

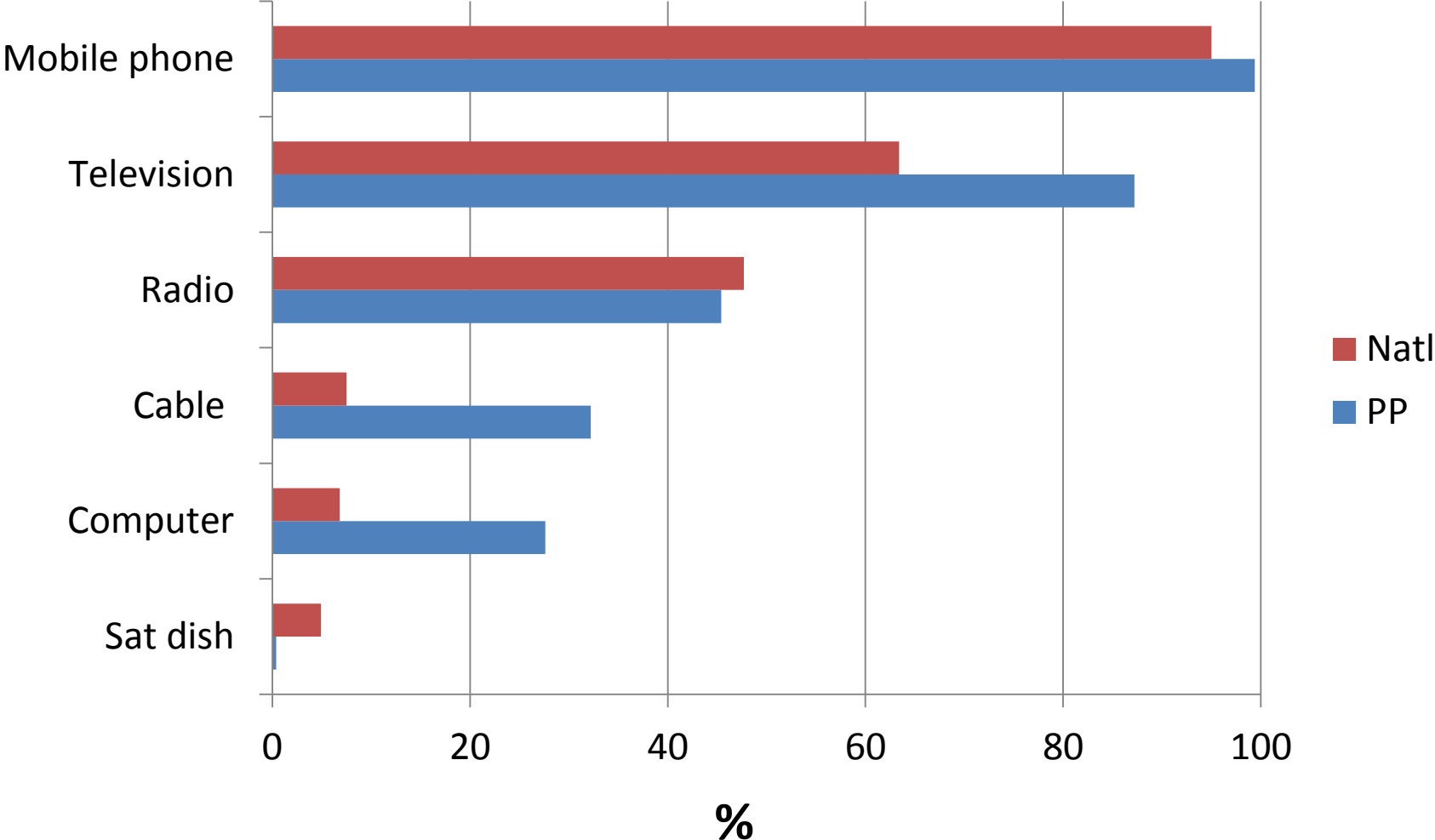
# **Some audience research data on shortwave ownership and use**

Kim Andrew Elliott  
IBB Office of Research

# Cambodia 2011

## Ownership of media devices

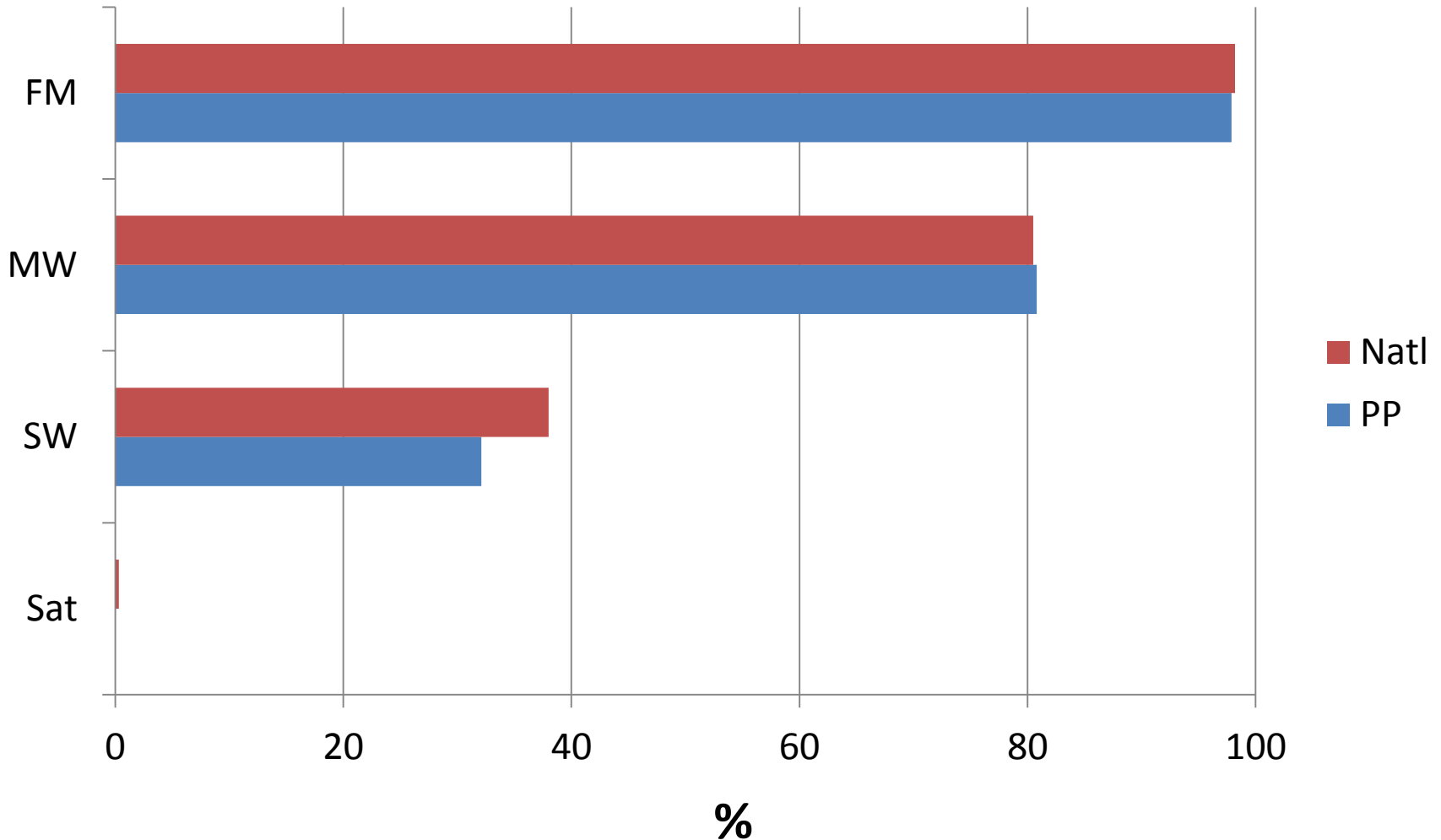
N-2005



# Cambodia 2011

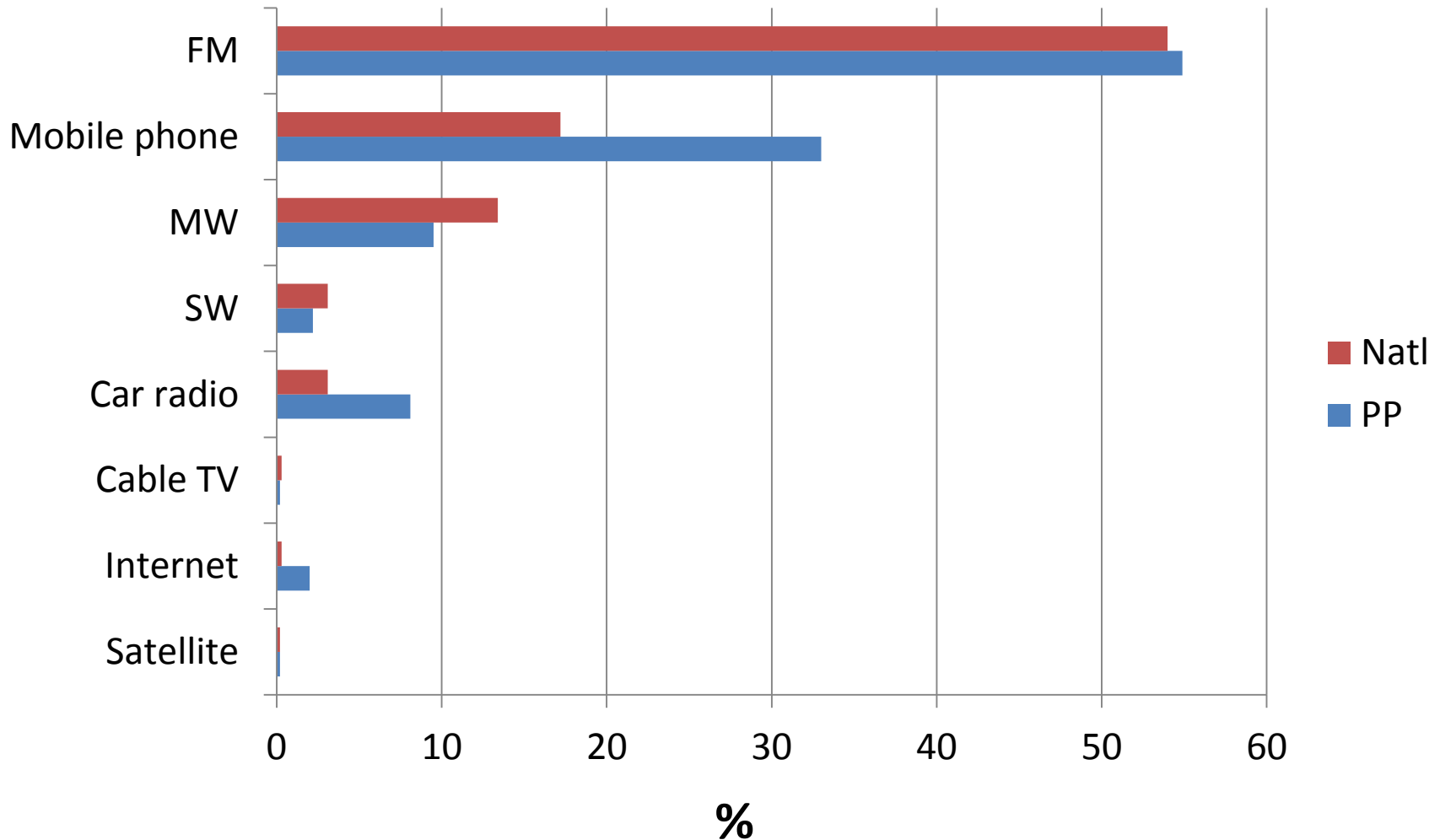
## Wavebands on radios

Base: 942/234 who have radio in home



# Cambodia 2011

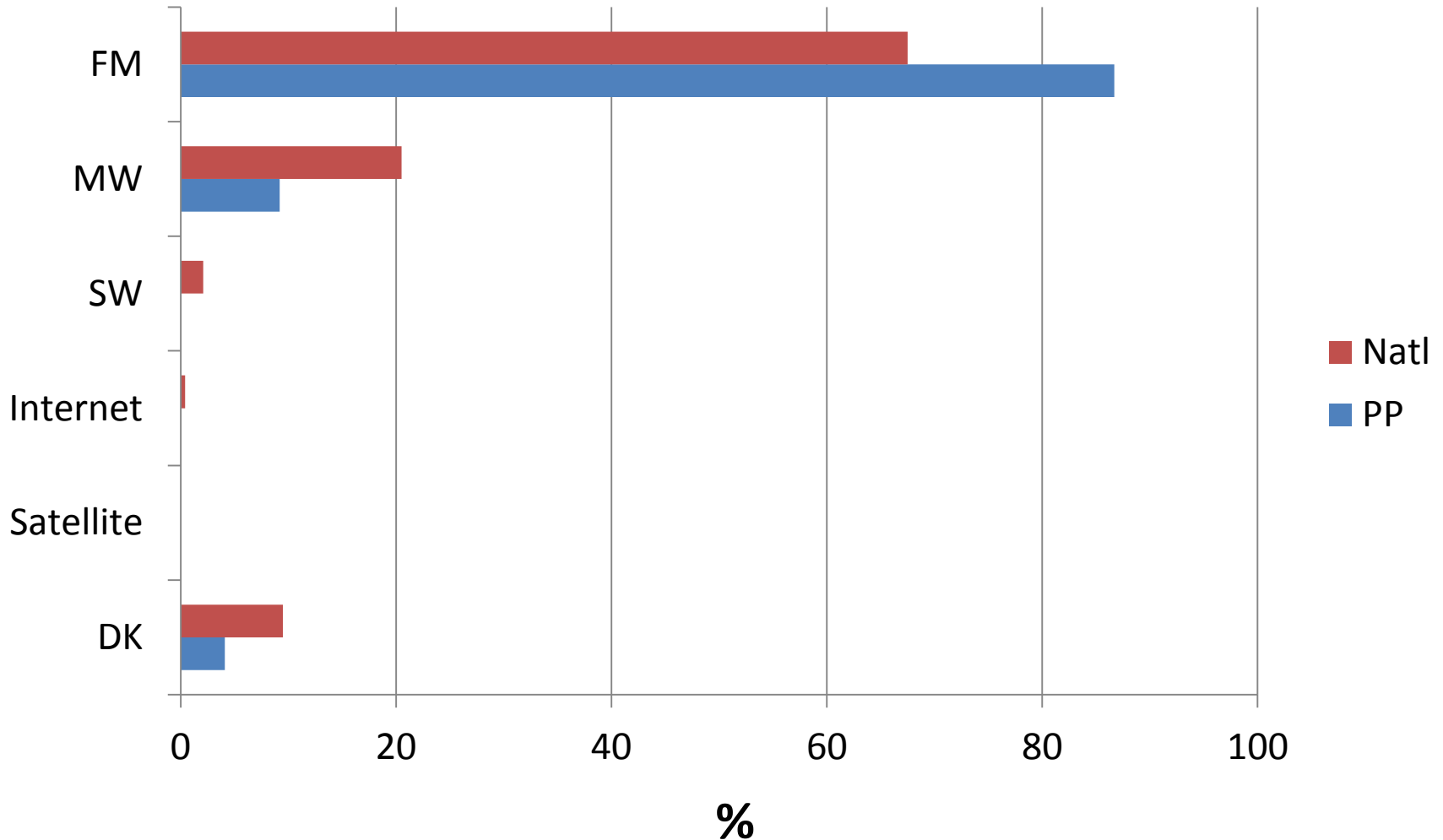
## Past-week methods of receiving radio



# Cambodia 2011

## Methods of listening to VOA

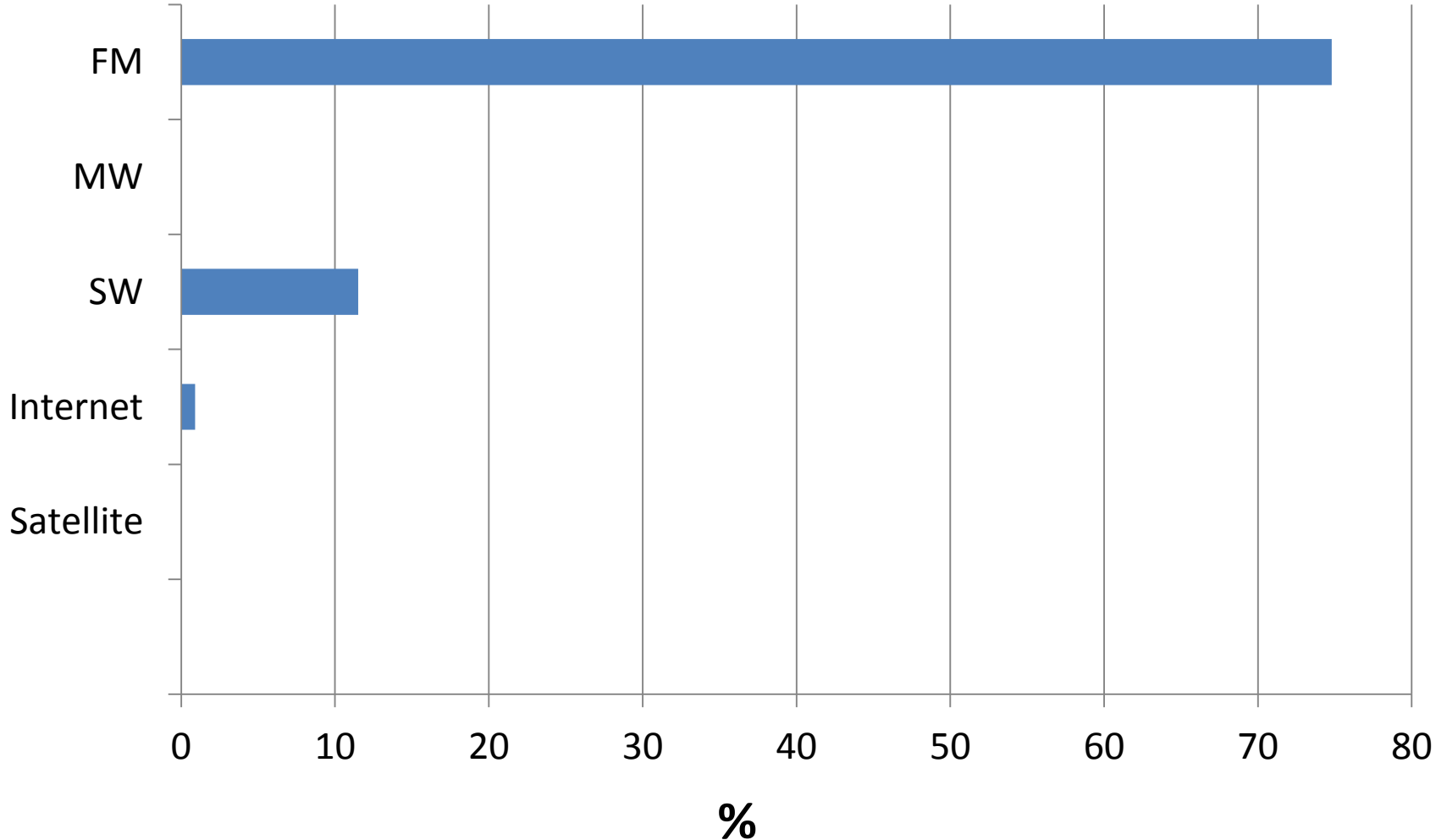
Base: 777/218 past-year VOA Khmer listeners



# Cambodia 2011

## Methods of listening to RFA

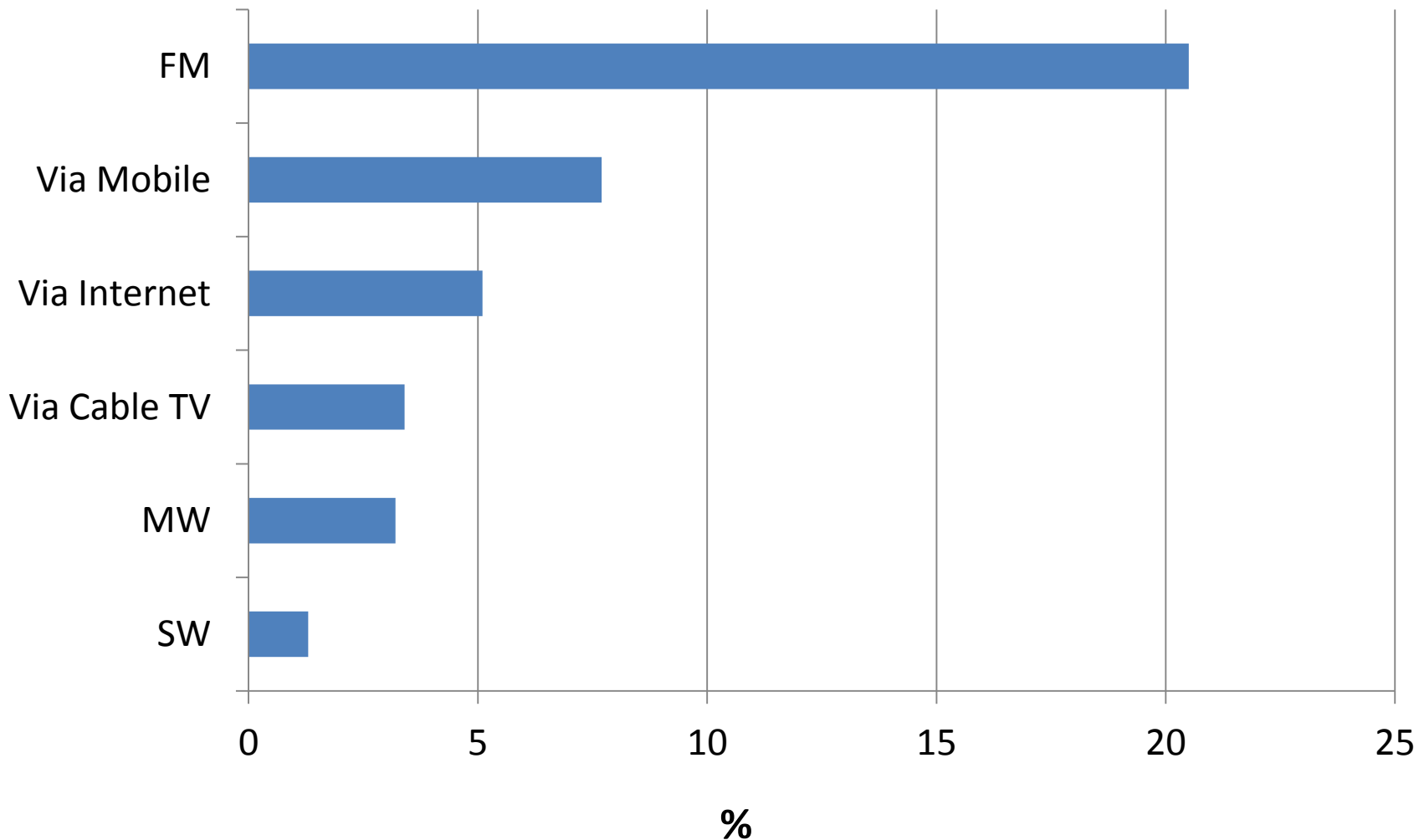
Base: Past-year RFA Khmer listeners



# Guangdong 2011

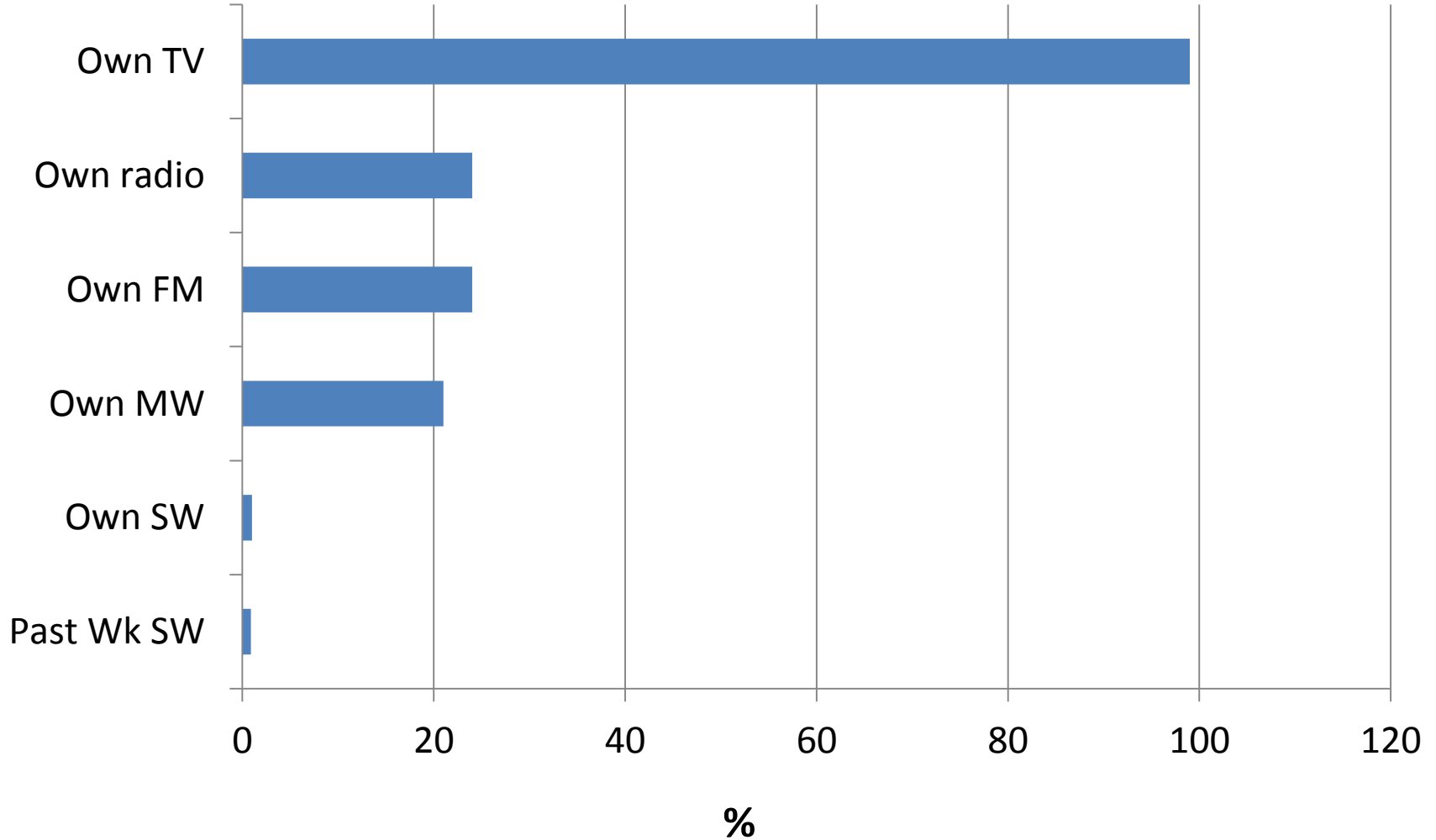
## Past-Week Radio Listening by Waveband

Base: All in sample (N=1078)



# Vietnam 2010/2011

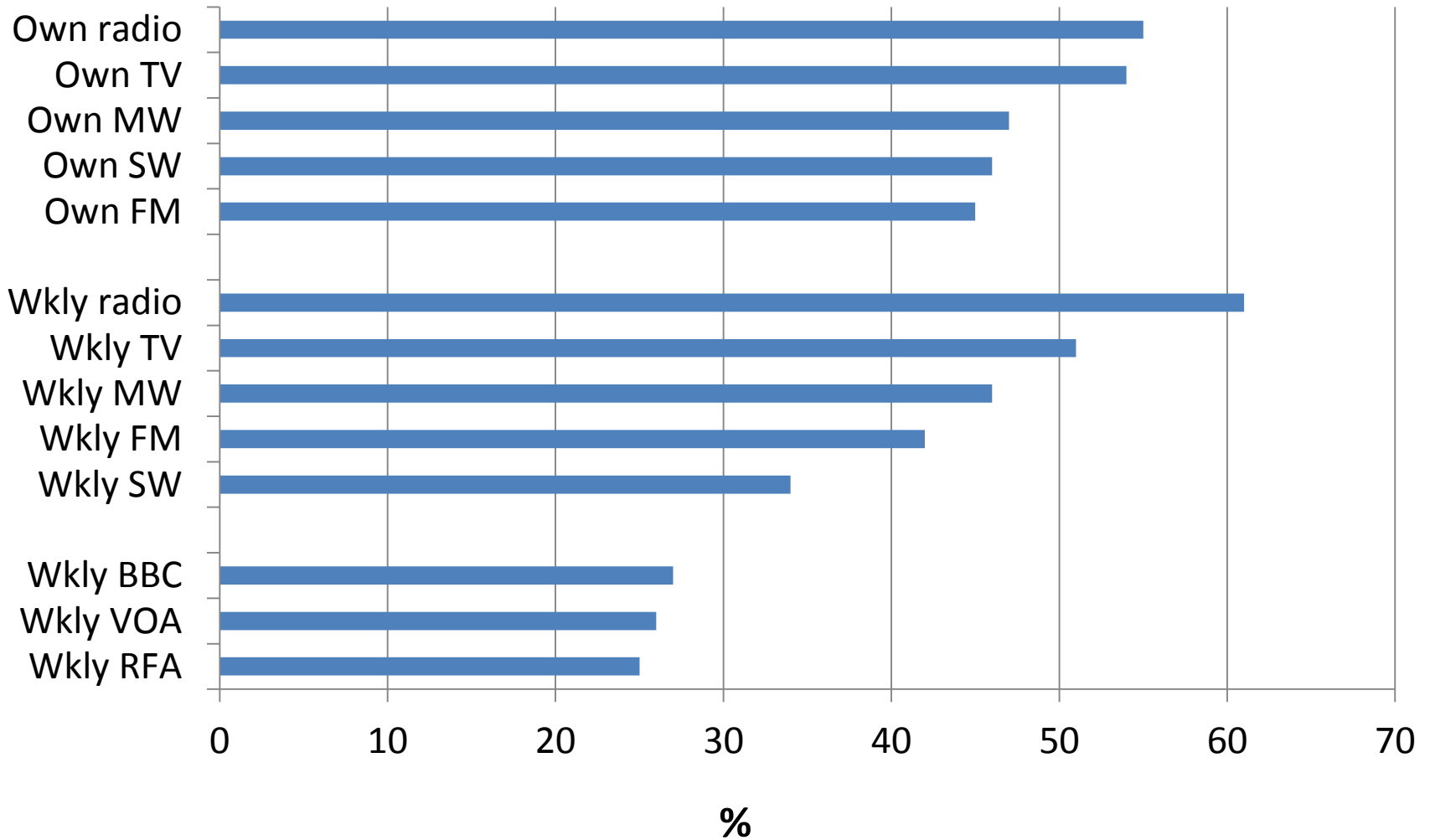
Base: All in Sample (N=5000)





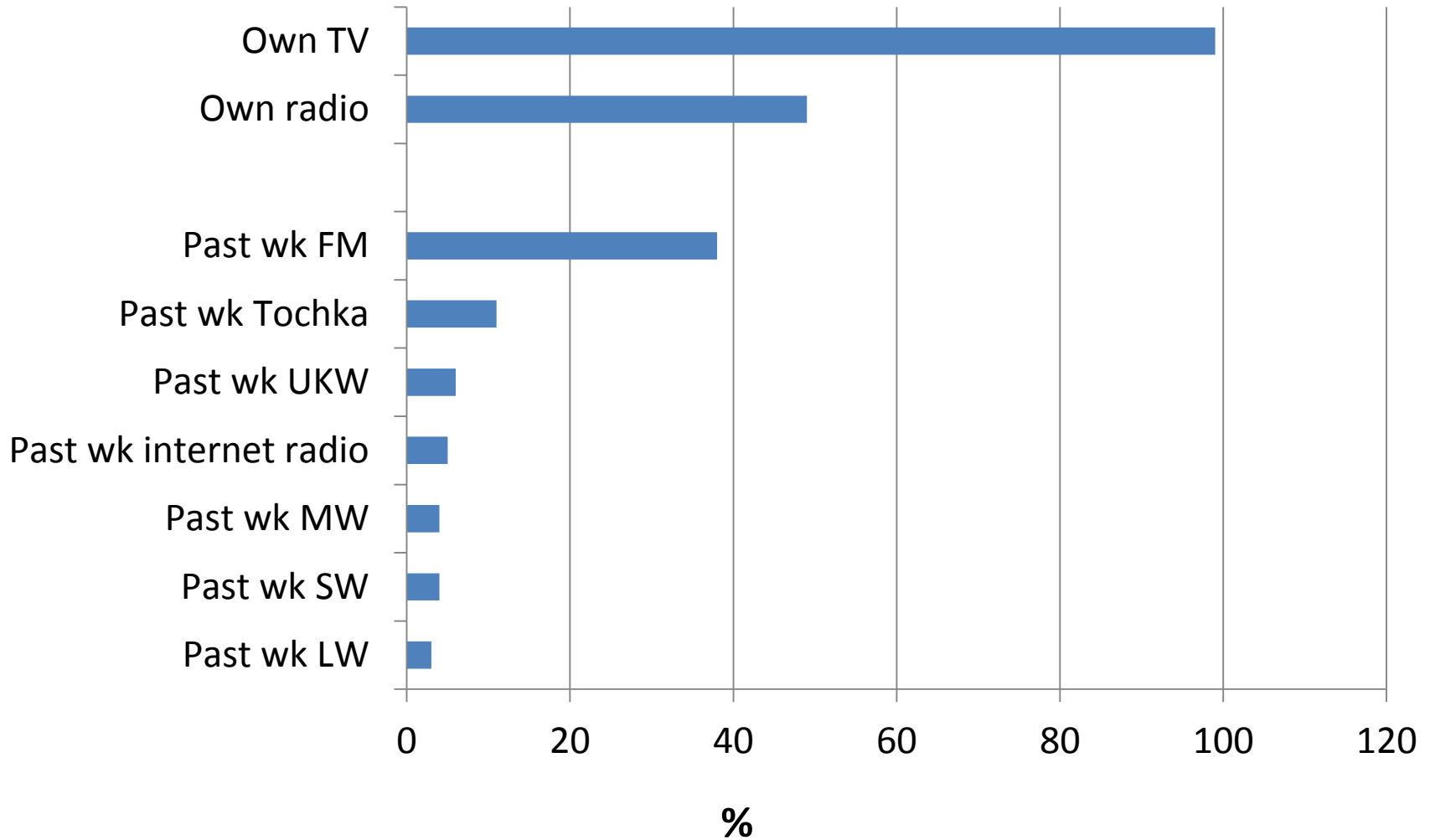
# Burma 2010/2011

N=4030



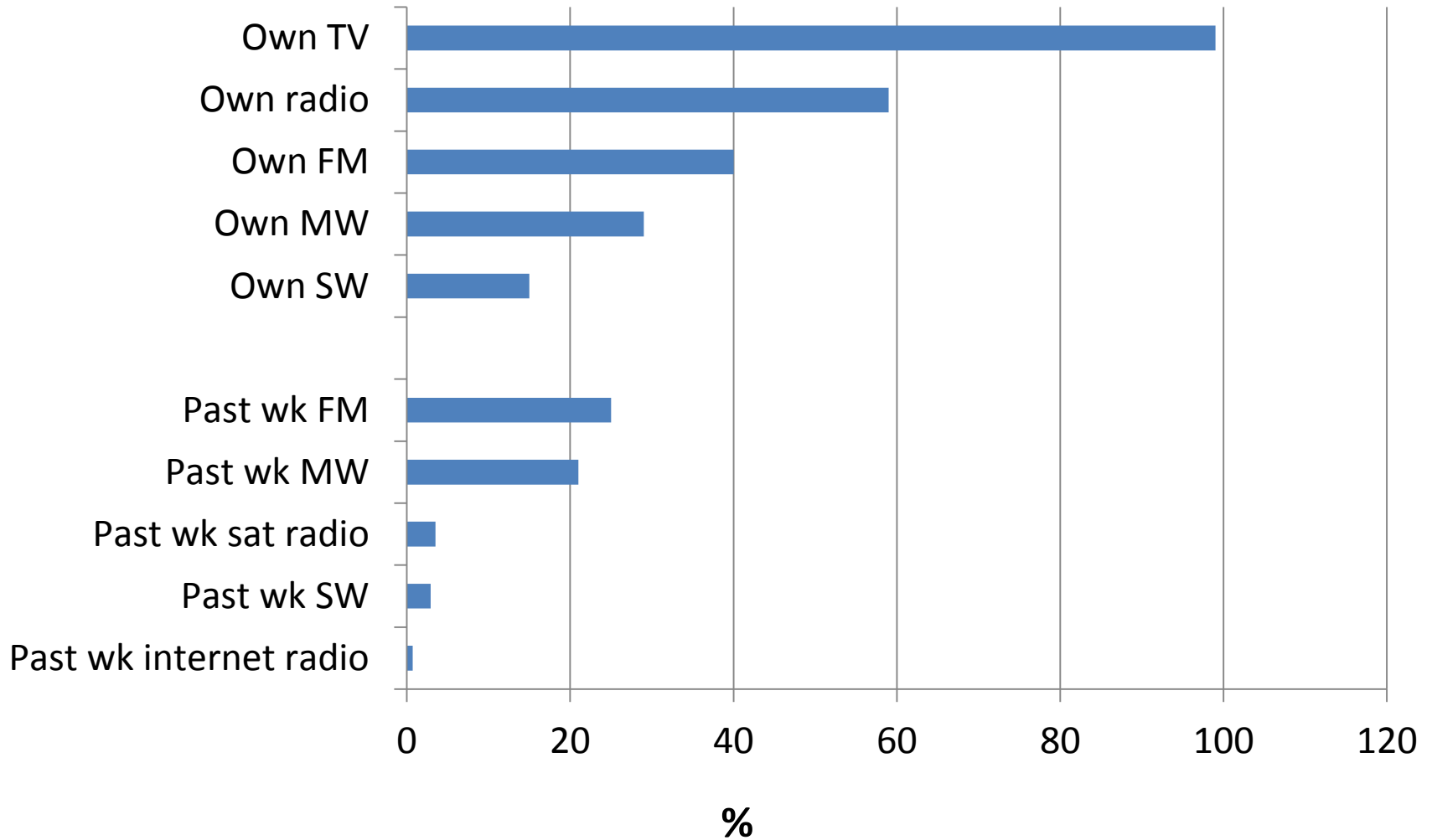
# Russia 2010

N=4633



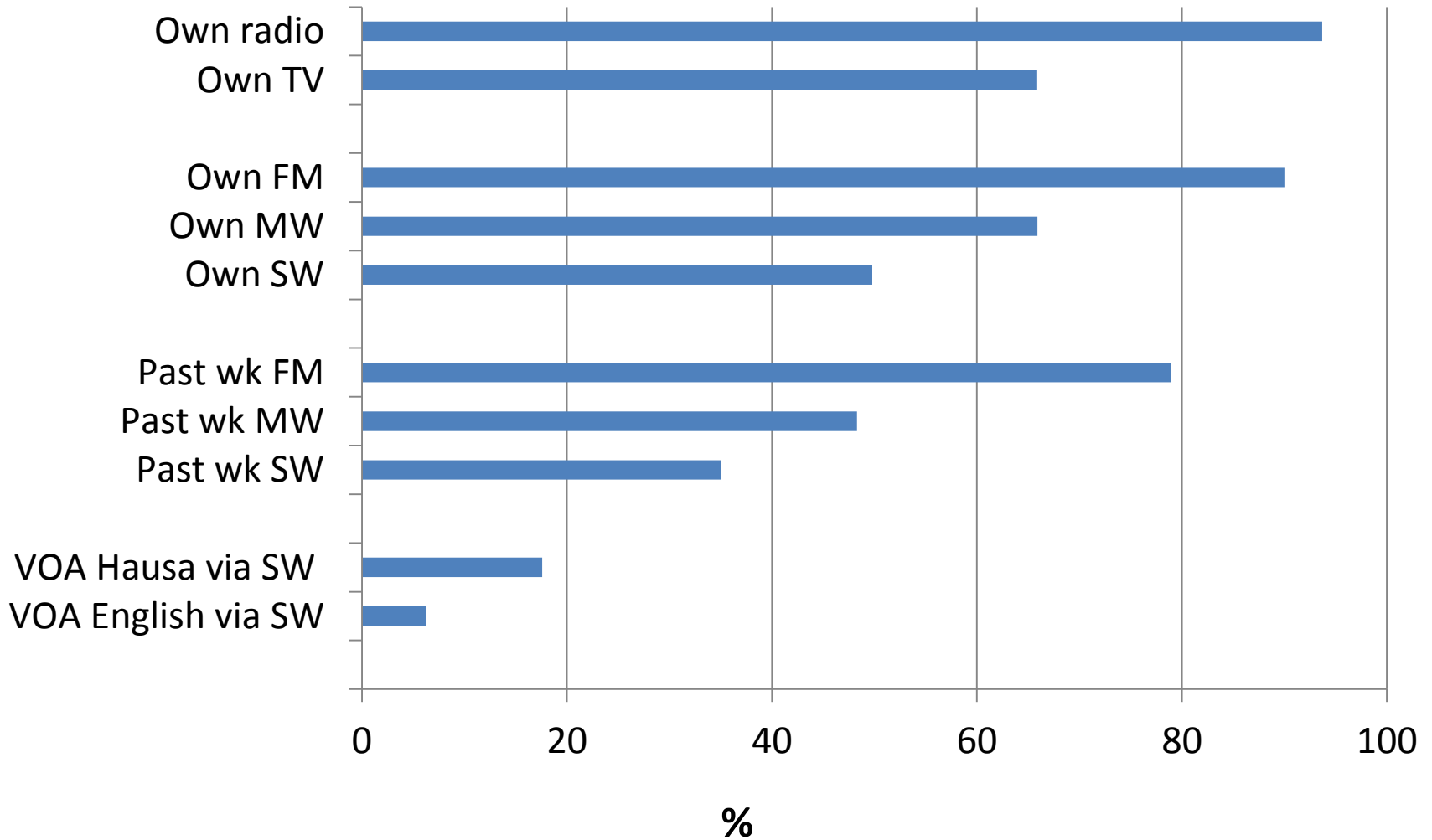
# Egypt 2011

N=2008



# Nigeria 2010

N=3000



# Zimbabwe 2011

N=1500

