



Water Management Initiative (WMI) Knowledge, Attitudes, and Practices Baseline 2017



SURVEY OBJECTIVE:

To collect baseline information about the population's based-knowledge, attitudes, and practices (KAP) toward water conservation in Irbid, Amman, and Zarqa.

2,000

HOUSEHOLDS
in quantitative sample



from

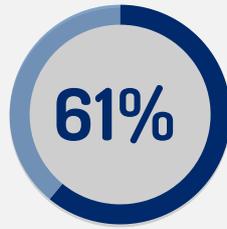
IRBID (28.5%)

AMMAN (51.5%)

ZARQA (20%)

80.7% Jordanian

19.3% Syrian



Believe there is a water shortage in Jordan

Top responses for the reason behind the shortage are:

- 23% Population pressures
- 10% Lack of rainfall



WATER SAVING AND THE HOME:

The following methods are the most commonly implemented in homes, according to the survey:



Turning off the tap



Testing water network for leaks & making repairs



Using water-saving devices on faucets

11 FOCUS GROUP DISCUSSIONS



with 86 participants

Focus group insights:

1. Main reasons for not saving water relate to household size, prevalence of social gatherings, showing off wealth and cleanliness, and ignorance



2.. Most Jordanians clean their water tanks once a year in the summer, and only check for leaks when a problem occurs

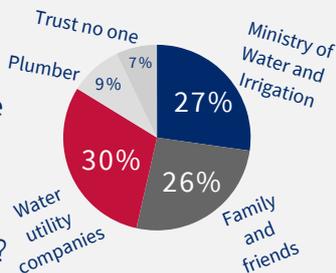


48% of respondents carry out repairs of their home water networks within one day of noticing an issue



WATER, THE MEDIA, AND THE PEOPLE:

Which source do you trust the most for water-related information?



Which media sources do you use to get news and information on water?

- 46% Jordan TV
- 15% Don't follow media
- 14% Social media and websites
- 5% Radio
- 3% Newspapers
- 8% Other



WATER AND PUBLIC SPACES:



Yes, would report a water leak in public if they encountered one

- In Irbid and Amman, much higher number of Jordanians said "yes" than Syrians
- Elderly more likely to report leaks than young people

Focus group insight: Social media and internet use is heavily biased towards young people. The elderly favor newspapers. Furthermore, participants found it difficult to make complaints to water companies.



CONCLUDING THOUGHTS:

Most respondents were un-aware of initiatives or activities related to water **usage**: many were interested in participating in water saving outreach, but worried about time.

Knowledge of water saving methods is consistent across governorates, mainly concentrated on indoor conservation methods

Some **social norms** limit the efficient use of water, including family size, wealth boasting, social occasions, and lack of awareness