

TROÇ Audience Survey 2002 Summary

Troç is a weekly, nationwide television programme produced by young people in Albania. Meaning 'straight talk', *Troç* reports on the issues, opinions, feelings and concerns of youth. It aims to give them a sense of meaningful participation in the development of their society while teaching them skills and raising their self confidence. It also shows the Albanian public the potential for young people to contribute to the country's future. Every Saturday at 6 pm the programme airs on the national television station, TVSH, which is seen in the homes of 98% of Albania's population and also in parts of adjacent countries. Upon *Troç*'s debut in February 2001, it quickly became one of the most popular shows on TVSH.

In autumn 2002, when close to 75 *Troç* programmes had aired, UNICEF commissioned a professional audience survey to get a picture of how well it is achieving its aims. The **goal of the survey** was to determine the size and profile of the audience, their opinions about the programme, and its impact on the population, including whether it stimulates debate.

The research, undertaken by the Albanian Institute for Social and Psychological Studies, involved a nationwide quantitative survey as well as qualitative focus group discussions in nine districts. The **quantitative findings** were:

- More than 2 million Albanians (58% of the population) have seen *Troç* at least once.
- A total of 1.5 million people (44% of the population) watch it regularly, including 90% of the 11-20 age group.
- More than two thirds of young teen-agers discuss the programme's themes with friends, and half the total audience has done so.
- Two thirds of the audience consider it one of the best programmes on TVSH and feel it should be broadcast more often.
- When asked how to improve *Troç*, the largest proportion of respondents say it should open more bureaux.

The **focus groups** underscored *Troç*'s positive impacts on society. Participants agreed that its most important feature is that it is produced 'for youngsters by youngsters' -- for the first time in Albania. When participants discussed the purposes of the show, they came up with a list that closely mirrors UNICEF's goals in producing it. The focus group participants value the show for its abilities to:

- Reflect the problems of Albanian youth
- Demonstrate the ability of youngsters to organize and develop their own product, affirming their values and capacities
- Raise awareness of youth problems among adults
- Create links among youngsters from different parts of the country
- Develop young people's self-confidence and personal initiative.

With a regular audience of more than 1 million, with young people tuning in regularly and discussing the show with their friends, with audience members supporting the fundamental goals of the programme, ***Troç* is positioned to play a leading role in the lives of Albania's young people** – by reporting on their issues and by helping them participate in framing the national debate about their future and the future of their country.