

December 1, 2008

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## **2008 Population Census Survey Activities Conducted in Schools**

On the eve of the Population Census Survey, the Central Bureau of Statistics initiated cooperation with the Ministry of Education by which during December, 2008 the educational system will teach the pupils about the census, and the importance of the public's cooperation in the Central Bureau of Statistics surveys.

**The Population Census is a special, wide-spread activity which is usually conducted once a decade in the entire country. The purpose of the census is to collect information on the entire population, in order to present a full and accurate picture of the country's population, its living conditions, and its demographic, social and economic characteristics.**

The Central Bureau of Statistics attaches great importance to cooperation with the educational system. The purpose of the activities in the educational system is educating towards civil activism and wise citizenship by the public's participation in surveys and the use that can be made of the information received from them. Thus, it will be possible to impress upon the public the importance of the Bureau's activities, as part of the individual's realization of his/her right to create up-to-date information for the good of all of society.

Creating the information and using it incorporates all the core values of a modern, democratic society, including:

- 1. Management of a modern country** – every modern country requires data for its needs, and also as a basis and index for comparisons with other countries, and for the use of international bodies.
- 2. Influence on government** – the data collected are very important, since they are available to decision-makers both at the national and local level, for future planning.
- 3. Control of government** – the collected data are available to the public, and can be used as an additional tool to control the decision-making process.
- 4. Representation of the individual and a group of individuals similar to him in their demographic, economic and social characteristics** – in a democratic country, the citizen has a number of points at which he can represent himself and others who are similar to him. One of these points is cooperation with CBS enumerators in the various surveys it conducts. An individual's participation is a representation of him and of a group of people similar to him.

- 5. Assistance for every one of us in making decisions that affects us** – the data are also available to us, and we can make use of them in making decisions that affect us, our families and our residential environment.

Therefore, experiential programs have been prepared for elementary and secondary schools.

The elementary schools have had an activity prepared for them that resembles a survey. The secondary schools have had 4 activities prepared for them. 2 of them are about the CBS: “The CBS and I” – Israeli trivia, and “The Stories Behind the Storytellers” – information card indexes; and 2 are about the census: “What is a Census?” – a quartet card game, and “Censuses in Democratic Countries” – a role-playing game.

The Central Bureau of Statistics hopes that this joint activity will open wider doors into the world of the Central Bureau of Statistics for teachers and pupils, and lead to fruitful cooperation in the future, as well, in a permanent and continuous manner.

The lesson plans are available to educators in Hebrew and Arabic at the Population Census website [www.mifkad.cbs.gov.il](http://www.mifkad.cbs.gov.il) and at the websites of the Social and Youth Administration of the Elementary Education Division at the Ministry of Education.

In addition, a teacher’s instruction manual is being distributed in secondary schools, and the lesson plan for elementary schools is being distributed to the social coordinators who lead the “Key to the Heart” program.

The Director-General of the Ministry of Education, Ms. Shlomit Amihai, has blessed the cooperation with the Central Bureau of Statistics, and declared that exposing the schools to the Population Census has opened an additional, and different, door for students to the world of civics and democracy in the State of Israel. Over and above the civics aspect, Ms. Amihai attributes an additional advantage to the census studies, which expose the pupils to additional ways of collecting information vital to the existence of an orderly society.

Prof. Shlomo Yitzhaki, the Government Statistician, said: “The joint activity with the educational system is very important to us. Education for wise citizenship is an important cause which we hold jointly with the Ministry of Education. We are pleased that the subject of the census and the importance of participating in the CBS surveys will be taught in schools this year, and thank the educational system for that. We look forward to fruitful cooperation with the educational system in the future, as well”.

#### **Following are the Links to the Activities**

For further details, please call the Information and Spokesman Unit of the Central Bureau of Statistics: 02-652 7845, or Ms. Talia Ben Avi-Steinberg, 02-659 3055, 050-623 5444

December 3, 2008  
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## **Central Bureau of Statistics Publicity Campaign for the Population Census Survey is Launched Today with the Slogan “Chosen to Make a Difference”**

Today, Wednesday, 3.12.08, the Central Bureau of Statistics publicity campaign for the Population Census Survey will be launched with the slogan “Chosen to Make a Difference”.

In contrast to other censuses, in today’s Population Census Survey approximately 20% of all households in the country will be sampled. The survey has 3 stages:

1. Becoming familiar with the field, and notifying the sample families (7-8 December, 2008)
2. Interviews with the sample population (28.12.09 – 19.2.09)
3. Completion of information by telephone (March – July, 2009)

The publicity campaign will be launched simultaneously in the Hebrew, Arabic, Russian and Amharic media. The publicity campaign will be aired in three main waves, in coordination with the three stages of implementation of the Population Census Survey, on television, radio, the written press and on the internet.

The purpose of the campaign is to inform the public about the planned census activities, and to motivate it to cooperate with the enumerators that will be arriving shortly in its homes.

The slogan chosen for the campaign is: “Chosen to Make a Difference”. Its purpose is to emphasize two main messages: 1) The census survey is a sample, and does not include the entire population; 2) Participation in the census survey is a privilege, and an opportunity for citizens to represent and reflect the socio-economic state of the population of Israel, and have an influence on an updated data base, for the good of society.

In accordance with that, campaigns were created to suit four population groups – general Jewish, Arab, emigrants from the former USSR and Ethiopia, and the ultra-Orthodox.

The ad agency leading the campaign: Israeli Governmental Advertising Bureau;  
Campaign Director: Yossi Shilo; Campaign Artistic Director: Ron Asulin.

### **Campaign for the Hebrew-Speaking Population**

The campaign will send the main message of the Population Census Survey in a humorous and friendly manner, by using three pairs of television spots for the first two stages of the survey. Production: Paradiso Director: Dror Shaul Script: Amir HaSifri

**Campaign for the Arabic-Speaking Population**

Zohir Bahalul will lead the campaign in Arabic, with the slogan: “The Population Census – For the Very Best”

Media Consultants: Sectors

**Campaign for the Russian-Speaking Population**

David Kon, leading Channel 9 broadcaster, will lead the campaign as a television presenter broadcasting from the TV studio with the slogan: “I Participate – Ergo, I Influence”

Sector Media Consultants: Sectors

**Campaign for the ultra-Orthodox Population**

The publicity campaign for this sector received the blessing of leading rabbis. The campaign has been adapted to that.

Sector Media Consultants: Bolton Potential

For further information regarding the Population Census Survey: [www.cbs.gov.il/census](http://www.cbs.gov.il/census)

For further details, please call: Ms. Talia Ben Avi-Steinberg, cell phone 050-623 5444, or the Information and Spokesman Unit, tel. 02-652 7845.

December 28, 2008  
271/2008

## **Interviews of the 2008 Population Census Survey Begin Today**

**Interviews of the Population Census Survey population will begin today, Sunday, 28.12.08. In areas where a problem exists of residents' mobility, due to the security situation, the enumeration will be delayed in accordance with how events develop.**

The interviews of the population are planned to continue to the end of February, and will be conducted in the homes of the residents who have been sampled. During this period, approximately 1,800 enumerators throughout the country will arrive at approximately 350,000 households; i.e., approximately 1.2 million people in Israel, in order to interview the population. The enumerators will arrive at the homes of residents who were sampled, wearing tags of workers of the Central Bureau of Statistics (CBS). The interviews will be conducted during afternoon and evening hours, till 9:30 p.m. Each interview will last approximately half an hour, and will be conducted using a laptop computer.

**The Questions That will be Asked in the Interview:** List of people living in the dwelling, and their family relationships; identifying details and demographic data; length of time in the dwelling and the locality; restrictions in daily functioning; education and work; income; and living conditions.

In addition, before the census the Philatelic Service issued a **special stamp for the census**. The residents who were sampled will receive, at the conclusion of the interview, a certificate of appreciation from the Philatelic Service, with the stamp on it. The stamp is presently being issued. (Following is a sample of the stamp).

The Population Census is a special, wide-spread activity which is usually conducted once a decade in the entire country. The purpose of the census is to collect information on the entire population, in order to present a full and accurate picture of the country's population, its living conditions, and its demographic, social and economic characteristics at the level of area and neighbourhood. The Population Census is the most detailed source of information on the population at all geographical divisions, from the national level to small localities and neighbourhoods in the cities, as well as small population groups.

In contrast to previous censuses, the present Population Census Survey will be conducted by unique statistical methods developed by the Central Bureau of Statistics. The census will combine a survey of close to 20% of all households in Israel using face-to-face interviews, together with information from the Population Registry and a variety of administrative sources (in small localities numbering less than 300 people, a full survey of all the residents will be conducted). The sampling method is a geographic division of the country into approximately 3,000 statistical areas. Each statistical area is divided into

units, so that in each unit there are approximately 50 households. In each statistical area, approximately 20% of the units are sampled.

In addition, the subject of the census will be studied in schools during December, 2008 – January, 2009. The Central Bureau of Statistics attaches great importance to cooperation with the educational system. The purpose of the activities in the educational system is educating towards civil activism and wise citizenship by the public's participation in surveys and the use that can be made of the information received from them. Thus, it will be possible to impress upon the public the importance of the Bureau's activities, as part of the individual's realization of his/her right to create up-to-date information for the good of all of society. Therefore, experiential programs have been prepared for elementary and secondary schools.

**Prof. Shlomo Yitzhaki, the Government Statistician: In the next two months enumerators will visit approximately 20% of the homes of the residents of Israel. In order for the Population Census Survey to be successful, and so that we can receive an accurate picture of Israeli society and quality, reliable data, we require the public's cooperation. We appeal to the public and ask for its cooperation, so that the data that we will provide on Israeli society to the country's residents and its decision-makers, will be as accurate as possible. The decisions that will be based on these data will influence our lives and that of our children”.**

Further details can be obtained on the Census website: [www.mifkad.cbs.gov.il](http://www.mifkad.cbs.gov.il).

March 5, 2009  
045/2009

## **The Stage of Field Interviews in the Population Census Survey Ends Today; Information Collected Regarding 1,300,000 People**

The stage of field interviews in the Population Census Survey ends today. During the census, data was collected on approximately 330,000 households, which includes approximately 1,300,000 people, and constitutes approximately 90% of all households in the sample.

This datum reflects a very high response by the public to requests for cooperation with the census enumerators, and it was expressed among all sectors and types of localities: the general population, the population residing in institutions and the population residing outside of localities.

A preliminary analysis of the data received by the Central Bureau of Statistics systems indicates that the data collected are of a high level, and that it is possible to produce a great deal of information from them.

The stage of field interviews began on 28.12.09, and concludes today – two weeks after the date originally set, due to the “Operation Cast Lead” military campaign and the resulting need to extend the census period in the Southern Region. The census was conducted through 12 regional offices that were established throughout the country, and was managed from a Control Center that was located in the offices of the Central Bureau of Statistics in Jerusalem.

The next stage of the Population Census Survey is the stage of completing information, which will be conducted by telephone interviews. This stage will take place from the end of March till July, 2009. During this stage representatives of the Central Bureau of Statistics will call the residents who were chosen in the sample, but were not interviewed in the first stage of the census. This information will make it possible to complete the picture regarding the population distribution throughout the country, and it constitutes an important part of data collection for the entire census.

**Prof. Shlomo Yitzhaki, the Government Statistician: I wish to thank the general public for its cooperation with the enumerators. This important project began many months ago, and today its most complex part is almost completed. The workers’ dedication, and the public’s response, is what will make it possible for the CBS to produce quality data that will form the basis for the official statistics of the State of Israel in the years to come.”**

## Census and Demography Department

### Updates on the 2008, Integrated Census in Israel

Pnina Zadka

The Census date for the 2008 Integrated Census was set to the night of December 27 2008. The census in Israel is currently in intermediate stage, before second stage of data collection which about 1770 interviewers and over 300 supervisors of different levels were employed in the first stage of data collection. The data was collected through a CAPI (Computer Assisted Personal Interview), and transmitted to a secured central data base each day, using a cellular modem. The field work was completed a week later than originally planned, due to unsafe condition in the south of the country at the first three weeks of January 2009. A sample of persons not found in their registered address, either because they live somewhere else or because the interviewer failed to locate the person, will be interviewed via telephone interview in the second stage of data collection.

Data collection was preceded and accompanied by publicity campaigns in all media channels; Television, Radio and Newspapers in three languages (Hebrew, Arabic and Russian) and in Amharic only on the Radio. The campaigns were rated among the 10 best television campaigns, at the time, by the critics. There were also specific activities carried out at schools. Special educational materials were developed and activated during the collection phase, the materials included; card trivia game and instruction manuals for teachers to teach the concept of census, at different school levels.

The data collected was continuously monitored for quality and reliability, a special report of suspicious interviews was transmitted to regional offices to be verified for their reliability. An independent sample was drawn each day for verification of the data collected in the previous day. These procedures ensured high quality data was collected, and that improper conduction was stopped without delay. These prompt editing and audit was enabled by the use of CAPI and daily transmission of data to the central database. Questionnaires transmitted were deleted automatically from the laptop after transmission was completed and assured. These ensured that data was not lost in case a computer was lost or stolen, and was also an extra measure for confidentiality.

The first phase was completed successfully. The response rate exceeded 90% of the sample and reduced the load of interviews for the second stage.

So far census operation did not fall behind preliminary expectation. We expect that the telephone interview phase will last until July and the first census demographic estimates will be available by the end of 2009. The socio-economic part of the census will be available by spring 2010 on the CBS web site.

For more information on the Integrated Census, see

[http://www.cbs.gov.il/census/census/main\\_mifkad08\\_e.html](http://www.cbs.gov.il/census/census/main_mifkad08_e.html)