The NET-MED Youth Project is funded by the European Union

#netmedyouth
Survey on the Knowledge, Attitudes and Perceptions of Youth regarding Mass Media in Lebanon

Prepared for UNESCO Regional Bureau - Beirut by

In the framework of the NET-MED Youth Project

The NET-MED Youth Project is funded by the European Union

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DETAILED METHODOLOGY
This survey was conducted by Statistics Lebanon Ltd between January 15 and January 28, 2015.

The sample size for this survey was \( n = 1200 \). Lebanese males and females (50/50) aged between 14 and 29 years, covering the various Lebanese governorates and socio-economic groups.

The sample by governorate and frequency: Mount Lebanon, 480 (40%); North, 240 (20%); Bekaa, 160 (13.3%); Beirut, 120 (10%); South, 130 (10.8%); and El Nabatieh, 70 (5.8%).

The sample was divided by religion: Christians (39.2%); Sunnis (26.7%); Shia (25.8%); and Druze (8.3%).

The sample was drawn using the Probability Proportional to Size (PPS) sampling technical.

Interviews were conducted face-to-face.

Statistical data analysis was conducted using SPSS 21.

The survey's margin of error is ± 2.83%.
Demographics

**Gender**
- Male: 50%
- Female: 50%

**Age**
- 14-18: 32%
- 19-22: 32%
- 23-29: 36%

**Religion**
- Christian: 39%
- Sunna: 27%
- Chiaa: 26%
- Druze: 8%

**Kaza**
- El Meten: 13%
- Beirut: 10%
- Baabda: 10%
- Tripoli: 7%
- Ash Chouf: 6%
- Jbeil: 5%
- Saida: 5%
- Zahle: 4%
- Baalbek: 4%
- Kesseroune: 4%
- Akkar: 4%
- Sour: 3%
- El Nabatieh: 3%
- West Bekaa: 3%
- Bent Jbeil: 3%
- Aley: 3%
- El Koura: 3%
- Rachaya: 3%
- Bcharre: 2%
- El Barroun: 2%
- El Minieh-Dennie: 2%
- Zgharta: 2%
- Jezzine: 2%
SURVEY RESULTS
When taking into account the media (radio, TV, newspapers, Internet, social networking sites), which kind of media comes first to mind?

Television: 59%
Internet (Websites): 11%
Newspaper: 1%
Radio: 2%
Online Social Media: 28%
Which are the media that you usually follow?

- Television: 98% follow, 2% don’t follow
- Websites: 96% follow, 4% don’t follow
- Online Social Media: 95% follow, 5% don’t follow
- Radio: 62% follow, 38% don’t follow
- Newspaper: 87% follow, 13% don’t follow
Extent which each type of media is followed

- **Online Social Media**
  - Very large extent: 72%
  - Large extent: 14%
  - To some extent: 12%
  - Fairly: 2%
  - Very small extent: 1%

- **Websites**
  - Very large extent: 61%
  - Large extent: 16%
  - To some extent: 18%
  - Fairly: 3%
  - Very small extent: 1%

- **Television**
  - Very large extent: 41%
  - Large extent: 15%
  - To some extent: 31%
  - Fairly: 11%
  - Very small extent: 3%

- **Newspaper**
  - Very large extent: 25%
  - Large extent: 20%
  - To some extent: 31%
  - Fairly: 13%
  - Very small extent: 11%

- **Radio**
  - Very large extent: 21%
  - Large extent: 18%
  - To some extent: 30%
  - Fairly: 22%
  - Very small extent: 9%
• It is clear from the findings that youth are focusing on programs related to adults on the various channels, mainly the local ones.

• Moreover, we can say that news is taking a big portion of the audience share.

• Sports, as well, is taking a big portion from the audience share.
TELEVISION
What type of television programs do you usually follow; tell me which of the following you want to watch and which ones you do not? Rate the following on a scale from 1 to 5 points
5= I really like
4= I like
3=neutral
2= I don’t like
1= I really don’t like
Type of television programs that usually followed

- Foreign movies: 78% (I want), 22% (I don’t want)
- Local entertainment programs: 77% (I want), 23% (I don’t want)
- News: 72% (I want), 28% (I don’t want)
- Local television series: 65% (I want), 35% (I don’t want)
- Educational television programs: 63% (I want), 37% (I don’t want)
- Foreign television series: 56% (I want), 44% (I don’t want)
- Arabic movies: 51% (I want), 49% (I don’t want)
- Religious television programs: 48% (I want), 52% (I don’t want)
- Documentaries: 48% (I want), 52% (I don’t want)
- Competition television programs: 47% (I want), 53% (I don’t want)
- Political programs: 46% (I want), 54% (I don’t want)
- Children’s television programs: 41% (I want), 59% (I don’t want)
Local entertainment programs

Average 3.99

I really like: 47%
I like: 17%
Neutral: 25%
I don’t like: 8%
I really don’t like: 3%

Rate

I want I don’t want
Local television series

I want: 63%
I don’t want: 37%

Rate:
- I really like: 40%
- I like: 19%
- Neutral: 29%
- I don’t like: 9%
- I really don’t like: 3%

Average 3.84
Foreign television series

I want 51%  
I don’t want 49%

Rate

- I really like: 50%
- I like: 22%
- Neutral: 19%
- I don’t like: 6%
- I really don’t like: 4%

Average 4.08
Documentaries

Rate

- I really like: 31%
- I like: 23%
- Neutral: 28%
- I don’t like: 14%
- I really don’t like: 4%

Average 3.63

I want  I don’t want

53%  47%
Foreign movies

Rate

- I really like: 51%
- I like: 23%
- Neutral: 19%
- I don’t like: 5%
- I really don’t like: 1%

Average 4.17
Arabic movies

Average 3.58

Rate

- I really like: 31%
- I like: 21%
- Neutral: 28%
- I don’t like: 16%
- I really don’t like: 4%

I want: 52%
I don’t want: 48%
Competition television programs

I want 54%  I don’t want 46%

Rate

- I really like 25%
- I like 24%
- Neutral 33%
- I don’t like 11%
- I really don’t like 6%

Average 3.5
Social television programs

I want 65%
I don’t want 35%

Average 3.92

Rate

- I really like: 39%
- I like: 24%
- Neutral: 27%
- I don’t like: 7%
- I really don’t like: 2%
I want: 72%
I don’t want: 28%

Rate:
- I really like: 43%
- I like: 22%
- Neutral: 24%
- I don’t like: 8%
- I really don’t like: 3%

Average: 3.95
It is worth mentioning that Youth are still interested in political programs.
Educational television programs

Rate

- I really like: 26%
- I like: 25%
- Neutral: 35%
- I don’t like: 12%
- I really don’t like: 3%

Average 3.6

I want  I don’t want

- 56%
- 44%
Youth are not interested in children’s TV Programs.
Religious television programs

- 52% I want
- 48% I don’t want

Average 3.56

Rate

- I really like: 30%
- I like: 20%
- Neutral: 31%
- I don’t like: 13%
- I really don’t like: 5%
How many hours do you spend watching television on a daily basis?

- From 30 minutes to 2 hours: 51%
- From 2 hours to 4 hours: 34%
- From 4 hours to 8 hours: 9%
- From 5 minutes to 30 minutes: 5%
- More than 8 hours: 2%

Average watching time is 2 hrs 19 minutes a day.
What type of radio programs do you usually listen to; tell me which of the following you want to listen and which ones you do not? Rate the following on a scale from 1 to 5 points
5= I really like
4= I like
3=neutral
2= I don’t like
1= I really don’t like
Type of radio programs usually listened to

- Music: 5% I want, 95% I don’t want
- News: 39% I want, 61% I don’t want
- Artist interviews: 34% I want, 66% I don’t want
- Religious programs: 30% I want, 70% I don’t want
- Social programs: 28% I want, 72% I don’t want
- Educational programs: 28% I want, 72% I don’t want
- Competition radio programs: 22% I want, 78% I don’t want
- Political interviews: 20% I want, 80% I don’t want
- Children's program: 6% I want, 94% I don’t want
Music

I want: 95%
I don’t want: 5%

Rate

- I really like: 73%
- I like: 14%
- Neutral: 12%
- I don’t like: 2%

Average: 4.56
Competition radio programs

- I want: 78%
- I don’t want: 22%

Rate:
- I really like: 18%
- I like: 20%
- Neutral: 31%
- I don’t like: 23%
- I really don’t like: 9%

Average: 3.15
News

I want 61%
I don’t want 39%

Rate

I really like 33%
I like 19%
Neutral 32%
I don’t like 11%
I really don’t like 5%

Average 3.65
Political interviews

<table>
<thead>
<tr>
<th>Rate</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I really like</td>
<td>33%</td>
</tr>
<tr>
<td>I like</td>
<td>18%</td>
</tr>
<tr>
<td>Neutral</td>
<td>29%</td>
</tr>
<tr>
<td>I don’t like</td>
<td>12%</td>
</tr>
<tr>
<td>I really don’t like</td>
<td>9%</td>
</tr>
</tbody>
</table>

Average 3.54
Social programs

I want 72%
I don’t want 28%

Rate

- I really like: 27%
- I like: 21%
- Neutral: 35%
- I don’t like: 12%
- I really don’t like: 5%

Average 3.55
Educational programs

I want 72%
I don’t want 28%

Rate

- I really like: 21%
- I like: 22%
- Neutral: 37%
- I don’t like: 17%
- I really don’t like: 3%

Average 3.42
Artistic interviews

I want 66%
I don’t want 34%

Rate

I really like 26%
I like 17%
Neutral 34%
I don’t like 17%
I really don’t like 6%

Average 3.39
Children's programs

- I want (94%)
- I don’t want (6%)

Rate:
- I really like: 25%
- I like: 7%
- Neutral: 36%
- I don’t like: 21%
- I really don’t like: 11%

Average: 3.14
Religious programs

Rate

- I really like: 37%
- I like: 11%
- Neutral: 32%
- I don’t like: 12%
- I really don’t like: 8%

Average 3.57

I want  I don’t want

70% 30%
Where do you listen to the radio?

- Car: 81%
- Home: 38%
- School or work: 10%
INTERNET
Are you subscribed to an Internet network service?

If yes, what do you usually surf for on the Internet?

- Social Network: 95%
- Education and Society: 49%
- Local News: 48%
- Entertainment: 48%
- Art and Music: 45%
- Sports: 43%
- Regional and International News: 39%
- Movies: 38%
- Economics: 19%
Where do you usually use the Internet?

- Home: 93%
- Café and Restaurants: 23%
- Work: 21%
- Network shops: 11%
- University: 6%
- No specific place: 5%
What are the electronic devices that you use to access the Internet?

- Cell phone: 96%
- Laptop: 67%
- Other devices (Tablets, iPod, iPad.....): 22%
- Personal Computer: 11%
What do you use the following devices for?

- **Computer**
- **Laptop**
- **Cell phone**
- **Other devices (tablets, iPod, iPad...)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Computer</th>
<th>Laptop</th>
<th>Cell phone</th>
<th>Other devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>49%</td>
<td>45%</td>
<td>55%</td>
<td>73%</td>
</tr>
<tr>
<td>Research/Surfing</td>
<td>55%</td>
<td>85%</td>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>Work/Studying</td>
<td>58%</td>
<td>87%</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>Social Network</td>
<td>45%</td>
<td>77%</td>
<td>45%</td>
<td>68%</td>
</tr>
<tr>
<td>Keeping track of the latest news</td>
<td>22%</td>
<td>42%</td>
<td>54%</td>
<td>19%</td>
</tr>
</tbody>
</table>
NEWSPAPERS
What kind of news do you usually follow; tell me which of the following you want to read and which ones you don’t? Rate the following on a scale from 1 to 5 points
5= I really like
4= I like
3=neutral
2= I don’t like
1= I really don’t like
Kind of news usually followed

- World news: 83%
- Local political news: 79%
- Education: 74%
- Editorial: 72%
- Sports: 68%
- News of art, music and entertainment: 67%
- Economics: 56%

I want (blue) / I don’t want (red)
Editorial

I want: 72%
I don’t want: 28%

Average 3.88

Rate
- I really like: 39%
- I like: 21%
- Neutral: 29%
- I don’t like: 10%
- I really don’t like: 1%

Average 3.88
Local political news

- I want: 79%
- I don’t want: 21%

Rate

- I really like: 46%
- I like: 20%
- Neutral: 21%
- I don’t like: 12%
- I really don’t like: 19%

Average 3.98
News about art, music and entertainment

I want: 67%
I don’t want: 33%

Rate

- I really like: 34%
- I like: 25%
- Neutral: 30%
- I don’t like: 10%
- I really don’t like: 2%

Average 3.79
World news

Rate

- I really like: 39%
- I like: 27%
- Neutral: 23%
- I don’t like: 7%
- I really don’t like: 4%

Average 3.90

I want 83%
I don’t want 17%
Economic

I want: 56%
I don't want: 44%

Average 3.32

Rate

- I really like: 24%
- I like: 21%
- Neutral: 29%
- I don’t like: 16%
- I really don’t like: 10%
Education

I really like: 26%
I like: 33%
Neutral: 29%
I don’t like: 11%
I really don’t like: 1%

Average: 3.74

I want    I don’t want

55
Sports

I want 32%
I don’t want 68%

Rate

I really like 34%
I like 27%
Neutral 31%
I don’t like 6%
I really don’t like 2%

Average 3.86
OTHER RELEVANT FINDINGS
Do you follow political and security news?

- Yes: 75%
- No: 26%
In your opinion, what is the best and most credible source to follow the news?
When was the last time you went to the cinema?

- Less than a month: 40%
- Don’t remember: 16%
- Don't go: 14%
- Three months ago: 13%
- Two years ago: 9%
- Six months ago: 7%
When was the last time you read a book?

- Less than a month: 40%
- Don’t remember: 20%
- Don't read: 13%
- Two years ago: 12%
- Three months ago: 10%
- Six months ago: 7%
CROSSTAB BY GENDER
When taking into account the media (radio, TV, newspapers, Internet, social networking sites) which kind of media comes to mind at first?
Which type of media do you usually follow?

- Television: 98.5% Female, 97.5% Male
- Websites: 94.8% Female, 96.3% Male
- Online Social Media: 94.8% Female, 94.8% Male
- Radio: 38.2% Female, 38.2% Male
- Newspaper: 10.5% Female, 15.3% Male
Do you follow political and security news?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>78%</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>22%</td>
<td>29%</td>
</tr>
</tbody>
</table>

65
In your opinion, what is the best and most credible source to follow the news?

- **Television**: 58.7% (Female: 58.7%, Male: 53.3%) vs. 53.3% (Female: 53.3%, Male: 58.7%)
- **Internet**: 26.5% (Female: 28.5%, Male: 26.5%) vs. 28.5% (Female: 26.5%, Male: 28.5%)
- **Don’t know**: 10.2% (Female: 13.2%, Male: 13.2%) vs. 13.2% (Female: 10.2%, Male: 13.2%)
- **Newspaper**: 2.5% (Female: 3.0%, Male: 2.5%) vs. 3.0% (Female: 2.5%, Male: 3.0%)
- **No one**: 1.2% (Female: 1.5%, Male: 1.5%) vs. 1.5% (Female: 1.2%, Male: 1.5%)
- **Radio**: 1.0% (Female: 1.5%, Male: 1.0%) vs. 1.5% (Female: 1.0%, Male: 1.5%)
CROSSTAB BY AGE
When taking into account the media, (radio, TV, newspapers, Internet, social networking sites) which kind of media comes to mind at first?
Which type of media do you usually follow?

<table>
<thead>
<tr>
<th>Media Type</th>
<th>23-29</th>
<th>19-22</th>
<th>14-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>97,9%</td>
<td>97,6%</td>
<td>98,4%</td>
</tr>
<tr>
<td>Websites</td>
<td>94,7%</td>
<td>96,8%</td>
<td>95,3%</td>
</tr>
<tr>
<td>Online Social Media</td>
<td>93,6%</td>
<td>97,1%</td>
<td>94,1%</td>
</tr>
<tr>
<td>Radio</td>
<td>42,0%</td>
<td>36,1%</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>16,7%</td>
<td>10,9%</td>
<td>10,6%</td>
</tr>
</tbody>
</table>
Do you follow political and security news?

Yes 78.2% 83.0%
No 61.2% 38.8%

14-18 38.8% 21.8%
19-22 17.0%
In your opinion, what is the best and most credible source to follow the news?

- Television: 60.8%, 56.1%, 50.4%
- Internet: 30.8%, 24.3%, 27.5%
- Don’t know: 14.7%, 13.5%, 7.3%
- Newspaper: 3.4%, 2.9%, 2.1%
- No one: 1.8%, 1.3%, 0.8%
- Radio: 0.8%, 1.1%, 5%
Television, with 59%, first comes to young people’s minds when asked to mention a type of media.

98% of respondents usually follow the television.

Foreign movies (78%), followed by local entertainment programs (77%), and news (72%) are three types of television programs that youth most usually follow.
- **51%** of respondents spend from 30 minutes to 2 hours per day watching TV.

- **89%** of respondents watch Foreign TV channels.

- **Music programs**, with **78%**, are at the top among radio programs youth usually listen to.

- **81%** of respondents listen to the radio in the car.

- **33%** of respondents listen to news and another **33%** listen to political interviews.
The majority of respondents (98%) use the Internet.

95% of respondents that use the Internet surf usually for social network.

93% of respondents usually use the Internet at home.

Cell phones, with 96%, are the mostly preferred devices to access the Internet.

Only 13% of respondents read the newspapers.
World news (83%) and local political news (79%) are the top kind of news usually followed.

75% of the respondents follow political and security news.

Most of 56% of the respondents consider that the television is the best and most credible source to follow the news.

40% of the respondents went to the cinema less than a month ago.

40% of the respondents read a book less than a month ago.