

PRESS RELEASE

PSA Davao Occidental Rolls out the 2024 Functional Literacy, Education and Mass Media Survey (FLEMMS) Data Collection

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Davao Occidental Provincial Statistical Office launched the 2024 Functional Literacy, Education and Mass Media Survey (FLEMMS) data collection. As Executive Order No. 352 mandated, the survey is one of the statistical activities the government uses for critical and policy decision-making. With the Philippine Statistics Authority as the implementing agency and a member of international statistical organizations, the survey introduces a unique data questionnaire aligned with the Program for the International Assessment of Adult Competencies (PIAAC) endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO). This unique questionnaire serves as standard tool to measure functional literacy which denotes a more advanced competency than basic literacy.



Photo 1. FLEMMS Statistical Researcher administering the Household Questionnaire through Computer Assisted Personal Interview (CAPI).

The survey also seeks the proportion of Filipinos in terms of their educational attainment, skills and their exposure to mass media communication.

Riding the survey are the sports, cultural and artistic activity that aims to identify the engagement of Filipinos in these fields.

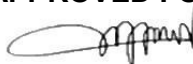


Photo 1. FLEMMS Statistical Researcher administering the Individual Questionnaire through Pen and Paper Personal Interview (PAPI).

In the Province of Davao Occidental, forty-three field personnel were hired to enumerate 1,536 households reflected in the sampling frame. The survey employs stratified sampling which primarily considers the three qualifications, Geographical Unit, Increase of Wealth Index and the Number of Overseas Filipinos in the household.

The data collection will roll from September 30 to October 22, 2024.

APPROVED FOR RELEASE:


MUNRIA L. BANTO
Supervising Statistical Specialist- OIC