

Reporting Month: **March 2023**

Key Metrics for the reporting month



Callers who reached KMs

286,687

↑ 11% from previous month



Listeners

216,025

↑ 10% from previous month



Key Messages (KMs) Reached

602,978

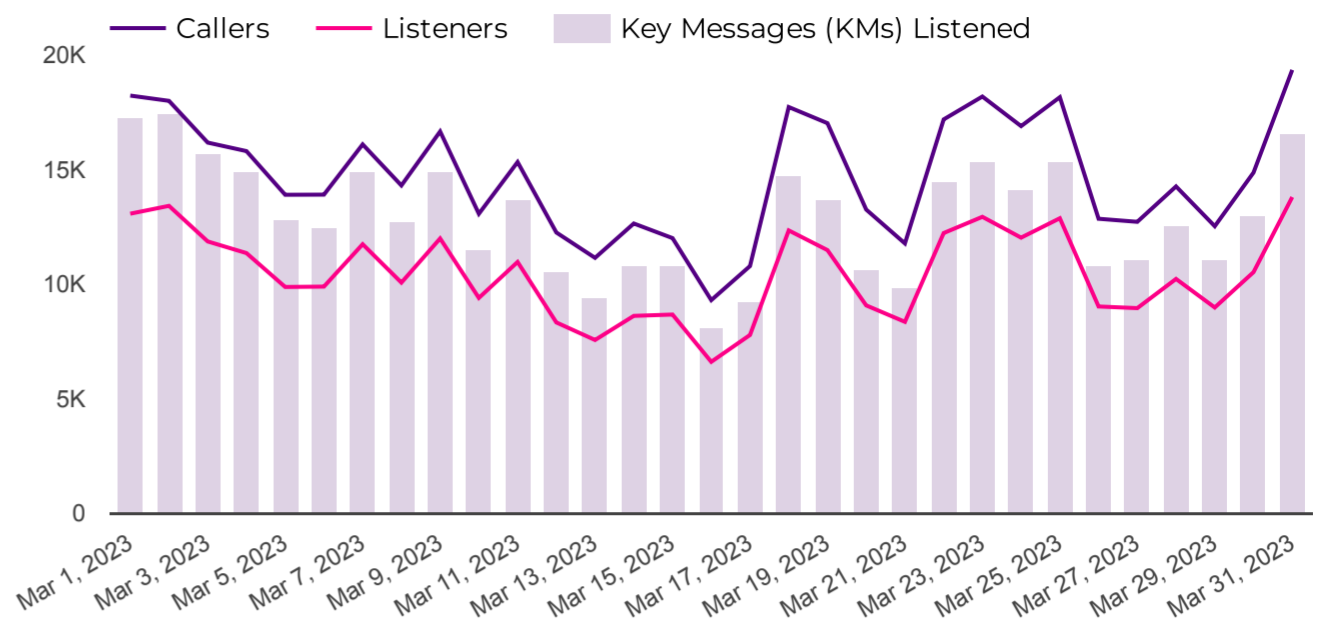
↑ 18% from previous month



Key Messages (KMs) Listened

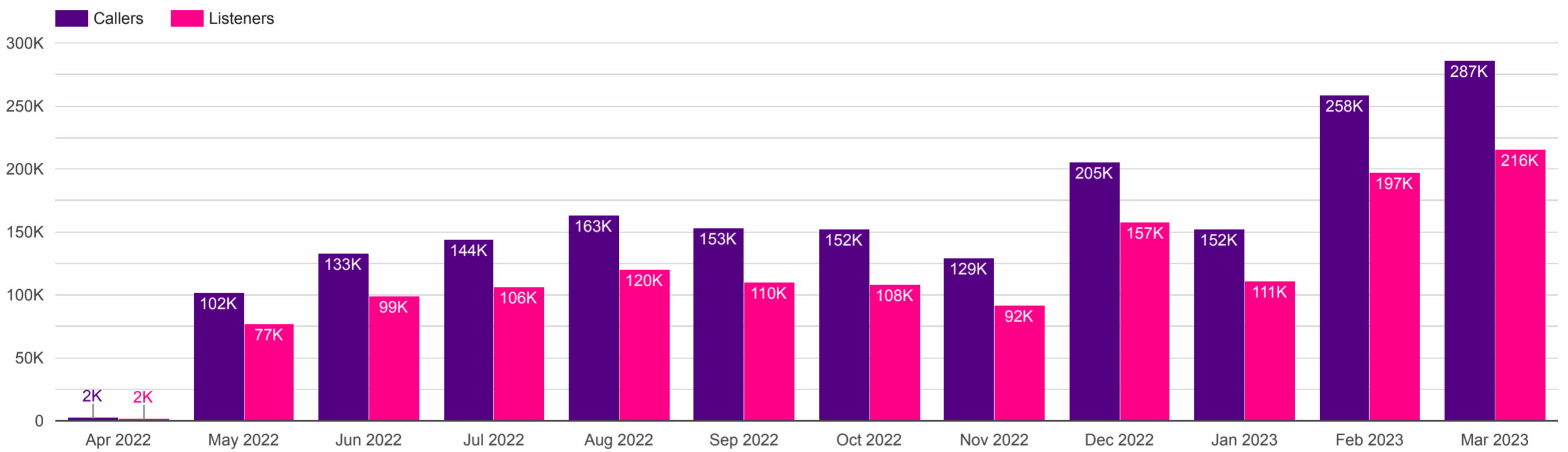
401,191

↑ 17% from previous month

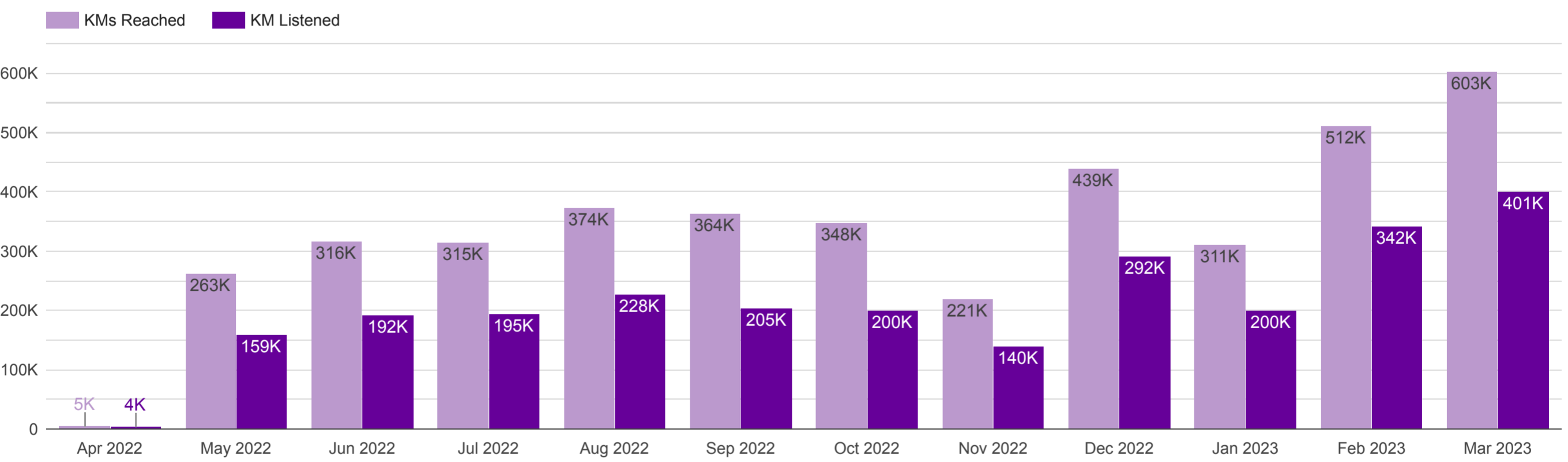


Key Metrics per Month for the past 12 months

Callers and Listeners



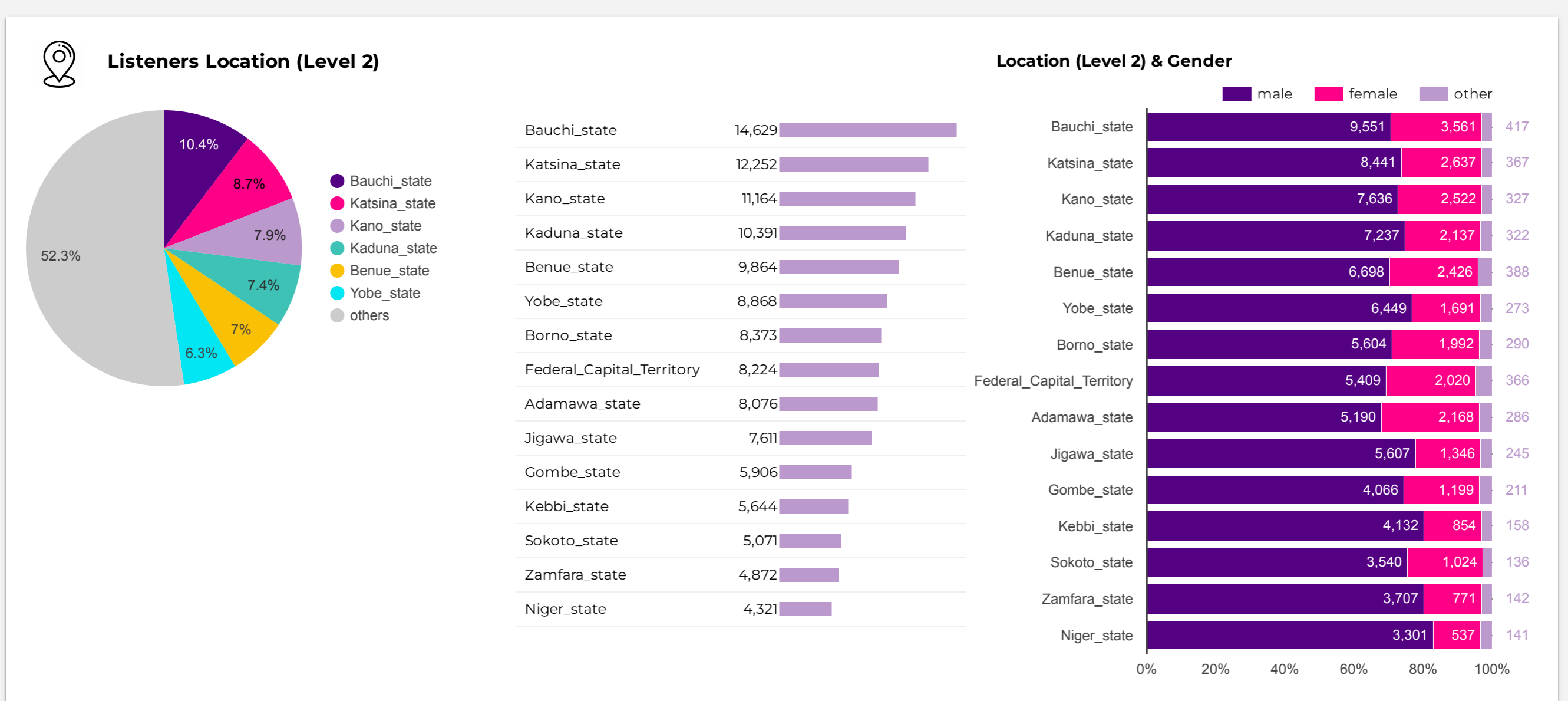
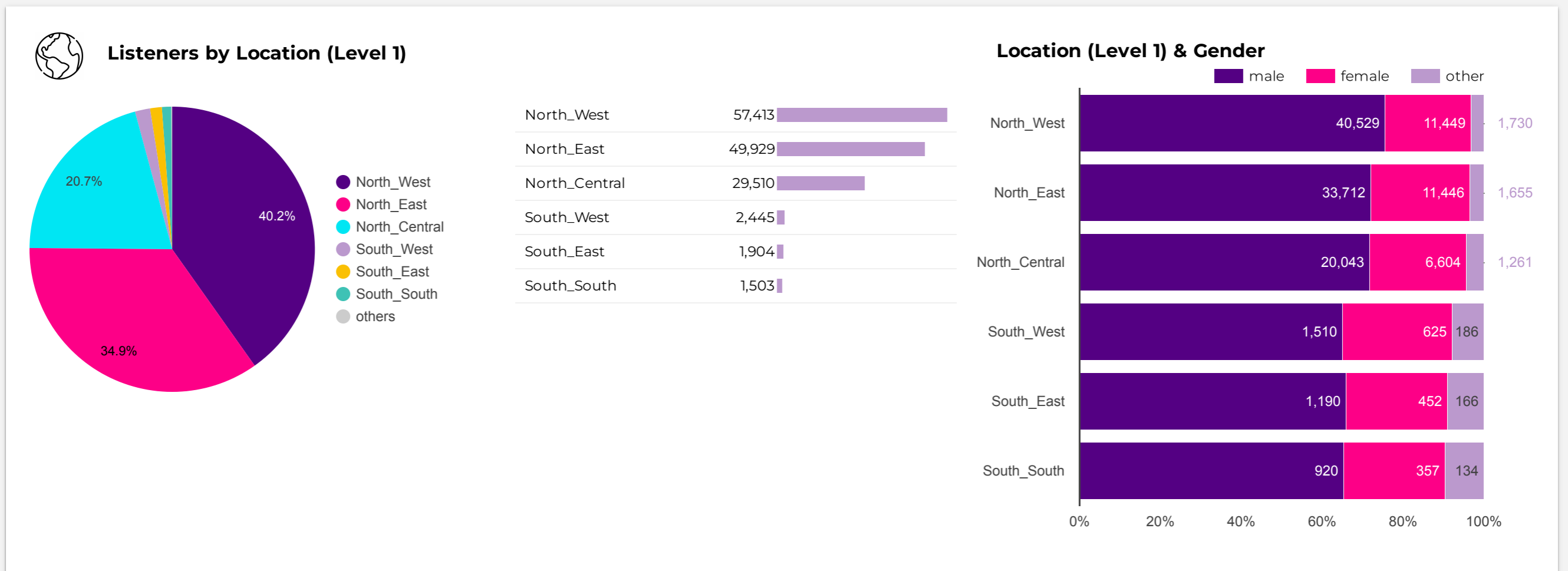
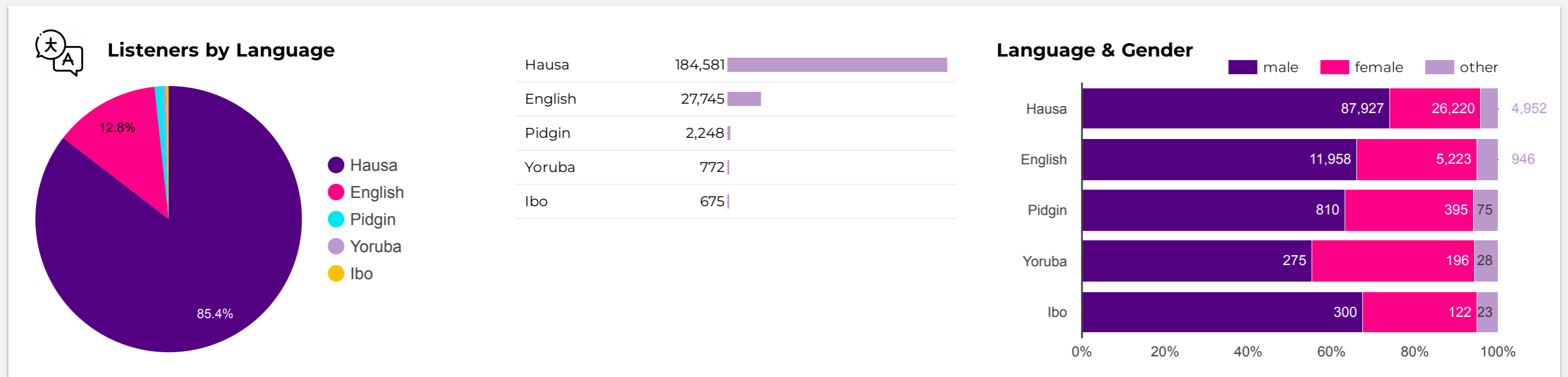
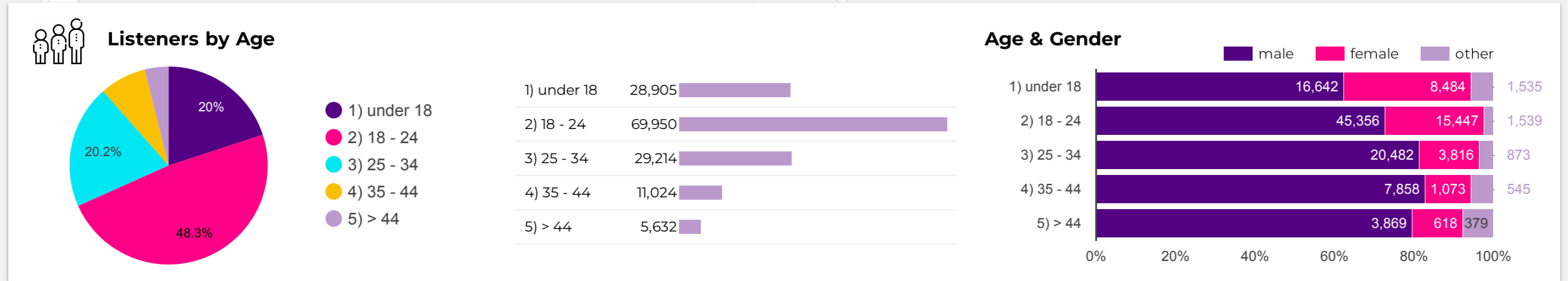
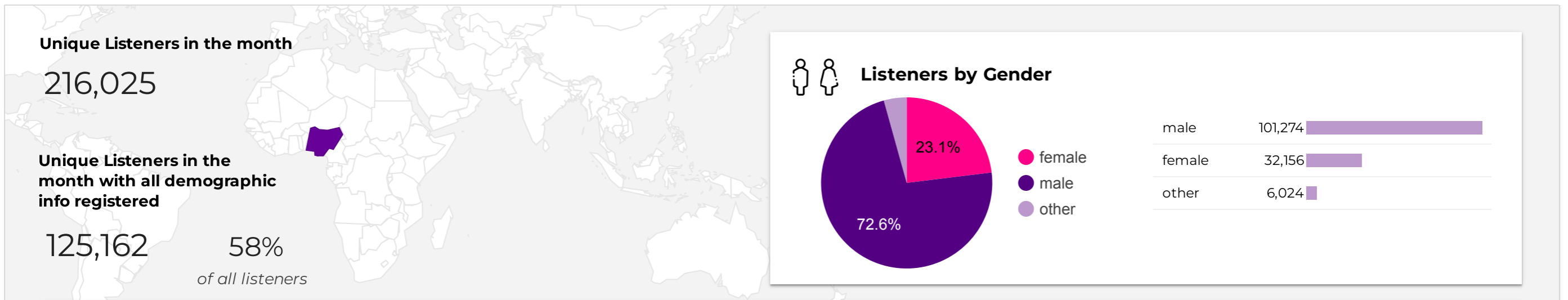
Key Messages (KMs) Reached vs. Listened per Month




































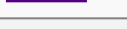

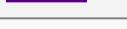

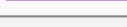

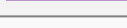


Key Metrics per Month

Month	Times content reached	Unique Callers	Unique Listeners	Caller to Listener Conversion (%)	Female listeners	Male listeners	KMs Listened	Avg KMs per Listener	Total minutes listened to KMs
Apr 2022	5,173	2,496	1,748	70%	360	848	3,941	2.3	7,890
May 2022	262,529	102,021	77,352	76%	9,594	23,345	159,352	2.1	406,651
Jun 2022	316,433	132,911	99,422	75%	9,918	24,526	191,866	1.9	537,417
Jul 2022	315,123	144,252	106,264	74%	8,654	22,271	194,687	1.8	564,127
Aug 2022	373,730	163,378	120,449	74%	9,327	25,462	228,075	1.9	670,763
Sep 2022	364,094	153,002	110,044	72%	12,737	37,217	204,644	1.9	610,194
Oct 2022	347,844	152,441	108,387	71%	14,162	40,343	200,188	1.8	592,899
Nov 2022	220,526	129,039	91,749	71%	13,157	37,305	140,061	1.5	427,205
Dec 2022	438,939	205,134	157,464	77%	24,405	66,184	291,645	1.9	816,890
Jan 2023	311,102	152,057	111,185	73%	18,053	52,196	199,549	1.8	579,540
Feb 2023	511,861	258,401	196,813	76%	27,894	90,971	342,464	1.7	955,669
Mar 2023	602,978	286,687	216,025	75%	32,156	101,274	401,191	1.9	1,198,288

Listener Demographics



Performance of Individual Key Messages (KMs)

	Title	Theme	Times reached [▼]	Times listened	Callers	Listeners	Caller to Listener Conversion	% Listeners (Female)	% Listeners (Male)
1.	Meaning of Gender Based Violence	gender	158,449	113,050	144,491	110,959	77%	23% 	73% 
2.	Types or Forms of Gender based Violence	gender	107,723	74,348	97,676	72,605	74%	22% 	74% 
3.	Useful tips in handling Gender Based Violence	gender	85,756	49,199	74,107	47,574	64%	22% 	74% 
4.	How to help your family and community in times of Gender Based Violence	gender	55,917	37,476	50,682	36,528	72%	21% 	75% 
5.	how not to perpetuate Gender Based Violence as a Man	gender	38,909	25,453	34,285	24,789	72%	21% 	75% 
6.	Importance of Covid19 Prevention	health	34,344	20,806	30,069	20,129	67%	20% 	75% 
7.	Gidan Zuman Ahmed Story Ep 1	drama	30,931	15,414	25,194	13,676	54%	33% 	62% 
8.	Importance of wearing masks	health	23,575	16,010	21,425	15,631	73%	20% 	75% 
9.	Importance of getting vaccinated against Covid19	health	18,512	12,766	16,811	12,414	74%	19% 	76% 
10.	Maintaining personal and environmental hygiene during covid	health	14,422	10,278	13,261	10,039	76%	18% 	76% 
11.	Maintaining social distance	health	11,790	8,518	10,756	8,268	77%	18% 	76% 
12.	Gidan Zuman Ahmed Story Ep 2	drama	7,183	5,478	6,085	5,003	82%	38% 	56% 
13.	Gidan Zuman Ahmed Story Ep 3	drama	4,022	3,112	3,361	2,865	85%	39% 	55% 
14.	Gidan Zuman Ahmed Story Ep 4	drama	2,637	2,048	2,226	1,921	86%	40% 	53% 
15.	Impact of Covid19 on Agriculture and Crop Diversification.	ag	2,058	1,632	1,596	1,261	79%	16% 	80% 
16.	Saving and spending for farmers during Covid19	ag	1,568	1,223	1,286	1,009	78%	13% 	83% 
17.	Gidan Zuman Ahmed Story Ep 5	drama	1,566	1,313	1,389	1,271	92%	43% 	50% 
18.	Gidan Zuman Ahmed Story Ep 6	drama	1,136	928	1,008	893	89%	45% 	50% 
19.	Exploring New Markets and Investing during Covid19	ag	1,019	872	870	743	85%	12% 	84% 
20.	Mechanized farming during Covid19.	ag	744	677	635	586	92%	13% 	83% 
21.	Best post harvest practices during covid19.	ag	717	590	627	533	85%	13% 	84% 

Glossary

**Caller**

Unique phone number that dials the 3-2-1 Service and reaches the partner content.

**Listener**

Unique caller that listens to 75% or more of at least one of a partner's Key Messages (KMs).

**Key Message (KM)**

Content with beneficial Social & Behaviour Change Communication (SBCC) information.

**Average KMs per Listener**

The average number of Key Messages (KMs) a listener has listened to. It is calculated as the total number of KMs listened in the month, divided by the number of unique listeners in the month.

**Caller to Listener (C2L) Conversion**

The percentage of callers that are converted into listeners. It is calculated as the number of people listening to the content divided by the number of people reaching content.

**Demographics**

Gender, age, language & geographic location information of the listeners