RAMADAN SERIES MARATHON: WHAT'S ON YOUR WATCHLIST?

ABSTRACT

This study analyzes viewer behavior and preferences for the 2025 Ramadan television series through a survey. By collecting data on audience engagement, viewing habits, and content preferences, the research provides valuable insights into trends shaping Ramadan entertainment; However, the study is affected by a sampling bias.

Aly Hassan 24-101115
Data Analysis C-DE221
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Population of Interest:

The population of interest for this survey is **individuals who watch Ramadan series** during the holy month of Ramadan. Initially, the **target population** was intended to be **EUI students**, but due to the **distribution method** conducted, the survey reached a broader audience, including family members, friends groups, and their extended networks; which therefore **led to sampling bias.**

Sampling Method:

The survey **used convenience sampling**. The survey link was shared across multiple convenient WhatsApp groups, including university groups, family groups, and high school friends groups. While this method allowed **quicker and easier data collection**, it introduced sampling bias because the responds do **not represent** a specific population (e.g., university students) but rather a wider, less defined group. To address this, **future surveys** should use **stratified sampling** to avoid bias and to ensure representation from specific subgroups within the target population.

Bias Identification:

The source of bias has been identified and has appeared as follows:

Sampling Bias: The survey was distributed to a **wide range of groups**, which means the sample is **not representative** of a specific population. For example, the responses **overrepresent certain age groups and social circles**; However, the survey questions were designed to be clear and neutral, avoiding leading or suggestive language. Anyhow, the sampling method remains a **significant limitation.**

Survey Questions:

1. What is your age group? (Less than 18, 18-24, 24-30, 30+)
2. What is your gender? (Male, Female)
3. How many Ramadan series do you typically watch during the month?(0, 1, 2, 3, 4+)
4. How many episodes of Ramadan series do you watch per day?(0, 1, 2–3, 4–5, 5+)
5. What time of day do you usually watch Ramadan series? (Morning, Afternoon, Evening, Late night, Never)
6. Which Ramadan series have you watched this year?

   (اشغال شقه جدا ,النص ,ولاد الشمس ,كامل العدد ,++ المداح, None ,_:Other)

7. On which platforms do you watch Ramadan series? (Select all that apply) (Shahid, Watch It, Yango Play, Live TV, Other:_)
8. Do you discuss Ramadan series with others ?(Often, Sometimes, Rarely)

Online Survey Link:

Number of Samples Collected:

The survey received exactly 84 responses.

Analysis:

1. Demographics & Audience Distribution

The survey collected responses from **83 individuals**, providing insights into the age, gender, and viewing habits of Ramadan series audiences.

1.1 Age Distribution

- The **18-24 age group** is the largest segment, making up around half of the responds, proving the sampling bias and that the survey link was sent to a wide range from this specific age group. (If data was not biased: suggesting that Ramadan series have a strong appeal among young adults.)
- The **24-30 age group** has a moderate presence, while the **less than 18** and **30+ age groups** are underrepresented, indicating a smaller but existing audience among younger teens and older viewers.
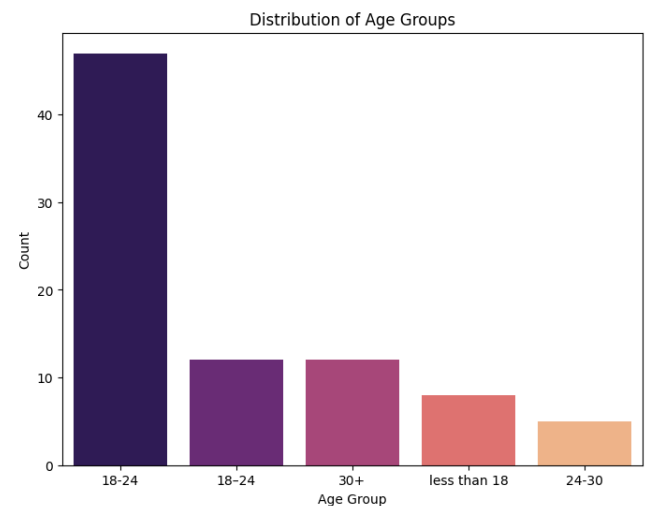
1.2 Gender Distribution

- **Males (61.9%)** make up most respondents, while **females (38.1%)** represent a significant portion of the audience.
- This suggests that while Ramadan series attract more male viewers, female engagement remains strong.
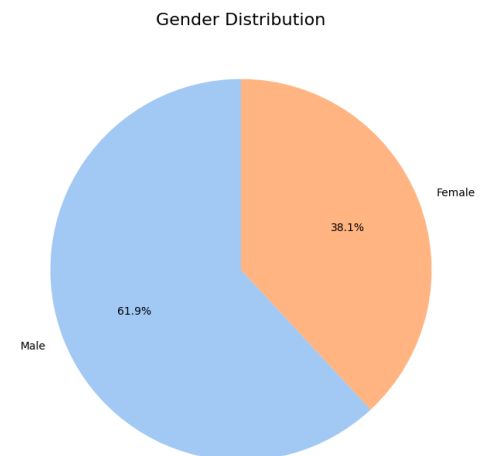
2. Measures of Central Tendency.

Variable	Mean	Median	Mode	Interpretation
Age Group	-	-	18-24	Most users are 18-24 years old
Gender	-	-	Male	Majority of respondents are male
Series Count	1.72	2	2	Most people watch 2 series
Episodes/day	1.43	1	2–3	Watching 2–3 episodes per day is common
Series Watched	-	-	0	Some users reported not watching any series
Platforms	-	-	Shahid, Watch It	Most used streaming platforms

Since **mean and median** are only meaningful **for quantitative data,** not categorical data like **Gender, Age Group, Series Watched, or Platforms**; Therefore, only the **mode** was calculated for these data set.

3. Viewing Habits & Trends

3.1 Episodes Watched Per Day

- Most viewers watch **1-3 episodes per day**, indicating a moderate viewing pattern.

Distribution of Episodes Watched Per Day
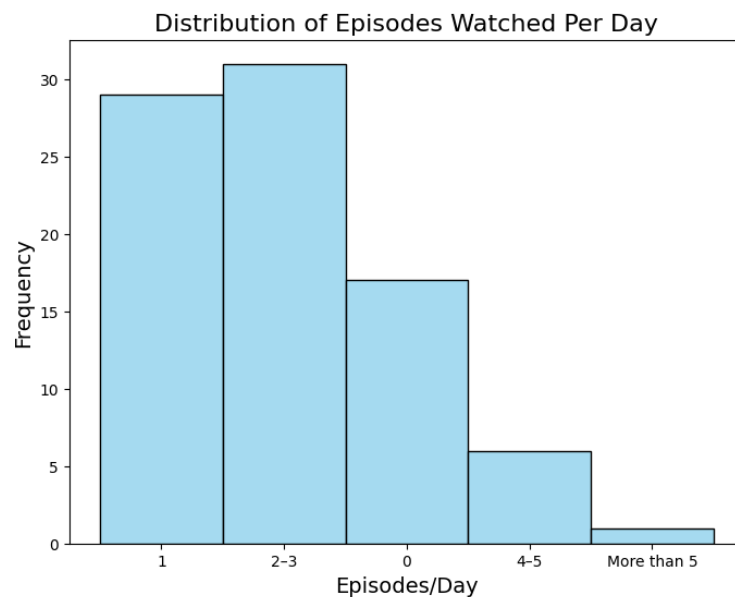
- Breakdown:
    - **2-3 episodes per day** had the highest count, exceeding **30 respondents**.
    - **1 episode per day** was the second most common choice, with **25-30 respondents**.
    - **4+ episodes per day** was less common, suggesting binge-watching is relatively rare.
    - **0 episodes per day** had 15-20 respondents, indicating that a notable portion does not engage with Ramadan series.

3.2 Confidence Interval Analysis for Viewing Behavior

To ensure statistical reliability, **95% confidence intervals** were calculated for key viewing trends:

- **Proportion of viewers watching 1-3 episodes per day:**
  - Sample proportion ($\hat{p}$) = **0.752**, standard error = **0.030**
  - CI = **[0.692, 0.812]**
  - We are **95% confident** that between **69.2% and 81.2%** of the audience watches 1-3 episodes daily..

3.3 Average Series Count by Age Group

The bar chart shows that the average series count watched increases with age, with the "30+" age group having the highest count and the "less than 18" group having the lowest. This suggests that older individuals tend to watch more series on average compared to younger ones.
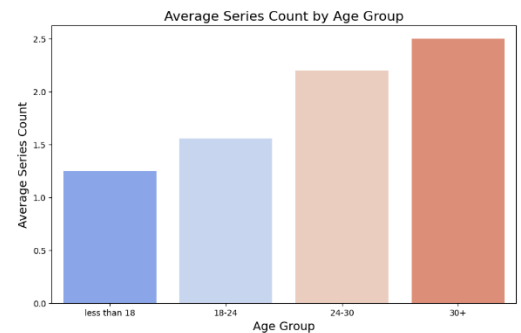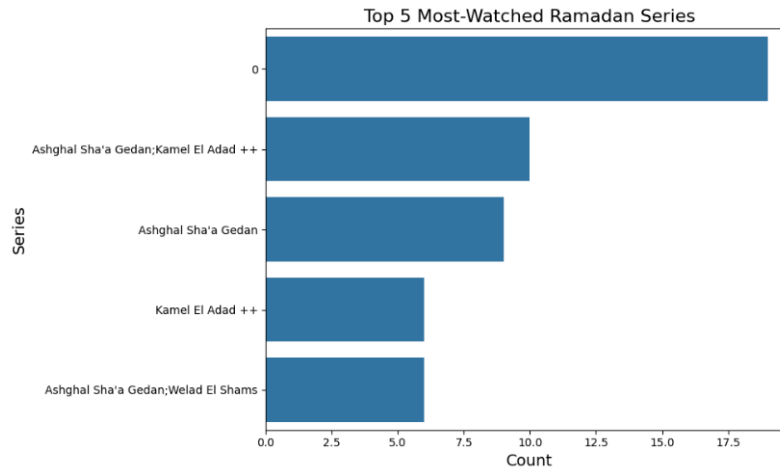

4. Most-Watched Ramadan Series

The survey recorded the most popular series, revealing key audience preferences:

A **95% confidence interval** for the proportion of viewers for each series was computed as follows:

- **None (Do not watch)**: The **95% confidence interval** for the proportion of respondents who do not watch Ramadan series is **[11.48, 26.52]**.
- **Ashghal Sha'a Gedan & Kamel El Adad++**: The **95% confidence interval** for the proportion of respondents who watch these two shows combined is **[4.18, 15.82]**.
- **Ashghal Sha'a Gedan**: The **95% confidence interval** for the proportion of respondents who watch this show is **[3.44, 14.56]**.
- **Kamel El Adad++**: The **95% confidence interval** for the proportion of respondents who watch this show is **[1.37, 10.63]**.
- **Ashghal Sha'a Gedan & Welad El Shams**: The **95% confidence interval** for the proportion of respondents who watch these shows combined is **[1.37, 10.63]**.

"None" being the most common response (19 respondents) indicates that a significant portion of the surveyed population does **not** actively watch Ramadan series.

"Ashghal Sha'a Gedan" and "Kamel El Adad++" dominate viewership, appearing multiple times in the top 5 responses.

The chart shows the **top five most-watched Ramadan series**, with respondents who do not watch Ramadan series in the lead. **"Ashghal Sha'a Gedan"** and **"Kamel El Adad++"** appear frequently, both alone and alongside other serieses, indicating their strong popularity and concurrent watching with other shows.

5. Platform Preferences

- **Streaming services dominate** the Ramadan series market, but **Live TV remains highly relevant**.
- Top platforms:
  - Shahid & WatchIt (combined): **31.6%**
  - Live TV: **28.1%**
  - Shahid (alone): **19.3%**
  - Shahid, WatchIt & Yango Play (combined): **12.3%**
  - None (Do not watch): **8.8%**
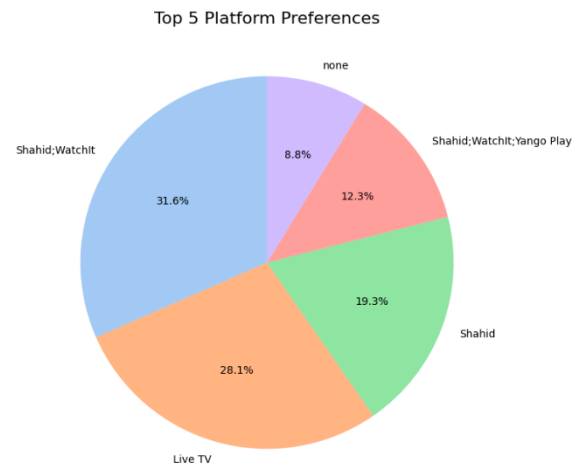
Conclusion:

This analysis provides statistically insights into **the viewing habits of Ramadan series** audiences. While limitations exist, the findings offer implications for content creators, advertisers, and streaming platforms. Most viewers are **young adults** (18-24), predominantly **male**, and **engage moderately** (1-3 episodes per day). **Streaming platforms** appear to gain dominance, but Live TV remains relevant.

Any Potential Issues

- **Sampling Bias:** The survey used **convenience sampling**, leading to an overrepresentation of certain age groups.

- **Future Recommendation:** A **larger, more representative sample size** and a **stratified sampling method** should be used for future studies.