

# 2018 Overseas Listener Satisfaction Survey Results

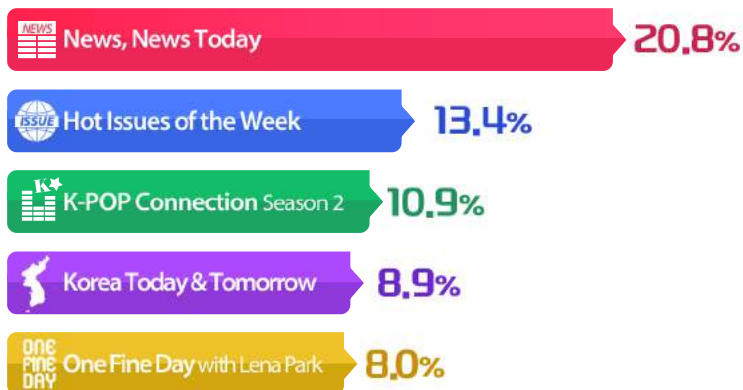
KBS WORLD Radio conducted this survey to provide better services and programs to our listeners. We thank you again for your response and would like to announce the survey results as follows.

- Survey period** June 8, 2018 - Aug. 31, 2018 (mail survey), Aug. 25, 2018 - Sept. 9, 2018 (online survey)
- Surveyed** Overseas listeners of any KBS WORLD Radio program aged 10 and older
- Total number of participants** 2,884 participants from 83 countries across 11 language sections

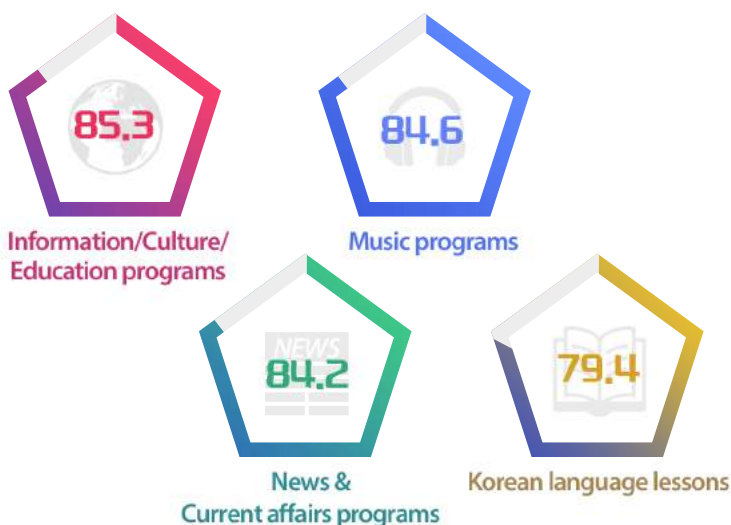
## 01 KBS WORLD Radio listener overall satisfaction level



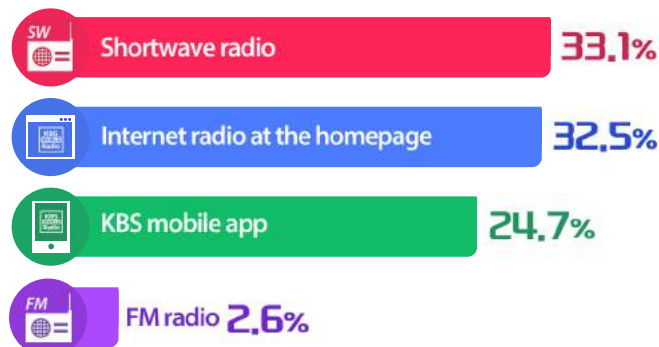
## 02 Popular programs on KBS WORLD Radio



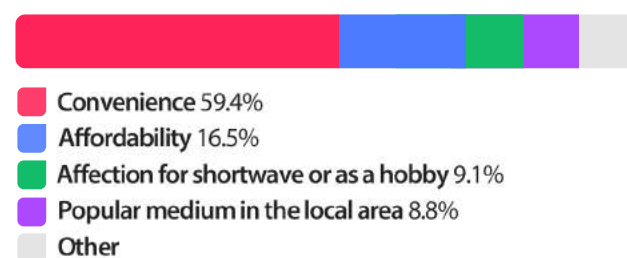
## 03 Satisfaction level by program genre



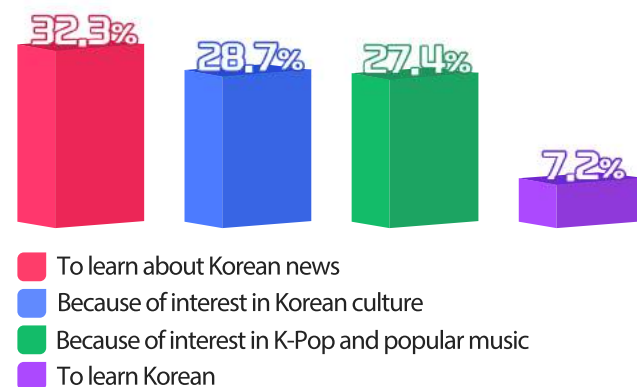
## 04 How do you listen to KBS WORLD Radio?



### TIP Reason for listening via shortwave



## 05 Reason for listening to KBS WORLD Radio



**KBS WORLD Radio** welcomes your feedback to our programs. Thank you again for taking part in the survey.