

# Palestinians and the media: usage, trust and effectiveness



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Note: Due to rounding, totals on figures do not always add up to 100%.

# 4 |

## PREFACE

The media environment in the West Bank and Gaza is, at best, a confusing one. Three ministries control licensing, airwave rentals, and fees, and they were in conflict until late 2005. The media law is at odds with the basic law. The press and publications law is currently being reworked. Many say there are too many media outlets. Even Palestinian Authority (PA) officials admit that there are “many more channels than is the real need.” This is due to the absence of law and the PA’s decision early in the negotiations of the Oslo process to have as many de facto stations as possible. Now the government is trying to regulate the sector.

At last official count in April 2006, there were 31 television stations and 30 radio stations in the West Bank and eight radio and one television stations ( Hamas-run) in Gaza. As of November 2006, there were 33 television stations and 32 radio stations in the West Bank and 12 radio stations in Gaza, plus three new satellite channels that serve both regions. Of these, only five are fully licensed, two are foreign owned, two are religious stations, and one is jointly owned by Israelis and Palestinians. Several are, as referred to locally, “cassette” stations (plug and play) and the majority pull down broadcasts from regional satellite stations for regional and international news, some with agreements and some through piracy. In addition, according to the current law, selling stations is prohibited without prior approval of the Ministry of Information, but many such sales have taken place in the past two years.

Although the media law requires 40% of the broadcast to be local news and production, stations are often hard pressed to provide it. There are many reasons for this, but the primary cause is financial or lack of proper equipment. A tiny number actually reach the percentage required by law. Today, many TV and radio stations have frozen even the daily news bulletin because of financial difficulties.

Very simply, there are too many news organizations in the small advertising market – the local economy can barely sustain a handful of radio and television stations, certainly not the many that exist today. This resulting fragmentation of the advertising market further exacerbates an already troubling financial picture for most media enterprises. Observers say that because of the flooded media market, advertisers do not know where to go and instead turn to agencies that place ads in certain markets. This, in effect, creates a marketing monopoly that is removed from the local media outlets and thus, does not benefit the local stations in any meaningful way. These agencies choose certain outlets while ignoring others completely. This has caused frustration among the stations and has led to accusations of favoritism based on personal connections.

In order to better understand the role and perception of the local media beyond the owners and managers themselves, Internews Network contracted Near East Consulting (NEC) in Ramallah to conduct a phone survey to garner a sense of the communities' opinions on, perceptions of, and desires for local media.

It must be stated here that this survey was conducted in the midst of escalating violence in West Bank and Gaza (July 2-7, 2006). This may have affected some of the answers given by the public, especially as it concerns programming, with politics being the first and second most popular viewers' choices in programming. It is also important to note that 20% of viewers do not have satellite receivers and are watching local terrestrial TV stations that are pulling down and rebroadcasting the Arab satellite channels for free. This is especially true for Al-Jazeera. The satellite channels cover the hostilities better than the local stations because they can move more freely. Additionally, the Israeli authorities do not consider reporters who work for local media to be professional journalists and restrict their access.

However, because the political situation affects their daily lives so directly, the majority of Palestinians (88%) follow the news on a daily basis, from various television (61%) and radio (21%) stations. In general, for all types of information about which respondents were queried, they trust television most. Throughout the West Bank and Gaza, television is the primary source of information. According to the Palestinian Central Bureau of Statistics (PCBS), 69% of the population owned satellite dishes in 2005, and this percentage has increased. Of those surveyed, 65% said that Al-Jazeera was the most credible satellite news station and 57% said it was the most trustworthy.

It is interesting to note that on social issues, after information obtained from television, respondents most trust friends and relatives as sources of information. The same is the case for trust in sources of information concerning issues of family, health, and culture. Audience trust and choice in both programs and medium vary in small degrees according to circumstance, location, and age. This is the case with less educated and refugee camp respondents who trusted radio more than television.

What does this say about the local media? Interestingly, the second medium that was trusted most when it concerned local and municipal issues, Palestinian politics, or international politics was the radio. Although radio does suffer credibility issues, it does have a broader audience than local television. Perhaps this is because of the daily life cycles that take people out of the home, when listening to the radio increases for both news and entertainment.

However, most participants in the study (51%) said that the local media do not cover local news or social issues well. The same was true for economic issues, where respondents said they trusted the newspaper (13%) more than radio even though some of the local broadcast media began coverage of the stock market in 2005. Their perception is that the journalists lack experience or that the stations have a political bias. A small number (14%) say that this is due to self-censorship in dealing with certain issues. In a nutshell, local media, especially television, have a difficult time competing with Al-Jazeera both in trust and credibility, but also in production quality and coverage. That television comes in second to radio where local issues are concerned should be noted, not only by the media outlets themselves, but also by anyone working with local television.

Internews Network harbors no preconceived notions of what may or may not work, but activities for the media must be carefully designed to bolster interest and buy-in from independent journalists and media executives, as well as the community it claims to serve. There is no doubt that the media's image within the community must be improved. Perhaps it would serve the media outlets to be more in touch with their community in order to provide more credible local news and programming that is of interest.

# 6



## MAIN FINDINGS

- The majority of Palestinians (88%) over the age of 18 follow the news on a daily basis.
- The majority of the Palestinian public gets news from the various television stations (61%), followed by radio stations (21%) and the daily newspapers (8%). Magazines, pamphlets, mosques, and political leaders do not seem to be important channels of information for the Palestinian public.
- About 59% of the respondents watch television regularly, 41% listen regularly to the radio, and 30% read a newspaper regularly. Only 1% do not watch television at all.
- Almost half of the Palestinians surveyed watch television when they first wake up, compared to 41% who first listen to the radio, and 7% who first read a daily newspaper.
- West Bank Palestinians rely more on television for their information than Gazans, who rely more on the radio than West Bankers. This is also true for refugees residing in camps.
- Political programs are the most important programs for the Palestinians in the morning, during the day, and in the evening.
- Entertainment programs are important during the day and at night, but not in the morning when religious programs are the second most important type of program.
- Some differences exist between the various sectors of the Palestinian society with respect to the types of programs they prefer. Younger generation Palestinians are more likely to prefer entertainment programs than other age groups. Religious programs are preferred more by Palestinians over the age of 55.

- Religious programs are preferred more by the extremely poor than by those who are better off. Similarly, lower educated Palestinians prefer religious programs more than educated Palestinians, who are more inclined to prefer political programs.
- Daily newspapers are not the most popular choice of informational material.
- A larger percentage of West Bankers (34%) than Gazans (23%) regularly read a daily newspaper.
- 52% of respondents most trust the TV, 19% most trust the radio, 10% other sources, 9% the internet, 7% the newspaper and a mere 3% most trust friends and relatives for information.
- Lower educated respondents (58%) more than medium (46%) and higher educated respondents (54%) trust TV as their source of information. As for trust in the radio as a source of information, 24% of medium educated respondents, 17% of lower educated respondents and 16% of higher educated respondents trust the radio.
- About 50% of the Palestinians said that they never use the Internet while 19% said that they use it all the time. 81% of the lower educated, 62% of the medium educated, and 28% of the higher educated never use the Internet.
- Of those who do use the Internet, 41% of the respondents use it for educational purposes, 22% use it for entertainment, 21% for politics, 5% for religious purposes, and 4% each for economics, social and local issues, or sports.
- The younger generation (especially those in the 18-25 age group) seem to have more trust than others in the Internet as a source of information.
- *Al-Quds* newspaper is the most trusted daily newspaper.
- Al-Jazeera satellite channel is the most trusted television channel.
- For information regarding local and municipal issues or local politics, respondents most trust television. The second medium that is most trusted on these issues is radio. On the issue of the economy, trust in information from television is followed by trust in newspapers. Concerning social issues, besides information obtained from television, respondents most trust friends and relatives as sources of information. The same is the case for trust in sources of information concerning family, health, and culture.
- 51% of the respondents said that media do not cover local and social issues well. The majority attribute this negative perception to the lack of experience of journalists and to political affiliation and bias. Only 14% attributed this negative feeling to self-censorship.



# METHODOLOGY

This study is based on a phone survey conducted in both the West Bank<sup>1</sup> and the Gaza Strip. About 1200 Palestinians over the age of 18 were interviewed by phone between the 2nd and the 7th of July 2006, by a team of experienced telephone surveyors. Prior to the survey, the questionnaire was pre-tested in both Ramallah and Gaza City to ensure that the questionnaire was understood by the respondents, and that questions flowed smoothly. In addition, the interviewers were briefed on the questionnaire and the logic behind certain questions. Further instructions were provided after the conclusion of the pre-test.

The telephone numbers were randomly generated from a list of household telephone numbers from the West Bank, Gaza, and East Jerusalem. Only private numbers were used to allow for all household members to be part of the study. About 17% of the numbers dialed were either disconnected, or not answered, or the respondent refused to answer the questionnaire. The participation refusal rate did not exceed 5%.

The questionnaire<sup>2</sup> was constructed jointly by members of Internews Network and NEC. Some Palestinian journalists were also involved in the drafting of the questionnaire. The margin of error for the entire sample is +/-2.8% with a 95% confidence level. It is worth noting that the margin of error for the West Bank alone is about +/- 4% and it is +/- 5% for the Gaza Strip.

A number of questions were added to the study in order to determine whether attitudes about media differ according to the demographic distribution of the population. The demographic questions that were included were: region of residence (West Bank or Gaza); area or place of residence (city, village, or refugee camp); refugee status; gender; age; occupation; and poverty.

The poverty variable was constructed according to the household structure and the perceived income level of the household. This variable also includes extreme poverty (hardship cases) as a separate category. The household income level is based on Palestinian Central Bureau of Statistics guidelines which determine the poverty level to be less than 2000 NIS<sup>3</sup> per month for a household of two adults and four children and extreme poverty as less than 1000 NIS per month. At the time of the survey, the exchange rate was 4.3 NIS to \$1 US.

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<sup>1</sup> Including East Jerusalem.

<sup>2</sup> See annexes A and B for the questionnaire in Arabic and English.

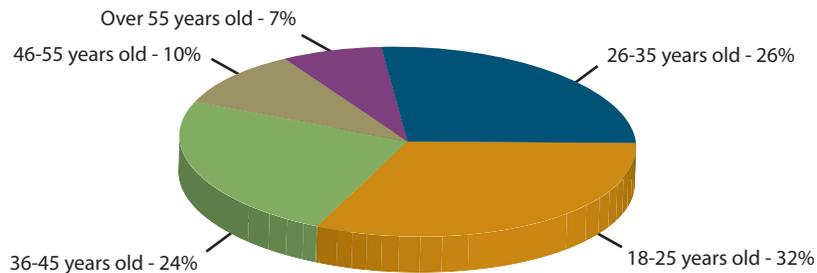
<sup>3</sup> New Israeli Shekels.

## A. Demographic breakdown

Although the West Bank and Gaza is small, the Palestinian society is diverse in its make-up. In order to ensure a strong cross-sectional representation, several demographic variables were included in the survey. The demographic breakdown of the 1200 respondents is as follows:

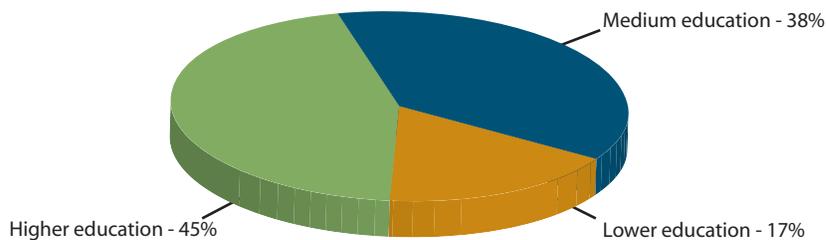
- 1) The gender distribution of respondents surveyed was 52% female and 48% male.
- 2) As will be seen later, the distribution of refugees is important in the cross-tabulation of media preferences. In this survey 47% of the respondents were refugees and 53%, non-refugees.
- 3) The breakdown according to age showed 58% 18-35 years old, 34% 36-55 years old and 7% above 55 years old.

Figure 1: Age group



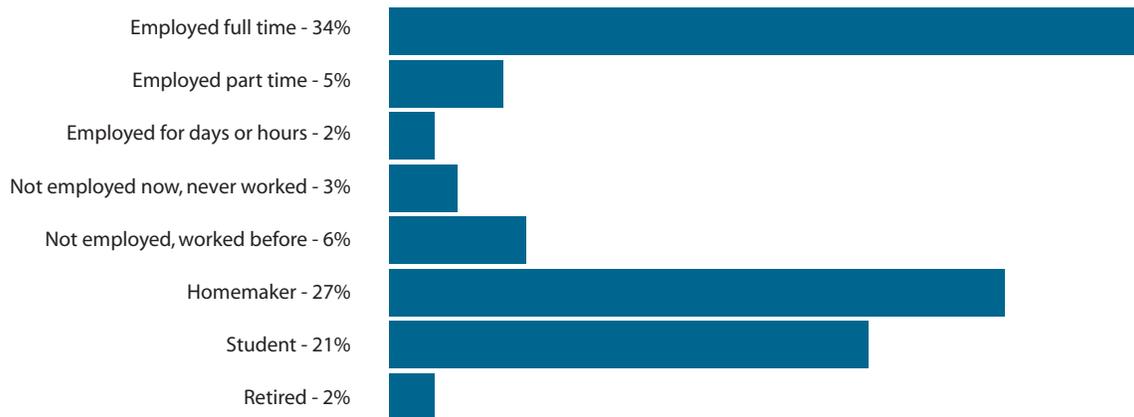
- 4) Respondents were asked about their educational level in order to determine whether it had an effect on certain issues such as program preference, trust in local media, and media usage. In this survey, the category “Higher education” refers to degrees above secondary education, including technical colleges.

Figure 2: Educational level



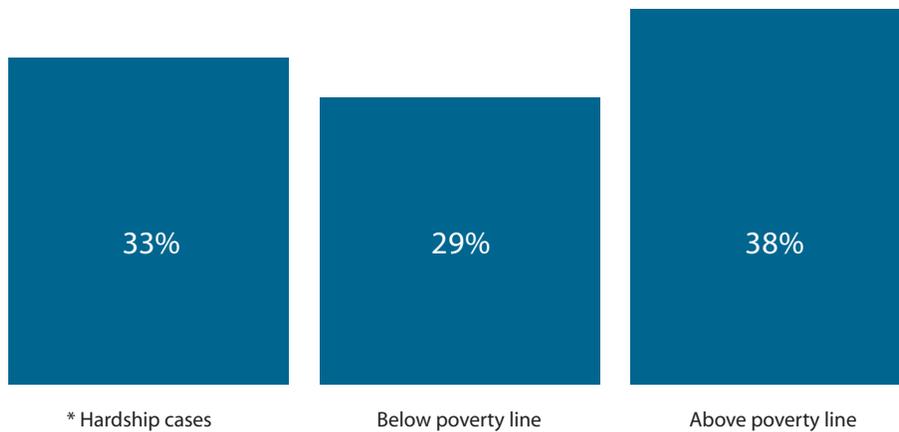
- 5) Respondents were also asked to identify the region in which they live. The distribution between the West Bank and Gaza was 68% and 32% respectively. They were also asked to specify the area or place of residence whether in a city, village, or refugee camp. In this regard, 53% of those surveyed live in cities, 34% live in villages and 13% live in refugee camps.
- 6) Respondents were asked about their employment situation in order to determine whether it had an impact on their perceptions towards the media and preference of information sources.

Figure 3: Employment situation



7) Economic indicators were also included in order to determine the effect of poverty on the level of trust in the media, the primary choice of sources of information and the programming preference. As illustrated in the figure below, the survey made a distinction between above and below the poverty line as well as hardship cases. In the cross-tabulation, the division used was primarily those living above the poverty level at 38% and below at 62%. The poverty level here was constructed by NEC on the basis of the structure of the household as well as the reported income level of that household as described in the footnote.

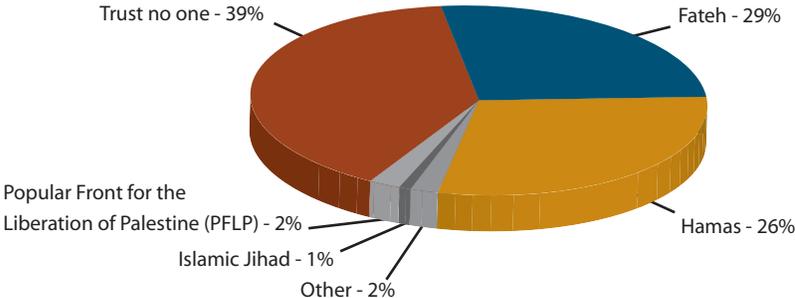
Figure 4: Poverty levels<sup>4</sup>



<sup>4</sup> Hardship cases were defined as households of two adults and four children with a monthly income of less than 1000 NIS based on an exchange rate of 4.3 NIS to \$1 US.

8) Respondents were asked about their factional trust in order to determine if it affected their perceptions of various media types, information, and trust in the media. As indicated below, the largest segment of the respondents said that they do not trust any political or religious faction, while trust in both Fateh and Hamas was very close.

Figure 5: Factional trust

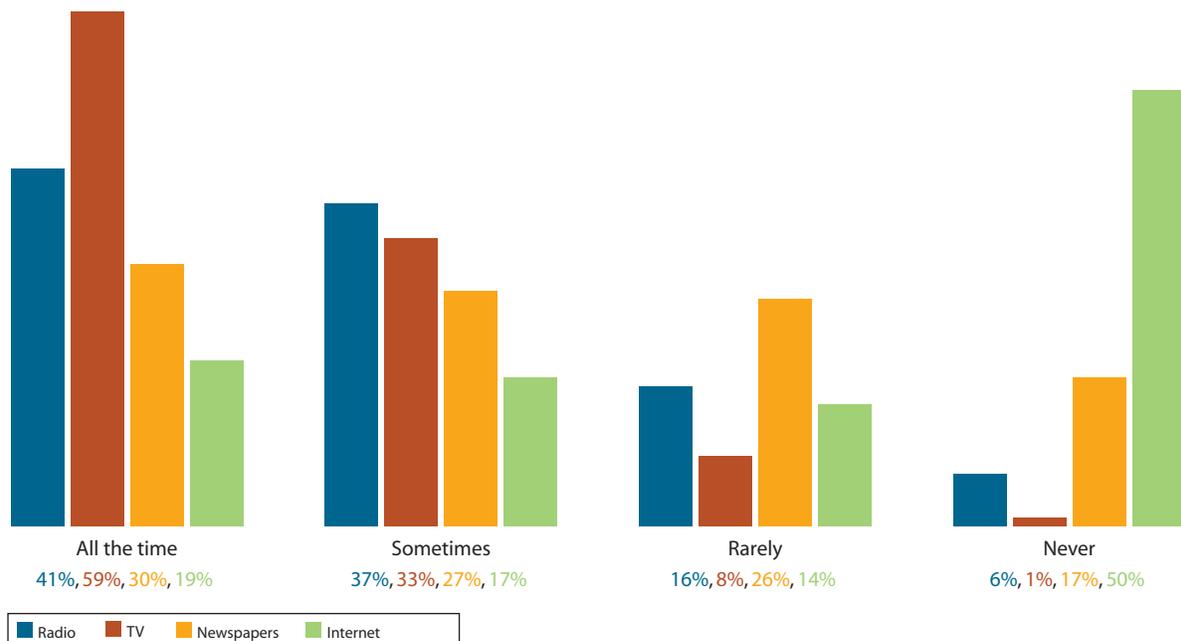


# HOW PALESTINIANS CONSUME MEDIA

## A. Media in general

The nature of daily life and the political uniqueness of the West Bank and Gaza render access to information an issue that is vital to almost every Palestinian. The extent to which Palestinians are eager to receive information from the various available sources, as indicated below, is great; a very small percentage of respondents said they never follow the media. However, a majority of people said they never consult the internet for information. Perhaps this is due to lack of language skills or to the worsening economic situation. Perhaps those factors also explain the small percentage of newspaper readers.

Figure 6: Palestinians and the media in general

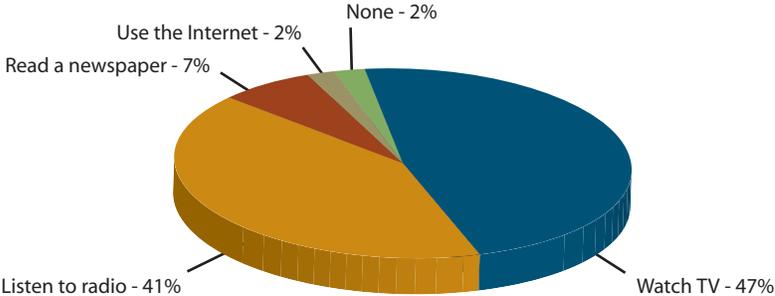


In the following pages, each of the three traditional sources of information (radio, television, and newspaper) will be examined in terms of how Palestinians rely on them.

**B. Types of media people use throughout the day**

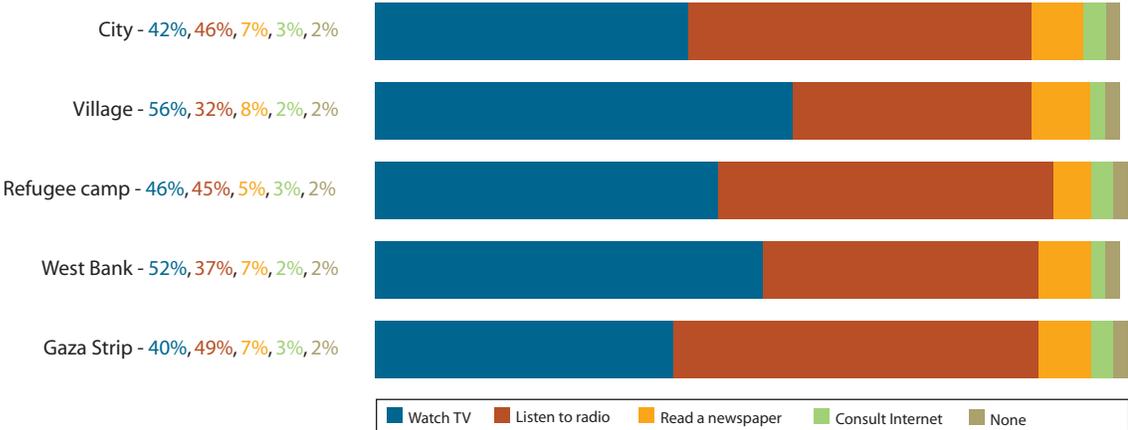
In order to obtain a clearer picture about Palestinians’ habits concerning the media, respondents were asked which of the following they do first in the morning: (1) watch TV; (2) listen to the radio; (3) read a newspaper; (4) consult the Internet; or (5) none of them. As illustrated below, 88% watch TV or listen to the radio while only 2% do not use any media.

*Figure 7: What people do first with respect to the media when they wake up in the morning*



In terms of educational level, 52% of lower educated respondents first watch TV when they wake up compared to 44% who listen to the radio and 2% who read the newspaper. The choices also differ according to region (West Bank or Gaza) and area/place of residence (city, village, or refugee camp).

*Figure 8: What people do first in the morning with respect to the media (according to area and region)*



These percentages change somewhat during the day. For example, during the morning, TV is preferred because people are at home preparing for the day while during the day, radio takes precedence because the workplace limits the type of media available. In the evening, TV again takes the top spot because people are at home and are seeking entertainment. Newspapers are used throughout the day, albeit at a much lower percentage.

## C. Radio

### 1. Palestinians and the radio in general

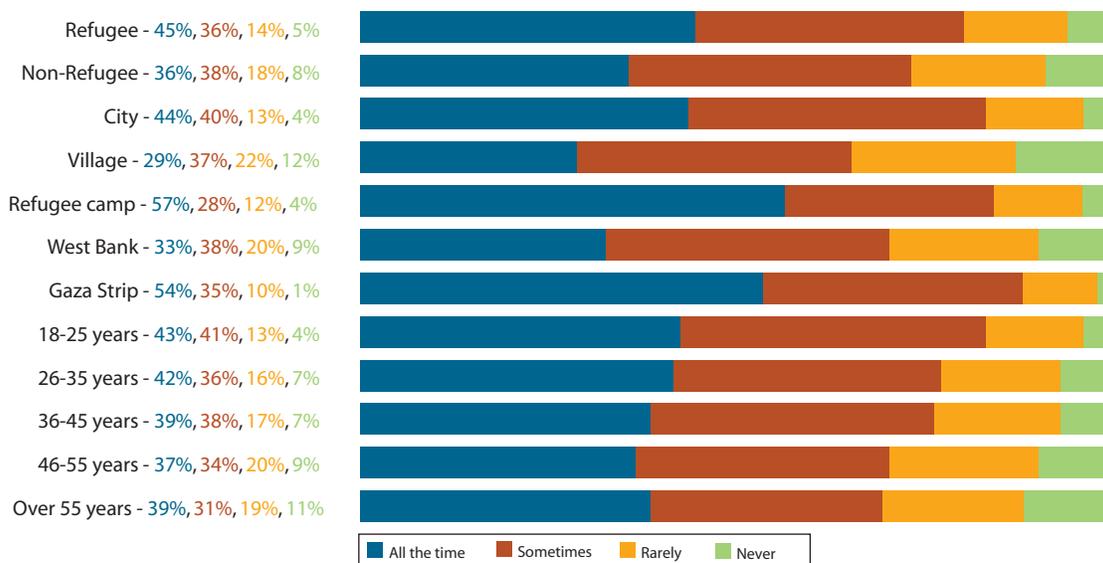
When respondents were asked about the frequency of their radio listening, 41% indicated that they listen to the radio all the time, 37% listen sometimes, 16% rarely listen, and 6% never listen to the radio. The percentage increases in places such as refugee camps.

IV

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It is interesting to note that in Gaza, where a large number of the inhabitants (84.5%)<sup>5</sup> are refugees and the population in refugee camps (53.5%) is denser than in the West Bank (26.9%), radio is more popular. At the same time, the ratio of local radio stations to local TV stations in Gaza is twelve to one. Following is the frequency of listening to the radio according to a number of independent variables.

Figure 9: Listening to the radio (according to refugee status, area, region, and age)



According to these results, with the exception of over 55, the younger the respondent's age, the more likely he/she is to listen to the radio all the time. Moreover, a higher percentage of younger respondents also specified that they sometimes listen to the radio. Perhaps this is due to the programming cycle of the majority of the stations in which music and quiz shows are broadcast from mid-morning until late afternoon. It may also be due to the fact that radio stations follow events that affect the movement of people to and from their work, such as military incursions, clashes, and road blocks.

## D. Television

### 1. Palestinians and television in general

Television far surpasses any other information source, with 61% of respondents indicating that it is their primary source. Radio comes in a distant second with 21%, 8% said that they turn to newspapers, 6% use the Internet, 2% use other sources. 1% turn to pamphlets, friends and relatives or political leaders. The largest percentage of respondents stated that they watch TV all the time (59%), while 33% watch TV sometimes, 8% rarely, and 1% said they never watch.

<sup>5</sup> Based on the 2002 survey done by the United Nations Welfare and Relief Agency (UNRWA) published in June 2003.

The demographic breakdown is as follows:

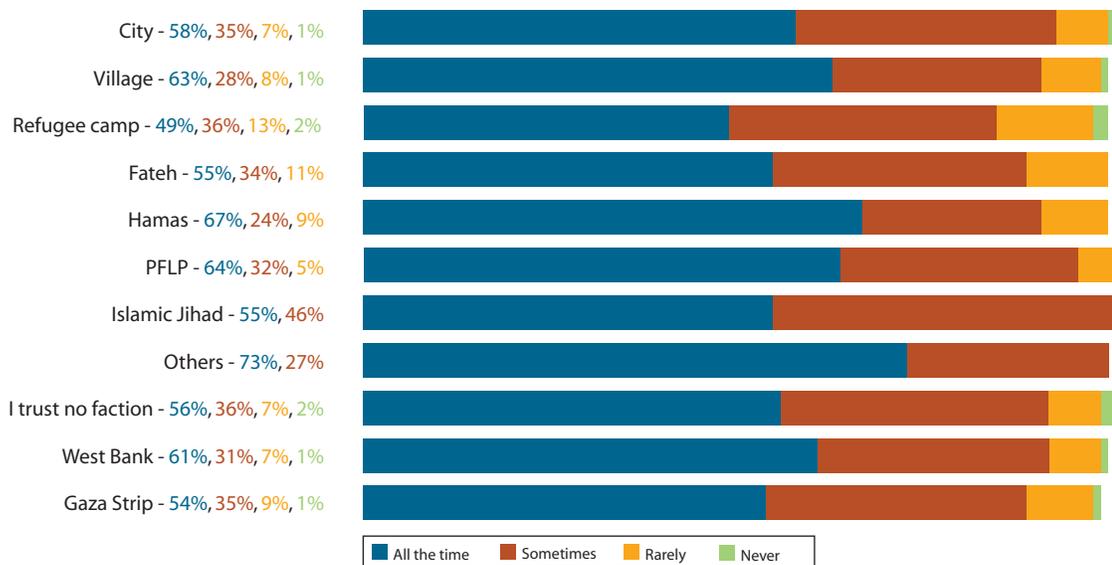
Table 1: Main source of information (according to refugee status, area, and region)

|                   | REFUGEE STATUS |             | AREA |         |              | REGION    |            |
|-------------------|----------------|-------------|------|---------|--------------|-----------|------------|
|                   | Refugee        | Non-Refugee | City | Village | Refugee camp | West Bank | Gaza Strip |
| Radio             | 26%            | 16%         | 24%  | 11%     | 34%          | 13%       | 37%        |
| Television        | 59%            | 63%         | 59%  | 68%     | 53%          | 66%       | 52%        |
| Newspapers        | 7%             | 8%          | 8%   | 10%     | 3%           | 10%       | 3%         |
| Magazines         | 0%             | 1%          | 0%   | 1%      |              | 1%        |            |
| Other             | 1%             | 2%          | 1%   | 2%      | 1%           | 2%        | 1%         |
| Pamphlets         |                | 1%          | 0%   | 1%      | 1%           | 1%        |            |
| Friends/Relatives | 1%             | 1%          | 0%   | 2%      | 1%           | 1%        | 1%         |
| Leaders           | 1%             | 1%          | 1%   | 1%      |              | 1%        | 0%         |
| Internet          | 5%             | 7%          | 7%   | 5%      | 7%           | 6%        | 5%         |
| Total             | 100%           | 100%        | 100% | 100%    | 100%         | 100%      | 100%       |

## 2. Palestinians and television according to area, factional trust, and region

In terms of area, more respondents living in villages (63%) and cities (58%) watch TV all the time than those respondents living in refugee camps (49%) who, as stated above, tend to rely more on the radio. The factional trust vis-à-vis the media has taken on more importance as of late with regard to the local media. More and more media outlets are being accused of bias and this has undermined trust in the information they impart. Whether or not the allegations are true is irrelevant, as those who “trust no one” will be even less inclined to trust the local media as a result. This is highlighted in the section on local media later in this report.

Figure 10: Frequency of watching TV (according to area, factional trust, and region)



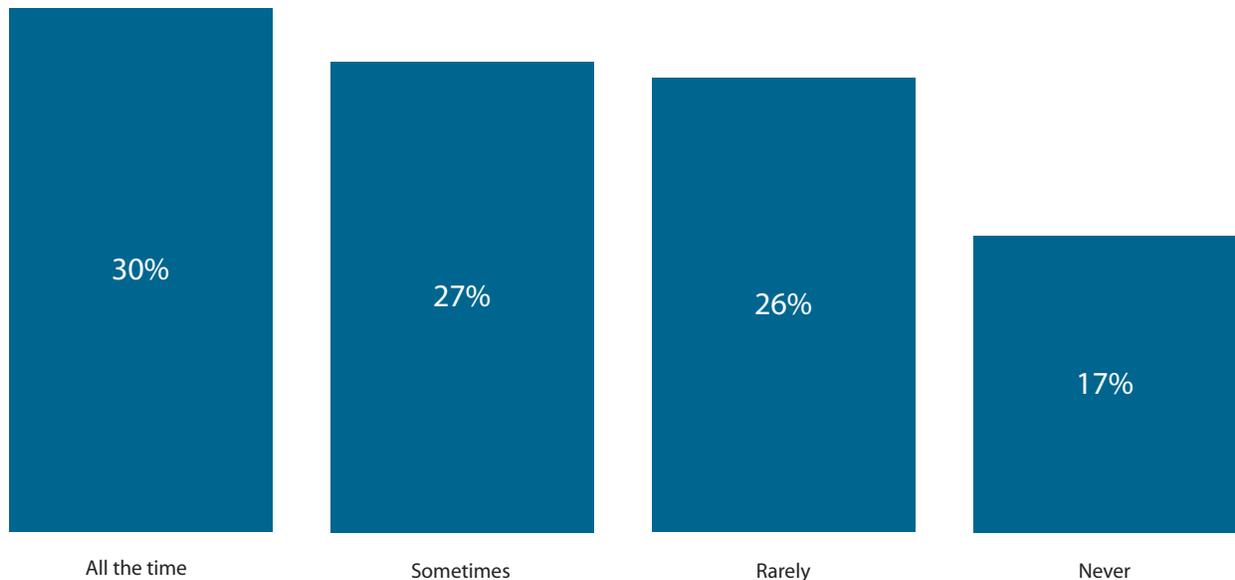
## E. Newspapers

Although there is a long tradition of print media in Palestinian society, dating back to the first newspapers in 1908, today the daily newspapers are not the most popular choice for information. As indicated earlier, only 8% of respondents said that newspapers are their main source of information compared to 61% who prefer TV and 21% who prefer radio. Still, it is worth noting that a sizable percentage of respondents read newspapers on a daily basis.

IV

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Figure 11: Frequency of reading newspapers



The frequency of Palestinians reading newspapers varies significantly when cross-tabulated with various explaining variables. For example, males with higher education levels are more regular readers of newspapers. Frequency is also correlated to the types of information being sought, which will be discussed in the next section.

The lowest rate of respondents specifying that they never read a newspaper live in cities (14%). Perhaps this is due to the larger variety and easier access to different information sources.

In terms of region, a larger percentage of West Bankers (34%) than Gazans (23%) regularly read newspapers. This could, in part, be explained by the fact that the three main newspapers are published in the West Bank and they concentrate more on West Bank issues than on issues in Gaza. Although there is a newspaper, *Al-Resala*, published in Gaza, it is not widely distributed.

The poverty level of respondents also affects the frequency of Palestinians reading newspapers. The results show that the rate of reading newspapers decreases with the worsening of the economic condition of the respondents. Another factor may be that because the majority of local TV and radio stations start their programming by reading the headlines, stories of local interest, and cartoons from the main newspapers, people may feel less inclined to spend money buying the paper.



# THE TYPES OF INFORMATION PALESTINIANS SEEK

Because the political situation so directly affects their daily lives, Palestinians want to be informed. The majority of the Palestinian public over the age of 18 (88%) follows the news on a daily basis, mostly from television (61%) and radio (21%). Printed material, whether newspapers (8%), magazines, or pamphlets, and political leaders do not seem to be important channels of information. It is possible that the lack of access, the cost, or the deficiency of credibility plays a role in this. In fact, as the survey showed, newspapers fare better only as a source for economic issues.

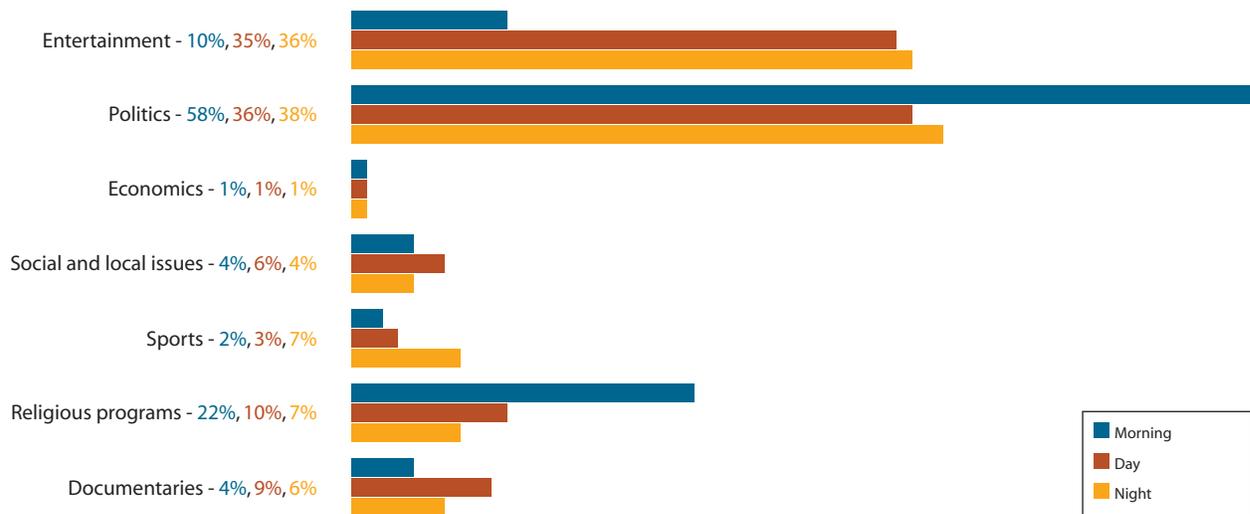
Regardless of gender or age, respondents follow the news almost daily – although males slightly more than females and the older generation more than the younger. Additionally, the percentages vary slightly between refugees (91%) and non-refugees (85%) and 92% of Gaza residents compared to 84% of West Bank residents. This could be attributed to the higher concentration of refugees and the higher proportion of economically deprived households in Gaza as compared to the West Bank.

As noted earlier, no matter the issue, television far surpasses any other information source with 61% of respondents indicating it is their primary source. Radio comes in a distant second with 21%. 8% said that they turn to newspapers. 6% use the Internet. 2% use other sources. Finally, 1% turn to pamphlets, friends and relatives or political leaders.

In sum, Palestinians seem to be very anxious about getting information, particularly information that is political in nature. This information is mainly channeled, albeit not exclusively, through TV. The following pages will examine, in more detail, what types of information Palestinians seek, through which sources, and whether such attitudes differ from one sector of society to another.

Palestinian interest in international, regional, and local politics cuts across all sectors of society irrespective of gender, age, region, or education. As can be seen in the following figure, 58% of the respondents said that to have information about politics is primary first thing in the morning but remains important throughout the day.

Figure 12: The times when Palestinians turn to the various types of information



It is worth noting that more females (28%) than males (18%) are interested in religious programs. Perhaps the larger interest among women is due to the fact that several religious programs are beginning to debate issues regarding women’s rights in a changing society. In a region where religion plays an important role, women often call in to seek guidance on work, study, marriage, love, and other social interactions. On the other hand, the younger generation, regardless of gender, is significantly more interested in entertainment programs than the older generation.

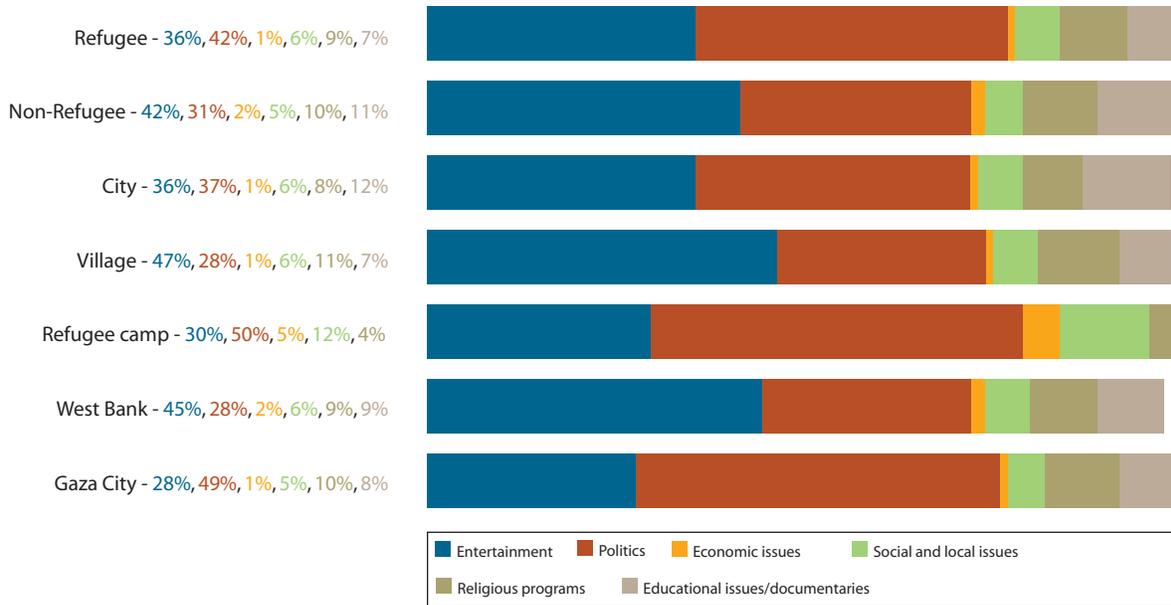
Higher educated respondents (65%) are more likely to read, watch, and listen to politics when they get up in the morning than medium (53%) and lower educated (54%) respondents. However, a higher percentage of lower educated respondents (37%) than medium (23%) and higher educated respondents (15%) listen, read, and watch religious programs.

There is no difference between hardship cases (58%) and below poverty line (58%) respondents when it comes to watching, listening to, or reading about politics. In comparison, 62% of the above poverty line respondents do so. However, there are differences when it comes to religious programs, as 28% of hardship cases, 21% of below poverty line respondents, and 15% of above poverty line respondents indicated that when they wake up in the morning they like to watch, listen to, or read about religious programs. Furthermore, 24% of Gaza residents and 21% of West Bank residents prefer to watch, listen to, or read about religion in the morning.

Moving away from what people like to watch, listen to, or read about in the morning to what they prefer to watch, listen to, or read about during the day, there are significant differences according to gender: 42% of females and 35% of males prefer entertainment during the day while 28% of females and 44% of males prefer to watch, listen to, or read about politics. Watching, listening, or reading about entertainment during the day is most popular among the younger generation (18-25 years), but decreases with the increase in age.

However, as illustrated below, the area in which respondents reside affects their preferred viewership, listenership, or readership during the day.

Figure 13: What people prefer to watch/listen/read about during the day (according to refugee status, area, and region)



Respondents were also queried about their viewership, listenership, and readership preferences at night. The results point to a clear difference according to gender in this regard. 42% of females and 30% of males prefer to watch, listen to, or read about entertainment at night, while 42% of males and 34% of females like to watch, listen to, or read about politics at night. Similarly, younger respondents (50%) are more likely than older respondents to prefer watching, listening to, or reading about entertainment. As age increases, the viewing preference for entertainment decreases but increases for political programming.

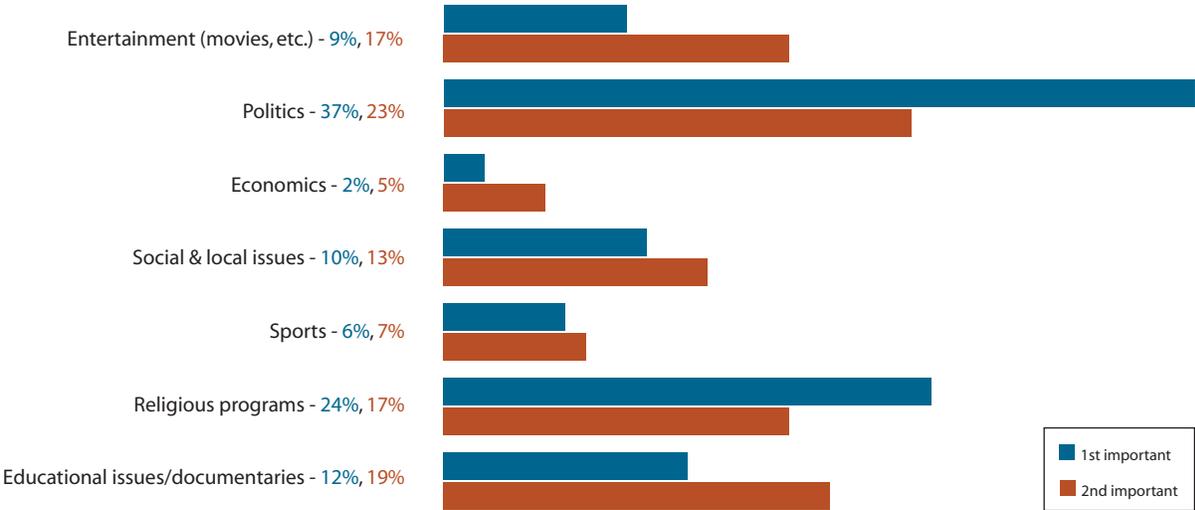


# THE MOST IMPORTANT TYPES OF PROGRAMS FOR PALESTINIANS

## A. The most important types of programs in general

Respondents were asked to specify, from the list below, which two program types were most important to them. As illustrated in the figure below, political programs, whether international, regional, or local, are the most important programs to the Palestinian public, followed by religious programs. However, when we examine the second choice, other types of programs surface rather strongly. While entertainment is the first choice for only 9% of the respondents, 17% specified entertainment as their second choice. Indeed, entertainment programs received higher scores in terms of importance (1st and 2nd choices) than programs dealing with economic issues or even programs that address sports or social and local issues. Still, entertainment programs are perceived to be less important than educational documentaries and religious programs.

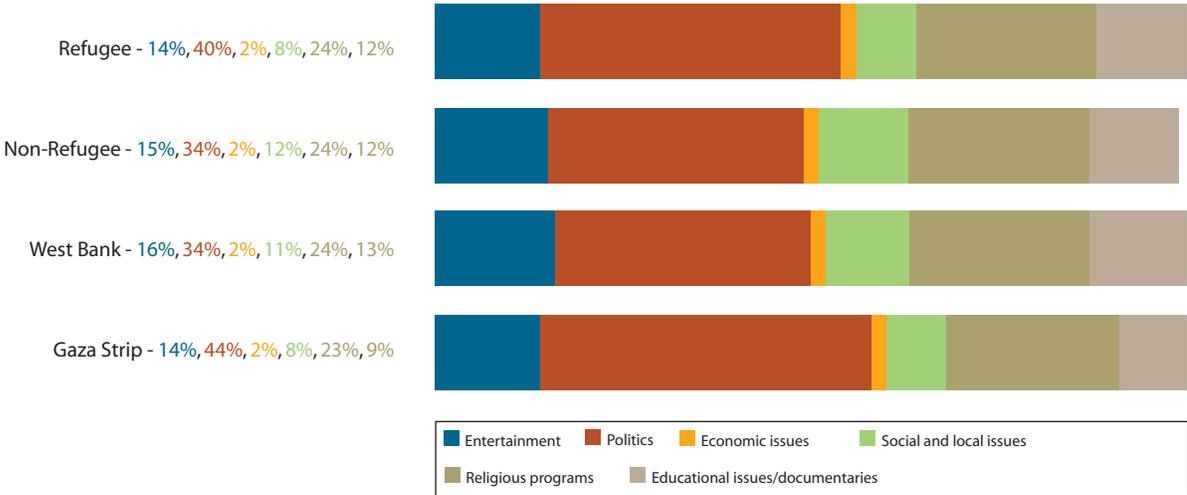
Figure 14: Most important type of program in the media (1st and 2nd)



In terms of education, 46% of higher educated respondents said that the most important type of program in the media is politics compared to 32% of lower educated respondents and 29% of medium educated respondents. Interestingly, 46% of lower educated respondents believe that religious programs are the most important type of program in the media compared to 26% of medium and 14% of higher educated respondents.

Refugees (40%) more than non-refugees (34%) stated that politics is the most important type of program in the media. However, there is little difference in opinion between the two with regard to religious programs or programs on social issues, educational issues/documentaries or sports.

Figure 15: Most important type of program in the media (according to refugee status and region)



# MEDIA PALESTINIANS TRUST FOR INFORMATION ON VARIOUS ISSUES

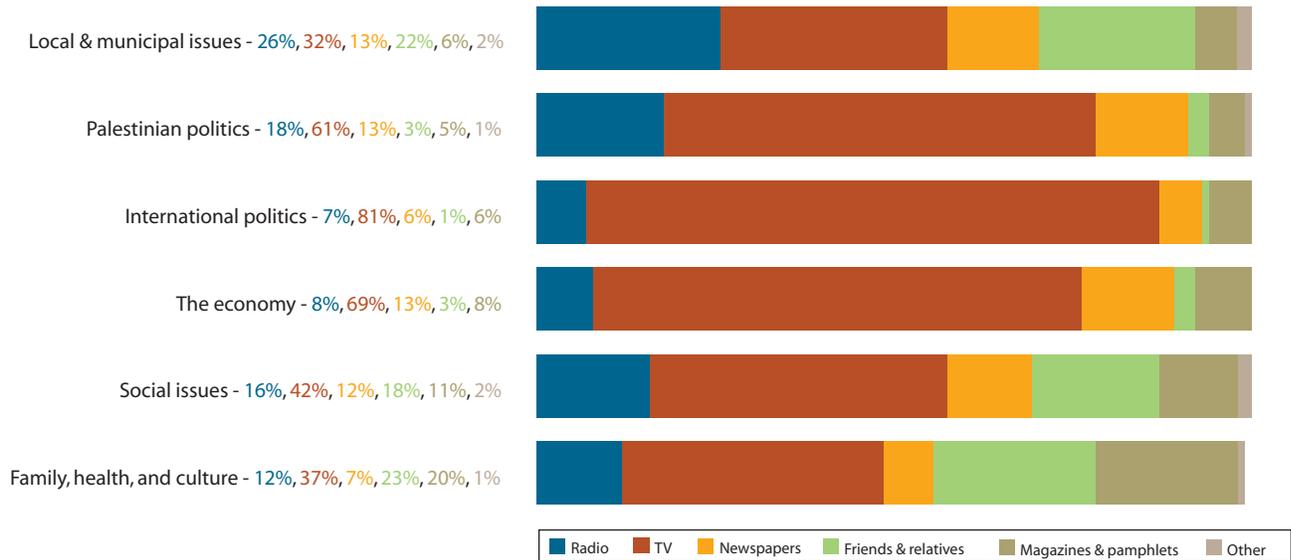
## A. Information in general

In the survey conducted specifically for this study, respondents were asked which media they trust most for information on such issues as: (1) local and municipal issues, (2) Palestinian politics, (3) international politics, (4) the economy, (5) social issues, and (6) the family, health, and culture.

In general, trust in television is much higher than trust in radio or newspapers. In this study, reference to television, radio, or newspapers usually mean local media. While this was the assumption of the respondents as it concerned radio and newspapers, it was not the assumption made in relation to television. The first series of questions referred to television in general and the second series of questions to specific types of television stations, a topic addressed in the next section.

For all types of information respondents were queried about, they trust television most. The second medium that was trusted most when it concerned local and municipal issues, Palestinian politics, or international politics was the radio. On the issue of the economy, trust in information from television is followed by trust in newspapers. Concerning social issues, besides information obtained from television, respondents most trust friends and relatives as sources of information. The same is the case for trust in sources of information concerning family, health, and culture. The results are detailed in the following figure.

Figure 16: Source of information Palestinians trust most for specific issues



## B. Information about local and municipal issues

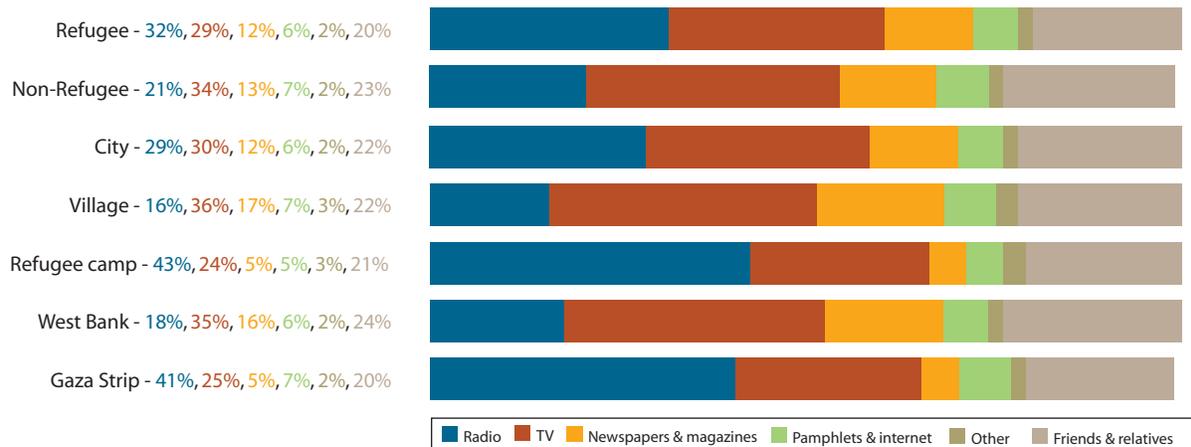
For information about local and municipal issues, more males (37%) trust television than females (26%). Similarly, more males (16%) trust information about local and municipal issues from newspapers than do females (10%).

While the different age groups rely on the same media for local information, it is interesting to note that older people tend to be more reliant on friends and relatives than the younger ones, who are more reliant on pamphlets and magazines.

There is little difference in educational level when it comes to this type of information. Lower educated respondents (23%) trust local and municipal issues from the radio less than do medium (28%) or higher educated respondents (26%). When it comes to television, 37% of lower educated respondents, 31% of medium educated respondents and 30% of higher educated respondents trust television. Meanwhile, 16% of higher educated respondents trust local information from the newspaper compared to 11% of medium educated and 6% of lower educated respondents.

As shown in the following graph, there is a difference between refugees who trust radio more than non-refugees for local and municipal issues. There is also a difference between the West Bank and Gaza, where Gazans trust the radio more.

Figure 17: Information about local and municipal issues (according to refugee status, area, and region)



### C. Information about Palestinian politics

Television occupies the primespot in information regarding politics in general, and with Palestinian politics, the percentages remain high. Since many of the regional Arab satellite stations have correspondents in the West Bank and Gaza, who can move more freely than their Palestinian counterparts, they have become “local” in their reporting. Many of the local stations rebroadcast from the regional satellites mainly because of this.

Females (66%) trust information about Palestinian politics from the TV at a higher percentage than do males (56%). Males are more likely to consult printed material for Palestinian politics than do females, but still at a lower percentage than television.

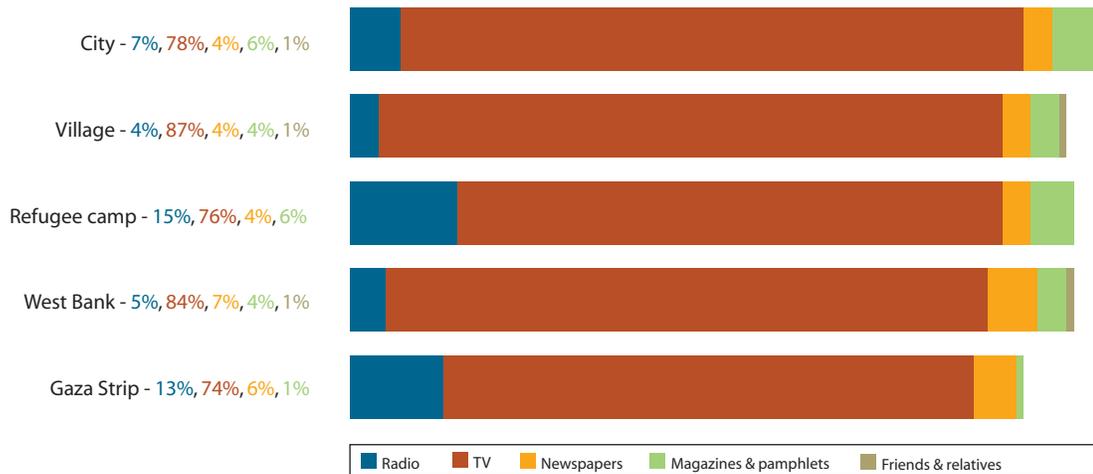
Lower and higher educated respondents differ in their sources and trust of information about Palestinian politics. Some 70% of lower educated respondents get information about local politics from the television, while only 60% of higher educated respondents do. Information from the radio differs only slightly, while the newspaper is more often consulted by higher educated respondents (16%) than lower (6%).

Unlike with local and municipal issues, refugees (58%) rely more on information about national Palestinian politics from TV, while a smaller percentage of refugees (23%) trust information about Palestinian politics from the radio. Not surprising, 33% of Gaza Strip respondents trust this type of information from the radio while only 10% of those in the West Bank feel the same.

### D. Information about international politics

The advent of Arab satellite stations, beginning with Al-Jazeera in 1996, changed the way that Palestinians viewed television when it came to information on international politics. Today, Palestinians overwhelmingly trust the medium of television. The largest percentage of trust in radio for obtaining information about international politics can be found in refugee camps (15%). There is no difference in the percentage of trust in such information from the newspaper among respondents of cities, villages or refugee camps.

Figure 18: Information about international politics



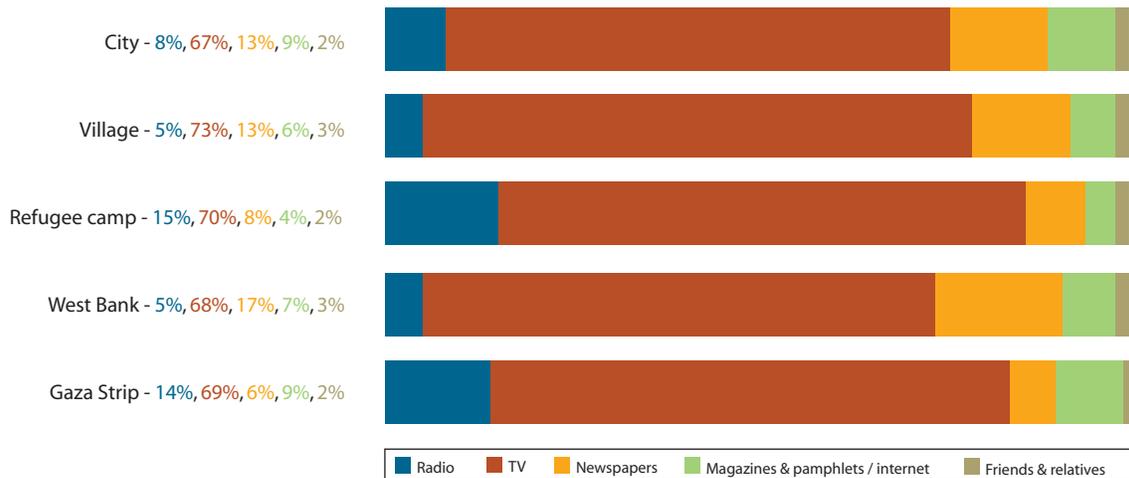
## E. Information about the economy

Although information on the economy does not have a large audience regardless of the media type (2-5%), respondents living in extreme poverty (73%) are more likely to trust information about the economy from the TV than those below the poverty line (70%) or those above the poverty line (65%). Extremely poor respondents (11%) also are more likely to trust information about the economy and jobs from the radio than those below (7%) and above poverty line (6%). The opposite is the case with respect to trusting information in newspapers about the economy or jobs, as above poverty line respondents (18%) are more likely than other poverty levels to trust this kind of information.

The level of education also plays a role in where people seek information about the economy. Medium and lower educated respondents are more likely to seek economic information from the TV than higher educated respondents, who turn more to the newspaper. Lower educated respondents (12%) look for information about the economy and jobs from the radio at a higher percentage than do medium (10%) and higher educated respondents (5%). Lastly, higher educated respondents (15%) seek information from the newspaper more than lower educated (9%) and medium educated (12%) respondents.

The area in which people live only slightly affects where they seek information about the economy and jobs. Gazans and refugee camp dwellers still rely more on radio than their counterparts in the West Bank, but TV continues to play a large role. Many of the local stations, as well as the regional satellite stations, run news strips about economic issues across the bottom of the screen.

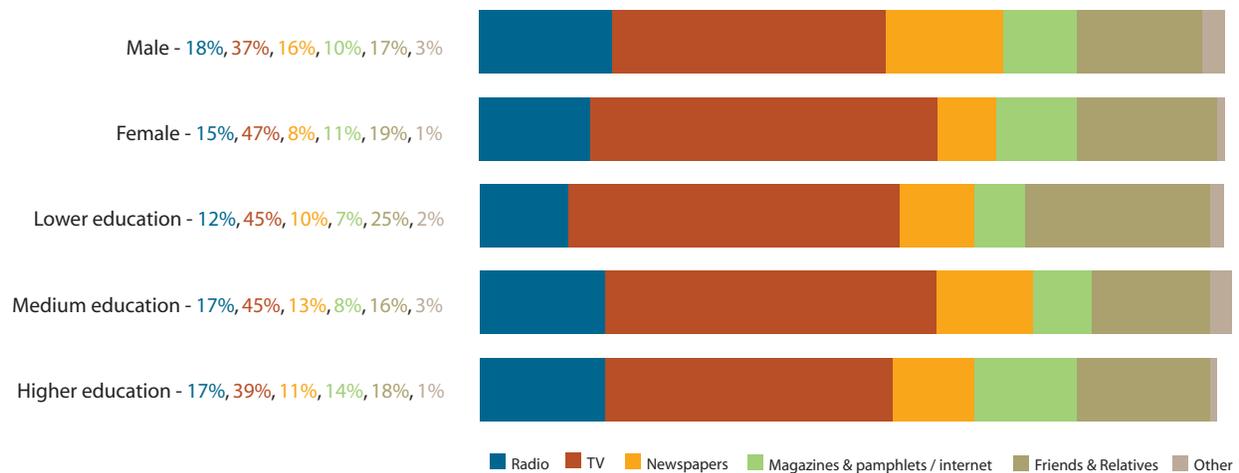
Figure 19: Information about the economy (according to area and region)



## F. Information about social issues

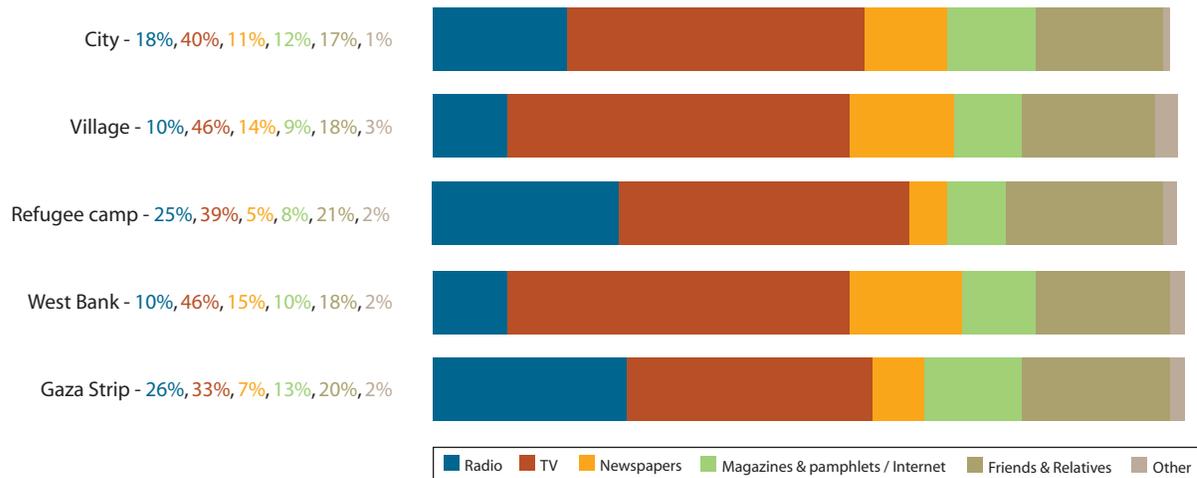
For the first time, in this study, trust in friends and relatives for information registers a substantial percentage; it is where social issues are concerned, especially for women. This is also true for issues dealing with family, health, and culture. However, television still remains dominant.

Figure 20: Information about social Issues (according to gender and educational level)



There is also a difference in trust in the media according to area and location. Radio is much more trusted in Gaza than in the West Bank, and in refugee camps than in villages and cities.

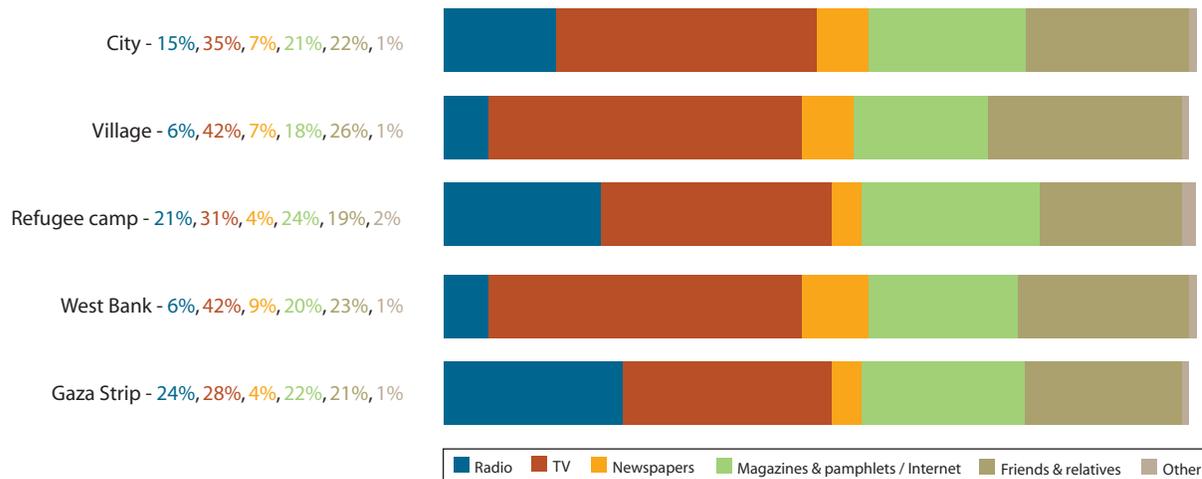
Figure 21: Information about social issues (according to area and region)



### G. Information about the family, health, and culture

As illustrated in the figure below, 42% of villagers, 35% of city residents and 31% of refugee camp residents trust information about family, health, and culture from television, whereas 21% of refugee camp residents, 15% of city residents, and 6% of villagers trust information about family, health, and culture from the radio. Villagers (26%) more than city (22%) and camp (19%) residents trust friends and relatives in terms of information about family, health, and culture. There is no difference between city and village residents in terms of trusting the newspaper for information on these issues.

Figure 22: Information about family, health, and culture (according to area and region)



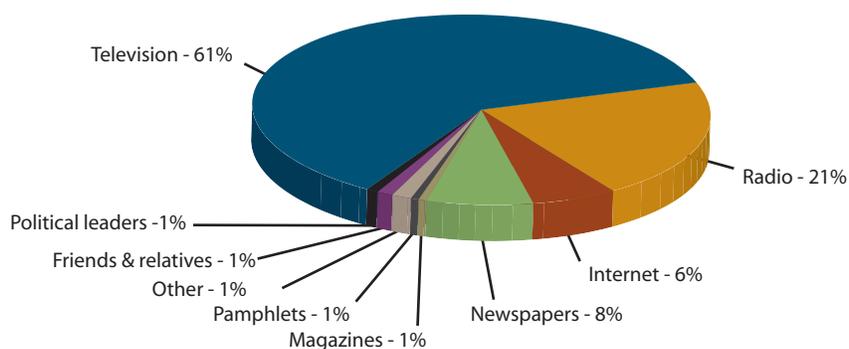
It is important to note the role of friends and relatives as trusted sources of information on both health, family, and culture and on social issues.

# MEDIA TRUSTED MOST BY THE PALESTINIANS

## A. Media and trust in general

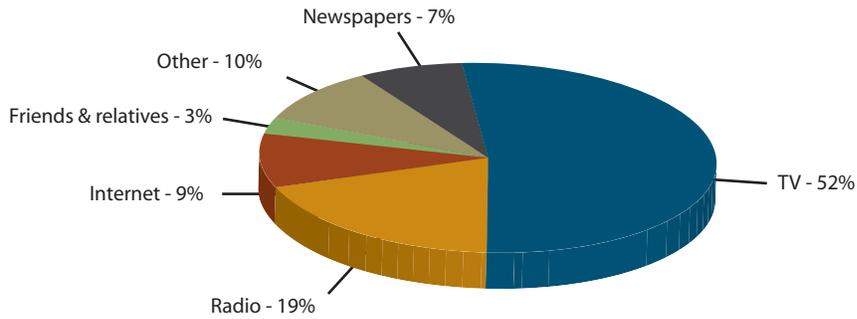
According to the Palestinians surveyed, television is the most important source of information and it is also the most trusted source. Radio comes in at a distant second, with newspapers trailing far behind. The role of other printed material, such as magazines and pamphlets, is marginal and could be attributed to the absence of magazines that have popular appeal, as well as to the cost of purchasing books and magazines.

Figure 23: Most important source of information to the Palestinians



Specifically concerning Palestinians' trust in sources of information, television remains the most prominent, while only 7% most trust the newspapers. As will be explained later, usage of the Internet is still fairly small.

Figure 24: Source of information Palestinians trust most

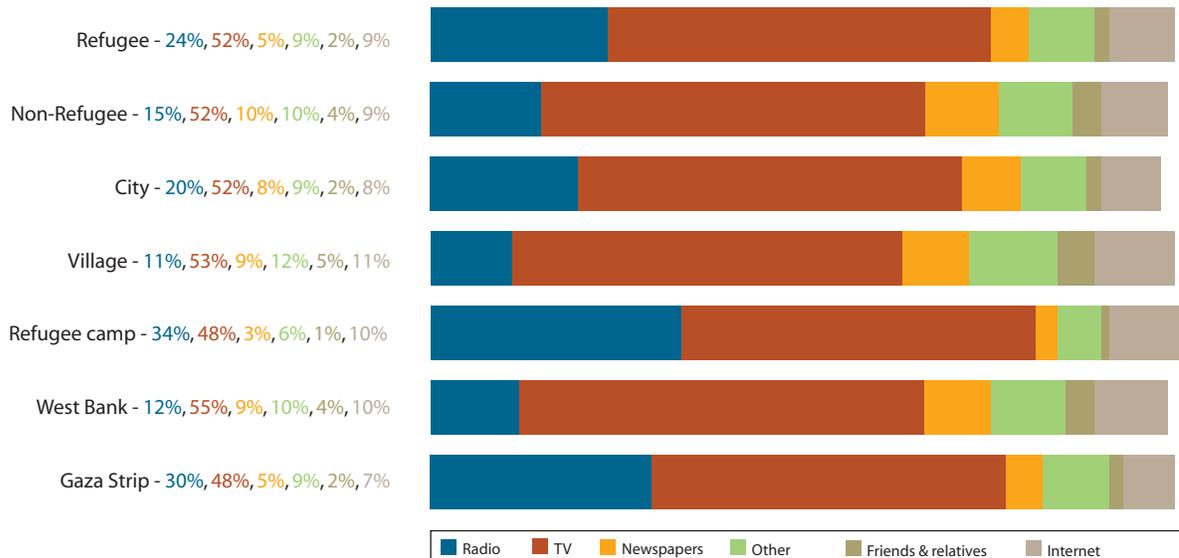


The source of information Palestinians trust most varies significantly according to several variables. For example, a considerably lower percentage of the younger generation (44%) than the older generation (59%) indicated their trust in TV. The younger generation, especially those in the 18-25 age group, seems to have more trust than others in the Internet, perhaps because they are the primary users and have more familiarity with it.

As for education level, lower educated respondents (58%) more than medium (46%) and higher educated respondents (54%) trust television as their source of information. As for trust in radio as a source of information, 24% of medium educated respondents, 17% of lower educated respondents and 16% of higher educated respondent trust the radio.

Differences in trust in radio occur in area, region, and refugee status, but little difference occurs in the trust of information from television.

Figure 25: Source of information Palestinians trust most (according to refugee status, area, and region)



## B. Trust in newspapers

When the 7% of respondents who specified that they trust the newspaper as a source of information were asked which local newspaper they trust most, 63% said *Al-Quds*, 18% said *Al-Ayyam*, and 10% *Al-Hayat* with 9% of respondents saying that they do not trust any. This changed when broken down into age groups, where the 18-25 age group trust *Al-Ayyam* (27%) at a higher rate than the respondents aged 45 years and above (16%).

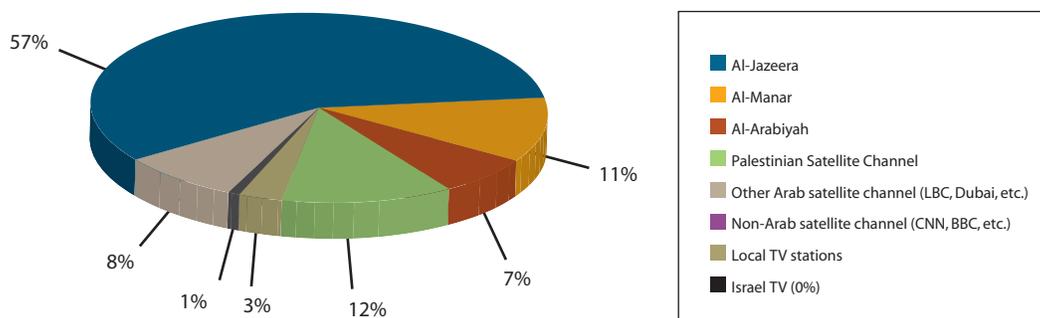
In terms of educational level, lower educated respondents (68%) are more likely to trust *Al-Quds* compared to 65% of higher educated and 59% of medium educated respondents. There is no difference between medium and higher educated respondents (20%) when it comes to trusting *Al-Ayyam*. However, only 11% of lower educated respondents most trust *Al-Ayyam*. The trust level maintained by *Al-Quds* is in part due to its longevity and its emphasis on lighter news, i.e. social events, as opposed to the more serious news and analysis that characterizes *Al-Ayyam* in particular.

## C. Trust in television

It is clear from the previous sections that on all issues outlined in the survey, television is the most popular and trusted source of information. The questionnaire separated out television to ascertain which stations respondents are watching. Both trust and credibility questions were asked regarding the various television stations; however, because there was not much difference in the two types of questions statistically, the following will deal with only the issue of trust.

Not only is Al-Jazeera perceived as the most credible, it is also the most trusted channel. This level of trust in Al-Jazeera may reflect the fact that local television, radio, and newspapers are cautious in airing or publishing stories and opinions that might anger local political factions. The local stations have also used the regional news outlets to do stories they themselves are reluctant to cover.

Figure 26: Television channel people trust most for information that is of interest to them

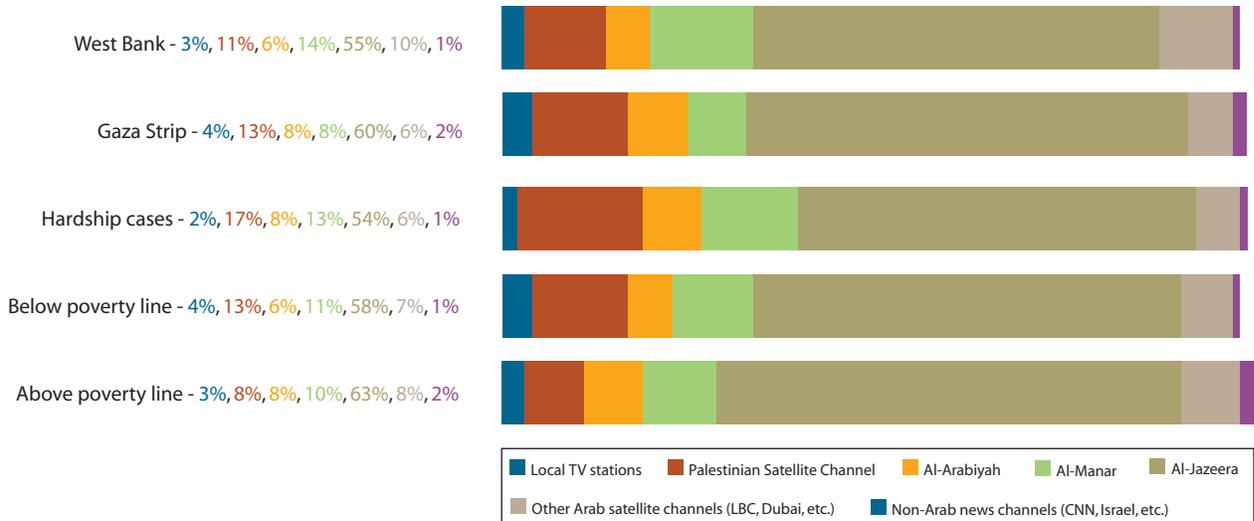


Al-Jazeera is the most trusted among the male population (65% of males versus 50% of females). Females trust the Palestinian Satellite Channel (PSC) at a slightly higher level (14%) than do males (10%).

Respondents that have a higher educational level (60%) trust Al-Jazeera at a higher percentage than lower (51%) and medium educated respondents (57%). The opposite is true in terms of trusting Al-Manar: 14% of lower educated respondents most trust Al-Manar, compared to 11% of both medium and higher educated respondents. Medium educated respondents (15%) trust PSC more than lower (12%) and higher educated respondents (10%).

There are slight differences according to region and poverty level as seen in the following graph.

Figure 27: Television channels people trust most for information that is of interest to them (according to region and poverty level)



# PERCEPTIONS ABOUT THE EFFECTIVENESS OF LOCAL MEDIA

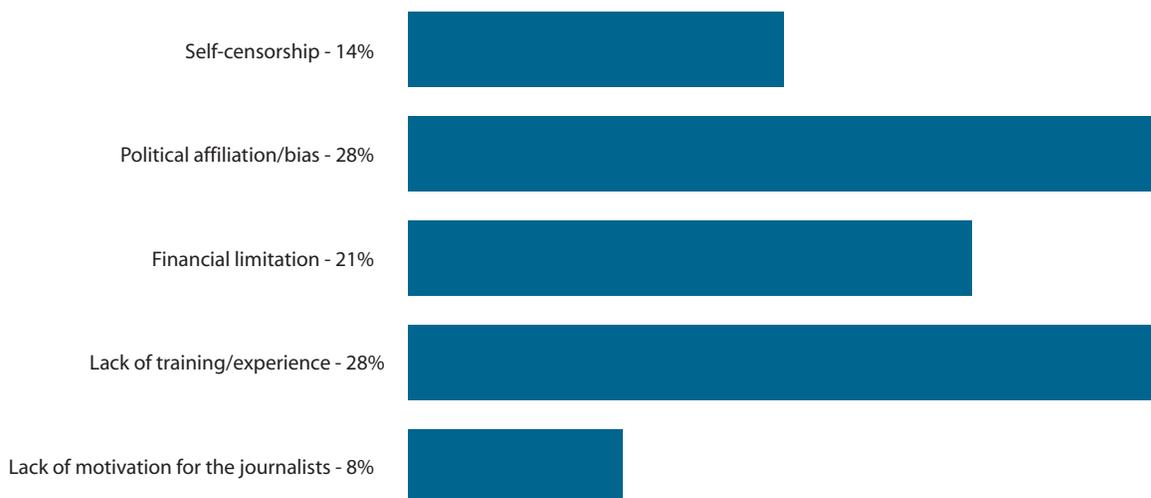
## A. Attitudes towards local media coverage of local issues

Undoubtedly, Palestinians in general believe that the local media do not cover local and social issues well. This general perception differs, nonetheless, according to a number of variables. For example, 59% of refugee camp residents compared to 47% of village residents and 49% of city residents believe that the local media cover local and social issues well. 47% of West Bank residents, compared to 53% of Gaza residents, believe that the local media cover local and social issues well.

## B. Reasons behind the dissatisfaction with local coverage

When respondents were asked about the reasons behind their negative perceptions about the local media's coverage, several reasons were given.

Figure 28: Reasons behind the perceptions people have about the weak coverage of the media



The largest number of respondents believe that the poor coverage is due to the political affiliation or bias of the media outlets, which affects the outlets' objectivity. This is the case for 34% of the male

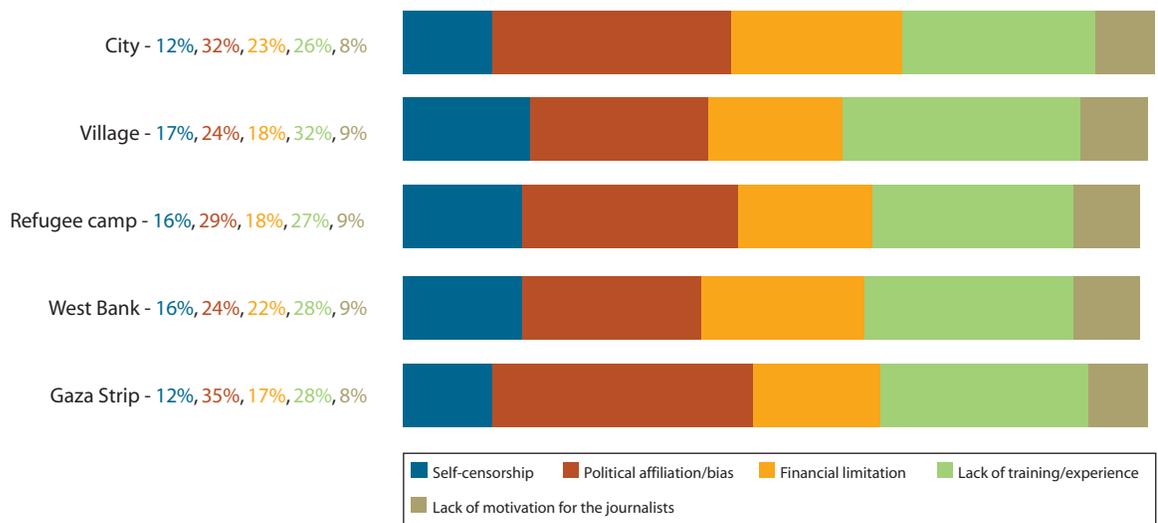
respondents and 23% of the female. More females (17%) than males (12%) point to self-censorship as the reason behind this perception of weak coverage.

A higher percentage of older respondents do not believe that self-censorship is a big problem compared to other age groups. In addition, the 36-45 age group is the most likely group to attribute the weakness of the local coverage to political reasons. Other age groups tend to cite the lack of experience of journalists as the main reason for this weakness.

A lower percentage of respondents in cities (12%) than in villages (17%) or camps (16%) blame the weak coverage on self-censorship of the local media. A higher percentage of respondents in cities (23%) than in villages (18%) and refugee camps (18%) blame financial limitations for this poor coverage. The lowest percentage of respondents blaming poor coverage in the local media on political bias can be found in villages (24%), and the highest percentage of those blaming lack of training or experience can also be found in these areas.

As illustrated in the figure below, a higher percentage of Gaza Strip residents than West Bank residents believe that political affiliation/bias is the reason for poor media. Perhaps this is due to the growing political affiliation of radio stations in Gaza.

*Figure 29: Reasons behind the perceptions people have about the weak coverage of the media (according to area and region)*





# PALESTINIANS & THE INTERNET

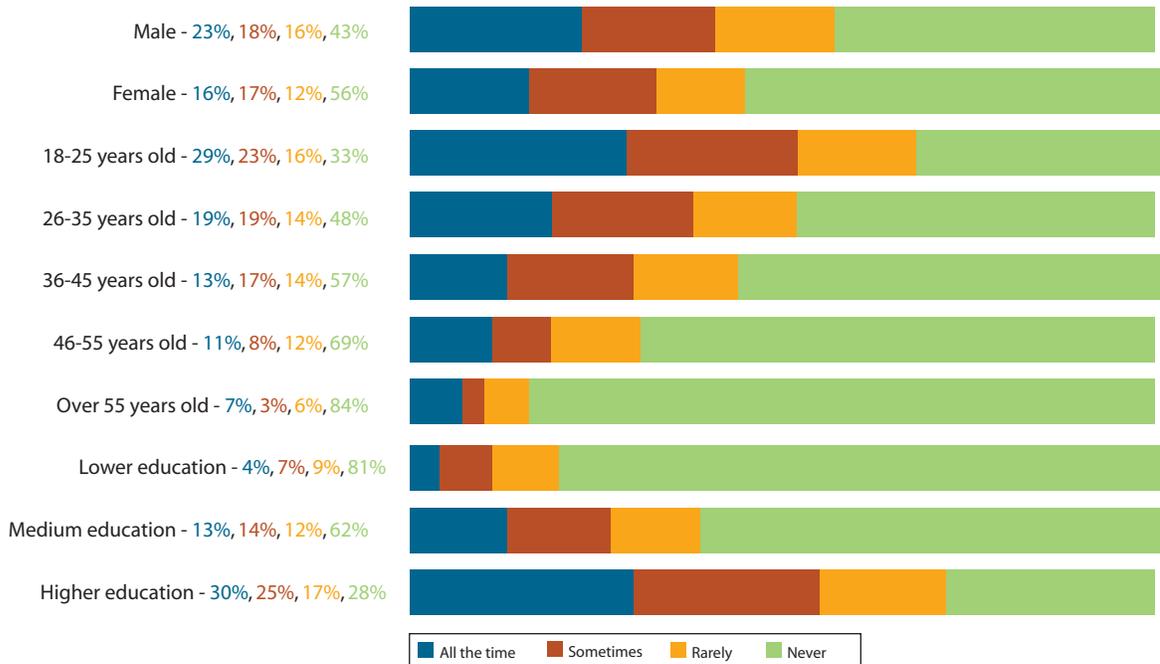
The following pages will briefly discuss the impact of the Internet as a source of information in which Palestinians are interested. While this chapter does not claim to cover the impact that the Internet may or may not have on Palestinian society, it is important to discuss the Internet given its increasing role in information gathering and information dissemination. In addition, the Internet provides many people with a platform to discuss a wide array of issues without censorship or control, and that usage is likely to increase.

## **A. Palestinians and the Internet in general**

When respondents were asked about the rate that they use the Internet, 19% said that they use it all the time, 17% sometimes, 14% rarely, and 50% said that they never use the Internet.

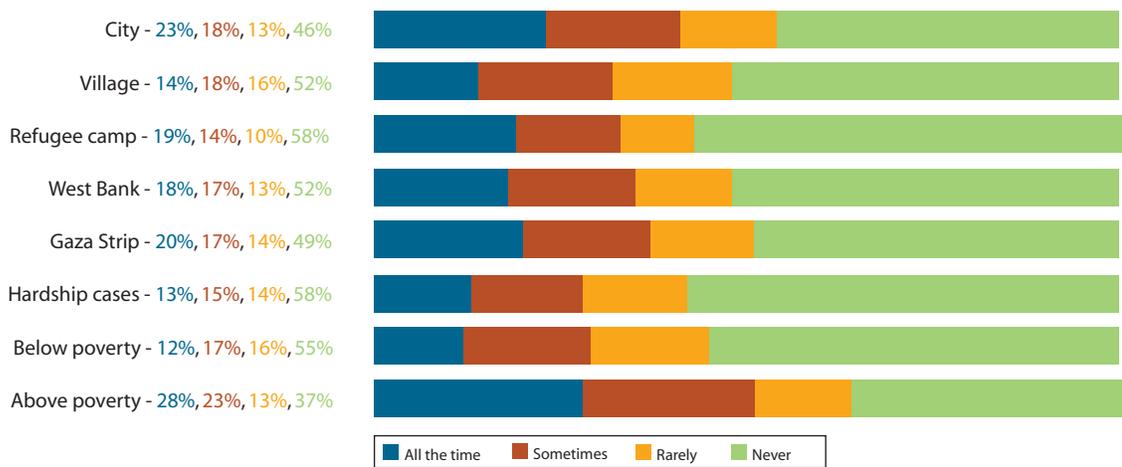
As indicated in the following graph, males use the Internet more frequently than do females. While 23% of males said that they regularly use the Internet, the percentage was 16% among females. As with the age and education indicators, how the Internet is used and for what purpose may be a factor.

Figure 30: Frequency of using the Internet (according to gender, age, and education)



Differences in Internet usage also appear according to the area in which the respondents reside. Access may be a factor as most public Internet shops and universities are located in the cities.

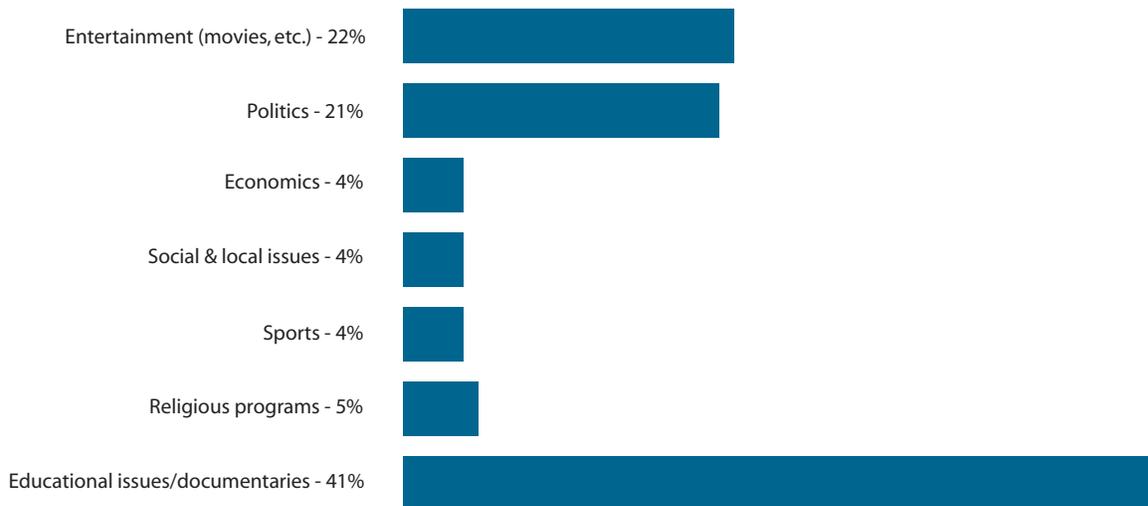
Figure 31: Frequency of using the Internet (according to area, region, and poverty)



## B. Reasons for using the Internet

The main use of the Internet, as reported by the respondents, is for educational issues/documentary purposes, as well as for entertainment including movies and games.

Figure 32: Reasons for using the Internet



How the Internet is used varies across the demographic indicators. Females (49%) use the Internet for educational purposes more than males (34%), who use the Internet at a higher percentage (26%) for entertainment.

As for the various age groups, a larger percentage of 46-55 year olds (32%) use the Internet mostly for politics compared to other age groups, 12% among the 18-25 age group, 29% among the 26-35 age group, 26% among the 36-45 age group and 27% among those over the age of 55. When it comes to using the Internet for educational purposes, respondents aged 26-55 years (42%) seem to use the Internet almost at the same percentage as those respondents aged 18-25 (42%) and respondents over the age of 55 (27%) use it less.

As one would expect, higher educated respondents (48%) tend to use the Internet more often for educational purposes than do medium (29%) and lower educated respondents (28%). When they use the Internet, lower educated respondents (28%) generally use it more often to gather information on politics than medium (18%) and higher educated respondents (22%). Also, medium educated respondents (31%) and lower educated respondents (28%) use the Internet for entertainment far more than do higher educated respondents (18%).

Although the percentage of Internet usage is still low, several local radio stations have begun or are planning to have live streaming in an effort to expand their audience in the West Bank and Gaza as well as abroad. It is likely, however, that as the economic situation improves so will the Internet usage given the population demographics.



## ANNEXES

## A. Questionnaire in Arabic

| تاريخ المقابلة: ..... |   | السؤال   |   | الرمز  |
|-----------------------|---|--|---|--|
| الرمز                 | الإجابات  |  |   |  |
| 1.                    | الرجاء إعلامي عن أي نوع من مصادر المعلومات متوفر في محافظتك:  |  |   |  |
| a1                    | 2. لا   | 1. نعم   |   | a1   |
| b1                    | 2. لا   | 1. نعم   |   | b1   |
| 2.                    | 1- محطة إذاعة محلية<br>2 - محطة تلفاز محلي<br>3 - صحيفة محلية<br>4 - أكثر من واحدة من ما ذكر<br>5 - لا جواب   |  | 2. أي من مصادر الإعلام التالية ترغب في توفرها في محافظتك؟ |  |
| 3.                    | الرجاء إعلامي عن مدى استخدامك لمصادر المعلومات التالية: كل الوقت، بعض الوقت، نادراً، لا أستخدمها مطلقاً، ماذا عن ....   |  |   |  |
| a3                    | 5. لا جواب  | 4. لا استخدمها   | 3. نادراً   | 2. أحيانا  |
| b3                    | 5. لا جواب  | 4. لا استخدمها   | 3. نادراً   | 2. أحيانا  |
| c3                    | 5. لا جواب  | 4. لا استخدمها   | 3. نادراً   | 2. أحيانا  |
| d3                    | 5. لا جواب  | 4. لا استخدمها   | 3. نادراً   | 2. أحيانا  |
| e3                    | 5. لا جواب  | 4. لا استخدمها   | 3. نادراً   | 2. أحيانا  |
| 4.                    | 5. الأقارب والأصدقاء<br>6. الإنترنت<br>7. لا جواب   | 1. راديو<br>2. تلفاز<br>3. الجريدة<br>4. المسجد              |   | 4. بشكل عام، بأي من مصادر المعلومات التالية تثق بها أكثر؟          |
| 5.                    | 4. لا أثق بأحد<br>99. لا جواب   | 1. جريدة الأيام<br>2. جريدة الحياة الجديدة<br>3. جريدة القدس |   | 5. أي من التالية تثق بها أكثر للحصول على المعلومات ذات الأهمية لك؟ |
| 6.                    | 1. البرامج الترفيهية (أفلام، أغاني، مسلسلات، الخ)<br>2. البرامج السياسية<br>3. البرامج الاقتصادية<br>4. البرامج الاجتماعية والمحلية<br>5. البرامج الرياضية<br>6. البرامج الدينية<br>7. البرامج الثقافية والوثائقية والتاريخية<br>8. لا جواب |  | 6. أي نوع من البرامج تفضل شخصياً؟                         |  |

|     |  |  |
|-----|--|--|
| 7.  | <p>1. البرامج الترفيهية (أفلام، أغاني، مسلسلات، ألخ)<br/> 2. البرامج السياسية<br/> 3. البرامج الاقتصادية<br/> 4. البرامج الاجتماعية والمحلية<br/> 5. البرامج الرياضية<br/> 6. البرامج الدينية<br/> 7. البرامج الثقافية والوثائقية والتاريخية<br/> 8. لاجواب</p>            | ما هي البرامج التي تأتي بالمرتبة الثانية ؟                                     |
| 8.  | <p>1. مشاهدة التلفاز<br/> 2. استمع الى الراديو<br/> 3. أقرأ الجريدة<br/> 4. الإنترنت<br/> 5. لا شيء مما ذكر<br/> 6. لاجواب</p>   | أي من وسائل الإعلام تستخدم عادة عندما تستيقظ صباحاً؟                           |
| 9.  | <p>1. البرامج الترفيهية (أفلام، أغاني، مسلسلات، ألخ)<br/> 2. البرامج السياسية<br/> 3. البرامج الاقتصادية<br/> 4. البرامج الاجتماعية والمحلية<br/> 5. البرامج الرياضية<br/> 6. البرامج الدينية<br/> 7. البرامج الثقافية والوثائقية والتاريخية<br/> 8. لاجواب</p>            | عندما تستيقظ صباحاً أي من البرامج تفضل مشاهدتها/سماعها/قراءتها؟                |
| 10. | <p>1. البرامج الترفيهية (أفلام، أغاني، مسلسلات، ألخ)<br/> 2. البرامج السياسية<br/> 3. البرامج الاقتصادية<br/> 4. البرامج الاجتماعية والمحلية<br/> 5. البرامج الرياضية<br/> 6. البرامج الدينية<br/> 7. البرامج الثقافية والوثائقية والتاريخية<br/> 8. لاجواب</p>            | أي من البرامج تفضل مشاهدتها/سماعها/قراءتها خلال النهار؟                        |
| 11. | <p>1. البرامج الترفيهية (أفلام، أغاني، مسلسلات، ألخ)<br/> 2. البرامج السياسية<br/> 3. البرامج الاقتصادية<br/> 4. البرامج الاجتماعية والمحلية<br/> 5. البرامج الرياضية<br/> 6. البرامج الدينية<br/> 7. البرامج الثقافية والوثائقية والتاريخية<br/> 8. لاجواب</p>            | أي من البرامج تفضل مشاهدتها/سماعها/قراءتها مساءً؟                              |
| 12. | <p>1. تلفزيون فلسطين<br/> 2. العربية<br/> 3. المنار<br/> 4. الجزيرة<br/> 5. محطات أجنبية مثل CNN وBBC<br/> 6. محطات عربية مثل LBC, Future, أبو ظبي، مصر<br/> 7. تلفزيون اسرائيل<br/> 8. لا أحد</p>   | أي من المحطات التلفزيونية تعتبرها أكثر مصداقية للحصول على المعلومات المهمة لك؟ |
| 13. | <p>1. محطة فلسطين الفضائية<br/> 2. العربية<br/> 3. المنار<br/> 4. الجزيرة<br/> 5. محطات أجنبية مثل CNN<br/> 6. محطات عربية مثل LBC, Future, أبو ظبي، مصر<br/> 7. تلفزيون اسرائيل<br/> 8. لا أحد</p>  | أي من المحطات التلفزيونية تثق بها أكثر للحصول على المعلومات المهمة لك؟         |
| 14. | <p>1. القضايا أو المجالات الترفيهية (أفلام، مسلسلات، ألخ)<br/> 2. المواضيع السياسية<br/> 3. المواضيع الاقتصادية<br/> 4. المواضيع الاجتماعية والمحلية<br/> 5. المواضيع الرياضية<br/> 6. المواضيع الدينية<br/> 7. المواضيع الثقافية والوثائقية والتاريخية<br/> 8. لاجواب</p> | لأي من المواضيع التالية تستخدم الإنترنت؟                                       |

|                      |   |   |  |   |            |          |          |   |  |  |
|----------------------|---|---|--|---|------------|----------|----------|---|--|--|
|                      | يستخدم الناس عادة مصادر مختلفة للحصول على المعلومات. الرجاء إخباري أياً من مصادر المعلومات هذه تثق بها أكثر للحصول على المعلومات التالية؟ |   |  |   |            |          | 15.      |   |  |  |
| a15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حول القضايا المحلية والبلدية        |  |  |
| b15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حول السياسة الفلسطينية              |  |  |
| c15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حوال السياسة الدولية                |  |  |
| d15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حول الإقتصاد. إلخ...                |  |  |
| e15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حول القضايا الاجتماعية              |  |  |
| f15                  | 1.7 الأصدقاء والأقارب   | 6. الملصقات   | 5. المسجد  | 4. المجلات والكتب   | 3. الجرائد | 2. تلفاز | 1. راديو | معلومات حول أمور تخص العائلة، الصحة، إلخ... |  |  |
| 16.                  | 1. يغطيها بشكل جيد (انتقل إلى سؤال 18)<br>2. لا يغطيها بشكل جيد (انتقل إلى سؤال 17)<br>3. لاجواب (انتقل إلى سؤال 18)                      |   |  | بشكل عام هل تعتقد بأن الإعلام المحلي يغطي القضايا والشؤون الإجتماعية المحلية بشكل جيد؟                                      |            |          |          |   |  |  |
| 17.                  | 5. قلة الحافز لدى الصحافيين<br>6. لا ينطبق  | 1. الرقابة الذاتية<br>2. الإنتماء/ الإنحياز الحزبي<br>3. قيود المالية<br>4. قلة التدريب/ الخبرة             |  | إذا كان باعتقاد الناس أن المعلومات الصادرة عن وسائل الإعلام ضعيفة، لماذا هي ضعيفة باعتقادك؟                                 |            |          |          |   |  |  |
| 18.                  | 5. أقل من ذلك<br>6. لا اتابع الأخبار نهائياً<br>7. لاجواب   | 1. تقريبا يومي<br>2. من 4 - 5 أيام اسبوعياً<br>3. من يومين إلى ثلاثة أيام اسبوعياً<br>4. مرة واحدة أسبوعياً |  | بالعادة ماهو معدل متابعتك للأخبار   |            |          |          |   |  |  |
| 19.                  | 7. الأصدقاء/ الأقارب<br>8. القادة السياسيين<br>9. الإنترنت  | 1. الراديو<br>2. التلفزيون<br>3. الصحف/ الجرائد<br>4. المجلات<br>5. الجامع<br>6. المنشورات                  |  | مع الأخذ بعين الإعتبار وجود عدة مصادر للمعلومات، ما هو أكثر مصدر تحصل على معلومات منه؟ هل تحصل عليها من..... (فقط أهم مصدر) |            |          |          |   |  |  |
| 20.                  | 3. لاجواب   | 1. نعم<br>2. لا   |  | هل الجامع في حييك هو مصدر مهم لجمع المعلومات حول الأمور المحلية؟ (إذا كان أجيب مسيحياً نسأله عن الكنيسة)                    |            |          |          |   |  |  |
| الأسئلة الديموغرافية |   |   |  |   |            |          |          |   |  |  |
| 1D                   | عدد أفراد الأسرة بما فيهم الشخص المستطلع والأطفال   |   | ..... فردا   |   | 1D         |          |          |   |  |  |
| 2D                   | عدد أفراد الأسرة فوق سن 18 سنة  |   | ..... فردا   |   | 2D         |          |          |   |  |  |
| 3D                   | عدد أفراد الأسرة تحت سن 18 سنة  |   | ..... فردا   |   | 3D         |          |          |   |  |  |
| 4D                   | كم يبلغ دخل الأسرة الإجمالي شهرياً؟   |   | 1. 5000 شيكل فما فوق<br>2. بين 4500 و 4999 شيكل<br>3. بين 4000 و 4499 شيكل<br>4. بين 3500 و 3999 شيكل<br>5. بين 3000 و 3499 شيكل<br>6. بين 2500 و 2999 شيكل<br>7. بين 2000 و 2499 شيكل<br>8. بين 1500 و 1999 شيكل<br>9. بين 1000 و 1499 شيكل<br>10. بين 500 و 999 شيكل<br>11. أقل من 500 شيكل<br>88. لا ينطبق<br>99. لا أعرف / لا جواب |   |            |          |          | 4D  |  |  |

|     |                                      |  |
|-----|--------------------------------------|--|
| 5D  | هل تعمل حالياً أم لا؟                | 1. أعمل بوظيفة كاملة<br>2. أعمل بوظيفة جزئية<br>3. أعمل بضعة ساعات / أيام<br>4. لا أعمل حالياً ولا من قبل<br>5. لا أعمل حالياً ولكنني كنت أعمل من قبل<br>6. أنا رب/ربة بيت<br>7. أنا طالب<br>8. أنا متقاعد                                 |
| 6D  | العمر                                | 1. بين 18 و 25 سنة<br>2. بين 26 و 35 سنة<br>3. بين 36 و 45 سنة<br>4. بين 46 و 55 سنة<br>5. فوق ال 55 سنة<br>99. لا جواب  |
| 7D  | الجنس                                | 1. ذكر<br>2. أنثى  |
| 8D  | هل أنت لاجئ أو منحدر من عائلة لاجئة؟ | 1. نعم<br>2. لا  |
| 9D  | ما هو أعلى مستوى تعليمي وصلت إليه؟   | 1. لم أذهب مطلقاً إلى المدرسة.<br>2. المدرسة الابتدائية<br>3. المدرسة الإعدادية<br>4. المدرسة الثانوية<br>5. الجامعة الجامعة<br>6. ج لا واب  |
| 10D | مكان السكن                           | 1. مدينة<br>2. قرية<br>3. مخيم   |
| 11D | الثقة الحزبية                        | 1. فتح<br>2. حماس<br>3. الجبهة الشعبية لتحرير فلسطين<br>4. الجهاد الاسلامي<br>5. فصيل آخر<br>6. لا أثق بأحد ( لا تقراً)<br>7. لا أعرف / لا جواب  |
| 12D | اسم الباحث الميداني                  | .....  |
| 13D | المحافظة                             | 1. جنين<br>2. طوباس<br>3. نابلس<br>4. سلفيت<br>5. قلقيلية<br>6. طولكرم<br>7. رام الله<br>8. القدس<br>9. أريحا<br>10. بيت لحم<br>11. الخليل<br>12. شمال غزة<br>13. غزة<br>14. رفح<br>15. دير البلح<br>16. خان يونس<br>17. لا أعرف / لا جواب |

## B. Questionnaire in English

XI

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|  |  |  |               |            |           |             |
|--|--|--|---------------|------------|-----------|-------------|
| <b>Date of interview:</b>   ___   ___   ___  |  |  |               |            |           |             |
| <b>Q1. Please tell me what types of media sources exist in your district (NOT the national ones)</b> |  |  |               |            |           |             |
| Q1a.   | Local radio station  | 1. Yes   | 2. No         | 99. DK/NA* |           | <b>Q1a.</b> |
| Q1b.   | Local TV station   | 1. Yes   | 2. No         | 99. DK/NA  |           | <b>Q1b.</b> |
| <b>Q2.</b>   | <b>Which of the following would you like to have in your district?</b> | 1. Local radio station<br>2. Local TV station<br>3. Local newspaper<br>4. More than one of the above (Do not read)<br>5. DK/NA |               |            |           | <b>Q2.</b>  |
| <b>Q3. Please tell me how often you use the following sources of information?</b>                    |  |  |               |            |           |             |
| <b>Q3a.</b>  | Do you listen to the radio?  | (1) All the time   | (2) Sometimes | (3) Rarely | (4) Never | (5) DK/NA   |
| <b>Q3a.</b>  |  |  |               |            |           |             |
| <b>Q3b.</b>  | Do you watch TV?   | (1) All the time   | (2) Sometimes | (3) Rarely | (4) Never | (5) DK/NA   |
| <b>Q3b.</b>  |  |  |               |            |           |             |
| <b>Q3c.</b>  | Do you read the newspaper?   | (1) All the time   | (2) Sometimes | (3) Rarely | (4) Never | (5) DK/NA   |
| <b>Q3c.</b>  |  |  |               |            |           |             |
| <b>Q3d.</b>  | Do you go to the mosque?   | (1) All the time   | (2) Sometimes | (3) Rarely | (4) Never | (5) DK/NA   |
| <b>Q3d.</b>  |  |  |               |            |           |             |
| <b>Q3e.</b>  | Do you use the internet?   | (1) All the time   | (2) Sometimes | (3) Rarely | (4) Never | (5) DK/NA   |
| <b>Q3e.</b>  |  |  |               |            |           |             |

|            |   |   |            |
|------------|---|---|------------|
| <b>Q4.</b> | <b>Which of the following do you trust most as your source of information in general?</b>       | 1. Radio<br>2. TV<br>3. Newspaper<br>4. Mosque<br>5. Friends and relatives<br>6. Internet<br>7. DK/NA   | <b>Q4.</b> |
| <b>Q5.</b> | <b>Which of the following do you trust most for the information that is of interest to you?</b> | 1. Al-Ayyam<br>2. Al-Hayat<br>3. Al-Quds<br>4. None<br>5. DK/NA   | <b>Q5.</b> |
| <b>Q6.</b> | <b>What, to you, is the most important type of program in the media?</b>                        | 1. Entertainment: movies, songs, talk shows, etc.<br>2. Politics<br>3. Economics<br>4. Social and local issues<br>5. Sports<br>6. Religious programs<br>7. Educational, cultural issues/documentaries<br>8. DK/NA | <b>Q6.</b> |

\* Don't know/Not applicable

|      |   |   |      |
|------|---|---|------|
| Q7.  | <b>What, to you, is the second most important type of program in the media?</b>                           | <ol style="list-style-type: none"> <li>1. Entertainment: movies, songs, talk shows, etc.</li> <li>2. Politics</li> <li>3. Economics</li> <li>4. Social and local issues</li> <li>5. Sports</li> <li>6. Religious programs</li> <li>7. Educational, cultural issues/documentaries</li> <li>8. DK/NA</li> </ol>                           | Q7.  |
| Q8.  | <b>When you wake up in the morning, what is the first thing you do with respect to the media?</b>         | <ol style="list-style-type: none"> <li>1. Watch TV</li> <li>2. Listen to the radio</li> <li>3. Read a newspaper</li> <li>4. internet</li> <li>5. None</li> <li>6. DK/NA</li> </ol>  | Q8.  |
| Q9.  | <b>When you wake up, what do you like to watch/listen/read <u>more</u> about?</b>                         | <ol style="list-style-type: none"> <li>1. Entertainment: movies, songs, talk shows, etc.</li> <li>2. Politics</li> <li>3. Economics</li> <li>4. Social &amp; local programs</li> <li>5. Sports</li> <li>6. Religious programs</li> <li>7. Educational, cultural issues/documentaries</li> <li>8. DK/NA</li> </ol>                       | Q9.  |
| Q10. | <b>During the day, what do you like to watch/listen/read <u>more</u> about?</b>                           | <ol style="list-style-type: none"> <li>1. Entertainment: movies, songs, talk shows, etc.</li> <li>2. Politics</li> <li>3. Economics</li> <li>4. Social &amp; local programs</li> <li>5. Sports</li> <li>6. Religious programs</li> <li>7. Educational, cultural issues/documentaries</li> <li>8. DK/NA</li> </ol>                       | Q10. |
| Q11. | <b>At night, what do you like to watch/listen/read <u>more</u> about?</b>                                 | <ol style="list-style-type: none"> <li>1. Entertainment: movies, songs, talk shows, etc.</li> <li>2. Politics</li> <li>3. Economics</li> <li>4. Social &amp; local programs</li> <li>5. Sports</li> <li>6. Religious programs</li> <li>7. Educational, cultural issues/documentaries</li> <li>8. DK/NA</li> </ol>                       | Q11. |
| Q12. | <b>Which television channel do you find most credible for the information that is of interest to you?</b> | <ol style="list-style-type: none"> <li>1. Palestinian Satellite Channel</li> <li>2. Al-Arabiyah</li> <li>3. Al-Manar</li> <li>4. Al-Jazeera</li> <li>5. Non-Arab news channel (CNN, BBC, etc.)</li> <li>6. Other Arab satellite channel (Lebanese Broadcasting, Future, Dubai, etc.)</li> <li>7. Israel TV</li> <li>8. DK/NA</li> </ol> | Q12. |
| Q13. | <b>Which television channel do you trust most for the information that is of interest to you?</b>         | <ol style="list-style-type: none"> <li>1. Palestinian Satellite Channel</li> <li>2. Al-Arabiyah</li> <li>3. Al-Manar</li> <li>4. Al-Jazeera</li> <li>5. Non-Arab news channel (CNN, BBC, etc.)</li> <li>6. Other Arab satellite channel (Lebanese Broadcasting, Future, Dubai, etc.)</li> <li>7. Israel TV</li> <li>8. DK/NA</li> </ol> | Q13. |

|                    |   |   |             |
|--------------------|---|---|-------------|
| <p><b>Q14.</b></p> | <p><b>What about the internet? For which of the following do you use it most?</b></p> | <ol style="list-style-type: none"> <li>1. Entertainment: movies, songs, talk shows, etc.</li> <li>2. Politics</li> <li>3. Economics</li> <li>4. Social &amp; local programs</li> <li>5. Sports</li> <li>6. Religious programs</li> <li>7. Educational, cultural issues/documentaries</li> <li>8. DK/NA</li> </ol> | <p>Q14.</p> |
|--------------------|---|---|-------------|

| <p><b>Q15. People use different sources of information. Could you please tell me which information you trust <u>most</u> for the following reasons:</b></p> |  |                |                |               |            |               |                       |
|---|--|----------------|----------------|---------------|------------|---------------|-----------------------|
|   | (1) Radio  | (2) Television | (3) Newspapers | (4) Magazines | (5) Mosque | (6) Pamphlets | (7) Friends/relatives |
| <p><b>Q15a.</b> Information about local and municipal issues</p>  | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15a.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q15b.</b> Information about Palestinian politics</p>  | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15b.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q15c.</b> Information about international politics</p>  | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15c.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q15d.</b> Information about the economy, job, stocks, etc.</p>  | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15d.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q15e.</b> Information about social issues</p>   | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15e.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q15f.</b> Information about the family, health, culture, etc.</p>   | _1_  | _2_            | _3_            | _4_           | _5_        | _6_           | _7_                   |
| <p><b>Q15f.</b></p>   |  |                |                |               |            |               |                       |
| <p><b>Q16.</b></p>  | <p><b>In general, do you think that the local media cover local and social issues well or not?</b></p>                             |                |                |               |            |               | <p>Q16.</p>           |
| <p><b>Q17.</b></p>  | <p><b>If you think the media do a poor job, why do you think this is the case?</b></p>   |                |                |               |            |               | <p>Q17.</p>           |
| <p><b>Q18.</b></p>  | <p><b>Do you usually follow the news almost daily, 4 to 5 days a week, 2 to 3 days a week, once a week, or less than that?</b></p> |                |                |               |            |               | <p>Q18.</p>           |

|                     |  |  |      |
|---------------------|--|--|------|
| Q19.                | <b>Where do you get most of your information given that there are so many sources? (pick the <u>most</u> important source)</b> | 1. Radio<br>2. Television<br>3. Newspapers<br>4. Magazines<br>5. Mosque<br>6. Pamphlets<br>7. Friends & relatives<br>8. Political leaders<br>9. Internet   | Q19. |
| Q20.                | <b>Is the mosque in your neighborhood an important channel to gather information about local issues?</b>                       | 1. Yes<br>2. No<br>3. DK/NA  | Q20. |
| <b>DEMOGRAPHICS</b> |  |  |      |
| D1                  | Household structure: Number of household members including the respondent and children   | _ _  members   | D1   |
| D2                  | Household structure: Number of household members 18 and above  | _ _  members   | D2   |
| D3                  | Household structure: Number of household members below the age of 18.  | _ _  members   | D3   |
| D4                  | Income   | _ _ _ _  NIS   | D4   |
| D5                  | Employment situation   | 1. Employed full time<br>2. Employed part time<br>3. Employed for days or hours<br>4. Not employed now nor before<br>5. Not employed now but used to be before<br>6. Homemaker<br>7. Student<br>8. Retired | D5   |
| D6                  | Age  | _ _  years   | D6   |
| D7                  | Gender   | 1. Male<br>2. Female   | D7   |
| D8                  | Refugee status   | 1. Refugee<br>2. Non-Refugee   | D8   |
| D9                  | Education (highest level attended)   | 1. Never attended school<br>2. Elementary<br>3. Preparatory<br>4. Secondary<br>5. College and above<br>6. DK/NA  | D9   |
| D10                 | Place of residence   | 1. City<br>2. Village<br>3. Refugee camp<br>4. DK/NA   | D10  |
| D11                 | Factional trust  | 1. Fateh<br>2. Hamas<br>3. PFLP<br>4. Islamic Jihad<br>5. Other<br>6. I trust no one<br>7. DK / NA   | D11  |
| D12                 | Name of field researcher   | _____  | D12  |

|     |                      |  |     |
|-----|----------------------|--|-----|
| D13 | Governorate/District | <ol style="list-style-type: none"><li>1. Jenin</li><li>2. Tubas</li><li>3. Nablus</li><li>4. Salfit</li><li>5. Qalqilya</li><li>6. Tulkarem</li><li>7. Ramallah</li><li>8. Jerusalem</li><li>9. Jericho</li><li>10. Bethlehem</li><li>11. Hebron</li><li>12. North Gaza</li><li>13. Gaza</li><li>14. Rafah</li><li>15. Deir Al-Balah</li><li>16. Khan Yunis</li><li>17. No answer/don't know</li></ol> | D13 |
|-----|----------------------|--|-----|