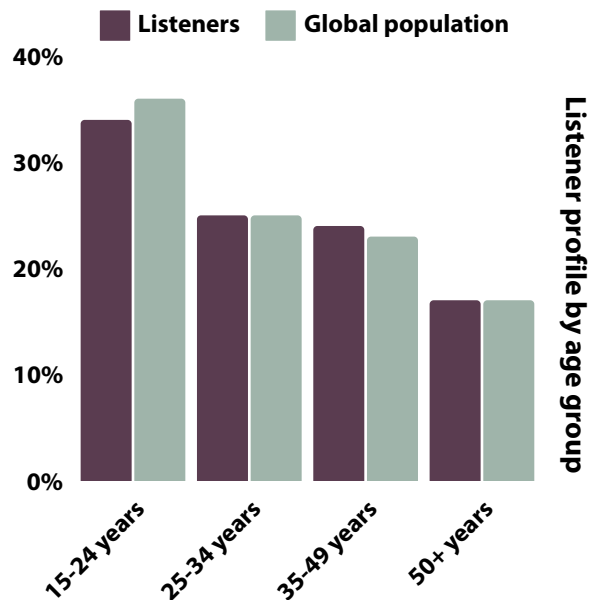
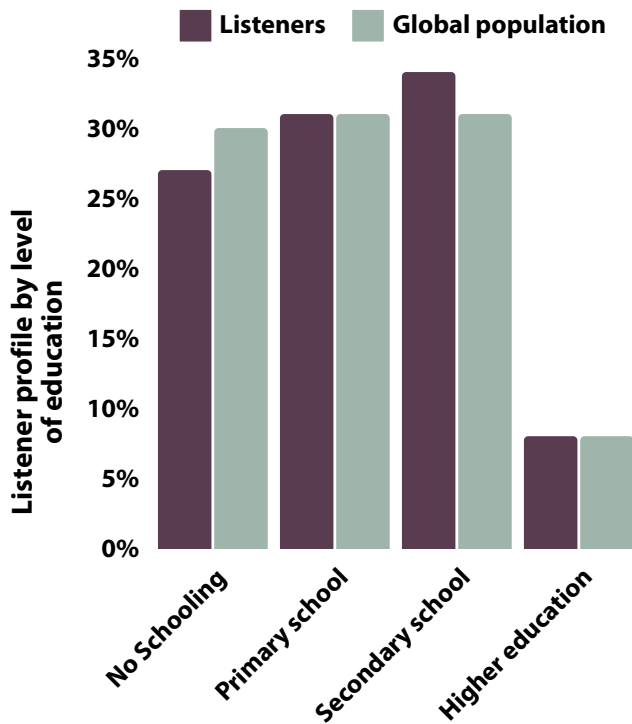




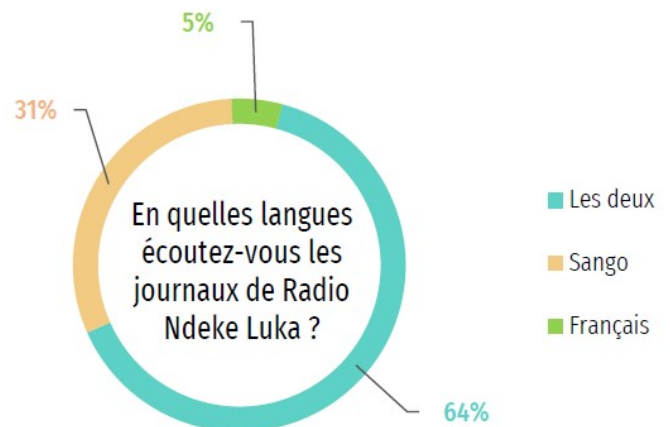
# RADIO NDEKE LUKA AUDIENCE PROFILE

Radio Ndeke Luka's audience closely represents the population of RCA in terms of gender (48% women, 52% men), as well as age and socio-economic status.



RNL reaches more young people than its competitors: the majority of Radio Ndeke Luka listeners are under 35 (59%). The uneducated segments of society are also well represented among listeners, with 27% who have not been to school.

Audience research shows broadcasting in both French and Sango is important to reach people across all segments of society: only 5% listen exclusively in French.



## RADIO NDEKE LUKA AND LOCAL NEEDS

Almost unanimously, Radio Ndeke Luka listeners consider that its programmes enable them to:

- ➔ have a better understanding of Central African Republic and how it works (99%);
- ➔ verify if information they hear is truthful (99%)
- ➔ listen to news in their own language (98%);
- ➔ improve their judgment to better verify information (98%)
- ➔ have access to neutral and objective information about the country (98%)
- ➔ have a better understanding of the peace process (96%)