

Top-Line Report

MEKONG

DELTA

MEDIA

HABITS

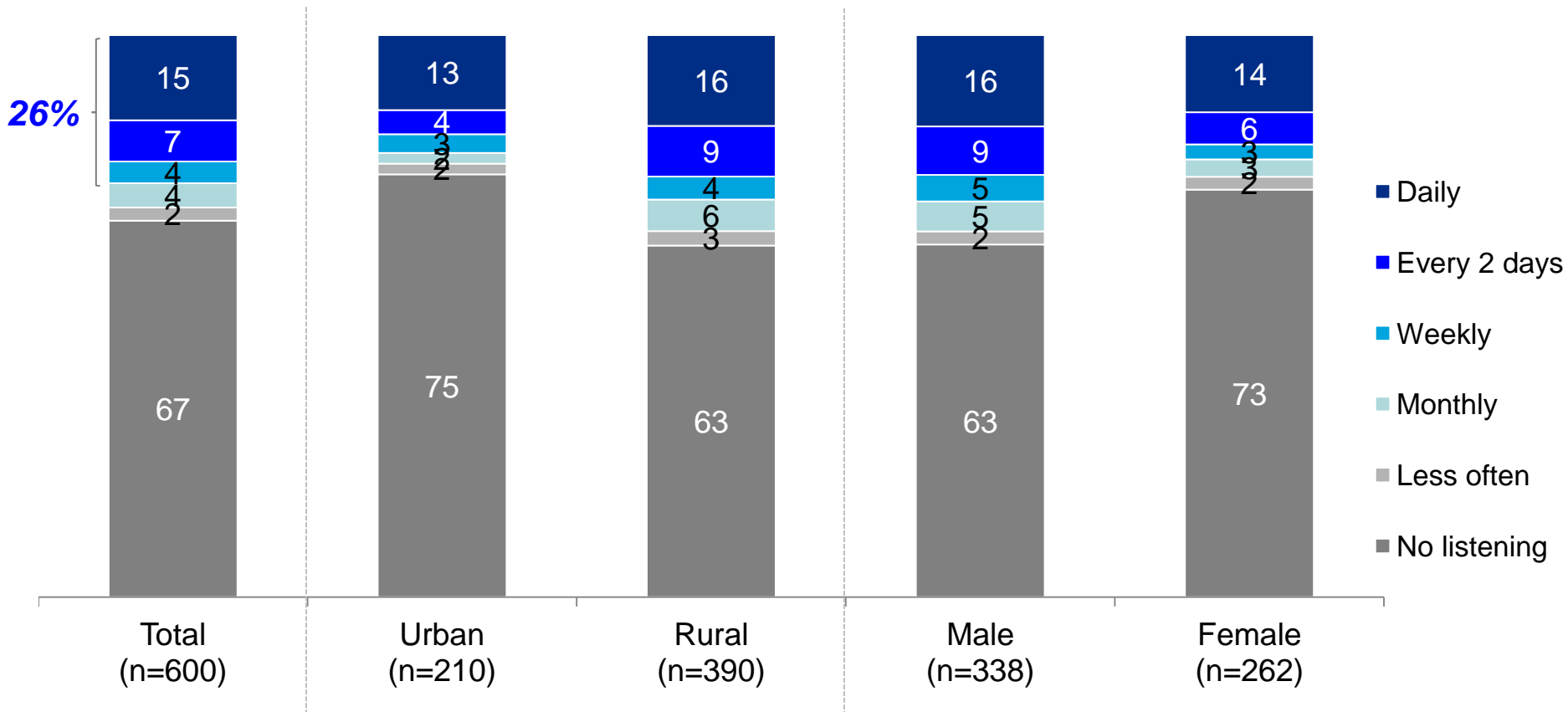


PART III.

Radio Listening Habits

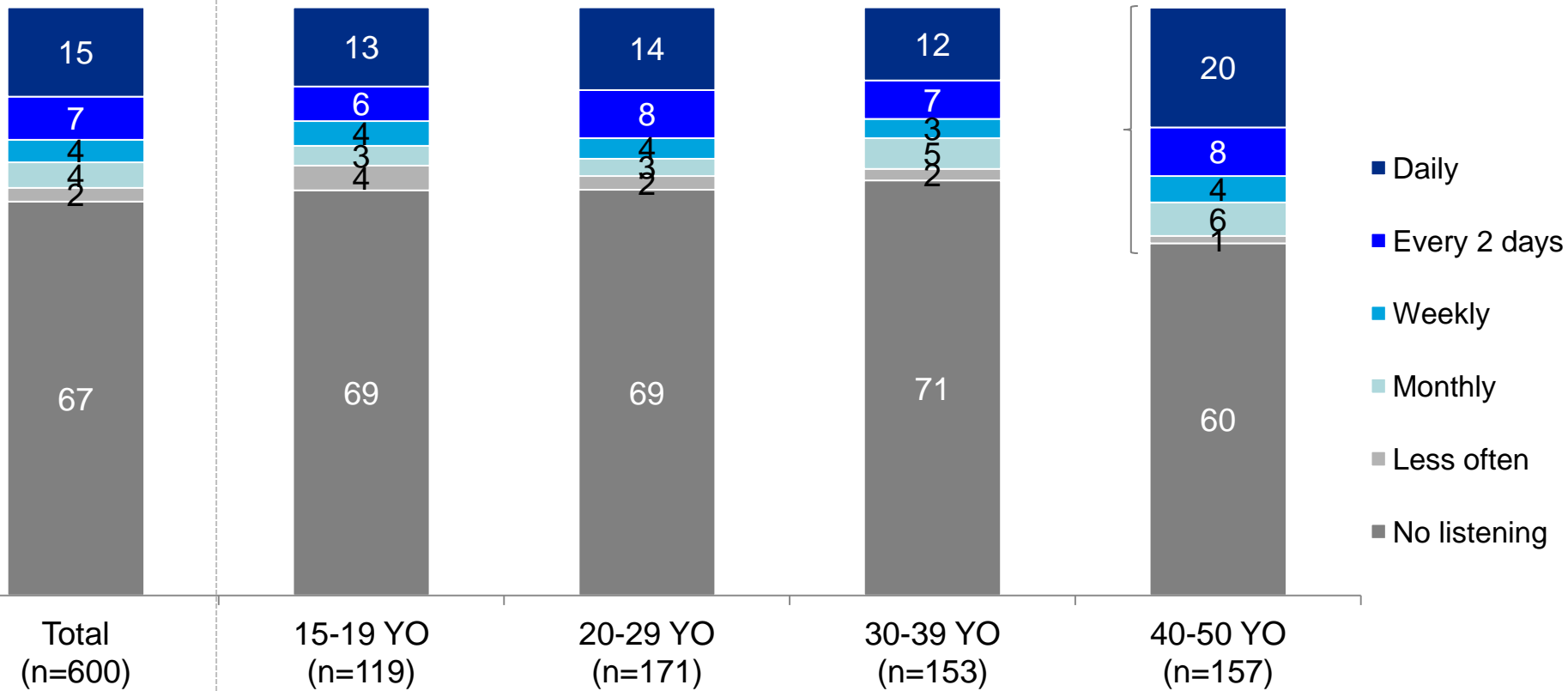


Only ¼ MKD People Listening To Radio



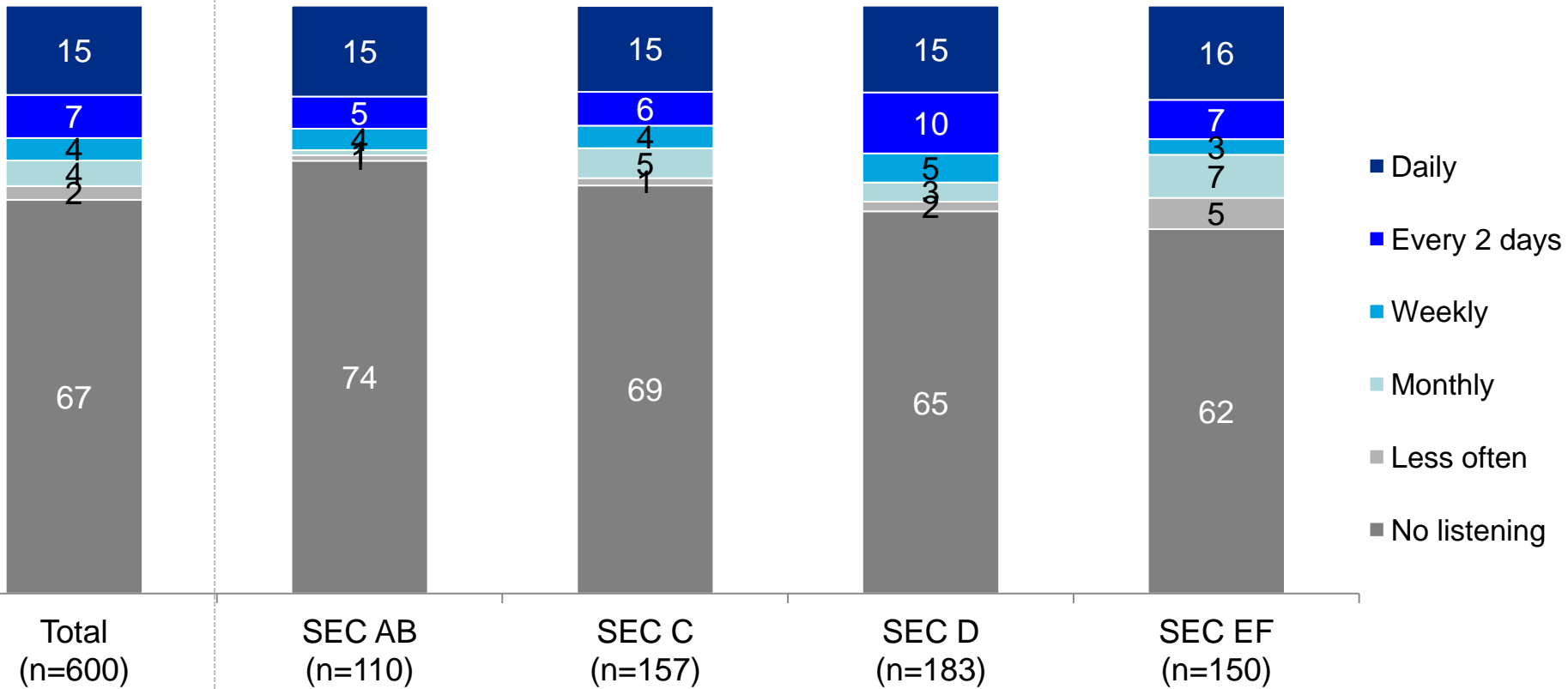


Elderly people 40 years old up more listen to radio.





Only ¼ MKD People Listening To Radio





Local Speakers, Voice of VN, Voice of HCMC: Top 3 Most-Listened Stations

	Total MKD (n=198)	<u>MKD Urban</u> (n=52)	<u>MKD Rural</u> (n=146)
Local radio/ speaker	41	40	42
Voice of VN	37	42	36
Voice of HCMC (FM 99.9 MHz)	29	29	29
Vinh Long	22	13	25
Can Tho	15	8	18
Hau Giang	14	2	18
Ca Mau	13	25	8
Tien Giang	12	2	15
An Giang	10	6	12
Soc Trang	9	21	5
Bac Lieu	9	10	8
Voice of HCMC People	8	15	5





Local Speakers, Voice of VN, Voice of HCMC: Top 3 Most-Listened Stations

	Total MKD (n=198)	<u>MKD 15-29 yo</u> <u>(n=90)</u>	<u>MKD 30-50 yo</u> <u>(n=108)</u>
Local radio/ speaker	41	34	47
Voice of VN	37	34	40
Voice of HCMC (FM 99.9 MHz)	29	32	26
Vinh Long	22	19	24
Can Tho	15	17	14
Hau Giang	14	13	15
Ca Mau	13	16	10
Tien Giang	12	8	15
An Giang	10	3	16
Soc Trang	9	14	5
Bac Lieu	9	12	6
Voice of HCMC People	8	8	8





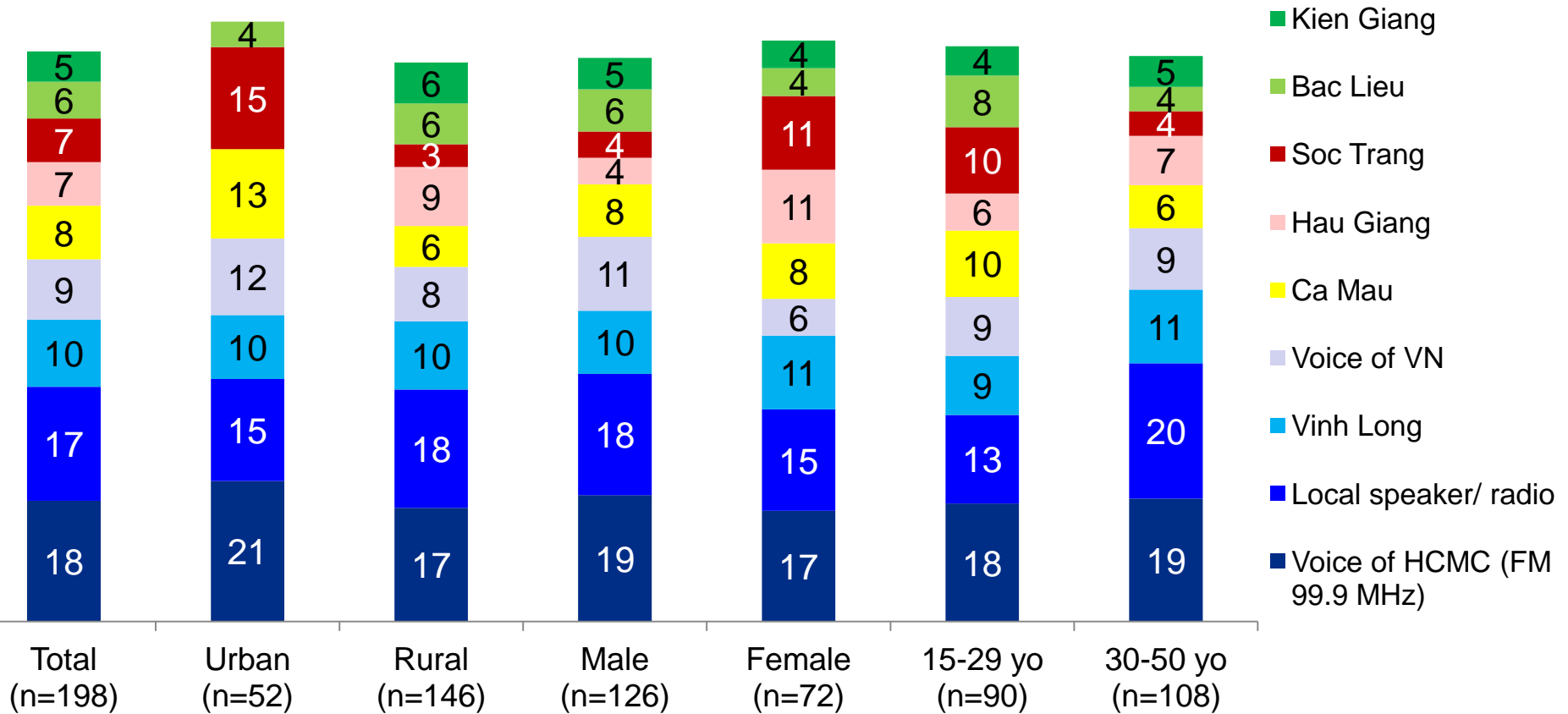
Local Speakers, Voice of VN, Voice of HCMC: Top 3 Most-Listened Stations

	Total MKD (n=198)	<u>MKD SEC ABC</u> (n=77)	<u>MKD SEC DEF</u> (n=121)
Local radio/ speaker	41	38	44
Voice of VN	37	40	36
Voice of HCMC (FM 99.9 MHz)	29	25	31
Vinh Long	22	14	26
Can Tho	15	8	20
Hau Giang	14	3	21
Ca Mau	13	17	10
Tien Giang	12	8	14
An Giang	10	6	12
Soc Trang	9	14	6
Bac Lieu	9	12	7
Voice of HCMC People	8	10	7





Voice of HCMC & Local Speakers: Top Favorite Stations in MKD





Local News: Most Often-Listened Radio Program

[Base: Among those who listen to radio in P1M only]

	Total MKD (n=198)	<u>MKD Urban</u> (n=52)	<u>MKD Rural</u> (n=146)
News fr. local station	68	62	70
News a/b provincial events	43	40	45
Music on demand	40	42	40
News a/b Vietnam events	33	35	32
VNese music program	26	21	28
International news	15	12	16
Health & life	11	8	12
Story telling	10	15	8
Consultation (psychology/ family)	9	12	8
Live football report	9	4	10
Lottery result	8	6	8
		62	70



Local News: Most Often-Listened Radio Program

[Base: Among those who listen to radio in P1M only]

	Total MKD (n=198)	<u>MKD Male</u> (n=126)	<u>MKD Female</u> (n=72)
News fr. local station	68	69	65
News a/b provincial events	43	48	35
Music on demand	40	37	47
News a/b Vietnam events	33	37	26
VNese music program	26	24	31
International news	15	19	8
Health & life	11	10	13
Story telling	10	8	13
Consultation (psychology/ family)	9	8	11
Live football report	9	13	1
Lottery result	8	10	3
		69	65





Local News: Most Often-Listened Radio Program

[Base: Among those who listen to radio in P1M only]

	Total MKD (n=198)	<u>MKD 15-29 yo</u> (n=90)	<u>MKD 30-50 yo</u> (n=108)
News fr. local station	68	52	81
News a/b provincial events	43	41	45
Music on demand	40	60	24
News a/b Vietnam events	33	32	33
VNese music program	26	29	24
International news	15	13	17
Health & life	11	11	10
Story telling	10	16	5
Consultation (psychology/ family)	9	13	6
Live football report	9	7	10
Lottery result	8	4	10
		52	81



**TO BE
CONTINUED**  

TV

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Radio

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Prints

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VCD/ DVD

|

Internet

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Game online



For detailed findings or any queries please feel free to contact us at:



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