

PN-ADL-289



WEPIA

Water Efficiency and Public Information for Action
مشروع الكفاءة المائية والتوعية



**Survey Among Tourists
In Amman to pretest Leaflet**

The Academy For Educational Development

**The Water Efficiency And Public Information
For Action (WEPIA)**

September,2001

Table 1
 1. Is this your first visit to Jordan?
 by Demographics
 Base: All respondents

	Sex		Age				Nationality					Hotel			
	Total	Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Yes	14	8	6	1	9	4	-	3	5	1	-	5	5	1	8
	28%	24%	38%	11%	31%	44%	-%	21%	26%	33%	-%	42%	31%	14%	30%
No	36	26	10	8	20	5	3	11	14	2	2	7	11	6	19
	72%	76%	63%	89%	69%	56%	100%	79%	74%	67%	100%	58%	69%	86%	70%

Table 2

2. How many days you will be spending in Jordan on this trip?

by Demographics

Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Less than 5 days	22	13	9	6	12	3	1	5	4	1	1	11	1	3	18
	44%	38%	56%	67%	41%	33%	33%	36%	21%	33%	50%	92%	6%	43%	67%
5-10 days	22	17	5	2	15	4	1	9	11	1	-	1	12	2	8
	44%	50%	31%	22%	52%	44%	33%	64%	58%	33%	-8%	8%	75%	29%	30%
10-15 days	2	2	-	-	1	1	-	-	1	-	1	-	1	1	-
	4%	6%	-8%	-8%	3%	11%	-8%	-8%	5%	-8%	50%	-8%	6%	14%	-8%
15-20 days	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1
	2%	3%	-8%	-8%	3%	-8%	-8%	-8%	-8%	33%	-8%	-8%	-8%	-8%	4%
More than 20 days	3	1	2	1	-	1	1	-	3	-	-	-	2	1	-
	6%	3%	13%	11%	-8%	11%	33%	-8%	16%	-8%	-8%	-8%	13%	14%	-8%

Table 3

3. Are you aware that Jordan faces severe water shortages?

by Demographics

Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Yes	31	23	8	5	19	6	1	7	15	2	2	5	14	4	13
	62%	68%	50%	56%	66%	67%	33%	50%	79%	67%	100%	42%	88%	57%	48%
No	19	11	8	4	10	3	2	7	4	1	-	7	2	3	14
	38%	32%	50%	44%	34%	33%	67%	50%	21%	33%	-	58%	13%	43%	52%

Table 4

4. How did you learn about this?

by Demographics

Base: If aware:

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	31	23	8	5	19	6	1	7	15	2	2	5	14	4	13
Learned about it before coming to Jordan	14	12	2	1	8	5	-	6	4	1	-	3	10	-	4
	45%	52%	25%	20%	42%	83%	-0	86%	27%	50%	-0	60%	71%	-0	31%
Tour company advised us	3	3	-	-	2	1	-	-	-	1	1	1	-	1	2
	10%	13%	-0	-0	11%	17%	-0	-0	-0	50%	50%	20%	-0	25%	15%
Saw notices in my hotel	7	6	1	1	4	2	-	2	3	-	1	1	4	1	2
	23%	26%	13%	20%	21%	33%	-0	29%	20%	-0	50%	20%	29%	25%	15%
Saw advertising on television/ in newspaper	15	11	4	3	7	4	1	4	11	-	-	-	8	2	5
	48%	48%	50%	60%	37%	67%	100%	57%	73%	-0	-0	-0	57%	50%	38%
Learned about it from Jordanians	2	1	1	-	1	1	-	-	2	-	-	-	2	-	-
	6%	4%	13%	-0	5%	17%	-0	-0	13%	-0	-0	-0	14%	-0	-0

Table 5
 5. What are your initial impressions about this leaflet?
 by Demographics
 Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
It contains useful and important information/ Makes visitors aware of the importance of saving water	33 66%	21 62%	12 75%	6 67%	18 62%	7 78%	2 67%	8 57%	16 84%	2 67%	- 0%	7 58%	14 88%	2 29%	17 63%
It tells us that there are aerators/Devices that can help in conserving water	7 14%	5 15%	2 13%	2 22%	5 17%	- 0%	- 0%	2 14%	4 21%	- 0%	- 0%	1 8%	3 19%	1 14%	3 11%
It is new idea/ It shows that there are efforts to conserve water	35 70%	26 76%	9 56%	4 44%	20 69%	8 89%	3 100%	11 79%	12 63%	2 67%	- 0%	10 83%	14 88%	3 43%	18 67%

Table 5 (continuation)

5. What are your initial impressions about this leaflet?

by Demographics

Base: All respondents

	Sex		Age				Nationality					Hotel			
	Total	Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
It is not a very good idea/The visitor wants to be comfortable in his hotel/He does not need to suffer because of the problem in this country	2 4%	1 3%	1 6%	- 0%	1 3%	1 11%	- 0%	- 0%	- 0%	- 0%	1 5%	1 8%	- 0%	2 29%	- 0%
I don not believe that visitors would abide by these instructions	4 8%	3 9%	1 6%	1 11%	3 10%	- 0%	- 0%	1 7%	2 11%	- 0%	1 5%	- 0%	1 6%	- 0%	3 11%
It shows clearly that Jordan is facing serious water shortages	4 8%	3 9%	1 6%	1 11%	3 10%	- 0%	- 0%	2 14%	1 5%	- 0%	- 0%	1 8%	- 0%	1 14%	3 11%
It is a bit long	2 4%	1 3%	1 6%	- 0%	2 7%	- 0%	- 0%	- 0%	- 0%	1 33%	- 0%	1 8%	- 0%	1 14%	1 4%

Table 6
 6. Is there anything in this leaflet that you, as a visitor to Jordan, find objectionable or irritating?
 by Demographics
 Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Yes	23	15	8	3	16	3	1	6	12	-	1	4	5	3	15
	46%	44%	50%	33%	55%	33%	33%	43%	63%	0%	50%	33%	31%	43%	56%
No	27	19	8	6	13	6	2	8	7	3	1	8	11	4	12
	54%	56%	50%	67%	45%	67%	67%	57%	37%	100%	50%	67%	69%	57%	44%

Table 7

7. What do you find objectionable or irritating?
by Demographics

Base: If anything objectionable or irritating:

	Total	Sex		Age				Nationality				Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf states	Canada	Europe	Three stars	Four stars	Five stars
Total	23	15	8	3	16	3	1	6	12	1	4	5	3	15
The third point/ Not replacing the sheets on a daily basis/I would like clean towels daily	7 30%	4 27%	3 38%	1 33%	6 38%	- -	- -	2 33%	3 25%	- -	2 50%	1 20%	1 33%	5 33%
Its language is strong/Instructions to what should be done/It is an order	2 9%	1 7%	1 13%	- -	2 13%	- -	- -	- -	1 8%	- -	1 25%	1 20%	1 33%	- -
It restricts the visitors' freedom/This is not acceptable, the visitor should feel comfortable	9 39%	6 40%	3 38%	2 67%	6 38%	1 33%	- -	3 50%	5 42%	- -	1 25%	2 40%	- -	7 47%
Points 4 and 5/These are the hotel's responsibility not the visitors'	2 9%	2 13%	- -	- -	1 6%	1 33%	- -	1 17%	1 8%	- -	- -	- -	- -	2 13%

Table 7 (continuation)

7. What do you find objectionable or irritating?

by Demographics

Base: If anything objectionable or irritating:

	Total	Sex		Age				Nationality				Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf states	Canada	Europe	Three stars	Four stars	Five stars
Total	23	15	8	3	16	3	1	6	12	1	4	5	3	15
The first point/ Like to take baths and not showers	5 22%	3 20%	2 25%	- 0%	3 19%	1 33%	1 100%	- 0%	3 25%	1 100%	1 25%	- 0%	1 33%	4 27%
Other	1 4%	1 7%	- 0%	- 0%	- 0%	1 33%	- 0%	- 0%	1 8%	- 0%	- 0%	1 20%	- 0%	- 0%

Table 8

8. As a visitor, are you prepared to abide by these requests?

by Demographics

Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Yes	33	21	12	6	18	7	2	9	11	2	1	10	14	6	13
	66%	62%	75%	67%	62%	78%	67%	64%	58%	67%	50%	83%	88%	86%	48%
No	17	13	4	3	11	2	1	5	8	1	1	2	2	1	14
	34%	38%	25%	33%	38%	22%	33%	36%	42%	33%	50%	17%	13%	14%	52%

Table 9
 9. Why do you say that?
 by Demographics
 Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
It is a problem that concerns everybody/Water is important to all and its shortage affects everybody	14 28%	9 26%	5 31%	2 22%	7 24%	3 33%	2 67%	7 50%	4 21%	1 33%	- 0%	2 17%	7 44%	2 29%	5 19%
Effective use of water depends mostly on consumers/Consumers should be told how to conserve water	9 18%	5 15%	4 25%	3 33%	3 10%	2 22%	1 33%	4 29%	3 16%	1 33%	- 0%	1 8%	4 25%	1 14%	4 15%
This is a humanitarian issue/Would like to do whatever I can to help/Would like to contribute to help solve this problem	13 26%	8 24%	5 31%	2 22%	8 28%	3 33%	- 0%	2 14%	3 16%	- 0%	1 50%	7 58%	4 25%	4 57%	5 19%

Table 9 (continuation)
 9. Why do you say that?
 by Demographics
 Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
I would like to be comfortable/Do not like to be instructed on such personal issues	10 20%	8 24%	2 13%	1 11%	6 21%	2 22%	1 33%	4 29%	5 26%	- 0%	- 0%	1 8%	3 19%	1 14%	6 22%
These do not concern me/I will not change my habits/I want to be comfortable	7 14%	5 15%	2 13%	1 11%	5 17%	- 0%	1 33%	- 0%	4 21%	1 33%	1 50%	1 8%	- 0%	1 14%	6 22%
I expect full service from the hotels/Expect daily change of sheets and towels	2 4%	1 3%	1 6%	- 0%	2 7%	- 0%	- 0%	- 0%	1 5%	- 0%	- 0%	1 8%	- 0%	- 0%	2 7%

Table 10

10. Apart from the ideas described in this leaflet,
do you have any suggestions as to how visitors to Jordan might help to conserve water?
by Demographics
Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf states	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Distribute it outside Jordan/ Exchange experiences with other countries	15 30%	12 35%	3 19%	2 22%	8 28%	4 44%	1 33%	2 14%	7 37%	1 33%	- 0%	5 42%	4 25%	2 29%	9 33%
There can be savings in the niagra/insert the dual systems	6 12%	4 12%	2 13%	1 11%	3 10%	1 11%	1 33%	3 21%	1 5%	- 0%	- 0%	2 17%	2 13%	1 14%	3 11%
Remove the plug in the bathtub so that people cannot fill it with water	3 6%	3 9%	- 0%	- 0%	1 3%	2 22%	- 0%	1 7%	2 11%	- 0%	- 0%	- 0%	1 6%	- 0%	2 7%
Support it with other programs/ Show programs that educate on how to save water	11 22%	9 26%	2 13%	2 22%	5 17%	3 33%	1 33%	4 29%	5 26%	1 33%	- 0%	1 8%	5 31%	2 29%	4 15%

15

Table 10 (continuation)

10. Apart from the ideas described in this leaflet,

do you have any suggestions as to how visitors to Jordan might help to conserve water?

by Demographics

Base: All respondents

	Sex		Age				Nationality					Hotel			
	Total	Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Insert aerators in all hotels/ Insert new devices that can save water	9 18%	7 21%	2 13%	2 22%	4 14%	2 22%	1 33%	2 14%	4 21%	1 33%	- 0%	2 17%	2 13%	3 43%	4 15%
This leaflet should be distributed to workers in large companies and not to visitors/ This does not concern foreigners coming for short trips to Jordan	7 14%	4 12%	3 19%	1 11%	5 17%	- 0%	1 33%	- 0%	4 21%	- 0%	1 50%	2 17%	1 6%	1 14%	5 19%
The leaflet contains enough information/No need to add anything	16 32%	10 29%	6 38%	3 33%	11 38%	2 22%	- 0%	7 50%	4 21%	2 67%	1 50%	2 17%	6 38%	1 14%	9 33%
Other	1 2%	- 0%	1 6%	1 11%	- 0%	- 0%	- 0%	- 0%	1 5%	- 0%	- 0%	- 0%	1 6%	- 0%	- 0%

Table 11
 11. The Ministry of Water and Irrigation is thinking of handing a leaflet to all visitors as they arrive in Jordan. Would you personally object if you were given such a leaflet as you arrive?
 by Demographics
 Base: All respondents

	Total	Sex		Age				Nationality					Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Canada	Europe	Three stars	Four stars	Five stars
Total	50	34	16	9	29	9	3	14	19	3	2	12	16	7	27
Yes	14	9	5	3	8	1	2	4	6	1	-	3	3	3	8
	28%	26%	31%	33%	28%	11%	67%	29%	32%	33%	-0	25%	19%	43%	30%
No	36	25	11	6	21	8	1	10	13	2	2	9	13	4	19
	72%	74%	69%	67%	72%	89%	33%	71%	68%	67%	100%	75%	81%	57%	70%

Table 12
12. Why would you object?
by Demographics
Base: If objects:

	Total	Sex		Age				Nationality				Hotel		
		Male	Female	18-30	31-40	41-50	51+	Levant	Gulf States	United States	Europe	Three stars	Four stars	Five stars
Total	14	9	5	3	8	1	2	4	6	1	3	3	3	8
Should not be given upon arrival/Gives a bad idea about the country/the visitor will be scared that there are diseases in Jordan	7 50%	3 33%	4 80%	1 33%	4 50%	1 100%	1 50%	1 25%	4 67%	1 100%	1 33%	2 67%	2 67%	3 38%
It restricts the visitor/It invades the privacy	3 21%	2 22%	1 20%	1 33%	2 25%	- 0%	- 0%	1 25%	1 17%	- 0%	1 33%	1 33%	- 0%	2 25%
This concerns the Jordanians and not foreigners/This is of no concern to non-Jordanians	2 14%	1 11%	1 20%	1 33%	1 13%	- 0%	- 0%	1 25%	- 0%	- 0%	1 33%	- 0%	- 0%	2 25%
This is the responsibility of hotels/Hotels should be instructed on how to save water	4 29%	4 44%	- 0%	1 33%	2 25%	- 0%	1 50%	2 50%	2 33%	- 0%	- 0%	1 33%	1 33%	2 25%