

# REACHING AND ENGAGING THE CAMBODIAN YOUTH ON ISSUES OF CIVIC PARTICIPATION



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# FOREWORD

Cambodia has the youngest population in Southeast Asia, with up to 30 percent of its 14.7 million people being between 15 and 30 years of age. Many in this young population group, just a few years ago, were found to have little awareness about participation in civic life to address issues concerning them and their community.

That has begun to change, however. Youth have demonstrated greater interest to actively contribute to civic life as well as to promoting a prosperous and equitable future for their country thanks to initiatives such as Loy 9, the multi-media programme on youth civic participation in Cambodia.

The latest study about Knowledge, Attitudes and Practices (KAP) to measure impacts of the Loy 9 programme has found that most youth in Cambodia are positive about their capacity to participate in civic life. Ninety percent agree they feel brave enough to say what they think and take action in their community. Similarly, 92 per cent agree they feel confident they could get permission from older people in their family to participate in their community. But youth exposed to Loy 9 were more positive about the idea of young people participating in decision-making within their local community. More youth exposed to Loy9 compared to those unexposed agreed that young people should be involved in decision making at the village and commune level (89 percent vs. 84 percent) and young people should become more involved in their commune councils (91 percent vs. 87 percent).

Using multi-media platforms including TV series, radio call-in show, live activity and social media channel, Loy 9 has been successful in reaching out to more than 2 million young people since it was launched in January 2011. The audience has learned about the importance of getting involved in civic life through activities such as sport, arts and culture, public speaking, and voting in local and national elections.

With the support of Sweden and in close partnership with BBC Media Action, in August 2013 the second wave of this KAP study on youth civic participation in Cambodia was launched. The results are encouraging although a lot remains to be done to enhance the experience and aspiration of the young people in Cambodia. They are a dynamic and promising economic, social and cultural force. They also represent Cambodia's biggest asset for boosting sustainable economic growth, human development and governance.

It is for these reasons that youth-related issues form a major focus of UNDP's work in Cambodia, in collaboration with other UN agencies and youth organizations through their participation in the Loy 9 Campaign Working Group. The aim is to promote a sustainable human capital starting with youth who offer new perspectives, aspirations and ideas about the future.

The KAP Study 2 and its findings are very useful to guide future endeavors by the UN and all stakeholders to engage and empower youth to take greater part in civic life and make a contribution to building a flourishing and equitable society for all Cambodians.

Ms. Claire Van der Vaeren  
UN Resident Coordinator

Term	Definition
Base-size	The number of respondents in which percentages are based
Demographic	A section of the population that share common characteristics
Exposure	A respondent was considered to have been exposed to Loy9 (also described as having been 'reached' by Loy9) if they reported having come into contact with a Loy 9 output at least once (whether Loy9 TV, radio, online, or the voter education spots, but excluding promotion spots).
KAP	An abbreviation of knowledge, attitudes and practices
Linear relationship	Two variables that increase or decrease proportionately to each other
NGO	An abbreviation of non-governmental organisation
Outputs	The products that result from an organisation's or project's activities
Population	The total number of people that live in a specified area
Reach	A respondent was considered to have been reached by Loy9 (also described as having been 'exposed' to Loy9) if they reported having come into contact with a Loy 9 output at least once (whether Loy9 TV, radio, online, or the voter education spots, but excluding promotion spots).
Regular reach	This is defined by BBC Media Action as the proportion of the Loy9 audience that reports watching Loy9 TV (while the programme is on TV) or listening to Loy9 radio at least twice a month.
Youth	Young Cambodians aged 15-24



# 2

## EXECUTIVE SUMMARY

### THE PROJECT

The Multimedia Initiative for Youth Civic Education in Cambodia' is a governance project funded by the United Nations Development Programme (UNDP) as part of its Strengthening Democracy Programme. Renamed to the public as 'Loy9', since September 2010, BBC Media Action in Cambodia has been funded by UNDP to reach young people aged 15-24 with key information about democratic institutions and civic participation through this multimedia intervention of TV, radio, online and mobile content and live events. In 2012, UNDP also submitted to the Swedish International Development Co-operation Agency (SIDA) a concept note for the extension of the Multimedia Initiative until the end of 2013. As a result, SIDA have also contributed significantly to further funding for Loy9 in 2013.

The weekly radio phone-in show is broadcast throughout the year and two series of a combined TV drama and magazine show first ran from January 2012 to May 2012, while the second series was aired between March 2013 and June 2013. When on air, the TV show is broadcast every week and is repeated at least once. Both the TV and radio shows are broadcast across most of the country on privately owned partner TV channels and radio stations. In addition to its broadcast programming, Loy9 has its own website as well as other social network pages.<sup>1</sup>

This multimedia project aims to reach young people

in Cambodia in order to improve civic knowledge and encourage youth to engage in civic participation. Key programme objectives include improving knowledge and awareness of opportunities for civic participation, gender equality and the skills required for the empowerment of youth. In the run up to the 2013 election, a number of TV and radio Public Service Announcements ('spots') were also produced as part of the project to provide key information to the youth target audience to inform them about the voting process.

### RESEARCH APPROACH

In order to gain a nationally representative understanding of current levels youth civic attitudes, knowledge and engagement, assess the impact of Loy9 and capture a snapshot of the ways in which youth in Cambodia engage with a range of media, BBC Media Action commissioned a Knowledge Attitudes and Practice (KAP) quantitative survey. The KAP survey used a nationally representative sample of 2,597 youth aged 15 to 24 drawn from all 24 provinces in Cambodia, with face to face interviews conducted in August 2013. This report is one of two to be produced from this research and [focusses on the attitudes of youth in Cambodia towards a range of civic engagement issues and the level of their exposure to Loy9](#). The second report concentrates instead on the ways in which youth in Cambodia use different types of media.<sup>2</sup>

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<sup>1</sup> Loy9 TV Series 1 was broadcast from 15/1/2012 – 17/5/2013 first on CTN with repeats on MyTV two days later; Loy9 TV series 2 was broadcast from 7/3/2013 – 28/6/2013 first on MyTV with repeats two days later on CTN and CNC. Both series were then re-broadcast several months after the original broadcast period by MyTV.

<sup>2</sup> Findings on the media consumption habits and information sources amongst young people are reported in the other report produced from this research – 'Media Habits and Information Sources of Youth in Cambodia' (BBC Media Action 2014)

# KEY FINDINGS: THE IMPACT OF Loy9

## Loy9 reaches a large and diverse youth audience

- Loy9 has been successful in reaching a wide and diverse audience of over two million Cambodian youth<sup>3</sup>, even among those audiences traditionally more difficult to reach with mass media such as rural populations.<sup>4</sup> Nearly two thirds (63%) of youth in Cambodia have been exposed to at least one Loy9 output. Reflecting this success, the Loy9 exposure patterns among different subgroups were broadly similar to overall access patterns for all media platforms for these different subgroups.
- Loy9 TV is the most popular output as it has the largest audience reach, twice that of Loy9 radio: over half (53%) of youth report they have watched Loy9 TV, while one in five (19%) youth have listened to Loy9 radio.
- There is a loyal and regular audience for Loy9. The majority of both the TV and radio audiences report engaging with the programmes at least twice a month (63% and 53%). Although the TV audience is larger than the radio audience, the fact that the overlap between Loy9 TV and Loy9 radio is greater than might have been expected suggests that at least some segments of the Loy9 audience find the two outputs to be engaging in different ways or useful for different purposes.
- The profile of the Loy9 audience closely matches that of the youth population overall, although levels of exposure do vary to some extent between most demographic groups. Exposure to Loy9 is associated with higher levels of income and education, while the younger age group (15-19s) and youth in urban areas are more likely to have been exposed to Loy9. Young men and women are reached equally overall by Loy9 outputs.

## The Loy9 audience values the informative and empowering role it has to play

- The Loy9 audience is overwhelmingly positive about the role of Loy9 in increasing their understanding of the civic engagement topics it covers, suggesting it meets audience needs in this area. Almost all of the Loy9 audience who recall the topic of voting and elections (98%) agree Loy9 has improved their understanding of the topic, while 97 per cent of those who recall team work feel the same way. This demonstrates the important role Loy9 can have in terms of providing important information on civic participation.

<sup>3</sup> A respondent was considered to have been reached by Loy9 (also described as having been 'exposed' to Loy9) if they reported having seen, listened or used a Loy 9 output at least once (whether that was Loy9 TV, radio, online, or the voter education spots, but excluding promotion spots). This was translated into an estimated audience size using the number of 10-19 year olds (at the time of the survey in 2013 this would be the 15-24s) in Cambodia's 2008 census as a base. Details on the 2008 census can be found at <http://celade.cepal.org/redkhm/census/khm2008/>

<sup>4</sup> The proportions of the respondents reached by the different Loy9 outputs was translated into an estimated audience size using the number of 10-19 year olds (who at the time of fieldwork in 2013 would make up the population of interest: 15-24 year olds) in Cambodia's 2008 census as a base.

- A greater level of engagement with a variety of Loy9 outputs has some positive impact on the level of learning among the audience. For example, young people are more likely to remember at least one topic covered by the Loy9 programmes if they are both watching and listening to Loy9 on TV and radio.
- Loy9 evokes discussion, a key determinant of efficacy and action, and one which is important in a context where voicing and expressing opinions has previously been uncommon and dangerous. One third (34%) of young people exposed to Loy9 have talked about it with someone else.
- Loy9 is also helping make steps towards changing how young people feel about civic participation. The Loy9 audience overwhelmingly feels that Loy9 encourages them to be brave (98%), express their own opinions (96%) and shows them how to get involved in their commune council (92%), which are key areas that Loy9 seeks to address.

#### Exposure to Loy9 makes a difference: levels of civic knowledge, participation and attitudes

- There is a gap between young people's level of awareness of civic and democratic terms and their understanding of what these terms mean (democracy, the National Assembly and the Commune Council). However, this gap is less pronounced for the Loy9 audience. For example, over two-fifths (45%) of those exposed to Loy9 reported that they knew what the Commune Council is, while less than one third (29%) of those unexposed.<sup>5</sup> This suggests Loy9 programming

should continue to provide information on specific civic knowledge which helps aid comprehension and understanding that goes beyond awareness.

- There are also evident links between young people's levels of awareness and understanding of key areas of civic knowledge and their socio-demographic background. Those who live in urban areas and those young people with higher incomes are more likely to have higher levels of both awareness and knowledge of these key concepts.
- The Loy9 audience is better able to articulate their key national and local concerns than those who are not exposed. Youth not exposed to Loy9 are nearly twice as likely as those exposed to say they do not know what the key national issues are (21% vs. 12%), indicating that Loy9 audiences may be more informed or feel more confident to articulate the issues which are important to them.

#### Most youth are aware of opportunities for participation, but they are not necessarily participating yet

- Awareness of opportunities for participation amongst youth in Cambodia, particularly formal opportunities, is good - the majority (89%) of youth report they have heard of at least one opportunity for participation. Despite high levels of awareness this does not consistently translate into participation in these opportunities. For example, although contributing to the Commune Development Plan was the most commonly heard of opportunity for participation (61%) only 14% of those aware of the opportunity had taken part in it.

<sup>5</sup>As with most research of this nature, it is not possible to attribute causality on the basis of correlation. This report contains findings primarily based on bivariate analysis (comparing the relationship between two variables) to investigate how responses to questions varied by certain demographics. Although this analysis can show which subgroups are more likely than another to have given a particular answer, it is not sufficient to establish the cause of this association.

- There are key differences in levels of civic participation between youth exposed to Loy9 and youth not exposed. The Loy9 audience is twice as likely to report they have expressed their opinion in a public forum in the last year, and they are more likely to say they are very likely to vote in a national election (73% vs. 63%).
- Reported electoral participation in the recent national election was high as was reported likelihood of voting in any future election. This may in part reflect the high perceived levels of freedom on electoral issues among many youth. Electoral participation was higher among those exposed to Loy9 compared to those not exposed, further highlighting the link between Loy9 exposure and involvement in civic life. However, there are some key issues to address to ensure more young people who can vote, do vote such as highlighting the issues of young people not registering to vote in time, not having relevant documentation, or not feeling they can make the time to vote through Loy9 programming.
- Media has a considerable role to play in influencing who youth vote for; however seniors in the family still have the most influence. This differs from where young people hear about information on civic participation more generally indicating a more prominent role of family members when it comes to voting compared to other types of civic participation. This suggests that Loy9 programming may have a greater influence in provision of information on other types of civic participation to young people, rather than information on electoral participation – because this type of information is so highly influenced by senior family members.

#### Positive attitudes to participation are widespread, particularly among the Loy9 audience

- Most youth in Cambodia are positive about their capacity to participate in civic life. Ninety per cent agree they feel brave enough to say what they think and take action in their community. Similarly, 92 per cent agree they feel confident they could get permission from older people in their family to participate in their community. But youth exposed to Loy9 were more positive about the idea of young people participating in decision-making within their local community. More youth exposed to Loy9 compared to those unexposed agreed that young people should be involved in decision making at the village and commune level (89% vs. 84%) and young people should become more involved in their commune councils (91% vs. 87%).
- The Loy9 audience feels more confident in expressing their opinions freely. However, it is clear there are still areas of expression and participation where young people do not feel as open or confident, in particular where the attitudes and actions of older people constrain young people's capacity to voice their opinion. This is particularly true for certain groups (such as those with lower educational attainment), and some young people still feel they do not have the courage to speak out when older people in their family expect them to follow their views. This view is more common among those not exposed to Loy9; 56% of those exposed to Loy9 disagree that they do not have the courage to speak out when older people in their family expect them to follow their views compared to 43% of unexposed youth. This may be particularly pertinent in relation to findings which show that older people in the family are the top information sources for young people when deciding who to vote for in elections.

### 3.1 THE PROJECT

The population of Cambodia is the youngest in South East Asia, however young people have previously been found to have limited awareness of, and engagement in, civil society and politics. Research among youth in Cambodia in 2010 highlighted these issues, finding that more than 20 per cent of young people in Cambodia were not aware of the National Assembly, and even among those who had heard of this important institution, more than 60 per cent did not know what it was.<sup>6</sup>

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TV drama and magazine show first ran from January 2012 to May 2012, while the second series was aired between March 2013 and June 2013. When on air, the TV show is broadcast every week and is repeated at least once. Both the TV and radio shows are broadcast across most of the country on privately owned partner TV channels and radio stations. In addition to its broadcast programming, Loy9 has its own website as well as other social network pages.<sup>7</sup>

Key programme areas include improving knowledge and awareness of opportunities for civic participation, gender equality and the skills required for the empowerment of youth. In the run up to the 2013 election, BBC Media Action also produced a number of TV and radio Public Service Announcements ('spots') to provide key information to the youth target audience to inform them about the voting process.

### 3.2 PURPOSE OF THIS STUDY

To assess the impact of Loy9 and to inform the development of further Loy9 programming, BBC Media Action commissioned a knowledge attitudes and practice (KAP) quantitative survey among young people aged 15 to 24 in Cambodia. In addition extensive data was collected on media consumption habits and information sources amongst this group.<sup>8</sup>

<sup>6</sup> BBC World Service Trust (2010) Youth Civic Participation in Cambodia: Knowledge, attitudes, practices, and media.

<sup>7</sup> Loy9 TV Series 1 was broadcast from 15/1/2012 – 17/5/2013 first on CTN with repeats on MyTV two days later; Loy9 TV series 2 was broadcast from 7/3/2013 – 28/6/2013 first on MyTV with repeats two days later on CTN and CNC. Both series were then re-broadcast several months after the original broadcast period by MyTV.

<sup>8</sup> Findings on the media consumption habits and information sources amongst young people are reported in the other report produced from this research – 'Media Habits and Information Sources of Youth in Cambodia' (BBC Media Action 2014)

The focus of this report responds to the following areas of research:

- Levels of exposure to and engagement with Loy<sup>9</sup> among youth in Cambodia,
- Knowledge levels of democratic concepts and institutions among youth in Cambodia,
- The extent of civic engagement among youth in Cambodia and their attitudes towards participation.

Throughout all three areas of interest and where differences are statistically significant, this report draws out any differences in findings between key subgroups (particularly by sex, age, income, education and location).

To ensure robust results, the KAP survey used a nationally representative sample of 2,597 youth aged 15 to 24 drawn from all 24 provinces in Cambodia, with interviews conducted between 14th and 28th August 2013. BBC Media Action commissioned a Cambodian fieldwork agency (the Centre for Advanced Study) to administer the face to face surveys using trained interviewers who were fully briefed by the agency and BBC Media Action prior to fieldwork. National data are presented with  $\pm 3\%$  margin of error and unless otherwise reported the base is 2,597 young people aged 15 to 24 who are normally resident in Cambodia. Any differences in findings between subgroups discussed in this report are statistically significant.<sup>9</sup>

Table 1 Demographics of achieved sample for KAP2 survey

	%	Base
<b>Age</b>		
15-19 years	56	1,449
20-24 years	44	1,148
<b>Sex</b>		
Male	50	1,295
Female	50	1,302
<b>Urban/Rural location</b>		
Urban	20	520
Rural	80	2,077
<b>Education</b>		
No school	2	43
Primary (ages 6-12)	28	727
Secondary (ages 12-15)	40	1,043
High school (ages 15-18)	26	676
Vocational	1	14
University	4	93
<b>Income <sup>10</sup></b>		
Lowest	20	510
Lower-middle	20	507
Middle	20	519
Higher-middle	20	518
Highest	19	496
<b>Total base</b>		<b>2,597</b>

<sup>9</sup>As noted above, with most research of this nature, it is not possible to attribute causality on the basis of the type of bivariate analysis (comparing the relationship between two variables) that this report is largely based on.

<sup>10</sup>Some respondents were unwilling or unable to provide an estimate of their household income which is why these quintiles do not total 2,597.

# 4

## WHO IS THE Loy9 AUDIENCE AND HOW DO THEY ENGAGE WITH THE PROGRAMME?

### KEY FINDINGS

- ◆ Nearly two-thirds (63%) of youth in Cambodia have been exposed to at least one Loy9 output, providing an estimated audience reach of 2,072,570 Cambodians aged 15-24 (see footnote below). The overall Loy9 audience are broadly comparable to the overall youth population though slightly more likely to be urban, younger, and better educated.
- ◆ Loy9 TV has reached the largest audience; over half the population of young Cambodians (53%) has watched Loy9 TV. This is over 1.74 million young people in Cambodia.
- ◆ The audience of Loy9 TV and radio are a loyal audience; generally they watch and listen to Loy9 on a frequent and regular basis.
- ◆ Rural audiences make up the majority of the Loy9 audience overall (74%), reflecting that the majority of young people in Cambodia live in rural areas, making them a key audience for Loy9. There was however, equal reach of Loy9 between young men and young women.
- ◆ Greater exposure to Loy9 outputs showed a greater likelihood to be able to recall topics covered in Loy9.
- ◆ The overwhelming majority of Loy9's TV and radio audience are positive about Loy9's role in enhancing youth civic engagement as well as their own understanding of a number of civic topics.

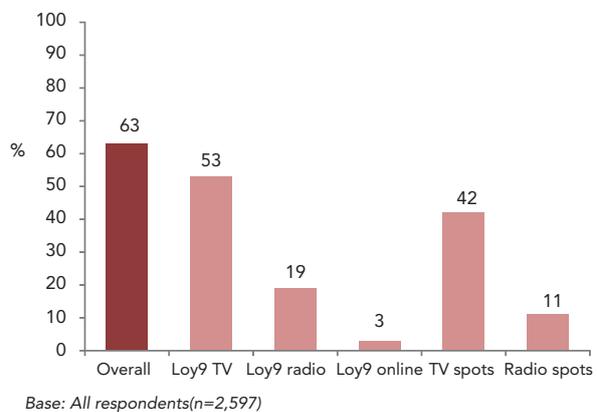
### 4.1 REACH OF Loy9

Loy9: A high level of exposure amongst young people in Cambodia

Nearly two-thirds (63%) of youth in Cambodia have been exposed to at least one Loy9 output, reaching an estimated audience of 2,072,570 Cambodians aged 15-24.<sup>12</sup>

Loy9 Estimated audience Reach <sup>11</sup>	
Overall	2.07 m
TV programme	1.74m
TV Spots	1.38 m
Radio programme	625,061
Radio Spots	361,877
Online	98,694

Figure 1: Reach of Loy9



<sup>11</sup> The overall reach figure is reached by any Loy9 output. The levels of cross-over of reach between each output are presented further in the report.

<sup>12</sup> The proportions of the respondents reached by the different Loy9 outputs was translated into an estimated audience size using the number of 10-19 year olds (who at the time of fieldwork in 2013 would make up the population of interest: 15-24 year olds) in Cambodia's 2008 census as a base.

### Audience reach

A respondent was considered to have been reached by Loy9 (also described as having been 'exposed' to Loy9) if they reported having seen, listened or used a Loy 9 output at least once (whether that was Loy9 TV, radio, online, or the voter education spots, but excluding promotion spots). This was translated into an estimated audience size using the number of 10-19 year olds (at the time of the survey in 2013 this would be the 15-24s in the population) in Cambodia's 2008 census as a base.

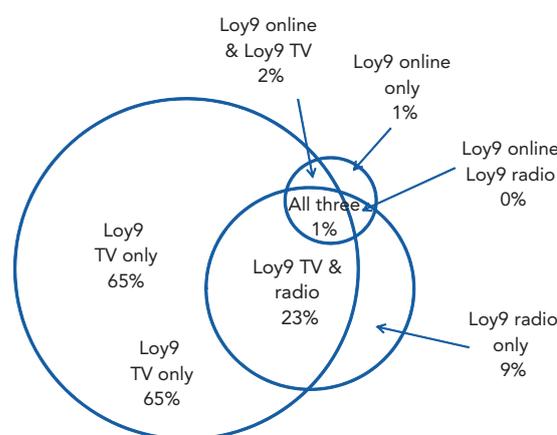
Loy9 TV saw the largest audience reach, twice that of Loy9 radio: over half (53%) of youth reported they had watched Loy9 TV, while one in five (19%) youth had listened to Loy9 radio. To some extent this reflects the media consumption patterns of youth identified in this research, with eight in ten (83%) reporting access to a TV, and a much smaller proportion (34%) reporting internet access. Loy9 radio reach was lower than might be expected given the high levels of access to radio that youth reported (80% reported access to radio), however the greater degree of competition between radio stations in Cambodia compared to TV may play a role in this. Reflecting the reach of Loy9 TV and Loy9 radio, nearly four times as many youth recalled seeing the voter education spots aired on TV than those on radio, though exposure to the radio spots was still reported by one in ten (42% TV spots vs. 11% radio spots).

In part reflecting the limited internet access among

young Cambodians (34%), Loy9 online had the smallest reach figures. In total, three per cent of youth in Cambodia had either visited the Loy9 website, the Loy9 Facebook page or the Loy9 YouTube channel (referred to collectively in the remainder of this report as 'Loy9 online' unless otherwise stated). Both the website (2%) and the YouTube channel (2%) had a marginally higher number of reported visitors compared to the Facebook page (1%).

Youth exposed to Loy9 TV made up the largest proportion of the audience (65%), although almost a quarter (23%) had been exposed to both Loy9 TV and Loy9 radio. Just one per cent of the Loy9 audience had been exposed to Loy9 TV, radio and online content.

**Figure 2: Exposure to Loy9 of youth in Cambodia (not including spots)**



Base: Exposed to Loy9 radio or Loy9 online (1,515)  
NB. Circle size is not exactly proportionate to the size of the audience segment

<sup>13</sup> Both Loy9 TV and Loy9 radio are broadcast weekly when they are on air across most of the country on privately owned partner TV channels and radio stations. Each Loy9 TV episode is also repeated at least one time once it has been aired.

<sup>14</sup> Access to a TV, radio or the internet included personal access, or access to these media in the household or neighbourhood. For more information on Cambodian youth media habits see BBC Media Action (2014) 'Media and Information Sources of Youth in Cambodia'.

### Reach terms

**Audience share** – this is used to refer to the percentage of the Loy9 audience who fall into certain demographic subgroups. For example, 74% of the Loy9 audience live in rural areas.

**Audience proportions** – in contrast, audience proportions is used to describe the percentage of a demographic subgroup who are part of the Loy9 audience. For example, 58% of youth in rural areas have been exposed to Loy9.

If the TV and radio spots are included in analysis, the largest segment (41%) of the Loy9 audience was comprised of young Cambodians who had exclusively been exposed to Loy9 TV and the spots. The remaining audience was largely made up youth who had watched Loy9 TV only (18%) along with those who

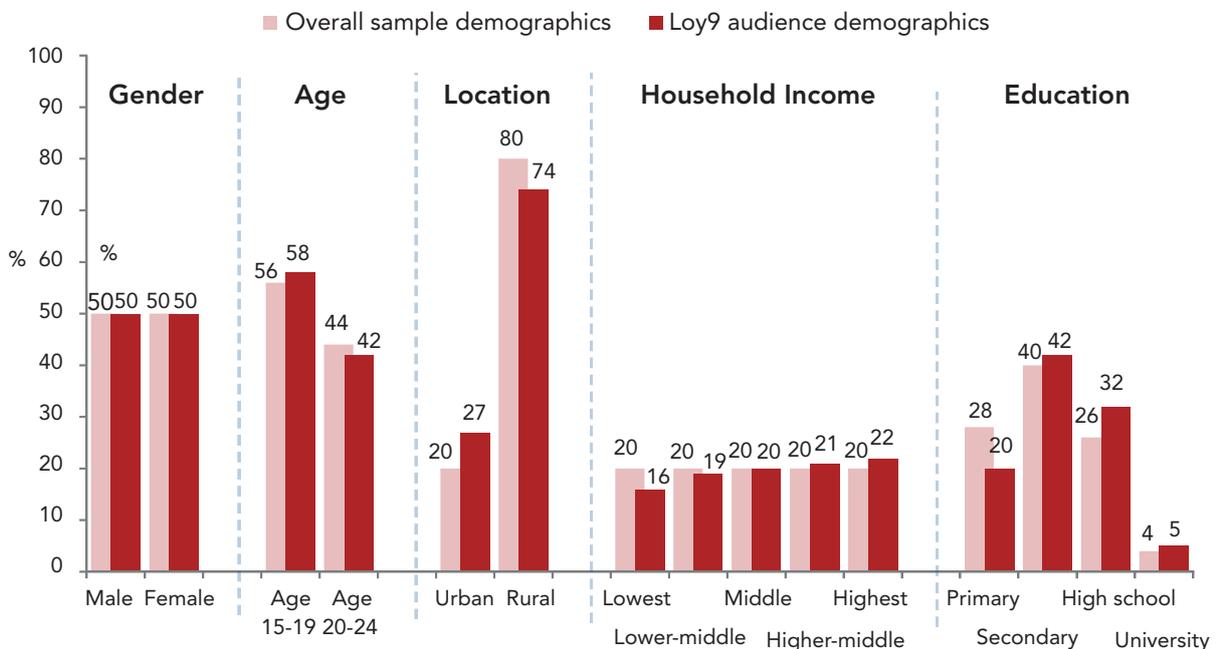
been exposed to Loy9 TV, Loy9 radio and the spots (17%). The spots then accounted for most of the multiple output exposure - outputs that the audience would not have planned to engage with. However, when excluding the spots, the majority of the Loy9 audience reported engaging with only one output, which was most likely to be Loy9 TV (65%).

## 4.2 SOCIO DEMOGRAPHIC PROFILE OF THE Loy9 AUDIENCE

**A Loy9 audience that closely resembles youth in Cambodian overall**

**Loy9 has successfully reached a cross-section of Cambodian youth, including male and female youth as well as different ages, education levels, income groups and regions.** The audience share of the Loy9 audience identified from this research closely matches the profile of the overall sample (and therefore the general youth population in Cambodia).

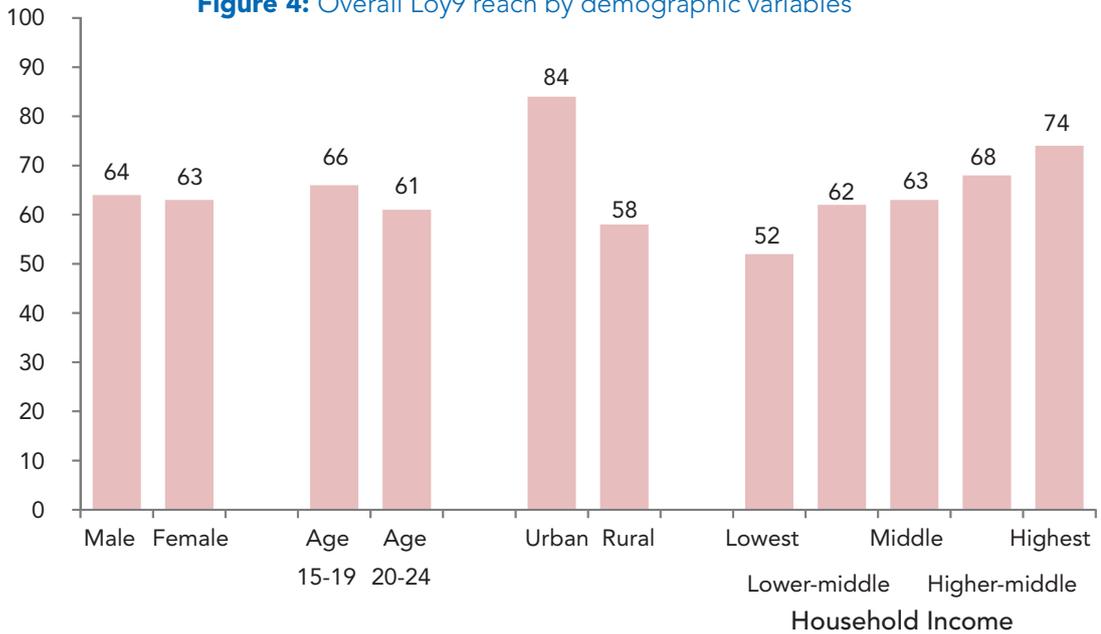
**Figure 3: Sample profile of overall Loy9 audience compared to sample**



Levels of exposure did vary to some extent between most demographic groups, and **exposure to Loy9 was associated with higher levels of income and education.** This does not detract from the relatively

high levels of exposure among the Loy9 largest target groups, representing quite large numbers of young Cambodians in rural areas as well as groups with lower levels of household income and education.

**Figure 4: Overall Loy9 reach by demographic variables**

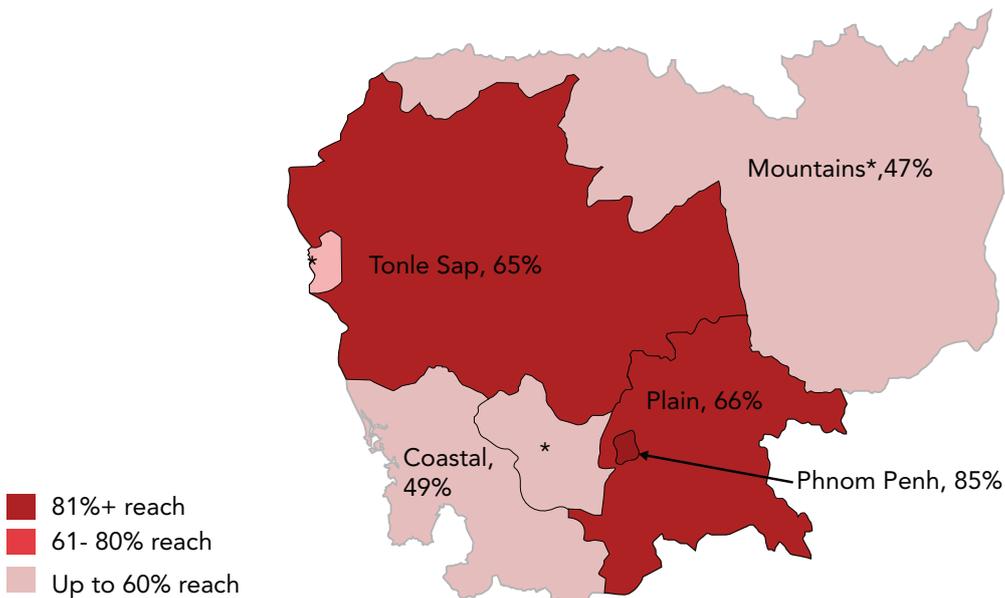


Base: Male (n=1,295); Female (n=1,302); Age 15 19 (n=1,449); Age 20 24 (n=1,148); Urban (n=520); Rural (n=2,077)  
 : Lowest quintile (n=510); Lower middle quintile (n=507); middle quintile (n=519); Higher middle quintile (n=518);  
 : Higher middle quintile (n=518);

Youth in the younger age group were more likely to have been exposed to Loy9; 66 per cent of those aged 15 to 19 reported they had been exposed compared to 61 per cent of those aged 20 to 24.

When the overall Loy9 audience is split by urban and rural locations, the rural audiences made up 74 per cent of the audience share. However, when examining the proportions of the audience according

to their urban and rural locations, those in urban areas had a higher likelihood of being exposed to Loy9. Over four-fifths (84%) of the smaller number of youth who live in urban areas had been exposed to Loy9 compared to around three-fifths (58%) of youth in rural areas. Reflecting this difference, Phnom Penh showed the highest level of exposure, with over four-fifths (85% of youth living in the region reported exposure to at least one Loy9 output).



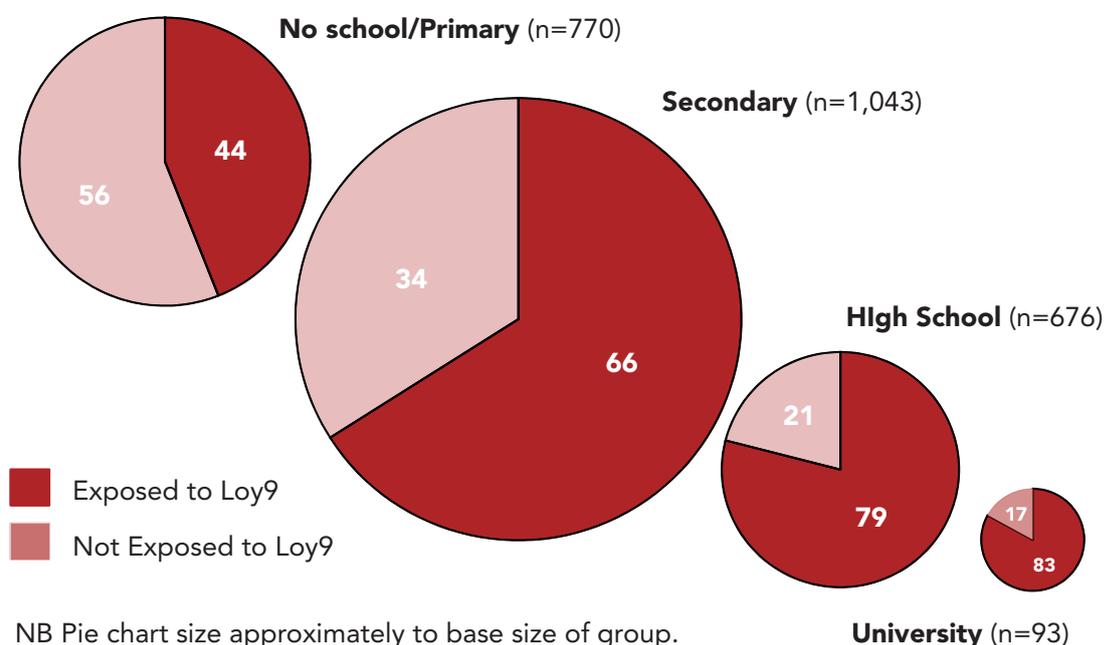
Base: Coastal (n=221); Mountain (n=336); Phnom Penh (n=221); Plain (n=1003); Tonle Sap (n=816)

In addition, there was a linear pattern of increasing exposure in line with increasing household income. Exposure to Loy9 rose from around half of youth in the lowest household income quintile (52%, 4,100,000 riel per annum or less) to almost three-quarters of those in the highest quintile (74%, more than 24,000,000 riel per annum).<sup>15</sup>

A similar pattern was also observed when looking at educational attainment : Loy9 exposure rose in

accordance with higher levels of education, with those who had attended university (83%) or high school (79%) being nearly twice as likely to have been exposed to Loy9 as those who had no schooling or left education after primary school (44%). However, as with income, even though youth with a primary school level of education or less were the least likely to have been exposed to Loy9, still more than four in ten of this group (44%) reported exposure to Loy9.

**Figure 6: Loy9 reach by education level**



#### 4.3 PATTERNS OF ENGAGEMENT

##### A loyal audience for Loy9 TV and Loy9 radio

The majority of those exposed to Loy9 TV report regular engagement with the programme (63%); just over a quarter of those who had seen Loy9 TV (26%) reported watching the programme every week when it was on air, and over a third (37%) indicated that they watched it twice a month.<sup>16</sup> Displaying a more sporadic involvement, a smaller proportion (14%) of youth reported watching the programme less than once a month.

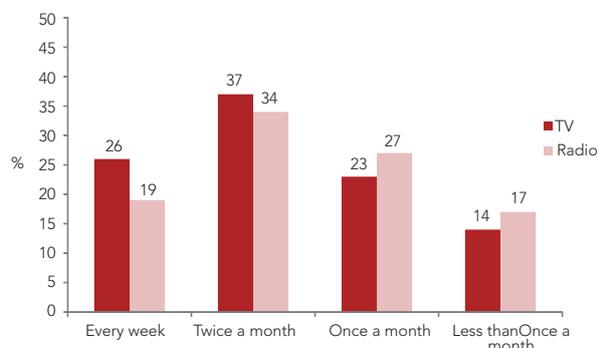
**Regular reach** is defined by BBC Media Action watching or listening to every other episode of a programme. For Loy9 this means the proportion of the Loy9 audience that reports watching Loy9 TV (while the programme is on TV) or listening to Loy9 radio at least twice a month.

<sup>15</sup>For the purpose of analysis by household income youth have been grouped into five approximately equal groups or 'quintiles'.

<sup>16</sup>It should also be noted that Loy9 TV Series 2 ended eight weeks before the KAP fieldwork was conducted. This may have had an impact on the number of people who reported having seen the programme, as there is the possibility the time between broadcast and fieldwork may have reduced the ability of respondents to recall watching the programme.

Similarly to TV viewership, the majority of the Loy9 radio audience report listening to the programme on a regular basis (53%). One fifth (19%) of those exposed to Loy9 radio reported listening to the show every week. Also revealing frequent listenership, over a third (34%) indicated they listened to the show twice a month and over a quarter (27%) reported to do so once a month. The remaining 17 per cent showed a more infrequent engagement, reporting that they listened to the show less than once a month. These findings suggest that regular reach is higher for Loy9 TV than for Loy9 radio.

**Figure 7: Frequency of watching Loy9 TV and listening to Loy9 radio among youth exposed to Loy9**



Base: Respondents exposed to Loy9 TV (n=1,373). Respondents exposed to Loy9 radio (n= 494). Don't know responses are not shown.

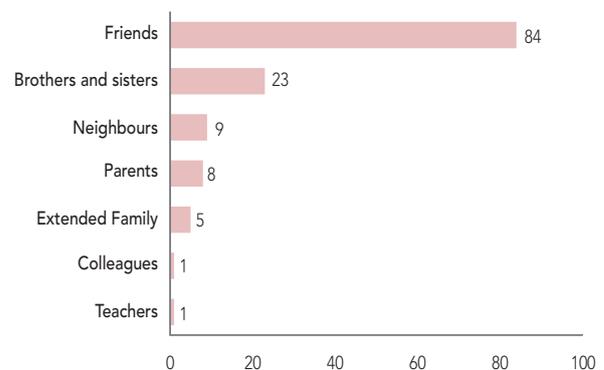
#### 4.4 TALKING ABOUT Loy9 WITH OTHERS

Interpersonal communication and dialogue - the extent to which people go beyond media consumption to discuss issues of governance with other people in their local context - is a key determinant of efficacy and action. To capture this behaviour, all young people were asked if they talked about Loy9 with anyone, and if so, who. Understanding how much the Loy9 audience talks about the programmes with others can indicate levels of further engagement. A third (34%) of those exposed to Loy9 reported to have discussed it with others. Of those youth who reported they had discussed Loy9 with others, they were most likely to have talked about it with friends and family members - particularly siblings. Surprisingly, even those who had not been exposed had discussed Loy9 with someone (2% of those not exposed had discussed Loy9 with someone).

<sup>17</sup> The fieldwork of this study closely followed the Cambodian national election in July 2013 and leading up to election, Loy9 turned its focus to voting and elections. These two points may partly account for the comparatively higher recall of voting and elections.

<sup>18</sup> All these topics were covered by some answers in the preceding open question and so because their views had already been captured they were excluded from this subsequent question.

**Figure 8: Discussing Loy9 with others**



Base: All respondents (n=2,597). Percentages sum to more than 100 as respondents could identify more than one type of person.

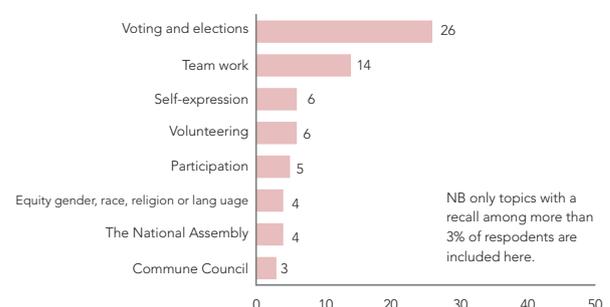
#### 4.5 Loy9's ROLE IN INCREASING KNOWLEDGE AND ENHANCING CIVIC ENGAGEMENT

Audiences remember the topics covered by Loy9 programmes

Just over half of the Loy9 TV and radio audience (52%) were able to remember at least one topic covered by the programmes without prompting, with a total of thirty different topics recalled.

Topics falling under the umbrella of 'voting and elections' (26%) had the largest recall among the Loy9 TV and radio audiences<sup>17</sup>. This was followed by team work (14%). Other commonly recalled topics included volunteering (6%), self-expression (6%) and participation (5%).

**Figure 9: Most commonly recalled topics**



Base: Respondents who have been exposed to Loy9 radio (n=1,511). Percentages sum to more than 100 as respondents could recall more than one topic.

Q: Loy9 discusses a range of different topics, can you tell me the topics that you remember hearing about on Loy9?

Whether young people recalled a topic or not varied according to the Loy9 outputs they had been exposed to. Youth who had been exposed to more than one Loy9 output were most likely to recall at least one topic, with over half (58%) who had watched Loy9 TV as well listening to Loy9 radio recalling a topic. Half (52%) of those who had only been exposed to Loy9 TV were able to recall a topic, while recall was notably lower among those who had only been exposed to Loy9 radio, with just a quarter (25%) recalling a topic.

**Seeing or hearing about a topic on Loy9 improves the audience’s understanding of it**

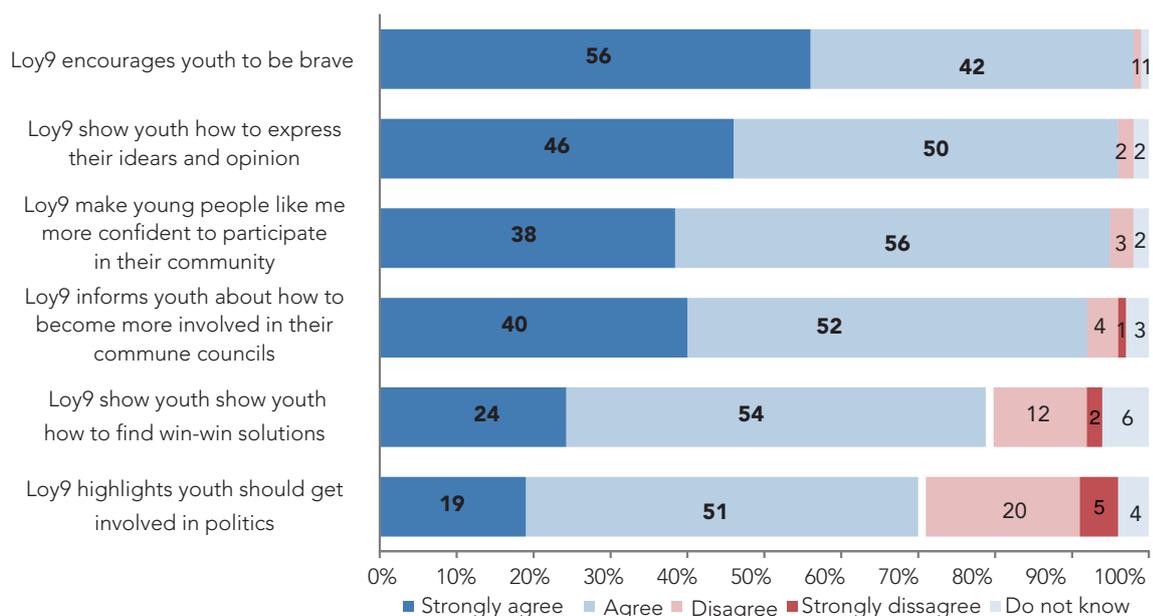
The Loy9 TV and radio audience were asked to what extent Loy9 had improved their knowledge of the topics they recalled. Nearly all youth who recalled a topic from the programme indicated that watching Loy9 TV or listening to Loy9 radio had improved their understanding of the topic. Ninety-eight per cent of those who recalled the topic of voting and elections for instance agreed Loy9 had improved their understanding of the topic. Similarly, of those who recalled team work, 97 per cent reported that being exposed to Loy9 TV or radio had improved their understanding of the topic.

Even young people who had not recalled a key topic spontaneously<sup>18</sup> were able to report that Loy 9 had improved their understanding of 6 key topics. With the exception of the National Youth Policy (for which 11% reported no improvement and 40% ‘did not know’), for each topic the majority reported improved levels of understanding. Reported improvements in understanding voting and elections, volunteering and team work were the most prominent; (70% for voting and elections, 69% for volunteering, and 70% for team work). Over half (56%) reported an improved understanding of the National Assembly, with a similar proportion (55%) reporting improved understand of equity.

**Youth in Cambodia feel that Loy9 enhances civic engagement among their peers**

The overwhelming majority of the Loy9 TV and radio audiences were positive about Loy9’s role in enhancing civic engagement. Nearly all of those who had been exposed to Loy9 agreed (56% strongly agreed, 42% agreed) that Loy9 encourages youth to be brave. The vast majority also agreed that Loy9 shows youth how to express their views and opinions, gives youth the confidence to participate in their community and informs youth about how to become more involved in their commune councils.

**Figure 10: Loy9’s role in encouraging civic engagement**



**Base: Respondents exposed to Loy9 TV or radio (n= 1,511)**

Q: Do you agree or disagree with the following statements?

If agree, ask what is the level of agreement?/If disagree, ask what is the level of disagreement?

# 5

## WHAT DIFFERENCE DOES Loy9 MAKE TO LEVELS OF CIVIC KNOWLEDGE, ATTITUDES AND PRACTICES OF YOUTH IN CAMBODIA?

### KEY FINDINGS

- ◆ The Loy9 audience demonstrates greater awareness and understanding of civic terms compared to those who have not been exposed to Loy9.
- ◆ The Loy9 audience is more likely than those unexposed to Loy9 to express positive attitudes towards civic engagement, in particular about young people participating in decision-making within their local community.
- ◆ The Loy9 audience is more likely to have heard of, and been involved in, opportunities for community participation than those not exposed to Loy9. More than two-thirds (68%) of the Loy9 audience had heard about 'contributing to the commune development plan', compared to just over half (51%) of those unexposed to Loy9.
- ◆ Levels of civic knowledge tend to also be highest among urban, richer, and in particular better educated, youth.

### 5.1 CIVIC KNOWLEDGE

There are high levels of awareness of civic terms among Cambodian youth

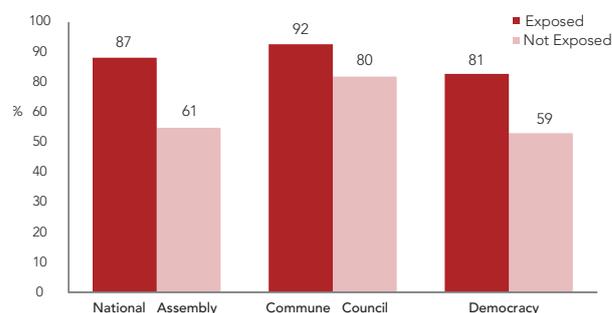
Young people were asked whether they had heard of the National Assembly, the Commune Council and democracy.<sup>19</sup> The majority of youth in Cambodia have heard of all three terms (63%), with the highest proportion reporting an awareness of the Commune

Council. Over four-fifths (88%) indicated that they had heard of the Commune Council, while just over three-quarters (77%) said they had heard of the National Assembly, and slightly less than three-quarters (73%) said they had heard of democracy.

There is a positive association between awareness of civic terms and exposure to Loy9

Youth exposed to Loy9 consistently showed greater awareness of all three terms compared to those unexposed. Nearly nine in ten (87%) of the Loy9 audience reported they had heard of the term National Assembly, compared to six in ten (61%) of those not exposed to Loy9. Awareness of the term democracy between the two groups followed a similar distribution, with eight in ten (81%) exposed youth reporting that had of heard of term compared to slightly less than six in ten (59%) unexposed youth. A notably higher proportion of the Loy9 audience (92%) compared to those unexposed (80%) had heard of the Commune Council.

Figure 11: Awareness of civic terms by Loy9 exposure



Base: Respondents exposed to Loy9 (n=1,647). Respondents not exposed to Loy9 (n=950).

<sup>19</sup> For each civic term respondents were asked "Have you heard of the National Assembly?", and then a follow-up question "Do you know what the National Assembly is?", therefore discussion throughout this chapter is based on their self-reported levels of awareness and knowledge.

### Reported knowledge of civic terms is lower than awareness

If youth reported that they were aware of the three key terms, they were then asked if they knew what these three terms meant. Young people's knowledge of the meaning of the terms 'National Assembly', 'Commune Council' and 'democracy' appeared to be comparatively lower than their awareness of the terms. For all three terms, of those who had heard of the term, less than half reported to know what it meant. Overall, reported knowledge of the Commune Council was the highest, with two-fifths of young people (40%) reporting to know what it is, though slightly fewer reported the same about the National Assembly (36%) and democracy (36%).

Reported knowledge of civic terms is positively associated with Loy9

Youth exposed to Loy9 reported greater knowledge of all three terms than those who had not been exposed. The most marked difference between the two groups was in relation to knowledge of the Commune Council; over two-fifths (45%) of the Loy9 audience reported that they knew what the Commune Council is, while less than one third (29%) of those unexposed did. While the differences were smaller, a higher proportion of exposed youth compared to unexposed youth reported to know what democracy is (39% exposed vs. 28% unexposed) and what the National Assembly is (39% vs. 26%).

Reported knowledge of civic terms also varies across demographic subgroups

Differences in reported knowledge across demographic subgroups were most pronounced in relation to education, with those falling in the higher educational subgroups consistently demonstrating proportionately greater levels of knowledge. Most notably, four-fifths of youth (80%) who had been to university reported that they knew what democracy

is, while less than two-fifths (14%) of those with a primary level education reported knowledge of the term.

Youth from urban areas were proportionately more likely to report that they knew the terms compared to those from rural areas. Most notably, just over half (53%) of urban youth indicated they knew what the Commune Council is, compared to just under two-fifths (37%) of rural youth. Reported knowledge of the meaning of the terms 'National Assembly' and 'democracy' also varied in relation to gender, with more males than females reporting to know what the National Assembly is (41% vs. 30%) and what democracy is (40% vs. 32%).

## 5.2 CIVIC ATTITUDES

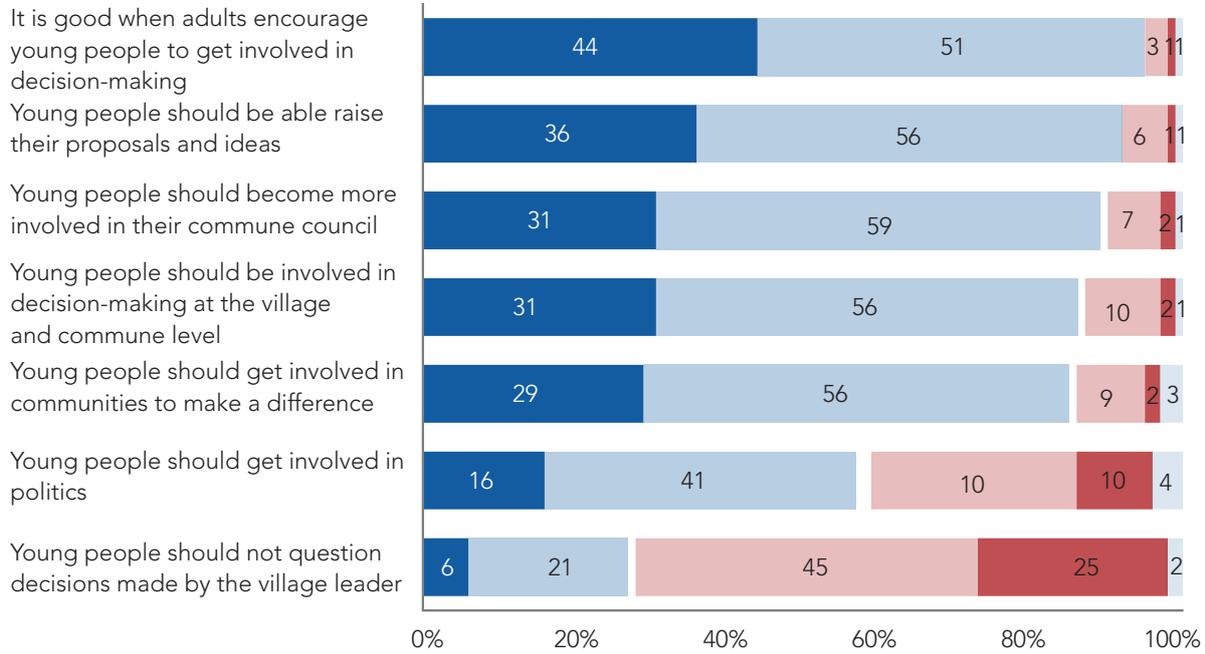
### There are positive attitudes towards civic engagement among youth in Cambodia

Loy9 also aims to increase positive attitudes towards youth civic engagement. In order to measure this, youth were asked the extent to which they agreed with a series of normative statements about youth civic engagement in Cambodia. The overwhelming majority of youth expressed positive attitudes.

A high proportion of youth in Cambodia agreed that it is good when adults encourage young people to get involved in decision making at the village and commune level (96%), that young people should be able to raise proposals and ideas about community development (91%) and that young people should become involved in their commune councils (90%).

While the vast majority of youth were positive about young people participating in civic life at the local and commune level, perhaps reflecting Cambodian youths' perception of 'politics' rather than civic participation more broadly, considerably fewer youth (58%) agreed that young people should get involved in politics, and the proportion strongly agreeing (16%) was much smaller than for the other statements.

**Figure 12: Attitudes towards civic engagement**



**Base: All respondents (n=2,597).** ■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Do not know

**Q: Now I would like to ask your opinion of young people’s participation. When I refer to young people I mean people in Cambodia between the ages of 15 and 24. Do you agree or disagree with the following statements?**

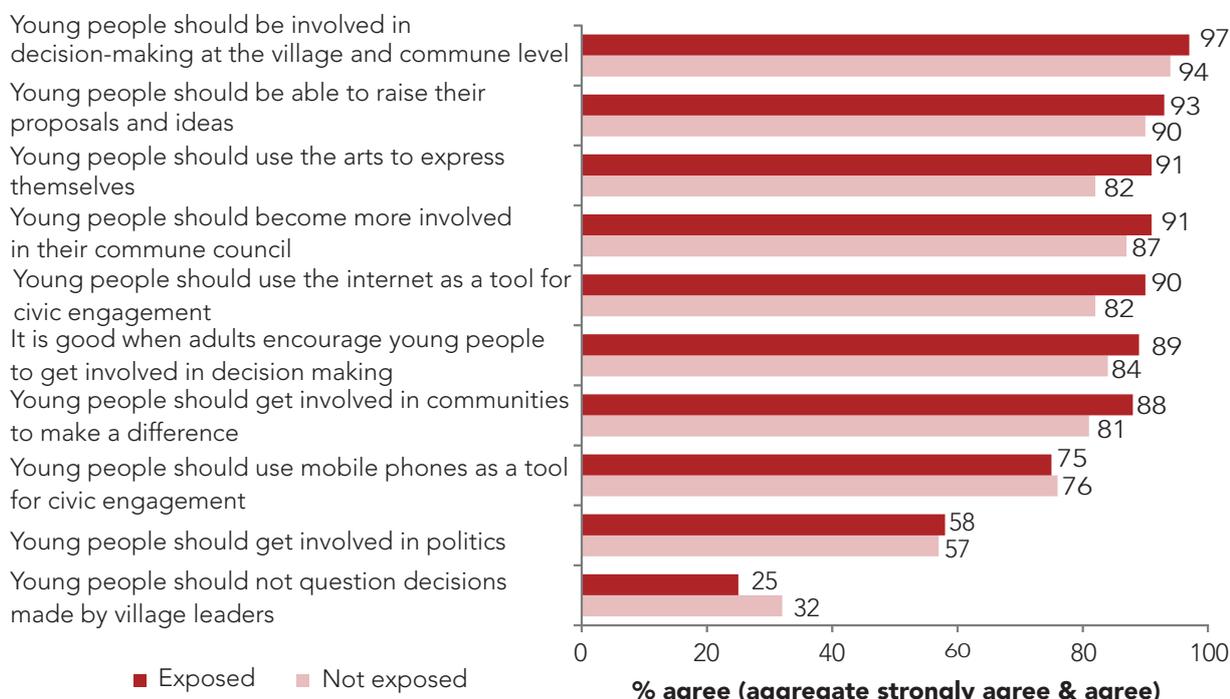
The series of normative statements also included how young people could or should use the media to support them in civic engagement. **A high proportion of youth supported the idea of using media to facilitate civic engagement;** well over four-fifths agreed that young people should use arts like painting, dance and music to express their ideas (88%) and that young people should use the internet as a tool to learn about the world and get involved in society (87%). Though still high, comparatively fewer

youth agreed that young people should use mobile phones as tool to learn about and get involved in society (74%).

*Attitudes towards civic engagement are even more positive among the Loy9 audience*

**Youth exposed to Loy9 were generally more likely to express positive attitudes towards civic engagement than those who had not been exposed.**

**Figure 13: Attitudes towards civic engagement by Loy9 exposure**



**Base: Respondents exposed to Loy9 (n=1,647). Respondents not exposed (n=950).**

Youth exposed to Loy9 were more positive about the idea of young people participating in decision-making within their local community. More youth exposed to Loy9 compared to those unexposed agreed that young people should be involved in decision making at the village and commune level (89% vs. 84%) and young people should become more involved in their commune councils (91% vs. 87%).

**Most youth in Cambodia are positive about their capacity to participate in civic life**

Overall youth are reporting confidence and opportunity to participate in civic life. Ninety per cent agreed they felt brave enough to say what they think and take action in their community. Similarly, 92 per cent agreed they felt confident they could get permission from older people in their family to participate in their community. A majority also felt young people have the necessary information and opportunities to participate in civic life, with 72 per cent disagreeing that the information and opportunities needed to allow young people to participate in their community do not exist. It should be recognised,

however, that this does leave a notable minority who feel the necessary information and opportunities are not available (21%).

While the above suggests most youth's participation in their local community is not hindered by older family members, many youth indicated that the attitudes and actions of older people constrain young people's capacity to voice their opinion. Just under three-quarters (72%) agreed that until the attitudes of older people change there is no hope for youth to have their say. Furthermore, nearly half agreed (44%) that they do not have the courage to speak out when older people in their family expect them to follow their views.

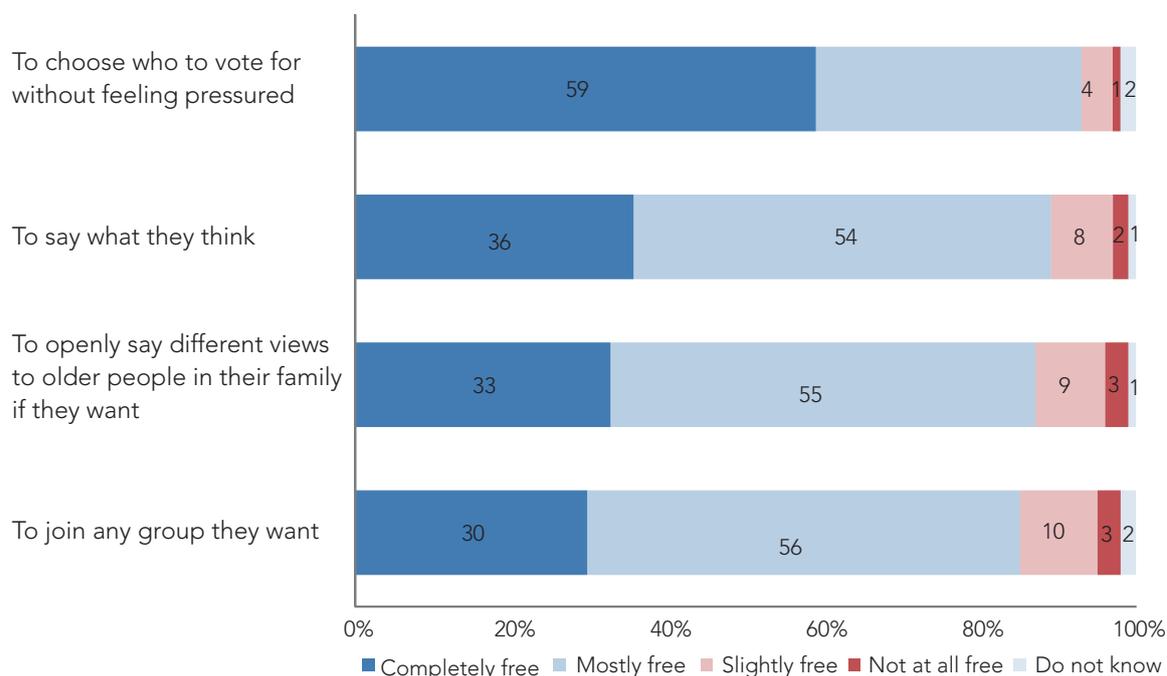
To further explore how young Cambodians perceive their ability to participate in civic life, youth were asked the extent to which young people are free to do a number of activities associated with civic participation and democracy. Corresponding with their perceived capacity to become involved in civic participation discussed above, most young people in Cambodia feel a high degree of freedom in their

**lives with regards to civic participation.** Six in ten (59%) indicated young people are completely free to choose who to vote for without feeling pressured, and three in ten (30%) indicated that young people are completely free to join any groups they want.

**Young people were also largely positive about young Cambodians' freedom to express their views.**

Thirty-six per cent indicated that young people are completely free to say what they think, and somewhat contrary to the constraining influence of older family members pointed to above, 33 per cent indicated that young people are completely free to openly say different views to older people in their family, while 55 per cent indicated they are mostly free to do so.

**Figure 14: Perceived degree of youth freedom**



**Base: All respondents (n=2,597).**

Q: In your opinion, in this country how free are young people like you to do the following

**The Loy9 audience perceive fewer barriers to civic participation**

Youth exposed to Loy9 perceive fewer barriers to participating in civic life compared to those not exposed. The Loy9 audience felt a greater level of confidence than unexposed youth. For example, 56% of those exposed disagreed that they do not have the courage to speak out when older people in their family expect them to follow their views. This was in comparison to only 43% of unexposed youth. Further illustrating how youth exposed to Loy9 perceived the attitudes and actions of elders to be less of barrier, a higher proportion of exposed youth (25%) compared to unexposed youth (20%) disagreed that until the

attitudes of older people change there is no hope for youth to have their say.

Youth exposed to Loy9 also appeared to be less constrained by limited access to information and opportunities; more exposed youth (74%) than unexposed youth (70%) disagreed that the information and opportunities to enable young people to participate in their community do not exist.

The Loy9 audience were also more likely than those not exposed to indicate that young people have the freedom to express themselves and to support the organisations they want to. For example, a higher proportion of exposed youth indicated that young

people are completely free to choose who to vote for without feeling pressured (65% vs. 51% unexposed) and are completely free to say what they think (38% vs. 32%).

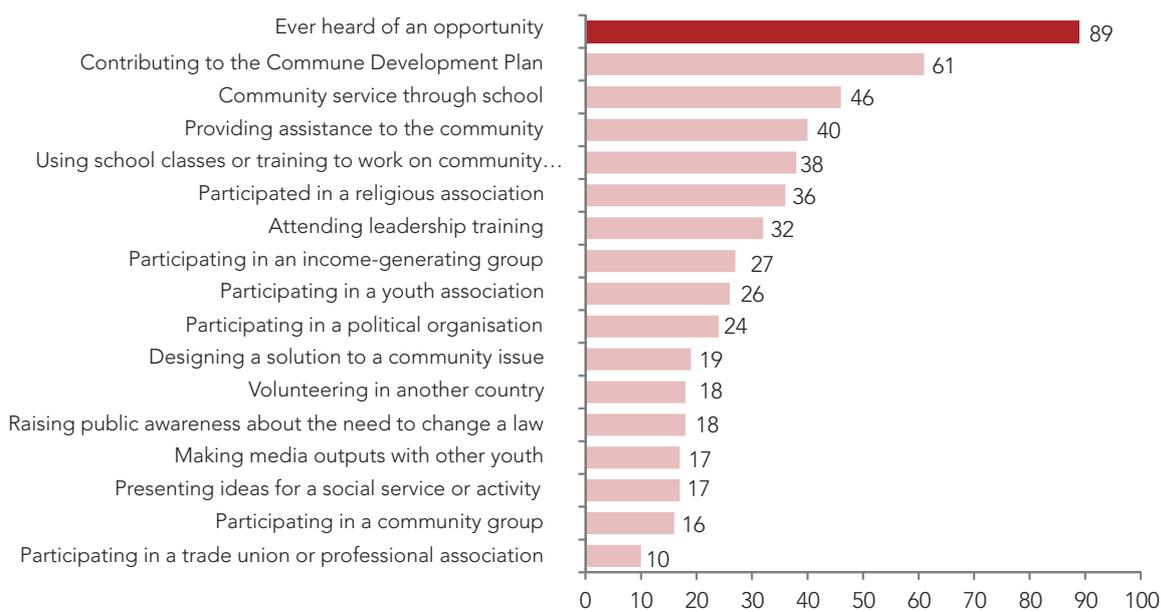
### 5.3 CIVIC PARTICIPATION

A further key aim of Loy9 is to increase young people’s access to information about opportunities for participation. In order to measure this, young people were asked if they had heard of opportunities, what these opportunities were and if they had participated in them.

There are high levels of awareness of opportunities for civic participation among youth in Cambodia

The majority of youth in Cambodia (89%) reported to have heard of at least one opportunity for community participation. The opportunity most young people had heard about was ‘contributing to the commune development plan’ (61%). ‘Community service through school’ was the next most commonly heard of opportunity (46%), followed by ‘providing assistance to the community’ (40%), ‘using school classes or training to work on community issues’ (38%) and ‘participating in a religious association’ (36%).

**Figure 15: Awareness of opportunities for civic participation**



**Base: All respondents (n=2,597)**

Q: Have you ever heard about opportunities for participation in your community or about community activities?  
 Q: Have you ever heard about any of the following opportunities for participation in your community or about community activities?

### There is higher awareness of opportunities for civic participation among the Loy9 audience

Youth exposed to Loy9 demonstrated greater awareness of opportunities for community participation than those not exposed. Exposed youth, for instance, were much less likely than unexposed youth to have not heard of any opportunity (6% vs. 18%). Most notably, half (52%) had heard about 'doing community service through school', while just over a third (36%) of unexposed youth had heard about this opportunity. Similarly, more than two-thirds (68%) of youth exposed to Loy9 had heard about 'contributing to the commune development plan'. This was compared to just over half (51%) of unexposed youth.

### Media, social contacts and officials are all key channels for hearing about opportunities for civic participation

Young people identified a wide range of sources from which they heard about opportunities for civic participation. These included forms of media, social contacts and people in official positions. While young people identified a diverse set of sources, **five key sources emerged as the most prominent: radio, television, friends, school staff and village leaders.** Across the different opportunities, however, there were a number of notable variations in the primary sources identified.

**Village leaders were a key source for community-based participation opportunities,** particularly for finding out about opportunities to contribute to the commune development plan (49%), to provide assistance to the community (37%), to participate in a community group (34%) and to design a solution to a community issue (33%).

**The media played a more central role in informing youth about civic participation across a broader range of opportunities.** Both radio and television were the most common ways of hearing about

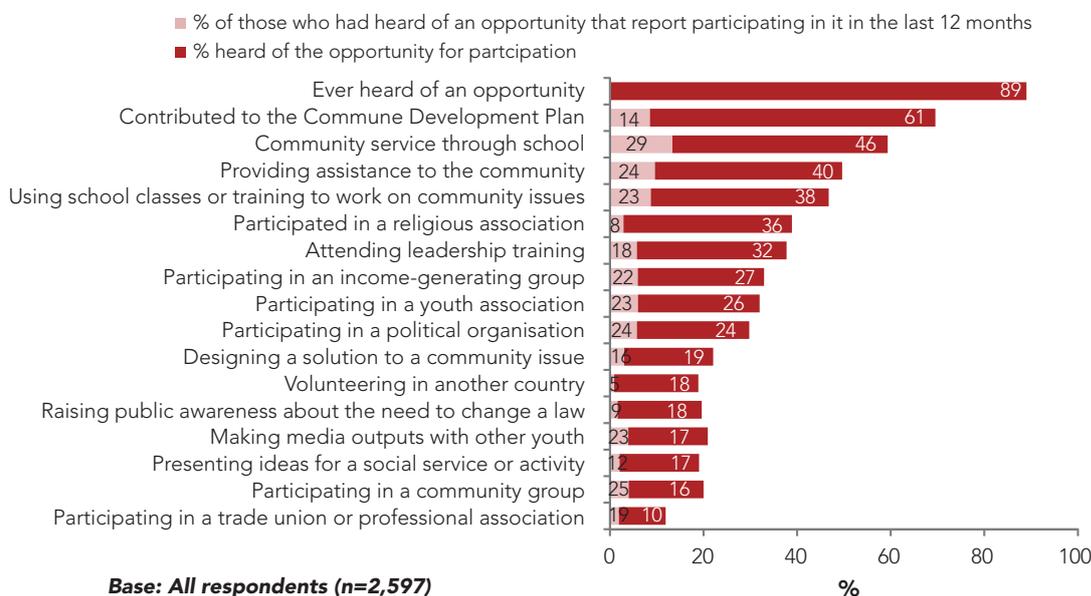
opportunities to present to the community or government ideas for a social service or activity (radio 38%, television 37%), to raise public awareness about the need to change a law (radio 43%, television 29%), to volunteer in another country (radio 61%, television 31%), and to participate in a political organization (radio 40%, television 28%).

### Involvement in civic participation is less common than awareness

Those who had heard of an opportunity were asked if they had also participated in the activity during the last year. Perhaps indicative of young people's recent contact with schools, **opportunities associated with school saw notably higher reported participation levels;** over a quarter of those who had heard of the opportunity to do community service through school indicated they had taken part in this, while just under a quarter reported they had used school classes or training to work on community issues (23%).

Further **highlighting the importance of the local context in facilitating the take-up of opportunities, participation in community-based opportunities was comparatively high.** For instance, of those who had heard of the opportunity to participate in a community group a quarter (25%) reported they had done so, and a quarter (24%) similarly reported they had provided assistance to the community. Other opportunities that saw comparatively high participation levels among those who had heard of the opportunity included participating in a political organisation (24%), participating in a youth association (23%), and making media outputs (23%).

**Figure 16:** Awareness of opportunities for civic participation & participation in last 12 months



Q: Have you ever heard about opportunities for participation in your community or about community activities?  
 Q: Have you ever heard about any of the following opportunities for participation in your community or about community activities  
 Q: Have you participated in this in the last 12 months?

**Involvement in civic participation slightly more common among the Loy9 audience**

Across the various opportunities for civic participation, levels of participation were generally higher among youth exposed to Loy9 compared to those who had not been exposed. There were only three opportunities, however, where the relationship between participation and exposure to Loy9 was statistically significant: doing community service through school (36% exposed vs. 23% unexposed), attending leadership training (19% exposed vs. 13% unexposed) and participating in political organisations (27% vs. 19%).

Although only a very small proportion of youth in Cambodia reported that they had expressed their opinion in a public forum (1%), when prompted with specific examples of ways in which they may have done so this reached a combined total of 17 per cent.<sup>20</sup> Further highlighting the higher levels of civic participation among the Loy9 audience, twice as many exposed youth compared to unexposed youth reported they had expressed their opinion in a public forum in the last year (21% vs. 10%).

<sup>20</sup> Youth were asked "Have you ever expressed your opinion in any of the following places?", and examples of a public forum included: Commune Council meeting; District Council meeting; newspaper or magazine; at a pagoda; TV show; radio show; the internet; political party meeting; NGO event; public art event; public music event; the home; school/university; election.

# 6

## WHAT IS THE RELATIONSHIP BETWEEN Loy9 AND VOTING PATTERNS OF YOUTH IN CAMBODIA?

### KEY FINDINGS

- ◆ The Loy9 audience is more likely than those not exposed to Loy9 to have voted in the national election in July 2013 as well as the commune elections in June 2012.
- ◆ 'To choose the leader' is the most common reason for voting in both the national election and commune council election.
- ◆ 'Not registering to vote in time' is the most common reason for not voting in the national elections as well as the commune council election.
- ◆ Senior family members and television are the two most common sources for informing voting decisions.
- ◆ Most young people eligible to vote indicate that the media- at least to some extent- influences their voting decision.

### 6.1 ELECTORAL PARTICIPATION

To further understand the context how empowered and enfranchised young people in Cambodia are, the survey also asked young people various questions about voting behaviour.

**Recent elections: a relatively high turnout among Cambodian youth**

**Two-thirds of youth who were eligible to vote reported that they voted in the national election in July 2013 (66%).** Participation in the Commune Council elections in June 2012 was lower, with approximately half of those who were eligible to vote reporting that they did so (47%).

Further highlighting the link between Loy9 exposure and involvement in civic life, **electoral participation was higher among those exposed to Loy9 compared to those not exposed.** A higher proportion of exposed youth compared to unexposed youth, for instance, indicated that had voted in national elections (68% vs. 63%). Similarly, exposed youth were also more likely than those not exposed to have voted in the Commune Council elections (52% vs. 44%).

Electoral participation also varied according to key demographics too, youth aged 23-24, for instance, and was nearly twice as likely as those aged 18-19 to have voted in the recent national election (78% vs. 40%). Likewise, those aged 23-24 were nearly twice as likely as those aged 19-20 to have voted in the Commune Council elections (58% vs. 32%).

Electoral participation was also consistently higher among female youth; a higher proportion of females compared to males reported that they voted in the national election and the Commune Council election (69% vs. 63% and 52% vs. 45% respectively).

Somewhat in contrast to the higher levels of civic knowledge and participation among urban youth suggested above, rural youth were more likely than urban youth to have voted in the national elections (69% vs. 59%).

Youth are motivated to vote in future elections

The vast majority of youth indicated they would vote in a future national election, with over two-thirds (69%) indicating they would be very likely to vote. The overwhelming majority also indicated they would vote in a future Commune Council election, with nearly two-thirds (62%) indicating they would be very likely to vote.

Loy9 had an association with future electoral participation. Corresponding with Loy9 audiences' comparatively higher levels of participation in the recent national elections, a higher proportion of exposed youth compared to unexposed youth

indicated they were very likely to vote in a national election (73% vs. 63%). Likewise more youth exposed to Loy9 compared to unexposed youth indicated they were very likely to vote in a Commune Council election (65% vs. 59%).

## 6.2 FACTORS THAT SHAPED ELECTORAL PARTICIPATION

### Youth see tangible reasons for voting in Cambodia

By far the most common reason for voting in the recent election was 'to choose a leader' (64%). 'To fulfil my duty as a citizen' was the second most common reason given (22%). Other reasons for voting in the national election included 'to improve infrastructure' (5%), 'to develop my country' (4%) and 'to change the old governance system' (1%).

The reasons given for voting in the Commune Council election largely mirrored those given for the national election. 'To choose the leader' was by far the most common reason given (65%), followed by 'to fulfil my duty as a citizen' (19%). 'To improve infrastructure' and 'to change the old governance system' were again also reasons given by minority of youth (9% and 2% respectively).

The main reasons given for voting in the national

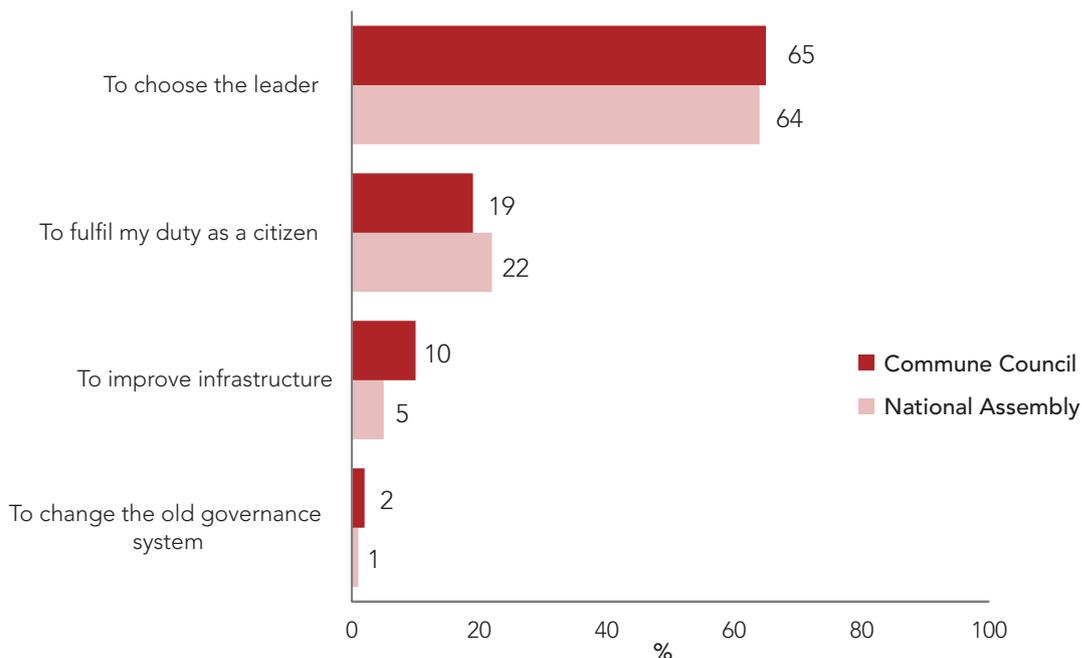
election and the Commune Council elections remained largely constant between those exposed and unexposed to Loy9 as well as across the various demographic subgroups.

### Practical reasons for not voting were behind no turnout

By a considerable margin, 'not registering to vote in time' was the most common reason given for not voting in the national election (54% of those who did not vote), while the second most common reason was 'not having an ID card/election card' (23%). Other reasons for not voting in the national election included 'clerical error on the voting list' (8%), 'being too busy with work or study' (7%) and 'not having the money for transport' (6%).

The reasons for not voting in the Commune Council election largely followed those in relation to the national elections, with 'not registering to vote in time' and 'not having an ID card/election card' being the two most common reasons given (46% and 26% of those who did not vote, respectively). There were, however, some slight differences. In particular, 'too busy with work or study' was a more commonly reported reason for not voting in the Commune Council election (20%).

Figure 17: Reasons for voting



Base: Respondents who voted in the national election (n=1,056) or the local election (627).

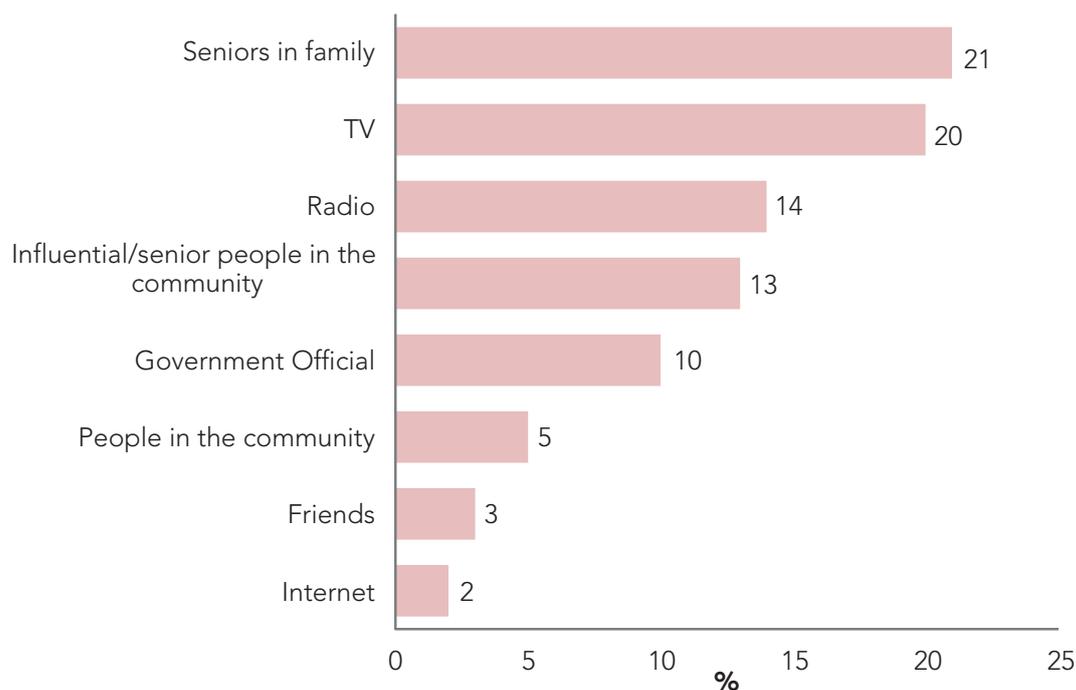
Q: What was the main reason that you did vote in the National Assembly elections last month/local (commune/sangkat) elections last year?

### 6.3 SOURCES OF INFORMATION ABOUT VOTING

Elders and the media are key sources of electoral information

Young people who were eligible to vote in the either the national election or the Commune Council election were asked what their main source of information is when deciding which candidate or party to vote for.

**Figure 18: Most common information sources for voting**



**Base: Respondents eligible to vote (n=1,598). Percentages don't sum up to 100 as the least commonly identified sources are not shown.**

Q: What is your main source of information when deciding which candidate or party to vote for in an election?

Senior family members were the most commonly identified source of information about voting (21%). Interestingly, this is somewhat different to the primary sources of information about opportunities for civic participation more generally, pointing to the prominent role elder family members have in informing voting behaviour.<sup>21</sup> Further suggesting the importance of local leaders shown in relation to youth awareness of civic opportunities, over one tenth (13%) identified senior people in the community as their main source of information for voting. One in ten (10%) identified government officials as their main source.

Closely following senior family members, TV was the second most commonly identified source of information (20%). Also further highlighting the central role the media plays in informing youth about civic life, a notable proportion (14%) identified radio as their main source of information to inform vote choice. However, print media and the internet appeared to play a less prominent role than broadcast media; just two per cent of youth identified internet as their main source of information, while only four young people in total stated that newspapers or magazines were their main source.

<sup>21</sup> For more information on information sources of youth in Cambodia please see the second report written from this survey data – 'Media habits and information sources of youth in Cambodia' (BBC Media Action 2014).

The Loy9 audience is more likely to use TV as an information source

Perhaps indicative of Loy9 audience's greater access to and choice of different types of sources, the sources of information identified somewhat varied in relation to Loy9 exposure. **Television, for instance, was a more commonly identified source among youth exposed to Loy9 compared to those unexposed (24% vs. 15%),** whereas influential/senior people in the community was a more common source among unexposed youth compared to exposed youth (18% vs. 12%).

Youth perceive a strong influence of media on their vote choice

The majority of those eligible to vote indicated that information and debate in the media influences their decision who to vote for at least to some extent, with 23 per cent indicating that that it does to a great extent, 44% a moderate extent and 19 per cent to a small extent. Perhaps reflecting their greater media access and literacy, youth exposed to Loy9 were more likely than those not exposed to indicate that information and debate in the media influences their voting decision to a moderate or great extent (72% vs. 56%).



# WHAT ARE THE CAMBODIAN YOUTH AUDIENCE KEY CONCERNS?

## KEY FINDINGS

- ◆ Issues relating to 'crime and lawlessness' are the most common concerns of young people, both at the national and local level.
- ◆ The issues young people are concerned about in relation to Cambodia as a whole differ slightly from their concerns about their local community. Traffic and political instability are two of the most common national concerns but two of the least common local concerns, while poor infrastructure is second most common local concern yet one of least common national concerns.
- ◆ There is a sizeable portion of young people in Cambodia who cannot articulate what their key national or local concern is, this may be due to a lack of knowledge or a reluctance to express and opinion.
- ◆ The Loy9 audience is more likely than youth not exposed to Loy9 to identify an issue they were concerned with. They were much less likely to say they 'don't know' when asked such questions.

## 7.1 NATIONAL PRIORITY CONCERNS

When asked to identify the most important issue currently affecting people across Cambodia, **youth identified a wide range of social, political, economic and environmental issues. By a notable margin though, 'crime and lawlessness' was the most commonly identified issue (17%).** Other commonly identified issues included traffic (8%) and, possibly reflecting the events surrounding the national election in July 2013, political instability (7%).

However, it is important to note that a **considerable proportion of youth answered that they did not know, possibly indicating a difficulty to identify or articulate concerns, or a fear of appearing to be critical.**

The main national priority concerns remained largely constant in relation to Loy9 exposure. There were some slight differences, however, in the proportion of young people identifying particular issues. Most notably, and possibly indicative of Loy9 audiences' comparatively greater capacity to articulate their concerns, youth not exposed to Loy9 were nearly twice as likely as those exposed to say they did not know what the key issues were (21% vs. 12%).

The main national concerns were also largely consistent across the various demographic subgroups. Perhaps reflecting differences in confidence to articulate concerns, there was, however, some variation in the proportion of youth who stated they 'don't know'. A higher proportion of rural youth compared to urban youth, for instance, stated that they did not know (17% vs. 9%). Similarly, those who had no schooling or had only been to primary school were more likely than those who had been to high school or university to state 'don't know' (21% vs. 12%), as were youth in the younger age group (17% 15-19s vs. 14% 20-24s).

## 7.2 LOCAL PRIORITY CONCERNS

When asked to identify the most important issue currently affecting people in their local area, the **local concerns of young Cambodians partly mirrored their national concerns, perhaps indicating that their experiences and perceptions constituted within the local context somewhat shape their wider concerns. Again, by far the most commonly identified issue was 'crime and lawlessness' (23%).** Similarly, poverty and unemployment remained as two commonly identified concerns (7% and 5% respectively). Furthermore, a high proportion (17%) again indicated

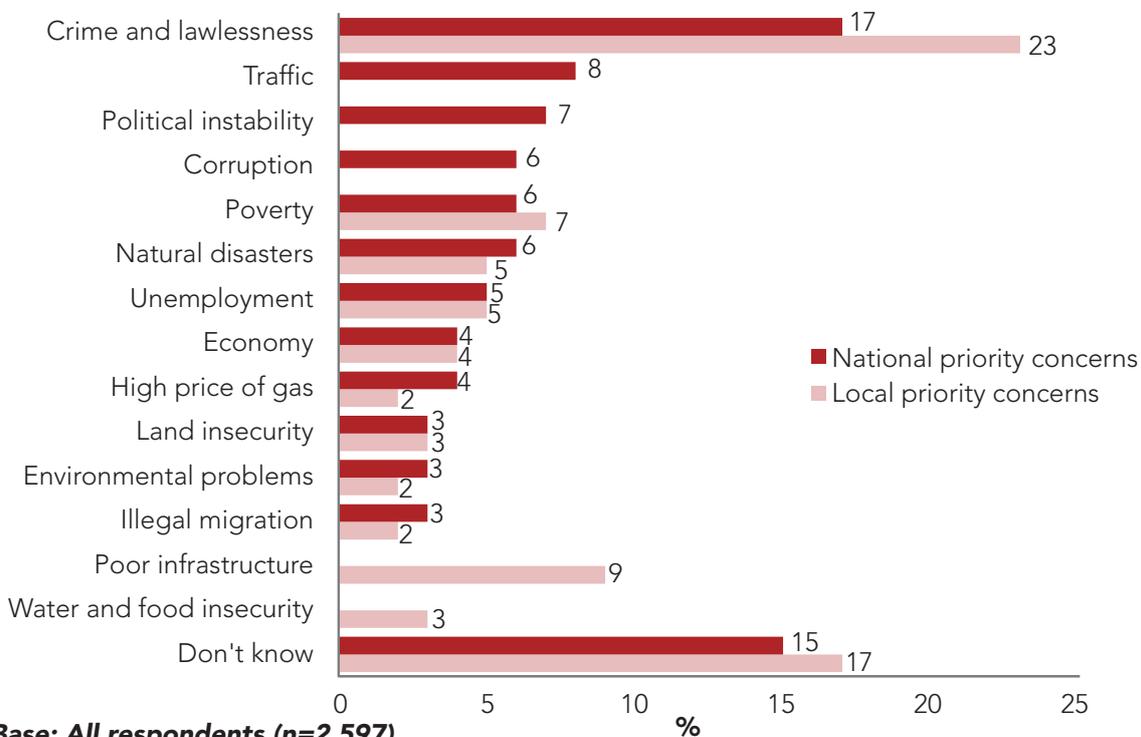
that they did not know.

There were, however, some key differences between the key national and local concerns identified. In particular, poor infrastructure was a more commonly identified issue in relation to the local level compared to the national level (9% vs. 2%). Furthermore, perhaps indicative of how young Cambodians perceive the national election and the political context in relation to the whole country, comparatively fewer youth

identified political instability as a local concern (1% vs. 7%). Likewise, traffic- which was one of most commonly identified national concerns- was one of least commonly identified local concerns (1% vs. 8%).

As with the national priority concerns, the main local priority concerns remained largely constant in relation to Loy9 exposure. Again, fewer youth exposed to Loy9 compared to unexposed youth stated 'don't know' (19% vs. 16%), although this gap was smaller than compared to national concerns.

**Figure 19: Priority concerns**



**Base: All respondents (n=2,597)**

Q: In your opinion, what are the main issues affecting people in Cambodia at present?

Q: Of the issues you have just mentioned, which one is most important to you?

Q: And now thinking about issues affecting people where you currently live, what are the issues of local importance?

Q: Of the issues you have just mentioned, which one is most important to you?

This research was designed to explore the levels of exposure to and engagement with Loy9 among youth in Cambodia, the knowledge levels of democratic concepts and institutions among youth in Cambodia and the extent of civic engagement among youth in Cambodia and their attitudes towards participation.

#### Loy9 audience profile

- Loy9 has been successful in reaching a wide and diverse audience of over two million Cambodian youth, even among those audiences traditionally more difficult to reach with mass media such as rural populations. Reflecting this success, the Loy9 exposure patterns among different subgroups were broadly similar to overall access patterns for all media platforms.
- Although audience size differs for each Loy9 output, Loy9 has a loyal, regular audience. The Loy9 TV audience are more likely to report frequently watching the programme when it is on air than those listening to the radio show, however even the radio show has a regular audience. That the overlap between Loy9 TV and Loy9 radio is greater than might have been expected suggests that at least some segments of the Loy9 audience find the two outputs to be engaging in different ways or useful for different purposes.
- There is some evidence to show that more engagement with several Loy9 outputs rather than just one has more impact, for example young people can remember more topics covered by the Loy9 programmes if they are both watching and listening to Loy9 on TV and radio.

#### Audience perceptions of Loy9

- The Loy9 audience is overwhelmingly positive both about the role of Loy9 in increasing their understanding of the civic engagement topics it covers and enhancing their capacity to participate, suggesting that Loy9 meets audience needs in this area.

- Despite the Loy9 programmes covering a wide range of topics, over half of the audience could recall a topic that Loy9 had covered. Voting and elections and team work have been key areas where audience members have felt Loy9 has improved their knowledge. This demonstrates the important role the provision of information on electoral participation and voting Loy9 can play.
- It is clear Loy9 evokes discussion amongst its audience, with young people reporting that they talk to a wide variety of people about Loy9. Although it is not clear from this data the nature or content of this type of discussion.
- In a context where voicing and expressing opinions is not commonplace, it is clear Loy9 is helping make steps towards changing how young people feel about this area of civic participation. The Loy9 audience overwhelmingly feels that Loy9 encourages them to be brave, express their own opinions and to feel confident in participating in their own communities, key areas that Loy9 seeks to address.

#### Civic knowledge, attitudes and practices

- The difference between levels of reported awareness and knowledge of key civic knowledge terms (democracy, Commune Council, National Assembly) indicates that there is knowledge gap amongst young people in Cambodia in this area. Though, this is less pronounced for the Loy9 audience and young people who are exposed to Loy9 demonstrated higher levels of awareness and understanding of key terms compared to those who were unexposed. This suggests Loy9 programming should continue to provide information on specific civic knowledge which helps aid comprehension and understanding that goes beyond awareness.
- There is evidence that the Loy9 audience feels more confident in expressing opinions freely and in participating in the local community. This is an

important area for future programming as it is clear that within the general youth population these are areas where young people do not feel as open or confident. Many young people felt that the attitudes and actions of older people constrain young people's capacity to voice their opinion and some young people still feel they do not have the courage to speak out when older people in their family expect them to follow their views. This may be particularly pertinent in relation to findings which show that older people in the family are the top information sources for young people when deciding who to vote for in elections.

- Awareness amongst youth in Cambodia of opportunities for participation, particularly formal opportunities, is good though this does not consistently translate into participation in these opportunities.

#### Voting

- Reported electoral participation in the recent national election was high as was reported likelihood of voting in any future election, possibly in part reflecting the high perceived levels of freedom on electoral issues also found.
- Electoral participation was higher among those exposed to Loy9 compared to those not exposed, further highlighting the link between Loy9 exposure and involvement in civic life. However, there are some key issues to address to ensure more young people who can vote, do vote such as highlighting the issues of young people not registering to vote in time, not having relevant documentation, or not feeling they can make the time to vote through Loy 9 programming.

- Media has a considerable role to play in influencing who to vote for; however seniors in the family still have the most influence. This differs from where young people hear about information on civic participation more generally indicating a more prominent role of family members when it comes to voting compared to other types of civic participation. This suggests that Loy9 programming may have a greater influence in provision of information on other types of civic participation, rather than information on electoral participation
- because this type of information is so highly influenced by senior family members.
- Although seniors in the family are a key source of information for voting, young people also recognized the role of TV and radio as key information sources regarding voting, and they also recognize the impact media has on their voting choices.

#### Target audience key needs

- There is an interesting relationship between Loy9 and the level of articulation around key local and national issues of concern. Though the key priority concerns at a local and national level provide some insight into what the main issues are that young people are concerned about in Cambodia at present, there is a clear inability to articulate key concerns amongst a sizeable portion of young people. The data shows that a high proportion of young people answered 'don't know' to these questions indicating either a lack of knowledge, or, a reluctance to express an opinion or say what they think about their local areas or the national agenda. However, youth exposed to Loy9 were much more likely to be able to articulate key concerns, more so at the national than the local level.

## ANNEX: STUDY LIMITATIONS AND QUALITY ASSURANCE MEASURES

### LIMITATIONS

While every effort has been made to ensure that the data collected is robust, there are two key issues which may act as limitations on this study: social desirability and the TV broadcast schedule. As with all face to face survey methodologies, there is the risk that the presence of an interviewer (as opposed to a self-administered questionnaire) may have an impact on respondents' answers, causing them to provide what they perceive to be more 'socially desirable' responses. Although the post-election environment was the best time to conduct this research to gain an accurate sense of reach for all elements of Loy9 (including the election-related spots) social desirability was a particular risk given this relatively sensitive post-election environment.<sup>22</sup> BBC Media Action took several steps to limit the possible impact of any social desirability effect:

- In commissioning an experienced agency to conduct fieldwork BBC Media Action was able to ensure well-trained and experienced interviewers were used, which was further supported by detailed project-specific training.
- All interviewers were as close in age to the respondents as was practical (aged 22 to 35) while still ensuring they had the necessary skills needed to conduct the interviews.

- During the interviews respondents were assured of the confidentiality of their answers, were not required to give a full name (a first name or nickname was acceptable), and were informed of their right to refuse to answer any question.

It should also be noted that Loy9 TV Series 2 ended eight weeks before the KAP fieldwork was conducted. This may have had an impact on the number of people who reported having seen the programme, as there is the small possibility the time between broadcast and fieldwork may have reduced the ability of respondents to recall watching the programme. However, this would lead to an understatement of reach in our findings here rather than overstatement so the danger of any over-claiming in our findings is reduced.

As with most research of this nature, it is not possible to attribute causality on the basis of correlation. This report contains findings primarily based on bivariate analysis (comparing the relationship between two variables) to investigate how responses to questions varied by certain demographics. Although this analysis can tell us which subgroups are more likely than another to have given a particular answer, it is not sufficient to establish the cause of this association. For example, although exposure to Loy9 is associated with an increased likelihood of a respondent reporting awareness of the Commune Council, bivariate analysis is not enough to say that exposure to Loy9 is the cause of this increased likelihood.

<sup>22</sup>The 2013 general election in Cambodia took place on 28th July 2013; however results were not formally announced until 8th September and during the fieldwork period there was much discussion in some media about the validity of the provisional results and reported irregularities during polling.



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