

2017 Overseas Listener Satisfaction Survey Results

KBS WORLD Radio conducted this survey to provide better services and programs to our listeners. We thank you again for your response and would like to announce the survey results as follows.

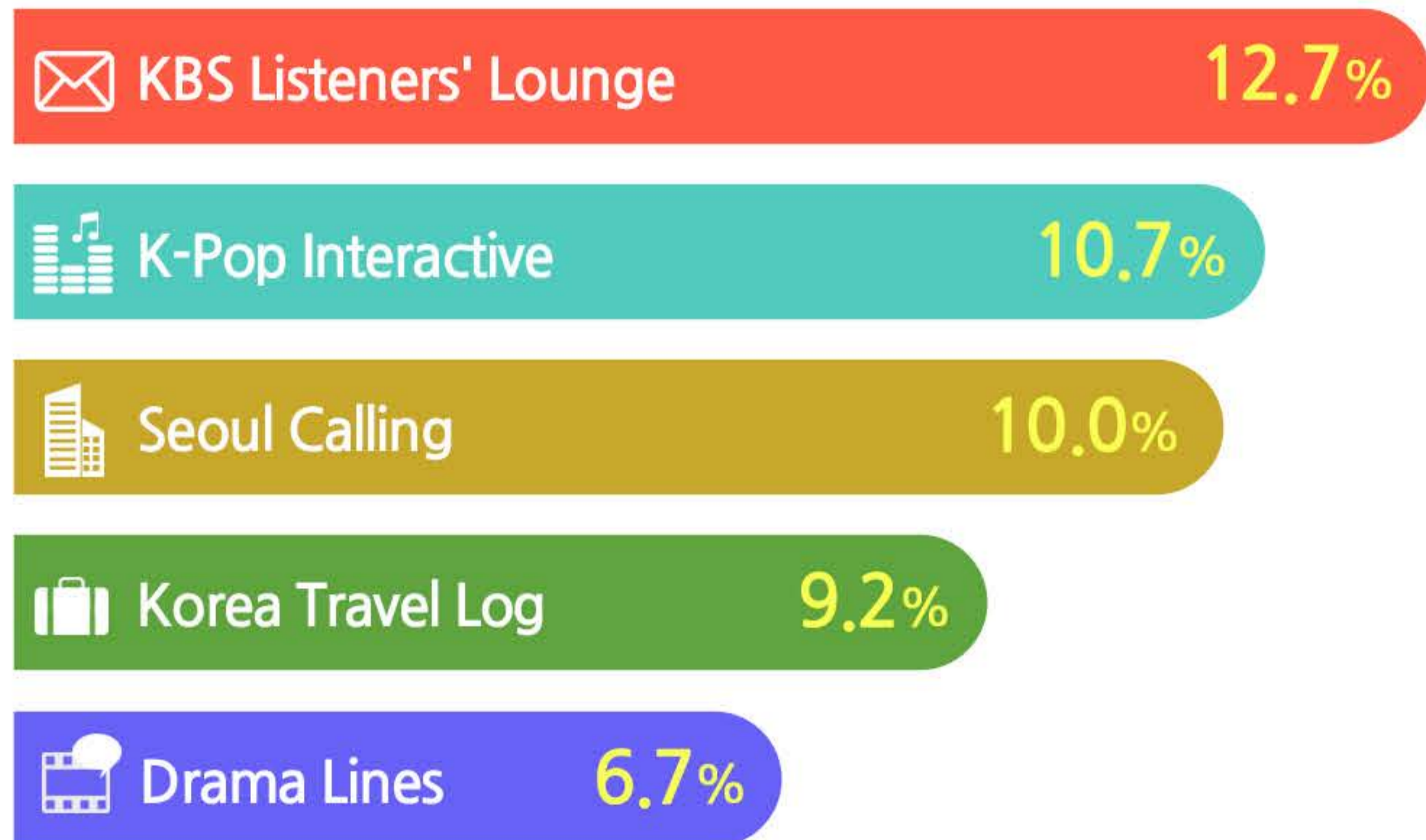
Survey period May 29, 2017 - Aug. 31, 2017 (mail survey), June 5 - July 5 (online survey)

Total number of participants 2,528 participants from 77 countries across 11 language sections

01. KBS WORLD Radio listener overall satisfaction level



02. Popular programs on KBS WORLD Radio

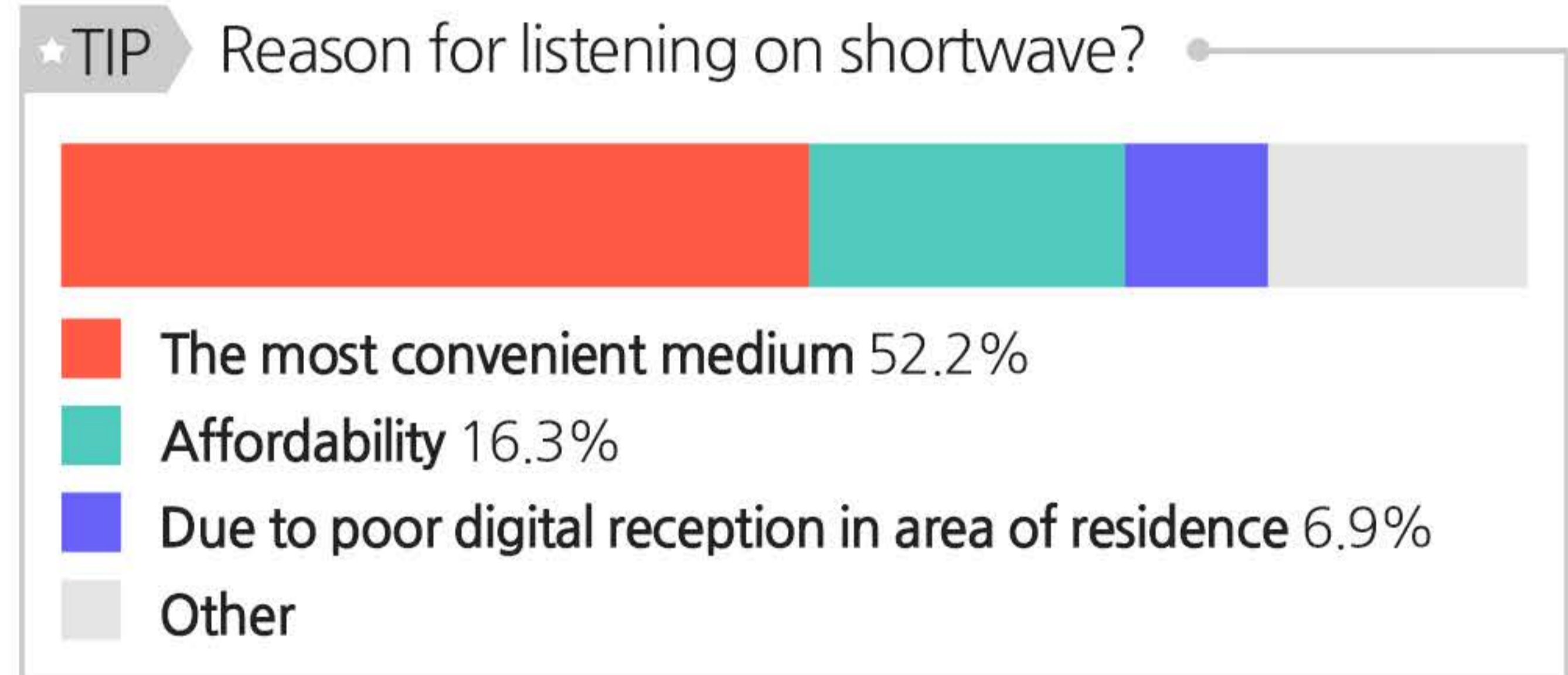
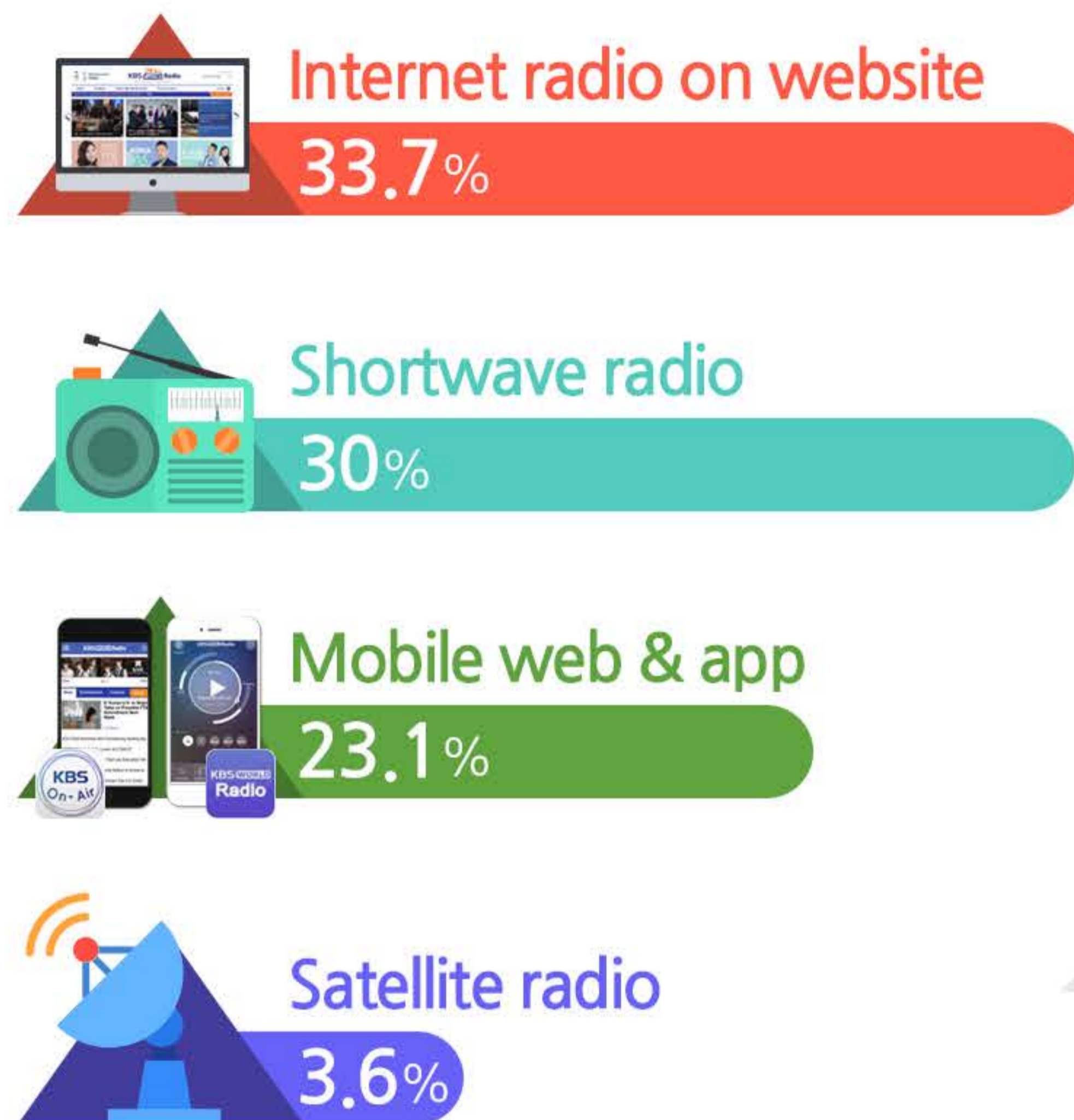


03. Satisfaction level by program genre

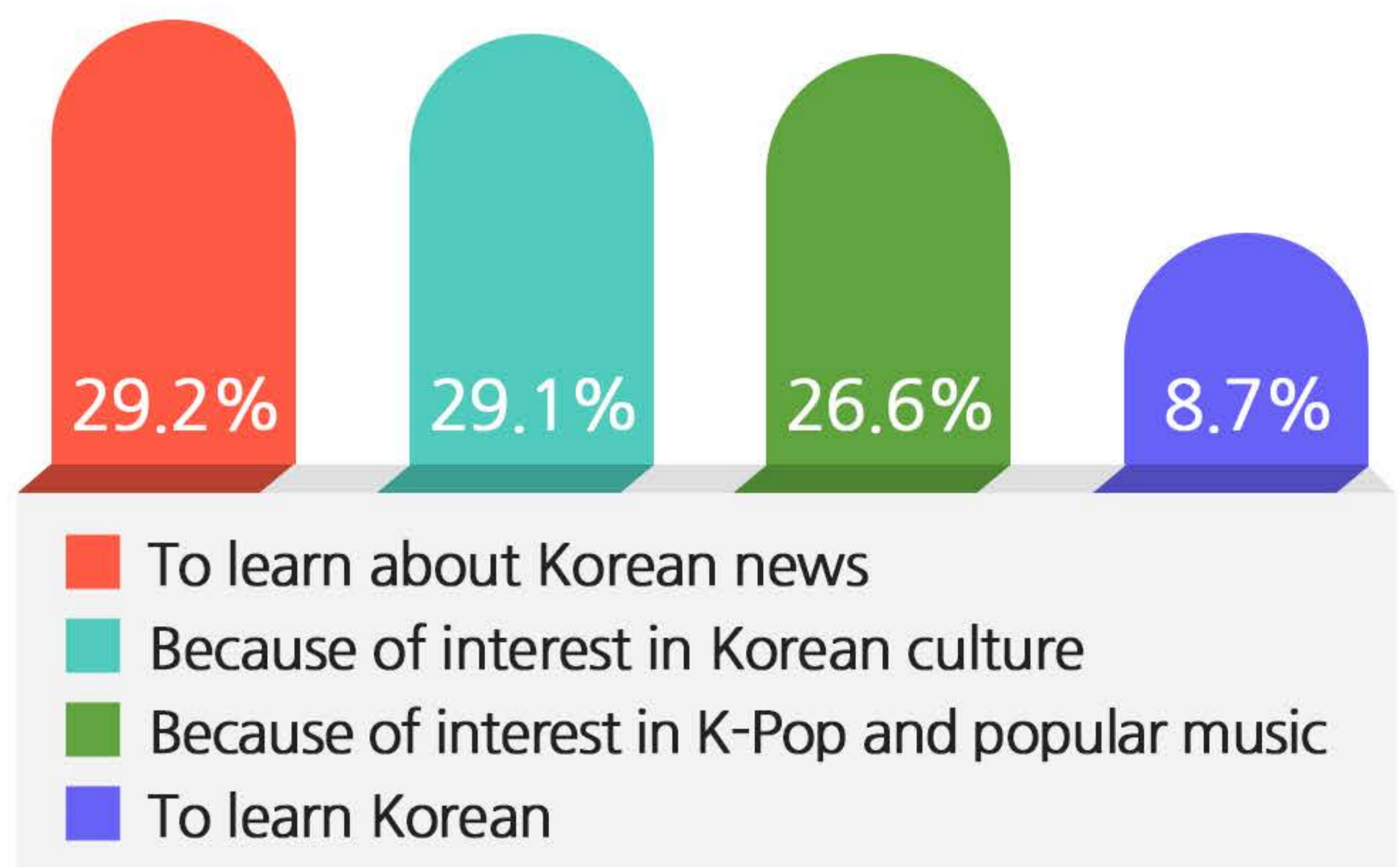
out of a maximum 100



04. How do you listen to KBS WORLD Radio?



05. Reason for listening to KBS WORLD Radio?



Special thanks to...

“ 27% of the survey participants were long-time listeners who have been tuning in to KBS WORLD Radio for over 10 years!! We look forward to your participation and support for the years to come! ”