

# NFI Beneficiary Preferences Assessment Report

Survey period - July 2014

Targeted area –Za’atari camp, Jordan

## Objective

The survey sought to establish beneficiary preferences on delivery modalities for NFIs, and to understand beneficiary perceptions of and concerns about the various shopping options available to them in the camp.

## Methodology

Survey interviews were carried out by NRC staff between July 7th and 15th 2014. Probability sampling was conducted within clusters at each district of Za’atari camp, in approximate proportion to size of their populations. The survey was anonymous. Focus group discussions also took place with NRC facilitators. Participants were selected by purposive non-probability sampling to capture the differing needs and perceptions of female and male beneficiaries living in different areas of the camp. The input of people with disabilities (PwD) was sought separately when they were encountered in the course of the focus group discussions.

## Sample size

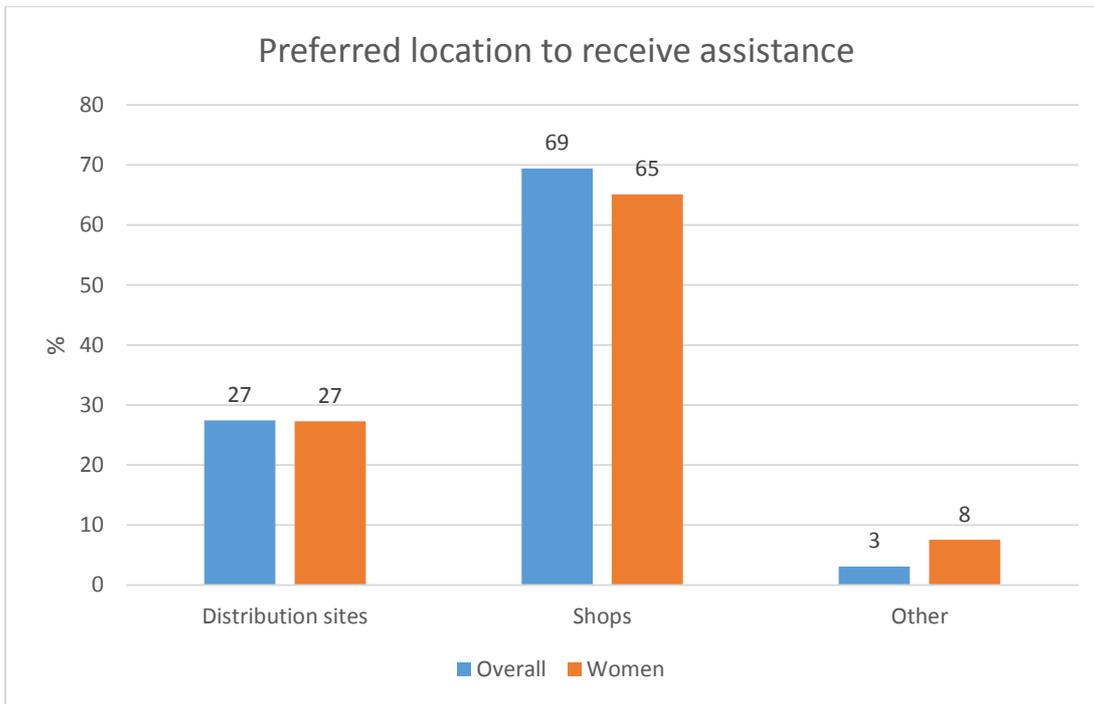
193 surveys took place. Assuming a population of 80,000 this gives a confidence interval of 7.05 at a confidence level of 95%. In addition 23 women and 17 men people took part in 6 focus group discussions. Among the survey interviewees –

- 66 female and 127 male (females were found often to be unwilling to take part)
- 153 of 193 were the Head of Household
- The average household size was 6.3

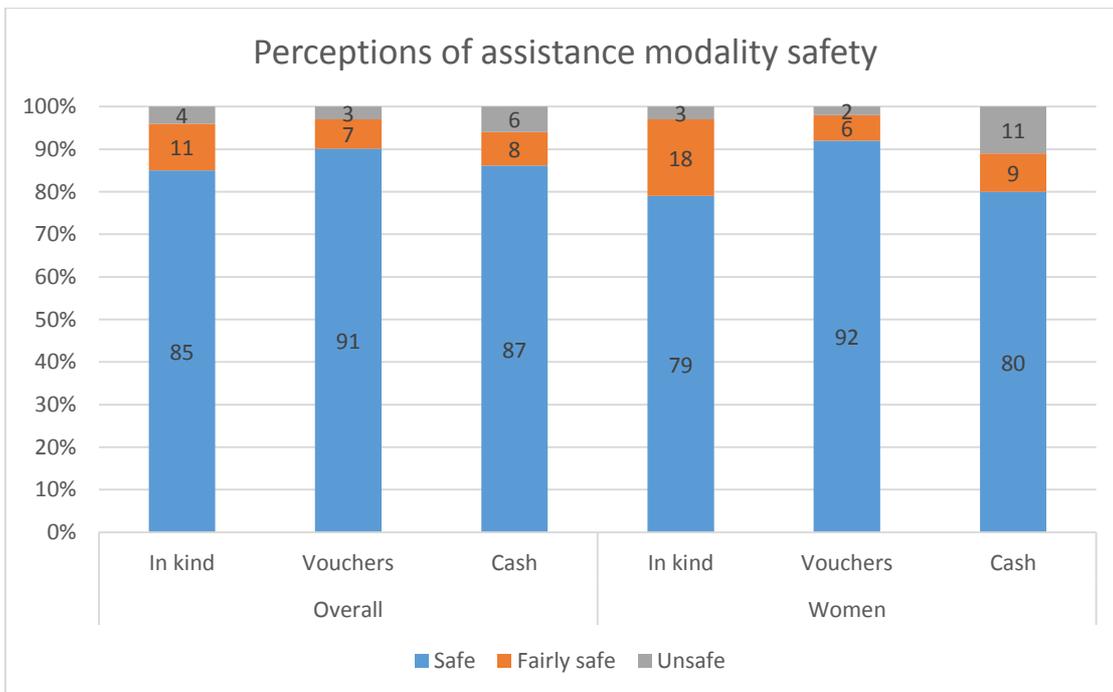
## Modality preferences

Beneficiaries were asked in the survey whether they preferred to receive their assistance at distribution sites, at shops or somewhere else. The precise modality (in-kind, voucher or cash) was not raised in the question. 69% of all respondents, and 65% of women, prefer shops.

In the focus group discussions both women and men were negative about pre-defined assistance packages, and all six groups would prefer a greater degree of control over the resources provided to them and the times when they are available. The female groups expressed clearly the desire to select their own items. In some groups cash was requested as an alternative.

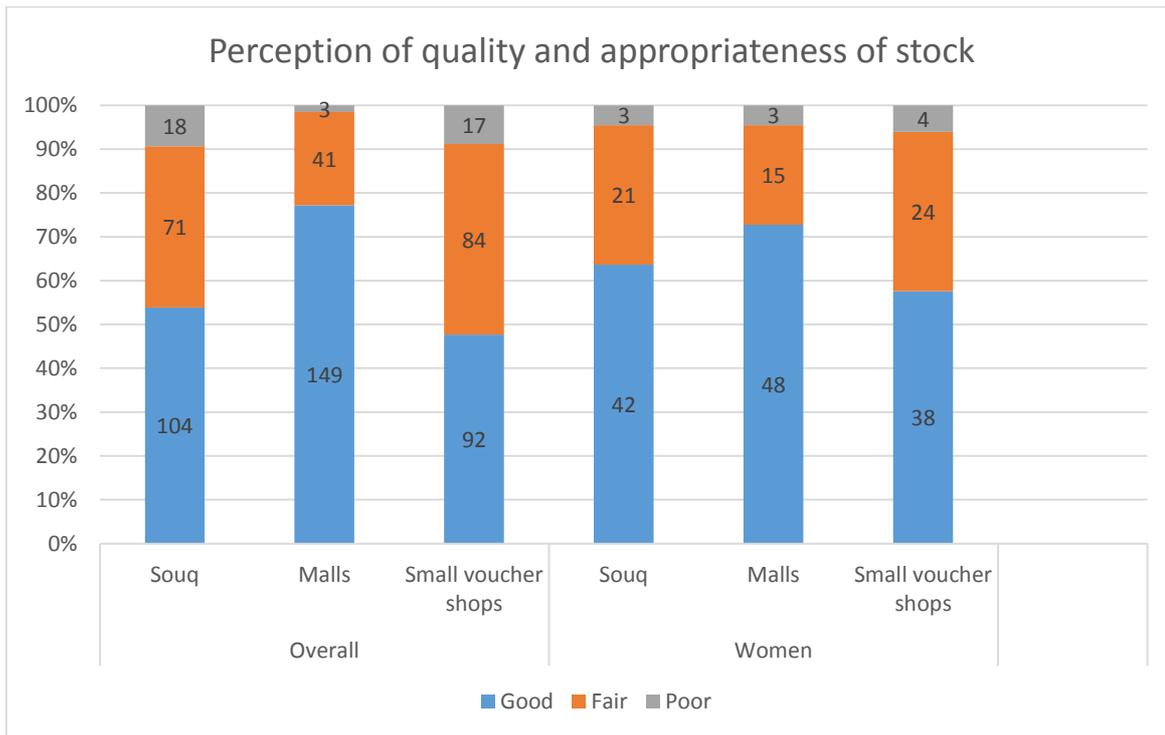


When asked in the survey about the perceived safety of in-kind and voucher assistance, compared to having cash to spend, a generally high perception of safety was recorded across the modalities. Vouchers were seen as slightly safer, particularly by women.

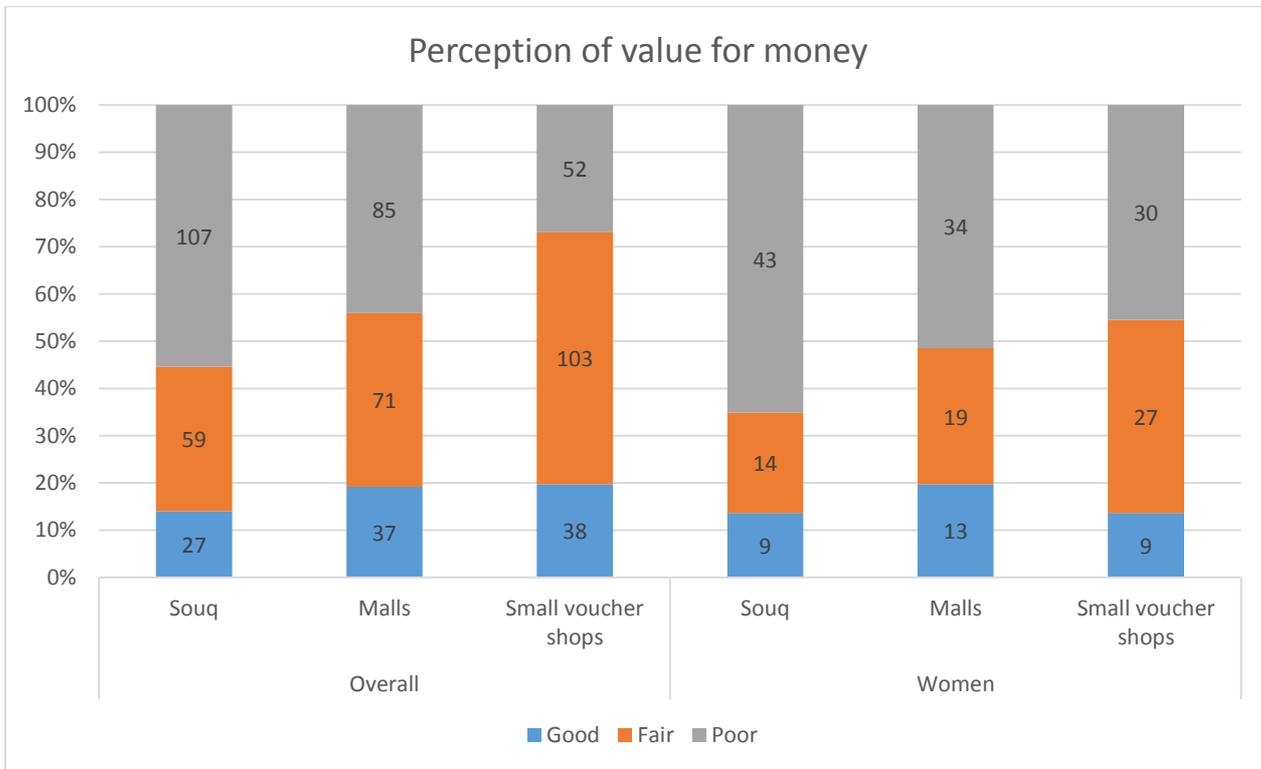


## Shopping preferences

Respondents were asked in the survey about their perceptions of the three shopping options available to them in Za’atari: the souq, the two malls and the CBO ‘small voucher shops’. The questions were split out to identify perceptions of quality and appropriateness of items, value for money, trustworthiness, safety and convenience of location.

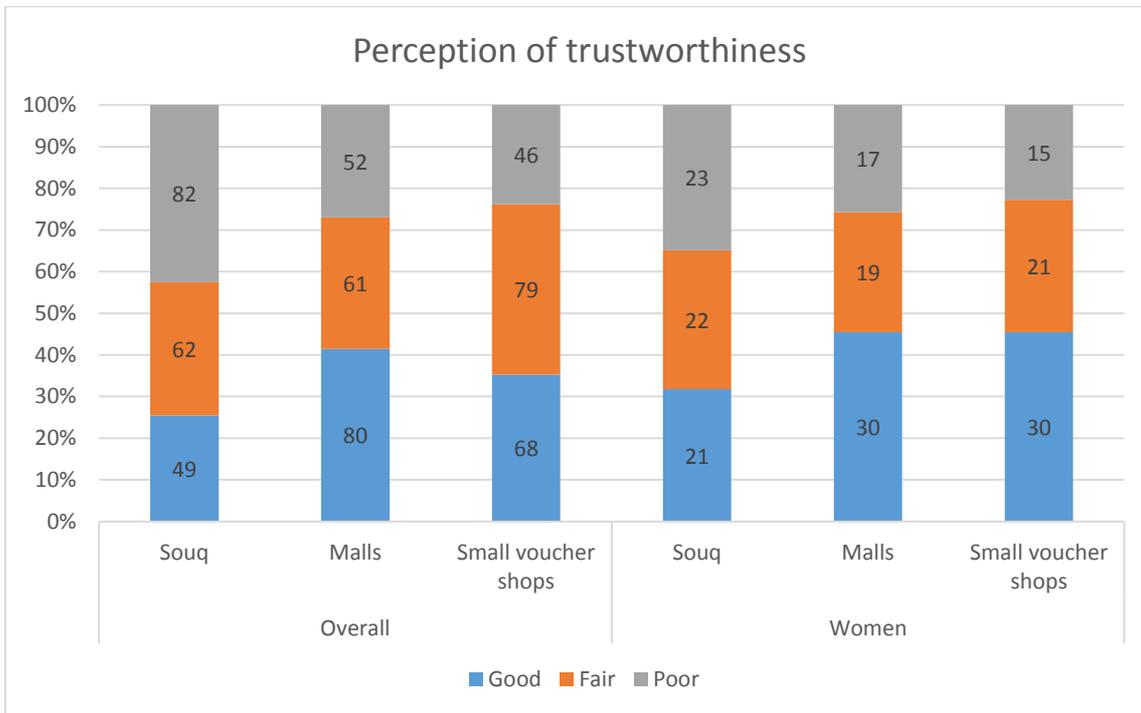


In the survey, malls were most appreciated for quality and appropriateness of items. Small voucher shops scored slightly higher among women.

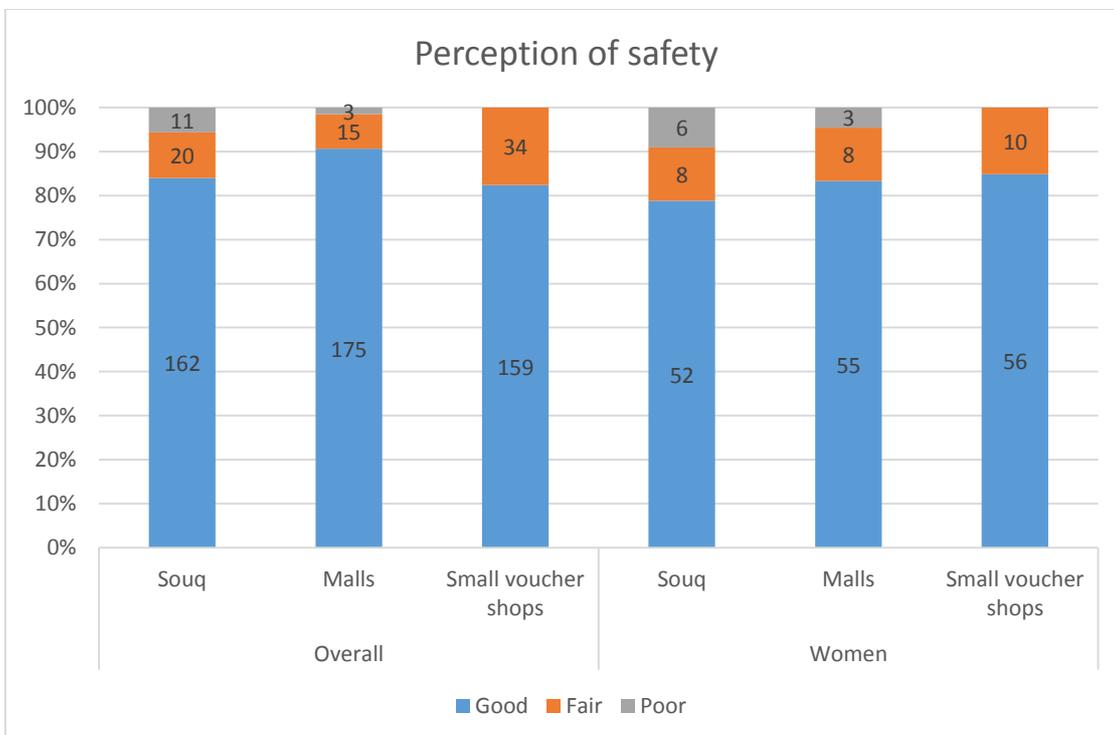


No outlets scored well for value for money in the survey, although the small voucher shops were disliked least by men in particular. Women rate the souq very poorly.

In the focus groups, price came out clearly as the most important factor in shopping decisions for women, with convenience of location second. Women from all parts of the camp said they would travel to get the best value for money. Men were less distinct about their preferences, saying mostly that it depended what they wanted to buy.

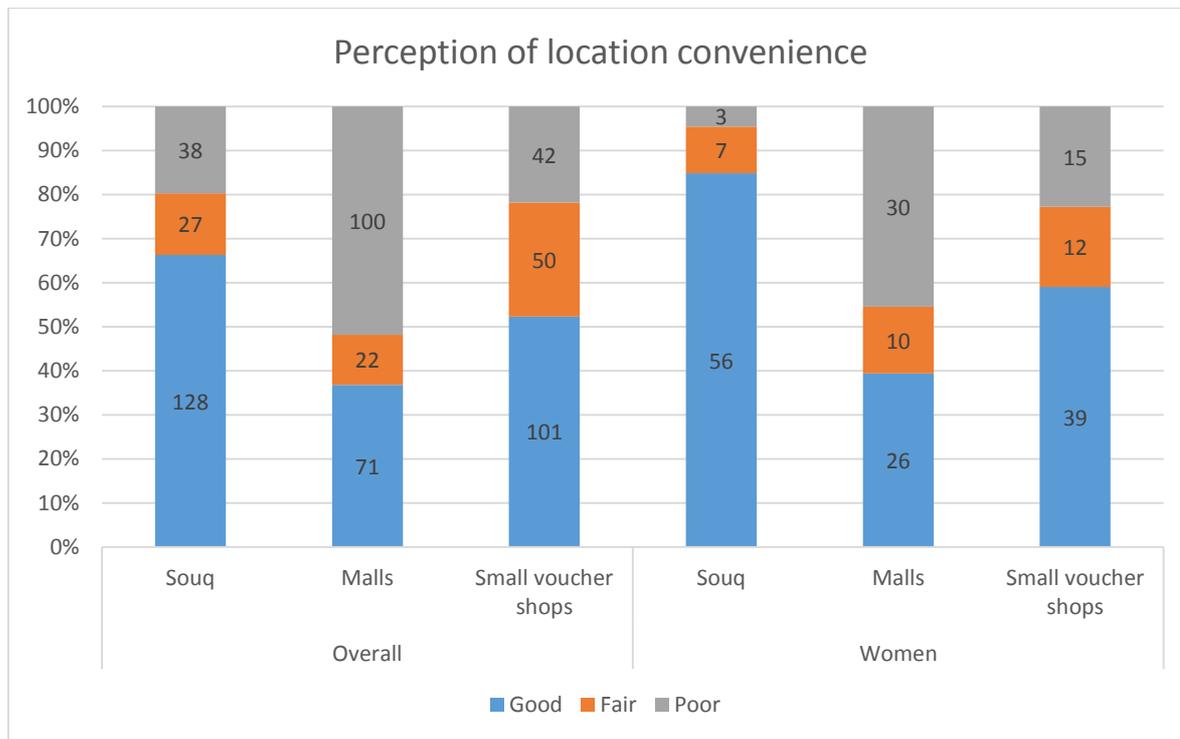


Again, the souq scores badly for trustworthiness in the survey. No option scores particularly well.



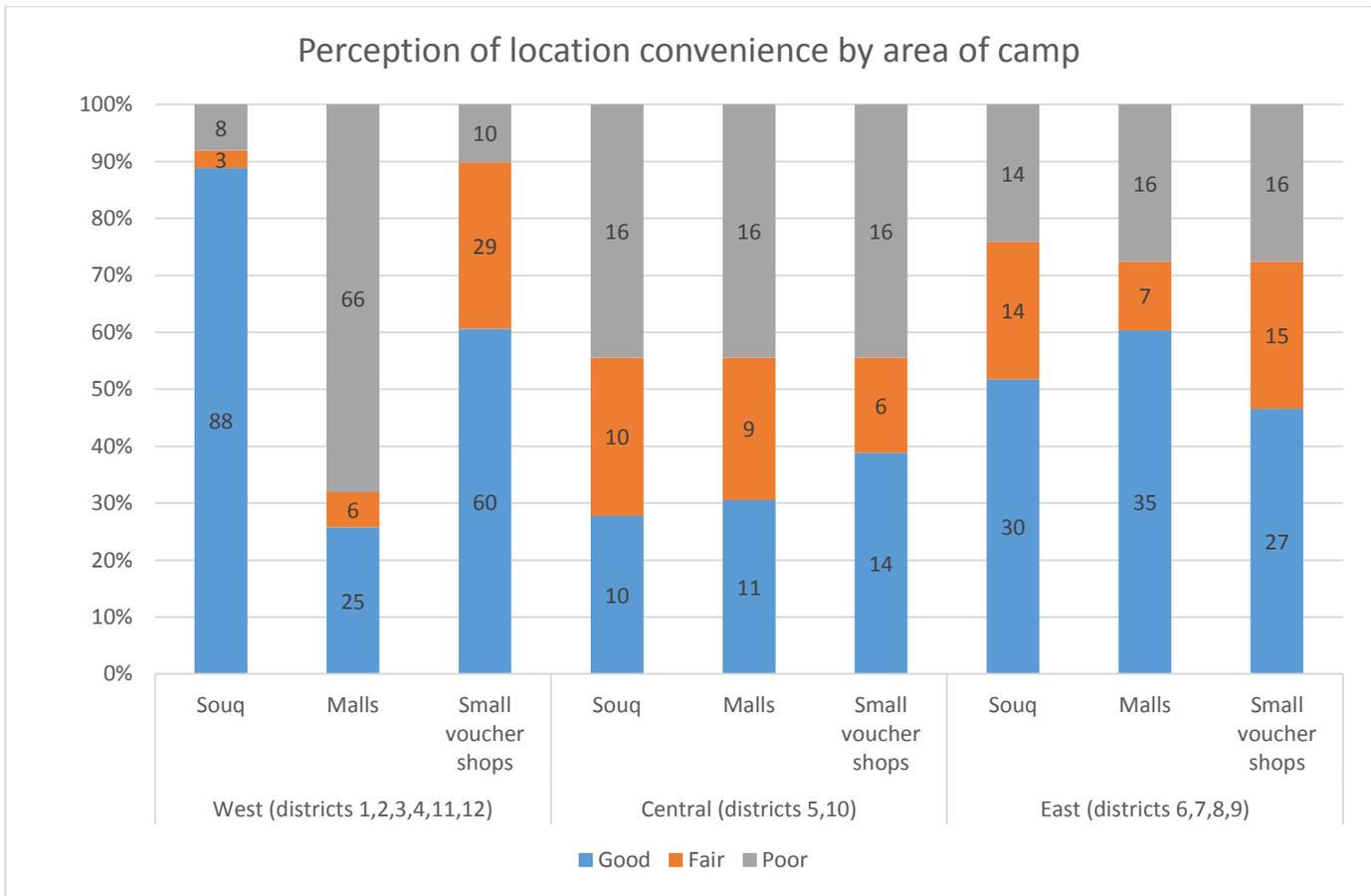
High safety scores in the survey reflect good perceptions of safety in other areas of the study. Slightly more people perceive the souq as unsafe but it is still a very low proportion.

Two of the three male focus groups said that the shops in general are unsuitable or unsafe for single or pregnant women, children, the elderly and disabled people. The female focus groups had no such concerns, agreeing that the shops are accessible to everyone.



In the survey, people were found to have strong views on the locations – they are either convenient or inconvenient, not often middling. Women in particular find the souq location very convenient. The malls score badly.

PwD’s views were largely in alignment with those expressed in the male and female focus groups. Distribution sites are hard to access, as are shops. Assistance with transport is available but expensive.



In order to unpack the polarised responses from the survey they are presented grouped by which end of the camp people live in. In the more densely-populated west end (districts 1, 2, 3, 4, 11 and 12) the souq scores especially well and the malls especially poorly. As we move to the east (districts 6, 7, 8 and 9) this predictably changes to give a slight preference for the location of the malls. It is surprising however that people in the east rate the souq location more highly than do those in the central districts.

In the focus groups, despite widely differing perceptions of convenience depending on their location, women uniformly reported willingness to walk to far locations in order to get the best price. For men location seemed somewhat more important, and they did not strongly prefer one type of outlet to another.