

# Studio Hironnelle-DRC's audience

Studio Hironnelle-DRC is a Fondation Hironnelle project established in the Democratic Republic of Congo (DRC) since 2014. Its goal is to help strengthen democracy in the country by improving the engagement of Congolese citizens, particularly women and young people, in public life through professional and committed media. Its programmes are broadcast in five languages (French, Lingala, Kikongo, Tshiluba, Swahili) via a network of 23 television stations and 124 partner radio stations, thereby covering the entire territory of the country.



An audience study conducted in November 2024 showed that 2,5% of Congolese people listen to Studio Hironnelle-DRC every week, which represents around 1,5 million people. In the eastern part of the country, about 405 000 people listen to it weekly. This number is likely much higher since 2025, thanks to a new partnership with Radio Okapi (listened to daily by 12% of the population), which enables a weekly rebroadcast of all content produced by the studio. The studio is also followed by 60 000 subscribers on social media, mainly TikTok, Facebook and YouTube.

- 85% of listeners trust the information shared by the studio, and 57% have recommended it to others.
- 71% of listeners find the studio's programmes useful. Among them, 7% say they are essential to their lives.
- When asked what impact the studio had on their lives, listeners said they appreciated the fact that it helped them understand current events in the DRC (23%) and provided them with access to reliable local information (17%).



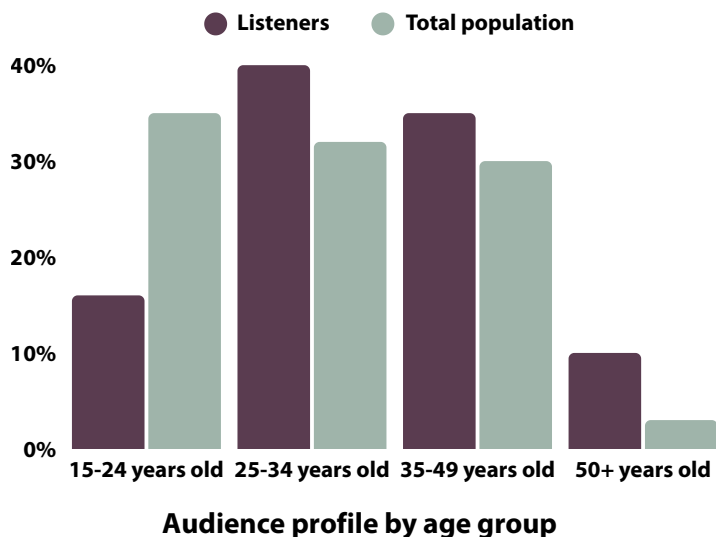
Studio Hironnelle-DRC's radio partners

## Methodology

The audience study was conducted by IMMAR in October and November 2024 in eight cities across the DRC: Kinshasa, Matadi, Kisangani, Lubumbashi, Mbuji Mayi, Goma, Bukavu and Bunia. The total sample size is 4 292 people aged 15 and over, interviewed face-to-face. The sample was designed based on representative quotas for each city according to socio-demographic criteria: gender, age, socio-professional category and educational level.

# Studio Hirondelle-DRC audience profile

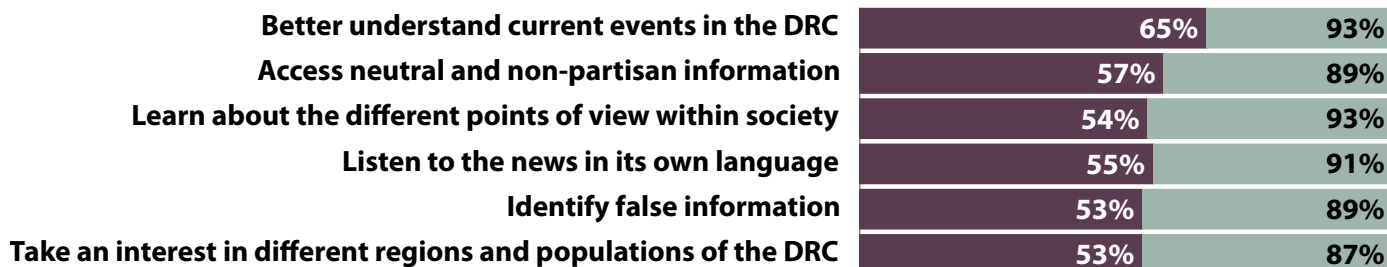
Studio Hirondelle-DRC's audience is composed of 67% men and 33% women, mostly aged over 25. It reaches people of all education levels and socio-economic backgrounds.



Broadcasting Studio Hirondelle-DRC's programmes in five local languages is essential to reach all segments of society. All broadcast languages reach an audience, with a higher proportion of listeners participating in this study tuning in to programmes in French and Swahili.

## Listeners' perceptions

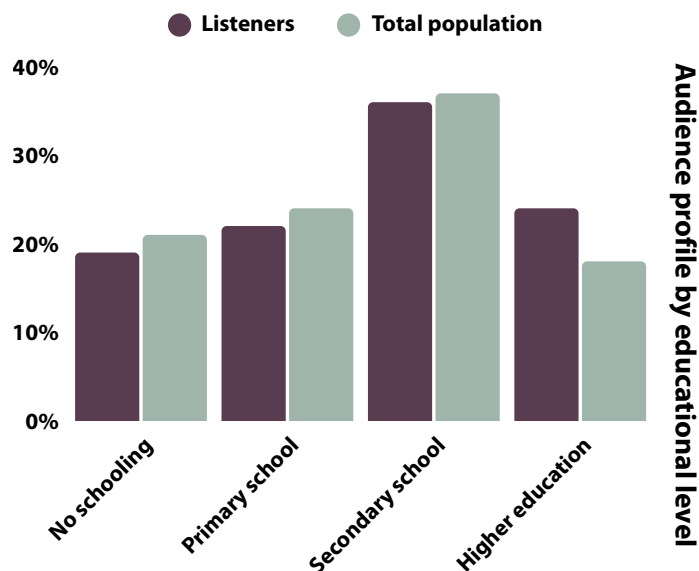
Studio Hirondelle-DRC listeners consider that its programmes allow them to:



What Studio Hirondelle-DRC's programmes bring to audiences



*"Fondation Hirondelle's media always give a voice to all parties involved before broadcasting any information. This constant commitment to balance and pluralism strengthens the trust we have in them."* Listener of a partner radio station, Kinshasa, 16 July 2025



95% of Studio Hirondelle-DRC's programmes are listened to via radio, which remains the country's main media outside the capital, Kinshasa. Among Congolese people, 92% have a radio in their household, and 72% consider radio to be the most trusted media when an event occurs in the country.

