



***The Public Opinion Polling Unit of the
Center for Strategic Studies (CSS),
University of Jordan***

URL	http://www.css-jordan.org	
Brief	<p>The Public Opinion Polling Unit (POPU) was established in 1993 with the aim of using scientific survey research to provide information about Jordanian society. The POPU has carried out many surveys in Jordan and other regional countries and managed to establish partnerships with many international organizations, like the World Values Survey Organization.</p> <p>There are two major ongoing projects at the POPU. The first of which deals with evaluating the state of democracy in Jordan while the second project measures expectations and performance of successive Jordanian governments.</p> <p>The polling unit also acts as the institutional base for the Arab Barometer surveys project and the Arab Reform Initiative surveys. As part of its internal institutional cooperation, the unit conducts surveys for other units at CSS on issues such as unemployment, the Jordanian investment climate, and the Jordanian-Palestinian relations.</p> <p>Surveys conducted by the Public Opinion Polling Unit include "Governments approval ratings", which measures the performance of different governments over a period of time, "The State of Democracy in Jordan" which aims to track the opinion of Jordanian citizens on the democratic transformation in general, Regional Survey Projects such as the "Arab Barometer Survey" and "Revisiting the Arab Street" and International Survey Projects such as the "World Values Survey". Other surveys that measure Jordanian public opinion towards current political affairs include "Terrorism: The Aftermath of the Killing of Al-Zarkawi" and the "Post Amman Attacks: Jordanian Public Opinion and Terrorism".</p>	
Objectives/ Mission	The Public Opinion Polling Unit tries to monitor and measure Jordanian public opinion and inclinations regarding different issues that effect Jordan and the region, particularly issues that affect Jordanian society. The unit also tries to track the opinion of Jordanian citizens towards the democratic process in general by assessing the level and meaning of democracy as perceived by citizens and the type of political system Jordanians prefer.	
Methodology and Tools	The Public Opinion Polling Unit at CSS uses field survey in collecting data.	
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The Market Research Organization (MRO)

URL	http://www.mrocompany.com	
Brief	<p>The Market Research Organization (MRO) is an independent full service marketing research company, established in 1975 with two main offices in Lebanon and Jordan. It also includes other field offices in Syria and the West Bank and has many associates in North Africa and the Gulf. MRO offers research that includes consumer research, social marketing, polling and business to business studies and also offers marketing consultancy based on market and consumer research.</p>	
Objectives/ Mission	Providing the best possible practical and useful solutions to meet the client needs.	
Methodology and Tools	<p>The Market Research Organization is a full service agency that offers a wide range of qualitative and quantitative research plus consumer, business-to-business and social surveys. MRO provide:</p> <ul style="list-style-type: none"> • Probability Sampling • Quota Sampling • Face-to-Face Interviews • Telephone Interviewing • In-Home and / or CLT • Rigorous field supervision and back-checking (around 25% of interviews) • 100% data validation • In-house data processing and analysis • Multivariate Analysis 	
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Information International (II)

URL	www.information-international.com	
Brief	<p>Information International (II) is an independent regional research and consultancy firm based in Beirut and focuses on survey research, database collection and analysis in the Arab World, specially the Near East and Arabian Peninsula.</p> <p>Information International has a decade of experience in regional markets. Founded in 1995, major feasibility studies and research projects were conducted besides development assessments in health, education, agriculture, infrastructure facilities, demographic and socio-economic studies. In addition, II carries out projects evaluation and impact assessment.</p> <p>On the international levels, Information International provides experts in World Trade Organizations regulations. Information International applies and maintains a Quality Management System that complies with ISO 9001:2000, reassuring the constant improvement and expansion.</p>	
Objectives/ Mission	Information International offers research and consultancy services to private and public sectors in the Middle East to assist them in facing the many social, political and economic changes.	
Methodology and Tools	<p>Information International uses a Direct (non-disguised) qualitative research method which includes two types of interviews. The first is focus group interviews which are conducted in an unstructured and natural manner by a well-trained moderator among a group of respondents with the same characteristics. The second type is the Depth or "Elite" Interviews, which are unstructured, direct, personal interviews during which a single respondent is interviewed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes, and feelings on a specific topic.</p> <p>Information International also conducts quantitative research by first defining the problem or need, then developing an approach to the problem or need. This includes formulating a theoretical framework, analytical models, research questions, hypotheses, and identifying characteristics or factors that can influence the research design. The next step is research design formulation, in which the procedures for obtaining the necessary information are described. Research design formulation includes secondary data analysis, qualitative research, measurement and scaling procedures, questionnaire design, sampling process and size, and the data analysis plan.</p>	
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language	English	

***Development Studies Program
(DSP)
The Birzeit University***

URL	http://home.birzeit.edu/dsp/opinionpolls/	
Brief	<p>The Palestinian Birzeit University Development Studies Program (DSP) is considered an important tool for providing constructive information and analysis to policy makers, to help them manage the development process. It was first established in 1997 as a research program, specialized in development studies, linking scientific and theoretical concepts and the political decision making process. Polls conducted by the DSP motivate citizens to participate in public life and contribute to a democratic culture.</p> <p>The DSP cooperates with local and international institutions to undergo a number of research projects in the field of development. A committee of academic and administrative University staff members supervises such activities and provides technical and academic support for the Program.</p> <p>Polls conducted by the DSP are not only limited to political issues, in fact, they cover all aspects of Palestinian life.</p>	
Objectives/ Mission	<p>Creating an effective mechanism that will bring together and coordinate the efforts to develop the theory and the methodology required, and will provide guidance to decision-makers. Such efforts should be based on broad community and institutional participation. From this perspective, DSP seeks to refine development concepts and frameworks taking into account the political, economic and social transformations in Palestinian society, which in turn will consolidate the planning process for comprehensive development. DSP believes also aims at raising awareness as to the objectives of comprehensive development, in order to bolster the ability of individuals and institutions to contribute effectively to the development process.</p>	
Methodology and Tools	<ul style="list-style-type: none"> • Both Qualitative and quantitative studies are conducted. • Random sampling techniques in sample selection that is done by selecting the area, drawing the map, selecting the starting point, and selecting the gender of the respondent in the sample. • Data is entered and processed with the help of SPSS under the supervision of expert statisticians and trained data processors and by using a rigorous monitoring system. 	
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language	English and Arabic	

Jerusalem Media & Communication Center (JMCC)

URL	http://www.jmcc.org/index.html	
Brief	<p>The JMCC (Jerusalem Media and Communication Center) was established in 1988 by a group of Palestinian journalists and researchers to provide information on events happening in the West Bank and the Gaza strip.</p> <p>JMCC periodically carries out public opinion polls assessing Palestinian attitudes on issues such as democracy, the peace process, and the changes of Palestinian public opinion vis-à-vis its political leadership and factions. This work is carried out independently or in collaboration with other media networks.</p> <p>The Jerusalem Media and Communication Centre is the first institution in the Arab world to conduct public opinion surveys methodologically and continuously.</p> <p>The first public opinion poll in the West Bank and the Gaza Strip was conducted by the JMCC in February 1993. Since then, over seventy extensive surveys were conducted on issues, including those pertaining to the peace process, democratization, international relations, economics, political socialization, gender, political partisanship, the media, and social issues.</p>	
Objectives/ Mission	The main aim of the JMCC was to enhance public participation in the decision-making process by making the public's views available to decision-makers, and, also, to enable academics, researchers, and others to use scientifically collected data in their studies and policy projects.	
Methodology and Tools	JMCC collect data by fieldwork survey and marketing research.	
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Opinion Poll and Survey Studies Center (OPSSC)
An- Najah National University

URL	http://www.najah.edu/default.htm	
Brief	The Opinion Polls and Survey Studies Center (OPSSC) is a research institute established to coordinate and conduct surveys on a range of different political, economical, and social issues within Palestine. OPSSC also organizes periodic workshops and conferences to discuss poll results, as well as brain storming workshops to evaluate the quality and effectiveness of the questionnaires. It finally supports researchers and academics with accurate scientific results from the polls done by the center.	
Objectives/ Mission	Main goals of the OPSSC include conducting opinion polls in the Palestinian territories, conducting rapid studies on recent topics, and conducting economical, social and political surveys. The OPSSC also aims to make data from surveys and polls available to local and international organizations and to establish a database containing the results of all polls and surveys undertaken by the center.	
Methodology and Tools	The Center uses random sampling techniques in sample selection. Margin of errors does not exceed $\pm 3\%$. Fieldwork surveys is done by data collecting methods.	
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Palestinian Center for Policy and Survey Research (PSR)

URL	http://www.pcpsr.org	
Brief	<p>The Palestinian Centre for Policy and Survey Research (PSR) is an independent nonprofits institution and think tank of policy analysis and academic research, conducting highly reliable, policy relevant, and informative surveys.</p> <p>PSR programs conduct and organize four types of activities: research and policy analysis, empirical surveys and public opinion polls, task forces and study groups, and meetings and conferences. The unit pays special attention to public policy issues with a special reliance on empirical research as the tool to advance scholarship and understanding. The unit also organizes conferences, public lectures, and briefings on current public policy issues.</p> <p>Many individuals and organizations use poll results of the PSR, including political leaders, researchers, local and foreign press, diplomatic community members, and local grassroots institutions. The results of the polls are disseminated through publication in local and international press, lectures and meetings, in addition to the PSR mailing list of academic researchers, think tanks, diplomatic missions, and others.</p> <p>A minimum of four regular polls are produced annually that focus on governance (the reform process, perception of governmental performance, transition to democracy, corruption, and political affiliation) and the peace process (support and opposition for the peace process, violence, trust of Israeli leaders and people, and expectations regarding the outcome of negotiations and the emergence of a Palestinian state).</p>	
Objectives/ Mission	PSR mainly focuses on immediate issues that concern Palestinian people in three domains; domestic politics and governance, strategic analysis and foreign policy, and public opinion polls and survey research. It is also dedicated to promoting objective research and analysis and to encouraging a better understanding of Palestinian domestic and international environment in an atmosphere of free debate and exchange of ideas.	
Methodology and Tools	<p>The sampling process goes through three stages: randomly selecting population locations using probability proportionate to size; randomly selecting households from the population locations using updated maps; and selecting a person who is 18 years or older from among the persons in the house using Kish tables' method. The sample should be self-weighting, but PSR makes sure that the age groups obtained are similar to those in the society using data from the Palestinian Central Bureau of Statistics. Reweighting is done if necessary. Total size of the sample is 1320 adults. Interviewees are assured of complete confidentiality before starting the interview.</p> <p>PSR non-response rate ranges between 2% to 9%. The non-response rate is calculated based on the number of household rejections and the number of persons not willing to complete the questionnaire relative to the total sample. In order to prevent errors caused by non-response, PSR has used over the years three methods: rigorous training of fieldworkers; testing the questionnaire before going to the field; and quality control measures to test the reliability and suitability of fieldworkers.</p>	
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Palestinian Center for Public Opinion (PCPO)

URL	http://www.pcpo.ps/index.html	
Brief	<p>Palestinian Center For Public Opinion (PCPO) Founded in 1994, this center has made available some 150 polls conducted in the West Bank, East Jerusalem, and Gaza on political, economical, social, educational, and health issues.</p> <p>Activities of PCPO include conducting public opinion surveys, Omnibus polls and services, market studies on all types of trading activities, communication researches, workshops and focus group sessions on various topics and several others.</p>	
Objectives/ Mission	<p>PCPO applies a scientific method in promoting the views expressed by Palestinians in economic, social, political and cultural issues. It carries out studies and publications that positively impacts society. Seminars and workshops are organized on certain topics in order to enhance the human rights awareness of citizens. PCPO conducts polls in different areas of interest as a means of promoting democracy within the Palestinian society. Focus group discussions are held with the aim of promoting civic awareness especially among youth. PCPO works on providing a large range of qualitative and quantitative research services, working with private and public sector clients.</p> <p>The Center also conducts research and surveys on economic, political, health, education and social activities, and promotes and disseminates results of the surveys. It also upgrades the public consciousness and level of dialogue concerning economic policies, elections, democracy, women issues, and civic education.</p>	
Methodology and Tools	PCPO does not conduct polls by telephone, but inside the respondents' homes, i.e. face-to-face during different working hours, at least 5 hours a day, including the evening time, to ensure proper representation of the population.	
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Panorama Center

URL	http://www.panoramacenter.org/opinion.asp	
Brief	Panorama is a non-governmental, non-profit organization established in 1991 in Jerusalem and runs in three offices Palestine; Ramallah, Jerusalem, and Gaza. Palestinian Center for the Dissemination of Democracy and Community Development- Panorama- works to enhance community development and promote issues that are related to the relationship between the citizens and the society. This in turn should lead to building a pluralistic Palestinian civil society.	
Objectives/ Mission	Panorama has many objectives and missions, of which is helping the Palestinians build a civil, democratic, and pluralistic society, and to disseminate the norms of citizenship, accountability, transparency, and good governance. Other objectives include promoting the scientific research methodology, providing young researchers with researching opportunities, building human resource and institutional capacities in different sectors, raising youth awareness about democracy, strengthening democratic leadership qualities among them, and establishing community development centers.	
Methodology and Tools	Panorama programs use a participatory approach through workshops and panels, conferences and seminars, training courses, informative booklets and newsletters, research studies, the use of creative methods such as theater, song cassette, and video production, community intervention, coordination and networking with other organization and groups.	
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