

La Comunidad que somos

Periodismo de Barrio: the community within us



PERIODISMO
DE BARRIO

This is what we learned
after surveying
our audience in 2023

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This is what we learned after surveying our audience in 2023

Two years after conducting our first audience research, **Periodismo de Barrio** surveyed its audience again. This was in response to significant changes in both our operations and the Cuban context. More importantly, we did this because meeting our community's needs is central to Periodismo de Barrio's mission.

During the last few years, we have seen significant growth in our audience, diversified the topics we cover and the range of services we provide, restructured our areas of work, and hired new roles. On the other hand, the deep crisis faced by Cuba, coupled with the socio-political and demographic changes of recent years, underscores the need to update our journalism to meet the emerging expectations and demands of a more diverse and evolving community, particularly affected by the recent wave of mass emigration.

In this context, the main goal for Periodismo de Barrio was to understand how our audience accesses and uses our products and services, and what their expectations are regarding our agendas, content, and sustainability approach.

We focused the questionnaire on sociodemographics, attitudes and aspirations, access to services and products, user experience, identification with our editorial strategy, and content expectations. A total of 211 people responded to the survey between October 23 and November 23, 2023.

We would like to extend our gratitude to those who participated in the study for their time, willingness, and commitment to Periodismo de Barrio. The findings obtained, which we present below, will guide our editorial and organizational decisions with and for the #ComunidadPB.

Meet our audience: young, skilled professionals balancing caregivers roles

Our audience primarily consists of young adults and adults aged between 25 and 44 years (65.4%) (Chart 1). They identify as male (51.18%), female (46.45%), and non-binary (1.42%).

A significant portion have a college degree (45.50%), nearly a third have a postgraduate degree (31.28%), and just over a fifth have a technical or high school education (22.75%).

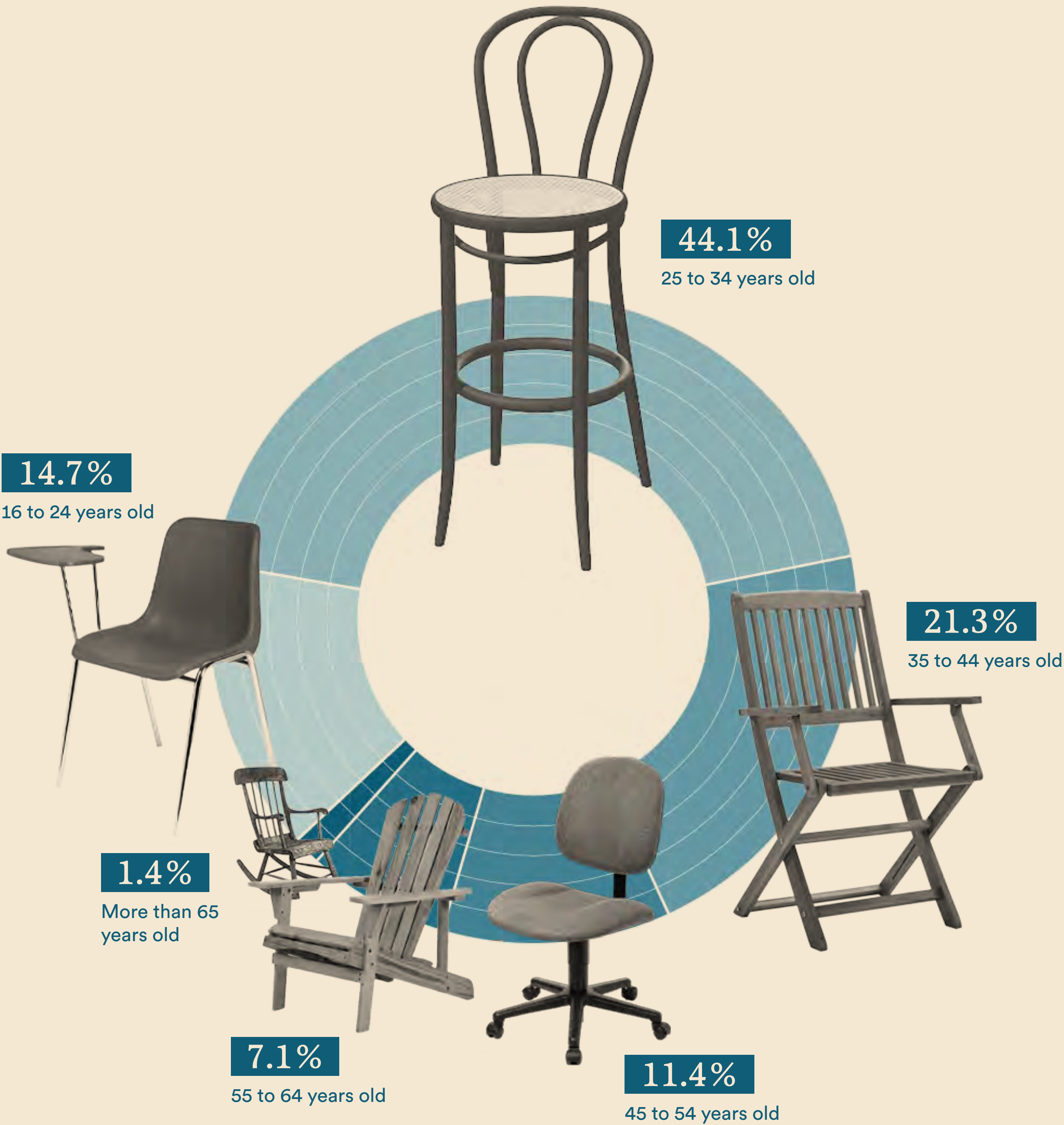
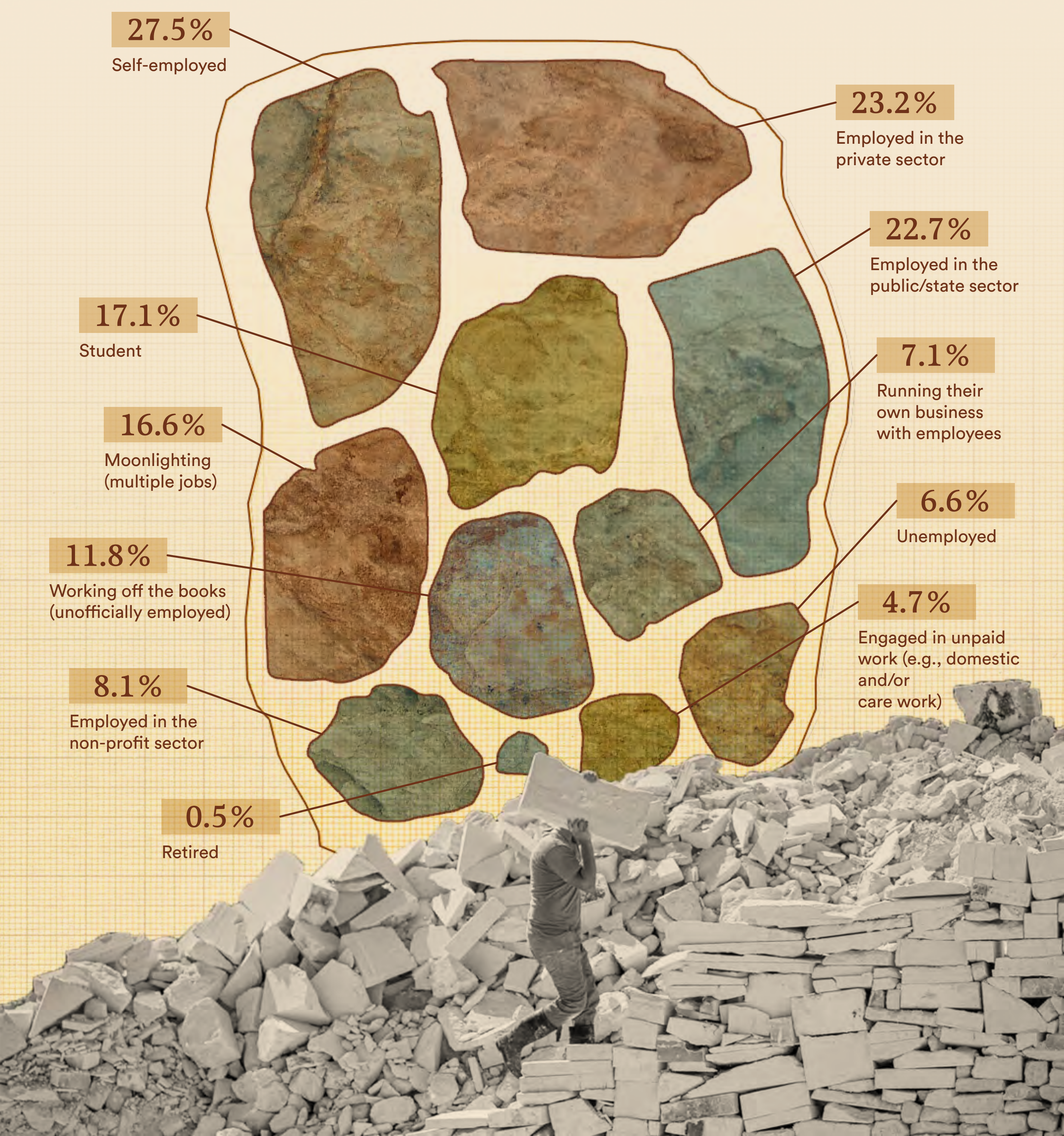


Chart 1: Users by age group

Most work in formal and salaried positions, whether in the self-employed, private, or public sectors. Some are moonlighting (16.6%) or work in the non-profit sector (8.1%) (Chart 2).

Most are caregivers. Over half have someone under their care (56.3%), mainly children or other minors (24,6%) and elderly adults (18%). Some look after people with chronic illnesses (6.6%), mental health conditions (3.8%), or disabilities (1.9%).

Chart 2: Current occupation



The majority reside in Cuba (63.98%), with others living in Spain, the United States, and Mexico (23.7%). More than half of those living outside the island have emigrated in the past four years (Chart 3).

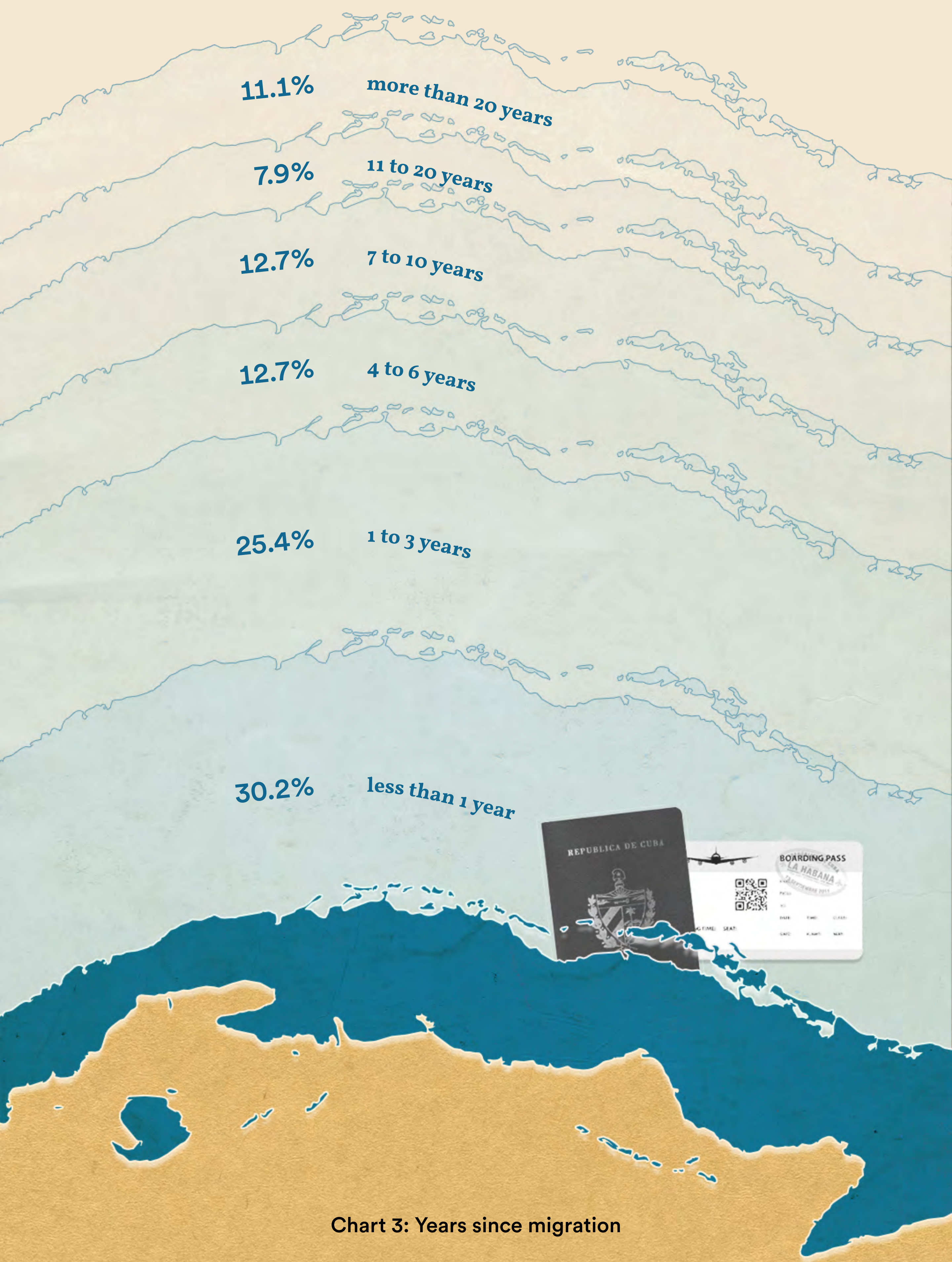


Chart 3: Years since migration

Diverse identities and complex emotional connections with Cuba

Our audience is very diverse in terms of political, cultural, ideological, philosophical, racial, and gender identities. Generally, they do not practice any religion (81%), although some are affiliated with Afro-Cuban religions (8.1%), Christianity, and Catholicism.

Their emotional connection with Cuba is marked by sadness (75.8%), concern (74.9%), hope (71.6%), and despair (62.6%) (Chart 4). Those on the island feel significantly more despair (70.4%) and hope (77.8%), while those living abroad report more solidarity (42.2%) and homesickness (57.9%).

Their preferred activities and hobbies include watching movies, TV series, or going to the movie theater (61.6%); reading and writing (55%); listening to music (45.5%); visiting museums and cultural centers (38.4%); taking online courses (34.1%); traveling (30.8%); and playing sports (30.3%).

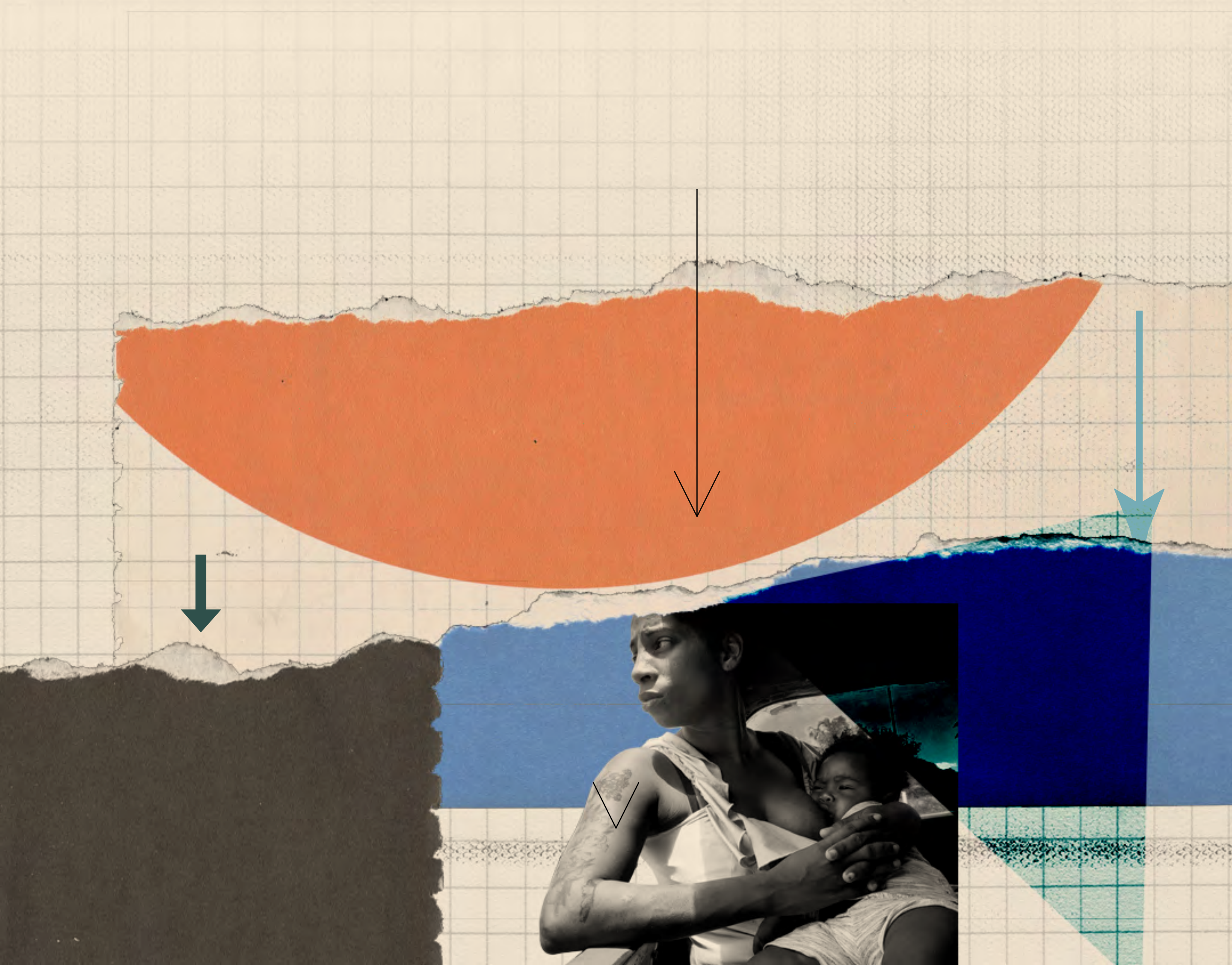
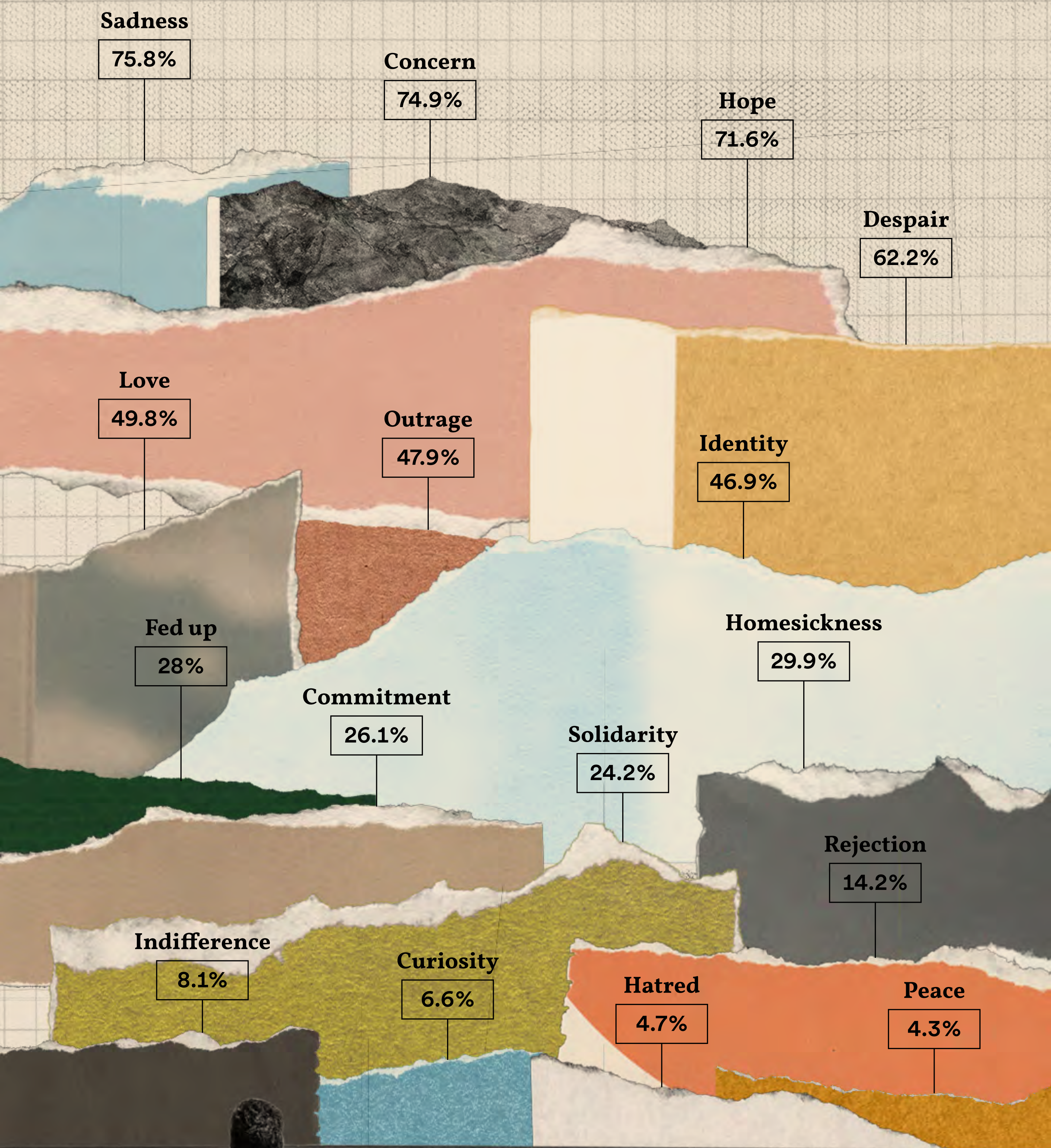


Chart 4: Sentiment towards Cuba



A renewed sense of loyalty

Primarily, it is a relationship based on loyalty: a significant part of our audience (27%) has been with us since the founding of **Periodismo de Barrio** in 2015. This bond is also renewed, with another segment following us for 3 or 4 years (29%), while 44% have been following us since 2021.

People access our content primarily through social media, especially Instagram, Facebook, and X (formerly Twitter). They seek insights into the Cuban reality (69.2%), further exploration of current events analysis (64%), and verification of various accounts of events (55.5%) (Chart 5).

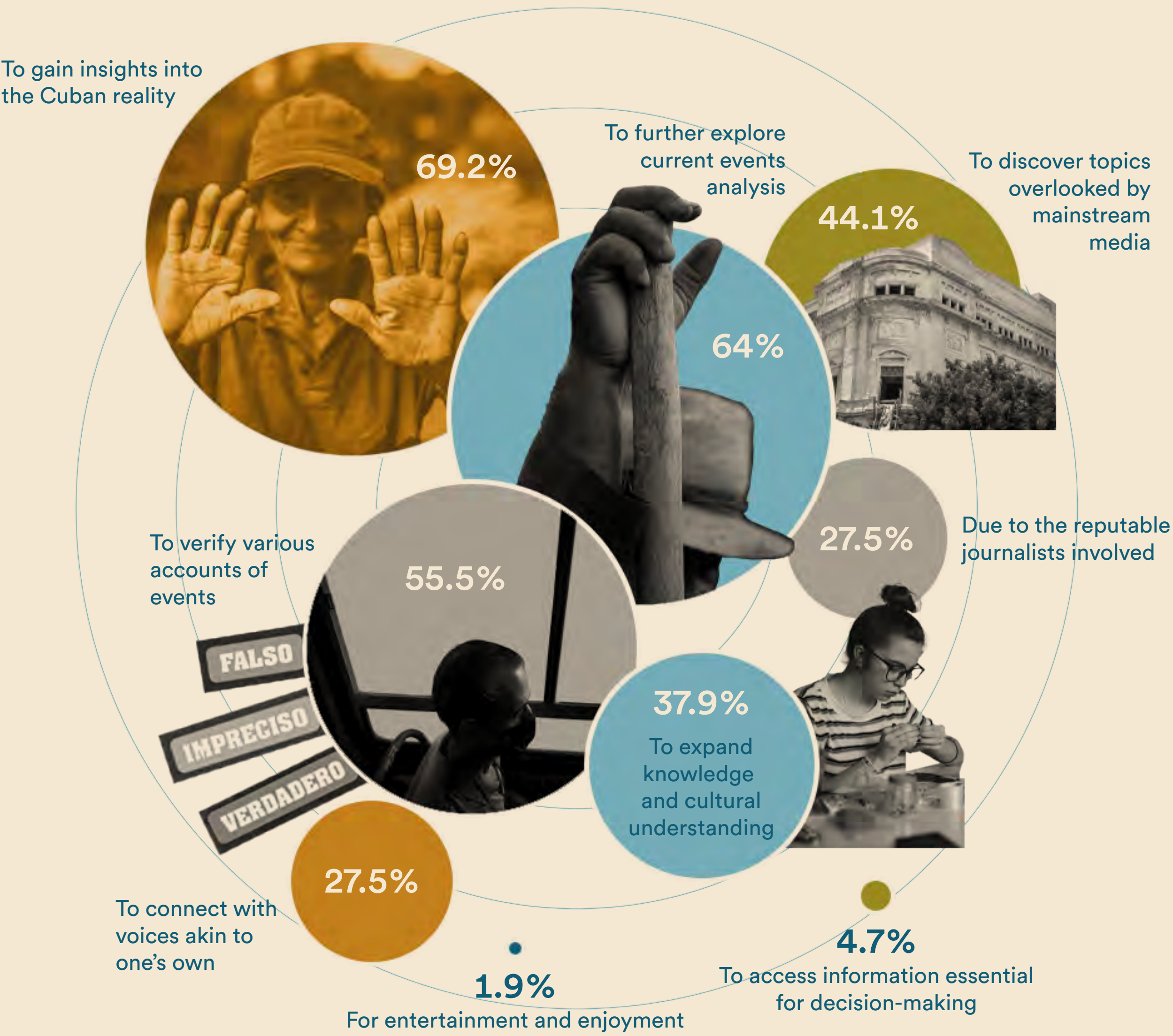


Chart 5: Motivations for reading Periodismo de Barrio

Periodismo de Barrio is recognized for its very good or excellent quality in various aspects, including information accuracy (66.3%), storytelling (65.8%), visual identity, design, and branding (59.8%), topic selection (63.5%), data handling (57.8%), and source verification (57.8%). Contents rated as very useful or extremely useful include photographs (74.4%), texts (76.3%), and graphics and data visualizations (73.5%).

These contents are frequently used to learn about reality (94.8%), engage in discussion or debate (73%), recommend to friends and acquaintances (71.6%), and incorporate into everyday conversations through examples, ideas, and symbols (69.7%).



Uncovering information needs

They are varied and reflect a wide diversity of social, economic, and political concerns. These can be grouped into three major agendas:

- Aging and youth in Cuba;
- Governance, rights and political freedoms in the country;
- Inequality and poverty.

Under these agendas, more specific topics include abuses of power, corruption, and nepotism; vulnerable communities and minorities; economy, food, and housing; education and health; migration; and environment and natural resources.

The #ComunidadPB demands truthful, critical, and pluralistic information that highlights and amplifies the voices of vulnerable groups, proposes solutions and alternatives, and reflects the complexity and diversity of Cuban society.



Do people identify with the profile and image of **Periodismo de Barrio**?

Yes, as evidenced by the high level of trust they have in our work. Four out of five survey participants indicated they have high confidence in our outlet (Chart 6).

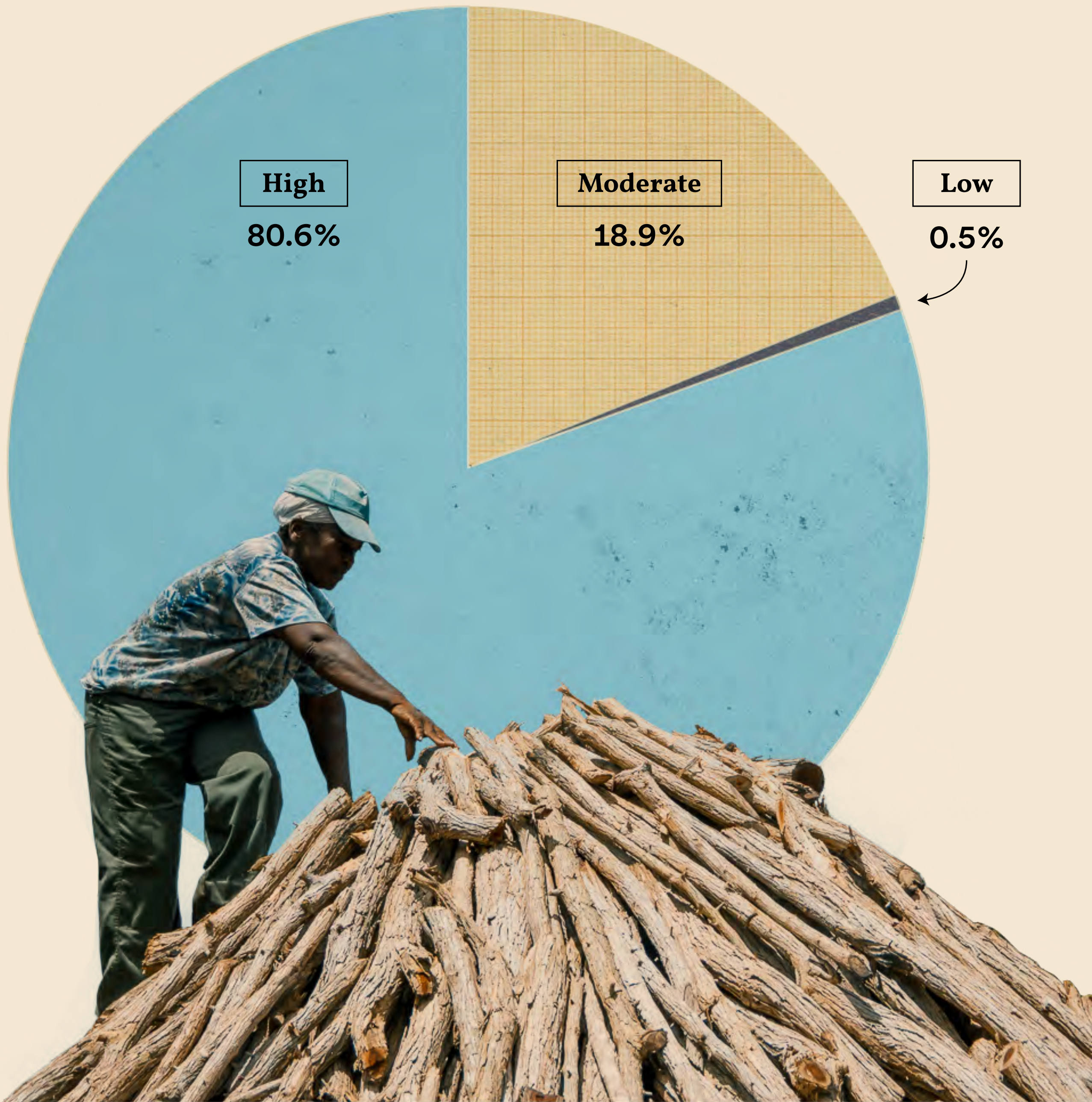
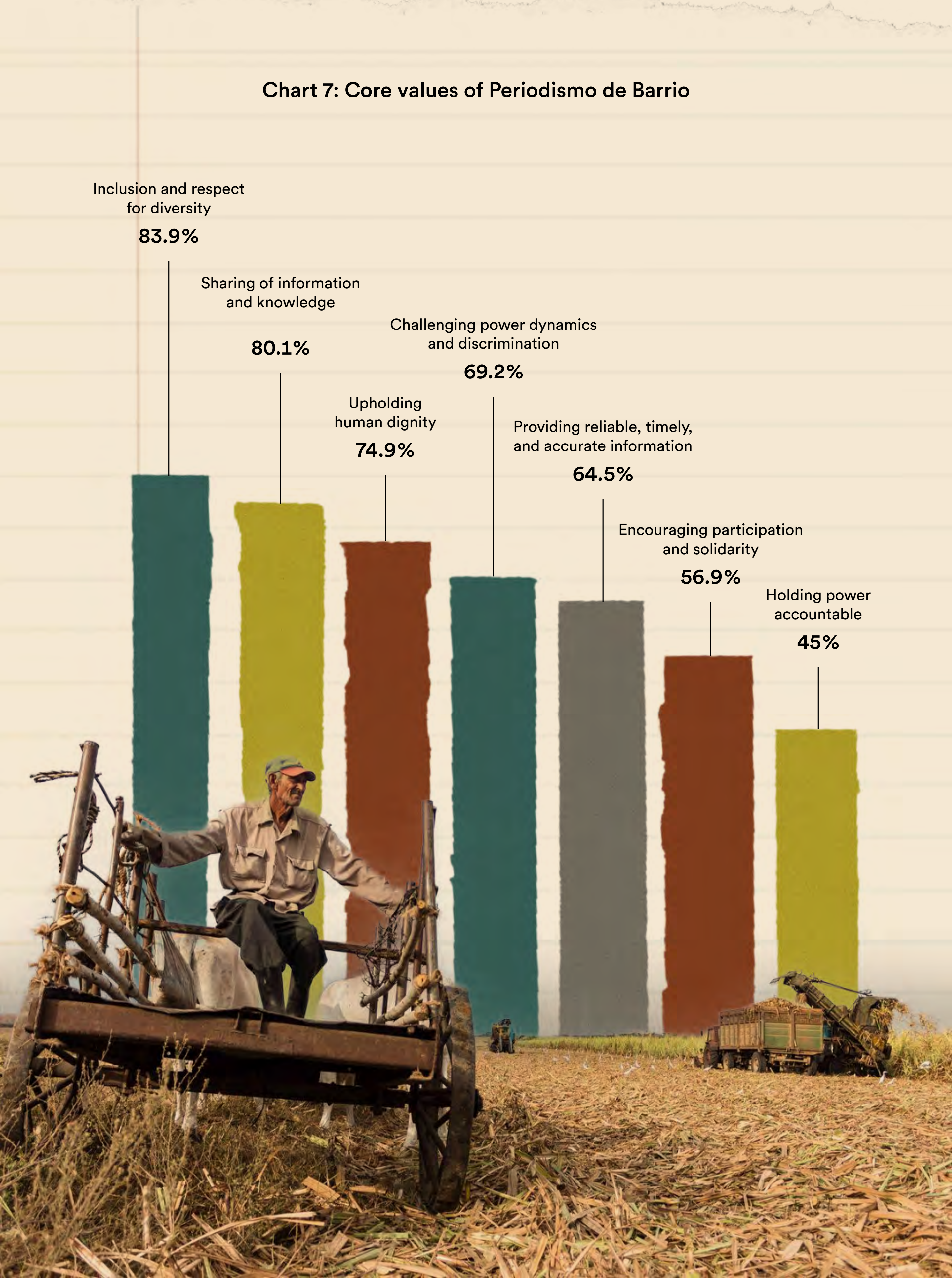


Chart 6: Confidence level

Likewise, the audience recognizes the values that define **Periodismo de Barrio**, including inclusion and respect for diversity (83.9%), sharing of information and knowledge (80.1%), and upholding human dignity (74.9%) (Chart 7).

Chart 7: Core values of Periodismo de Barrio



Key expectations

Our audience seeks news that holds power accountable, with 90.1% interested in uncovering abuses of power and corruption, and 43.6% engaging with stories that challenge instances of power. Additionally, 85.3% are keen on exploring the causes, meanings, or consequences of events. They also value the inclusion of citizens' voices in the news, insights into the impact of authorities' decisions on specific communities and rural areas, information on economic, social, and/or political rights and obligations, and solutions-oriented journalism.

Moreover, they are eager to collaborate, expressing interest in accessing specialized information services (43.1%), receiving training or workshops on digital journalism, photography, and illustrations (47.9%), seeking consulting or advisory services on various topics (40.3%), and participating in one-time donations to support the production of reports, podcasts, and other content or activities (28.9%).

Finally, they provided several suggestions, including:

- Diversifying communication channels and social media platforms (such as WhatsApp).
- Creating short videos for a younger audience.
- Sharing with the community how we do our work.
- Creating safe online spaces or events for engaging with the audience.
- Expanding research and data-driven work based on aspects of Cuban reality.
- Developing stories focused on life experiences.
- Incorporating anti-colonial and post-colonial content.

Periodismo de Barrio's next steps

Firstly, we will share these findings with our community as a token of appreciation for their participation in the study and as a demonstration of transparency with those who follow and support us. We also believe that this report may be of interest to other media outlets, social projects, or research endeavors.

Secondly, we will collaboratively analyze them within the team to establish priorities and responsibilities in each work area. This will enable us to effectively address the information needs and expectations of the community. Our process involves reviewing and updating agendas, adjusting workflows and professional roles, segmenting audiences to better serve their needs, and developing new products and services accordingly.

Thirdly, we will develop a strategic plan for the short, medium, and long term, incorporating the study findings and insights from our collective discussion. This plan is designed to diversify **Periodismo de Barrio's** agenda, strengthen community relationships, and enhance the media's sustainability and organizational resilience.



Periodismo de Barrio offers consulting services to assist other news media outlets in creating audience surveys, interpreting data, and making informed decisions based on the findings. Please reach out to us via contacto@periodismodebarrio.org if you're interested in our services.

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