



# NEPAL MEDIA SURVEY 2022



Sharecast  
Initiative Nepal

MEDIA INNOVATION, RESEARCH AND DEVELOPMENT



*National Survey on Nepali Media Landscape*

**Research by :** Sharecast Initiative Nepal  
Maitri Marga, Bakhundole, Lalitpur Metropolitan City,  
Lalitpur, Nepal  
nms2022@sharecast.org.np  
+977 1 5010776  
www.sharecast.org.np

**Research Team:** Madhu Acharya (Team Leader)  
Bhumiraj Chapagain (Survey Manager)  
Ramesh Prasad Adhikari (Software programming and data management)  
List of Supervisors, enumerators, and other research team members on the next page.

**Field data collection:** 25th February- March 30, 2022

**Report of release:** June, 2022

**Cover design:** Dipes Sigdel



**Sharecast Initiative Nepal**

**Research Team:**

Maheshwor Mahato	Team Leader	Govinda Shrestha	Enumerator
Kamal Rana Chetri	Team Leader	Furba Lama	Enumerator
Yagya Subedi	Team Leader	Nagendra Rai	Enumerator
Hari Shankar Chaudhary	Team Leader	Sharmila Rawal	Enumerator
Kishan Sharma	Team Leader	Sushil Dhami	Enumerator
Min Bdr Koirala	Team Leader	Deepak Karki	Enumerator
Badri Mainali	Team Leader	Mohan Bahadur Shahi	Enumerator
Rishi Ram Dahal	Team Leader	Jaya Krishna Budha	Enumerator
Mahendra Gautam	Team Leader	Raj Bahadur Shahi	Enumerator
Gobinda Marasini	Team Leader	Ramkrishna Budha	Enumerator
Dinesh kumar Yadav	Team Leader	Uttam Baral	Enumerator
Muna Thapa	Team Leader	Santosh Dahal Khotang	Enumerator
Kabita Kunwar	Team Leader	Sneha KC	Research Officer
Harihar Joshi	Team Leader	Ritu Sharma	Quality Control
Ajay Kumar Mandal	Enumerator	Pratikchya Shahi Thakuri	Quality Control/Admin
Puja Chaudhary	Enumerator	Anuradha Shrestha	Finance and Admin Officer
Pratap Subedi	Enumerator		
Pradhumna Rimal	Enumerator		
Satish Rayamajhi	Enumerator		
Dambar Tamang	Enumerator		
Pragya Paudel	Enumerator		
Roman Adhikari	Enumerator		
Santosh Yadav	Enumerator		
Rameshwar Sharma	Enumerator		
Niranjan Adhikari	Enumerator		
Keshab Datt Bhatt	Enumerator		
Chiranjibi Gautam	Enumerator		
Khadaka Raj Kharel	Enumerator		
Rajan Gautam	Enumerator		
Balaram Shrestha	Enumerator		
Sakuntala Joshi	Enumerator		
Lekhraj Nepali	Enumerator		



# Sharecast Initiative Nepal

## Media innovation, development and research

We are a not-for-profit distributing company established in 2013. Our expertise is around media audience data, policy interventions through opinion polls and dissemination, podcasting and other media content innovation in Nepal. Sharecast Initiative Nepal initially began its operation as a new media institution contributing to media innovation and capacity building of local radio stations hence the name “Sharecast”.

The organisation realised the void of audience data and a platform where our general public can voice their opinion about politics and issues of their day to day concerns; therefore, its core activities shifted to data from the capacity building of local media. Since March 2020 (post-Covid scenario), Sharecast’s work has been 100% focused on contributing to data-driven decision making for the government and non-government sectors.

Sharecast operates with a small full-time team and recruits consultants and experts on a need basis. Sharecast uses quantitative and qualitative research tools to understand user insights, media content audiences and public opinions. Sharecast uses face-to-face and telephone-based surveys with a rigorous quality control mechanism in data collection.

Sharecast currently conducts Annual Media and Opinion Poll surveys, and telephone-based surveys to evaluate the impact of different strategies to combat COVID-19 and gather evidence on knowledge, attitude, and practice on varieties during the pandemic. Sharecast’s current focus is generating quantitative and qualitative data on the impact of COVID on women and children, media reach and access, national opinion polls, perception and satisfaction surveys and surveys covering different thematic areas.

Sharecast currently conducts Annual Media and Opinion Poll surveys, and telephone-based surveys to evaluate the impact of different strategies to combat COVID-19 and gather evidence on knowledge, attitude, and practice on varieties during the pandemic. Sharecast’s current focus is generating quantitative and qualitative data on the impact of COVID on women and children, media reach and access, national opinion polls, perception and satisfaction surveys and surveys covering different thematic areas.

# Content Synopsis



## INTRODUCTION

i-ix

- Introduction to Nepal Media Survey
- Methodology
- Sample design
- Survey tools
- Quality control
- Survey limitations
- Sample calculations
- Survey timeline
- Summary of findings



## Demographic breakdown of respondents

1-11

- Demographic variables of overall respondents vs. migrant families
- Communication device ownership in household
- Individual phone ownership



## Media Access

13-31

- Access to radio, TV, newspapers/magazines, and the internet
- News consumption via different media platforms
- The primary source of local, national, and international news and information
- Level of trust towards media platforms



## Radio listening behavior

32-48

- Reasons for not listening radio
- Access of radio compared to other media
- Preferred listening time for radio
- Preferred listening device and method
- Patterns and quality of radio listening
- Reasons for being a loyal radio listener
- Awareness about ownership of radio stations
- Trust for information provided by radio



## Listenership of Radio Nepal

49-65

- Radio Nepal's listenership
- Radio Nepal's non listeners
- Methods of tuning Radio Nepal
- Most popular programs of Radio Nepal
- Trust towards Radio Nepal
- Suggestions for improvement



# Content Synopsis



## **Nepali Media, Audience Interest, and Accountability**

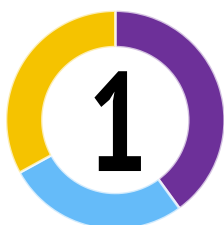
66-76

- Issue priorities for Nepali audience
- Trusted source to shape public opinion
- Trusted source for public health and education advocacy
- Public rating of media's role in addressing citizen interest
- Media's role in making elected officials accountable
- Public access to online services and digital payments

## Acronyms

---

<b>ACORAB</b>	Association of Community Broadcasters Nepal
<b>CBS</b>	Central Bureau of Statistics
<b>CS</b>	Can't Say or declined to respond
<b>CFT Survey</b>	Child and Family Tracker survey
<b>DK</b>	Don't know
<b>FB</b>	Facebook
<b>HH</b>	Household
<b>Hill Br/Chh</b>	Hill Brahmin/Chhetri
<b>GON</b>	Government of Nepal
<b>GPS</b>	Global Positioning System
<b>MA</b>	Multiple Answer
<b>NMS</b>	Nepal Media Survey
<b>PPS</b>	Probability Proportional to Size
<b>PSU</b>	Primary Sampling Unit
<b>SCIN</b>	Sharecast Initiative Nepal
<b>SA</b>	Single Answer
<b>UNICEF</b>	United Nations Children's Fund
<b>TV</b>	Television
<b>Terai Br/Chh</b>	Terai Madheshi Brahmin/Chhetri



# Nepal Media Survey (NMS)

## Insights about access, user behaviour, trust, and preferences of Nepali media consumers

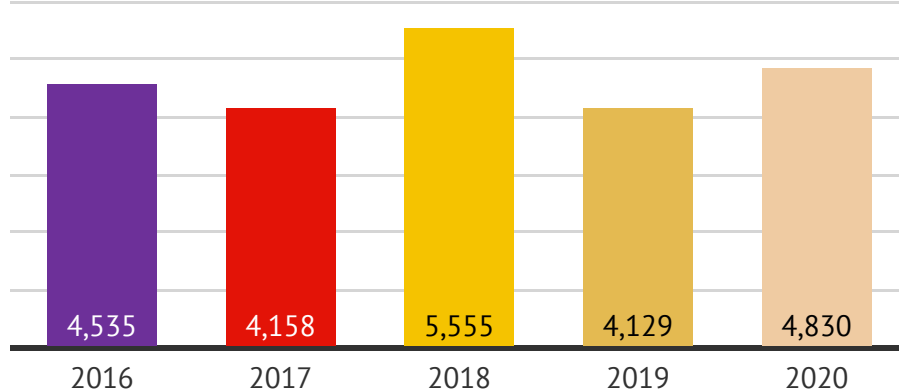
Sharecast's annual omnibus survey Nepal Media Survey is a flagship initiative that helps measure access, ranking and other media content reach of Nepali media. Sharecast launched its first Nepal Media Survey in January 2016, and it has been regular since. Sharecast did not publicly release the Nepal Media Survey 2020 findings because the colossal shift in media consumption after lockdown induced the COVID-19 pandemic after March 2020. The results of NMS 2019 are available for download here at this link: <https://bit.ly/3rRfKtB>.

### Why we do Nepal Media Survey:

The Nepali media landscape is shifting from users dependent on traditional media platforms to aggressive penetration of digital media and consuming news via social media. Media consumption patterns are also complex due to socio-economic factors of different provinces. Sharecast continuously monitor shifts in consumption to achieve the following objectives:



Past **Nepal Media Survey** sample size



- To provide data and insights about access, user behaviour, trust, and preferences of Nepali Media consumers to the media industry, institutions using media as advocacy tools and others interested in audience data.
- To document changing media consumption patterns of Nepali media consumers for longitudinal analysis to support innovation and change to address the audience needs.
- To provide consumer insights to our collaborators regarding thematic queries cost-effectively incorporated in the omnibus survey. NMS offers an opportunity for businesses to gain data that they might not be able to glean from other social media methods.



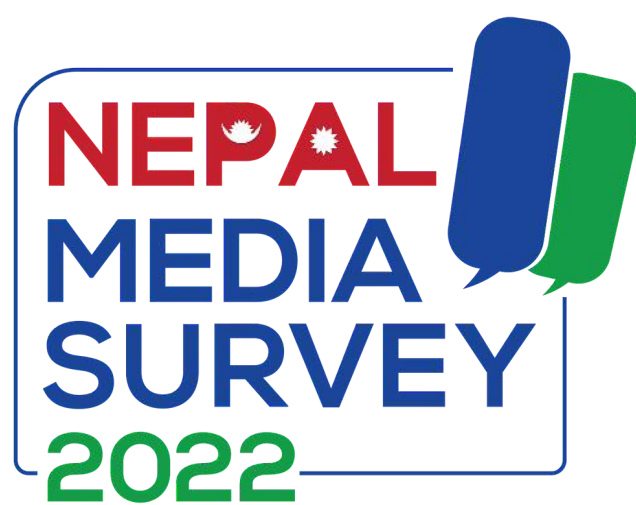
## NMS 2022

Nepal Media Survey 2022, with a sample of 5582 respondents, covers 77 districts of Nepal. A four-stage probability sampling was employed to draw a random sample size of 5582. People aged 18 and above who have live in the household for at least for the past six months and share food and kitchen are respondents for this survey. Face-to-face interviews were conducted in February-March 2022. The sample of 5582 respondents produces a +/- 1.3% error margin at a 95% confidence interval at the aggregate level findings, and the same error margin is not statistically claimed in the disaggregated result. The sample is representative of the population census 2021.

## Methodology

Respondents for NMS 2022 are drawn using a four stage cluster sampling design (**Figure 1**) with the municipal level as the first-stage sampling. The second-stage sampling unit as wards, the third stage sampling unit as households, and at the final stage, we conduct a random lottery method to identify respondents in the family. We use the probability-proportion-to-size (PPS) method to determine the first stage, simple random lottery method to identify Ward no and use the right-hand rule in the third stage to identify the household. Fifteen sample households were drawn from each ward using the righthand walk method. The starting points for the random-walk process were locations such as schools, crossroads, bazaars etc.

After reaching the identified sub-clusters, the enumerator conducts a household census to determine the number of households within the subgroup. A total of 15 families are selected randomly from the total families in the locality to



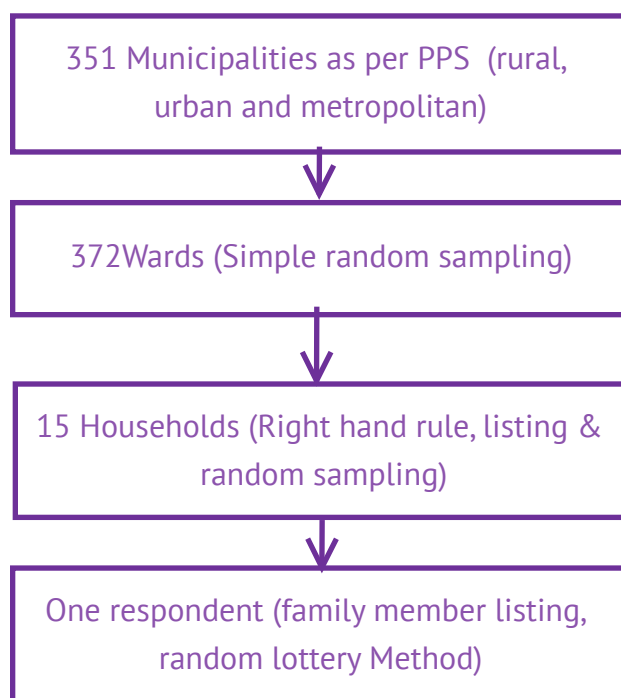
participate in the household questionnaire. Suppose a cluster has less than the required number of eligible households.

In the fourth and final stage, we use the random lottery method to identify the family member to participate in the interview. A roster of family members that are above 18 years of age are listed based on the preliminary conversation with the first point of contact. One member of the family is chosen based on a simple random lottery method. Interviewee responds to questions about household demographics and media access and use of family members and individual level.

Figure 1

### Sample design

Sample size: 5582





## Survey Tools and field mobilization

Our existing survey tool is finalised through rigorous expert consultation and based on the experience of holding audience surveys in the past seven years. Every year we seek input from our collaborators, data users and improvise/update our questions. Our questionnaire/tools should help acquire insightful and usable data. A close structured questionnaire is formulated in Nepali, based on the outcome of discussion with media related experts, practitioners, sociologists, development workers, media managers and operators who are well versed with Nepali media landscape. The questionnaire is translated into English after orientation and field level test by enumerators. Sequencing and validity of questions, respondent responses on the questions were pretested and revised before the actual survey is launched.

We have an experienced programming team that works on the ODK based ONA.IO platform for data gathering. ONA offers user friendly data collection, real-time monitoring, and safe data storage. All responses collected in tables/phones are tagged with precise geolocation to ensure enumerators visit the assigned locations.

It took approximately 35 days to complete the entire data collection for NMS2022. total of 44 personnel: 28 enumerators and 16 supervisors were mobilized were deployed for data collection. Supervisors are responsible for all field level mobilization and approve all data before uploading it into the server. Before field deployment, Sharecast provided a three-day orientation to all field teams about the objective of the overall survey and individual questions. Training covered an overview of the survey objectives and each question, survey methodology, practice on both paper-based and software, one on one mock interviewers, peer observation, and feedback collection about the flow of the interview and collect input on the flow of the question pattern.

Sharecast also conducted a survey pre-test using tablets under field conditions in non-sample areas around Kathmandu Valley. The pre-test allowed us to estimate the duration of the interview and test consistency checks of the electronic form. This test also helps to examines the adequacy of the questions, clarity/wording, adequacy of possible responses (pre-coded), sequence/flow of questions, and skip patterns. Pre-test were conducted in approximately 1% households of the total sample.





All pictures taken during the field monitoring and used with consent from the respondents



## Quality control

Sharecast has a stringent quality control mechanism to ensure the accuracy and quality of data at all levels: pre-survey and during the survey. Sharecast core team members (Team Leader, Survey Manager and Research Officer) will carry out several phases of fieldwork supervision to oversee the field data collection. A review meeting is organised at the field with each team to discuss the survey's limitations and the field teams' experience.

Following steps are taken daily to ensure the quality of data during the fieldwork:

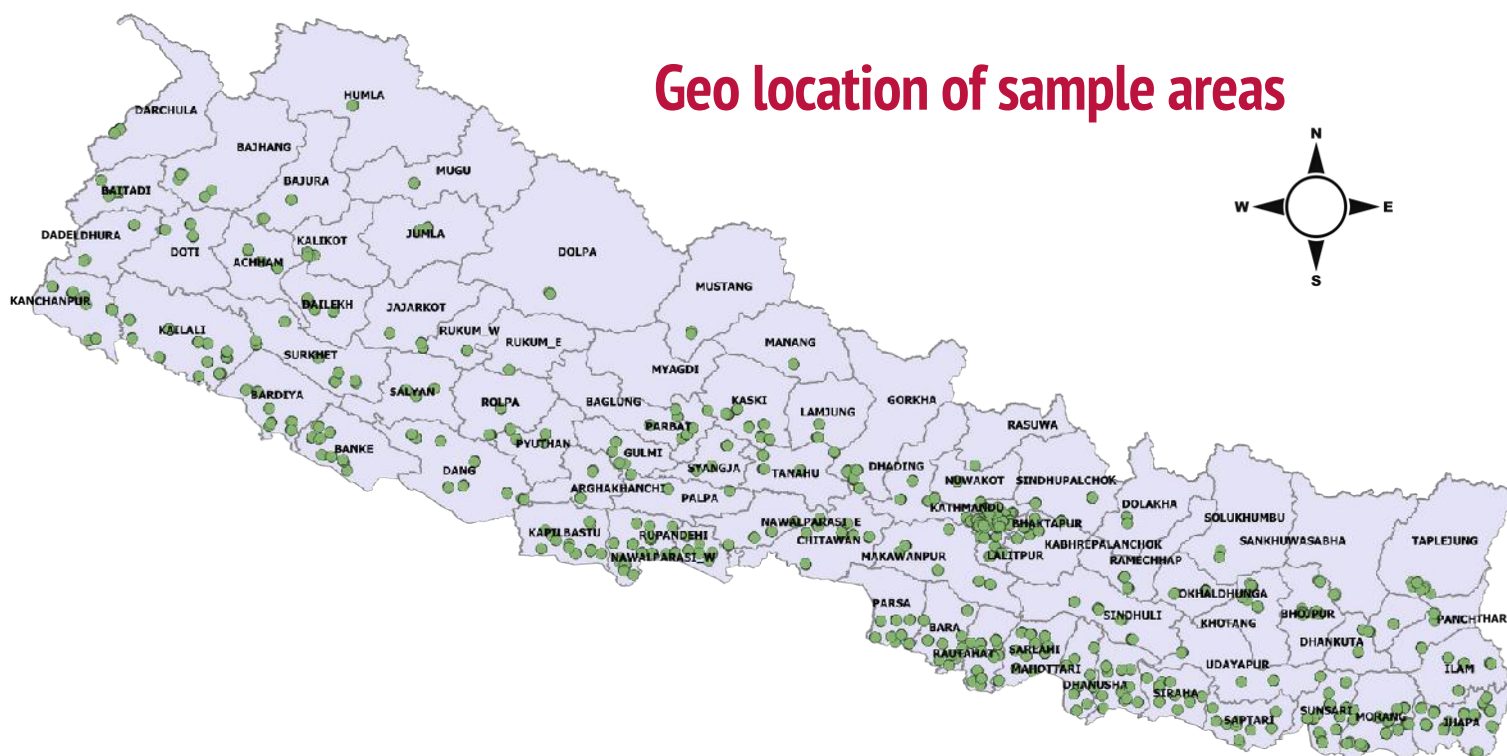
- Enumerators confirm whether household numbers and GPS are correctly recorded in the software before leaving the household after the interview.
- The supervisors check and approve the completed interview at the end of each day before transferring the data to the server. They review the interviewers' data and approve it for submission. Enumerators also send daily respondent record forms compiling detailed information about the respondent and contact number with consent to call back for a possible random spot check.
- Sharecast's quality control team conducts a 25% random spot check and at least 20% reinterview per enumerator daily based on the respondent record form. We ask about the methodology of selecting the respondent, parts of the questionnaire, appearance and attitude, attention during the interview process and their overall impression. We also monitor the GPS locations of interviews conducted and check if the random selection method is being followed or not.
- Supervisors always confirm the submission of all data before moving to the next cluster. In areas where the internet is not accessible to upload data, they send it from the nearest point where the internet is accessible.

## Limitation of the survey

This survey has several limitations. They are as follows:

1. Responses recorded during the face to face interview with the respondents at their homes are recorded as final answers. This survey has not used other means of verification to validate the interviewee's responses.
2. Responses may be biased due to diversity in socioeconomic status, political belief, ethnicity, gender and place of residence. All possible responses were coded where possible, and the interviewer manually recorded other responses not coded. No additional tools or control mechanism was used to verify the answers.
3. This survey does not have a qualitative research component. In some instances, a qualitative survey may not represent the actual response/thought due to socioeconomic and behavioural causes. whereas it is essential to validate the responses with a qualitative survey.
4. This survey was conducted in February and March of 2022 during a normal situation; therefore, the findings of this survey may not represent the media behaviour during an abnormal period like COVID19 induced lockdown or local elections.
5. The responses for this survey among 5,582 respondents represent seventy-seven districts from seven provinces. This survey accepts that this sample represents the responses of Nepali population above 18 years of age.

## Geo location of sample areas



## Survey timeline

### Sample calculations

**29,192,480**

Total estimated population of  
Nepal as per Census 2021

**2,169,479**

Total estimated population  
outside of Nepal as migrants

**16,979,437**

Total estimated population  
excluding the children aged  
below 18 years

**14,809,959**

As per CBS Nepal, the base  
estimated population of this survey  
(excluding international migrants  
and below 18 years of age)





# Summary of key findings

Media consumption patterns have changed over the past two years. We see a sharp rise in access to the Internet and digital media platforms while comparing the media access data from NMS2020. The changing pattern of consumption of media content is determined by access to new information technology. As radio surged with Nepal's rural radio revolution in the 1990s and television, the legacy media are now in the same boat as the internet for eyeballs and revenue.

The NMS2022 findings help us track media consumption trends by comparing them to previous surveys and seeing the changing popularity patterns among various groups. While analyzing longitudinal data from the last five years of NMS data, we find that radio listenership spikes during key socio-political events like elections, political movements, natural calamities, or other crisis times. Radio listening during a regular time when nothing abnormal is happening in the country sticks between 40 percent to 50 percent. While comparing the longitudinal data, we find TV viewership, Internet users, and readers of newspapers and magazines were steadily increasing until 2020. Unfortunately, the impact of the COVID-19 pandemic has caused the decline of TV viewership by 12.3% and the readership of newspapers and magazines by 17%, which is 50% less readership compared to two years ago.

On the issue of news consumption, the findings show that each medium's daily news consumption and current affairs are proportional to the access figures. In contrast, occasional use of the medium for news and current affairs is higher among traditional mass media.

Comparative data between 2020 and 2022 NMS data displays the most dramatic changes regarding the source of news and information at the local and national/international levels. In a spontaneous response, Nepali adults that consume traditional media (Radio, TV, and newspapers) as primary news sources have declined tremendously in the past two years.

Once the primary local news source, radio has fallen from 44% to 26%. There is a similar decline in the use of radio to access national and international news, from 45% to 32%. Compared to 2020, television as a primary news source fell from 47% to 31%. Newspaper readership for local and national news, already small, decreased further from 8% to 4% as a source of national/international news and 7% to 3% as a source of local news and information.

Survey finding shows that the use of social media networks has left radio, tv, and the print press trailing further behind. More than 90% of Internet users have regular access to social media platforms like FB and Youtube.

Tiktok and other messenger services are also overwhelmingly high. Despite the surge in users of social networking sites, there appears to be a trust deficit. Radio, tv, and print media still top the ranking for credibility, with only 3% of respondents saying they trust content consumed via social media. Interestingly, trust in online portals is also a low 8%.

Access to a medium does not equal having high confidence in it as a source of news and information. We asked users of each medium how much they trust "that" medium for the news and information they consume. A high level of trust is a relief for traditional media operators whose audience appears to be decreasing. At least one in three individuals has a high level of trust for traditional media platforms. In contrast, confidence is overwhelmingly low for social media and online portals, and distrust is the highest compared to conventional platforms.

## Radio trends

Radio seems to be no longer a necessary medium as a source of information as the majority (46%) chose other mediums over the radio. Around one in ten individuals residing in Madhesh and Lumbini provinces lack access to media.

The essence of community or local radio in Nepal is lost as prime listenership is for news and other advocacy-based content networked from Kathmandu. Most listen to the radio in the mornings and evenings when most networked programs are aired (between 6 to 8 am and 7 to 9 pm).

For the majority (47%), radio is an intimate companion compared to other mediums and thus the selected choice for choosing the medium. Until two years ago, radio was the primary medium for local news and information.

While global audio listenership is going all-digital, radio listenership is analog in Nepal. Most use old radio receivers or live broadcasts using inbuilt radio receivers on mobile phones to listen to the radio.

Trust for news and information provided by radio is very high among one-third of the radio audience, whereas two-thirds audience finds it less trustworthy. Only one percent audience finds the radio not trustworthy at all.

## Radio Nepal

On average, one in five names Radio Nepal as their favorite station, especially in Pradesh 1, Bagmati, Lumbini and Sudurpaschim provinces. Radio Nepal is their favorite station for an estimated 1.3 million listeners nationwide. An estimated nine hundred thousand, or 13%, say they regularly listen to the news bulletin. When asked if they have heard of Radio Nepal's Seven AM/PM news bulletin, 9% of respondents claim to have listened regularly. Another 47% or an estimated 3.1 million listeners listen to it.

Similar to Seven AM/PM News listenership, Radio Nepal's regular listeners are around 9% or an estimated six hundred thousand. Compared to news, there is a slight increase in occasional listenership to 51% or an estimated 3.4 million listeners.

Percentage of radio listeners who find Radio Nepal very trustworthy is slightly higher(+4%) than the data from overall radio listenership.



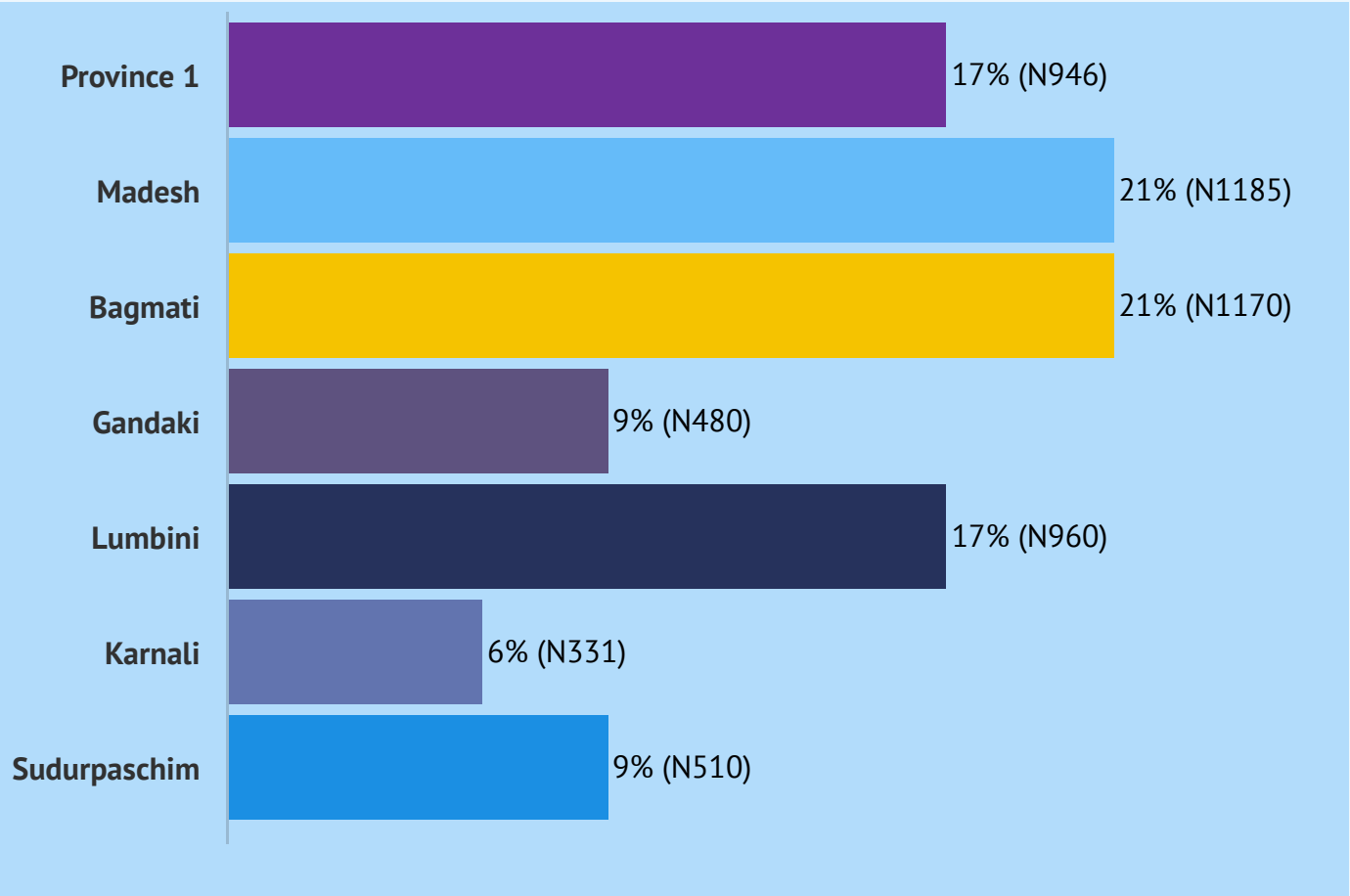
## Demographic breakdown of respondents

*Please note that figure may not add up to  
100% due to multiple responses or rounding.*

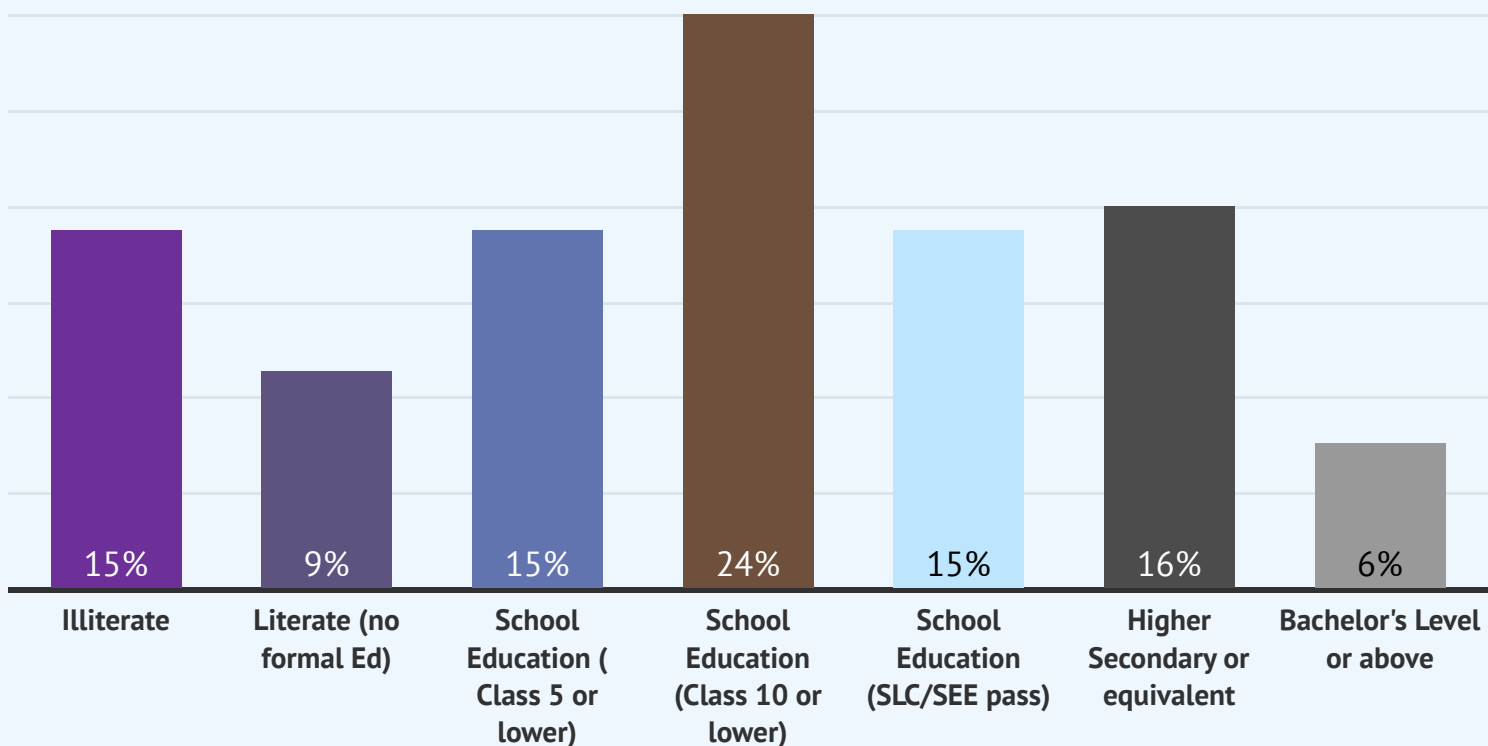
# Demographic breakdown of respondents

N=5582

## Provinces



## Education



# Demographic breakdown of respondents

N=5582

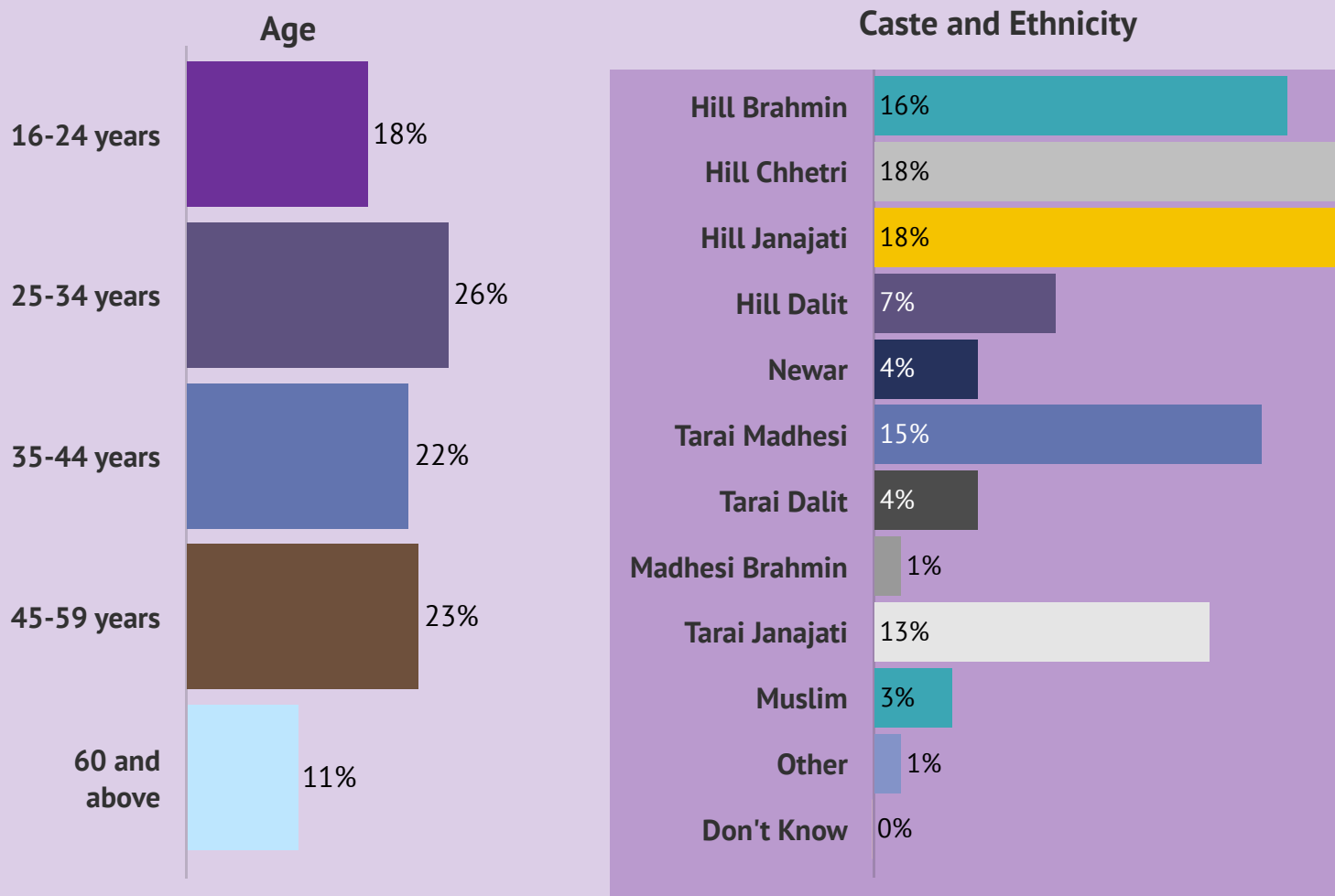


Table 2.2 Main Nepal Caste and Ethnic Groups with Regional Divisions and Social Groups (from 2001 Census)

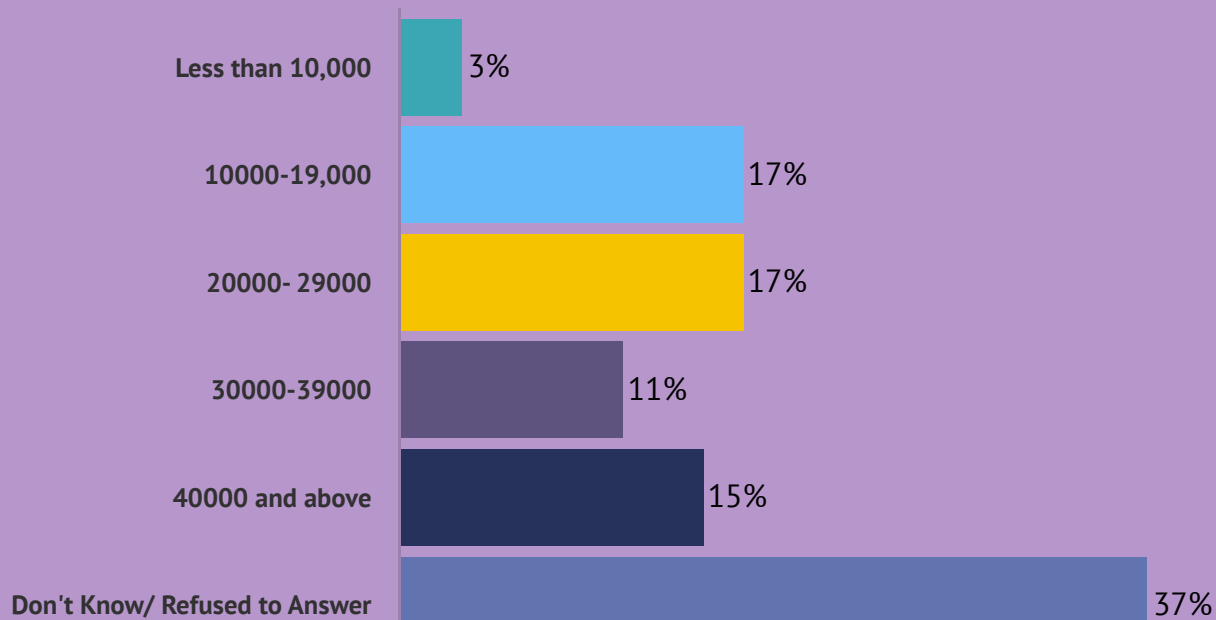
Main Caste/Ethnic Groups (7)		Caste/Ethnic Groups with Regional Divisions (11) and Social Groups (103) from 2001 Census	
Caste Groups	1. <b>Brahman/Chhetri</b>	1.1 <b>Hill Brahman</b> Hill Brahman	
		1.2 <b>Hill Chhetri</b> Chhetri, Thakuri, Sanyasi	
		1.3 <b>Tarai/Madhesi Brahman/Chhetri</b> Madhesi Brahman, Nurang, Rajput, Kayastha	
	2. <b>Tarai/Madhesi Other Castes</b>	2.1 <b>Tarai/Madhesi Other Castes</b> Kewat, Mallah, Lohar, Nuniya, Kahar, Lodha, Rajbhar, Bing, Mali, Kamar, Dhuniya, Yadav, Teli, Koiri, Kurmi, Sonar, Baniya, Kalwar, Thakur/Hazam, Kanu, Sudhi, Kumhar, Haluwai, Badhai, Barai, Bhediyar/ Gaderi	
	3. <b>Dalits</b>	3.1 <b>Hill Dalit</b> Kami, Damai/Dholi, Sarki, Badi, Gaine, Unidentified Dalits	
		3.2 <b>Tarai/Madhesi Dalit</b> Chamar/Harijan, Musahar, Dushad/Paswan, Tatma, Khatwe, Dhobi, Baantar, Chidimar, Dom, Halkhor	
Adivasi/Janajatis	4. <b>Newar</b>	4 <b>Newar</b> Newar	
	5. <b>Janajati</b>	5.1 <b>Hill/Mountain Janajati</b> Tamang, Kumal, Sunuwar, Majhi, Danuwar, Thami/Thangmi, Darai, Bhote, Baramu/Bramhu, Pahari, Kusunda, Raji, Raute, Chepang/Praja, Hayu, Magar, Chyantal, Rai, Sherpa, Bhujel/Gharti, Yakha, Thakali, Limbu, Lepcha, Bhote, Byansi, Jirel, Hyalmo, Walung, Gurung, Dura	
		5.2. <b>Tarai Janajati</b> Tharu, Jhangad, Dhanuk, Rajbanshi, Gangai, Santhal/Satar, Dhimal, Tajpuriya, Meche, Koche, Kisan, Munda, Kusbadiya/Patharkata, Unidentified Adivasi/Janajati	
Other	6. <b>Muslim</b>	6 <b>Muslim</b> Madhesi Muslim, Churoute (Hill Muslim)	
	7. <b>Other</b>	7 <b>Other</b> Marwari, Bangali, Jain, Punjabi/Sikh, Unidentified Others	



# Demographic breakdown of respondents

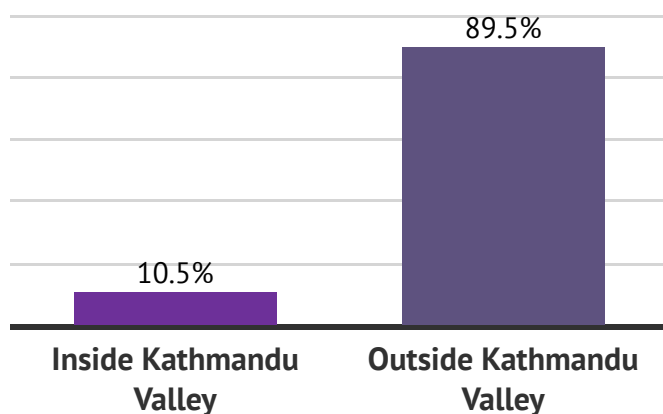
N=5582

## Approximate monthly household income

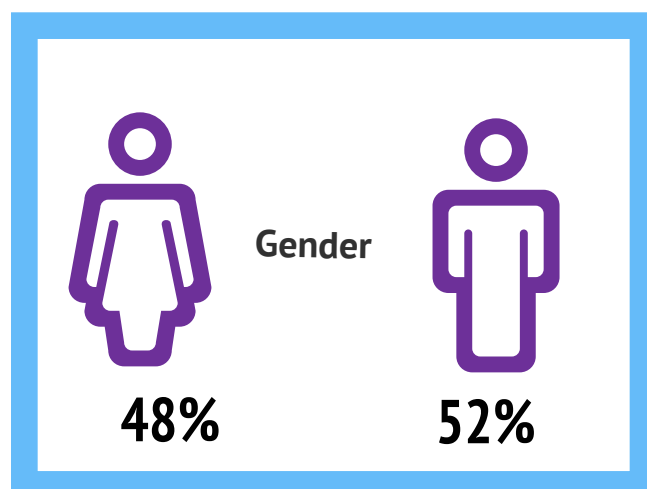
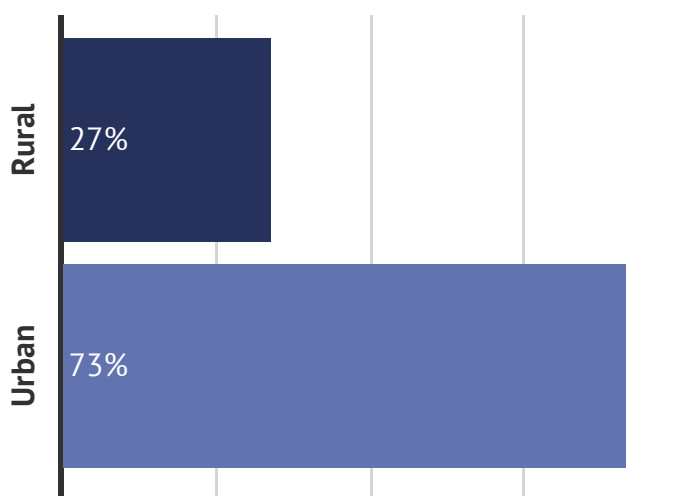
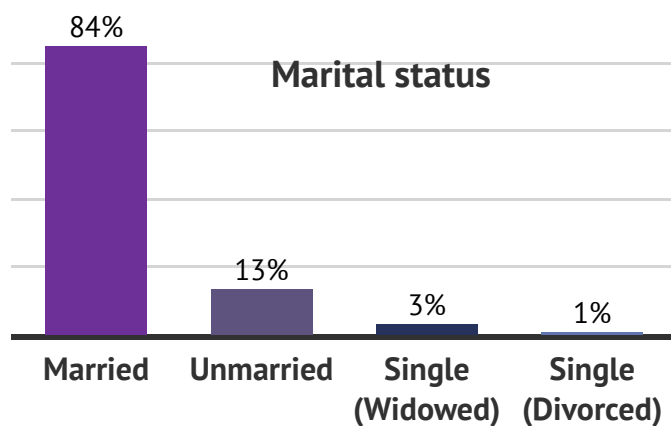


*\* Please note that a high percentage of respondents (37%) have declined to disclose their monthly income for this survey.*

## Residence



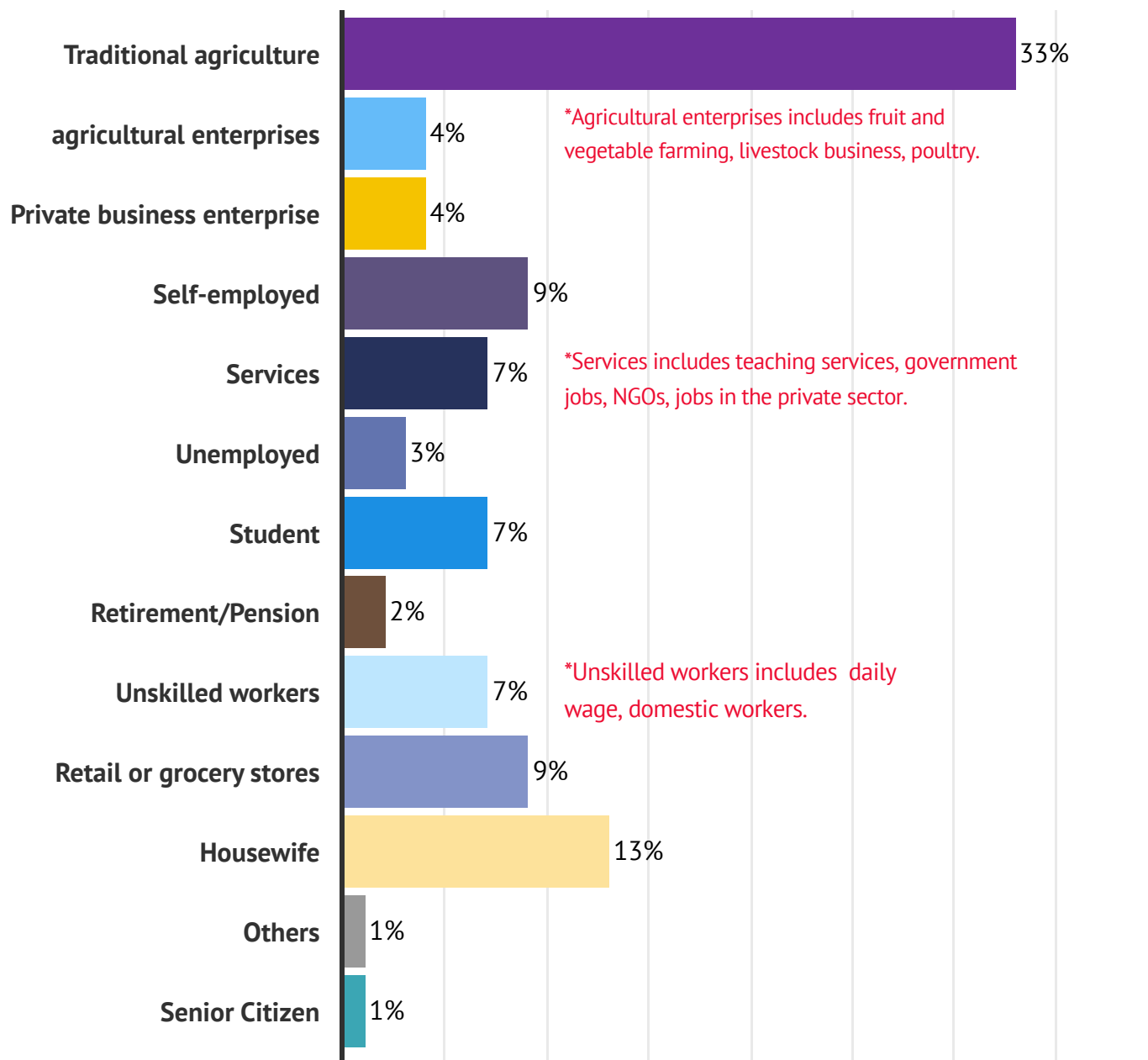
## Marital status



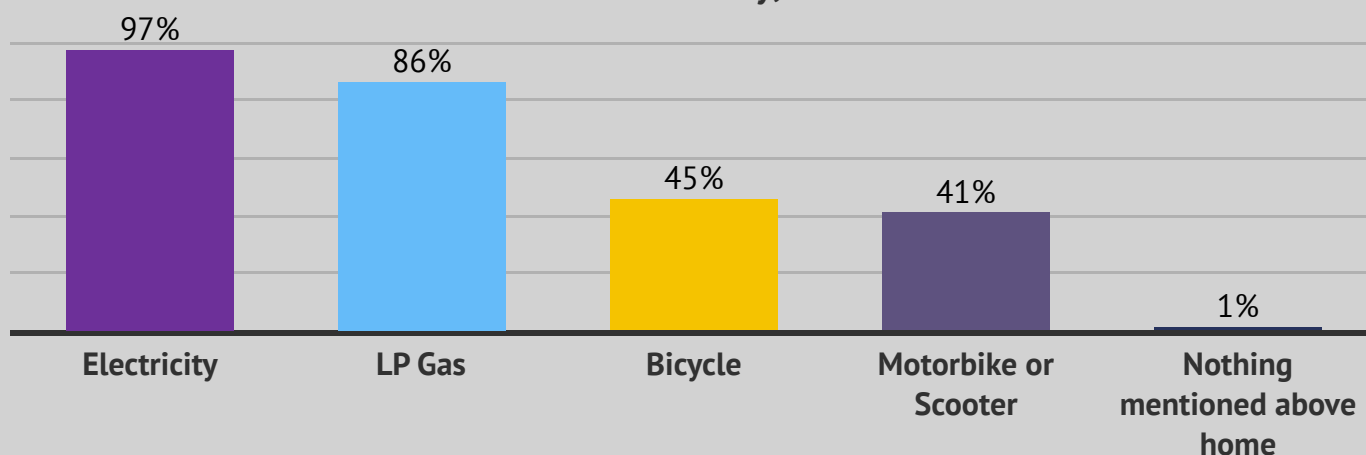
# Demographic breakdown of respondents

N=5582

## Profession and occupation



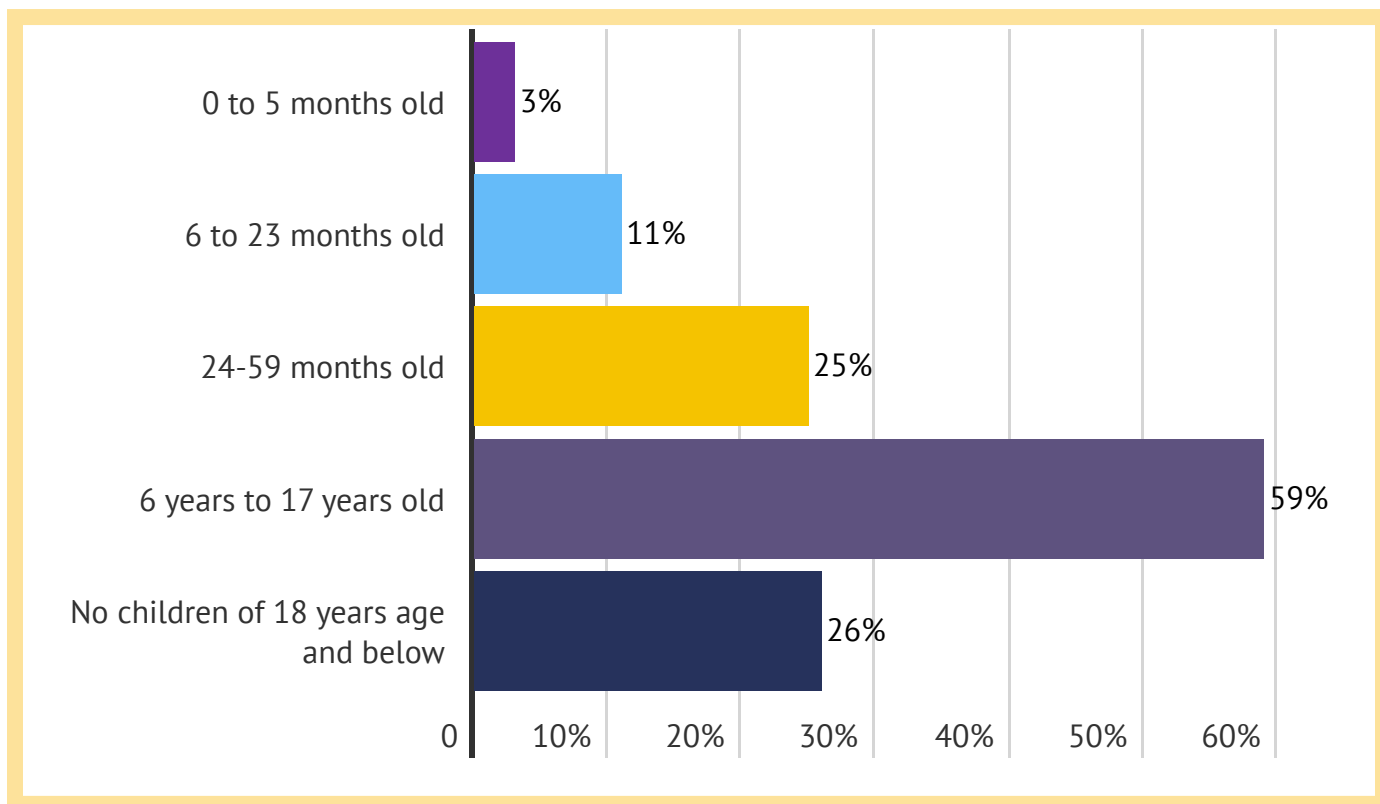
## % of households with electricity, LPG and two wheelers



# Demographic breakdown of respondents

N=5582

## Age of children at home



% of household who  
have a family member  
abroad as labor migrant

**22%**

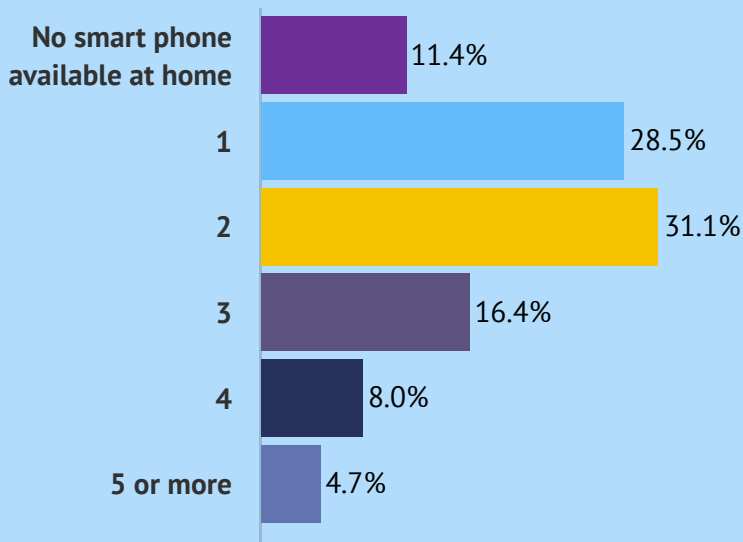
% of household who  
have a disabled family  
member at home

**7%**

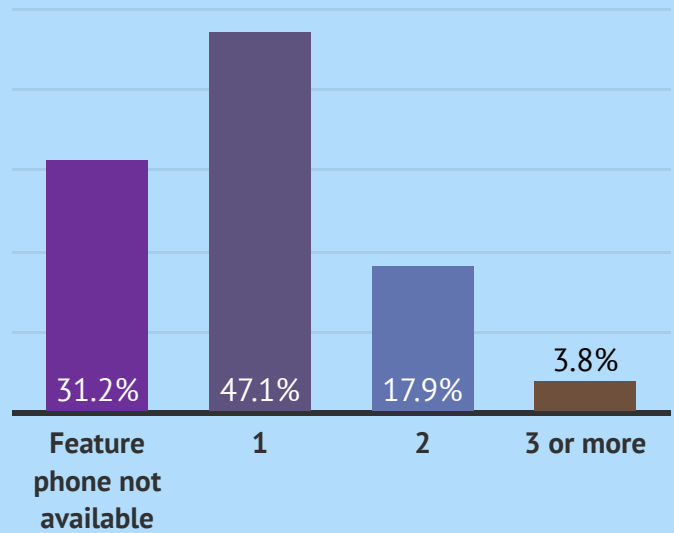
# Communication devices available at household

N=5582

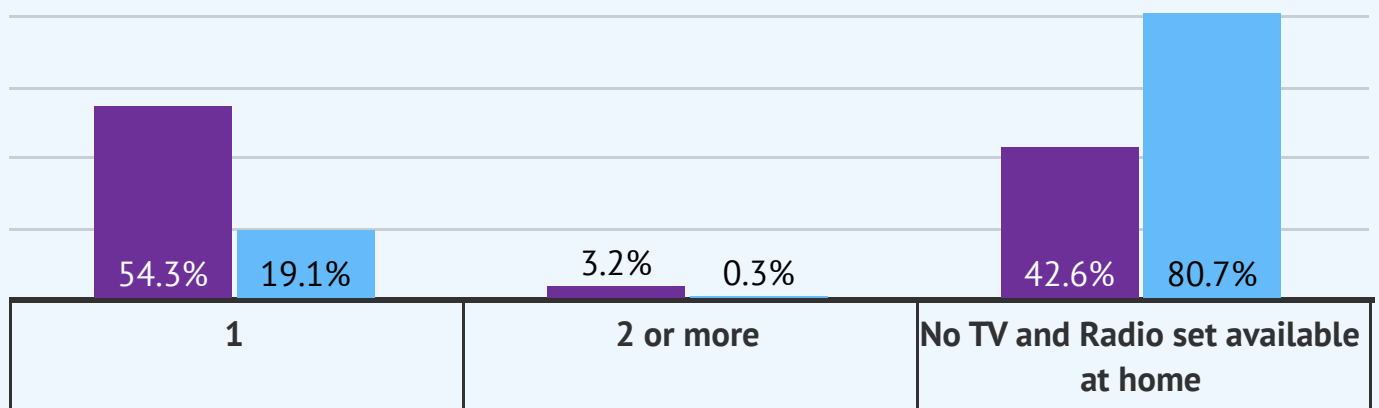
## SMART phone access



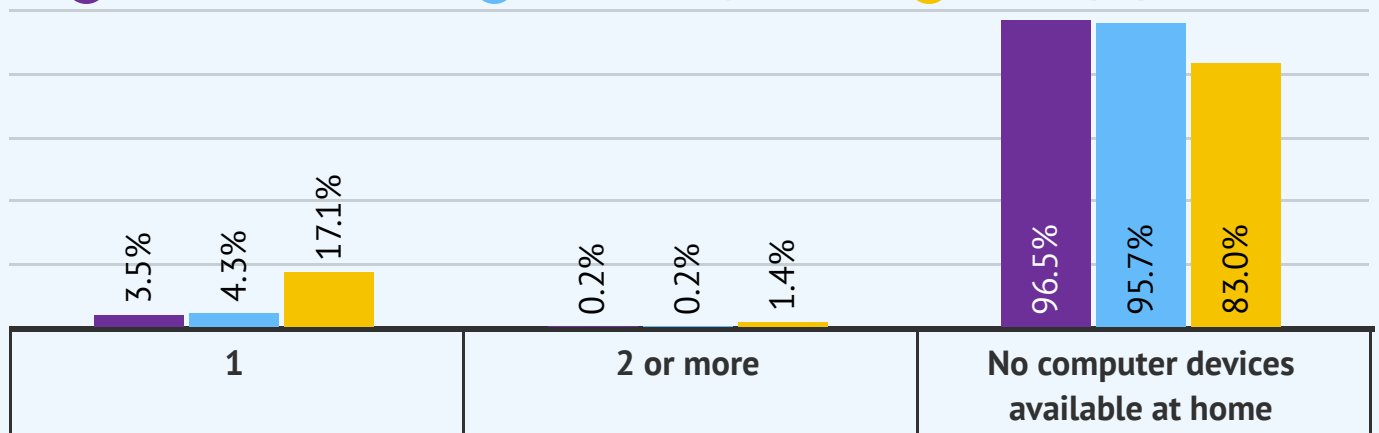
## FEATURE phone access



● No. of TV sets at home ● No. of radio receivers at home



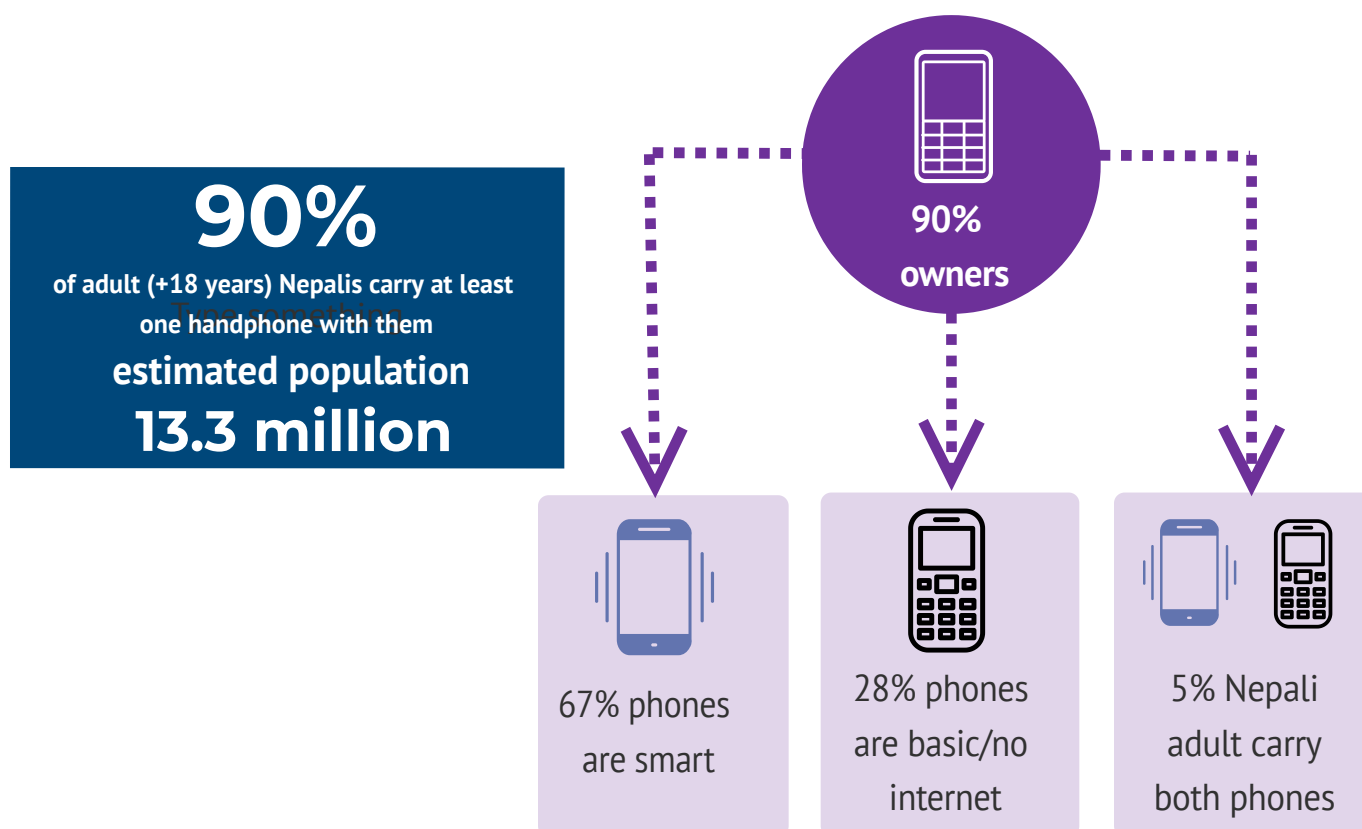
● No. of Tablets at home ● No. of desktops at home ● No. of laptops at home



# Phone ownership of individuals

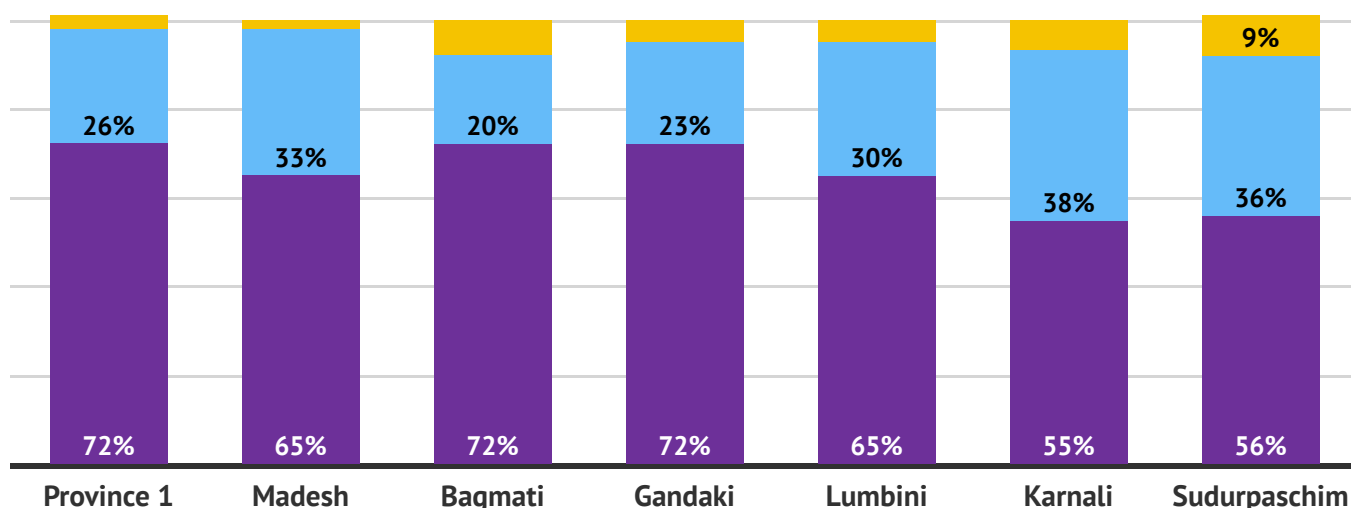
N=5582

% of mobile ownership at individual level



% of different kind of phones owned by individuals at provincial level

Smart phone Feature phone Both feature and smart phone



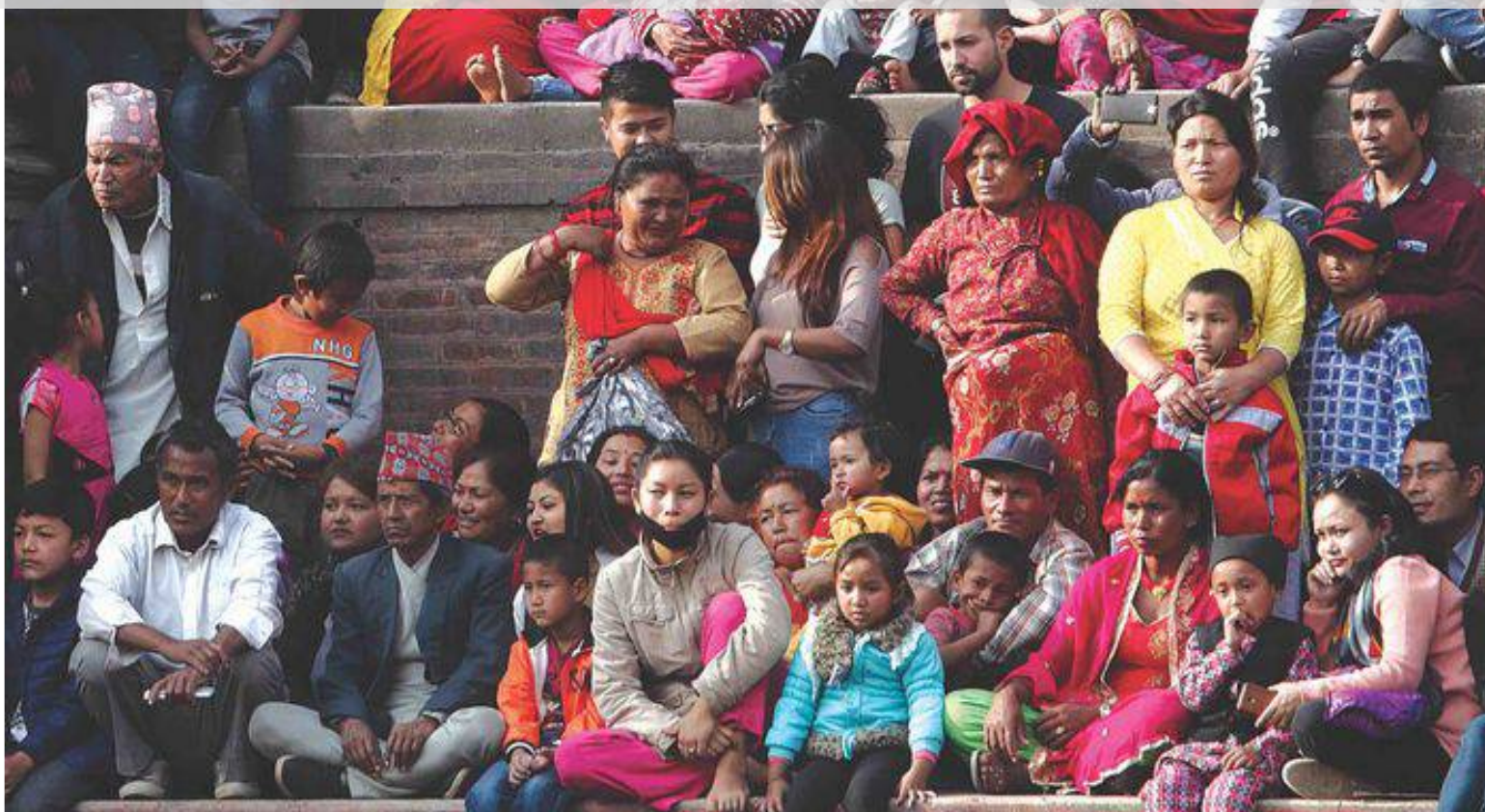




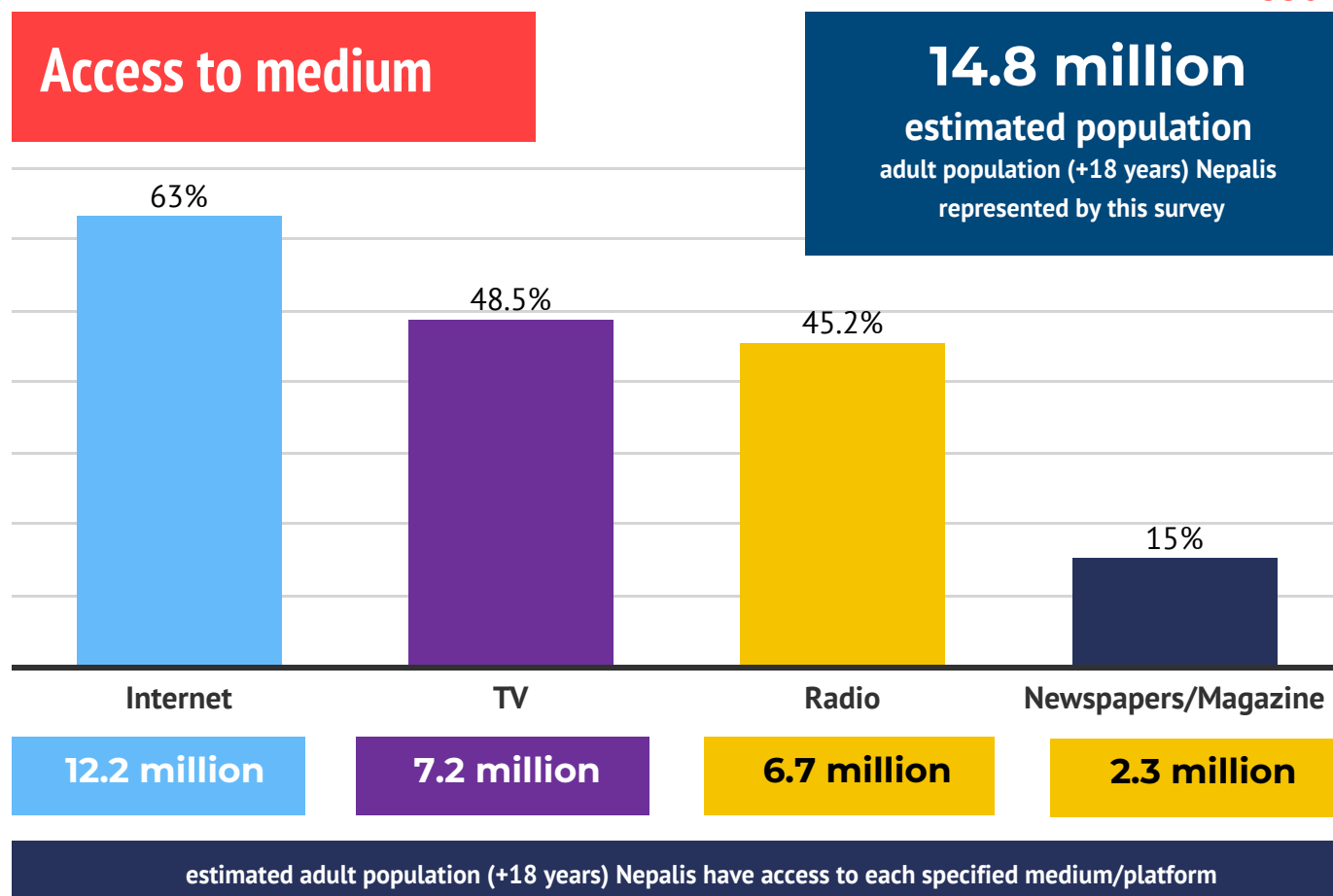
# Media Access



Sharecast  
Initiative Nepal







Media consumption patterns have changed in the past two years. We see a sharp rise in access to the Internet and digital media platforms while comparing the media access data from NMS2020. Radio and television reigned as a vital medium until two years ago. COVID19 Pandemic-induced lockdown and socio-economic impacts have limited the production/ distribution of newspapers and magazines. In contrast, there are multiple reasons for the decline in TV viewership. Radio listenership spiked to around 73% and trailed between 65% and 70% (CFT Survey June 2020 and subsequent CFT Surveys by UNICEF Nepal and SCIN ).

The changing pattern of consumption of media content now is determined by access to new information technology. Just as radio surged with Nepal's rural radio revolution in the 1990s and television took audiences away from print, the legacy media are now all in the same boat – competing with the internet for eyeballs and revenue.

The NMS2022 findings help us track media consumption trends by comparing them to previous surveys and seeing the changing popularity patterns among various groups. While analyzing longitudinal data from the last five years of NMS data, we find that radio listenership spikes during key socio-political events like elections, political movements, natural calamities, or other crisis times. Radio listening during a regular time when nothing abnormal is happening in the country sticks between 40 percent to 50 percent.

While comparing the longitudinal data, we find TV viewership, Internet users, and readers of newspapers and magazines were steadily increasing until 2020. Unfortunately, the impact of the COVID-19 pandemic has caused the decline of TV viewership by 12.3% and the readership of newspapers and magazines by 17%, which is 50% less readership compared to two years ago.

At the provincial level, Bagmati (76%) and Lumbini Province (70%) have the highest percentage of internet access, whereas radio is the most accessible medium in Karnali (70%) and Sudurpachim Province (61%). Madhesh Province has the least access to traditional and digital media platforms. Readership is still very high in Bagmati province, where one in four adult Nepalis still read newspapers and magazines compared to other regions.

One in five adult Nepalis have access to only the Internet platform, whereas, in Karnali and Sudurpachim, it is the radio medium.

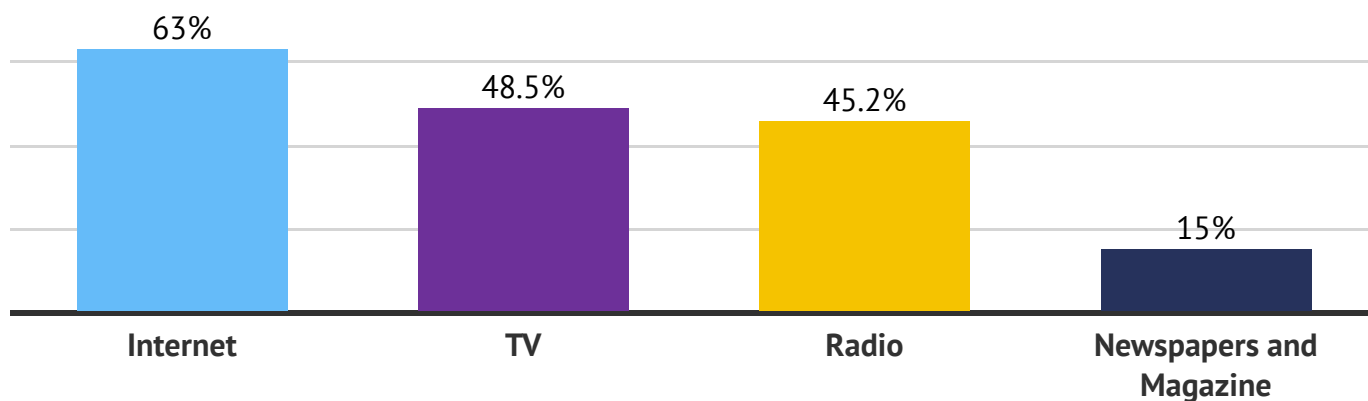
Responses for access to radio, TV, newspapers, and magazines, as well as the Internet platform, were recorded separately during the survey.

## Access to medium

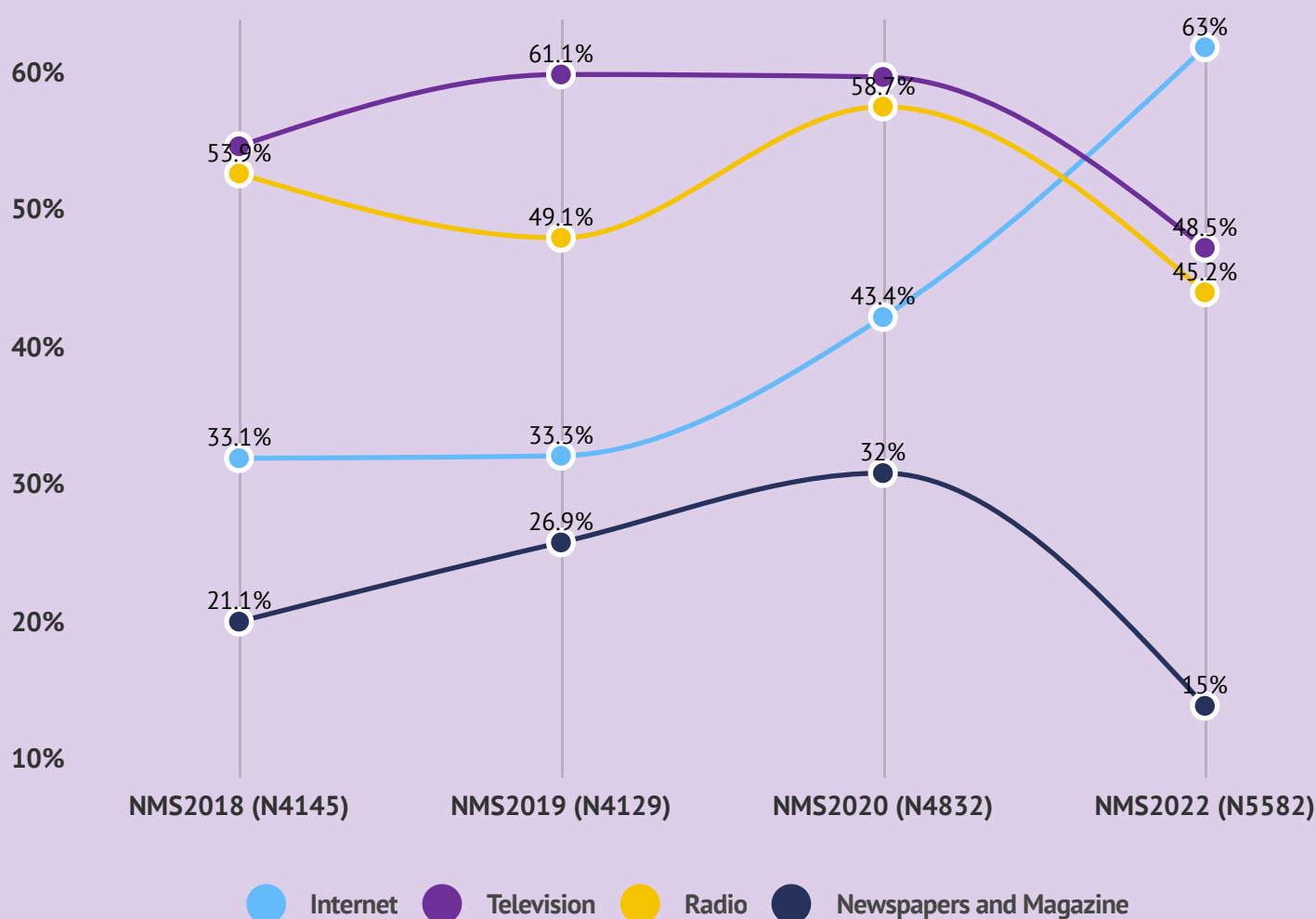
# 14.8 million

estimated population  
adult population (+18 years) Nepalis  
represented by this survey

% of Nepali adults (18+) who have access to \_\_\_\_\_ medium (2022).

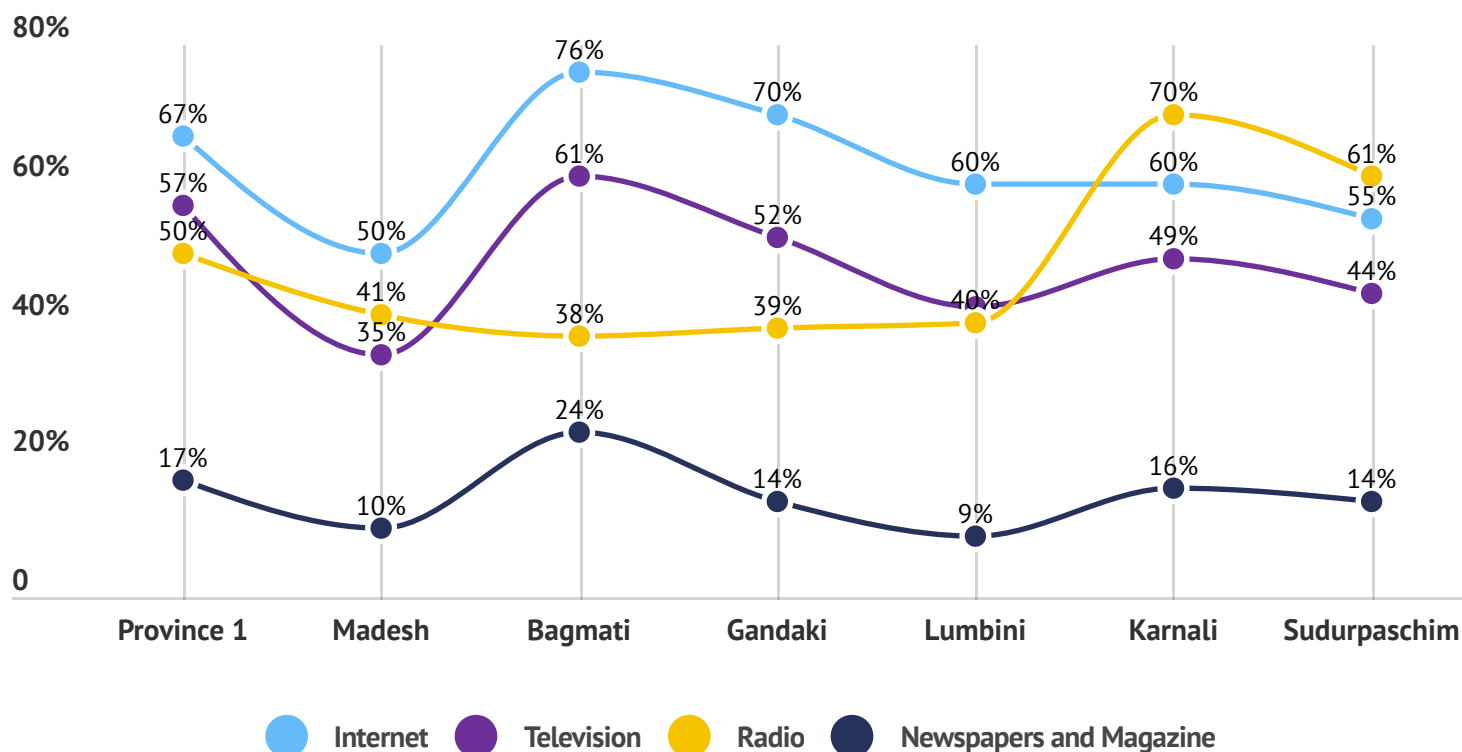


Longitudinal data on % of Nepali adults (18+) who have access to traditional and internet medium

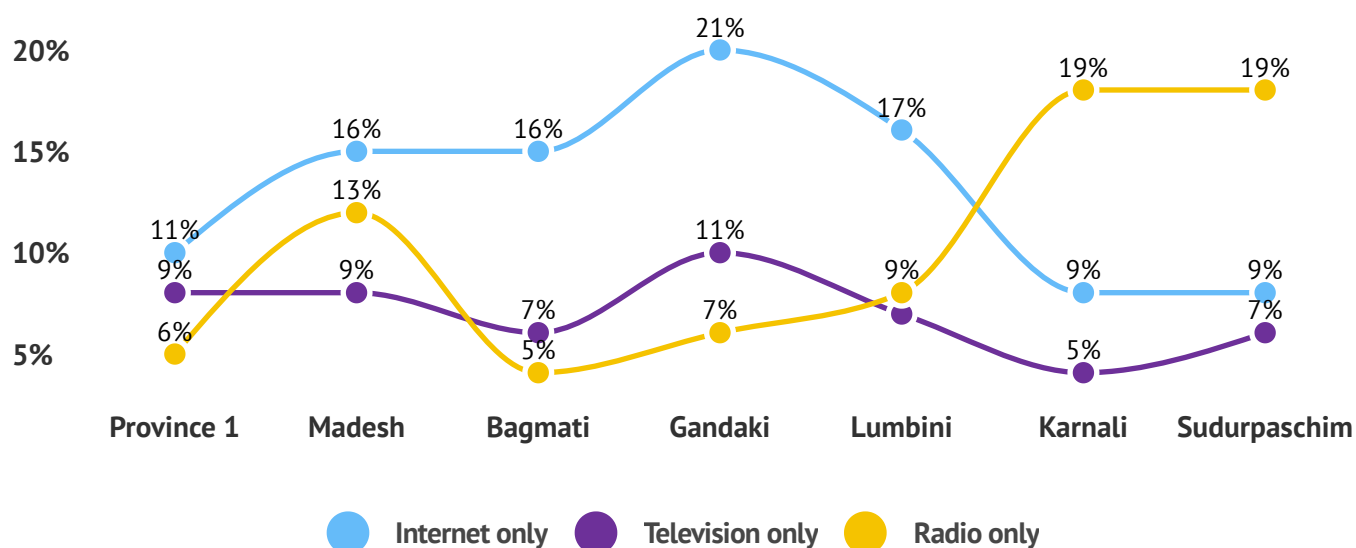
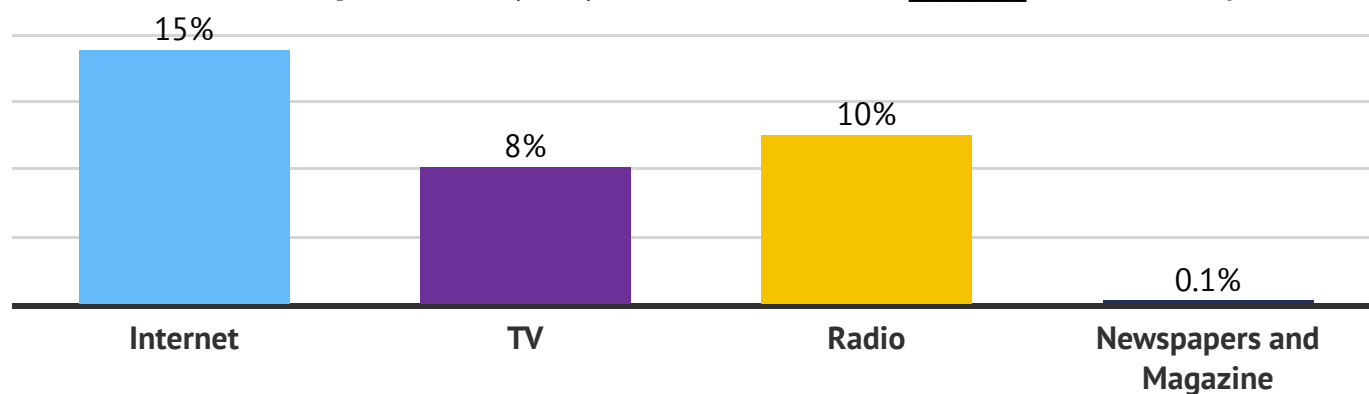


## Access to medium

% of Nepali adults (18+) who have access to \_\_\_\_\_ medium (at provincial level)



% of Nepali adults (18+) who have access to \_\_\_\_\_ medium only

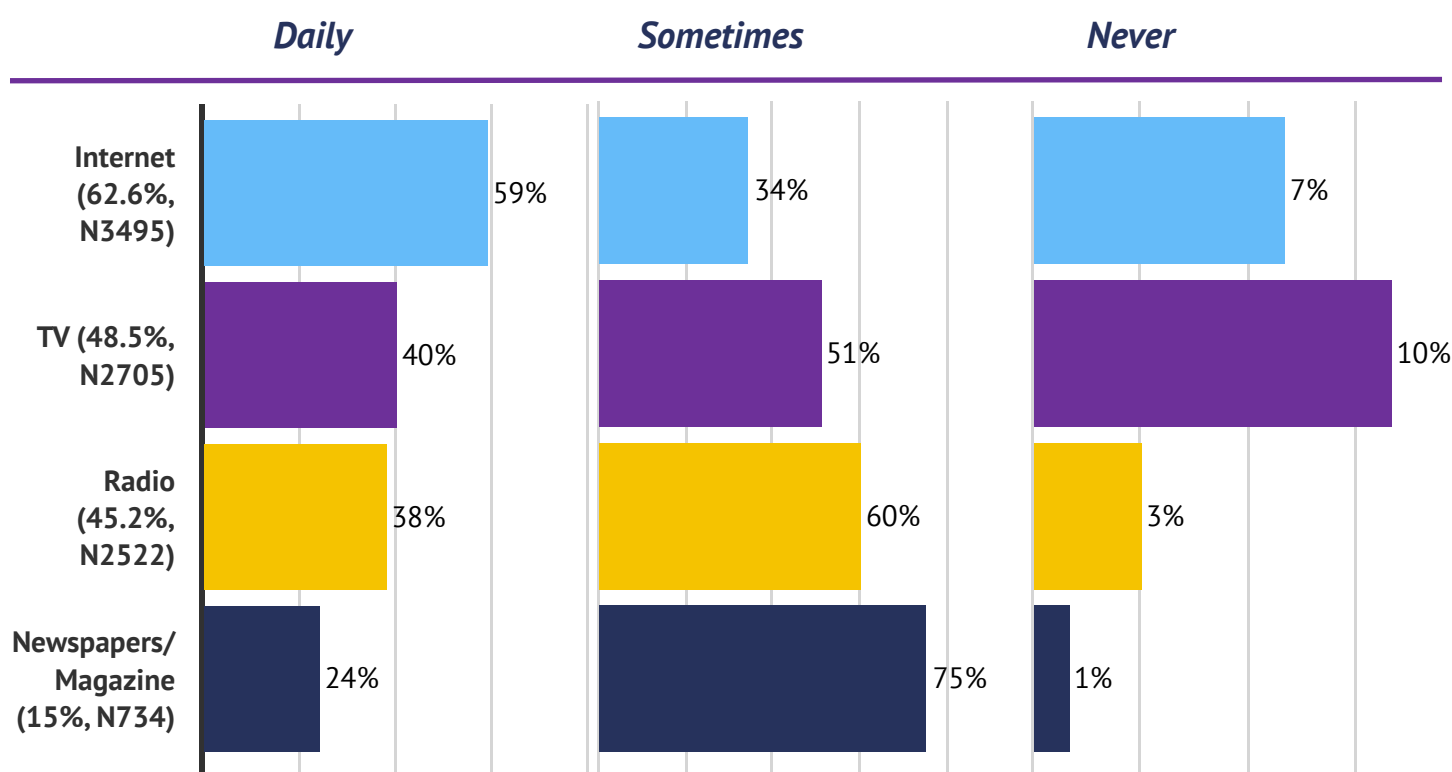




## News consumption via across platforms

**14.8 million**  
estimated population  
adult population (+18 years) Nepalis  
represented by this survey

% of Nepali adults (18+) who have access to news and current affairs from \_\_\_\_\_  
medium and frequency of use



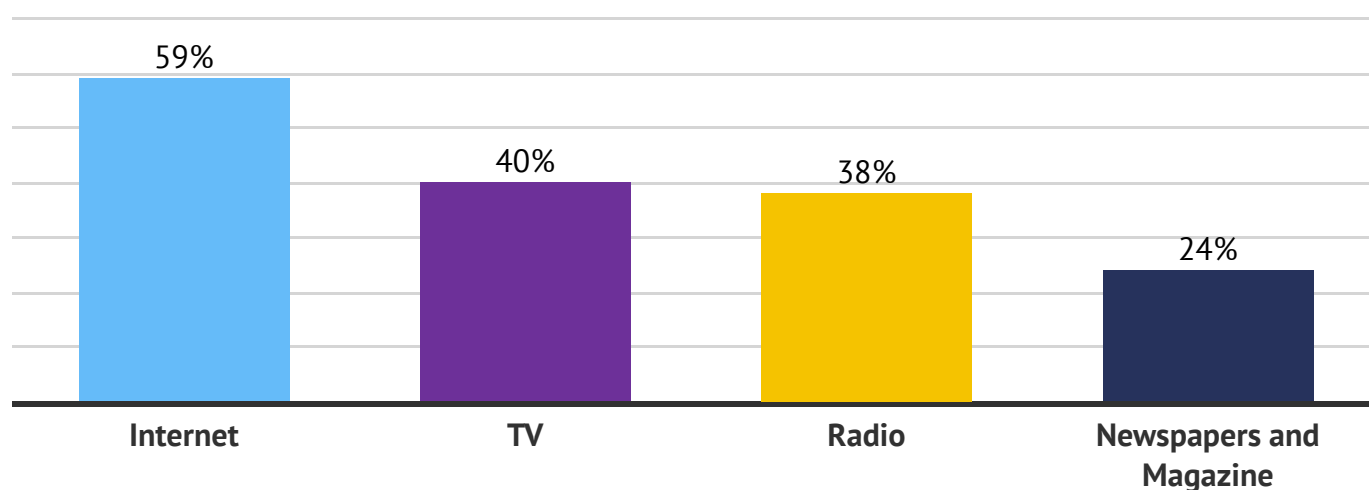
As a follow-up question to users of each medium, we asked the respondents if they use "that" medium to access news and current affairs and how often. The findings show that each medium's daily news consumption and current affairs are proportional to the access figures. In contrast, occasional use of the medium for news and current affairs is higher among traditional mass media.

The Internet has the highest daily use to access news and information in Pradesh 1, Madhesh, Gandaki, and Karnali, whereas radio is no. one medium in Lumbini and Sudurpaschim Pradesh. In Bagmati province, the daily use of the Internet as a source of news and information is the highest (75% daily). In contrast, everyday use of all mediums is the lowest in Lumbini province compared to other regions. TV is the second choice for daily news consumption in Pradesh 1, Madhesh, and Bagmati.

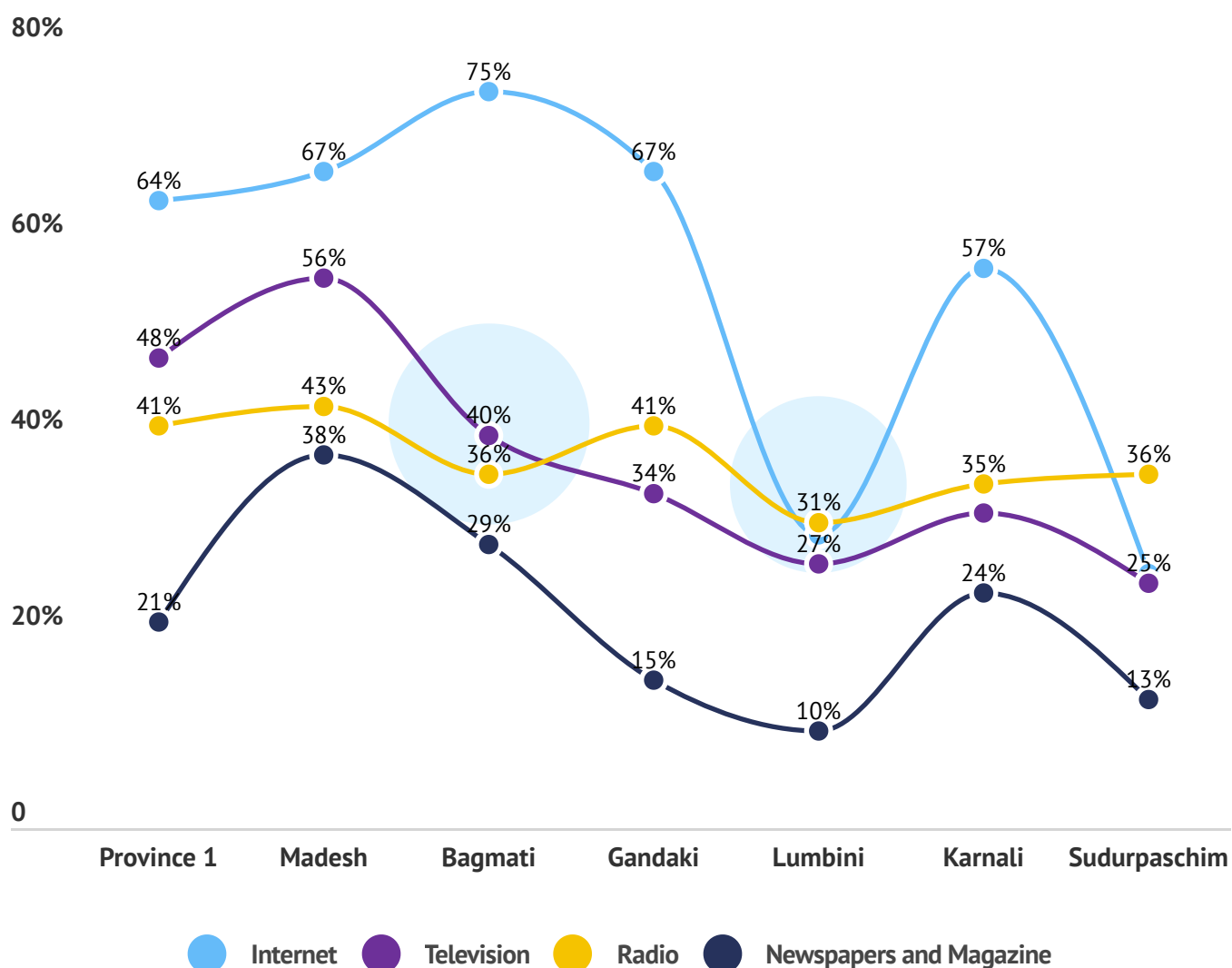
Other variables that determine the daily and occasional access to each medium for news and information are age, education level, profession, and household income.

## News consumption via across platforms

% of Nepali adults (18+) who have daily access of news from \_\_\_\_\_



% of Nepali adults (18+) who have daily access of news and information from \_\_\_\_\_ medium (at provincial level)



## Primary source of news and information: local and national/international

**14.8 million**  
estimated population  
adult population (+18 years) Nepalis  
represented by this survey

Comparative data between 2020 and 2022 NMS data displays the most dramatic changes regarding the source of news and information at the local and national/international levels. In a spontaneous response, Nepali adults that consume traditional media (Radio, TV, and newspapers) as primary news sources have declined tremendously in the past two years.

Once the primary local news source, radio has fallen from 44% to 26%. There is a similar decline in the use of radio to access national and international news, from 45% to 32%. Compared to 2020, television as a primary news source fell from 47% to 31%. Newspaper readership for local and national news, already small, decreased further from 8% to 4% as a source of national/international news and 7% to 3% as a source of local news and information.

Users seem to have migrated en masse to the internet. The use of social media platforms as the primary source of local, national, and international news has increased multifold compared to traditional media. While analyzing the regional breakdown of data on the news source, we find that radio is being replaced by FB, Television by Youtube, and newspapers/magazines by Nepali online portals at both local and national levels.

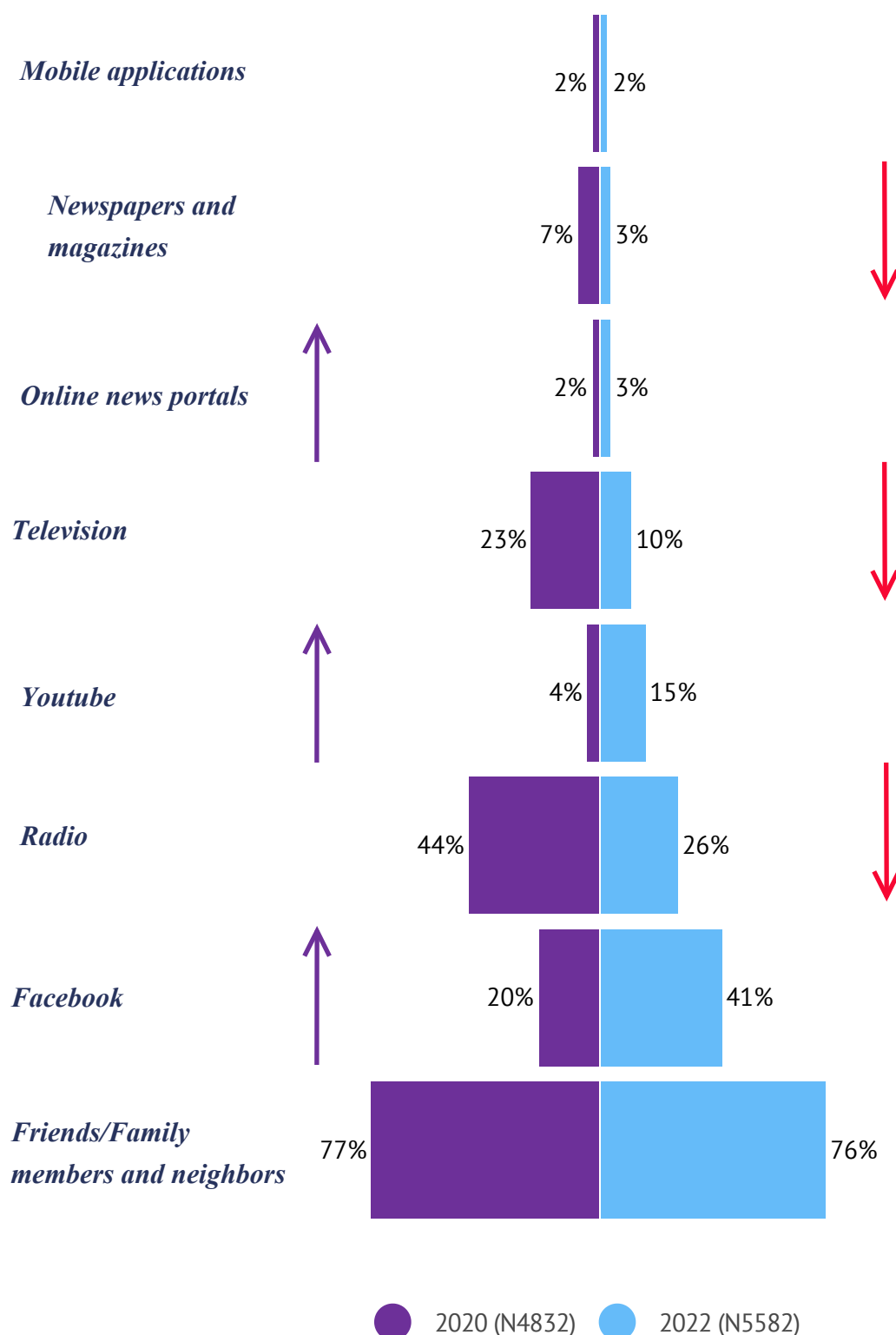
When asked which medium they relied on for local news and information, respondents said YouTube increased from 4% to 15% in two years – signifying the proliferation of channels on that platform that usually sensationalized news and current affairs content. Similarly, news consumers using Youtube as a national and international news source rose from 9% to 31%.

The percentage of respondents saying they got their information from Facebook rose from 21% to 41% for local and 24% to 49% for national and international news. However, the caveat here is that they may also be clicking on links to the Facebook accounts- primarily online and news portals and portals run by TV stations and newspapers/magazines.

Overall news consumption is comparatively low in Madhesh and Lumbini Province. In contrast, radio is still the number one medium to access news and current affairs at the local and national/international levels for Karnali and Sudurpaschim province residents.

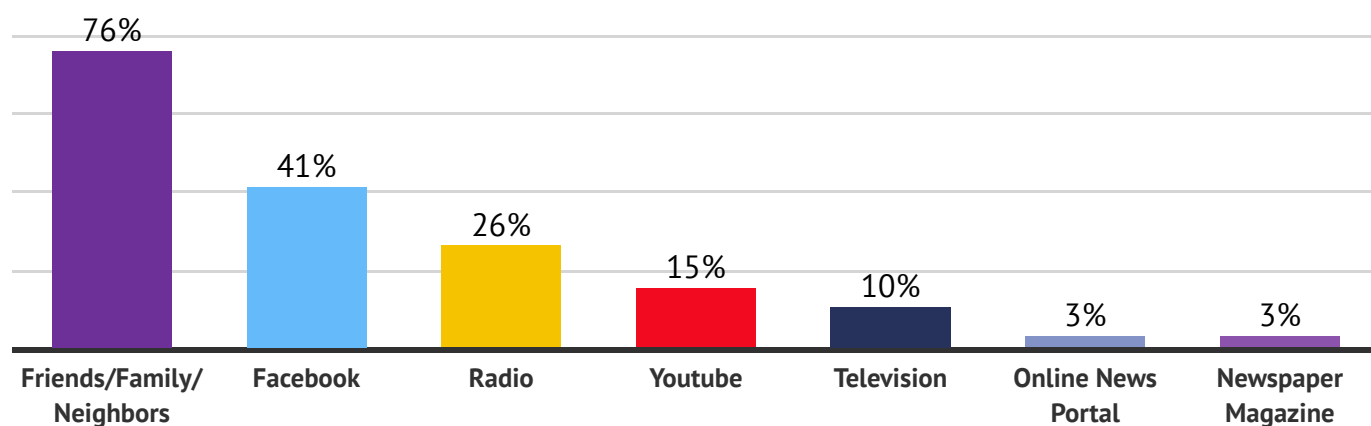
## Primary source of local news and information

% of Nepali adults (18+) who access to local news and information using \_\_\_\_\_ platform.

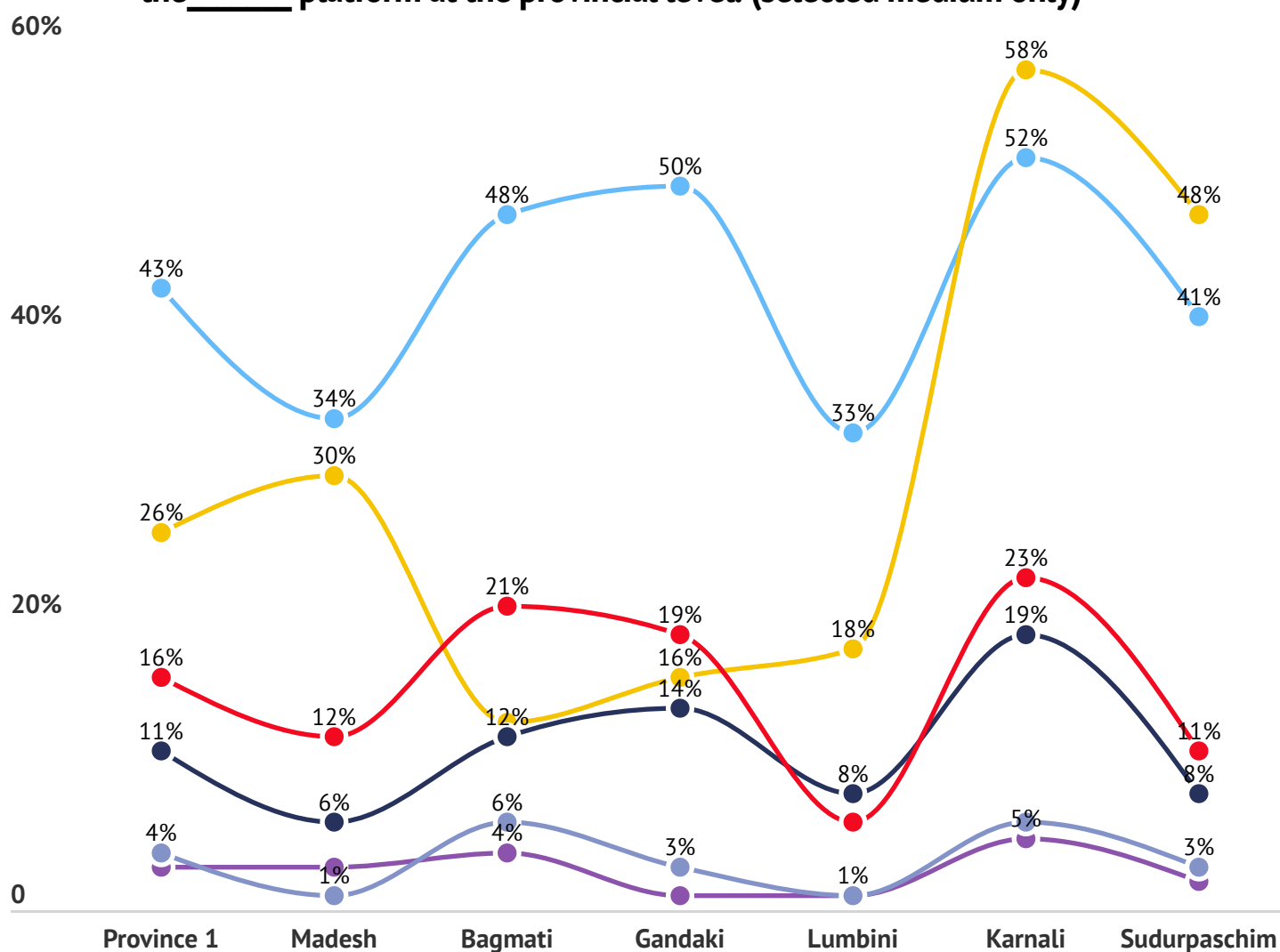


## Primary source of local news and information

% of Nepali adults (18+) who access to local news and information using \_\_\_\_\_ platform.



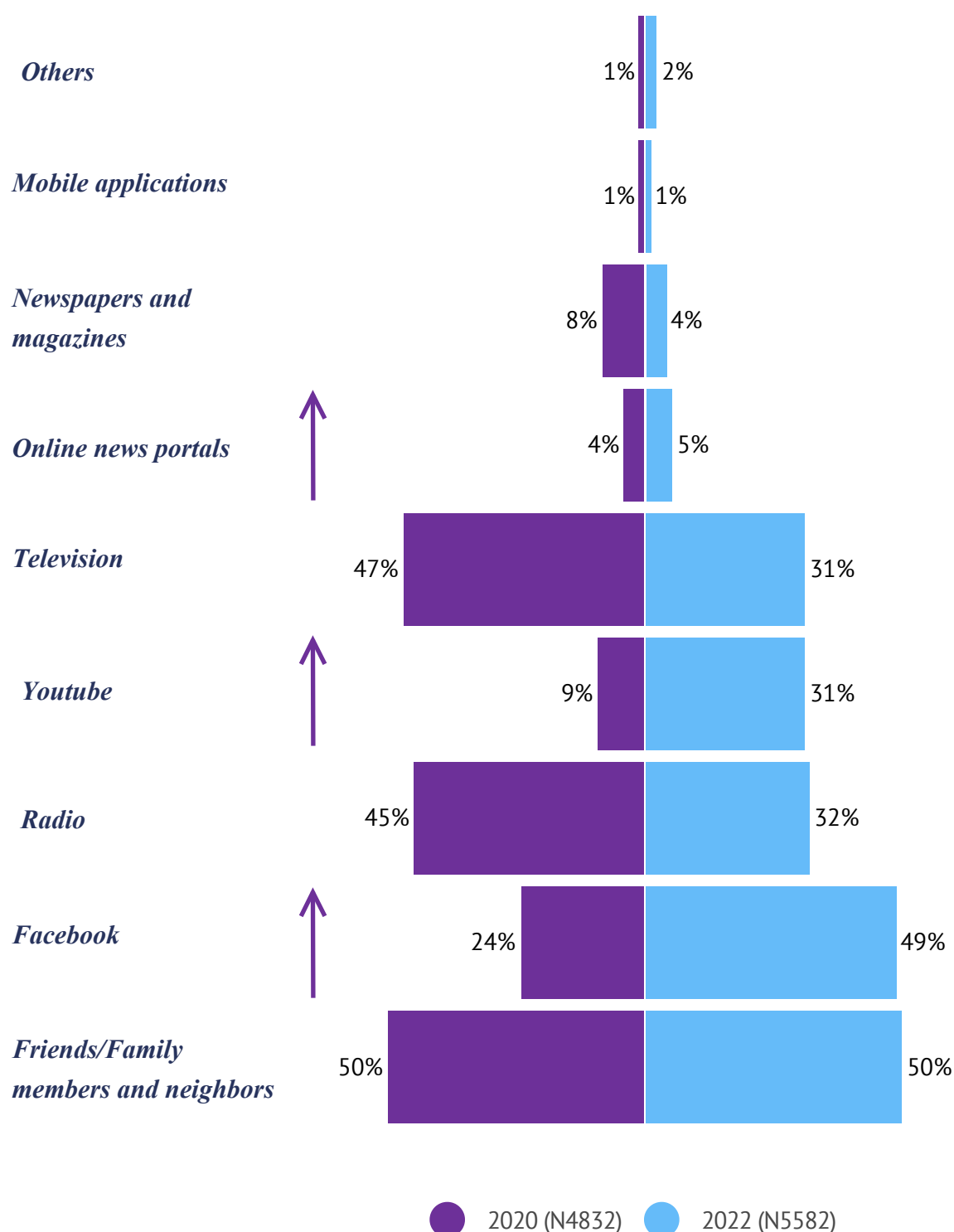
% of Nepali adults (18+) who access to local news and information using the \_\_\_\_\_ platform at the provincial level. (selected medium only)



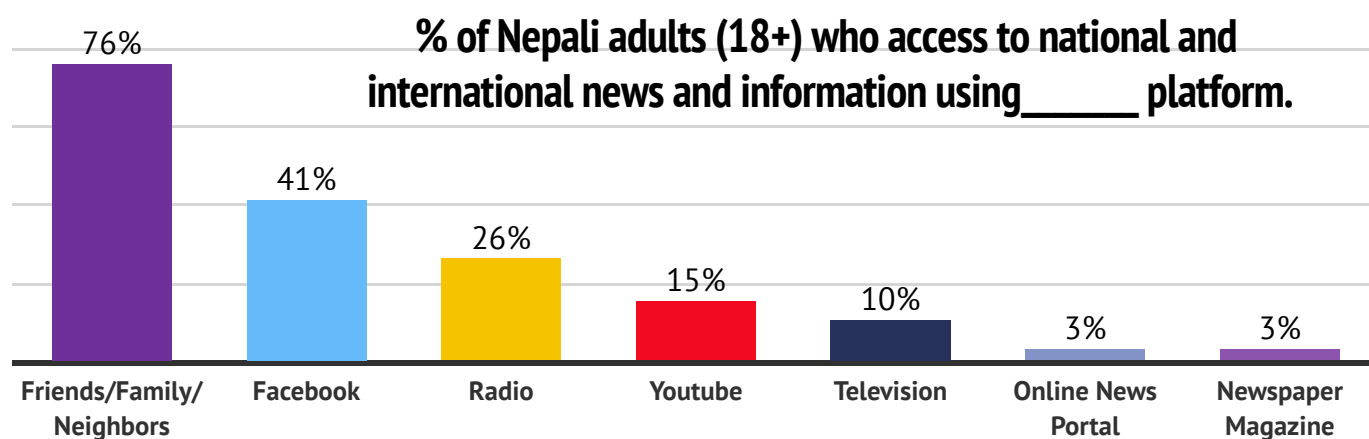
Facebook Radio Television Newspaper Magazine Online News Portal Youtube

## Primary source of national and international news and information

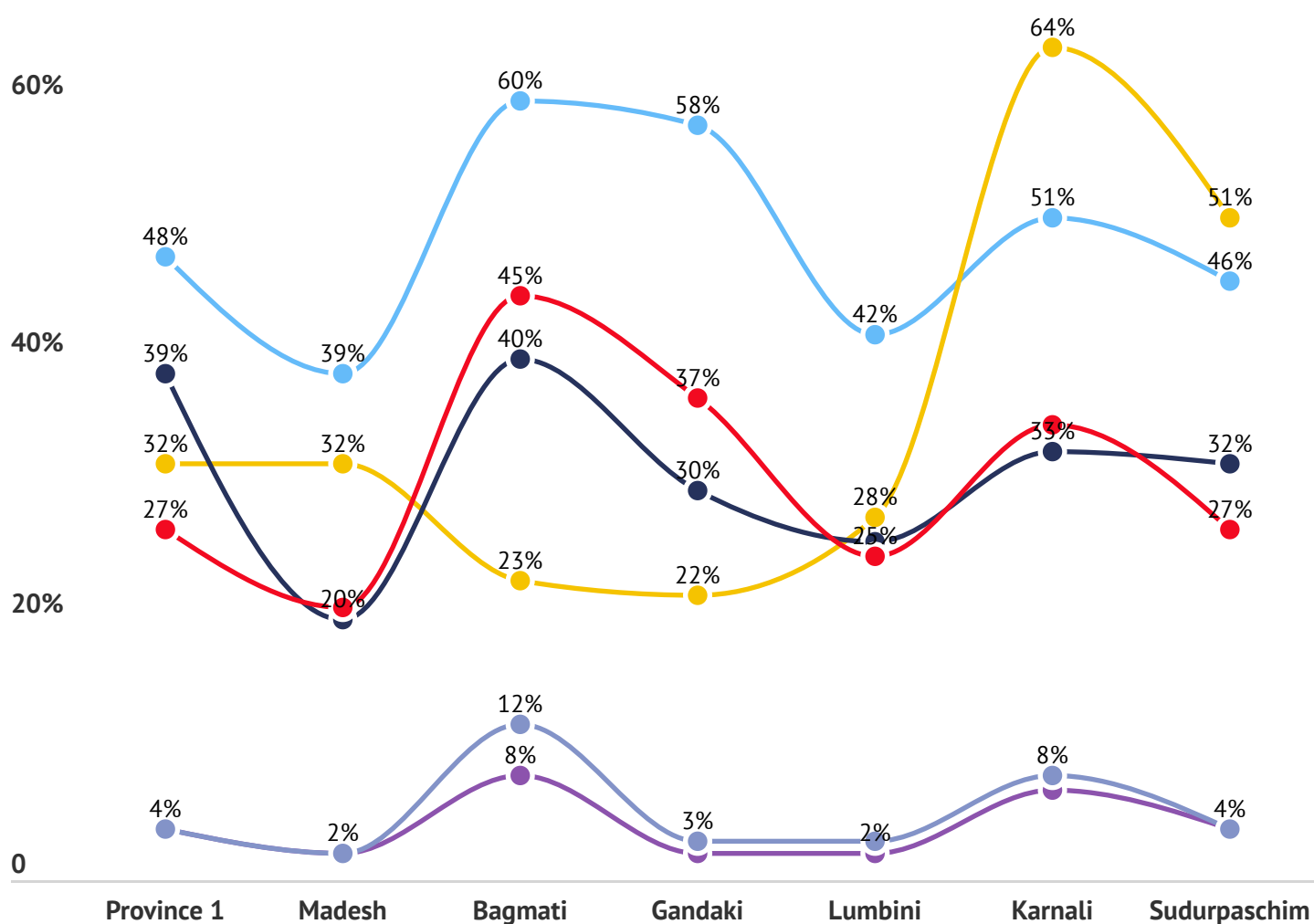
% of Nepali adults (18+) who access to national and international news and information using \_\_\_\_\_ platform.



## Primary source of national and international news and information



## % of Nepali adults (18+) who access to national/international news and information using the \_\_\_\_\_ platform at the provincial level. (selected medium only)



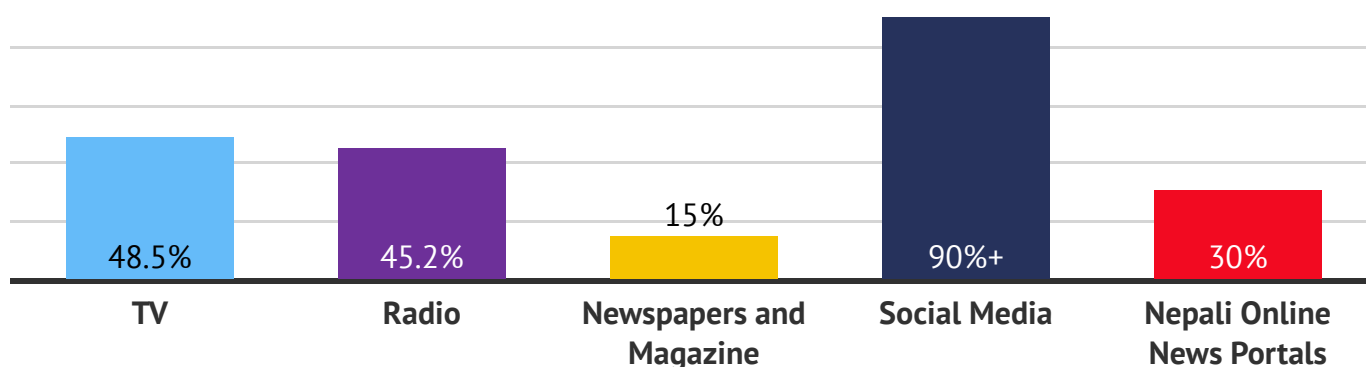
Facebook Radio Television Newspaper Magazine Online News Portal Youtube



## Level of trust among different medium and it's access

**14.8 million**  
estimated population  
adult population (+18 years) Nepalis  
represented by this survey

% of Nepali adults (18+) who have access to \_\_\_\_\_ medium



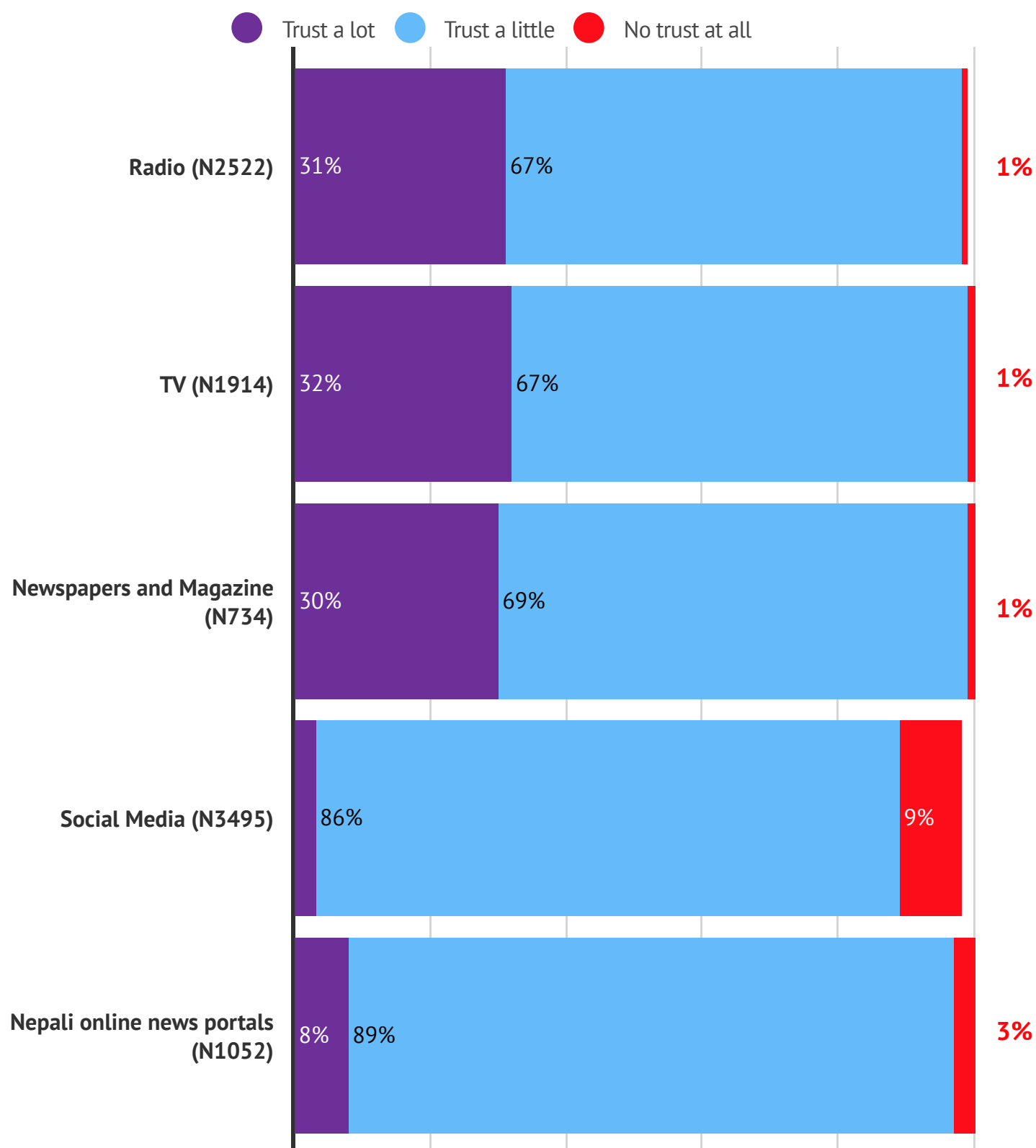
Survey finding shows that the use of social media networks has left radio, tv, and the print press trailing further behind. More than 90% of Internet users have regular access to social media platforms like FB and Youtube. Tiktok and other messenger services are also overwhelmingly high. Despite the surge in users of social networking sites, there appears to be a trust deficit. Radio, tv, and print media still top the ranking for credibility, with only 3% of respondents saying they trust content consumed via social media. Interestingly, trust in online portals is also a low 8%.

Access to a medium does not equal having high confidence in it as a source of news and information. We asked users of each medium how much they trust "that" medium for the news and information they consume. A high level of trust is a relief for traditional media operators whose audience appears to be decreasing. At least one in three individuals has a high level of trust for traditional media platforms. In contrast, confidence is overwhelmingly low for social media and online portals, and distrust is the highest compared to conventional platforms.

While analyzing the data at the provincial level, we find that socio-economic factors result in a higher level of faith in one media. Pradesh 1, Bagmati, and Gandaki provinces with higher GDP and socio-economic status also tend to have higher levels of trust for media consumption. In contrast, the level of trust is lower and distrust higher in Madhesh, Karnali, and Sudurpaschim provinces. Demographic groups with a higher level of education, professionals, and ones with a higher range of household income also tend to have more trust in the media content.

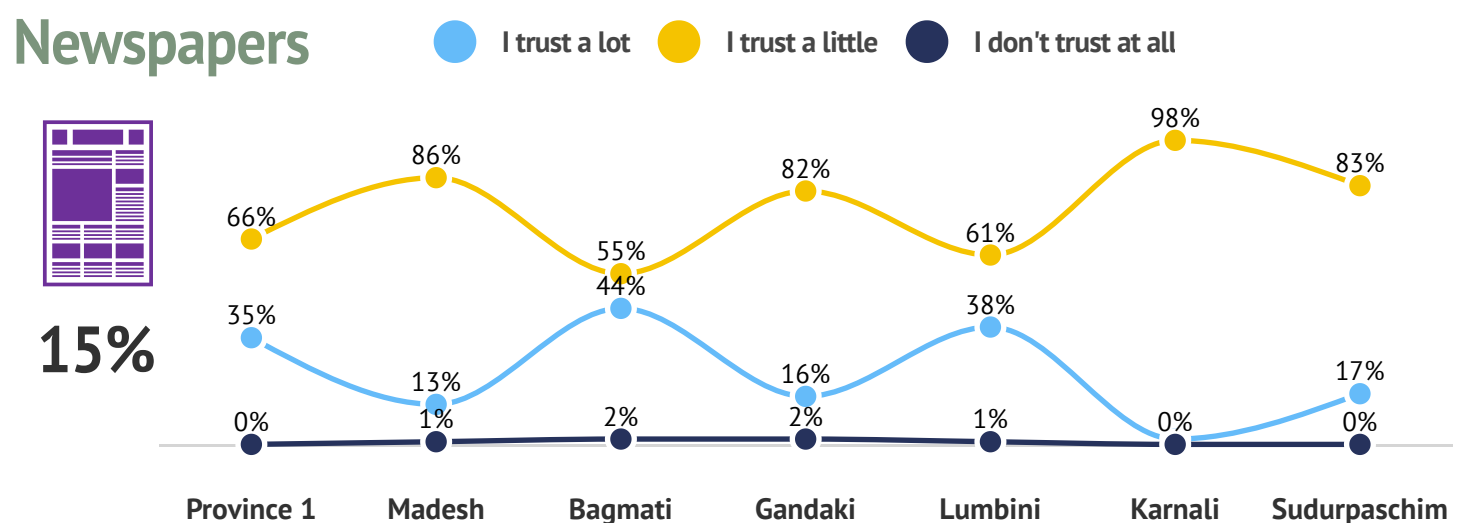
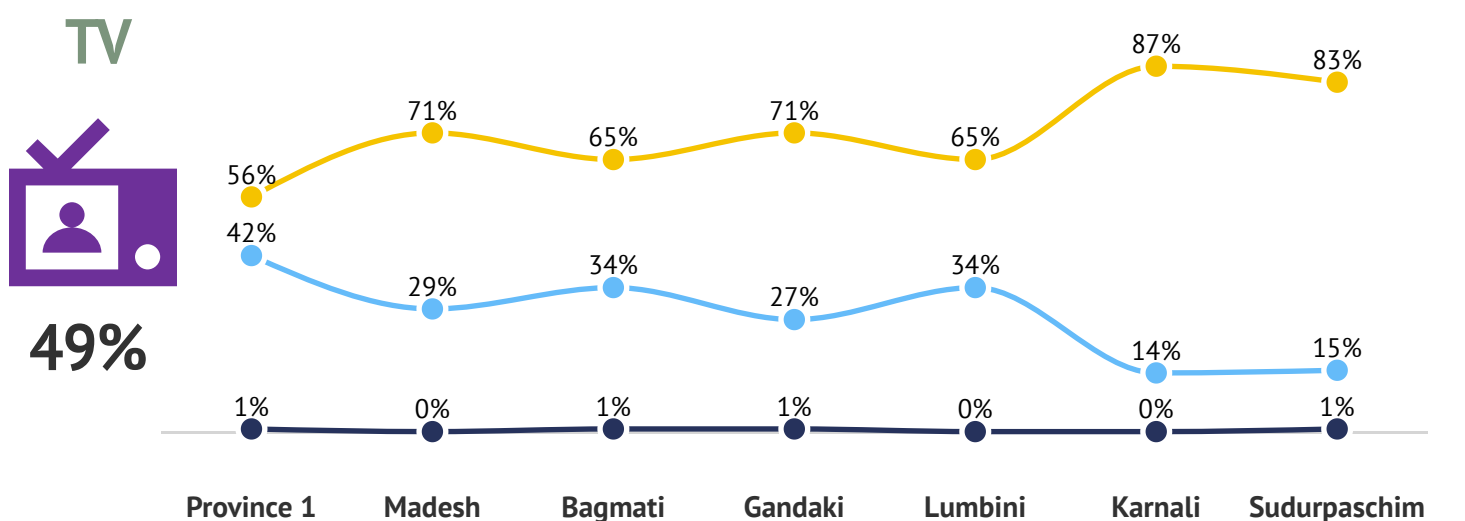
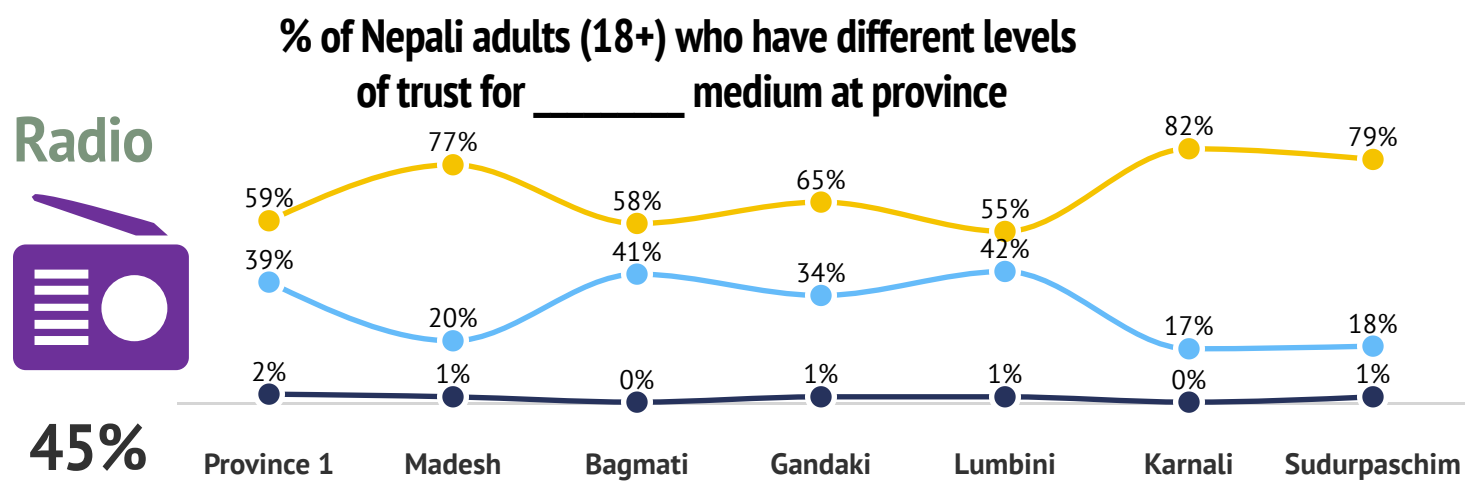
## Level of trust among different medium and it's access

% of Nepali adults (18+) who have different levels of trust for \_\_\_\_\_ medium



## Level of trust among different medium and it's access

*Note: Level of trust among users of each medium. This question was asked separately among each medium. (Responses are unprompted)*



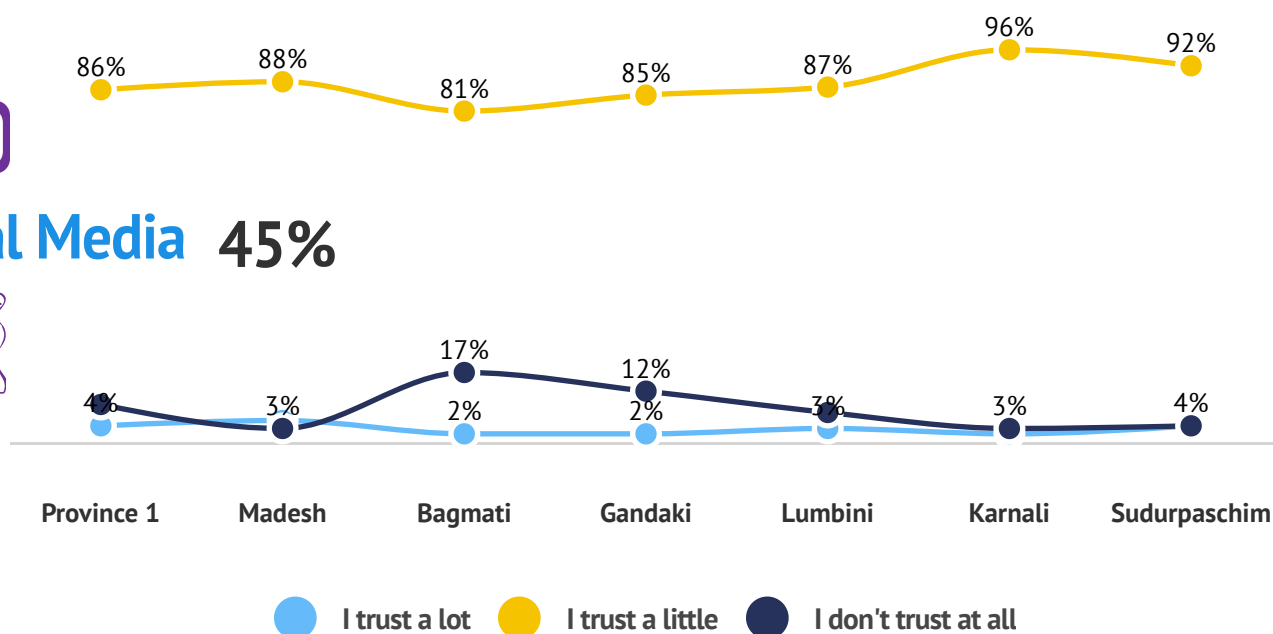
## Level of trust among different medium and it's access

*Note: Level of trust among users of each medium. This question was asked separately among each medium. (Responses are unprompted)*

% of Nepali adults (18+) who have access to \_\_\_\_\_ medium at provincial level

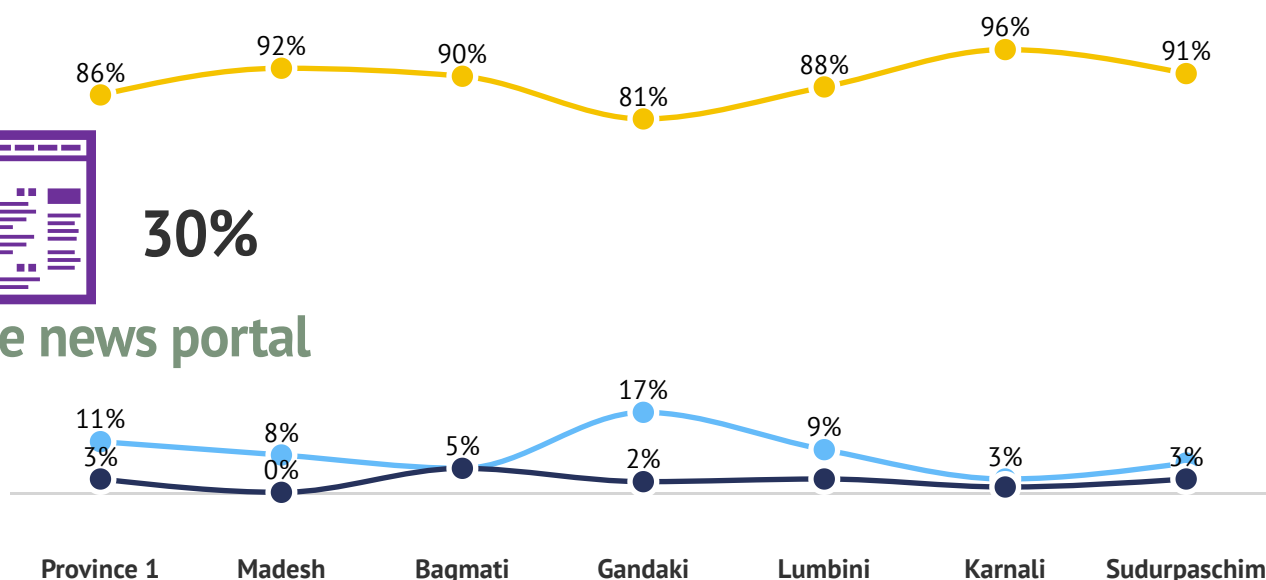


### Social Media 45%



30%

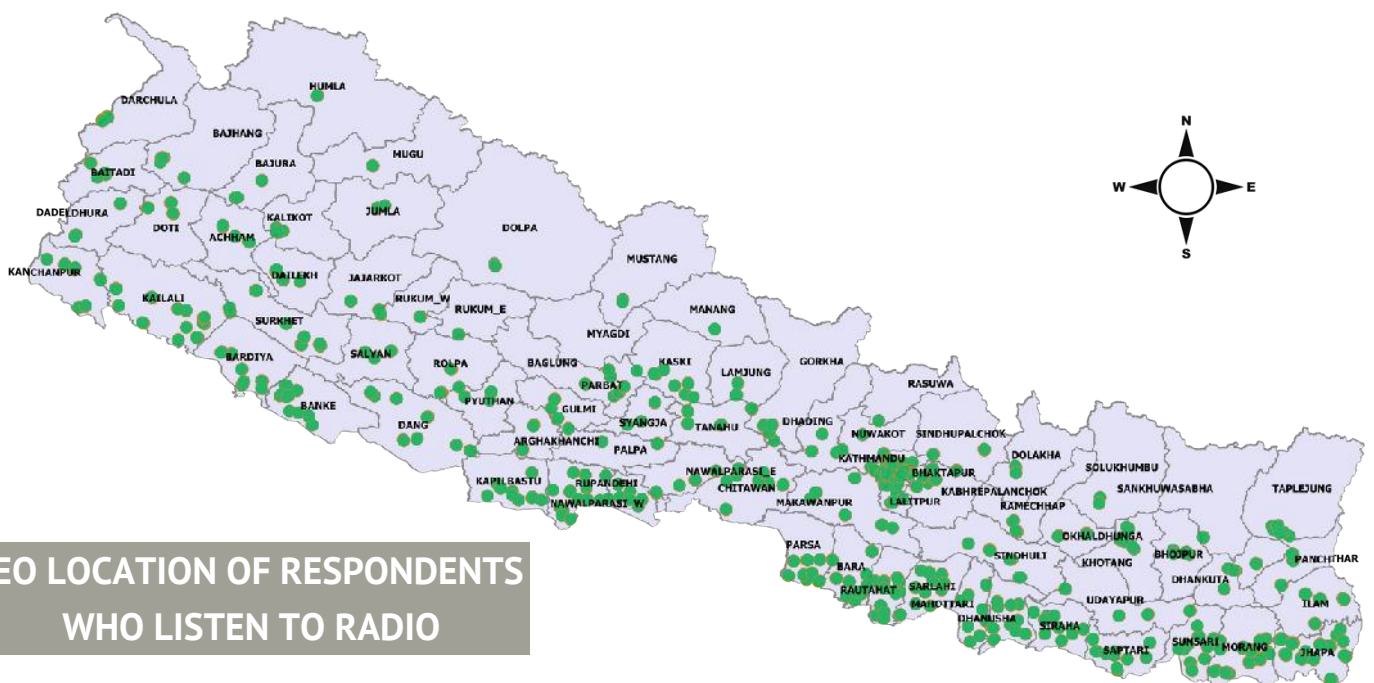
### Online news portal







# Radio listening behavior



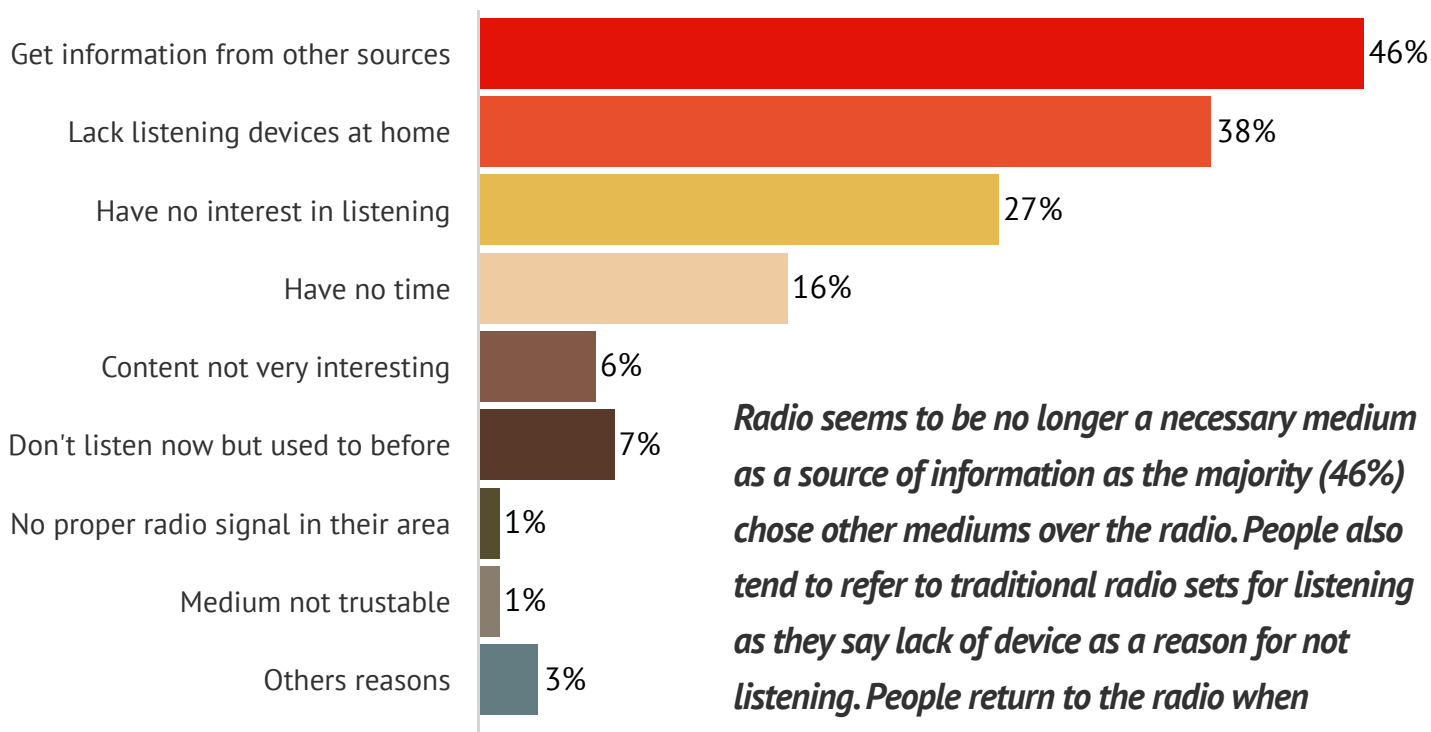
1

3060  
Respondents from  
5582

54.8%  
Adult (+18 years) Nepalis don't listen Radio  
estimated population  
8.1 million

Reasons for not  
listening radio

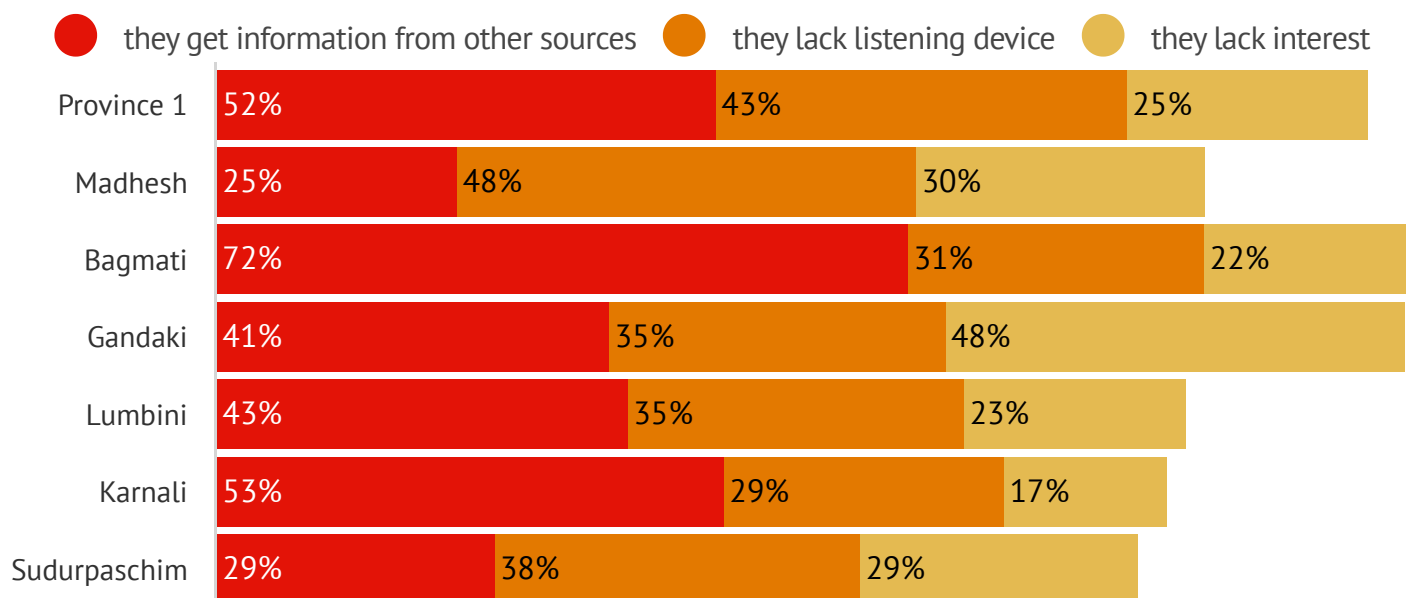
### Earlier you said that you don't listen to the radio. Why is it so?



*Radio seems to be no longer a necessary medium as a source of information as the majority (46%) chose other mediums over the radio. People also tend to refer to traditional radio sets for listening as they say lack of device as a reason for not listening. People return to the radio when necessary, as stated in the Access section.*

Residents Pradesh 1, Bagmati, and Karnali tend to rely more on another medium, whereas in Madhesh, they lack devices to listen to the radio. In Gandaki, the majority lack interest in listening to the radio. Age, gender, and education are also crucial factors for nonlisteners.

### % of Nepali adults (18+) who do not listen to radio because \_\_\_\_\_ (Selected response by province)





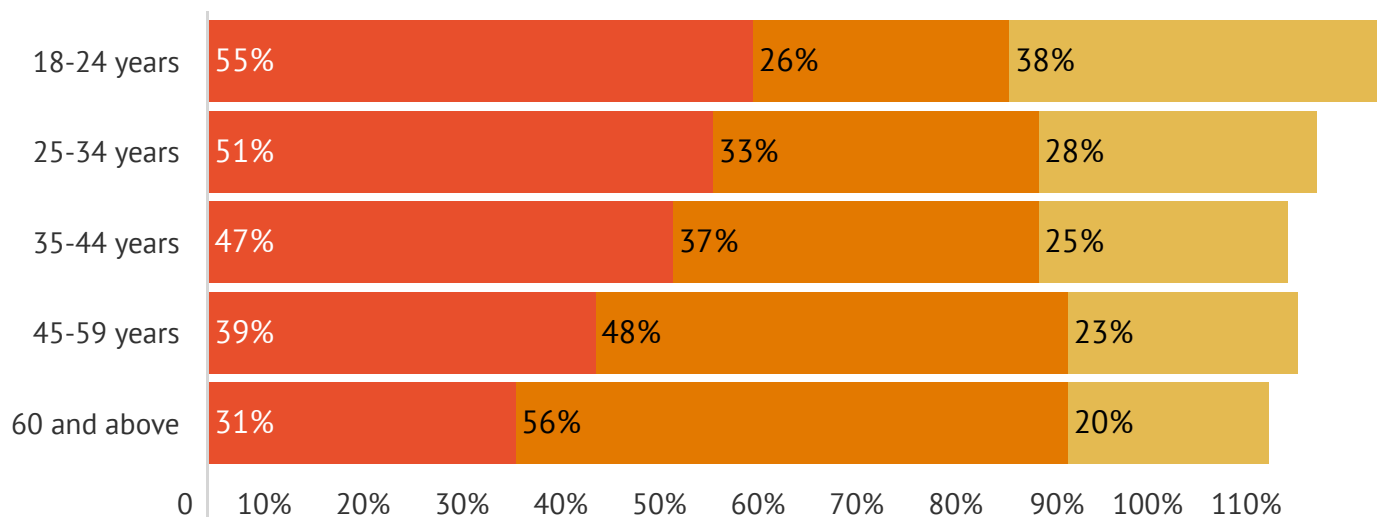
1

**3060**  
Respondents from  
**5582**

**54.8%**  
Adult (+18 years) Nepalis don't listen Radio  
estimated population  
**8.1 million**

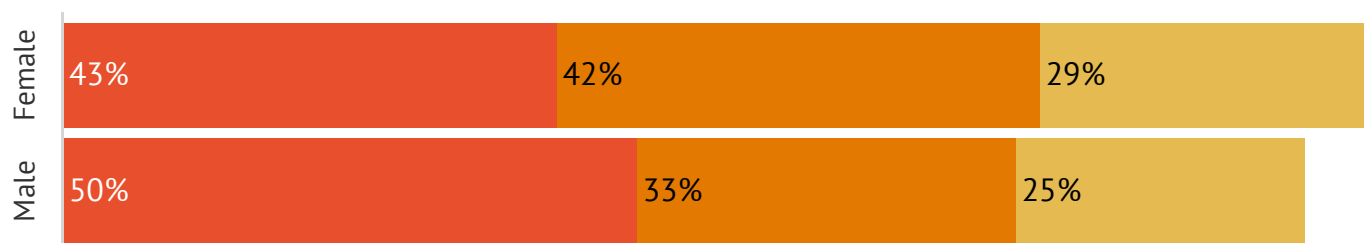
**Reasons for not  
listening radio**

**% of Nepali adults (18+) who do not listen to radio because \_\_\_\_\_ (Selected response by age)**



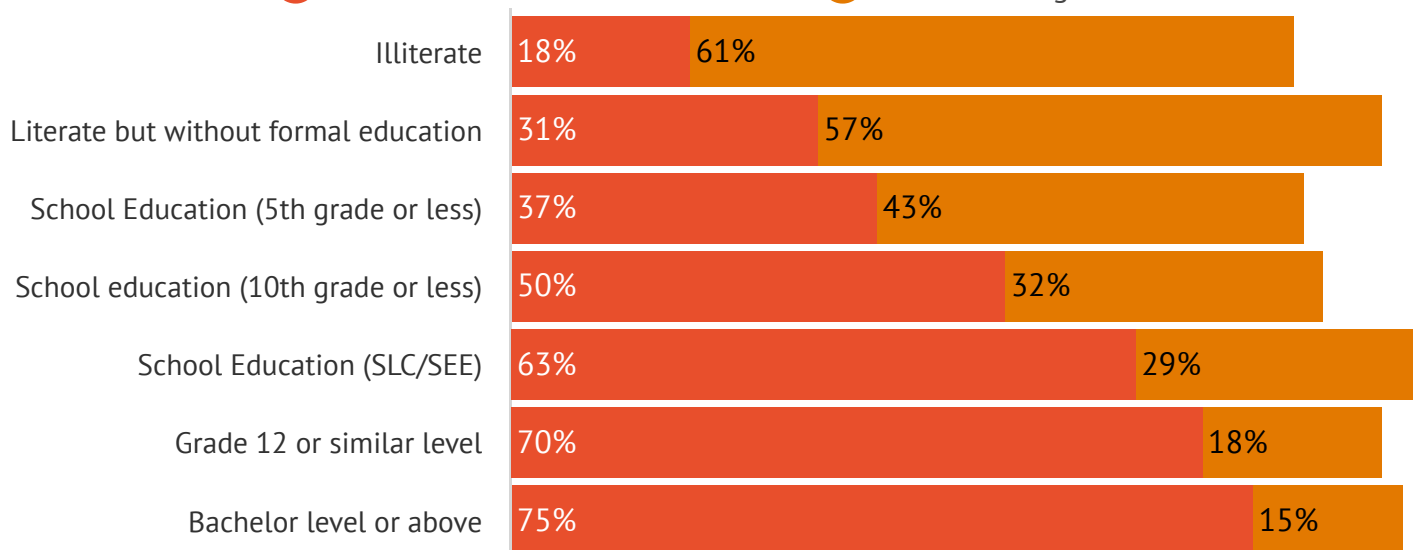
● Get information from other sources ● Lack listening device ● Lack interest

**% of Nepali adults (18+) who do not listen to radio because \_\_\_\_\_ (Selected response by gender)**



**% of Nepali adults (18+) who do not listen to radio because \_\_\_\_\_ (Selected response by education)**

● Get information from other sources ● Lack listening device



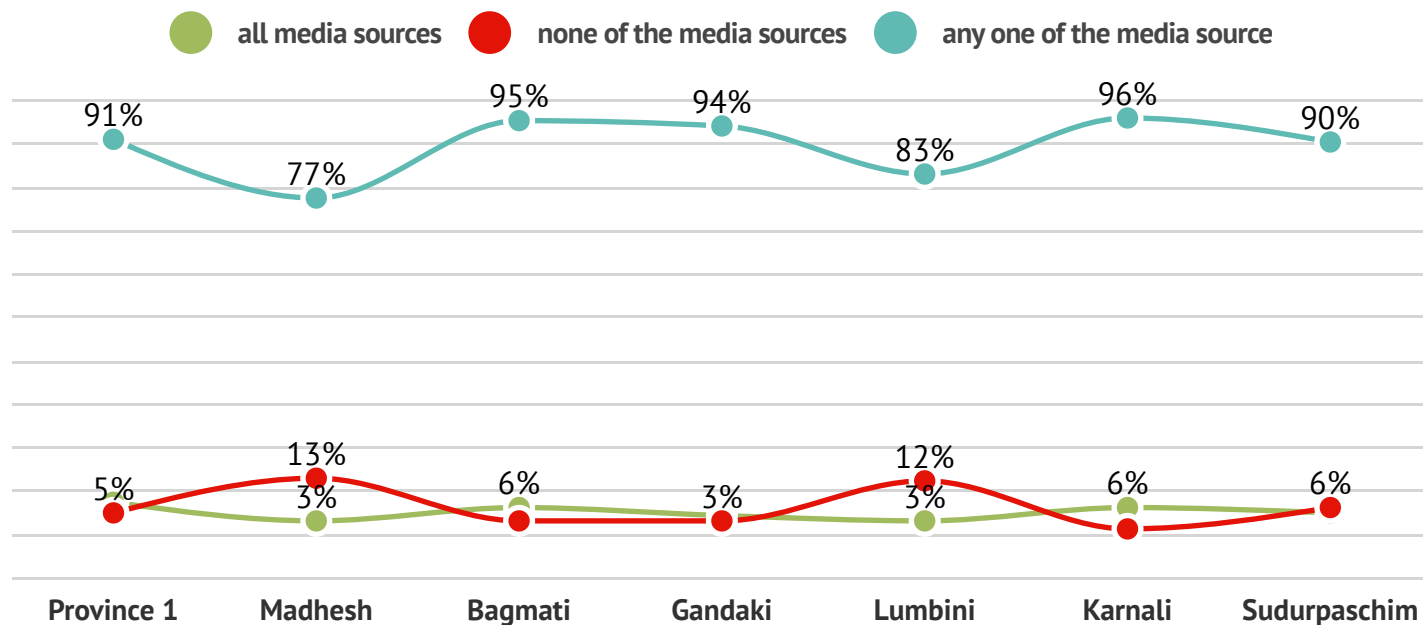


2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

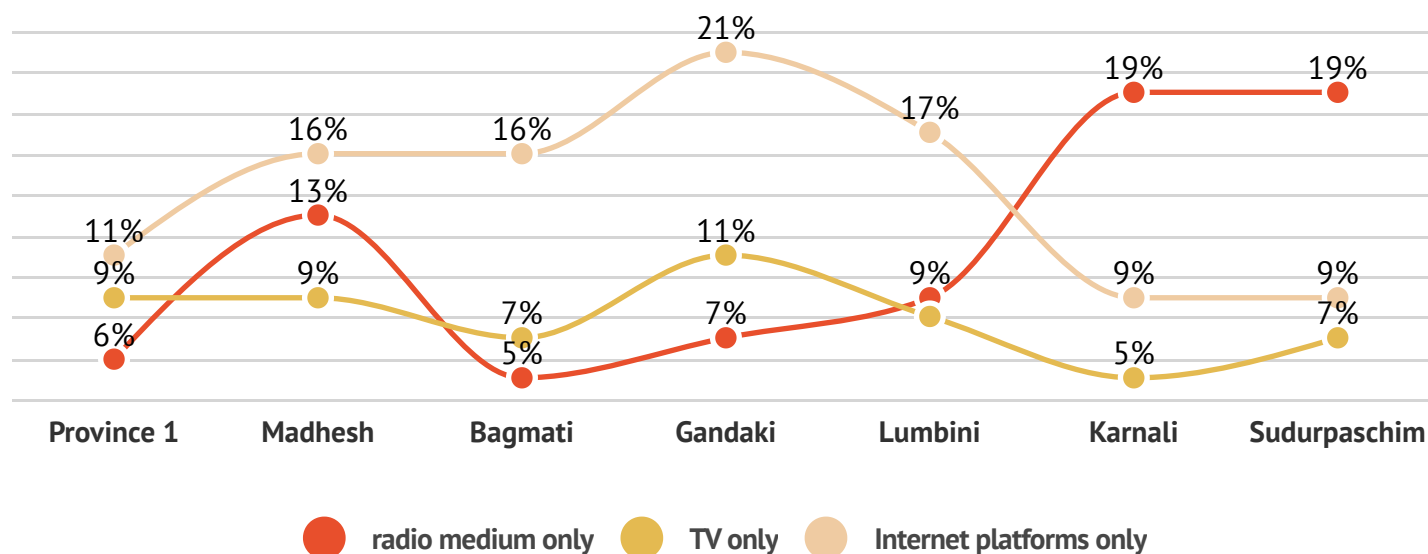
Access to radio vs  
overall media

% of Nepali adults (18+) who have access to \_\_\_\_\_ (Response by province)



Around one in ten individuals residing in Madhesh and Lumbini provinces lack access to media. Almost 100% of Bagmati, Gandaki, and Karnali residents have access to all media sources. In Gandaki, the internet is the only source for one in five individuals. Similarly, in Karnali and Sudurpaschim, 20% of the adult population listens to radio only.

% of Nepali adults (18+) who have access to \_\_\_\_\_ (Response by province)

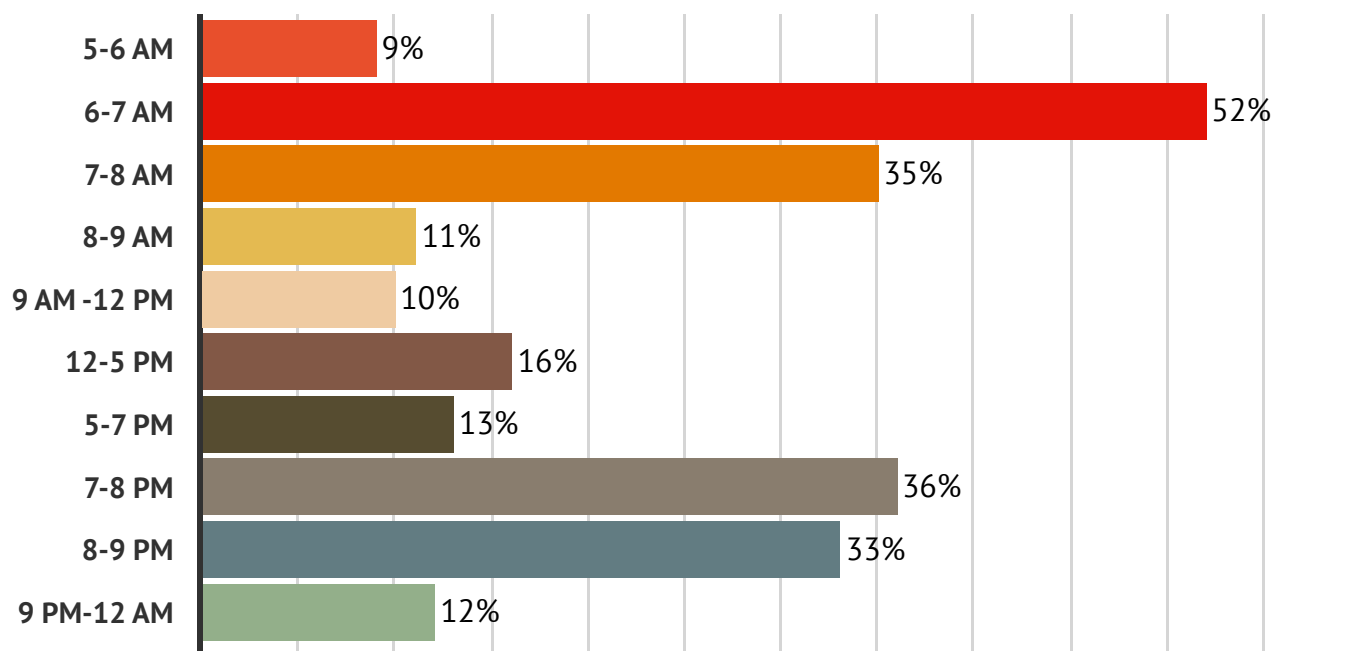


2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

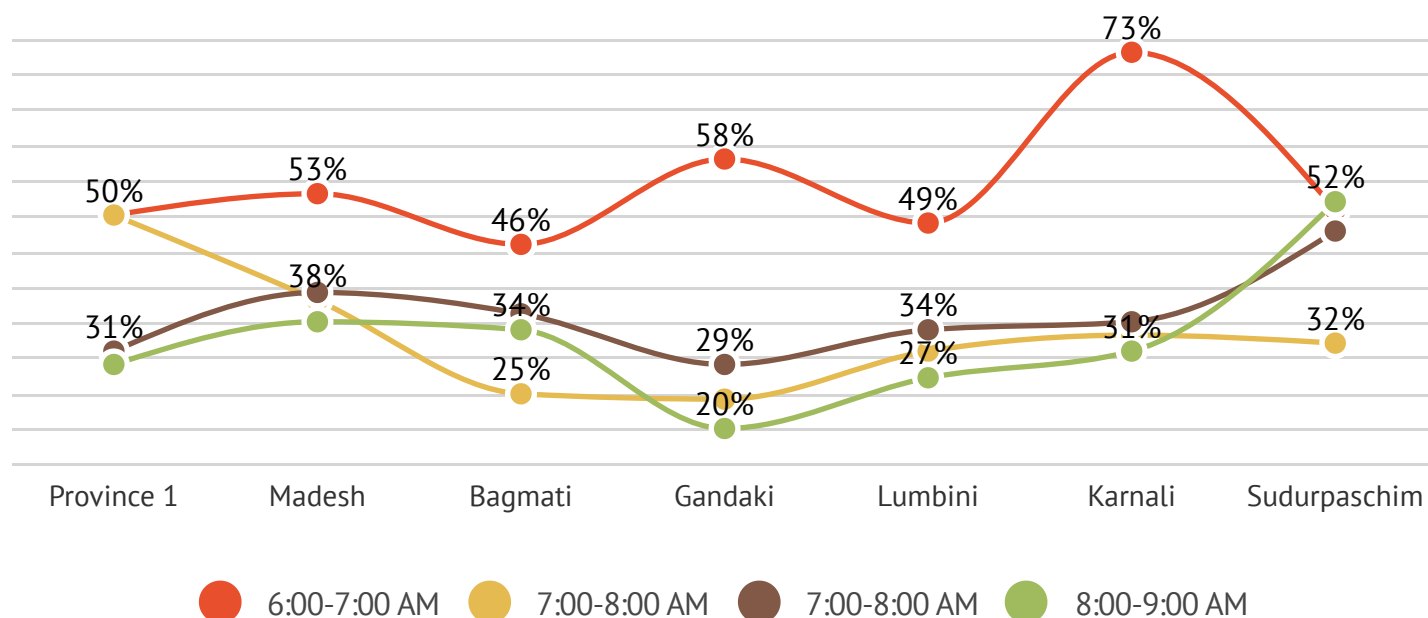
Preferred listening  
time for radio

### Which time do you usually listen to the radio? MA



The essence of community or local radio in Nepal is lost as prime listenership is for news and other advocacy-based content networked from Kathmandu. Most listen to the radio in the mornings and evenings when most networked programs are aired (between 6 to 8 am and 7 to 9 pm). There is more chance of listening in the morning (6 to 7 am) if you reside in Karnali, are above 35 years of age, and are male. The audience listening to the radio at other times tends to be fixed and of the same demographic group.

### % of Nepali adults (18+) who listen to radio at \_\_\_\_\_ (Selected response by province)



6:00-7:00 AM 7:00-8:00 AM 7:00-8:00 AM 8:00-9:00 AM

3

2522

Respondents from

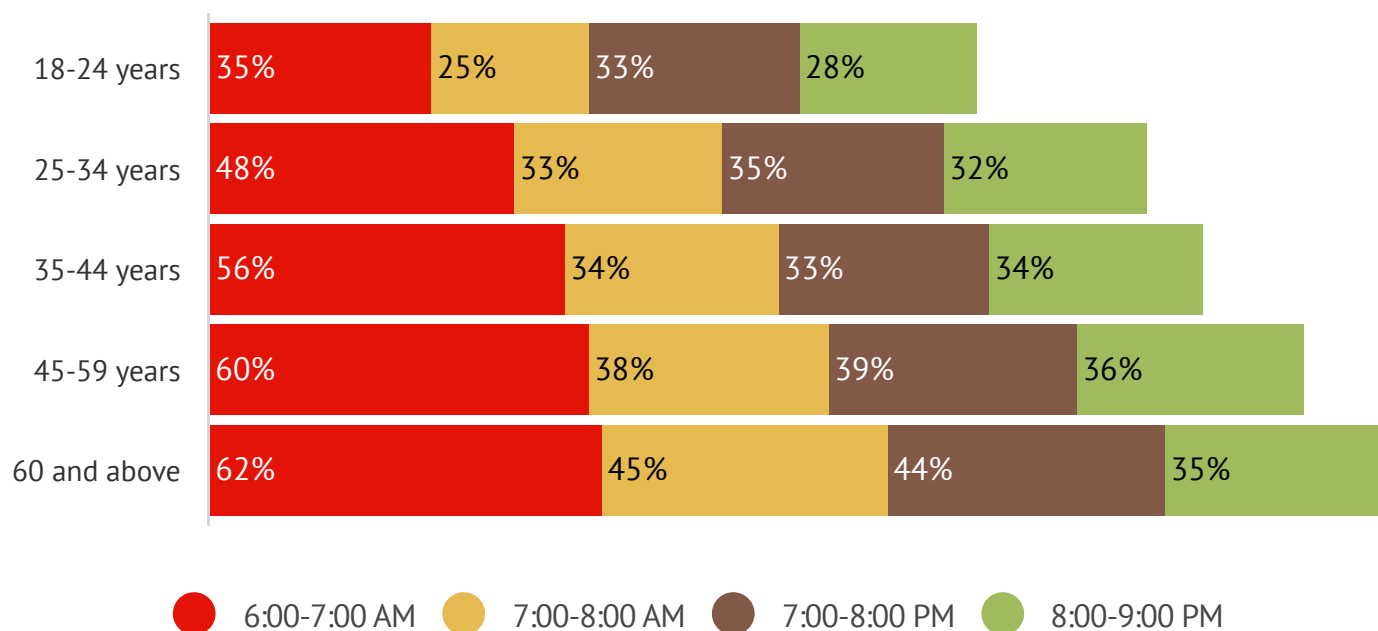
5582

45.2%

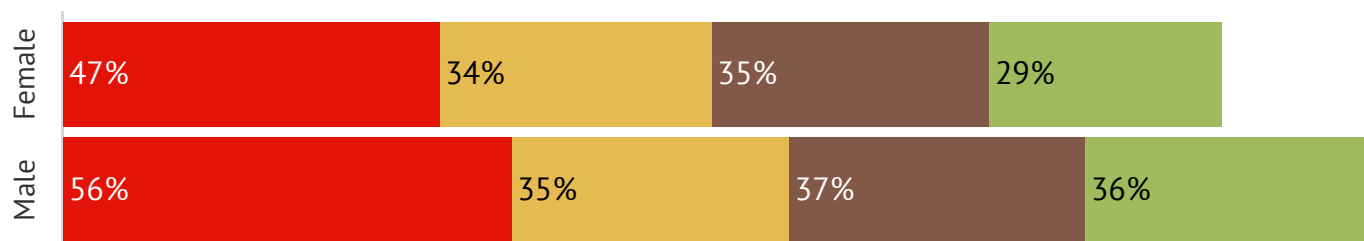
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Preferred listening  
time for radio

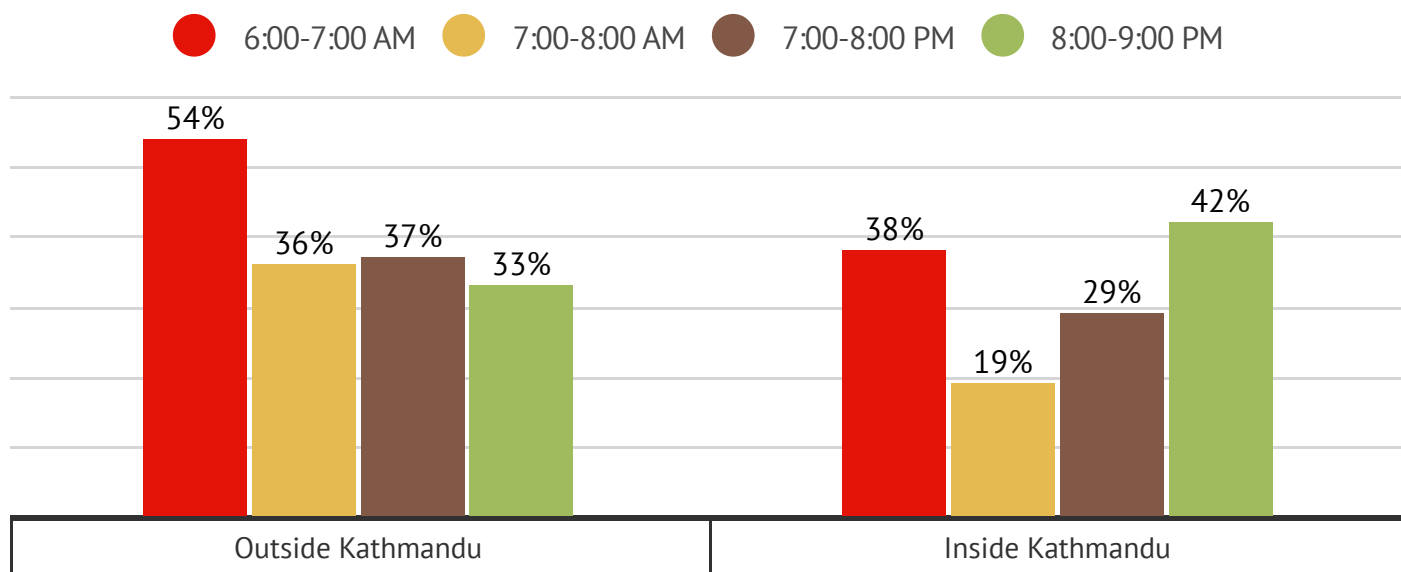
% of Nepali adults (18+) who listen to radio at \_\_\_\_\_ (Selected response by age)



% of Nepali adults (18+) who listen to radio at \_\_\_\_\_ (Selected response by gender)



% of Nepali adults (18+) who listen to radio at \_\_\_\_\_ (Selected response by residence)



4

2522

Respondents from

5582

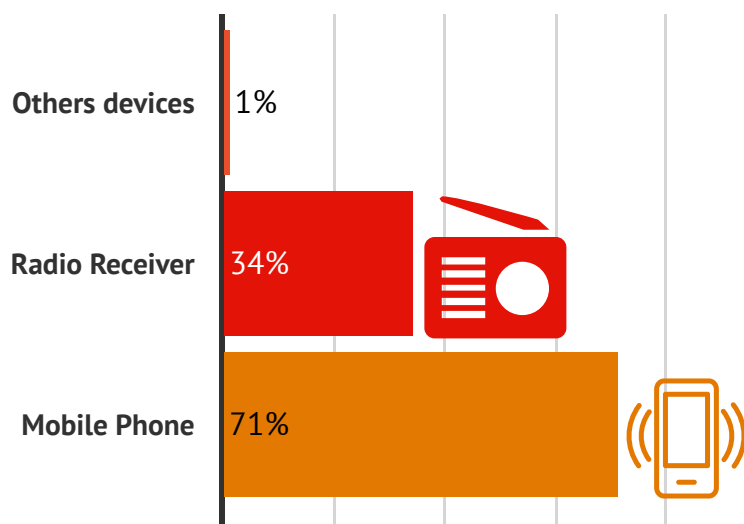
45.2%

Adult (+18 years) Nepalis listen to Radio  
estimated population

6.7 million

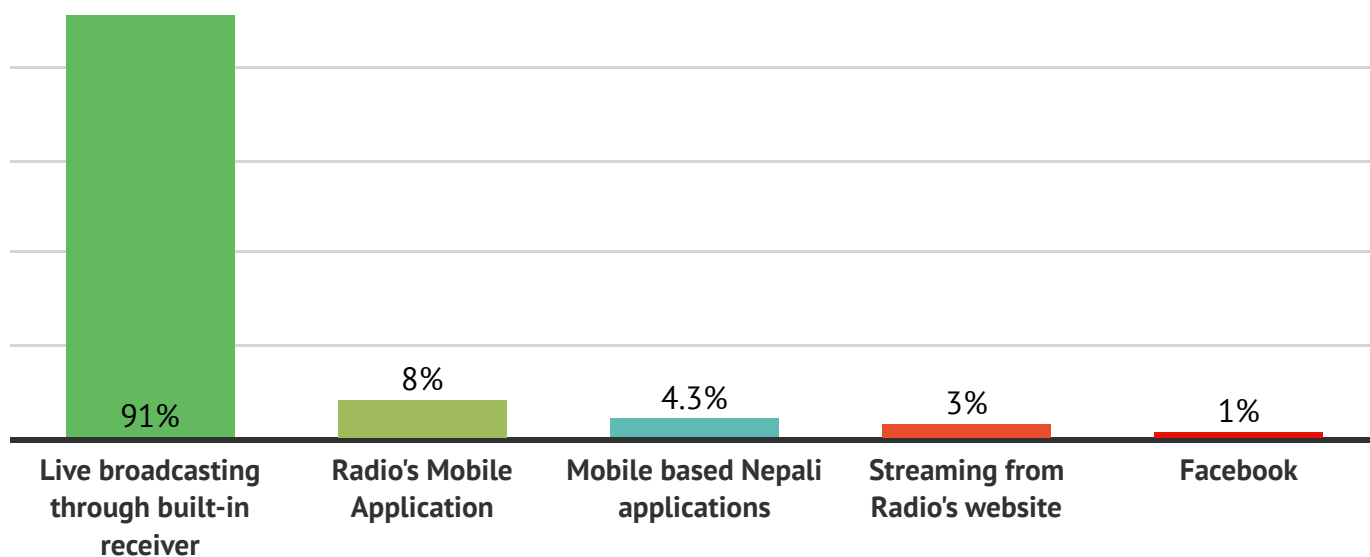
Preferred listening  
device and method

## How (on what device) do you listen to the radio? MA



While global audio listenership is going all-digital, radio listenership is analog in Nepal. Most use old radio receivers or live broadcasts using inbuilt radio receivers on mobile phones to listen to the radio. The use of internet-based mobile applications or offline listening platforms is below 10%, which signifies a gloomy future for radio content makers. At the provincial level, the use of mobile is highest in Madhesh, Lumbini, Karnali, and Sudurpachim, whereas around 40% still use radio receivers in Pradesh 1, Bagmati, and Gandaki. Bagmati and Gandaki also have the highest number of radio listeners using mobile applications.

## You mention that you use a mobile phone to listen to the radio; how do you listen to the radio on your mobile phone? MA



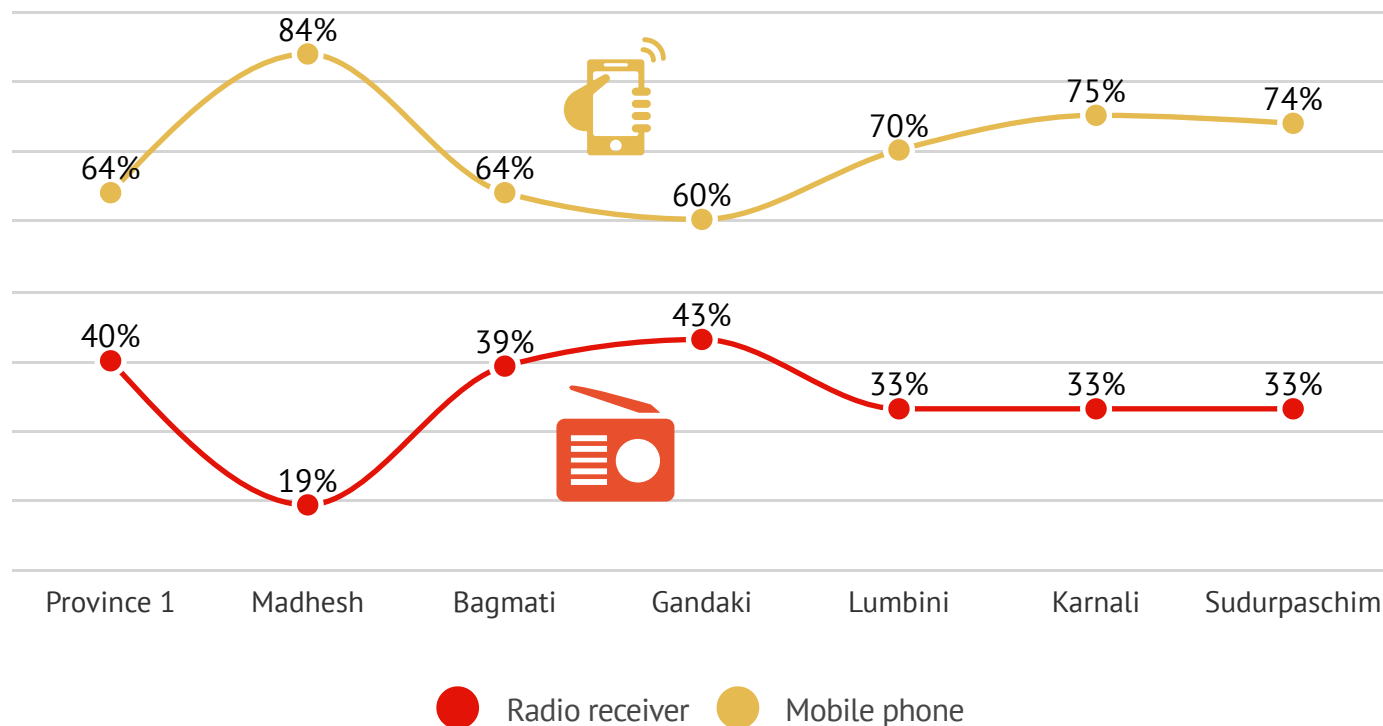


2522  
Respondents from  
5582

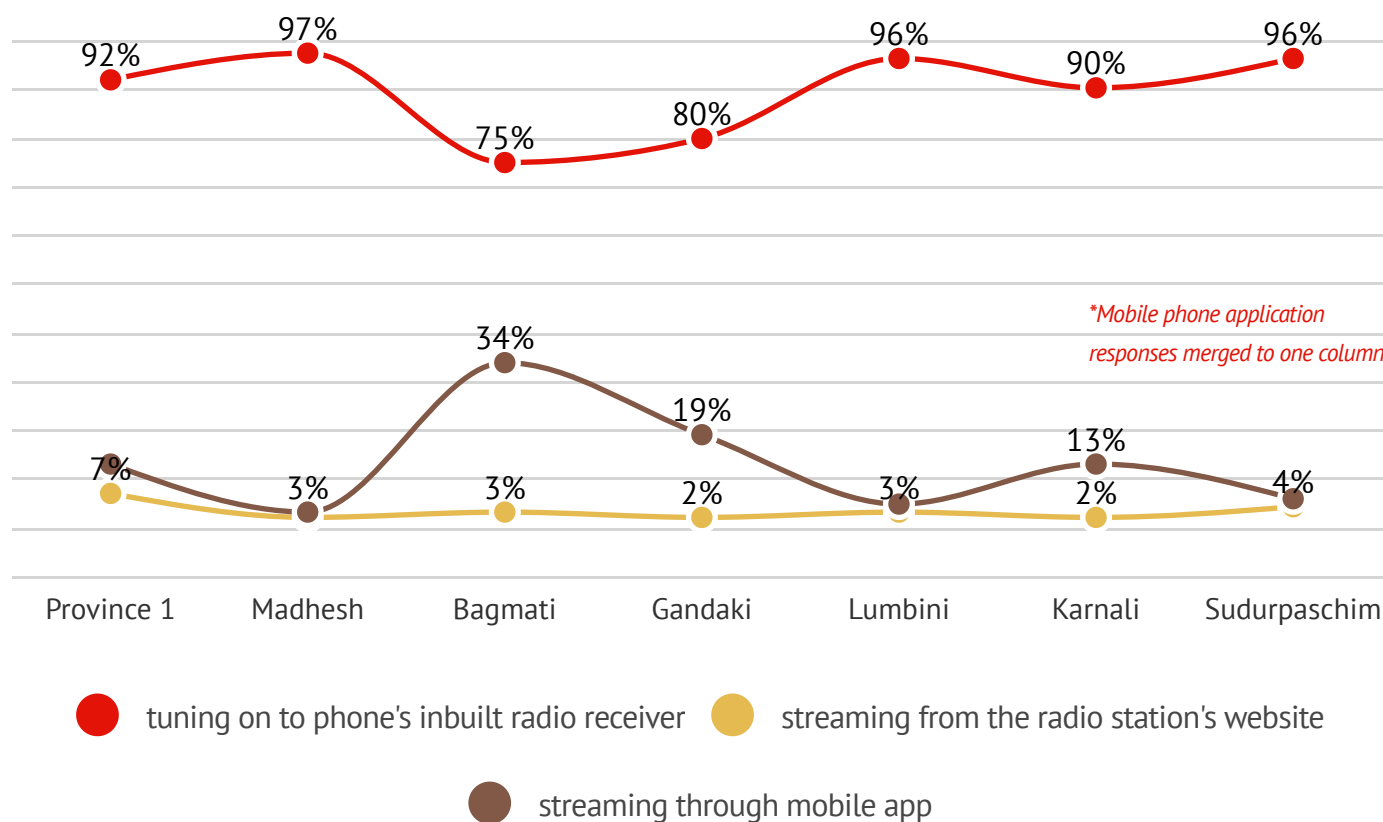
45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

## Preferred listening device and method

% of Nepali adults (18+) who listen to radio on \_\_\_\_\_ (Response by province)



% of Nepali adults (18+) who listen to radio on their mobile phone by \_\_\_\_\_ (Selected response by province)

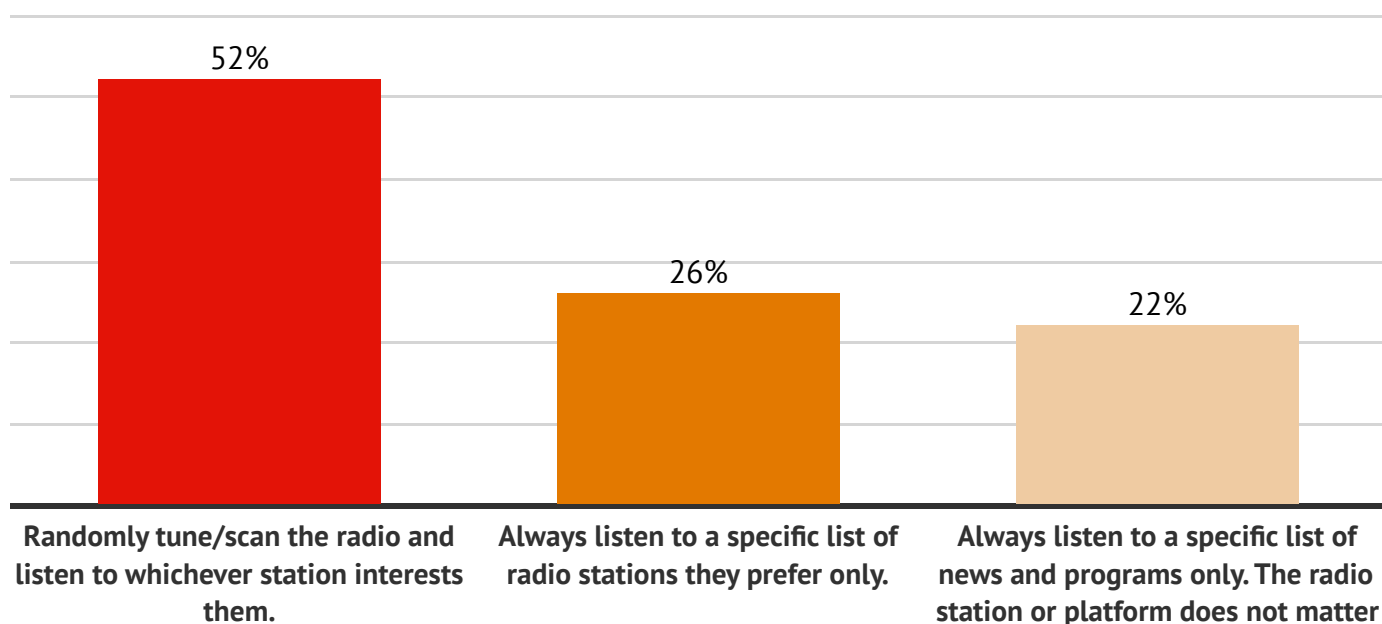


2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

## Pattern and quality of radio listening

When you listen to a radio station or news and program you like on the radio do you have a list of preferred station/s or listen to whichever station you like while tuning or have specific programs or news programs that you listen to and the station does not matter? which option best represents your choice? SA



### Listening is random

*Recognition of station frequency and station is one of the essential factors for quality listening. One in two Nepali radio listeners randomly scans to find an appropriate station. Only one in four Nepali adults have a fixed station to listen to, which means the station does not matter for the most listeners while listening to the radio.*

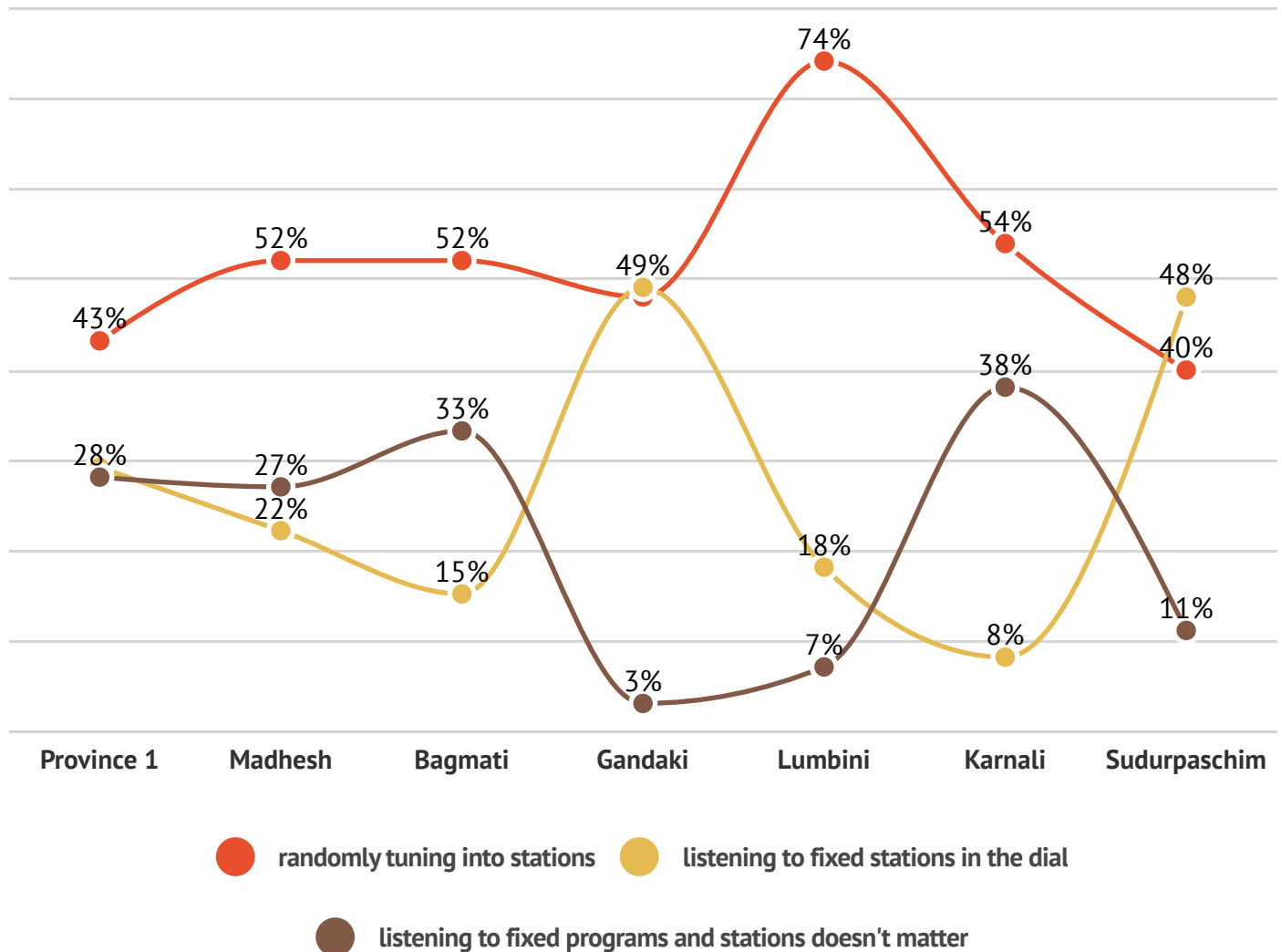
*More men than women and residents of Gandaki, Karnali, and Sudurpaschim tend to have a fixed station or a program while listening to the radio. Though listenership is low compared to other provinces, Gandaki looks to have the most quality radio listeners in the country.*

2522  
Respondents from  
5582

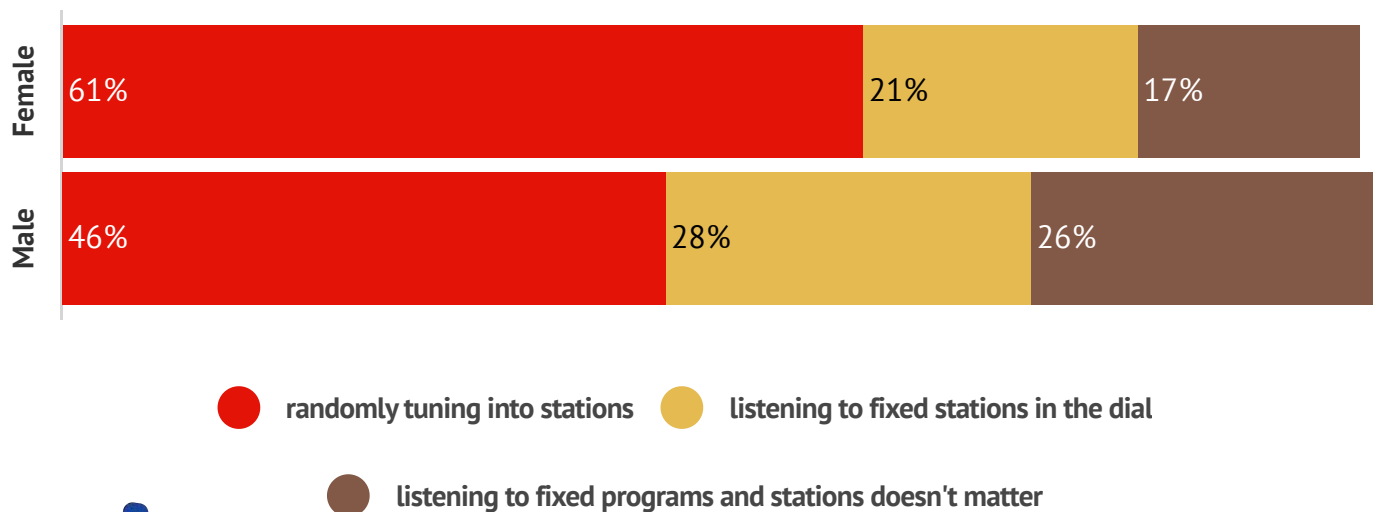
45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

## Pattern and quality of radio listening

% of radio listeners who tune into radio by \_\_\_\_\_ (Response by province)



% of radio listeners who tune into radio by \_\_\_\_\_ (Response by gender)



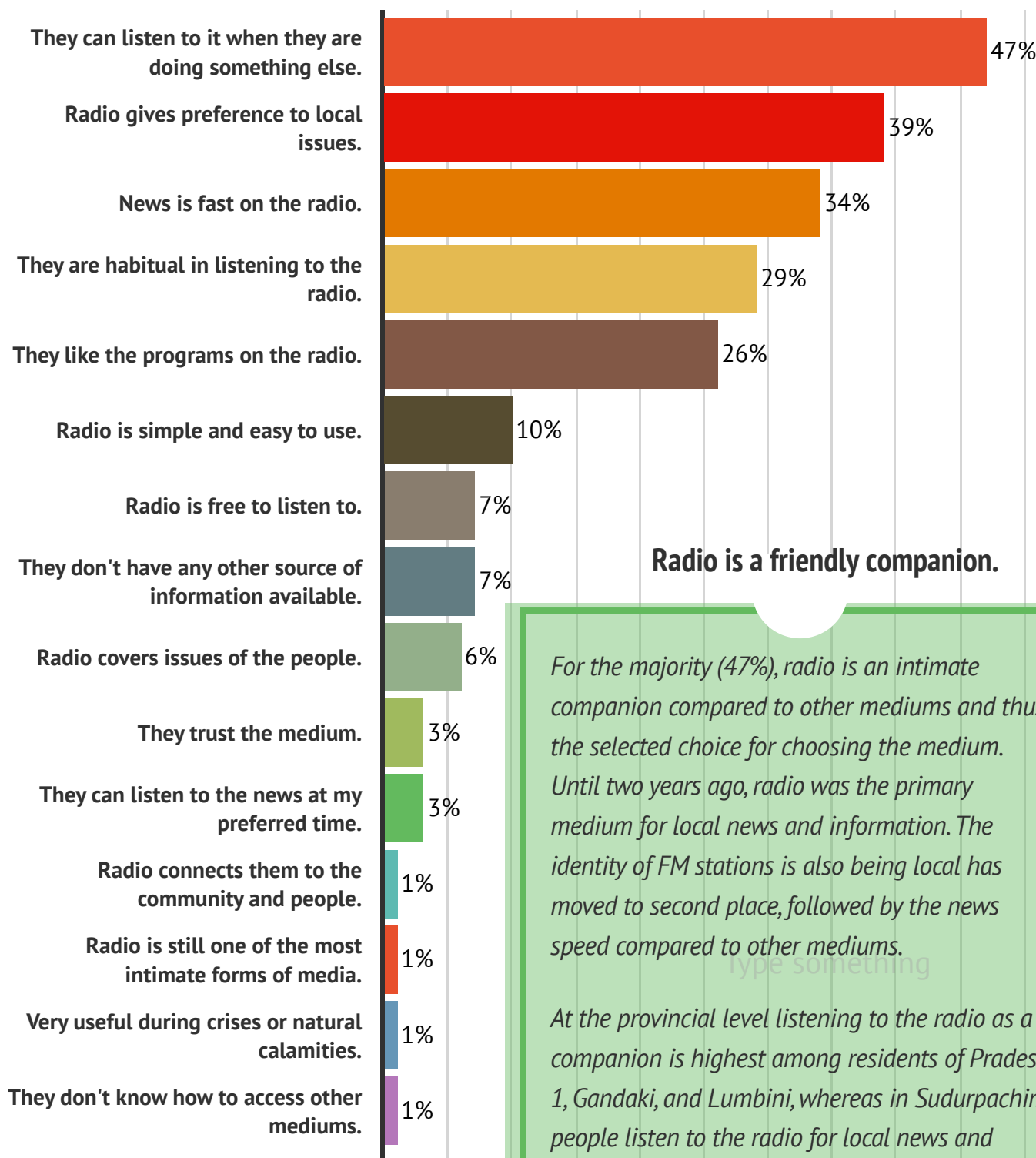
2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Reasons for being a  
loyal radio listener

% of radio listeners who listen to radio though there are so many alternatives

because \_\_\_\_\_ (MA)



### Radio is a friendly companion.

For the majority (47%), radio is an intimate companion compared to other mediums and thus the selected choice for choosing the medium. Until two years ago, radio was the primary medium for local news and information. The identity of FM stations is also being local has moved to second place, followed by the news speed compared to other mediums.

At the provincial level listening to the radio as a companion is highest among residents of Pradesh 1, Gandaki, and Lumbini, whereas in Sudurpachim, people listen to the radio for local news and programs on the radio are good. In Madhes, listeners tune in to the radio to access the latest news. In contrast, more audiences in Karnali say they are habitual listeners.

(Why do you listen to the radio when there are so many options to access news, information, and entertainment? MA)

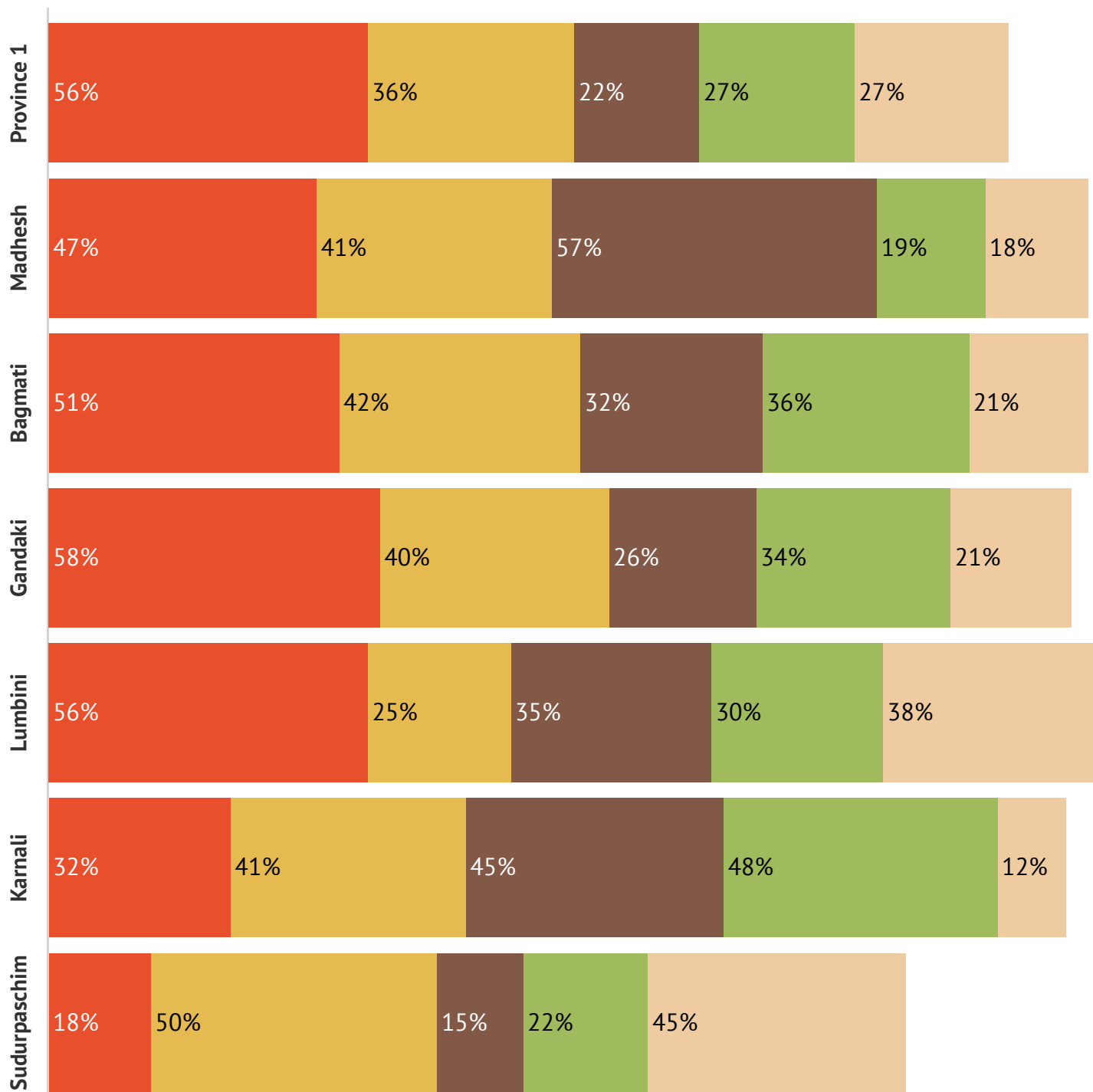
6

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Reasons for being a  
loyal radio listener

% of radio listeners who listen to radio though there are so many alternatives  
because \_\_\_\_\_ (MA)



- They can listen to it when they are doing something else.
- Radio gives preference to local issues.
- News is fast on the radio.
- They are habitual in listening to the radio.
- They like the programs on the radio.

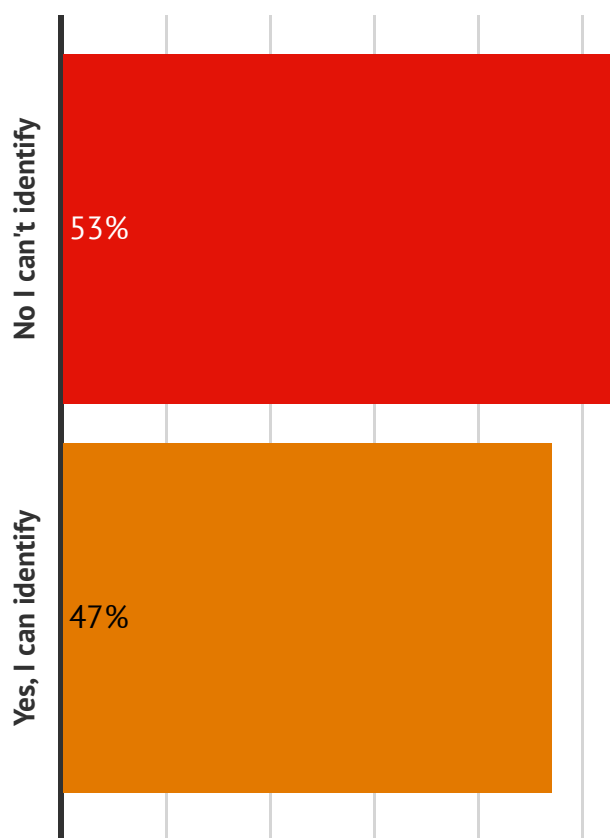


2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

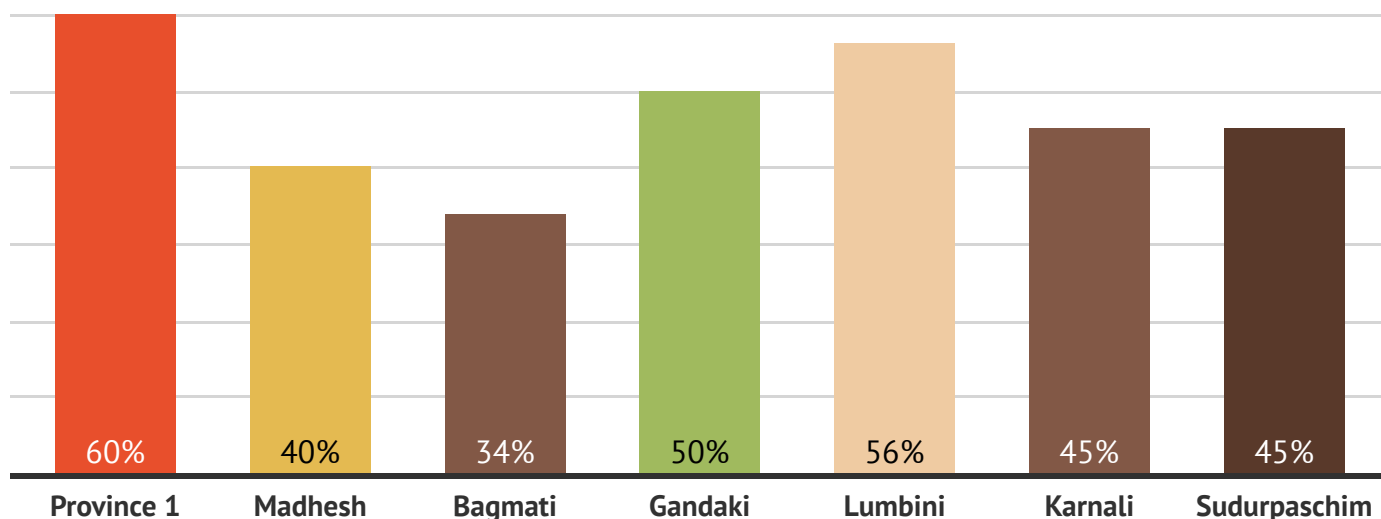
## Awareness about ownership of stations

Do you know if the radio regularly listened to is a community, commercial, or government-owned station? SA



Ownership of a radio station (by the community, business, or government) has been an issue of the policy discussion in Nepal for almost three decades. Unfortunately, most of the audience who listens to these radio stations (53%) do not care about the ownership. Though there were no follow-up questions to validate the response, it is interesting to note that a higher number of audiences in Pradesh 1, Gandaki, and Lumbini can identify the ownership compared to low figures in Madhes and Bagmati provinces. More men, highly educated groups, and residents living outside Kathmandu are better at recognizing ownership than other demographic groups.

% of radio listeners who can identify if the station they tune into is a community, commercial or government-owned. (By province)



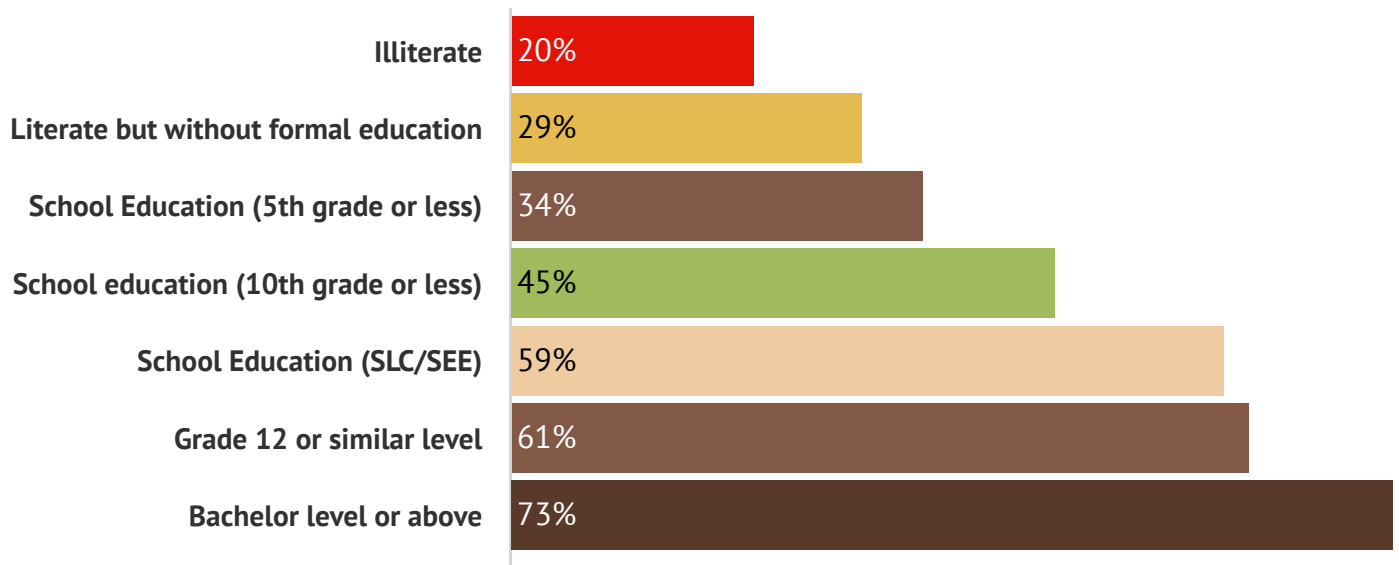
7

2522  
Respondents from  
5582

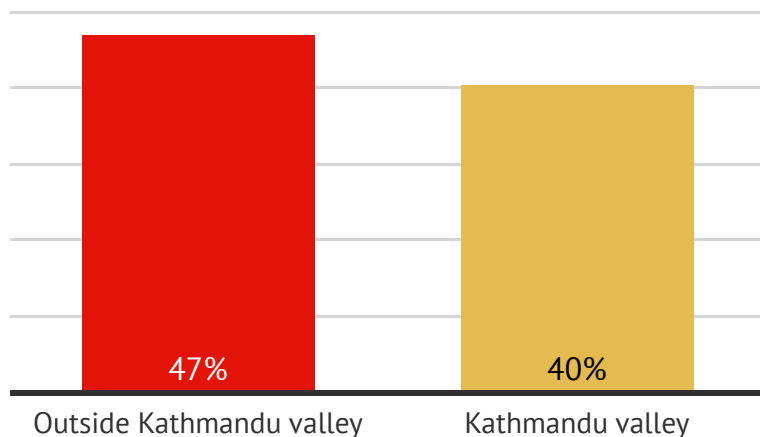
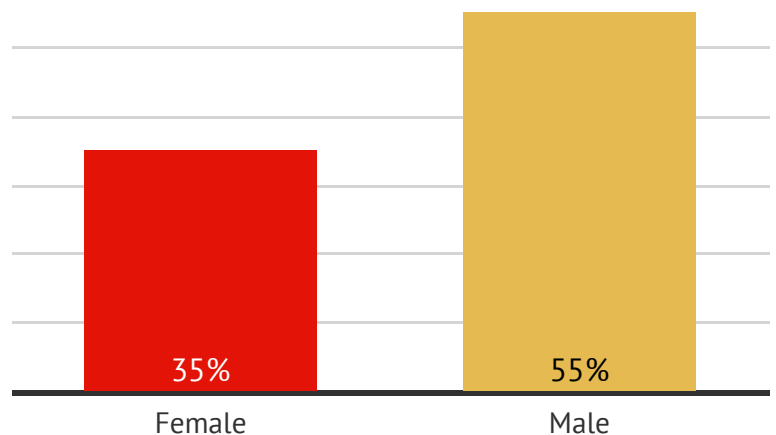
45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Awareness about  
ownership of stations

% of radio listeners who can identify if the station they tune into is a community, commercial or government-owned. (By education)



% of radio listeners who can identify if the station they tune into is a community, commercial or government-owned. (By age)



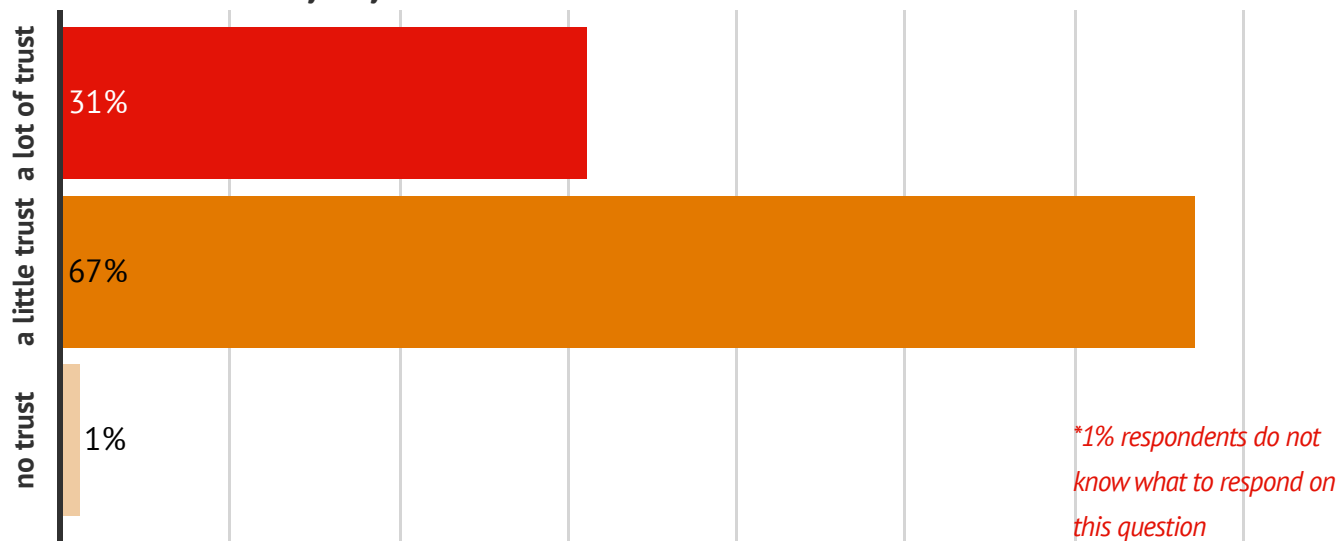
% of radio listeners who can identify if the station they tune into is a community, commercial or government-owned. (By place of residence)

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Trust for information  
provided by Radio

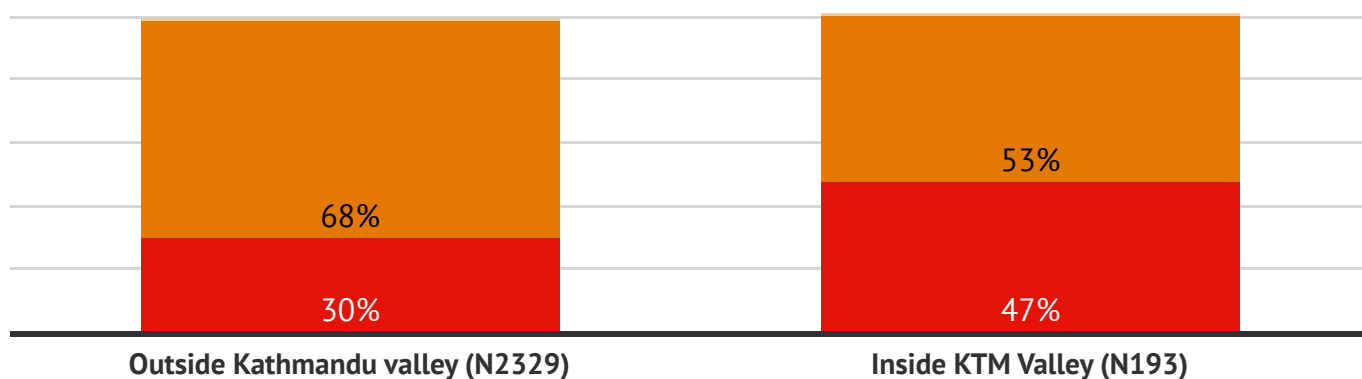
### How trustworthy do you find news and information broadcast on Radio? SA



Trust for news and information provided by radio is very high among one-third of the radio audience, whereas two-thirds audience finds it less trustworthy. Only one percent audience finds the radio not trustworthy at all. The audience residing in Kathmandu valley, Pradesh 1, Bagmati and Lumbini province are likely to trust radio more than in other regions.

Based on radio's prime-time audience findings, we see high listenership for news and advocacy-based content produced in Kathmandu by highly skilled professionals. TV and Newspapers/magazines have an equivalent level of high trust for the news and information it provides. Digital media, especially social media platforms, lack curation and editorial insights; therefore, radio and other traditional media are Go To to validate official news.

### % of radio listeners who has \_\_\_\_\_ information provided by radio stations . (By place of residence)



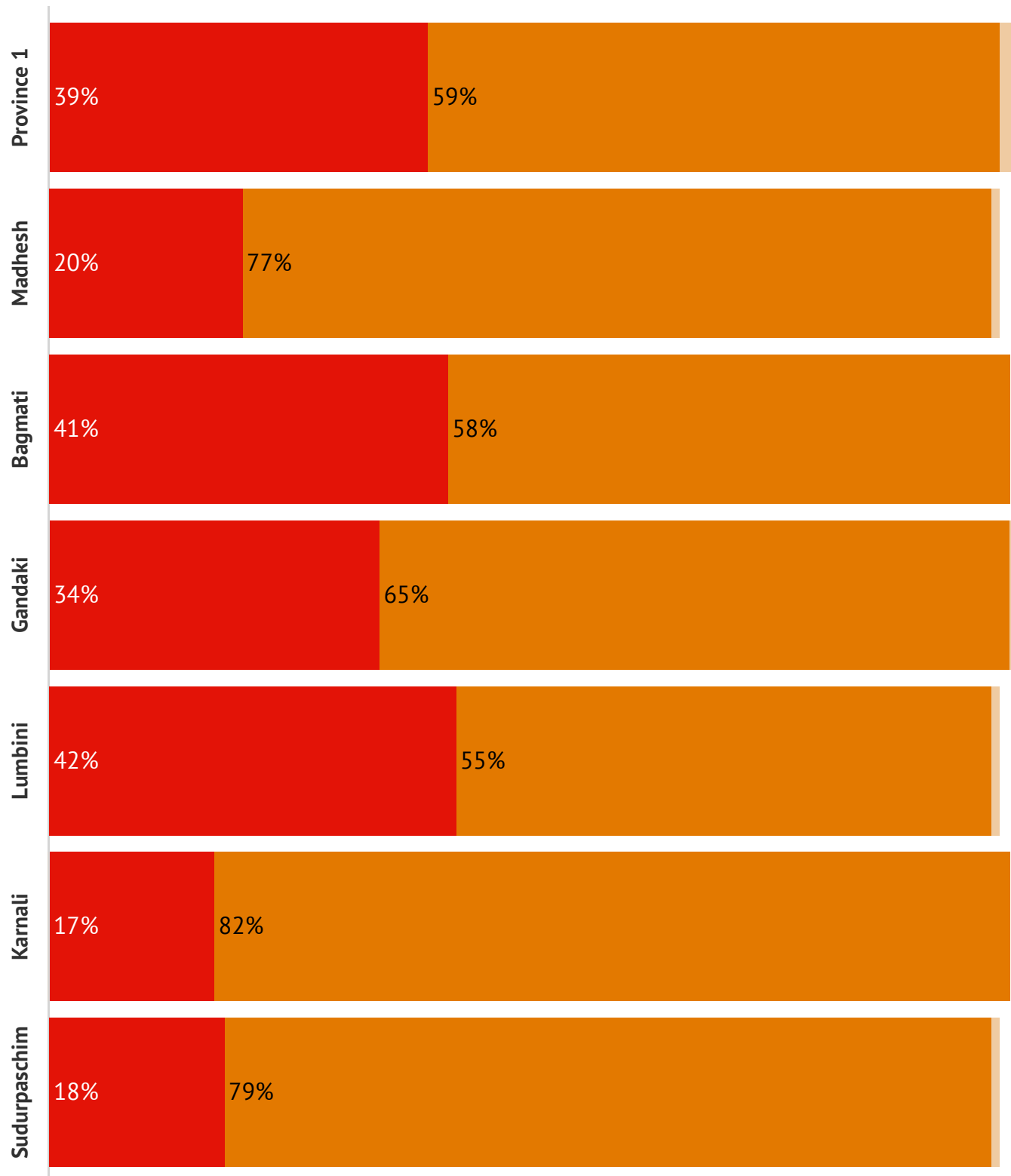
● a lot of trust ● a little trust ● no trust

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Trust for information  
provided by Radio

% of radio listeners who has \_\_\_\_\_ information provided by radio stations . (By province)



● a lot of trust ● a little trust ● no trust







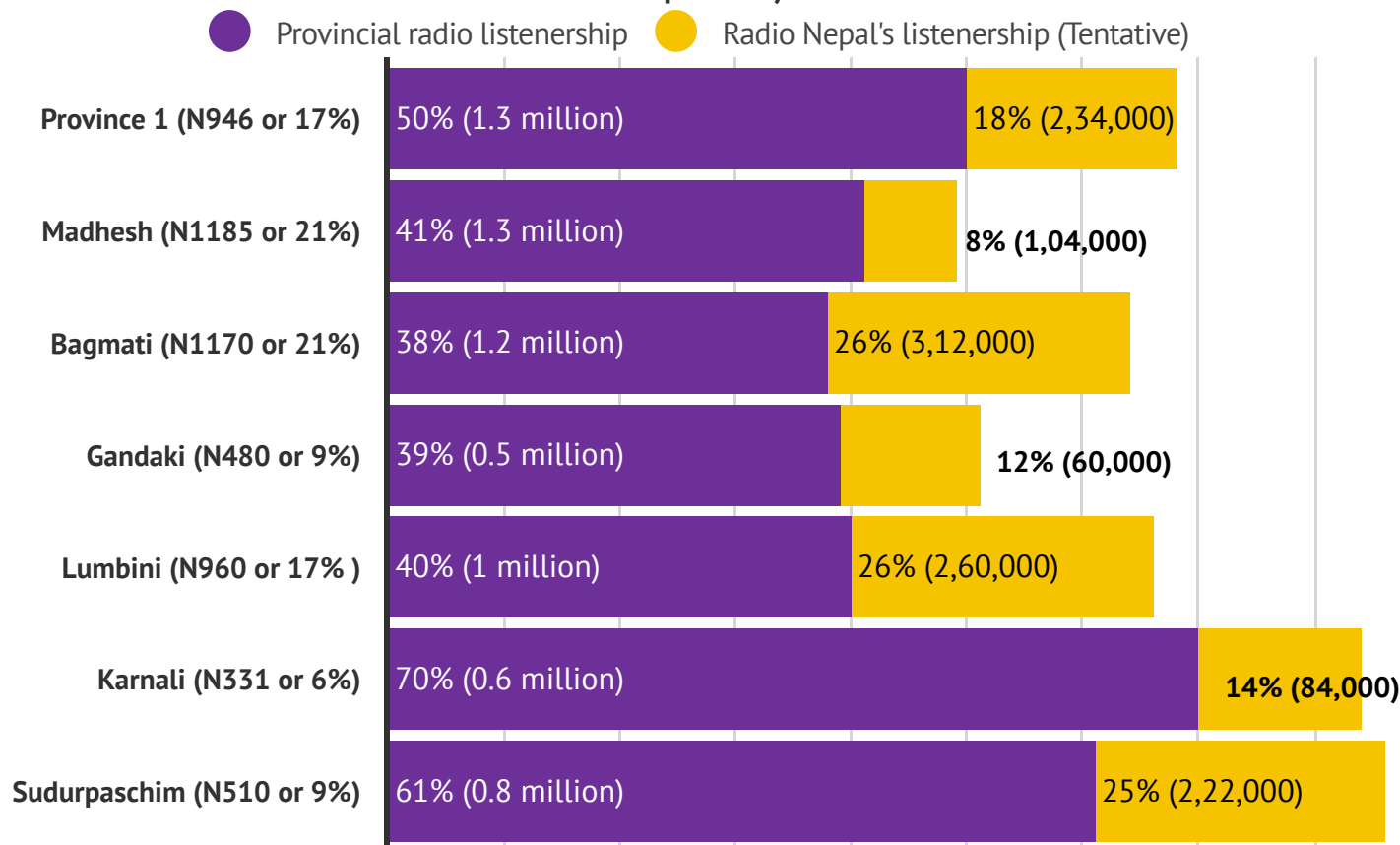
1

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

Radio Nepal's  
listenership

% of Nepali adults (18+) who listen to radio and also listen to Radio and \_\_\_\_\_ (Selected response by province)



Q: Can you name us three radio stations that you listen to most in your region? (Unprompted, MA, response collected at each province)

1 in 5 listen to Radio Nepal

*The audience of Radio Nepal is slightly lower in Madhesh and Karnali regions, whereas radio listenership is higher. In a spontaneous response at the provincial level, we asked radio listeners to name three favorite stations. On average, one in five names Radio Nepal as their favorite station, especially in Pradesh 1, Bagmati, Lumbini and Sudurpaschim provinces. Radio Nepal is their favorite station for an estimated 1.3 million listeners nationwide.*

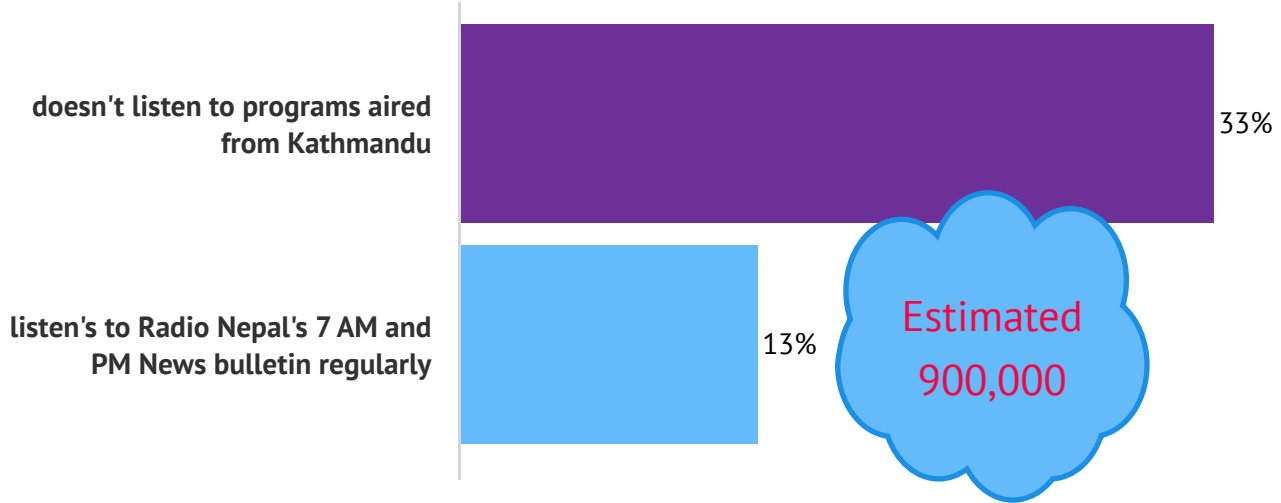
2

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

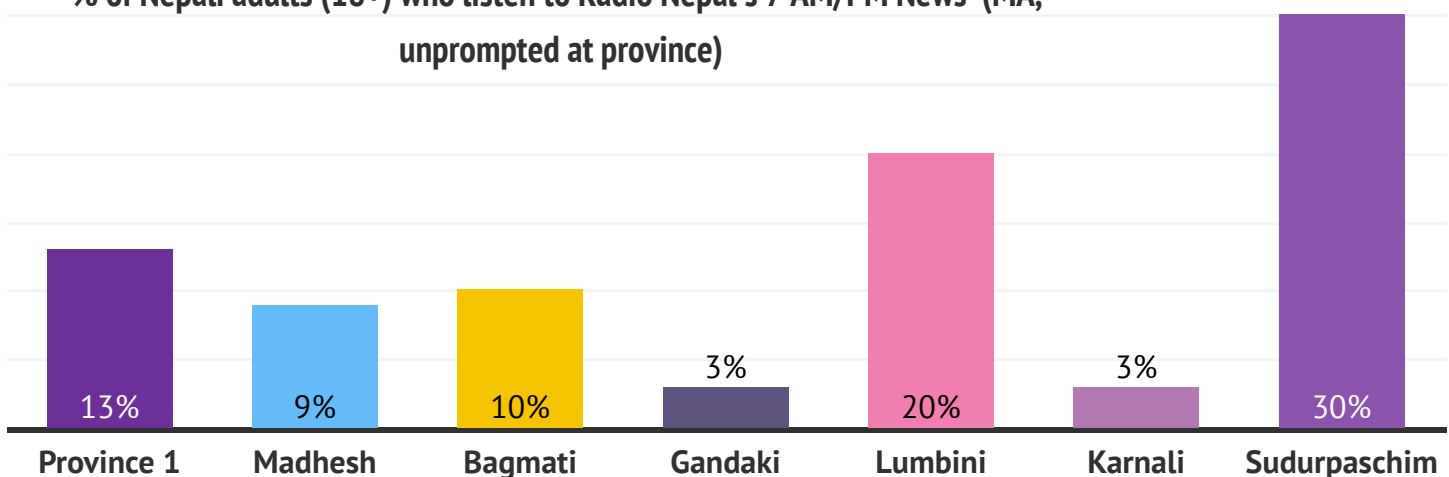
## Radio Nepal's listenership

% of Nepali adults (18+) who \_\_\_\_\_ (MA, unprompted)



*It is legally mandatory for local FM stations to broadcast at least one bulletin of Radio Nepal's Seven AM/PM news bulletins every. An estimated nine hundred thousand, or 13%, say they regularly listen to the news bulletin. One-third of radio listeners claim to have not heard any programs from Kathmandu. Similar to the spontaneous response to the earlier question, listenership for Radio Nepal's news is high in Pradesh 1, Lumbini and Sudurpaschim provinces.*

% of Nepali adults (18+) who listen to Radio Nepal's 7 AM/PM News (MA, unprompted at province)



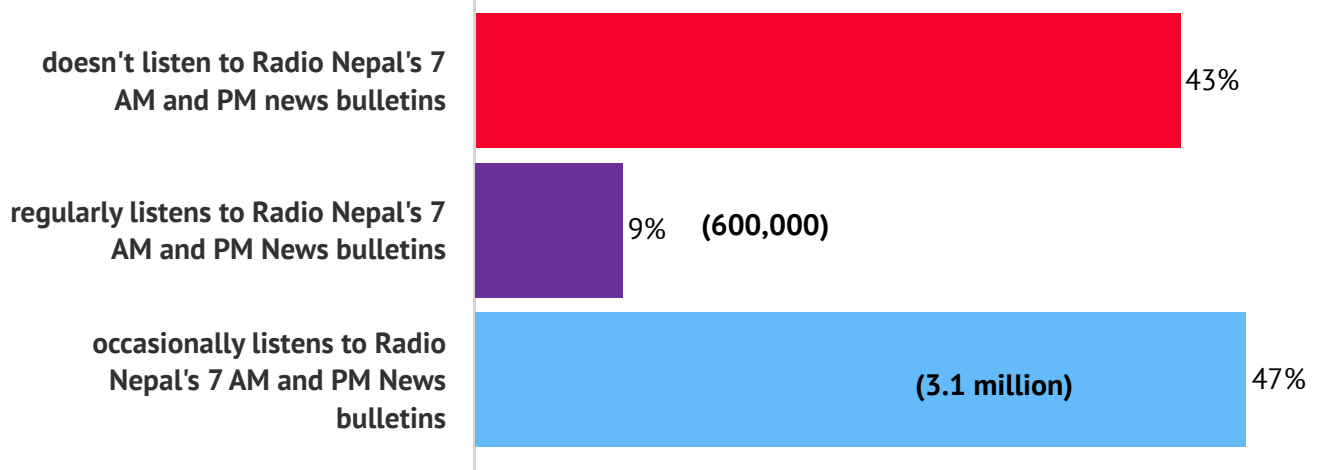
**Q: Which news bulletin/radio programs do you listen to networked from Kathmandu? (MA, unprompted)**

2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

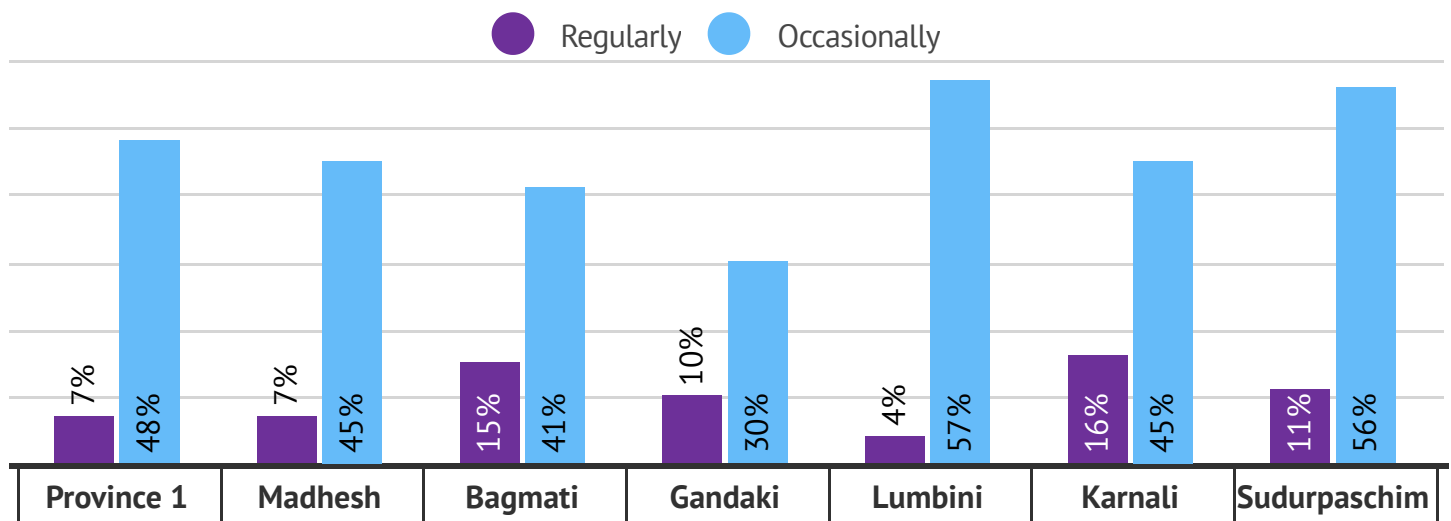
## Radio Nepal's listenership

% of Nepali adults (18+) who \_\_\_\_\_ (SA, prompted)



When asked if they have heard of Radio Nepal's Seven AM/PM news bulletin, 9% of respondents claim to have listened regularly. Another 47% or an estimated 3.1 million listeners listen to it. Radio Nepal has more regular listeners in Bagmati and Karnali provinces and more occasional listeners in Lumbini and Sudurpaschim regions. Additionally, regular listeners are from the elderly group and reside in Kathmandu valley compared to other demographic variables.

% of Nepali adults (18+) who listen to Radio Nepal's 7 AM/PM News \_\_\_\_\_ (SA, prompted at province)



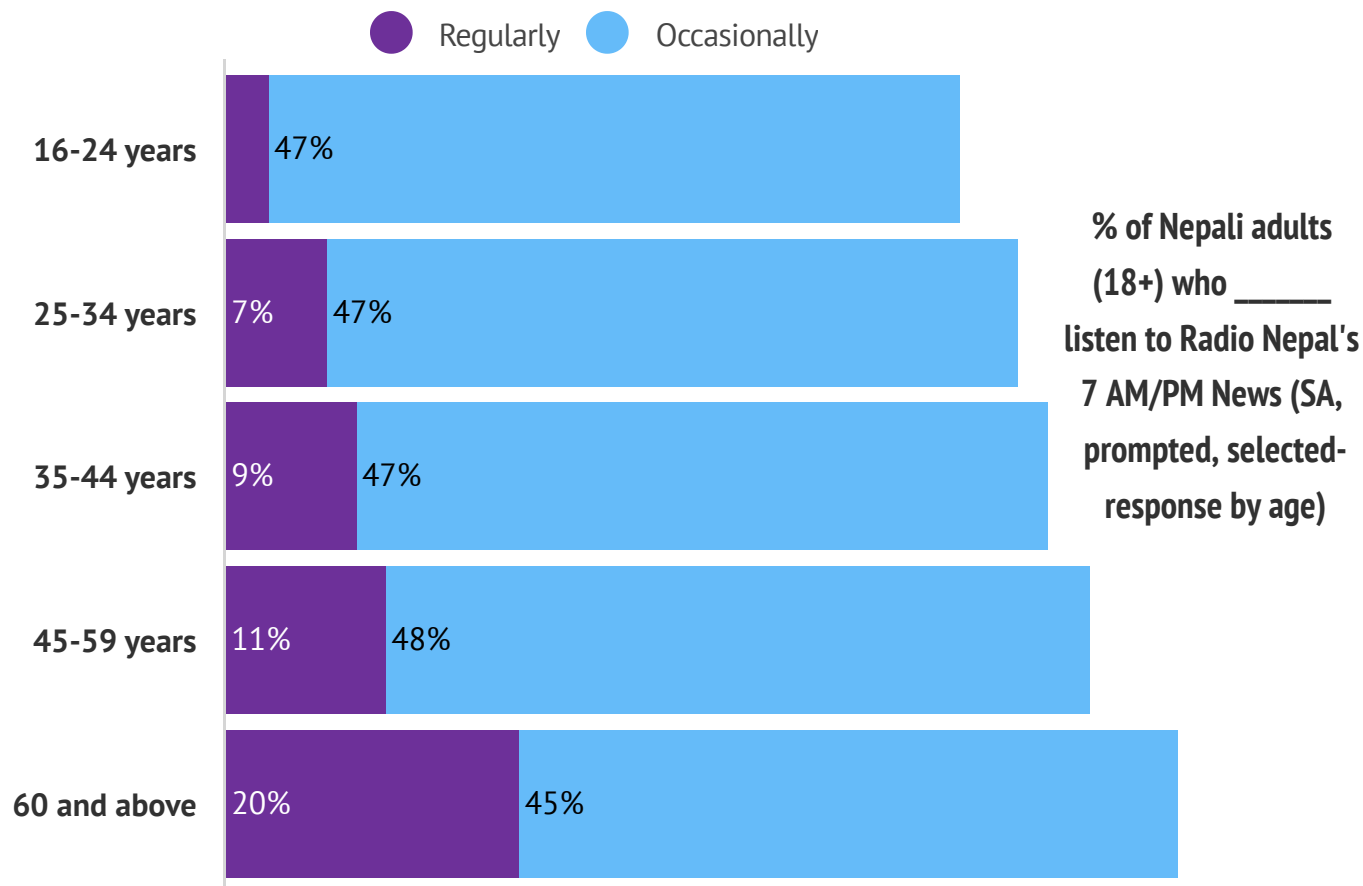
Q: Have you listened to Radio Nepal's seven o'clock morning and evening news bulletin in the past six months?

3

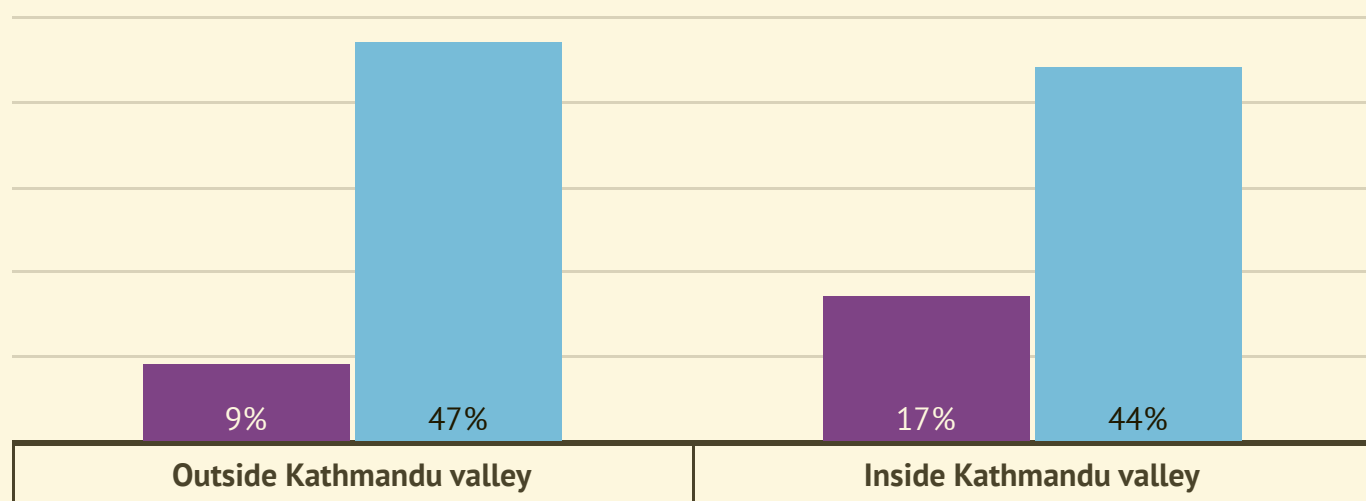
**2522**  
Respondents from  
**5582**

**45.2%**  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
**6.7 million**

## Radio Nepal's listenership



% of Nepali adults (18+) who regularly listen to Radio Nepal's 7 AM/PM News (SA, prompted, selected-response by place of residence)



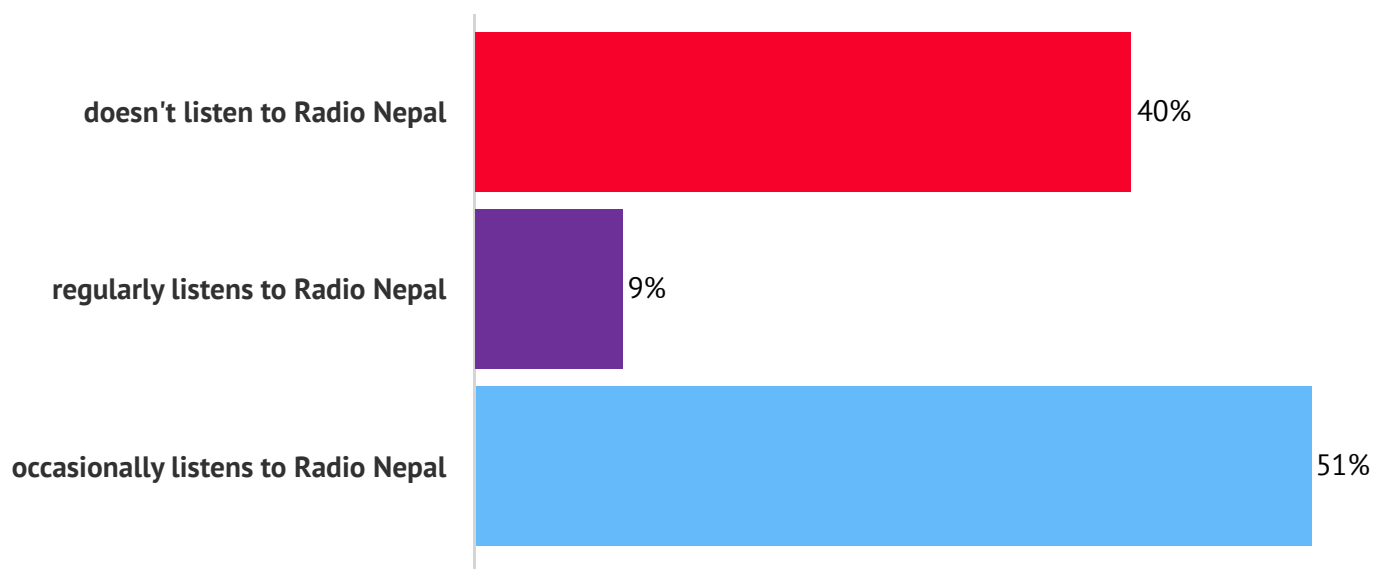


2522  
Respondents from  
5582

45.2%  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
6.7 million

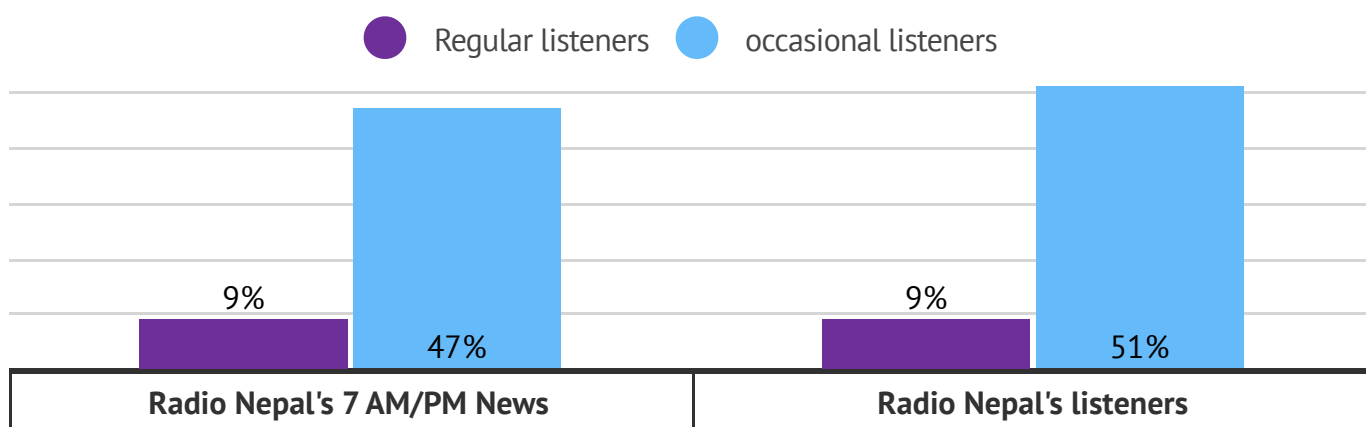
## Radio Nepal's listenership

% of Nepali adults (18+) who \_\_\_\_\_ (SA, prompted)



*Similar to Seven AM/PM News listenership, Radio Nepal's regular listeners are around 9% or an estimated six hundred thousand. Compared to news, there is a slight increase in occasional listenership to 51% or an estimated 3.4 million listeners. Regular listenership is higher in Bagmati and Sudurpaschim province, whereas occasional listeners are higher in areas except for Madhesh, Gandaki, and Karnali, where non-listeners are higher. Therefore, we can conclude that majority of Radio Nepal's listeners are listening to and relating the station to Seven AM/PM news.*

### Comparative chart of Radio Nepal's listeners vs Radio Nepal's 7 AM/PM News bulletin also aired by other local stations(SA, prompted)



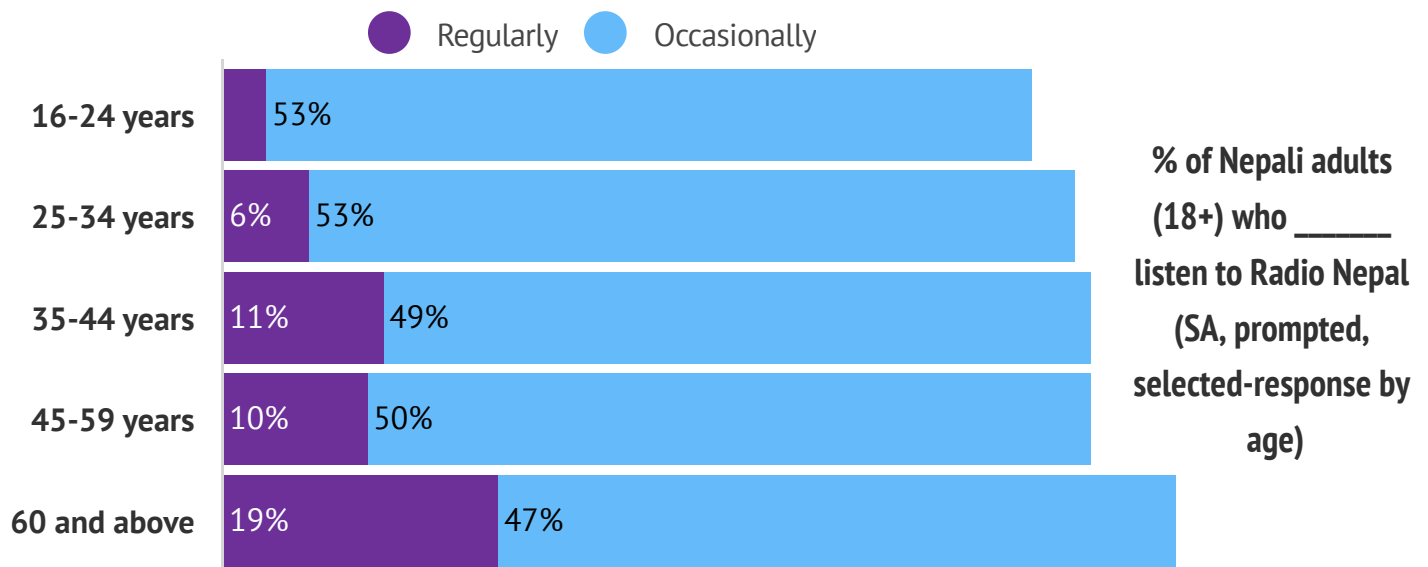
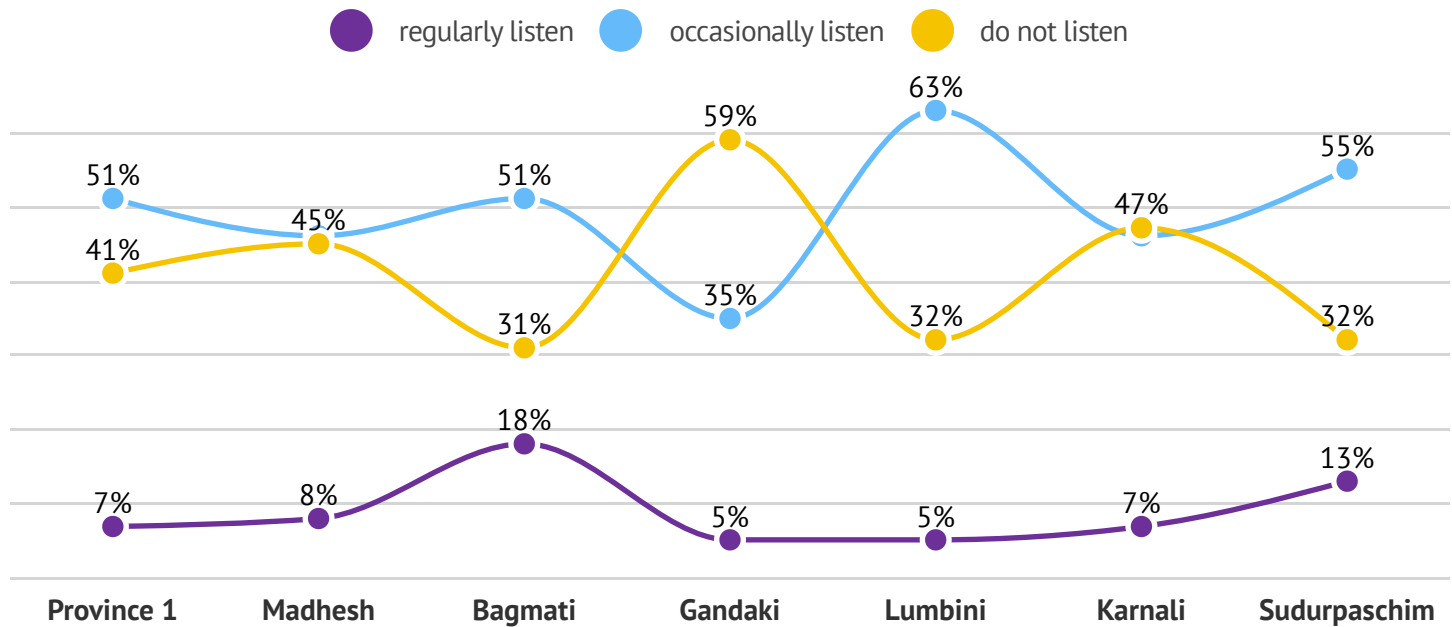
4

**2522**  
Respondents from  
**5582**

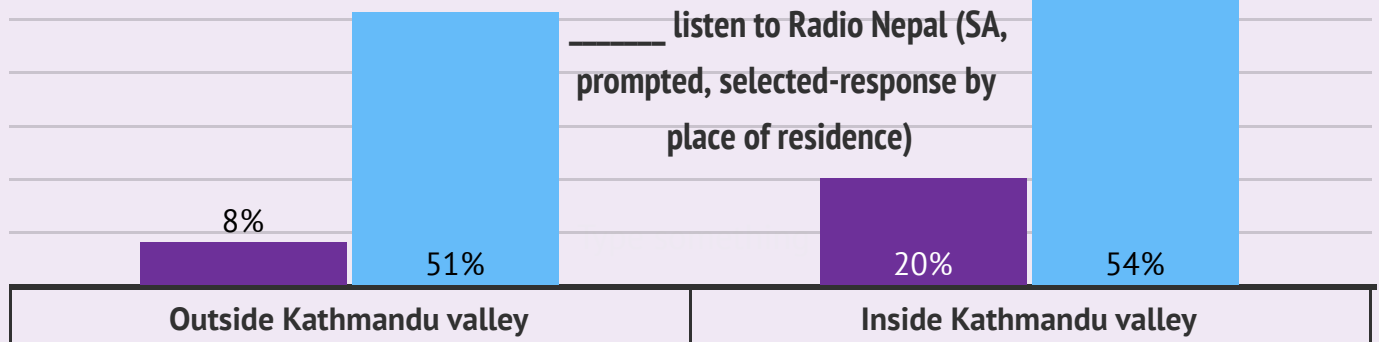
**45.2%**  
Adult (+18 years) Nepalis listen to Radio  
estimated population  
**6.7 million**

**Radio Nepal's  
listenership**

% of Nepali adults (18+) who \_\_\_\_\_ to Radio Nepal (SA, prompted at province)



% of Nepali adults (18+) who \_\_\_\_\_ listen to Radio Nepal (SA, prompted, selected-response by place of residence)



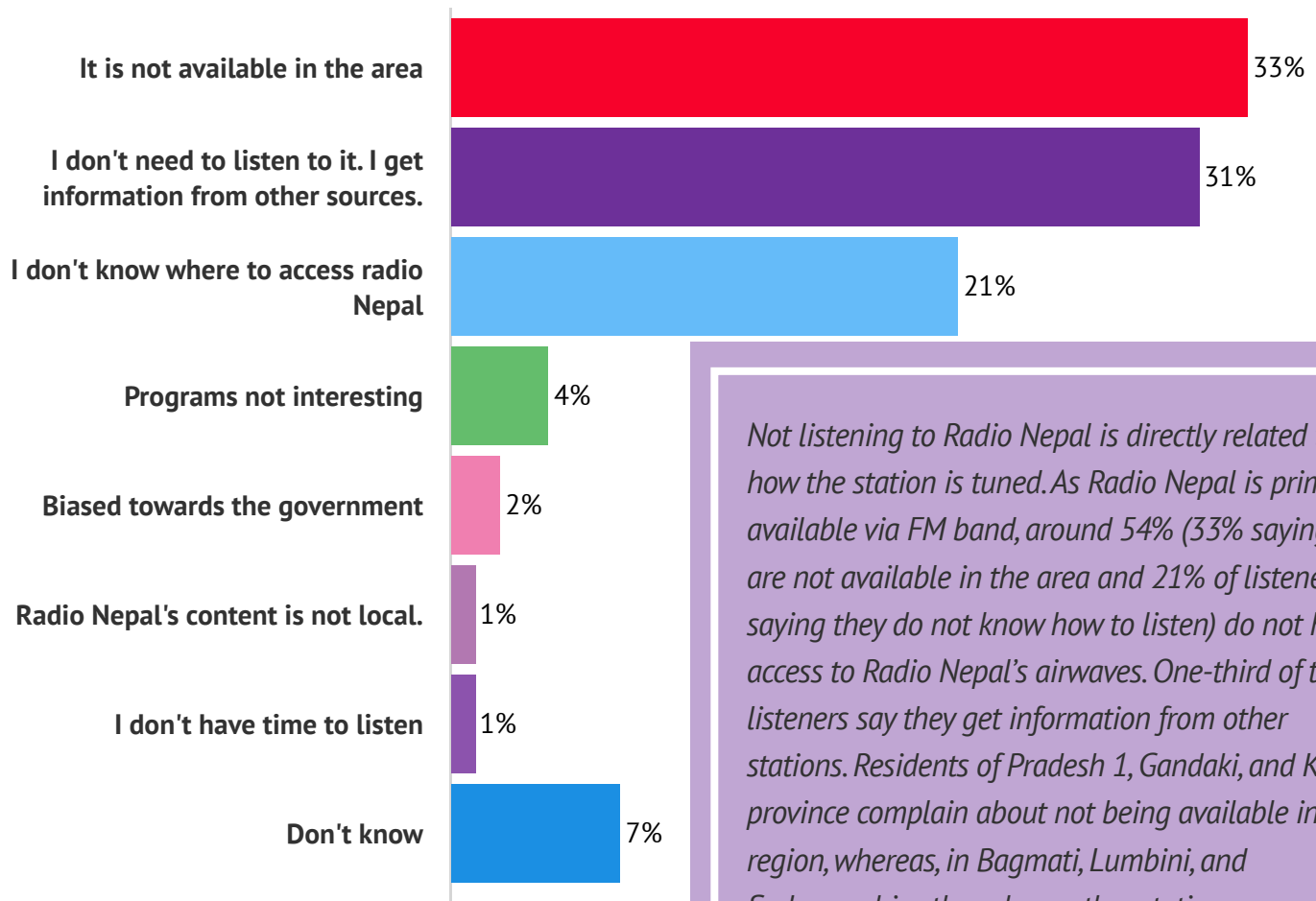
5

997  
Respondents from  
2522

40%  
Adult (+18 years) Nepalis listen to  
Radio but not Radio Nepal  
estimated population  
2.7 million

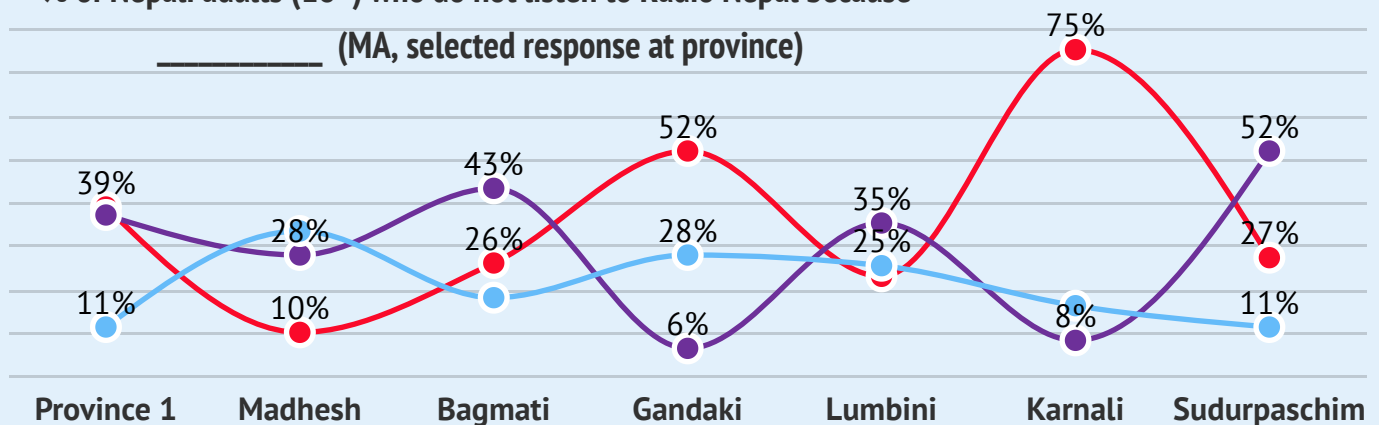
Radio Nepal's  
non listeners

You said you don't listen to Radio Nepal. Can you say the reason please? MA



% of Nepali adults (18+) who do not listen to Radio Nepal because

(MA, selected response at province)



● it is not available in the area ● they don't need to listen to Radio Nepal

● they don't know where to access Radio Nepal

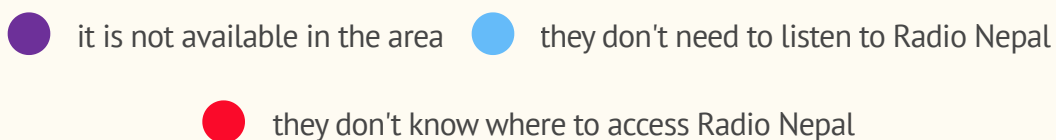
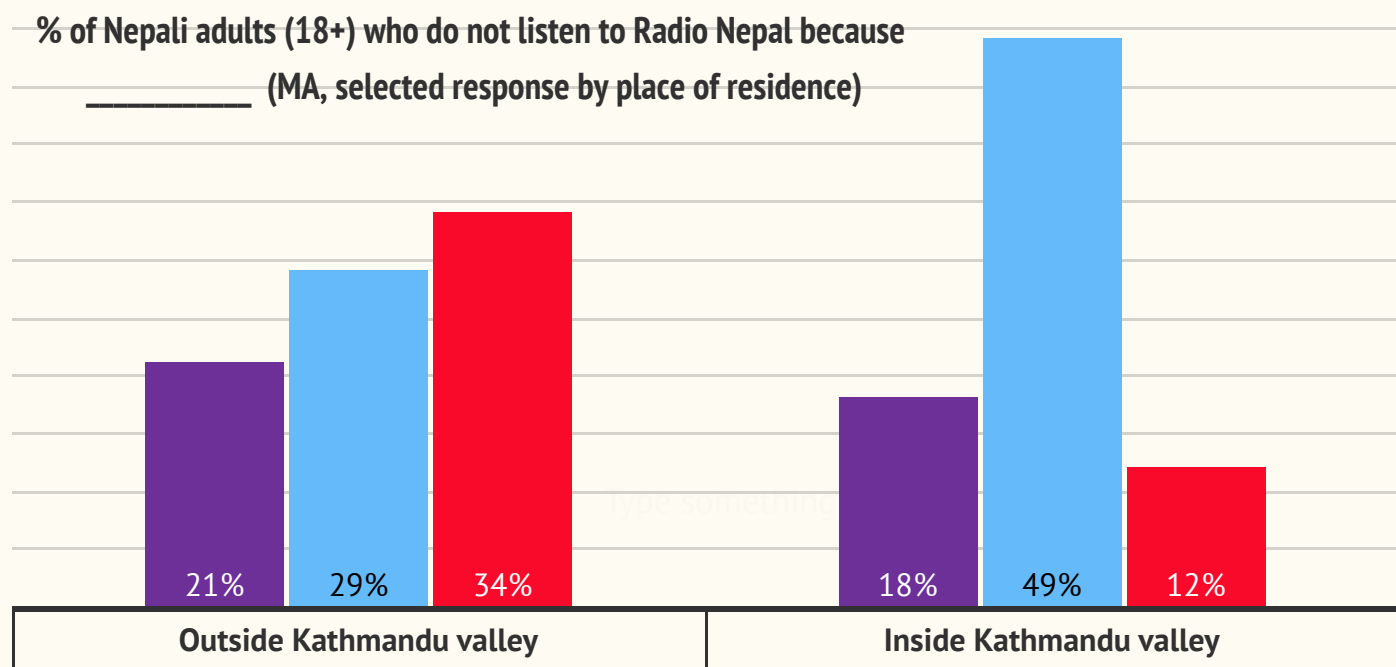
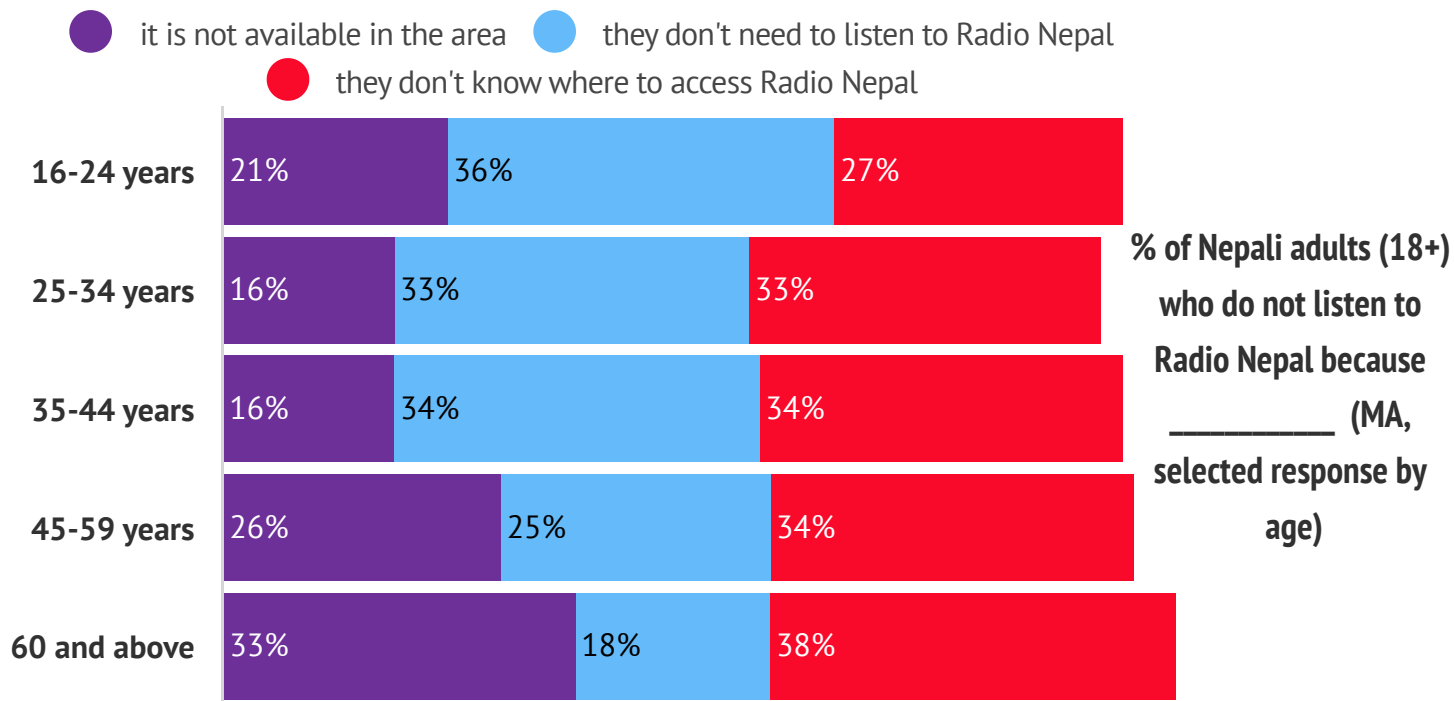
5

**997**  
Respondents from  
**2522**

**40%**  
Adult (+18 years) Nepalis listen to  
Radio but not Radio Nepal  
estimated population  
**2.7 million**

**Radio Nepal's  
non listeners**

**You said you don't listen to Radio Nepal. Can you say the reason please? MA**

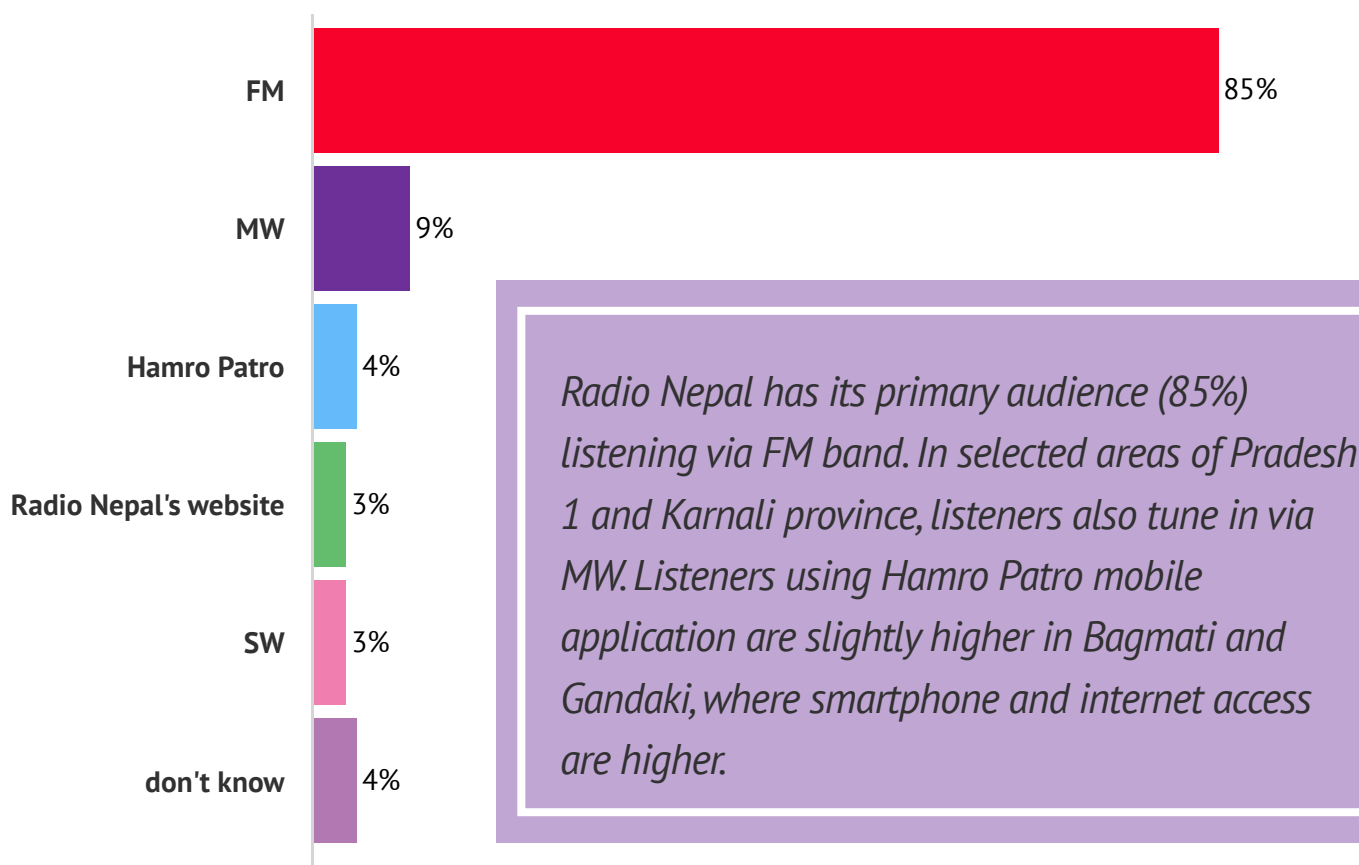


1640  
Respondents from  
2522

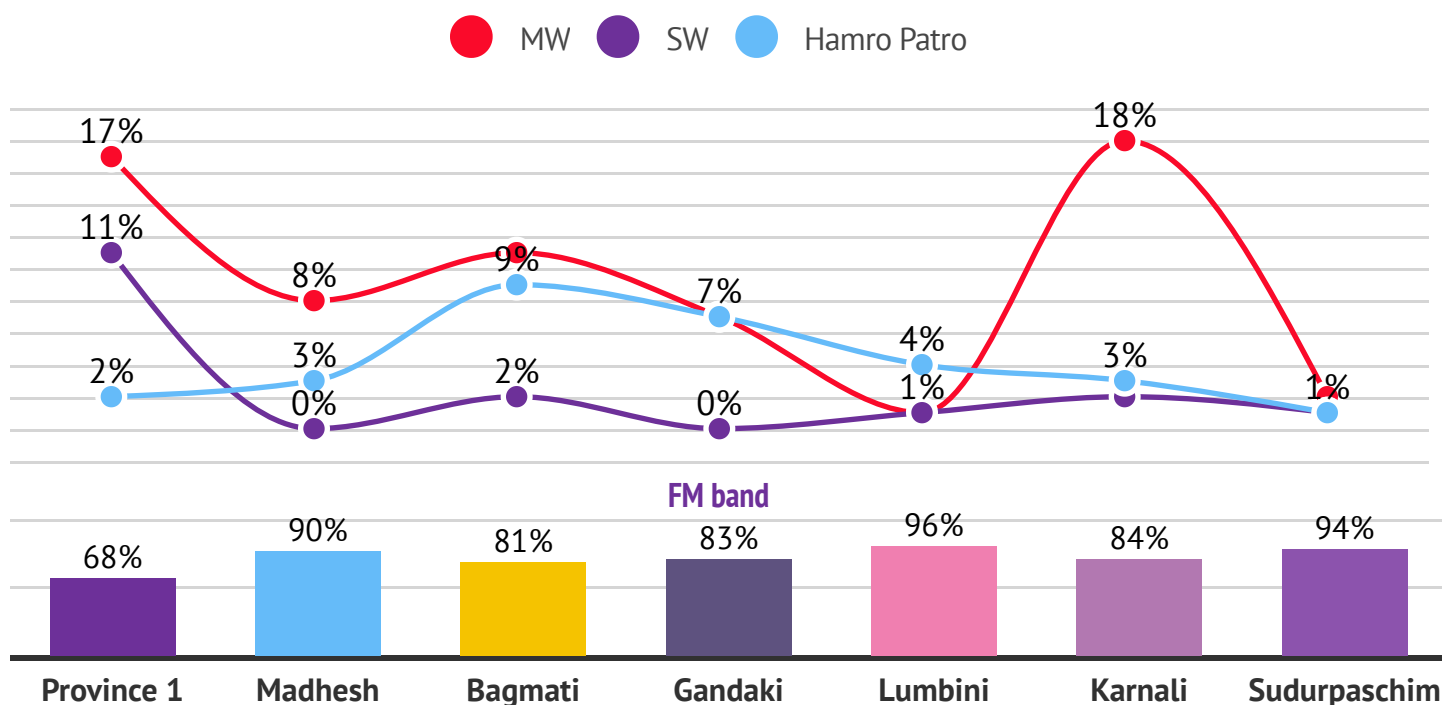
60%  
Adult (+18 years) Nepalis listen to Radio Nepal  
estimated population  
4.7 million

Tuning to Radio  
Nepal using.....

% of Nepali adults (18+) who use \_\_\_\_\_ to listen to Radio Nepal (MA, prompted)



% of Nepali adults (18+) who use \_\_\_\_\_ to listen to Radio Nepal (MA, prompted at province)





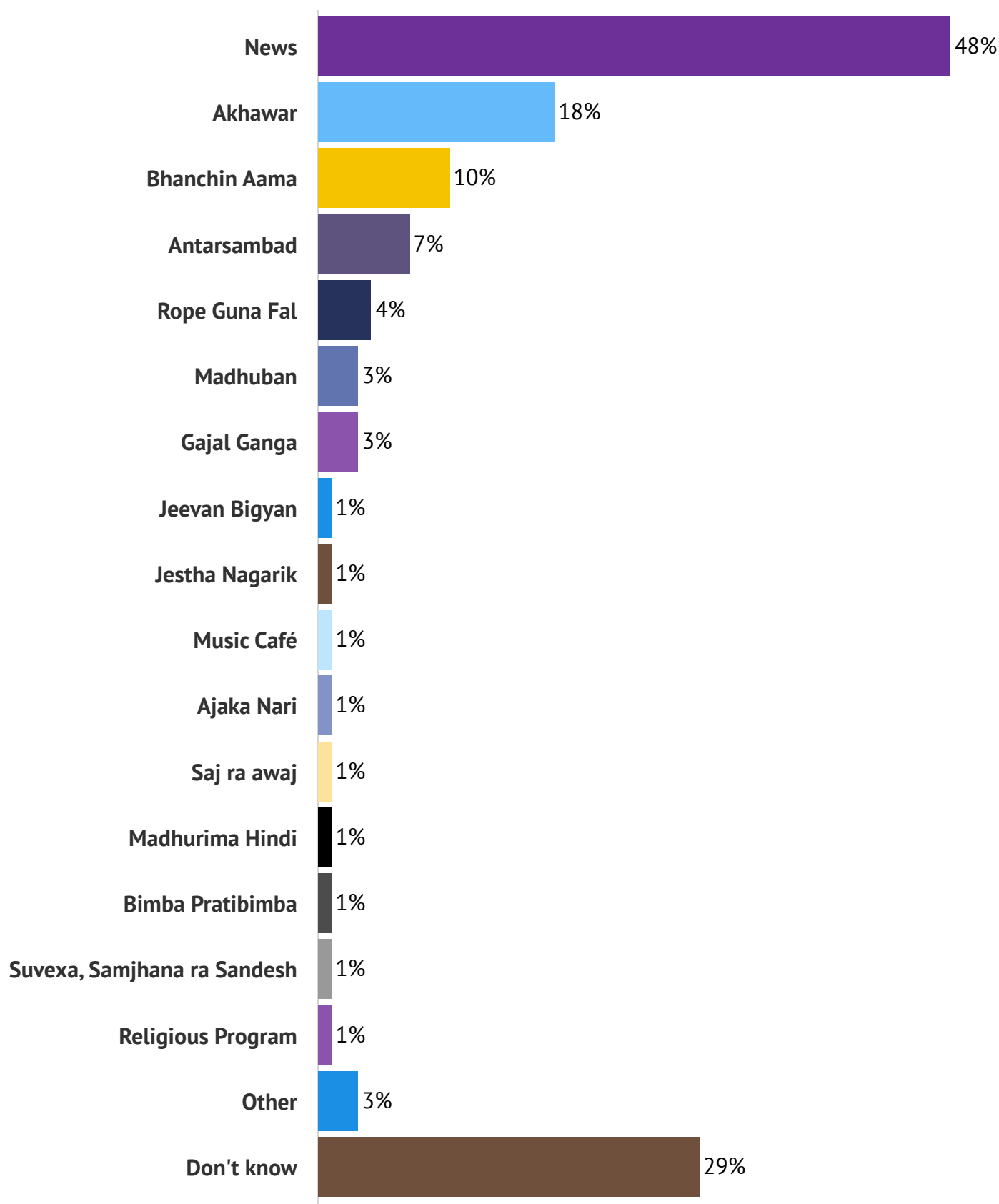
6

**1640**  
Respondents from  
**2522**

**60%**  
Adult (+18 years) Nepalis listen to Radio Nepal  
estimated population  
**4.7 million**

**Radio Nepal's most  
popular programs**

% of Nepali adults (18+) who listen to \_\_\_\_\_ program regularly on Radio Nepal (MA, unprompted)



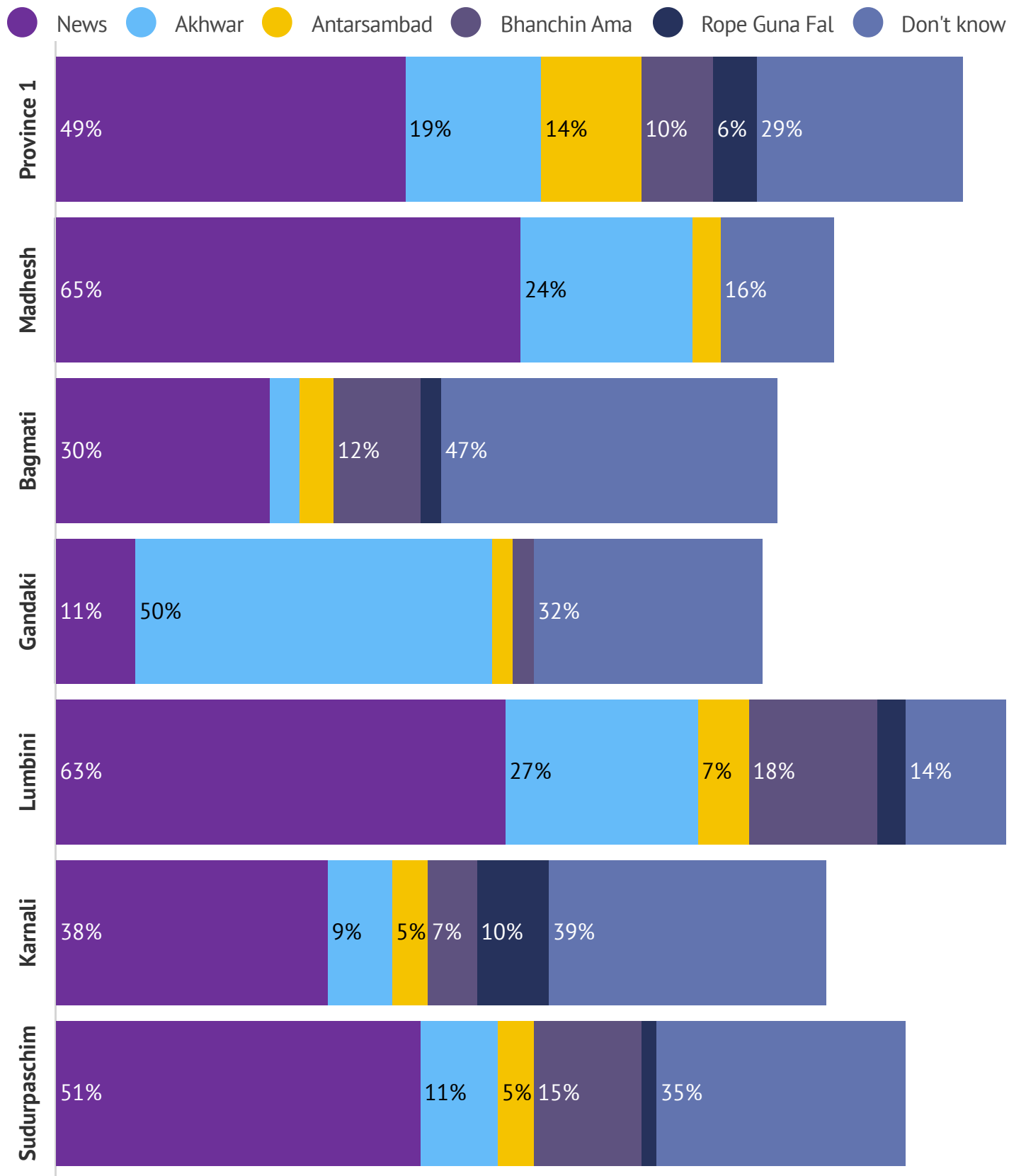
6

**1640**  
Respondents from  
**2522**

**60%**  
Adult (+18 years) Nepalis listen to Radio Nepal  
estimated population  
**4.7 million**

**Radio Nepal's most  
popular programs**

% of Nepali adults (18+) who listen to \_\_\_\_\_ program regularly on Radio Nepal (MA, unprompted, selected responses)



1516

Respondents from

2522

60%

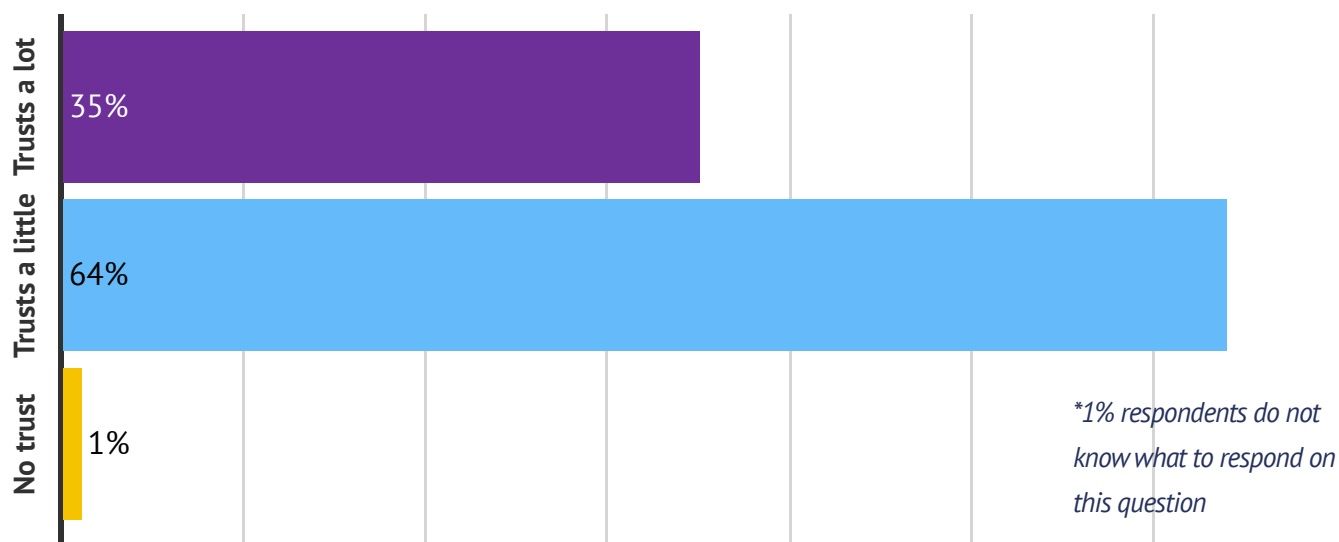
Adult (+18 years) Nepalis listen to Radio Nepal

estimated population

4.7 million

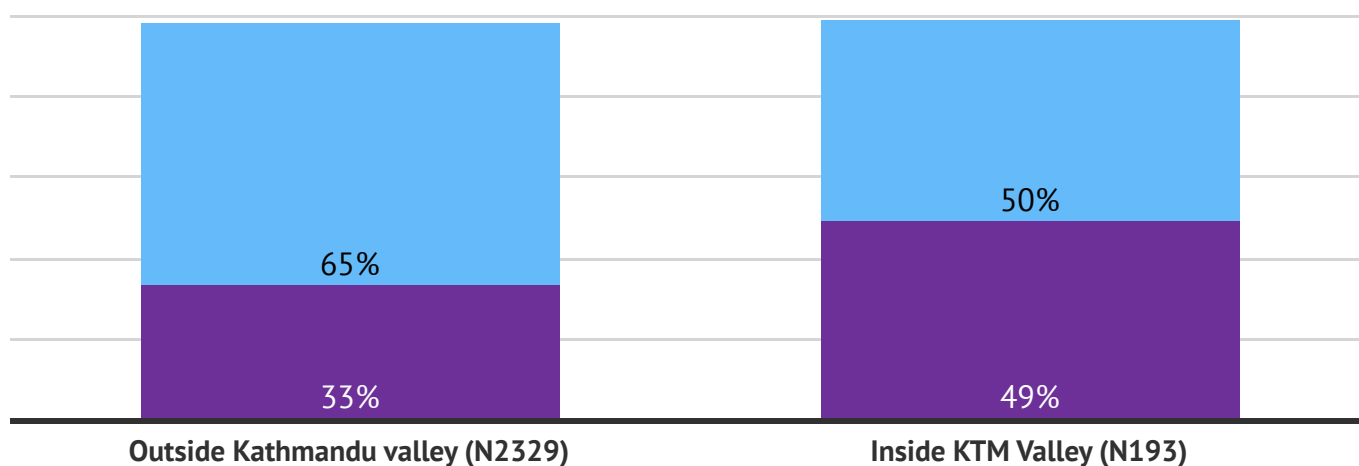
## Trust towards Radio Nepal's content

How trustworthy do you find news and information and programs broadcast on Radio Nepal? SA



Percentage of radio listeners who find Radio Nepal very trustworthy is slightly higher(+4%) than the data from overall radio listenership. The audience in Kathmandu valley trusts Radio Nepal more than residents from outside Kathmandu valley. Listeners from Bagmati, Gandaki, and Lumbini, as well as those with higher-level educational degrees, tend to trust Radio Nepal more.

% of Radio Nepal's listeners who say information and programs provided by Radio Nepal are \_\_\_\_\_.  
(By place of residence)



Very trustworthy trustworthy

\*% of respondents who do not trust Radio Nepal is one or less than one %

1516

Respondents from

2522

60%

Adult (+18 years) Nepalis listen to Radio Nepal

estimated population

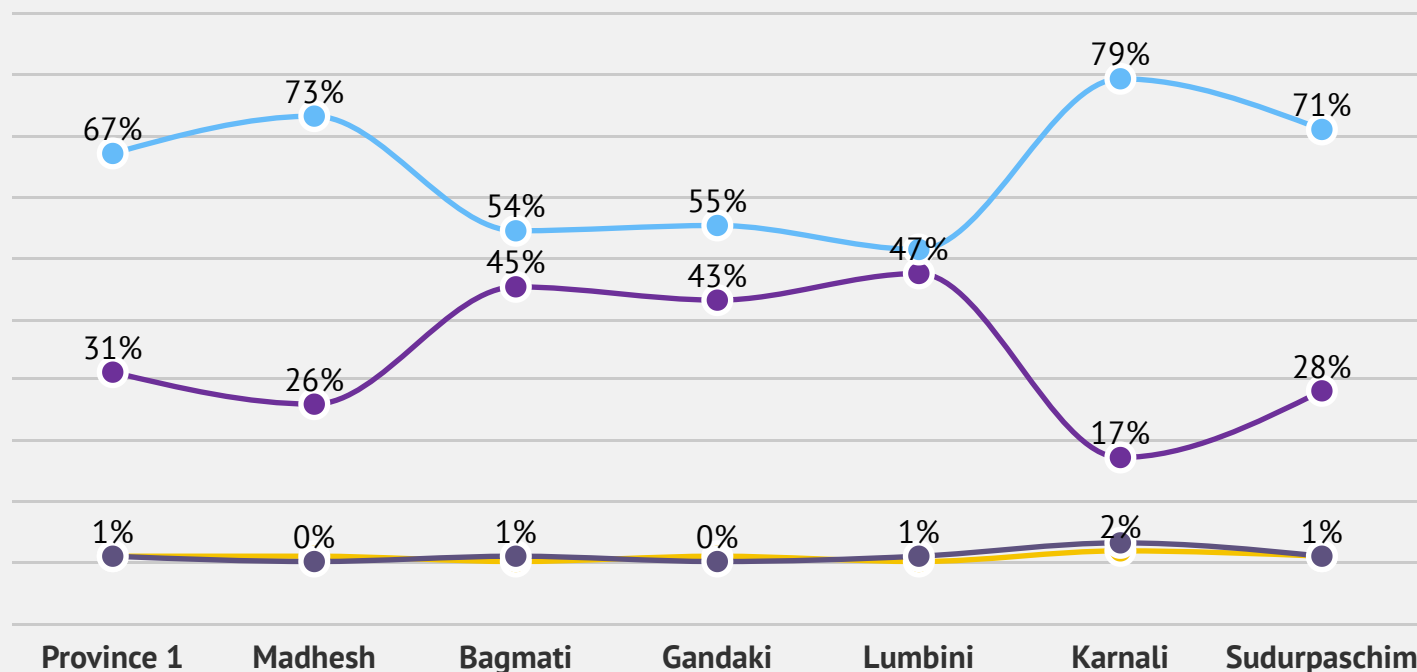
4.7 million

## Trust towards Radio Nepal's content

% of Radio Nepal's listeners who say information and programs provided by Radio Nepal are \_\_\_\_\_. (By province)

(By province)

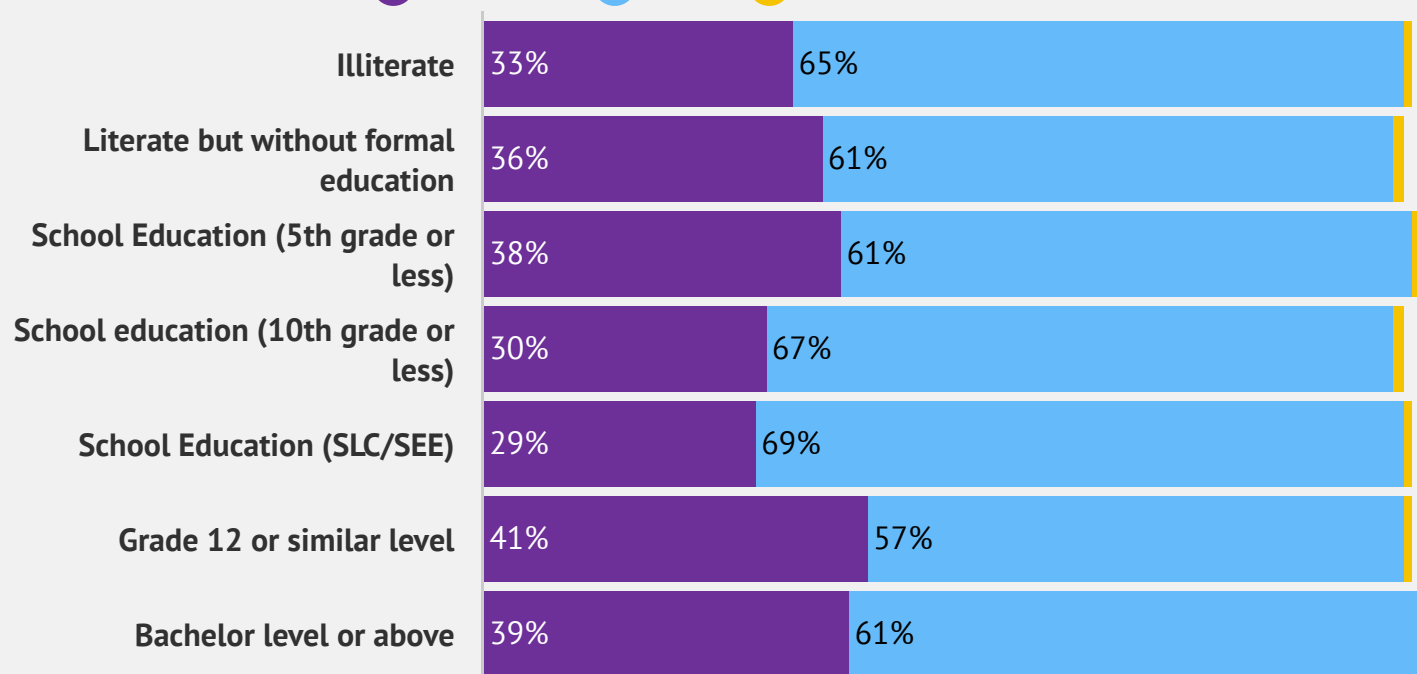
● trust a lot ● trust ● Doesn't trust at all ● Don't Know



% of Radio Nepal's listeners who say information and programs provided by Radio Nepal are \_\_\_\_\_. (selected response by education)

(selected response by education)

● trust a lot ● trust ● Doesn't trust at all

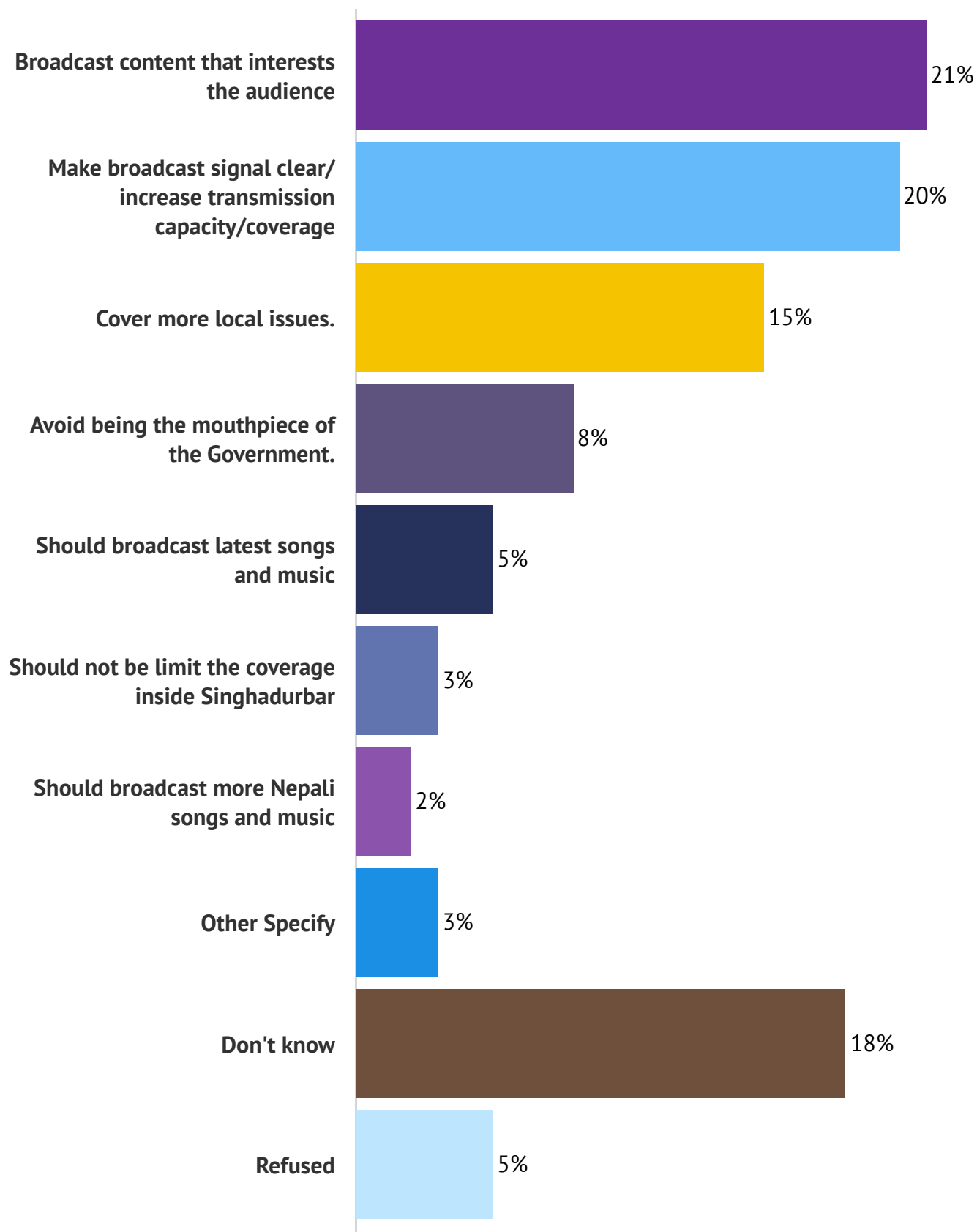


**1516**  
Respondents from  
**2522**

**60%**  
Adult (+18 years) Nepalis listen to Radio Nepal  
estimated population  
**4.7 million**

**Suggestion for  
Radio Nepal**

**What would you suggest Radio Nepal do to make it better than what it is now? MA**



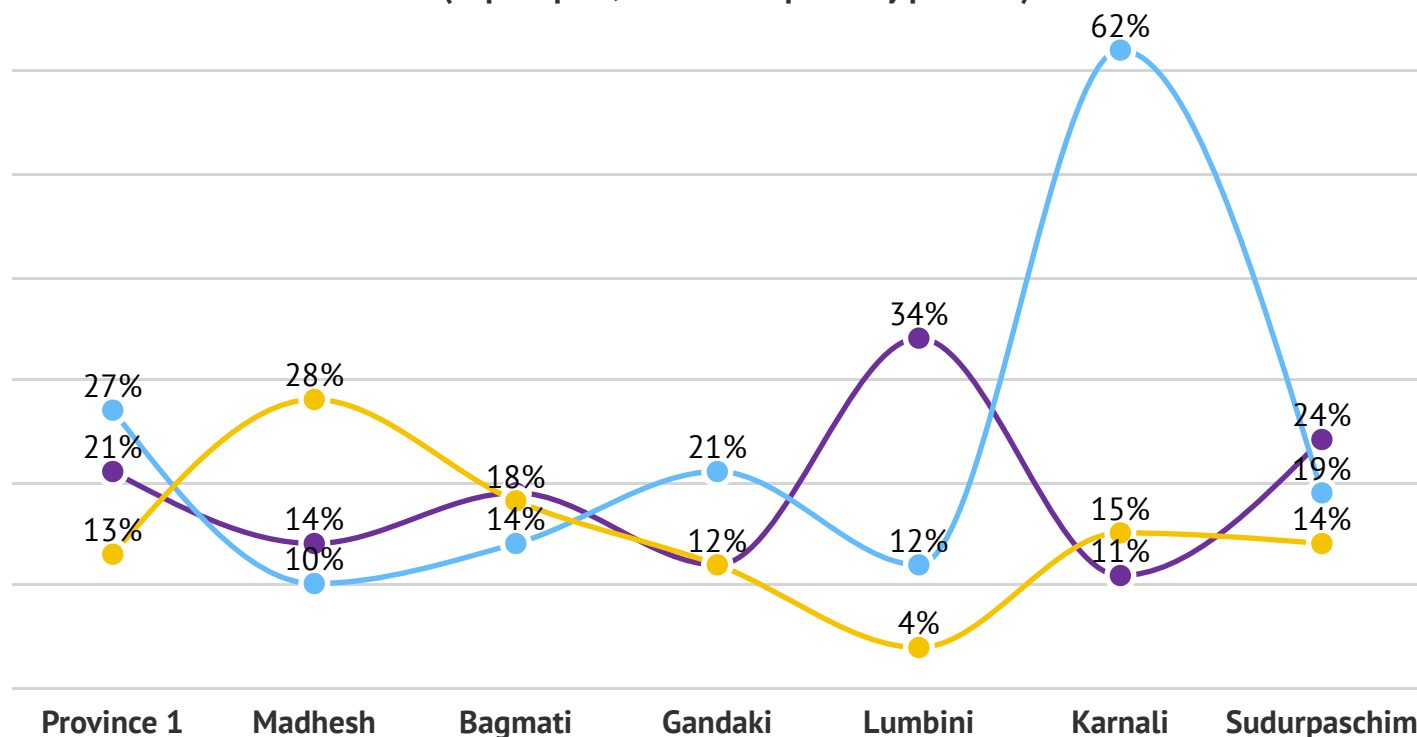


**1516**  
Respondents from  
**2522**

**60%**  
Adult (+18 years) Nepalis listen to Radio Nepal  
estimated population  
**4.7 million**

**Suggestion for  
Radio Nepal**

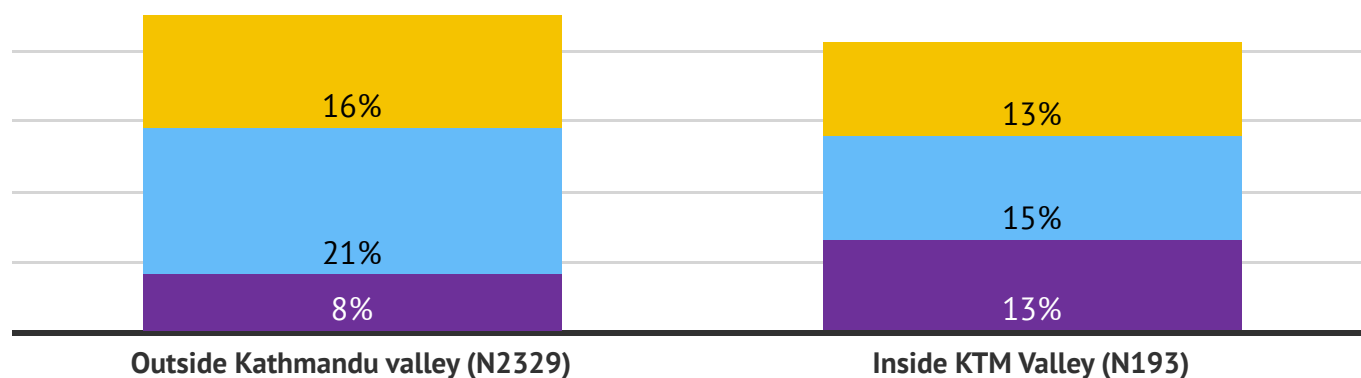
**% of Radio Nepal's listeners who suggest the station to \_\_\_\_\_.  
(unprompted, selected response by province)**



● Broadcast content that interests the audience

● Make broadcast signal clear/ increase transmission capacity/coverage ● Cover more local issues.

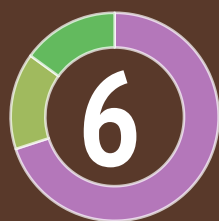
**% of Radio Nepal's listeners who suggest the station to \_\_\_\_\_.  
(unprompted, selected response by province)**



● Broadcast content that interests the audience

● Make broadcast signal clear/ increase transmission capacity/coverage ● Cover more local issues.





## Nepali Media, Audience Interest, and Accountability

*Note: Figure may not add up to  
100% due to multiple responses.*

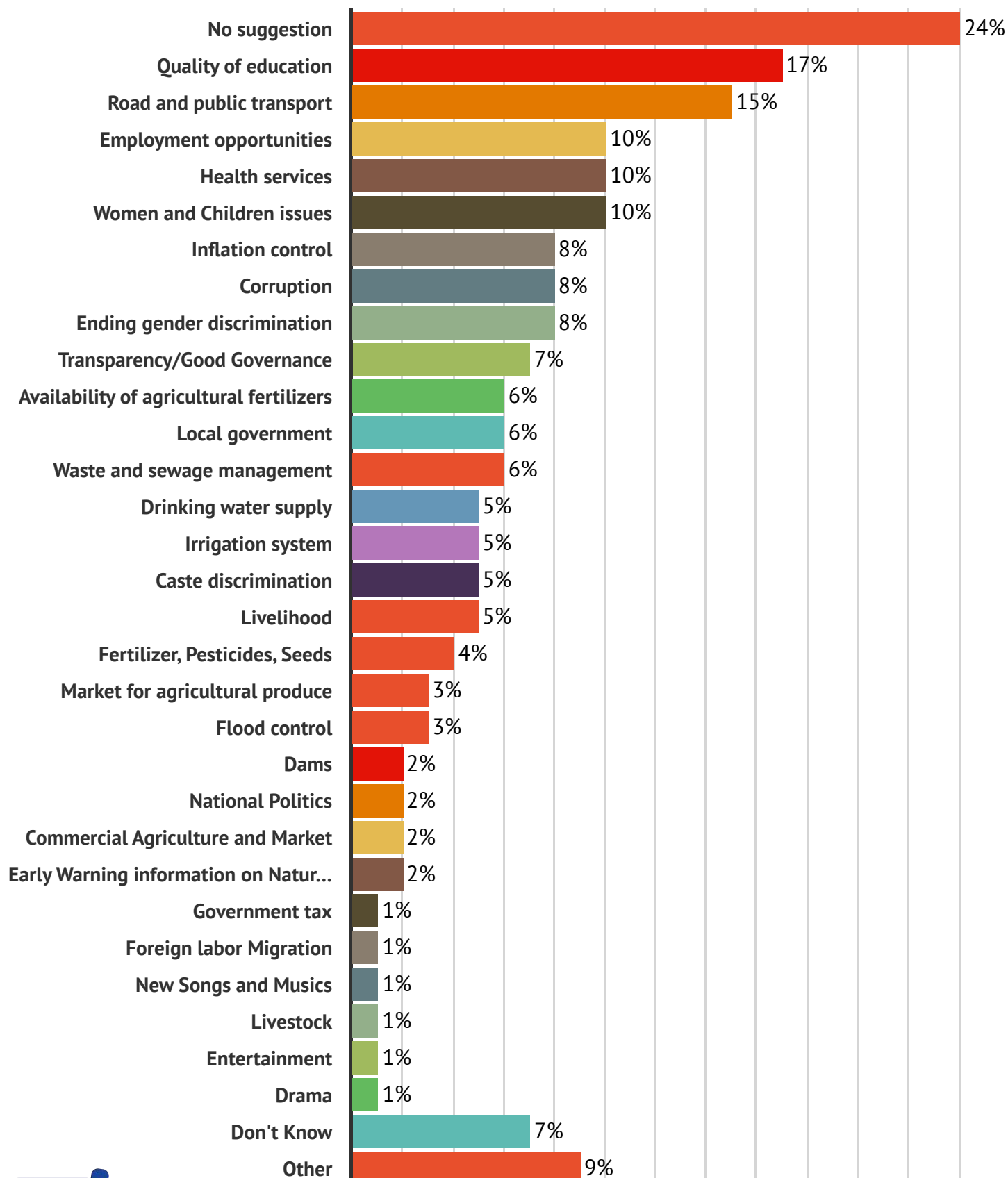
1

5582

Respondents

14.8 million  
estimated populationadult population (+18 years) Nepalis  
represented by this surveyIssue priorities for  
Nepali audience

What kind of contemporary issue should the media you consume most cover to meet your information interests? MA



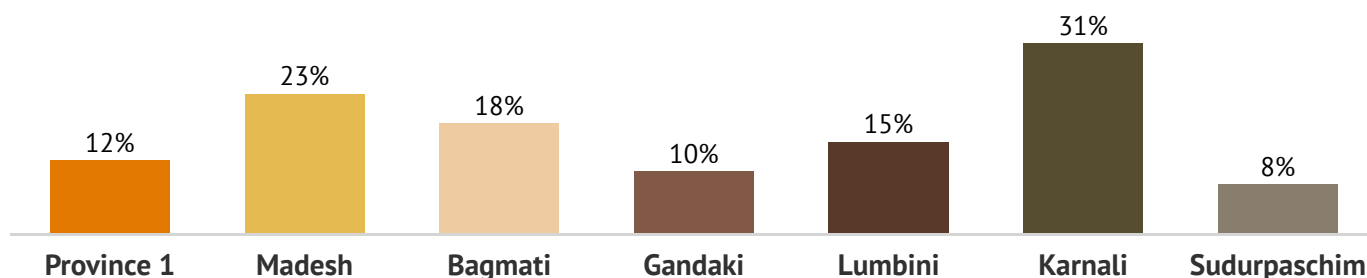
1

5582

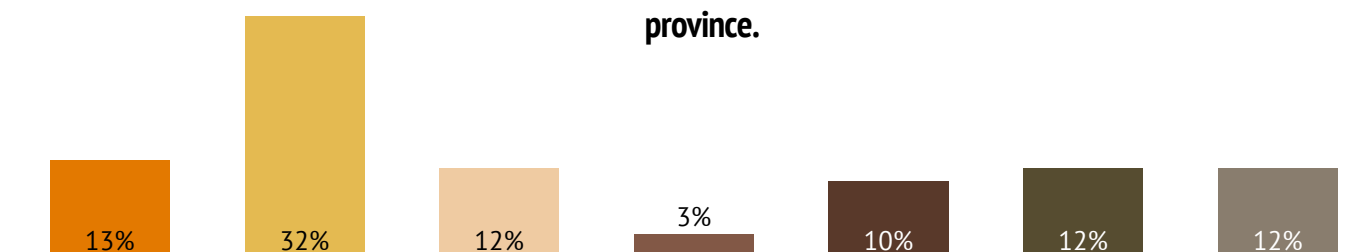
Respondents

14.8 million  
estimated populationadult population (+18 years) Nepalis  
represented by this surveyIssue priorities for  
Nepali audience

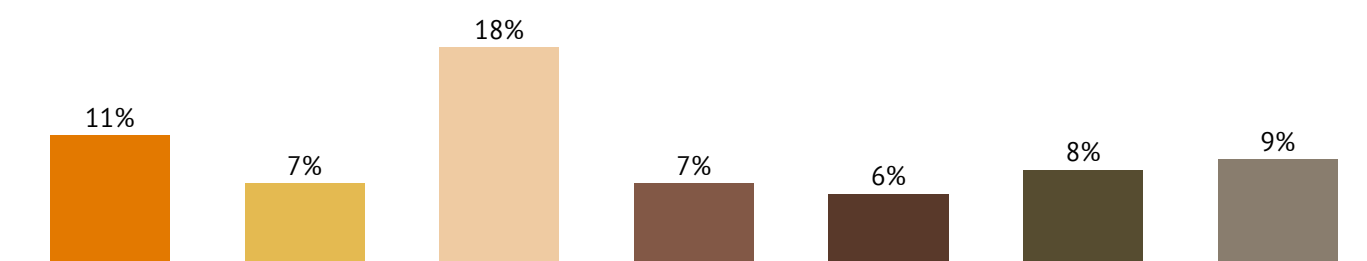
% of Nepali adults (18+) suggesting more coverage of issues about quality of education at \_\_\_\_\_ province.



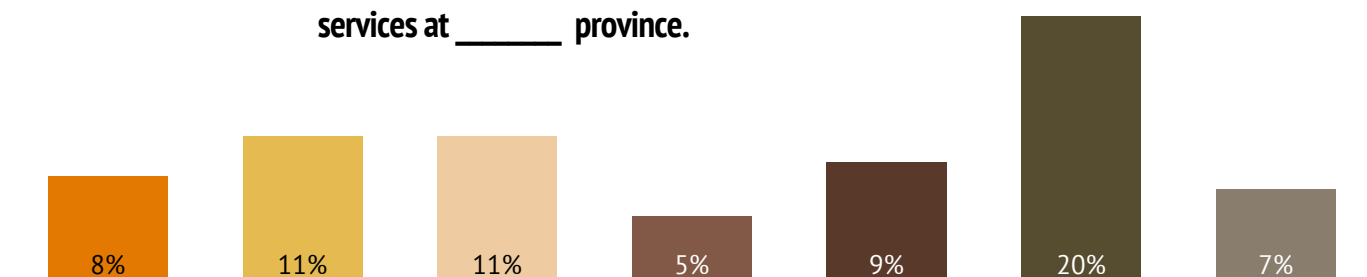
% of Nepali adults (18+) suggesting more coverage of issues about road and public transport at \_\_\_\_\_ province.



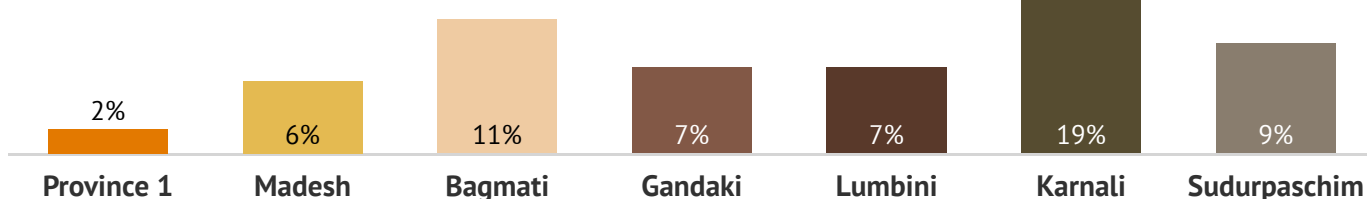
% of Nepali adults (18+) suggesting more coverage of issues about employment at \_\_\_\_\_ province.



% of Nepali adults (18+) suggesting more coverage of issues about health services at \_\_\_\_\_ province.



% of Nepali adults (18+) suggesting more coverage of issues of women and children at \_\_\_\_\_ province.



2

5582

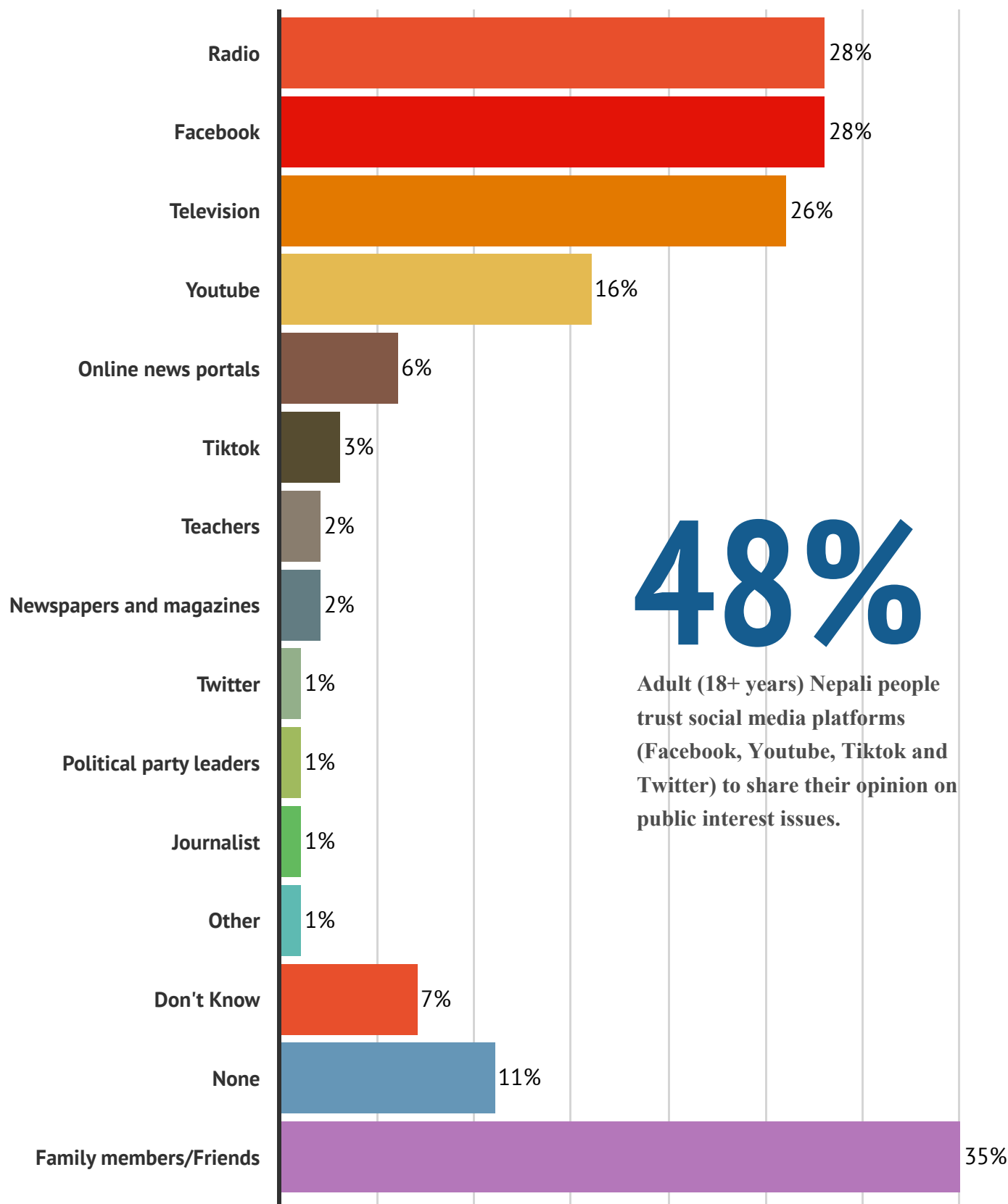
Respondents

14.8 million

estimated population  
adult population (+18 years) Nepalis  
represented by this survey

Trusted source to  
shape public opinion

Which source of information do you trust the most to shape your opinion on issues of public concern? MA





2

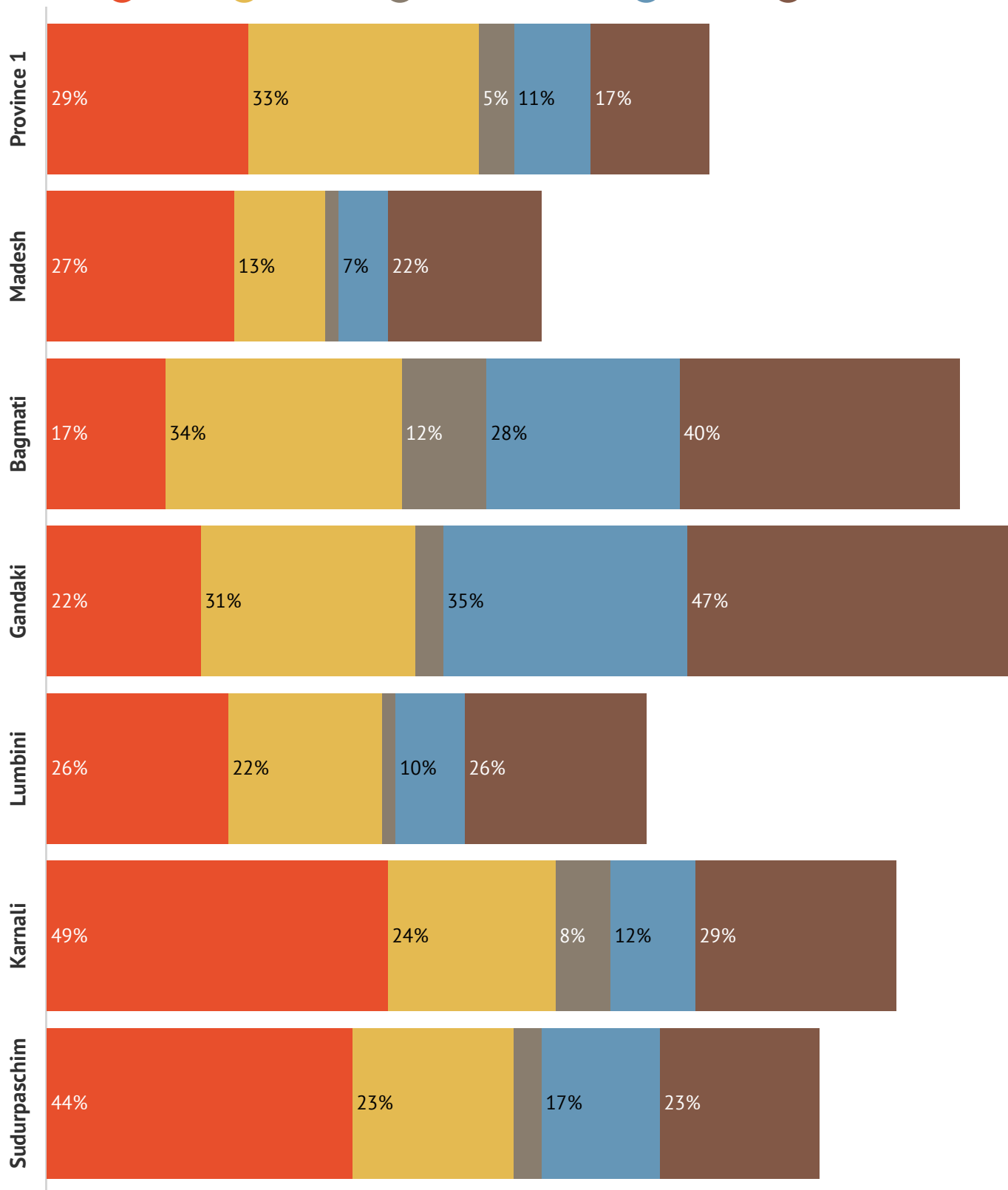
5582

Respondents

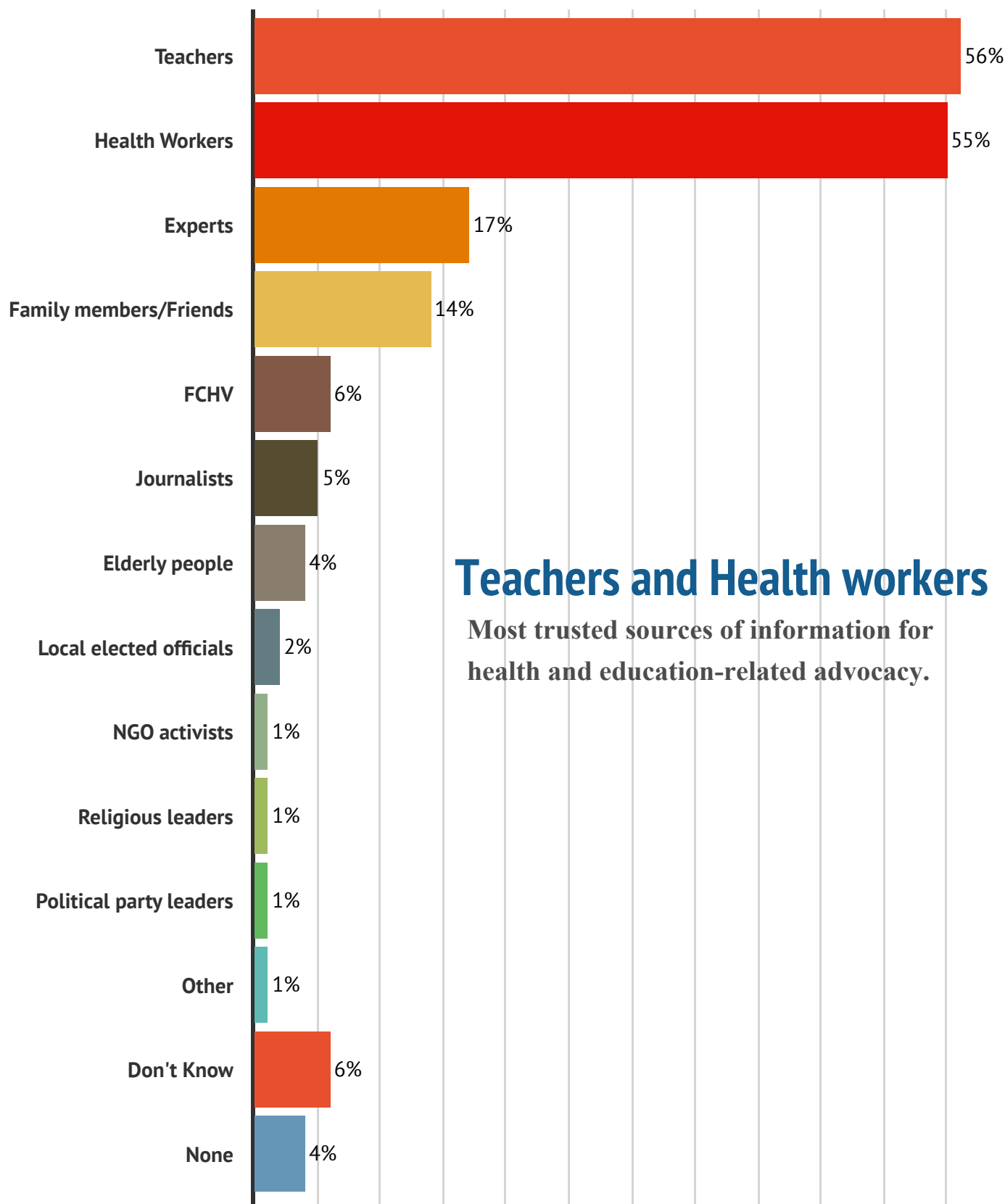
14.8 million  
estimated populationadult population (+18 years) Nepalis  
represented by this surveyTrusted source to  
shape public opinion

% of Nepali adults (18+) who trust \_\_\_\_\_ more to shape their opinion on key public interest  
topic at provincial level

Radio Television Online news portals Youtube Facebook



Which source of information do you trust the most to shape your opinion on issues of public concern? MA



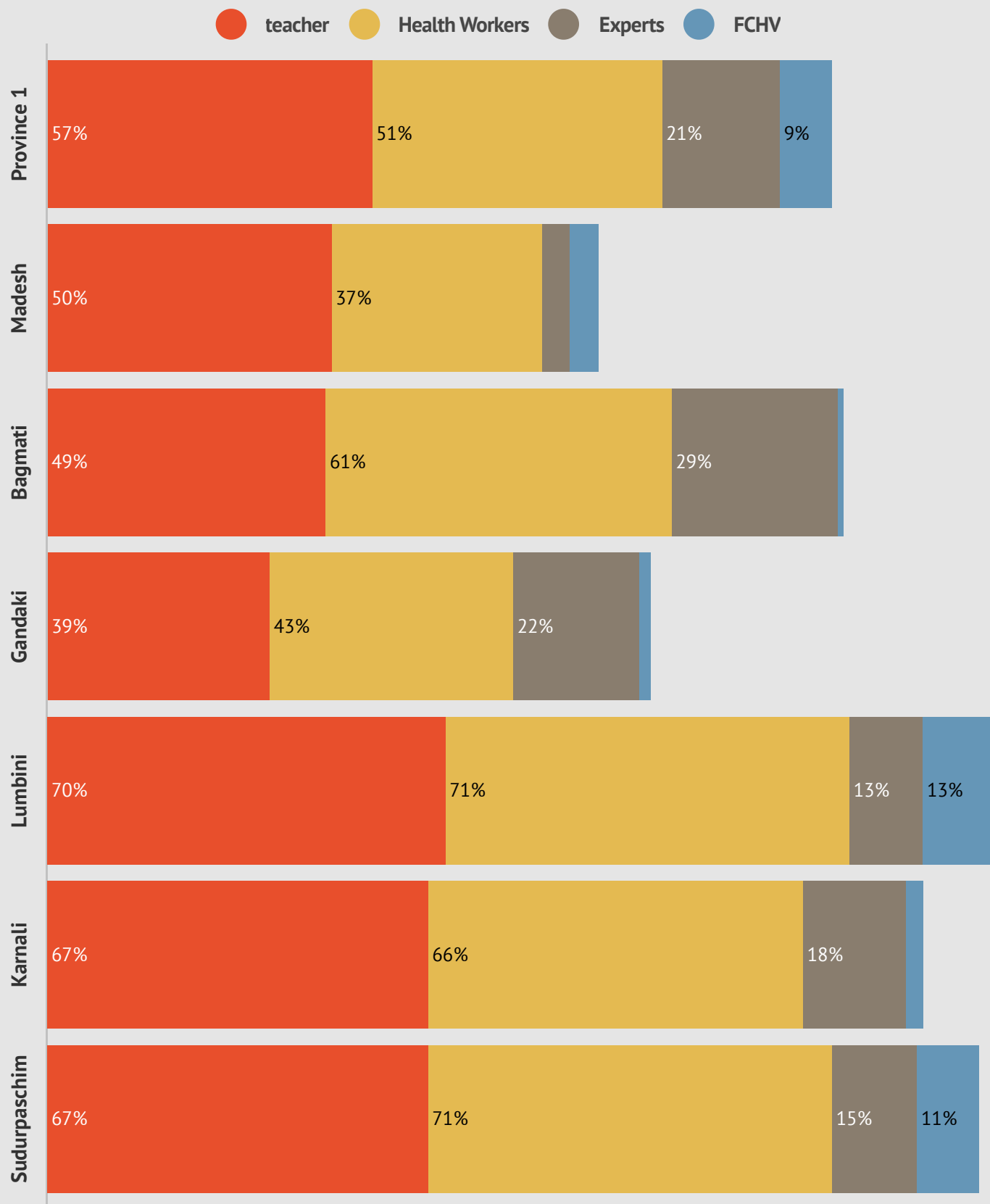
3

5582

Respondents

14.8 million  
estimated populationadult population (+18 years) Nepalis  
represented by this surveyTrusted source for health  
and education advocacy

% of Nepali adults (18+) who trust \_\_\_\_\_ more for health and education-related issues at the provincial level



4

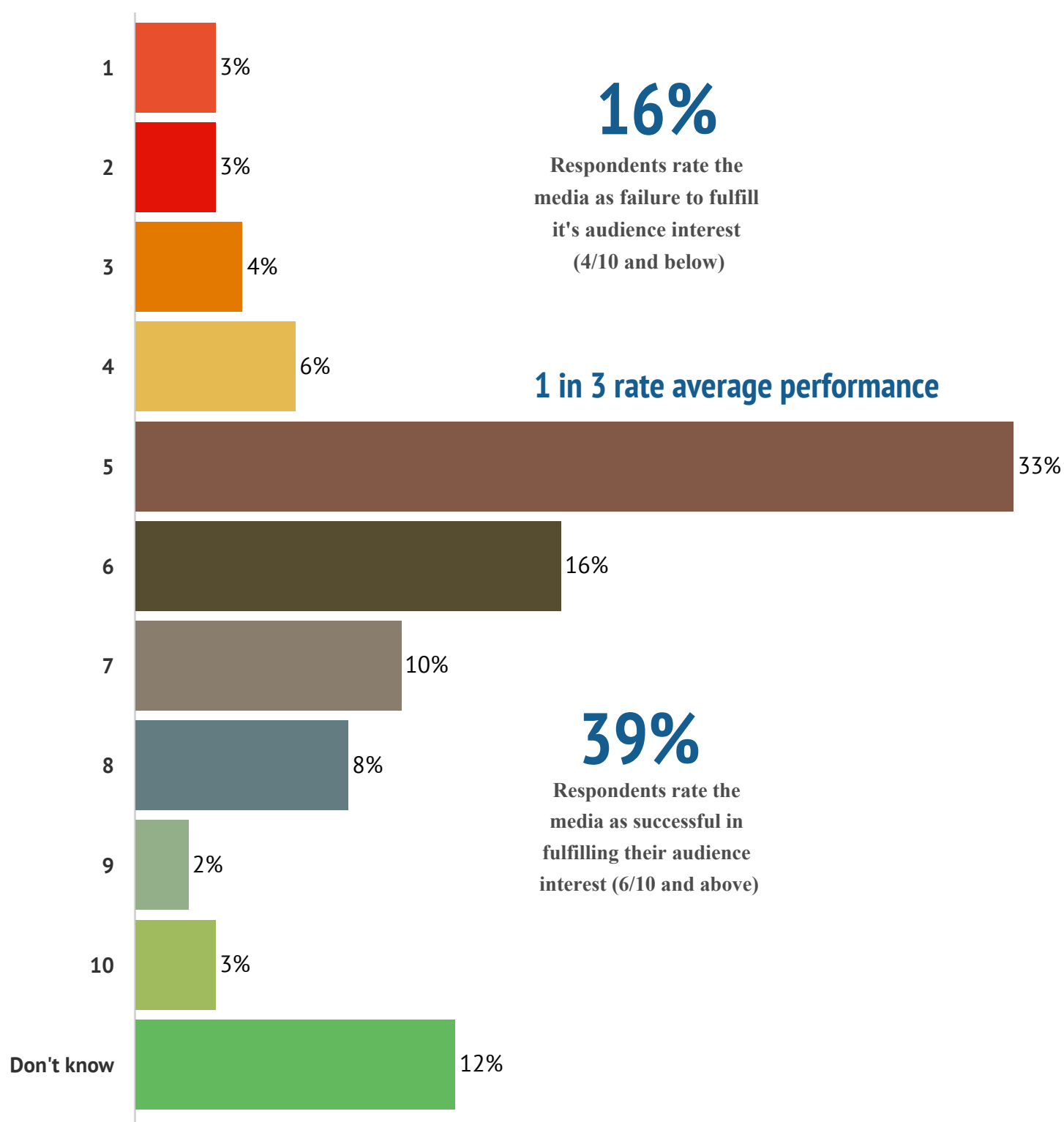
5582

Respondents

14.8 million

estimated population  
adult population (+18 years) Nepalis  
represented by this surveyPublic rating of media's  
role in addressing citizen  
interest

Do you think Nepali Media priorities problems and concerns of the citizens well? How much would you rate between 1 to 10 for the role of media: 1 meaning least priority whereas 10 means very high priority. MA



4

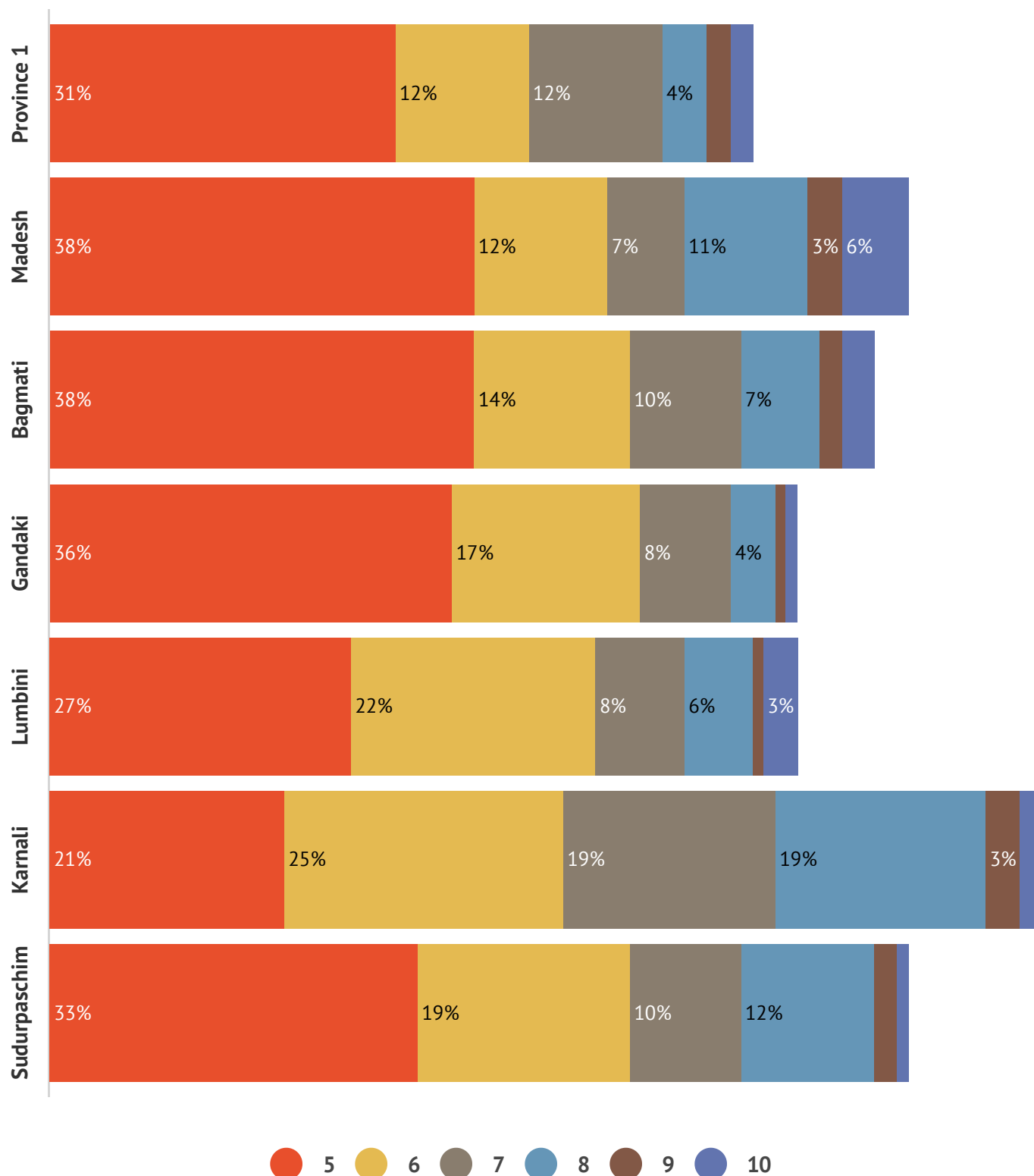
5582

Respondents

14.8 million

estimated population  
adult population (+18 years) Nepalis  
represented by this surveyPublic rating for media's  
role in addressing citizen  
interest

Do you think Nepali Media priorities problems and concerns of the citizens well? How much would you rate between 1 to 10 for the role of media: 1 means the least priority, whereas 10 means very high priority. Selected response at the provincial level



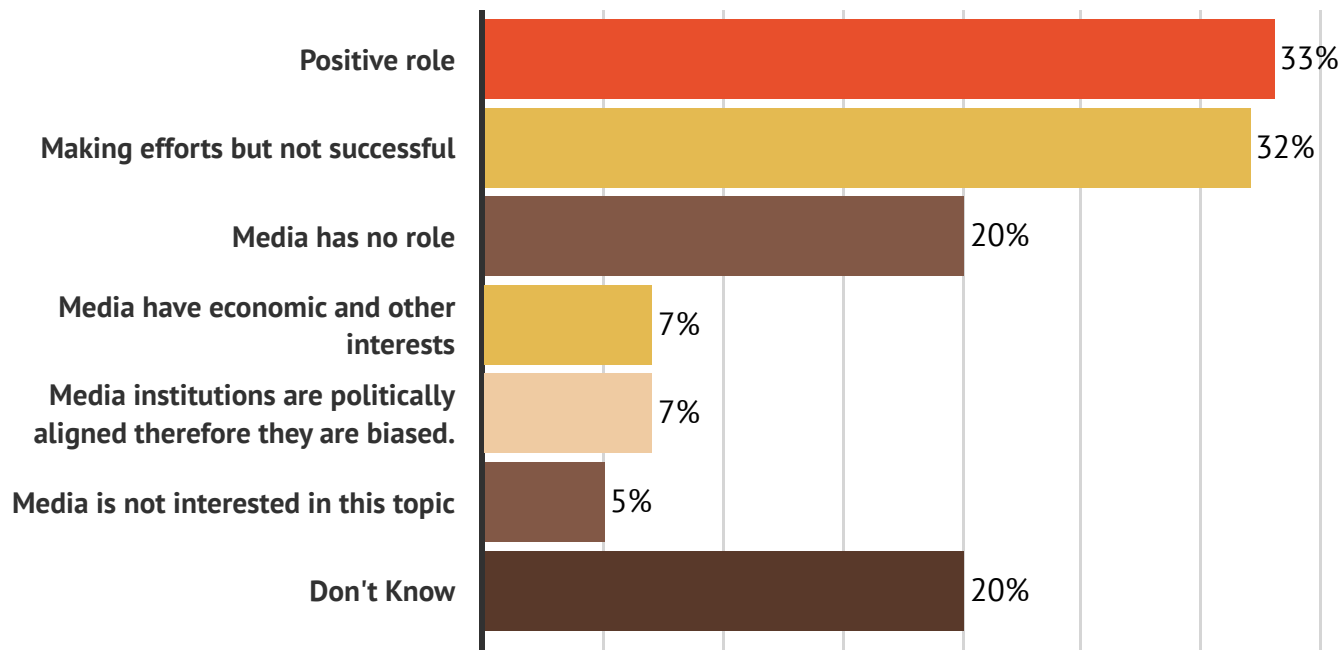
5

5582

Respondents

14.8 million  
estimated populationadult population (+18 years) Nepalis  
represented by this surveyMedia's role: making  
elected officials  
accountable

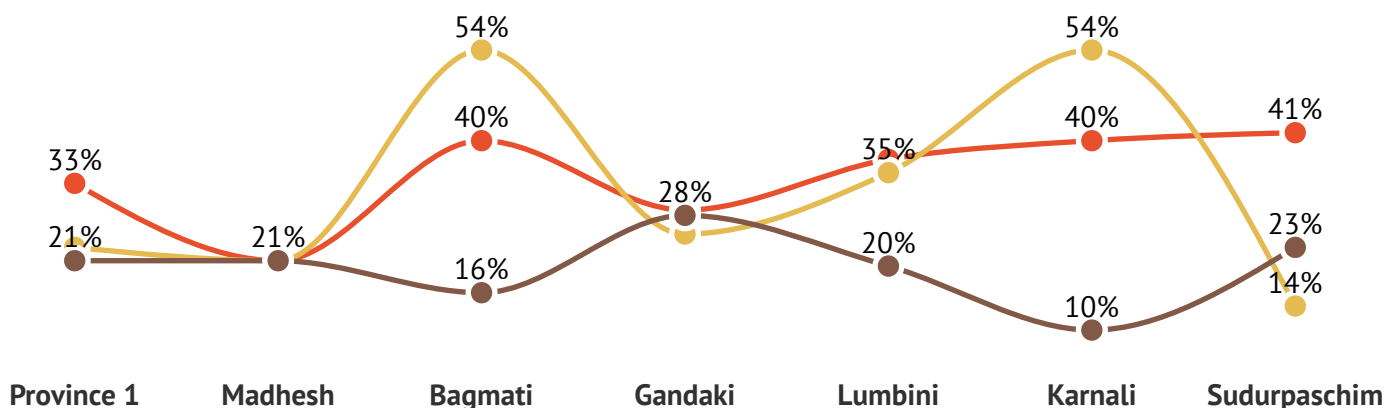
Do you think Nepali media has a role in making our elected officials accountable? If yes how?



Overall, there is a positive image of Nepali media for making politicians accountable, as one in three respondents believes that Nepali media is playing a positive role, and another one-third say it is working hard but unsuccessful. Residents of Pradesh 1, Bagmati, Lumbini, Karnali, and Sudurpaschim Pradesh, are more favorable toward the media than other provinces. Residents of Gandaki are found to be more negative, whereas over 50% of residents of Bagmati and Karnali say they are making efforts.

% of Nepali adults (18+) who say media has \_\_\_\_\_ to make elected officials accountable (Selected response by province)

● positive role ● made efforts but not successful ● no role as such





5582

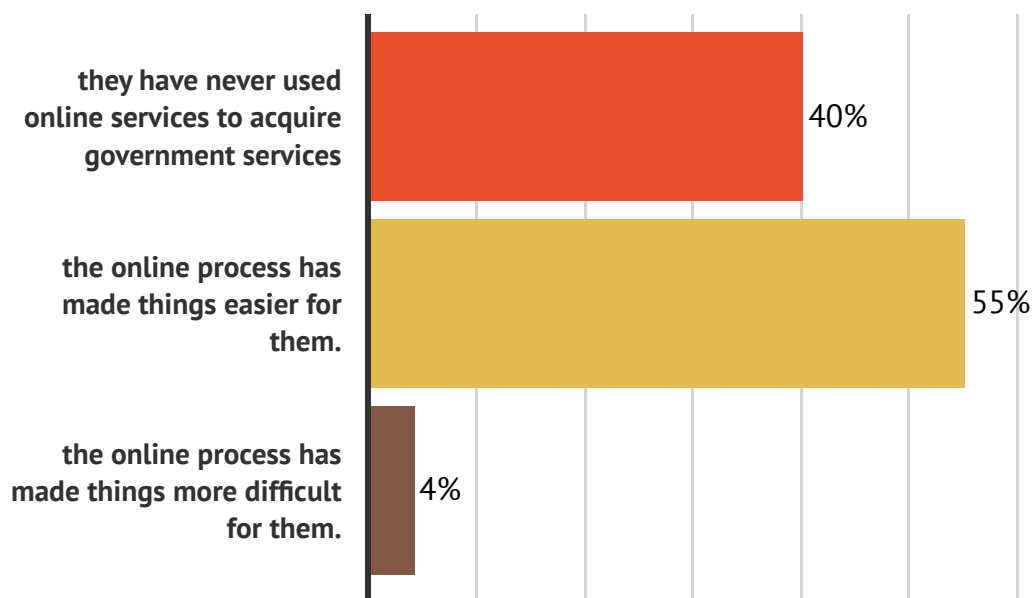
Respondents

14.8 million

estimated population  
adult population (+18 years) Nepalis  
represented by this survey

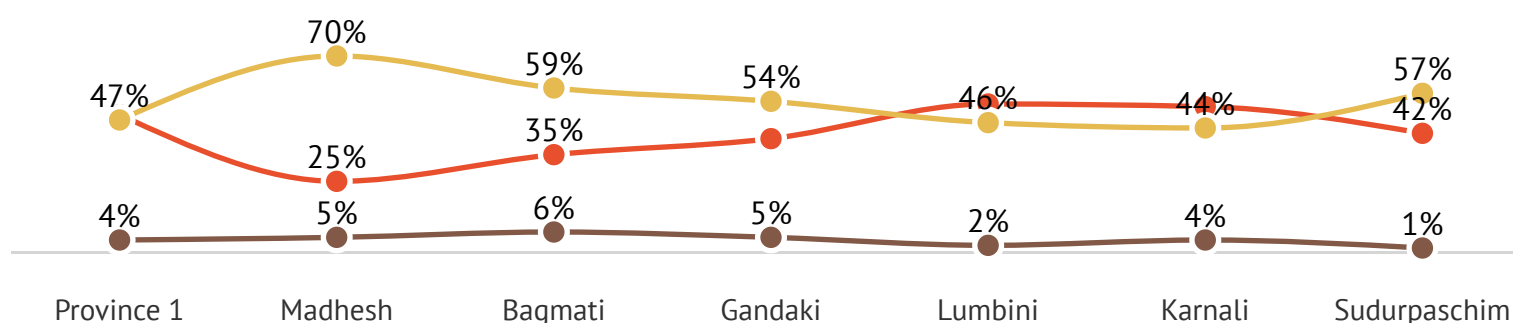
Public access to  
digital services and  
online payments

You can submit applications or get information or pay taxes online for some of the government services. In your opinion has this online service eased your service seeking? SA



With the rapid growth of Internet penetration and smartphone ownership, the adoption of online services and digital payment is gaining momentum, and perception is positive. Among the 40% who say they are using online services and digital payments, the majority are in Pradesh 1, Madhesh, Bagmati, and Gandaki. In contrast, residents of Lumbini and Karnali have lower access to these services.

% of Nepali adults (18+) who say \_\_\_\_\_ (Response by province)



● they have never used online services to acquire government services

● the online process has made things easier for them.

● the online process has made things more difficult for them.





**Sharecast**  
Initiative Nepal

Sharecast Initiative Nepal  
[info@sharecast.org.np](mailto:info@sharecast.org.np)  
Maitree Marga, Bakhundole  
Lalitpur, Nepal  
+977 1 5010776