

RADIO LISTENERSHIP SURVEY IN SAN JOSE CITY NUEVA ECIJA

A Thesis Presented to the
Faculty of the Department of Communication and Development Studies
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science and Development Communication

by

DOMINGO, AUDREY JILLE ETRATA

ELMIDO, JULIEN DOLOR VALDEZ

MIGUEL, DIANA ELIZABETH LACASANDILE

May 2024

APPROVAL SHEET

This undergraduate thesis entitled **"RADIO LISTENERSHIP SURVEY IN SAN JOSE CITY, NUEVA ECIIJA,"** prepared and submitted by **DIANA ELIZABETH L. MIGUEL, AUDREY JILLE E. DOMINGO, JULIEN DOLOR V. ELMIDO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION,** has been examined and is hereby accepted:



LUZ A. JOVE, MSc


Adviser


May 16, 2024
Date Signed

PANEL OF EXAMINERS

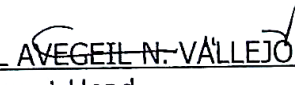
APPROVED by the Committee on Oral Examination on _____

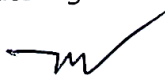

CHERIE AMOR PURPIANO, MSc
Critic 1
May 16, 2024
Date Signed


CHRYSL AVEGEIL N. VALLEJO, Ph.D.
Critic 2
May 16, 2024
Date Signed


ZORILLE DC. VILLAFLORES
Department Research and Extension Coordinator
May 16, 2024
Date Signed

Accepted in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION.**


CHRYSL AVEGEIL N. VALLEJO, Ph.D.
Department Head
May 16, 2024
Date Signed


JAY C. SANTOS, Ph.D.
Dean, College of Arts and Social Sciences
May 16, 2024
Date Signed

THESIS ABSTRACT

1. Title: RADIO LISTENERSHIP SURVEY IN SAN JOSE CITY, NUEVA ECIJA
 - 1.1 Total No. of Pages: 63
 - 1.2 Text No. of Pages: 12,324
2. Researchers: DOMINGO, AUDREY JILLE E./ELMIDO, JULIEN DOLOR V. /MIGUEL, DIANA ELIZABETH L.
3. Type of Document: Undergraduate Thesis Proposal
4. Type of Publication: Unpublished
5. Accrediting Institution: Central Luzon State University
Maharlika Highway, Science City of Muñoz
3120, Nueva Ecija
6. Keywords: Radio Listenership
7. Abstract:

7.1 Rationale/Background

Throughout the globe, a wide range of digital media and streaming services have disrupted the preferences of radio listeners, especially the younger generations who have access to modern digital media. (Albarran, et al;2007; Sweney, 2019).

In the Philippines, radio is still popular, reaching 85% of households. However, there's a shift towards digital platforms, especially among Millennials and Gen Z. Radyo Natin is a major radio network with community-focused stations across the country. In San Jose City, Radyo Natin SJC 103.3 FM offers programs tailored to its demographics, like Showbiz Balita and Headline Balitang Lokal. Surveys on radio listenership, like the one in San Jose City, help stations and advertisers understand their audience and shape their content and advertising strategies.

7.2 Summary

This study aims to answer the following research questions: what are the socio-demographic characteristics of the respondents; what are the communication media owned and used by the respondents; and how frequent was

the respondents' use of various media? Why do listeners tune in to the radio, and what attributes of the radio do they prefer? How satisfied are the listeners with listening to the radio programs? Among non-listeners, why are they not tuning in to the radio? And lastly, among non-listeners, what are their preferred media, contents, and time of access?

This study used a quantitative and descriptive method without correlational analysis. The scope of this study is limited to 280 individuals from the four (4) chosen Barangays. Among the 38 Barangays in San Jose City, 4 Barangays were selected and one-each from North, South, East, and West.

Therefore, one-hundred-ninety-five (195) people were from Abar 1st (North), twenty-eight (28) from Barangay Canuto Ramos (West), twenty-nine (29) from Barangay Pinili (East), and twenty-eight (28) from Barangay San Juan (South)

Likewise, researchers used a confidence level of 90% with a margin of error of 5% to obtain a considerable sample size. The collected data were analyzed using descriptive statistics such as frequency, percentage, mean, and mode. Descriptive statistical design will be applied using measures of central tendency. Percentage and frequency will be used to analyze nominal data such as the age, sex, civil status, religion, educational attainment, and occupation. Standard deviation and range will be used in determining the variations and average of data such as age.

7.3 Major Findings

Out of 280 respondents that answers on listening to radio, 192 respondents answered NO with the highest percentage that has 68.57% while 88 respondents answered YES with the lowest percentage that has 31.43%.

These are the percentage of the radio listeners of why they are still listening to radio. News and current affairs received 73.86%, entertainment (music and videos) was the highest in rank with 88.64%, health received 34.09%, life hacks received 1.14%, and religious programming received 31.82%. Whereas there are no business listeners.

Most of the non-listeners, with a total of 63.02 percent, say that they no longer have radio, and only 36.98% say that they lack time to listen.

7.4 Conclusions

The Radio Listenership Survey in San Jose City, Nueva Ecija found that many people there don't listen to the radio much anymore. This could be because they prefer other media, aren't interested in radio shows, or like using digital platforms more. Even though there's a community radio station, Radyo Natin San Jose 103.3 FM, some people still prefer bigger stations like 702 DZAS, MOR Entertainment, and DZMM.

This splits attention away from the community radio. The study suggests that radio stations need to change their programs and how they advertise to reach more people. This might mean making content more interesting, adding interactive parts, or using social media.

Understanding what listeners want is key to staying relevant. Even though radio listening is going down, there's still a chance for stations to change and keep listeners. With the right changes, radio can stay important in our communities.

7.5 Recommendations

The study on radio listeners in San Jose City, Nueva Ecija, suggests some important changes for both current listeners and those who don't tune in regularly. For listeners, it emphasizes the need for radio stations to know their favorite music, especially for those who use radio to relax.

They should also keep up with music trends for younger audiences. For non-listeners, the focus should be on attracting them by broadening programming to include local news, events, and diverse music genres. Improving content quality is crucial to retain listeners and attract new ones. To reach a wider audience, radio stations should consider expanding beyond traditional platforms like analog and transistor radios to include social media and streaming services like Facebook, Spotify, and TikTok. This shift can help tap into new markets and enhance community engagement.

8. Translated Abstract (Filipino):

8.1 Rasyonale

Sa buong mundo, ang isang malawak na hanay ng mga teknolohiya o digital media at streaming na plataporma ay bumuwag sa mga kagustuhan ng mga tagapakinig ng radyo, lalo na ang mga nakababatang henerasyon na may

ACKNOWLEDGEMENT

We would like to express our gratitude and appreciation to our Almighty God for giving upon us the wisdom, knowledge, and strength needed to successfully complete this study. His guidance and blessings have been instrumental in our journey. We are grateful for His love and grace, for His blessings and protection, particularly during the data collection phase, ensuring our safety daily.

To our thesis adviser, Prof. Luz A. Jove for her invaluable guidance, wisdom, assistance, and support throughout this journey. Her expertise and dedication have been instrumental in our success, and we are truly grateful for her mentorship and encouragement. Thank you, Prof. Luz A. Jove, for your invaluable contributions to our thesis journey. We also express our gratitude to Ma'am Cherie Amor P. Urpiano and Dr. Chrysl Avegeil N. Vallejo for dedicating their time, providing valuable comments, and gave insightful suggestions for the enhancement and maintain the quality of our study. Their feedback and expertise have greatly contributed to the improvement of our thesis. We appreciate your commitment to helping us improve and grow in our academic pursuits. Thank you, Ma'am Cherie Amor P. Urpiano and Dr. Chrysl Avegeil N. Vallejo.

Of course, to our family for their endless support, unconditional love, prayers, and constant encouragement throughout our journey. Their faith in us

has been a source of strength and hope, motivating us to strive for excellence. We are truly blessed to have such a loving and supportive family by our side. Thank you for being our source of strength and for always believing in us.

Also, this will never be possible without our respondents from the four barangays in San Jose city, Nueva Ecija, especially to the community people in Barangay Calaocan, Abar 1st, San Juan, and Pinili, who participated and showed their support in our study by answering to our survey questionnaire.

To Audrey's support system, Aj, Nora, Nica, Art, Val, Diana, Darien, and Janicho for the support and understanding. Your willingness to listen to my rants, provide comfort during moments of frustration, and offer encouragement when I am on the point of giving up has been truly invaluable. Your presence and friendship have been a source of strength and positivity, reminding me that I am never alone in my challenges. Thank you, dear friends, for your enduring support. Our circle is a treasure that will last a lifetime.

To Julien's support system and strength, my Mommy Arleen who's been there for me throughout my thesis journey and providing all my needs, and Daddy Emerson who is up above with the Lord who's been guiding me with love and wisdom every step of the way. To my family and relatives who always pray for my success; I promise to always make you proud, Mommy and Daddy; my family, relatives, and friends. I'll be forever grateful to have you all. Thank you for being

my support system, strength, and inspiration to fight and give my best until the end. Also, to my groupmates in thesis, Audrey and Diana, I'm grateful for the moments, bonds, and understanding we have shared. We are now closer to our dreams. Let us continue on making ourselves proud.

To Diana's special someones, Ate Aj, Nora, Art, Audrey, Julien, and Mark Angelo, your belief in me, your patience, your understanding, and your support, whether it be lending a listening ear, offering words of encouragement, or simply being by my side, have made all the difference. Your faith in my abilities has empowered me to overcome obstacles and pursue my dreams with confidence.

TABLE OF CONTENTS

	PAGE
TITLE PAGE.....	i
APPROVAL SHEET.....	ii
THESIS ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	ix
TABLE OF CONTENTS.....	xii
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xiv
LIST OF ABBREVIATIONS.....	xv
CHAPTER 1	
1. INTRODUCTION	
Rationale of the Study.....	1
Literature Review.....	4
Theoretical Framework.....	8
Conceptual Framework.....	10
Statement of the Problem.....	13

Definition of Terms.....	14
2. MATERIALS AND METHODS	
Research Design.....	17
Research Locale.....	17
Sampling Method.....	18
Scope and Delimitation.....	19
Research Instrument.....	19
Data Gathering Procedure.....	20
Data Analysis.....	20
Ethical Considerations.....	20
3. RESULTS AND DISCUSSION	
Socio-demographic characteristics.....	22
Age, Sex, and Civil Status.....	23
Religion of the Respondents.....	23
Educational Attainment.....	24
Occupation of the respondents.....	25
Media Ownership and Media Used.....	26

Frequency of Media Use.....	28
Proportion of the Respondents who are Listeners and	29
Non-listeners of Radio	
Reasons for listening to the Radio.....	30
Preferred Characteristics of the Program Hosts.....	30
Preferred Language/Dialect of the Listeners.....	31
Utilization of Information Received.....	32
Benefits of Utilizing the Information Received.....	33
Satisfaction Level of Listeners.....	34
Utilization.....	35
Benefits.....	36
Reasons for not listening to the Radio.....	37
Non-listeners best time to tune-in	38
Contents of Program.....	39
Conclusions.....	41
Recommendations.....	42
REFERENCES	44

APPENDICES

A. Request letter for list of Barangays in San Jose City.....	49
B. Letter for Ethics Review Committee.....	50
C. Ethical Clearance.....	51
D. Survey Questionnaire.....	52
E. Reliability Test Result.....	59
F. Budgetary Plan.....	60
G. Data Gathering Documentation.....	61
H. Gantt Chart.....	62
CURRICULUM VITAE.....	63

LIST OF TABLES

Table No.	Title	Page
1	Population and sample size per barangay	18
2	Socio-Demographic Characteristics	23
3	Religion of the Respondents	24
4	Educational attainment of the respondents	24
5	Occupation of the respondents	25
6	Media Ownership and Use	27
7	Frequency of Use	28
8	Listeners and Non-listeners of Radio	29
9	Reasons for listening	30
10	Preferred Characteristics of the Program Host	30
11	Preferred Language/Dialect	31
12	Utilization of Information Received	32
13	Benefits derived from listening to the Radio	33
14	Listeners level of satisfaction	33
15	Regular time in listening to Radio	34
16	Use of information received from listening to radio	35
17	Benefits Derived from Listening to the Radio	36
18	Reasons for not listening to the Radio	37
19	Best time to tune-in	38

20

Contents of Programs Preferred by Non-listeners

39

20

Contents of Programs Preferred by Non-listeners

39

LIST OF FIGURES

Figure No.	Title	Page
1	Result of the reliability analysis	14
2	Research Paradigm showing the variable analyzed	15

LIST OF ABBREVIATIONS

DepEd – Department of Education

FM – Frequency Modulation

ICT – Information Communication Technology

MBC – Manila Broadcasting Company

MOR – My Only Radio

RNSJ – Radyo Natin San Jose

UGT – Uses and Gratifications Theory

LIST OF ABBREVIATIONS

DepEd – Department of Education

FM – Frequency Modulation

ICT – Information Communication Technology

MBC – Manila Broadcasting Company

MOR – My Only Radio

RNSJ – Radyo Natin San Jose

UGT – Uses and Gratifications Theory

REFERENCES

A. BOOKS

A comparison of the size of families of Roman Catholics and Non-Catholics in Great Britain on JSTOR. (n.d.). www.jstor.org.
<https://www.jstor.org/stable/2173352>

Olayiwola, Ibikunle & Dada, Doyinsola & Ajisafe, Ibikunle. (2023). Radio broadcasting in the digital age: Adapting to the challenges of the 21st century.

UNESCO: Building Peace through Education, Science and Culture, communication and information. (n.d.). <https://www.unesco.org/en>

B. THESIS

Ocran, B. (2015, November 1). *Assessing the effects of branding on radio listenership in Ghana case study of selected radio stations in Kumasi*.
<https://ir.knust.edu.gh/items/2fd35fb4-fb5a-48b7-a2aa-a50bf8286a53>

C. UNPUBLISHED THESES

Ticar, J. M. P. (2019). Radio listening habits among public high school students in rural and urban areas and their attitude toward the programs (Unpublished special paper). Central Philippine University, Jaro, Iloilo City.
<https://hdl.handle.net/20.500.12852/2457>

- A Study on The Listenership Pattern of Radio Medium Among Female Youth Population with Special Reference To Chennai Region. (2020). PJAEE. <https://archives.palarch.nl/index.php/jae/index>
- Almadrones, J. (2016). *Radio Listening Practices of the Bihug of Tuaca, Basud, Camarines Norte, Philippines*. Asia Pacific Journal of Multidisciplinary Research, Retrieved October 16, 2023, from APJMR-2016.4.4.0120200212-83816-esgqai-libre
- Ewart, J. (2011). Therapist, companion, and friend: the under-appreciated role of talkback radio in Australia. *J. Radio Audio Media* 18, 231–245
- Hugelius, K., Gifford, M., Örténwall, P., & Adolfsson, A. (2016). Disaster Radio for Communication of Vital Messages and Health-Related Information: Experiences from the Haiyan Typhoon, the Philippines. *Disaster Medicine and Public Health Preparedness*, 10(4), 591–597.
- Krause, A. E. (2020). The role and impact of radio listening practices in older adults' everyday lives. *Frontiers in Psychology*, 11.
- Reyes, M. E. C. (2012). *Preferences of FM radio listeners in Cagayan de Oro City based on the functional approaches of broadcast media*. <https://ejournals.ph/article.php?id=5535>
- Spain, P. (2010, September 20). *A Survey of Radio Listenership in the Davao Provinces of Mindanao, The Philippines*. <https://eric.ed.gov/?id=ED105858>

D. JOURNALS

- Albarran, A., Daggett, E., & Way, H. (2021). What Happened to our Audience? Radio and New Technology Uses and Gratifications among Young Adult Users. *Unt.*
[https://www.academia.edu/590755/ What Happened to our Audience Radio and New Technology Uses and Gratifications among Young Adult Users](https://www.academia.edu/590755/What_Happened_to_our_Audience_Radio_and_New_Technology_Uses_and_Gratifications_among_Young_Adult_Users)
- African Research Resources. (2024). RADIO LISTENING HABITS AT THE WORKPLACE: A STUDY OF AGONA SWEDRU BUSINESS COMMUNITY. *Afribary*. <https://afribary.com/works/radio-listening-habits-at-the-workplace-a-study-of-agona-swedru-business-community>
- Gardner, S. & Eng, S. (2005). What students want: Generation Y and the changing function of the academic library. *Portal: Libraries and the Academy*, **5**(3), 405–420.
- Isabelita C. Bodbod, Nueva D. Salaan*, Elvie C. Abas and Ronelo G. Cablinda. (2023). Assessing The Listenership, Reach, and Radio Programs' Effectiveness of Dxgg 104.5 Fm Educational Radio. Retrieved May 7, 2024, from <http://www.sci-int.com/pdf/638290999027249338.%20Bodbod-Commu-Final.edited.pdf>

- Laor, T. (2022). Radio on demand: New habits of consuming radio content. *Global Media and Communication*, 18(1), 25–48. <https://doi.org/10.1177/17427665211073868>
- Olson, K. E., O'Brien, M. A., Rogers, W. A., & Charness, N. (2010b). Diffusion of Technology: Frequency of use for Younger and Older Adults. *Ageing International*, 36(1), 123–145. <https://doi.org/10.1007/s12126-010-9077-9>
- Reyes, M. E. C., Balaba, L. S., Lesondra, K. K. R., Libot, F. L. P., & Salvador, S. J. S. (2012). *Preferences of FM radio listeners in Cagayan de Oro City based on the functional approaches of broadcast media*. <https://ejournals.ph/article.php?id=5535>
- The Role of Religious Broadcasting in Evangelizing in Kenya: A Case Study of Radio Waumini 88.5fm. (2006, December). University of Nairobi East Africana Collection. Retrieved May 7, 2024, from http://erepository.uonbi.ac.ke/bitstream/handle/11295/6273/Kangara_%20The%20Role%20of%20Religious%20Broadcasting%20in%20Evangelizing%20in%20Kenya%20a%20Case%20Study%20of%20Radio%20Waumini%2088.5fm.pdf?sequence=1
- Zhang, Z., Hsieh, N., & Lai, W. (2023). Social relationships in later life: Does marital status matter? *Journal of Social and Personal Relationships*, 40(9), 2946–2968. <https://doi.org/10.1177/02654075231163112>