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BBG Audience Research and Research Methodology

Performance Culture: The BBG fosters a research-driven and performance-oriented culture. We use research as one means of measuring our reach and impact, and to analyze the media environments in which we operate.

Quality Research: The BBG's audience and market research is done in accordance with the highest professional standards via local market research firms around the world through a contract with the InterMedia Survey Institute. We also rely on industry experts like AC Nielsen for market data.

Investment in Research: Funding dedicated for research has increased from \$1.5 million in 2001 to over \$9 million today, with new markets opening up to research while some remain stubbornly closed.

Reliable and high quality research allows us to assess our effectiveness, and to tailor programming and delivery methods.

Measures: The BBG measures effectiveness in terms of the *size of our audience, the quality and reliability of our programming*, and whether our broadcasts *increase the audience's understanding* of current events and American society and policies.

The performance indicators are a best effort to measure each broadcast entity's performance level, as well as the combined BBG audience worldwide. The numerical size of the audience reflects the 'countable' audience, e.g. the number of listeners and viewers within a population projected from those identified in a scientific survey using probability sampling. Such scientifically conducted media surveys of populations outside of major urban areas and consumer markets are not standard in many commercially-supported studies, but are crucial to understanding BBG's audience and tracking performance.

Though the BBG surveys in over 70 countries, it cannot survey everywhere an audience *might possibly* exist, and may therefore reflect an undercount. Further, audience size, and its expression as a percentage of the adults within a population, is not the same as audience share or 'popularity', indicators sometimes cited by others' research or polls. It is, however, in keeping with the standards of the Conference of International Broadcasting Audience Researchers, a key indicator of success for international broadcasters in a local market.

To achieve maximum objectivity, measurements are performed independently of the elements being evaluated. The VOA, OCB, RFE/RL, RFA, and MBN audience research has been carried out by InterMedia, an outside research provider under a centralized contract to the BBG since 2001.

Reach: The standard measure of audience reach for the BBG and other international broadcasters such as the BBC and Deutsche Welle is the number of adults (15+) who "listened or viewed last week." By that measure, the BBG's audience has increased 65 percent since 2002.

Reliability/Credibility: Measures of audience perceptions of trustworthiness and credibility consist of the percent of those listening at least once a week who consider the station's news and information "very trustworthy/reliable" or "somewhat trustworthy/reliable" in an annual survey.

Understanding: The degree to which broadcasts enhance audience understanding of current events. The score consists of the percent of those listening or viewing at least once a week who say that the broadcasts have "increased their understanding of current events" "somewhat" or "a great deal" in an annual survey.

Hard to Reach Locales: In countries where information is tightly controlled and tuning in to foreign broadcasts is sometimes illegal or where populations are hard to access, audiences can be difficult to measure. Numbers for these hard to reach countries and regions (where we can only conduct non-representative surveys) such as Somalia, Cuba, North Korea, Tibet, and the Xinjiang Uyghur Autonomous Region are not included in our overall estimate.

Quantitative audience measurements are conducted through national and sub-national or urban surveys, using face-to-face interviews when possible and phone interviews in a few restricted environments.

Random probability sampling is used where possible, and sample sizes range from 1,000-5,000 respondents. Probability sampling means that survey participants are chosen such that each unit of the population has a known probability of being surveyed. The use of random probability sampling allows a researcher to make extrapolations to the wider population.

Non-representative surveys are surveys that do not employ random probability sampling, and thus cannot be extrapolated to the population. These would include surveys of diaspora or refugee populations.

The Broadcasting Board of Governors is an independent federal agency, supervising all U.S. government-supported, civilian international broadcasting, whose mission is inform, engage and connect people around the world in support of freedom and democracy. BBG broadcasts reach an audience of 187 million in more than 100 countries. BBG networks include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio and TV Martí).