



INTERNATIONAL CENTER
FOR MEDIA STUDIES



Highlights from the Report on Audience Research conducted in Cote D'Ivoire, Feb-March, 2009

3xM and PEMA/ACT (Proclamation de l'Evangile pas les Medias en Afrique/African Christian Television), with assistance from MRI (Media Research Institute) conducted an audience survey to determine the impact of Christian Television programs on Ivorian society. This report highlights the impact the programs "Miel Mortel" and "Et Votre Famille" are having in the West African country of Cote d'Ivoire.

Almost 30% of those interviewed stated they were Muslim, 32% were Roman Catholic and 25% were Protestant. Another 8.6% were animists/or followed traditional beliefs and 8.2% had no religious affiliation.

The research was limited to the south-eastern part of the country due to the civil unrest in the north. Over ten days, three teams of interviewers conducted 1178 one-on-one interviews in various cities, towns and villages in ten of the 19 regions in the country. We used a skip interval of one house and always traveled to the left to keep the selection process as random as possible.

There are no trustworthy resources that have accurate data on the populations of the regions where we worked. The only source found was Wikipedia which projected the population of the area to be approximately 10.8 million people. We will use this figure with trepidation. Taking the data, we can apply it this population with a 95% confidence level and 3% +/- confidence interval. We can draw the following conclusions on the impact of the program "Miel Mortel" produced by ACT/PEMA in partnership with 3xM.

1. 4,363,200 million people in the southeast regions have viewed the program "Miel Mortel" at least once. 2,617,920 would be considered regular viewers according to international standards of at least once per week viewing.
2. 45.8% of the viewers of "Miel Mortel" are male and 54.2% are female.
3. A large number of the viewers (72.9%) are under the age of 35 which coincides with the target audience of the program.
4. Of this total population, 625,683 people were Muslim, 89,009 were Animist/Traditional beliefs, 138,750 stated they had no religion and 107,335 selected the 'other' category.
5. 90% of the viewers stated that "Miel Mortel" was easy to understand.
6. 98.9% evaluated this program as either "excellent" or "good"
7. As a result of watching this program, 77.1% of the viewers reported a change in behavior. Translated into numbers, this program has had an impact on 3,364,027 people.

8. Behavior change results indicate that approximately, 175,000 reported they have started reading the Bible, 37,000 have recently started to attend church and another 125,000 now attend church more regularly.
9. The main reason for watching as stated by 66.4% (2,897,000) of the Ivoirians was to find answers to the questions that they have.
10. Awareness of HIV/AIDS has increased due to “Miel Mortel.” Just under 2.1 million people said they were aware of this virus. Another 1.7 million viewers had changed their sexual behavior because of what they have learned from this program.
11. 94.8% watched this program on RTI Channel 1 which is a government-run television station with national coverage. 4.4% viewed the program on RTI Channel 2 another government station but with limited coverage, mainly in urban centers.

The second program that we were interested in determining the impact was “Et Votre Famille.” Again using the population estimates from earlier, the following are conclusions based on the research conducted.

1. 1,490,400 Ivoirians have viewed the program, “Et Votre Famille” at least once in the past.
2. 47.8% of the viewers are male and 52.2% are female.
3. Over three-quarters of those who had seen “Et Votre Famille” were under the age of 35. Again PEMA/ACT is hitting its target population.
4. 96.2% of the respondents reported viewing this program on the government-run station RTI Channel 1 which is the only station that has national coverage.
5. 69.2% said the program was “good” while 25.2% said it was “excellent.”
6. 80.1% stated that the material on the program was very easy for them to understand.
7. Why people said they watched “Et Votre Famille,” 35.2% said the program answers their questions, 19.9% said the program help them deal with their problems. 24.3% said it helps them understand others points of view and 16% said it helps them see problems differently.
8. As a result of viewing “Et Votre Famille,” 60.5% (901,692) had changed their behavior. 52% (470,000) stated they had more respect for others and 25.5% (230,000) reported they were happier. 28,000 said they had started to read the bible, 28,000 people started to go to church and another 28,000 started to go to church more regularly. This show is having a positive impact on its viewers.

Based on the full report, the following observations and recommendations can be made:

1. During the interview, MRI asked opinion questions. From the results, approximately 20% of the viewers of both “Miel Mortel” and “Et Votre Famille” did not think the programs made the Bible known. The percentage of respondents who disagreed that the two programs explained the Christian faith was slightly higher. This is an area that PEMA/ACT may consider reviewing, considering the sizeable portion of viewers who are not Christian.
2. 46% of the respondents reported being totally fluent in the French language. However, 30.9% reported understanding only half or less of what they heard in this language. When the

respondents were asked what they do when they don't understand, 39.4% said they were content not understanding or that they ignored what they didn't understand. PEMA/ACT may consider making programs that have subtitles in one of the major tribal languages so that more people may have access to the information in the program.

3. 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. PEMA/ACT through the television program, "Miel Mortel" has been very successful in this area with an overwhelming majority stating this program is easy for them to follow. PEMA/ACT should continue to keep this as one of their goals in future productions of "Miel Mortel."
4. "Et Votre Famille" is viewed by fewer people than "Miel Mortel" but it is also having a tremendous impact on its viewers. Nearly half a million people stated they have more respect for others as a result of watching this program. In a country consisting of many different people groups as well as experiencing civil war, this is an extremely valuable outcome.
5. The times the programs are aired may determine for a large part the audience of the program. "Miel Mortel" is broadcast from 11:00 to 11:30 am Monday through Friday. Who is available at this time to watch television? According to the results of the survey only 7.1% of Ivoirians watch television at this time. "Et Votre Famille" is broadcast from 5:30 to 6:00 am Monday through Friday. The results suggest that only 3.8% are watching television at 6 am which probably means there are fewer before that. This may mean that some of the impact reported from these programs is indirect, with those who are watching sharing the information with others. There are limitations on who is going to view these programs simply because of the times they are shown. PEMA/ACT may want to consider entering into negotiations with RTI Channel 1 to inquire about airing the program when there is peak viewership like between 6:00 and 10:00 pm (18h00 and 22h00). Both of these programs are beneficial to society which can be proven by the results of the survey and may help in the negotiations.