



الهيئة العامة للإحصاء  
General Authority for Statistics

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# Metadata Report of Household Culture and Entertainment Survey Statistics

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V-2.0

Quality Management

Last update: 05.02.2023



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## 1. Contact

1.1. Contact organization	General Authority of Statistics
1.2. Contact organization unit	Living Conditions, Lifestyle and Justice Statistics Department
1.3. Contact person function	Director of Living Conditions, Lifestyle and Justice Statistics Department
1.4. Contact mail address	P.O. Box: 3735 Riyadh, 11481 Kingdom of Saudi Arabia
1.5. Contact email address	<a href="mailto:info@stats.gov.sa">info@stats.gov.sa</a>
1.6. Contact phone number	920020081

## 2. Metadata Update

2.1. Metadata last update	
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## 3. Statistical Presentation

3.1. Data description
<p>The Household Culture and Entertainment Survey presents the data on the participation of individuals aged 15 years and over in cultural and entertainment activities in the Kingdom of Saudi Arabia.</p> <p><b>It is a survey conducted to collect data on the main characteristics as following:</b></p>



- Preferences of individuals aged 15 years and over in visiting places of cultural events and activities.
- Preferences of individuals aged 15 years and over in visiting places of events and recreational activities.
- Reading habits of individuals aged 15 years and over.
- Music listening habits of individuals aged 15 years and over.

### 3.2. Classification system

The following classifications are applied in the Household Culture and Entertainment Survey:

#### **National classification of economic activities (ISIC4):**

The statistical classification based on the International Standard of Industrial Classification of All Economic Activities (ISIC4) is used to describe productive activities of an establishment.

#### **Saudi Standard Classification of professions (ISCO\_08):**

A statistical classification based on the International Classification (ISCO\_08) that provides a system for the classification and compilation of professional information obtained through censuses and statistical surveys, as well as administrative records. This classification is used in the Household Culture and Entertainment Survey in order to classify employees based on their professions.

#### **Saudi classification of specializations and educational levels:**

A statistical classification based on the International Standard Education Classification (ISCED\_11) and (ISCED\_13) for Education and Training Issued by United Nations Educational, Scientific and Cultural Organization (UNESCO) which is the reference classification for the organization of educational programs and related qualifications by education levels and fields. It is comprehensive for all educational programs, levels and methods, and covers all levels of education from kindergarten to postgraduate levels. This classification is used in the Household Culture and Entertainment Survey to classify individuals 15 years and above according to their majors and education levels.

#### **National Code of Countries and Nationalities (3166 ISO - codes Country):**

A statistical classification based on the international standard (ISO 3166\_Country codes), which is a standard issued by the International Organization for Standardization (ISO of the UN), and this classification gives numeric and literal codes for the world's (248) countries, based on the classification of countries. The classification is used in the Household Culture and Entertainment Survey to classify Saudi or non-Saudi individuals.

The classifications are available on the GASTAT's website: [www.stats.gov.sa](http://www.stats.gov.sa)



### 3.3. Sector coverage

Not applicable

### 3.4. Statistical concepts and definitions

#### **Terminologies and concepts:**

- **Cultural participation:**

Participating in experiences where the creation and sharing of meaning with strong symbolic and aesthetic significance play a fundamental role. Cultural participation can be direct or indirect, whether the individual "creates meaning" or is exposed to the meaning created by others.

- **Direct cultural participation:**

Individuals contribute directly and explicitly to the production of the cultural experience itself: playing a musical instrument, painting, writing, performing in a play, etc.

- **Indirect cultural participation:**

Refers to exposure to the cultural and creative meaning created by others. For survey purposes, selected activities include attending places such as cinemas, museums, libraries, art exhibitions, live music concerts, theater performances, national heritage festivals, cultural heritage sites that refer to historical places and natural areas (such as reserves), exhibitions (books, fashion, etc.), traditional folk festivals (such as Taif Rose Festival and Date Festival), national celebration, and holiday festivals.

- **Entertainment:**

Entertainment and leisure services provided during leisure time, offered by institutions dedicated to activities such as amusement parks, games of chance, and sports events. This definition of entertainment refers to an industry that does not produce its own products but employs goods and services from other economic sectors to create entertainment experiences. Therefore, the value chain of entertainment should be understood, which includes pre-production, production, and post-production stages for public events.

- **Attendance:**

Participating in activities such as going to museums, cinemas, live shows and visiting cultural sites, historical landmarks, art exhibitions, archaeological sites, etc.

### 3.5. Statistical unit

The statistical unit used in the Household Culture and Entertainment Survey is an individual.



### 3.6. Statistical population

The statistical population of the Culture and Household Entertainment Survey consists of all individuals, Saudis and non-Saudis, aged 15 years and over who normally reside in the Kingdom of Saudi Arabia.

### 3.7. Reference area

The survey sample is a representative sample for Saudi Arabia's 13 administrative regions.

### 3.8. Time coverage

Data are available for the year 2023.

### 3.9. Base period

Not applicable.

## 4. Unit of measure

All results are measured as a percentage (e.g.: the percentage of individuals participating in cultural activities).

## 5. Reference period

**References period for the variables or dataset are as follows:**

- Demographic data is based on the start date of data collection on 7/16/2023.
- Data on attendance and participation in activities is based on the previous 12 months from the date of contact.





## 6. Confidentiality

### 6.1. Confidentiality - policy

According to the Royal Decree No. 23 dated 07-12-1397, data must always be kept confidential, and must be used by GASTAT only for statistical purposes. Therefore, the data are protected in the data servers of the Authority.

### 6.2. Confidentiality - data treatment

Data were displayed in appropriate tables to facilitate its summarization, comprehension, and results extraction. Also, to compare data with other data and extract statistical meanings for the study community. It is also easier to check tables without the need to see the original questionnaire, which usually include data like names and addresses of individuals, names of data providers, which violates data confidentiality of statistical data.

“Anonymity of data” is one of the most important procedures. To keep data confidential, GASTAT removed information on individual persons, households, or business entities such a way that the respondent cannot be identified either directly (by name, address, contact number, identity number etc.) or indirectly (by combining different - especially rare - characteristics of respondents: age, occupation, education etc.).

## 7. Release policy

### 7.1. Release calendar

The Household Culture and Entertainment Survey results are bound by a release calendar.

### 7.2. Release calendar access

Available on the: <https://www.stats.gov.sa/ar/future-releases>



### 7.3. User access

One of GASTAT's objectives is to meet better its clients' needs, so it immediately provides them with the publication's results once the Household Culture and Entertainment Survey is published.

**It also receives questions and inquiries of the clients about the Bulletin and its results through various communication channels, such as:**

- GASTAT's official website: [www.stats.gov.sa](http://www.stats.gov.sa)
- GASTAT's official e-mail address: [info@stats.gov.sa](mailto:info@stats.gov.sa)
- Client Support's e-mail address: [cs@stats.gov.sa](mailto:cs@stats.gov.sa)
- Official visits to GASTAT's official head office in Riyadh or one of its branches in Saudi Arabia.
- Official letters.
- Statistical telephone (92002008).

## 8. Frequency of dissemination

Annual.

## 9. Accessibility and clarity

### 9.1. News release

The announcements for each publication are available on release calendar as mentioned in 7.2. Release calendar access. The news release can be viewed on the website of GASTAT in the link <https://www.stats.gov.sa/en/news>.



## 9.2. Publications

GASTAT issues Household Culture and Entertainment Survey publications and reports on a regular basis within a pre-prepared publishing plan and installed on the GASTAT's website. GASTAT is keen to publish its publications in a manner that serves all users of different types, including publications in different formats that contain (publication tables, data graphs, indicators, metadata, methodology, and used questionnaires) in both English and Arabic.

The Household Culture and Entertainment Survey publications are available on the link: [Bulletin of Culture and Household Entertainment Survey | General Authority for Statistics \(stats.gov.sa\)](https://stats.gov.sa/Bulletin-of-Culture-and-Household-Entertainment-Survey)

## 9.3. On-line database

The data is published in the statistical database on the link: [GASTAT \(stats.gov.sa\)](https://stats.gov.sa/GASTAT)

## 9.4. Micro-data access

Microdata are unit-level data obtained from sample surveys, censuses, and administrative systems. They provide information about characteristics of individual people or entities such as households, business enterprises, facilities, farms, or even geographical areas such as villages or towns.

The different types of microdata files to meet different information needs:

- Public use:

It consists sets of records containing information on individual persons, households, or business entities anonymized in such a way that the respondent cannot be identified either directly (by name, address, contact number, identity number etc.) or indirectly (by combining different - especially rare - characteristics of respondents: age, occupation, education etc.).

- Scientific use:

These files established based on specific methodology asked by data requester to extract the datasets with specific characteristics used for strategic studies and decision making as well scientific research purposes on individuals, households and enterprises with no direct identifiers, which have been subject to control methods to protect confidentiality.



Eligible users can access microdata sets through secure interface built-in by GASTAT called "Etaha" with specific documentary requirements.

#### 9.5. Other

Not available.

#### 9.6. Documentation on methodology

The concepts, definitions, issues, and classifications are based on internationally recognized standards by following the stages of statistical work contained in the Generic Statistical Business Process Model (GSBPM), starting with the need identification stage up to the evaluation stage.

#### 9.7. Quality documentation

Quality documentation covers documentation on methods and standards for assessing, measuring, and monitoring the quality of statistical process and output. It is based on standard quality criteria such as relevance, accuracy and reliability, timeliness and punctuality, accessibility and clarity, comparability, and coherence.

## 10. Quality management

#### 10.1. Quality assurance

GASTAT declares that it considers the following principles: impartiality, user orientated, quality of processes and output, effectiveness of statistical processes, reducing the workload for respondents.

Quality controls and validation of data are actions carried out throughout the process in different stages such as the data input and data collection and other final controls.



## 10.2. Quality assessment

GASTAT performs all statistical activities according to a national model (Generic Statistical Business Process Model - GSBPM). According to the GSBPM, the final phase of statistical activities is overall evaluation using information gathered in each phase or sub-process. This information is used to prepare the evaluation report which outlines all the quality issues related to the specific statistical activity and serves as input for improvement actions.

# 11. Relevance

## 11.1. User needs

**Internal GASTAT’s users, which make use of Household Culture and Entertainment Survey Survey data, include:**

- Social statistics
  - Population, sex and diversity statistics.
  - Living conditions, lifestyle and justice statistics.
  - Health and education statistics.

**External users who make significant use of (Household Culture and Entertainment Survey) data include, but is not limited to:**

- Governmental entities.
- Regional and International Organizations.
- Research institutions.
- Media.
- Individuals.

**The disseminated key variables that mostly used by external users:**

Ministry of Culture	All survey variables and indicators.
General Entertainment Authority	All survey variables and indicators.

## 11.2. User satisfaction



Not available.

### 11.3. Completeness

**The Household Culture and Entertainment Survey data are based on data sourced from a survey in order to provide comprehensive information about:**

- Indicators of individuals' participation in cultural activities.
- Indicators of individuals' participation in recreational activities.

## 12. Accuracy and reliability

### 12.1. Overall accuracy

- The data collected is improved through the researchers, that have been selected according to a set of practical and objective criteria and training program related to the field of work.
- The electronic data collection form of the Household Culture and Entertainment Survey 's questionnaire includes. Alert, prevention rules and correction rules during the data collection process in order to improve data quality.
- Overall, the data is checked with previous years to identify any significant changes in the data.
- The internal consistency of the data is checked before it is finalized.
- The links between variables are checked and coherence between different data series is confirmed.

## 13. Timeliness and punctuality

### 13.1. Timeliness

The General Authority for Statistics is keen to apply recognized international standards in announcing and clarifying the time of publishing statistics on the official website through the



statistical calendar, as well as in adhering to the announced time. In the event of a delay, it will be updated accordingly.

### 13.2. Punctuality

Publication takes place in accordance with published release dates for the Household Culture and Entertainment Survey in the GASTAT webpage. The data are available at the expected time, as scheduled the release calendar, If the publication delayed the reasons would be provided.

## 14. Coherence and comparability

### 14.1. Comparability - geographical

Data are geographically comparable.

### 14.2. Comparability - over time

**The survey started in 2018 as a survey conducted every three years. The main changes that have occurred in recent years:**

- 2021: The survey was not implemented due to the COVID-19.
- 2023: The survey periodicity was changed to become annual and the questionnaire was developed to be more comprehensive.

### 14.3. Coherence- cross domain

Not applicable.

#### 14.3.1. Coherence - sub annual and annual statistics

Not applicable.



#### 14.3.2. Coherence- National Accounts

Not applicable.

#### 14.4. Coherence - internal

The Culture and Household Entertainment Survey estimates for a given reference period have full internal coherence, as they are all based on the same corpus of microdata, and they are calculated using the same estimation methods.

## 15. Resources used

Description	Total
Total staff (GASTAT's staff, researchers).	90
Number of units surveyed.	41820
Total days of data collection period (end date - start date).	31
Average conducted interviewer per day (during data collection).	320

## 16. Data revision

#### 16.1. Data revision - policy

Not applicable, only final results will be published.

#### 16.2. Data revision - practice

Not applicable, only final results will be published.





## 17. Statistical processing

### 17.1. Source data

The Household Culture and Entertainment Survey is the only source of data.

**The main variables published for the Survey data are:**

- Nationality.
- Sex.
- Administrative regions.

### 17.2. Frequency of data collection

Annual.

### 17.3. Data collection

**Data collection from the survey:**

Data of the Culture and Household Entertainment Survey are collected from a sample of Saudi and non-Saudi individuals aged 15 years and over through interviews carried out through Computer-assisted telephone interviewing (CATI) and Computer-assisted web interviewing (CAWI).

The data is saved on GASTAT's databases, after being audited and reviewed according to the statistical method and recognized quality standards. In case of defect quality issues or errors in the data, we refer back to data source.

### 17.4. Data validation

Data are reviewed and matched to ensure their accuracy and precision in a way that suits their nature with the aim of giving the presented statistics quality and accuracy.

The data of the publication's current year are compared with the data of the previous year to ensure their integrity and consistency in preparation for processing data and extracting and reviewing results.



In addition to the data processing and tabulation to check their accuracy, all the outputs are stored and uploaded to the database after being calculated by GASTAT to be reviewed and processed by specialists in the Culture and Household Entertainment Survey through modern technologies and software designed for this purpose.

## 17.5. Data compilation

### **Data Coding:**

In the Culture and Household Entertainment Survey, interviewers collect from respondents, a detailed description of each field. This information is then coded in-house by an automated process, which is reviewed by a small-dedicated team of coding experts using a series of consistency checks.

### **Data Editing:**

Specialists of (Statistical dept. name) Department have processed and analyzed data in this stage, and this step was based on the following measures:

- Sort and arrange data in groups or different categories in a serial order.
- Summarize detailed data into main points or main data.
- Linking between many parts of data and make them connected.
- Process incomplete or missing data.
- Process illogical data.
- Converting data into statistically significant data.
- Organize, display and interpret data.

### **Extrapolation and weighting:**

After processing the data collected from the responding (establishments/Households), survey weights were generated to produce indicator tables by following two main steps in creating survey weights:

- Adjustment of non-response
- Calibration weight

### **Applied statistical estimation:**

GASTAT has relied on the formulas approved by the international standards in calculating the Household Culture and Entertainment Survey indicators, as follows:

- Percentage of individuals attending cultural activities = number of individuals who attended any of the cultural activities / number of individuals who did not attend any of the cultural activities \*100



- Percentage of individuals attending recreational activities = number of individuals who attended any of the recreational activities / number of individuals who did not attend any of the recreational activities \*

#### 17.6. Adjustment

Not applicable, only final results will be published.

### 18. Comment