

# Citizen access to information in Vanuatu

Land issues



May 2013

# Introduction

The **Citizen Access to Information in Vanuatu** study was designed to assess the information needs and media and communication habits of Vanuatu citizens, and their attitudes towards development issues in order to help the development, media and policy community better understand community needs and optimise their citizen engagement strategies in Vanuatu.

Specifically, the study focused on the following objectives:

- To assess the information needs and wants of Vanuatu citizens, identify information gaps and identify key sources of information on priority information issues.
- To examine media access, media consumption patterns and trust in media among different population subgroups and identify the key barriers to media access and use.
- To understand citizens' preferences for different media types, media formats and genres. This includes obtaining insights into media's unique strengths, perceived shortcomings and the extent to which they fulfil citizen's information needs.
- To explore citizens' perceptions of development aid and their attitude towards international organisations and entities working in Vanuatu, including AusAID.
- To gauge the impact of communication efforts related to civic participation and explore attitudes and behaviour related to domestic violence and land issues.

The study was based on a mixed-method approach and included two research phases:

- PHASE 1 consisted of a qualitative study, which involved 26 focus groups across the Shefa, Sanma, Penama and Malampa provinces. All focus groups were conducted between October and December 2012.
- PHASE 2 included a representative face-to-face quantitative survey, based on a random sample of 1,338 citizens aged 15 years and above, living in urban and rural areas of Shefa, Sanma, Penama, Malampa, Tafea and Torba. The survey used a multi-stage stratified random sampling design, based on provincial stratification. The sample of primary sampling units in each province was based on a random sampling procedure to ensure representation of the population living in those provinces in terms of age, education, socio-economic status and urban-rural split. The respondents were selected at random, based on the in-household recruitment. The selection of households was done by a random route method defined in the sampling plan. Weighting was applied to the survey results in order to replicate the national profile based on age, education and province. Please note, all bases cited in this report are unweighted.

Research reports for this study include:

- The main report, which covers the key findings of the study; and,
- Four topic reports on the media access and media use in Vanuatu, domestic violence, land issues and health issues.

**This topic report (3/4) focuses on the perceptions and attitudes of Vanuatu citizens towards LAND ISSUES.**

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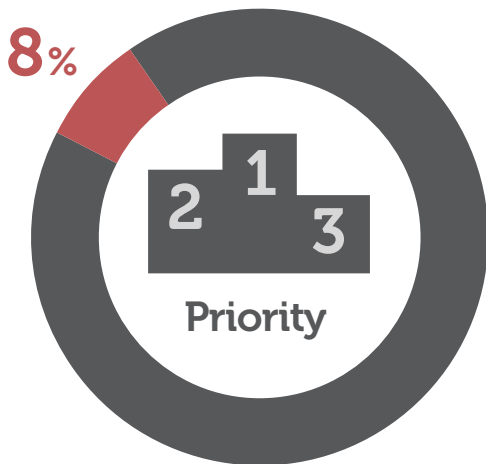
This report is based on research commissioned by ABC International Development (ABC ID) and funded by the Australian Agency for International Development (AusAID). The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of ABC ID or AusAID.

For more information about the Citizen Access to Information study, please contact:

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### Land issues as a priority information topic

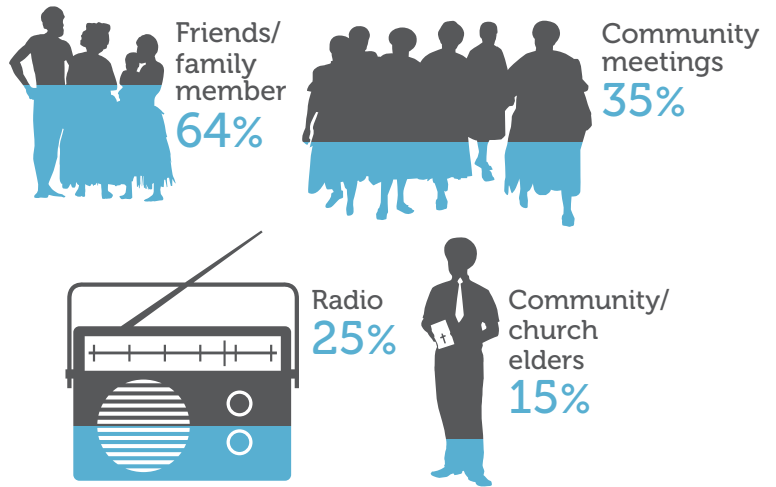
The share of respondents who identified land issues as a priority information topic



Base: 1,099 respondents who provided a valid answer, 15+

### Top sources

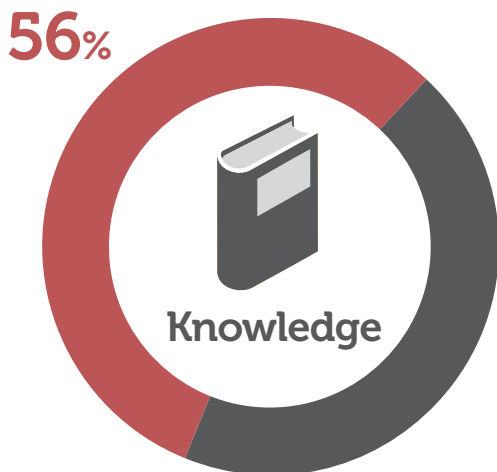
The share of respondents who use the source for information on land issues



Base: 972 respondents who received information about land issues before, 15+

### Overall knowledge of land issues

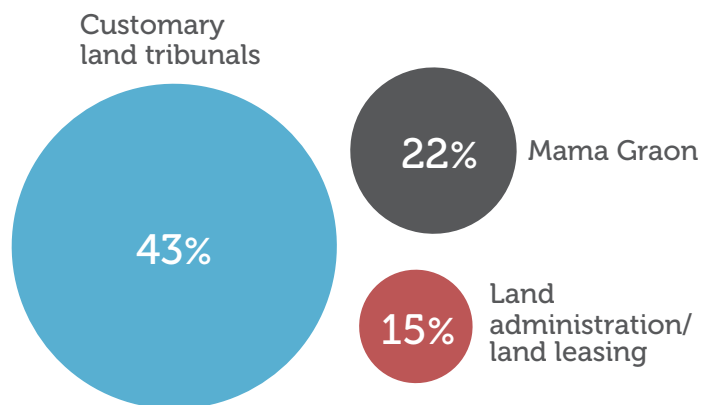
The share of respondents who know a lot/a fair amount about land issues<sup>1</sup>



Base: 1,338 respondents, 15+

### Top land issues citizens received information about

The share of respondents who cited each of the issues



Base: 972 respondents who specified the source from which they received information about land issues, 15+

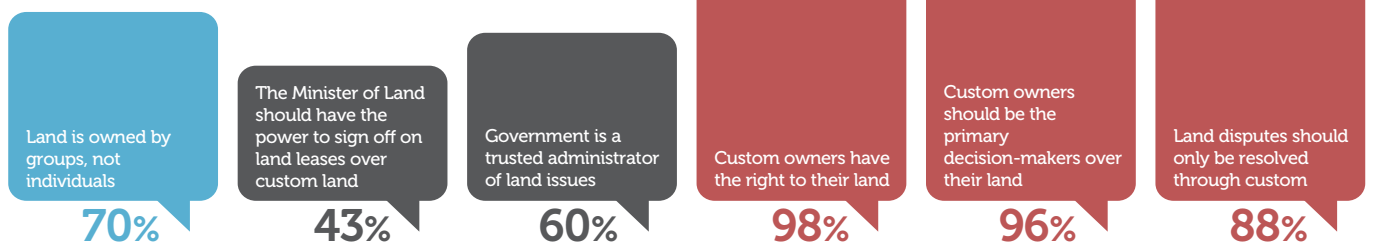
### Attitudes toward land issues

The share of respondents who agreed with the statement

#### Ownership

#### The role of government

#### The role of custom



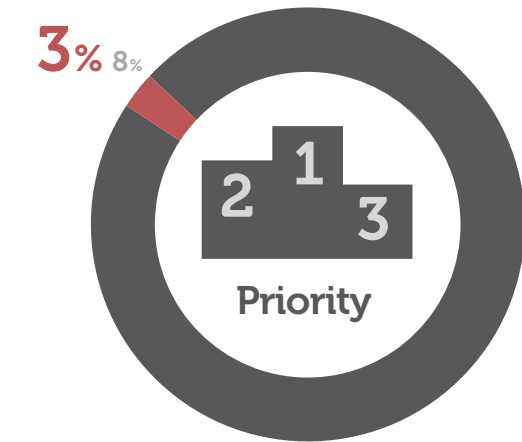
Base: 1,338 respondents, 15+

<sup>1</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

**Land issues as a priority information topic**

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

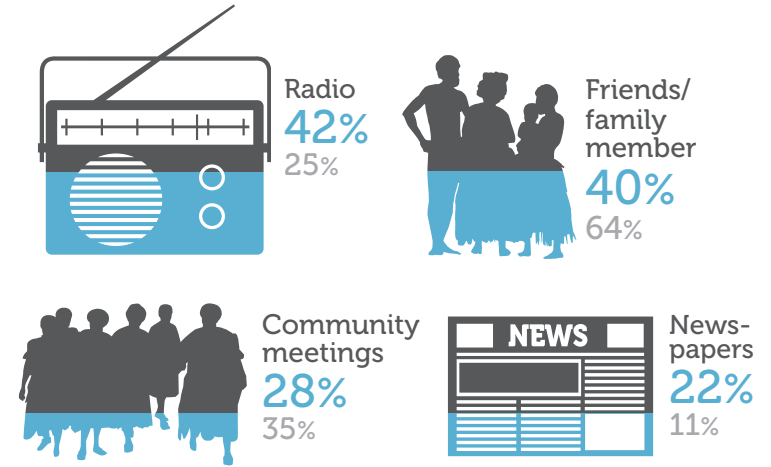


Base: 328 respondents in Shefa who provided a valid answer, 15+

**Top sources**

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

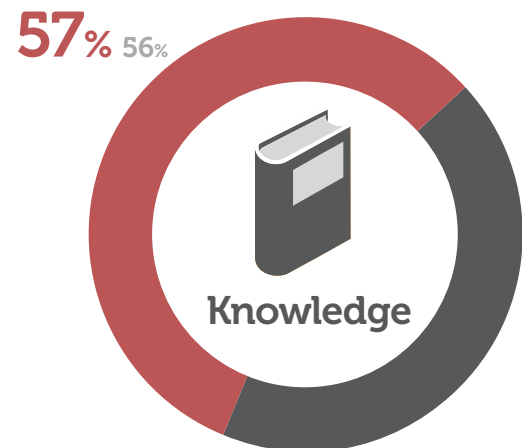


Base: 306 respondents who received information about land issues before, 15+

**Overall knowledge of land issues**

The share of respondents who know a lot/a fair amount about land issues<sup>2</sup>

■ National average figure is displayed in light grey colour

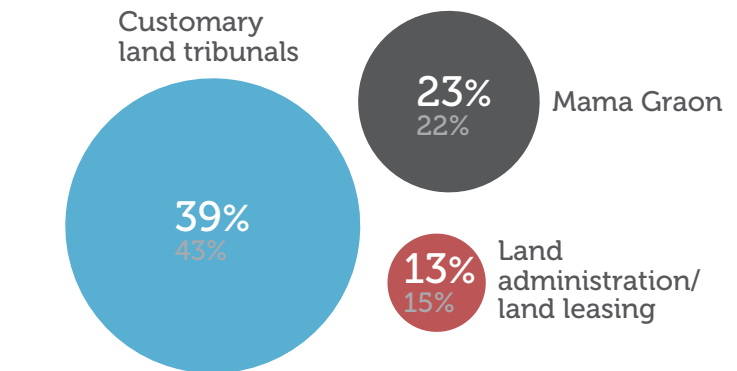


Base: 406 respondents in Shefa, 15+

**Top land issues citizens received information about**

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

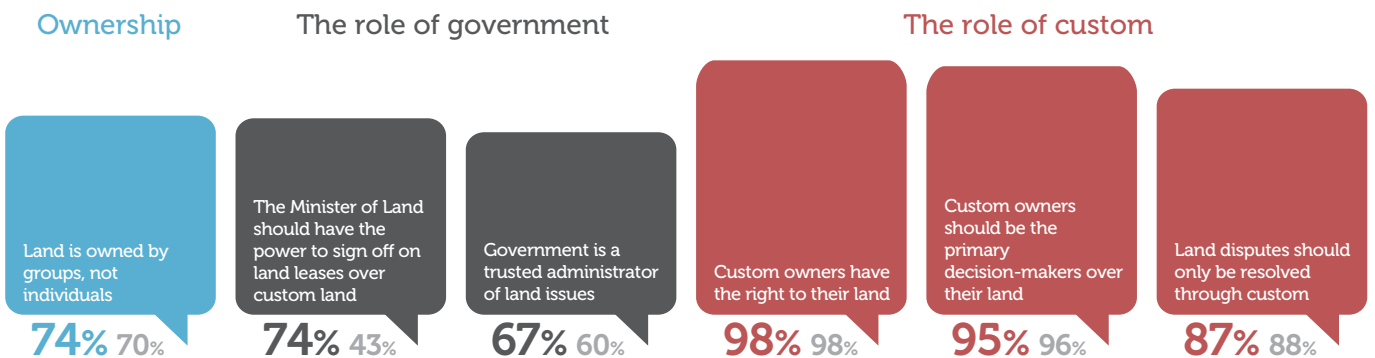


Base: 306 respondents who specified the source from which they received information about land issues, 15+

**Attitudes toward land issues**

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



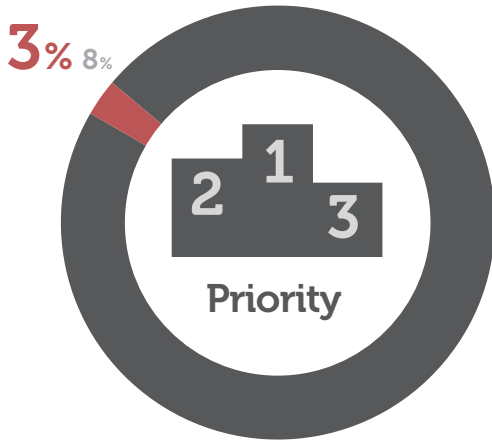
Base: 406 respondents in Shefa, 15+

<sup>2</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

**Land issues as a priority information topic**

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

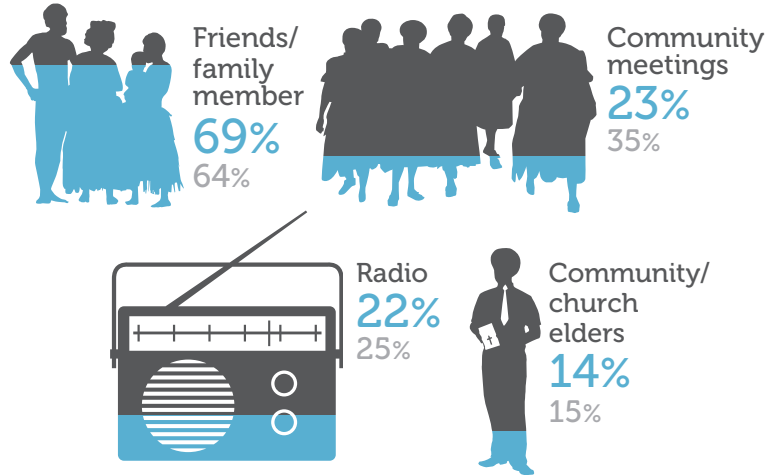


Base: 204 respondents in Sanma, 15+

**Top sources**

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

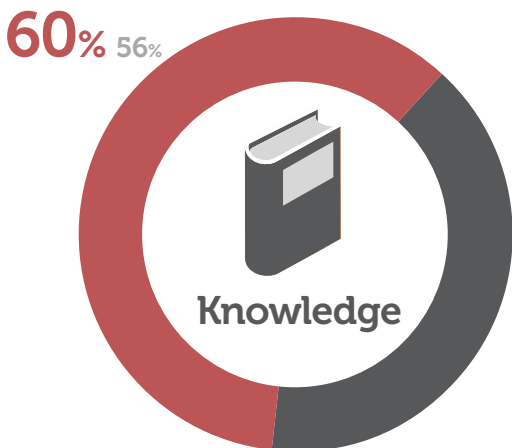


Base: 182 respondents who received information about land issues before, 15+

**Overall knowledge of land issues**

The share of respondents who know a lot/a fair amount about land issues<sup>3</sup>

■ National average figure is displayed in light grey colour

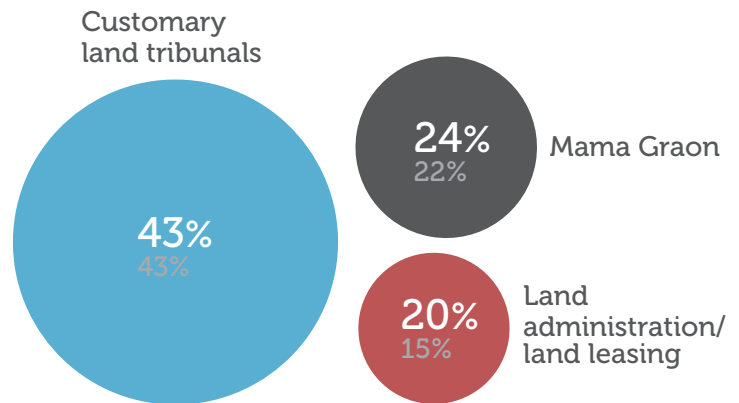


Base: 204 respondents in Sanma, 15+

**Top land issues citizens received information about**

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

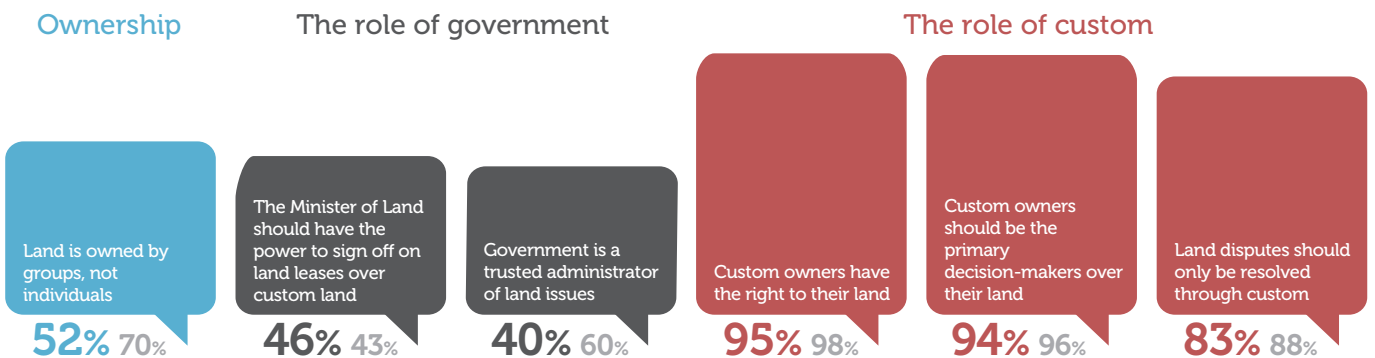


Base: 182 respondents who specified the source from which they received information about land issues, 15+

**Attitudes toward land issues**

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



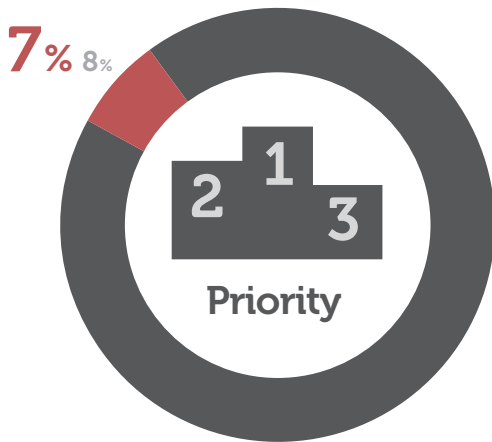
Base: 204 respondents in Sanma, 15+

<sup>3</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

**Land issues as a priority information topic**

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

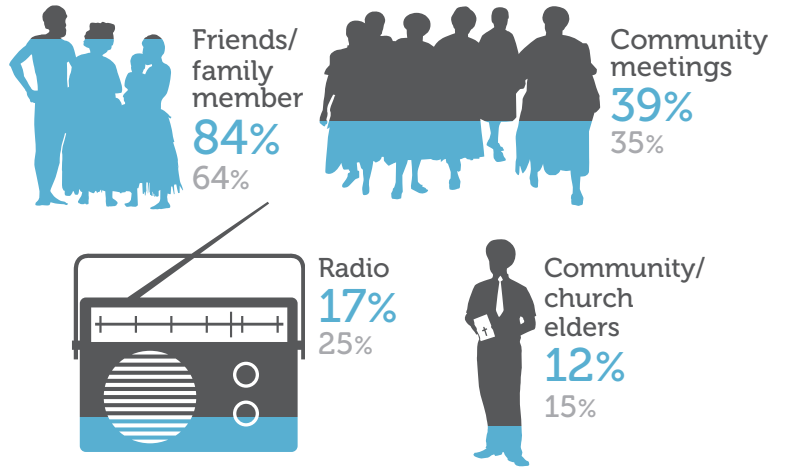


Base: 134 respondents in Malampa, 15+

**Top sources**

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

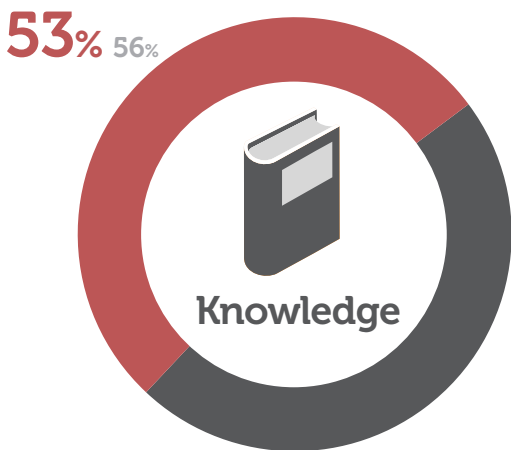


Base: 125 respondents who received information about land issues before, 15+

**Overall knowledge of land issues**

The share of respondents who know a lot/a fair amount about land issues<sup>4</sup>

■ National average figure is displayed in light grey colour

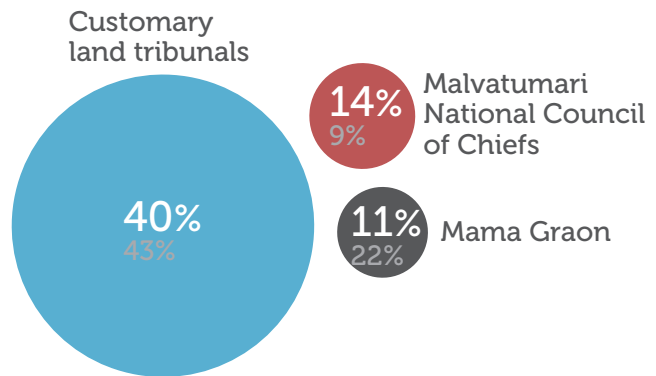


Base: 182 respondents in Malampa, 15+

**Top land issues citizens received information about**

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

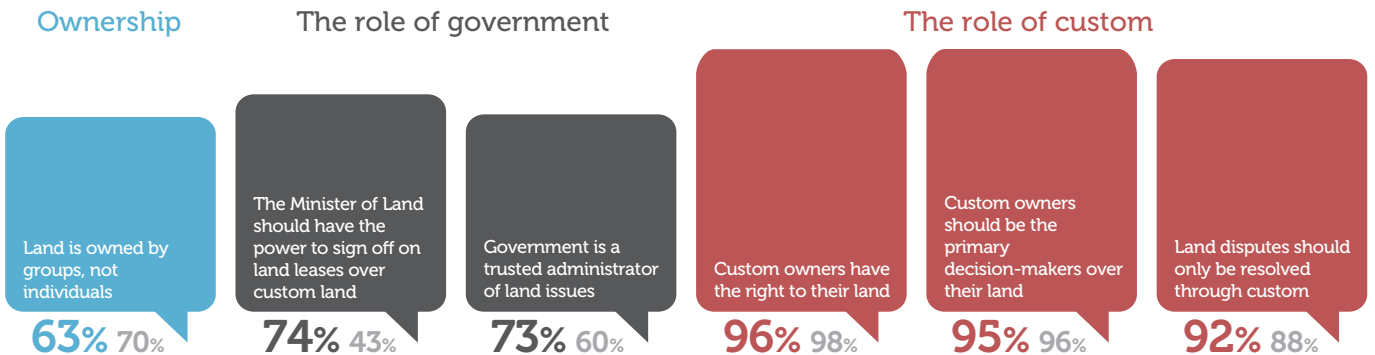


Base: 125 respondents who specified the source from which they received information about land issues, 15+

**Attitudes toward land issues**

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



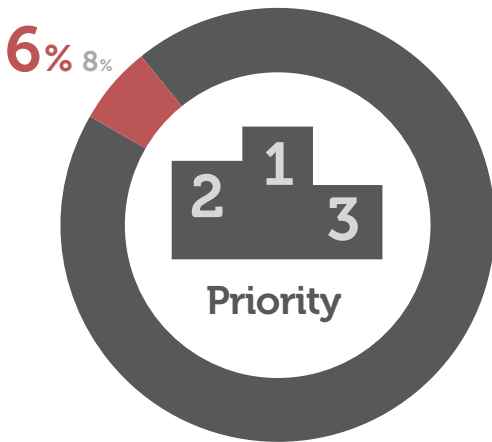
Base: 182 respondents in Malampa, 15+

<sup>4</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

**Land issues as a priority information topic**

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

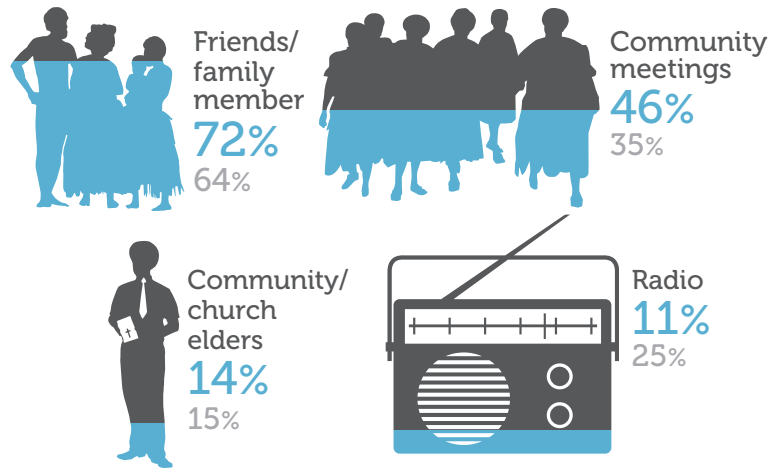


Base: 131 respondents in Penama, 15+

**Top sources**

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

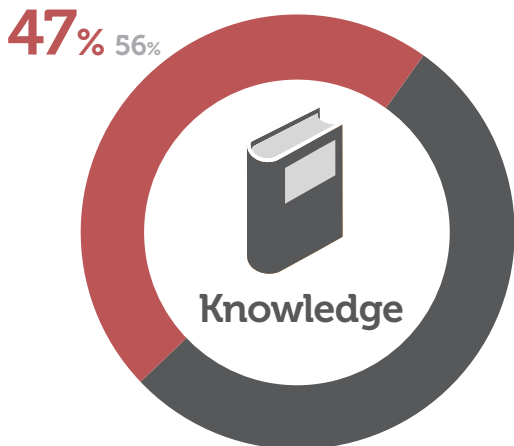


Base: 123 respondents who received information about land issues before, 15+

**Overall knowledge of land issues**

The share of respondents who know a lot/a fair amount about land issues<sup>5</sup>

■ National average figure is displayed in light grey colour

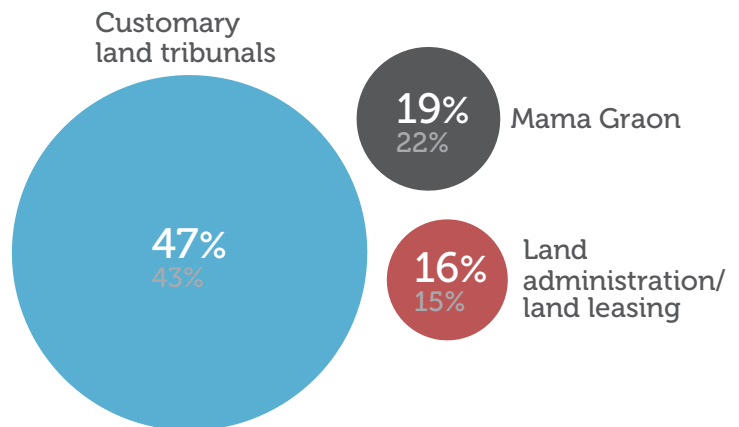


Base: 171 respondents in Penama, 15+

**Top land issues citizens received information about**

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

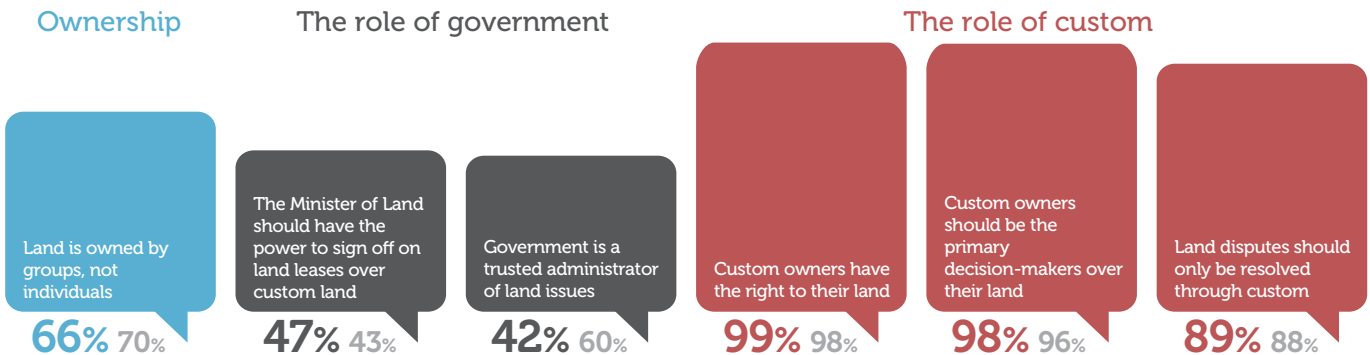


Base: 123 respondents who specified the source from which they received information about land issues, 15+

**Attitudes toward land issues**

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



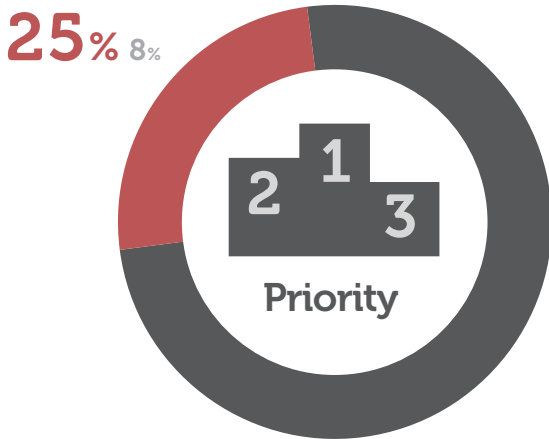
Base: 171 respondents in Penama, 15+

<sup>5</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

### Land issues as a priority information topic

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

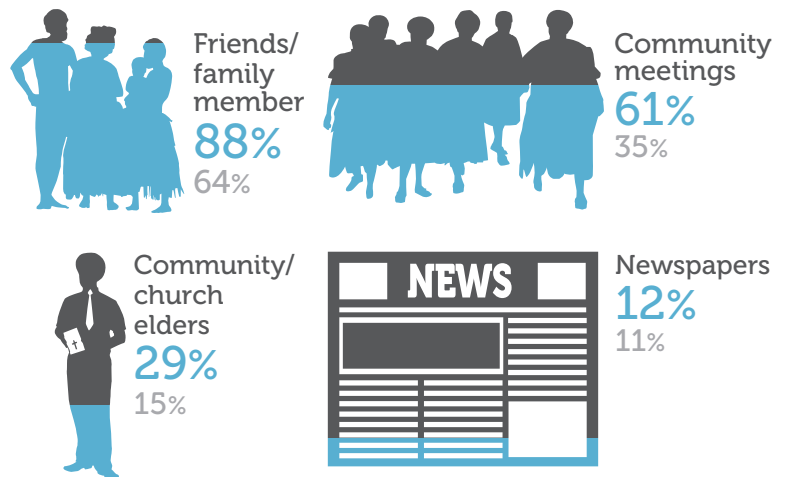


Base: 149 respondents in Tafea, 15+

### Top sources

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

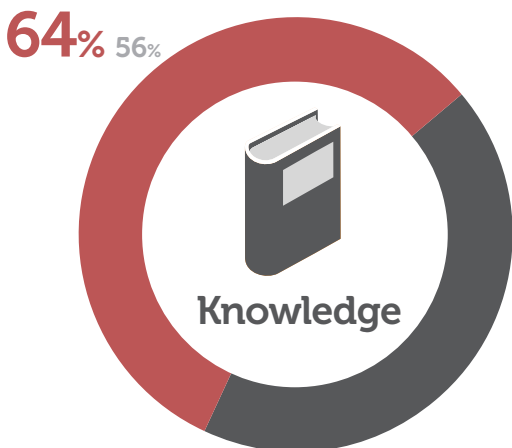


Base: 137 respondents who received information about land issues before, 15+

### Overall knowledge of land issues

The share of respondents who know a lot/a fair amount about land issues<sup>6</sup>

■ National average figure is displayed in light grey colour

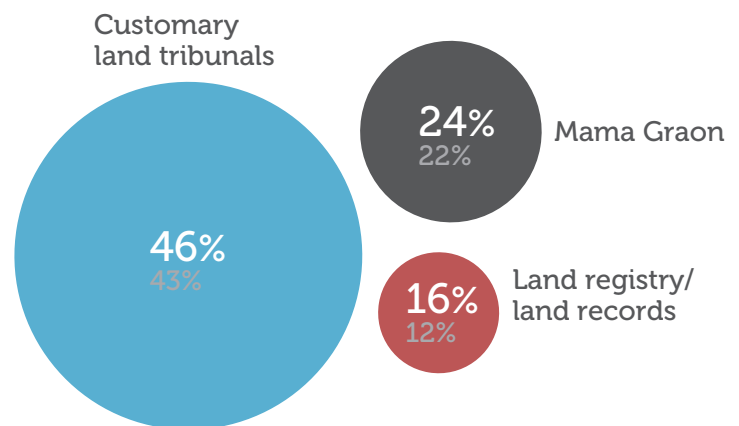


Base: 181 respondents in Tafea, 15+

### Top land issues citizens received information about

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

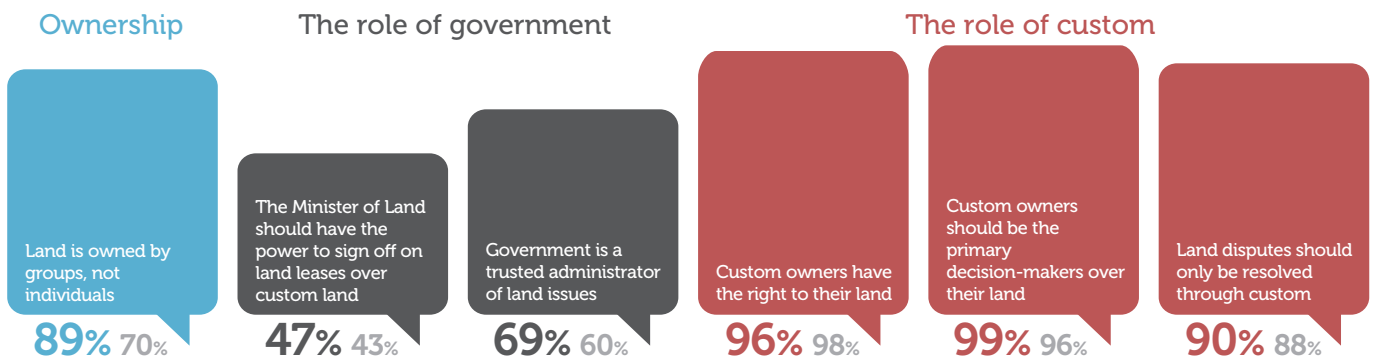


Base: 137 respondents who specified the source from which they received information about land issues, 15+

### Attitudes toward land issues

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



Base: 181 respondents in Tafea, 15+

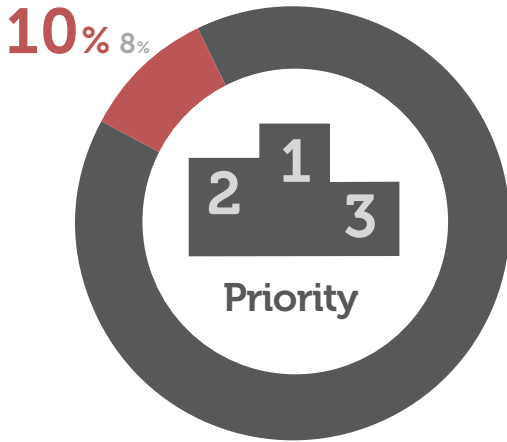
<sup>6</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all



### Land issues as a priority information topic

The share of respondents who identified land issues as a priority information topic

■ National average figure is displayed in light grey colour

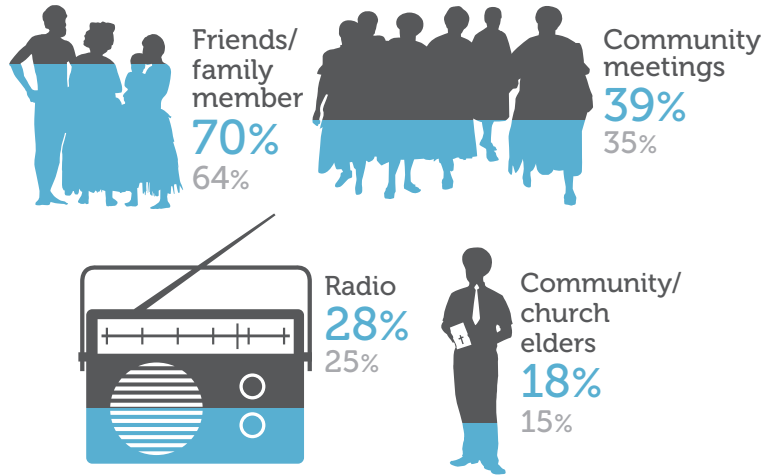


Base: 153 respondents in Torba, 15+

### Top sources

The share of respondents who use the source for information on land issues

■ National average figure is displayed in light grey colour

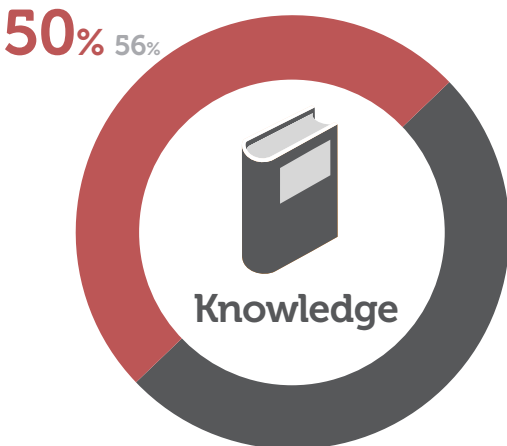


Base: 99 respondents who received information about land issues before, 15+

### Overall knowledge of land issues

The share of respondents who know a lot/a fair amount about land issues<sup>7</sup>

■ National average figure is displayed in light grey colour

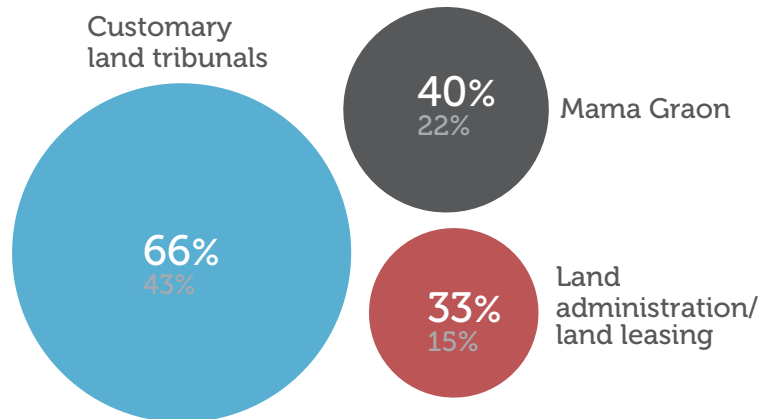


Base: 154 respondents in Torba, 15+

### Top land issues citizens received information about

The share of respondents who cited each of the issues

■ National average figure is displayed in light grey colour

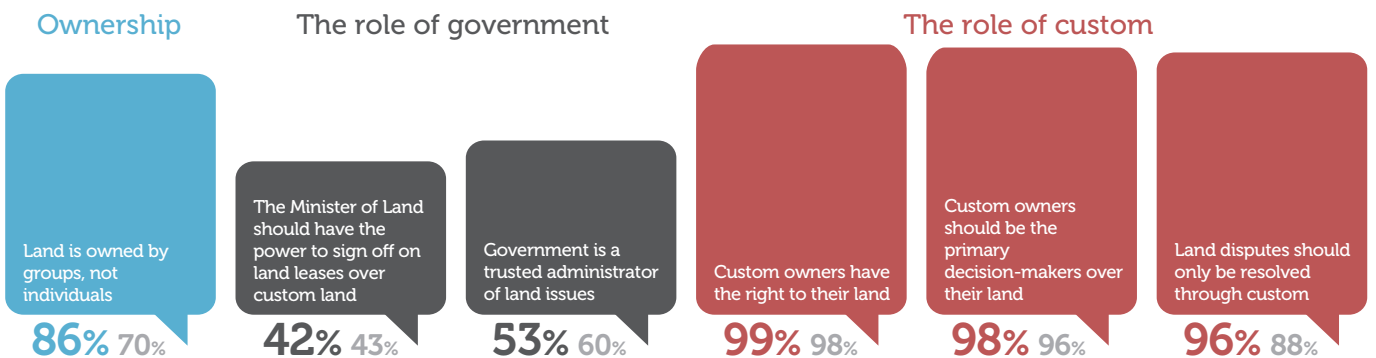


Base: 99 respondents who specified the source from which they received information about land issues, 15+

### Attitudes toward land issues

The share of respondents who agreed with the statement

■ National average figure is displayed in light grey colour



Base: 154 respondents in Torba, 15+

<sup>7</sup> Figures are based on self-reported knowledge. Respondents were asked how much they know about the land issues, with the following response options: A lot; A fair amount; Not much; Nothing at all

## About InterMedia



InterMedia is an independent non-profit research centre, providing insights-driven research in developing countries. InterMedia's mission is to deliver research and advice to foundations, bi-lateral and multi-lateral agencies and organisations committed to freedom of expression, the power of an informed citizenry, and the liberating potential of media and technology. InterMedia conducts applied research, technical training and knowledge sharing workshops globally.

Clients include AusAID, ABC International Development, BBC World Service, The Bill & Melinda Gates Foundation, Deutsche Welle, euronews, Polish Radio, Population Reference Bureau, Popular Engagement Policy Lab, Radio Netherlands, Search for Common Ground, Sesame Workshop, Small Media Foundation, UNDP, UNESCO, USAID, U.S. Department of State, The World Bank and major U.S. public international broadcasters.

In 2010, InterMedia created AudienceScapes, an integrated online research-based knowledge centre for the international development community focusing on media and communications and their impact on development.

InterMedia website:  
[www.intermedia.org](http://www.intermedia.org)

AudienceScapes website:  
[www.audiencescapes.org](http://www.audiencescapes.org)

## About ABC ID



ABC International Development is the international development branch of Australia's national public broadcaster, the Australia Broadcasting Corporation (ABC). It offers support, advice and expertise to communications and media organisations in the Asia-Pacific region and globally. Based in Melbourne, Australia, ABC International Development has designed and delivered communication and media initiatives to support development objectives with a presence in Cambodia, Papua New Guinea, Vanuatu and the Solomon Islands.

ABC International Development's research focuses on generating insights and impact assessments on Communications for Development and Media Development programs implemented across the Asia-Pacific region. The focus of the research is on monitoring and evaluation with a view "towards understanding and improving", taking into consideration the local context and sustainability. The insights and impact team works with local staff and a range of partners locally to ensure capacity building, sustainability and local relevance.

ABC ID website:  
<http://www.abcinternationaldevelopment.net.au/>

## About AusAID



The Australian Agency for International Development (AusAID) is the Australian Government agency responsible for managing Australia's overseas aid program. AusAID is an Executive Agency within the Foreign Affairs and Trade portfolio and reports to the Minister for Foreign Affairs.

The fundamental purpose of Australian aid is to help people overcome poverty. This also serves Australia's national interests by promoting stability and prosperity both in our region and beyond. Effort is focused in areas where Australia can make a difference and where the resources can most effectively and efficiently be deployed.

AusAID provides advice and support to the Minister for Foreign Affairs on development policy, and plans and coordinates poverty reduction activities in partnership with developing countries. AusAID leads and coordinates Australia's responses to humanitarian disasters and represents Australia in international development forums. AusAID is strongly committed to evaluating and improving Australia's aid program and to collecting, analysing and publishing development data and other information. AusAID's head office is in Canberra. AusAID also has representatives in 37 Australian diplomatic missions overseas.

AusAID's website:  
[www.ausaid.gov.au/](http://www.ausaid.gov.au/)