was the case for “Miel Mortel.” Was it easy to follow and understand?

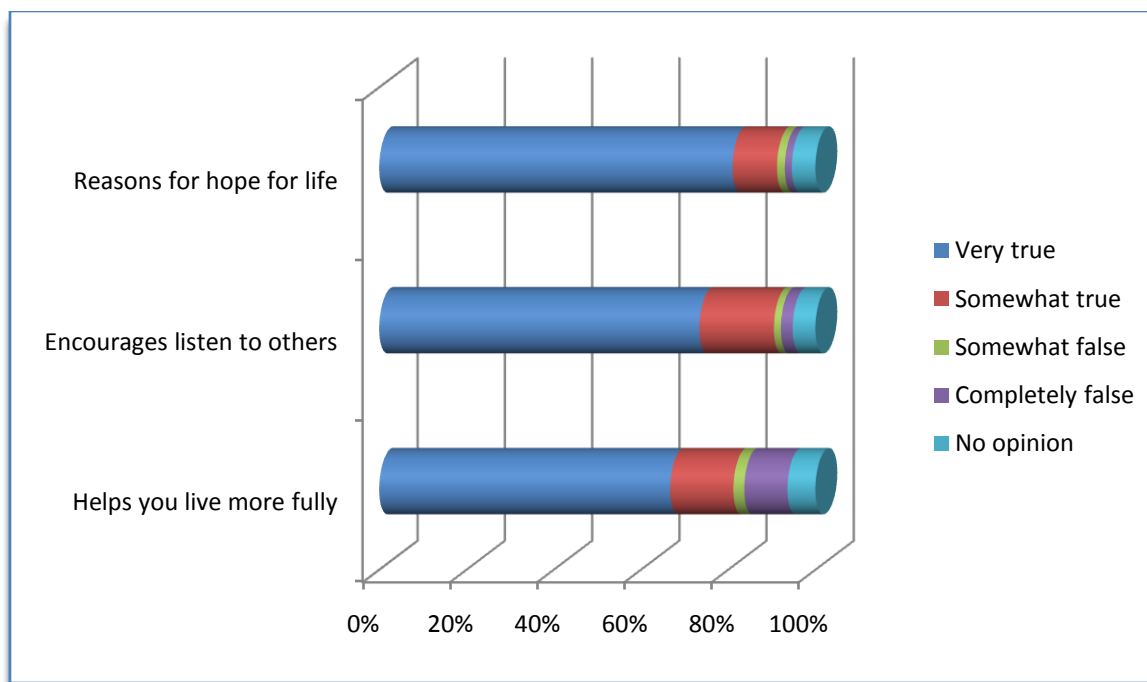


From this chart, we can see that the information presented in “Miel Mortel” is easy for the vast majority of viewers (90%) to understand. This is a major achievement for PEMA/ACT’s production. Many people apparently are becoming informed by this program about a major health issue.

During the interview, respondents were read statements pertaining to the program “Miel Mortel” and were requested to give their opinion as to whether they thought each statement was “very true,” “somewhat true,” “somewhat false,” “completely false,” or whether they had “no opinion.”



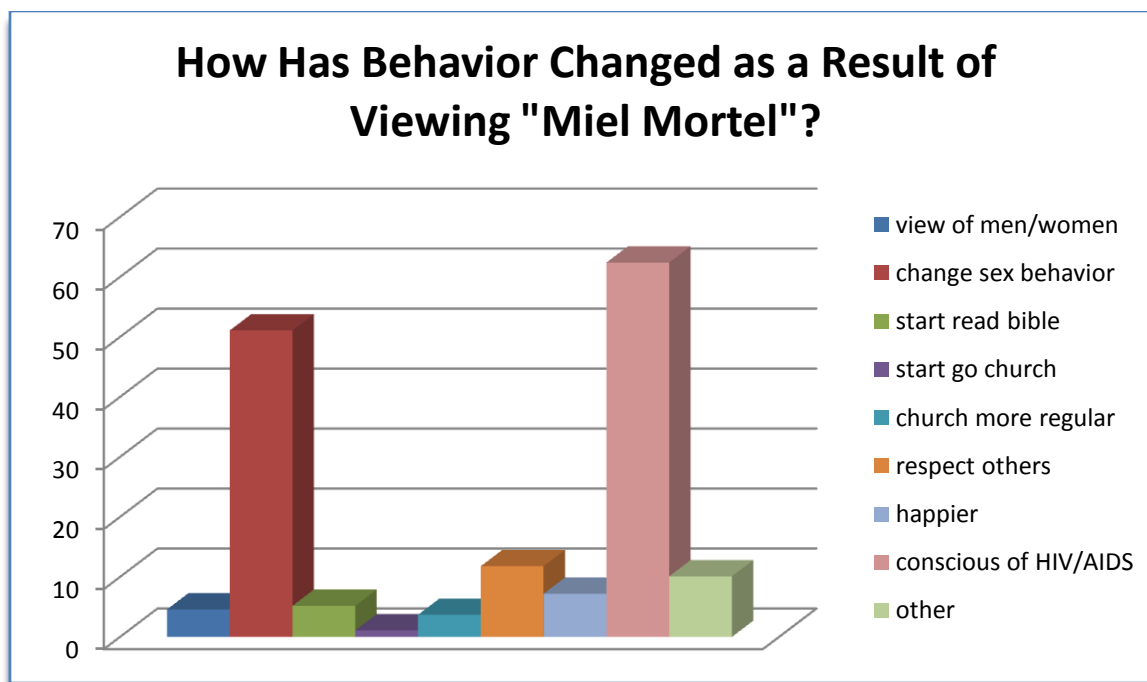
When asking whether “Miel Mortel” encouraged solidarity with others, 89.8% of the respondents stated this statement to be “very true” or “somewhat true.” An even higher number of people responded that the program stimulated respect for life (90.7%). There is some disagreement whether or not “Miel Mortel” makes the bible known. A sizeable percentage of people (16.2%) say this statement is “somewhat false” or “completely false.” However, 67.5% say this is “very true” or “somewhat true” while 16.3% had “no opinion.” The result was similar to that of the next statement about the program’s content explaining the Christian faith. 20.7% said this statement was “somewhat false” or “completely false.” Almost 20% of the people interviewed said they had “no opinion” on this issue.



A majority of respondents held the same opinion that “Miel Mortel” gave reasons for hope in life and encouraged people to listen to others. There was a little uncertainty among the respondents about whether “Miel Mortel” helped people live life more fully. 9.9% said that this statement was “completely false.” However, this was clearly a minority of respondents, since 81.1% of them said this statement was “somewhat true” or “very true.”

Of the people who reported watching the television program “Miel Mortel,” 77.1% said they had changed their behavior. It seems clear that, not only is this program providing useful information and advice about life, it is also having an impact on its viewers’ daily behavior. MRI asked the respondents in what ways they had changed their behavior as a result of seeing this program.



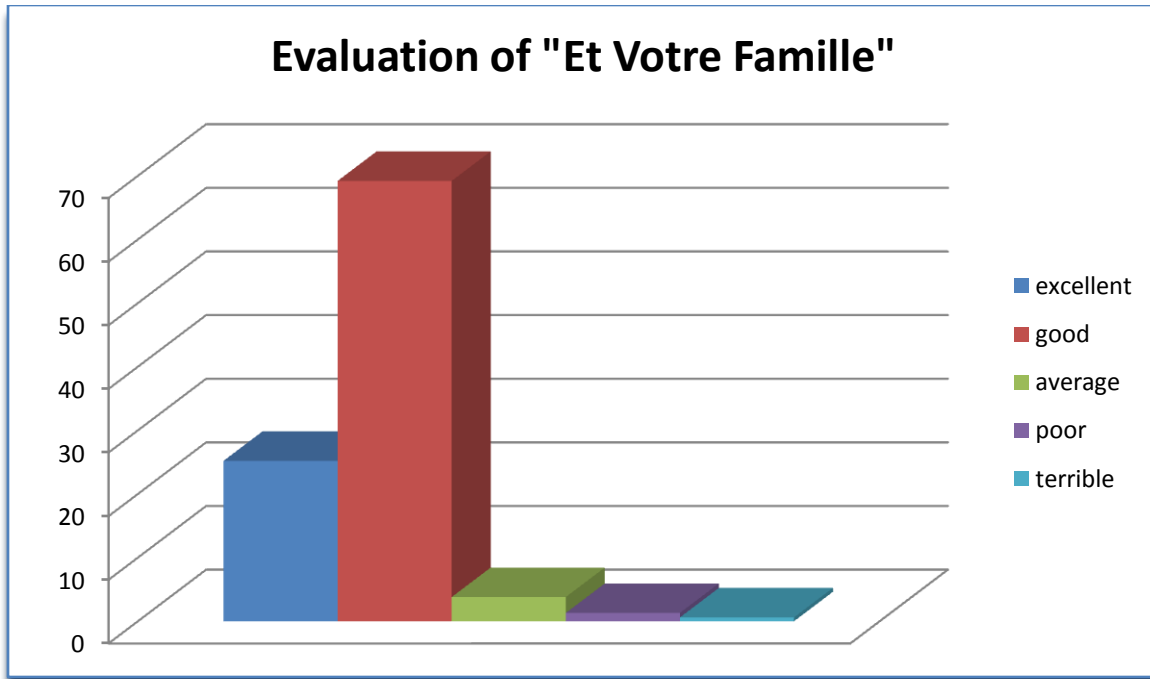


62.4% of people said they were more conscious of HIV/AIDS as a result of watching “Miel Mortel.” An amazing 51.1% claimed to have changed their sexual behavior. Smaller percentages of respondents mentioned other ways, too, that their behavior had changed. Respondents said they were encouraged to take an HIV test, while others took the test as a result of watching this program. Also, some respondents said that because they felt they were accurately informed, they could give advice to others. All of this demonstrates that “Miel Mortel” is having an impact on its viewers’ lives. The program is equipping its viewers with knowledge to share and help others in the fight against HIV/AIDS.

It is less clear, however, that the Christian emphasis of the program has taken root, or that people’s faiths have been strengthened from the program. This may come with time, of course, but to date only small percentages of the respondents said that they were becoming more regular in church attendance, reading the bible more, or had begun attending church as a result of seeing “Miel Mortel.”

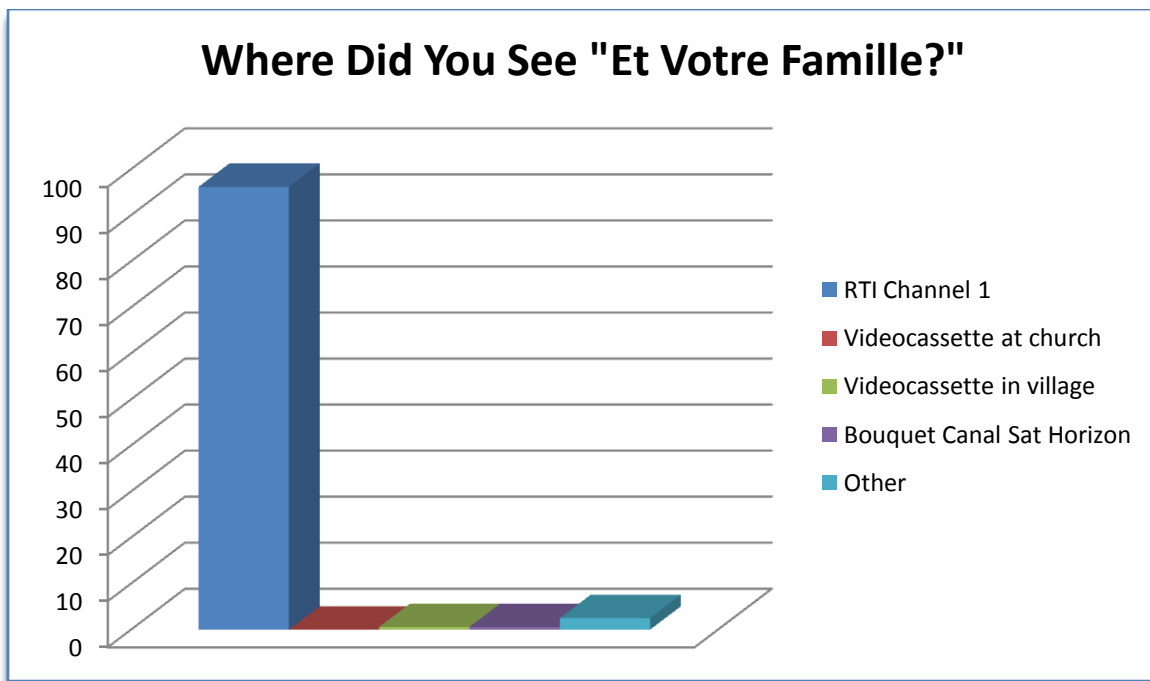
#### Part 4 B: “Et Votre Famille”

“Et Votre Famille,” another PEMA/ACT-produced television program, also merited more detailed questions. Only 13.8% of the respondents surveyed had seen this program, far fewer than “Miel Mortel.” How did the respondents rate this program?



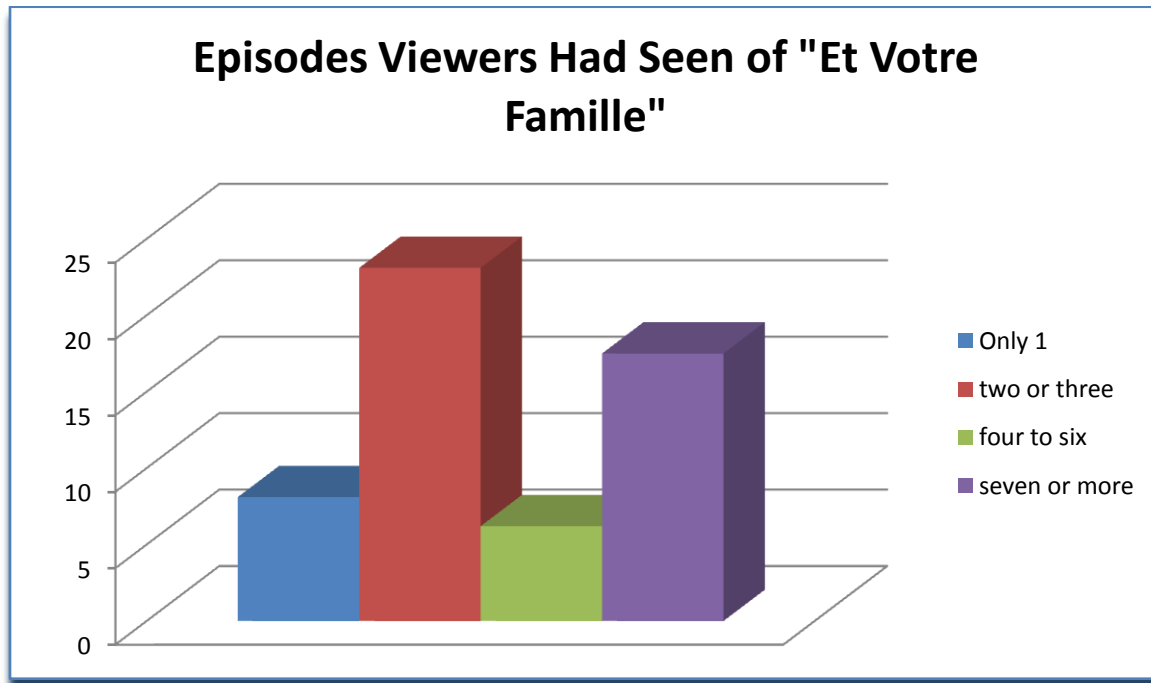
This is a very positive result. 69.2% of those who had seen the program, reported that "Et Votre Famille" was a "good" program, 25.2% said it was "excellent" and 3.8% said it was "average." Very few of the people (less than 2%) who evaluated this program thought it was "poor" or "terrible" program.

How were the respondents who had seen this program actually viewing it?



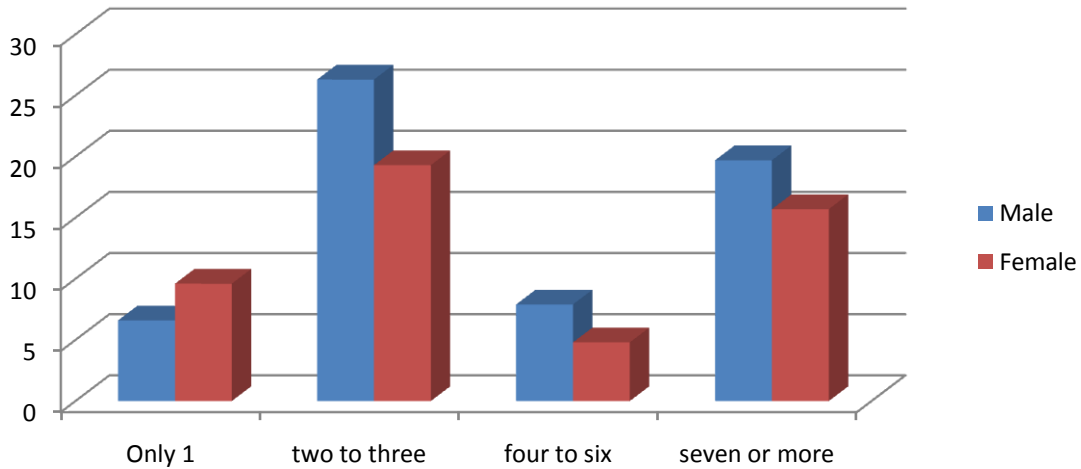
96.2% of the people who had seen the program had watched it on RTI Channel 1, the government –run television station. Very few had seen it in any other way.

The interviewees were asked about how many episodes of “Et Votre Famille” they had seen.



Many of the respondents (43.8%) didn't remember the number of episodes they had seen. Of those who did recall, 8.1% had watched only one, 23.1% had watched two or three, 6.2% four to six and 17.5% had seen seven or more.

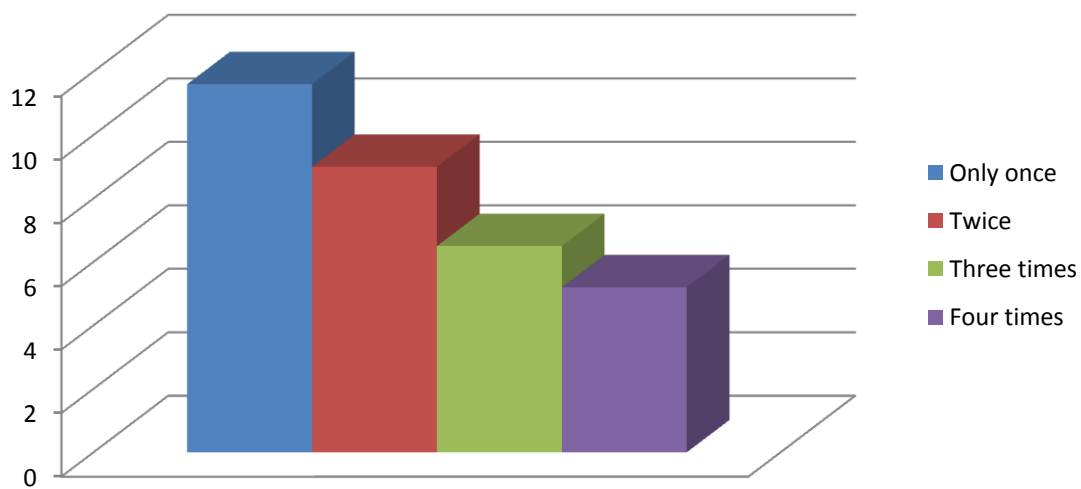
### Episodes of "Et Votre Famille" Seen by Gender



Male respondents in general had seen more episodes than females. 19.7% of males had watched seven or more episodes compared to 15.7% of females.

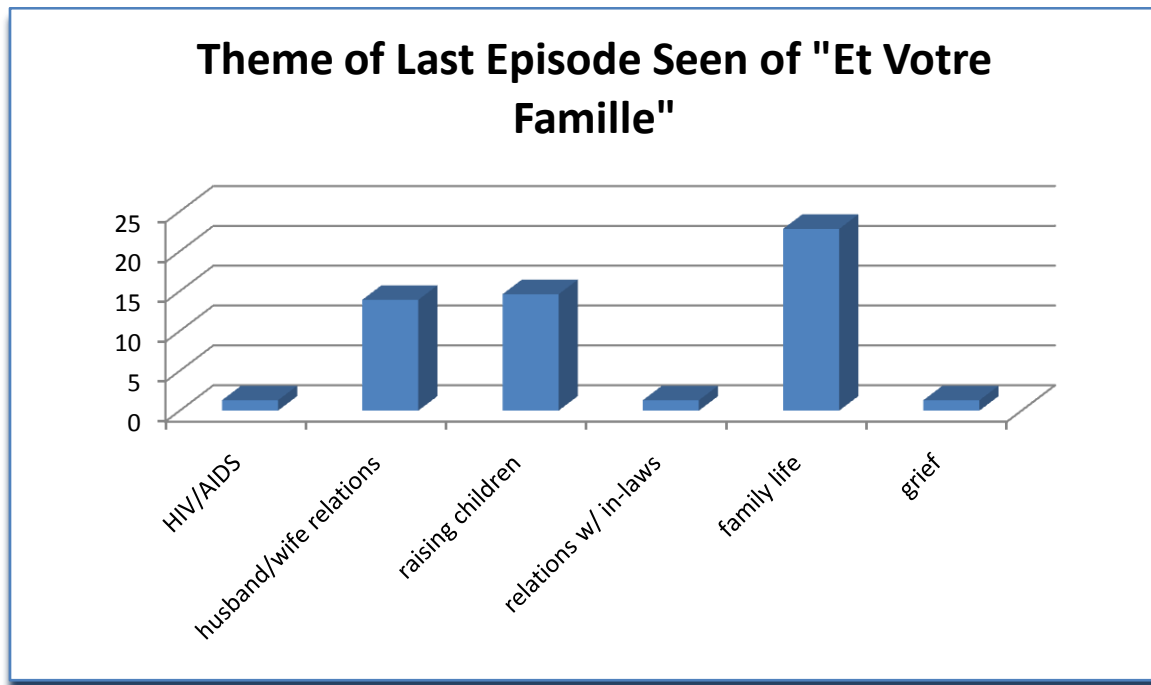
"Et Votre Famille" is aired once a week. MRI wanted to know how many times in the last month the respondents had seen this program.

### Episodes of "Et Votre Famille" Seen in the Past Month



Again many respondents who had ever seen the program (40%) didn't remember the number of times they had watched it. Of the people who did recall, 11.6% had watched once, 9% had watched twice, 6.5% had watched three times and 5.2% four times. 27.7% reported they did not watch any episodes of "Et Votre Famille" in the past month.

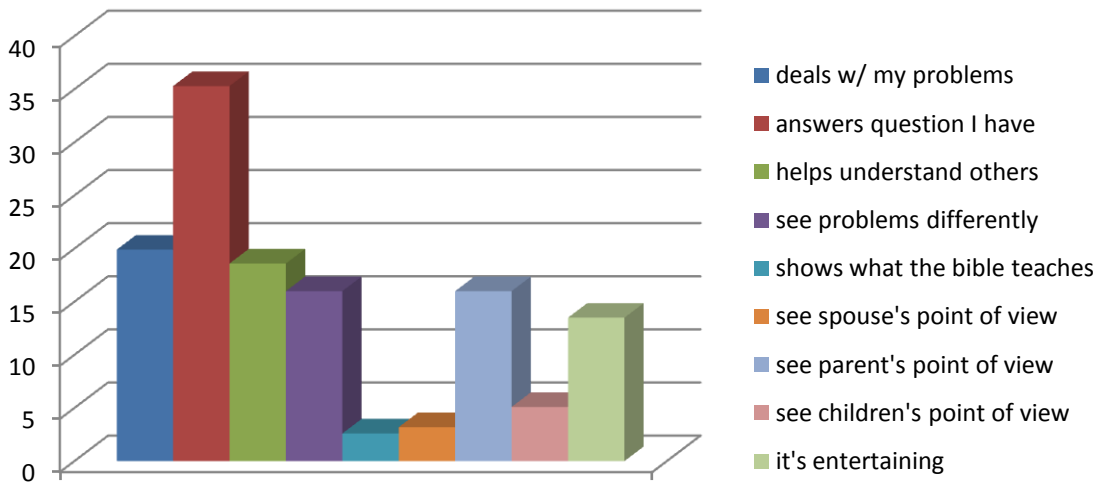
What did the respondents recall about the program's thematic content?



21.5% of the respondents said the last episode of "Et Votre Famille" they had seen discussed issues about family life. The themes mentioned next were raising children (14.6%) and spousal relations (13.9%). More than half of the respondents did not recall what the theme of the last episode they had seen was.

Why do people watch "Et Votre Famille?"

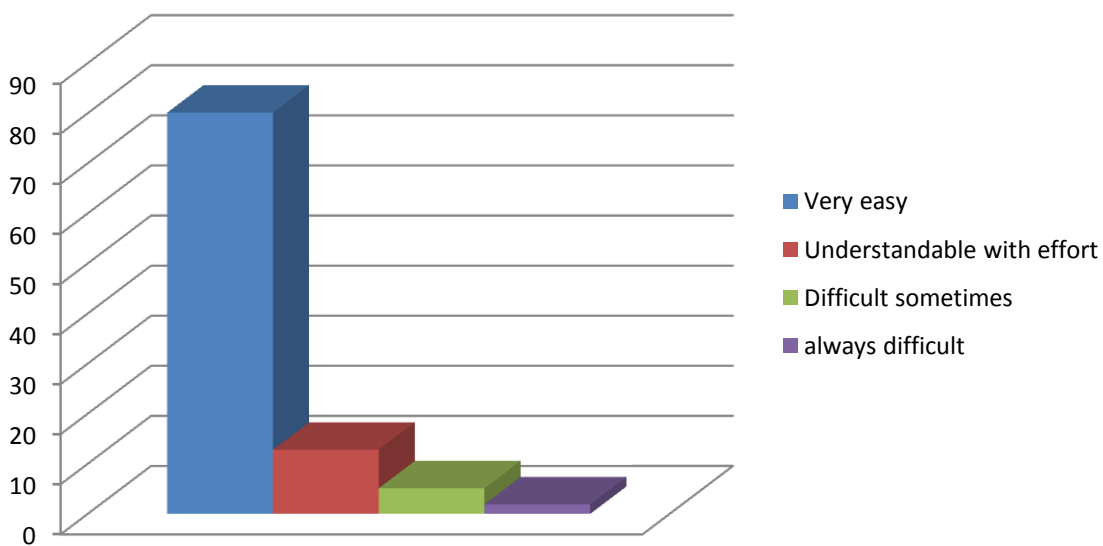
## Why Watch "Et Votre Famille"



The main reason the respondents reported watching "Et Votre Famille" was because it answered questions they had. There were many other reasons, too, for which the respondents watch this program, showing the wide variety of themes and issues being presented. The next five highest categories were all within 6.4% of one another.

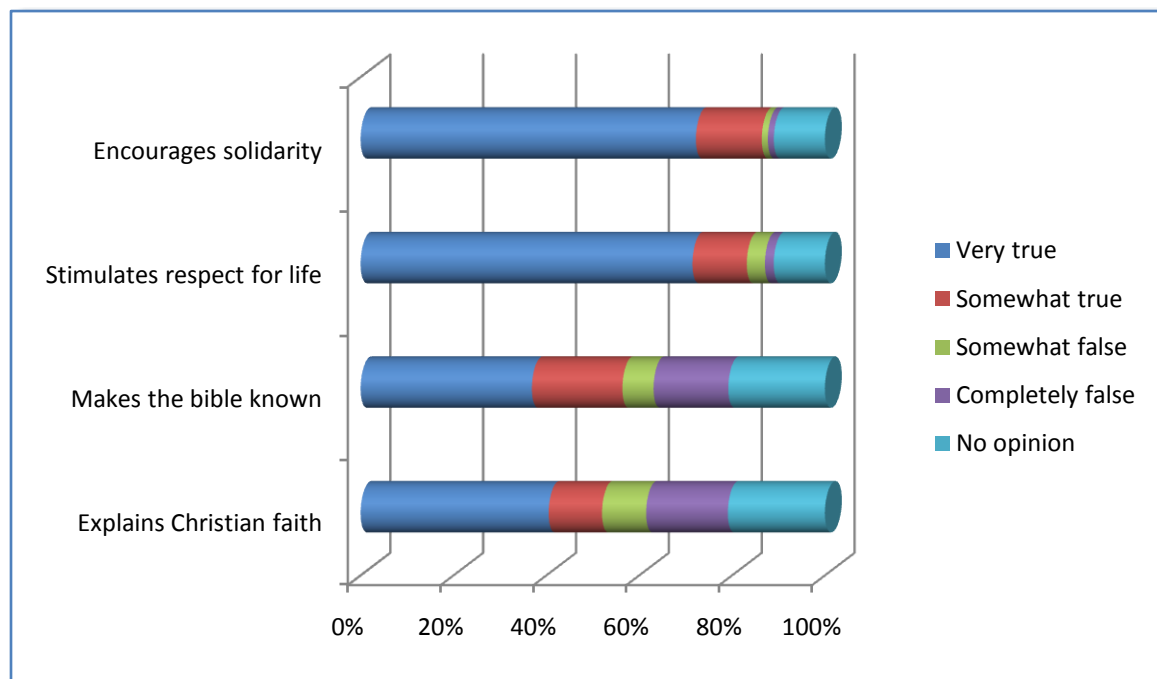
When asked if this program was easy to understand, 80.1% said it was very easy.

## Is "Et Votre Famille" Easy to Understand?

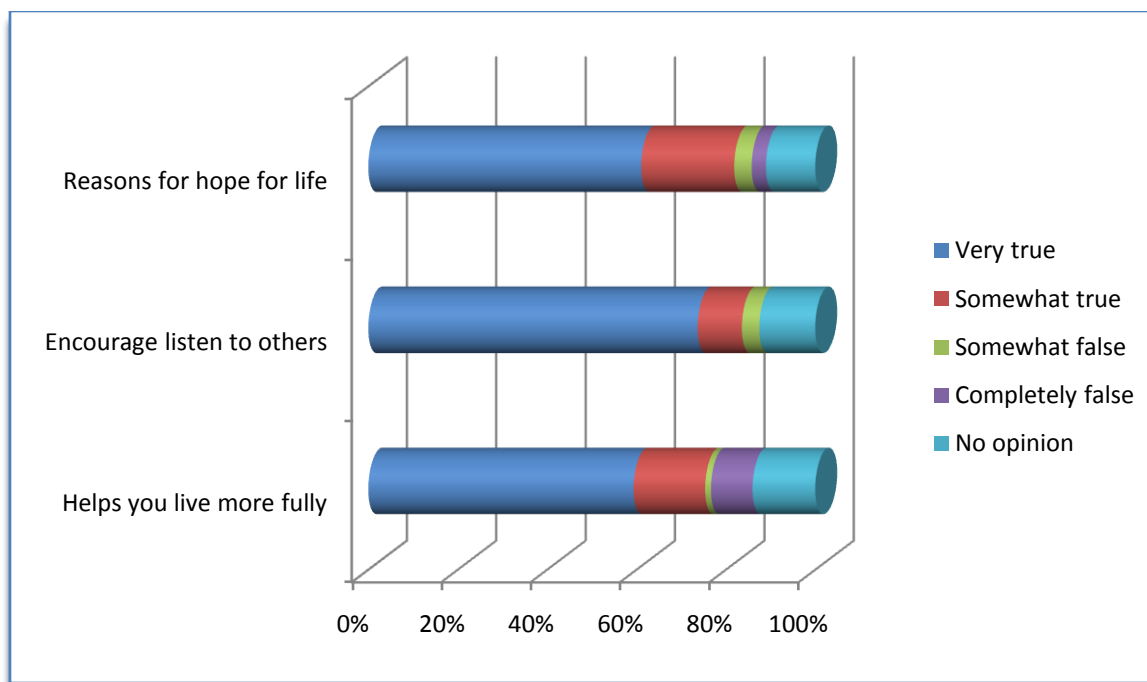


Only 7% of the respondents reported having some difficulty understanding this program.

As with “Miel Mortel,” respondents were read statements pertaining to the program “Et Votre Famille” and were again requested to give their opinion whether they thought each statement was “very true,” “somewhat true,” “somewhat false,” “completely false,” or if they had “no opinion.”



Viewers of “Et Votre Famille” agree that the program encourages solidarity and stimulates respect for life. There is some disagreement about whether the program makes the Bible known. 22.8% suggested that this was “somewhat” or “completely false.” The same is true about whether this program explains the Christian faith with 27.1% saying this was “somewhat” or “completely false.”

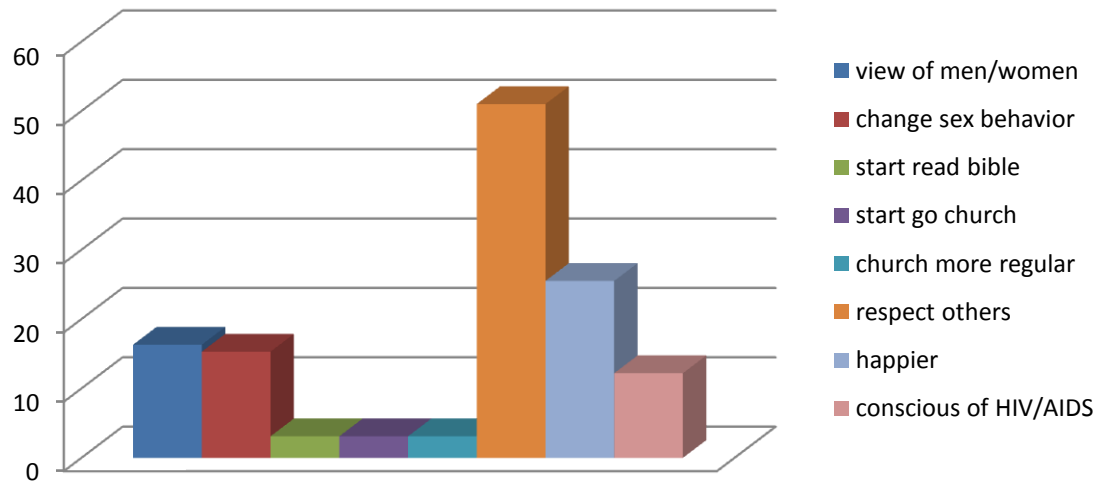


Almost 82% of the respondents who had seen this program said that there was truth in the statement, “This program gives reasons for hope in life.” The same is true for the next statement listed in the chart; 83.6% of viewers felt that “Et Votre Famille” encourages its viewers to listen to others.” The results for the last statement in the chart were also positive with over 75% agreeing that this program helped them live life more fully. For the most part, the opinions of the viewers about the program were encouraging.

MRI inquired about whether the respondents had changed their behavior as a result of watching the program “Et Votre Famille.” 60.5% said that it had changed their behavior.



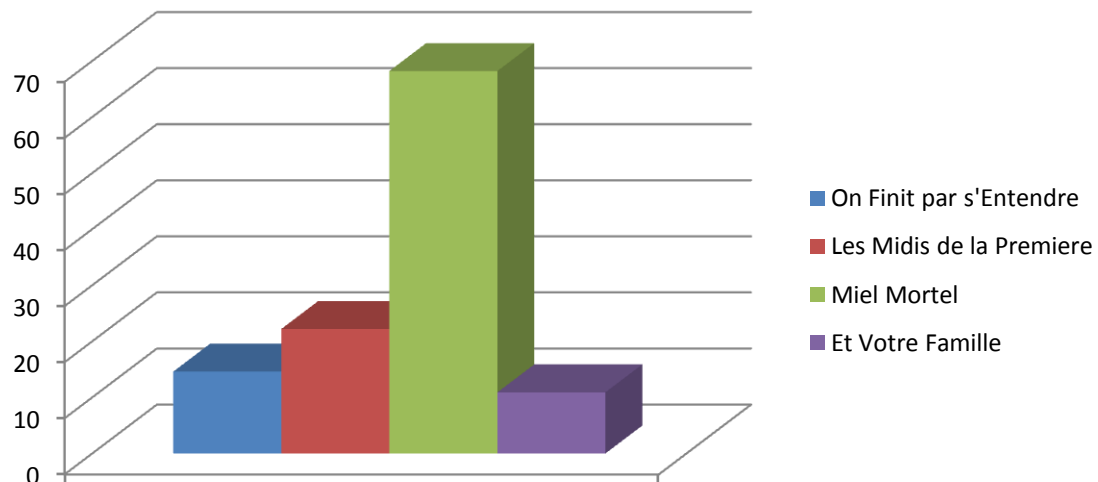
## How Has Behavior Changed from Watching "Et Votre Famille?"



52% of the respondents who had seen this program reported they had more respect for others as a result of watching it. 25.5% said they were happier. The behavioral changes reported here as a result of watching this program illustrates the positive impact it has had on its viewers.

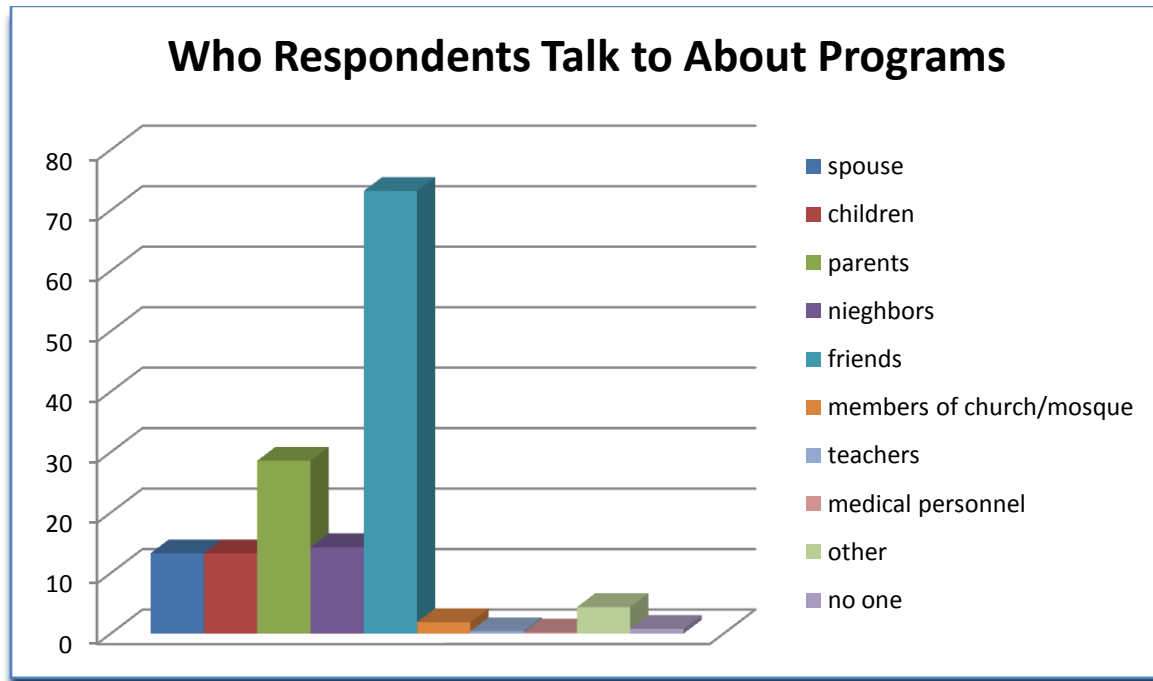
41.4% of the respondents said they had discussed the programs tested with others.

## Programs Discussed With Others



The program people reported discussing the most was “Miel Mortel” (68.2%). This program presented a lot of information on a major health concern that is useful for everyone. HIV/AIDS has no boundaries so everyone needs to learn all they can about this virus.

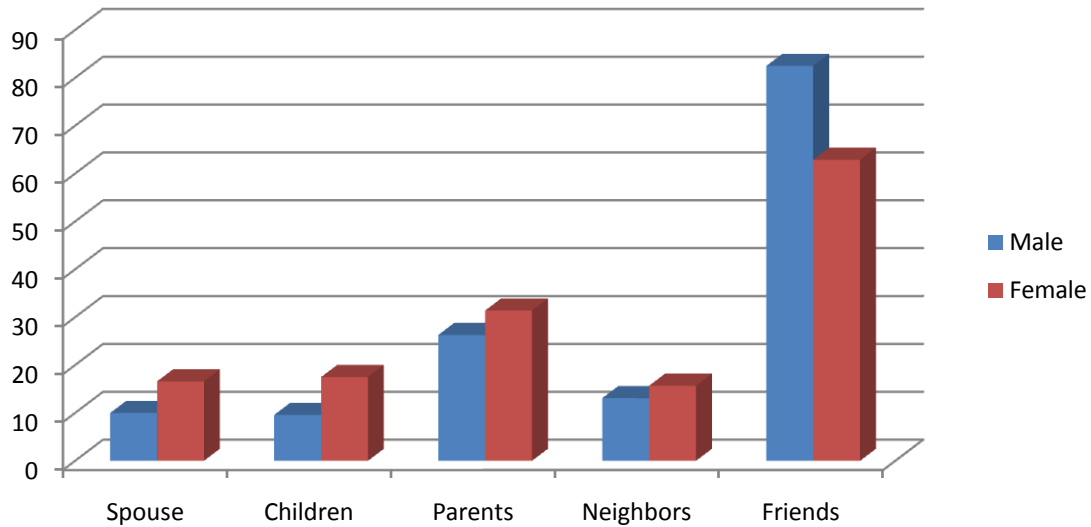
When people discuss what they see on the television programs, who do they talk to?



Most discussions about television programs viewed are among friends (73.2%). Parents follow at 28.6%, neighbors with 14.3% and children 13.3%. The respondents also had conversations about television programs with their siblings (2.3%) and colleagues (1.7%).

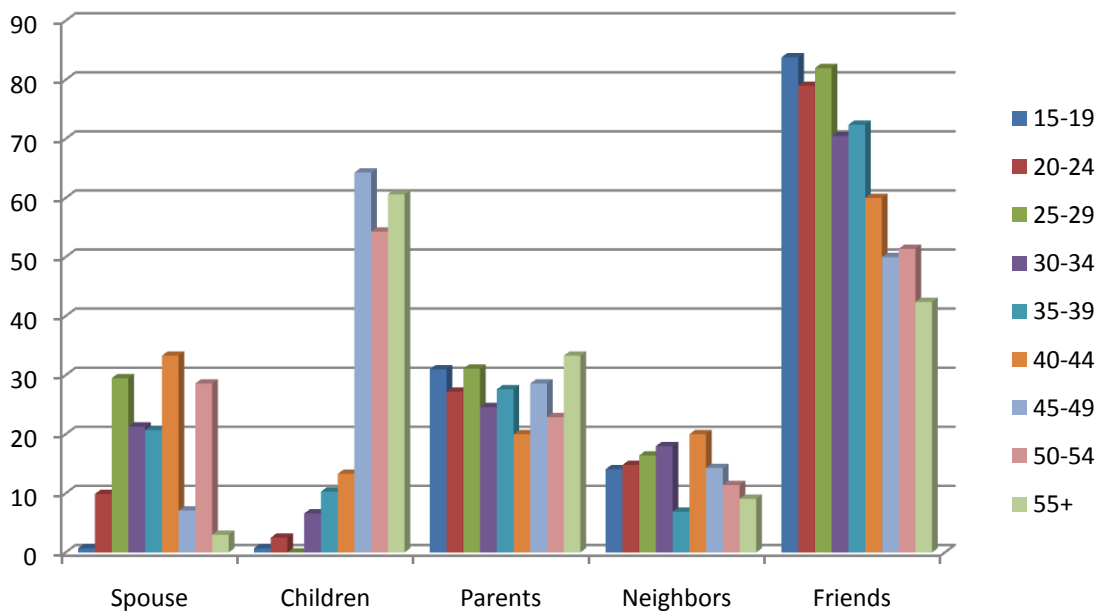
Were there were any differences in who men versus women talked to about television programs?

## Discussion Partners by Gender



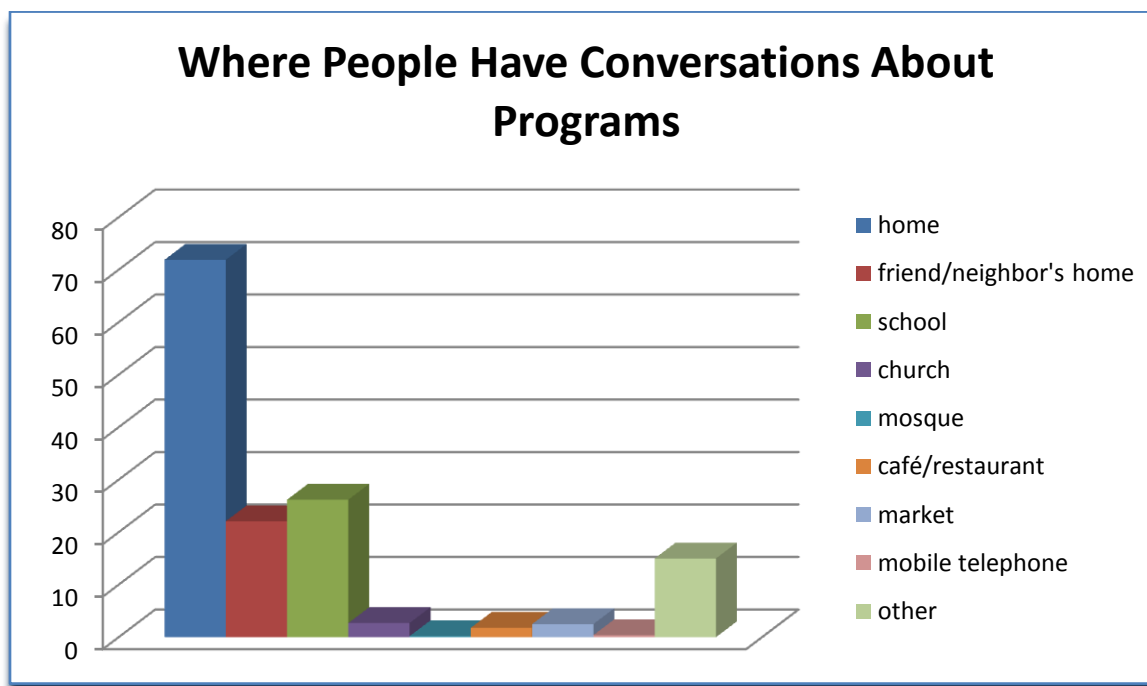
Both men and women discussed television programs most with their friends. Men talked to their friends more than women did, by a margin of 20%, but women were more likely than men to discuss programs within their families, and with neighbors. Women were more likely to discuss television programs with their children than were men, by a ratio of 7.9%.

Does age matter when it comes to discussing TV? It certainly does, at least when it comes to friends.



There are some significant differences in this chart. The older generations have many conversations with their children. Of course younger people have fewer children, and younger children, to talk to. All age groups considered their parents conversation partners. As the respondents aged, the conversations with friends decreased. Interestingly, the respondents ages 15-44, reported friends as the most common people group they had conversations with about television programs. For those 45-55+, there was a shift from friends to children.

Where are these conversations about programs being held?

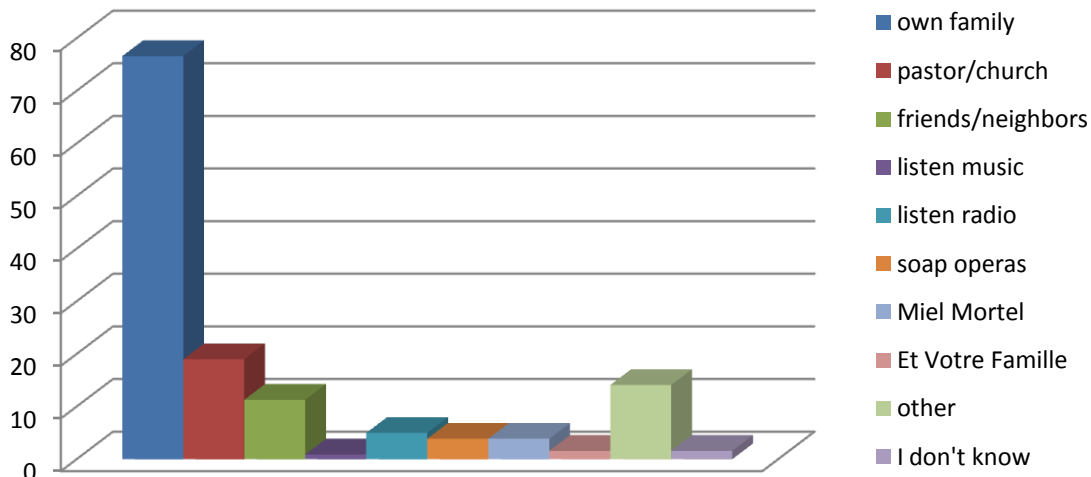


Most conversations about television programs were reported to be held within the home (71.9%). For 26.2%, these conversations took place at school (where young people most likely saw their friends). Another place that respondents reported talking about the programs was at their friends' or neighbors' homes. People in this survey also mentioned other places that they had conversations. The two most popular were in the neighborhood (6.5%) and in the workplace (6.5%).

## Part 5: Life Situations: Problems and Solutions for the People of Cote d'Ivoire

Everyone wants the best in life. For some this may include being financially secure, for others it is being healthy and strong. For many around the world, it is simply being able to provide the necessities for one's family. To address the issue of security, MRI asked the respondents where they got advice about how to have a good family life.

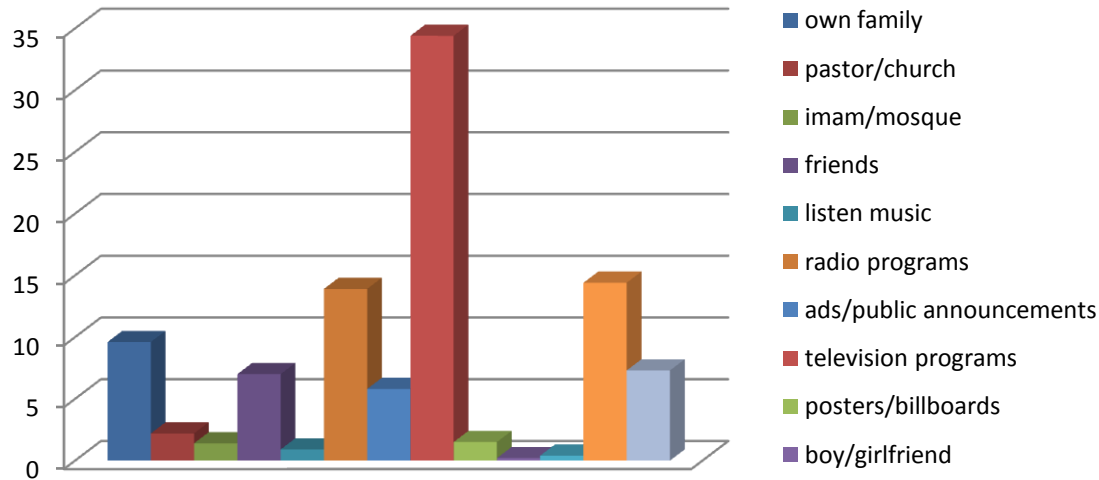
## Sources of Advice on How to Have A Good Family Life



The vast majority of the respondents reported that their own family was the best place to get advice about how to achieve a good family life (76.6%). After the family, 19% of the people surveyed said they went to church or a pastor for advice, while 11.3% said they went to friends and neighbors. Many people added other places possibilities in smaller numbers. Some of these responses included the elders (1%), themselves (2.2%), an Imam or mosque (2.9%), and school or teachers (4.6%). Small percentages also mentioned PEMA/ACT programs.

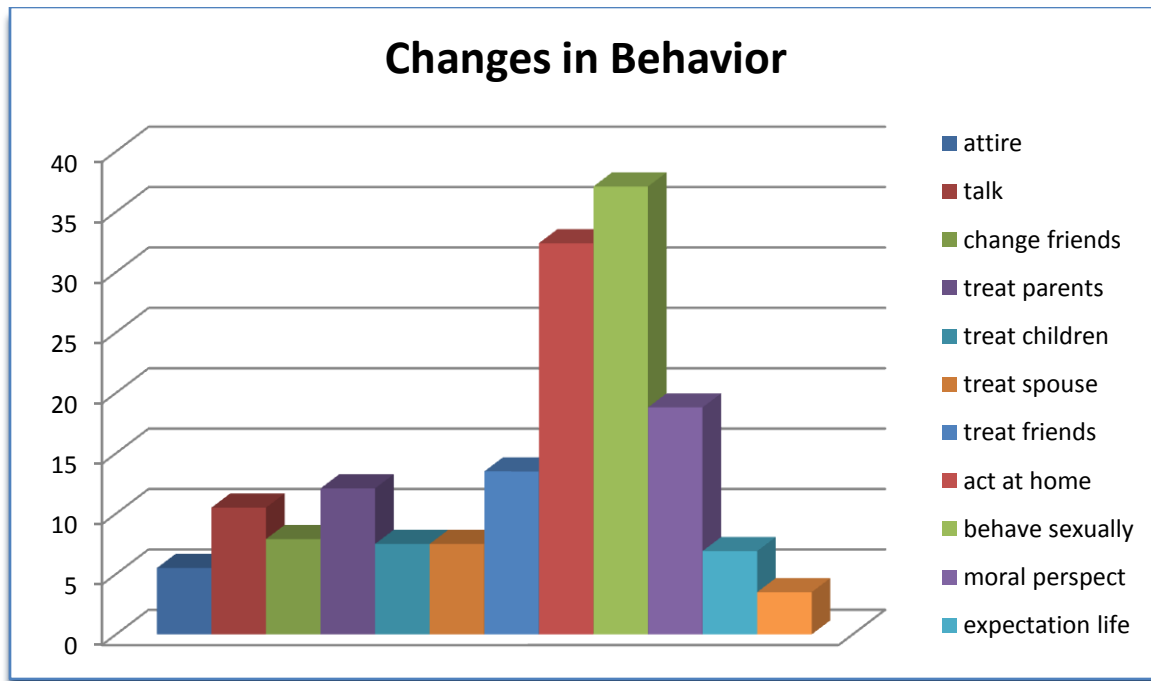
Being strong and healthy is very important to families. HIV/AIDS affects many people, especially in Africa. So MRI asked how people found out how to prevent HIV/AIDS.

## Best Source of Information about Prevention of HIV/AIDS



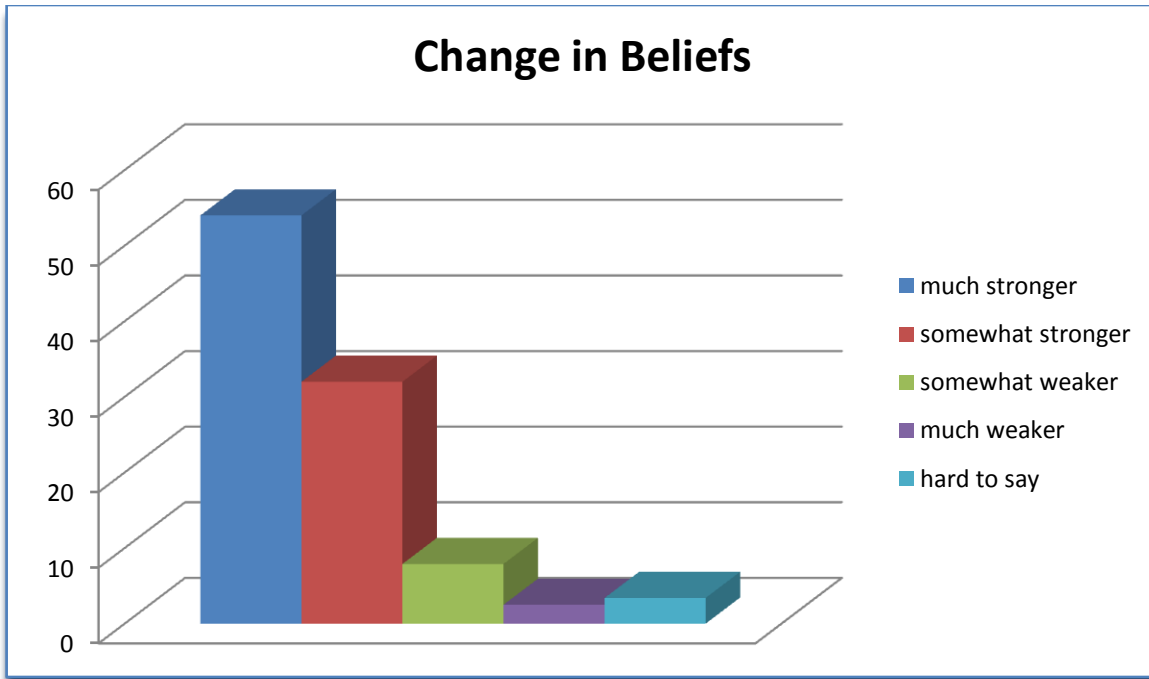
34.4% of the respondent said the best information about HIV/AIDS prevention was to be found on television. One specific example was “Miel Mortel,” which 14.4% of respondents reported as the best source of information. Radio programs were also listed by 13.9% of the people surveyed. Many respondents added other sources: 15.7% of the respondents said schools, 7.1% hospitals and 4.8% awareness campaigns were among the best sources of information.

Since television programs are a popular source of information, MRI asked the respondents if they had ever changed their behavior as a result of watching a television program. 64.2% said they had done so. What, then, did they change?

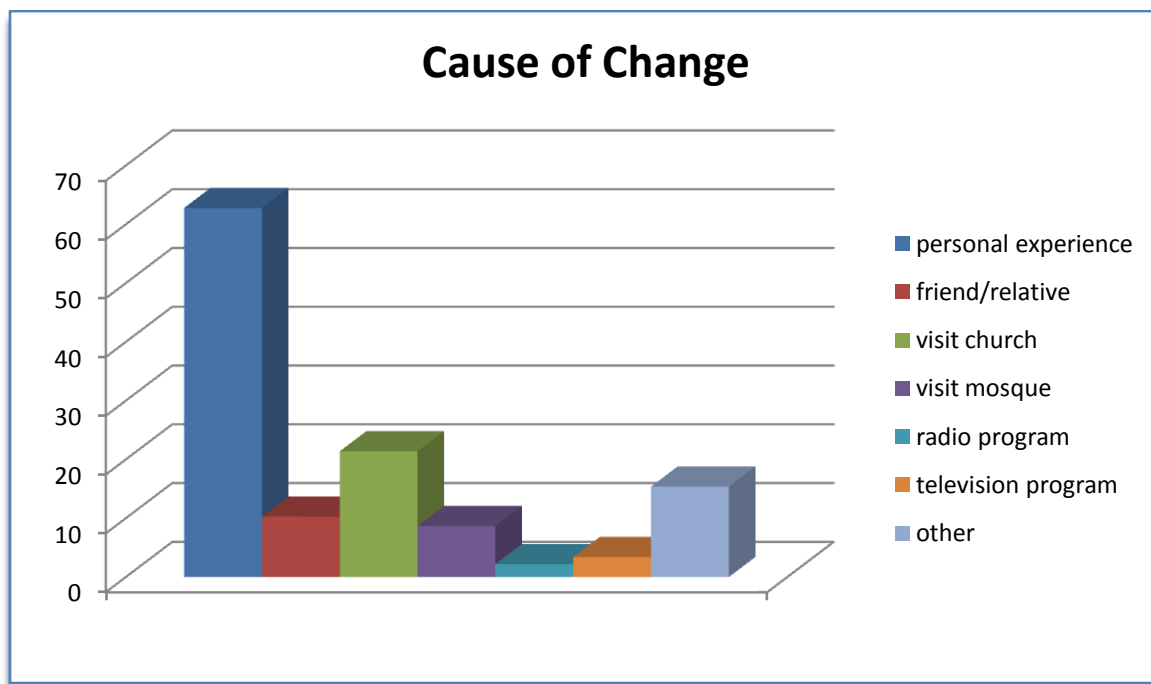


Most of the respondents who had changed their behavior changed the way they behaved sexually (37.1%). There were also many changes in the way people interacted with one another. 32.4% changed the ways they acted at home; 13.5% changed the way they treated their friends, 12.1% how they treated their parents, and 7.5% how they treated their spouse and children. Another positive change reported by the respondents was the 18.8% who had changed their moral perspective. Clearly television was a major inspiration to people to change a variety of behaviors.

MRI also inquired about the religious beliefs of Ivoirians. The interviewers asked whether the respondents believed in God. 97.7% said they did. They asked whether belief in God had changed in the past two years and 56.6% said it had. MRI asked whether their belief had gained in strength or became weaker.



For 86.1% of the respondents, their faith had gained in strength over the past two years. Over 50% reported that their faith had become much stronger. What was the cause of this change?

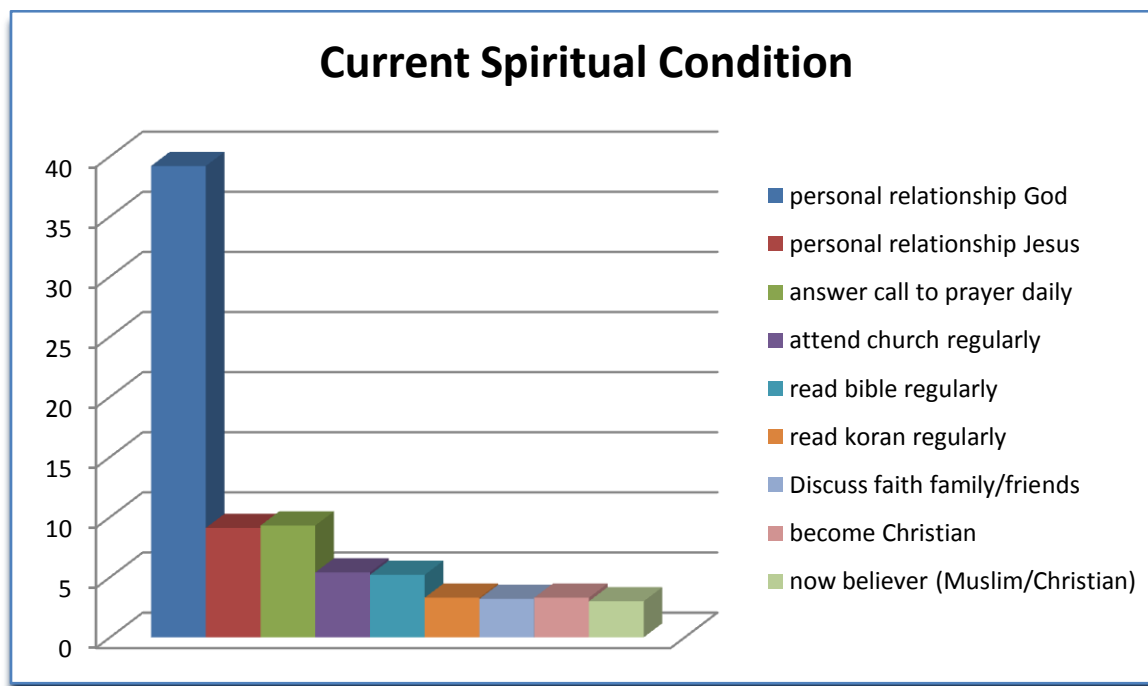


For 62.8% of respondents, beliefs had changed due to personal experiences, 21.4% said it was a result of visiting a church and 10.3% said it was a friend or relative that influenced the change. 5.6% said their



change was caused by a radio or television program. Programs or stations mentioned that specifically caused a belief change in our respondents were “Miel Mortel” (2.2%), Radio Espoir (1.3%) and Al Bayal (1.2%).

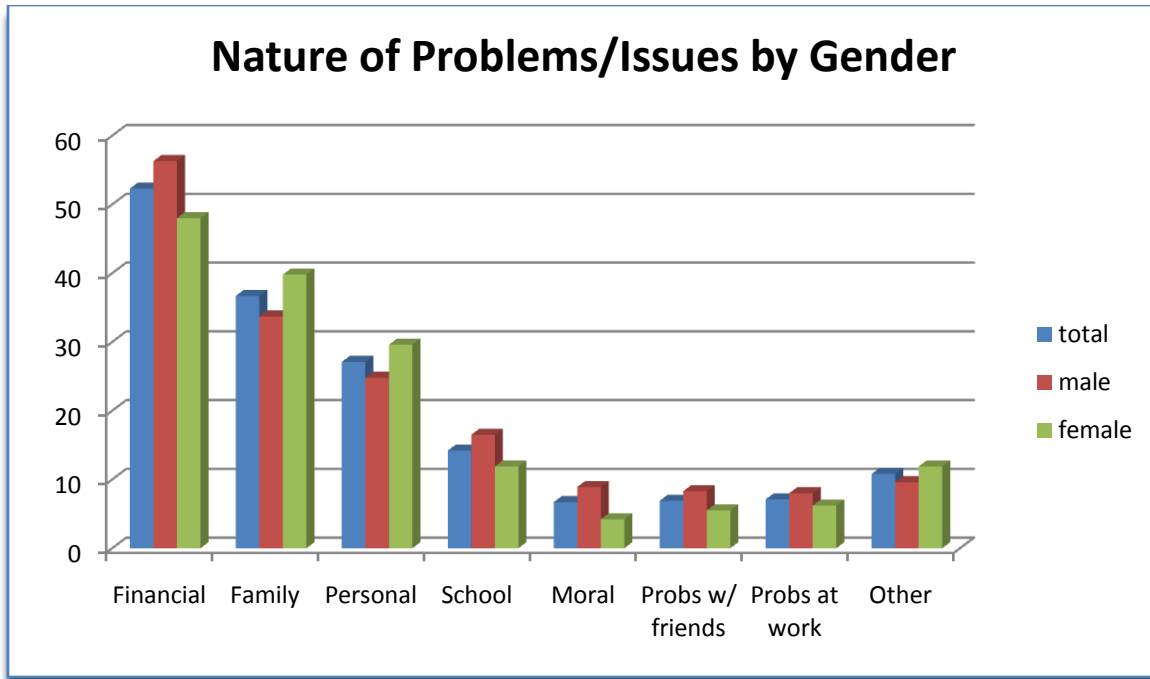
MRI continued by asking the respondents about their current spiritual condition as a result of the programs they watched or listened to.



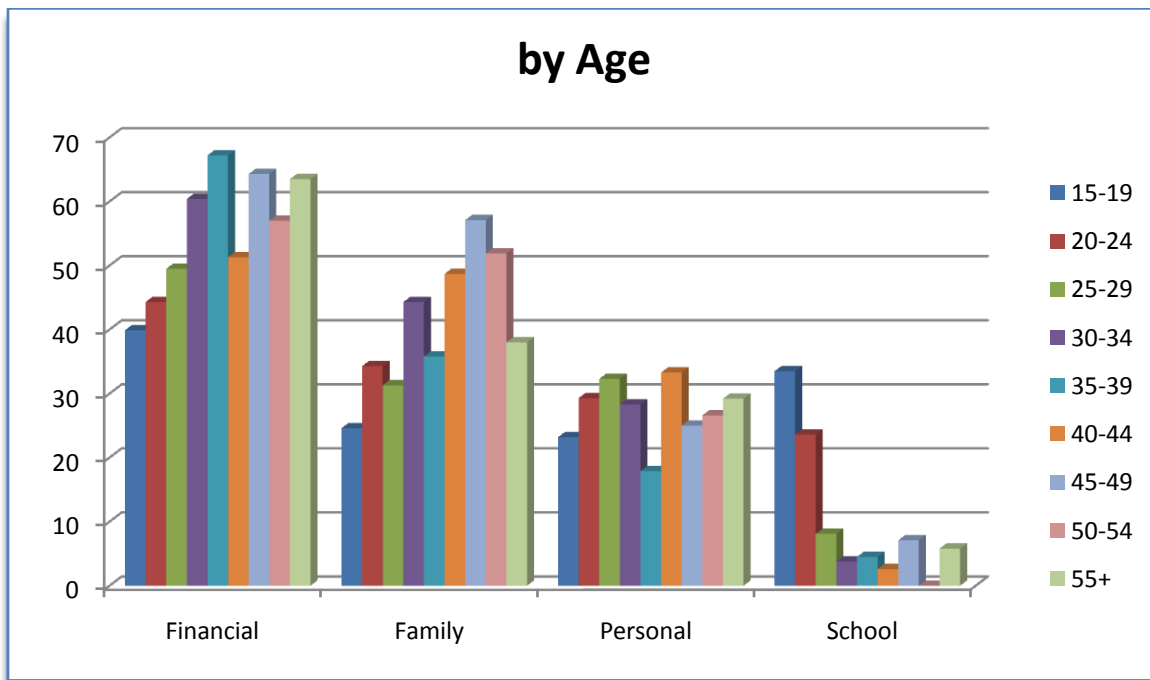
39.2% of the people who said a media program had changed their faith reported they now had a personal relationship with God and 9.1% now had a personal relationship with Jesus Christ. 5.4% reported that they had begun attending church, 5.2% now read the bible regularly and 3.2% were willing to discuss their faith openly with friends and family. 3.3% of the respondents stated that, as a result of a media programs, they had become Christians. As for the impact on the Muslim respondents, 9.3% reported that they now answered the call to prayer daily and 5.2% read the Koran regularly. 3% of the people interviewed had become followers of either Islam or Christianity.

MRI also asked a series of questions to gain greater insight into the struggles the respondents dealt with everyday. Who or what were their sources of advice or support?

78.2% of the respondents reported that they faced problems or issues that they are not able to solve by themselves. What was the nature of these problems?



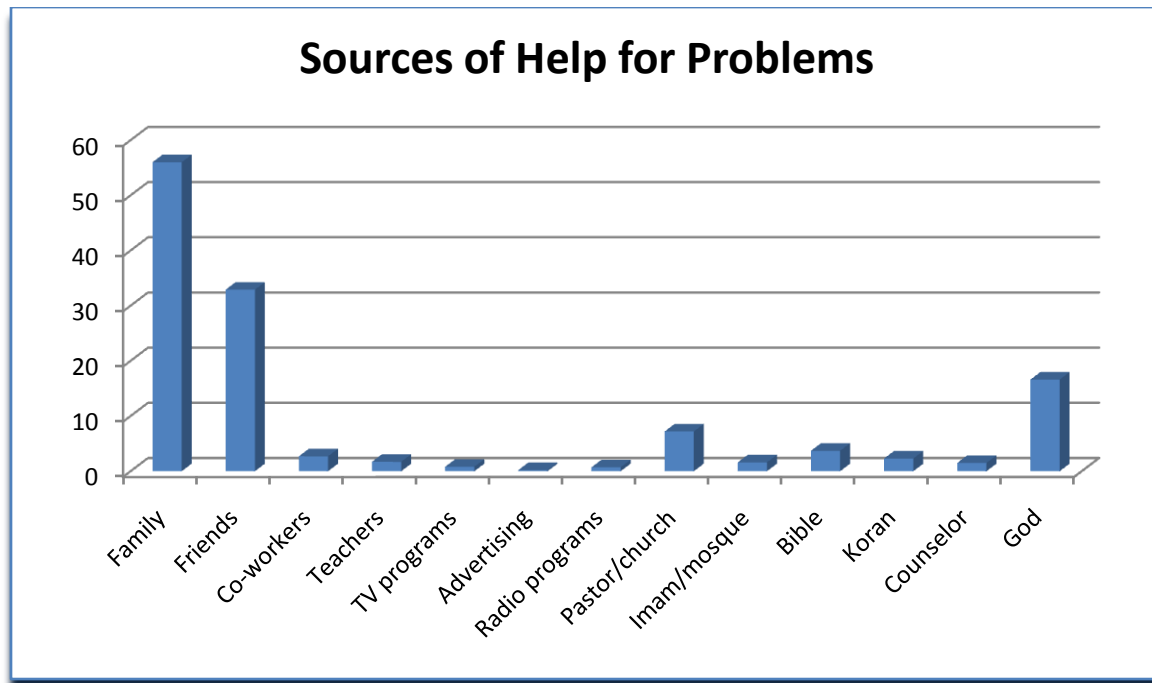
For over half the respondents, problems were due to financial difficulties (52.3%). Men were more concerned than women about finances and schooling. Women were more concerned about family and personal problems. Two other sources of problems repeatedly mentioned were sickness/health problems (3.5%) and spiritual problems (1.6%).



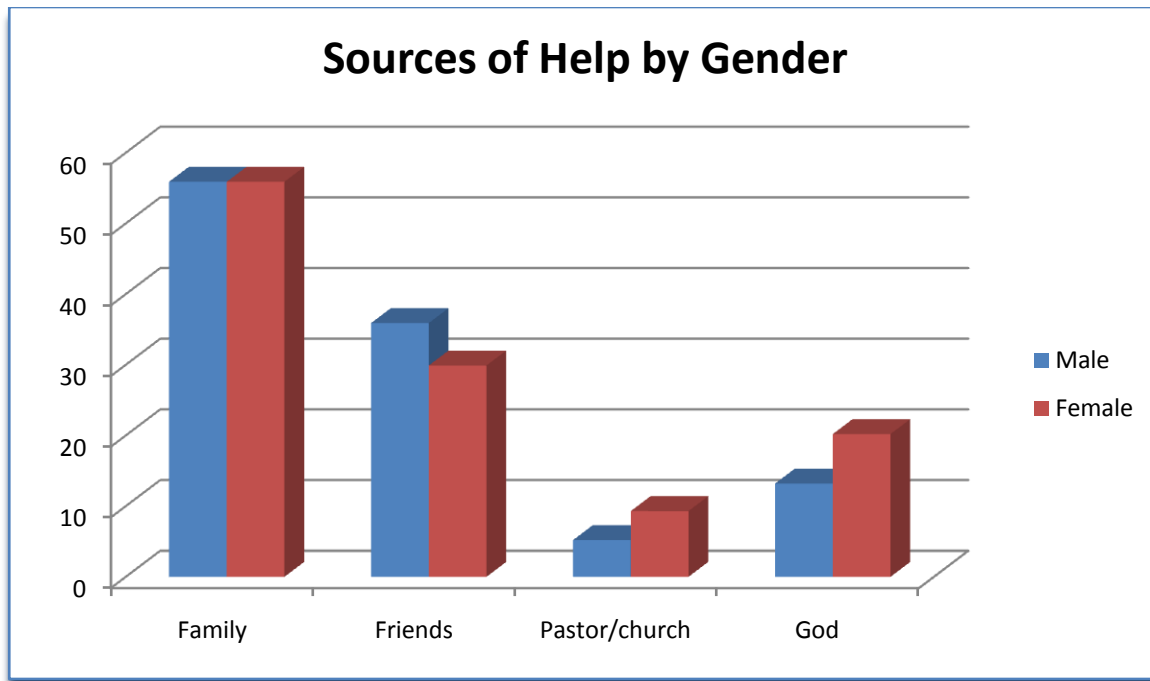
From an age perspective, younger generations were less concerned about financial, family and personal problems than older age cohort groups, but they were the most concerned about “school.” The age

cohort group from 35 to 39 was most concerned about finances (67.2%), the highest of all the age groups. 57.1% of the age cohort group 45 to 49 was the most troubled by family problems, whereas among the age cohort group from 15- to 19 only 24.6% said this was a problem or issue for them.

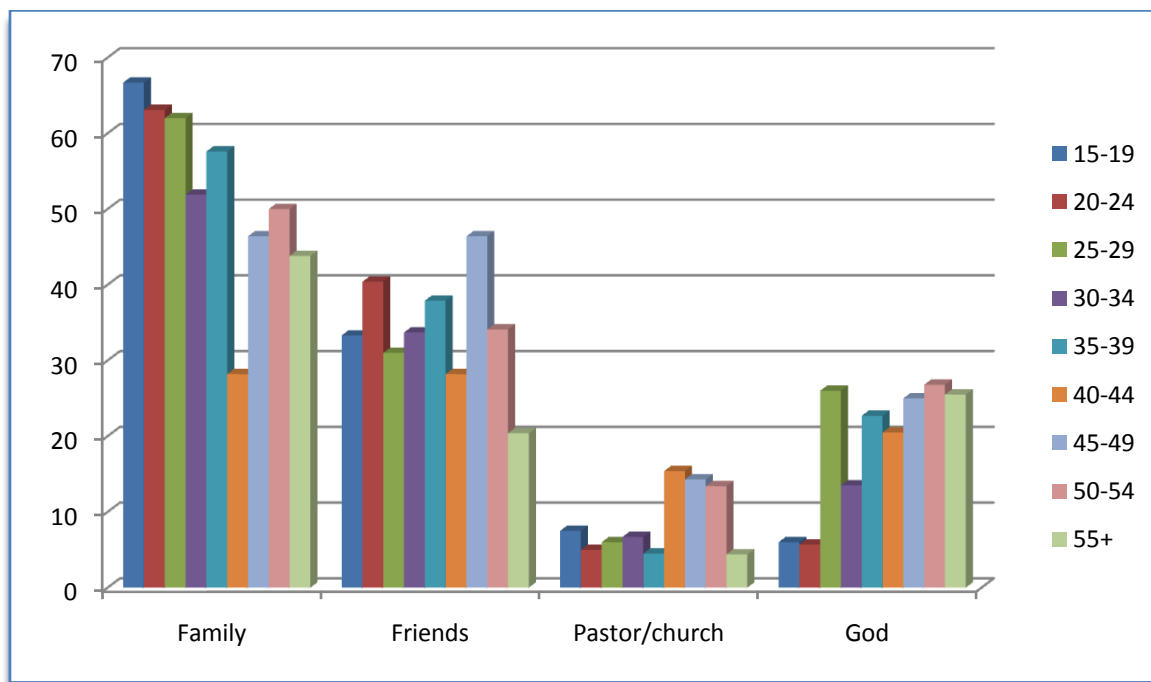
Where did respondents look for help to deal with these problems?



There were many problems with the family that the respondents reported, but most people still looked to their family as sources of help as well (56%). 32.9% looked for help with their problems or issues from friends. 16.6% looked to God, 7.2% went to their pastor or church and another 3.7% look to the Bible. Very few people looked to the media directly for help. Only 0.8% reported TV programs and 0.7% reported radio programs as sources of assistance. Given the earlier reports of the significance of radio and television to the respondents, however, leads to one possibility. That is, although people may not identify radio or television programs directly as sources of assistance in dealing with problems, they may still be influential indirectly. For instance, if family, friends, or pastors are seen as helpful in solving problems, they may give advice based on personal experience. But they may also draw from other sources themselves, including media programs, to provide useful advice. There has been much media research to suggest that this is a viable proposition, using either two-step or multi-step flow models of influence. It would take a different study, however, to determine specifically if this is the case here.



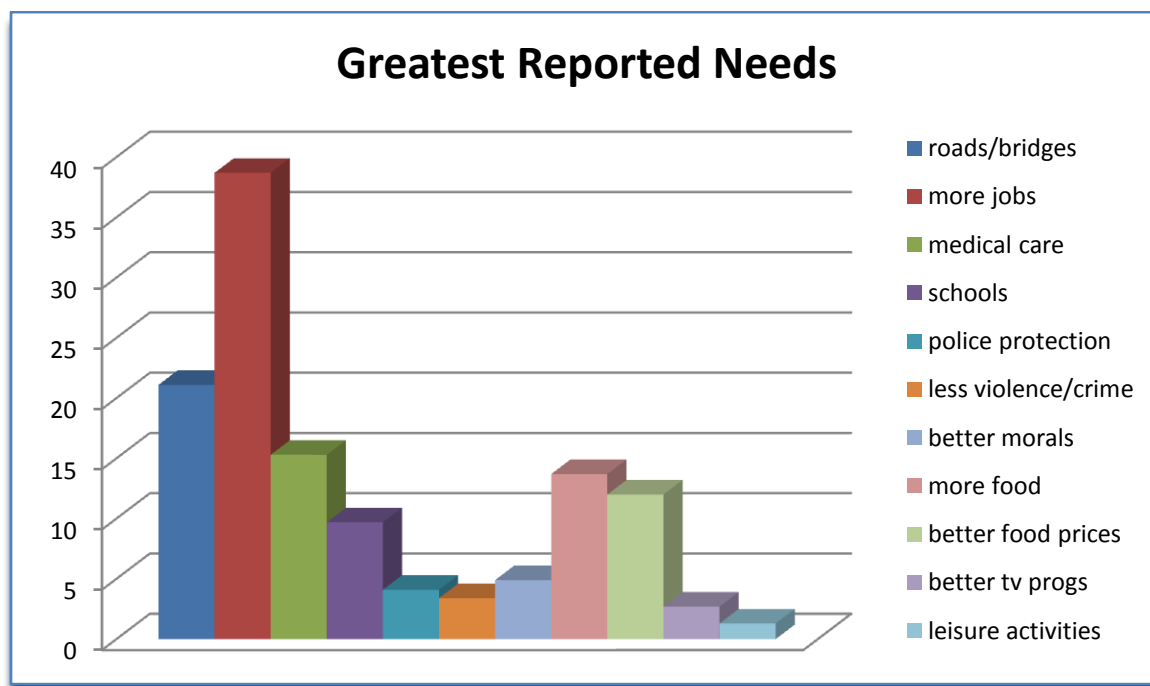
The percentage of men and women that looked to their families for help dealing with their problems was the same, 55.9%. More men reported using their friends than did women, but more women turned to God (20.2%) compared to men (13.2%). Women were also more likely to go to their pastor or church for assistance.



This chart shows that as the age of the respondents increased, the dependence on family for help decreased. Two-thirds of respondents between 15 and 19 used their family as a source of help for

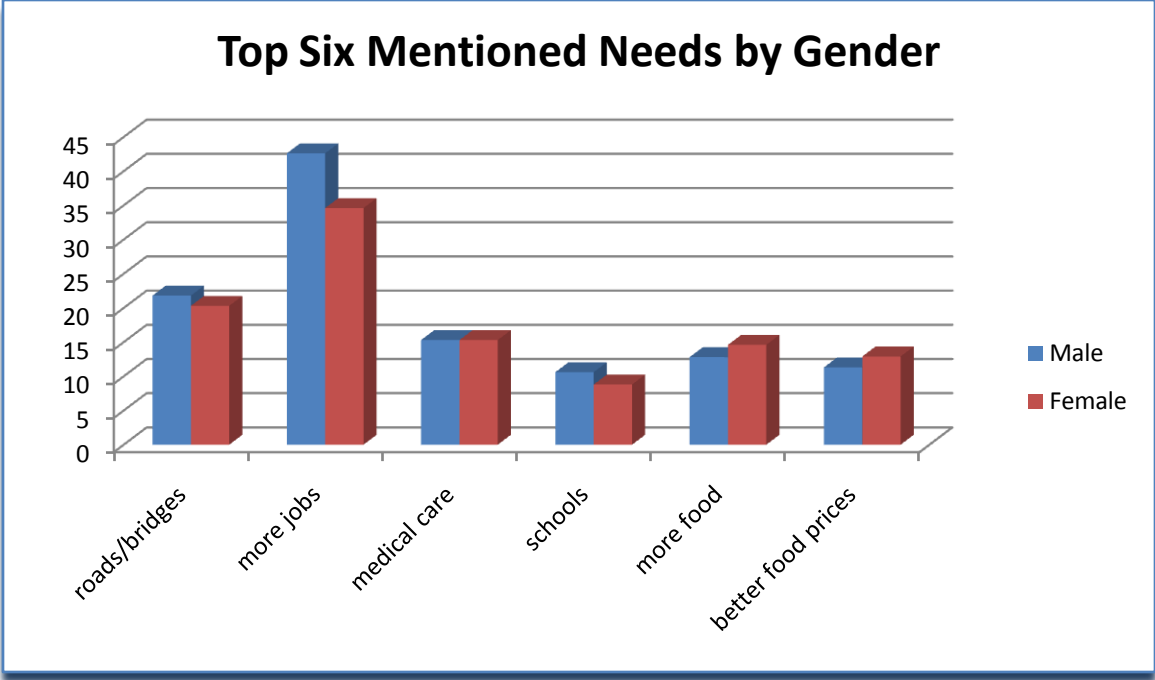
problems they could not solve themselves. “Friends” as a source of help shows no trend in particular but there is a spike with respondents between 45 and 49. The percentage of respondents in this age group that turned to their friends was equal to the percentage that turned to their family. The results of this question also show that older generations reported turning to their pastor, church or God more than younger generations. Some of this is undoubtedly the result of normal aging realities. For instance, those in the 45 to 49 age cohort group have probably lost their parents and perhaps aunts and uncles who before might have been a source of help. They have become the oldest generation themselves. But their children may not yet be old enough to be a source of assistance. Hence the spike in dependence on their own friends, who are probably largely within their own age cohort group.

MRI also asked the respondents about the greatest needs of people of their home area.

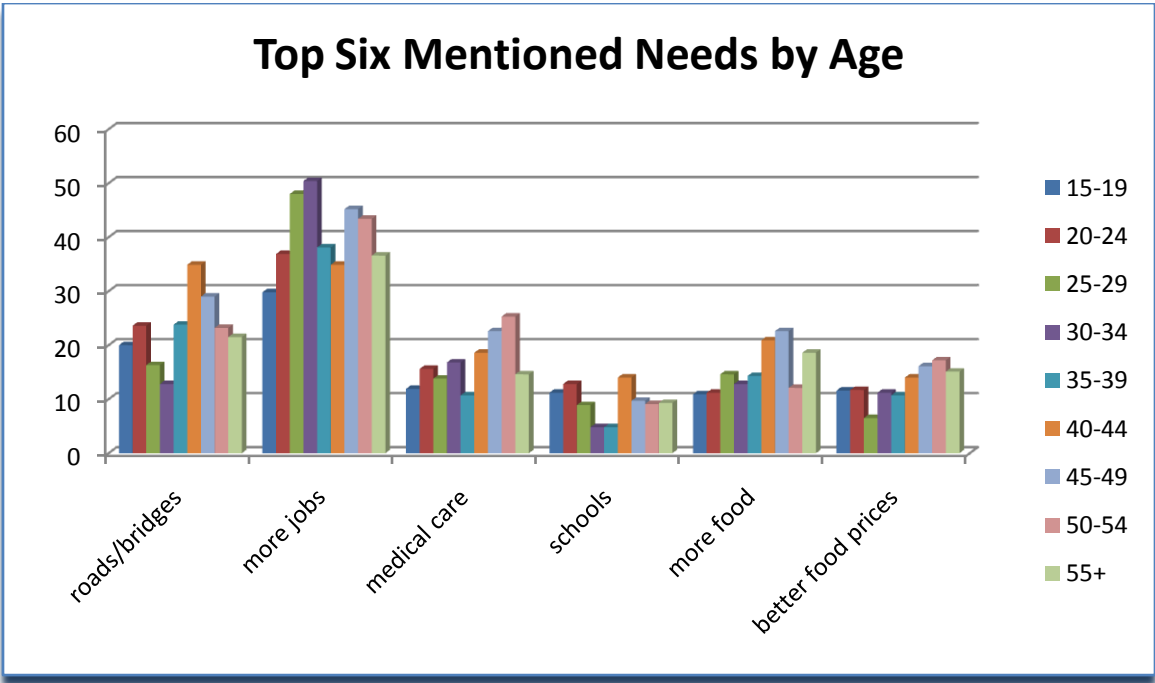


The respondents reported that the greatest need in their area was job creation (38.7%). This was followed by 21.1% who mentioned the need for improving the area’s infrastructure (bridges, roads, transportation, etc.). Such improvements would most definitely result in employment opportunities for many Ivoirians. 15.3% of the respondents also mentioned the need for better medical care, including more hospitals and doctors and better services. Availability (13.7%) and affordability (12%) of food were also concerns of the respondents. 9.7% of the respondents also mentioned the need for better schools.

MRI analyzed the top six categories of needs according to gender. What were the trends?

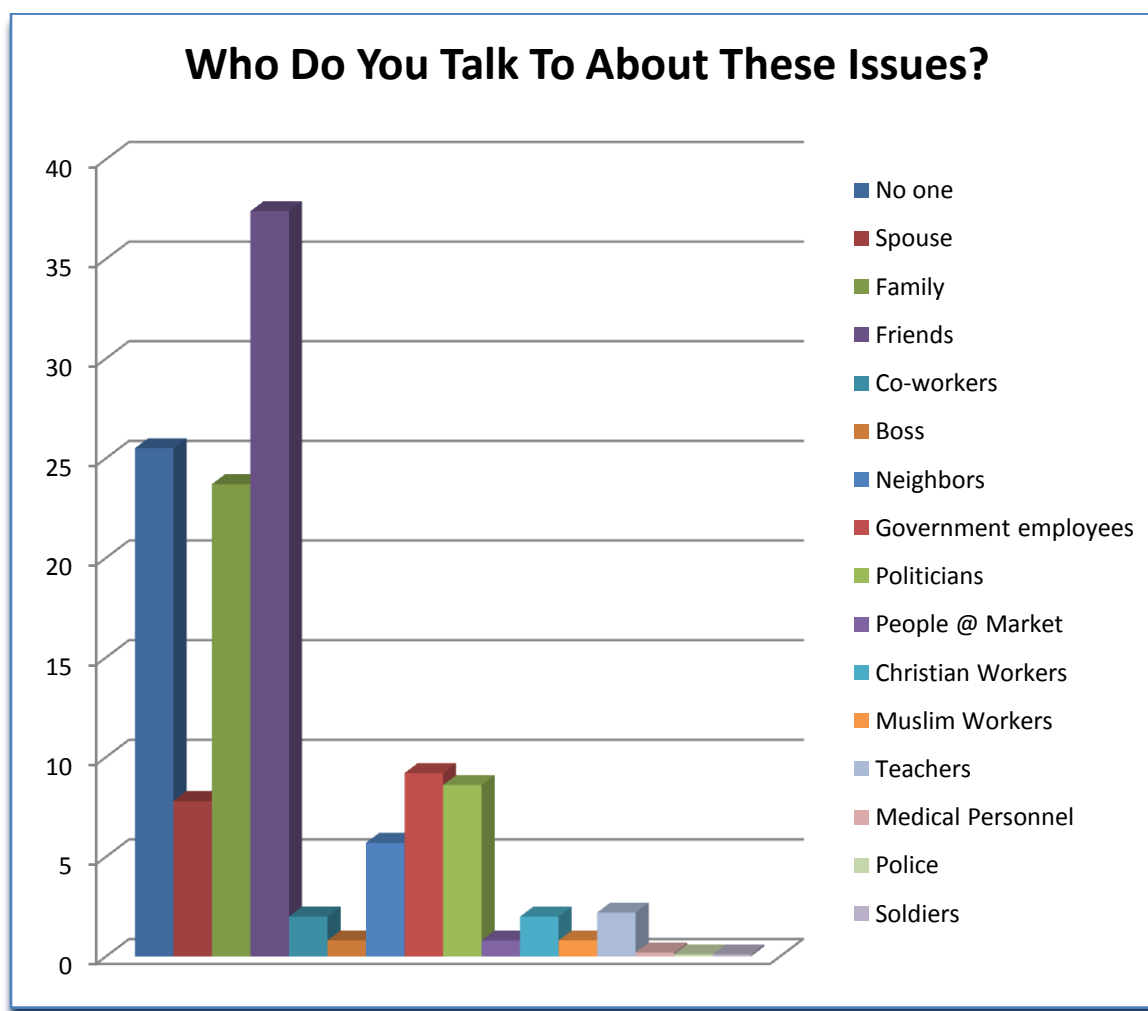


The only notable difference here is more men reported the need for jobs as one of the greatest needs of their area compared to women. Both genders equally acknowledged better medical care as an area that required improvement.



Looking at the needs by age group also shows that jobs are the greatest need across all cohorts. Those concerned with the need at the highest level were the respondents between 25 and 34. This age group is most likely just beginning to enter the workforce so it is understandable that this need is high on their priority list. The concern about better medical care coincides with the increase in age. The respondents between 45 and 54 were concerned about this at the highest percentage level.

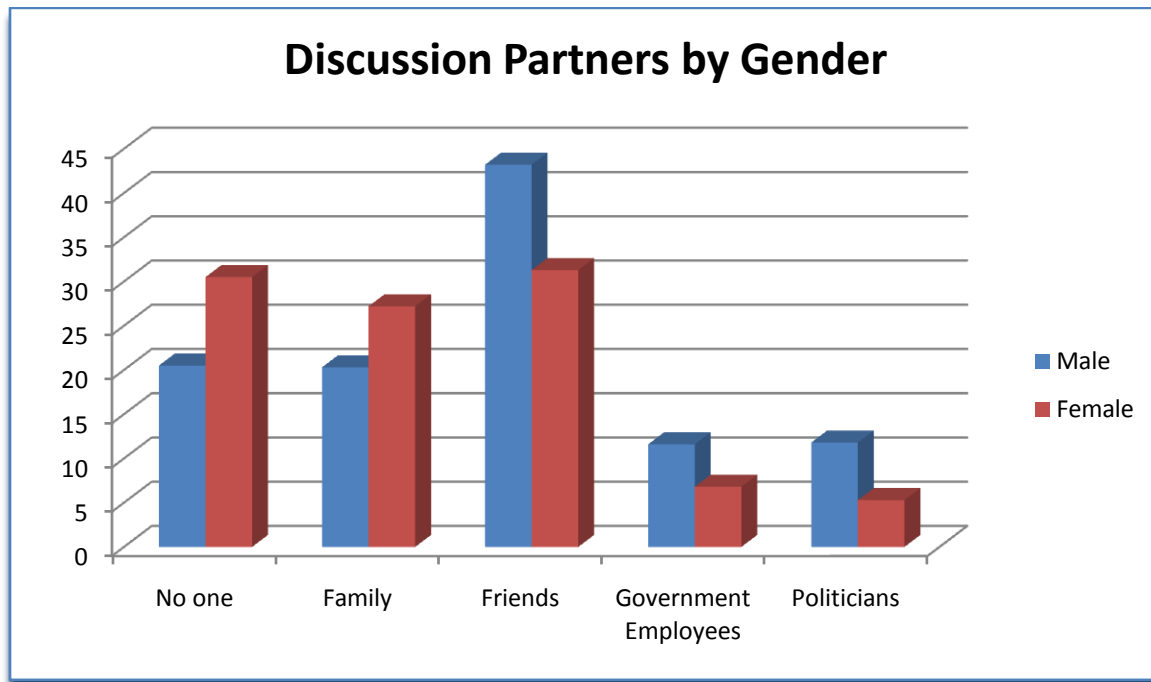
There were many needs that Ivoirians identified in these questions. But how did the respondents talk about these issues with others?



34.7% of the respondents stated that they communicated with their friends about the needs in their areas of Cote d'Ivoire. A quarter of the respondents reported that they did not talk to anyone. Some of these respondents said they didn't talk to others because they thought no one would listen to them or that no change would come about, so why bother. One respondent said, "We are used to the problems, so we just live with them and don't talk about it." 23.7% of the respondents communicated with their families about these needs, but only 7.8% said they did so with their spouse. Only a small percentage said they talked with government employees (9.2%) and politicians (8.6%) about these needs, perhaps

indicating their sense that such officials are relatively impotent when it came to dealing with such important issues.

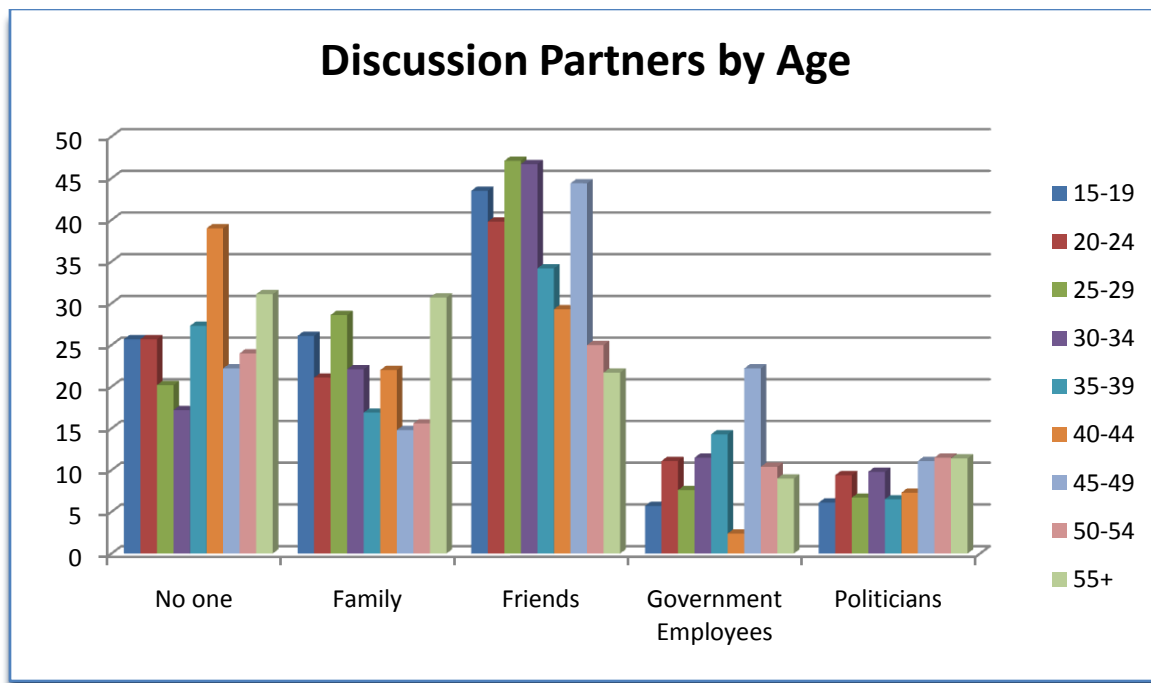
Were there differences in responses according to the gender on places to share about such needs?



There are some interesting differences in this chart. More women than men reported that they did not talk to anybody about the needs of their area. Also, more women (27.2%) talked to family than did men (20%). 43.2% of male respondents reported talking with their friends about the needs of their area, compared to only 31.3% of female respondents. Men also reported talking with government employees and politicians more than women did. This may suggest a greater level of fatalism among women, or the sense among women that they are powerless to change the situation, leaving them only to discuss such matters among family, or not talk of them at all. Men seem more outspoken, perhaps due to the greater status accorded to them within Ivorian society.

But what is the situation when discussion partners are examined by age?





From an age perspective there is not much to say. No pattern or trend stands out. Younger age groups seem somewhat more inclined to talk to their friends than older ones do, with the exception of the respondents between 45 and 49, the same age cohort group that reported having the greatest level of conversation with friends about personal issues. We cannot explain this apparent anomaly.

## Conclusion

The media provide important information to the people of Cote d'Ivoire, especially on their personal needs. Many Ivoirians, too, report that they have changed behavior as a result of what they have seen portrayed, especially on television. Although some of the responses given to the questions indicate that Ivoirians are seeking assistance based more on their own life experience than on the particular information provided to them via various media, and especially television, there is every reason to think that television programs, either directly or indirectly, are contributing to the betterment of people's lives. Some also report that their faith has been ignited or deepened as a result of the programs they hear or see, so MRI concludes that good results are being achieved, even if in small percentages, by the work of PEMA/ACT in Cote d'Ivoire.