RADIO LISTENERSHIP FOR SOME SELECTED DISTRICTS IN MALAWI AS OF DECEMBER 2012

BACKGROUND

Data on radio listenership was collected using a questionnaire in 19 districts of Malawi which were randomly selected. Individual households from every Traditional Authority within the districts were selected randomly. During the time of data collection, data was collected for the following radio stations as they had been offering broadcasting services for a period of at least one year:

National Broadcasters

- Zodiak Broadcasting Station
- MBC Radio 1
- MBC Radio 2 FM
- Capital FM
- MIJ FM
- Radio Maria
- Star Radio
- Joy Radio
- Radio Islam
- Power 101
- Trans World Radio
- ABC radio
- Chanel for All Nations
- Seventh Day Radio
- Living waters Radio

Community of Interest (Regional) Broadcasters

- Radio Alinafe
- Calvary Family Radio
- Radio Tigabane

Geographical Community Broadcasters

- Mudziwathu Community Radio
- Mzimba Community Radio
- Dzimwe Community Radio
- Nkhotakota Community Radio
Balaka Listenership

In Balaka district Zodiak Broadcasting Station had its listenership at 57%, followed by MBC Radio 1 at 48% unlike Capital FM and Star FM which had a listenership of only 9% each. A summary of results is shown in figure 1:

Figure 1: Proportion (%) of Balaka Listenership

Blantyre Urban Listenership

As indicated in figure 2, ZBS had the highest listenership at 66% in Blantyre Urban, followed by MIJ FM at 42%, on the other hand Radio Islam had the lowest listenership at only 6%.

Figure 2: Proportion (%) of Blantyre Urban Listenership
**Blantyre Rural Listenership**

In Blantyre rural, ZBS had its listenership at 59%, followed by MIJ FM at 49%, however Radio Islam, Calvary Family Radio, Living Waters Radio and Star Radio had the lowest listenership at 7% each. Figure 3, gives a summary of the results.

![Figure 3: Proportion (%) of Blantyre Rural Listenership](image)

**Chikwawa Listenership**

In Chikwawa district, ZBS dominated with a listenership of 74% followed by MBC Radio 2 FM with a listenership of 35%. However, Radio Islam and Calvary Family Radio had the lowest listenership of 2% each.

![Figure 4: Proportion (%) of Chikwawa Listenership](image)
Chitipa Listenership
As illustrated in figure 5, ZBS had the highest listenership at 77%, followed by MBC Radio 1 with 66% listenership. However, Capital FM had no listenership in the district.

![Figure 5: Proportion (%) of Chitipa Listenership](image)

Chiradzulu Listenership
MBC Radio 2 FM, had the highest listenership of 55% followed by MBC Radio 1 and Radio Maria with a listenership of 49% and 43% respectively.

![Figure 6: Proportion (%) of Chiradzulu Listenership](image)
**Dedza Listenership**

ZBS had the highest listenership of 91%, followed by Radio Maria with a listenership of 46%. However, Capital Radio had no listenership in the District.

![Figure 7: Proportion (%) of Dedza Listenership](image)

**Dowa Listenership**

ZBS had the highest listenership in the district at 100%, the rest of the radio stations had listenership below 50%. A summary of results is presented in figure 8.

![Figure 8: Proportion (%) of Dowa Listenership](image)
**Karonga Listenership**

In Karonga district, ZBS dominated with a listenership of 97% followed by MBC Radio 1 with a listenership of 53%. However, Power 101 had the lowest listenership of 3%.

![Figure 9: Proportion (%) of Karonga Listenership](image1)

**Kasungu Listenership**

ZBS had the highest listenership of 95% in the district followed by MBC Radio 1 and MBC Radio 2 with a listenership of 37% and 36% respectively. As demonstrated by the results in figure 10, ZBS is the most popular radio station as the other radio stations had a listenership of less that 50%.

![Figure 10: Proportion (%) of Kasungu Listenership](image2)
Lilongwe Urban Listenership

ZBS had a listenership of 68% in Lilongwe urban followed by MBC Radio 1 and MBC Radio 2 although with a listenership of less than 50%. On the other hand, Star Radio had the lowest proportion of listenership at 3%. Detailed results are presented in figure 11.

![Figure 11: Proportion (%) of Lilongwe Urban Listenership](image)

Lilongwe Rural Listenership

Lilongwe Rural had ZBS with the highest listenership of 86%, followed by MBC Radio 1 and Radio Maria with a listenership of 47% and 44% respectively. A summary of results is shown in figure 12.

![Figure 12: Proportion (%) of Lilongwe Rural Listenership](image)
### Machinga Listenership

Unlike the other districts where ZBS dominated, Machinga had Radio Islam dominating with a listenership of 74% nevertheless ZBS had a listenership of 70%. Figure 13, shows a summary of listenership of all radio stations.

![Figure 13: Proportion (%) of Machinga Listenership](image)

### Mangochi Listenership

As summarized in figure 14, ZBS had the highest listenership of 73%, followed by Radio Islam and MBC Radio 2 FM with a listenership of 53% and 43% respectively. However, Capital Radio and Chanel for All Nation (CAN) had a listenership of 1% each.

![Figure 14: Proportion (%) of Mangochi Listenership](image)
Mchinji Listenership
ZBS had the highest listenership of 96% in the district followed by MBC Radio 2 with a listenership of 48%. However MIJ FM, Capital FM and Star FM had the lowest listenership of 2% each.

Figure 15: Proportion (%) of Mchinji Listenership

Mulanje Listenership
As summarized in figure 16, ZBS had the highest listenership of 76%, followed by Radio Maria and MBC Radio 1 with a listenership of 39% and 37% respectively. However, Star Radio and SDA Radio (CAN) had the lowest listenership of 6% each.

Figure 16: Proportion (%) of Mulanje Listenership
Mzimba Listenership

As summarized in figure 17, ZBS had the highest listenership of 88%, followed by MBC Radio 2 and MBC Radio 1 with a listenership of 47% and 45% respectively. However, Joy Radio and Capital Radio had the lowest listenership of 1% each.

![Figure 17: Proportion (%) of Mzimba Listenership](image1)

Mzuzu City Listenership

As summarized in figure 18, ZBS had the highest listenership of 86%, followed by MBC Radio 1 and MBC Radio 2 with a listenership of 29% and 25% respectively. However MIJ Radio, Capital Radio, Power 101 and Mzimba Radio had the lowest listenership of 4% each.

![Figure 18: Proportion (%) of Mzuzu city Listenership](image2)
Nkhotakota Listenership

As summarized in figure 19, ZBS had the highest listenership of 80%, followed by Nkhotakota Radio and MBC Radio 1 with a listenership of 52% and 50% respectively. However, Capital Radio, Power 101 and SDA radio had the lowest listenership of 2% each.

![Figure 19: Proportion (%) of Nkhotakota Listenership](image)

Rumphi Listenership

As summarized in figure 20, ZBS had the highest listenership of 89% followed by MBC Radio 1 and Radio Maria with a listenership of 63% and 56% respectively.

![Figure 20: Proportion (%) of Rumphi Listenership](image)
Thyolo Listenership

As summarized in figure 21, ZBS had the highest listenership of 79%, followed by MBC Radio 2 and MBC Radio 1 with a listenership of 49% and 47% respectively. However, Calvary Radio and CAN Radio had the lowest listenership of 4% each.

![Figure 21: Proportion (%) of Thyolo Listenership](image-url)
Zomba Listenership

As summarized in figure 22, MBC Radio 1 had the highest listenership of 63%, followed by Radio Maria and MBC Radio 2 with a listenership of 58% and 44% respectively. However, Calvary Radio had the lowest listenership of 2%.

Figure 22: Proportion (%) of Zomba Listenership
CONCLUSION

As summarized in figure 23, the overall listenership for the national broadcasting radio stations had ZBS with the highest listenership of 76% followed by MBC Radio 1 and MBC Radio 2 with a listenership of 43% and 40% respectively. On the other hand, with regards to geographical community and community of interest (regional) radio stations, Nkhotakota had the highest listenership of 52% followed by Dzimwe Radio with a listenership of 26% and Radio Alinafe with a listenership of 19%.

Figure 23: Overall Listenership of National Radio Stations

Figure 24: Overall Listenership for Geographical Community and Community of Interest (regional) Radio Stations