



Radio Survey findings Report

World Radio Day 2017 "Radio is You!"

Introduction

Each year, UNESCO celebrates World Radio Day, aiming to shed the lights on how radio positively affects millions of lives. Radio remains the medium that reaches the widest audience worldwide, in the quickest possible time. This Year, World Radio Day 2017 global theme is “Radio is You!”¹ Through the celebrations of this year, UNESCO aims to focus on audience engagement, public participation and ensuring all voices are heard.

UNESCO Ramallah through the EU funded project NET-MED Youth celebrated the World Radio Day which is celebrated internationally on February 13th of each year, to build on the young people’s participation and engagement with the Radio, by holding online radio survey on the coverage of youth issues in the Palestinian radios.

Purpose

UNESCO Ramallah conducted the radio survey with two purposes:

1. To understand to which extent radio represents young people and reflects their concerns.
2. To understand, what youth want from radio and how much they feel included in the different radio programmes.

Scope and methodology

The survey was conducted in Palestine (West Bank and Gaza) over a period of 12 days from 1st to 12th February 2017. 508 respondents were surveyed. The online survey was developed (via online programs of creation a survey - Google Drive) on the coverage of youth issues in the Palestinian radios – to determine to what extent the local radios reflect youth concerns and issues? How much young people listen to radio programs? What kind of radio programs attracts young people? What kind of radio programmes attract young people? What kind of programmes are Palestinian radios lacking which could make them more attractive to young audiences? How much the content disseminated by local radios has any impact on policies and decision-making related to youth? To what extent young women and women are represented and their concerns, are covered by Palestinian media other than radio? And which type of media represents young people in Palestine?

¹ <http://www.diamundialradio.org/home>

Summary of Findings

1.1 Demographics

The number of respondents are presented in Table 1 below.

Demographic information	No.	(%)
Palestine, West Bank	364	71.7
Palestine, Gaza Strip	144	28.3
Total	508	100

Table 1- Distribution by location

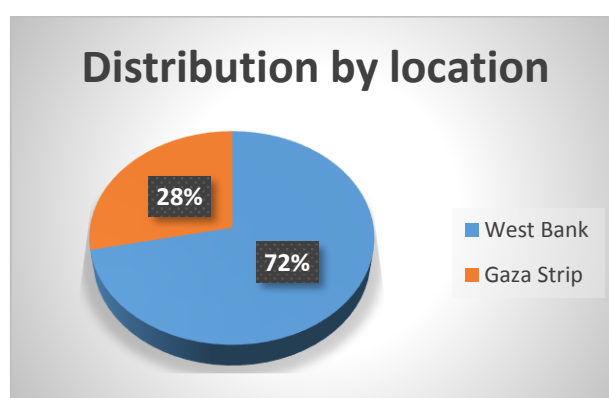


Figure 1 : Distribution by location

The combined survey group is both female (48.2%) and male (51.8%). We can see that the majority of people who answered this survey aged from 20 to 24 of percentage 30.5. 28.1% of the respondents aged from 30-35 and 23.6 % of the respondent aged 25-29.

Age	Gender				
15-19	25	4.9 %	Female	245	48.2 %
20-24	155	30.5 %	Male	263	51.8%
25-29	120	23.6%			
30-35	134	28.1 %			
35 +	65	12.8 %			
Totals	508	100%		508	100 %

Table 2 – Age of Respondents

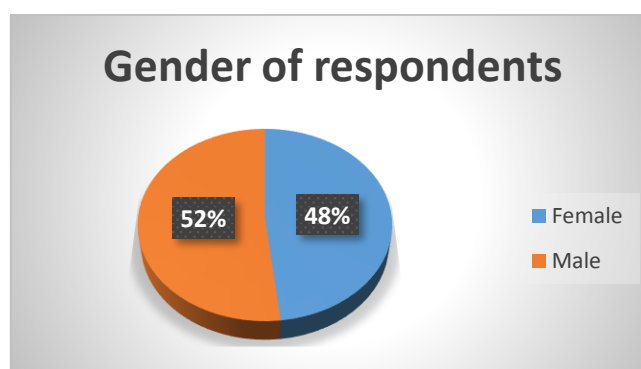


Figure 2: Gender of respondents

1.2 Radio Listening Habits

33.3 % of respondents average listen to the Radio on daily basis; in the same time, 33.3% listen less often to the radio. 27.4 % listen to the radio few times a week. 6.1% listen to the radio once a week.

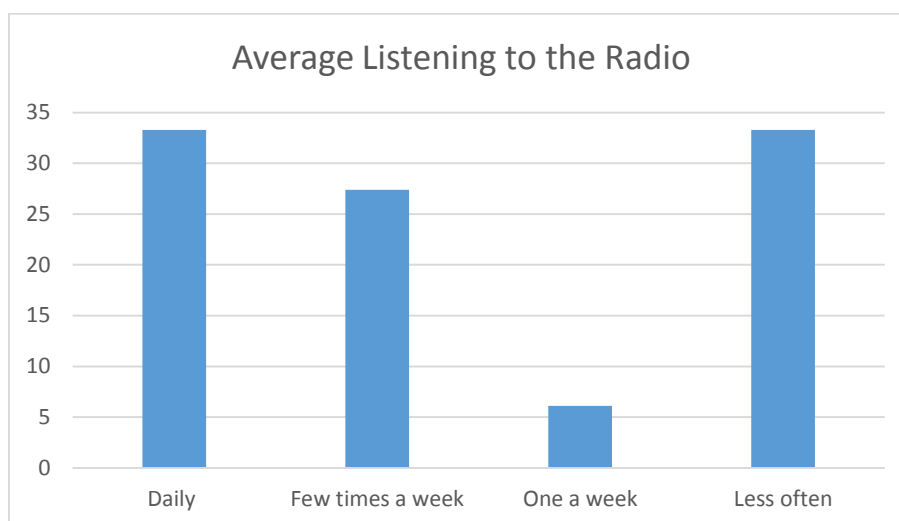


Figure 3: Average listening to the radio

37.8% most likely listen to the radio in the morning, 11.8 % most likely listen to the radio early evening. 8.1 % most likely listen to the radio at noon or in the afternoon. 6.3% mostly listen to the radio late evening.

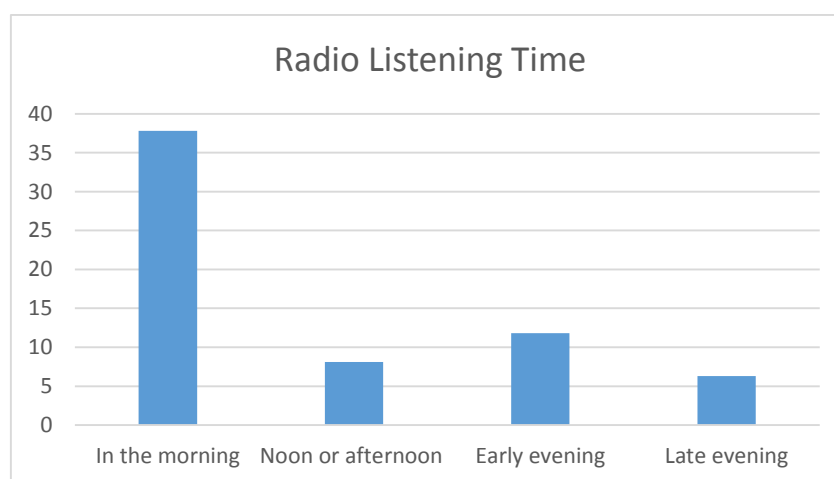


Figure 4: Radio listening time

1.3 To what extend the Radio programmes reflect young people's views and issues of concern

41.1% think that radio programs reflect their views and issues of concern to a small extent. 33.1% think that radio programs reflect their views and issues of concern to a moderate extent. 13.2% think that radio programs reflect their views and issues of concern to a great extent. 6.3% think

that radio programs do not reflect their views and issues of concern at all. And 6.3% don't know if the radio programmes reflect their views and issues of concern

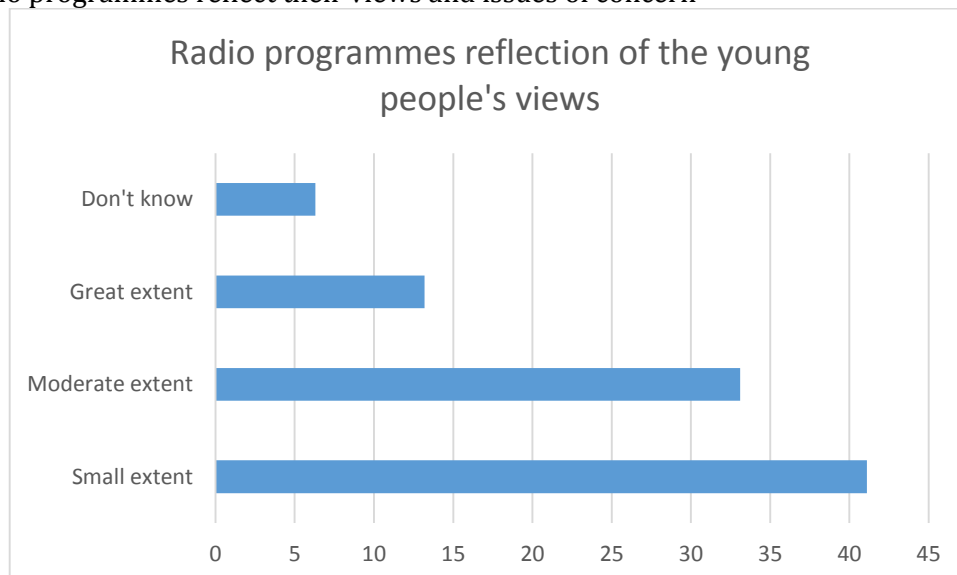


Figure 4: Radio programmes reflection of young people's views

1.4 Kinds of radio programmes that attract young people.

55.5% think that social programmes attract young people. 35.2% think that music programmes attract young people. 34.6% think that entertainment programmes attract young people. 32.3% think that sport programmes attract young people. 18.9% think that political programmes attract young people. 18.3% think that cultural programmes attract young people. 16.5% think that news programmes attracts young people. 2.4% think that other programme attract young people.

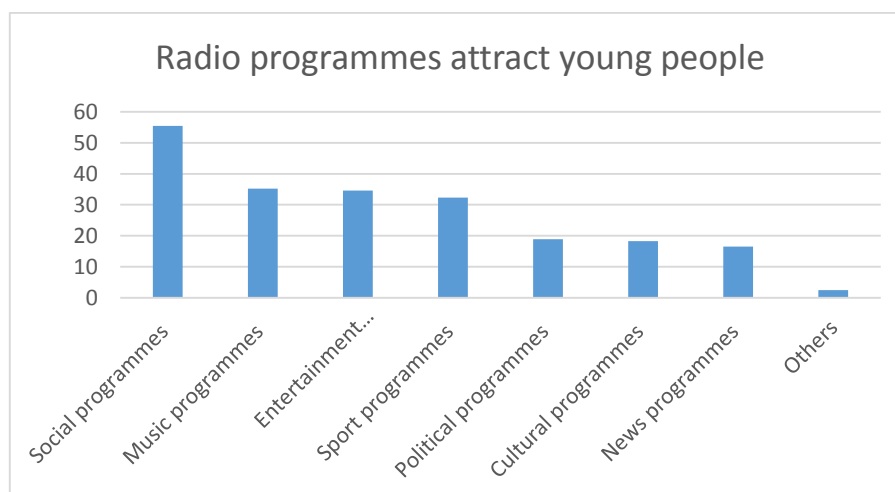


Figure 5: Radio programmes attract young people

1.5 The kind of programs that Palestinian radios are lacking and more attractive to young audiences

We put this question to know from young people perspective what young people want from radio. The radio programmes are educational programmes, general awareness programmes, scientific programmes, dialogues with decision makers programmes, religious programmes, programmes tackling youth problem and issues, programmes that motivate youth on employment and initiatives, programmes interacting with the audience, programmes encouraging reading books, programmes on voluntary work and small projects, programmes on TVET, youth health programmes and historical programmes.

1.6 The impact of the content disseminated by the local radios

51.4% think that the content disseminated by the local radios has impact on policies and decision –making related to youth somehow. 39% don't think that that the content disseminated by the local radios has impact on policies and decision –making related to youth. 5.1 % think that the content disseminated by the local radios has impact on policies and decision –making related to youth. These people who think yes mentioned that local radio programmes have effective impact on issues of teachers' strikes, transportation problems, medical mistakes, electricity crisis, youth unemployment, demanding youth rights. 4.5% don't know if the content disseminated by the local radios has impact on policies and decision –making related to youth.

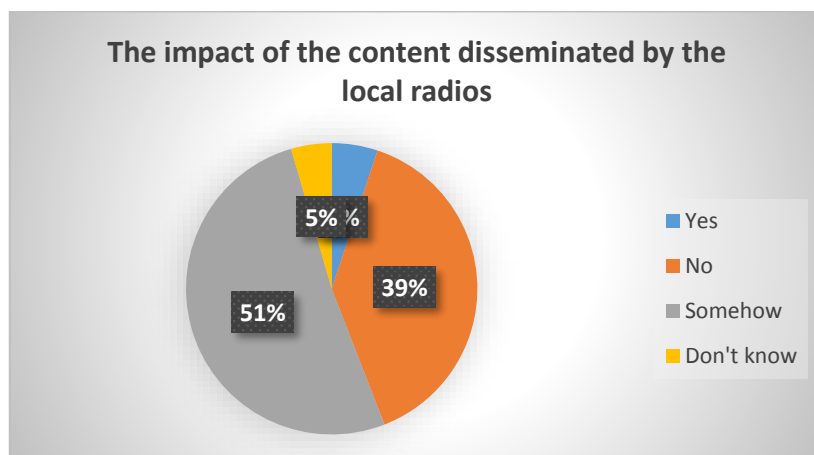


Figure 6: The impact of the content disseminated by the local radios has impact on policies and decision –making related to youth

1.7 Representation of young men and women concerns covered by Palestinian media other than Radio.

51.4% think that their concerns are represented and covered by the Palestinian media other than radio to a small extent. 27.6% think that their concerns are represented and covered by the Palestinian media other than radio to a moderate extent. 10.4% don't think that their concerns are represented and covered by the Palestinian media other than radio at all. 7.7% think that their concerns are represented and covered by the Palestinian media other than radio to a great extent. 3 % don't know if their concerns are represented and covered by the Palestinian media other than radio.

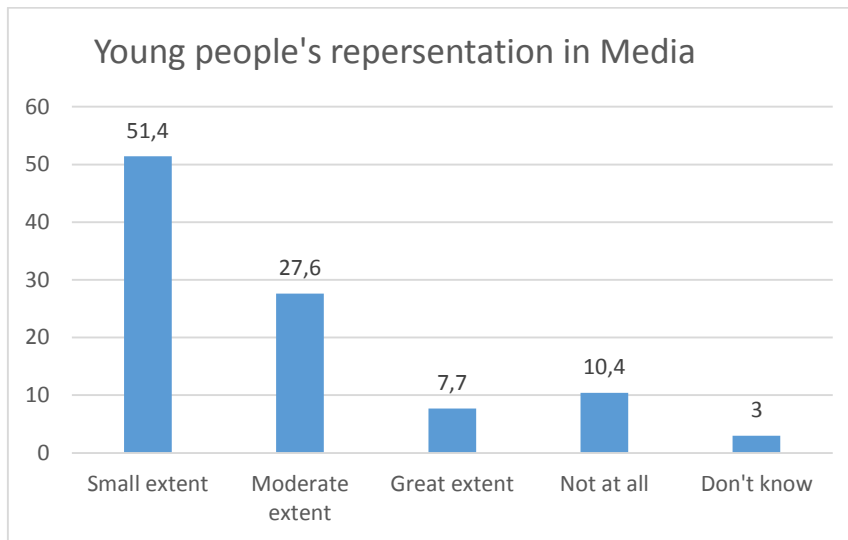


Figure 7: Young people's representation in media

1.8 Type of Media that best represents young people in Palestine and the best source of information on matters of concern to them.

49.6 % think that the social media is the best type of media that represent young people in Palestine and the best source of information on matters of concern to them. 42.7 % think that the internet is the best type of media that represent young people in Palestine and the best source of information on matters of concern to them. 5.7 % think that the radio is the best type of media that represent young people in Palestine and the best source of information on matters of concern to them. 1% think that the television is the best type of media that represent young people in Palestine and the best source of information on matters of concern to them.

0.8 % think that the newspapers are the best type of media that represent young people in Palestine and the best source of information on matters of concern to them. 0.2 % think that the magazines are the best type of media that represent young people in Palestine and the best source of information on matters of concern to them.

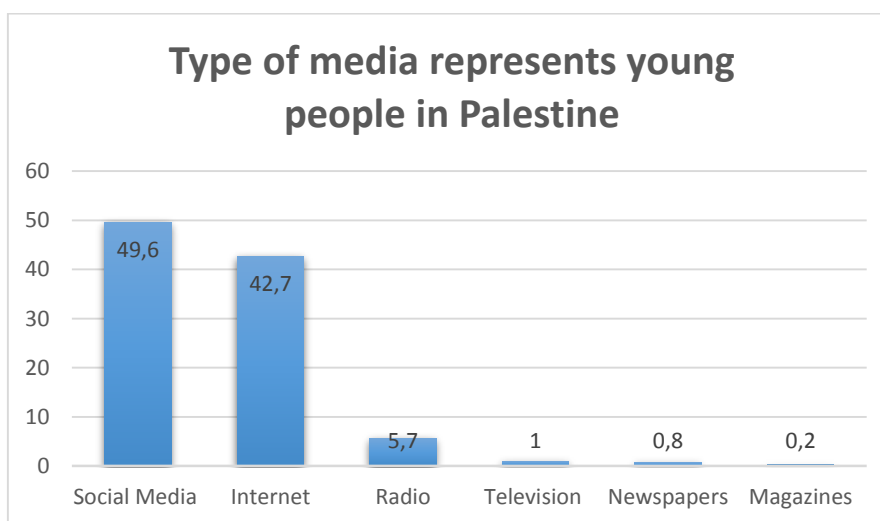


Figure 8: Type of media represents young people in Palestine

Conclusion

The results we got from this survey show that radio is still considered as a means of media that people are still listening to and interacting with. This encourages us to change the stereotype of radio programs to tackle modern youth issues and involve decision makers. People listen to radios on their cell phones at home, on the street, in taxis and cars easily and fast so it is a wide spread means of media. It can reach literate and illiterate people, poor and rich people and all categories and classes of the society. Therefore, such means motivate and encourages dialogue and discussion with decision makers, youth and others live on air, and contributes in solving the problems in practical way as it considers accountability and transparency immediately and let all voices be heard on public.

Note: Any other comments? We put this question at the end of the survey for any ideas about the topics addressed by this survey. Two ideas were raised as follows; 1) focusing in radio programmes reflect the persons with disability concerns and issues; 2) conducting professional trainings for the local radios staff especially the radio presenters.