



Palestinian Central Bureau of Statistics

Media Survey – 2000

User Guide

September, 2001

Definitions and Explanations

- Illiterate:** A person who is unable to read or write in any language and who was never awarded a certificate from any formal education system.
- Can Read and Write:** A person who is able to read and write without completing any of the educational stages. Such person is generally able to read and write simple sentences.
- Marital Status:** The status of those 12 years old and over in terms of marriage traditions and laws in the country. It might be one of the following:
Single: The individual 12 years old and over who did not actually marry according to the existing norms and traditions.
Married: The individual 12 years old and over who is actually married according to the existing norms regardless of whether he/she is living with a spouse, at the time of the interview or not.
Divorced: The individual 12 years old and over who was married but his/her marriage was revoked by a legally registered divorce, and he/she did not marry again.
Widower: The individual 12 years old and over who was married, but his/her marriage was revoked because of the death of his/her partner, and he/she did not marry again.
- Occupation:** Refers to the kind of work done by the employed persons, irrespective of their training or education. Thus, the occupation refers to the tasks carried out by a person. If the person had more than one occupation, the one in which he/she spent most of his/her time.
- Refugee status:** This status relates to the Palestinians who were forced to leave their land in the Palestinian Territory occupied by Israel in 1948. It applies to their male sons and grandchildren. Every Palestinian falls under one of the following categories:
Registered Refugees: It applies to registered refugees holding refugee registration card issued by UNRWA.
Non-Registered Refugees: It applies to unregistered refugees who do not hold refugee registration card issued by UNRWA.
Non-Refugee: It applies to any Palestinian not categorized under any of the two aforementioned statuses.
- Pilot Survey:** Duplication of the final proposed survey design on a small scale from beginning to end.
- Reference Date:** The date referred to in calculating ages. In this survey it is 17/6/2000.
- Type of Locality:** Localities have been divided into three types: Urban, Rural and Camps

Urban: Any locality whose population amounts to 10,000 persons or more. This applies to all governorates/districts centers regardless of their size. Besides, it refers to all localities whose populations vary from 4,000 to 9,999 persons provided with, at least, four of the following services: public electricity network, public water network, post office, health center with a full – time physician and a school offering a general secondary education certificate.

Rural: Any locality whose population is less than 4,000 persons or whose population varies from 4,000 to 9,999 persons but lacking the four aforementioned elements.

Camp: It refers to any locality referred to as a refugee camp and administered by the United Nations Refugees and Work Agency in the Near East (U.N.R.W.A.).

- Viewing Palestine TV:** **Always:** for households viewing Palestine TV on daily basis.
Sometimes: for households viewing Palestine TV but not on daily basis.
No: for households don't viewing Palestine TV totally.
- Reading Daily Newspapers:** **Always:** for individuals who read daily newspapers on daily basis.
Sometimes: for individuals who read daily newspapers but not on daily basis.
No: for individuals who don't read daily newspapers totally.
- Reading Weekly Newspapers:** **Always:** for individuals who read weekly newspapers at least one time per week.
Sometimes: for individuals who read weekly newspapers periodically.
No: for individuals who don't read weekly newspapers totally.
- Buying Newspapers:** **Always:** for individuals who buy newspapers always and don't borrow or get it free.
Sometimes: for individuals who buy newspapers sometimes and borrow or get it free other times.
No: for individuals who don't buy newspapers totally.
- Listening to Radio:** **Always:** for individuals who Listen to radio on daily basis.
Sometimes: for individuals who Listen to radio but not on daily basis.
No: for individuals who don't Listen to radio totally.
- Listening to Voice of Palestine:** **Always:** for individuals who Listen to Voice of Palestine on daily basis.
Sometimes: for individuals who Listen to Voice of Palestine but not on daily basis.
No: for individuals who don't Listen to Voice of Palestine totally.
- Households Monitoring Type of Programs that Children View in TV:** **Always:** for households monitoring type of programs that children view in TV on daily basis.
Sometimes: for households monitoring type of programs that children view in TV but not on daily basis.
No: for households don't monitor type of programs that children view

in TV totally.

**Households
Monitoring Number
of Daily Hours that
Children Spend in
Viewing TV:**

Always: for households monitoring number of daily hours that children spend in viewing TV on daily basis.

Sometimes: for households monitoring number of daily hours that children spend in viewing TV but not on daily basis.

No: for households don't monitor number of daily hours that children spend in viewing TV totally.

Survey Questionnaire:

The questionnaire was developed by the Palestinian Central Bureau of Statistics after revision of UN recommendations and the experience of other countries in implementing media surveys. The Media Survey-2000 Questionnaire consists of four main sections:

1. **Household Roster Section:** includes demographic variables such as age, sex, relation to head of household, date of birth and refugee status.
2. **Household Section:** includes demographic and economic variables related to head of household such as educational status, employment status, occupation and marital status. It also includes variables related to TV set, newspapers, magazines, availability of computer and access to the Internet.
3. **Individuals (18 years and over) Section:** includes demographic and economic variables related to the randomly selected individuals (18 years and over), such as educational status, employment status, occupation and marital status. It also includes variables related to reading newspapers, listening to radio, preferred program and time period for listening to radio. In addition to the Internet usage by purpose and place of usage.
4. **Individuals (6-17 years) section:** includes demographic and economic variables related to the randomly selected individuals (6-17 years), such as educational status, employment status and occupation. It also includes variables related to reading newspapers, listening to radio and watching TV, preferred time period for listening and watching. In addition to computer usage and purpose of usage and the Internet usage by purpose and place of usage.

Target Population:

The target population consists of all Palestinian households that usually reside in the Palestinian Territory. Besides targeting the household as a single unit, the survey targeted persons in the age groups 6 – 17 years and 18 years and over.

Sampling Frame:

The sampling frame consisted of all enumeration areas (EAs) constructed from the Population Housing and Establishment Census, 1997. The average size of enumeration areas (EAs) is about 150 households.

Sample Size:

Different criteria were taken into account when sample size was determined. The level of sampling error for the main indicators was considered, the result could be published at 4

subpopulations (National level, The West Bank Level, Gaza Strip level and Governorate level), and 10% incomplete questionnaire was assumed.

The overall sample was 347 EAs, 241 in the West Bank and 106 in Gaza Strip. The number of households in the sample was 8,276 households, 5,733 in the West Bank and 2,543 in Gaza Strip.

Sample Design:

The sample is a three-stage stratified cluster random sample.

The first stage involved the selection of a stratified random sample comprised of 347 enumeration areas. It should be noticed that the enumeration areas from localities that receive the transmission of many private (local) TV stations were given more opportunity. The second stage involved the enumeration of the first 24 dwellings from the beginning of each selected enumeration area. The third stage involved the random selection of two household member, one in the age group 18 years and over, and one in the age group 6-17 years. The selection of household members from the selected household in the field is done by using random (KISH) tables.

Stratification:

For the West Bank, two levels of stratification were made:

1. Stratification by Governorate.
2. Stratification by classifying localities within Governorate into two strata:
 - Governorate center (main city).
 - Localities outside Governorate centers.

For Gaza Strip, two levels of stratification were made:

1. Stratification by Governorate.
2. Stratification by type of locality which comprises:
 - (a) Urban
 - (b) Rural
 - (c) refugee Camps

Response Rates:

Overall 91.9% of the questionnaires were completed; 90.5% in the West Bank, and 94.8% in Gaza Strip. The response rate was about 95.5%; 94.6% in the West Bank and 97.5% in Gaza Strip.

Weighing:

Weights have been calculated for each sampling unit. Weights reflect the sampling procedures. Three weights have been calculated:

- Weight for households.
- Weight for individuals (18 years and over).
- Weight for individuals (6-17 years).

In weighing procedure the total Palestinian population in the mid year 2000 and their distribution according to the region, sex and age groups were considered.

Variance:

It is important to calculate the sampling error and to show it beside the estimates. This gives the data user an idea about the efficiency and accuracy of the estimates.

The total survey errors are divided into two types; sampling errors and non-sampling errors. Non-sampling errors arose from implementing data collection and data processing, such as failure to interview the correct unit, mistakes made by the interviewer or the respondent. It is still difficult to estimate non-sampling errors. But many procedures have been adopted to minimize non-sampling errors.

Sampling errors on the other hand are a measure of the variability between all possible samples. Sampling errors can be estimated from the survey results.

The variance calculation uses the method of Ultimate Clusters; the variance formula depends on the type of estimate (ratios, means, totals...etc.). For this purpose we use a statistical package for variance calculation called CENEVAR.

Reference Date:

The fieldwork started in this survey from 17/6/2000 to 15/7/2000, the reference date for calculation of ages was 17/6/2000.

Pilot survey:

The aim of the pilot survey was to test all procedures related to the main survey, the questionnaire, training, survey instructions, sample, conducting the interview, data entry and data processing.

The survey took place in April 2000 in the West Bank (Nablus and Tulkarm) Governorate; the sample size was 95 households. Five interviewers and one fieldwork coordinator carried out the survey.

The survey results were evaluated by several means through conducting debriefing meeting with fieldwork teams.

Data Collection:

1. Recruitment:

The fieldwork directorate at PCBS screened all available applicants. A scale was designed to rank applicants using objective criteria. 95 interviewers were selected to work in the West Bank and Gaza Strip.

2. Training:

Fieldwork manuals have been prepared for training. The main training was divided into two courses, one course was given in the West Bank and the other was given in Gaza Strip. 7-days intensive training course for 95 interviewers was conducted, 62 of them in the West Bank and 33 in Gaza Strip.

The training course for interviewers consisted of:

- Classroom lectures on the objectives and organization of the survey.
- Detailed explanation of the questionnaire.
- The art of asking questions.

Principles of interviewing include demonstration of interview through role-playing and practice interviews.

3. Fieldwork Organization:

Main fieldwork in the West Bank and Gaza Strip started on June 17th, 2000 and was completed on July 15th, 2000.

Eleven teams in the West Bank and Gaza Strip undertook fieldwork. Each team consisted of 3-6 interviewers and one supervisor.

Field editing was carried by 7 field editor, further spot-checks were introduced if needed. The field editor thoroughly checked and corrected any obvious mistakes.

4. Editing in the Field:

Fieldwork procedures and organization were designed to ensure adequate supervision and the collection of high quality data. To this end, several quality control measures were used including, periodic sudden visits by the professional staff to the field, adequate communications between the central office staff and the field in the form of daily and weekly reporting, re-interviewing of about 10% of the sample households by supervisors, observation of interviewers by supervisors, distribution of written memos to the field when confusion arises, adequate documentation of the flow of the questionnaire through control sheets, and limiting call backs to three visits per household.

5. Data Processing:

Plaize software was used for data entry. A data entry template was designed to reflect the exact image of the questionnaire, and included various electronic checks: logical check, consistency checks and cross-validation. Continuously thorough checks on the overall consistency of the data files and sample allocation were sent back to the field for corrections.

Data entry started on June 25th, 2000 and finished on July 22, 2000. Data cleaning and checking processes were initiated simultaneously with the data entry. Thorough data quality checks and consistency checks were carried out.

Final tabulation of results was performed using statistical package SPSS for Windows (version 8.0).

Data Quality:

Since the data reported here are based on a sample survey and not on complete enumeration, they are subjected to two main types of errors: sampling errors and non-Sampling errors.

Sampling errors are random outcomes of the sample design, and are, therefore, easily measurable.

Non-sampling errors can occur at the various stages of the survey implementation in data collection and data processing, and are generally difficult to be evaluated statistically. They

cover a wide range of errors, including errors resulting from non-response, sample frame coverage, data processing and response (both respondent and interviewer-related).

However, several measures were adopted to minimize the effects of these errors on the data. The interviewers, editors, and coders underwent intensive training and were provided with fieldwork manuals to resort when facing any problem.

The data entry program was designed in a way that allows error detection and correction, particularly illogical errors that might not be discovered before data entry. A consistency check, were performed to assure accuracy after data entry.

File Description:

The dataset available to users consists of (5) primary files that are related by identification variables (Keys). Description of the file naming anomalies, size and content is below:

File Name	Content	Structure	Identification Variables	Number of cases (Unweighed)	Number of Variables
Media1	Household Roaster	Rectangular	Serial: Household Identification Number, HR01: Line no.	45,039	9
Media2	Household Section	Rectangular	Serial: Household Identification Number	7,603	73
Media3	Newspapers/magazines received by household	Rectangular	Serial: Household Identification Number	8,650	11
Media4	Individuals 18 Years and Over Section	Rectangular	Serial: Household Identification Number, P00: Serial number from HH roaster.	4,694	90
Media5	Individuals 6-17 Years Section	Rectangular	Serial: Household Identification Number, C00: Serial number from HH roaster.	3,767	59

Derived Variables:

Variable Name	Values Variable	Description Variable
loctype	1. Urban 2. Rural 3. Camps	Type of Locality
govern	1. Jenin 5. Tubas 10. Tulkarm 15. Nablus 20. Qalqiliya 25. Salfit 30. Ramallah & Al-Bireh 35. Jericho 40. Jerusalem 45. Bethlehem 50. Hebron 55. North Gaza 60. Gaza 65. Deir Al-Balah 70. Khan Yunis 75. Rafah	Governorate
wbgs	1. West Bank 2. Gaza Strip	Region
H01	1. Illiterate 2. Can Read and Write 3. Elementary 4. Preparatory 5. Secondary 6. Associate Diploma 7. Bachelor and above	What is the educational status of the head of household?
H02	0. 0 1. 1-6 2. 7-9 3. 10-12 4. 13+	How many years of schooling did head of household successfully complete?

Variable Name	Values Variable	Description Variable
H04	1. Legislators and managers 2. Professionals 3. Technicians and associate professionals 4. Clerks 5. Services and sales workers 6. Skilled agricultural and fishery workers 7. Crafts and related workers 8. Plant, Machine operators and assemblers 9. Elementary occupations	What is the occupation of head of household
H05	1. Never married 3. Currently married 3. Other	What is head of household current marital status
telcomp	1. Yes 2. No	Does the household have Computer and telephone line?
Belre	1. Yes 2. No	Does any member of the household having Israeli mobile phone (not Jawwal mobile phone)?
Jawre	1. Yes 2. No	Does any member of the household having Jawwal mobile phone (not Israeli mobile phone)?
Beljaw	1. Yes 2. No	Does any member of the household having mobile phone?
Telcint	1. Yes 2. No	Does the household have Computer, telephone line and internet service at home?
P01	1. Illiterate 2. Can Read and Write 3. Elementary 4. Preparatory 5. Secondary 6. Associate Diploma 7. Bachelor and above	What is the educational status of (name)?

Variable Name	Values Variable	Description Variable
P02	0. 0 1. 1-6 2. 7-9 3. 10-12 4. 13+	How many years of schooling did (name) successfully complete?
P04	1. Legislators and managers 2. Professionals 3. Technicians and associate professionals 4. Clerks 5. Services and sales workers 6. Skilled agricultural and fishery workers 7. Crafts and related workers 8. Plant, Machine operators and assemblers 9. Elementary occupations	What is the occupation of (name)?
P05	1. Never married 3. Currently married 3. Other	What is (name) current marital status?
p08re	1. Yes 2. No	Usually, did you read weekly newspapers?
P34re	1. Yes 2. No	Do you have personal Israeli mobile phone (Not Jawwal mobile phone)?
P35re	1. Yes 2. No	Do you have personal Jawwal mobile phone (Not Israeli mobile phone)?
Beljaw	1. Yes 2. No	Do you have personal mobile phone?
C03	0. 0 1. 1-6 2. 7-9 3. 10-12	How many years of schooling did (name) successfully complete?

Variable Name	Values Variable	Description Variable
C05	1. Legislators and managers 2. Professionals 3. Technicians and associate professionals 4. Clerks 5. Services and sales workers 6. Skilled agricultural and fishery workers 7. Crafts and related workers 8. Plant, Machine operators and assemblers 9. Elementary occupations	What is the occupation of (name)?