



## **Cambodia Sentinel Survey 2009**

### **Report on Indicators Cambodia Global Fund, Round 5 HIV and AIDS Communications**

#### **2007, 2008 and 2009 Data Trends and Impact of Exposure to Mass Media**

**From Phnom Penh and Five Provinces: Kandal, Kampong Speu, Kampong Chhnang, Battambang and Siem Reap**



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## Acronyms and Abbreviations

AIDS	Acquired Immune Deficiency Syndrome
ARV	Anti-retroviral Drugs
BBC	British Broadcasting Corporation
CDHS	Cambodia Demographic and Health Survey
CTN	Cambodia Television Network
DFID	Department for International Development
HIV	Human Immunodeficiency Virus
KAP	Knowledge Attitudes and Practice
MSM	Men who have sex with men
NCHP	The National Centre for Health Promotion
NGO	Non Governmental Organisation
PLHIV	Person/People Living With HIV
PPS	Proportional Probability Sampling
PSA	Public Service Announcement
R&L	Research and Learning Group
RNK	Radio National Kampuchea
STI	Sexually Transmitted Infection
The Trust	BBC World Service Trust
VCCT	Voluntary and Confidential Counselling and Testing

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## Introduction

The BBC World Service Trust (the Trust), the international NGO of the BBC, is an independent charity that promotes development through the innovative use of media.

The Trust works with people in developing and transitional countries to improve the quality of their lives. Its work seeks to raise awareness among mass and opinion-forming audiences; affect behaviour change; influence policy; and transfer skills and knowledge. In all of its work, the Trust has a strong commitment to delivering impact and cutting-edge media solutions to development challenges.

## Research and Learning Group

As part of the BBC World Service Trust, the Research and Learning Group (R&L) is an international team of research professionals with expertise in media communications and audience insight.

The Research and Learning group focuses on four key activities:

- Providing Trust projects with audience and market insights to guide project strategies;
- Conducting qualitative and quantitative research studies to capture the impact of all Trust media interventions;
- Building capacity in audience research skills and methodology on projects in country;
- Documenting and disseminating the learnings from the Trust's projects internally and to the wider development community.

The Research and Learning Group has an established network of research teams operating in some of the most challenging areas of the world. As well as evaluating the impact of Trust related projects, the Group provides independent media research to the development community<sup>1</sup>.

## ***The BBC World Service Trust in Cambodia***

The BBC World Service Trust has been working in Cambodia since 2003 on a variety of projects covering the thematic areas of health and governance.

In 2003 the BBC World Service Trust embarked upon a three year DFID funded project focusing on HIV and AIDS and maternal and child health, working in close collaboration with several local broadcasters to produce a large scale media health campaign.

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<sup>1</sup> For more information on the work of the Research and Learning Group please visit: <http://www.bbc.co.uk/worldservice/trust/research/reports/>

The project comprised a 100 episode TV drama 'Taste of Life', 54 high quality TV and radio spots, four weekly radio phone-in programmes plus accompanying print materials.

## **Global Fund 5 – HIV and AIDS Project**

The current project, which began in October 2006 and will finish in December 2009, is funded by the Global Fund to Fight AIDS, TB and Malaria, Round 5. This three year project focuses on HIV prevention through behaviour change communications using mass media. The overall goal is to create an enabling environment for HIV prevention through sexual transmission measured through increased exposure to HIV and AIDS media. In addition to mass media, the strategy also uses niche media to target most at risk populations such as men who have sex with men and entertainment workers.

Radio production and broadcast partners include RNK, and FM103<sup>2</sup> with additional broadcasts on Bayon radio and broadcast channels for television include TV5 and CTN.

Our research partner is the National Centre for Health Promotion.

### ***Outputs***

A number of television and radio outputs are being produced and broadcast:

#### Television

- 21 TV spots
- 1 drama feature film

#### Radio

- 18 radio spots
- 3 weekly radio phone-in programmes
  - *Real Men* – targeting rural males 20-29 years old
  - *Really* – targeting urban youth, 15-24 years old
  - *Hip Hop Girls* – targeting young, urban female 15-19 years old

#### 'Niche' Media

- 3 documentaries - each targeted at specific audiences such as, People Living with HIV (PLHIV), Men who have Sex with Men (MSM), and those seeking Voluntary and Confidential Counselling and Testing for HIV (VCCT).

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<sup>2</sup> Includes relay to 6 provincial stations for Really programme. Spots are also broadcast on these stations.



## ***Target Audiences***

The overall target audience for the HIV and AIDS information in the Trust's outputs is young Cambodians at risk of contracting HIV aged 15-29.

Knowing that the risks differ among subgroups within this general target audience, specific target audiences were defined as follows:

- General public
- Sexually active males and females (regardless of marital status)
- Specific television and/or radio consumers

## ***Study Background***

### **Annual Sentinel Surveys**

Prior to broadcast in June 2007, the BBC World Service Trust conducted a quantitative baseline sentinel survey on HIV and AIDS Knowledge, Attitudes and Practice (KAP) and media consumers. In 2008, a follow-up survey was conducted using the same methods. Fieldwork was conducted in August 2008.

### **Objective of Studies**

This 2009 study was designed and conducted to meet several objectives:

- Trend measures of HIV and AIDS KAP indicators relevant to the mass media component on this Global Fund supported work in Cambodia.
- A periodic assessment of the Cambodia media landscape and the performance of selected Trust outputs in reaching audiences.
- Ongoing trend measurement based on indicators and data established since 2003 by the Trust's HIV and AIDS KAP studies.
- Development and use of more detailed measurements of discussion on key issues like HIV and AIDS.
- Collecting new data that reflects and contributes to growing international knowledge about stigma and discrimination.

These last two objectives reflect the BBC World Service Trust's increasing attention to measuring its impact on the social obstacles – eg, stigma and discrimination, gender inequalities, weak or under-accessed health systems – that hinder responses to HIV and AIDS.

## **Methodology**

In August 2009, the BBC World Service Trust conducted a quantitative endline sentinel survey on HIV and AIDS Knowledge Attitudes and Practice (KAP) and media habits.

The BBC World Service Trust has consistently applied a survey methodology using cross-sectional household-based surveys since 2004. The 2009 Sentinel Study total sample size is 1,368 young people aged 15-29 from six locations—Phnom Penh, Kandal, Kampong Speu, Kampong Chhnang, Battambang and Siem Reap. These provinces were selected for the sentinel surveys because they have the highest level of media consumers according to the CDHS 2005.

### **Population Based Survey**

The sentinel studies used cross-sectional household-based surveys, a quantitative study design the Trust has used in Cambodia since 2003. The surveys measure respondents' knowledge, attitudes and practice (KAP) in relation to a number of issues surrounding HIV and AIDS and their media practices.

### **Study Population and Sampling frame**

Total sample size in this survey is 1,368 young people. They are aged 15-29 and are from the six regions with the highest level of media consumption according to CDHS 2005: Kandal, Kampong Speu, Kampong Chhnang, Battambang, and Siem Reap provinces and Phnom Penh City.

### **Sampling and Data Collection**

Multi-stage sampling was used. In each province, 228 respondents were chosen.

From each household only one 15-29 year old respondent was picked for interview by using the Kish Grid method<sup>3</sup>.

Data was collected using face to face interviews in the Khmer language. Interviews lasted 50-90 minutes, and were conducted in private locations with the informed consent of respondents.

Male interviewers interviewed male respondents; female interviews interviewed females.

Fieldwork was conducted in August 2009.

### **Survey Questionnaire**

The survey questionnaire covered the following topics:

- Demographics
- Media Practices
- Risk Perception
- Talk About
- Sexual Experiences

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<sup>3</sup> <http://www.audienceialogue.net/kya2c.html>

- Condoms
- HIV Testing
- Stigma and Discrimination
- HIV and AIDS on Radio and TV
- Exposure to the Trust's HIV and AIDS Outputs

## **Data Entry and Analysis**

All of the data was double entered into Epi Data to ensure quality and accuracy. The data was cleaned and analysed using SPSS software.

Analysis was conducted for several purposes:

- **Descriptive and bivariate statistics** were used to examine and compare the differences in knowledge, attitudes and practice in relation to HIV and AIDS and related issues across a number of key demographic variables. Throughout the report the data was broken down into suitable subgroups as appropriate for the question of interest.
- **Trends** about practices and self-efficacy towards practices were assessed by comparing 2007, 2008 and 2009 data.
- **Impact of exposure to media** messages about HIV and AIDS in BBC World Service Trust outputs was analysed by creating an index of Unexposed and Low, Medium, and High Exposed categories.

The chi-squared statistic was used to assess whether there were any significant relationships between the variables being reported. The standard residual produced by the chi-squared calculation was used to help identify where any significant differences are found.

## ***Ethics***

The research proposal and study tool were approved by National Ethics Committee for Health Research of Ministry of Health. Interviews and data processing were conducted to ensure security and confidentiality of respondents.

## ***Global Fund Indicators***

The indicators established for Global Fund Round 5 activities for which the BBC World Service Trust was responsible are as follows:

There are four impact indicators:

- Increased exposure to HIV and AIDS TV programming
- Increased exposure to HIV and AIDS radio programming.
- Increased number of adults who talk about HIV risks.
- Increased number of adults who want to be tested for HIV

A fifth variable is also included in this report, as it closely relates to the fourth indicator above:

- Number of adults who have been tested for HIV

A number of questions were asked to explore these indicators. Analyses of single question and of composite data from several questions are presented below.

# Study Findings: Profile of Study Population

## ***Socio-demographic Profile***

Using the same sampling methodology as the 2007 and 2008 Sentinel Study, this study aimed to achieve a similar sample in order to enable reliable analysis of trends. The 2009 sample is profiled independently and compared to the 2007 and 2008 Sentinel Study sample in this section.

A total of 1,368 respondents from the six locations- Kandal, Kampong Speu, Kampong Chhnang, Battambang, and Siem Reap provinces and Phnom Penh Capital City – were interviewed.

In the 2009 sample, there were no significant differences in age group distribution between urban and rural regions while some statistically significant differences were found in marital status, education level, occupation and income.

By gender, there were significant differences between male and female respondents on age group distribution, marital status, education, and occupation.

## **Residence**

The proportion of those from urban-rural areas was split into 21%-79% respectively, due to the sampling methodology designed to reflect the geographical distribution of the population. This distribution was not significantly different from that in the 2007 and 2008 Sentinel Studies.

## **Gender**

Gender distribution was also evenly divided into 50% males and 50% females, as in the 2007 and 2008 Sentinel Studies. These two variables have been used in the other profile analyses; gender and residence.

## **Age**

The age range of the sample per study design was 15-29 years old. The average age was 21 years old and the median was also 21 years old; 41% of the sample was aged 15-19.

In the 2009 study, for the age of 20-24, there were significantly more male (35%) than female (30%) respondents.

Comparing to the age distribution of the 2007 and 2008 Sentinel Studies, the 2009 sample is slightly older than in 2008 and similar to the 2007 sample. The significant changes are found in rural and male age distributions:

- In rural areas, participants from the 20-24 age group decreased from 2007 to 2008 and slightly increased in 2009 (36% 2007, 30% 2008, 32% 2009) and the 25-29 age group increased then went down in 2009 (25% 2007, 31% 2008, 27% 2009).

- Male respondents from the 20-24 age group decreased from 2007 to 2008 and then went up in 2009 (37% 2007, 29% 2008, 35% 2009) and the 25-29 age group increased in 2008 and significantly dropped in 2009 (24% 2007, 32% 2008, 25% 2009).

Overall, the mean age of respondents in urban and rural as well as male female respondents was very stable throughout the three-year trend (21 years old). There was no significant difference in any age group of female respondents between 2007 and 2009.

## **Marital Status**

In the 2009 sample, there were more male (74%) than female (60%) respondents who were single. Consistently, more females (38%) than males (25%) had already married at the time of the interview.

More single respondents were surveyed in urban (75%) than rural areas (65%) and more respondents in rural (33%) than urban (25%) married in this recent study.

There were no changes in marital status between the 2007, 2008 and 2009 samples.

The majority of the respondents were single-never married (65%), and a third (33%) were married. A few others were widowed, separated or divorced (0.4% and 1% respectively).

In urban areas, 75% of respondents were single, while in rural areas 65% were single. A higher percentage of females (38%) than males (25%) were married.

**NB: Very few respondents were widowed, separated or divorced, so in later analysis only two categories are used: 'single' and 'married'. The few widowed, separated and divorced respondents are included in the 'married' category in subsequent analysis.**

## **Education**

Respondents were asked the highest year of education they had completed. In analysis, education levels were divided into five categories: No schooling, primary school, secondary school, high school and university.

In the 2009 sample, the majority of respondents had either primary (31%) or secondary (36%) education. The average number of years completed differed significantly by residence and gender:

- Urban – 8.7 years, compared to Rural – 7.0 years.
- Male – 7.6 years, compared to Females – 7.1 years.

There were more respondents in urban than in rural areas who had finished high school, vocational training, and university. No schooling, primary school, and secondary school respondents were found more in rural areas.

Compared to 2007 and 2008, the education level of the 2009 sample was significantly higher. Overall, significant decreases in no schooling (7% 2007, 4.5% 2008, 3.6 2009) and primary school (36% 2007, 32% 2008, 31% 2009) were found, with an increase in high school (16% 2007, 22% 2008, 24% 2009).

There are statistically significant changes across residence and gender, although patterns vary slightly from the overall sample:

- Among rural respondents, there was a decrease in no schooling (7.5% 2007, 5% 2008, 4% 2009) and some increase in high school in both urban (25% 2007, 34% 2008, 36% 2009) and rural regions (13.5% 2007, 19% 2008, 20.5% 2009).
- Male respondents had a decrease in no schooling from 2007 to 2008 and slightly went up in 2009 (5% 2007, 2% 2008, 4% 2009). There were significantly more respondents who had completed high school in 2008 and 2009 than 2007 (19% 2007, 26% 2008, 26% 2009).
- Females reported a significant decrease in the levels of no schooling (9% 2007, 7% 2008, 4% 2009) and primary school education (42% 2007, 39% 2008, 34.5% 2009). Moreover, the significant increase of high school level was found in the female respondents (12% 2007, 18% 2008, 21.5% 2009).

**NB: Very few respondents had no schooling or university, so in later analysis only three categories are used: 'No/primary school' (no schooling plus primary school – 38% of sample), 'secondary school' (36%), and 'high school/university' (26%).**

## Occupation

Students (35%) and agriculture (26%) were the most common occupations in the 2009 sample. Types of occupations varied by residence and gender:

- There were more students in urban than rural (49%, 31%) areas, while agriculture was higher in rural than in urban (35%, 4%) areas.
- Sales and services were found more in urban (15%) than in rural areas (8%).
- In 2009, more males (38%) than females (31%) were students at the time of the interview. More males than females worked in agriculture and manual skills while more female (14%) than male (6%) worked in sales and services sector.

Only females (20%) reported housework as their occupation.

Overall, some changes were significant according to residence between 2007 and 2009:

- There was a statistically significant decrease in sales and services profession in the rural area (11% 2007, 12% 2008, 8% 2009).
- There were significantly more respondents living in the rural region in 2007 and 2009 than 2008 who were housewife (10% 2007, 6% 2008, 9% 2009).

- Urban respondents in 'other' significantly decreased more than double from 2008 to 2009 (10% 2007, 17.5% 2008, 8% 2009).

There were also some changes in the distribution of occupations from 2007 to 2009:

There was a significant increase in student occupation among female respondents (26% 2007, 30% 2008, 31% 2009). An increase was observed on the male respondents for manual skills in 2009 (11% 2007, 9% 2008, 14% 2009). The similar significant increase also happened in the housework occupation (21% 2007, 12% 2008, 20% 2009).

## **Income**

Median<sup>4</sup> household income for the entire 2009 sample was 4,004 USD per annum. This varied by residence. The urban median income of 1,800 USD was nearly two times the median rural income of 960 USD, a significant difference.

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<sup>4</sup> Median is the central value in the distribution.



**Table 1- 2009 Data: Socio-demographic by residence**

	Urban		Rural		Total	
	%	#	%	#	%	#
<b>Age</b>						
15-19	40.8	117	41.3	446	41.2	563
20-24	33.8	97	31.8	343	32.2	440
25-29	25.4	73	26.9	290	26.6	363
Mean		21		21		21
Median		21		21		21
<b>Marital status(*)</b>						
Single-Never married	<b>74.9</b>	215	65.3	706	67.3	921
Married	24.7	71	<b>33.2</b>	359	31.4	430
Widow/Widower	0.3	1	0.4	4	0.4	5
Divorce or separate	0.0	0	1.1	12	0.9	12
<b>Education (*)</b>						
No schooling	1.4	4	<b>4.2</b>	45	3.6	49
Primary school	18.9	53	<b>34.2</b>	365	31.0	418
Secondary school	28.1	79	<b>37.7</b>	402	35.7	481
High school	<b>35.9</b>	101	20.5	219	23.7	320
Vocational training	<b>4.3</b>	12	1.9	20	2.4	32
University	<b>11.4</b>	32	1.5	16	3.6	48
Mean		<b>8.8</b>		7.3		7.6
<b>Occupation (*)</b>						
Student	<b>48.4</b>	139	31.2	337	34.8	476
Agriculture	3.8	11	<b>31.6</b>	341	25.8	352
Sales and services	<b>15.3</b>	44	8.1	87	9.6	131
Manual skilled	12.5	36	12.2	132	12.3	168
Housework/housewife	12.5	36	9.4	101	10.0	137
Other	7.3	21	7.5	81	7.5	102
<b>Income (USD1= 4000R)</b>						
Mean		<b>7952</b>		2951		4004
Median		1800		960		1029
Min		65		30		30
Max		900,000		488,000		900,000
Base		287		1079		1366

Notes:

A star (\*) reports a significant relationship between demographic variable and dependent variable at 5% significance level.

Figures in **bold** indicate a significant positive (higher) difference with a probability level of at least  $p < 0.05$ .

Figures in *italics* indicate a significantly negative (lower) difference from the figure in **bold**.

**Table 2 - 2009 Data: Socio-demographic by gender**

	Male		Female		Total	
	%	#	%	#	%	#
<b>Age (*)</b>						
15-19	40.1	274	42.3	289	41.2	563
20-24	<b>34.8</b>	238	29.6	202	32.2	440
25-29	25	171	28.1	192	26.6	363
Mean		21		21		21
Median		21		21		21
<b>Marital status(*)</b>						
Single-Never married	<b>74.4</b>	509	60.2	412	67.3	921
Married	25.3	173	<b>37.6</b>	257	31.4	430
Widow/Widower	0	0	0.7	5	0.4	5
Divorce or separate	0.3	2	<b>1.5</b>	10	0.9	12
<b>Education (*)</b>						
No schooling	3.6	24	3.7	25	3.6	49
Primary school	27.5	184	<b>34.5</b>	234	31	418
Secondary school	35.5	238	35.8	243	35.7	481
High school	26	174	21.5	146	23.7	320
Vocational training	2.8	19	1.9	13	2.4	32
University	<b>4.6</b>	31	2.5	17	3.6	48
Mean		<b>7.9</b>		7.4		
<b>Occupation (*)</b>						
Student	<b>38.3</b>	261	31.4	215	34.8	476
Agriculture	<b>30.6</b>	209	20.9	143	25.8	352
Sales and services	5.7	39	<b>13.5</b>	92	9.6	131
Manual skilled	<b>14.1</b>	96	10.5	72	12.3	168
Housework/ Housewife	0	0	20	137	10	137
Other	<b>11.3</b>	77	3.7	25	7.5	102
<b>Income (USD1= 4000R)</b>						
Mean		1650		<b>6275</b>		4004
Median		913		1440		1029
Min		30		30		30
Max		83,031		900,000		900,000
Base		682		684		1366

**Table 3 – Trends: Socio demographic profile by residence**

	Residence											
	Urban						Rural					
	Sentinel 2007		Sentinel 2008		Sentinel 2009		Sentinel 2007		Sentinel 2008		Sentinel 2009	
	%	#	%	#	%	#	%	#	%	#	%	#
<b>Age (*)</b>												
15-19	41.5	115	40.1	117	40.8	117	38.7	421	39.4	423	41.3	446
20-24	33.2	92	29.8	87	33.8	97	<b>36.2</b>	394	<i>30.0</i>	322	31.8	343
25-29	25.3	70	30.1	88	25.4	73	25.2	274	<b>30.6</b>	329	26.9	290
Mean		21		21		21		21		22		21
Median		21		21		21		21		21		21
<b>Marital status</b>												
Single-Never married	71.5	198	77.7	227	74.9	215	66.1	721	63.7	685	65.3	706
Married	27.8	77	21.9	64	24.7	71	32.3	352	35.1	378	33.2	359
Widow/Widower	0.0	0	0.0	0	0.3	1	0.4	4	0.1	1	0.4	4
Divorce or separated	0.7	2	0.3	1	0.0	0	1.3	14	1.1	12	1.1	12
<b>Education (*)</b>												
No schooling	4.3	12	2.1	6	1.4	4	<b>7.5</b>	82	5.1	55	4.2	45
Primary school	26.0	72	19.6	57	18.9	53	38.9	424	35.3	378	34.2	365
Secondary school	35.4	98	29.6	86	28.1	79	37.9	414	38.0	407	37.7	402
High school	24.9	69	33.7	98	<b>35.9</b>	101	13.5	<b>147</b>	<b>19.1</b>	205	<b>20.5</b>	219
Vocational training	1.4	4	2.1	6	4.3	12	0.9	10	1.0	11	1.9	20
University	7.9	22	13.1	38	11.4	32	1.3	14	1.4	15	1.5	16
Mean		7.9		<b>8.8</b>		<b>8.7</b>		6.4		<b>6.9</b>		<b>7</b>
<b>Occupation (*)</b>												
Student	41.2	114	44.2	129	48.4	139	29.2	318	29.7	320	31.2	337
Agriculture	6.9	19	5.1	15	3.8	11	32.0	348	35.4	381	31.6	341
Sales and services	15.2	42	13.4	39	15.3	44	10.9	119	<b>11.9</b>	128	8.1	87
Manual skilled	13.7	38	11.6	34	12.5	36	10.1	110	8.4	90	12.2	132
Housework/Housewife	<i>13.4</i>	37	8.2	24	12.5	36	<b>10.1</b>	110	5.6	60	<b>9.4</b>	101
Other	9.7	27	<b>17.5</b>	51	7.3	21	7.7	84	9.0	97	7.5	81
<b>Income (USD1= 4000R)</b>												
Mean		5287		5839		7952		2737		3478		2951
Median		1369		2220		1800		800		912		960
Min		100		38		65		25		25		30
Max		136,875		182,500		900,000		180,000		1,080,000		488,000

Notes:

A star (\*) reports a significant relationship between demographic variable and dependent variable at 5% significance level.

Figures in **bold** indicate a significant positive (higher) difference with a probability level of at least p<0.05.

Figures in *italics* indicate a significantly negative (lower) difference from the figure in **bold**.

Figures in **bold italics** indicate that the figure is significantly higher than another figure in *italics*, and is also significantly lower than the figure in **bold**.

**Table 4 - Trends: Socio demographic profile by gender**

	Gender						Total		
	Male			Female					
	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #
<b>Age (*)</b>									
15-19	39.4 269	39.3 268	40.1 274	39.0 267	39.8 272	42.3 289	39.2 536	39.5 540	41.2 563
20-24	<b>36.8</b> 251	28.9 197	34.8 238	34.4 235	31.0 212	29.6 202	35.6 486	29.9 409	32.2 440
25-29	23.8 162	<b>31.8</b> 217	25.0 171	26.6 182	29.2 200	28.1 192	25.2 344	30.5 417	26.6 363
Mean	21	22	21	21	21	21	21	21	21
Median	20	21	21	21	21	21	21	21	21
<b>Marital status (*)</b>									
Single-Never married	75.9 519	75.1 514	74.4 509	58.5 400	58.2 398	60.2 412	67.2 919	66.7 912	67.3 921
Married	23.5 161	24.6 168	25.3 173	39.2 268	40.1 274	37.6 257	31.4 429	32.3 442	31.4 430
Widow/Widower	0.1 1	0.1 1	0.0 0	0.4 3	0.0 0	0.7 5	0.3 4	0.1 1	0.4 5
Divorce or separated	0.4 3	0.1 1	0.3 2	1.9 13	1.8 12	1.5 10	1.2 16	1.0 13	0.9 12
<b>Education (*)</b>									
No schooling	<b>4.8</b> 33	2.3 16	3.6 24	<b>8.9</b> 61	<b>6.6</b> 45	3.7 25	6.9 94	4.5 61	3.6 49
Primary school	30.7 210	25.1 171	27.5 184	<b>41.8</b> 286	38.8 264	<b>34.5</b> 234	36.3 496	31.9 435	31.0 418
Secondary school	40.5 277	40.1 273	35.5 238	34.4 235	32.3 220	35.8 243	37.4 512	36.2 493	35.7 481
High school	19.4 133	<b>26.4</b> 180	<b>26.0</b> 174	12.1 83	<b>18.1</b> 123	<b>21.5</b> 146	15.8 216	22.2 303	23.7 320
Vocational training	1.6 11	1.2 8	2.8 19	<b>0.4</b> 3	1.3 9	<b>1.9</b> 13	1.0 14	1.2 17	2.4 32
University	2.9 20	4.8 33	4.6 31	2.3 16	2.9 20	2.5 17	2.6 36	3.9 53	3.6 48
Mean	7.2	<b>8.0</b>	7.6	6.2	<b>6.7</b>	<b>7.1</b>	6.7	7.3	7.3
<b>Occupation (*)</b>									
Student	37.7 257	35.5 243	38.3 261	25.6 175	30.1 206	<b>31.4</b> 215	31.6 432	32.8 449	34.8 476
Agriculture	36.7 250	32.6 223	30.6 209	17.1 117	<b>25.3</b> 173	20.9 143	26.9 367	28.9 396	25.8 352
Sales and services	7.5 51	8.0 55	5.7 39	16.1 110	16.4 112	13.5 92	11.8 161	12.2 167	9.6 131
Manual skilled	11.3 77	9.1 62	<b>14.1</b> 96	10.4 71	9.1 62	10.5 72	10.8 148	9.1 124	12.3 168
Housework/Housewife	0.1 1	0.0 0	0.0 0	<b>21.3</b> 146	12.3 84	<b>20.0</b> 137	10.8 147	6.1 84	10.0 137
Other	6.7 46	<b>14.8</b> 101	<b>11.3</b> 77	<b>9.5</b> 65	<b>6.9</b> 47	3.7 25	8.1 111	10.8 148	7.5 102
Base	682	684	682	684	684	684	1366	1368	1366

## Sexual Profile

Two key aspects of respondents' sexual practices are reported here in the sample profile data because they were used to construct one of the profile categories used to present the data in subsequent descriptive data tables. More findings about sexual practices are presented in the Self Reported Sexual Practices section of this report.

### Sexual Experience (Ever had Sex)

In the total sample, there was no significant difference of the percentage of respondents who reported have ever had sex in the three studies (41% 2007, 42% 2008, 40.5% 2009).

Four in ten of respondents (41%) reported they had ever had sex<sup>5</sup>, 40% of males and 41% of females, a figure similar to the 2007 and 2008 data.

Sexual experience was not associated with gender but was associated with marital status for both males and females. 100% of married respondents reported they had ever had sex. For single respondents, sexual experience varied according to gender<sup>6</sup>: Only seven single females (2%) reported they had ever had sex, while 20% of single males had done so.

**Table 5- Trends: Ever had sex**

	Ever had sex					
	Sentinel 2007		Sentinel 2008		Sentinel 2009	
	%	#	%	#	%	#
No	59.4	812	58.4	799	59.5	814
Yes	40.6	556	41.6	569	40.5	554
Base		1368		1368		1368

$\chi^2(2) = 0.4$   
 $p = 0.82$

**Table 6 - 2009 Data: Profile – Ever had sex**

	Base	Ever had sex			
		Yes		No	
		%	#	%	#
<b>All respondents</b>	1368	40.5	554	59.5	814
<b>Gender</b>					
Male	684	40.2	275	59.8	409
Female	684	40.8	279	59.2	405
<b>Marital status (*)</b>					
Married males	175	<b>100</b>	175	0	0
Single males	509	19.6	100	<b>80.4</b>	409
Married females	272	<b>100</b>	272	0	0
Single females	412	1.7	7	<b>98.3</b>	405

$\chi^2(1) = 0.05$   
 $p = 0.83$

$\chi^2(3) = 1005$   
 $p = 0.000$

**NB: For purposes of analysis and reporting, those who reported ever having had sex are referred to as ‘sexually experienced’.**

<sup>5</sup> NB: The population of this study covered respondents aged 15-29, so many respondents were younger than the median age of marriage in Cambodia for males (~22 years) and females (~20 years) according to the Cambodia Demographic and Health Survey 2005 (pp98-100).

<sup>6</sup> This low level of sexual experience reported by single females may be from underreporting due to taboos, and social and cultural norms, which regards having sex before marriage to not be acceptable.

## Sexually Active (Had at least One Sexual Partner in the Past Year)

Nearly the same proportion, 38% of all respondents, was sexually active, that is, having reported having had at least one sexual partner in the past year.

It is shown that more rural than urban respondents reported have ever had sex (37% urban, 43% rural). However, there were more sexually active single respondents in urban than in rural who reported had ever had sex. Similar proportion of males and females had ever had sex but more single male than female who reported had ever had sex in the past.

**Table 7 - 2009 Data: Profile - Sexually Active - Ever had sex and had at least one partner in the past year**

	How many sexual partners have you had in the past year?				
	Base	Zero or never had sex		One or more	
		%	#	%	#
<b>ALL RESPONDENTS</b>	1368	61.7	844	38.3	524
<i>Marital status</i>					
Married males	175	3.4	6	<b>96.6</b>	169
Single males	509	<b>83.5</b>	425	16.5	84
Married females	272	2.9	8	<b>97.1</b>	264
Single females	412	98.3	405	1.7	7

$\chi^2(3) = 984.71$   
p = 0.000

**Table 8 - 2009 Data: Sexual Profile**

	Urban		Rural		Male		Female		Total	
	%	#	%	#	%	#	%	#	%	#
Ever had sex	36.6%	107	42.9%	462	41.1%	281	42.1%	288	41.6%	569
Not sexually active	68.5%	200	59.0%	635	62.7%	429	59.4%	406	61.0%	835
Sexually active	31.5%	92	41.0%	441	37.3%	255	40.6%	278	39.0%	533
Sexually active single	9.9%	29	5.6%	60	12.7%	87	0.3%	2	6.5%	89
Sexually active married	21.6%	63	35.4%	381	24.6%	168	40.4%	276	32.5%	444
<b>Base</b>		<b>292</b>		<b>1076</b>		<b>684</b>		<b>684</b>		<b>1368</b>

Sexually active: a person who has had at least one partner in the last year.

**NB: For purposes of analysis and reporting, those who reported ever having had sex and having had sex with at least one person in the past year are referred to as 'sexually active'.**

## **Study findings: Media Consumption**

### **Summary of Findings: Media Consumption**

Overall media consumption did not change significantly between 2007 and 2009. In 2008, 88% reported consuming radio, TV or both radio and TV. No consumption of radio nor television ('no media') remained stable at 10%.

Radio listening increased from 57% in 2007 to 65% in 2008 and decreased again to 56% in 2009. More than half of radio listeners (53%) reported listening to the radio every day.

The channels with the three largest audiences were:

- Municipal Radio FM 103 Phnom Penh (PP) station (28%)
- Women's Media Centre FM 102 PP station (23%)
- Khemarak Phomin Radio FM 98 (PP) (18%)

Nearly all (87%) radio listeners had ever listened to a radio phone-in programme, but only 18% of phone-in listeners said they had ever called one, a growing practice.

Television viewing remained stable at 79%. The majority of television viewers reported that they watched television every day (67%). The channels with the two largest audiences were:

- TV5 (75%)
- CTN (70%)

Virtually all respondents (100%) had access to a mobile telephone. Since 2007, there were steady, significant increases in phone ownership (25% 2007, 34% 2008, 49%).

Internet use, while remaining low overall, increased significantly in 2008 and remained stable in 2009 (4% 2007, 7% 2008, 7% 2009).

### ***Radio Listening***

All participants were asked when they last listened to the radio. The recent results suggest that more than a half (56%) of respondents had listened to the radio: 35% had listened today and/or yesterday, 12% has listened within a week, 9% within a month, and 16% within a year. This 56% who reported having listened to radio during this last month has been defined as "Radio listeners". Only 29% reported that they have never listened to the radio.

There were variations in radio listening across gender, age groups, residence, education and marital status.

- There were more male (63%) than female (48%) radio listeners.
- By age, there were fewer older than younger audiences reported having listened to radio (15-19, 64%; 20-24, 53%; 25-29, 47%).
- The number of respondents who reported having listened in both rural and urban areas is quite similar (urban, 58%; rural, 55.1%).

- The higher educated respondents reported listening to the radio more than the lower educated ones (42% no/ primary school, 60% secondary school, 69% high school).
- The single respondents listened to the radio more than the married respondents (64% single, 40% married).

**Table 9 – 2009 Data: When was the last time you listened to the radio?**

Last time listened to radio	Base	Today/yesterday		Within a week		Within a month		Within a year		Never		Radio Listener	
		%	#	%	#	%	#	%	#	%	#	%	#
<b>All respondents</b>	1368	34.8	475	11.7	160	9.2	126	15.5	212	28.8	393	55.7	762
<b>Gender (*)</b>													
Male	684	37.9	259	<b>14.3</b>	98	<b>11.4</b>	78	15.6	107	<b>20.8</b>	142	63.6	435
Female	684	31.6	216	<b>9.1</b>	62	<b>7.2</b>	49	15.4	105	<b>36.8</b>	252	47.8	327
<b>Age (*)</b>													
15-19	563	<b>41.7</b>	235	12.8	72	9.4	53	<b>13.0</b>	73	<b>23.1</b>	130	63.9	360
20-24	440	34.1	150	11.4	50	7.3	32	16.6	73	30.7	135	52.7	232
25-29	363	<b>24.8</b>	90	10.5	38	11.3	41	18.2	66	<b>35.3</b>	128	46.6	169
<b>Residence</b>													
Urban	287	39.0	112	9.1	26	9.8	28	13.2	38	28.9	83	57.8	166
Rural	1081	33.6	363	12.4	134	9.2	99	16.1	174	28.8	311	55.1	596
<b>Education (*)</b>													
No/Primary school	499	<b>25.5</b>	127	9.8	49	<b>6.8</b>	34	17.0	85	<b>40.9</b>	204	42.1	210
Secondary school	481	35.3	170	13.9	67	10.8	52	13.9	67	26.0	125	60.1	289
High school	368	<b>47.0</b>	173	11.4	42	10.1	37	14.7	54	<b>16.8</b>	62	68.5	252
<b>Marital status</b>													
Single	921	40.9	377	12.8	118	9.8	90	14.2	131	22.3	205	63.5	585
Married	447	21.9	98	9.4	42	8.3	37	18.1	81	42.3	189	39.6	177

Notes:

A star (\*) reports a significant relationship between demographic variable and dependent variable at 5% significance level.

Figures in **bold** indicate a significant positive (higher) difference with a probability level of at least  $p < 0.05$ .

Figures in *italics* indicate a significantly negative (lower) difference from the figure in **bold**.

## Radio Habits

Radio listeners were asked on what days they listened to the radio. More than half (53%) of the radio listeners listened to the radio every day, followed by a higher proportion listening at the weekend.

**Table 10 – 2009 Data: Radio listening by day**

	Radio Listening by Day	
	%	#
Monday	14.2	108
Tuesday	10.2	78
Wednesday	8.8	67
Thursday	8.0	61
Friday	7.7	59
Saturday	21.0	160
Sunday	23.9	182
Everyday	53.1	405
DK/Not sure	10.6	81
Base		762



## ***Radio Channels***

The radio listeners were asked about the radio channels they listened to. Multiple answers were possible. The channels with the five largest audiences were:

- Municipal radio FM 103 (28%)
- Women's Media Centre FM 102 (23%)
- Khemarak Phomin Radio FM 98 (18%)
- Sweet FM 88 (13%)
- Sovanna Phum FM 104 (11%)

The most popular radio channel is Municipal radio FM 103 which is very strong in both urban and rural regions.

**Table 11 – 2009 Data: Radio channels listening by residence**

Radio Channels	Urban		Rural		Total	
	%	#	%	#	%	#
<b>Municipal Radio FM 103</b>	31.3	52	27.3	163	28.2	215
WMC Radio FM 102	21.1	35	23.5	140	23.0	175
Khemarak Phomin Radio FM98	18.1	30	17.3	103	17.5	133
Tonle radio FM 102.5 (PP)	13.9	23	14.1	84	14.0	107
Sweet FM 88	12.7	21	13.3	79	13.1	100
Khmer Radio FM 107	15.1	25	10.9	65	11.8	90
Sovanna Phum FM 104	10.8	18	11.4	68	11.3	86
<b>Bayon Radio FM 95</b>	8.4	14	7.6	45	7.7	59
Khemera FM91 (BTB)	6.0	10	7.7	46	7.3	56
Hang Meas FM 104.5 (PP)	10.2	17	6.4	38	7.2	55
Listened to radio, but do not know all	3.6	6	7.7	46	6.8	52
FM 102.5 (SReap)	7.8	13	6.4	38	6.7	51
Sambok Khmum Radio FM 105	11.4	19	5.2	31	6.6	50
Khemaraak Phomin Radio FM98	4.8	8	6.5	39	6.2	47
South East Asia Voice FM 106	9.0	15	5.2	31	6.0	46
Klang Meurng Radio FM 90.3 (BTB)	4.2	7	6.4	38	5.9	45
Monkul Sovan FM 105.5 (SReap)	2.4	4	4.5	27	4.1	31
<b>Sweet FM 103.25 (BTB)</b>	5.4	9	2.9	17	3.4	26
Angkor Ratha Radio FM 95.5	1.8	3	3.5	21	3.1	24
<b>Sweet FM 100.5 (SReap)</b>	3.0	5	3.0	18	3.0	23
Radio FM 99	4.8	8	2.3	14	2.9	22
National Radio FM 96	1.2	2	3.0	18	2.6	20
Radio National Kampuchea FM 96 (BTB)	1.2	2	3.0	18	2.6	20
Radio National Kampuchea AM 918 (PP)	1.2	2	2.7	16	2.4	18
Reach Sey Radio FM 90	3.0	5	2.0	12	2.2	17
Apsara Radio FM 97	1.8	3	2.3	14	2.2	17
Prum Meanchey FM 96.5 (BT Chey)	0.0	0	2.9	17	2.2	17
Radio FM 107.5	4.2	7	1.5	9	2.1	16
Solida FM 108 (PP)	3.0	5	1.7	10	2.0	15
Radio Free Asia (RFA)	1.8	3	2.0	12	2.0	15
Taprum FM 90.5	4.2	7	1.0	6	1.7	13
ABC Australia (101.5 FM)	1.8	3	1.7	10	1.7	13
Sam Rainsy Radio FM 93.5	3.6	6	0.8	5	1.4	11
Love Radio FM 97.5	6.6	11	0.0	0	1.4	11
Voice of America (VOA)	1.8	3	1.2	7	1.3	10
Family Radio FM 99.5	0.6	1	1.2	7	1.0	8
Radio FM 106.5	1.8	3	0.8	5	1.0	8
Phnom Penh Thmey FM 91	1.2	2	0.8	5	0.9	7
Pailin Radio FM 90.5 (Pailin)	0.0	0	1.2	7	0.9	7
Meatophum Yung radio ( our homeland	0.6	1	0.7	4	0.7	5
Radio Traffic FM 94.5	0.0	0	0.8	5	0.7	5
<b>Love FM 97.5 (SReap)</b>	0.6	1	0.7	4	0.7	5
<b>Sweet FM 103.5 (BT Chey)</b>	0.0	0	0.7	4	0.5	4
<b>Sweet FM 100.5 (Pursat)</b>	0.0	0	0.7	4	0.5	4
Christian FM 89.5	0.6	1	0.3	2	0.4	3
KCF 105.5 (PP)	0.6	1	0.2	1	0.3	2
Kampuchea Pursat Radio FM 98.5	0.0	0	0.3	2	0.3	2
Kampong Cham Radio FM 92.5	0.6	1	0.0	0	0.1	1
Chinese, RNK FM 96.5 FM (PP)	0.0	0	0.0	0	0.0	0
Sweet FM 100.5 (KCham)	0.0	0	0.0	0	0.0	0
Radio BBC	0.0	0	0.0	0	0.0	0
<b>Base (Multiple answers)</b>		166		596		762

1: WMC Radio (PP) was included its Provincial Relays from FM102.2(Kthom), and FM94.5 (Srieng).

2: Bayon Radio FM95 was included its provincial Relays from FM91(Kcham), FM 93(Sreap)

## Radio Phone-in Programmes

Radio listeners were asked if they had ever listened to phone-in programmes: 86.7% had. There is a statistically significant decrease of radio phone-in programmes listeners in 2009 compared to 2007 and 2008 (89% 2007, 93% 2008, 87% 2009). This case specifically happens in male listeners (89% 2007, 92% 2008, 83% 2009). It was stable for the female listeners.

**Table 12 - Trends: Phone-in programmes by gender and residence**

Have ever listened to a phone-in programme?		Total			Gender						Residence					
					Male			Female			Urban			Rural		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	89.3	<b>91.7</b>	86.7	<b>88.9</b>	<b>92.1</b>	82.5	89.7	91.3	92.4	84.0	86.9	83.7	90.6	<b>92.9</b>	87.6
	#	692	810	661	377	444	359	315	366	302	131	153	139	561	657	522
No	%	10.6	<b>8.3</b>	<b>13.3</b>	<i>10.8</i>	<i>7.9</i>	<b>17.5</b>	10.3	8.7	7.6	16.0	13.1	16.3	9.2	<i>7.1</i>	<b>12.4</b>
	#	82	73	101	46	38	76	36	35	25	25	23	27	57	50	74
Don't know/Not sure	%	0.1	0	0	0.2	0	0	0	0	0	0	0	0	0	0	0
	#	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
Base	#	775	883	762	424	482	435	351	401	327	156	176	166	619	707	596

**Table 13 - Trends: Phone-in programmes by age and marital status**

Have ever listened to a phone-in programme?		Age									Marital Status					
		15-19			20-24			25-29			Single			Married		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	92.0	<b>94.8</b>	87.8	88.4	91.3	87.5	85.2	87.6	83.4	90.9	<b>93.1</b>	87.7	84.4	88.3	83.6
	#	301	347	316	252	251	203	138	211	141	530	592	513	162	218	148
No	%	8.0	5.2	<b>12.2</b>	11.2	8.7	12.5	14.8	12.4	16.6	8.9	6.9	<b>12.3</b>	15.6	11.7	16.4
	#	26	19	44	32	24	29	24	30	28	52	44	72	30	29	29
Don't know/Not sure	%	0	0	0	0.4	0	0	0	0	0	0.2	0	0	0	0	0
	#	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Base	#	327	366	360	285	275	232	162	241	169	583	636	585	192	247	177

## Phone-in Programme Callers

Phone-in programme listeners were asked if they ever called to a radio phone-in programme and 18% of them had. Overall, there was a statistically significant increase by year in the percentage of the phone-in programmes callers from 2007 to 2009 (12% 2007, 15% 2008, 18% 2009). This significant increase happened specifically in the female listeners (14% 2007, 17% 2008, 22% 2009) and rural listeners (11% 2007, 13% 2008, 17% 2009) while the calling remains steady among male and urban callers.

**Table 14 - Trends: Radio phone-in programmes callers by gender and residence**

Have you ever called to phone-in programme?		Total			Gender						Residence					
					Male			Female			Urban			Rural		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	12.0	15.3	<b>18.1</b>	10.6	14.0	15.2	13.7	16.9	<b>21.5</b>	17.6	26.8	22.6	10.7	12.7	<b>16.9</b>
	#	83	124	119	40	62	54	43	62	65	23	41	31	60	83	88
No	%	<b>88.0</b>	84.7	81.9	89.4	86.0	84.8	<b>86.3</b>	83.1	78.5	82.4	73.2	77.4	<b>89.3</b>	87.3	83.1
	#	608	685	539	336	381	302	272	304	237	108	112	106	500	573	433
Don't know/Not sure	%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	#	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Base	#	691	809	658	376	443	356	315	366	302	131	153	137	560	656	521

There was a significant increase of phone-in programme callers in the age group 15-19 (8% 2007, 12% 2008, 16% 2009) while it is stable for the other two age groups.

There was significantly more of the single phone-in programmes callers in 2009 than in 2007 and 2008 (12% 2007, 15% 2008, 20% 2009) and the married callers were steady.

**Table 15 - Trends: Radio phone-in programme callers by age and marital status**

	Age									Marital Status						
	15-19			20-24			25-29			Single			Married			
	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	
Yes	%	8	11.5	16.2	15.5	17.6	20.3	14.5	19.0	18.6	11.9	15.1	19.6	12.3	16.1	12.9
	#	24	40	51	39	44	41	20	40	26	63	89	100	20	35	19
No	%	92	88.5	83.8	84.5	82.4	79.7	85.5	81.0	81.4	88.1	84.9	80.4	87.7	83.9	87.1
	#	276	307	264	213	206	161	118	171	114	466	502	411	142	183	128
Base	#	300	347	315	252	250	202	138	211	140	529	591	511	162	218	147

## Television Viewing

All participants were asked when they had last watched television. More than a half (79%) of respondents had watched television: 65% had watched 'today and/or yesterday', 11% has watched within a week, 3% within a month, and 8% within a year. This 79% who reported having watched television during this last month has been defined as "TV viewers". Only 14% reported that they have never watched television.

There were variations in daily television viewing across gender, age groups, residence, and marital status.

- Most of both males (67%) and females (63%) reported having watched TV today and or yesterday; however half as many males (9%) than females (18%) reported they never watched TV.
- More than half of all the age groups had watched TV today and or yesterday (15-19, 73%; 20-24, 61%; 25-29, 56%).
- TV viewing is higher in urban areas: Nearly all respondents in the urban region (86%), compared to 59% of rural respondents were daily TV viewers.
- Single respondents (71%) watched TV daily more than married ones (53%).

**Table 16 – 2009 Data: When was the last time you watched television?**

Last time watched TV	Base	Today/yesterday		Within a week		Within a month		Within a year		Never		TV viewer	
		%	#	%	#	%	#	%	#	%	#	%	#
<b>All respondents</b>	1368	64.8	886	10.5	143	3.4	47	7.9	108	13.5	184	78.7	1076
<b>Gender (*)</b>													
Male	684	<b>66.5</b>	455	<b>11.0</b>	75	3.5	24	<b>9.6</b>	66	9.4	64	81.0	554
Female	684	63.0	431	9.9	68	3.4	23	6.1	42	<b>17.5</b>	120	76.3	522
<b>Age (*)</b>													
15-19	563	<b>73.4</b>	413	9.1	51	1.8	10	5.9	33	9.9	56	84.2	474
20-24	440	60.9	268	11.6	51	3.6	16	9.8	43	14.1	62	76.1	335
25-29	363	56.2	204	11.0	40	<b>5.8</b>	21	8.8	32	<b>18.2</b>	66	73.0	265
<b>Residence (*)</b>													
Urban	287	<b>85.7</b>	246	7.0	20	1.7	5	1.7	5	3.8	11	94.4	271
Rural	1081	59.2	640	<b>11.4</b>	123	3.9	42	<b>9.5</b>	103	<b>16.0</b>	173	74.5	805
<b>Education</b>													
No/Primary school	499	51.9	259	<b>13.8</b>	69	4.4	22	<b>10.8</b>	54	<b>19.0</b>	95	70.1	350
Secondary school	481	67.8	326	8.9	43	3.3	16	7.7	37	12.3	59	80.0	385
High school	368	<b>77.7</b>	286	7.9	29	2.4	9	4.3	16	7.6	28	88.0	324
<b>Marital status (*)</b>													
Single	921	<b>70.6</b>	650	9.9	91	2.4	22	7.1	65	10.1	93	82.8	763
Married	447	52.8	236	11.6	52	<b>5.6</b>	25	<b>9.6</b>	43	<b>20.4</b>	91	70.0	313

## TV Habits

### Television viewing by day

Television viewers were asked what days in the week they usually watched the television. The majority reported that they watched everyday (67%) followed by Monday (18%) and Tuesday (16%).

**Table 17 – 2009 Data: Television viewing by day (Base: TV Viewer)**

	Television viewing by day	
	%	#
Monday	18.0	194
Tuesday	16.4	176
Wednesday	15.7	169
Thursday	6.0	65
Friday	4.8	52
Saturday	10.8	116
Sunday	12.6	136
Everyday	67.4	725
DK, Not Sure	3.3	35
Base	1076	

## Television Channels

Television viewers were asked about the TV channels they usually watched. Multiple answers were possible. The television channels with the four largest audiences were:

- TV5 (Khemarak Phomin TV) (75%)
- CTN (70%)
- Bayon TV (TV27) (40%)
- Municipal TV (TV3) (34%)

CTN is the most popular channel in urban areas (85% urban, 65% rural) while TV5 is the most popular television channel in the rural areas (56% urban, 81% rural).

There was no difference between male and female audiences preferences watching all the channels of the TV except for CTN. There was only one respondent who reported watching TV but could not identify channel(s).

**Table 18 – 2009 Data: Television channels viewing by residence and gender**

TV Channels	Residence				Gender				Total	
	Urban		Rural		Male		Female			
	%	#	%	#	%	#	%	#		
TV5 (Khemarak Phomin TV)	56.1	152	<b>81</b>	652	73.6	408	75.9	396	74.7	804
CTN	<b>84.9</b>	230	64.5	519	66.2	367	73.2	382	69.6	749
Bayon TV (TV27)	<b>47.6</b>	129	37.3	300	38.1	211	41.8	218	39.9	429
Municipal TV (TV3)	33.2	90	33.5	270	32.1	178	34.9	182	33.5	360
Khmer TV (TV9)	19.9	54	<b>28.9</b>	233	28.3	157	24.9	130	26.7	287
My TV	<b>32.1</b>	87	22.9	184	25.5	141	24.9	130	25.2	271
National TV (TVK)	<b>18.5</b>	50	10.2	82	14.1	78	10.3	54	12.3	132
Apsara TV (TV11)	9.6	26	12.8	103	11.7	65	12.3	64	12.0	129
Local Cable TV	<b>28.8</b>	78	1.9	15	8.3	46	9.0	47	8.6	93
Battambang TV	2.2	6	2.9	23	3.4	19	1.9	10	2.7	29
Satellite TV	1.8	5	0.5	4	1.4	8	0.2	1	0.8	9
French TV (TV5 Asia)	<b>0.7</b>	2	0	0	0.2	1	0.2	1	0.2	2
Watched TV, but cannot identify channel	0	0	0.1	1	0.2	1	0	0	0.1	1
Vietnam TV (VTV)		0		0						0
	0.0		0		0	0	0	0	0	
Base (multiple answers)		271		805		554		522		1076

# Mobile Phone Use

## Mobile Phone Access

All participants were asked if they had access to a mobile phone. Virtually all the respondents (99.8%) answered “Yes”.

Overall, there was a significant increase in mobile phone access. The percentage of respondents having access to a mobile phone in 2008 is significantly more in 2007 and the percentage in 2009 is more than in 2007 and 2008 (88% 2007, 98% 2008, 99% 2009). This increase significantly happens across the gender and residence.

**Table19 – Trends: Mobile phone access by gender and residence**

Do you have access to a mobile phone?		Total			Gender						Residence					
					Male			Female			Urban			Rural		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	87.5	<b>97.7</b>	<b>99.8</b>	81.6	<b>96.8</b>	<b>99.6</b>	93.4	<b>98.7</b>	<b>100</b>	93.1	99.3	99.7	<b>86.1</b>	97.3	99.8
	#	1197	1337	1363	558	662	680	639	675	683	258	290	286	939	1047	1077
No	%	12.4	2.0	0	18.3	2.9	0	6.4	1.0	0	6.9	0.7	0	13.7	2.3	0
	#	169	27	0	125	20	0	44	7	0	19	2	0	150	25	0
DK/Not sure	%	0.1	0.3	0.2	0.1	0.3	0.4	0.1	0.3	0	0	0	0.3	0.2	0.4	0.2
	#	2	4	3	1	2	3	1	2	0	0	0	1	2	4	2
Base	#	1368	1368	1366	684	684	683	684	684	683	277	292	287	1091	1076	1079

## Mobile Phone Ownership

### Whose phone do you have access to?

The respondents with access to a mobile phone were also asked to whose phone they have access. More than one answer was possible.

Nearly half (47%) of respondents reported that they used their own phone for communications. About 41% of respondents reported using their relative’s phone, followed by public phone booth (24%).

Between 2007 and 2009, there was a significant increase in phone ownership 25% 2007, 34% 2008, 49% 2009). As phone ownership was increasing, using public phone booth for communications decreased (53% 2007, 36% 2008, 24% 2009).

Those few who use their spouse’s mobile phone was significantly higher in 2009 than in 2007 and 2008 (3.3% 2007, 4% 2008, 7.2% 2009).

**Table 20 - Trends: Mobile phone access (2007, 2008 and 2009)**

Mobile phone ownership		Sentinel 2007	Sentinel 2008	Sentinel 2009
Phone booth	%	<b>53.0</b>	<b>36.2</b>	24.1
	#	634	484	266
Friend	%	5.3	7.2	5.0
	#	63	96	55
Spouse	%	3.3	4.0	<b>7.2</b>
	#	40	54	79
My own	%	24.6	<b>34.0</b>	<b>48.6</b>
	#	294	454	536
Relative	%	35.3	<b>52.6</b>	<b>41.1</b>
	#	423	703	454
Neighbour	%	<b>14.0</b>	<b>20.6</b>	0.9
	#	168	275	10
Others	%	<b>1.3</b>	0.6	0.3
	#	16	8	3
Base		1197	1337	1104

## SMS Use

The respondents who have access to a mobile phone were asked about SMS use. A third (36%) of them reported also using SMS for their communications. There was a statistically significant increase in percentage of people using SMS from 2007 to 2009 (18% 2007, 26% 2008, 36% 2009).

**Table21 -Trends: SMS use**

SMS use		Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	18.3	<b>26.1</b>	<b>36.3</b>
	#	219	347	386
No	%	<b>81.6</b>	<b>73.9</b>	63.6
	#	975	980	676
DK/Not sure	%	0.1	0	0.1
	#	1	0	1
Base		1195	1327	1063



## Ring Tones

### *What ring tones do you like to use?*

The respondents who reported using their own phone for communications were asked about what types of ring tone they used. More than a half of the mobile phone owners (54%) reported that they used an installed ring tone. The installed ring tone use did not differ according to gender and residence.

**Table 22 – 2009 Data: Ring tone use** (Base: Respondents who own a mobile phone)

Ringtone Use		What ring tone do you like to use?				
		Total	Residence		Gender	
			Urban	Rural	Male	Female
Original tone on the phone	%	46.4	42.4	48.2	45.3	47.9
	#	249	73	176	144	105
Installed ring tone	%	53.6	57.6	51.8	54.7	52.1
	#	288	99	189	174	114
Base	#	537	172	365	318	219

## Call Tunes

Do you use a *call tune*?

Mobile phone owners were also asked if they used a call tune from their operator or service provider on their mobile phone. In total, more than a third (8%) of mobile phone owners reported using a call tune. The use of call tune did not differ regarding gender and residence.

**Table 23 – 2009 Data: Call tune use** (Base: respondents who own a mobile phone)

		Do you use a call tune?				
		Total	Residence		Gender	
			Urban	Rural	Male	Female
Yes	%	37.6	37.3	37.7	37.2	38.2
	#	176	56	120	103	73
No	%	62.4	62.7	62.3	62.8	61.8
	#	292	94	198	174	118
Base	#	468	150	318	277	191

## Mobile Phone Networks

### *Which network/mobile phone company do you use?*

Mobile phone owners provided information on what network they use. More than one answer was possible. The majority reported using:

- Mobitel (74%)
- Camshin (20%)
- Hello (17%)

There were no differences in networks used between male and female mobile phone owners. There was, however, a significant difference in networks between mobile owners in rural and urban regions. Rural respondents reported using Mobitel more (66.3% urban, 78.1% rural). Hello was used twice as much by urban comparing to the rural mobile phone owners (24.8% urban, 12.6% rural).

**Table 24 – 2009 Data: Mobile phone network use** (Base: respondents who own mobile phone)

		Which network/mobile phone company do you use?				
		Total	Residence		Gender	
			Urban	Rural	Male	Female
Mobitel	%	74.3	66.3	<b>78.1</b>	75.8	72.2
	#	736	214	522	435	301
Camshin	%	20.2	23.2	18.7	22.1	17.5
	#	200	75	125	127	73
Hello	%	16.5	<b>24.8</b>	12.6	17.2	15.6
	#	164	80	84	99	65
StarCell	%	2.6	<b>5.9</b>	1.0	2.1	3.4
	#	26	19	7	12	14
qb(013)	%	2.1	<b>5.9</b>	0.3	2.1	2.2
	#	21	19	2	12	9
Metfone	%	15.7	14.9	16.2	15.9	15.6
	#	156	48	108	91	65
Smart mobile	%	3.0	<b>7.0</b>	1.1	2.5	3.7
	#	16	12	4	8	8
Beeline	%	7.1	<b>11.0</b>	5.2	6.0	8.7
	#	38	19	19	19	19
Other	%	0.6	0.3	0.7	0.3	1.0
	#	6	1	5	2	4
Base	#	991	323	668	574	417

## ***Internet Use***

### **Have you ever used the internet?**

All respondents were asked if they ever used the internet. A very low percentage of participants reported using the internet (3.7% 2007, 6.6% 2008, 6.8% 2009). However, there were significantly more respondents who reported having used the internet in 2008 and 2009 than in 2007 while the number of those between 2008 with 2009 did not differ from each other.

**Table 25 - Trends: Internet use (Base: All respondents)**

		Have you ever used the Internet?		
		Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	3.7	<b>6.6</b>	<b>6.8</b>
	#	50	90	93
No	%	<b>96.2</b>	93.2	92.9
	#	1316	1275	1271
DK/Not sure	%	0.1	0.2	0.3
	#	2	3	4
Base	#	1368	1368	1368

### ***For what purposes do you use the internet?***

The internet users were asked about the purposes of using the internet. More than one answer was possible. The main reasons of using the internet are: searching for information (74%), E-mail (30%), chat (30%) and downloading music (17%).

Using the internet for E-mail significantly decreased by year (71% 2007, 52% 2008, 30% 2009).

However, there was a significant increase in using the internet to search for information in the three-year trend (41% 2007, 52% 2008, 74% 2009).

There was a significant difference between the internet use for downloading music. The proportion of those who use the internet for downloading music in 2007 and 2009 was significantly higher than in 2008.

**Table 26 - Trends: Purposes of using the internet**

**(Base: respondents who had ever used the internet)**

		Purpose of using internet		
		Sentinel 2007	Sentinel 2008	Sentinel 2009
Email	%	<b>71.4</b>	<b>52.3</b>	29.5
	#	35	45	26
Chat	%	44.9	37.2	29.5
	#	22	32	26
Searching information	%	40.8	52.3	<b>73.9</b>
	#	20	45	65
Download (music, etc)	%	<b>20.4</b>	4.7	<b>17.0</b>
	#	10	4	15
Searching for comedy	%	0	0	3.4
	#	0	0	3
Listen to radio	%	0	1.2	0
	#	0	1	0
Watch films, video	%	0	3.5	4.5
	#	0	3	4
DK, not sure	%	0	0	0
	#	0	0	0
Other	%	4.1	10.5	2.3
	#	2	9	2
Base	#	49	86	88

## ***Media Combinations***

In 2009, there were 88% of respondents who reported being media consumers with: 79% TV viewer, 56% radio listener, 46% both radio and TV audiences.

The table provides a compilation of the consumption of media stratified by gender and location of respondents.

There were significantly more males than females who consume media in 2009 (91% male, 85% female). More males than females were TV viewer (81% male, 76% female), radio listeners (64% male, 48% female), and used both radio and TV (54% male, 39% female). There were more males (10%) than females (4%) access to internet while there was no significant difference in mobile phone access.

By location, there were significantly more urban (98%) than rural (86%) respondents who consumed the media. This significant difference happened for TV viewers, those who consume both radio and TV, and access to the internet, but not for radio listening. There were significantly fewer urban (2%) than rural (15%) respondents who reported they had not consumed the media. There were more urban (21%) than rural (3%) respondents with access to internet, while there was no significant difference in mobile phone access according to location.

**Table27 – 2009 Data: Media consumption by gender and residence**

	Sentinel 2009									
	Total		Male		Female		Urban		Rural	
	%	#	%	#	%	#	%	#	%	#
Media consumer	88.1	1205	<b>91.1</b>	623	85.1	582	<b>97.9</b>	281	85.5	924
TV viewer	78.7	1076	<b>81.0</b>	554	76.3	522	<b>94.4</b>	271	74.5	805
Radio Listener	55.7	762	<b>63.6</b>	435	47.8	327	57.8	166	55.1	596
Both Radio+TV	46.3	633	<b>53.5</b>	366	39.0	267	<b>54.4</b>	156	44.1	477
No media	11.9	163	8.9	61	<b>14.9</b>	102	2.1	6	<b>14.5</b>	157
Access to mobile phone	99.8	1363	99.6	680	100	683	99.7	286	99.8	1077
Access to internet	6.8	93	<b>9.6</b>	66	3.9	27	<b>20.9</b>	60	3.1	33
Base		1368		684		684		287		1081

Overall, the status of no media between 2007 and 2009 was stable. However, there were significantly more media consumers in 2008, especially in the rural area, than in 2007 and 2009, due to the increase in radio listening that year<sup>7</sup>. Moreover, it seems to be stable for the media consumer in the urban region for this three-year trend.

The number of TV viewers was almost unchanged for both male and female in rural and urban areas between 2007 and 2009.

The consumption of radio was significantly more in 2008 (65%) than 2007 (57%) and 2009 (56%), especially in the rural region (57% 2007, 66% 2008, 55% 2009). The consumption of both television and radio was also significant in 2008 compared to 2007 and 2009.

There is a significant increase in access to mobile phones since 2007. Almost all of the respondents have access to mobile phone in 2009 (99.6% respectively). This increase happens in both the respondents in the rural and urban regions.

While internet penetration remains relatively low overall (7%), it has significantly increased since 2007. There is a small increase in the access to the internet reported by the respondents in the rural area (2% 2007, 2% 2008 and 3% 2009 respectively).

<sup>7</sup> The reason for this fluctuation in radio listening was not directly explored in this study. However, it is likely that the increase in radio listening was influenced by the elections being held in late July prior to the data collection.

**Table 28 - Trends: Media consumption by gender and residence**

		Total			Gender						Residence					
					Male			Female			Urban			Rural		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Media consumer	%	88.7	90.3	88.1	92.0	92.4	91.1	85.5	88.2	85.1	94.2	94.9	97.9	87.4	<b>89.0</b>	85.5
	#	1214	1235	1205	629	632	623	585	603	582	261	277	281	953	958	924
TV viewer	%	80.8	80.9	78.7	83.3	83.2	81.0	78.2	78.7	76.3	89.2	91.1	94.4	78.6	78.2	74.5
	#	1105	1107	1076	570	569	554	535	538	522	247	266	271	858	841	805
Radio Listener	%	56.7	<b>64.5</b>	55.7	62.0	<b>70.5</b>	63.6	51.3	<b>58.6</b>	47.8	56.3	60.3	57.8	56.7	<b>65.7</b>	55.1
	#	775	883	762	424	482	435	351	401	327	156	176	166	619	707	596
Both Radio+TV	%	48.7	<b>55.2</b>	46.3	53.4	<b>61.3</b>	53.5	44.0	<b>49.1</b>	39.0	51.3	56.5	54.4	48.0	<b>54.8</b>	44.1
	#	666	755	633	365	419	366	301	336	267	142	165	156	524	590	477
No media	%	11.3	9.7	11.9	8.0	7.6	8.9	14.5	11.8	14.9	5.8	5.1	2.1	12.6	11.0	<b>14.5</b>
	#	154	133	163	55	52	61	99	81	102	16	15	6	138	118	157
Access to mobile phone	%	87.5	<b>97.7</b>	<b>99.6</b>	81.6	<b>96.8</b>	<b>99.4</b>	93.4	<b>98.7</b>	99.9	93.1	<b>99.3</b>	<b>99.7</b>	86.1	<b>97.3</b>	<b>99.6</b>
	#	1197	1337	1363	558	662	680	639	675	683	258	290	286	939	1047	1077
Access to internet	%	3.7	<b>6.6</b>	<b>6.8</b>	5.3	8.5	<b>9.6</b>	2.0	<b>4.7</b>	<b>3.9</b>	12.3	<b>22.6</b>	<b>20.9</b>	1.5	2.2	<b>3.1</b>
	#	50	90	93	36	58	66	14	32	27	34	66	60	16	24	33
Base		1368	1368	1368	684	684	684	684	684	684	277	292	287	1091	1076	1081

There were some changes in media consumption across the age and according to marital status between 2007 and 2009.

Media consumption was stable among the respondents aged 15-19. However, there was an increase of mobile phone access in this age groups (83% 2007, 97% 2008, 99% 2009). For the respondents, aged 20-24, the number of the radio listeners was significantly more in 2008 than in 2007 and 2009 (59% 2007, 67% 2008, 53% 2009).

In addition, there was also significantly more of the audience consuming both TV and radio in 2008 than in 2007 and 2009. This was seen in the single and married audience and others in the age group of 20-24 and 25-29.

Also, the increase in internet access happened in the group of age range (20-24 - 4% 2007, 8% 2008, 9% 2009) and on both single (5% 2007, 9% 2008, 9% 2009) and married (0.4% 2007, 2.4% 2008, 2.5% 2009) respondents.

**Table 29 - Trends: Media consumption by age and marital status**

		Age									Marital Status					
		15-19			20-24			25-29			Single			Married		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Media consumer	%	93.7	94.4	93.1	86.4	89.2	85.2	84.3	85.9	83.7	93.3	94.0	92.5	79.5	82.9	79.0
	#	502	510	524	420	365	375	290	358	304	857	857	852	357	378	353
TV viewer	%	86.6	87.6	84.2	77.0	76.8	76.1	77.0	76.5	73.0	85.2	86.5	82.8	71.7	69.7	70.0
	#	464	473	474	374	314	335	265	319	265	783	789	763	322	318	313
Radio Listener	%	61.0	67.8	63.9	58.6	<b>67.2</b>	52.7	47.1	<b>57.8</b>	46.6	63.4	<b>69.7</b>	63.5	42.8	<b>54.2</b>	39.6
	#	327	366	360	285	275	232	162	241	169	583	636	585	192	247	177
Both Radio+TV	%	53.9	60.9	55.1	49.2	<b>54.8</b>	43.6	39.8	<b>48.4</b>	35.8	55.4	<b>62.3</b>	53.9	35.0	<b>41.0</b>	30.6
	#	289	329	310	239	224	192	137	202	130	509	568	496	157	187	137
No media	%	6.3	5.6	6.9	13.6	10.8	14.8	15.7	14.1	16.3	6.7	6.0	7.5	20.5	17.1	21.0
	#	34	30	39	66	44	65	54	59	59	62	55	69	92	78	94
Access to mobile phone	%	82.8	<b>97.0</b>	<b>99.3</b>	91.6	<b>98.5</b>	<b>99.8</b>	89.2	<b>97.8</b>	100	86.5	<b>97.5</b>	<b>99.5</b>	89.5	<b>98.2</b>	100
	#	444	524	559	445	403	439	307	408	363	795	889	916	402	448	447
Access to internet	%	3.9	5.7	6.0	3.7	<b>8.3</b>	<b>9.1</b>	3.2	6.0	5.2	5.2	<b>8.7</b>	<b>8.9</b>	0.4	<b>2.4</b>	<b>2.5</b>
	#	21	31	34	18	34	40	11	25	19	48	79	82	2	11	11
Base		536	540	563	486	409	440	344	417	363	919	912	921	449	456	447

## Study findings: HIV and AIDS in the Media

### *Summary of Findings: HIV and AIDS in the Media*

- In 2009, HIV and AIDS content was encountered in the media over the past year on television (85%) and radio (65%). The multi-platform approach resulted in two-thirds (58%) of respondents reporting content on both radio and television.
- Eighty nine percent of males reported television content, 76% heard about HIV and AIDS on the radio and 69% on both.
- Fewer females (81%) reported HIV and AIDS television content, 54% heard about it on the radio and 47% on both.
- Reported on the three-year trend, exposure to HIV and AIDS information on television was stable; on radio HIV and AIDS information was greater in 2008 and 2009 than 2007.
- Both male and females reported stable contact with HIV and AIDS content on television, with decreases in radio and both radio and television.
- BBC World Service Trust TV spots were widely recalled. Four in ten (83%) of television viewers had seen at least one of the Trust's TV spots. On average, respondents had seen 2 spots. TV viewers had seen an average 2.4.
- For the three BBC World Service Trust radio formats, there were 34% of respondents who recalled hearing at least one, and among radio listeners nearly half (47%) had done so. On average, respondents had heard 0.5 of the three radio formats.
- Audience trends varied for the BBC World Service Trust's three phone-in programmes: *Real Men's* audience was 18% of respondents, with an increase in male listeners; *Really* was heard by 21%, with 2009 listenership steady with 2007, after a fluctuation in 2008 among both males and females; *Hip Hop Girls'* audience held steady at 11%.

## HIV and AIDS on Television

Overall, recall of HIV and AIDS information on television has been stable over 2007, 2008 and 2009. There was a decrease of those who had not seen anything about HIV and AIDS on television in the past year to 3% (8% 2007, 5% 2008, 3% 2009).

There is a significant decrease over the three years of the percentage of females, radio listeners, and television viewers who had not seen anything about HIV and AIDS on television in the past year (females - 11% 2007, 7% 2008, 4% 2009; radio listeners - 7% 2007, 5% 2008, 23% 2009; and television viewers 7% 2007, 5% 2008, 3% 2009). Of note is that significantly more females (11%) reported they 'never watch TV' in 2009.

**Table 30 – Trends: Have you ever seen anything about HIV and AIDS on television in the past year?**

		Total			Male			Female			Radio Listener			TV viewer		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	83.3	85.9	85.0	86.3	90.0	88.6	80.4	81.7	81.4	87.7	89.7	88.7	93.0	94.8	<b>96.8</b>
	#	1140	1173	1163	590	615	606	550	558	557	680	791	676	1028	1049	1042
No	%	<b>8.0</b>	5.3	3.4	5.3	3.2	3.4	<b>10.8</b>	<b>7.3</b>	3.5	<b>6.7</b>	4.6	2.5	<b>6.8</b>	<b>4.7</b>	2.6
	#	110	72	47	36	22	23	74	50	24	52	41	19	75	52	28
DK/Not sure	%	0.0	0.1	1.1	0.0	0.1	0.7	0.0	0.1	1.5	0.0	0.1	1.2	0.0	0.2	0.6
	#	0	2	15	0	1	5	0	1	10	0	1	9	0	2	6
Never watch TV	%	8.6	8.7	10.5	8.5	6.6	7.3	8.8	10.8	<b>13.6</b>	5.5	5.6	7.6	0.2	0.3	0.0
	#	118	119	143	58	45	50	60	74	93	43	49	58	2	3	0
Base		1368	1366	1368	684	683	684	684	683	684	775	882	762	1105	1106	1076

## HIV and AIDS on Radio

Recall of information about HIV and AIDS on radio was highest in 2008, with the lower 2009 levels were still higher than the 2007 baseline (60% 2007, 73% 2008, 65% 2009). This decrease happens similarly on female audiences, radio listener and television viewer (females - 51% 2007, 65% 2008, 54% 2009; radio listeners - 83% 2007, 91% 2008, 90% 2009; and television viewers 62% 2007, 76% 2008, 68% 2009). Of note is that the percentage of the people who have never listened to radio is increased in 2009 (19% 2007, 18% 2008, 26% 2009).

**Table 31- Trends: Have you heard anything about HIV and AIDS on radio in the past year?**

		Total			Male			Female			Radio Listener			TV viewer		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	59.6	<b>73</b>	<b>64.8</b>	68	<b>80.8</b>	<b>75.6</b>	51.3	<b>65.2</b>	54.1	83	<b>90.8</b>	<b>89.2</b>	62.4	<b>76.3</b>	<b>68.4</b>
	#	816	999	880	465	553	514	351	446	366	643	802	674	689	845	728
No	%	<b>20.7</b>	8	6.8	<b>15.6</b>	5.1	5.7	<b>25.7</b>	11	7.8	<b>15.6</b>	8.6	8.7	<b>16.5</b>	7.4	5
	#	283	110	92	107	35	39	176	75	53	121	76	66	182	82	53
DK/Not sure	%	0.6	0.7	2.4	0.4	0.1	0.9	0.7	1.2	3.8	1	0.6	2.1	0.5	0.6	2.3
	#	8	9	32	3	1	6	5	8	26	8	5	16	6	7	24
Never listen	%	19.1	18.3	<b>26</b>	15.9	13.9	17.8	22.2	22.7	<b>34.3</b>	0.4	0	0	20.6	15.6	<b>24.4</b>
	#	261	250	353	109	95	121	152	155	232	3	0	0	228	173	260
Base		1368	1368	1357	684	684	680	684	684	677	775	883	756	1105	1107	1065



## ***HIV and AIDS in the Media***

There were more respondents in 2008 than in 2007 and 2009 who reported having seen or heard information about HIV and AIDS on both radio and TV (54% 2007, 67% 2008, 58% 2009). This was the case overall, and for both genders (males - 61% 2007, 76% 2008, 69% 2009; females - 46% 2007, 58% 2008, 54% 2009).

The percentage of respondents who have not seen anything about HIV and AIDS in the media in the past year significantly decreased from 2007 to 2008 and remained stable in 2009 (13% 2007, 8% 2008, 8% 2009). This was the case overall, and for both genders (males - 9% 2007, 5% 2008, 5% 2009; females - 18% 2007, 11% 2008, 12% 2009).

**Table 32 – Trends: Summary of HIV and AIDS in the Media**

		<b>Total</b>			<b>Male</b>			<b>Female</b>		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
On Television	%	83.3	85.9	85	86.3	90	88.6	80.4	81.7	81.4
	#	1140	1173	1163	590	615	606	550	558	557
On Radio	%	59.6	<b>73</b>	<b>64.8</b>	68	<b>80.8</b>	<b>75.6</b>	51.3	<b>65.2</b>	54.1
	#	816	999	880	465	553	514	351	446	366
On both Radio+TV	%	53.6	<b>66.7</b>	57.7	60.8	<b>75.6</b>	<b>68.7</b>	46.3	<b>57.7</b>	46.6
	#	733	912	789	416	517	470	317	395	319
No HIV&AIDS in Media	%	<b>13.1</b>	8	8.3	<b>8.5</b>	5	5	<b>17.7</b>	11	11.7
	#	179	109	114	58	34	34	121	75	80
Base		1368	1368	1368	684	684	684	684	684	684

# BBC World Service Trust Outputs

## Recall of BBC World Service Trust Television Outputs

This section presents findings about participants who recalled watching the BBC World Service Trust TV spots. More than a half of the respondents reported they had ever seen the three TV spots: Photo Album (61%), Young Boy (74%), Fortune Teller (75%), and Palace of Dream (POD) (17%).

There are more male than female respondents who have ever watched the three TV spots. Of the three, the stronger recall was for Young Boy and Fortune Teller.

**Table 33 – 2009 Data: BBC World Service Trust TV Spots/Film Seen**

BBC World Service Trust	Total		Male		Female		TV viewer	
	%	#	%	#	%	#	%	#
Photo Album	60.9	833	62.4	427	59.4	406	71.2	766
Young boy	73.8	1009	75.1	514	72.4	495	85.1	916
Fortune teller	74.5	1019	75.1	514	73.8	505	86.3	929
POD	16.6	227	17.3	118	15.9	109	20.2	217
Base		1368		684		684		1076

More than a half (65%) of the respondents had watched at least three TV spots/film of BBC World Service Trust, while 17% had never watched them. More female than male have seen none of the TV spots/film.

**Table 34 – 2009 Data: Number of BBC World Service Trust TV Spots/Film Seen**

Number of spots seen	Total		Male		Female		TV viewer	
	%	#	%	#	%	#	%	#
0	17.3	231	14.6	100	<b>20.0</b>	137	5.4	58
1	9.6	121	<b>11.3</b>	77	8.0	55	10.0	108
2	19.6	238	20.9	143	18.3	125	21.1	227
3	53.4	621	53.2	364	53.7	367	63.5	683
4	11.5	157	11.4	78	11.5	79	14.2	153
Mean		2.26		2.30		2.21		2.63
Median		3.00		3.00		3.00		3.00
Mode		3.00		3.00		3.00		3.00
Base		1368		684		684		1076

## Recall on BBC World Service Trust Radio Outputs

Comparing to 2008, the 2009 results show that two phone-in programmes have decreased their audiences, while another programme's audience remained stable.

**Real Men's** audience increased since baseline. (13% 2007, 21% 2008, 18% 2009). There was a significant and sustained increase in male listeners since 2007 (14% 2007, 23% 2008, 24% 2009). Among females, the strongest audience was in 2008 (12% 2007, 19% 2008, 12% 2009).

The **Really** audience was strongest in 2008 (23% 2007, 34% 2008, 22% 2009). This fluctuation occurred with both male and female listeners (males - 24% 2007, 37% 2008, 23% 2009; females - 22% 2007, 30% 2008, 20% 2009; radio listeners - 34% 2007, 48% 2008, 29% 2009).

**Hip Hop Girls** audience remained the stable across all three years among both male and female respondents, and radio listeners.

**Table 35 – Trends: Reach of BBC World Service Trust Phone-Ins**

Ever listened to BBC outputs	Total			Male			Female			Radio listener		
	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Real Men %	13.1	<b>20.9</b>	<b>18.2</b>	13.7	<b>23.2</b>	<b>24.1</b>	12.4	<b>18.6</b>	12.3	19.0	26.7	25.7
Real Men #	179	286	249	94	159	165	85	127	84	147	236	196
Really %	22.6	<b>33.5</b>	21.5	23.4	<b>36.7</b>	22.8	21.8	<b>30.3</b>	20.2	33.8	43.0	28.6
Really #	309	458	294	160	251	156	149	207	138	262	380	218
Hip Hop %	10.2	11.0	11.3	10.2	11.3	12.0	10.1	10.7	10.7	15.1	13.7	15.7
Hip Hop #	139	150	155	70	77	82	69	73	73	117	121	120
Base	1368	1368	1368	684	684	684	684	684	684	775	883	762

A third of respondents (34%) reported hearing at least one of three BBC World Service Trust's radio formats. Among radio listeners, nearly half (47%) had heard at least one of the phone-in programmes.

A fifth (21%) of respondents had listened to at least one of the outputs and 29% of radio listeners had. On average, respondents had heard 0.5 radio formats. The number of radio outputs heard by male (0.6%) was significantly higher than that of female (0.5) radio listeners.

**Table 36 – 2009 Data: ‘Number of BBC World Service Trust Radio Formats Heard’**

Number of BBC WST outputs heard	Total		Male		Female		Radio Listener	
	%	#	%	#	%	#	%	#
0	66.1	904	60.2	412	71.9	492	53.5	408
1	20.9	286	24.7	169	17.1	117	28.7	219
2	8.9	122	11.0	75	6.9	47	11.8	90
3	4.1	56	4.1	28	4.1	28	5.9	45
Mean		0.5		<b>0.6</b>		0.5		0.7
Median		0		0		0		0
Mode		0		0		0		0
<b>Base</b>		1368		684		684		762

### **Exposure to All BBC World Service Trust Outputs**

The majority of respondents (87%) recalled either hearing or seeing at least one of the BBC World Service Trust outputs. Nearly all TV viewers (96%) had seen or heard at least one, while 92% of radio listener had seen or heard at least one. Two fifths (38%) had heard or listened to three outputs which was the most common amount of BBC World Service Trust outputs encountered (mode). On average, respondents had seen 2.6 formats. Men had seen an average 2.72 which was higher than 2.49 seen by Women.

**Table 37 - 2009 Data: “Number of BBC World Service Trust formats heard and seen”**

Number of BBC World Service Trust formats heard and seen	Total		Male		Female		TV viewer		Radio Listener	
	%	#	%	#	%	#	%	#	%	#
0	13.2	180	10.5	72	15.8	108	6.6	45	9.2	63
1	9.0	123	9.4	64	8.6	59	11.4	78	9.9	68
2	14.3	195	15.2	104	13.3	91	23.1	158	14.3	98
3	33.0	452	29.7	203	36.4	249	59.5	407	33.8	231
4	18.6	255	22.2	152	15.1	103	34.4	235	25.0	171
5	7.4	101	8.2	56	6.6	45	14.0	96	11.4	78
6	3.1	42	3.5	24	2.6	18	5.6	38	5.1	35
7	1.5	20	1.3	9	1.6	11	2.8	19	2.6	18
Mean		2.26		2.30		2.21		2.63		2.41
Median		3.00		3.00		3.00		3.00		3.00
Mode		3.00		3.00		3.00		3.00		3.00
<b>Base</b>		1368		684		684		1076		762

### **Index of Exposure to BBC World Service Trust Outputs**

Exposure to the BBC World Service Trust’s outputs was determined by calculating the number of BBC World Service Trust HIV and AIDS outputs on television and radio that each respondent has been exposed to within the past year.

In order to take into account media consumption variations, there were several steps in making the exposure index. The total possible Output Exposure score was 7. This was an aggregation of three phone-ins and three TV spots and a film (Palace of dream)

Those who reported hearing none of them was 'Unexposed'; those who reported less than the mode level of exposure were classified "Low Exposure"; those who reported equal to the mode were classified as Medium and those who reported more than the mode were "High Exposure".

No	0 seen/heard
Low	Less the Mode
Medium	Equal to Mode
High	More than the mode
BBC World Service Trust Outputs Exposure	
Mean	2.26
Mode	3.00
Minimum	.00
Maximum	7.00

**NB: For purposes of analysis and reporting, there are four exposure groups 'Unexposed', 'Low Exposed', 'Medium Exposed' and 'High Exposed'.**

## Target Audiences

The trend and exposure analysis are included: total, sexually active married males, sexually active single males and sexually active married females.

'Sexually Active Males' includes both married and single sexually active males, because cell sizes were too small to analyse them separately.

'Sexually Active Married Women' does not include the two single females who reported that they had sex with one or more partner in the past year.

Data for single sexually active males are presented. In some analyses, there are very small cell sizes which mean that valid statistical analysis of all the exposure groups cannot be conducted. Nevertheless these data are also presented for reference.

**NB: For purposes of exposure analysis and reporting, only three target groups are included in the report tables: 'Sexually Active Married Males', 'Sexually Active Single Males' and 'Sexually Active Married Women'.**

## Study Findings: Talking About HIV Risks

### *Summary of Findings: Talking About HIV Risks*

- The overall proportion of those who had 'never' talked about HIV risks significantly decreased between 2007 and 2009 (25% 2007, 21% 2008, 21% 2009). These changes were also significant among sexually active married females (24% 2007, 24% 2008, 14% 2009).
- While never talking about HIV and AIDS has significantly decreased, much of the increase in discussion had occurred more than a month before the survey interview (38% 2007, 44% 2008, 50% 2009)
- More recent – within the past month – talking about HIV and AIDS significantly declined in this three-year trend (37% 2007, 36% 2008, 29% 2009).
- Exposure to information about HIV and AIDS in the media was positively associated with talking about HIV and AIDS risks, particularly among sexually active married women.

All the respondents were asked whether they had talked about HIV and AIDS. Talking about HIV and AIDS was not significantly different by gender, but there were significant differences according to age distribution, residence, education level, and sexual profile.

- Fewer respondents aged 15-19, had talked about HIV and AIDS recently (20%) while 33% of the age group 20-24% and 39% of the age of 25-29 had done so.
- Most of the people living in the urban region had talked about HIV and AIDS recently (41% within last month), compared to rural respondents recently (26%).
- One third of the respondents who had completed primary school or no education as well as high school level had talked about HIV and AIDS.
- Sexually active respondents had talked about HIV and AIDS more than those who were not sexually active.

**Table 38 - 2009 Data: Profile-Talking about HIV and AIDS**

	Respondent has talked about HIV and AIDS						
	Base	Never		More than a month ago		Within last month	
		%	#	%	#	%	#
<b>ALL RESPONDENTS</b>	1355	21.2	287	49.6	672	29.2	396
<b>Gender</b>							
Male	684	19.9	136	48.1	329	32.0	219
Female	684	22.2	152	51.0	349	26.8	183
<b>Age (*)</b>							
15-19	563	<b>28.8</b>	162	<b>50.8</b>	286	20.4	115
20-24	440	17.5	77	49.3	217	<b>33.2</b>	146
25-29	363	13.5	49	<b>47.9</b>	174	<b>38.6</b>	140
<b>Residence (*)</b>							
Urban	287	16.0	46	43.2	124	<b>40.8</b>	117
Rural	1081	<b>22.4</b>	242	<b>51.2</b>	554	26.4	285
<b>Education (*)</b>							
No/primary school	499	<b>26.9</b>	134	42.7	213	30.5	152
Secondary school	481	21.4	103	52.4	252	26.2	126
High school	368	12.5	46	<b>55.7</b>	205	<b>31.8</b>	117
<b>Sexual profile (*)</b>							
Not sexually active males	425	<b>25.6</b>	109	47.1	200	27.3	116
Not sexually active females	413	27.6	114	<b>54.7</b>	226	<b>17.7</b>	73
Sexually active married males	169	10.1	17	<b>52.7</b>	89	<b>37.3</b>	63
Sexually active single males	84	11.9	10	42.9	36	<b>45.2</b>	38
Sexually active married females	264	14.0	37	45.8	121	<b>40.2</b>	106

Overall, there was a significant decrease of the percentage of the respondents who had never talked about HIV and AIDS (25% 2007, 21% 2008, 21% 2009). However, recent talking (talked within last month) had not increased (37% 2007, 36% 2008, 29% 2009). In addition, there was a decrease in sexually active married females who had never talked about HIV and AIDS (24% 2007, 24% 2008, 14% 2009).

**Table 39 - Trends: Talking about HIV and AIDS Risks**

		Respondent has talked about HIV Risks											
		Total			Sexually active married males			Sexually active single males			Sexually active married females		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Never talk about HIV and AIDS risks	%	<b>25.0</b>	20.5	21.1	13.4	6.5	10.1	3.3	3.4	11.9	<b>24.3</b>	<b>23.9</b>	14.0
	#	342	280	288	22	11	17	3	3	10	67	66	37
Talk to at least one more than a month ago	%	38.0	<b>44.0</b>	<b>49.6</b>	39.0	<b>56.0</b>	<b>52.7</b>	38.5	40.2	42.9	36.6	40.2	45.8
	#	520	602	678	64	94	89	35	35	36	101	111	121
Talk to at least one last month	%	<b>37.0</b>	<b>35.5</b>	29.4	47.6	37.5	37.3	58.2	56.3	45.2	39.1	35.9	40.2
	#	506	486	402	78	63	63	53	49	38	108	99	106
Base		1368	1368	1368	164	168	169	91	87	84	276	276	264

## Media and Talking about HIV Risks

Analysis checked in the 2009 data whether there was any relationship between respondents seeing or hearing information about HIV and AIDS in the media and talking about HIV and AIDS risks.

Exposure to information about HIV and AIDS was associated with talking about HIV risks. Discussion about HIV and AIDS in the past month was higher among those who had seen or heard about HIV and AIDS in the media (30%) than among those who had not (18%). Among those who had not seen or heard anything about HIV and AIDS in the media, never talking (36%) and talking more than a month ago (46%) was significantly higher.

**Table 40 - 2009 Data: HIV and AIDS in Media x Talking about HIV Risks**

HIV and AIDS in Media	Respondent has talked about HIV and AIDS Risks						
	Base	Never talk		More than a month		Within last month	
		%	#	%	#	%	#
Never heard/seen	114	<b>36.0</b>	41	<b>45.6</b>	52	18.42	21
Heard/seen within a year	1254	19.7	247	49.9	626	30.38	381
<b>Total</b>	<b>1368</b>	<b>21.1</b>	<b>288</b>	<b>49.6</b>	<b>678</b>	<b>29.39</b>	<b>402</b>

$\chi^2(1) = 16.7$   
 $p = 0.000$

The level of talking about HIV and AIDS risks was associated with the level of exposure to BBC World Service Trust outputs, particularly in sexually active married females. The proportion of married females respondents who had never talked about HIV and AIDS risks was significantly decreased when their levels of exposure to BBC World Service Trust outputs were higher (29% un-exposed, 12% low exposed, 14% medium exposed, 0% high exposed). The percentage of the sexually active married females who had talked about HIV and AIDS risks was significantly increased when they exposed higher to the Trust's outputs (26% un-exposed, 40% low exposed, 42% medium exposed, 53% high exposed).

**Table 41 - Exposure: Talking about HIV Risks**

	Respondent has talked about HIV and AIDS Risks																
	Total				Sexually active married males				Sexually active single males				Sexually active married females				
	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	
Never talk about HIV and AIDS risks	%	34.4	24.9	22.1	11.6	15.2	11.3	10.0	4.7	25.0	4.5	14.8	11.1	<b>29.3</b>	12.3	13.5	0.0
	#	62	78	99	48	5	6	4	2	2	1	4	3	17	7	13	0
Talk to at least one more than a month ago	%	47.8	44.4	48.3	55.7	63.6	49.1	40.0	60.5	62.5	36.4	40.7	44.4	44.8	47.4	44.8	47.2
	#	86	139	216	231	21	26	16	26	5	8	11	12	26	27	43	25
Talk to at least one last month	%	17.8	30.7	29.5	32.8	21.2	39.6	50.0	34.9	12.5	59.1	44.4	44.4	25.9	40.4	41.7	<b>52.8</b>
	#	32	96	132	136	7	21	20	15	1	13	12	12	15	23	40	28
Base		180	313	447	415	33	53	40	43	8	22	27	27	58	57	96	53



## Study findings: VCCT

### ***Summary of Findings: HIV Testing***

- Overall, HIV testing levels were steady: 25% of respondents reported they had been tested for HIV.
- There was a statistically significant increase of ever been tested for HIV in rural areas (19% 2007, 21% 2008, 23% 2009). This significant change also happened among sexually active married females (51% 2007, 49% 2008, 61% 2009).
- Interest in being tested for HIV declined significantly from 43% in 2007 to 33% in 2008 and increased again to 39% in 2009.
- Having been tested for HIV in the past was associated with wanting to be tested for HIV: Interest in being tested was greater among respondents who had already been tested than those who had not been tested.
- Self-assessed risk was associated with wanting to be tested: More of the respondents who considered themselves to have some risk wanted to be tested, than those who thought they had no risk.
- Nevertheless, nearly half (47%) of those who assessed themselves to have some risk of getting HIV did not want to be tested.
- Exposure to information about HIV and AIDS in the media was not associated with being tested.
- Wanting to be tested for HIV was, however, significantly higher among those who had encountered information about HIV and AIDS in the media, and with higher levels of exposure to BBC World Service Trust outputs.

### ***Talking About Being Tested for HIV***

Respondents were asked whether they have talked about being tested for HIV. Of them, 41% reported that they had never talked about being tested for HIV, 41% had talked more than one month ago, and 20% had done so within last month.

Gender was not related with talking about being tested for HIV; a similar proportion of both male and female (about 40%) had reported never talking about being tested for HIV.

Talking about being tested for HIV significantly differed among age, residence, education and sexual profile:

More than half (60%) of respondents aged 15-19 had never talked about being tested for HIV while only 12% had talked about it within last month.

In urban regions, more respondents had talked within last month (24%) and 30% had never talked about being tested for HIV, while in rural areas fewer (16%) had talked about being tested for HIV in the past month, and 44% had never talked about being tested for HIV.

Higher educated respondents tend to be talking about being tested for HIV more than the lower educated ones. The percentage of respondents who had never talked about being tested for HIV was reduced when the level of education became higher (46% no/primary school, 43% secondary school, 33% high school).

About half of not sexually active males (50%) and more than half of not sexually active females (55%) reported never talking about being tested for HIV. Nevertheless, nearly a third of sexually active single males (32%) and one in five (22%) of sexually active married females reported talking about being tested for HIV in the past month.

**Table 42 - 2009 Data: Respondent has talked about being tested for HIV**

	Respondent has talked about being tested for HIV						
	Base	Never		More than a month ago		Within last month	
		%	#	%	#	%	#
<b>ALL RESPONDENTS</b>	1355	41.4	561	40.7	552	17.9	242
<b>Gender</b>							
Male	684	40.4	276	40.5	277	19.2	131
Female	684	42.1	288	41.1	281	16.8	115
<b>Age</b>							
15-19	563	<b>59.5</b>	335	<i>28.1</i>	158	<i>12.4</i>	70
20-24	440	32.7	144	<b>46.6</b>	205	<b>20.7</b>	91
25-29	363	23.4	85	<b>53.4</b>	194	<b>23.1</b>	84
<b>Residence</b>							
Urban	287	29.6	85	<b>46.3</b>	133	<b>24.0</b>	69
Rural	1081	<b>44.3</b>	479	39.3	425	16.4	177
<b>Education</b>							
No/primary school	499	<b>45.9</b>	229	36.9	184	17.2	86
Secondary school	481	43.0	207	41.4	199	15.6	75
High school	368	33.4	123	<b>44.6</b>	164	<b>22.0</b>	81
<b>Sexual profile</b>							
Not sexually active males	425	<b>50.1</b>	213	32.2	137	17.6	75
Not sexually active females	413	<b>55.2</b>	228	32.0	132	12.8	53
Sexually active married males	169	29.0	49	<b>54.4</b>	92	16.6	28
Sexually active single males	84	16.7	14	<b>51.2</b>	43	<b>32.1</b>	27
Sexually active married females	264	21.6	57	<b>56.1</b>	148	<b>22.3</b>	59

Notes:

A star (\*) reports a significant relationship between demographic variable and dependent variable at 5% significance level.

Figures in **bold** indicate a significant positive (higher) difference with a probability level of at least  $p < 0.05$ .

Figures in *italics* indicate a significantly negative (lower) difference from the figure in **bold**.

Among sexually active married males and sexually single males, there were no significant differences in talking about HIV test between 2007 and 2009. Never talking about HIV test among sexually active married females in 2007 and 2008 was significantly greater than in 2009 (44% 2007, 38% 2008, 22% 2009). Talking about HIV test in the past among sexually active married females in 2008 and 2009 was significantly higher than in 2007 (37% 2007, 48% 2008, 56% 2009).

**Table 43 – Trends: Talking about HIV Test by sexual profile**

		Respondent has talked about HIV test								
		Sexually active married males			Sexually active single males			Sexually active married females		
		Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009	Sentinel 2007	Sentinel 2008	Sentinel 2009
Never talk about HIV Testing	%	28.0	27.4	29.0	12.1	10.3	16.7	<b>43.8</b>	<b>38.0</b>	21.6
	#	46	46	49	11	9	14	121	105	57
Talk to at least one more than a month ago	%	48.2	54.2	54.4	40.7	50.6	51.2	36.6	<b>47.5</b>	<b>56.1</b>
	#	79	91	92	37	44	43	101	131	148
Talk to at least one last month	%	23.8	18.5	16.6	47.3	39.1	32.1	19.6	14.5	22.3
	#	39	31	28	43	34	27	54	40	59
Base		164	168	169	91	87	84	276	276	264

The level of talking about HIV testing was associated with the level of expose to BBC World Service Trust outputs, particularly in sexually active married females. The proportion of married female respondents who had never talked about HIV testing was significantly decreased when their levels of expose to BBC World Service Trust outputs were higher (33% un-exposed, 32% low exposed, 18% medium exposed, 6% high exposed).

The percentage of the sexually active married females who had talked about HIV testing was significantly increased when they exposed higher to the Trust's outputs (12% un-exposed, 14% low exposed, 22% medium exposed, 43% high exposed).

**Table 44 – Exposure: Talk about HIV Testing**

		Total				Sexually active married males				Sexually active single males				Sexually active married females			
		Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed
Never talk about HIV Testing	%	45.6	44.7	43.4	34.9	42.4	20.8	35.0	23.3	0.0	18.2	18.5	18.5	<b>32.8</b>	<b>31.6</b>	17.7	5.7
	#	82	140	194	145	14	11	14	10	0	4	5	5	19	18	17	3
Talk to at least one more than a month	%	41.7	40.6	38.5	42.9	45.5	56.6	45.0	67.4	62.5	54.5	44.4	51.9	55.2	54.4	60.4	50.9
	#	75	127	172	178	15	30	18	29	5	12	12	14	32	31	58	27
Talk to at least one last month	%	12.8	14.7	18.1	22.2	12.1	22.6	20.0	9.3	37.5	27.3	37.0	29.6	12.1	14.0	21.9	<b>43.4</b>
	#	23	46	81	92	4	12	8	4	3	6	10	8	7	8	21	23
Base		180	313	447	415	33	53	40	43	8	22	27	27	58	57	96	53

### Self-Efficacy: Embarrassment About Being Tested for HIV

The proportion of respondents reporting that they would feel embarrassed if their friend found out they were getting tested for HIV significantly decreased (32% 2007, 28% 2008, 25% 2009).

The data showed that there increase the proportion of the sexually active married males who said neutral when they were asked them on the statement that I would be embarrassed if my friend found out I was getting HIV test when comparing the Sentinel 2008 and 2009. There was significant decrease when comparing Sentinel 2007 and 2008 (1.8% 2007, 0.8% 2008).

The data showed that there were 31% increase of the sexually active married males who disagree on the statement that I would be embarrassed if my friend found out I was getting HIV test when comparing the Sentinel 2008 and 2009 (45% 2008, 76% 2009).

There decrease the proportion of the of sexually active single males who disagree on the statement that I would be embarrassed if my friend found out I was getting HIV test when comparing the Sentinel 2008 and 2009 (87.2% 2008, 68% 2009). There were higher significant of Sentinel 2008 when comparing Sentinel 2007 and 2009 (68% 2007, 87% 2008, 68% 2009).

The proportion of the sexually active single males who agree on the statement that I would be embarrassed if my friend found out I was getting HIV test, both the Sentinel 2007 and 2009, was higher significant than Sentinel 2008 (28.6% 2007, 9.3% 2008, 28.6% 2009).

The data showed that there were significant increases of Sentinel 2009 of the sexually active married females who disagree on the statement that I would be embarrassed if my friend found out I was getting HIV test compare to both Sentinel 2007 and 2008 ( 66% 2007, 63% 2008, 77% 2009).

There were significant increases of the proportion of sexually active married females who said neutral when scaling the statement I would be embarrassed if my friend found out I was getting HIV test when comparing Sentinel 2007 and 2008 (2.2% 2007, 6.5% 2008).

There were significant differences of both Sentinel 2007 and 2008 of sexually active married females who said agree on the statement when comparing Sentinel 2007, 2008, and 2009 (32% 2007, 31% 2008 and 20% 2009).

**Table 45 – Trends: I would feel embarrassed if my friends found out I was getting a test for HIV**

	I would be embarrassed if my friend found out i was geting HIV test																							
	Total			Sexually Active Married Males			Sexually Active Single Males			Sexually Active Married Females														
	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #	Sentinel 2007 % #	Sentinel 2008 % #	Sentinel 2009 % #												
Disagree	65.6	890	63.8	870	<b>69.8</b>	953	68.7	112	44.4	112	76.3	129	68.1	62	<b>87.2</b>	75	67.9	57	65.7	180	62.7	173	<b>76.5</b>	202
Neutral	2.8	38	<b>8.4</b>	114	<b>5.6</b>	76	1.8	3	<b>0.8</b>	15	5.3	9	3.3	3	3.5	3	3.6	3	2.2	6	<b>6.5</b>	18	3.8	10
Agree	<b>31.6</b>	428	27.8	379	24.7	337	29.4	48	6.0	41	18.3	31	<b>28.6</b>	26	9.3	8	<b>28.6</b>	24	<b>32.1</b>	88	<b>30.8</b>	85	19.7	52
Base		1356		1363		1366		163		168		169		91		86		84		274		276		264

Overall, the level of feeling embarrassment of the respondents when their friends were to know that they were getting a test for HIV was not associated with the exposure of the BBC World Service Trust outputs.

**Table 46 – Exposure: I would feel embarrassed if my friends found out I was getting a test for HIV**

	I would be embarrassed if my friend found out I was geting HIV test																															
	Total				Sexually active married males				Sexually active single males				Sexually active married females																			
	Un-exposed % #	Low Exposed % #	Medium exposed % #	High exposed % #	Un-exposed % #	Low Exposed % #	Medium exposed % #	High exposed % #	Un-exposed % #	Low Exposed % #	Medium exposed % #	High exposed % #	Un-exposed % #	Low Exposed % #	Medium exposed % #	High exposed % #																
Disagree	70	69	73	97	82	133	72	89	70	23	77	41	83	33	74	32	63	5	73	16	70	19	63.0	17	71	41	70	40	84	81	75	40
Neutral	4.0	4	4.5	6	4.9	8	3.3	4	0.0	0	7.5	4	5.0	2	7.0	3	13	1	4.5	1	3.7	1	0.0	0	5.2	3	1.8	1	5.2	5	1.9	1
Agree	26	26	22	29	13	22	24	30	30	10	15	8	13	5	19	8	25.0	2	23	5	26	7	37.0	10	24	14	<b>28</b>	16	10	10	23	12
Total		99		132		163		123		33		53		40		43		8		22		27		27		58		57		96		53

## Ever Been Tested for HIV

### 'Have you ever been tested for HIV?'

#### 2009 data via demographic profile

Overall, there was a small but not statistically significant increase in being tested for HIV (25% 2009). Among males, HIV testing increased in 2008 and stayed stable in 2009 (16% 2007, 22% 2008, 22% 2009), while there was not a significant increase among females.

According to sexual profile, there are statistically significant differences of ever been tested for HIV among sexually active married females (51% 2007, 49% 2008, 61% 2009) in 2009.

**Table 47- Trends: Have ever been tested for HIV**

		Have you ever been tested for HIV?								
		Total			Residence					
					Urban			Rural		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	20.7	22.7	24.6	28.8	29.0	29.3	18.7	21.0	<b>23.4</b>
	#	278	308	337	78	84	84	200	224	253
No	%	79.3	77.3	75.3	71.2	71.0	70.7	<b>81.3</b>	79.0	76.6
	#	1065	1049	1030	193	206	203	872	843	827
Base		1343	1357	1367	271	290	287	1072	1067	1080

**Table 48- Trends: Have ever been tested for HIV**

		Have you ever been tested for HIV?																	
		Total			Gender						Age								
					Male			Female			15 - 19			20-24			25-29		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	20.7	22.7	24.6	16.3	<b>21.9</b>	<b>21.8</b>	25.1	23.5	27.5	4.9	6.7	4.4	26.2	27.0	31.4	37.7	39.1	<b>47.7</b>
	#	278	308	337	110	148	149	168	160	188	26	36	25	125	110	138	127	161	173
No	%	79.3	77.3	75.3	<b>83.7</b>	78.1	78.2	74.9	76.5	72.5	95.1	93.3	95.6	73.8	73.0	68.6	<b>62.3</b>	<b>60.9</b>	52.3
	#	1065	1049	1030	565	529	534	500	520	496	500	499	537	353	298	302	210	251	190
Base		1343	1357	1367	675	677	683	668	680	684	526	535	562	478	408	440	337	412	363

**Table 49- Trends: Have ever been tested for HIV**

		Have you ever been tested for HIV?														
		Sexual profile														
		Not sexually active males			Not sexually active females			Sexually active married males			Sexually active single males			Sexually active married females		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	4.5	<b>9.9</b>	6.8	7.3	5.7	6.1	37.9	45.8	47.9	33.3	34.9	39.3	51.1	49.3	<b>61.0</b>
	#	19	42	29	29	23	25	61	76	81	30	30	33	138	135	161
No	%	<b>95.5</b>	90.1	93.2	92.7	94.3	93.9	62.1	54.2	52.1	66.7	65.1	60.7	48.9	<b>50.7</b>	39.0
	#	403	383	395	367	380	388	100	90	88	60	56	51	132	139	103
Base		422	425	424	396	403	413	161	166	169	90	86	84	270	274	264

## ***Media and Being Tested for HIV***

Having been tested for HIV was not associated with exposure to information about HIV and AIDS in the media.

**Table 50 – 2009 Data: Have you ever tested for HIV?**

HIV and AIDS in Media	Have you ever been tested for HIV?				
	Base	Yes		No	
		%	#	%	#
Never heard/seen	114	27.2	31	72.8	83
Heard/seen Within a year	1253	24.4	306	75.6	947
Total	1367	24.7	337	75.3	1030

$X^2(1) = 0.43$   
 $p = 0.51$

There were no significant differences among the different levels of exposure to BBC World Service Trust outputs and ever been tested for HIV.

**Table 51 – 2009 Data: Have you ever tested for HIV?**

	Total		Un-exposed		Low Exposed		Medium exposed		High Exposed	
	%	#	%	#	%	#	%	#	%	#
Yes	24.7	337	27.2	49	25.6	81	24.8	112	22.7	95
No	75.3	1030	72.8	131	74.4	236	75.2	340	77.3	323
Base		1367		180		317		452		418

## **EXPOSURE BY TARGET GROUPS**

### ***Wanting to be Tested for HIV***

#### ***‘Do you want to be tested for HIV?’***

##### **2009 data via demographic profile**

The percentage of respondents reported wanting to be tested for HIV has slightly decreased in 2008 and held steady in 2009 (43% 2007, 33% 2008, 39% 2009). By residence, urban interest was strongest in 2007 (50% 2007, 30% 2008, 37% 2009), while rural interest dropped in 2008 and increased again in 2009 (41% 2007, 34% 2008, 39% 2009). Among both males and females, interest in HIV testing was stronger in 2007 than later years (males - 46% 2007, 32% 2008, 40% 2009; females - 40% 2007, 33% 2008, 39% 2009). According to sexual profile, the interest in being tested decreased in 2008 among sexually active married males (47% 2007, 26% 2008, 49% 2009) and was stable among sexually active single males and sexually active married females.

**Table 52 – Trends: Want to be tested for HIV**

		Do you want to be tested for HIV?														
		Gender						Age								
		Male			Female			15 - 29			20-24			25-29		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	<b>45.7</b>	32	<b>38.6</b>	<b>40.1</b>	33.8	38.5	<b>34.7</b>	27.4	30	<b>48.8</b>	39.9	42.7	<b>47.8</b>	33.1	<b>46.6</b>
	#	312	219	264	274	231	263	186	148	169	236	163	188	164	138	169
No	%	54.3	<b>68</b>	<b>61.4</b>	59.9	<b>66.2</b>	61.5	<b>65.3</b>	<b>72.6</b>	70	51.2	<b>60.1</b>	57.3	52.2	<b>66.9</b>	53.4
	#	370	465	420	409	453	421	350	392	394	248	246	252	179	279	194
Base		682	684	684	683	684	684	536	540	563	484	409	440	343	417	363

**Table 53 – Trends: Want to be tested for HIV**

		Do you want to be tested for HIV?								
		Total			Residence					
					Urban			Rural		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	<b>42.9</b>	32.9	38.5	<b>49.5</b>	30.1	37.3	<b>41.3</b>	33.6	<b>38.9</b>
	#	586	450	527	137	88	107	449	362	420
No	%	57.1	<b>67.1</b>	61.5	50.5	<b>69.9</b>	<b>62.7</b>	58.7	<b>66.4</b>	61.1
	#	779	918	841	140	204	180	639	714	661
Base		1365	1368	1368	277	292	287	1088	1076	1081

**Table 54 – Trends: Want to be tested for HIV**

		Do you want to be tested for HIV?														
		Sexual profile														
		Not sexually active males			Not sexually active females			Sexually active married males			Sexually active single males			Sexually active married females		
		Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009	Santinel 2007	Sentinel 2008	Sentinel 2009
Yes	%	<b>39.9</b>	28.9	29.6	34.5	29.1	31.5	<b>47.2</b>	26.2	<b>48.5</b>	70.3	58.6	63.1	48	40.2	48.9
	#	170	124	126	140	118	130	77	44	82	64	51	53	132	111	129
No	%	60.1	<b>71.1</b>	<b>70.4</b>	65.5	70.9	68.5	52.8	<b>73.8</b>	51.5	29.7	41.4	36.9	52	59.8	51.1
	#	256	305	299	266	287	283	86	124	87	27	36	31	143	165	135
Base		426	429	425	406	405	413	163	168	169	91	87	84	275	276	264

**Media and Wanting to be Tested for HIV**

The 2009 Sentinel Study was analysed to assess whether there is a relationship between the seeing or hearing about HIV and AIDS in the media and the interest in wanting to be tested for HIV.

Wanting to be tested for HIV was not associated with exposure to information about HIV and AIDS in the media in the past year.

**Table 55 - 2009 Data: HIV and AIDS in Media x Want to be tested for HIV**

HIV and AIDS on media (radio and TV)	Do you want to be tested for HIV?					
	Yes		No		Total	
	%	#	%	#	%	#
Never heard/seen	36	41	64	73	100	114
Heard/seen Within a year	38.8	486	61.2	768	100	1254
<b>Base</b>		527		841		1368

Wanting to be tested for HIV was not associated with levels exposures to the BBC World Service Trust outputs.

**Table 56 – 2009 Data: Do you want to be tested for HIV?**

	Do you want to be tested for HIV?									
	Total		Un-exposed		Low Exposed		Medium exposed		High Exposed	
	%	#	%	#	%	#	%	#	%	#
Yes	38.5	527	35.6	64	34.9	111	37.6	170	43.5	182
No	61.5	841	64.4	116	65.1	207	62.4	282	56.5	236
<b>Base</b>		1368		180		318		452		418

Looking more closely at the different sexual profile target audiences, those with higher levels of exposure expressed more interest in wanting to be tested for HIV, but the differences were not statistically significant.

**Table 57 – Exposure: Do you want to be tested for HIV?**

		Total				Sexually active married males				Sexually active single males				Sexually active married females			
		Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed	Un-exposed	Low Exposed	Medium exposed	High Exposed
Yes	%	35.6	34.5	37.6	43.4	42.4	41.5	55.0	55.8	50.0	63.6	66.7	63.0	43.1	43.9	50.0	58.5
	#	64	108	168	180	14	22	22	24	4	14	18	17	25	25	48	31
No	%	64.4	65.5	62.4	56.6	57.6	58.5	45.0	44.2	50.0	36.4	33.3	37.0	56.9	56.1	50.0	41.5
	#	116	205	279	235	19	31	18	19	4	8	9	10	33	32	48	22
<b>Base</b>		180	313	447	415	33	53	40	43	8	22	27	27	58	57	96	53

### ***Ever Been Tested for HIV and Wanting to be Tested for HIV***

There are likely to be many reasons for the decrease of interest in being tested for HIV. One common reason for not interested in being tested for HIV was that the respondent had already been tested and they did not think that another test was needed. This, however, was an answer given by only 15% of respondents and did not significantly differ along the three-year trend (12% 2007, 15% 2008, 15% 2009).



**Table 58 - 2009 Data: Reasons Do NOT want to be tested for HIV**

Why do you NOT want to get HIV testing?		Frequency		
		Sentinel 2007	Sentinel 2008	Sentinel 2009
I was already tested	%	12.1	15.1	15
	#	94	139	126
Base (multiple answers)		777	918	841

Analysis of 2009 data checked whether there was a statistical relationship between respondents who had ever been tested for HIV and their interest in HIV testing. In the full sample, there was a statistically significant association found, but not in the expected direction.

More of the respondents who had ever been tested (53%) wanted to be tested (again) than respondents who had not been tested (34%).

**Table 59- 2009 Data: Ever been tested x Want to be tested for HIV'**

Ever been tested	Do you want to be tested for HIV?					
	Base		Yes		No	
	%	#	%	#	%	#
Yes	100	337	<b>53.4</b>	180	46.6	157
No	100	1030	33.7	347	<b>66.3</b>	683
<b>Base</b>		1367		527		840

$X^2(1) = 41.7$   
 $p = 0.000$

Stratifying this analysis by gender, the association between the two variables was found statistically significant among both the male and female respondents.

More of the male respondents (54%) who had ever been tested expressed interest in being tested for HIV than those had not been tested (33%).

More of the female respondents (54%) who had ever been tested expressed interest in being tested for HIV than those had not been tested (33%).

**Table 60- 2009 Data: 'Male- Ever been tested x Want to be tested for HIV'**

Ever been tested	Do you want to be tested for HIV?				
	Base	Yes		No	
		%	#	%	#
Yes	149	<b>53</b>	79	47	70
No	534	34.6	185	65.4	349
<b>Total</b>	683	38.7	264	61.3	419

$X^2(1) = 16.6$   
 $p = 0.000$

**Table 61- 2009 Data: 'Female- Ever been tested x Want to be tested for HIV'**

Ever been tested	Do you want to be tested for HIV?				
	Base	Yes		No	
		%	#	%	#
Yes	188	<b>53.7</b>	101	46.3	87
No	496	32.7	162	67.3	334
<b>Total</b>	684	38.5	263	61.5	421

$\chi^2(1) = 25.5$   
 $p = 0.000$

***Risk Assessment and Wanting to be Tested for HIV***

Another possible reason for lack of interest in being tested for HIV was that there were fewer respondents who did not consider themselves to be at risk of being infected with HIV.

Comparing those respondents who assessed they had 'no chance' to those with who identified 'some chance' showed a significant relationship between risk assessment and wanting to be tested for HIV.

More respondents who assessed they had 'some chance' of being infected by HIV (53%) with wanting to be tested for HIV than those who did not want to be tested (47%). Less respondents who thought that they had 'no chance' of being infected by HIV (32%) with wanting to be tested for HIV than those who did not want to be tested (67%).

**Table 62 – 2009 Data: Risk Assessment x Want to be tested for HIV**

Self- Risk Assessment	Do you want to be tested for HIV?				
	Base	Yes		No	
		%	#	%	#
No chance	975	32.6	318	<b>67.4</b>	657
Some HIV Risk	388	<b>53.4</b>	207	46.6	181
<b>Total</b>	1363	38.5	525	61.5	838

$\chi^2(1) = 25.6$   
 $p = 0.000$

Stratifying the analysis by gender, this was the case for both males and female respondents. Among males, more of those who assessed some risk (54%) wanted testing than those who were at no risk (35%). Similarly with females, 54% of those with some risk compared to 29% with no risk wanted to be tested.

It is important to note, however, that in spite of this positive association between risk assessment and interest in HIV testing, that many – 47% of the males, and 47% of the females – among those who assessed themselves to have some risk of getting HIV did not want to be tested.

**Table 63 – 2009 Data: ‘Male - Risk Assessment x Want to be tested for HIV’**

Self- Risk Assessment	Do you want to be tested for HIV?				
	Base	Yes		No	
		%	#	%	#
No chance	562	<b>35.4</b>	199	64.6	363
Some HIV Risk	122	53.3	65	46.7	57
Total	684	38.6	264	61.4	420

$X^2(1) = 13.5$   
 $p = 0.000$

**Table 64- 2009 Data: ‘Female - Risk Assessment x Want to be tested for HIV’**

Self- Risk Assessment	Do you want to be tested for HIV?				
	Base	Yes		No	
		%	#	%	#
No chance	413	<b>28.8</b>	119	71.2	294
Some HIV Risk	266	53.4	142	46.6	124
Total	679	38.4	261	61.6	418

$X^2(1) = 41.3$   
 $p = 0.000$

## **Discussion and Recommendations**

### ***HIV and AIDS Media Strategy***

This data shows that mass media continues to be an effective mechanism to disseminate HIV and AIDS information to young Cambodians: As in 2008, HIV and AIDS information reached 92% of the population via mass media in the past year. The data also show that exposure to information about HIV and AIDS in the media is associated with higher levels of discussion about HIV risks and more interest in being tested for HIV.

Mass media is a strongly recommended method to communicate about HIV risks and testing. So, to ensure reaching as many young Cambodians as possible with a variety programme outputs that meet their tastes and lifestyles, a multi-format, multi-media approach is recommended: The reach of television formats (85%) was greater than radio (65%) but many had encountered HIV and AIDS information on both television and radio (58%). BBC World Service Trust outputs effectively reached virtually all television viewers (98%) and radio listeners (96%).

Maintaining high levels of information about HIV and AIDS in the media would continue to promote discussion about HIV risks and HIV testing:

- Continue a diversity of formats and variety of individual outputs to maximise reach of HIV and AIDS information.
- Produce a variety of TV spots for a range of target audiences.
- Maintain phone-in formats, which are solidly established with growing audiences.
- Encourage phone-in listeners to call the programmes, a growing practice.

### ***Promoting Discussion about HIV Risks***

The data show a decrease in 'never' talking about HIV risks, but that much of increased discussion had occurred more than a month before the survey. More recent – within the past month – talking about HIV and AIDS remained relatively stable, in general and within the various sub-groups. The data also show that exposure to information about HIV and AIDS in the media is associated with higher levels of discussion about HIV risks: Among sexually active married women, greater levels of exposure to BBC World Service Trust outputs were associated with higher levels of recent talking.

- Use call-in programmes for discussions and to model positive, constructive, informed discussion about HIV risks and HIV testing.
- Continue the use of TV spots to prompt and promote discussion and to model it.

### ***Promoting Interest in Being Tested for HIV***

The data show that although overall levels of testing for HIV have stayed steady, there has been a significant increase in HIV testing among sexually active married women (61%). Interest in being tested for HIV also remained the same overall: more than a third (38%) of young people want to be tested for HIV. However, among the young people surveyed who

did consider themselves to have some risk of having HIV, just less than half (47%) said they did not want to be tested. The data also show that exposure to information about HIV and AIDS in the media is associated with higher levels of interest in being tested for HIV.

The recommended messaging and targeting for this issue fits into the matrix used to look at the relationship between risk assessment and interest in being tested for HIV. It also refers to the stages of change along a behaviour change continuum where the person is likely to be.<sup>8</sup>

Target Audience:

- People who consider themselves to be at NO RISK of getting HIV,

Purpose of communications/Message:

- Support realistic, accurate risk assessments/ Confirm your risk assessment
- Continue to practice prevention behaviours

Target audience:

- People who consider themselves to be at SOME RISK of getting HIV,
- And who WANT to be tested for HIV

Purpose of communications/Messages

- Commend, confirm the interest in being tested for HIV.
- Practical, encouraging information about how, where to get the test.

Target audience:

- People who consider themselves to be at SOME RISK of getting HIV,
- And who DO NOT WANT to be tested for HIV

Purpose of communications/ Messages

- Challenge not wanting to being tested for HIV.
- Encourage thinking about being tested for HIV.
- Advantages of testing stronger than reasons may not want to be tested

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<sup>8</sup> Prochaska JO, DiClemente CC and Norcross JC (1992). In search of how people change – applications to addictive behaviours. *American Psychologist* 47(9), 1102-1114. Cited in FHI (1996). Behaviour Change – A summary of four major theories. Downloaded from <http://www.fhi.org/en/aids/aidscap/aidspubs/behres/bcr4theo.html> .

## Targeted Messaging to Promote Interest in Being Tested for HIV

Self-Risk Assessment	Do you want to be tested for HIV?	
	Yes	No
Stage of Change	Maintenance	
NO CHANCE	<ul style="list-style-type: none"> <li>• Confirm your risk assessment</li> <li>• Continue to practice prevention behaviours</li> </ul>	
Stage of Change	Contemplation --> Preparation	Pre-Contemplation --> Contemplation
SOME HIV RISK	<ul style="list-style-type: none"> <li>• Commend, confirm the interest in being tested for HIV.</li> <li>• Practical, encouraging information about how, where to get the test.</li> </ul>	<ul style="list-style-type: none"> <li>• Challenge not wanting to be tested for HIV.</li> <li>• Encourage thinking about being tested for HIV.</li> </ul>

## Conclusions

This report provides a measure of trends over the last year about HIV and AIDS information in the mass media, discussion about HIV risks and HIV testing, both respondents' interest in being tested and their actual use of HIV testing.

The data demonstrate the effectiveness of mass media in delivering HIV and AIDS information to Cambodian young people in the general population, and the strong performance of the BBC World Service Trust media outputs in the past year.

The data also highlight a steady level interest in getting tested for HIV. The report identifies several different segments of the population which can be targeted differently depending on their current risk assessment and own interest in being tested for HIV.

Finally, this report continues to demonstrate the capacity-building and learning by the BBC World Service Trust's Research and Learning team and the Trust's research partners National Centre for Health Promotion, who have continued to develop their analytical quantitative skills to produce this report.