



Ipsos Synovate

Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

INSTITUTIONAL GRANTEES AUDIENCE SURVEY

A PROJECT REPORT

Prepared For:

**Tanzania Media Fund
(TMF)**

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IpsosPublic Affairs • Mikochei Street, Regent
Estate.P.O. Box 75342, Dar-es Salaam, Tanzania. •

Tel: +255 022 2701606

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EXECUTIVE SUMMARY

With a vision of an open society where all people can access information, debate issues and express their views, Tanzania Media Fund (TMF) partnered with Ipsos Synovate to carry out an audience survey whose outcome was to provide an indication of the public consumption and appreciation of specific TMF products.

The main aim of the research study was to find out more about who listens to, views or reads the media work of (potential) TMF grantees, and what these audiences think of those media products.

The study was implemented through a national quantitative study using face-to-face Mobile Data Collection (MDC) interviews. The survey targeted respondents aged 15 years and above who had at least once interacted with the media (Radio, TV and Newspapers) in the past month prior to the data collection period. It was a general public (household survey) and targeted men and women aged 15 years and above living in both urban and rural areas in Tanzanian Mainland and Zanzibar.

The final household sample achieved was 2,442, of which 1,364 (56%) interviews were conducted in rural areas and 1,078 (44%) in urban areas.

Radio was found to be the most frequently used media channel with 46% of the respondents listening to radio on a daily basis and a further 30% listenership on a weekly basis. Newspapers were found to be the least used media with 22% of the respondents reading newspapers less than once a month.

The overall perception on all media is that they are mostly informing electorate and influencing choice of leaders with up to 29% attesting to this. Fewer respondents at 10% feel that media is exposing poor leadership.

Comparing the different media, TV was found to have more influence on service delivery than the other media with 18% followed by Radio and Newspapers with 14% and 8% respectively. On the other hand, Newspapers were found to play the greatest role in exposing poor leadership with 16%. Radio was found to be the main source of actionable knowledge compared to the other media at 14% though this is closely followed by TV and Newspapers at 13% and 12% respectively. All three media are generally doing poor in influencing perceptions on social issues with Newspapers leading at only 6%.

Majority of the newspapers, radio and TV stations are almost similar in programming areas with little differentiation. Few newspapers come out strongly in specific coverage areas. The major dislike for many programmes and stations is the limited time allocation. Media consumers generally feel that the media outlets would perform better if they improved reach and improved on level of programming.

Majority of the target media have been well received but need to improve in programming and introduce new approaches. In most cases the intended objective has been achieved but more time needs to be allocated to the programmes for maximum effect.

1. Introduction

1.1. Background and rationale of the study

Tanzania Media Fund (TMF) stands for an independent, quality, diverse and vibrant media in Tanzania by enabling investigative and public interest journalism and facilitating critical reflection and learning. TMF has a vision of an open society where all people can access information, debate issues and express their views. The overall objective of the programme is to increase the quantity and quality of investigative and public interest journalism that better informs the public contributes to debate and thereby increases public demand for greater accountability across Tanzania.

To support quality journalism, TMF offers individual journalists and media institutions involved in media production and transformation (print, television, radio and new media) a competitive grant-making facility. TMF provides tailor-made learning support for grantees through creating ideas, coaching, learning-by-doing, mentorship and networking.

It is against this background that TMF issued an RFP to research houses seeking a partner to carry out an audience survey whose outcome would provide an indication of the public consumption and appreciation of specific TMF products.

The audience study outlined in this report will serve to provide an indication of the public consumption and appreciation of specific TMF products and will lay the basis for future research, intervention and monitoring strategies of their activities.

1.2. Research objectives

The main aim of the research study was to find out more about who listens to, views or reads the media work of (potential) TMF grantees, and what these audiences think of those media products.

Specifically the research was geared towards;

- Measuring the number of people reading, listening to or viewing the TMF products of twenty three (23) TMF media outlets including specifics on gender, age and geographic location (province).
- Measuring the perception of readers/listeners/viewers on the quality of these same TMF products, including their potential contribution to domestic accountability.
- Providing comparable information from competing media outlets/similar programmes, in order to establish the relative reach of TMF grantees compared to other products.
- Developing a standard TMF audience survey approach that will be ready for use for the next batch of TMF grantees later in the year, and for use bi-annually up to the end of 2015.

2. Research Methodology

The previous chapter discussed the background, rationale and objectives of the research. The following chapter will outline the research methodology employed. This will include the details pertaining to the research design, target population, sampling plan, survey instrument, data collection procedures, coding, data capture, data cleaning and data analysis.

2.1. Research design

In accordance with the study objectives, the research design included a national quantitative study using face-to-face Mobile Data Collection (MDC) interviews. The survey targeted respondents above 15 years who had at least once interacted with the media (Radio, TV and Newspapers) in the past month prior to the data collection period.

2.2. Target population

The survey was a general public (household survey) and targeted men and women aged 15 years and above living in both urban and rural areas in Tanzanian Mainland and Zanzibar. Though the age at which one is recognised to be an adult is 18 years, the study targeted respondents who were 15 years and above because it was recognized that media usage and perception could be obtained at ages lower than 18 years.

2.3. Sampling Plan

The size of the sample and the way it is designed is one of the most important phases in the research process. The main outcome of the sampling plan was to ensure delivery of a quality sample that is representative of the Tanzanian target population and one that accommodates the reporting needs of TMF. With detailed population information it was possible to design a sample that can be grossed up to estimate the opinions of the defined target population.

A multi-stage-stratified sampling method was used to achieve a representative sample of the total population of 15 years and older. The sample frame is based on 2012 projections using the 2002 Tanzania Population and Housing Census data. The official 2012 statistics are yet to be fully released to be able to be used in research projections. Looking at the hierarchical subdivision of Tanzania (i.e. region>district>ward>village), wards were the smallest administrative unit available in the census population data. The wards were defined as the primary sampling units (PSU's). The various stages of the selection of the sample are discussed below.

2.4. Sample size

A requirement of any sample that is to be utilized for monitoring and evaluation purposes is that it needs to be extremely robust. Detailed demographic analysis is not possible without an adequate sample size and results produced based on inadequate sample sizes are relatively unstable. The size of a sample is determined by:

- The number of factors that cause variation in results;
- The level of detail on which results will be reported;
- The level of accuracy;
- Geographic spread.

Previous surveys had conservatively indicated that about 1/3 of respondents had awareness of such programmes as those targeted and thus a core total sample of 3,000 respondents was targeted. This included a sample of 800 of interested sample (those who had interacted with specific programmes) and a further 2000 control sample (who had interacted with media but not the target programmes).

It further was noted that some of the target media products had very limited reach in specific areas and thus there was a need to provide for boosting sample should these products not be captured in the main random study.

2.5. Sample distribution

The main household sample distribution was designed to be proportional to size (PPS) across the regions and was further disaggregated to ensure representative proportions across urban and rural lines mirroring the population as per the 2012 projections from the 2002 Tanzanian Housing and Population census data. Areas with larger populations were thus allocated larger samples and vice versa for areas with smaller populations.

The target media products sample distribution by region and setting (urban/rural) of the interested sample can be seen in Table 2.1.

Within each region, districts for interviewing were randomly selected. The distributions of the interviews per district were calculated to be proportional to district size. Similarly, the districts selected for interviewing were further disaggregated randomly into wards. Boost samples were applied in those regions where the target media products did not achieve enough respondents.

Due to lower media interaction levels, to archive the thresholds, the final random sample achieved was 2011, with an additional boost sample of 545 respondents for media grantees that were hard to reach.

The final random household sample achieved was 2,011, of which 1,307 (65%) interviews were conducted in rural areas and 704 (35%) in urban areas.

At regional level, the sample was designed to reflect the reach of the media houses where the grantees were stationed. In this case, all the grantees would have a sufficient sample to be evaluated on 2 levels; the reach and perceptions.

Table 1: Sample achieved (Random and Boost) by region and urban/Rural

	Region	Target Media Product	Rural	Urban	Sample	Target Media Programmes
1	Arusha	4,5,12	89	83	172	1.Star TV- Pikabom
2	Dar-es-Salaam	4,12	27	214	241	2. Changamoto
3	Dodoma	10,24	81	50	131	3. Kili FM- Ahadi Hizi ni za Kweli
4	Iringa	4,8,20,24	117	101	218	4. Ebony FM- Mkutano wa hadhara
5	Kagera		24	8	32	5. ABM RADIO
6	Kilimanjaro	10	70	88	158	6. Daraja Letu
7	Lindi	10,15	51	15	66	7. Mbeya Highlands – Haki Maji
8	Manyara	10,21	86	51	137	8. TBC Taifa –Tuimarishe Ushirika
9	Mara	4,6,7,8,20,22,23	20	10	30	9. Kingo
10	Mbeya	4,7,8	74	103	177	10. Passion FM – Nyuma ya Pazia
11	Morogoro	7	60	51	111	11. Channel 10 – Nchi Yetu
12	Mtwara	3,10,12,25	79	42	121	12. Radio Sunrise – Nchi Ya

						Kijani
13	Mwanza	3,8,25	139	108	247	13. Info Radio - Wajibika
14	North Pemba	3,12,16	20		20	14. EATV- Wanawake Live Show
15	North Unguja	3,10,24,25	18		18	15. ORS FM
16	Pwani	10,13	42	10	52	16. Tanzania Daima
17	Rukwa	10,13,20	20	9	29	17. Raia Mwema
18	Ruvuma	7,13,20	56	24	80	18. Jogoo FM
19	Shinyanga	10	126	75	201	19. Sengerema FM
20	Singida	24	48	35	83	20. Kitulo FM
21	South Pemba			21	21	21. IMTV
22	Tabora		54	16	70	22. Upendo FM
23	Tanga		91	20	111	23. Moshi FM
24	Unguja			30	30	
			1,392	1,164	2,556	

2.6. Respondent selection

Once the sample was distributed to district level, the primary sampling unit was the ward. The sample was distributed in such a way that each ward would have not more than 10 interviews. The wards were randomly selected to archived a robust sample

Upon selection of the villages, the village executive secretaries or village elders were consulted in order to assist the team in identifying the village boundaries and introduce the team to the households within the selected village. In each village a landmark was identified which would act as starting point for household selection (such as a school or church). All landmarks selected were permanent features.

From the assigned landmark the interviewers used a “Random Walk” or “Random Route” applying the left hand rule to select the household. The starting household was determined by the date on which the interview was being conducted. For example, if it was the 28th of the month, the starting household was 2 + 8 which is the 10th house from the landmark. After completing a successful interview at the first selected household, or making an appointment, four households (using the left hand rule) were skipped, making the 5th household the next eligible household.

Upon gaining access to the selected households, a household register was developed. According to the Tanzanian National Bureau of Statistics a household is defined as individuals living under the same roof and having a common feeding arrangement. This excludes visitors. This was verified by the interviewers asking questions about the number of people who lived under the same roof and ate together. If there was more than one eligible person in the household, the Kish grid approach was used to select which person to interview (See Appendix 1 for an example of a Kish grid). If the selected person was not available the interviewer made up to three re-calls on different times of the day (including evenings). If the selected respondent was away from home and would not be available, no call backs were be made and the selected respondent was substituted in another household.

2.7. Survey instruments

2.7.1. Questionnaire development and translations

The questionnaire was developed in consultation with TMF who gave final sign-off. The questionnaire was compiled after extensive discussions with TMF about its media products. The questionnaire comprised seventy eight A4 pages (see in Appendix 2) and the average questionnaire length was between thirty-five minutes and one hour.

The final questionnaire was translated from English to Kiswahili with various discussions with TMF to ensure the correct and intended meaning was achieved in the Kiswahili version. A multilingual, experienced project manager who participated in the questionnaire development worked together with the translators to finalize on the Kiswahili questionnaires. Once the questionnaires were approved they were scripted and loaded onto an online platform to enable Mobile Data Collection (MDC). Ipsos uses Dooblo Software Company that provides the Survey ToGo application for mobile data collection (MDC). MDC has been proved very effective in mitigating errors of commission and omission as opposed to PAPI.

Scripting is a core pillar of data collection quality control on MDC platform. In addition scripting determines data output. As a result adequate time was dedicated to the scripting and testing of the questionnaire on MDC platform. Three and half weeks were dedicated to this exercise which exceeded the earlier planned two weeks. The earlier planned timeline was found to be inadequate to the large questionnaire size and the need to ensure all target programmes were captured correctly. The extended scripting period ensured an effective script that had factored in all quality control measures.

Quality control was inbuilt at scripting because;

- Scripting reduced errors of routing (skip routines) because they were built in automatically.
- Parameter controls were enforced. This minimizes errors of commission (we can force a field to reject an entry that's an obvious outlier. For example age of respondent was set to be 15 years and above. Any entries below this age were rejected by the script).
- Order was automatically enforced and respondents were only asked the questions that were relevant based on the preceding answers. For instance, respondents who had not read newspapers in the last one month were not asked any questions on newspapers.
- Zero errors of omission – The questions were scripted in such a manner that it would not continue unless a required question was answered.

2.7.2. Pre-testing of the questionnaire

The overall objective of the pre-test was to check if the questionnaires and/or scripts were in line with the proposed study methodology. The specific objectives of the pre-test were as follows;

- Test the logical flow of the scripted questionnaire
- Establish the questionnaire length
- Test if the questionnaire is understood by respondents
- Test if the questions have terminologies that are not understood by interviewers or respondents
- Test translations of the questionnaire
- Test completeness of the questions and pre-codes

- Test the skip routine and interviewer instructions
- Assess challenges that interviewers are likely to face while administering the questions
- Assess the appropriateness and relevance of questions

Five (5) pre-tests were carried out. The technical team was invited to take part in the pre-test exercise and sit in the interviews. After the pre-test a debrief session was held with the team. The data manager gave comments on data submitted. Based on this pre-test, challenges were shared and the script was revised accordingly.

2.7.3. Piloting of the questionnaire

The questionnaires were piloted by the field supervisors prior to training interviewers on the survey. The supervisors are more experienced in research and hence were better able to evaluate the questionnaire. Forty-eight pilot interviews were conducted. The objective of the pilot was to evaluate the consistency, flow, and understanding of the questions as well as the quality of the translations. In addition, the pilot determined how the questions were being interpreted and if they yielded relevant answers.

The findings from the pilot exercise were discussed and final recommendations for questionnaire revisions were identified and implemented. None of the pilot questionnaires were included as part of the survey.

2.8. Data collection procedures

2.8.1. Training of the field staff

The selection of interviewers was carried out by the Field Manager. The following criteria were used to select the interviewing team:

- Experience in conducting public affair household studies
- The ability to interact with all classes of people
- The ability to create a rapport with the respondents
- A track record of performance in past projects
- An Advanced-level secondary education or above
- An understanding of at least one of the study regions
- An ability to work well with rural communities

A team of 63 interviewers were trained to work on the survey which included 15 interviewers trained in Mwanza. A quality control team that was composed of two (2) back checkers, two (2) data monitors and a project quality control manager was also trained on the project. This team reported directly to the project manager. All supervisors were drawn and trained from Dar es Salaam.

The interviewers were trained over a period of four days in Dar es Salaam and Mwanza. Training was facilitated by the project manager and the field manager, using a participatory approach. The training focused on the following areas:

- Understanding the rationale for the study
- Survey objectives and expected output
- Survey methodology, procedures for identifying the member of the household to interview

- Procedures of sampling target respondents- members of the household who are 15 years and above
- Working with local government authorities and respect for protocols
- Strategies of gaining the interviewees attention
- Substitution rules
- How to administer each question in the questionnaire
- How to handle potential questions during the survey
- Gaining acceptance by the respondents
- Getting genuine answers from respondents
- Dos and don'ts of the research project.
- Interviewer bias
- Editing of questionnaire on the spot
- Safety / security / health measures in field
- Code of behaviour in field

After training and piloting was complete, the final group of successful interviewers was selected.

2.8.2. Fieldwork

Field work started on 16th November ending on 17th December 2013. The extended field work execution days was necessitated by the need for boosting to be able to reach the target media respondents in the respective regions where these media outlets have coverage.

The final fieldwork team comprised 48 interviewers and 16 supervisors. Data collection teams were organized around a region. The teams were all drawn from Dar es Salaam except those for Mwanza region that were drawn from Mwanza. Most supervisors were assigned 3-4 interviewers to manage; in some of the more sparsely populated areas the ratio was lower.

The following procedures were implemented to ensure successful management of fieldwork:

- A logistical plan for fieldwork detailing transport, subsistence, safety and security concerns and precautions implemented
- Fieldwork manual, spelling out field work procedures and substitution rules in line with the methodology
- Quality control measures
- Daily progress reports including completion of required number of interviews and status of quality control status
- Progress reports at various stages of fieldwork

During fieldwork, interviewers were required to keep track of all contacts made, regardless of a successful interview. This information was collated and analysed at the end of fieldwork.

2.8.3. Major fieldwork challenges

Most of the challenges experienced during fieldwork had been anticipated and interviewers were sufficiently prepared for these during the upfront training and pilots.

2.8.3.1. Low literacy and / or education levels

Low literacy and / or education levels were particularly prevalent in rural areas. The length of the interview was extended in these cases as the answer options had to be read out and repeated by interviewers to ensure understanding and interview quality.

2.8.3.2. Language Barrier

It was a challenge to understand respondents in some regions due to language barriers. Wherever possible, this was overcome through using interpreters and village leaders. This was experienced in Shinyanga, Arusha, Mwanza and Manyara.

2.8.3.3. Poor network connectivity

Ipsos used Airtel mobile service provider lines which has the widest network coverage. In the event an area had no network the interviewers were able to work and save the completed questionnaires on the smart phone. He/she would then upload the data immediately he/she got to an area with network.

2.8.3.4. Non submission of data/incomplete samples

Quality control monitors were in touch with their teams to constantly inform them of missing data submissions. Before the team could move another area, they had to be cleared by the data monitor.

2.8.3.5. Malfunctioning of phones

Each team carried an extra phone which was managed by supervisor. This was used in case one phone malfunctions and ensured the team could work in one area and complete it.

2.8.3.6. Security of team members and devices

The security issues of use of electronic data collection tools during fieldwork (especially in urban areas) was addressed by ensuring that the local authorities were aware of our presence in the field. Since the authorities have good knowledge of each and every area it became manageable to assure security for the tools. The presence of local leaders introducing our teams during the survey period would confirm this position.

2.8.4. Quality controls

A number of quality control procedures were implemented to ensure successful fieldwork.

This study had two (2) team members who are good in IT working for the project full time. The two were fully trained on the project and worked in the project from pre-test stage with the role of tracking the interviewers and data delivered from their respective devices. Each person was allocated several teams. They downloaded and reviewed data on a daily basis when the project was in execution. They were also mandated to conduct the following checks and take immediate action:

- Flagging out outliers. Suspicious data was sent to the supervisor for back checking and validation
- Reviewing of the data from one site before the team was given a go ahead to move to the next site.
- Time taken to carry out the interviews was automatically recorded. This was used as a QC measure, where successive interviews were tracked with the time in between the interviews, e.g. doing six (6) surveys in quick succession with less than a minute between each.

- Checking continuous discrepancy on when the interviews were completed and when they were uploaded.

The quality control team operated independently of the field team and also conducted telephonic back-checks of each interviewer's work for the target sample and verified that the interview took place and checked that all questions were asked.

2.8.5. Coding, data capture, cleaning and analysis

Questions which made sense to code were coded. Coding took place in Kiswahili and the final code lists were translated back into English. The code list was checked and adapted by a research specialist working on the project. Verbatim questions that were not suitable for coding were captured and translated into English for easy review.

Before the survey started the data analyst compiled a data cleaning programme using the pilot data. Once data capture (directly from phones on MDC platform) was completed and all the verifications done, the data was exported into SPSS (Statistical Package for the Social Sciences). During cleaning, all errors identified were discussed and resolved with the project manager and field manager. Tables were checked for accuracy and logic and any discrepancies were resolved.

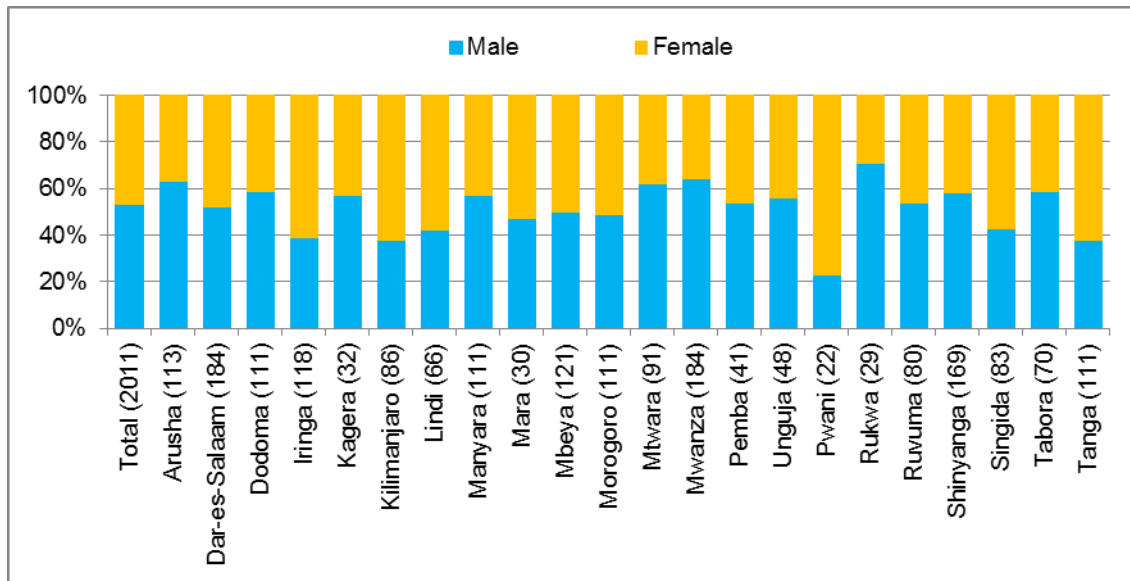
3. Study Findings - General Overview

The previous chapter outlined the methodology employed in the baseline survey. This chapter will cover the results from the survey.

3.1. Respondent characteristics

The achieved random sample was of 2,011 respondents of which 704 (35%) lived in urban areas and 1307 (65%) resided in rural areas. The sample composed of 53% males and 47% females.

Figure 1 : Gender distribution across different regions (n=2,011)



The sample composed of 11% respondents aged 15-17 (school going youths), 36% aged 18-24 aged youth (here referred as out of school youths), 30% aged 25-34 and a further 13% aged 35 to 44. Respondents aged 45 to 54 were 6% while there was a 4% aged 55+. Half of the respondents had completed primary school (52%), while a further 18% and 16% respectively and some secondary and completed secondary school respectively.

Table 2: Age and Education

Age	N = 2011	Education level	N = 2011
15 – 17	11%	No formal education	3%
18 – 24	36%	Some primary school	6%
25 – 34	30%	Primary completed	52%
35 – 44	13%	Some secondary school	18%
45 – 54	6%	Secondary school completed	16%
55 +	4%	College	3%
		University degree	1%

3.2. Media behaviour

3.2.1. Media usage

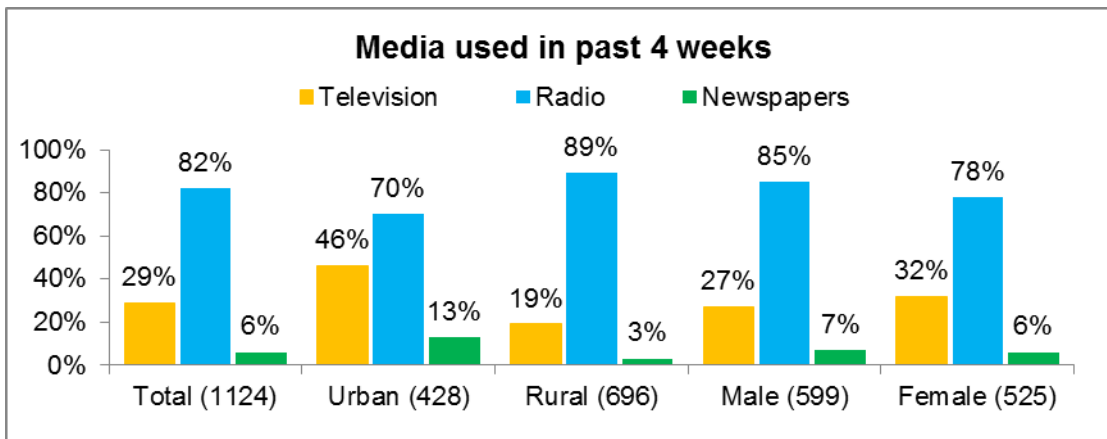
All respondents interviewed had interacted with at least one media channel in the past one month. Specifically for daily access, radio is the most listened to. 82% of the respondents

claimed to listen to radio while 29% had watched TV. Only 6% had read a newspaper in the same period. TV and newspaper access in urban is significantly higher compared to rural.

According to TAMPS¹ data on media consumption collected annually since 2006, affordability and access are still core barriers to television usage with only 42.1% of the respondents having access to this media type overall. Unsurprisingly, television boasts significantly greater usage in urban areas (67.5%) as opposed to the less affluent rural areas (31.2%).

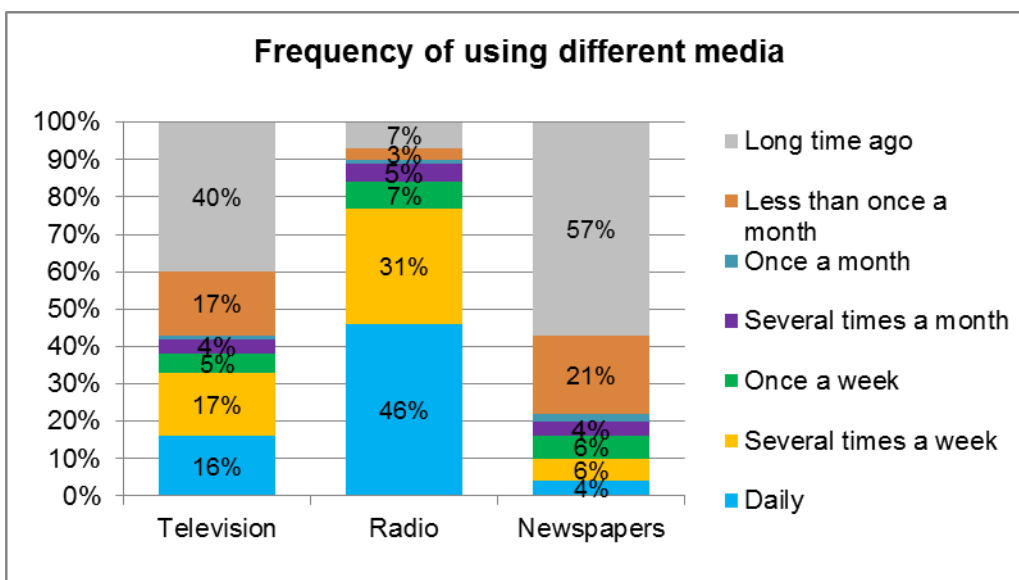
There is not much difference on access between males and females, though indicatively, slightly more females said they watched TV (32%) compared to males (27%). The reverse is true for radio (85%) for males compared to 78% for females.

Figure 2: Media access in past 4 weeks (n=1124)



Looking at the frequency of access, radio has the most frequent access with 46% daily access, while for TV 16% of the respondents said that they have access every day. Newspaper daily access was only 6% (see figure 3 below).

Figure 3: Frequency of using different Media (n=2011)



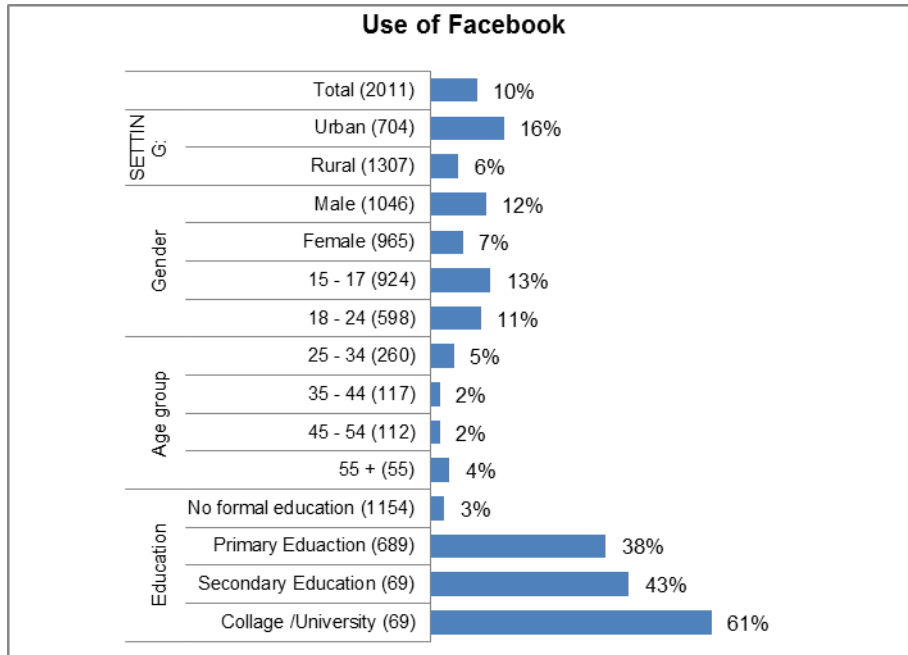
¹Tanzania All Media and Product Survey

3.3. Internet behaviour

3.3.1. Facebook

Facebook is one of the leading social network sites. Of the 2,011 respondents interviewed in the random sample, only 1 out of 10 respondents (10%) said they were Facebook users. Expectedly, usage of Facebook increases with increased literacy rates to record the highest among those with University education. Usage also declines with increase in age with recorded highest usage among the 18-24 age groups at 11%. As expected there are more Facebook users in urban areas (16%) than in rural areas (6%).

Figure 4: Facebook Usage

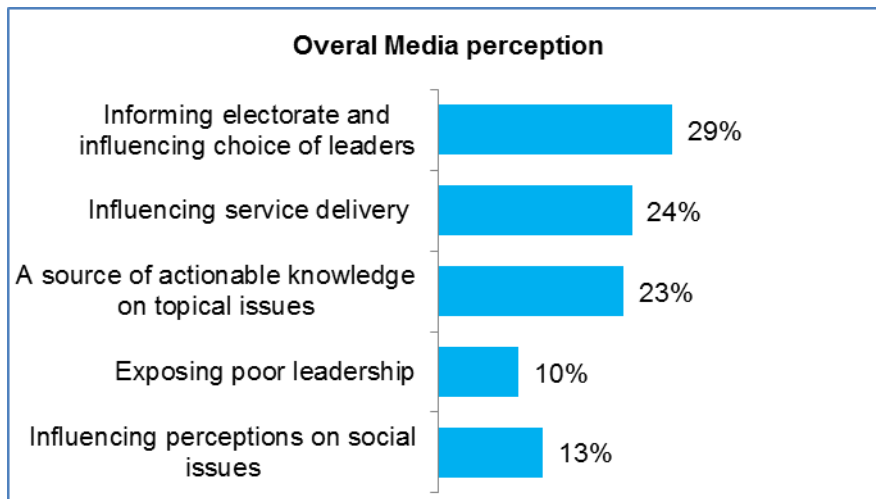


3.4. Media perception

3.4.1. Overall media perception

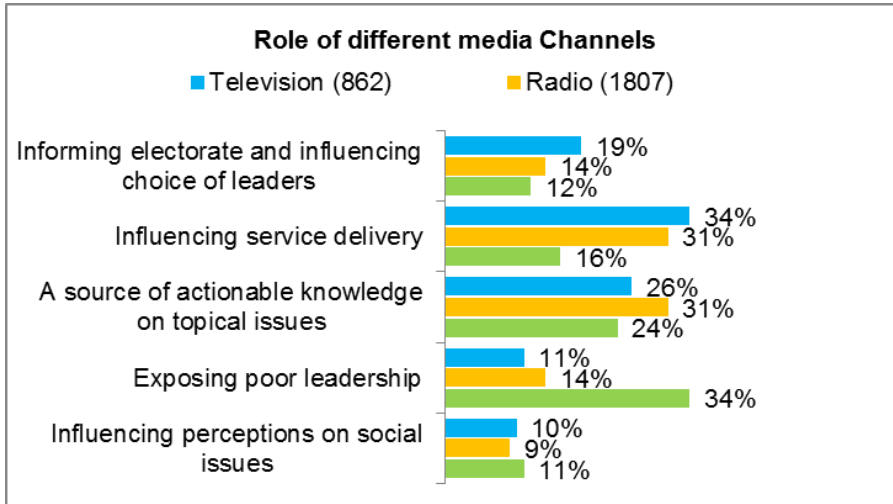
The overall perception on all media is that they are mostly informing electorate and influencing choice of leaders with up to 29% attesting to this. Fewer respondents at 10% feel that media is exposing poor leadership.

Figure 5: Perception on role of media in the society



Basically, the role of media is seen as informing and also influencing listeners on several issues, Television is seen as more effective in informing electorate and influencing choice of leaders, as well as influencing service delivery. Radio is said to be a source of actionable knowledge on topical issues while newspapers are said to be more effective in exposing poor leadership. Perception on social issues is said to be minimal

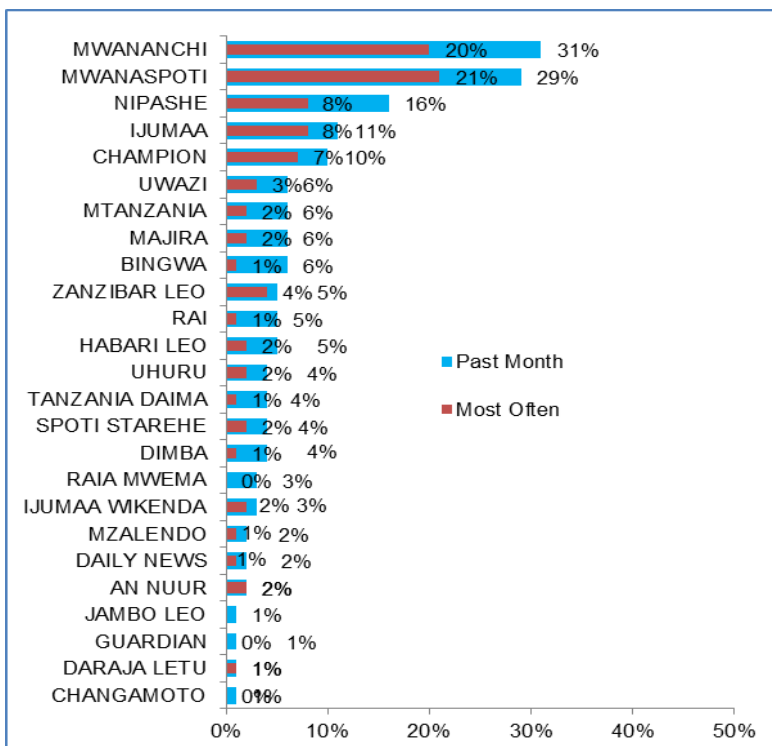
Figure 6: Perceived role of different Media channels



3.4.2. Newspaper usage and perception

Mwanaspoti and Mwananchi are the most often read newspapers with 21% and 20% readership respectively each though Mwananchi had a higher readership in the previous month (31%) compared to 29% for Mwanaspoti. Nipashe (8%), Ijumaa(8%) and Champion(7%) are the next most widely read newspapers. Target newspapers are not very popular with Tanzania Daima (1%), and Daraja Letu (1%). Changamoto and Raia Mwema do not feature as popular newspapers nationally.

Figure 7: Newspaper Monthly and Most often readership

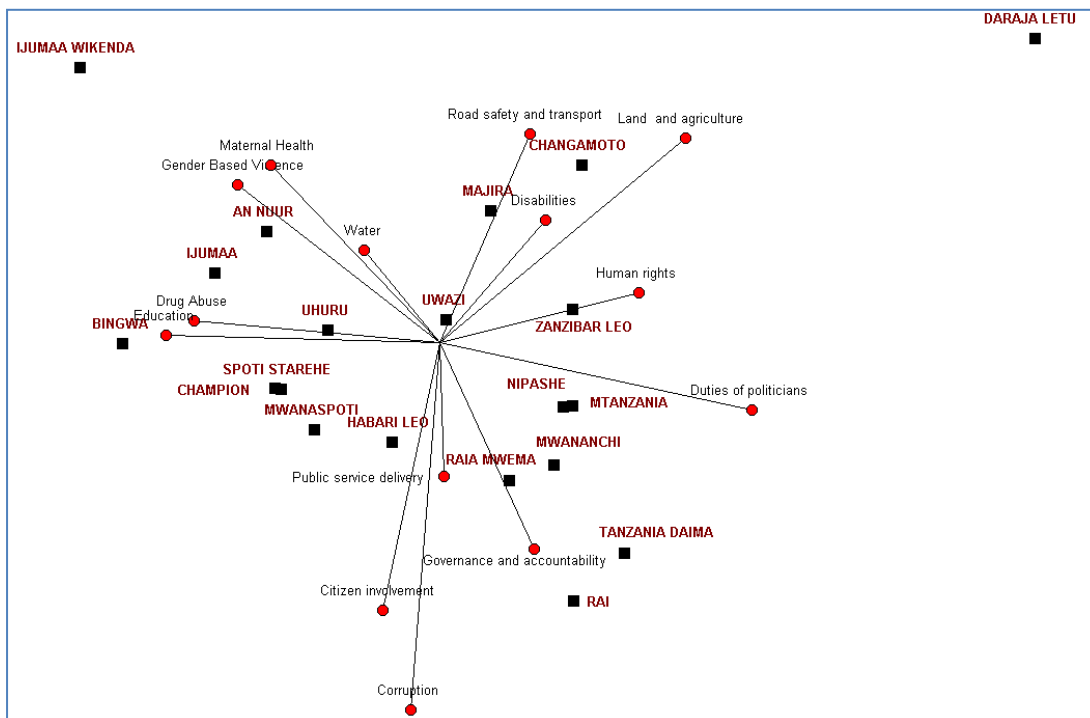


The results above show the readership on a random sample, however, because of the some special programmes or specific purpose stations, the sample was boosted to accommodate these special needs.

When these survey results are compared with Tanzania All Media Products Survey 2013 data, Mwananchi is still ahead of the pack at 53.9% at national level, followed by Nipashe and Mwanaspoti at 42.5% and 36.2 respectively. Majority of Tanzanian newspapers have well covered issues on duties of politicians with Tanzania Daima leading with 91%. Mwananchi and Raia Mwema follow at 80% and 78% respectively. Raia Mwema has a high rating in coverage of various other issues including disabilities (69%), road safety and transport (53%) as well as governance and accountability issues at 63%. Raia Mwema further leads in coverage of drug abuse and water related issues at 41% and 47% respectively. On the other hand, Mtanzania leads in coverage of human rights issues. Citizen involvement issues are most covered in Tanzania Daima at 57%.

Daraja Letu stands out from the other newspapers; issues associated with Daraja Letu are land and agriculture as well as human rights. Changamoto and Majira are similar, and they are said to bring issues to do with road safety and transport, disability as well as land and agriculture. An Nuur, Ijumaa and Ijumaa Wikenda are associated with maternal health, gender-based violence and water. Drug abuse, and education said to be close to Bingwa and Uhuru while corruption, citizen involvement and public service are associated with Habari Leo, Raia Mwema and Tanzania Daima

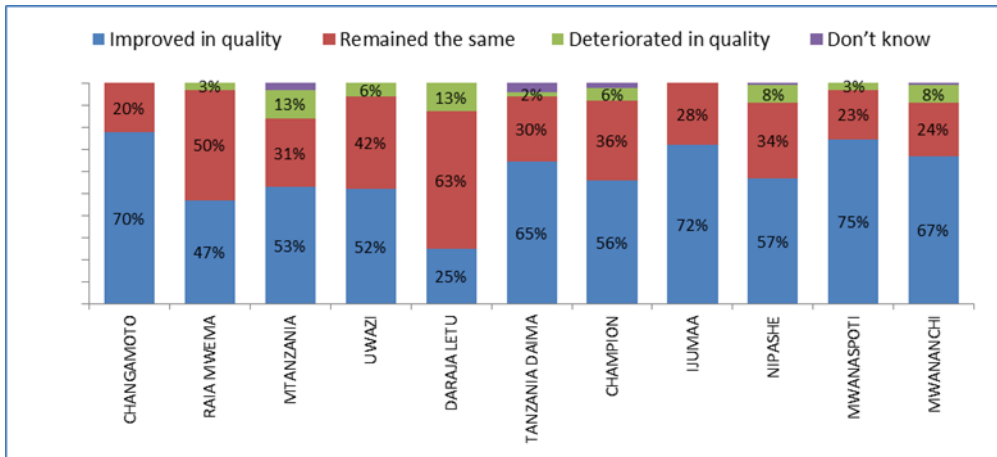
Figure 8: Newspaper coverage of issues



3.4.3. Perceived quality of different newspapers

Mwanaspoti, Ijumaa and Changamoto are felt to have most improved in quality over the years with 75%, 72% and 70% respectively. (See Figure 9. below) Other newspapers that have improved in quality are Mwananchi, Tanzania Daima and Nipashe. Mtanzania and Daraja Letu have most deteriorated in quality over the years at 13%. On the other hand Raia Mwema and Uwazi have remained the same over the years.

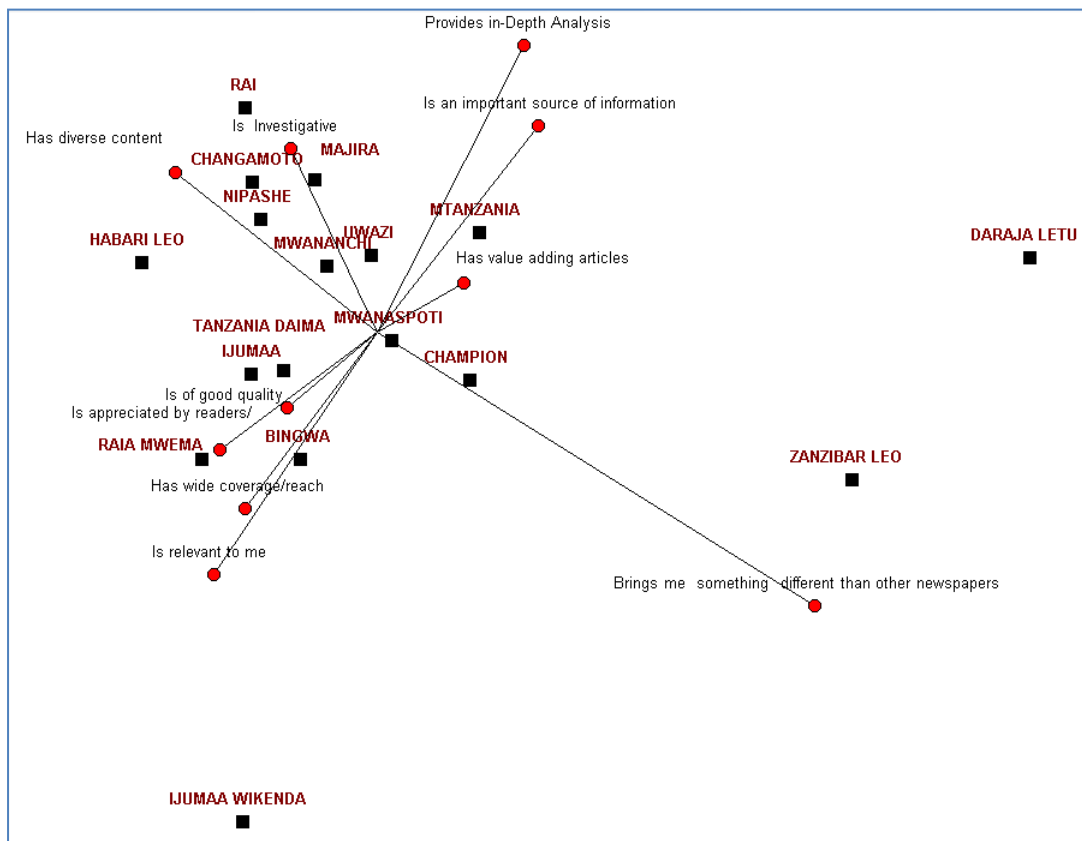
Figure 9: Perception on the changing quality of Newspaper



3.4.4. Perception on the general image of different newspapers

On the image of different papers, Daraja Letu was described as being different from other newspapers, but it didn't have a specific association. Zanzibar Leo is said to bring something different from other newspapers while Bingwa and Raia Mwema are said to have a wider coverage, relevance and are of good quality. Habari Leo, Mwananchi, Nipashe and Changamoto are said to have diverse content while Rai and Majira are associated with investigative journalism.

Figure 10: Newspaper perceptions



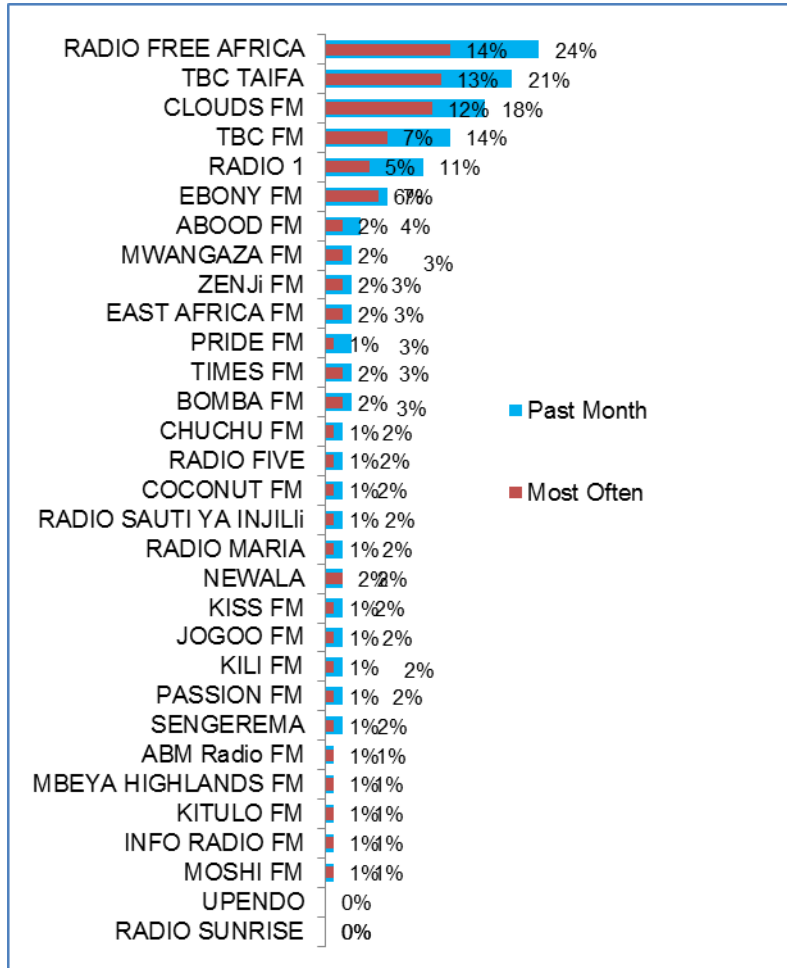
3.5. Radio usage and perception

3.5.1. Listenership

Radio Free Africa (RFA) is the most often listened radio at 14% followed by TBC Taifa (13%) and Clouds FM at 12%. Data from TAMPS 2013 show that RFA leads with 51% followed by

TBC Taifa and TBC FM that tie at 35%. Clouds FM comes third at 25% and is followed by Radio One at 23%. Most popular stations have also been most listened to in the previous month indicating a stable audience unlikely to shift in the short term. Among the target stations, Ebony FM ranks highest with a popularity of 6% of the radio listeners. Ebony FM ranks 12th on the TAMPS popularity list with 4.4% listenership.

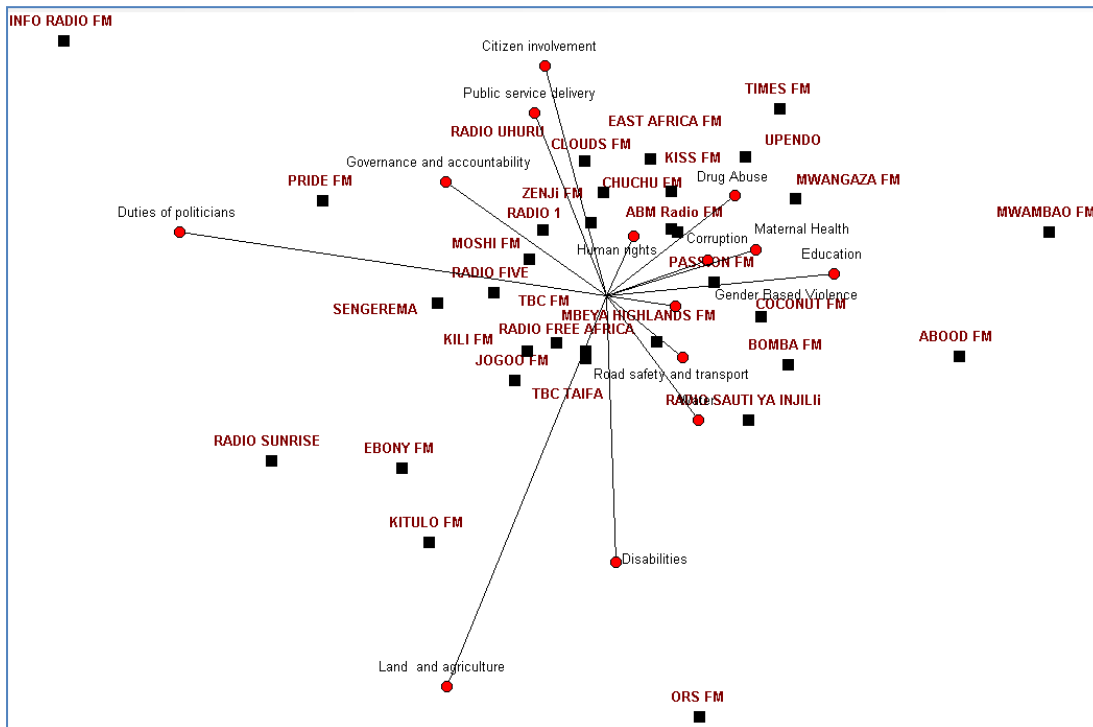
Figure 11: Radio listenership



3.5.2. Perception in issues covered

On coverage of contemporary issues, it was found that majority of radio stations had almost the same outlook. Duties of politicians are the most outstanding issues covered by many of the radio stations. Radio Uhuru, Clouds and East Africa are said to be covering issues on public service and citizen involvement, Passion and Coconut FM are associated with gender-based violence and education while Kitulo FM is associated strongly with land and agriculture. Info Radio, Mwambao and ORS are not clearly defined.

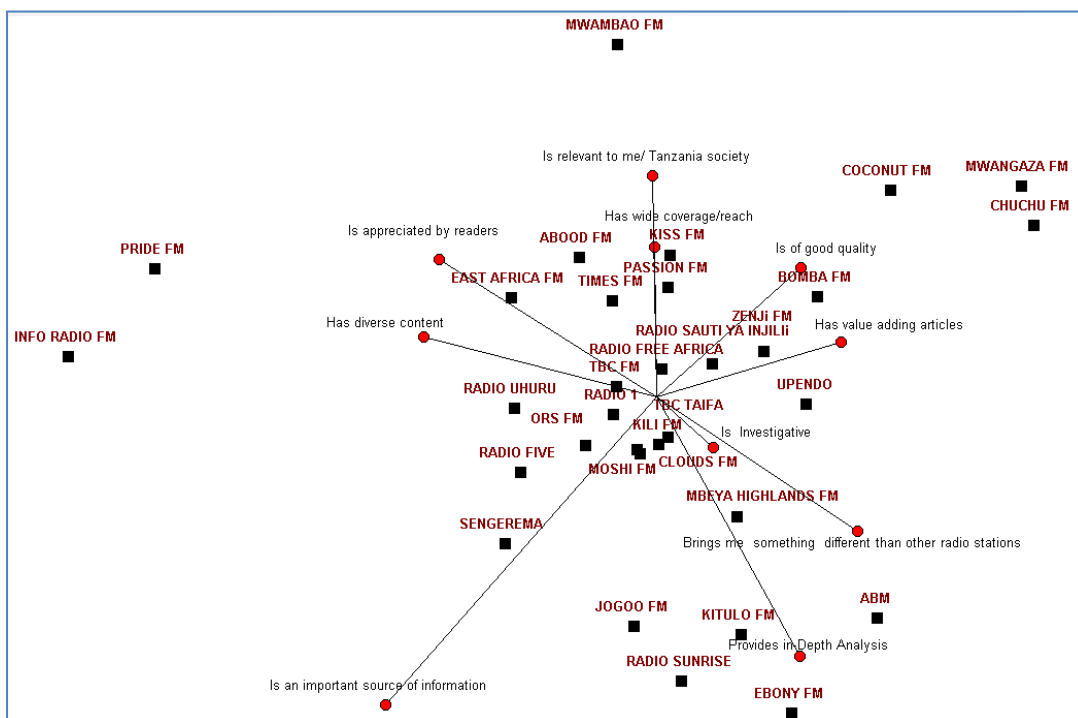
Figure 12: Radio coverage of topical issues



3.5.3. Perception on image

Stations at the centre of the graph are not well-defined, this is common for mass national stations for the issues they cover are more diverse. On relevance and wide coverage, Kiss FM, Passion FM and Times are said to be good at that, Jogoo, Kitulo ABM Radio Sunrise and Ebony are said to be providing in-depth analysis of the issues.

Figure 13: Image of radio stations



3.6. TV usage and perception

ITV is the leading station with 25% viewership. (See figure 12 below). Star TV and TBC1 TV follow in viewership at 24% and 20%. The leading TV stations were also found to be the most viewed in the past month. Viewership does not change across age groups as the same is reflected for the various age groups. See figure 13 below. Data from TAMPS also indicates that ITV is leading at 76% followed by TBC1 at 64% and Start TV at 57% (national data).

Figure 14: TV viewership

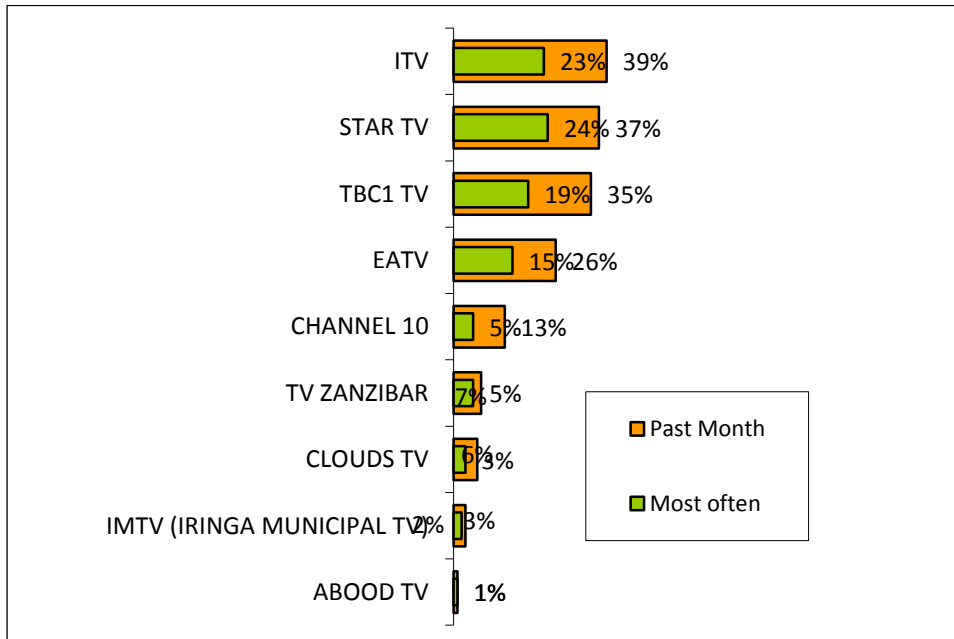
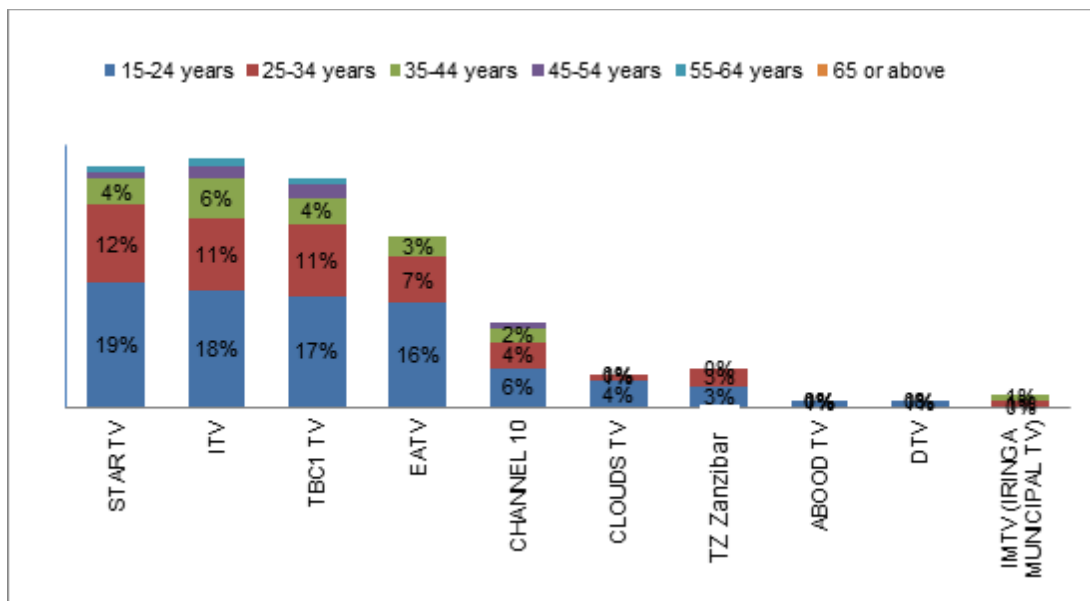


Figure 15: TV viewership across age groups



Majority viewers of Channel 10 and Clouds TV are in secondary school. ITV has a higher viewership among females at 42% compared to male viewers at 37%. See Table 3 below.

Table 3: TV viewership across education status

Media	Education Status						
	No formal education	Some Primary school	Primary completed	Some Secondary school	Secondary school completed	College	University degree
CHANNEL 10		14%	12%	18%	11%	7%	13%
CLOUDS TV		2%	4%	9%	8%	7%	
EATV	33%	26%	20%	34%	29%	21%	44%
ITV	22%	33%	38%	39%	43%	41%	44%
IMTV			3%	1%	2%	3%	6%
STAR TV	33%	29%	41%	39%	35%	31%	19%
TBC1 TV	22%	45%	38%	33%	33%	31%	31%
TV ZANZIBAR	11%	2%	0%	5%	15%	26%	19%

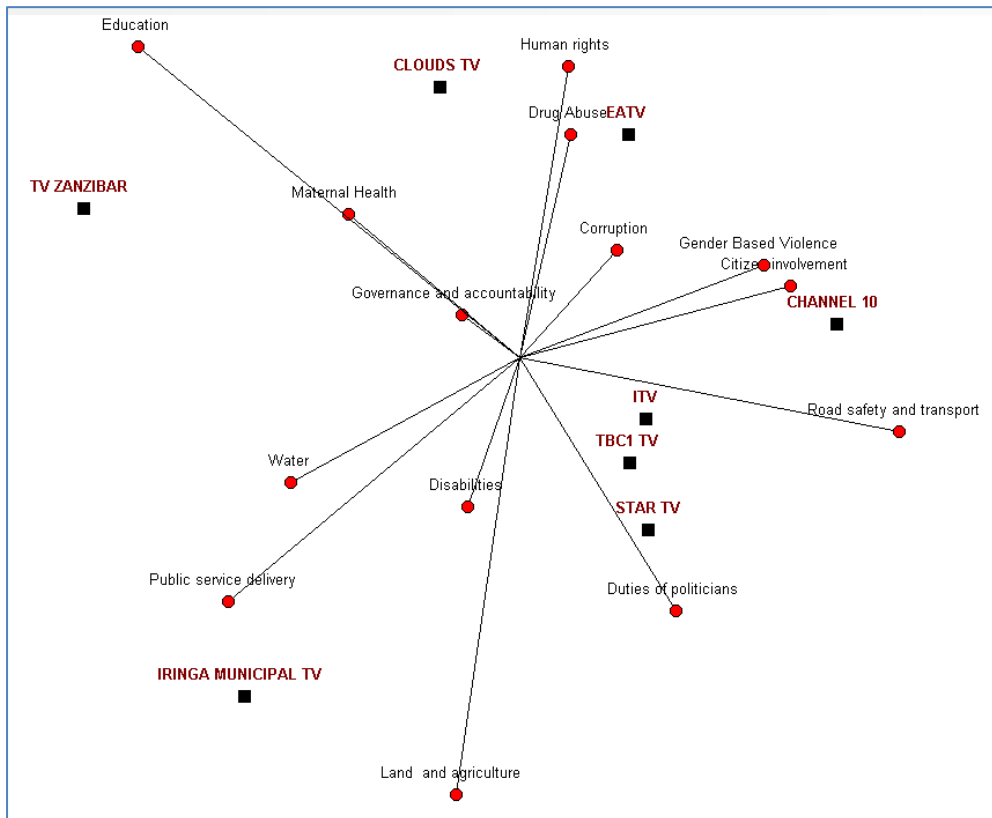
Table 4: TV viewership across gender and setting

Media	Gender		Setting	
	Male	Female	Urban	Rural
CHANNEL 10	13%	12%	12%	14%
CLOUDS TV	5%	7%	8%	3%
EATV	26%	27%	29%	23%
ITV	37%	42%	40%	39%
IMTV	3%	2%	5%	
STAR TV	36%	38%	34%	42%
TBC1 TV	37%	34%	32%	39%
TV ZANZIBAR	7%	7%	8%	6%

3.7. Perception of coverage of different issues

Coverage of various topical issues is similar in the various TV stations with little marked difference. TV Zanzibar and Clouds TV are said to be educative, EATV is associated with drug abuse and human rights while ITV, TCB1 TV, and Star TV said to be covering a wide range of issues. Iringa Municipal TV is closely associated with public service delivery.

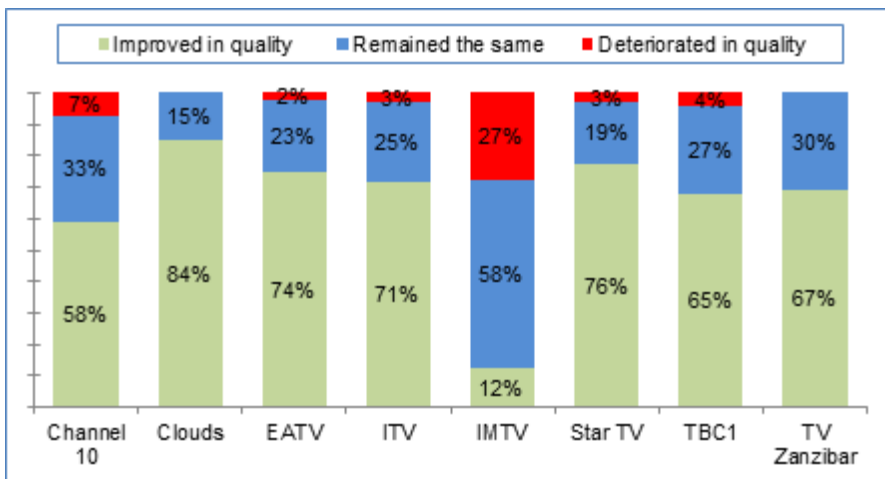
Figure 16: Perception on coverage of different issues on TV



3.8. Perception on quality of different TV Stations

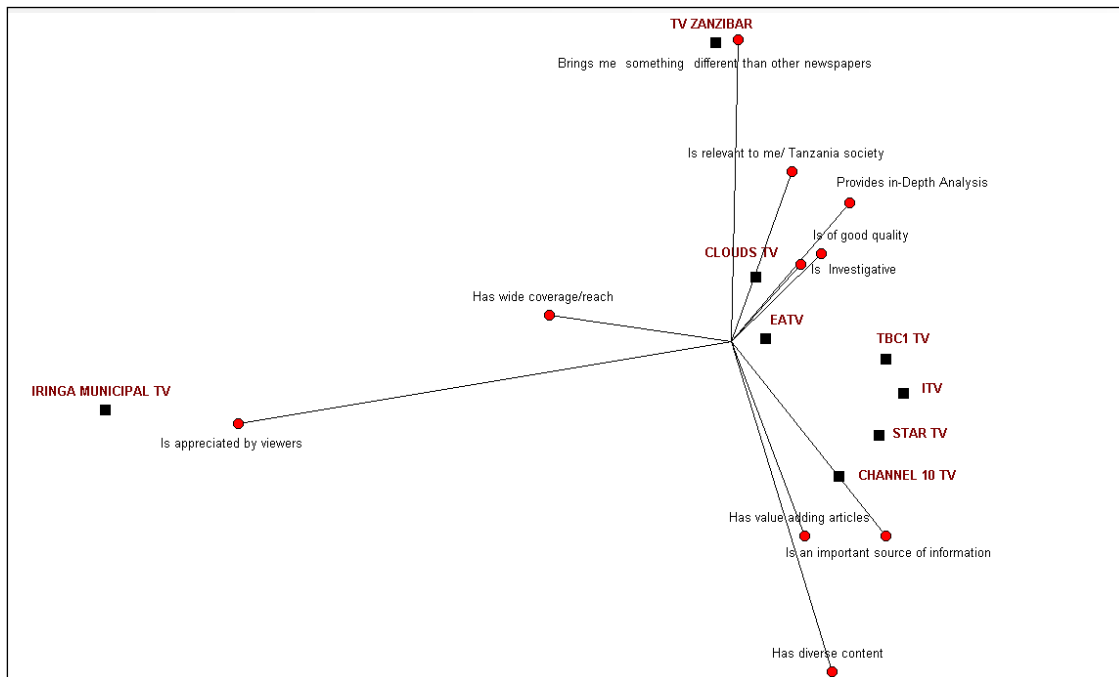
Clouds TV lead the rest in improvement of quality of programming at 84%. This is followed by Star TV at 74%. See figure 15 below. As described above, different TV stations have similar perceptions.

Figure 17: Station quality over time



On image, IMTV is said to be appreciated by its viewers while Clouds TV, TBC1 TV, ITV, Start TV and Channel 10 TV are said to be providing a wide range of issues such as important source of information, value adding articles and investigative stories.

Figure 18: Station perceptions



4. Institutional Grantees / Programmes

THIS SECTION WAS REMOVED FROM THE PUBLIC VERSION OF THIS DOCUMENT TO ENSURE CONFIDENTIALITY OF THE RESULTS FOR OUR RESPECTIVE GRANTEES. PLEASE CONTACT TMF IF YOU WOULD LIKE MORE INFORMATION ABOUT THIS SECTION.

5. Conclusions and Recommendations

5.1.1. Overall Media coverage

Radio was found to be the most frequently used media channel with 46% of the respondents listening to radio on a daily basis and a further 30% listenership on a weekly basis. Newspapers were found to be the least used media with 22% of the respondents reading newspapers less than once a month.

The overall perception on all media is that they are mostly informing electorate and influencing choice of leaders with up to 29% attesting to this. Fewer respondents at 10% feel that media is exposing poor leadership.

Comparing the different media, TV was found to have more influence on service delivery than the other media with 18% followed by radio and newspapers with 14% and 8% respectively. On the other hand, newspapers were found to play the greatest role in exposing poor leadership with 16%. Radio was found to be the main source of actionable knowledge compared to the other media at 14% though this is closely followed by TV and newspapers at 13% and 12% respectively. All three media are generally doing poorly in influencing perceptions on social issues with newspapers leading at only 6%.

Majority of the newspapers, radio and TV stations were found to be almost similar in programming areas with little differentiation. Few media outlets come out strongly in specific thematic areas. The major dislike for many programmes and stations is the limited time allocated. Media consumers generally feel that the media outlets would perform better if they

improved reach and improved on level of programming. Poor signals are a concern in a number of the radio and TV stations and should be looked into.

News, sports and music are the main attractions in the majority of the outlets. Majority of the target media have been well received but need to improve in programming and introducing innovative approaches. In most cases the intended objective has been achieved but more time needs to be allocated to the programmes for maximum effect.

5.1.2. Grantees Overview

THIS SECTION WAS REMOVED FROM THE PUBLIC VERSION OF THIS DOCUMENT TO ENSURE CONFIDENTIALITY OF THE RESULTS FOR OUR RESPECTIVE GRANTEES. PLEASE CONTACT TMF IF YOU WOULD LIKE MORE INFORMATION ABOUT THIS SECTION.

6. Institutional Grantees / Programmes

7. Annex : Questionnaire

Project Tazama Questionnaire	
COUNTRY/NCHI	: Tanzania
SERIAL NUMBER	:

FIELD AND SAMPLE INFO
INTERVIEWER NAME/JINA LA MHOJI:
INTERVIEWER CODE/NAMBA YA MHOJI:
SUPERVISOR NAME/JINA LA MSIMAMIZI:
SUPERVISOR CODE/NAMBA YA MSIMAMIZI:

SAMPLING

MAIN SAMPLE/ SAMPULI KUU	1
BOOST SAMPLE/ SAMPULI YA KUONGEZEZA	2

MAIN SAMPLE /SAMPULI KUU

Arusha	1	Manyara	8	North Unguja	15	Other (Please specify)/ Nyingine(Elezea)	
Dar es Salaam	2	Mara	9	Pwani	16		
Dodoma	3	Mbeya	10	Rukwa	17		
Iringa	4	Morogoro	11	Ruvuma	18		
Kagera	5	Mtwara	12	Shinyanga	19		
Kilimanjaro	6	Mwanza	13	Singida	20		
Lindi	7	North Pemba	14	Tanga	21		

DISTRICT/WILAYA:

WARD/KATA:

SETTING:

Urban/ Mjini	1
Rural / Vijijini	2

QUALITY CHECKS/UANGALIZI UBORA:

Interviewer Edited/ Limehaririwa na Mhoji	
Supervisor Edited/ Limehaririwa na Msimamizi	
Supervisor Back checked/ Lime kaguliwa na Msimamizi	
Supervisor Accompanied/mmeambatana na Msimamizi	

SCREENER AND DEMOGRAPHICS

INTRODUCTION

Good morning / afternoon / evening. My name is _____ from Ipsos. Ipsos is a research company in Tanzania. We are currently conducting a survey on perceptions of the LOCAL media in Tanzania and would like to hear your opinions. There are no right or wrong answers. I would be very grateful if you can answer a few questions for us. This interview will take approximately 30 minutes. Can I ask you a few questions?
Habari ya Asubuhi Mchana Jioni . Jina langu ni.....Natokea IPSOS ni kampuni ambayo inayohusika na utafiti Tanzania. Hivi sasa tunafanya utafiti kuhusu tasnia ya vyombo vya habari hapa Tanzania na tungependa kusikia maoni yako. Hakuna jibu sahihi au lisilo sahihi. Nitashukuru sana kama utaweza kujibu maswali kadhaa. Mahojiano haya yatachukua kama dakika 30. Je naweza kuuliza maswali kadhaa?

Yes/ Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	TERMINATE/FUNGA

RESPONDENT SELECTION - KISH GRID / UCHAGUZI WA MHOJIWA-KWA KUTUMIA KISH GRID

In order to determine whom I should interview from this household. Can you please tell me the names and ages of all the adults over 15 years of age who are living here at the moment? / Ili niweze kujua ni nani natakiwa kumhoji kutoka kaya hii. Je unaweza kuniambia majina na umri ya watu wote wenye zaidi ya miaka 15 wanaoishi hapa kwa sasa?

LIST ALL ADULTS AGED 15 AND ABOVE LIVING IN THE HOUSEHOLD AND THEIR AGES FROM THE OLDEST TO THE YOUNGEST IN SECTIONS A & B BELOW/ ORODHESHA WATU WENYE UMRI WA MIAKA 15 NA KWENDA JUU WANA OISHI KATIKA KAYA HIYO, NA MIAKA YAO KUTOKA YULE MKUBWA HADI YULE MDOGO KATIKA KIPENGELE A&B HAPO CHINI.

TAKE THE LAST DIGIT OF THE QUESTIONNAIRE NUMBER AND FIND THE SAME NUMBER IN TABLE 1 BELOW/CHUKUA TARAKIMU YA MWISHO YA DODOSO NA TAFUTA NAMBA KAMA HIYO KWENYE JEDWALI NAMBA 1 HAPO CHINI.

LOOK ALONG THE ROW OF THE LAST PERSON IN THE LIST. WHERE THIS MEETS THE COLUMN OF THE LAST DIGIT OF THE QUESTIONNAIRE NUMBER IS THE NUMBER OF THE PERSON TO BE INTERVIEWED/ ANGALIA SAMBAMBA NA SAFU YA MTU WA MWISHO KWENYE ORODHA. SEHEMU INAPOKUTANA NA SAFU NYINGINE YA NAMBA YA MWISHO YA DODOSO NDIO NAMBA YA MTU AMBAYE ATAOHOJIWA

REFER BACK TO THE LIST OF FAMILY MEMBERS AND ASK TO SPEAK TO THE PERSON WHO NUMBER IS THE SAME AS THE ONE YOU HAVE TAKEN OUT OF THE KISH GRID. IF THAT PERSON IS NOT AT HOME, YOU MUST ARRANGE TO CALL SECOND AND THIRD TIME TO INTERVIEW THAT INDIVIDUAL. IF HE/SHE IS NOT THERE ON THE THIRD OCCASION, YOU SHOULD SELECT ANOTHER ADULT IN THE HOUSEHOLD BY TAKING THE NUMBER IN THE KISH GRID DIRECTLY ABOVE THE NUMBER OF THE PRESELECTED PERSON ON EVEN DATES OR DIRECTLY BELOW ON ODD DATES. IF THAT PERSON IS NOT AVAILABLE, GO TO ANOTHER HOUSEHOLD AND RECORD DETAILS ON CONTACT SHEET/ REJEA ORODHA YA WANAFAMILIA NA UOMBE KUONGEA NA MTU AMBAYE NAMBA YAKE NI SAWA NA ILE ULIYOTOA KWENYE KISH GRID. KAMA MTU HUYO HAYUPO NYUMBANI, ITABIDI UJE MARA YA PILI NA UONGE NA MTU HUYO. UKIJA MARA YA TATU HAYUPO CHAGUA MTU MWINGINE KWENYE HIIHIYO KAYA KWA KUCHUKUA NAMBA KUTOKA KISH GRID MOJA KWA MOJA JUU YA MTU ALIYECHAGULIWA KATIKA TAREHE SAWA AU MOJA KWA MOJA CHINI YA TAREHE TOFAUTI. KAMA MTU HUYO PIA HAYUPO NENDA KATKA KAYA NYINGINE NA UANDIKE MAELEZO KATIKA CONTACT SHEET.

A NAMES	AGE	B	LAST DIGIT ON THE QUESTIONNAIRE										
			1	2	3	4	5	6	7	8	9	0	
1.			1	1	1	1	1	1	1	1	1	1	1
2.			2	1	2	1	2	1	2	1	2	1	2
3.			1	2	3	1	2	3	1	2	3	1	2
4.			1	2	3	4	1	2	3	4	1	2	3
5.			4	5	1	2	3	4	5	1	2	3	4
6.			4	5	6	1	2	3	4	5	6	1	2
7.			3	4	5	6	7	1	2	3	4	5	6



8.		3	4	5	6	7	8	1	2	3	4
9.		2	3	4	5	6	7	8	9	1	2
10.		1	2	3	4	5	6	7	8	9	10

RESPONDENTS NAME/JINA LA MHOJIWA: _____

PHYSICAL ADDRESS/ANWANI _____

MOBILE NUMBER/NAMBA YA SIMU: _____

Original interview/Mahojiano ya mwanzo

Substitute/ Mbadala

Reason for substitution/ Sababu ya kubadili _____

First call back/ Mara ya kwanza

Second call back./Mara Ya pili

Third call back/ Mara ya tatu

Start time: Muda wa kuanzia

Date:/Tarehe

S1: What is your nationality/ Je wewe ni raia wa Nchi gani?

Tanzanian	1	GO TO S2
Other/ Nyingine	2	TERMINATE/TAMATISHA

S2: How old are you/ Una miaka mingapi? **SINGLE RESPONSE/JIBU moja**

YEARS/ MIAKA

INTERVIEWER PLEASE INDICATE AGE RANGE BELOW/ MHOJI CHAGUA KUNDI LA MIAKA

Less than 15 years/ Chini ya Miaka 15 Miaka	0	TERMINATE/FUNGA
15-24 years/ Miaka 15-24	1	CONTINUE/ENDELEA
25-34 years/ Miaka 25-34	2	CONTINUE/ ENDELEA
35-44 years/ Miaka 35-44	3	CONTINUE/ ENDELEA
45-54 years/ Miaka 45-54	4	CONTINUE/ ENDELEA
55-64 years /Miaka 55-64	5	CONTINUE ENDELEA
65 or above/ 65 au Zaidi	6	CONTINUE/ ENDELEA
Refused/ Amekataa	98	TERMINATE/ FUNGA

S3. Have you watched, listened to, read or been exposed to any media (TV, RADIO, NEWSPAPER) in the last one month? /Je umeangalia/umesikiliza/ umesoma au umejiusisha na vyombo vya habari (TV, RADIO, GAZETI) ndani ya mwezi mmoja uliopita?

Yes/Ndio	1	CONTINUE
No/Hapana	2	THANK RESPONDENT AND TERMINATE/MSHUKURU MHOJIWA FUNGA.

DEM 1: Record Gender/ Andika jinsia

Male/ Mwanaume	1
Female/Mwanamke	2

DEM 2: What is your HIGHEST level of education achieved? **SINGLE RESPONSE/ Kipi kiwango chako cha juu cha elimu ulichokifikia?JIBU MOJA**

Noformal education/Hajasoma	0
Some primary school/Hakumaliza shule ya msingi.	1
Primary completed/Kamaliza shule ya msingi	2
Some secondary school/Hajamaliza shule ya sekondari	3
Secondary school completed/ Kamaliza sekondari	4
College /Chuo	5
University degree / Shahada ya kwanza ya chuo kikuu	6
Post-graduate degree/ Shahada ya uzamili	7
Refused/ Kataa	98

SECTION 1 – GENERAL MEDIA USAGE AND PERCEPTION/MATUMIZI NA MTAZAMO WA VYOMBO VYA HABARI

1.1 How often do you watch, listen to, read or are exposed to each of the following kinds of media? So for **(INSERT MEDIA)**, would it be daily, Weekly or monthly? **Ni mara ngapi unaangalia, unasikiliza, kusoma au kujihusisha na aina hizi zifuatazo za vyombo vya habari?(Taja chombo cha habari) ni kwa siku,kwa wiki au Mwezi)**

SINGLE RESPONSE PER CHANNEL. PROVIDE SHOWCARD WITH FREQUENCY OPTIONS/ JIBU MOJA KWA KILA CHANZO CHA HABARI, ONYESHA KADI YENYE VIPENGELE VYA WAKATI.

	Media Types/Aina ya chombo cha habari	Daily/ Kila siku	Several times a week/Mara kadhaa kwa wiki	Once a week/ Mara moja kwa wiki	Several times a month/ Mara kadhaa kwa mwezi	Once a month/ Mara moja kwa mwezi	Less than once a month/ chini ya mara moja kwa mwezi	Don't know/ Sijui
a.	Television/ Televisheni	1	2	3	4	5	6	99
b.	Radio	1	2	3	4	5	6	99
c.	Newspapers / Magazeti	1	2	3	4	5	6	99

1.2 **ASK ALL.** Which one of the following statements BEST describes the way you feel about the performance of media in Tanzania over the past few years? Media is...? **SINGLE RESPONSE. PROVIDE SHOWCARD / ULIZA WOTE: Ni maelezo gani yanaelezea vizuri jinsi gani unavyojisikia kutokana na utendaji kazi wa vyombo vya habari kwa miaka kadhaa iliyopita? Vyombo vya habari? JIBU MOJA. ONYESHA KADI.**

Informing electorate and influencing choice of leaders / Inajuza wapiga kura na kushawishi viongozi wa kuchagua.	5
Influencing service delivery / Inashawishi utoaji wa huduma	4
A source of actionable knowledge on topical issues/ Chanzo cha kujua uwajibikaji kwa mambo yaliyopo kwa wakati husika.	3
Exposing poor leadership/ Inafichua uongozi mbovu	2
Influencing perceptions on social issues/ Inashawishi mtazamo katika mambo ya kijamii	1
Other (Specify)/ Nyingine (elezea)	0
Don't know/ Sijui	99

1.3 **ASK ONLY FOR THE MEDIA TYPES USED IN 1.1 (IF CODES 1-5 SELECTED).** Now think about each media type you are using regularly, which one of the following statements BEST describes the way you feel about the performance of each Tanzanian media type over the past few years? **SINGLE RESPONSE PER MEDIA TYPE. PROVIDE SHOWCARD/ ULIZA TU KWA AINA YA CHOMBO CHA HABARI KILICHOTAJWA KATIKA 1.1(KAMA CODE 1-5 IMECHAGULIWA) Sasa fikiria kuhusu kila chombo cha habari unachotumia mara kwa mara. Katika maelezo yafuatayo ni gani inaelezea VIZURI jinsi unavyojisikia kuhusu utendaji wa kila chombo cha habari Tanzania katika miaka michache iliyopita?**

	a. Television/ Televisheni	b. Radio/ Redio	c. Newspapers/ Magazeti
Informing electorate and influencing choice of leaders /Inajua wapiga kura na kushawishi viongozi wa kuchagua.	5	5	5
Influencing service delivery/ Inashawishi utoaji wa huduma	4	4	4
A source of actionable knowledge on topical issues/ Chanzo cha kujua uwajibikaji kwa mambo yaliyopo kwa wakati husika.	3	3	3
Exposing poor leadership// Inafichua uongozi mbovu	2	2	2
Influencing perceptions on social issues/ Inashawishi mtazamo katika mambo ya jamii	1	1	1
Other (Specify)/ Nyingine (elezea)	0	0	0
Don't know / Sijui	99	99	99

1.4 Do you use Facebook? Je unatumia Facebook?

Yes/Ndio	1	CONTINUE/ ENDELEA
No/ Hapana	2	CONTINUE

1.5 Apart from FACEBOOK, which of the following activities do you use the internet for?/ Ukiacha Facebook, matumizi gani mengineyo ulionayo katika mtandao?

Information searches / Research/ Kutafuta taarifa /utafiti	1
Gaming / Gambling /Kwa michezo /kucheza kamari	2
Dating/Kutafuta wapenzi	3
Banking/Huduma za Benki	4
Email/Barua pepe	5
Social networking for business (e.g. LinkedIn, Zerply etc.)/ Mitandao ya kijamii kwa ajili ya biashara (mfano. LinkedIn, Zerply etc.)	6
Twitter	7
Other personal social networking (e.g. MXit, MySpace, Flickr, Bebo, Foursquare, Google Plus etc.) /Mitandao mingine ya kijamii kwa mfano MXit, MySpace, Flickr, Bebo, Foursquare, Google Plus etc.)	8
Instant messaging (e.g. Skype etc) / Chats / Ujumbe mfupi wa maneno (Skype etc) kuongea	9
To download music/ Kunyonya miziki	10
Shopping/ Manunuzi	11
Online radio/kusikiliza Redio za mtandaoni	12
Online television/Kuangalia televisheni za mtandaoni	13
To access newspaper / magazine websites or apps/Kusoma magazeti/kupata majarida	14
To read current news/Kusoma habari za hivi punde	15
To follow a Tanzanian blog/ Kufatilia blogu za Tanzania	16

To follow an international blog/Kufatilia blogu za kimataifa	17
Other(Specify)	18
I do not use Internet/Situmii Mtandao	19

SECTION 2 –TARGET NEWSPAPER PROGRAMME USAGE AND PERCEPTION/MTAZAMO NA UTUMIAJI WA MAGAZETI

2. ASK ONLY IF NEWSPAPER USED IN 1.1c (IF CODES 1-5 SELECTED)/ULIZA TU KAMA MAGAZETI YAMETAJWA KATIKA 1.1(KAMA CODE 1-5 IMECHAGULIWA)

2.1 Which of the following TANZANIAN newspapers have you read in the past one month. **MULTIPLE RESPONSE/Umesoma magazeti gani ya Tanzania katika mwezi mmoja uliokwisha?MAJIBU MENGI**

2.2 Which ONE TANZANIAN newspaper do you read MOST OFTEN? **SINGLE RESPONSE/ Gazeti lipi MOJA LA TANZANIA unasoma mara nyingi zaidi? JIBU MOJA**

	2.1 Past Month/Mwezi mmoja uliopita	2.2 Most Often/ Mara nyingi
AN NUUR	1	1
BINGWA	2	2
BUSSINESS TIMES	3	3
CHAMPION	4	4
CHANGAMOTO	5	5
DAILY NEWS	6	6
DARAJA LETU	7	7
DIMBA	8	8
EA BUSINESS WEEK	9	9
EAST AFRICAN	10	10
GUARDIAN	11	11
HABARI LEO	12	12
HOJA	13	13
IJUMAA	14	14
IJUMAA WIKENDA	15	15
JAMBO LEO	16	16
KIONGOZI	17	17
KULIKONI	18	18
MAJIRA	19	19
MTANZANIA	20	20
MWANANCHI	21	21
MWANASPOTI	22	22
MZALENDO	23	23
NIPASHE	24	24
RAI	25	25
RAIA MWEMA	26	26
SPOTI STAREHE	27	27
SUNDAY NEWS	28	28
TAIFA LETU	29	29

TANZANIA DAIMA	30	30
TAZAMA TANZANIA	31	31
THE AFRICAN	32	32
THE CITIZEN	33	34
THE EXPRESS	34	35
THIS DAY	35	36
UHURU	36	37
UWAZI	37	38
ZANZIBAR LEO	38	39
Other (specify)/ Nyingine (elezea)	39	40

2.3 **ASK ONLY IF NEWSPAPER USED IN 1.1c (IF CODES 1-5 SELECTED).** In your opinion, does (INSERT ALL NEWSPAPER BRANDS USED FROM 2.1) provide enough coverage to the following issues? **SINGLE RESPONSE. SCALE SHOWCARD. ROTATE STARTING POINT/ ULIZA KAMA GAZETI LINATUMIKA KWENYE 1.1C(KAMA CODE 1-5 IMECHAGULIWA)Kwa mtazamo wako, Je (ORODHESHA MAGAZETI YALIYOSOMWA MWEZI MMOJA ULIOPITA KUTOKA 2.1) inaangazia masuala yafuatayo kwa kina? JIBU MOJA ONYESHA KADI KWA LINALOANZIA ZUNGUSHA**

INSERT OUTLET/ INGIZA CHOMBO	Duties of politicians/Majukumu ya wanasiasa	
	Disabilities/ Ulemavu	
	Land and agriculture/Ardhi na Kilimo	
	Human rights/Haki za binaadamu	
	Road safety and transport/Usalama barabarani na usafirishaji	
	Governance and accountability/ Utawala na uwajibikaji	
	Citizen involvement/Kushirikishwa kwa wanachi	
	Public service delivery/utoaji wa huduma kwa umma	
	Corruption /Rushwa	
	Gender Based Violence/ Ukatili wa kijinsia	
	Water/ Maji	
	Maternal Health/afya ya uzazi	
	Drug Abuse/ Utumiaji wa madawa ya kulevya	
	Education/Elimu	
	Other(specify)/ Nyingine (elezea)	

2.4 **ASK ONLY IF NEWSPAPER IS USED IN 1.1b (IF CODES 1-5 SELECTED).** In your opinion, (INSERT ALL NEWSPAPERS READ IN PAST MONTH FROM 2.1) has? **SINGLE RESPONSE/ ULIZA TU KAMA MAGAZETI YAMETUMIKA KATIKA 1.1 (KAMA CODE 1-5 IMECHAGULIWA) Kwa mtazamo wako (INGIZA MAGAZETI YALIYOSOMWA KATIKA MWEZI ULIOPITA KUTOKA 2.1) imeweza?JIBU MOJA**

INSERT NEWSPAPER/ INGIZA GAZETI	a. Improved in quality Imekuwa bora zaidi	b. Remained the same/ Imebaki vilevile	c. deteriorated in quality / ubora umeshuka	d. Don't know / Sijui

2.5 ASK ONLY IF NEWSPAPER USED IN 1.1c (IF CODES 1-5 SELECTED). Which of the following descriptions do you think applies to (INSERT ALL USED NEWSPAPER BRANDS FROM 2.1)? **MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZA TU KAMA MAGAZETI YAMESOMWA KATIKA 1.1 (KAMA KODI 1-5 IMECHAGULIWA) Ni maelezo gani yanayoendana na (INGIZA MAGAZETI YOTE YALIYOSOMWA MWEZI ULIOPITA KUTOKA 2.1. MAJIBU MENGI. ZUNGUSHA SEHEMU YA KUENZIA**

INSERT NEWSPAPER INGIZA GAZETI	Is an important source of information/ <i>Ni chanzo , muhimu cha taarifa</i>	Brings me something different than other newspapers/ <i>Inanipa kitu tofauti ukilinganisha na magazeti mengine</i>	Provides in-Depth Analysis/ <i>hutoa uchambuzi wa kina</i>	Has value adding articles/ <i>ina makala yenye thamani zaidi</i>	Is Investigative/ <i>inatanya uchunguzi</i>	Has diverse content/ <i>Lina habari mbalimbali</i>	Is appreciated by readers/ <i>Linakubalika na wasomaji wake</i>	Is of good quality/ <i>Lina ubora zaidi</i>	Has wide coverage/reach/ <i>Linafika eneo kubwa</i>	Is relevant to me/ Tanzania society/ <i>inanifaa mimi/ jamii ya Tanzania</i>	Other (Specify)/ <i>Nyingine (elezea)</i>

2.6 ASK FOR ALL NEWSPAPERS USED IN 1.1c (IF CODES 1-5 SELECTED). What makes this (INSERT ALL USED NEWSPAPER BRANDS FROM 2.1) stand out from the rest? **MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZA TU KAMA MAGAZETI YAMETUMIKA KATIKA 1.1 (KAMA CODE 1-5 IMECHAGULIWA) Ni nini kimefanya (WEKA MAGAZETI YOTE KUTOKA 2.1) Kuwa kinara zaidi ya mengine?**

Newspaper/ <i>magazeti</i>	Reason for standing out/ <i>Sababu ya kuwa imara zaidi ya magazeti mengine</i>

CHANGAMOTO

2.7 ASK ONLY IF CHANGAMOTO NEWSPAPER IS READ (IF CODE 5 IS SELECTED ON 2.1 OR 2.2) ULIZA TU KAMA GAZETI LINASOMWA (KAMA CODE 5 IMECHAGULIWA KATIKA 2.1 AU 2.2)

2.7.1 How often do you read CHANGAMOTO Newspaper? DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani huwa unasoma gazeti la CHANGAMOTO? USIMSOME LIST. JIBU MOJA

1	Weekly/ <i>Kila wiki</i>
2	Twice a month/ <i>Mara mbili kwa mwezi</i>
3	Once a month/ <i>Mara moja kwa mwezi</i>
4	Less than once a month/ <i>chini ya mara moja kwa mwezi</i>

Other (specify)/ Nyingine (elezea)

2.7.2 What specifically do you **LIKE** about CHANGAMOTO newspaper?/ Ni kitu gani hasa unachokipenda kuhusu gazeti la CHANGAMOTO?

2.7.3 And what do you **DISLIKE** about CHANGAMOTO newspaper?/ Na ni kipi usichokipenda kuhusu gazeti la CHANGAMOTO?

2.7.4 In your opinion, what do you think would make CHANGAMOTO a better newspaper? / Kwa mtazamo wako, ni nini unafikiri inaweza kufanya gazeti la CHANGAMOTO kuwa bora zaidi?

2.7.5 Please think about the issues covered in CHANGAMOTO newspaper. Which issues are mainly covered in CHANGAMOTO newspaper?. **LIST THE FIVE MAJOR ISSUES COVERED IN THE NEWSPAPER/ Tafadhali fikiria masuala yanayoandikwa katika gazeti la CHANGAMOTO. Ni masuala gani huwa yana angaziwa sana katika gazeti la CHANGAMOTO? ORODHESHA MASUALA KUU 5 YANAYOANGAZIWA KATIKA GAZETI LA CHANGAMOTO**

1	
2	
3	
4	
5	

IF ROAD SAFETY / TRANSPORT IS NOT MENTIONED, PLEASE ASK?/ KAMA USALAMA/USAFIRISHAJI HAUKUTAJWA ULIZA.

2.7.6 Did you notice that the newspaper is covering road safety/ transport issues?/ Je umeona gazeti lina angazia masuala ya ya usalama barabarani na usafirishaji?

Yes/ Ndio	1	CONTINUE/EN DELEA
No/Hapana	2	SKIP TO 2.8

2.7.7 Consider the degree of coverage of Road Safety/Transport issues. Compared to other issues, how would you describe the degree of the coverage of Road Safety/Transport issues in CHANGAMOTO newspaper? **SINGLE RESPONSE. / Zingatia jinsi masuala ya usalama barabarani na usafirishaji yanavyoangaziwa na gazeti hili. Ukilinganisha na masuala mengine katika gazeti la CHANGAMOTO, je unaweza kuelezea vipi jinsi masuala ya usalama barabarani na usafirishaji yalivyo angaziwa katika Gazeti hili?**

Far too much coverage /wingi sana	A bit too much coverage /wingi kiasi	Just the right amount of coverage/ inajitosheleza	Too little coverage / kidogo	Almost none or no coverage/ Kidogo sana au hakuna	Don't know/ Sijui
5	4	3	2	1	99

2.7.8 Has the coverage of Road Safety/Transport issues in CHANGAMOTO resulted in concrete action being taken in or outside of your community? **SINGLE RESPONSE/ Je uangaziaji wa masuala ya usalama barabarani na usafirishaji katika CHANGAMOTO imepelekea kuchukuliwa kwa hatua stahiki ndani au nje ya jamii yako?**

Yes/ Ndio	1	CONTINUE/EN DELEA
No/Hapana	2	SKIP TO/RUKA HADI 2.8

2.7.9 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani aliyechukua Hatua? MAJIBU MENGI**

Government / Serikali	1
Local Government/Serikali ya mitaa	2
Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya Biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

2.7.10 What action was taken? **MULTIPLE RESPONSE/ Ni hatua gani zilichukuliwa?MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianzisha kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika/kuchukua hatua.	3
d	Changed their lifestyle/practice/ Walibadili mfumo wa maisha/vitendo	4
e	Wrote a letter to the editor to share their opinion on an article or an issue/ Waliandika barua kwa mhariri kushiriki maoni yao kuhusu makala au suala hilo	5
f	Educated the people they knew about the issue/ Waliwaelimisha watu kuhusu masuala hayo	6
g	Improved public service delivery/ Utoaji huduma kwa umma ulioboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

2.7.11 Have you ever personally been inspired to take concrete action over an issue that you have read in CHANGAMOTO newspaper? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliyosoma katika gazeti la CHANGAMOTO?**

Yes/Ndio	1	CONTINUE
No/Hapana	2	SKIP TO 2.8

2.7.12 Can you tell me more about the issue that inspired you to take action? What was it you read about in CHANGAMOTO?/ Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua ?Je ulisoma nini katika gazeti la CHANGAMOTO?

DARAJA LETU

2.8 ASK ONLY READERS OF DARAJA LETU NEWSPAPER (IF CODE 7 IS SELECTED ON 2.1 OR 2.2) /

2.8.1 How often do you read DARAJA LETU Newspaper? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani huwa unasoma gazeti la DARAJA LETU?(KAMA CODE 7 IMECHAGULIWA KATIKA 2.1 AU 2.2 USIMSOME MAELEZO. JIBU MOJA**

1	Twice a month/Mara mbili kwa mwezi
2	Once a month/ MARA MOJA KWA MWEZI
3	Less than once a month /chini ya mara moja kwa mwezi
	Other (specify)/ Nyingine (elezea)

2.8.2 Please think about the issues covered in DARAJA LETU newspaper. Which issues are mainly covered in DARAJA LETU newspaper?. **LIST THE FIVE MAJOR ISSUES COVERED IN THE NEWSPAPER / Tafadhali fikiria masuala yanayoandikwa katika gazeti la CHANGAMOTO. Ni masuala gani huwa yanaangaziwa sana katika gazeti la DARAJA LETU? ORODHESHA MASUALA KUU 5 YANAYOANGAZIWA KATIKA GAZETI LA DARAJA LETU**

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2.8.3 Do you read the “TWANGA SWALI” column in the newspaper?/Je huwa unasoma sehemu ya TWANGA SWALI katika gazeti?

Yes/ Ndio	1	CONTINUE/ ENDELEA
No/Hapana	2	SKIP TO/RUKA HADI 2.8.6

2.8.4 In your opinion, which of the following statements on the “TWANGA SWALI ” column do you agree with?/ Kwa mtazamo wako, ni ipi kati ya maelezo yafuatayo kuhusu sehemu ya TWANGA SWALI UNAKUBALIANA NAYO?

	STATEMENT /MAELEZO	YES / NDI O	NO/ HA PA NA
a	It adds value to the newspaper/ Inaongeza thamani ya Gazeti		
Why do you say so?/ Kwa nini uesema hivyo?			

b	It improves citizen involvement in holding leaders responsible/ Inaboresha ushirikishaji wananchi kuwafanya viongozi wawajibike		
Why do you say so? Kwa nini umesema hivyo?			
c	Leaders take the column seriously/ Viongozi wanachukulia sehemu hiyo kwa makini		
Why do you say so? Kwa nini umesema hivyo?			

2.8.6 How would you describe the degree of coverage of local service delivery and accountability issues in DARAJA LETU newspaper? **SINGLE RESPONSE. SCALE SHOWCARD / Unaweza kuelezea vipi uangazaji wa masuala ya utoaji huduma kwa umma na uwajibikaji katika gazeti la DARAJA LETU?**

Far too much coverage /wingi sana	A bit too much coverage /wingi kiasi	Just the right amount of coverage/ inajitosheleza	Too little coverage / kidogo	Almost none or no coverage/ Kidogo sana au hakuna	Don't know/ Sijui
5	4	3	2	1	99

2.8.7 What specifically do you **LIKE** about DARAJA LETU newspaper? **Ni kitu gana hasa unachokipenda kuhusu gazeti la DARAJA LETU?**

2.8.8 And what do you **DISLIKE** about DARAJA LETU newspaper? **Na ni kipi usichokipenda kuhusu gazeti la DARAJA LETU?**

2.8.9 In your opinion, what do you think would make DARAJA LETU a better newspaper? **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya gazeti la DARAJA LETU kuwa bora zaidi?**

2.8.10 Has anyone in or outside of your community ever taken concrete action over an issue that was covered by DARAJA LETU ? **SINGLE RESPONSE Je kuna yeyote aliyechukua hatua stahiki ndani au nje ya jamii kuhusu suala lililoandikwa na DARAJA LETU?**

Yes/Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO/ RUKA HADI 2.8.13

2.8.11 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani aliyechukua hatua? MAJIBU MENGI**

Government / Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya Biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7

Other (please specify)/ Nyingine (elezea)	8
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2.8.12 What action was taken? **MULTIPLE RESPONSE/ Hatua gani zilichukuliwa?MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianzisha kikundi cha kuamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ Walibadili mfumo wa maisha/vitendo	4
e	Wrote a letter to the editor to share their opinion on an article or an issue/ Waliandika barua kwa mhariri kushiriki maoni yao kuhusu makala au suala hilo	5
f	Educated the people they knew about the issue/ Waliwaelimisha watu kuhusu masuala hayo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

2.8.13 Have you ever personally been inspired to take concrete action over an issue that you have read in DARAJA LETU newspaper? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliyosoma katika gazeti la DARAJA LETU?**

Yes/Ndio	1	CONTINUE/ENDELA
No/Hapana	2	SKIP TO /RUKA HADI 2.9

2.8.14 Can you tell me more about the issue that inspired you to take action? What was it you read about in DARAJA LETU?/ Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua?Je ulisoma nini katika gazeti la DARAJA LETU?

TANZANIA DAIMA

2.9 ASK ONLY READERS OF TANZANIA DAIMA NEWSPAPER (IF CODE 30 IS SELECTED ON 2.1 OR 2.2)

2.9.1 How often do you read TANZANIA DAIMA Newspaper? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani huwa unasoma gazeti la TANZANIA DAIMA?(KAMA CODE 30 IMECHAGULIWA KATIKA 2.1 AU 2.2 USIMSOME MAELEZO. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/Kila wiki
3	Twice a month/ Mara mbili kwa mwezi
4	Once a month/Mara moja kwa mwezi
5	Less than once a month/Chini ya mara moja kwa mwezi
	Other (specify)/Nyingine (elezea)

2.9.2 Please think about the issues covered in TANZANIA DAIMA newspaper. Which issues are mainly covered in TANZANIA DAIMA newspaper?. **LIST THE FIVE MAJOR ISSUES COVERED IN THE NEWSPAPER/ Tafadhali fikiria masuala yanayoangaziwa katika gazeti la TANZANIA DAIMA.Ni masuala gani huwa yanaangaziwa zaidi katika gazeti la TANZANIA DAIMA? ORODHESHA masuala KUU 5 YANAYOANGAZIWA KATIKA GAZETI la TANZANIA DAIMA.**

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3	
4	
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2.9.3 Have you noticed any difference between the Wednesday/Sunday editions and other editions of TANZANIA DAIMA / Je umegundua tofauti yeyote kati ya toleo la Jumatano na jumapili na matoleo mengine ya Tanzania Daima?

Yes/Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO /RUKA HADI 2.9.6

2.9.4 What differences have you noticed?/ Tofauti ipi umeigundua?

Opinion columns/ Kurasa za maoni	1
Investigative articles/ Makala za uchunguzi	2
Other, please specify...../Nyingine (elezea)	

2.9.5 Do you think these differences make the Sunday and Wednesday editions more attractive than the other issues? / Je unafikiri tofauti hizi zinafanya toleo la Jumatano/Jumapili kuvutia zaidi ya matoleo mengine?

Yes/Ndio	1
No/Hapana	2

2.9.6 What specifically do you LIKE about TANZANIA DAIMA newspaper? /Ni kitu gani hasa unachokipenda kuhusu gazeti la TANZANIA DAIMA?

2.9.7 And what do you DISLIKE about TANZANIA DAIMA newspaper? Na ni kipi usichokipenda kuhusu gazeti la TANZANIA DAIMA?

2.9.8 In your opinion, what do you think would make TANZANIA DAIMA a better newspaper? Kwa mtazamo wako, ni nini unafikiri inaweza kufanya gazeti la TANZANIA DAIMA kuwa bora zaidi?

2.9.9 Have you seen concrete action being taken in or outside of your community over an issue that you have read in TANZANIA DAIMA newspaper? SINGLE RESPONSE/ Kuna yeyote aliyechukua hatua stahiki ndani au nje ya jamii yako kuhusu suala lililoandikwa na TANZANIA DAIMA?

Yes/Ndio	1	CONTINUE/ENDELA
No/Hapana	2	SKIP TO /RUKA HADI 2.9.12

2.9.10 Who was it that took action? MULTIPLE RESPONSE/ Ni nani aliyechukua Hatua? MAJIBU MENGI

Government / Serikali	1
Local Government/Serikali ya mitaa	2

Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya Biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

2.9.11 What action was taken? **MULTIPLE RESPONSE/ Ni hatua gani zilichukuliwa?MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianshiza kikundi cha kuamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ Walibadili mfumo wa maisha/vitendo	4
e	Wrote a letter to the editor to share their opinion on an article or an issue/ Waliandika barua kwa mhariri kushiriki maoni yao kuhusu makala au suala hilo	5
f	Educated the people they knew about the issue/ Waliwaelimisha watu kuhusu masuala hayo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

2.9.12 Have you ever personally been inspired to take concrete action over an issue that you have read in TANZANIA DAIMA newspaper? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliyosoma katika gazeti la TANZANIA DAIMA?**

Yes/Ndio	1	CONTINUE/ENDELA
No/Hapana	2	SKIP TO/RUKA HADI 2.10

2.9.13 Can you tell me more about the issue that inspired you to take action? What was it you read about in TANZANIA DAIMA?/ **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua ?Je ulisoma nini katika gazeti laTANZANIA DAIMA?**

RAIA MWEMA

2.10 ASK ONLY READERS OF RAIA MWEMA NEWSPAPER (IF CODE 26 IS SELECTED ON 2.1.1 OR 2.1.2)/ WAULIZE TU WASOMAJI WA GAZETI LA RAIA MWEMA (KAMA CODE 26 IMECHAGULIWA KATIKA 2.11 AU 2.12)

2.10.1 How often do you read RAIA MWEMA Newspaper? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani huwa unasoma gazeti la RAIA MWEMA? USIMSOME MAELEZO. JIBU MOJA**

1	Weekly/ Kila wiki
2	Twice a month/ Mara mbili kwa mwezi
3	Once a month/ Mara moja kwa mwezi
4	Less than once a month/ chini ya mara moja kwa mwezi

Other (specify) **Nyingine (elezea)**

2.10.2 Please think about the issues covered in RAIA MWEMA newspaper. Which issues are mainly covered in RAIA MWEMA newspaper?. **LIST THE FIVE MAJOR ISSUES COVERED IN THE NEWSPAPER/ Tafadhali fikiria kuhusu masuala yanayoangaziwa katika gazeti la RAIA MWEMA. Ni masuala gani huwa yanaangaziwa zaidi katika gazeti la RAIA MWEMA? ORODHESHA MASUALA KUU 5 YANAYOANGAZIWA KATIKA GAZETI.**

1	
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3	
4	
5	

2.10.3 In your opinion, does RAIA MWEMA provide more background/indepth coverage of issues than other newspapers?/Kwa mtazamo wako, gazeti la RAIA MWEMA linatoa habari za kina zenye masuala mbalimbali zaidi ya magazeti mengine?

Yes/ Ndio	1
No/Hapana	2
Why do you say so? Kwa nini umesema hivyo?	

2.10.4 What specifically do you **LIKE** about RAIA MWEMA newspaper?/ **Ni kitu gani hasa unachokipenda kuhusu gazeti la RAIA MWEMA?**

2.10.5 And what do you **DISLIKE** about RAIA MWEMA newspaper? **Na ni kipi usichokipenda kuhusu gazeti la RAIA MWEMA?**

2.10.6 In your opinion, what do you think would make RAIA MWEMA a better newspaper? / **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya gazeti la RAIA MWEMA kuwa bora zaidi?**

2.10.7 Have you seen concrete action being taken in or outside of your community over an issue that you have read in RAIA MWEMA newspaper? **SINGLE RESPONSE/ Kuna yeyote aliyechukua hatua stahiki ndani au nje ya jamii yako kuhusu suala lililoandikwa na RAIA MWEMA?**

Yes/Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO /RUKA HADI 2.10.9

2.10.8 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani aliyechukua Hatua? MAJIBU MENGI**

Government / Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5

Businesses/ Wafanya Biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

2.10.9 What action was taken? **MULTIPLE RESPONSE/ Hatua gani zilichukuliwa?MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianzisha kikundi cha kuamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ Walibadili mfumo wa maisha/vitendo	4
e	Wrote a letter to the editor to share their opinion on an article or an issue/ Waliandika barua kwa mhariri kushiriki maoni yao kuhusu makala au suala hilo	5
f	Educated the people they knew about the issue/Waliwaelimisha watu kuhusu mauala hayo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

2.10.10 Have you ever personally been inspired to take concrete action over an issue that you have read in RAIWA MWEMA newspaper? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliyosoma katika gazeti la RAIWA MWEMA?**

Yes/Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO /RUKA HADI 2.11

2.10.11 Can you tell me more about the issue that inspired you to take action? What was it you read about in RAIWA MWEMA? **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha na kuchukua hatua ?Je ulisoma nini katika gazeti la RAIWA MWEMA?**

KINGO

2.11 ASK ALL/ ULIZA WOTE

2.11.1 Do you ever read KINGO MAGAZINE?. **SINGLE RESPONSE/Je umewahi kusoma Jarida la KINGO? JIBU MOJAI**

Yes/Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO SECTION 3/RUKA HADI SEHEMU YA 3

2.11.2 How often do you read KINGO Magazine? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani huwa unasoma Jarida la KINGO? USIMSOME ORODHA.JIBU MOJA.**

1	Every month/ Kila mwezi
2	Once every 2 months/ Mara moja kila baada ya miezi miwili
3	Sometimes/ Mara chache
	Other (specify)/ Nyingine (elezea)

2.11.3 Please think about the issues covered in KINGO newspaper. Which issues are mainly covered in KINGO newspaper?. **LIST THE FIVE MAJOR ISSUES COVERED IN THE NEWSPAPER / Tafadhali fikiria masuala yanayoangaziwa katika gazeti la KINGO.Ni masuala gani huwa yanaangaziwa zaidi katika gazeti la KINGO? ORODHESHA MASUALA KUU 5 YANAYOANGAZIWA KATIKA GAZETI.**

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2.11.4 Have you seen any coverage of the following issues in Kingo magazine recently?/ **Je umeona kati ya masuala zifuatazo katika gazeti la KINGO hivi karibuni?**

1	Services by offices under Ministry of Lands/ Huduma kutoka ofisi za wizara ya ardhi	1
2	Police services/ Huduma za polisi	2
3	Health servives/ Huduma za afya	3
4	Electricity (TANESCO)/ Umeme Tanesco	4
5	Can't remember/ Sikumbuki	

2.11.5 What specifically do you **LIKE** about KINGO magazine? /Ni Kitu gani hasa unachokipenda kuhusu gazeti la KINGO?

2.11.6 And what do you **DISLIKE** about KINGO magazine? Na ni kipi usichokipenda kuhusu gazeti la KINGO?

2.11.7 In your opinion, what do you think would make KINGO a better magazine? Kwa mtazamo wako ni nini unafikiri inaweza kuifanya gazeti la KINGO kuwa bora zaidi ?

2.11.8 Have you ever personally been inspired to take concrete action over an issue that you have read in KINGO magazine? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala katika gazeti la KINGO?**

Yes/ Ndio	1	CONTINUE/ENDELEA
No/Hapana	2	SKIP TO /RUKA 3.0

2.11.12 Can you tell me more about the issue that inspired you to take action? What was it you read about in KINGO magazine?/ **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua ?Je ulisoma nini katka gazeti la KINGO?**

SECTION 3 – TARGET RADIO PROGRAMME USAGE AND PERCEPTION

3.0 ASK ONLY IF RADIO USED IN 1.1b (IF CODES 1-5 SELECTED)/ ULIZA TU KAMA KITUO CHA REDIO KIMETUMIKA KATIKA 1.1b (KAMA KODI 1-5 IMECHAGULIWA)

3.1 Which of the following TANZANIAN radio stations have you listened to in the past one month? MULTIPLE RESPONSE/ Ni redio ipi ya KITANZANIA uliyoisikiliza mwezi mmoja uliyopita?

3.2 Which ONE TANZANIAN radio station do you listen to MOST OFTEN? SINGLE RESPONSE/ Ni redio ipi ya KITANZANIA unayoisikiliza mara nyingi zaidi?

	3.1	3.2
	Past Month/ Mwezi mmoja uliyopita	Most Often/ Mara nyingi zaidi
ABM Radio FM	1	1
ABOOD FM	2	2
BOMBA FM	3	3
BREEZE FM	4	4
CHOICE FM	5	5
CHUCHU FM	6	6
CLOUDS FM	7	7
COCONUT FM	8	8
EAST AFRICA FM	9	9
EBONY FM	10	10
HITS FM	11	11
INFO RADIO FM	12	12
JOGOO FM	13	13
KIFIMBO FM	14	14
KILI FM	15	15
KISS FM	16	16
KITULO FM	17	17
MAGIC FM	18	18
MAMBO JAMBO FM	19	19
MBEYA HIGHLANDS FM	20	20
MBEYA FM	21	21
MOSHI FM	22	22
MWAMBAO FM	23	23
MWANGAZA FM	24	24
PASSION FM	25	25
PRIDE FM	26	26
ORS FM	27	27
RADIO 1	28	28
RADIO FIVE	29	29
RADIO FREE AFRICA	30	30
RADIO HABARIMAALUM	31	31
RADIO SAUTI YA INJILii	32	32
RADIO SUNRISE	33	33
RADIO UHURU	34	34
SAUTI	35	35
SENGEREMA	36	36
SPICE FM	37	37

TBC FM	38	38
TBC TAIFA	39	39
TIMES FM	40	40
TRIPPLE A	41	41
UPENDO	42	42
ZENJi FM	43	43
Other (Please specify)/ Nyingine (tafadhali elezea)	44	44

3.3 **ASK ONLY IF RADIO USED IN 1.1b (IF CODES 1-5 SELECTED).** In your opinion, does **(INSERT ALL RADIO STATIONS LISTENED IN PAST ONE MONTH FROM 3.1)** give enough coverage on the following issues?/

ULIZA KAMA REDIO INATUMIKA KWENYE 1.1B(KAMA CODE 1-5 IMECHAGULIWA)Kwa mtazamo wako, Je (ORODHESHA VITUO VYOTE VYA REDIO VYA MWEZI ULIYOPITA KUTOKA 3.1) inaangazia masuala yafuatayo kwa kina? JIBU MOJA ONYESHA KADI KWA LINALOANZIA ZUNGUSHA

INSERT MEDIA OUTLET/ INGIZA CHOMBO CHA HABARI	<u>Duties of politicians/ Majukumu ya wanasiasa</u>																	
	<u>Disabilities/ Ulemavu</u>																	
	<u>Land and agriculture/ Ardhi na Kilimo</u>																	
	<u>Human rights/ Haki za binadamu</u>																	
	<u>Road safety and transport/ Barabara usalama na usafirishaji</u>																	
	<u>Governance and accountability/ Utawala na uwajibikaji</u>																	
	<u>Citizen involvement/ Kushirikishwa kwa wananchi</u>																	
	<u>Public service delivery/ Utoaji huduma kwa umma</u>																	
	<u>Corruption / Rushwa</u>																	
	<u>Gender Based Violence/ Ukatili wa kijinsia</u>																	
	<u>Water/ Maji</u>																	
	<u>Maternal Health/ Afya ya uzazi</u>																	
	<u>Drug Abuse/ Utumiaji wa madawa ya kulevya</u>																	
	<u>Education/ Elimu</u>																	
	<u>Other(specify)/ Nyingine (elezea)</u>																	

3.4 **ASK ONLY IF RADIO USED IN 1.1b (IF CODES 1-5 SELECTED).** In your opinion, **(INSERT ALL RADIO STATIONS LISTENED TO IN PAST MONTH FROM 3.1)** has? **SINGLE RESPONSE/ ULIZA TU KAMA REDIO IMETUMIKA KATIKA 1.1b (KAMA KODI 1-5 ZIMECHAGULIWA).** Kwa mtazamo

wako, (INGIZA REDIO ZOTE ZILIZOSIKILIZWA MWEZI ULIOPITA KUTOKA 3.1) Je ime? JIBU MOJA

INSERT RADIO/ INGIZA REDIO	a. Improved in quality of programming/ imekuwa bora zaidi	b. Remained the same/ imebaki vilevile	c. deteriorated in quality of programming/ ubora umeshuka	d. Don't know / Sijui

3.5 **ASK ONLY IF RADIO USED IN 1.1b (IF CODES 1-5 SELECTED).** Which of the following descriptions do you think applies to **(INSERT ALL RADIO STATIONS LISTENED TO IN PAST MONTH FROM 3.1)? MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZA TU KAMA REDIO INATUMIKA NI 1.1b (KAMA KODI 1-5 ZIMECHAGULIWA).** Ni maelezo gani yanayoendana na **(INGIZA REDIO ZOTE ALIZOSIKILIZA MWEZI ULIYOPITA KUTOKA 3.1) MAJIBU MENGI.** ZUNGUSHA SEHEMU YA KUENZIA.

INSERT RADIO STATION/ INGIZA KITUO CHA REDIO	Is an important source of information/ Ni chanzo muhimu cha taarifa	Brings me something different than other radio stations Inanipa kitu tofauti ukilinganisha na vituo vingine vya radio	Provides in-Depth Analysis/ Hutoa uchambuzi wa kina	Has value adding articles/ Ina vipindi vyenye thamani zaidi	Is Investigative/ Inafanya uchunguzi	Has diverse content/ Ina habari mbalimbali	Is appreciated by readers/ Inakubalika na wasikilizaji	Is of good quality/ Ina ubora zaidi	Has wide coverage/reach/ Inapatikana eneo kubwa	Is relevant to me/ Tanzania society/ Inanifaa mimi/ Jamii ya kitanzania	Other (Specify)...../ Nyingine (elezea)

3.6 **ASK FOR ALL RADIO STATIONS USED IN 1.1b (IF CODES 1-5 SELECTED).** What makes this **(INSERT ALL USED RADIO STATIONS FROM 3.1)** stand out from the rest? **MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZIA VITUO VYOTE VYA REDIO KATIKA 1.1b (KAMA KODI 1-5 ZIMECHAGULIWA).** Ni nini kinachofanya **(INGIZA REDIO ZOTE KUTOKA 3.1)** kuwa bora kuliko mengineyo? **MAJIBU MENGI. ZUNGUSHA SEHEMU YA KUENZIA**

Radio Station/ Kituo cha Redio	Reason for standing out/ Sababu ya kuwa imara zaidi ya vituo vingine

KILI FM

3.7 **ASK ONLY IF KILI FM RADIO STATION IS LISTENED TO (IF CODE 15 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA KILI FM INASIKILIZWA NA MHOJIWA (KAMA KODI 15 IMECHAGULIWA KATIKA 3.1 AU 3.2)**

3.7.1 How often do you listen to KILI FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza KILI FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.7.2 What specifically do you **LIKE** about KILI FM?/ **Ni kitu gani hasa unachokipenda kuhusu KILI FM?**

3.7.3 And what do you **DISLIKE** about KILI FM?/ **Na ni kipi usichokipenda kuhusu KILI FM?**

3.7.4 In your opinion, what do you think would make KILI FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha KILI FM kuwa bora zaidi?**

3.7.5 Please think about the programmes aired on KILI FM. Which programmes aired on KILI FM do you mainly listen to? **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali**

fikiria kuhusiana na vipindi vinavyorushwa katika KILI FM. Ni vipindi gani vya KILI FM unavyovisikiliza zaidi?/ ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.

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IF “AHADI HIZI NI ZA KWELI” IS NOT MENTIONED, PLEASE ASK?/ KAMA “AHADI HIZI NI ZA KWELI” HAKIKUTAJWA, TAFADHALI ULIZA.

3.7.6 Have you listened to the “**AHADI HIZI NI ZA KWELI**” programme?/ Je umeshawahi kusikiliza kipindi cha “**AHADI HIZI NI ZA KWELI**”

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.8/ RUKA HADI 3.8

3.7.7 How would you describe the “**AHADI HIZI NI ZA KWELI**” programme over time? The Programme has...../ Unaweza kukielezea vipi kipindi cha “**AHADI HIZI NI ZA KWELI**” kadiri siku zinavyokwenda? Kipindi kime

1	Deteriorated in quality/ ubora umeshuka
2	Remained of the same quality/ imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi

3.7.8 What specifically do you **LIKE** about **AHADI HIZI NI ZA KWELI** programme?/ Ni kitu gani Hasa **UNACHOKIPENDA** kuhusu kipindi cha **AHADI HIZI NI ZA KWELI**?

3.7.9 And what do you **DISLIKE** about **AHADI HIZI NI ZA KWELI** programme?/ Na ni kipi **USICHOKIPENDA** kuhusu kipindi cha **AHADI HIZI NI ZA KWELI**?

3.7.10 In your opinion, what do you think would make **AHADI HIZI NI ZA KWELI** a better programme?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha **AHADI HIZI NI ZA KWELI** kuwa bora zaidi?

3.7.11 Have you seen concrete action being taken/taking place by mentioned politicians/leaders after the **AHADI HIZI NI ZA KWELI** programme has been aired on **KILI FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa na wanasiasa tajwa baada ya kipindi cha **AHADI HIZI NI ZA KWELI** kurushwa kwenye **KILI FM**?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.7.13/ RUKA HADI 3.7.13

3.7.12 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani zilizochukuliwa? MAJIBU MENGI**

a	Some leaders have lost seats/ Baadhi ya viongozi wamepoteza viti vyao	1
b	Leaders have fulfilled promises/ Viongozi wametimiza ahadi zao	2
c	Citizens have increased participation in development/ Raia wameongeza ushiriki katika maendeleo	3
d	Citizens have demanded for service delivery/ Wananchi wamedai utekelezwaji wa huduma	4
e	Public officials/Leaders have been re-elected due to delivery of promises/ Viongozi wamechaguliwa upya kutokana na utekelezwaji wa ahadi	5
f	Improved public service delivery/ Utoaji huduma za umma umeboreshwa	6
g	Other, please specify/ Nyingine, tafadhali elezea	7

3.7.13 Have you ever personally been inspired to take concrete action over an issue that you have heard on AHADI HIZI NI ZA KWELI? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilolisikia katika AHADI HIZI NI ZA KWELI? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.8/ RUKA HADI 3.8

3.7.14 Can you tell me more about the issue that inspired you to take action? What was it you heard about on AHADI HIZI NI ZA KWELI?/ **Je unaweza kunielezea juu ya suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia katika kipindi cha AHADI HIZI NI ZA KWELI?**

3.7.15 In your opinion, which of the following statements on the “AHADI HIZI NI ZA KWELI” programme do you agree with?/ **Kwa mtazamo wako, ni MAELEZO gani kuhusu kipindi cha “AHADI HIZI NI ZA KWELI” unayo kubaliana nayo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a	Public officials/Leaders who have been exposed in the programme will be moved to do something/ Viongozi ambao wameanikwa watasukumwa kufanya jambo fulani		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make leaders take responsibility/ Hii ni njia nzuri ya kufanya viongozi wawajibike		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on these leaders in terms of being re-elected/ keeping their jobs/ Vipindi kama hiki vinaweza kuchangia viongozi kuchanguliwa au kutochanguliwa tena		
If NO, Give reason/ Kama HAPANA, toa sababu			

EBONY FM

3.8 ASK ONLY IF EBONY FM RADIO STATION IS LISTENED TO (IF CODE 10 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA EBONY FM INASIKILIZWA NA MHOJIWA (KAMA KODI 10 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.8.1 How often do you listen to Ebony FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza Ebony FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.8.2 What specifically do you **LIKE** about EBONY FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu EBONY FM?**

3.8.3 And what do you **DISLIKE** about EBONY FM?/ **Na ni kipi usichokipenda kuhusu EBONY FM?**

3.8.4 In your opinion, what do you think would make EBONY FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha EBONY FM kuwa ni bora zaidi?**

3.8.5 Please think about the programmes aired on Ebony FM. Which programmes aired on Ebony FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika Ebony FM. Ni vipindi gani vya Ebony FM unavyovisikiliza zaidi?**

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IF “MKUTANO WA HADHARA ” IS NOT MENTIONED, PLEASE ASK?/ KAMA “MKUTANO WA HADHARA” HAKIKUTAJWA, TAFADHALI ULIZA.

3.8.6 Have you listened to the “MKUTANO WA HADHARA” programme?/ **Je umeshawahi kusikiliza kipindi cha “MKUTANO WA HADHARA”**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.9/ RUKA HADI 3.9

3.8.7 How would you describe the “MKUTANO WA HADHARA” programme over time? The Programme has...../ **Unaweza kukielezea vipi kipindi cha “MKUTANO WA HADHARA” kadiri siku zinavyokwenda? Kipindi kime**

1	Deteriorated in quality/ ubora umeshuka
---	---

2	Remained of the same quality/ imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi

3.8.8 What specifically do you **LIKE** about MKUTANO WA HADHARA programme?/ **Ni kitu gani Hasa UNACHOKIPENDA kuhusu na kipindi cha MKUTANO WA HADHARA?**

3.8.9 And what do you **DISLIKE** about MKUTANO WA HADHARA programme?/ **Na ni kipi USICHOKIPENDA kuhusu na kipindi cha MKUTANO WA HADHARA?**

3.8.10 In your opinion, what do you think would make MKUTANO WA HADHARA a better programme?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha MKUTANO WA HADHARA kuwa kipindi bora zaidi?**

3.8.11 Have you seen concrete action being taken/taking place by mentioned politicians/leaders after the MKUTANO WA HADHARA programme has been aired on **EBONY FM? SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa na wanasisa tajwa baada ya kipindi cha MKUTANO WA HADHARA kurushwa kwenye EBONY FM?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.8.13/ RUKA HADI 3.8.13

3.8.12 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani zilizochukuliwa?**

a	Some leaders have lost seats/ Baadhi ya viongozi wamepoteza viti vyao	1
b	Leaders have fulfilled promises/ Viongozi wametimiza ahadi zao	2
c	Citizens have increased participation in development/ Raia wameongeza ushiriki katika maendeleo	3
d	Citizens have demanded for service delivery/ Wananchi wamedai utekelezwaji wa huduma	4
e	Public officials/Leaders have been re-elected due to delivery of promises/ Viongozi wamechaguliwa upya kutokana na utekelezwaji wa ahadi	5
f	Improved public service delivery/utohaji huduma kwa umma umeboreshwa	6
g	Other, please specify/ Nyingine, (elezea)	7

3.8.13 Have you ever personally been inspired to take concrete action over an issue that you have heard on MKUTANO WA HADHARA? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilolisikia katika MKUTANO WA HADHARA?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.9/ RUKA HADI 3.9

3.8.14 Can you tell me more about the issue that inspired you to take action? What was it you heard about on MKUTANO WA HADHARA?/ **Je unaweza kunielezea juu ya suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia katika kipindi cha MKUTANO WA HADHARA?**

3.8.15 In your opinion, which of the following statements on the “MKUTANO WA HADHARA” programme do you agree with?/ **Kwa mtazamo wako, ni MAELEZO gani ya kipindi cha “MKUTANO WA HADHARA” unazo kubaliana nazo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a	Public officials/Leaders who have been exposed in the programme will be moved to do something/ Viongozi ambao wameanikwa watasukumwa kufanya jambo fulani		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make leaders take responsibility/ Hii ni njia nzuri ya kufanya viongozi wawajibike		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on these leaders in terms of being re-elected/ keeping their jobs/ Vipindi kama hiki vinaweza kuchangia viongozi kuchanguliwa au kutochanguliwa tena		
If NO, Give reason/ Kama HAPANA, toa sababu			

PASSION FM

3.9 ASK ONLY IF PASSION FM RADIO STATION IS LISTENED TO (IF CODE 10 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA PASSION FM INASIKILIZWA NA MHOJIWA (KAMA KODI 10 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.9.1 How often do you listen to PASSION FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza PASSION FM? USIMSOME E ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.9.2 What specifically do you **LIKE** about PASSION FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu PASSION FM?**

3.9.3 And what do you **DISLIKE** about PASSION FM?/ **Na ni kipi usichokipenda kuhusu PASSION FM?**

3.9.4 In your opinion, what do you think would make PASSION FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha PASSION FM kuwa bora zaidi?**

3.9.5 Please think about the programmes aired on PASSION FM. Which programmes aired on PASSION FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika PASSION FM. Ni vipindi gani vya PASSION FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAUVORUSHWA NA KITUO.**

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IF “NYUMA YA PAZIA” IS NOT MENTIONED, PLEASE ASK?/ KAMA “NYUMA YA PAZIA” HAKIKUTAJWA, TAFADHALI ULIZA.

3.9.6 Have you listened to the “NYUMA YA PAZIA” programme?/ Je umeshawahi kusikiliza kipindi cha “NYUMA YA PAZIA”

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.10/ RUKA HADI 3.10

3.9.7 How would you describe the “NYUMA YA PAZIA” programme over time? The Programme has...../ Unaweza kukielezea vipi kipindi cha “NYUMA YA PAZIA” kadiri siku zinavyokwenda? Kipindi kime

1	Deteriorated in quality/ Uhora umeshuka
2	Remained of the same quality/imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi

3.9.8 What specifically do you **LIKE** about NYUMA YA PAZIA programme?/ Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha NYUMA YA PAZIA?

3.9.9 And what do you **DISLIKE** about NYUMA YA PAZIA programme?/ Na ni kipi USICHOKIPENDA kuhusu kipindi cha NYUMA YA PAZIA?

3.9.10 In your opinion, what do you think would make NYUMA YA PAZIA a better programme?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha NYUMA YA PAZIA kuwa kipindi bora zaidi?

3.9.11 Have you seen concrete action being taken/taking place by mentioned politicians/leaders after the NYUMA YA PAZIA programme has been aired on **PASSION FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa na wanasiasa tajwa baada ya kipindi cha NYUMA YA PAZIA kurushwa kwenye PASSION FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.9.13/ RUKA HADI 3.9.13

3.9.12 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani zilizochukuliwa? MAJIBU MENGI**

a	Some leaders have lost seats/ Baadhi ya viongozi wamepoteza viti vyao	1
b	Leaders have fulfilled promises/ Viongozi wametimiza ahadi zao	2
c	Citizens have increased participation in development/ Raia wameongeza ushiriki katika maendeleo	3
d	Citizens have demanded for service delivery/ Wananchi wamedai utekelezwaji wa huduma	4
e	Public officials/Leaders have been re-elected due to delivery of promises/ Viongozi wamechaguliwa upya kutokana na utekelezwaji wa ahadi	5
f	Improved public service delivery/ utoaji huduma kwa umma umeboreshwa	6
g	Other, please specify/ Nyingine, tafadhali elezea	7

3.9.13 Have you ever personally been inspired to take concrete action over an issue that you have heard on NYUMA YA PAZIA? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilolisikia katika NYUMA YA PAZIA? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.10/ RUKA HADI 3.10

3.9.14 Can you tell me more about the issue that inspired you to take action? What was it you heard about on NYUMA YA PAZIA?/ **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia katika kipindi cha NYUMA YA PAZIA?**

3.9.15 In your opinion, which of the following statements on the “NYUMA YA PAZIA” programme do you agree with?/ **Kwa mtazamo wako, ni MAELEZO gani kuhusu kipindi cha “NYUMA YA PAZIA” unakubaliana nayo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a	Leaders who have been exposed in the programme will be moved to do something/ Viongozi ambao wameanikwa watasukumwa kufanya jambo fulani		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make leaders take responsibility/ Hii ni njia nzuri ya kufanya viongozi wawajibike		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on these leaders in terms of being re-elected/ keeping their jobs/ Vipindi kama hiki vinaweza kuchangia viongozi kuchaguliwa au kutochaguliwa tena		
If NO, Give reason/ Kama HAPANA, toa sababu			

INFO RADIO FM

3.10 ASK ONLY IF INFO RADIO FM RADIO STATION IS LISTENED TO (IF CODE 12 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA INFO RADIO FM INASIKILIZWA NA MHOJIWA (KAMA KODI 12 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.10.1 How often do you listen to INFO RADIO FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza INFO RADIO FM? USIMSOMEE ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.10.2 What specifically do you **LIKE** about INFO RADIO FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu INFO RADIO FM?**

3.10.3 And what do you **DISLIKE** about INFO RADIO FM?/ **Na ni kipi usichokipenda kuhusu INFO RADIO FM?**

3.10.4 In your opinion, what do you think would make INFO RADIO FMa better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha INFO RADIO FM kuwa bora zaidi?**

3.10.5 Please think about the programmes aired on INFO RADIO FM. Which programmes aired on INFO RADIO FMdo you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika INFO RADIO FM. Ni vipindi gani vya INFO RADIO FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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IF “WAJIBIKA” IS NOT MENTIONED, PLEASE ASK?/ KAMA “WAJIBIKA” HAKIKUTAJWA, TAFADHALI ULIZA.

3.10.6 Have you listened to the “**WAJIBIKA**” programme?/ **Je umeshawahi kusikiliza kipindi cha “WAJIBIKA”**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.11/ RUKA HADI 3.11

3.10.7 How would you describe the “**WAJIBIKA**” programme over time? The Programme has...../ **Unaweza kukielezea vipi kipindi cha “WAJIBIKA” kadiri siku zinavyokwenda? Kipindi kime**

1	Deteriorated in quality/ ubora umeshuka
2	Remained of the same quality/ imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi

3.10.8 What specifically do you **LIKE** about **WAJIBIKA** programme?/ **Ni kitu gani Hasa UNACHOKIPENDA kuhusu na kipindi cha **WAJIBIKA**?**

3.10.9 And what do you **DISLIKE** about WAJIBIKA programme?/ **Na ni kipi USICHOKIPENDA kuhusu na kipindi cha WAJIBIKA?**

3.10.10 In your opinion, what do you think would make WAJIBIKA a better programme?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha WAJIBIKA kuwa bora zaidi?**

3.10.11 Have you seen concrete action being taken/taking place by mentioned politicians/leaders after the WAJIBIKA programme has been aired on **INFO RADIO FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa na wanasiasa tajwa baada ya kipindi cha WAJIBIKA kurushwa kwenye INFO RADIO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.10.13/ RUKA HADI 3.10.13

3.10.12 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani zilizochukuliwa? MAJIBU MENGI**

a	Some leaders have lost seats/ Baadhi ya viongozi wamepoteza viti vyao	1
b	Leaders have fulfilled promises/ Viongozi wametimiza ahadi zao	2
c	Citizens have increased participation in development/ Raia wameongeza ushiriki katika maendeleo	3
d	Citizens have demanded for service delivery/ Wananchi wamedai utekelezwaji wa huduma	4
e	Public officials/Leaders have been re-elected due to delivery of promises/ Viongozi wamechaguliwa upya kutokana na utekelezwaji wa ahadi	5
f	Improved public service delivery/ utoaji huduma kwa umma umeboreshwa	6
g	Other, please specify/ Nyingine, tafadhali elezea	7

3.10.13 Have you ever personally been inspired to take concrete action over an issue that you have heard on WAJIBIKA? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilolisikia katika kipindi cha WAJIBIKA? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.11/ RUKA HADI 3.11

3.10.14 Can you tell me more about the issue that inspired you to take action? What was it you heard about on WAJIBIKA?/ **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia katika kipindi cha WAJIBIKA?**

3.10.15 In your opinion, which of the following statements on the "WAJIBIKA" programme do you agree with?/ **Kwa mtazamo wako, ni MAELEZO gani kuhusu kipindi cha "WAJIBIKA" unayo kubaliana nayo?**

STATEMENT/ MAELEZO	YES /	NO/ HA
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		NDI YO	PA NA
a	Leaders who have been exposed in the programme will be moved to do something/ Viongozi ambao wameanikwa watasukumwa kufanya jambo fulani		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make leaders take responsibility/ Hii ni njia nzuri ya kufanya viongozi wawajibike		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on these leaders in terms of being re- elected/ keeping their jobs/ Vipindi kama hiki vinaweza kuchangia viongozi kuchanguliwa au kutochanguliwa tena		
If NO, Give reason/ Kama HAPANA, toa sababu			

ABM RADIO FM

3.11 ASK ONLY IF ABM RADIO FM RADIO STATION IS LISTENED TO (IF CODE 1 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA ABM RADIO FM INASIKILIZWA NA MHOJIWA (KAMA KODI 1 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.11.1 How often do you listen to ABM RADIO FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza ABM RADIO FM? USIMSOME E ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.11.2 What specifically do you **LIKE** about ABM RADIO FM?/ Ni kitu gani Hasa Unachokipenda kuhusu ABM RADIO FM?

3.11.3 And what do you **DISLIKE** about ABM RADIO FM?/ Na ni kipi usichokipenda kuhusu ABM RADIO FM?

3.11.4 In your opinion, what do you think would make ABM RADIO FM a better station?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha ABM RADIO FM kuwa bora zaidi?

3.11.5 Please think about the programmes aired on ABM RADIO FM. Which programmes aired on ABM RADIO FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusu na vipindi vinavyorushwa katika ABM RADIO FM. Ni vipindi gani vya ABM RADIO FM unavyovisikiliza zaidi?**

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3.11.6 How would you describe the **ABM RADIO** programmes over time? The Programmes have...../ **Je unaweza kuelezea vipi vipindi vya ABM RADIO kulingana na muda unavyoenda? Vipindi vime**

1	Deteriorated in quality/ ubora umeshuka
2	Remained of the same quality/ imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi
4	Included more issues (other than sports)/ Ina mambo mengi zaidi (zaidi ya michezo)
5	Other (Specify).../ Nyingine (elezea)

3.11.7 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **ABM RADIO FM**? **SINGLE RESPONSE/ Je umeona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na ABM RADIO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.11.10/ RUKA HADI 3.11.10

3.11.8 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye alichukua hatua?MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyokuwa ya serikali	7
Other (please specify)/ Nyingine (elezea)	8

3.11.9 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani zilichukuliwa?MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianshiza kikundi cha kuwahasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari na kutoa maoni yao kuhusu suala hilo	5
f	Educated the people they knew about the issue/ Waliwaelimisha watu kuhusu maswala hayo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

3.11.10 Have you ever personally been inspired to take concrete action over an issue that you have heard on ABM RADIO? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilosikia kwenye ABM RADIO? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.12/ RUKA HADI 3.12

3.11.11 Can you tell me more about the issue that inspired you to take action? What was it you heard about on ABM RADIO?/ **Je unaweza kunieleza zaidi kuhusu lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia katika kituo cha ABM RADIO?**

RADIO SUNRISE FM

3.12 ASK ONLY IF RADIO SUNRISE FM RADIO STATION IS LISTENED TO (IF CODE 33 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA RADIO SUNRISE FM INASIKILIZWA NA MHOJIWA (KAMA KODI 33 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.12.1 How often do you listen to RADIO SUNRISE FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza RADIO SUNRISE FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.12.2 What specifically do you **LIKE** about RADIO SUNRISE FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu RADIO SUNRISE FM?**

3.12.3 And what do you **DISLIKE** about RADIO SUNRISE FM?/ **Na ni kipi usichokipenda kuhusu RADIO SUNRISE FM?**

3.12.4 In your opinion, what do you think would make RADIO SUNRISE FMa better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha RADIO SUNRISE FM kuwa bora zaidi?**

3.12.5 Please think about the programmes aired on RADIO SUNRISE FM. Which programmes aired on RADIO SUNRISE FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika RADIO SUNRISE FM. Ni vipindi gani vya RADIO SUNRISE FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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IF “NCHI YA KIJANI” IS NOT MENTIONED, PLEASE ASK?/ KAMA “NCHI YA KIJANI” HAKIKUTAJWA, TAFADHALI ULIZA.

3.12.6 Have you listened to the “NCHI YA KIJANI” programme?/ Je umeshawahi kusikiliza kipindi cha “NCHI YA KIJANI”?

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.13/ RUKA HADI 3.13

3.12.7 Are you aware of the National Agricultural Input Voucher Schemes(NAIVS), programme?/ Je unafahamu Mfumo wa Kitaifa wa Vocho za Pembejeo za Kilimo?

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.13./ RUKA HADI 3.13

3.12.8 Has the programme “NCHI YA KIJANI” taught you anything new about NAIVS (National Agricultural Input Voucher Schemes)?/ Je kipindi cha “NCHI YA KIJANI” kimekufundisha chochote kuhusu Mfumo wa Kitaifa wa Vocho za Pembejeo za Kilimo?

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.12.10/ RUKA HADI 3.12.10

3.12.9 Can you tell me more about what new thing you learned? What was it you heard on “NCHI YA KIJANI”?/ Je unaweza kunielezea zaidi kuhusiana na kitu kipya ulichojifunza? Ni kipi ulichokisikia katika “NCHI YA KIJANI”?

3.12.10 Have you used any of this new knowledge to access any of these services after hearing about them on the radio?/ Je umetumia elimu hii mpya kupata huduma yoyote baada ya kusikia kuhusiana nayo kwenye radio?

Yes/ Ndiyo	1	Please specify services accessed...../ Tafadhali elezea huduma uliyoipata
No/ Hapana	2	CONTINUE

3.12.11 Has anyone in or outside your community taken any action to improve NAIVS services after listening to the NCHI YA KIJANI programme? **SINGLE RESPONSE/ Je kuna yeyote ndani au nje ya jamii yako ambaye amechukua hatua ya kuboresha huduma za Mfumo wa Kitaifa wa Vocho za Pembejeo za Kilimo baada ya kusikiliza kipindi cha NCHI YA KIJANI? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.12.14/ RUKA HADI 3.12.14

3.12.12 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa jamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.12.13 In what way were services improved? **MULTIPLE RESPONSE/ Ni kwa njia gani huduma ziliboreshwa? MAJIBU MENGI**

a	Corrupt officials removed/ Viongozi wabadhirifu walitolewa madarakani	1
b	Farm inputs that were not available have become available/ pembejeo ambazo hazikuwepo zilipatikana	2
c	Farm inputs are delivered more timely/ pembejeo zililetwa kwa wakati	3
d	Farm inputs have improved in quality/ pembejeo zimeboreshwa	4
e	Services are now delivered correctly/ Huduma sasa zinatolewa ipasavyo	5

3.12.14 What specifically do you **LIKE** about “NCHI YA KIJANI” programme?/ **Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha “NCHI YA KIJANI”?**

3.12.15 And what do you **DISLIKE** about “NCHI YA KIJANI” programme?/ **Na ni kipi USICHOKIPENDA kuhusu kipindi cha “NCHI YA KIJANI”?**

3.12.16 In your opinion, what do you think would make “NCHI YA KIJANI” a better programme?/ **Kwa maoni yako, ni nini unafikiri inaweza kufanya kipindi cha “NCHI YA KIJANI” kuwa bora zaidi?**

TBC TAIFA FM/ ABOOD FM

3.13 ASK ONLY IF TBC TAIFA FM/ ABOOD FM RADIO STATION IS LISTENED TO (IF CODE 40 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA TBC TAIFA FM/ ABOOD FM INASIKILIZWA NA MHOJIWA (KAMA KODI 40 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.13.1 **Which of the two stations (TBC TAIFA and ABOOD FM) do you listen to most often?/ Ni redio ipi kati ya hizi mbili (TBC TAIFA NA ABOOD FM) unayoikiliza mara nyingi zaidi?**

ABOOD	1
TBC TAIFA	2

ASK ONLY QUESTIONS ABOUT THE MOST LISTENED TO STATION CHOSEN ABOVE/ ULIZA KUHUSU KITUO KINACHOSIKILIZWA MARA NYINGI KUTOKA HAPO JUU.

3.13.2 How often do you listen to TBC TAIFA FM/ ABOOD FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza TBC TAIFA FM/ ABOOD FM? USIMSOMEE ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.13.3 What specifically do you **LIKE** about TBC TAIFA FM/ ABOOD FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu TBC TAIFA FM/ ABOOD FM?**

3.13.4 And what do you **DISLIKE** about TBC TAIFA FM/ ABOOD FM?/ **Na ni kipi usichokipenda kuhusu TBC TAIFA FM/ ABOOD FM?**

3.13.5 In your opinion, what do you think would make TBC TAIFA FM/ ABOOD FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha radio cha TBC TAIFA FM/ ABOOD FM kuwa bora zaidi?**

3.13.6 Please think about the programmes aired on TBC TAIFA FM/ ABOOD FM. Which programmes aired on TBC TAIFA FM/ ABOOD FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika TBC TAIFA FM/ ABOOD FM. Ni vipindi gani vya TBC TAIFA FM/ ABOOD FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA RADIO.**

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IF “TUIMARISHE USHIRIKA” IS NOT MENTIONED, PLEASE ASK?/ KAMA “TUIMARISHE USHIRIKA” HAKIKUTAJWA, TAFADHALI ULIZA.

3.13.7 Have you listened to the “**TUIMARISHE USHIRIKA**” programme?/ **Je umeshawahi kusikiliza kipindi cha “TUIMARISHE USHIRIKA”?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.14/ RUKA HADI 3.14

3.13.8 Are you aware of the National Agricultural Input Voucher Schemes(NAIVS), programme?/ **Je unafahamu Mfumo wa Kitaifa wa Vocha za Pembejeo za Kilimo?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.13.15/ RUKA HADI 3.13.15

3.13.9 Has the programme “TUIMARISHE USHIRIKA” taught you anything new about NAIVS (National Agricultural Input Voucher Schemes)?/ **Je kipindi cha “TUIMARISHE USHIRIKA” kimekufundisha chochote kuhusiana na Mfumo wa Kitaifa wa Vocha za Pembejeo za Kilimo ?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.13.10/ RUKA HADI 3.13.11

3.13.10 Can you tell me more about what new thing you learned? What was it you heard on “TUIMARISHE USHIRIKA”?/ **Je unaweza kunielezea zaidi kuhusiana na kitu kipya ulichoifunza? Ni kipi ulichokisikia katika “TUIMARISHE USHIRIKA”?**

3.13.11 Have you used any of this new knowledge to access any of these services after hearing about them on the radio?/ **Je umetumia elimu hii mpya kupata huduma yoyote baada ya kusikia kuhusiana nayo kwenye radio?**

Yes/ Ndiyo	1	Please specify services accessed...../ Tafadhali elezea huduma uliyoipata
No/ Hapana	2	

3.13.12 Has anyone in or outside your community taken any action to improve NAIVS services after listening to the TUIMARISHE USHIRIKA programme? **SINGLE RESPONSE/ Je kuna yeyote ndani au nje ya jamii yako ambaye amechukua hatua ya kuboresha huduma za Mfumo wa Kitaifa wa Vocha za Pembejeo za Kilimo baada ya kusikiliza kipindi cha TUIMARISHE USHIRIKA? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.13.15/ RUKA HADI 3.13.15

3.13.13 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI YANARUHUSIWA**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.13.14 In what way were services improved? **MULTIPLE RESPONSE/ Ni kwa njia gani huduma ziliboreshwa? MAJIBU MENGI**

a	Corrupt officials removed/ Viongozi wabadhirifu walitolewa madarakani	1
b	Farm inputs that were not available have become available/ pembejeo ambazo hazikuwepo zilipatikana	2
c	Farm inputs are delivered more timely/ pembejeo zililetwa kwa wakati	3

d	Farm inputs have improved in quality/ pembejeo zimeboreshwa	4
e	Services are now delivered correctly/ Huduma sasa zinatolewa ipasavyo	5

3.13.15 What specifically do you **LIKE** about “TUIMARISHE USHIRIKA” programme?/ Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha “TUIMARISHE USHIRIKA”?

3.13.16 And what do you **DISLIKE** about “TUIMARISHE USHIRIKA” programme?/ Na ni kipi USICHOKIPENDA kuhusu kipindi cha “TUIMARISHE USHIRIKA”?

3.13.17 In your opinion, what do you think would make “TUIMARISHE USHIRIKA” a better programme?/ Kwa maoni yako, ni nini unafikiri inaweza kufanya kipindi cha “TUIMARISHE USHIRIKA” kuwa bora zaidi?

MBEYA HIGHLANDS FM

3.14 ASK ONLY IF MBEYA HIGHLANDS FM RADIO STATION IS LISTENED TO (IF CODE 10 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA MBEYA HIGHLANDS FM INASIKILIZWA NA MHOJIWA (KAMA KODI 10 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.14.1 How often do you listen to MBEYA HIGHLANDS FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza MBEYA HIGHLANDS FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.14.2 What specifically do you **LIKE** about MBEYA HIGHLANDS FM?/ Ni kitu gani Hasa Unachokipenda kuhusu MBEYA HIGHLANDS FM?

3.14.3 And what do you **DISLIKE** about MBEYA HIGHLANDS FM?/ Na ni kipi usichokipenda kuhusu MBEYA HIGHLANDS FM?

3.14.4 In your opinion, what do you think would make MBEYA HIGHLANDS FM a better station?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha MBEYA HIGHLANDS FM kuwa bora zaidi?

3.14.5 Please think about the programmes aired on MBEYA HIGHLANDS FM. Which programmes aired on MBEYA HIGHLANDS FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika MBEYA HIGHLANDS FM. Ni vipindi gani vya MBEYA HIGHLANDS FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NAREDIO.**

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IF “HAKI MAJI” IS NOT MENTIONED, PLEASE ASK?/ KAMA “HAKI MAJI” HAKIKUTAJWA, TAFADHALI ULIZA.

3.14.6 Have you listened to the “HAKI MAJI” programme?/ Je umeshawahi kusikiliza kipindi cha “HAKI MAJI”?

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.15/ RUKA HADI 3.15

3.14.7 In your opinion, does the programme “HAKI MAJI” address relevant water issues in your area?/ Kwa mtazamo wako, je kipindi cha “HAKI MAJI” kinakabili masuala ya maji katika eneo lenu?

Yes/ Ndiyo	1
No/ Hapana	2
Why do you say so?/ Ni kwanini unasema hivyo?	

3.14.8 Have you participated in any of the public meeting discussing these water issues?/ Je ushawahi kushiriki katika mikutano ya hadhara iliyokuwa ikizungumzia masuala ya maji?

Yes/ Ndiyo	1
No/ Hapana	2

3.14.9 What specifically do you **LIKE** about HAKI MAJI programme?/ Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha HAKI MAJI?

3.14.10 And what do you **DISLIKE** about HAKI MAJI programme?/ Na ni kipi USICHOKIPENDA kuhusu kipindi cha HAKI MAJI?

3.14.11 In your opinion, what do you think would make HAKI MAJI a better programme?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha HAKI MAJI kuwa kipindi bora zaidi?

3.14.12 Have you seen concrete action being taken/taking place by mentioned politicians/leaders after the HAKI MAJI programme? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa na wanasiasa tajwa baada ya kipindi cha HAKI MAJI? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.14.15/ RUKA HADI 3.14.15

3.14.13 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.14.14 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	New wells have been constructed/ Visima vipya vimejengwa	1
b	Existing water infrastructure has been repaired/ miundombinu iliyopo ya maji imerekebishwa	2
c	Actions were taken to reduce pollution of water by industry/agriculture/ Hatua zilichukuliwa kupunguza uchafuzi wa mazingira unaofanywa na viwanda/ kilimo	3
d	The community has become more involved in making decisions around water issues/ Jamii imekuwa ikihusika zaidi katika kufanya maamuzi ya masuala ya maji	4
e	Other, please specify/ Nyingine, tafadhali elezea	8

3.14.15 Have you ever personally been inspired to take concrete action over an issue that you have heard on HAKI MAJI? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilolisikia kwenye HAKI MAJI? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.15/ RUKA HADI 3.15

3.14.16 Can you tell me more about the issue that inspired you to take action? What was it you heard about on HAKI MAJI?/ **Je unaweza kunielezea zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kipindi cha HAKI MAJI?**

ORS FM

3.15 ASK ONLY IF ORS FM RADIO STATION IS LISTENED TO (IF CODE 10 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA ORS FM INASIKILIZWA NA MHOJIWA (KAMA KODI 10 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.15.1 How often do you listen to ORS FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza ORS FM? USIMSOME E ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.15.5 Please think about the programmes aired on ORS FM. Which programmes aired on ORS FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika ORS FM. Ni vipindi gani vya ORS FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA REDIO.**

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IF “Programme On Land Rights” IS NOT MENTIONED, PLEASE ASK?/ KAMA “Kipindi kuhusu haki za umilikaji wa ardhi” HAKIKUTAJWA, TAFADHALI ULIZA.

3.15.6 Have you listened to ORS programming that pays attention to land rights?/ **Je umeshawahi kusikiliza kipindi cha ORS kinachozungumzia masuala ya haki za ardhi?**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.16/ RUKA HADI 3.16

3.15.7 Has listening to ORS taught you anything new on land issues/rights?/ **Je kusikiliza vipindi vya ORS vimekufunza kitu kipya kuhusiana na haki za ardhi?**

Yes/ Ndiyo	1	
If yes, Please specify what you had learnt.../ Kama ndiyo tafadhali elezea ni kipi ulichojifunza.		
No/ Hapana	2	

3.15.8 Does this station play a significant role in the discussion around land access in your area?/ **Je kituo hiki kina chukua nafasi kubwa katika mijadala inayohusu masuala ya ardhi katika eneo lenu?**

Yes/ Ndiyo	1
No/ Hapana	2

3.15.9 Why do you say so...../ **Ni kwanini unasema hivyo**

3.15.10 Does this station have a positive influence of the land issues in the region?/ **Je kituo hiki kina mchango/ushawishi unaofaa juu ya masuala ya ardhi katika eneo lenu?**

Yes/ Ndiyo	1
No/ Hapana	2

3.15.11 Why do you say so...../ **Ni kwanini unasema hivyo**

3.15.12 What specifically do you **LIKE** about ORS FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu ORS FM?**

3.15.13 And what do you **DISLIKE** about ORS FM?/ **Na ni kipi usichokipenda kuhusu ORS FM?**

3.15.14 In your opinion, what do you think would make ORS FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha ORS FM kuwa bora zaidi?**

3.15.15 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **ORS FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na ORS FM? JIBU MOJA**

Yes	1	CONTINUE
No	2	SKIP TO 3.15.19

3.15.16 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.15.17 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Walitoa mchango au msaada	1
b	Approached the government regarding the issue/ walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Walianzisha kikundi cha kuwahamasisha au walishawishi wengine kuhusika	3
d	Plans were made around proper land usage/ Mipango kuhusu matumizi yanayaofaa ya ardhi ilifanywa	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari na kutoa maoni yao kuhusu suala hilo	5
f	Resolved a conflict around land issues/ Mgogoro kuhusu suala la ardhi	6

	ulitatuliwa	
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine (elezea)	8

3.15.18 Have you ever personally been inspired to take concrete action over an issue that you have heard on ORS FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilosikia kwenye ORS FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.16/ RUKA HADI 3.16

3.15.19 Can you tell me more about the issue that inspired you to take action? What was it you heard about on ORS FM?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha ORS FM?**

JOGOO FM

3.16 ASK ONLY IF JOGOO FM RADIO STATION IS LISTENED TO (IF CODE 13 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA JOGOO FM INASIKILIZWA NA MHOJIWA (KAMA KODI 13 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.16.1 How often do you listen to JOGOO FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza JOGOO FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.16.2 Please think about the programmes aired on JOGOO FM. Which programmes aired on JOGOO FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika JOGOO FM. Ni vipindi gani vya JOGOO FM unavyovisikiliza zaidi?**

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3.16.3 What specifically do you **LIKE** about JOGOO FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu na JOGOO FM?**

3.16.4 And what do you **DISLIKE** about JOGOO FM?/ **Na ni kipi usichokipenda kuhusu JOGOO FM?**

3.16.5 In your opinion, what do you think would make JOGOO FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha JOGOO FM kuwa bora zaidi?**

3.16.6 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **JOGOO FM? SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa nje au ndani ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na JOGOO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.16.9/ RUKA HADI 3.16.9

3.16.7 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.16.8 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

3.16.9 Have you ever personally been inspired to take concrete action over an issue that you have heard on JOGOO FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilosikia kwenye JOGOO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.17/ RUKA HADI 3.17

3.16.10 Can you tell me more about the issue that inspired you to take action? What was it you heard about on JOGOO FM?/ Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha JOGOO FM?

SENGEREMA FM

3.17 ASK ONLY IF SENGEREMA FM RADIO STATION IS LISTENED TO (IF CODE 10 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA SENGEREMA FM INASIKILIZWA NA MHOJIWA (KAMA KODI 10 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.17.1 How often do you listen to SENGEREMA FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza SENGEREMA FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.17.2 Please think about the programmes aired on SENGEREMA FM. Which programmes aired on SENGEREMA FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika SENGEREMA FM. Ni vipindi gani vya SENGEREMA FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA REDIO.**

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3.17.3 What specifically do you **LIKE** about SENGEREMA FM?/ Ni kitu gani Hasa Unachokipenda kuhusu SENGEREMA FM?

3.17.4 And what do you **DISLIKE** about SENGEREMA FM?/ Na ni kipi usichokipenda kuhusu SENGEREMA FM?

3.17.5 In your opinion, what do you think would make SENGEREMA FM a better station?/ Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha SENGEREMA FM kuwa bora zaidi?

3.17.6 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **SENGEREMA FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa nje au ndani ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na SENGEREMA FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
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No/ Hapana	2	SKIP TO 3.17.9/ RUKA HADI 3.17.9
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3.17.7 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.17.8 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

3.17.9 Have you ever personally been inspired to take concrete action over an issue that you have heard on Sengerema FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua kali juu ya suala ulilosikia kwenye Sengerema FM? Jibu moja**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.18/ RUKA HADI 3.18

3.17.10 Can you tell me more about the issue that inspired you to take action? What was it you heard about on Sengerema FM?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha Sengerema FM?**

KITULO FM

3.18 ASK ONLY IF KITULO FM RADIO STATION IS LISTENED TO (IF CODE 17 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA KITULO FM INASIKILIZWA NA MHOJIWA (KAMA KODI 17 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.18.1 How often do you listen to KITULO FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza KITULO FM? USIMSOME E ORODHA. JIBU MOJA**

1	Daily/ <i>Kila siku</i>
2	Weekly/ <i>Kila wiki</i>
3	At least once a month/ <i>Japo mara moja kwa mwezi</i>
4	Less frequently/ <i>Mara chache</i>
	Other (specify)/ <i>Nyingine (elezea)</i>

3.18.2 Please think about the programmes aired on KITULO FM. Which programmes aired on KITULO FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika KITULO FM. Ni vipindi gani vya KITULO FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA REDIO.**

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3.18.3 What specifically do you **LIKE** about KITULO FM?/ *Ni kitu gani Hasa Unachokipenda kuhusu KITULO FM?*

3.18.4 And what do you **DISLIKE** about KITULO FM?/ *Na ni kipi usichokipenda kuhusu KITULO FM?*

3.18.5 In your opinion, what do you think would make KITULO FM a better station?/ *Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha KITULO FM kuwa bora zaidi?*

3.18.6 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **KITULO FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na KITULO FM? JIBU MOJA**

Yes/ <i>Ndiyo</i>	1	CONTINUE/ ENDELEA
No/ <i>Hapana</i>	2	SKIP TO 3.18.9/ RUKA HADI 3.18.9

3.18.7 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ <i>Serikali</i>	1
Local Government/ <i>Serikali ya mitaa</i>	2
Community Leaders/ <i>Viongozi wa kijamii</i>	3
Members of community/ <i>Wanajamii</i>	4
School Leaders/ <i>Viongozi wa shule</i>	5
Businesses/ <i>Wafanya biashara</i>	6

Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.18.8 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

3.18.9 Have you ever personally been inspired to take concrete action over an issue that you have heard on KITULO FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilosikia kwenye KITULO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.19/ RUKA HADI 3.19

3.18.10 Can you tell me more about the issue that inspired you to take action? What was it you heard about on KITULO FM?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha KITULO FM?**

UPENDO FM

3.19 ASK ONLY IF UPENDO FM RADIO STATION IS LISTENED TO (IF CODE 42 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA UPENDO FM INASIKILIZWA NA MHOJIWA (KAMA KODI 42 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.19.1 How often do you listen to UPENDO FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza UPENDO FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.19.2 Please think about the programmes aired on UPENDO FM. Which programmes aired on UPENDO FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika UPENDO FM. Ni vipindi**

gani vya UPENDO FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NAREDIO.

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3.19.3 What specifically do you **LIKE** about UPENDO FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu UPENDO FM?**

3.19.4 And what do you **DISLIKE** about UPENDO FM?/ **Na ni kipi usichokipenda kuhusu UPENDO FM?**

3.19.5 In your opinion, what do you think would make UPENDO FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha UPENDO FM kuwa bora zaidi?**

3.19.6 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **UPENDO FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na UPENDO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.19.9/ RUKA HADI 3.19.9

3.19.7 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.19.8 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/	3

	Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

3.19.9 Have you ever personally been inspired to take concrete action over an issue that you have heard on UPENDO FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala ulilosikia kwenye UPENDO FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.19.11/ RUKA HADI 3.19.11

3.19.10 Can you tell me more about the issue that inspired you to take action? What was it you heard about on UPENDO FM?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha UPENDO FM?**

3.19.11 In your opinion, which of the following statements do you think best describes UPENDO FM's religious programming. Is UPENDO FM's religious programming./ **Kwa mtazamo wako, ni MAELEZO ipi ambayo inaelezea vizuri zaidi vipindi vya dini vya UPENDO FM. Je vipindi vya dini vya UPENDO FM ni.**

Far too much / Vingi sana	A bit too much / Vingi kiasi	Just the right amount / Viko sawa	Too little/ Vichache sana	Almost none or no/ Kidogo sana au hakuna
5	4	3	2	1

MOSHI FM

3.20 ASK ONLY IF MOSHI FM RADIO STATION IS LISTENED TO (IF CODE 22 IS SELECTED ON 3.1 OR 3.2)/ ULIZA TU KAMA MOSHI FM INASIKILIZWA NA MHOJIWA (KAMA KODI 22 IMECHAGULIWA KATIKA 3.1 AU 3.2)

3.20.1 How often do you listen to MOSHI FM Radio Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unasikiliza MOSHI FM? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

3.20.2 Please think about the programmes aired on MOSHI FM. Which programmes aired on MOSHI FM do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika MOSHI FM. Ni vipindi gani vya MOSHI FM unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA REDIO.**

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3.20.3 What specifically do you **LIKE** about MOSHI FM?/ **Ni kitu gani Hasa Unachokipenda kuhusu MOSHI FM?**

3.20.4 And what do you **DISLIKE** about MOSHI FM?/ **Na ni kipi usichokipenda kuhusu MOSHI FM?**

3.20.5 In your opinion, what do you think would make MOSHI FM a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha redio cha MOSHI FM kuwa bora zaidi?**

3.20.6 Have you seen concrete action being taken/taking place in or outside of your community after listening to programmes aired on **MOSHI FM**? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kusikiliza vipindi vinavyorushwa na MOSHI FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 3.20.9/ RUKA HADI 3.20.9

3.20.7 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

3.20.8 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/	3

	Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

3.20.9 Have you ever personally been inspired to take concrete action over an issue that you have heard on MOSHI FM? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua kali juu ya suala ulilosikia kwenye MOSHI FM? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO SECTION 4./ RUKA HADI SECTION 4

3.20.10 Can you tell me more about the issue that inspired you to take action? What was it you heard about on MOSHI FM?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokisikia kwenye kituo cha MOSHI FM?**

SECTION 4 – TARGET TV PROGRAMME USAGE AND PERCEPTION

4.0 **ASK ONLY IF TELEVISION USED IN 1.1a (IF CODES 1-5 SELECTED).**

4.1 Which of the following TANZANIAN television stations have you watched in the last one month?. **MULTIPLE RESPONSE/ Ni vituo gani vya televisheni vya KITANZANIA ulivyovitazama katika mwezi mmoja uliyopita?**

4.2 Which ONE TANZANIAN television station do you watch MOST OFTEN? **SINGLE RESPONSE/ Ni kituo gani KIMOJA CHA KITANZANIA cha televisheni unachokitazama mara nyingi zaidi? JIBU MOJA**

	4.1 Last one Month/ Mwezi mmoja uliyopita	4.2 Most Often/ Mara nyingi zaidi
ABOOD TV	1	1
CHANNEL 10	2	2
CLOUDS TV	3	3
DTV	4	4
EATV	5	5
ITV	6	6
IMTV (IRINGA MUNICIPAL TV)	7	7
MLIMANI TV	8	8
STAR TV	9	9
TANGA TV	10	10
TBC1 TV	11	11
TV ZANIZIBAR	12	12

Other (Please specify)/ Nyingine (elezea)	13	13
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ASK ONLY IF TELEVISION USED IN 1.1a (IF CODES 1-5 SELECTED). / ULIZA TU KAMA TELEVISHENI WANAZOTUMIA NI 1.1a (KAMA KODI 1-5 ZIMECHAGULIWA)

4.3 In your opinion, does **(INSERT ALL TELEVISION STATIONS FROM 2.7.1)** give coverage to the following issues? **SINGLE RESPONSE. SCALE SHOWCARD. ROTATE STARTING POINT/ Kwa mtazamo wako, je (INGIZA VITUO VYOTE VYA TV KUTOKA 2.7.1) inatoa matangazo juu ya masuala haya? JIBU MOJA. ONYESHA KADI. ZUNGUSHA SEHEMU YA KUENZIA**

INSERT MEDIA OUTLET/ INGIZA TELEVISHENI	<u>Duties of politicians/ Majukumu ya wanasiasa</u>	<u>Disabilities/ Ulemavu</u>	<u>Land and agriculture/ Ardhi na Kilimo</u>	<u>Human rights/ Haki za binadamu</u>	<u>Road safety and transport/ Barabara usalama na usafirishaji</u>	<u>Governance and accountability/ Utawala na uwajibikaji</u>	<u>Citizen involvement/ Kushirikishwa kwa wananchi</u>	<u>Public service delivery/ Utoaji huduma kwa umma</u>	<u>Corruption / Rushwa</u>	<u>Gender Based Violence/ Ukatili wa kijinsia</u>	<u>Water/ Maji</u>	<u>Maternal Health/ Afya ya uzazi</u>	<u>Drug Abuse/ Utumiaji wa madaawa ya kulewya</u>	<u>Education/ Elimu</u>	<u>Other(specify)/ Nyingine (elezea)</u>

4.4 **ASK ONLY IF TV STATION IS WATCHED IN 1.1b (IF CODES 1-5 SELECTED). In your opinion, (INSERT ALL TV STATIONS WATCHED IN PAST MONTH FROM 4.1) has? SINGLE RESPONSE/ ULIZA TU KAMA KITUO CHA TV KINATAZAMWA KATIKA 1.1b (KAMA KODI 1-5 ZIMECHAGULIWA). Kwa mtazamo wako, (INGIZA VITUO VYOTE VYA TV VILIVYOTAZAMWA KUTOKA 4.1) vime? JIBU MOJA**

INSERT TV/ INGIZA TELEVISHENI	a. Improved in quality of programming/imek uwa bora zaidi	b. Remained the same/ imebaki vilevile	c. deteriorated in quality of programming/ubora umepungua	d. Don't know / Sijui

4.5 **ASK ONLY IF TELEVISION USED IN 1.1a (IF CODES 1-5 SELECTED).** Which of the following statements do you think best describes **(INSERT ALL TELEVISION STATIONS VIEWED IN PAST MONTH FROM 4.1)? MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZA TU KAMA KITUO CHA TV KILICHOTUMIKA KATIKA 1.1a (KAMA KODI 1-5 ZIMECHAGULIWA).** Ni zipi kati ya MAELEZO zifuatazo zinaelezea vizuri (INGIZA VITUO VYOTE VYA TV VILIVYOTAZAMWA MWEZI ULIYOPITA KUTOKA 4.1)? MAJIBU MENGI YANARUHUSIWA. ZUNGUSHA SEHEMU YA KUANZIA.

INSERT TV STATION/ INGIZA KITUO	Is an important source of information/ Ni chanzo muhimu cha habari	Brings me something different than other TV stations/ Inanipa kitu tofauti ukilinganisha na TV zingine	Provides in-Depth Analysis/ Hutoa uchambuzi wa kina	Has value adding information/ Ina taarifa zenye thamani zaidi	Is Investigative/ inafanya uchunguzi	Has diverse content/ Ina taarifa mbalimbali	Is appreciated by viewers/ inakubalika na watazamaji wake	Is of good quality/ ina ubora zaidi	Has wide coverage/reach/ Inafika eneo kubwa	Is relevant to me/ Tanzania society/ inanifaa mimi/ jamii ya Tanzania	Other (Specify)...../ Nyingine (elezea)

4.6 **ASK FOR ALL TV STATIONS USED IN 1.1a (IF CODES 1-5 SELECTED).** What makes this **(INSERT ALL USED TV STATIONS FROM 4.1)** stand out from the rest? **MULTIPLE RESPONSE. ROTATE STARTING POINT/ ULIZIA VITUO VYOTE VYA TV VINAVYOTUMIKA KATIKA 1.1a (KAMA KODI 1-5 ZIMECHAGULIWA).** Ni kipi kinachofanya kituo hiki (INGIZA VITUO VYOTE KUTOKA KATIKA 4.1) kiwe bora kuliko vingine? MAJIBU MENGI ZUNGUSHA SEHEMU YA KUANZIA.

TV Station/ Kituo cha Televisheni	Reason for standing out/ Sababu ya kuwa imara zaidi ya vituo vingine

STAR TV

4.7 ASK ONLY IF STAR TV STATION IS WATCHED TO (IF CODE 9 IS SELECTED ON 4.1 OR 4.2)/ ULIZA TU KAMA STAR TV INATIZAMWA NA MHOJIWA (KAMA KODI 9 IMECHAGULIWA KATIKA 4.1 AU 4.2)

4.7.1 How often do you watch STAR TV Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unatazama STAR TV? USIMSOMEE ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

4.7.2 What specifically do you **LIKE** about STAR TV?/ **Ni kitu gani Hasa Unachokipenda kuhusu STAR TV?**

4.7.3 And what do you **DISLIKE** about STAR TV?/ **Na ni kipi usichokipenda kuhusu STAR TV?**

4.7.4 In your opinion, what do you think would make STAR TV a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha televisheni cha STAR TV kuwa bora zaidi?**

4.7.5 Please think about the programmes aired on STAR TV. Which programmes aired on STAR TV do you mainly watch?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika STAR TV. Ni vipindi gani vya STAR TV unavyovitazama zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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IF "PIKABOM" IS NOT MENTIONED, PLEASE ASK?/ KAMA "PIKABOM" HAKIKUTAJWA, TAFADHALI ULIZA.

4.7.6 Have you watched to the **"PIKABOM"** programme?/ **Je umeshawahi kutizama kipindi cha "PIKABOM"**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.8/ RUKA HADI 4.8

4.7.7 What specifically do you **LIKE** about Pikabom Puppet Show?/ **Ni kitu gani Hasa UNACHOKIPENDA** kuhusu kipindi cha Pikabom Puppet Show?

4.7.8 And what do you **DISLIKE** about Pikabom Puppet Show **Na ni kipi USICHOKIPENDA** kuhusu kipindi cha Pikabom Puppet Show?

4.7.9 In your opinion, what do you think would make Pikabom Puppet Show a better programme?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya** kipindi cha Pikabom Puppet Show kuwa bora zaidi?

4.7.10 Have you seen concrete action being taken/taking place in or outside of your community after watching Pikabom Show? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa nje au ndani ya jamii yako baada ya kutizama** kipindi cha Pikabom? **JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.7.13/ RUKA HADI 4.7.13

4.7.11 Who was it that took action? **MULTIPLE RESPONSE/ Ni nani ambaye aliyechukua hatua? MAJIBU MENGI**

Government/ Serikali	1
Local Government/ Serikali ya mitaa	2
Community Leaders/ Viongozi wa kijamii	3
Members of community/ Wanajamii	4
School Leaders/ Viongozi wa shule	5
Businesses/ Wafanya biashara	6
Non-profit organizations (NGOs)/ Mashirika yasiyo ya kiserikali	7
Other (please specify)/ Nyingine (elezea)	8

4.7.12 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

4.7.13 Have you ever personally been inspired to take concrete action over an issue that you watched on Pikabom Puppet Show? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliloliona kwenye kipindi cha Pikabom Puppet Show? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.7.15/ RUKA HADI 4.7.15

4.7.14 Can you tell me more about the issue that inspired you to take action? What was it you watched about on PIKABOM PUPPET SHOW?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokiona kwenye kipindi cha PIKABOM PUPPET SHOW?**

4.7.15 In your opinion, which of the following statements on the “Pikabom Puppet Show” programme do you agree with?/ **Kwa mtazamo wako ni MAELEZO yapi kati ya yafuatayo kuhusu kipindi cha “Pikabom Puppet Show” unayokubaliana nayo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a) Pikabom addresses serious issues, and is not just entertainment/ Pikabom inaelezea mambo muhimu, na sio burudani pekeake		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make public officials/leaders take responsibility/ Ni njia nzuri ya kufanya viongozi wawajibike		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on these public officials/leaders in terms of being re-/appointed/ elected/ keeping their jobs/ Vipindi kama hiki vinaweza kuchangia viongozi kuchanguliwa au kutochanguliwa tena		
If NO, Give reason/ Kama HAPANA, toa sababu			

CHANNEL 10 TV

4.8 ASK ONLY IF CHANNEL 10 STATION IS WATCHED TO (IF CODE 9 IS SELECTED ON 4.1 OR 4.2)/ ULIZA TU KAMA CHANNEL 10 INATIZAMWA NA MHOJIWA (KAMA KODI 9 IMECHAGULIWA KATIKA 4.1 AU 4.2)

4.8.1 How often do you watch CHANNEL 10 TV Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unatizama CHANNEL 10? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

4.8.2 What specifically do you **LIKE** about CHANNEL 10?/ **Ni kitu gani Hasa Unachokipenda kuhusu CHANNEL 10?**

4.8.3 And what do you **DISLIKE** about CHANNEL 10?/ **Na ni kipi usichokipenda kuhusu CHANNEL 10?**

4.8.4 In your opinion, what do you think would make CHANNEL 10 a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha televisheni cha CHANNEL 10 kuwa bora zaidi?**

4.8.5 Please think about the programmes aired on CHANNEL 10. Which programmes aired on CHANNEL 10 do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika CHANNEL 10. Ni vipindi gani vya CHANNEL 10 unavyovisikiliza zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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IF "NCHI YETU" IS NOT MENTIONED, PLEASE ASK?/ KAMA "NCHI YETU" HAKIKUTAJWA, TAFADHALI ULIZA.

4.8.6 Have you watched to the **"NCHI YETU"** programme?/ **Je umeshawahi kutizama kipindi cha "NCHI YETU"**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.9/ RUKA HADI 4.9

4.8.7 What specifically do you **LIKE** about NCHI YETU?/ **Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha NCHI YETU?**

4.8.8 And what do you **DISLIKE** about NCHI YETU **Na ni kipi USICHOKIPENDA kuhusu kipindi cha NCHI YETU?**

4.8.9 In your opinion, what do you think would make NCHI YETU a better programme?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha NCHI YETU kuwa bora zaidi?**

4.8.10 Have you seen concrete action being taken/taking place in or outside of your community after the NCHI YETU programme has been aired? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa nje au ndani ya jamii yako baada ya kutizama vipindi vya NCHI YETU? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.8.12/ RUKA HADI 4.8.12

4.8.11 What action was taken/has taken place? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa? MAJIBU MENGI**

a	Offered a donation or another form of assistance/ Kulitolewa mchango au aina nyingine ya msaada	1
b	Approached the government regarding the issue/ Walikabili serikali kuhusu suala hilo	2
c	Started a lobby group or encouraged others to get involved/take action/ Kilianzishwa kikundi cha kuwahamasisha au waliwashawishi wengine kuhusika	3
d	Changed their lifestyle/practice/ walibadili mfumo wa maisha/vitendo	4
e	Telephoned the programme/media house to share their opinion on an issue/ Walipiga simu kituo cha habari i na kutoa maoni yao kuhusu na suala hilo	5
f	Educated the people they knew about the issue/ Walielimisha watu wanaowajua kuhusu na suala hilo	6
g	Improved public service delivery/ Utoaji huduma kwa umma uliboreshwa	7
h	Other, please specify/ Nyingine, elezea	8

4.8.12 Have you ever personally been inspired to take concrete action over an issue that you watched on NCHI YETU? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliloliona kwenye kipindi cha NCHI YETU? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.9/ RUKA HADI 4.9

4.8.13 Can you tell me more about the issue that inspired you to take action? What was it you watched about on NCHI YETU?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokiona kwenye NCHI YETU? /**

4.8.14 In your opinion, which of the following statements on the “NCHI YETU” programme do you agree with? / **Kwa mtazamo wako ni MAELEZO yapi kati yafuatazo kutoka kipindi cha “NCHI YETU” unayokubaliana nayo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a	Nchi Yetu addresses issues that are very relevant to Tanzanian society/ Kipindi cha Nchi yetu inajadili mambo yanayoendana na jamii ya kitanzania		
If NO, Give reason/ Kama HAPANA, toa sababu			
b	This a good way to make public officials/leaders take responsibility/ Hii ni njia nzuri ya kufanya viongozi wa kisiasa kutekeleza majukumu yao		
If NO, Give reason/ Kama HAPANA, toa sababu			
c	Programme like this can have an effect on improvement of services to citizens/ Vipindi kama hivi vinasaidia kuboresha huduma kwa wananchi		
If NO, Give reason/ Kama HAPANA, toa sababu			

EATV

4.9 ASK ONLY IF EATV STATION IS WATCHED TO (IF CODE 9 IS SELECTED ON 4.1 OR 4.2)/ ULIZA TU KAMA EATV INATIZAMWA NA MHOJIWA (KAMA KODI 9 IMECHAGULIWA KATIKA 4.1 AU 4.2)

4.9.1 How often do you watch EATV TV Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unatizama EATV? USIMSOMEE ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

4.9.2 What specifically do you **LIKE** about EATV?/ **Ni kitu gani Hasa Unachokipenda kuhusu EATV?**

4.9.3 And what do you **DISLIKE** about EATV?/ **Na ni kipi usichokipenda kuhusu EATV?**

4.9.4 In your opinion, what do you think would make EATV a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya EATV kuwa ni kituo bora zaidi cha televisheni ?**

4.9.5 Please think about the programmes aired on EATV. Which programmes aired on EATV do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika EATV. Ni vipindi gani vya EATV unavyovitazama zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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IF “WANAWAKE LIVE SHOW” IS NOT MENTIONED, PLEASE ASK?/ KAMA “WANAWAKE LIVE SHOW” HAKIKUTAJWA, TAFADHALI ULIZA.

4.9.6 Have you watched to the “**WANAWAKE LIVE SHOW**” programme?/ **Je umeshawahi kutizama kipindi cha “WANAWAKE LIVE SHOW”**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.10/ RUKA HADI 4.10

4.9.7 How would you describe the **WANAWAKE LIVE SHOW** programmes over time? The Programmes have...../ **Je unaweza kuelezea vipi vipindi vya WANAWAKE LIVE SHOW kulingana na muda unavyoenda? Vipindi vime**

1	Deteriorated in quality/ ubora umeshuka
2	Remained of the same quality/ imebaki vilevile
3	Improved in quality/ imekuwa bora zaidi
4	Included more issues (/) lina masuala mengi zaidi

5	Other (Specify).../ Nyingine (elezea)
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4.9.8 What specifically do you **LIKE** about WANAWAKE LIVE SHOW?/ **Ni kitu gani Hasa UNACHOKIPENDA kuhusu kipindi cha WANAWAKE LIVE SHOW?**

4.9.9 And what do you **DISLIKE** about WANAWAKE LIVE SHOW **Na ni kipi USICHOKIPENDA kuhusu kipindi cha WANAWAKE LIVE SHOW?**

4.9.10 In your opinion, what do you think would make WANAWAKE LIVE SHOWa better programme?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kipindi cha WANAWAKE LIVE SHOW kuwa bora zaidi?**

4.9.11 Have you watched the gender based violence (GBV) episodes on the WANAWAKE LIVE SHOW? **SINGLE RESPONSE/ Je umeona vipindi vya ukatili wa kijinsia kwenye WANAWAKE LIVE SHOW? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/Endelea
No/ Hapana	2	SKIP TO 4.10/ Ruka hadi 4.10

4.9.12 Have you seen concrete action being taken/taking place in or outside of your community after the gender based violence episodes have been aired on the WANAWAKE LIVE SHOW? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kutizama kipindi cha WANAWAKE LIVE SHOW? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.9.14/ RUKA HADI 4.9.14

4.9.13 What action was taken/has taken place from the GBV episodes? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa kutokana na vipindi hivyo vya ukatili wa kijinsia? MAJIBU MENGI**

a	Awareness of Gender Based Violence (GBV) issues has increased/ Uelewa wa masuala ya ukatili wa kijinsia umeongezeka	1
b	GBV episodes have made people think differently about GBV issues/ Vipindi vya ukatili wa kijinsia vimefanya watu wafikirie tofauti kuhusiana na masuala hayo	2
c	Citizens have increased participation in dealing with GBV issues/ Wananchi wameongeza ushiriki wao katika kukabiliana na masuala yanayohusiana na mambo ya ukatili wa kijinsia	3
d	GBV is now viewed on a broader context/ Ukatili wa kijinsia kwa sasa inatizamwa katika wigo mpana	4
e	Victims of GBV have been assisted/ Wahanga wa ukatili wa kijinsia wamekuwa wakisaidiwa	5
f	Other, please specify/ Nyingine (elezea)	6

4.9.14 Have you ever personally been inspired to take concrete action over an issue that you watched on WANAWAKE LIVE SHOW? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliloliona kwenye kipindi cha WANAWAKE LIVE SHOW? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.10/ RUKA HADI 4.10

4.9.15 Can you tell me more about the issue that inspired you to take action? What was it you watched about on WANAWAKE LIVE SHOW?/ **Je unaweza kunieleza zaidi kuhusu sualalilikuhamasisha kuchukua hatua? Ni kipi ulichokiona kwenye kipindi cha WANAWAKE LIVE SHOW?**

4.9.16 In your opinion, which of the following statements on the “WANAWAKE LIVE SHOW” programme do you agree with?/ **Kwa mtazamo wako ni MAELEZO yapi kati ya yafuatayo kutokana na kipindi cha “WANAWAKE LIVE SHOW” unayokubaliana nayo?**

	STATEMENT/ MAELEZO	YES / NDIYO	NO/ HAPANA
a	WANAWAKE LIVE SHOW is a programme for women only/ WANAWAKE LIVE SHOW ni kipindi cha wanawake pekeyao Why do you say so?/ Ni kwanini unasema hivyo?		
b	WANAWAKE LIVE SHOW programme is an informative programme that goes beyond entertainment to highlight serious issues. / WANAWAKE LIVE SHOW ni kipindi chenye taarifa nyingi ambazo zinavuka mipaka ya burudani na huwa ina angazia mambo nyeti. Why do you say so?/ Ni kwanini unasema hivyo?		
c	The programme presents a good platform to address gender based violence/ Kipindi hutoa jukwaa muhimu ili kupambana na masuala ya ukatili wa kijinsia Why do you say so?/ Ni kwanini unasema hivyo?		

IRINGA MUNICIPAL TV

4.10 ASK ONLY IF IRINGA MUNICIPAL TV STATION IS WATCHED TO (IF CODE 7 IS SELECTED ON 4.1 OR 4.2)/ ULIZA TU KAMA IRINGA MUNICIPAL TV INATIZAMWA NA MHOJIWA (KAMA KODI 7 IMECHAGULIWA KATIKA 4.1 AU 4.2)

4.10.1 How often do you watch IRINGA MUNICIPAL TV Station? **DO NOT READ LIST. SINGLE RESPONSE/ Ni kwa kiasi gani unatizama IRINGA MUNICIPAL TV? USIMSOME ORODHA. JIBU MOJA**

1	Daily/ Kila siku
2	Weekly/ Kila wiki
3	At least once a month/ Japo mara moja kwa mwezi
4	Less frequently/ Mara chache
	Other (specify)/ Nyingine (elezea)

4.10.2 What specifically do you **LIKE** about IRINGA MUNICIPAL TV?/ **Ni kitu gani Hasa Unachokipenda kuhusu IRINGA MUNICIPAL TV?**

4.10.3 And what do you **DISLIKE** about IRINGA MUNICIPAL TV?/ **Na ni kipi usichokipenda kuhusu IRINGA MUNICIPAL TV?**

4.10.4 In your opinion, what do you think would make IRINGA MUNICIPAL TV a better station?/ **Kwa mtazamo wako, ni nini unafikiri inaweza kufanya kituo cha televisheni cha IRINGA MUNICIPAL TV kuwa bora zaidi?**

4.10.5 Please think about the programmes aired on IRINGA MUNICIPAL TV. Which programmes aired on IRINGA MUNICIPAL TV do you mainly listen to?. **LIST THE FIVE MAJOR PROGRAMMES AIRED ON THE STATION/ Tafadhali fikiria kuhusiana na vipindi vinavyorushwa katika IRINGA MUNICIPAL TV. Ni vipindi gani vya IRINGA MUNICIPAL TV unavyovitazama zaidi? ORODHESHA VIPINDI VITANO VINAVYORUSHWA NA KITUO.**

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4.10.6 Have you seen any programmes on gender based violence (GBV) on IMTV? **SINGLE RESPONSE/ Je umeona kipindi chochote kuhusu na ukatili wa kijinsia kwenye IMTV? JIBU MOJA**

Yes/ Ndiyo	1
No/ Hapana	2

4.10.7 Have you seen concrete action being taken/taking place in or outside of your community after the gender based violence episodes have been aired on IMTV? **SINGLE RESPONSE/ Je ushaona hatua stahiki zikichukuliwa ndani au nje ya jamii yako baada ya kutizama vipindi vya ukatili wa kijinsia vinavyorushwa KWENYE IMTV? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	SKIP TO 4.10.9/ RUKA HADI 4.10.9

4.10.8 What action was taken/has taken place from the GBV episodes? **MULTIPLE RESPONSE/ Ni hatua gani iliyochukuliwa kutokana na vipindi vya ukatili wa kijinsia? MAJIBU MENGI**

A	Awareness of Gender Based Violence (GBV) issues has increased/ Uelewa wa masuala ya ukatili wa kijinsia umeongezeka	1
B	GBV episodes have made people think differently about GBV issues/ Vipindi vya ukatili wa kijinsia vimefanya watu wafikirie tofauti kuhusiana na masuala ya ukatili wa kijinsia	2
C	Citizens have increased participation in dealing with GBV issues/ Wananchi wameongeza ushiriki wao katika kukabaliana na masuala	3

	yanayohusiana na mambo ya ukatili wa kijinsia	
D	GBV is now viewed on a broader context/ Ukatili wa kijinsia kwa sasa inatizamwa katika wigo mpana	4
E	Victims of GBV have been assisted/ Wahanga wa ukatili wa kijinsia wamekuwa wakisaidiwa	5
F	Other, please specify/ Nyingine (elezea)	6

4.10.9 Have you ever personally been inspired to take concrete action over an issue that you watched on IMTV? **SINGLE RESPONSE/ Je umeshawahi kuhamasishwa kuchukua hatua stahiki juu ya suala uliloliona kwenye vipindi vya IMTV? JIBU MOJA**

Yes/ Ndiyo	1	CONTINUE/ ENDELEA
No/ Hapana	2	END/ TAMATISHA

4.10.10 Can you tell me more about the issue that inspired you to take action? What was it you watched about on IMTV?/ **Je unaweza kunieleza zaidi kuhusu suala lililokuhamasisha kuchukua hatua? Ni kipi ulichokiona kwenye IMTV?**

THANK RESPONDENT AND CLOSE INTERVIEW/ MSHUKURU MHOJIWA FUNGA MAHOJIANO