LOY9: REACHING AND ENGAGING THE CAMBODIAN YOUTH AUDIENCE ON ISSUES OF CIVIC PARTICIPATION

BY BBC MEDIA ACTION RESEARCH AND LEARNING

RESEARCH REPORT // AUGUST 2014
Acknowledgements

This report was written by Tori Harris, Jonathan Paylor and Sally Gowland. Srou Lihorn and Orng Long Heng supported the analysis of the findings. The authors would like to thank Meghan MacBain, Ella Rolfe, Colin Spurway, Pam Vallance, and Karen Wespieser for their review and input into this report.

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This research report was prepared with funding from UNDP and SIDA which support BBC Media Action’s research work through Loy9.
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Filming a scene for the third series of Loy9, BBC Media Action’s multimedia series in Cambodia
Glossary of key terms and abbreviations

The following list provides BBC Media Action’s definitions of key terms in the specific context of this research project and report. These concepts are explained in more detail in the main text.

**Base size** The number of respondents on which percentages are based

**Outputs** The products that result from an organisation’s or project’s activities

**Demographic** A section of the population with common characteristics

**Population** The total number of people that live in a specified area

**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 Loy9 output at least once (this included Loy9 TV, radio, online, and the voter education spots, but excluded promotion spots)

**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 Loy9 output at least once (this included Loy9 TV, radio, online, and the voter education spots, but excluded promotion spots)

**KAP** An abbreviation for knowledge, attitudes and practices

**Linear relationship** Two variables that increase or decrease proportionately to each other

**NGO** An abbreviation for non-governmental organisation

**Outputs** The products that result from an organisation’s or project’s activities

**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
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. Since September 2010, UNDP has funded BBC Media Action in Cambodia to implement this multimedia intervention of TV, radio, online and mobile content plus live events, renamed “Loy9” for the public, in order to reach young people aged 15–24 with key information about democratic institutions and civic participation. The weekly radio phone-in show is broadcast throughout the year, while the first series of a combined TV drama and magazine show ran from January 2012 to May 2012 and the second series 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.1

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 of youth civic attitudes, knowledge and engagement, to assess the impact of Loy9 and to 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 that research and focuses 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.2

1. Loy9 TV series 1 was broadcast from 15 January 2012 to 17 May 2012, first on CTN with repeats on MyTV two days later; Loy9 TV series 2 was broadcast from 7 March 2013 to 28 June 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.

2. Findings on the media consumption habits and information sources among young people are reported in the other report produced from this research: “Youth in Cambodia: media habits and information sources” (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, even among those audiences traditionally more difficult to reach with mass media such as rural populations. 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 that they have watched Loy9 TV, while one in five (19%) of 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 (15–19 year olds) 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 the initiative has to play

• Loy9 audience members are 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 recalled the topic of voting and elections (98%) agreed that Loy9 has improved their understanding of the topic, while 97% of those who recalled the teamwork topic felt the same way. This demonstrates the important role Loy9 can have in terms of providing important information on civic participation.

• 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 towards changing how young people feel about civic participation. Loy9 audience members overwhelmingly felt that Loy9 encourages them to be brave (98%) and to 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.

3. A respondent was considered to have been reached by Loy9 (also described as having been “exposed” to Loy9) if they reported having seen, listened to or used a Loy9 output at least once (this included Loy9 TV, radio, online, and the voter education spots, but excluded 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 group would have become the 15–24 year olds) in Cambodia’s 2008 census as a base. Details on the 2008 census can be found at http://celade.cepal.org/redkhm/census/khm2008.
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 was, while less than one-third (29%) of those not exposed did.\(^4\) This suggests Loy9 programming should continue to provide information on specific civic knowledge which helps to aid comprehension and understanding that goes beyond awareness.

• There are also evident links between young people’s socio-demographic background and their levels of awareness and understanding of key areas of civic knowledge. 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 its key national and local concerns than youth who are not exposed. Those not exposed to Loy9 are nearly twice as likely as those exposed to say that they do not know what the key national issues are (21% compared with 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

• Among youth in Cambodia, awareness of opportunities for participation, particularly formal opportunities, is good – the majority (89%) of youth report that 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.

• 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 that they have expressed their opinion in a public forum within the last year, and they are more likely to say that they are very likely to vote in a national election (73% compared with 63%).

• Reported electoral participation in the recent national election was high, as was the 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 with those not exposed, further highlighting the link between Loy9 exposure and involvement in civic life. However, there are some key issues to address in order to ensure that more young people who can vote, do vote, such as highlighting through Loy9 programming the issues of young people not registering in time to vote, not having relevant documentation, or not feeling they can make the time to vote.

• 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, which indicates a more prominent role for family members when it comes to voting compared with other types

\(^4\) 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.
of civic participation. This suggests that Loy9 programming may have a greater influence in provision of information to young people on other types of civic participation, rather than 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: 90% agree they feel brave enough to say what they think and take action in their community. Similarly, 92% 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 with those not exposed, agreed that young people should be involved in decision-making at the village and commune level (89% compared with 84%) and young people should become more involved in their commune councils (91% compared with 87%).

• The Loy9 audience feels more confident in expressing its 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 feeling 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 with 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.
A scene from Loy9’s third TV series. The programme reaches young people with key information about democratic institution and civic participation.
**Introduction**

**BBC Media Action in Cambodia**

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% 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% did not know what it was.5

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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, 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.

**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 among this group.7

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5. BBC World Service Trust (2010), Youth Civic Participation in Cambodia: Knowledge, attitudes, practices, and media.

6. Loy9 TV series 1 was broadcast from 15 January 2012 to 17 May 2012, first on CTN with repeats on MyTV two days later; Loy9 TV series 2 was broadcast from 7 March 2013 to 28 June 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.

7. Findings on the media consumption habits and information sources among young people are reported in the other report produced from this research: “Youth in Cambodia: media habits and information sources” (BBC Media Action, 2014).
The focus of this report responds to the following areas of research:

- Levels of exposure to and engagement with Loy9 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 14 August and 28 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 the fieldwork. National data are presented with ±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.  

### Table 1 Demographics of achieved sample for KAP survey

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

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8. 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.

9. Some respondents were unwilling or unable to provide an estimate of their household income which is why these quintiles do not total 2,597.
Chapter 1
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 definition below). The overall Loy9 audience are broadly comparable to the overall youth population, although 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 is loyal; generally it watches and listens 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.
Reach of Loy9

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 15–24.11

Figure 1: Reach of Loy9

<table>
<thead>
<tr>
<th>Loy9 Estimated audience reach10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
</tr>
<tr>
<td>TV programme</td>
</tr>
<tr>
<td>TV spots</td>
</tr>
<tr>
<td>Radio programme</td>
</tr>
<tr>
<td>Radio spots</td>
</tr>
<tr>
<td>Online</td>
</tr>
</tbody>
</table>

BASE: All respondents (n=2,597).

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

10. The overall reach figure refers to being reached by any Loy9 output. The levels of crossover of reach between each output are presented further in the report.

11. 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 (at the time of the survey in 2013 this group would make up the population of interest: 15–24 year olds) 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 that they had watched Loy9 TV, while one in five (19%) of 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 with 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, although exposure to the radio spots was still reported by one in ten (42% for TV spots compared with 11% for radio spots).

In part reflecting the limited internet access among young Cambodians (34%), Loy9 online had the smallest reach figures. In total, 3% 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 with 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 1% 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 TV, Loy9 radio or Loy9 online (1,5,15)

NB. Circle size is not exactly proportionate to the size of the audience segment

If the TV and radio spots are included in the 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 of 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%).

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.
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: Demographic profile of Loy9 audience compared to overall 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 largest Loy9 target groups, young Cambodians in rural areas as well as groups with lower levels of household income and education.

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

When the overall Loy9 audience is split by urban and rural locations, the rural audiences made up 74% 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 with 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 having reported exposure to at least one Loy9 output.
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).\textsuperscript{14} 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.

\textsuperscript{14} For the purpose of analysis by household income, youth have been grouped into five approximately equal groups or ‘quintiles’. 
Figure 6: Overall Loy9 reach by education level

Patterns of engagement

A loyal audience for Loy9 TV and Loy9 radio

The majority of those exposed to Loy9 TV reported 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. A smaller proportion (14%) of youth reported watching the programme less than once a month, displaying a more sporadic involvement.

Similarly, the majority of the Loy9 radio audience reported 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 that they listened to the show twice a month and over a quarter (27%) reported doing so once a month. Showing a more infrequent engagement, 17% reported 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.

15. 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.
**Regular reach** is defined by BBC Media Action as watching or listening to at least 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.

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

Regular reach is defined by BBC Media Action as watching or listening to at least 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.

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, whom. 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 programming reported having 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 (84%) and family members,
particularly siblings (23%) though almost one in ten (8%) had discussed Loy9 with their parents. Surprisingly, even a small number (2%) of those people who had not been exposed to Loy9 had still discussed Loy9 with someone.

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 30 different topics recalled.

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

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 as 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.

Topic coverage 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. For instance, 98% of those who recalled the topic of voting and elections agreed that Loy9 had improved their understanding of the topic. Similarly, of those who recalled team work, 97% reported that being exposed to Loy9 TV or radio had improved their understanding of the topic.

The term Loy9 output is used to describe all Loy9 work (TV, radio, Public Service Announcements or “spots” and online) as distinct from Loy9 programmes, which only includes the regularly broadcast TV and radio programmes.

16. 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 topics on voting and elections.

17. Those respondents who had recalled a topic spontaneously were not prompted about it in this way because their views had already been captured by the open question.
Even young people who had not recalled a key topic spontaneously\textsuperscript{17} were able to report that Loy9 had improved their understanding of six key topics. With the exception of the National Youth Policy (for which 11\% reported no improvement in their understanding and 40\% “did not know”), for each of these key topics 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 8: Loy9’s role in encouraging civic engagement](image-url)

**Figure 8: Loy9’s role in encouraging civic engagement**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loy9 makes young people like me more confident in their community</td>
<td>38</td>
<td>56</td>
<td>46</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Loy9 shows youth how to express their ideas and opinions</td>
<td>46</td>
<td>50</td>
<td>22</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Loy9 makes young people like me more confident in their community</td>
<td>38</td>
<td>56</td>
<td>46</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Loy9 informs youth about how to become more involved in their commune councils</td>
<td>40</td>
<td>52</td>
<td>12</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Loy9 shows youth how to find win–win solutions</td>
<td>24</td>
<td>54</td>
<td>12</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Loy9 highlights youth should get involved politics</td>
<td>19</td>
<td>51</td>
<td>20</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

**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?

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**CHAPTER 1**

21
Chapter 2  
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 with those not exposed to Loy9.
- The Loy9 audience is more likely to express positive attitudes towards civic engagement, in particular about young people participating in decision-making within their local community, compared with those not exposed to Loy9.
- The Loy9 audience is more likely to have heard of, and been involved in, opportunities for community participation compared with those not exposed to Loy9. More than two-thirds (68%) of the Loy9 audience had heard about “contributing to the Commune Development Plan”, compared with just over half (51%) of those not exposed to Loy9.
- Levels of civic knowledge tend also to be highest among urban, richer and, in particular, better educated youth.

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. 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 that they had heard of the National Assembly, and slightly less than three-quarters (73%) said that they had heard of democracy.

18. 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.
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 with those not exposed.** Nearly nine in ten (87%) of the Loy9 audience reported that they had heard of the term National Assembly, compared with six in ten (61%) of those not exposed to Loy9. Awareness of the term democracy within the two groups followed a similar distribution, with eight in ten (81%) of exposed youth reporting that they had heard of the term, compared with slightly less than six in ten (59%) of unexposed youth. A notably higher proportion of the Loy9 audience (92%) compared with those not exposed (80%) had heard of the Commune Council.

**Figure 9: Awareness of civic terms by Loy9 exposure**

![Bar chart showing awareness of civic terms by Loy9 exposure]

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

**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, and slightly fewer reporting 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, compared with less than one-third (29%) of those not exposed. While the differences were smaller, a higher proportion of exposed youth compared with unexposed youth reported to know what democracy is (39% exposed compared with 28% unexposed) and what the National Assembly is (39% compared with 26%).

Reported knowledge of civic terms also varies across demographic sub-groups

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 (80%) of youth 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 with those from rural areas. Most notably, just over half (53%) of urban youth indicated that they knew what the Commune Council is, compared with just over a third (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% compared with 30%) and what democracy is (40% compared with 32%).

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 (95%), that young people should be able to raise proposals and ideas about community development (92%) 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, considerably fewer youth (57%) agreed that young people should get involved in politics, and the proportion strongly agreeing (16%) was much smaller than for the other statements, perhaps reflecting young Cambodians’ perception of “politics” rather than civic participation more broadly.

**Figure 10: Attitudes towards civic engagement**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is good when adults encourage young people to get involved in decision-making</td>
<td>44</td>
<td>51</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Young people should be able to raise their proposals and ideas</td>
<td>36</td>
<td>56</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Young people should become more involved in their Commune Council</td>
<td>31</td>
<td>59</td>
<td>7</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Young people should be involved in decision-making at the village and commune level</td>
<td>31</td>
<td>56</td>
<td>10</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Young people should get involved in communities to make a difference</td>
<td>29</td>
<td>56</td>
<td>9</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Young people should question decisions made by the village leader</td>
<td>25</td>
<td>45</td>
<td>21</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Young people should get involved in politics</td>
<td>16</td>
<td>41</td>
<td>27</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

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

**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?

* This statement was given as a negative statement in the survey: “Young people should not question decisions made by village leaders”, and the percentage reported here is the proportion that disagreed with the statement.

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 a 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 11: Attitudes towards civic engagement by Loy9 exposure**

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

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?
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 with those not exposed, agreed that young people should be involved in decision-making at the village and commune level (89% compared with 84%) and that young people should become more involved in their commune councils (91% compared with 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: 90% agreed that they felt brave enough to say what they think and take action in their community. Similarly, 92% agreed that they felt confident they could get permission from older people in their family to participate in their community. A majority also felt that young people have the necessary information and opportunities to participate in civic life, with 72% disagreeing with the statement 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 that most young people’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 (44%) agreed 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. Nearly six in ten (59%) indicated that 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. Over one-third (36%) 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% indicated that young people are completely free to express
openly different views to older people in their family, while 55% indicated that they are mostly free to do so.

Figure 12: Perceived degree of youth freedom

The Loy9 audience perceive fewer barriers to civic participation
Youth exposed to Loy9 perceive fewer barriers to participating in civic life compared with 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 with 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 with 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. A higher proportion of exposed youth (74% compared with 70% of unexposed youth) disagreed that the information and opportunities to enable young people to participate in their community do not exist.

The Loy9 audience was also more likely than unexposed youth 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% compared with 51% of unexposed youth) and are completely free to say what they think (38% compared with 32%).

**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 13: Awareness of opportunities for civic participation

BASE: All respondents (n=2,597).

Q1: Have you ever heard about opportunities for participation in your community or about community activities?

Q2: 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 not to have heard of any opportunity (6% compared
with 18%). Most notably, half (52%) of exposed youth 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 with 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 organisation (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 that they had taken part in this, while just under a quarter reported that 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 that they that had done so, and a quarter (24%) similarly reported that 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%).

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 with 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% of exposed youth compared with 23% unexposed), attending leadership training (19% exposed compared with 13% unexposed) and participating in political organisations (27% compared with 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%. Further highlighting the higher levels of civic participation among the Loy9 audience, twice as many exposed youth compared with unexposed youth reported that they had expressed their opinion in a public forum in the last year (21% compared with 10%).

19. 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.
Chapter 3
What is the relationship between Loy9 and voting patterns of youth in Cambodia?

Key findings

- The Loy9 audience is more likely than those youth not exposed to Loy9 to have voted in the national election in July 2013 as well as in the Commune Council elections in June 2012.
- “To choose the leader” is the most common reason for voting in both the national election and Commune Council elections.
- “Not registering to vote in time” is the most common reason for not voting in the national election as well as the Commune Council elections.
- 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.

Electoral participation

To further understand the context to 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 with those not exposed. A higher
proportion of exposed youth compared with unexposed youth, for instance, indicated that they had voted in national elections (68% compared with 63%). Similarly, exposed youth were also more likely than those not exposed to have voted in the Commune Council elections (52% compared with 44%).

Electoral participation also varied according to key demographics too; youth aged 23–24, for instance, were nearly twice as likely as those aged 18–19 to have voted in the recent national election (78% compared with 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% compared with 32%).

Electoral participation was also consistently higher among female youth; a higher proportion of females compared with males reported that they voted in the national election and the Commune Council elections (69% compared with 63% and 52% compared with 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 election (69% compared with 59%).

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

Loy9 had an association with future electoral participation. Corresponding with the Loy9 audience’s comparatively higher levels of participation in the recent national election, a higher proportion of exposed youth compared with unexposed youth indicated that they were very likely to vote in a national election (73% compared with 63%). Likewise, more youth exposed to Loy9 compared with unexposed youth indicated that they were very likely to vote in a Commune Council election (65% compared with 59%).

**Factors that shaped electoral participation**

**Youth see tangible reasons for voting in Cambodia**
By far the most common reason for voting in the recent national 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 elections 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 also reasons given by a minority of youth (10% 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 not exposed to Loy9 as well as across the various demographic subgroups.

**Figure 14: Reasons for voting**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Commune Council</th>
<th>National Assembly</th>
</tr>
</thead>
<tbody>
<tr>
<td>To choose the leader</td>
<td>65</td>
<td>64</td>
</tr>
<tr>
<td>To fulfil my duty as a citizen</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>To improve infrastructure</td>
<td>10</td>
<td>22</td>
</tr>
<tr>
<td>To change the old governance system</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

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

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

**Practical reasons were behind not voting**

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 elections largely followed those in relation to the national election, 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 elections (20%).
Sources of information about voting

Elders and the media are key sources of electoral information

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

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.20 Further suggesting the importance of local leaders 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.

Ranked closely behind 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 2% of youth identified the internet as their main source of information, while a total of only four young people stated that newspapers or magazines were their main source.

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 with those not exposed (24% compared with 15%), whereas influential/senior people in the community was a more common source among unexposed youth compared with exposed youth (18% compared with 12%).

Youth perceive media as having a strong influence on voting choice

The majority of those eligible to vote indicated that information and debate in the media influences their decision about who to vote for, at least to some extent, with 23% indicating that that it does to a great extent, 44% to a moderate extent and 19% 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% compared with 56%).

20. For more information on information sources of youth in Cambodia please see the second report written from this survey data: ‘Youth in Cambodia: media habits and information sources’ (BBC Media Action, 2014).
Chapter 4
What are the Cambodian youth audience’s 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 the second most common local concern but one of the 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 an opinion.
• The Loy9 audience is more likely than youth not exposed to Loy9 to identify an issue that they were concerned with. They were much less likely to say “don’t know” when asked such questions.

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, however, “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 (15%) 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% compared with 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 answered “don’t know”. A higher proportion of rural youth compared with urban youth, for instance, stated that they did not know (17% compared with 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% compared with 12%), as were youth in the younger age group (17% of 15–19 year olds compared with 14% of 20–24 year olds).

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 important differences between the key national and local concerns identified. In particular, poor infrastructure was a more commonly identified issue at the local level compared with the national level (9% compared with 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% compared with 7% at the national level). Likewise, traffic, which was one of most commonly identified national concerns, was one of least commonly identified local concerns (1% locally compared with 8% nationally).
Figure 15: 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?

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 with unexposed youth stated “don’t know” (19% compared with 16%), although this gap was smaller than it was for the national priority concerns.
Chapter 5
Conclusion

This research was designed to explore the levels of exposure to and engagement with Loy9 among youth in Cambodia, as well as the 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.

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 is 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

• Loy9 audience members are overwhelmingly positive about the role of Loy9, both in increasing their understanding of the civic engagement topics it covers and in 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 that Loy9 can play in the provision of information on electoral participation and voting.

- It is clear that Loy9 evokes discussion among its audience, with young people reporting that they talk to a wide variety of people about Loy9. However, the nature or content of this type of discussion is not clear from the data.
- In a context where voicing and expressing opinions is not commonplace, it is clear that Loy9 is helping towards changing how young people feel about this area of civic participation. Loy9 audience members overwhelmingly feel that Loy9 encourages them to be brave, to 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 of key civic terms (democracy, Commune Council, National Assembly) and actual knowledge or understanding of what these terms mean indicates that there is a knowledge gap among young people in Cambodia in this area. However, 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 with those who were not exposed. This suggests that Loy9 programming should continue to provide information on specific civic knowledge which helps to 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 opinions 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.
- Among youth in Cambodia awareness of opportunities for participation, particularly formal opportunities, is good, although this does not consistently translate into participation in these opportunities.
Voting

• Reported electoral participation in the recent national election was high, as was the 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 with those not exposed, further highlighting the link between Loy9 exposure and involvement in civic life. However, there are some key issues to address in order to ensure that more young people who can vote, do vote, such as highlighting through Loy9 programming 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.

• 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, which indicates a more prominent role for family members when it comes to voting compared with other types of civic participation. This suggests that Loy9 programming may have a greater influence in provision of information to young people on other types of civic participation, rather than 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 recognised the role of TV and radio as key information sources regarding voting, and they also recognise 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. Although the key priority concerns at a local and national level provide some insight into what the main concerns for young people in Cambodia are at present, there is a clear inability to articulate key concerns among 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 rather than 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 the relatively sensitive post-election environment.21 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 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.

21. The 2013 national election in Cambodia took place on 28 July 2013; however, results were not formally announced until 8 September and during the fieldwork period there was much discussion in some media about the validity of the provisional results and the reported irregularities during polling.