



Radio Ndeke Luka's audience

2.4 million listeners

Radio Ndeke Luka (RNL), created in 2000 by Fondation Hirondelle, is the most listened-to radio station in the Central African Republic (CAR). It broadcasts live 24/7 in French and Sango via a dozen FM transmitters, and collaborates with some 20 community radio stations. It is also present on Canal+ Afrique and social networks.

125 media professionals trained An audience survey conducted in two waves in 2022 and 2024 showed that radio remains the most popular way of getting information, ahead of television, in CAR, with 75% of the population aged 15 and over listening to radio at least once a day.

The survey found that almost everyone has heard of RNL: in 2024, 91% of Central Africans spontaneously mentioned RNL when asked about media.

+15,1 audience share (22-24)

96% listener trust rate

53,000 followers



Radio Ndeke Luka is listened to by 71% of the population on a daily basis, which is 44 percentage points higher than it's closest competitor. For 19% of the population, RNL is the only media they follow.

Among listeners, 96% find RNL's programs useful, of which 31% say they are indispensable to their lives.

93% of audience members listen to RNL everyday or almost everyday.

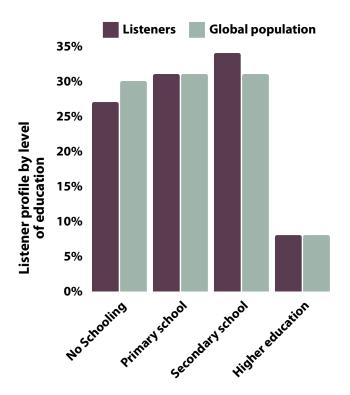
The level of trust in Radio Ndeke Luka programmes is high: 86% of respondants say they turn to RNL when an event takes place in CAR; 66% of them say it's their most tusted source of information when an event takes place in Africa, and 59% when an event takes place in the world.

Methodology

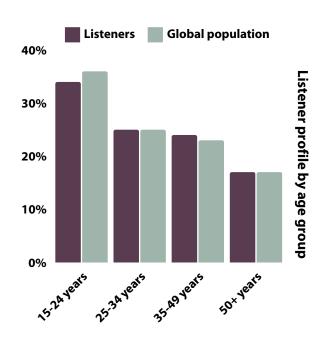
The audience survey was carried out by IMMAR in two phases: the first in 2022 and the second in 2024. In 2022, the study was conducted in 6 districts: Bangui, Bambari Bouar & Beloko, Obo and Birao; while it focused on Bangui, Banassou, Bria, Berberati and Bossangoa in 2024. The total sample size is 4705 people aged 15 and over, interviewed face-to-face, and was established on the basis of representative samples per city using the quota method according to socio-demographic criteria: gender, age, socio-professional category and level of education.

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.



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.



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.



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%)