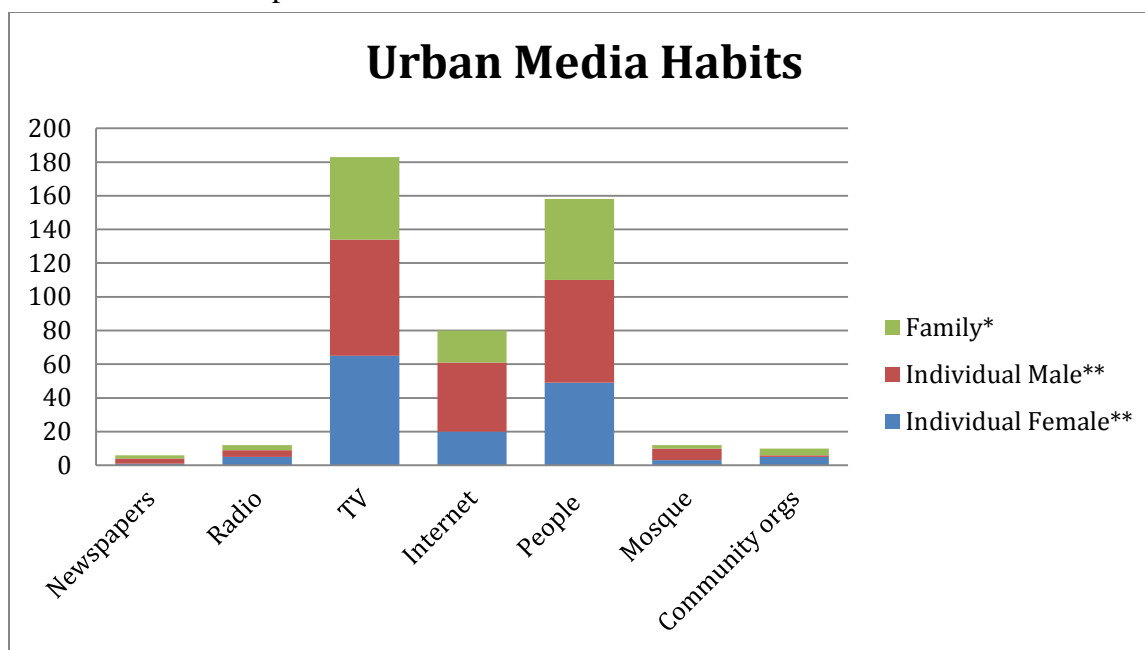


Urban Media Habits Survey Results

April 2013

I. Introduction

This report is based on an informal survey conducted to determine the sources of information relied on by Syrian refugees living outside of the camp, i.e. in the urban setting. A total of 206 surveys were completed at registration, both in the Amman and Irbid offices, the Mafraq help desk, a WFP distribution point in Qwaismeh, and on home visits in Zarqa, Sahaab, and Madaba. The surveys largely yielded similar results irrespective of location. Of the 206 surveys, 68 were completed by females, 79 by males, and 59 by families— this included both husband and wife. Forty of the 68 females surveyed were their households' sole breadwinners. The remaining 28 females were either receiving assistance from their husband abroad, or being supported by a husband in Jordan who was not present at the time of interview.



* The designation of family refers to a unit that includes both husband and wife at the time of interview

** The designation of individual male/female does not reflect whether or not they are registered as a single individual or as part of a family; it merely reflects the composition of the unit at the time of interview

One hundred eighty-three (89%) of those surveyed stated that they relied on TV as a primary source of information.

- 72% of TV viewers watch Al Jazeera for news
- 71% watch Al Arabiya for news
- 43% watch various Syrian news channels
- 75% watch TV in the evenings

- 44% watch TV in the mornings
- 36% watch TV at around midday

Eighty (39%) of those surveyed stated that they used the internet; many stating that it is the only remaining source of reliable communication with friends and family in Syria; namely through Facebook, Whatsapp and Skype.

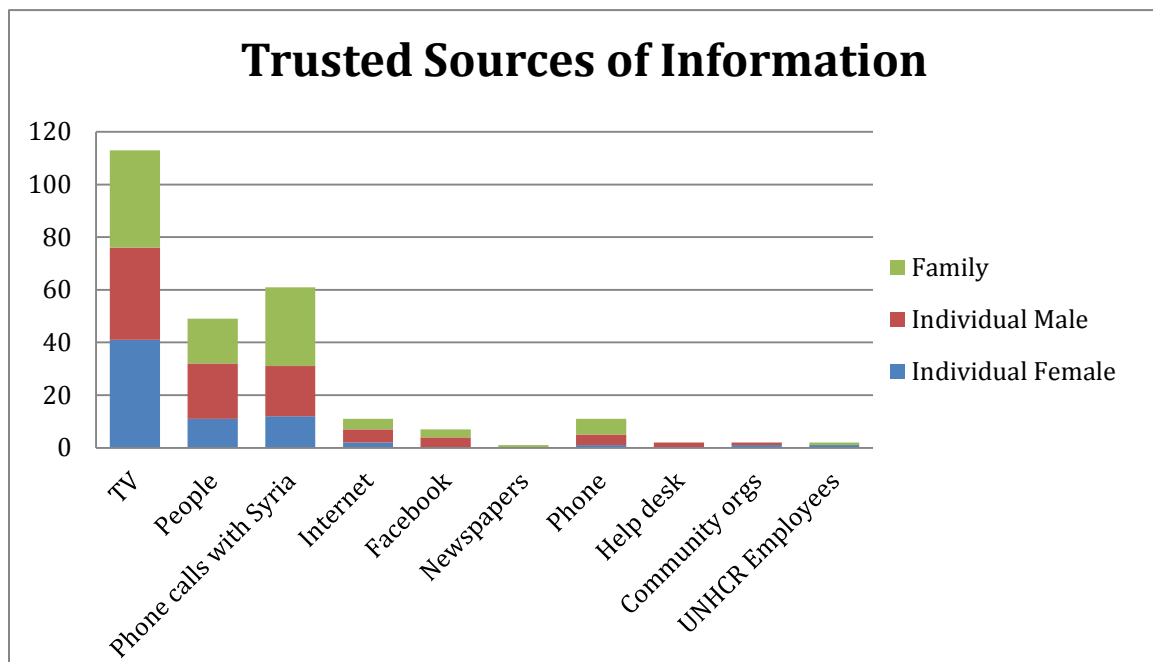
- 69% of internet users access it by phone
- 31% access it by computer
- 68% access Facebook
- 26% access YouTube
- 8% access Skype
- A very small number stated that they followed twitter

One hundred fifty-eight (77%) of those surveyed stated that they relied on information from other people. Although this group relied on information from people located in Syria and in Jordan alike, most stated that the majority of people they received information from in Jordan were in fact Syrian.

No significant disparities were found between the trends of media habits of men and those of women. The largest gap found was the difference in access to Internet; 52% of the males surveyed access the Internet, while only 30% of women surveyed who access the internet.

II. Trusted Sources of Information

Sixty-one (30%) of those surveyed stated that they consider phone calls with friends and family in Syria as the most trusted source of information. Many of those who stated that the Internet, or Facebook, are their most trusted source of information often said that this was because they were a platform by which to communicate with people in Syria.



III. Suggested Modes of Communication

Nearly 50% of those surveyed stated that the best way to provide them with information reliably was through phone calls, particularly noting illiteracy. Thirty-three per cent indicated that the TV was the best way to convey information, while 18% indicated that SMS was that best way to relay information to them. Although a significant number of those surveyed claimed that they were illiterate, they also stated that people around them who were able to read provided them with information that would otherwise be inaccessible to them.

