

**ikusiker**



## **ELECTIONS' FOLLOW-UP AMONGST STUDENTS**

3. Report

*May 2019*

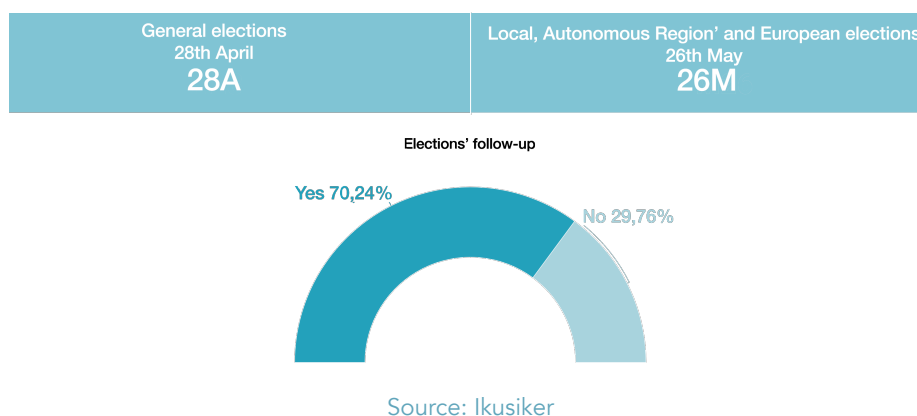
## ELECTIONS' FOLLOW-UP AMONGST STUDENTS

This year there have been two election days. General elections were on 28th April, local elections 26th May. To see if young people are interested in this issue we have asked them some questions.

### 1. Electoral nights and results' follow-up

70,24% of the polled students say to have followed-up the electoral nights' results. This datum shows young people are interested in political and current affairs.

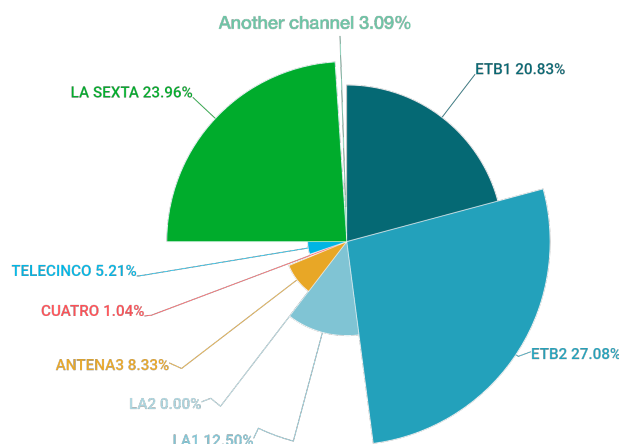
#### 1. Picture - Elections' follow-up:



### 2. Chosen TV channels

In the questionnaire, the participants have been allowed to write three television channels. Those channels are the ones elected to follow-up the elections, and they have ordered them by prevalence. Not all the students have answered the three options. Besides, 28,97% have pointed out they have not watched the television.

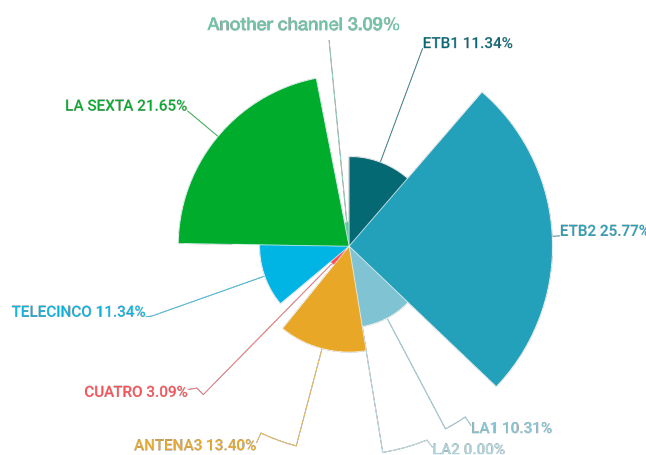
#### 2. Picture - First choice:



Source: Ikusiker

Amidst the first choices, ETB2 is the most relevant channel. 26,82% of the participants say they have watched it. La Sexta is the second most significant option (23,46%) and then ETB1 (20,67%).

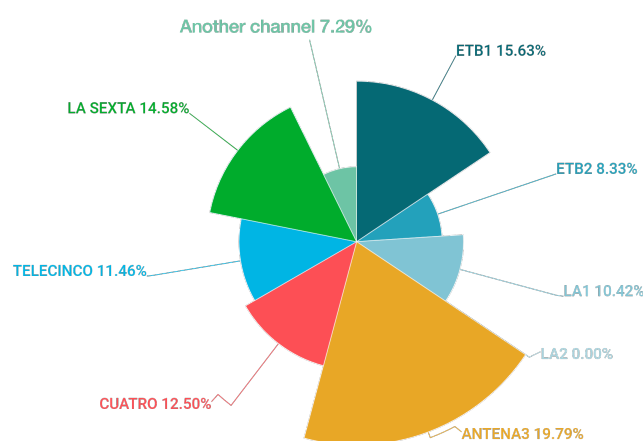
### 3. Picture - Second choice:



Source: Ikusiker

Less than the average of the respondents have chosen a second channel. In any case, ETB2 is still the most selected (25,77%) and then, La Sexta (21,65%). 13,4% oppositely, have opted for Antena3.

### 4. Picture - Third choice:



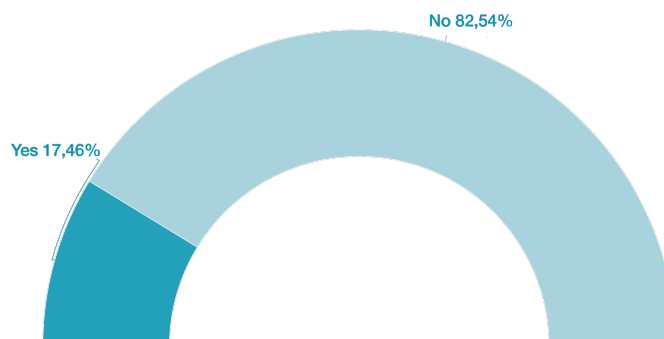
Source: Ikusiker

Only 39,92% of the polled students have named a third TV station. Antena 3 is the one that gets the highest score (19,05). ETB1 follow's it with 15,24% of the answers' sum. La Sexta has obtained 14,29% of the participants' mentions.

Overall, the most recognised television station is ETB2. La Sexta is also an important channel.

### 3. Checked web pages

#### 5. Picture - Consults on TV channels' web pages:



Source: Ikusiker

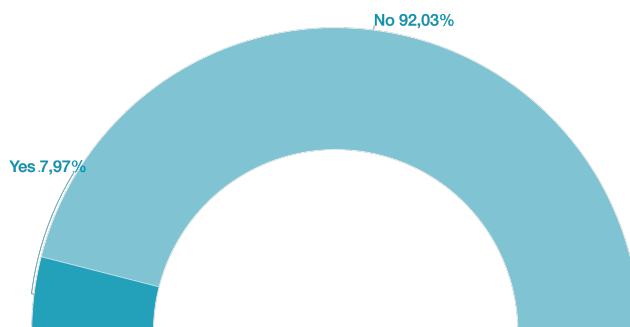
Very few people have consulted the television channels' web pages, only 17,46% of the questionnaire respondents. Generally, most visited sites are the following:

- 1 - ABC
- 2 - EITB.eus
- 3 - La Sexta
- 4 - Mi Tele
- 5 - Navarra Televisión
- 6 - Podemos
- 7 - PSOE
- 8 - PNV
- 9 - Telecinco
- 10 - TVE

3/4 of the ones who have visited a site have chosen EITB. The rest of the cases are only named once.

### 4. Programmes watched on setreaming

#### 6. Picture - Programmes watched on streaming:



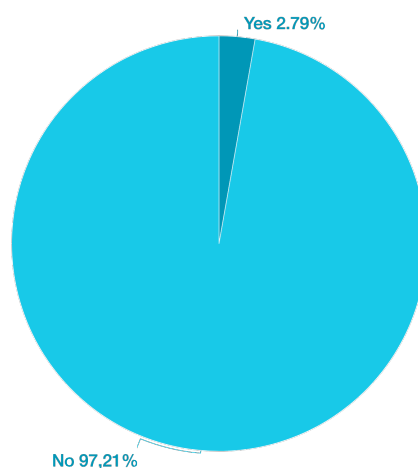
Source: Ikusiker

The streaming is not a valued method amidst the students. According to the data, just 7,97% of the participants have watched something on streaming these days. Those who have done it mention these broadcasts:

- 1 - ETB2
- 2 - ETB1
- 3 - La Sexta
- 4 - La Sexta - Al Rojo Vivo
- 5 - Pedro Sánchez's speech
- 6 - El país

## 5. Radio consumption at the elections:

### 7. Picture - Radio consumption:

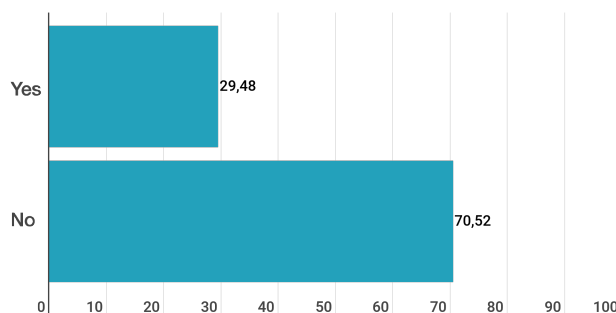


Source: Ikusiker

The radio consumption these days has been scarce. 2,8% of the polled students have barely listened to it. Euskadi Irratia, Radio Euskadi, La Ser and La Cope are the chosen stations.

## 6. Press consumption at elections:

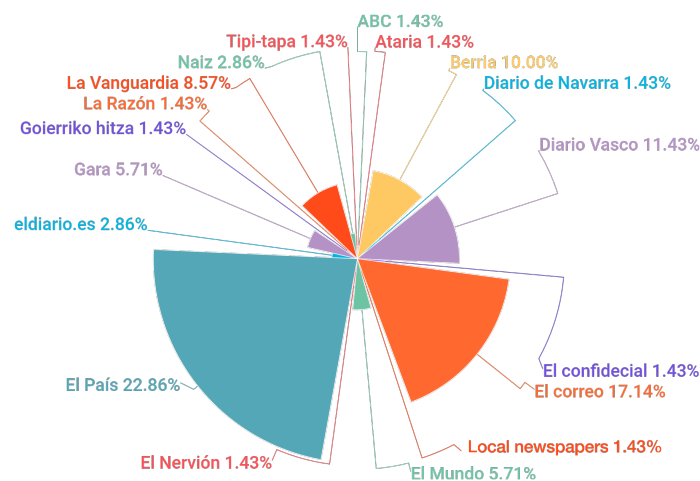
### 8. Picture - Press using:



Source: Ikusiker

Numerous alumni have not consumed the press. Between those who have the choices have been these:

#### 9. Picture - Consulted newspapers:

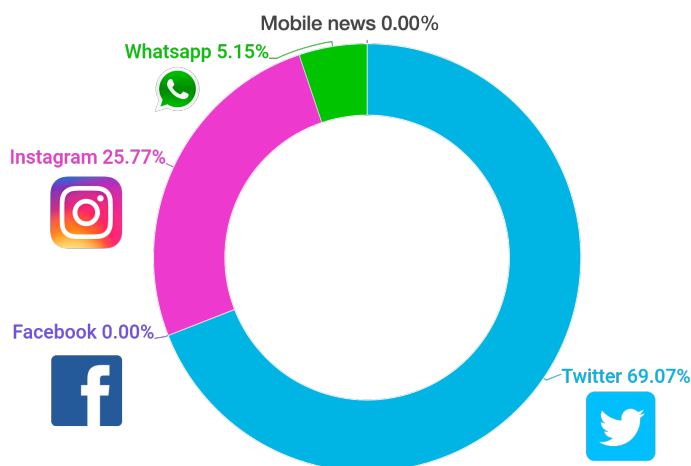


Source: Ikusiker

## 7. Social Networkings' use:

32,27% of panel participators have not used any social networking. Among the ones who have, the consumption is this:

#### 10. Picture - Social Networkings' consumption:

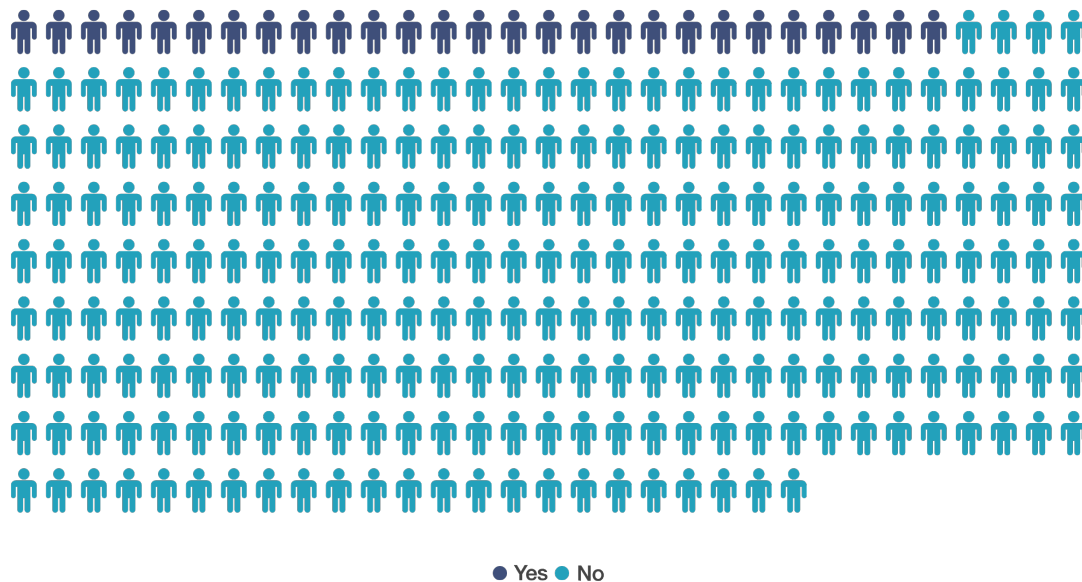


Source: Ikusiker

Twitter has been the most powerful between the students.

## 8. The utilisation of other information sources:

### 11. Picture - Additional information sources' use:



Source: Ikusiker

Nine out of ten students have not selected any other information source to follow-up the elections. Those who represent the sole person (1/9), pointed out these sources:

- 1 - Spanish Ministry's App
- 2 - Known people
- 3 - Basque Government's website