

USAID baseline survey

USAID/Public Awareness, Communication
Strategy, and Community Outreach Project

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Summary of findings

International Aid

Knowledge about assistance from the United States government appeared to be low among respondents, where up to 47% stated that the US government is currently not providing any aid. Differences were observed between the different regions (West Bank and Gaza Strip) and the different locality types (cities, villages and camps): more respondents in the West Bank and more respondents living in cities reported that the US government is current providing aid.

In terms of perceptions regarding the motives behind providing international aid, more than half of the respondents (55%) stated that motives behind US assistance is mainly political, whereas the majority stated that assistance provided by the United Nations has humanitarian motives (75%). Results were similar for USAID were up to 45% stated that the motive behind assistance provided by USAID is humanitarian.

Knowledge about USAID

Slightly less than half (42%) of respondents have never heard of USAID or of the United States Agency for International Development, of those who have heard of either, more have heard of USAID compared to the United States Agency for International Development.

USAID promotion

Only 57% have seen the USAID logo, these were more likely to be males and to be more educated. The majority have seen this logo on posters and on project signs. 61% of the respondents stated that messages on these posters, signs and other promotional material were clear, 4% reported that these messages changed the perceptions of the USAID, 51% said that the messages provided the real picture of what the USAID is doing. In terms of the best way to promote for USAID, 37% stated the distribution of promotional material, while 20% seminars and conferences.

Evaluation of USAID

31% of respondents stated that they have USAID projects in areas or communities they live in, yet 36% were not sure if such projects exist in their areas or not. Close to half (47%) of these projects were infrastructure related, followed by aid to the poor (35%). A high percentage of 58% said that the USAID is not doing enough to help Palestinians, and in terms of evaluation of their work, up to 29% stated that the assistance provided is average. Evaluation of the USAID was better from respondents who stated that they do have USAID projects in the areas or communities they live in.

Introduction/Objectives

This report presents the results of a survey conducted by the Jerusalem Media and Communication Centre which was contracted by Al-Nasher Technical Services. The main objective of this survey is an evaluation of the USAID's outreach campaign regarding Palestinian perceptions of such program. Results will be used to improve public awareness campaigns and other PR approaches developing communications messages and identifying target groups. The results will help assess the success of USAID's public outreach program and the Palestinian perceptions towards the US government development assistance.

The report starts with a brief description of the survey methodology, followed by a presentation of the demographic characteristics of the sampled population. The results are mainly univariate and describe perceptions on international aid and specifically on USAID. Bivariate analysis was also conducted mainly to examine differences in perceptions according to selected demographic characteristics.

Methodology

Sampling

Sampling calculations revealed that 1,200 respondent sample is sufficient to attain a +/-3 margin of error, with a 95% confidence interval and power of 0.9. A multistage cluster sampling method was conducted to select a representative sample of households from the West Bank and Gaza Strip regions. Each region was stratified by governorate (all 5 in Gaza Strip and all 11 in the West Bank-including East Jerusalem). To insure locality type representation a second stage of stratification was then conducted in each of these governorates, where each was stratified by locality type (i.e. urban, rural, and refugee camp). Random sampling was then used (using probabilities proportional to size) to select cities, villages and refugee camps. Random sampling was then conducted to select the households participating in the survey from each cluster. Once the household is selected the Kish table was used to randomly select one adult 18 years or older.

Data collection

The survey was prepared and translated into Arabic (Annex 1). Interviewers from Gaza Strip and from the West Bank were trained to conduct the interviews in a systematic way. Face to face interviews were conducted with eligible respondents between the 13th and 17th of July, 2009. Of the 1,200 respondents sampled, 1,199 interviews were completed.

Data analysis

Data was entered and cleaned using SPSS 17.0; this was followed by a descriptive analysis of the variables in the survey. Variables were recorded or transformed from quantitative to qualitative when necessary. Bivariate analysis was conducted, mainly using cross tabulation to assess differences in responses according to different demographic characteristics. Chi-2 statistic was calculated to assess differences and a p-value of less than 0.05 was used to determine statistical significance.

Results

Table 1: Demographic characteristics of the sample

	Frequency (n)	Percentage (%)
GENDER		
Males	627	52
Females	572	48
EDUCATION LEVEL*		
Elementary	118	10
Preparatory	610	51
Diploma/University	469	39
REGION		
West Bank	760	63
Gaza Strip	439	37
LOCALITY TYPE		
City	619	52
Village	180	15
Refugee camp	400	33
MEAN AGE IN YEARS (SD)	-	35 (12.5)
Total	1,199	100%

*Two respondents did not complete their education level and thus the total adds up to 1,197

Media exposure among Palestinians

Media use

The majority of respondents reported watching TV (82%) and 45% reported listening to the radio sometimes or all the time. Around a third reported reading the newspaper and 38% use the internet (Figure 1).

Figure 1: Use of different media sources

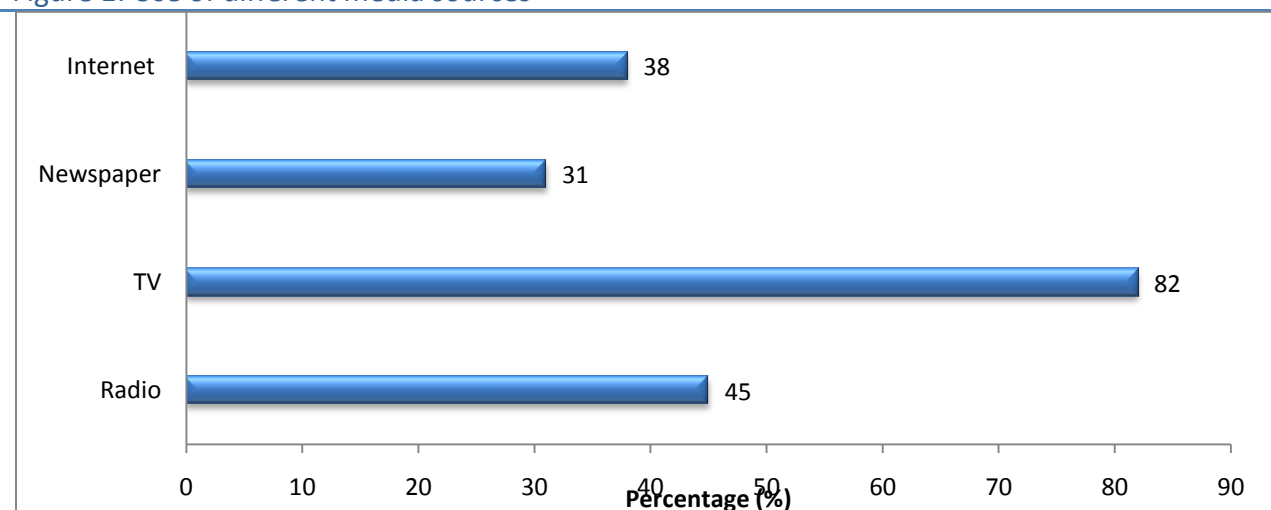
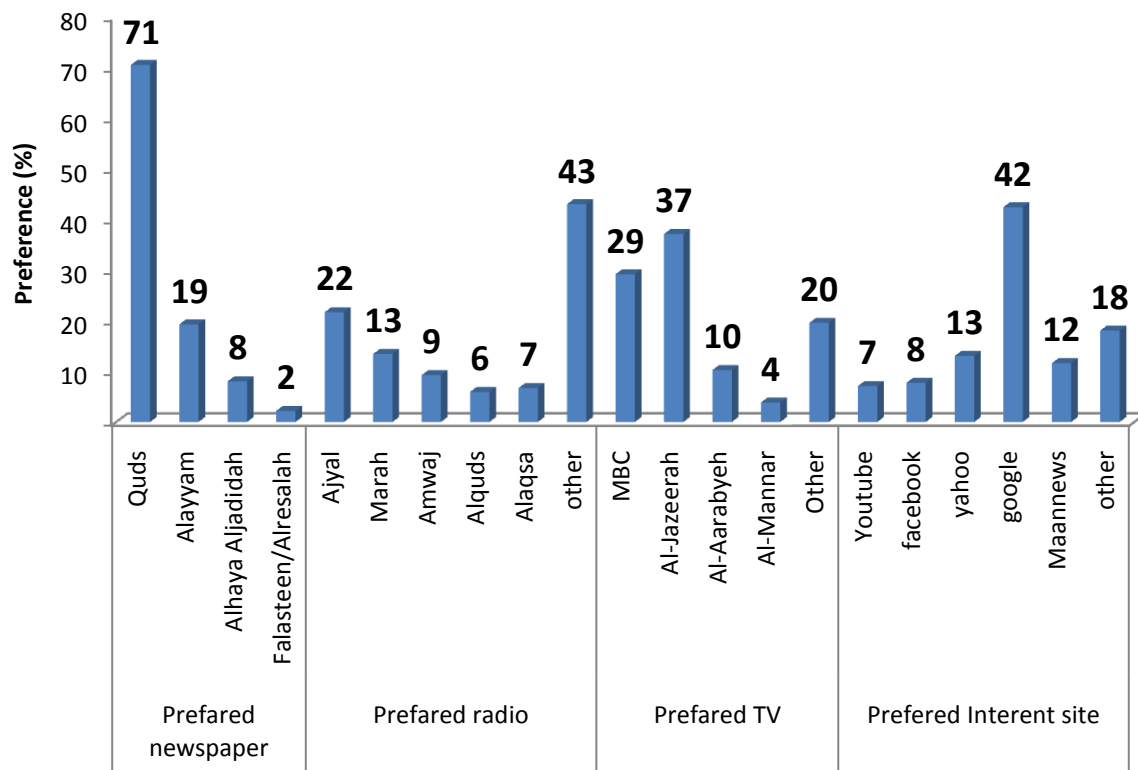


Figure 2 below presents the respondents preferred newspaper, radio station, TV channel, and internet website. Results show that Al-Quds newspaper was the most popular (71%). Ajyal radio station was the most popular (22%) followed by Marah radio station (13%), “other” radio stations were less popular and included Nablus, Alsharq, Albalad...among others. Up to 37% of respondents reported that Al-Jazeera was their favorite TV channel, followed by MBC (29%) and Al-Arabyeh (10%), only 4% reported preferring Al-Manar TV channel. In terms of internet websites, google was the most visited (42%) followed by yahoo (13%), up to 12% reported Maannews as their preferred internet website. Other internet websites were less popular and included Wafa, Paltimes, PNN, Koora...

Figure 2: preference of newspaper, radio station, TV channel and internet website



Main source of information

Figure 3 shows that specific to the major source of information, 68% reported that they rely mainly on TV for information, followed by friends and relatives (11%), radio (10%), and newspapers (9%), only 2% reported relying to get information from mosques/religions leaders.

Figure 3: Main source of information

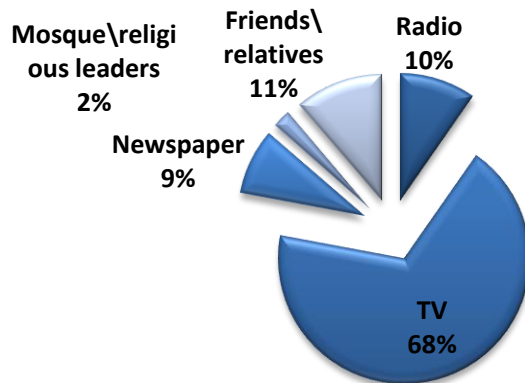


Table 2 presents differences in sources of information by gender, region, type of locality and education level. TV was the main source of information across the different demographic characteristics. Both genders equally reported relying on radios and on friends and relatives, yet males were a lot more likely to report relying on newspapers and on mosques/religious leaders compared to females. Relying on radios was also similar between the West Bank and Gaza Strip yet the newspaper appeared to be a lot more popular among those living in the West Bank, whereas mosques/religious leaders appear to be a lot more popular in the Gaza Strip. Respondents in cities were more likely to report relying on radios compared to other locality types; similarly they were more likely to rely on mosques/religious leaders. Those living in villages were a lot more likely to report relying on newspapers compared to those living in cities and camps. Radios were most popular for respondents with an elementary degree compared to other education levels, whereas newspapers were most popular among those who attained a diploma/university degree.

Table 2: Main source of information stratified by demographic characteristics

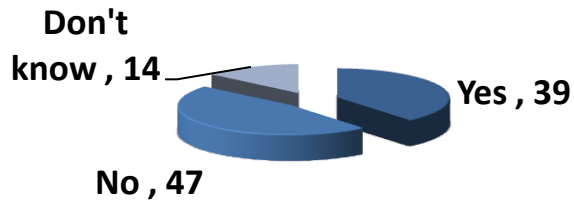
		Radio	TV	Newspaper	Mosque \ religious leaders	Friends and relatives	p-value
Gender	Female	10%	72%	6%	1%	11%	
	Male	10%	65%	11%	3%	11%	<0.001
Region	West Bank	10%	67%	12%	1%	10%	
	Gaza Strip	9%	71%	2%	4%	14%	<0.001
Locality type	City	11%	69%	8%	3%	11%	
	Village	9%	65%	12%	2%	12%	
	Camp	7%	73%	4%	1%	15%	0.009
Education	Elementary	16%	67%	3%	4%	10%	
	Preparatory	10%	70%	5%	3%	12%	
	Diploma/University	8%	65%	15%	2%	10%	<0.001

International Aid

Knowledge about aid provided by the USA

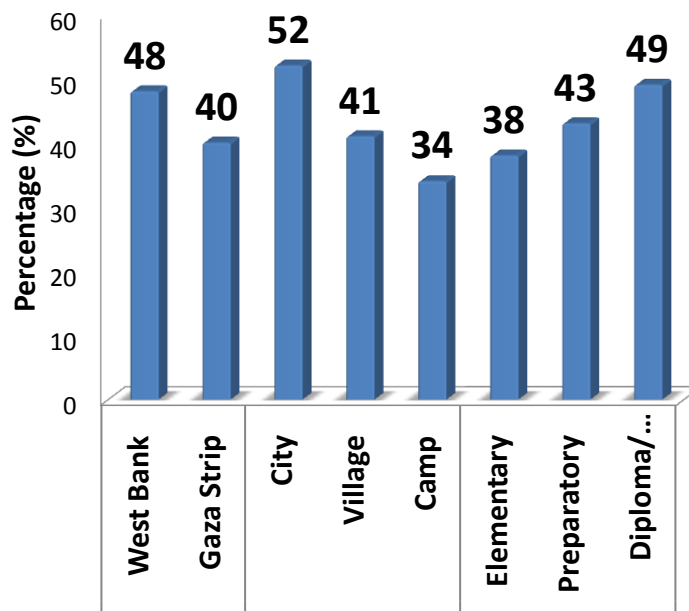
Respondents were asked whether the US is currently providing any assistance to Palestinians, up to 14% stated that they don't know the answer to that question, while up to 47% stated that the US is currently not providing any assistance.

Figure 4: Knowledge of current assistance provided by the US government



Knowledge about assistance from the USA was not very different by demographic characteristics. 52% of respondents living in cities stated that the USA is currently providing assistance, whereas only 41% of those living in villages provided that statement, in camps the percentage reporting that the US government is currently providing aid was even lower (34%) (P-value <0.001). Respondents living in the West Bank were also more likely to state that the USA is currently providing assistance (48%) compared to Gaza Strip (40%) (P-value=0.017). Differences in education levels were not statistically significant (p-value 0.060).

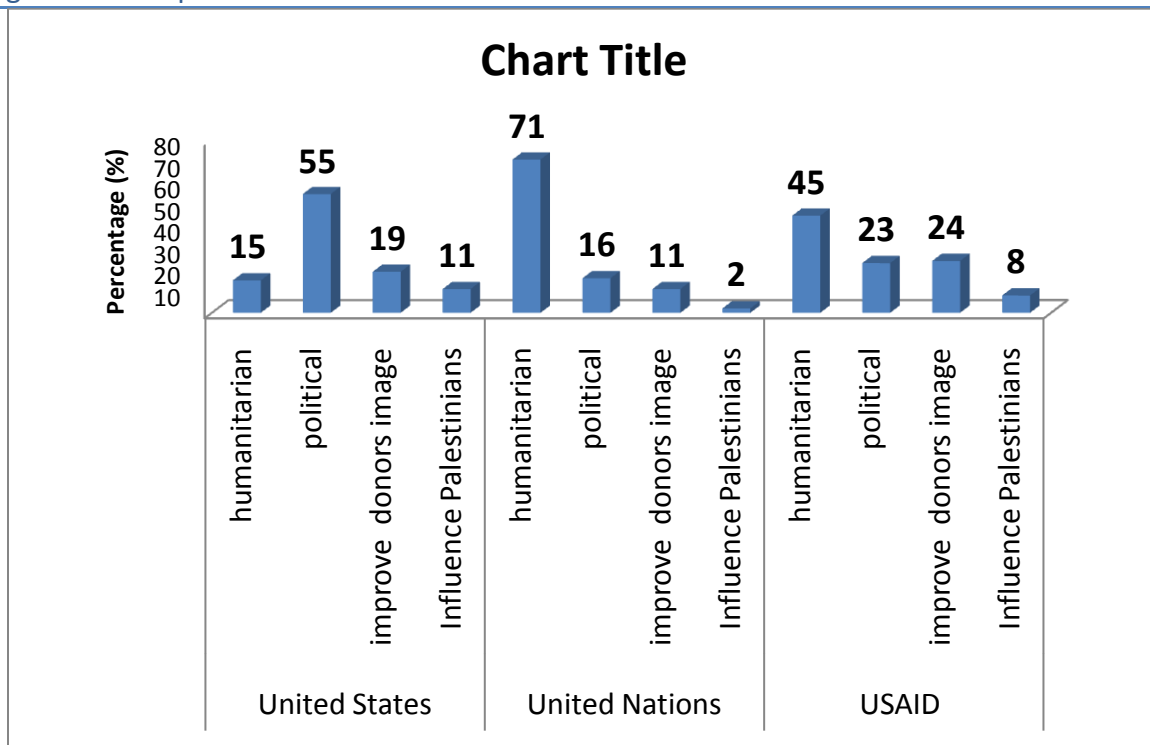
Figure 5: Knowledge of current assistance provided by the US government stratified by demographic characteristics



Perceptions about international aid

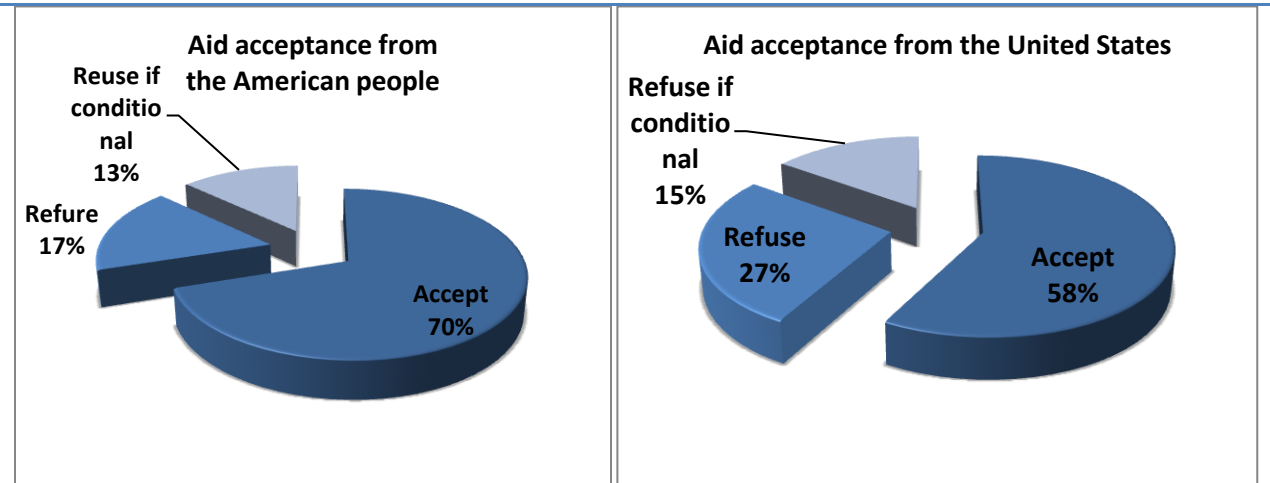
Respondents' attitudes towards the motive behind international aid varied depending on the source of aid. Up to 70% stated that the motive behind assistance provided by the United Nations was humanitarian, for USAID based assistance only 45% thought the motive was humanitarian, and only 15% of respondents reported that the United States provided aid with a humanitarian motive. More than half of the respondents (55%) reported that that motive behind aid from the United States was political, where as 23% thought the same about USAID and only 16% thought that aid from the United Nations had political motives behind the aid they provide. Influencing Palestinians political decisions was the least population perception of the motive behind international aid, 11% stated that the United States provided aid to influence Palestinians political decisions, compared to 8% for USAID and only 2% for the United Nations (figure 4).

Figure 6: Perceptions about motive behind international aid



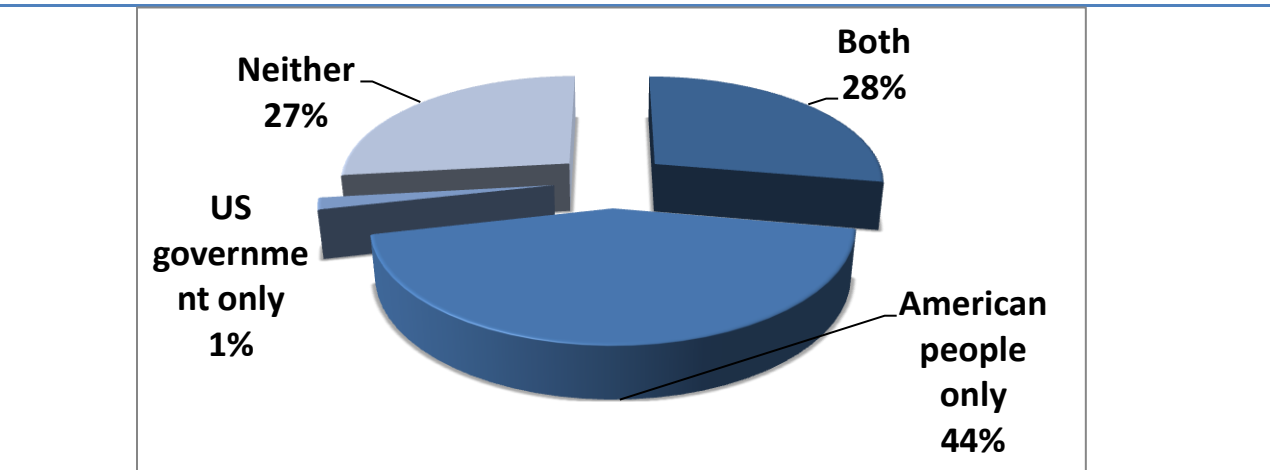
When asked about accepting aid, 70% reported that they would accept aid from the American people, where as only 58% reported that they are willing to accept aid from the United States. Up to 13% and 15% of respondents stated that they will refuse aid from the American people if it was conditional, and up to 15% stated they would refuse it from the United States if it was conditional.

Figure 7: Comparison between accepting aid from the American people and the United States



Similar to results from figure 7 above, figure 8 shows that Palestinians differ in their perceptions when comparing the American people to the United States government. 28% of respondents stated that they respect both the American people and the United States government, yet up 44% stated that they respect the American people only and that they have no respect for the United States government. Up to 27% stated no respect for either the American people or the United States government.

Figure 8: Respect for the United States government only, the American people only, neither or both



Stratifying by different demographic characteristics shows some variation in perceived respect to the American people and United States government. Respondents living in camps were less likely to perceive that Palestinians respect both the American people and the United States government (18%) compared to those living in cities (29%) and those living in Villages (30%). Respondents living in cities and in camps were equally likely to perceive that Palestinians respect the American people (46%) only but not the United States government.

Perceptions of respecting the American administration were very low among all locality types. Similar to locality type differences, responses also differed by region, with comparison to Gaza Strip, those living in the West Bank were more likely to perceive that Palestinians respect American people only (46%), the United States government (2%), and were less likely to perceive that Palestinians respect neither the American people and the United States government (24%). Differences in respecting the American people and the United States government did not appear to be statistically significantly different between respondents with different educational levels.

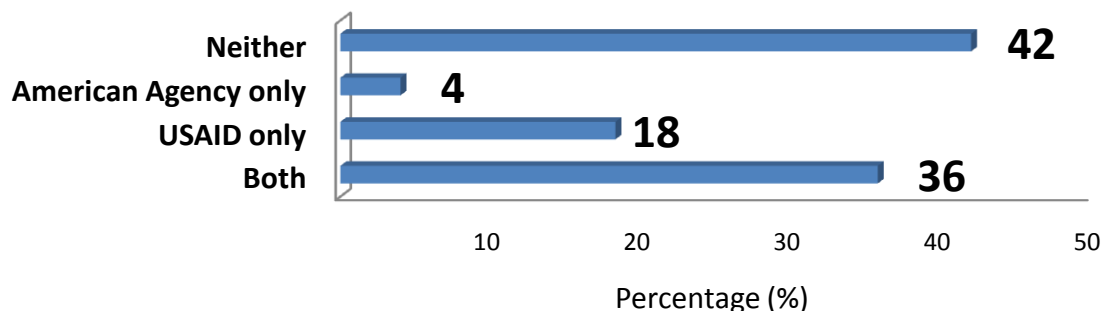
Table 3: Respect for the US government only, the American people only, neither or both stratified by demographic characteristics.

	Locality (%)			Region (%)		Education (%)		
	city	village	Camp	West Bank	Gaza Strip	Elementary	Preparatory	Diploma/ University
Both	29	30	18	28	27	34	28	27
American people only	46	38	46	46	40	34	43	48
US government only	2	2	0	2	1	1	1	1
Neither	23	30	36	24	32	31	28	24
p-value	<0.001			0.04		0.231		

Knowledge about USAID

When asked about whether respondents have heard about USAID or the United States Agency for International Development, up to 42% reported not hearing of either, 18% reported that they have heard of USAID only, where as only 4% reported hearing about the United States Agency for International Development. Of the total sample, 36% have heard of both USAID and the United States Agency for International Development.

Table 4: Percentage of respondents who have heard of USAID and the United States Agency for International Development



Knowledge about the United States Agency for International Development was low and similar across the different population groups, yet knowledge appeared different by different demographics when asked about USAID. Table 5 shows that respondents living in

villages were the most likely to hear about USAID (24%), followed by those living in cities (16%), and then those living in camps (13%). Further, respondents living in the West Bank were a lot more likely to report knowing of USAID (23%) compared to those living in Gaza Strip (11%), similarly a larger percentage reported not knowing of either the United States Agency for International Development or of USAID in the Gaza Strip (52%) compared to the West Bank (36%). Education also appeared to influence knowledge, where higher education levels were associated with higher knowledge of USAID and the United States Agency for International Development.

Table 5: Percentage of respondents who have heard of USAID and the United States Agency for International Aid stratified by demographic characteristics

	Locality (%)			Region (%)		Education (%)		
	City	Village	Camp	West Bank	Gaza Strip	Elementary	Preparatory	Diploma/ University
Both	38	32	37	37	34	16	27	53
USAID only	16	24	13	23	11	14	18	19
US Agency only	3	7	2	4	3	4	4	4
Neither	43	37	48	36	52	66	51	24
p-value	<0.001			<0.001		<0.001		

Respondents who have heard about the United States Agency for International Development (regardless of their knowledge about USAID) were asked further questions about their knowledge, table 6 shows that even though these respondents have heard of USAID, their knowledge is still limited. Less than half (45%) stated that USAID is a US governmental agency, while the rest (55%) stated that it's a US NGO. Half of the respondents (50%) stated that they have little knowledge of USAID and only 8% stated that they have good knowledge. In terms of information about source of funding, half (50%) stated that the USAID receives funding from the American people, and only 27% stated that USAID receives funding from the US government. Up to 10% reported not knowing the source of funding.

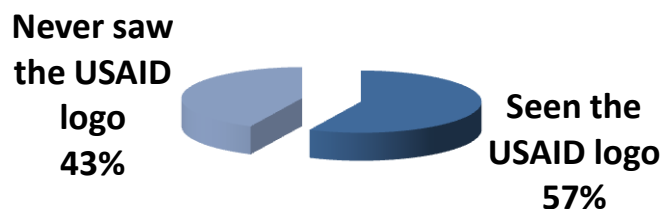
Table 6: Knowledge about USAID

	Percentage (%)
USAID agency is a	
US government agency	45
US NGO	55
Level of knowledge about USAID	
Good knowledge	8
Limited knowledge	35
little knowledge	50
Knows nothing about USAID	7
Source of USAID funding	
US government	27
American people	50
Other international organizations	13
Don't know	10

USAID promotion

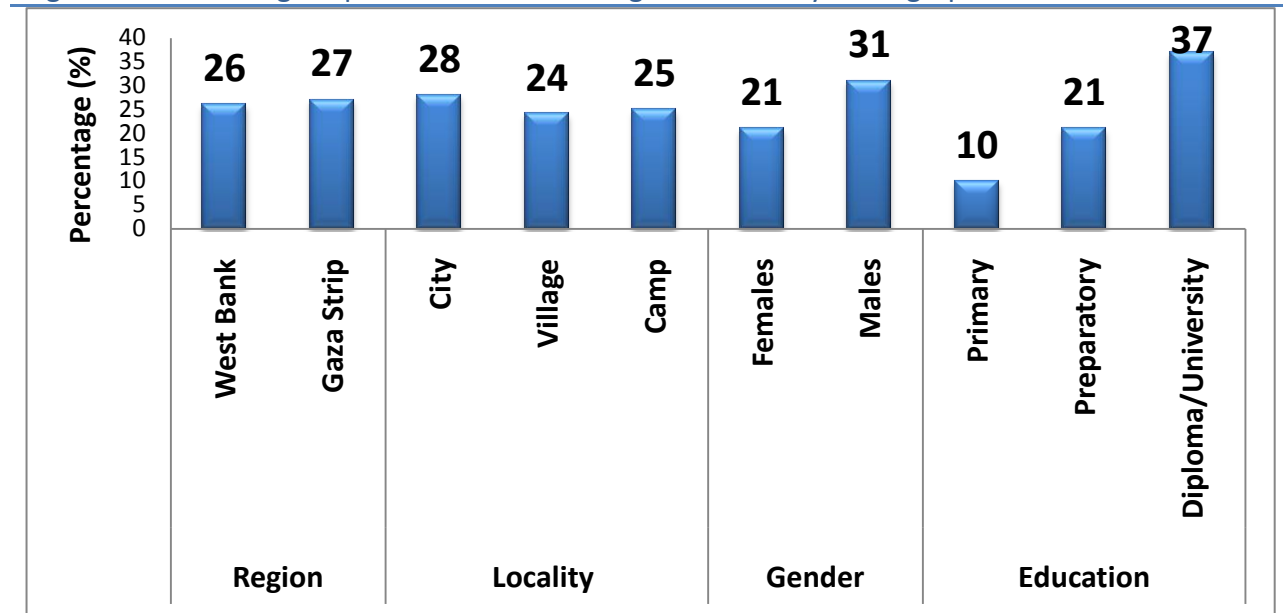
Respondents were provided with the USAID logo and asked whether they have seen this logo, up to 57% stated that they have seen it, where as the rest (43%) have never such logo.

Figure 9: Exposure to the USAID logo



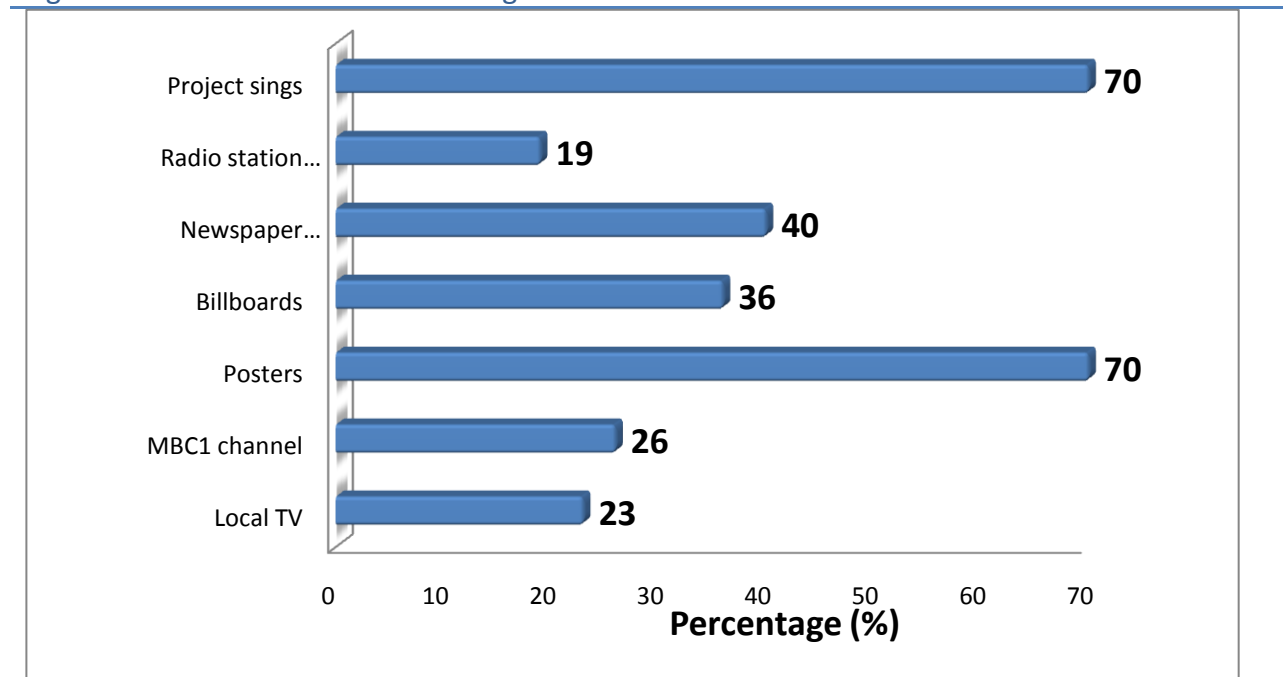
Respondents were also asked about seeing any advertisement regarding USAID in the past 2 months, including posters, billboards, newspapers... Overall, up to 26% of respondents stated that they were exposed to USAID advertisements. Figure 8 presents exposure by different demographic characteristics; region and locality type did not appear to be associated with such exposure (p-value >0.05). Gender differences in exposure appeared to be high, where only 21% of females stated such exposure and up to 31% of males stated being exposed (p-value <0.001). Higher education was also associated with higher levels of exposure to USAID in the medial (p-value >0.05).

Figure 10: Percentage exposed to the USAID logo stratified by demographic characteristics



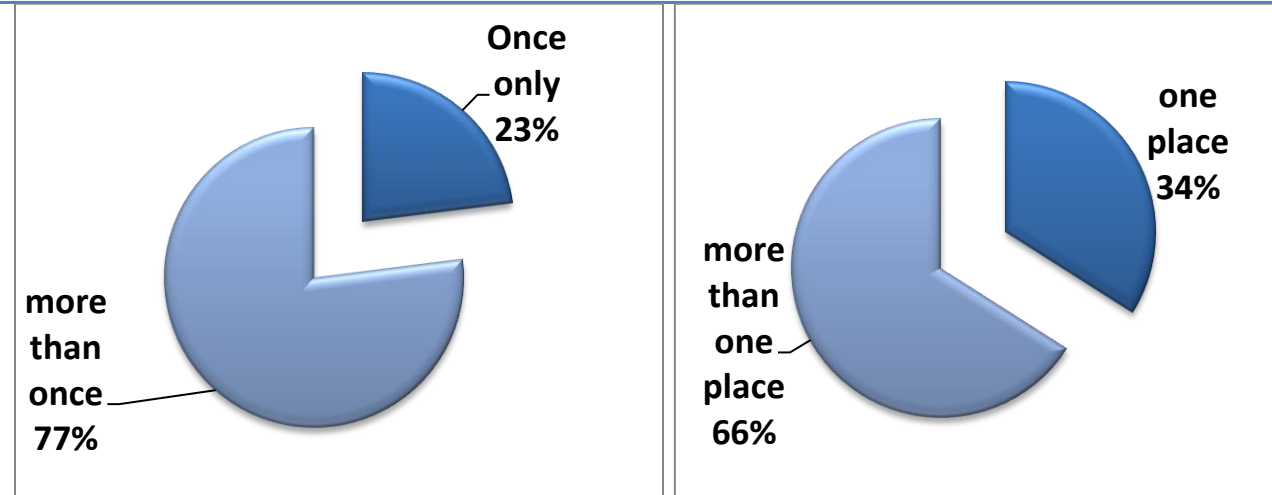
Of those who were exposed to the USAID logo the majority saw such ads on posters and project signs (70%), news paper (40%) and billboards (36%) were next. The lowest exposure was through radio stations (19%) and TV, both MBC1 (26%) channel and on local TV channels (23%).

Figure 11: Places where the USAID logo was seen



In terms of frequency of seeing USAID in advertisements, 77% of respondents stated that they have seen such advertisements more than one, and 66% stated that they have seen them in more than one place.

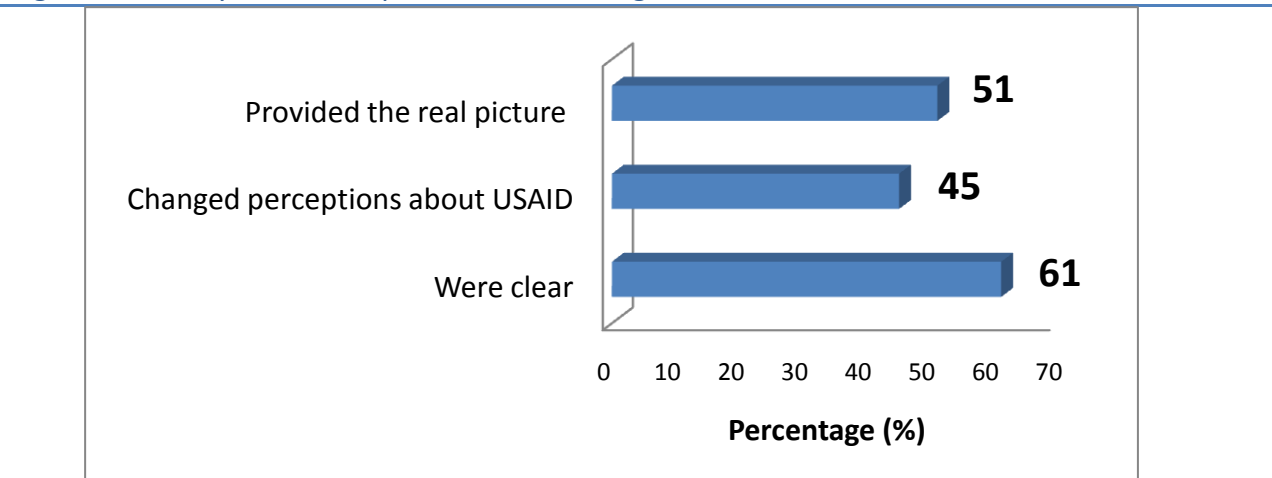
Figure 12: Frequency of seeing the USAID logo, in terms of number of times and number of places



Respondents who stated seeing advertisements for the USAID in the past 2 months were asked about the clarity of messages delivered. 61% stated that such advertisements were clear and easy to understand, 45% stated that they explained how USAID is provided by the American people, and 51% stated that the advertisements provided a real picture about the aid provided.

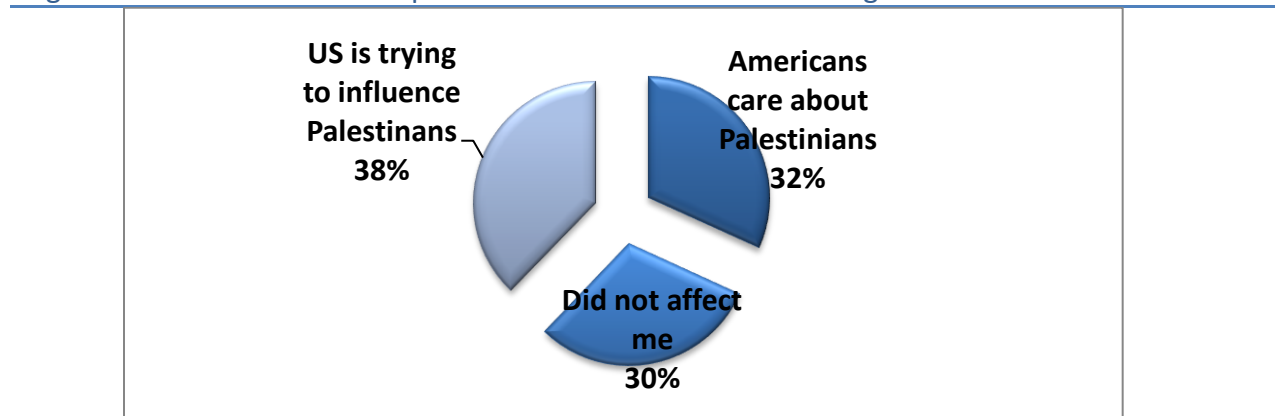
There were no differences in gender, locality type or region of respondents in terms of clarity, perceptions and reality of USAID advertisements. The only statistically significant difference appeared with education levels, where respondents with higher education levels reported more clarity and reality of the advertisements (information not provided in figure).

Figure 13: Clarity of USAID's promotional messages



Respondents were asked about their thought concerning USAID advertisements, responses were almost equally distributed between the advertisements not having any effect (30%), the advertisements made respondents think that the Americans care about Palestinians (32%), and that the US is trying to influence Palestinians (38%).

Figure 14: Influence of USAID promotional advertisements among Palestinians



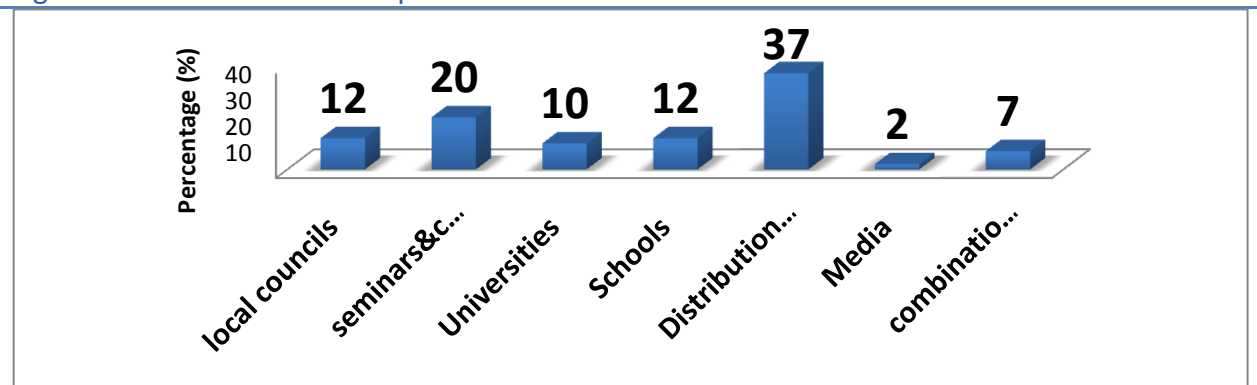
Thoughts about USAID advertisements were not affected by education levels or by gender, where trends for differences were observed yet none were statistically significantly different. Locality type and region, on the other hand, did appear to influence respondents' thoughts about the advertisements they saw. Respondents living in cities were more likely to think that Americans care about Palestinians (36%) compared to those living in villages (32%) and camps (16%), respondents living in cities and in camps were less affected by such advertisements compared to those living in villages. Further, respondents living in camps were most likely to state that the US is trying to influence Palestinians (51%) compared to those living in cities and in camps. Responses also differed by region, where up to 41% of those living in Gaza Strip stated that such advertisements did not affect them compared to only 24% in the West Bank. Also, up to 44% of those living in the West Bank stated that the US is trying to influence Palestinians compared to only 27% with that response in the Gaza Strip.

Table 7: Influence of USAID promotional advertisements stratified by demographic characteristics

	Locality (%)			Region (%)		Education (%)			Gender (%)	
	City	Village	Camp	West Bank	Gaza Strip	Elementary	Preparatory	Diploma/ University	Males	Females
Americans care about Palestinians	36	32	16	32	32	55	26	34	35	26
Did not affect me	33	24	33	24	41	18	37	27	28	34
US is trying to influence Palestinians	31	44	51	44	27	27	37	39	37	40
p-value	0.029			0.003		0.151			0.236	

Responses regarding the ways in which USAID should use for promotions mainly included using distribution of promotional materials (37%), this was followed by conducted seminars and conferences (20%), 12% stated the use of local councils and other 12% stated that promotion should be done to target schools, where as 10% stated targeting universities. Only 2% stated that USAID should use the media, including TV channels, radio stations, and newspapers. The rest (7%) agreed that a combination of more than one form of promotion should be used.

Figure 15: How should USAID promote



Preferences to the type of promotion USAID should use varied by demographic characteristics, respondents living in villages were more likely to state the use of local councils as a useful tool, whereas cities were more likely to state the media, and camps were more likely to state schools. In terms of region, the respondents in the West Bank were more likely to state the use of local councils compared to Gaza Strip, whereas the distribution of promotional material appeared much higher in Gaza Strip compared to the West Bank. Those with less education were more likely to state the use of local councils whereas the more educated were more likely to state universities. Gender differences did not appear to be statistically significantly related to preference of a specific tool to promote USAID.

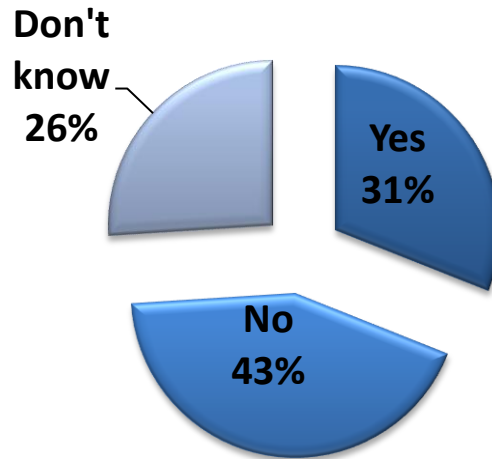
Table 8: Ways in which USAID should promote stratified by demographic characteristics

	Locality (%)			Region (%)		Education (%)			Gender (%)	
	City	village	Camp	West Bank	Gaza Strip	Elementary	Preparatory	Diploma/ University	Males	Females
local councils	9	18	9	16	5	22	13	9	12	12
seminars& conferences	21	22	18	21	20	14	22	21	23	19
Universities	8	13	9	10	11	9	7	15	10	10
Schools	11	11	15	11	13	10	12	12	10	14
Distribution of promotional material	38	34	39	34	42	36	39	33	36	38
Media	3	1	1	2	2	4	2	2	1	2
combination of all	10	1	9	6	7	5	5	8	8	5
P-value	<0.001			<0.001		<0.001			0.108	

Evaluation of current USAID projects

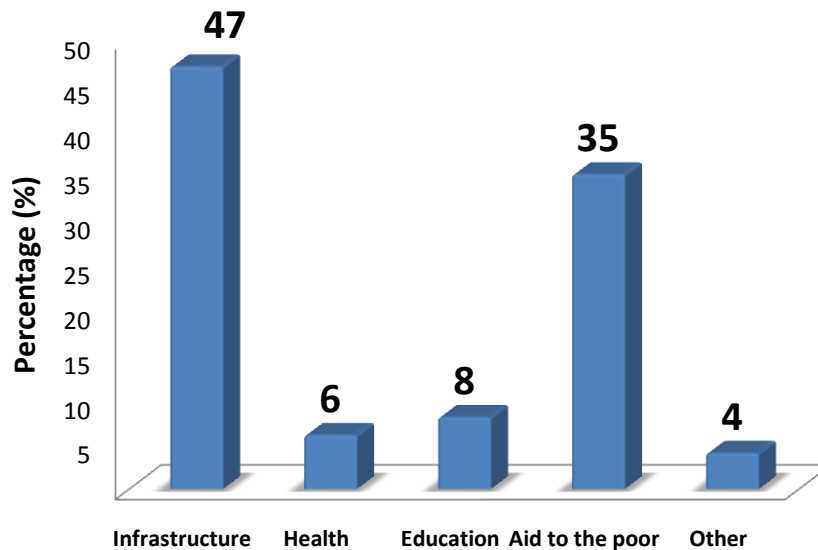
31% of respondents stated that USAID is currently working on a project in the area or community, whereas up to 26% stated that they do not know if such projects exist.

Figure 16: Current USAID projects in the respondents' area of living



Of those who stated that there are USAID projects in their areas (31%) close to half (47%) stated that projects mainly involve infrastructure, 35% involve providing aid to the poor, 8% were education projects and 6% were health related projects, the rest 4% stated other types of projects, including democracy or a combination of more than one project.

Figure 17: Types of current USAID projects taking place in the respondents' area of living



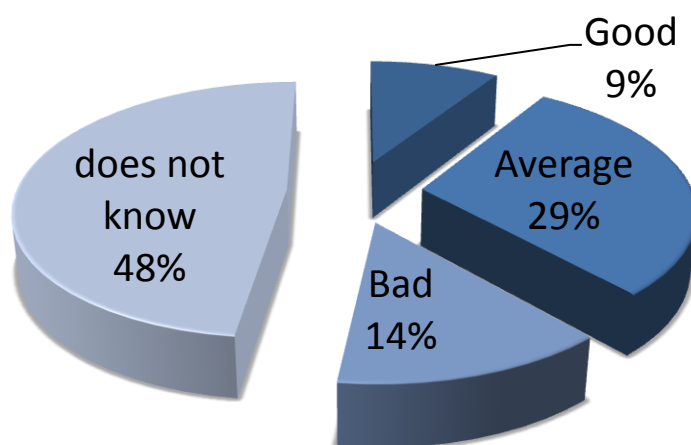
More than half of the respondents (58%) stated that USAID is not doing enough to help Palestinians, and up to 30% stated that they don't know enough about USAID to answer this question. There were no differences in responding to this question by locality type, yet respondents living in the West Bank were more likely to agree that USAID is doing enough (14%) compared to Gaza Strip (8%). A clear trend for knowing more about USAID appeared with higher education, yet both answers (doing enough and not doing enough) increased as education level increased.

Table 9: Evaluation of whether USAID is doing enough to help Palestinians, stratified by demographic characteristics.

	Locality (%)			Region (%)		Education (%)			TOTAL (%)
	city	village	Camp	West Bank	Gaza Strip	Elementary	Preparatory	Diploma/ University	
Doing enough	12	14	6	14	8	8	11	15	12
Not doing enough	59	54	62	57	59	40	58	62	58
Does not know	29	32	32	29	33	52	31	23	30
p-value	0.053			0.008		<0.001			

When asked to evaluate the assistance provided by USAID, close to half of the respondents (48%) reported not knowing enough about USAID in order to provide such evaluation. The majority (29%) evaluated the assistance as average, and similar percentages evaluated the assistance as good (9%) and as bad (14%).

Figure 18: Evaluation of USAID projects



Even though overall more respondents stated that USAID is not doing enough to help Palestinians, percentages did differ by whether there are USAID projects in the area or not. Table shows that respondents who reported having a USAID project in their area were more likely to state that USAID is doing enough to help Palestinians (30%) compared to those who do not have USAID projects in their areas (8%). Similarly respondents who stated that they do have USAID projects in their areas were a lot more likely to evaluate USAID's assistance as good (53%) compared to those with no USAID projects (8%).

Table 10: Evaluation of USAID's projects and whether they are doing enough stratified by whether the USAID currently has a project in the respondents area of living

	USAID project areas	No USAID projects	p-value	Total
USAID is doing enough in order to help Palestinians				
Yes (%)	30	8	<0.001	17
No (%)	70	92		83
USAID assistance towards Palestinians is				
Good (%)	53	8	<0.001	18
Average (%)	43	61		56
Bad (%)	4	31		26