

# CwC Survey 2020

## Qualitative Analysis

### Introduction

Communication with Communities is a key element of UNHCR's work in Jordan to ensure that refugees are well informed, receive correct information in a timely manner and can access services. UNHCR Jordan's External Relations team relies on a variety of communication tools and channels to relay these messages. In late 2019 and early 2020, therefore, a survey was carried out to gather refugee feedback on methods of communication in order to inform future activities and the effectiveness of our communications moving forward.

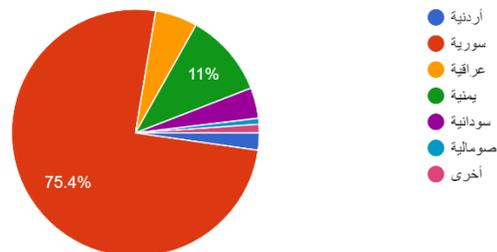
The survey took part on two different phases.

- Phase One: launched in December 2019 on Facebook received 1,778 responses over a period of two weeks.
- Phase Two: carried out via SMS in January 2020 garnered 702 responses over a period of two weeks.

### Demographics

الجنسية:

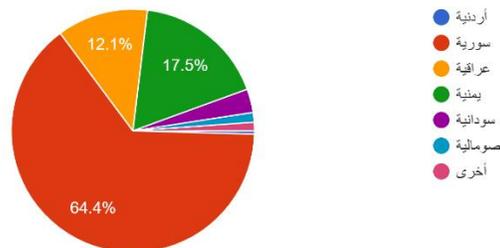
1,778 responses



*Jordanian: 2.2% - Syrian: 75.4% - Iraqi: 5.5% - Yemeni: 11% - Sudanese: 4% - Somali: 0.8% - Other: 1.1%*

الجنسية:

702 responses



*Jordanian: 0.4% - Syrian: 64.4% - Iraqi: 12.1% - Yemeni: 17.5% - Sudanese: 3.1% - Somali: 1.3% - Other: 1.1%*

Participants of the survey are diverse in nationalities, age groups, genders and location of residence within Jordan. The combined number of participants is 2,480, with the age group of 31-59 constituting the major chunk of participants in

both phases (59.4% and 63.4% respectively), followed by the age group of 19-30 (37.9% and 32.5% respectively). In both phases, over 70% of participants identify as male.

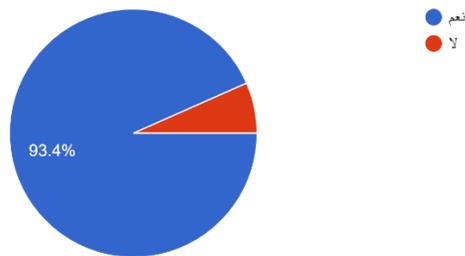
The majority of the participants are of Syrian nationality (75.4% and 64.4% respectively), followed by Yemeni and Iraqi nationals. Over 90% of the participants identify as “Persons of Concern to UNHCR”, while less than 10% of the participants identify as “residents”. 92% of the refugee respondents have been living in Jordan for over 3 years.

Finally, over 50% of the users are located in Amman, followed by Irbid (15%) and Zarqaa (7%) respectively. Less than 7% of the participants reside in one of the two refugee camps (Zaatari or Azraq).

## Telecoms

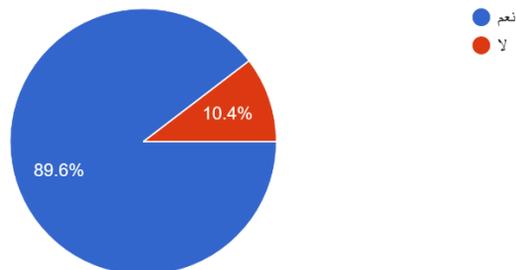
In terms of telecommunication and technology, 90% of respondents state that at least one of the family members owns a smartphone. 91% of the participants also state that at least one of the family members has access to internet on their phone, with over 65% of the participants having access to WiFi or 3G/4G networks at home. This leaves about 35% of the participating sample dependent of public networks or other connection solutions.

هل تتوفر خدمة الإنترنت على الهاتف المحمول الخاص بك أو بأحد أفراد عائلتك؟  
1,632 responses



Yes: 93.4% - No: 6.6%

هل تتوفر خدمة الإنترنت على الهاتف المحمول الخاص بك أو بأحد أفراد عائلتك؟  
654 responses



Yes: 89.6% - No: 10.4%

Finally, 84% of the participants state that they do not have access to other devices with internet service than smart phones, while the rest have access to computers, laptops or tablets. It is worth noting that as the survey relied on digital platforms to collect responses and respondents needed a smartphone and internet connection to access the questionnaire, real-life figures for internet access might be below what is reflected in this survey.

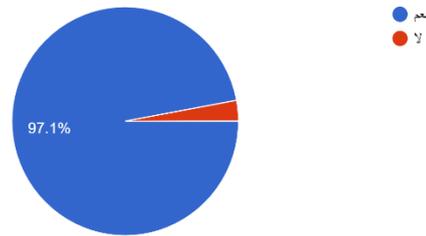
## Social Media

As for social media, 87-97% of the respondents (or family members) use Facebook, while only 10-15% of them use Twitter. On another hand, over 95% of the respondents (or family members) use WhatsApp as a means of communication.

When asked about UNHCR channels on Facebook and Twitter, about 30-40% of the respondents state that they check UNHCR Jordan's Facebook page daily. 45% check on Facebook once, twice or three times a week and only 15% aren't following the page.

هل تستخدم أنت أو أحد أفراد عائلتك الفيسبوك؟

1,632 responses



Yes: 97.1% - No: 2.9%

As for Twitter, about 90% of the respondents state that they do not check UNHCR Jordan's Twitter account at all, and only 10% do either once, twice or three times a week.

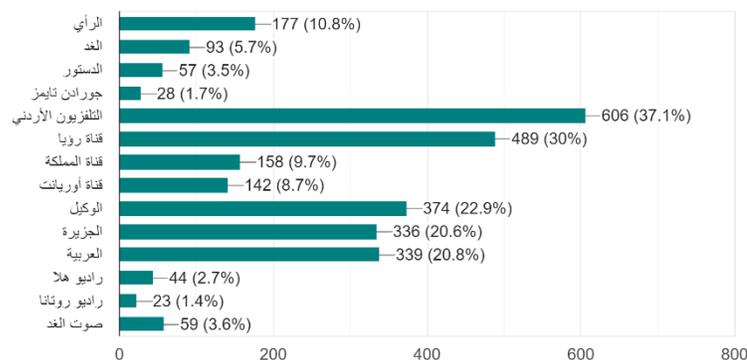
## Media

As part of the survey we asked respondents to select the media outlets they rely on for information. A marked difference can be seen in the different responses of Persons of Concern and Jordanians who responded to the survey.

### A. Persons of Concern

(ما وكالات الأنباء التي تعتمد عليها للحصول على المعلومات؟ (يمكنك اختيار أكثر من خانة)

1,632 responses



Al Rai: 10.8% - Al Ghad: 5.7% - Al Dustour: 3.5% - Jordan Times: 1.7% - Jordan TV: 37.1% - Ro'ya TV: 30% - Al Mamlaka TV: 9.7% - Orient TV: 8.7% - Al Wakeel: 22.9% - Al Jazeera: 20.6% - Al Arabiya: 20.8% - Radio Hala: 2.7% - Radio Rotana: 1.4% - Sawt Al Ghad: 3.6%

TV Channels: 40% of participants who identify as Persons of Concern chose Jordan TV as a source of information, followed by Ro'ya TV (30%), Al Jazeera and Al Arabiya (20% each).

Newspapers: 20% of participants chose Al Wakeel as a source of information, followed by Al Rai (10%).

Less than 5% of the participants under this category picked radio channels as sources of information.

The remainder of the participants were split amongst other media outlets, with percentages less than 10%, including Orient TV, which was once a popular outlet amongst Syrian Persons of Concern.

## B. Jordanian Audience

Although the number of Jordanians who responded to the survey was significantly less than Persons of Concern, some conclusions can be made.

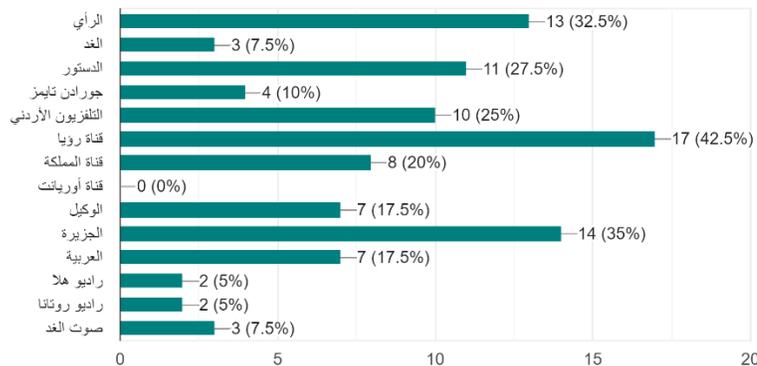
TV Channels: 40% chose Ro'ya as main source of information, followed by Al Jazeera (35%), Jordan TV (25%) and Al Mamlaka (20%).

Newspapers: 32.5% chose Al Rai as the top source, followed by Al Dustoor (27.5%) and Al Wakeel (17.5%).

Less than 10% of the participants under this category picked radio channels as sources of information.

(ما وكالات الأنباء التي تعتمد عليها للحصول على المعلومات؟ (يمكنك اختيار أكثر من خانة)

40 responses



*Al Rai: 32.5% - Al Ghad: 7.5% - Al Dustoor: 27.5% - Jordan Times: 10% - Jordan TV: 25% - Ro'ya TV: 42.5% - Al Mamlaka TV: 20% - Orient TV: 0% - Al Wakeel: 17.5% - Al Jazeera: 35% - Al Arabiya: 17.5% - Radio Hala: 5% - Radio Rotana: 5% - Sawt Al Ghad: 7.5%*

## Information Delivery

### A. UNHCR-owned platforms for communication

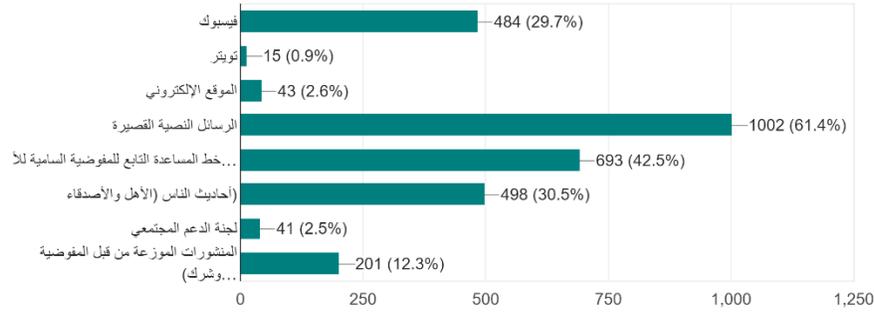
Participants of this survey were asked to answer a set of questions on the efficiency of information delivery.

When asked about the platform used to receive information, with UNHCR being the source, 60% and 80% of respondents in phases I and II respectively stated that the most effective channel is bulk SMS, followed by UNHCR Helpline (42.5% and 35% respectively), word of mouth (30% and 20% respectively) and UNHCR Jordan's Facebook page (30% and 19% respectively).

Low percentages of the participants chose Twitter, Community Support Committees and country website (less than 3% for each of those options).

كيف تستلم معلومات من المفوضية السامية للأمم المتحدة لشؤون اللاجئين؟ (يمكن اختيار أكثر من جواب واحد)

1,632 responses



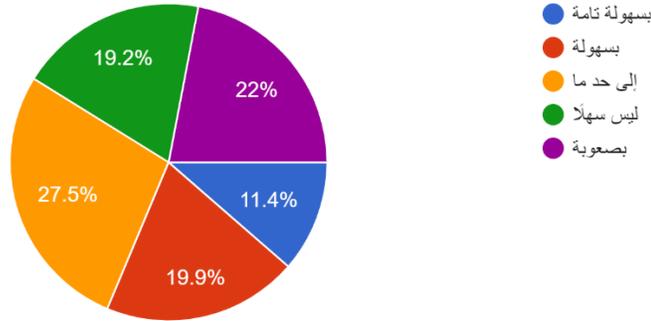
Facebook: 29.7% - Twitter: 0.9% - Website: 2.6% - SMS: 61.4% - UNHCR Helpline: 42.5% - Word of mouth (friends and family): 30.5% - Community Support Committee: 2.5% - Leaflets by UNHCR (and partners): 12.3%

## B. Helpline usage

Participants were given the chance to rate their user experience when it comes to the UNHCR Jordan Helpline. When asked "how easy it is to call the Helpline": during phase I, about 30% said it is easy or very easy, while about 40% said it is not easy or difficult. About 27.5% were neutral. During phase II, about 36% said it is easy or very easy, while about 35% said it is not easy or difficult. About 28% remained neutral.

ما مدى سهولة الاتصال بخط المساعدة التابع للمفوضية السامية للأمم المتحدة لشؤون اللاجئين؟

1,632 responses



Very easy: 11.4% - easy: 19.9% - to a certain extent: 27.5% - not easy: 19.2% - difficult: 22%

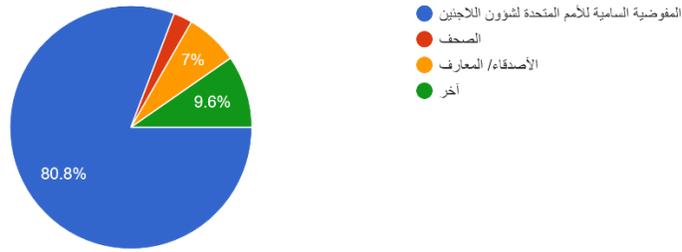
## C. Trust relationship

Participants were given the chance to anonymously express the level of trust towards UNHCR as a source of information. On a scale from 0-5, about 50% picked 5, and 10% picked 0 during phase I, and 57% picked 5, 6.3% picked 0 during phase II of the survey.

In comparison to other sources of information (friends/acquaintances, newspapers, or other), over 80% of the participants picked UNHCR as the most trustworthy source of information during phase I, and 87.5% during phase II.

## ما مصدر المعلومات التي تتق فيه أكثر؟

1,632 responses



UNHCR: 80.8% - Newspapers: 2.5% - Friends/acquaintances: 7% - Other: 9.6%

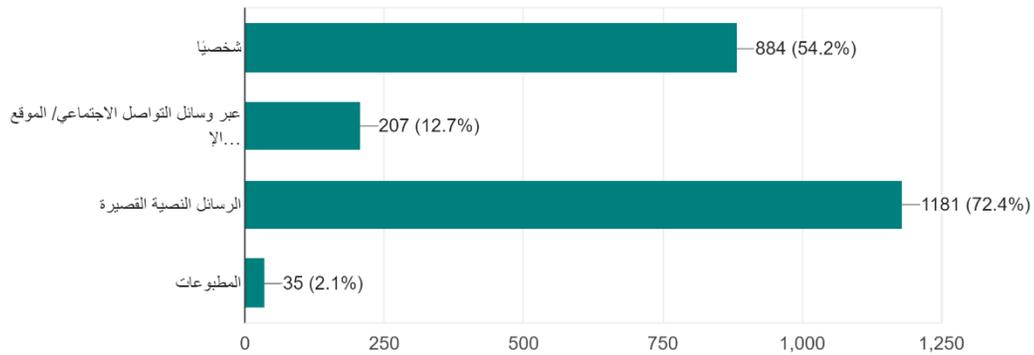
## UNHCR Content

Participants were given the chance to express their opinions on the type and format of content that they want to see and receive from UNHCR.

During both phases, 77.8% and 79.1% respectively expressed the need to receive more information on cash assistance, 40.9% and 36.4% on opportunities (livelihoods and education), and 26% and 22% on legal issues. Only 5.9% and 4.3% seem to be interested in stories and news among the refugee population.

## كيف تود أن تقوم المفوضية بإيصال معلومات جديدة لك؟

1,632 responses



In person: 54.2% - through social media/website: 12.7% - SMS: 72.4% - printed products: 2.1%

Over 75% of participants find the language used by UNHCR in communication material to be easy or very easy to understand, about 20% remained neutral, and less than 5% found it not easy or difficult.

Participants expressed their preference when it comes to communication channels used by UNHCR, with bulk SMS topping the choices at over 70% and 80% respectively in both phases of the survey, followed by in-person/face-to-face at around 55% and 45%. They also expressed their preference to receive material in more detail, simpler language, scripts rather than audio-visual, and providing information on services rather than news.

On printed products (leaflets, brochures, posters, etc.), between 45% and 55% of participants found it to be useful or very useful, 40% or less remained neutral, and about 10-14% found it useless. On another hand, around 80% stated finding these products at UNHCR Offices mainly and only 18% in CSCs.

## Other Audiences' Views

Participants who identified as Jordanians were given the chance to rate UNHCR Jordan's content on social media and website. 40% said it was good or excellent, 27.5% said it was acceptable, and 32.5% said it was poor or bad.

55-60% of those who identified as "Residents" found the content to be useful, while 40-45% said it was useless to them.

## Conclusion & Recommendations

The results of the survey provide a wealth of information for UNHCR to utilize in adapting and enhancing the effectiveness of our communications with refugees. Due to the relatively small number of Jordanians who responded to the survey, more insights are needed in order to reflect their opinion in a more representative matter. Nonetheless, key findings include:

- The majority of refugees in Jordan prefer SMS as the top communication channel with UNHCR. In light of this information it would be interesting to develop our partnership with Zain further to see if there are any innovative mechanisms we can utilize to maximize SMS communications. In order to save character space on SMS's, UNHCR Jordan has recently been providing hidden website links with additional information as part of SMS's to refugees. It would be useful to track further if refugees are clicking on these links and if this is an effective way of minimizing the SMS budget;
- Refugees in Jordan rely heavily on Facebook as the sole social media channel through which they receive their information from UNHCR. Refugees trust the information that they receive through these official UNHCR channels more than word of mouth and the media;
- The language that UNHCR Jordan is using in its communications with refugees is on the whole understandable. Refugees are however, requesting to have simplified scripts about updates on services which are easily shareable. It would be interesting to investigate further what sort of audio-visual content they would like to see, the length of videos and if animation is of interest;
- Wider distribution of UNHCR printed products for refugees is needed as the majority are reporting only seeing them in UNHCR offices and Community Support Centres;
- Jordan TV, AlRai and Roya are key media outlets which refugees in Jordan rely on for information. Developing more in-depth relationships with these entities with this in mind should be a priority moving forward.