



INTERNATIONAL CENTER
FOR MEDIA STUDIES



Highlights from the Report on Audience Research conducted in Togo March, 2009

3xM and PEMA/ACT (Proclamation de l'Évangile par les Médias en Afrique/Africa Christian Television), with assistance from MRI (Media Research Institute) conducted an audience survey to determine the impact of Christian Television programs on society. This report highlights the impact the program "Miel Mortel" is having in the West African country of Togo.

The breakdown of the religious background of the respondents was: 35.7% were Roman Catholics, 25.2% were Protestant and 23.2% were Muslim. 9.2% held animist beliefs and 3.5% said they had no religious background. 0.2% reported Celestial Christianity which MRI was told was a cult and 3% stated "other."

The research took place in March 2009 with 1120 interviews conducted in all 5 regions of Togo. About a quarter of the interviews were completed in the capital city of Lomé and the remainder occurred in smaller towns, cities, and villages. We used a skip interval of one house and to always travel left to keep the process random.

To apply the results of the surveys to the population of Togo as a whole, we will use the country figure from the CIA World Factbook website (<https://www.cia.gov/library/publications/the-world-factbook/geos/to.html>) which reports the estimated population at 6,020,000. Taking the data and we can apply it this population with a 95% confidence level and +/- 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. Using the percentage of respondents who have seen "Miel Mortel" at least once and applying it to the national population, the number of viewers is 602,000.
2. Of the total respondents who have seen "Miel Mortel," 46.2% are male (278,000) and 53.8% are female (324,000)
3. The highest percentages of viewers of "Miel Mortel" are among those between 15 and 29 years of age.
4. Those without a religious tradition have seen the program more than those from established religious traditions. But there are viewers from all religious traditions.
5. Looking at recent viewings of this program, significant proportions of the "no religious background," Roman Catholic, and Muslim communities in Togo had seen "Miel Mortel" last week.

6. Most of the respondents (72.1%) who had seen “Miel Mortel” thought the program was easy to understand. 22.1% of the viewers thought it was understandable “with some effort.” This is 94% of all viewers.
7. 96% of the Togolese we interviewed evaluated the program as “good” or “excellent.”
8. Preventing HIV/AIDS infection seems to be the message, along with accepting victims of HIV/AIDS, which people recall most strongly from “Miel Mortel.”
9. Why did people watch “Miel Mortel?” People found that their own questions were answered by the program and that it dealt directly with their problems. Others also reported that the program helped them to understand others.
10. As a result of watching “Miel Mortel,” 72.8% of the Togolese interviewed reported some sort of behavior change. 57.5% said they were more conscious about HIV/AIDS and having knowledge is the first step in defense. 34.2% stated they had changed their sexual behaviors from watching this program. These show that this program is having significant impact on the Togolese people.
11. 62.1% of the respondents said they had talked with others about what they have seen on “Miel Mortel.” The main people they conversed with were family members, friends and neighbors. Most of these conversations took place in the homes of the people involved.
12. 87% of the viewers indicate that “Miel Mortel” encourages solidarity and 90% say this program stimulates respect for life. Around 92% indicate that the program gives reasons for hope in life and encourages people to listen to others. 65% of the viewers indicate that “Miel Mortel makes the bible known and 67% indicate that the program explains the Christian faith.
13. Behavior change results indicate that approximately, 41,000 have started reading the Bible, 25,000 have recently started to attend church and another 25,000 now attend church more regularly.

Based on the research conducted in Togo, the following observations and recommendations can be made:

1. The results of the survey show that 65.9% of respondents could understand French either “fluently” or “fairly well.” 34.1% said they struggle to understand or could not understand French at all. We also asked about how much content of French television programming they understood and the results dropped significantly. 52.6% reported understanding more than half up to 100% while 47.4% stated they understood less than half down to none at all. The amount of people who have difficulty understanding French represents a large portion of the population of Togo. PEMA/ACT may consider adding programs in one of the local languages, such as Ewe/Mina, which 53.6% of the people interviewed reported being able to speak. This would allow for a larger audience for “Miel Mortel” and hopefully result in greater impact.
2. The program was seen by significant proportions of the “atheist,” Roman Catholic, and Muslim communities in Togo. From the results of opinion questions MRI asked, a minority of approximately 20% of the viewers of “Miel Mortel” did not think that the program makes the Bible known. There was also a substantial percentage of respondents when asked if the program explains the Christian faith, replied with “no opinion” (17.4%). The percentage of

the respondents who do not think that the program explained the Christian faith is approximately 15%. Even though this is a minority of the viewers, this is an area of the program that PEMA/ACT may consider reviewing bearing in mind the sizeable portion of viewers who are not part of the Christian faith. It is also important to contemplate this issue considering the number of believers who also continue to hold onto traditional beliefs or voodoo tenets.

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. People look to the media for information about HIV/AIDS, especially radio programs (43.5%) and Soap Operas on the television (23%). 3.3% reported "Miel Mortel" as a good source of information on this topic. PEMA/ACT uses drama reenactments to showcase different issues that people infected or affected by this virus face. Using drama as the method of delivery, "Miel Mortel" will hopefully attract and gain viewers to this program because of the similarities with soap operas.