## Q1 I watch SBC TV via (tick all applicable)

Answered: 1,838 Skipped: 43


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| SBC Set Top Box | $32.48 \%$ | 597 |
| With aerial but no Set Top Box | $3.54 \%$ | 65 |
| Cable TV | $49.40 \%$ | 908 |
| Intelvision | $37.49 \%$ | 689 |
| TV mobile Apps | $3.43 \%$ | 63 |
| Total Respondents: 1,838 |  |  |

## Q2 I watch SBC TV mostly

Answered: 1,818 Skipped: 63


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| At Home | $95.16 \%$ |  |
| At Work | $7.65 \%$ | 1,730 |
| On the go (Apps, in buses, restaurants, public places, etc) | $3.08 \%$ | 139 |
| Other | $0.94 \%$ | 56 |
| Other | $1.05 \%$ | 17 |

Total Respondents: 1,818

## Q3 The SBC DTT reception, (via aerial or set top box) in my home is



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Very Good | $17.16 \%$ | 293 |
| Good | $41.07 \%$ | 701 |
| Fair/Average | $15.06 \%$ | 257 |
| Bad | $4.86 \%$ | 83 |
| Very Bad | $7.32 \%$ | 125 |
| I do not receive SBC TV | $14.53 \%$ | 248 |
| TOTAL |  | 1,707 |

## Q4 I watch

Answered: 1,816 Skipped: 65


SBC Audience Survey 2023

|  | CONSISTENTLY/CONSTANTLY | OFTEN | SOMETIMES | RARELY | NEVER | TOTAL | WEIGHTED AVERAGE |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| SBC1 | $49.31 \%$ | $27.89 \%$ | $15.00 \%$ | $6.92 \%$ | $0.89 \%$ |  |  |
| SBC2 | 891 | 504 | 271 | 125 | 16 | 1,807 |  |
|  | $16.23 \%$ | $25.06 \%$ | $30.51 \%$ | $18.31 \%$ | $9.89 \%$ |  |  |
| SBC3 | 274 | 423 | 515 | 309 | 167 | 1,688 |  |
|  | $2.59 \%$ | $5.75 \%$ | $15.00 \%$ | $40.29 \%$ | $36.37 \%$ |  |  |

## Q5 I generally prefer to watch SBC



## Q6 I prefer to watch (Time)

Answered: 1,782 Skipped: 99


SBC Audience Survey 2023


|  | $\begin{aligned} & 6 \text { A.M - } 8 \\ & \text { A.M } \end{aligned}$ | 8A.M - <br> 12NOON | $\begin{aligned} & 12 \text { NOON - } \\ & \text { 4P.M } \end{aligned}$ | $\begin{aligned} & 4 \text { P.M - } 7 \\ & \text { P.M } \end{aligned}$ | $\begin{aligned} & 7 \text { P.M - } 9 \\ & \text { P.M } \end{aligned}$ | AFTER 9 <br> P.M | NEVER | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| SBC1 <br> from | $\begin{array}{r} 3.78 \% \\ 67 \end{array}$ | $\begin{array}{r} 2.54 \% \\ 45 \end{array}$ | $\begin{array}{r} 2.03 \% \\ 36 \end{array}$ | $\begin{array}{r} 4.23 \% \\ 75 \end{array}$ | $\begin{array}{r} 81.65 \% \\ 1,446 \end{array}$ | $\begin{array}{r} 4.40 \% \\ 78 \end{array}$ | $\begin{array}{r} 1.36 \% \\ 24 \end{array}$ | 1,771 | 4.76 |
| SBC2 <br> from | $\begin{array}{r} 3.13 \% \\ 46 \end{array}$ | $\begin{array}{r} 10.97 \% \\ 161 \end{array}$ | $\begin{array}{r} 13.22 \% \\ 194 \end{array}$ | $\begin{array}{r} 17.85 \% \\ 262 \end{array}$ | $\begin{array}{r} 25.95 \% \\ 381 \end{array}$ | $\begin{array}{r} 13.76 \% \\ 202 \end{array}$ | $\begin{array}{r} 15.12 \% \\ 222 \end{array}$ | 1,468 | 4.54 |
| SBC3 <br> from | $\begin{array}{r} 1.80 \% \\ 20 \end{array}$ | $\begin{array}{r} 4.41 \% \\ 49 \end{array}$ | $\begin{array}{r} 5.76 \% \\ 64 \end{array}$ | $\begin{array}{r} 7.56 \% \\ 84 \end{array}$ | $\begin{array}{r} 7.83 \% \\ 87 \end{array}$ | $\begin{array}{r} 10.98 \% \\ 122 \end{array}$ | $\begin{array}{r} 61.66 \% \\ 685 \end{array}$ | 1,111 | 5.95 |

Q7 Tick 3 Genres of Local Programmes that SBC TV are showing enough of and 3 genres of Local Programmes that SBC TV are NOT showing enough of

Answered: 1,789 Skipped: 92



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SBC Audience Survey 2023


|  | SHOWING ENOUGH OF | NOT SHOWING ENOUGH | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: |
| News | 50.43\% | 49.57\% |  |  |
|  | 820 | 806 | 1,626 | 1.50 |
| Current Affairs/ Politics |  | 40.52\% |  |  |
|  | $577$ | $393$ | 970 | 1.41 |
| Sports | 54.44\% | 45.56\% |  |  |
|  | 803 | 672 | 1,475 | 1.46 |
| Culture | 27.26\% | 72.74\% |  |  |
|  | 311 | 830 | 1,141 | 1.73 |
| Health \& Well-being | 29.00\% | 71.00\% |  |  |
|  | 319 | 781 | 1,100 | 1.71 |
| Finance \& Economy | $35.23 \%$ | 64.77\% |  |  |
|  | $304$ | $559$ | 863 | 1.65 |
| Science \& Technology | 29.50\% | 70.50\% |  |  |
|  | 246 | 588 | 834 | 1.71 |
| Environment and Nature | 40.27\% | 59.73\% |  |  |
|  | 445 | 660 | 1,105 | 1.60 |
| Beauty \& Style | 23.52\% | 76.48\% |  |  |
|  | $211$ |  | 897 | 1.76 |
| Cars \& Motors | 28.32\% | 71.68\% |  |  |
|  | 222 | 562 | 784 | 1.72 |
| Crime and Justice | 27.41\% | 72.59\% |  |  |
|  | 250 | 662 | 912 | 1.73 |
| Food and Drink | 34.34\% | 65.66\% |  |  |
|  | 342 | 654 | 996 | 1.66 |
| History | 31.88\% | 68.12\% |  |  |
|  | $270$ | $577$ | 847 | 1.68 |
| Home and Gardens | 22.67\% | 77.33\% |  |  |
|  | 192 | 655 | 847 | 1.77 |
| Life Stories | 23.76\% | 76.24\% |  |  |
|  | 211 | 677 | 888 | 1.76 |
| Pets \& Animals | 24.94\% | 75.06\% |  |  |
|  | $197$ | $593$ | 790 | 1.75 |
| Travel | 26.09\% | 73.91\% |  |  |
|  | $227$ | $643$ | 870 | 1.74 |
| Movies | 50.99\% | 49.01\% |  |  |
|  | 620 | 596 | 1,216 | 1.49 |
| Telenovelas | 70.33\% | 29.67\% |  |  |
|  | 889 | 375 | 1,264 | 1.30 |
| Series | 56.16\% | 43.84\% |  |  |
|  | 597 | 466 | 1,063 | 1.44 |
| Children's Programmes | 46.52\% | 53.48\% |  |  |
|  |  | 553 | 1,034 | 1.53 |
| Cartoons/Animations | 56.19\% | 43.81\% |  |  |
|  | 567 | 442 | 1,009 | 1.44 |
| Comedies | 32.32\% | 67.68\% |  |  |
|  | 276 | 578 | 854 | 1.68 |
| Entertainment /Variety Sh | 33.41\% | 66.59\% |  |  |

SBC Audience Survey 2023

|  | 281 | 560 | 841 | 1.67 |
| :--- | ---: | ---: | ---: | ---: |
| Music | $35.63 \%$ | $64.37 \%$ |  |  |
| Games \& Quizzies | 315 | 569 | 884 |  |
| Reality TV | $26.37 \%$ | $73.63 \%$ |  |  |
|  | 207 | 578 | 785 |  |
| Learning | $24.33 \%$ | $75.67 \%$ |  |  |
|  | 190 | 591 | 781 | 1.64 |
| Religion \& Ethics | $21.05 \%$ | $78.95 \%$ |  | 1.74 |
|  | 164 | 615 | 779 | 1.79 |
| Weather | $51.04 \%$ | $48.96 \%$ | 400 | 817 |
|  | 417 | $41.60 \%$ |  | 1.49 |

## Q8 SBC TV broadcasts enough Local Programmes



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Strongly Agree | $8.32 \%$ | 144 |
| Agree | $49.45 \%$ | 856 |
| Neither Agree nor Disagree | $18.89 \%$ | 327 |
| Disagree | $18.02 \%$ | 312 |
| Strongly Disagree | $5.31 \%$ | 92 |
| TOTAL |  | 1,731 |

## Q9 The Local Programmes shown on SBC TV are good and interesting to watch

Answered: 1,745 Skipped: 136


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Strongly Agree | $12.89 \%$ | 225 |
| Agree | $58.68 \%$ | 1,024 |
| Neither Agree nor Disagree | $22.01 \%$ | 384 |
| Disagree | $4.81 \%$ | 84 |
| Strongly Disagree | $1.60 \%$ | 28 |
| TOTAL |  | 1,745 |

Q11 The International Programmes shown on TV are good and interesting to watch

Answered: 1,723 Skipped: 158


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Strongly Agree | $8.07 \%$ | 139 |
| Agree | $49.74 \%$ | 857 |
| Neither Agree nor Disagree | $32.04 \%$ | 552 |
| Disagree | $7.84 \%$ | 135 |
| Strongly Disagree | $2.32 \%$ | 40 |
| TOTAL |  | 1,723 |

## Q12 Which is your favourite Local TV Service? List in order of preference.

Answered: 1,730 Skipped: 151



Q13 Rank the foreign channels on the SBC DTT service from most to least preferred


|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TV5Monde | 63.78\% | 19.90\% | 6.66\% | 2.50\% | 2.16\% | 1.25\% | 1.17\% | 0.08\% | 0.75\% | 0.17\% | 0.67\% |  |
| Afrique | 766 | 239 | 80 | 30 | 26 | 15 | 14 | 1 | 9 | 2 | 8 |  |
| TiVi5 | 6.48\% | 58.69\% | 21.23\% | 5.74\% | 2.54\% | 1.72\% | 1.07\% | 1.23\% | 0.66\% | 0.33\% | 0.25\% |  |
| Monde | 79 | 716 | 259 | 70 | 31 | 21 | 13 | 15 | 8 | 4 | 3 |  |
| TV5 | 1.52\% | 5.57\% | 55.53\% | 21.69\% | 8.19\% | 3.63\% | 1.60\% | 0.84\% | 0.51\% | 0.42\% | 0.08\% |  |
| Monde | 18 | 66 | 658 | 257 | 97 | 43 | 19 | 10 | 6 | 5 | 1 |  |
| Style |  |  |  |  |  |  |  |  |  |  |  |  |
| Deutsche | 1.02\% | 2.29\% | 4.83\% | 53.22\% | 19.58\% | 7.97\% | 4.15\% | 2.37\% | 1.44\% | 1.86\% | 0.76\% |  |
| Wella | 12 | 27 | 57 | 628 | 231 | 94 | 49 | 28 | 17 | 22 | 9 |  |
| Al Jazeera | 12.37\% | 5.83\% | 4.07\% | 4.07\% | 43.89\% | 18.99\% | 5.67\% | 2.23\% | 1.44\% | 0.80\% | 0.32\% |  |
|  | 155 | 73 | 51 | 51 | 550 | 238 | 71 | 28 | 18 | 10 | 4 |  |
| Russia TV | 1.02\% | 1.10\% | 1.02\% | 2.72\% | 6.29\% | 47.07\% | 21.24\% | 9.60\% | 5.18\% | 2.80\% | 1.02\% |  |
|  | 12 | 13 | 12 | 32 | 74 | 554 | 250 | 113 | 61 | 33 | 12 |  |
| CGTN | 0.93\% | 1.18\% | 0.85\% | 2.28\% | 3.30\% | 7.02\% | 43.11\% | 24.34\% | 9.64\% | 4.23\% | 2.37\% |  |
| Français | 11 | 14 | 10 | 27 | 39 | 83 | 510 | 288 | 114 | 50 | 28 |  |
| CGTN | 0.93\% | 1.78\% | 1.78\% | 2.37\% | 2.46\% | 2.97\% | 10.00\% | 40.25\% | 23.81\% | 7.97\% | 4.32\% |  |
| (English) | 11 | 21 | 21 | 28 | 29 | 35 | 118 | 475 | 281 | 94 | 51 |  |
| France 24 | 1.65\% | 2.98\% | 2.32\% | 2.65\% | 3.80\% | 3.39\% | 3.72\% | 8.19\% | 37.80\% | 22.99\% | 7.11\% |  |
| (French) | 20 | 36 | 28 | 32 | 46 | 41 | 45 | 99 | 457 | 278 | 86 |  |
| France 24 | 1.76\% | 2.09\% | 3.34\% | 1.92\% | 2.84\% | 2.76\% | 3.85\% | 4.52\% | 8.61\% | 40.47\% | 22.74\% |  |
| (English) | 21 | 25 | 40 | 23 | 34 | 33 | 46 | 54 | 103 | 484 | 272 |  |
| All of them | 12.24\% | 1.42\% | 0.75\% | 0.42\% | 1.09\% | 1.09\% | 2.43\% | 3.52\% | 4.86\% | 11.06\% | 43.76\% | 1 |
|  | 146 | 17 | 9 | 5 | 13 | 13 | 29 | 42 | 58 | 132 | 522 |  |
| None of | $17.44 \%$ | $0.76 \%$ | 0.15\% | 1.06\% | 1.14\% | 0.76\% | 0.76\% | 1.52\% | 2.65\% | $3.49 \%$ | 11.68\% | 5 |
| them | $230$ | $10$ | 2 | 14 | 15 | 10 | 10 | 20 | 35 | $46$ | 154 |  |

## Q14 I believe SBC TV has improved over the past 12 months



## Q16 I watch the SBC News

Answered: 1,688 Skipped: 193



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Consistently/Constantly | $51.42 \%$ | 868 |
| Often | $29.98 \%$ | 506 |
| Sometimes | $13.68 \%$ | 231 |
| Rarely | $4.03 \%$ | 68 |
| Never | $0.89 \%$ | 15 |
| TOTAL |  | 1,688 |

## Q17 I prefer to watch the TV News



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| In Bonzour Sesel | $4.29 \%$ | 72 |
| On SBC1 at 12.30 p.m | $4.41 \%$ | 74 |
| On SBC1 at 8 p.m | $84.86 \%$ | 1,424 |
| On SBC 2 at 10 p.m | $1.49 \%$ | 25 |
| Via catch up TV | $1.55 \%$ | 26 |
| Via YouTube | $3.40 \%$ | 57 |
| TOTAL |  | 1,678 |

Q18 Please choose the degree to which you feel the following descriptions align with SBC News and Current Affairs programmes



$\left.\begin{array}{lrrrrrrrr} & \begin{array}{ll}\text { STRONGLY } \\ \text { AGREE }\end{array} & \text { AGREE } & \begin{array}{l}\text { NEITHER } \\ \text { AGREE NOR } \\ \text { DISAGREE }\end{array} & \text { DISAGREE } & & \begin{array}{rl}\text { STRONGLY } \\ \text { DISAGREE }\end{array} & \text { TOTAL } & \text { WEIGHTED } \\ \text { AVERAGE }\end{array}\right]$

Q20 I listen to Radyo Sesel


# Q21 I listen to Radyo Sesel on (frequency) 



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| AM 1368 | $74.38 \%$ | 1,042 |
| FM 99.4 (St. Louis) | $9.42 \%$ | 132 |
| FM 94.2 (Anse Soleil) | $7.00 \%$ | 98 |
| FM 106.6 (Baie Ste Anne) | $3.78 \%$ | 53 |
| FM 91.5 (Fairyland) | $5.42 \%$ | 76 |
| TOTAL |  | 1,401 |

## Q22 I listen to Radyo Sesel (location)



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| At Home | $77.36 \%$ |  |
| At Work | $26.74 \%$ | 1,131 |
| On the go (in buses, restaurants, public places, etc) | $12.18 \%$ | 391 |
| Other | $5.95 \%$ | 178 |

Total Respondents: 1,462

## Q23 The Radyo Sesel reception in my home is



| ANSWER CHOICES | RESPONSES |  |  |
| :--- | :--- | :--- | :--- |
| Very Good | $23.02 \%$ |  |  |
| Good | $53.61 \%$ | 338 |  |
| Fair/Average | $12.67 \%$ | 787 |  |
| Bad | $2.45 \%$ | 186 |  |
| Very Bad | $2.25 \%$ | 36 |  |
| Not Applicable: I do not receive Radyo Sesel via a Radio Set | $5.99 \%$ | 33 |  |
| TOTAL |  | 8 | 8 |

# Q24 During the day I listen to Radyo Sesel 



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| In the Morning | $30.75 \%$ | 448 |
| In the Afternoon | $20.11 \%$ | 293 |
| In the Evening | $25.05 \%$ | 365 |
| All the above | $35.35 \%$ | 515 |
| None of the above | $10.78 \%$ | 157 |

Total Respondents: 1,457

Q26 Please choose the degree to which you feel the following descriptions align with Radyo Sesel


SBC Audience Survey 2023


|  | STRONGLY AGREE | AGREE | NEITHER AGREE NOR DISAGREE | DISAGREE | STRONGLY DISAGREE | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| I believe Radyo Sesel has a good variety of Programmes | $\begin{array}{r} 16.18 \% \\ 229 \end{array}$ | $\begin{array}{r} 63.04 \% \\ 892 \end{array}$ | $\begin{array}{r} 17.24 \% \\ 244 \end{array}$ | $\begin{array}{r} 2.76 \% \\ 39 \end{array}$ | $\begin{array}{r} 0.78 \% \\ 11 \end{array}$ | 1,415 | 2.09 |
| I believe Radyo Sesel plays a good variety of different genres of music | $\begin{array}{r} 18.84 \% \\ 269 \end{array}$ | $\begin{array}{r} 64.50 \% \\ 921 \end{array}$ | $\begin{array}{r} 13.45 \% \\ 192 \end{array}$ | $\begin{array}{r} 2.66 \% \\ 38 \end{array}$ | $\begin{array}{r} 0.56 \% \\ 8 \end{array}$ | 1,428 | 2.02 |
| I believe there is a balance between local and Foreign music on Radyo Sesel | $\begin{array}{r} 16.65 \% \\ 235 \end{array}$ | $\begin{array}{r} 62.58 \% \\ 883 \end{array}$ | $\begin{array}{r} 16.80 \% \\ 237 \end{array}$ | $\begin{array}{r} 3.40 \% \\ 48 \end{array}$ | $\begin{array}{r} 0.57 \% \\ 8 \end{array}$ | 1,411 | 2.09 |
| I believe that Radyo Sesel has improved over the past 12 months | $\begin{array}{r} 18.48 \% \\ 256 \end{array}$ | $\begin{array}{r} 62.82 \% \\ 870 \end{array}$ | $\begin{array}{r} 16.17 \% \\ 224 \end{array}$ | $\begin{array}{r} 1.88 \% \\ 26 \end{array}$ | $\begin{array}{r} 0.65 \% \\ 9 \end{array}$ | 1,385 | 2.03 |

## Q28 I listen to Paradise FM

Answered: 1,639 Skipped: 242


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Consistently/Constantly | $31.24 \%$ | 512 |
| Often | $31.30 \%$ | 513 |
| Sometimes | $18.24 \%$ | 299 |
| Rarely | $10.37 \%$ | 170 |
| Never | $8.85 \%$ | 145 |
| TOTAL |  | 1,639 |

## Q29 I listen to Paradise FM



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| At home | $67.02 \%$ |  |
| At work | $37.96 \%$ | 1,010 |
| In the car | $30.33 \%$ | 572 |
| On the go (in buses, restaurants, public places) | $13.93 \%$ | 457 |
| Other (please specify) | $3.58 \%$ | 210 |
| Total Respondents: 1,507 |  | 54 |

## Q30 The Paradise FM reception in my home is



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- | :--- |
| Very Good | $32.20 \%$ | 472 |
| Good | $50.68 \%$ | 743 |
| Fair/Average | $9.14 \%$ | 134 |
| Bad | $1.91 \%$ | 28 |
| Very Bad | $1.50 \%$ | 22 |
| Not Applicable: I do not receive Radyo Sesel via a Radio Set | $4.57 \%$ | 67 |
| TOTAL |  | 1,466 |

## Q31 During the day I listen to Paradise FM



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| In the Morning | $34.81 \%$ | 512 |
| In the Afternoon | $29.91 \%$ | 440 |
| In the Evening | $26.04 \%$ | 383 |
| All of the above | $40.52 \%$ | 596 |
| All of the above | $0.00 \%$ | 0 |
| None of the above | $5.98 \%$ | 88 |
| Total Respondents: 1,471 |  |  |

Q33 Please choose the degree to which you feel the following descriptions align with Paradise FM


$\left.\begin{array}{lrrrrrrr} & \begin{array}{ll}\text { STRONGLY } \\ \text { AGREE }\end{array} & \text { AGREE } & \begin{array}{l}\text { NEITHER } \\ \text { AGREE NOR } \\ \text { DISAGREE }\end{array} & \text { DISAGREE } & & \begin{array}{c}\text { STRONGLY } \\ \text { DISAGREE }\end{array} & \text { TOTAL }\end{array} \begin{array}{l}\text { WEIGHTED } \\ \text { AVERAGE }\end{array}\right]$

# Q35 Which is your Favourite Local Radio Station? List in order of preference. 

Answered: 1,555 Skipped: 326



## Q36 What type(s) of radio programmes do you prefer?



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| News | $55.68 \%$ | 848 |
| Documentary | $16.15 \%$ | 246 |
| Children's Programme | $7.42 \%$ | 113 |
| Sports | $24.10 \%$ | 367 |
| Entertainment \& Comedy | $20.81 \%$ | 317 |
| Magazine | $13.92 \%$ | 212 |
| Religious \& Ethics | $17.27 \%$ | 263 |
| Drama | $9.13 \%$ | 139 |
| Music | $74.92 \%$ | 1,141 |
| Health | $20.09 \%$ | 306 |
| History | $6.70 \%$ | 102 |
| Finance | $5.19 \%$ | $7.22 \%$ |
| Tourism | $5.45 \%$ | 79 |
| Other (please specify) |  | 110 |
| Total Respondents: 1,523 |  | 83 |

Q37 What genre of music do you prefer?


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Creole | $80.99 \%$ | 1,274 |
| French | $27.08 \%$ | 426 |
| Jazz/Blues | $10.87 \%$ | 171 |
| Classical | $15.58 \%$ | 245 |
| Easy listening | $23.59 \%$ | 371 |
| Reggae | $41.13 \%$ | 647 |
| R\&B \& Soul | $31.47 \%$ | 495 |
| Rock | $11.19 \%$ | $16.27 \%$ |
| Rap | $12.27 \%$ | 176 |
| Other (please specify) |  | 256 |
| Total Respondents: 1,573 |  | 193 |

Q38 Please choose the statement which best describes your interaction with SBC's multimedia platforms


Never
$\left.\begin{array}{lrrrrrrrr} & \text { CONSISTENTLY/CONSTANTLY } & \text { OFTEN } & \text { SOMETIMES } & \text { RARELY } & \text { NEVER } & \text { TOTAL } & \text { WEIGHTED } \\ \text { AVERAGE }\end{array}\right]$

# Q40 What is your Leko subscription status? 



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| None of the above | $53.97 \%$ | 584 |
| Active subscriber | $6.28 \%$ | 68 |
| Discontinued subscriber | $2.77 \%$ | 30 |
| Never subscribed but interested | $18.67 \%$ | 202 |
| Never subscribed and not interested | $18.30 \%$ | 198 |
| TOTAL |  | 1,082 |

# Q41 Name 3 content categories on leko which you find most compelling? 

Answered: 639 Skipped: 1,242


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Current music | $30.36 \%$ | 194 |
| Retro music | $20.19 \%$ | 129 |
| Traditional music | $23.79 \%$ | 152 |
| Curated playlists | $12.36 \%$ | 79 |
| Radio archives | $25.51 \%$ | 163 |
| Current programmes | $8.29 \%$ | 53 |
| Other (please specify) | $46.79 \%$ | 299 |

Total Respondents: 639

## Q42 I believe that Leko provides good value for money



| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Strongly agree | $6.28 \%$ | 41 |
| Agree | $20.06 \%$ | 131 |
| Neither agree nor disagree | $65.39 \%$ | 427 |
| Disagree | $3.83 \%$ | 25 |
| Strongly disagree | $4.44 \%$ | 29 |
| TOTAL |  | 653 |

# Q43 I believe SBC's online presence has improved over the past 12 months 



Q45 Please choose the degree to which you feel the following descriptions align with SBC's delivery on its mandate



|  | STRONGLY AGREE | AGREE | NEITHER <br> AGREE <br> NOR <br> DISAGREE | DISAGREE | STRONGLY DISAGREE | TOTAL | WEIGHTED AVERAGE |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $S B C$ is delivering on its mandate to Educate the Seychellois public | $\begin{array}{r} 14.10 \% \\ 223 \end{array}$ | $\begin{array}{r} 61.16 \% \\ 967 \end{array}$ | $\begin{array}{r} 19.99 \% \\ 316 \end{array}$ | $\begin{array}{r} 3.86 \% \\ 61 \end{array}$ | $\begin{array}{r} 0.89 \% \\ 14 \end{array}$ | 1,581 | 2.16 |
| SBC is delivering on its mandate to Inform the Seychellois public | $\begin{array}{r} 14.96 \% \\ 234 \end{array}$ | $\begin{array}{r} 64.32 \% \\ 1,006 \end{array}$ | $\begin{array}{r} 16.62 \% \\ 260 \end{array}$ | $\begin{array}{r} 3.39 \% \\ 53 \end{array}$ | $\begin{array}{r} 0.70 \% \\ 11 \end{array}$ | 1,564 | 2.11 |
| SBC is delivering on its mandate to Entertain the Seychellois public | $\begin{array}{r} 14.73 \% \\ 224 \end{array}$ | $\begin{array}{r} 63.91 \% \\ 972 \end{array}$ | $\begin{array}{r} 17.42 \% \\ 265 \end{array}$ | $\begin{array}{r} 3.09 \% \\ 47 \end{array}$ | $\begin{array}{r} 0.85 \% \\ 13 \end{array}$ | 1,521 | 2.11 |
| SBC is delivering on Article 168(1) of the Constitution, in that: it is operating independently of the State and of the political or other influence of other bodies, persons or political parties | $\begin{array}{r} 7.39 \% \\ 112 \end{array}$ | $\begin{array}{r} 42.84 \% \\ 649 \end{array}$ | $\begin{array}{r} 40.00 \% \\ 606 \end{array}$ | $\begin{array}{r} 8.12 \% \\ 123 \end{array}$ | $\begin{array}{r} 1.65 \% \\ 25 \end{array}$ | 1,515 | 2.54 |
| SBC is delivering on Article 168(2) of the Constitution, in that: it affords opportunities and facilities for the presentation of divergent views | $\begin{array}{r} 8.36 \% \\ 125 \end{array}$ | $\begin{array}{r} 50.10 \% \\ 749 \end{array}$ | $\begin{array}{r} 35.59 \% \\ 532 \end{array}$ | $\begin{array}{r} 5.02 \% \\ 75 \end{array}$ | $\begin{array}{r} 0.94 \% \\ 14 \end{array}$ | 1,495 | 2.40 |

## Q46 I believe that the SBC listens to feedback, complaints and suggestions

Answered: 1,525 Skipped: 356


| ANSWER CHOICES | RESPONSES |  |
| :--- | :--- | :--- |
| Strongly Agree | $7.34 \%$ | 112 |
| Agree | $54.16 \%$ | 826 |
| Neither Agree nor Disagree | $29.90 \%$ | 456 |
| Disagree | $6.36 \%$ | 97 |
| Strongly Disagree | $2.23 \%$ | 34 |
| TOTAL |  | 1,525 |

Q47 All things considered, I am satisfied with the work that SBC is doing


