

2017 /// CITIZEN SURVEY

ON INFORMATION NEEDS, INTERETS & CONSUMPTION IN NORTHERN SYRIA

ABOUT ASML/SYRIA

Founded in 2011, ASML/Syria is a French-Syrian organization that supports the development of independent journalism and media in Syria. In the short term, we are determined to alleviate the immediate suffering of the population, while building the pluralistic foundation for a peaceful and democratic future. In 2016 ASML/Syria launched a programme to identify and meet the informational needs of the Syrian population.

For more information, visit www.asmlsyria.com

ABOUT SMART NEWS AGENCY

SMART News Agency was created in 2013 in order to provide a steady stream of verified, professional hard news content from Syria, for both local and international publication.

For more information, visit: smartnews-agency.com

EXECUTIVE SUMMARY

KEY FINDINGS



Citizens are considerably better equipped for information technology and access to information than one might expect, including displaced communities.



Displaced people expressed higher interest in most types of information that were included in the survey when compared to the interest from non-displaced people.



Television is uniformly widespread, while internet and telephone are slightly less available but still largely pervasive.



Apart from specific types of information related to the domestic sphere, women are generally interested in similar information as men, including first aid, road safety, medical advice, basic prices, and general physical safety information. Additionally, they expressed an overall higher interest in all information types when compared to men.



Facebook has secured a role as an absolutely crucial source of information in Syria, as important as television.

There is strong demand for information services. Demand falls into the same overall themes:



the local economy (basic prices, exchange rates, job announcements),



physical security (general physical safety, first aid information, road safety)



and health (hospital status, vaccination campaigns, medical advice).



Despite the high rates of access to information technology, **Syrians surveyed still often fail to find the information they need.** Most likely this indicates that the information either does not exist, does not exist or they do not know where to find it consistently.



Smartphones are the dominant means of accessing the internet among both displaced and non-displaced populations, with **56%** of respondents reporting they have personal internet access on their phone.

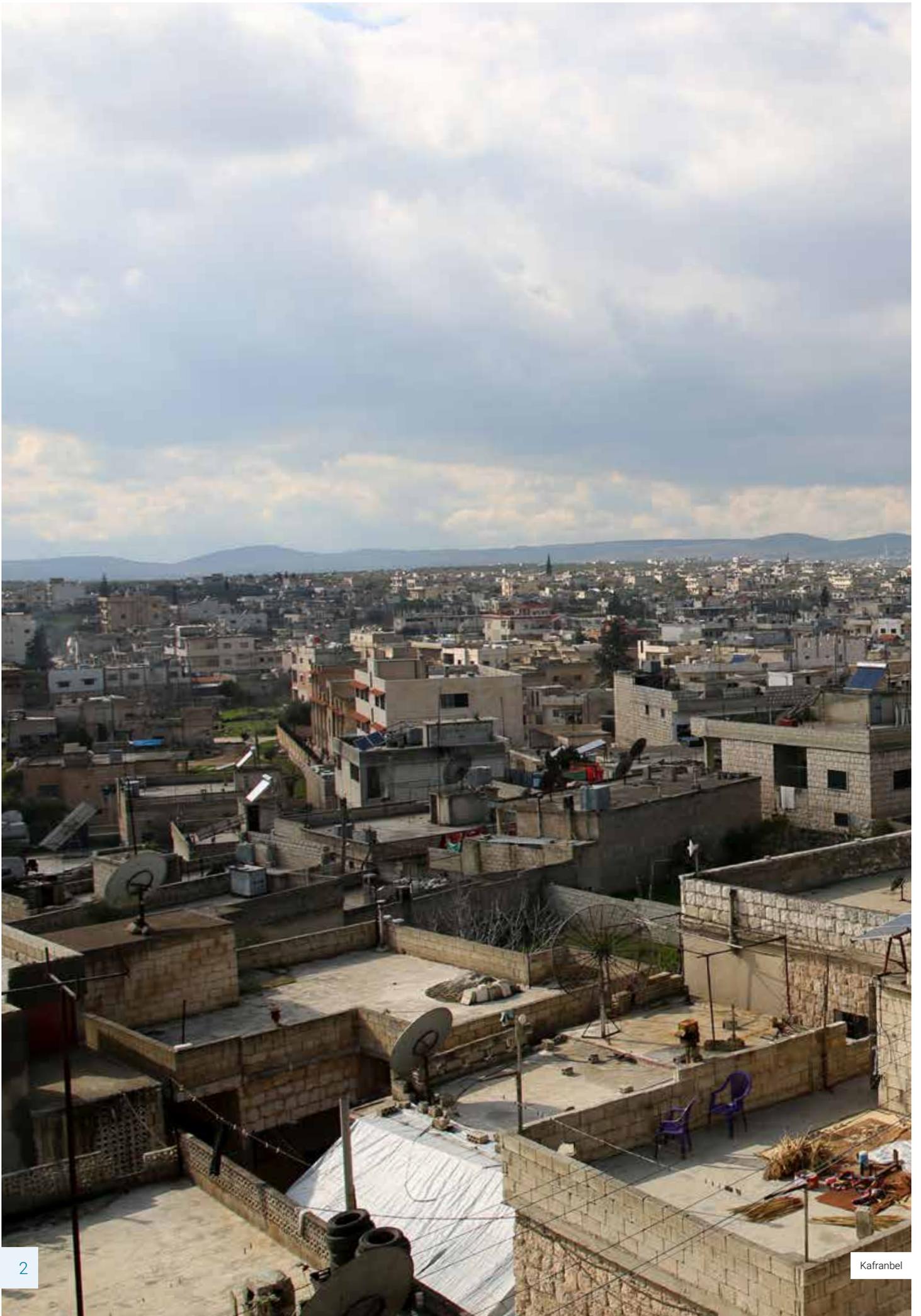


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INTRODUCTION

Over the last few years a growing number of publications and reports are highlighting the unmet needs for information in contexts of crisis or war (World Disaster Report, IFRC, 2005, Left in the Dark: the Unmet need for information in humanitarian response' BBC World Service Trust 2008). The concept of humanitarian information has been widely embraced by the international development and aid sectors, however it is largely focused around the need for shared information among humanitarian and development agencies in order to increase programme efficiency. This has led to the creation of information platforms like ReliefWeb or IRIN and establishment of internal information systems to coordinate aid across regions. Where humanitarian information has been extended to target the beneficiary directly, it has been limited to humanitarian announcements, about aid distribution and campaigns, etc., and emergency alerts, through tools like SMS alert systems.

While these applications of the concept do represent progress, we believe that there is a much broader spectrum of information that could increase humanitarian and development outcomes, and potentially save lives, if made available to local populations. In this regard, we believe that people need information as much as water, food, medicine and shelter. Because information is aid. Since 2015, ASML/ Syria has been working to assess the information needs of the Syrian population in order to better serve the audience, improve their daily life and increase their resilience.

Fundamentally, information empowers people, enabling them to make informed decisions in their everyday lives, mitigate risks, and find creative solutions to concrete problems. This empowerment is rooted in the human tendency for resilience – for example, by giving Syrian civilians information about how to perform first aid, they have a better chance of preventing infection and permanent injuries in situations where professional

medical care is unavailable. If they have information about checkpoint locations and which roads are safe, they can make better decisions about what routes to take, or whether to send their children to school.

In order to provide this information effectively, we need to understand where civilians look for information, and what sources of information they trust. Part of this reasoning is quite obvious: essential information is only essential if people actually receive it. Thus, it needs to be distributed through channels that they actually use regularly. However, the context of the Syrian war and the “information wars” being fought from multiple sides adds another layer of necessity. In this context, many civilians are distrustful of media, so information campaigns are more effective if they are delivered in a format that people already trust and rely upon.

The issue of trust also determines whether a two-way conversation can be established. Civilians will not provide feedback or express demand if they don't believe that the organization on the receiving end is working in their interest. Thus, if INGOs and civil society aim to genuinely understand the needs of civilians - so they can attempt to meet these demands - they need to establish a trusted, reliable channel of communication with their target group.

Therefore, the research summarized in this report aims to illuminate two main themes: what types of information Syrian civilians want and need in their daily lives, and what channels and formats they use to look for it. Furthermore, we have tried to understand how successful they typically are in finding what they need, so that we can identify gaps in the current availability. We hope that this research provides concrete, valuable insights to humanitarian and development actors, as well as civil society. We aim to support their efforts to alleviate the suffering of Syrians, and believe this case study can also be valuable for the future design and structure of humanitarian information services globally.

RESEARCH METHODOLOGY



Cattle breeders in a sheep market in Saraqeb. © Hussein Fadl, 2018

1/ Areas of the study

In 2017, ASML/Syria and SMART News Agency conducted an extensive survey of media consumption and information needs in Idlib Governorate. The study was carried out in Saraqeb and Kafranbel, two towns situated in the governorate of Idlib. If the situation of the two towns were very different prior to the conflict - Saraqeb's population being roughly twice Kafranbel's population¹ - their situations have become increasingly similar. Both towns have been outside of government control since 2012 and have been critically hit by years of war in the country. Idlib governorate has been one of the epicentres and most disputed battleground of the war. In 2015, a number of rebel groups launched an offensive against regime forces and succeeded in capturing a large swath of territory, including Idlib city, the regional capital. Since then, the entire governorate has remained one of the centres of the battle between allied regime forces and opposition forces. Also, as in the rest of the governorate, these two towns are sites of a continuous battle for influence

between competing hard-line rebel armed groups – including Al-Qaeda-affiliated Jabhat al-Nusra - and civil society, Kafranbel's civil society being very vibrant and symbolized by Radio Fresh community radio. The populations have increased in size and grown more similar. In late 2018, local councils estimated that the population of Saraqeb and Kafranbel were respectively 50,000, including 10,000 displaced, and 60,000 including 1,200 displaced families².

However, if both towns have suffered greatly from the war, Saraqeb has paid a heavier price. Kafranbel is situated in a mountainous area difficult to reach with ground artillery from regime-controlled areas. In addition, there are two other towns between Kafranbel and regime military bases from which raids are conducted: Maarat Al Numan and Khan Sheikhun. These two towns have therefore attracted most of the shelling conducted in the area. By stark contrast, Saraqeb is quite close to the limits of regime-controlled areas, and lies within a 35 km range from Abu Adh Duhur airbase (captured by rebel forces in September 2015 and then re-captured by regime forces in January 2018).

¹ According to the 2004 Census of the Bureau of Statistics, Kafranbel's population was 15,000 while Saraqeb reached 32,000.

² Figures confirmed by different sources.

For these reasons, we chose these two cities: they are representative of the scale of destruction in the region, and incorporate the influences of civil society and displaced populations.

2/ Sample Selection

In order to gain a comprehensive and detailed insight, we chose an overall sample of over 1,000 respondents, distributed equally over the two towns. We accepted 1,059 questionnaires, 529 from Saraqeb, 530 from Kafranbel. The tables below (Tables n°1 and n°2) provide an overview of the basic demographics of the sample, including the breakdown by age group and family status.

The proportion of the displaced population represented in the sample is consistent with the figures provided by the local councils.

With regard to gender balance, only 25% of the respondents were female (265). However, in order to provide a representative image of the social reality of the region, all numbers and statistics quoted in this document refer to gender-weighted data, in which women and men each account for 50% of data points.

3/ Concrete and essential information

Part of the objective of this study is to examine the interest and assess the needs of the local population for what we call "service information". We consider service information to include all types of information that help the audience in daily life and increase their resilience. Service information comprises humanitarian information as well as public service information: announcements about aid distribution (time, date, requirements etc.), information by local authorities, local commercial announcements such as basic prices or exchange rates, road safety announcements and checkpoint locations, and other general public safety information.

For the purpose of this study and in close cooperation with our local partners and beneficiaries we identified 17 different types of information that are relevant to everyday resilience for civilians. The full list of information types is presented in table n°5.

Table n°1 – Sample Distribution: Age

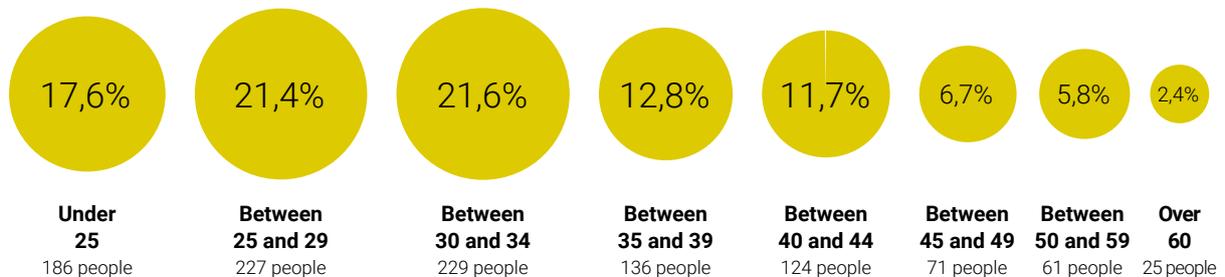
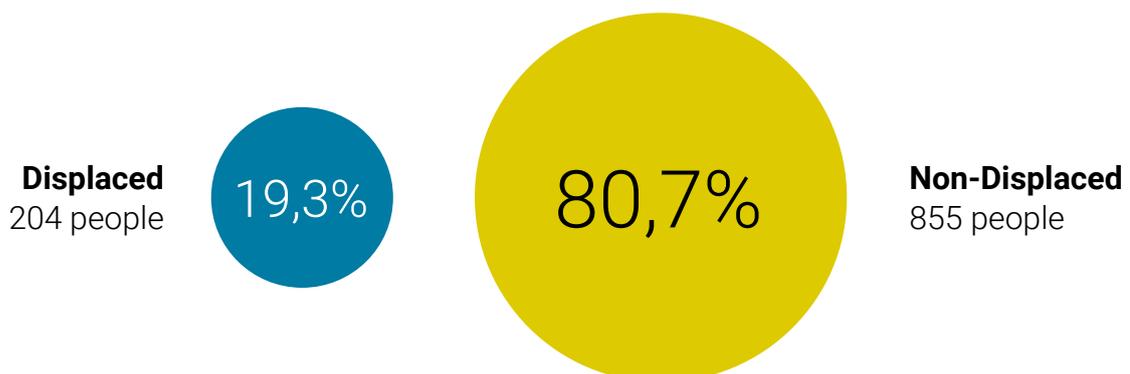


Table n°2 – Sample Distribution: Displaced and Non-Displaced





Young people cleaning the streets of Saraqeb as part of a citizen's initiative carried out in the entire town. © Adi Al-Hussein, 2016

4/ The Survey

The survey was implemented in Arabic by local researchers. The 6-page questionnaire asked questions about media consumption, preferred mediums and platforms, information interests and needs, and basic demographic information (age, gender, location, displacement status, etc.)

Respondents were asked to rate a list of media platforms and mediums based on frequency of use, which included Facebook, Twitter, websites, Soundcloud, TV, FM radio, print magazines, Telegram (mobile application), Zello (mobile application), Marsad (two-way transmitter), and informational posters.

It also included detailed questions about their level of interest in relation to 17 different types of information, asking them to rate each from 1 to 10, with 1 indicating "least important" and 10 indicating "most important". This information can then be cross-referenced with responses to questions about how frequently they find the information they need on each subject.



Elections in Saraqeb to elect the new executive office of the Idleb governorate political committee. © Abd Al-Razaq Madi, 2017

ACCESS AND USE OF MEDIA

The first important finding with regards to access to media and habits of use is that citizens are considerably better equipped for information technology and access to information than one might expect.

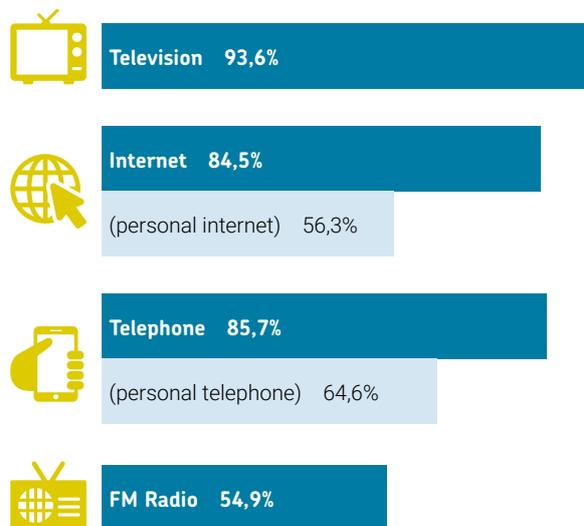
1/ Television and Internet Access

Television is uniformly widespread, while internet and telephone are slightly less available but still largely pervasive. With 94% of respondents declaring access, television remains the n°1 media in Idleb. This is coherent with the pre-war situation and consistent with previous research and other regions in the country^{3,4}. It is interesting to note that the television has maintained dominance in the media sector despite the war and the difficulties it has led to, including electricity cuts, displacements etc. Television is both pervasive among

non-displaced and displaced communities alike, respectively 6% and 9% only declaring not having any access.

Access to internet also remains widespread, though perhaps not quite as much so. While an average of 84,5% of respondents reported having access to internet, nearly half reported that this is shared with others – for example, sharing a smartphone among a family. A similar distinction must be made with access to a telephone, where 64,5% reported that they have a personal telephone, as opposed to 85% who have access to a telephone in general. On average, 56% of respondents have access to internet on their phone – representing 87% of those who indicated they have a phone. It can be observed that in general, most people in the region have a personal phone or access to a phone, and most phones are being used to access the internet.

Table n°3 – Access to Media Equipment



3 Melki, Jad (Pl.), Fiedler, Anke, Reimpell, Philippine, and Maul, Gunnar (Eds). 2014. *Syria Audience Research*. Available at: http://www.mict-international.org/wp-content/uploads/2014/08/syrienstudie_20140813.pdf

4 Melki, Jad (Pl.), Fiedler, Anke, Veenstra, Bart, Spilker, Dirk. 2016. *Syria Audience Research 2016*. Available at: https://www.freepressunlimited.org/sites/freepressunlimited.org/files/audience_research_syria_2016.pdf

2/ Preferred Platforms and Mediums



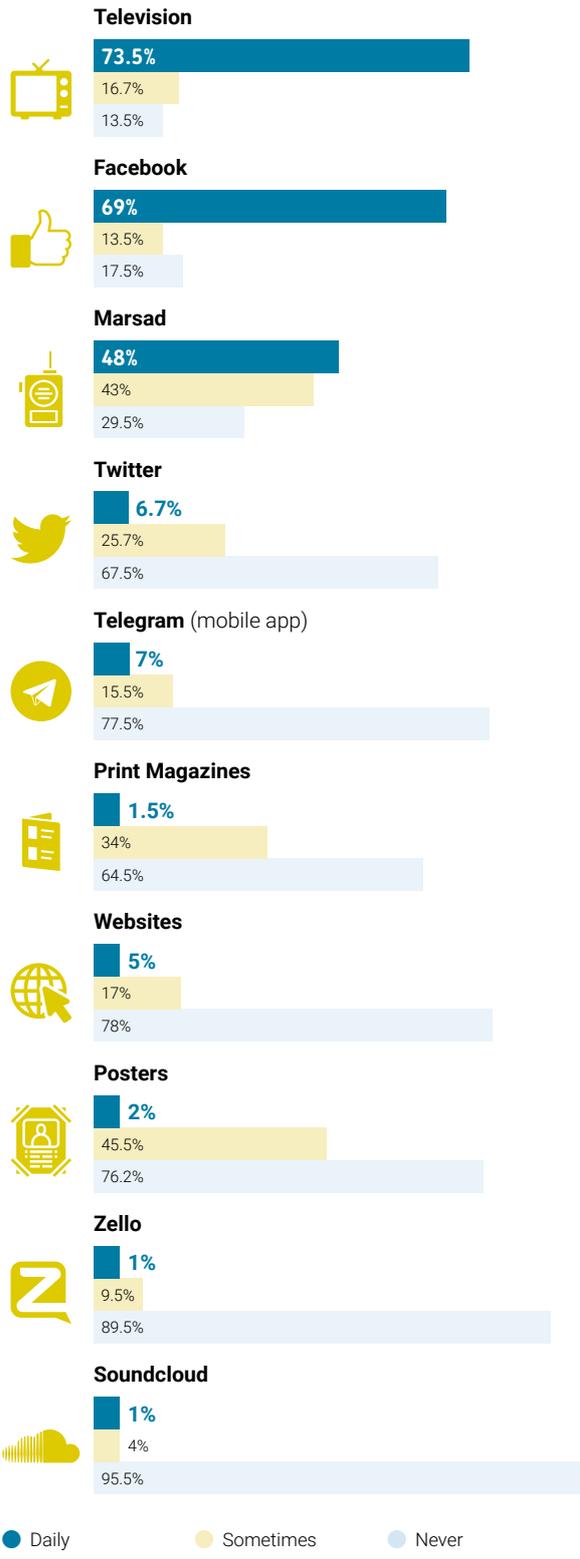
Idleb Services mobile application launched by two programmers from Saraqeb. © Bassel Huwa, 2017

While the respondents reported wide access to a variety of mediums, three very clearly dominate with regard to frequency of use. The chart below shows how respondents described their use of a variety of information mediums, with television, Facebook, and “marsad” (two-way radio) each having more frequent users than the rest of the options combined. Indeed, marsad is the third most frequently used medium with 48% of respondents reporting that they use it daily, and this number drops all the way to 7% for the fourth-place medium, Twitter. One of the more surprising findings from the survey results is that Facebook has secured a role as an absolutely crucial source of information in Syria, as important as television. Facebook is widely used in all communities surveyed, with a large majority of the populations reporting that they use it to some degree: 82.5%.

Under-reported Importance of Marsad

In addition to television and Facebook, whose role in the Arab revolutions has been commented on extensively, another medium appears to be crucial: the “marsad”, or hand-held two-way radio transceiver. Its role has been practically untouched by analysts, and it seems that its importance lies exclusively within the Syrian context, possibly even exclusively in a hyper-local context. At an average of 71%, access to a “marsad” is very widespread in the region. It is largely a collective source of information, shared among members of a family or positioned in a public place for members of a neighbourhood or community to hear. On average, 59% of “marsad” access is shared. Additionally, it is used predominantly by men, which may be related to the locations transceivers are placed, or the content of the military transmissions that are usually received.

Table n°4 – Media Access Frequency
How often do you access the media listed below?



INFORMATION NEEDS AND INTERESTS

From the responses collected, a strong demand for concrete and everyday information is apparent. Of the 17 types of information that the survey examined, 15 of them had an average rating exceeding 5 on an interest scale of 1 to 10.

In general, the information demanded falls into the same overall themes: the **local economy** (basic prices, exchange rates, job announcements), **physical security** (general physical safety, first aid information, road safety) and **health** (hospital status, vaccination campaigns, medical advice). It is equally apparent that certain types of information are considered largely

unimportant or uninteresting, specifically legal advice and agricultural advice.

We can also note that 5 different types of information are deemed crucial (rated between 8 and 10) by more than 50% of the respondents: **basic prices, road safety, the status of hospitals, first aid** and **exchange rates**.

Even for the information that appears to be the least important, namely legal advice, agricultural advice and border crossing status, we see that they still appear to be crucial for significant sections of the population, respectively 20,3%, 24,4% and 32,4%.

Table n°5 – Ratings of information types and ratio of respondents considering it of crucial importance

Information Type	Average Rating (1-10)	% considering crucial (8-10)	Notes and Explanation
Basic prices	7.5	62,20%	Local price of the most essential goods updated daily in different Syrian cities
Road safety	7.0	54,50%	Which road is safe to take, position of checkpoints, etc.
Hospital status	7.0	52,30%	Service status (open or closed), medical specializations, access to specific equipment
First aid	6.85	53,70%	How to treat injury or sickness when professional care is unavailable
General physical safety	6.65	49,70%	Advance warnings on bombings, weather alerts, other immediate danger
Medical advice	6.65	49,00%	Health advice, information on avoiding and treating specific diseases
Exchange rates	6.65	52,20%	Regular rate updates between TRY, USD, EUR, SYP
Vaccination campaigns	6.2	48,60%	Dates and locations of campaigns organized in the region
Children care advice	6.1	46,10%	Advice on how to keep children safe, school closures, alternative activities
Job announcements	6.05	47,40%	Advertisements for local jobs available
Women's welfare	5.8	41,50%	Including feminine health and hygiene, pregnancy nutrition, etc.
Missing people updates	5.75	37,30%	Updates on knowledge about missing persons
Psychological advice	5.35	33,70%	Advice on dealing with trauma, anxiety, and similar consequences of war
Cooking advice	5.3	36,20%	Advice on making nutritious food despite fuel and ingredient shortages
Border crossing information	5.2	32,40%	Advice on safety and procedures for crossing borders * This may reflect the fact that the Turkish border has been essentially closed since 2015
Agricultural advice	4.3	24,40%	Forecasts, notification of crop diseases, drought, etc.
Legal advice	4	20,30%	Advice on navigating legal structures and claiming rights

1/ Gender Disparities

Interest in the types of information included in the survey also seems to be higher for women than for men, with an average difference of 0.66 points between men and women. Some interests appear to be quite common across genders; both men and women rate road safety, first aid, and general physical security information as high priority, though in different order relative to their other interests.

Table n°6 - Top 6 types of information for men and women

Top 6 Average Ratings - Men	
7.9	Basic prices
7.7	Hospital status
7.5	Exchange rates
6.8	Road safety
6.3	First aid advice
6.2	General physical safety
Top 6 Average Ratings - Women	
7.7	Cooking advice
7.6	Women's welfare
7.4	First aid advice
7.2	Road safety
7.2	Medical advice
7.15	Basic prices

Of course, there are certain types of information that we can expect will reflect gender differences. By analysing the responses of a community in detail, we can observe some of the dynamics that influence these preferences. In a society with rigid traditional gender roles, cooking and taking care of children are almost always the responsibility of women, and thus we observe that advice on these aspects of daily life are considered much more important by women than by men.

However, it is notable that women still rank road safety and job announcements quite high in

communities where traditionally, many women do not drive and most do not work outside the home. We could imagine this as a reflection of changing gender roles due to the pressures of war, many becoming the main breadwinners for their family after the death or detention of their male relatives. In addition, worsening of life conditions and difficult economic situation may have pushed women to play a more proactive economic role in their households. (See tables n°6 and 12).

When we consider the proportion of male and female respondents regarding certain types of information as crucial, it is important to note that women in Idleb seem to have much greater demands in terms of information. The proportion of women who regard types of information as crucial exceeds 50% for 9 types of information, compared with only 4 types for men.

Table n°7 Most crucial information for men and women
List of information types which are rated between 8 and 10 by more 50% of the respondents.

Men	
Information	Crucial
Basic prices	70,2%
Hospital and clinic status	67,1%
Exchange rates	66,0%
Road safety	51,3%
Women	
Information	Crucial
Cooking advice	63,0%
Women's welfare	60,8%
Children care advice	58,9%
First aid information	58,5%
Road safety	57,7%
General physical safety	54,3%
Basic prices	54,3%
Medical advice	53,6%
Vaccination campaigns	52,1%

2/ Interests of Displaced People

We observe a significant difference between the degree of interest reported by displaced people and by original residents of the community. For each of the 17 types of information included in the survey, displaced people in one region rated their interest higher than non-displaced people by an average of 0.80 points. This group of respondents prioritize information about health and physical security, while non-displaced people express stronger interest in economic information. Notably, displaced people are less interested in transport than non-displaced people. This may be reflective of differences in access to cars and transport, with displaced people probably being less mobile.

Table n°8 – Top 6 most important information types for displaced and non-displaced people
Average ratings of types of information

Top 6 Average Ratings - Displaced	
8.1	Basic prices
7.8	Medical advice
7.6	First aid information
7.6	General physical safety
7.6	Vaccination campaigns
7.55	Hospital and clinic status

Top 6 Average Ratings – Non-displaced	
7.4	Basic prices
7.0	Road safety
6.9	Hospital and clinic status
6.7	First aid information
6.6	Exchange rate
6.4	General physical safety

11 types of information tested are considered crucial by more than 50% of the displaced population.

This can be compared with only 5 types for non-displaced populations.

Table n°9 – Most crucial information for displaced and non-displaced people
Including information types which are rated between 8 and 10 by more 50% of the respondents.

Displaced	
Information	Crucial
Medical advice	66,1%
Basic prices	65,0%
Vaccination campaigns	64,6%
First aid information	62,2%
General Physical Safety	61,4%
Hospital and clinic status	58,3%
Job announcements	58,3%
Children care advice	56,3%
Road safety	53,2%
Exchange Rate	52,0%
Women's welfare	50,0%

Non-Displaced	
Information	Crucial
Basic prices	61,7%
Road safety	54,8%
Exchange Rate	52,3%
First aid information	52,1%
Hospital and clinic status	51,2%

All the information considered crucial for a majority of the non-displaced is also crucial for a majority of the displaced communities. However, the following types of information are deemed crucial for the displaced population and not for the rest: medical advice, vaccination campaigns, general physical safety, job announcements, children care advice and women's welfare.

Agricultural advice is the only type of information in higher demand among the non-displaced community, even though the interest remains quite low (see table n°12).

INTERESTS VS. NEEDS

To gain a precise understanding of the surveyed population's interests and needs it is important to distinguish between the two concepts, "interests" vs. "needs". The ratings given to a particular type of information reflect interest in the type of information, but not necessarily a lack of information. It simply indicates that the respondents have an interest or need for this type of information; it does not mean that their interest or need goes unmet. We can observe precisely that there is a strong positive correlation among respondents who report interest in a certain type of information and their reported ability to obtain this information. It is reasonable to think that those who are very interested in a particular type of information will spend more time and money to obtain it, and therefore have a greater probability of satisfying their need than those who are less interested.

In determining programming priorities for information services, it is essential to investigate which among those considering a certain type of information as "crucial" (rating 8-10) represent needs that are not currently being met.

For the types of information identified as important, except for exchange rates and cooking advice, at least one third of those who have identified it as crucial reported that they do not always find the information that they need. For health information, this rises to more than half, and even 60% for the status of hospitals.

This shows that despite the high rates of access to information technology, Syrians surveyed still often fail to find the information they need. Most likely this indicates that the information either does not exist, or they do not know where to find it consistently.

The table below shows a sample of data from various information types, examining how often respondents successfully find information that they have rated as "crucial". When asked whether they find the information they need, at least a third of respondents replied "no" or "sometimes" for types of information that they consider crucial. This suggests that even those who are very interested in a particular type of information are often not finding it. Additionally, this chart shows that health-related information is the hardest to obtain, with between 45,10% and 59,5% of the respondents considering this information as crucial and not consistently managing to find it.

Table n°10 – Success rates of information access by respondents considering the information crucial.
Do you find the information you need for the information listed below?
(The chart only displays the answer of the respondents who rated each type between 8 and 10.)

Category	Information	No	Sometimes	Yes	No or sometimes
Health	Hospital and clinic status	37,80%	21,7%	40,5%	59,5%
Health	Vaccination campaigns	25,20%	27,9%	47,0%	53,1%
Health	Medical advice	21,90%	23,2%	55,3%	45,1%
Economy	Job announcements	25,60%	16,5%	57,9%	42,1%
Economy	Basic prices	19,10%	14,4%	66,5%	33,5%
Economy	Exchange rate	9,50%	9,9%	80,6%	19,4%
Safety	General physical safety	13,20%	23,5%	63,3%	36,7%
Safety	First aid Info	14,40%	21,2%	64,3%	35,6%
Safety	Road safety	12,70%	22,1%	65,1%	34,8%
Trauma	Psychological advice	18,80%	25,9%	55,3%	44,7%



ANNEXES



Saraqeb

Annex 1

Table n°11 - Sources of information
What media do you follow to obtain the information you need?

	First Source	Second Source	Third Source	Total of people considering it among their top three sources of information
Internet	49,2%	21,3%	12,6%	83,1%
Television	24,0%	32,9%	8,5%	65,4%
Marsad	8,3%	9,4%	16,6%	34,3%
FM Radio	2,6%	7,7%	6,6%	16,9%
Other	6,2%	7,2%	5,1%	
No Answer	9,6%	21,5%	50,6%	

Annex 2

Table n°12 – Relative importance of types of information
What kind of information would help you in your daily life from the themes listed below?

	Overall		Male		Female		Displaced		Non-displaced	
	Average	Crucial	Average	Crucial	Average	Crucial	Average	Crucial	Average	Crucial
First aid information	6,82	53,7%	6,27	49,0%	7,38	58,5%	7,59	62,2%	6,68	52,1%
General physical safety	6,63	49,7%	6,20	45,1%	7,06	54,3%	7,58	61,4%	6,45	47,5%
Road safety	7,00	54,5%	6,77	51,3%	7,23	57,7%	7,19	53,2%	6,96	54,8%
Exchange rate	6,99	52,1%	7,51	66,0%	5,87	38,5%	7,02	52,0%	6,63	52,3%
Basic prices	7,54	62,2%	7,92	70,2%	7,15	54,3%	8,10	65,0%	7,43	61,7%
Medical advices	6,61	49,0%	6,06	44,5%	7,16	53,6%	7,79	66,1%	6,38	45,8%
Vaccination campaigns	6,22	48,6%	6,25	45,2%	6,20	52,1%	7,56	64,6%	5,97	45,6%
Psychological advices	5,35	33,7%	4,95	30,1%	5,75	37,4%	6,71	44,1%	5,09	31,8%
Children care advices	6,08	46,1%	5,10	33,4%	7,05	58,9%	7,28	56,3%	5,85	44,2%
Woman welfare	5,83	41,5%	4,09	22,3%	7,57	60,8%	6,81	50,0%	5,64	39,9%
Border crossing status	5,23	32,4%	6,01	41,8%	4,45	23,0%	5,83	37,8%	5,12	31,4%
Missing people information	5,70	37,3%	5,33	31,6%	6,07	43,0%	6,76	46,5%	5,50	35,6%
Legal advice	3,98	20,3%	3,60	16,8%	4,35	23,8%	3,89	17,7%	3,99	20,7%
Job announcements	6,05	47,4%	6,10	48,0%	6,00	46,8%	7,10	58,3%	5,85	45,3%
Cooking advice	5,27	36,2%	2,85	9,4%	7,70	63,0%	5,07	34,2%	5,31	36,6%
Agricultural advice	4,29	24,4%	4,03	16,1%	4,55	32,1%	3,85	18,9%	4,37	25,5%
Hospital and clinic status	7,00	52,3%	7,67	67,1%	6,33	37,5%	7,55	58,3%	6,90	51,2%

The “average” column displays the average ratings received by each type of information. The following question was presented: “How important would these types of information be to help you in your daily life? (1 – 10, 10 being the most important).”

The “crucial” column displays the percentage of the respondents who considered each type of information as “crucial” by rating it between 8 and 10.

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