



**State of Palestine
Palestinian Central Bureau of Statistics**

**Household Culture Survey, 2014
User Guide**

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Introduction

The Palestinian Central Bureau of Statistics (PCBS) works to provide official statistics related to social, economic and geographical aspects of Palestinian society. These statistics will assist Palestinian planners and decision makers to make development-related decisions on an informed basis.

Given the importance of culture to mankind and society, PCBS conducted the Household Cultural Survey in Palestine to enhance its commitment to the provision of vital quantitative data on Palestinian culture.

Household Cultural Survey 2014 provides statistical indicators on the cultural practices of households and individuals. PCBS hopes that these findings will encourage public institutions and researchers to engage in further analysis of the results for planning and policy formulation.

This survey provides many quantifiable indicators related to cultural activities and highlights the role of the mass media in disseminating culture. Indicators cover reading habits, reading newspapers, listening to the radio, watching television, interaction with cultural institutions, engagement in cultural activities, and the main obstacles to engaging in cultural activities. It also provides data on many topics associated with the use of the mass media (audio, video or written) in Palestine.

Concepts and Definitions

Comedy Stories:

Statements to be developed is scarce and entertainment among the people and be linked to the heritage, customs and traditions of the people.

Dubbed Series:

Intended soaps dubbed into Arabic is a vote for representatives and speak the Arabic language, instead of the original voice actor.

Folktales:

Is a long story describing the events in detail, and usually revolve around a particular topic, which are either factual or fictional.

Having the Daily Newspapers:

1. **Yes always:** for households obtain daily newspaper at least four-days a week
2. **Yes sometimes:** for households obtain daily newspaper less than four-days a week
3. **No:** for households do not obtain daily newspaper at all

Home Library:

A collection of books classified in away that facilitate using and finding are needed.

Listening to Radio:

1. **Yes always:** for individuals (10 years and over) who listen to radio on daily basis.
2. **Yes sometimes:** for individuals (10 years and over) who listen to radio but not on daily basis.
3. **No:** for individuals (10 years and over) who do not listen to radio at all.

Locality Type:

Localities have been divided into three types: Urban, Rural, 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 they have, at least, four of the following elements: 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 four of the 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.).

Myths:

Is the story of fabulous exaggerated and impossible to obtain, and are usually the talk of the entertainment or for the shipment of determination and enthusiasm among the audience.

Puzzles and Riddles:

Is a questions you need answered by the quick wit and ability to analyze words and their meanings, which are generally used for entertainment and leisure.

Reading Books:

The person reads regularly for the sake of increasing knowledge of promoting culture except preparation for lectures or exams or any other purpose. Type and time reference of reading are not of special interest here.

Stories:

Is a story that either have already occurred or imaginary but possible to occur and are usually novel orally

Viewing TV:

1. **Yes, always:** for households viewing TV on daily basis.
2. **Yes, sometimes:** for households viewing TV but not on daily basis.
3. **No:** for households do not viewing TV at all.

Survey Questionnaire

The survey questionnaire was developed based on the identified needs and after discussion with stakeholders. A workshop was conducted at the Palestinian Central Bureau of Statistics as part of the user producer dialogue to discuss the indicators of the survey.

The forms of the survey consists of identification data of the questionnaire, quality controls, in addition to three main sections:

Section I: Data about household members that include identification fields as well as characteristics of household members (demographic and social) such as the relationship of individuals to head of household, sex, birth date, and age.

Section II: Household data includes information on the availability of library and its collection, access to newspapers and listening to radio stations and the acquisition of TV set and DVD. In addition, this section includes information on topics related to watching TV, the preferred TV programs as well as the monitoring of households to their children (5-17 years old) while watching television.

Section III: Data on persons (aged 10 years or more), which includes information about reading newspapers and magazines and periodical publication, and the habit of reading books and type of books that persons read. In addition, the information also includes watching television, listening to the radio, and listening to the Voice of Palestine. Also, indicators about the practices of persons of the cultural activities in their free time and places they visit.

Data Set Linkage

The data set consists of three files , so to merge files into one data file there is need for key variables that were shown in the following table:

File Name	Content	Key Variables
Roster	Data about household members	ID00: Questionnaire's serial number in the sample.
Household	Household data	ID00: Questionnaire's serial number in the sample
Persons10+	Data on persons (aged 10 years or more)	ID00: Questionnaire's serial number in the sample

Frame and Coverage

All Palestinian households and individuals whose usual place of residence in Palestine with focus on persons aged 10 years and over in year 2014.

Sample and Sampling Frame

Sample frame

The sampling frame consists of list of enumeration areas adopted in the Population, Housing and Establishment census 2007. Each enumeration area has an average size of about 124 households. These were used in the first phase as Preliminary Sampling Units in the process of selecting the survey sample.

Sample size

The total sample size of the survey was 7,268 households , 6,000 of them were responded.

Sample Design

The sample is stratified clustered systematic random sample. The design is comprised of three phases:

Phase I: Random sample of 240 enumeration areas.

Phase II: Selection of (25) household from each enumeration area, selected in phase one, using systematic random manner.

Phase III: Selection of a person (aged 10 years or more) in the field from the selected households; and KISH TABLES are used in the process of persons selection to ensure indiscriminate selection.

Sample Strata

Distribution of the sample was stratified by:

- 1- Governorate (16 governorates, J₁).
- 2- Type of locality (urban, rural and camps).

Calculation of Weights

The weight of statistical units (sampling unit) in the sample is defined as the mathematical inverse of the selection probability where the sample of the survey is three stage stratified clustered systematic random sample, so In the first stage, we calculate the weight of enumeration areas which depending on the probability of each enumeration area (a systematic random sample), then In the second stage we calculate weight of households in each enumeration area, Initial households weights resulted from product of weight of first stage and weight of second stage, final households weights obtained after adjustment of initial weights with the households estimates of the middle of the year 2014 on the level of design strata (governorate, locality type).

Initial persons weights resulted from adding final households weights to the (roster) file. Final persons weights obtained after adjustment of the persons estimates of 15\6\2014 on the level of region (West Bank, Gaza Strip) and sex (males, females) , five-year age group (17 groups). For the 10 years and over persons file we add the final person weight, then we also adjust these weights with the persons estimates of 15\6\2014 on the level of previous adjustment level (region, sex and five-year age groups).

Variance Estimation

The following table shows the variance of the most important indicators in Palestine:

Variable	Estimate	Standard Error	95% Confidence Interval		C.V%	No. of Cases
			Lower	Upper		
Percentage of households who have home library	27.0	1.0	25.0	29.1	3.9	1647
Percentage of households who do not have home library	73.0	1.0	70.9	75.0	1.4	4353
Percentage of households who always get the daily newspapers	5.3	0.4	4.5	6.2	7.9	317
Percentage of households who sometimes get the daily newspapers	15.1	0.7	13.7	16.6	4.8	924
Percentage of households who do not get the daily newspapers	79.6	0.9	77.8	81.3	1.1	4758
Percentage of households who have television set and always watch Palestine television	39.1	1.2	36.8	41.5	3.0	2273
Percentage of households who have television set and sometimes watch Palestine television	43.3	1.1	41.2	45.5	2.5	2522
Percentage of households who have television set and do not watch Palestine television	17.6	.9	15.9	19.3	4.9	1022
Percentage of persons of both sexes (10 years and over) who read newspapers	22.6	1.0	20.7	24.6	4.3	1427
Percentage of male persons (10 years and over) who read newspapers	26.9	1.3	24.5	29.4	4.7	899
Percentage of female persons (10 years and over) who read newspapers	18.2	1.1	16.1	20.4	6.0	528
Percentage of persons of both sexes (10 years and over) who read books	32.6	1.2	30.2	35.0	3.8	1786
Percentage of male persons (10 years and over) who read books	27.3	1.3	24.9	29.9	4.6	831
Percentage of female persons (10 years and over) who read books	38.1	1.5	35.3	41.1	3.9	955
Percentage of persons of both sexes (10 years and over) who listen to voice of Palestine	54.9	1.9	51.2	58.6	3.4	1680
Percentage of male persons (10 years and over) who listen to voice of Palestine	54.8	2.0	50.9	58.7	3.6	934
Percentage of female persons (10 years and over) who listen to voice of Palestine	55.0	2.3	50.6	59.4	4.1	746

Reference Date

The date referred to in the calculation of all sets of indicators in this survey is the data collection time. Fieldwork activities had started on 04/05/2014 till 10/06/2014.

Data Collection

Instructions and Training manual

The training manual covered all aspects dealing with fieldwork and filling in questionnaires. Moreover, it dealt with the tasks of each fieldworker, interviewing, and questionnaires' completion. Training manuals for supervisors and editors were prepared in order to secure team training and success of project. A training course was held in the West Bank and Gaza Strip simultaneously. The training in the Gaza Strip was conducted through video conference with Ramallah.

More than 80 fieldworkers attended the fieldwork training in accordance with the survey's plan designed by the survey management team. The duration of the training was five consecutive days from 20/04/2014 till 24/04/2014. Each section of the questionnaire was explained and discussed thoroughly along with practical exercises in class, in the field and home assignments. An evaluation test was conducted to ensure trainees got acquainted with all sections of the survey questionnaire.

Main Fieldwork

The Fieldwork and Surveys Directorate at the Palestinian Central Bureau of Statistics prepared the plan for the survey's fieldwork activities. Preparations relevant to logistics were ready in advance including fieldworkers candidates and survey tools (questionnaires, sample lists). The organizational structure of the fieldwork was designed according to the requirements and nature of the survey itself. Fieldworkers were assigned to work in their governorate of residence, and some small governorates were merged with adjacent large ones to facilitate the management of fieldwork of the survey. Fieldwork activities had started on 04/05/2014 till 10/06/2014.

Data Editing in the Field

The project's management developed a clear mechanism for editing the data and trained a team of editors accordingly. The mechanism was as follows:

- Receiving completed questionnaires on daily basis.
- Checking each questionnaire to make sure that they were completed and that the data covered all eligible household members.
- Returning the uncompleted questionnaires as well as those with errors to the field for completion.

Response Rates

The survey sample consists of (7268) households, of which (6000) households completed the interview: (3925) households from the West Bank and (2075) households in Gaza Strip. Weights were modified to account for the non-response rate.

Households by Interview Results:

Interview result	No. of cases
Completed	5999
Partially completed	1
Traveling households	94
No one at home	606
Refused to cooperate	158
Dwelling is vacant	258
No available information	25
Other	127
Total	7268

$$\begin{aligned}\text{Percentage of over coverage errors} &= \frac{\text{Total cases of over coverage}}{\text{Number of cases in original sample}} * 100\% \\ &= 3.5\%\end{aligned}$$

$$\text{Net Sample} = \text{Number of cases in original sample} - \text{Total cases of over coverage} = 7010$$

$$\begin{aligned}\text{Non response rate} &= \frac{\text{Total cases of non response}}{\text{Net Sample}} * 100\% \\ &= 14.4\%\end{aligned}$$

$$\begin{aligned}\text{Response rate} &= 100\% - \text{non-response rate} \\ &= 85.6\%\end{aligned}$$

Data Processing

Data processing consists of the following stages:

Programming Stage

This stage included preparation of the data entry programs using ACCESS package, setting up the data entry control rules to avoid data entry errors, and validation inquiries to examine the data after its being electronically captured.

Delivery and Check-in of Questionnaires

The receipt and check-in of questionnaires was supervised by fieldwork coordinators, and documentation the receiving process according to the specific form.

Data Entry Stage

The data entry process started on 08/05/2014 and ended on 23/06/2014. The data entry was implemented at PCBS main office as well as in field offices using 28 data clerks.

Data Verification

This is to ensure that data was correctly captured electronically.

Computer Editing

Computer editing routines were used to ensure data files have no consistency errors.

Data tabulation

After the data is captured and cleaned, preliminary tables are produced using SPSS to ensure consistency of data. Then, data tabulation is implemented according to predefined tables specified in the dissemination plan of the survey.

Data Quality

There are many aspects to the concept of data quality that includes the initial planning of the survey to the dissemination of the results and how well users understand and use the data. There are three components to the quality of statistics: accuracy, possibility of comparison, quality control procedures.

Data of this survey may be affected by sampling errors due to use of a sample and not a complete enumeration. Non-sampling errors are possible at all stages of the project, during data collection or processing. These are referred to as non-response errors, response errors, interviewing errors and data entry errors.

To avoid errors and reduce their effects, strenuous efforts were made to train the field workers intensively. They were trained on how to carry out the interview, what to discuss and what to avoid, holding practical and theoretical training during the training course, as well as providing training manuals which discuss each section of the questionnaire along with practical exercises in class and the way to ask respondents to reduce refused cases. Furthermore, data entry staff were trained on the data entry program, which was tested before starting the data entry process.

Concerning to office work, several measures had been taken to avoid non-sampling errors, such as: editing of questionnaires before data entry to check in field errors, using data entry application that does not allow any mistakes during the process of data entry, and then examining the data by using frequency and cross tables. This was done to ensure that data is error free; while cleaning and inspection of the anomalous values have been made to ensure harmony between the different questions on the questionnaire.

Derived Variables

Variable Name	Description	Variable values
localitytype	Type of Locality	1. Urban 2. Rural 3. Camps
Pr06r	Occupation	1. Legislators, Senior Officials & Managers. 2. Professionals, Technicians, Associates and Clerks. 3. Service and Sales Workers. 4. Skilled Agricultural & Fishery Workers. 5. Craft and Related Trade Workers. 6. Plant & Machine Operators & Assemblers. 7. Elementary Occupations.