

October 1, 2014

Dr. Kukali: The media play a significant role in affecting the public opinion and building democracy and global peace.

Beit Sahour – Section of Public Relations:

The latest poll prepared by **Dr. Nabil Kukali** and conducted by the Palestinian Center for Public Opinion (www.pcpo.org), covered a random sample of (1000) Palestinian respondents representing the various demographic specimens of Palestinians (15 years and above) living in the West Bank, including East Jerusalem, and Gaza Strip. It probed the perception of the Palestinians about the media in the Palestinian territories and revealed that the media play a significant role in the national political life.

Dr. Nabil Kukali, President and founder of the Palestinian Center for Public Opinion, said in a statement that this survey has been commissioned and supervised by TNS Opinion-Brussels and the field work, that has been conducted by PCPO in the occupied Palestinian Territories, is funded by the EU.

In addition, **Dr. Kukali** further mentioned that the assignment of this project is to gauge ENPI barometer platform, which is based on a series of opinion polling offering a general overview of the EU activities and particularly (according to the targets) of the population perception of the EU policy and the knowledge and understanding of EU cooperation in the respective country.

Specifying the poll results, **Dr. Kukali** pointed out that more than half of the Palestinian public are using the state-owned and private TV-channels as information sources for national political issues, followed in the second position by the printed official and private papers (15.0 %), the Internet and social media in the third position (13.0 %), and (11.0 %), in the fourth position, get their information on national issues from state-owned and private radio stations.

Dr. Kukali added that (71.0 %) of the Palestinian public are of the opinion that the Radio plays a significant role in impacting the public opinion, (69.0 %) said it is the TV, (56.0 %) it's the printed media and (53.0 %) the internet websites.

Furthermore, **Dr. Kukali** stated that the vast majority of the Palestinian public support the protection of journalists during the performance of their fieldwork, and that a majority of the respondents believe that there is a relation between the free, independent media (TV, radio and

press) and democracy and that the media, in general, and the internet, in particular, are contributing to this performance diversity. **Dr. Kukali** further illustrated that the media must play a decisive role in building consensus, achieving cultural/educational diversity and focusing on peace education as to rectify prejudices, misleading perceptions and distorted images of peoples about each other.

Dr. Kukali concluded his statement assuring that the public opinion polls are probing the aspirations, inclinations, hopes and plights of peoples all over the world and play a positive role in building the democratic society by providing people with the appropriate means of expressing their opinion on the different issues. The media are therefore responsible for contributing to the building of trust between the perceptions of people and the enhancement of the educational-cultural diversity by publishing such polls.

The results of the poll, **Dr. Kukali** said, were as follows:



Media Spring 2014

Mashrek
PS

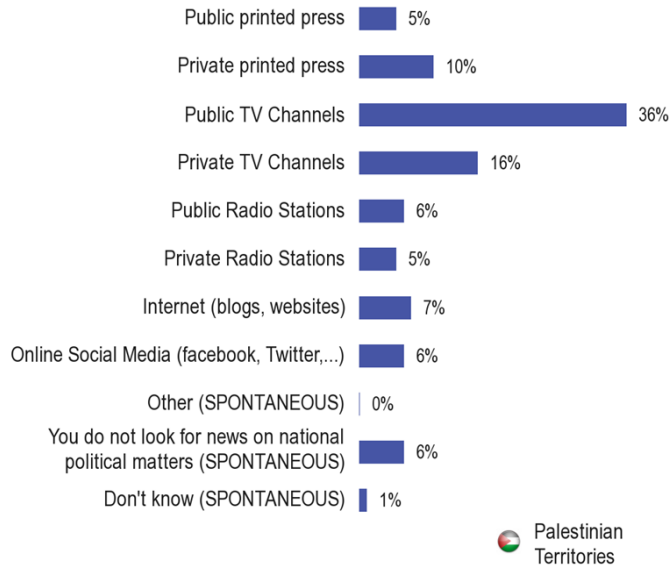
Number of interviews: 4.013
Number of interviews: 1.000

Fieldwork: 26/05-30/06/2014
Fieldwork: 26/05-16/06/2014

Methodology: face-to-face

1. SOURCE OF INFORMATION ON POLITICAL MATTERS

BA2a. Where do you get most of your news on national political matters? Firstly?

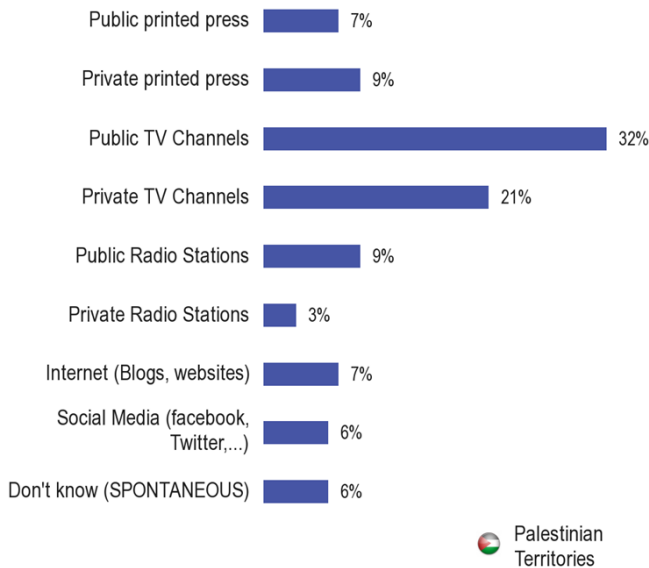


BA2a. Where do you get most of your news on national political matters? Firstly?

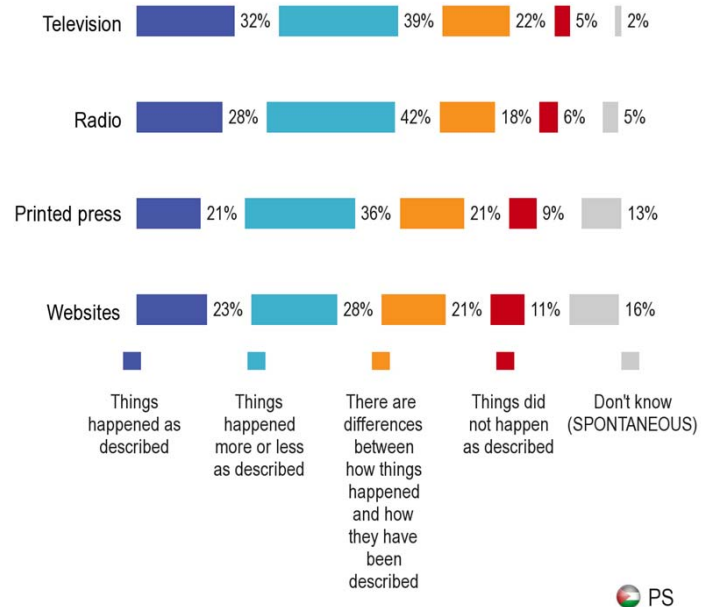
Top 5 answers	Socio-demographic breakdown on age				
	PS	15-24 years	25-39 years	40-54 years	55 years or more
Public TV Channels	36%	35%	35%	40%	35%
Private TV Channels	16%	14%	19%	13%	20%
Private printed press	10%	10%	11%	8%	15%
Internet (blogs, websites)	7%	9%	8%	6%	0%
Public Radio Stations	6%	5%	7%	9%	7%

2. LEVEL OF TRUST IN THE MEDIA

BA5. Which source of information do you trust the most when looking for news on political matters?



BA7. Thinking about news you listen/read on (NATIONALITY) Would you say that...



THE KEY INDICATORS RESULTS FOR PALESTINIAN TERRITORIES



NB: The Mashrek average includes Israel, Lebanon, Jordan, Palestine



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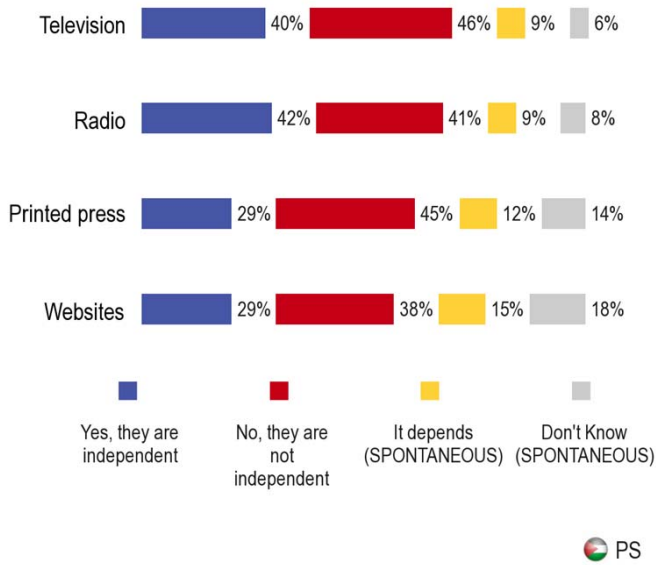
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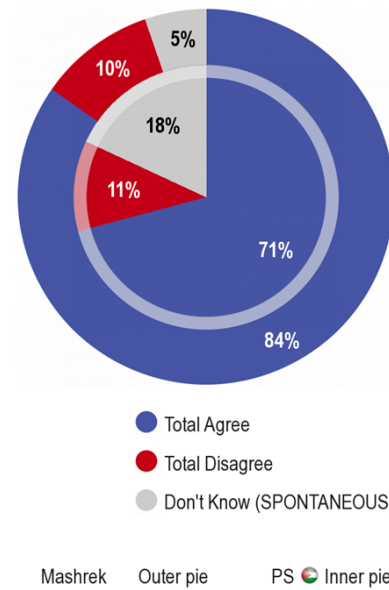
3. INDEPENDENCE AND ROLE OF THE MEDIA

BA8. Do you think that (NATIONALITY) ... (is) are independent that is to say that they resist to pressures from political parties and power when presenting news about political issues?



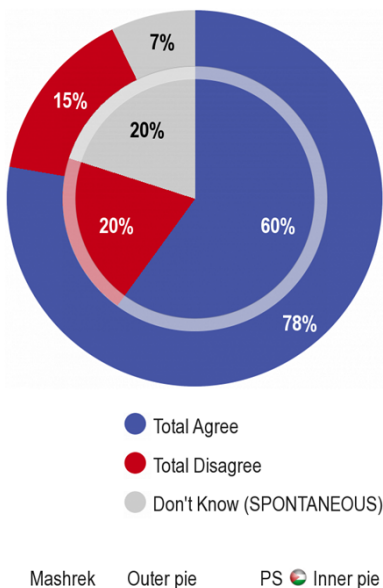
BA11.3. Please tell me to what extent you agree, or disagree with each of the following statements:

Journalists should be protected in the exercise of their duties.

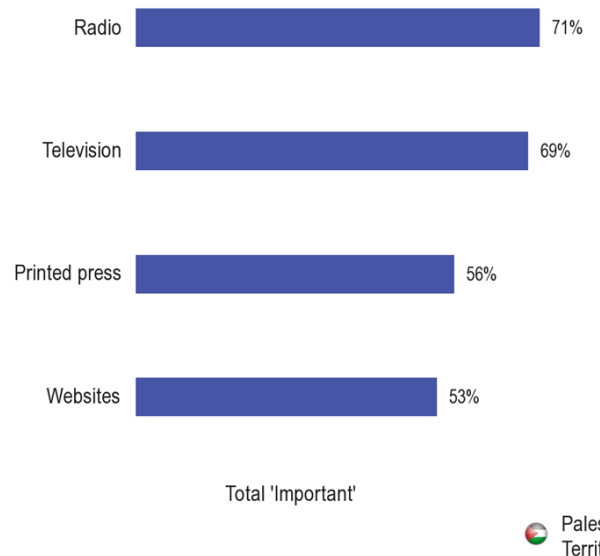


BA11.2. Please tell me to what extent you agree, or disagree with each of the following statements:

There is a link between free and independent media (TV, radio, press) and democracy



BA10.1. In your opinion, do(es) the (NATIONALITY) ... play a very important, a fairly important, a not very important or a not at all important role in influencing the public opinion of citizens?



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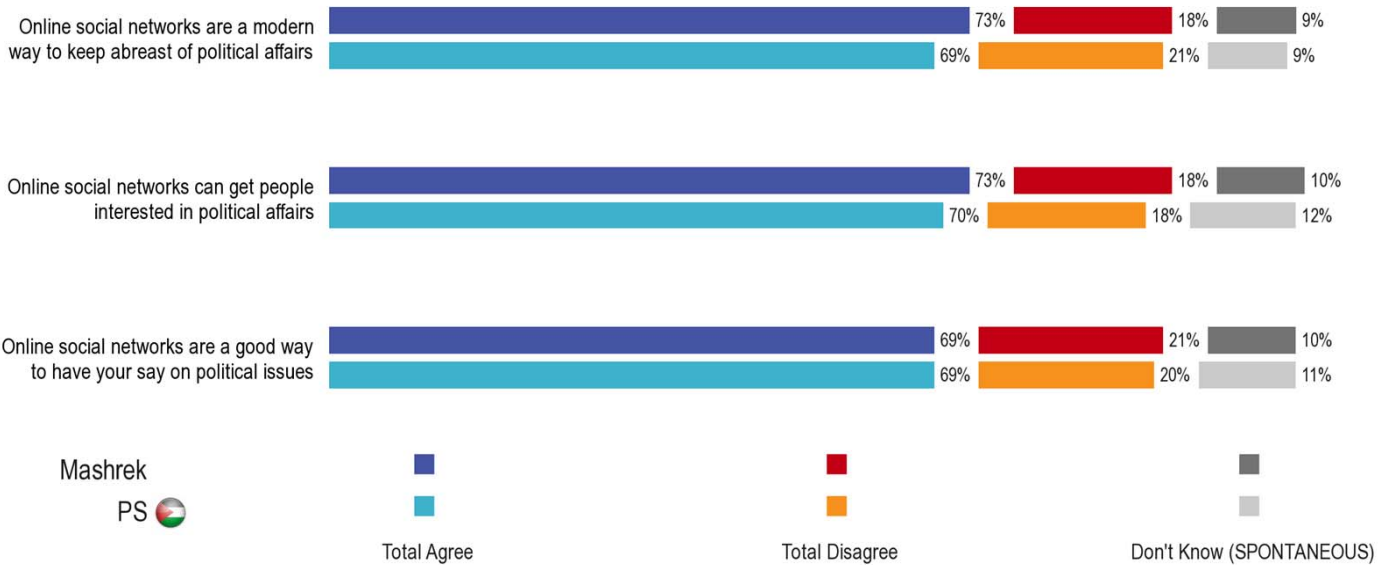
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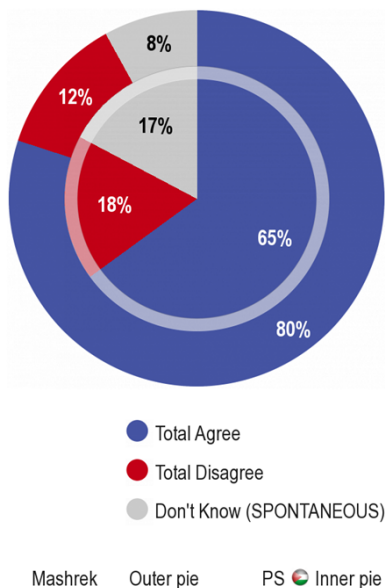
4. PERCEPTIONS AND ROLE OF THE INTERNET AND SOCIAL MEDIA

BA13. Regardless of whether you participate in online social networks or not (social networking websites, blogs, video hosting websites), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.



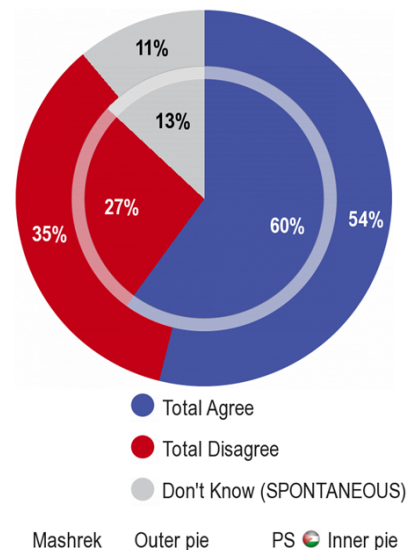
BA11.1. Please tell me to what extent you agree, or disagree with each of the following statements:

Internet contributes to the diversity of opinions



BA13.2. Regardless of whether you participate in online social networks or not (social networking websites, blogs, video hosting websites), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.

Information on political affairs from online social networks cannot be trusted



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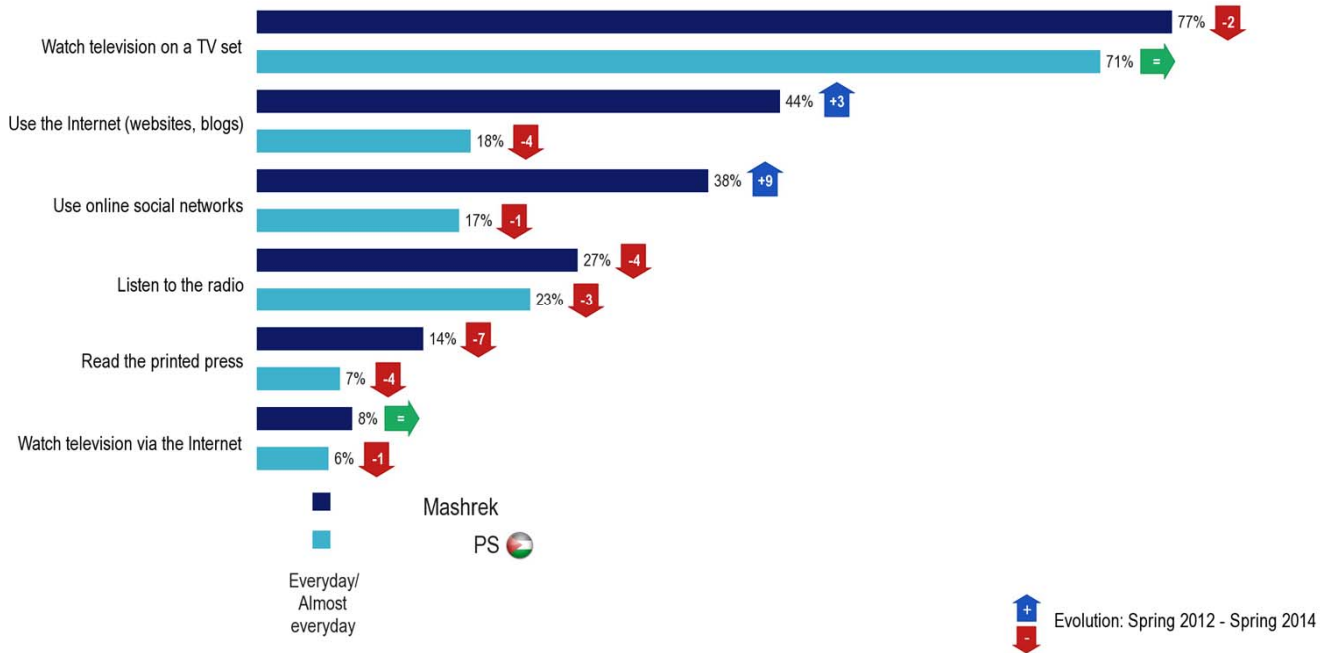
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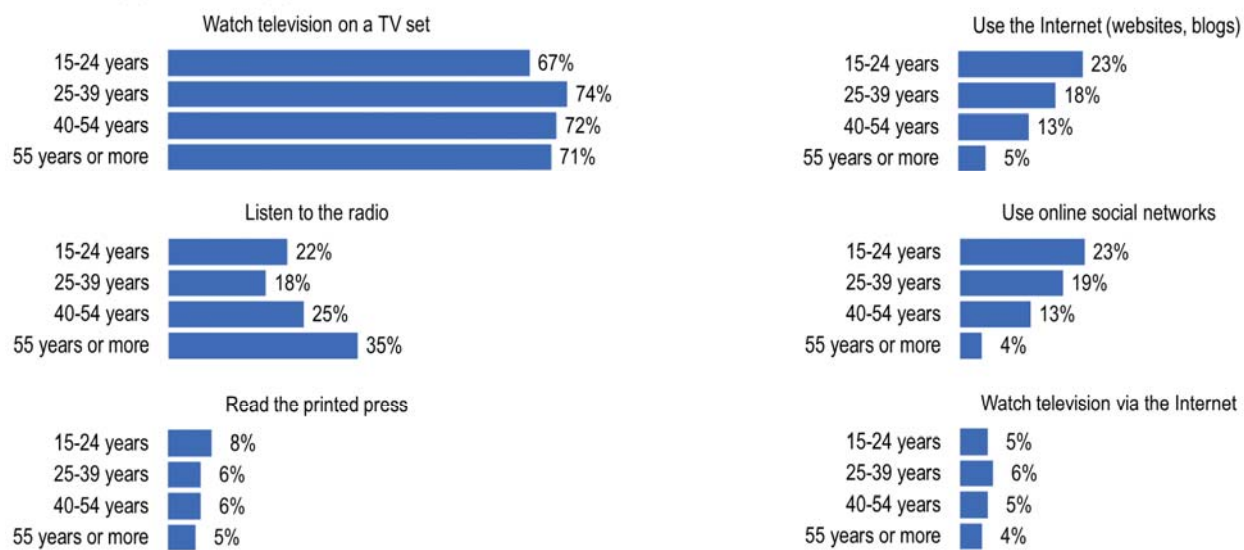
5. USAGE OF VARIOUS TYPES OF MEDIA

BA1. Could you tell me to what extent you...?



BA1. Could you tell me to what extent you...?

Answer: Everyday/ Almost everyday



Socio-demographic breakdown on age

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