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FROM THE AMERICAN PEOPLE

LIBYA MONITORING, EVALUATION, AND LEARNING ACTIVITY

USAID/LIBYA PERCEPTION AND OPINION STUDY

FINAL REPORT

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ACRONYMS AND ABBREVIATIONS

ATI	Africa Trade and Investment
DFID	Department for International Development
FGD	Focus Group Discussion
GIZ	German Society for International Cooperation
IDP	Internally Displaced Person
IOM	International Organization for Migration
IP	Implementing Partner
LELSA	Libya Elections and Legislative Strengthening Activity
LGCS	Local Governance and Civil Society
LMELA	Libya Monitoring, Evaluation, and Learning Activity
LPFM	Libya's Public Financial Management
LTI	Libya Transition Initiative
NGO	Non-governmental Organization
ORB	Opinion Research Business International LLC
PLAY	Promoting Leadership and Activism of Youth
UN	United Nations
UNDP	United Nations Development Program
UNICEF	United Nations International Children's Emergency Fund
U.S.	United States of America
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

The United States Agency for International Development (USAID)/Libya Operating Unit tasked the Libya Monitoring, Evaluation, and Learning Activity (LMELA), implemented by Bixal Solutions Incorporated and Opinion Research Business International, to conduct a study of the level of recognition and perceptions Libyan citizens have of USAID's activities and logo. Understanding how USAID's work is recognized and perceived by Libyan audiences can help inform USAID's programming and public messaging in Libya. LMELA conducted 12 focus group discussions (FGDs) in the West, East, and South regions of Libya in 2022 and a quantitative survey of 2,189 respondents in areas where USAID operates to understand the views of USAID across the country. The survey was not nationally representative and focused on areas of USAID implementation instead. Key study findings included:

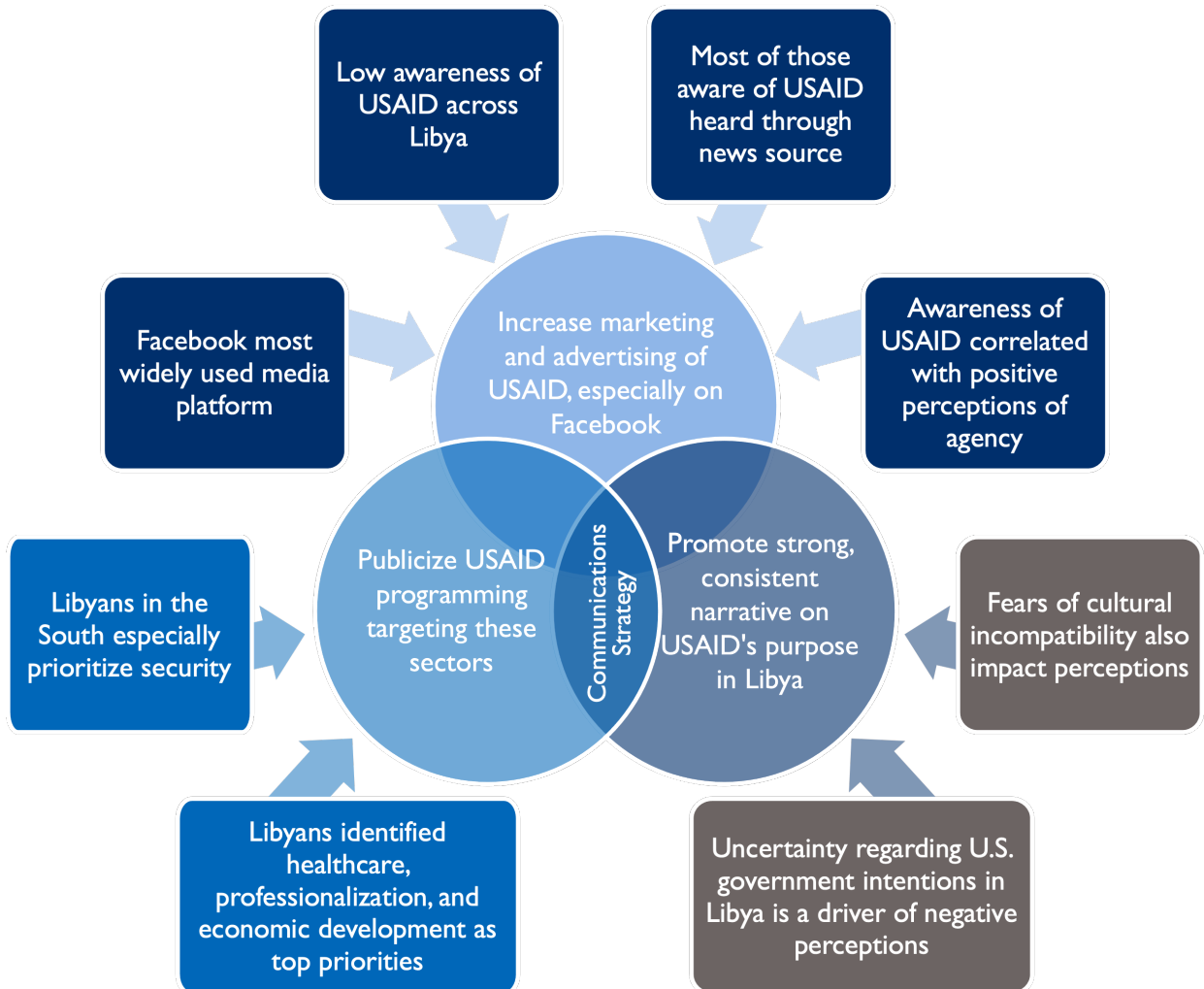
- Awareness of USAID's activities is low across Libya. Only about 13 percent of surveyed Libyans reported any level of knowledge of USAID activities. Knowledge of USAID was highest in the West of Libya, where about 18 percent of respondents reported some awareness of USAID. Only around eight percent of respondents from the South and three percent of respondents from the East reported any level of knowledge of USAID.
- Awareness of USAID activities had a statistically significant correlation with perceptions of USAID. Those who reported any level of awareness of USAID activities were more likely to believe that USAID's political and economic impact on Libya is positive and were more likely to report positive overall impressions. This correlation held true across all regions in Libya. However, there were too few respondents in the South who were aware of USAID for the correlation with views of economic impacts to be statistically confirmed.
- Facebook is the most widely used media on a national level—70 percent of all survey respondents reported daily use and 84 percent said they use the platform at least once a week. Internet and social media are the most popular media type across all demographic groups and regional splits. Facebook is the most popular online platform across almost all groups as well; however, WhatsApp is equally popular in the East and slightly more popular in the South.
- Nearly two-thirds of those who were aware of USAID (63 percent) reported hearing about it from news on TV, the radio, or the Internet.
- Key drivers of negative perceptions of USAID are corruption, fears of cultural incompatibility, negative views of the United States generally, and questions surrounding U.S. government motivation for funding projects in Libya.
- Surveyed Libyans identified healthcare, training/professionalization, and economic development as the most important areas of focus for USAID. Healthcare was the top priority for survey respondents across regions, except the South, where security was identified as the main issue.

Based on these and other findings detailed throughout the report, the study team makes the following recommendations (see Figure 1):

- Increase marketing and advertising of USAID activities in Libya, especially on Facebook.
- Publicize professionalization and training activities and economic growth and development programs. On a national level, these are the two issues on which survey respondents said they would like USAID to focus after healthcare. USAID already funds significant programming in these areas, so it should emphasize that work through broader public messaging campaigns.

- Build a strong, consistent narrative of USAID’s goals in Libya and the purpose for its mission in the country. Study results revealed uncertainty around the motivations for USAID’s work in Libya. The study team recommends highlighting the following two narratives:
 - USAID works in Libya to strengthen the ability of the Government of Libya to serve its citizens.
 - The U.S. government and people support this effort because they want Libya to enhance its capacity as an autonomous trading and political partner for the United States.
- Develop and implement a multi-tiered communications strategy, and ensure messaging is in line with local sensitivities and interests, either by incorporating local partner input or collecting input from target communities via qualitative data collection.

Figure 1: Key findings and strategic recommendations.



INTRODUCTION AND PURPOSE

USAID began its work in Libya in 2011 after the overthrow of the Gaddafi regime. Since then, USAID in Libya has partnered with Libyan civil society organizations and institutions, both public and private, to provide development, security, and humanitarian assistance. USAID's assistance in Libya has focused on five main areas: democracy and governance, economic growth, stabilization, humanitarian assistance, and COVID-19 response. The *USAID/Libya Strategic Framework, 2021–2024* has two Development Objectives: (1) improve effectiveness of key Libyan governance institutions and (2) Libyans empowered to mitigate drivers of instability and conflict. USAID's goal is to “strengthen the foundations of a more stable, inclusive, and self-reliant Libya.”

USAID/Libya tasked the Libya Monitoring, Evaluation, and Learning Activity (LMELA), implemented by Bixal Solutions Incorporated (Bixal) and Opinion Research Business International LLC (ORB), to conduct a study of the level of recognition and perceptions Libyan citizens have of USAID's brand. This study contains four main focus areas: 1) Libyans' media use and preferences; 2) the degree of Libyans' awareness of USAID and USAID activities and how this compares to awareness of similar organizations; 3) how Libyans perceive USAID and its work; and 4) Libyans' general views on politics and international relations. Using these areas of data collection, the study aims to identify trends in awareness and perceptions of USAID, reasons for these perceptions, and how they can be influenced to USAID's benefit. The findings in this report offer exploratory analysis on the relevant trends in Libya and insights into how USAID can improve its image and its impact in Libya.

STUDY QUESTIONS

The study explored the following questions:

1. What is the knowledge and perception of Libyan citizens regarding USAID?
 - What percentage of Libyan citizens have heard of USAID and/or seen its USAID logo?
 - What percentage of citizens know what USAID/Libya does, probing by areas of intervention: humanitarian assistance (including support of internally displaced persons (IDPs)), democracy and governance, and economic growth?
 - What is the perception of Libyan citizens regarding USAID?
 - To what extent is it recognized that USAID is a U.S. government agency?
2. What are Libyans' media consumption preferences and information sources?
 - What media (mass media and social media) do Libyans use for news, entertainment, and obtaining information for decision-making?
 - What are citizens' information sources (e.g., social media, mass media, personal contacts, etc.) for different types of information?
 - On what do citizens base their perception of USAID? Where do they get information about USAID?
 - Which media would be the most effective means for USAID to communicate and deliver different types of messages and information to Libyan citizens? What type of content would be the most effective way to communicate information and messages?

METHODOLOGY

This study used a mixed-methods approach, collecting two sources of primary data to assess the awareness and perception of USAID among Libyans. ORB collected qualitative data through focus group discussions (FGDs) and quantitative data through a survey targeting the general population between July 2022 and February 2023.

QUANTITATIVE METHODOLOGY AND SAMPLING

USAID first identified the areas of geographic focus (East, South, and West regions of Libya), where USAID had programming. From there, ORB determined the proportion of interviews to be conducted in each district within those regions based on their populations from the 2020 census. Districts with fewer than 100 planned interviews then had their target interview number boosted to 100 to ensure that each district had a sufficiently large sample size to analyze trends at a district-by-district level. From there, ORB determined the number of urban and rural locations to be sampled based on urbanity data from the 2012 census because data on urbanity from a more recent census were not available. The final allocations are detailed in Table I, on the following page.

Once allocations were determined, the appropriate number of sampling locations (towns and neighborhoods) for each district were chosen randomly from a list of locations in Libya. To do this, the ORB team separated the list of sampling locations by district and urbanity. From there, each grouping was sorted by population size, from largest to smallest. The ORB team then used Excel to randomly generate a number between the population of the smallest sampling location and the cumulative population of the district/urbanity group divided by the number of sampling locations to be selected for that group. This number then became the population match number for the first sampling location to be selected. Each subsequent sampling location's population match number was determined by adding the district/urbanity group's cumulative population divided by the number of sampling locations to the previous location's population match number. Sampling locations were then selected by matching each population match number with the first location in the list that had a population larger than the population match number.

Interviewers used a random walk methodology to select target households. This process involves interviewers starting from a public place in the sampling location and walking outward in diverging directions from the same starting point. Depending on the date, interviewers will count the number of households to pass or skip over before attempting to contact a respondent at their residence. In urban areas, interviewers skipped the next four houses and made a contact attempt at the fifth. In rural areas, they skipped the next two houses and selected the third. However, in many rural areas in Libya, research teams faced a high rate of refusals and struggled to find sufficient numbers of willing respondents using this selection methodology. The interviewers adjusted the sampling strategy and began making contact attempts at every household. The quantitative survey was administered to all respondents over the age of 18 in the target areas willing to complete the interview at the time of data collection. A total of 2,182 surveys were completed. All surveys were conducted face-to-face in Arabic between September 21, 2022, and February 2, 2023. All interviewers were Libyan citizens and were fully trained by the LMELA team.

Table 1: Survey allocation by district.

Region	District(s)	Allocated Rural	Allocated Urban	Total Sample	Completed Rural	Completed Urban	Male	Female	Total Completed	Margin of Error ¹
West	Al Jabal Al Gharbi	40	70	110	42	70	54	58	112	1.08%
East	Al Marj	30	70	100	34	83	59	58	117	0.95%
West	Al Markab	20	130	150	19	136	80	75	155	1.27%
West	Al Nokat Al Khams	0	100	100	0	101	55	46	101	1.05%
East	Benghazi	20	210	230	21	220	120	121	241	1.52%
East	Darna	20	80	100	19	123	78	64	142	0.81%
West	Ez Zauia	0	100	100	0	96	53	43	96	1.05%
East	Jebel Akhdar	20	80	100	20	84	58	46	104	0.89%
South	Merzek	20	80	100	24	89	69	44	113	0.56%
West	Mosrata	10	180	190	10	201	121	90	211	1.40%
West	Nalot	30	70	100	32	70	53	49	102	0.61%
South	Sabha	10	90	100	9	98	56	51	107	0.71%
West	Tripoli	0	350	350	0	350	194	156	350	1.83%
South	Wadi Al Hayat	20	80	100	18	105	59	64	123	0.55%
South	Wadi Al Shati	40	60	100	43	65	71	37	108	0.56%
Total		280	1,750	2,030	291	1,891	1,180	1,002	2,182	

¹ At 95% confidence interval.

QUANTITATIVE DATA MANAGEMENT AND ANALYSIS

Once data collection was complete, ORB coded open-ended responses into categories and weighted the data by district according to 2020 census demographics and gender according to a 50/50 ratio. No weights for urbanity or age were necessary because the collected data met census statistics. Once data cleaning was complete, ORB conducted exploratory data analysis on the final dataset and confirmed findings using chi-squared² and gamma³ statistical tests to confirm significant differences between findings and correlative relationships,⁴ respectively. Statistical output tables are included in **Annex I**.

QUALITATIVE METHODOLOGY AND SAMPLING

The study team conducted twelve in-person FGDs in the East, West, and South regions of Libya in July and August 2022. The FGDs were carried out in six districts: Tripoli, Benghazi, Al Bayda, Zwara, Sabha, and Wadi al Shati. The study conducted gender-specific FGDs—two FGDs with men and two with women in each region. Table 2 details gender specifics of the FGDs.

Table 2: FGD breakdown by gender and region.

Gender	West Region	East Region	South Region
Male respondents	2 FGDs	2 FGDs	2 FGDs
Female respondents	2 FGDs	2 FGDs	2 FGDs

FGD recruitment and facilitation were carried out by local partners in Libya. Eligible respondents were identified through available networks for different respondent types, e.g., university mailing lists for students, recommendations of community leaders, and/or snowball sampling. General recruitment criteria for FGD participation focused on participants' engagement with local politics and media and knowledge of USAID activities. See the Recruitment Guide in **Annex II** for more detail.

DISCUSSION GUIDE

ORB developed the discussion guide in conjunction with Bixal, and USAID approved the final version of the guide prior to the launch of data collection. The FGD guide focused on experience with USAID branding and perceptions of USAID, as well as awareness, perceptions, and media use. Additionally, the groups discussed current conditions in the country and conducted a mapping exercise whereby

² Pearson's chi squared test is a statistical test used to determine whether there is a statistically significant difference between two categorical variables, e.g., male and female respondents in answering the question. It tests the null hypothesis that the variables are independent. The test compares the observed data to a model that distributes the data according to the expectation that the variables are independent. Wherever the observed data fit the model, the likelihood that the variables are dependent becomes stronger, thus proving the null hypothesis incorrect. It does this through an equation that compares the values within the cross tabulated cells (the observed values) with the row and column totals (the expected values).

³ Goodman and Kruskal's gamma is a measure of the strength and direction (positive or negative) of the correlation between two variables on an ordinal scale. Gamma values range from -1 to 1 and act as the correlation coefficient for the relationship between two variables. That is, the further the gamma value is from 0, the stronger the relationship. A positive value reflects a positive relationship and negative values reflect negative relationships.

⁴ Correlation refers to a relationship between two different variables. A positive correlation means that data points with high values for one variable are likely to have high values for the other variable and data points with low values for one variable are likely to have low values for the other variable. A negative correlation means that data points with high values for one variable are likely to have low values for the other variable.

participants were able to talk about phrases and words they believed related to USAID and engaged in dialogue with one another. See **Annex II** for the full discussion guide.

QUALITATIVE DATA COLLECTION

Each FGD had a range of six to nine participants, as shown in Table 3. Two FGDs were held in each district, one with men and one with women, with a mix of ages and employment statuses.

Table 3: FGD sampling details.

Region	Location	Date	Gender	No. of participants
West	Tripoli	7/21/22	Male	8
West	Tripoli	7/25/22	Female	9
East	Benghazi	7/20/22	Male	6
East	Benghazi	7/19/22	Female	8
East	Al Bayda	8/2/22	Female	7
West	Zwara	8/9/22	Male	7
West	Zwara	8/7/22	Female	7
South	Sabha	8/6/22	Male	8
South	Wadi al Shati	8/10/22	Female	8
South	Sabha	8/7/22	Female	7
East	Al Bayda	8/18/22	Male	7
South	Wadi al Shati	8/9/22	Male	8

QUALITATIVE DATA ANALYSIS

Once all FGDs were completed, ORB uploaded all transcripts to Dedoose, a qualitative data software, for coding and analysis. ORB created a preliminary codebook based on the approved FGD guides. As fieldwork proceeded, the team added additional codes to the codebook as new themes arose during FGDs. Two researchers read and coded each transcript, and then they reread and approved all coding to promote interrater reliability.

Coders first applied a “parent code” to a selection of a transcript. Parent codes are major themes throughout the data and encompass broad ideas such as “Relevance of Programming” or “Community Dependency on Non-governmental organizations (NGOs) or International Organizations.” Coders then applied “child codes” to the selected text. “Child codes” fall under the same theme as “parent codes” but allow for more granular findings to be determined during analysis. For example, a text selection may be coded with the parent code, “Relevance of Programming,” and child codes, “Main Community Issues,” “Emotional,” and “Trauma,” to provide more description. More than one code may be applied to the data depending upon how moderators asked questions.

Once coding was completed, ORB analyzed the transcripts for common themes and frequency of codes. In this report, we have presented themes that were salient across transcripts while identifying contextual nuances that, while not generalizable, provide rich understanding of local conditions.

Qualitative data were used during analysis to help narrativize trends seen in the quantitative data. In some cases, this meant finding explanations for trends that appeared in quantitative analysis while in others, the research team aimed to substantiate claims made by focus group participants with quantitative data. Additionally, FGD participants' personal and professional experience with development agencies and USAID provided insight into complaints, suggestions, and perceptions of a group of key stakeholders in Libya.

LIMITATIONS AND BIASES

There are a few limitations of this study and potential sources of bias or error that are important to consider when interpreting the findings and recommendations. First, eligibility for FGD participation required some awareness of or involvement with USAID or engagement in local politics. This selection criteria helped ensure that all participants would have relevant experiences with and opinions about the development and political landscape in Libya and USAID specifically. This sampling strategy naturally yielded some selection bias as FGDs largely consisted of participants involved in the NGO and governance sector in Libya. There may also be elements of confirmation bias present, as participants already familiar with the development sector may have been more likely to overstate the impacts of USAID's work in Libya or local perceptions of USAID's efforts, because they are commenting on either their own work or that of their colleagues and professional acquaintances. FGD participants were not representative of average Libyan perspectives, which were instead elicited through the survey, and qualitative results should be interpreted with that lens.

There were also several scheduling and sampling concerns that affected quantitative data collection. First, quantitative fieldwork was delayed from July to September 2022 while electronic data collection security concerns were being resolved. Once electronic data collection was reauthorized, the team began piloting and launched fieldwork in September, but shortly thereafter the team received notice from the Libyan Internal Security Agency challenging USAID's permission to implement projects in Libya. This required Bixal and ORB to seek documentation from USAID that supported study operations, which further delayed survey data collection. The team resumed fieldwork in earnest at the beginning of November 2022. Finally, there were some concerns related to interviewer safety and a dearth of Arabic-speaking respondents in selected sampling locations, which resulted in nine sampling locations being replaced with new locations within the same district and urbanity group. Six of these nine locations were in the South of Libya, and four alone were in Merzek.

FINDINGS

This section presents descriptive and analytical findings for each research question, supported by both qualitative and quantitative data.

AWARENESS

A key measure for this study was Libyan people's awareness of USAID and how it compares with awareness of other aid organizations. Awareness was measured using several key variables that fall into three categories: 1) the quantitative survey measured familiarity with USAID's logo among the general population; 2) the quantitative survey measured self-reported awareness of USAID activities in Libya among the general population; and 3) both the quantitative survey and the FGDs collected data on what knowledge the general population and development stakeholders have regarding USAID.






Results indicated that overall awareness of USAID and its logo was low among survey respondents. FGD results suggested that Libyans would be more likely to recognize USAID implementing partners (IPs)

than USAID itself, but survey respondents who were aware of USAID had largely heard of the Agency’s COVID-19 relief and humanitarian assistance programs rather than specific project names. The main source of information on USAID for survey respondents was news (whether on TV, radio, or online), a narrative that was also corroborated by FGDs.

The first question of the quantitative survey gauged Libyan’s brand awareness of USAID (using logo recognition) and how it compared with awareness of other aid organizations’ logos. These organizations included the United Nations Development Program (UNDP), the International Organization for Migration (IOM), the German Society for International Cooperation (GIZ), and the United Kingdom Department for International Development (DFID).⁵ Overall recognition of logos was small, with the UNDP being the most recognized by 22 percent of survey respondents. Comparatively, only six percent of respondents recognized USAID’s logo. However, recognition varied depending on demographic characteristics, with those who were more educated, male, and living in urban areas generally more likely to recognize the logos. Table 4 shows respondents’ awareness of the various organizations’ logos.

Table 4: Awareness of international organizations’ logos (n=2,182).

Cells highlighted in grey represent relationships with Pearson’s chi squared values of >0.05, signaling no significant difference.

Organization Logo	Overall Awareness	Urbanity		Gender		Education	
		Urban	Rural	Male	Female	Some College or more	No College
	22%	23%	15%	27%	17%	27%	18%
	11%	12%	5%	11%	11%	14%	7%
	6%	6%	3%	7%	4%	7%	4%
	4%	5%	2%	4%	5%	5%	3%
	2%	2%	1%	2%	2%	2%	1%

There were key regional differences in awareness of aid organizations. Although UNDP’s brand was the most widely recognized across the three regions, IOM’s brand was more widely recognized in the South than in the East or West. All significant splits along these demographics held true across regions with

⁵ In 2020, DFID was incorporated into the Foreign Office to create the Foreign, Commonwealth, and Development Office. However, we used DFID for this survey, with the expectation that most Libyans would be more familiar with the previous branding.

two exceptions: in the East, older respondents were slightly more likely to recognize the DFID logo and, in the West, women were slightly more likely to recognize the IOM logo.

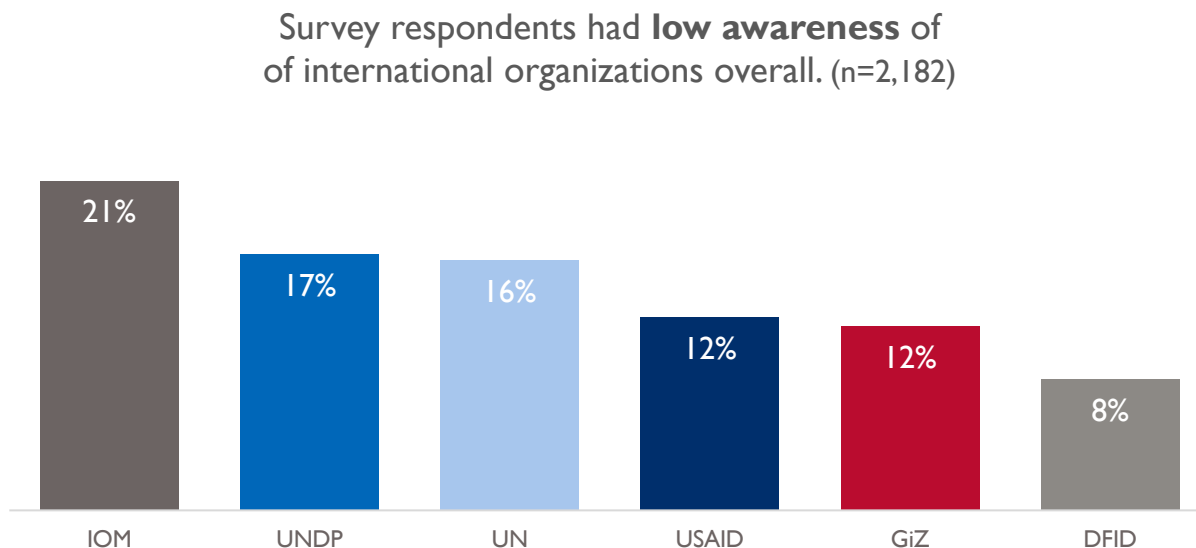
In addition to logo recognition, respondents rated how much they knew about each organization on a zero to 10 scale, with zero being “I hardly know this organization” to 10 “Know a lot,” with an additional option to say that they did not know the organization. Table 5 shows the percentage of survey respondents by the level of awareness for each international organization. Overall levels of knowledge were extremely low, with the highest mean rating of 1.15 for IOM. Only seven percent of respondents rated their knowledge of IOM as five or above, and only two percent did the same for USAID.

Table 5: Average awareness of each organization on a 0–10 scale (n=2,182).

	0	1	2	3	4	5	6	7	8	9	10	Don't know this org.	No answer
USAID	8%	4%	4%	2%	1%	1%	0%	1%	0%	0%	0%	74%	5%
UN	8%	5%	4%	2%	2%	1%	1%	0%	1%	0%	0%	71%	5%
GIZ	8%	3%	4%	1%	0%	1%	0%	1%	0%	0%	0%	75%	5%
DFID	7%	3%	3%	1%	0%	1%	0%	0%	0%	0%	0%	79%	5%
IOM	9%	5%	4%	3%	2%	3%	1%	1%	1%	1%	1%	65%	5%
UNDP	9%	4%	5%	2%	1%	2%	1%	1%	0%	0%	0%	70%	5%

Figure 2 visualizes the proportion of respondents who had little or no awareness of these international organizations.

Figure 2: Survey respondents with awareness of international organizations.



During analysis, awareness of USAID was coded into two categories: those who did not know USAID or hardly knew USAID were coded as “very little awareness,” while those who ranked their knowledge of USAID as anything from 1 to 10 were coded as “some awareness.” This was done mainly because so few survey respondents reported knowledge of USAID that they had to be consolidated into one category to be able to produce statistically significant analyses. In total, just 12.5 percent of survey

respondents—243 individuals—reported some awareness of USAID.⁶ This is the variable used to draw comparisons between aware populations and unaware populations for the remainder of the report.

Interestingly, awareness of organizations’ brand (logo) and awareness of the organizations more generally yielded slightly different results. While the UNDP logo was the most commonly recognized brand across Libya, more respondents reported awareness of IOM than UNDP. Indeed, IOM was the organization Libyans reported both the highest average level of knowledge and for which the highest proportion of respondents reported any level of knowledge.

As with logo awareness, examining the data by region revealed an important trend (Figure 3). For both indicators of awareness (logo awareness and knowledge of activities), Libyans in the East had the lowest levels of knowledge of all organizations included in the survey.

Figure 3: Awareness of international organizations by region.

Overall awareness of international organizations was highest in the West and lowest in the East. IOM was the most recognized international organization. ($n=2,182$; $p<0.01$)

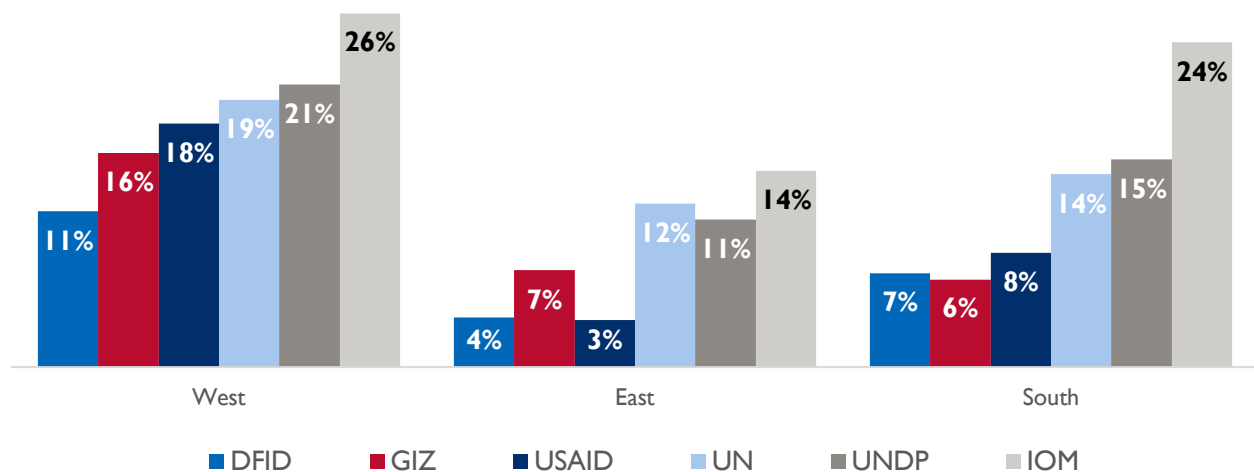
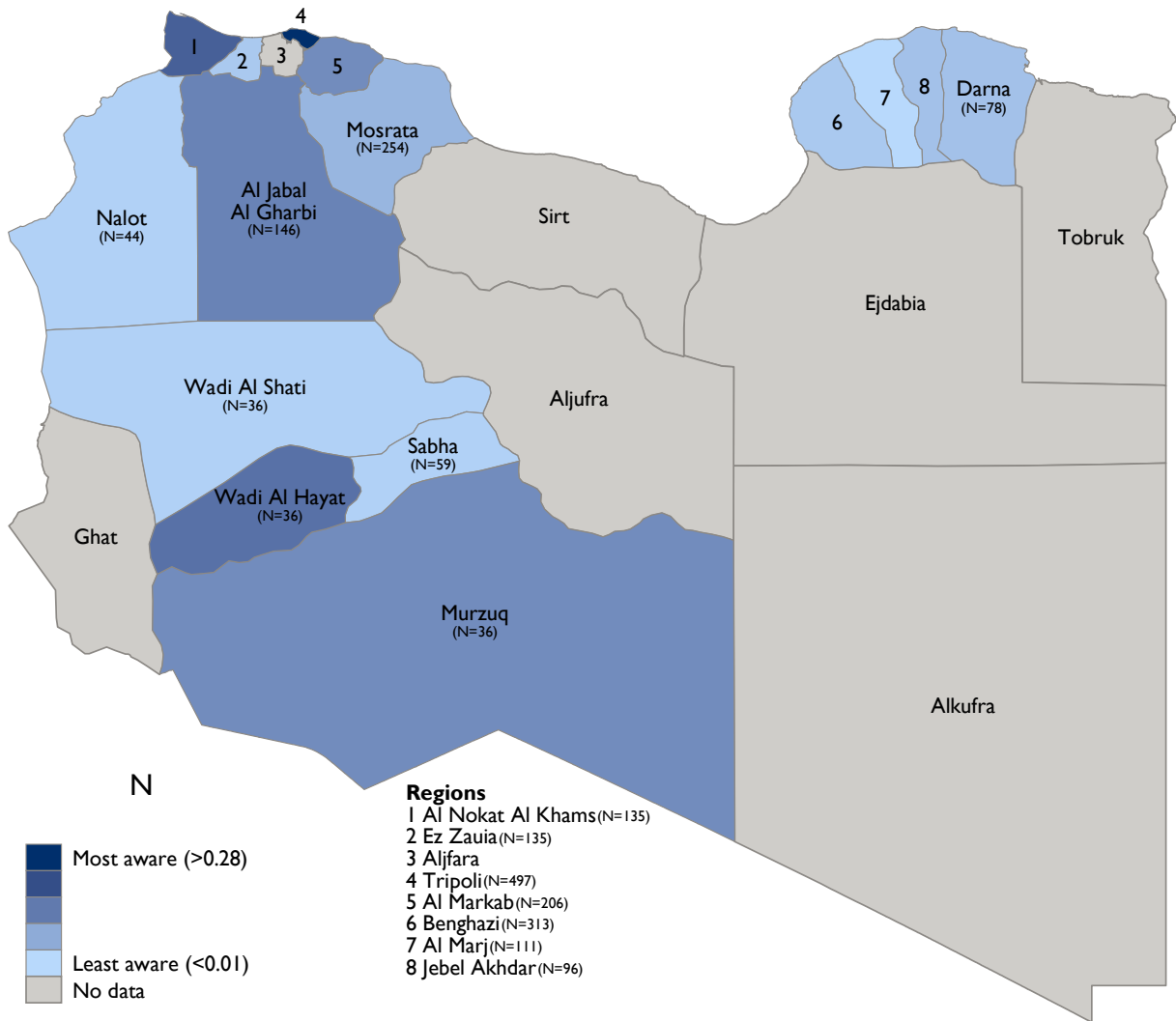


Figure 4 shows a more detailed map of awareness of USAID across Libya. As can be seen, surveyed areas in the West of Libya have considerably higher levels of awareness than other regions and the South has higher levels of awareness than the East. Of interest is the fact that while more urban areas, like Tripoli, in the West have a higher level of awareness, the trend is reversed in the South, where Sebha—the largest city in the South—has much lower awareness than more rural districts like Wadi al Hayat and Merzek. Unfortunately, the number of respondents surveyed in the rural South is too small to conclude the significance of this split.

⁶ 12.5 percent of the weighted sample—11% unweighted.

Figure 4: Map of survey respondents' awareness of USAID, by district.

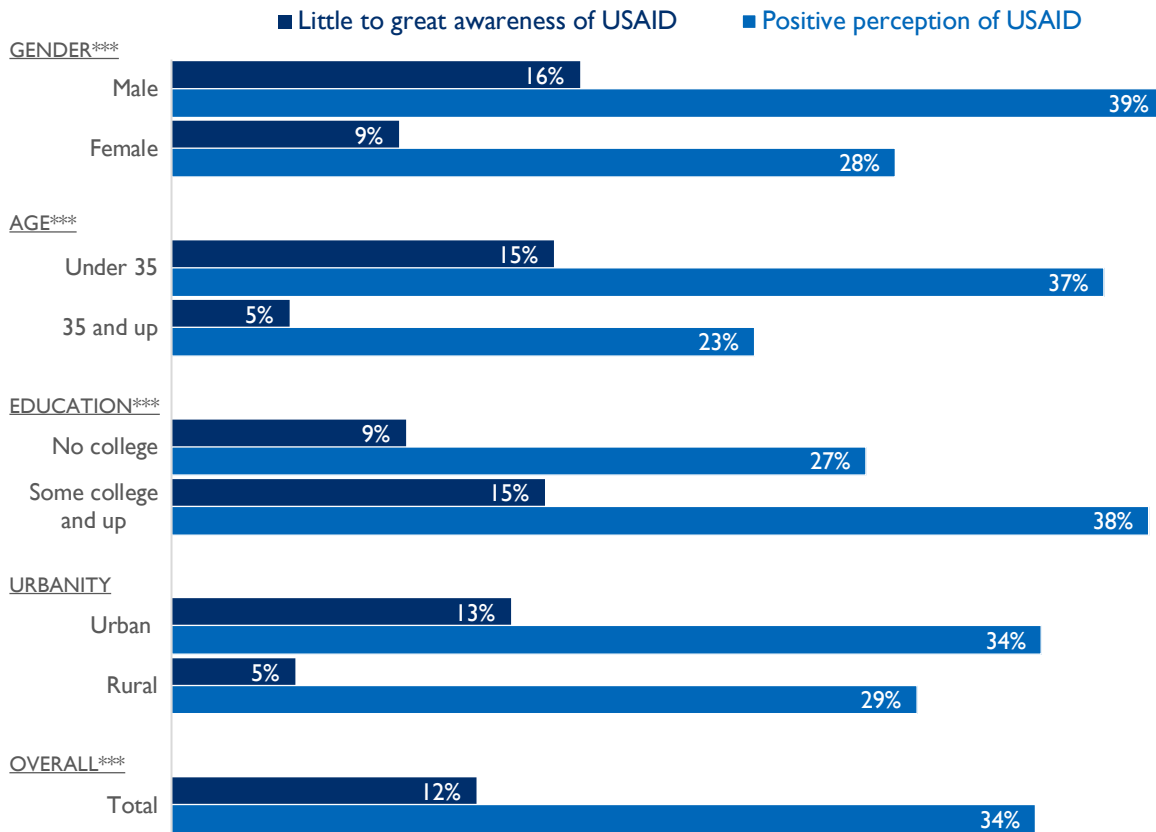


Disaggregation by other demographics revealed interesting differences as well. In general, young, urban, men who had completed at least some college education were more likely to have some awareness of USAID (Figure 5). All disaggregations were statistically significant, except for perception by urbanity, which was not a significant difference.

Figure 5: Awareness and perceptions of USAID, by gender, age, education, and urbanity.

Urban, educated, men were more likely to have **some awareness of USAID** and **positive perceptions of USAID.**

(n=2,182, *** p<0.01)



When examining the drivers of the differences in knowledge of logo and activities across demographics, regions, and organizations, we found different reasons for each category. For demographics, online media use and which groups use media appear to be the main driver. Between regions and organizations, the answer was less clear, but qualitative data were useful in understanding these trends.

To understand the reasons for demographic splits in awareness of USAID, we first examined the sources of knowledge of USAID. Among survey respondents, news outlets such as TV, radio, and the Internet were the main sources of information on international development agencies (Table 6), with 63 percent of those aware of USAID having heard about it from the news. Informal knowledge networks played only a minor role in information sharing about USAID, with local community leaders particularly underused.

Table 6: Source of information for international development agencies.

	News (e.g., TV, radio, or Internet)	Bulletin boards/ Fliers	Friends and family	Local community leaders	Participation in activity by organization	Other
USAID (n=413)	63%	8%	9%	3%	3%	4%
United Nations, e.g., UNDP and United Nations Population Fund (UNFPA) (n=497)	43%	14%	7%	4%	7%	6%
GIZ (n=389)	32%	12%	11%	4%	3%	9%
DFID (n=316)	31%	11%	7%	3%	2%	12%
IOM (n=642)	66%	5%	14%	2%	4%	3%
UNDP (n=522)	42%	9%	9%	4%	4%	8%

More than three quarters (79 percent) of those who reported having heard of USAID through news sources reported that the Internet or mobile apps are their preferred media source (Figure 6).

Figure 6: Preferred media source among respondents who heard of USAID through a news source.

The majority of respondents who had heard of USAID through a news source had heard on the **Internet or mobile phone apps.**
(n=281)



On top of this, digital media use had a moderately strong correlation with awareness of USAID, with a gamma coefficient of 0.535. Other media sources, meanwhile, had negligible correlative relationships with awareness of USAID. See Table 7 for more details.

Table 7: Correlation data for digital media use and awareness of USAID.

Digital media use & USAID awareness	Internet or mobile apps	National TV stations	International TV stations	Radio	Newspapers
Gamma value	0.535	0.157	-0.113	0.007	0.072
Approximate significance (p value)	<0.001	0.002	0.006	0.895	0.426

This indicates that those who use the Internet or mobile apps more often are more likely to be aware of USAID. This connects to demographic differences in knowledge of USAID and similar organizations because each group that is more aware of development organizations also reported higher levels of digital media use. Demographic differences in awareness of international development organizations are explained by those groups' different digital media use habits. See Table 8 for details.

Table 8: Frequency of digital media use (n=2,161, p<0.05).

Frequency of digital media use	Gender		Age		Education		Urbanity	
	Male	Female	18–34	35+	Some college or higher	No college	Urban	Rural
Once a week or more	94%	91%	96%	85%	96%	87%	93%	88%
Less than once a week	6%	9%	4%	15%	4%	13%	7%	12%

While media use explains the differences between demographic groups, it does little to explain differences in awareness of USAID across different regions of Libya or why certain organizations had greater public awareness than others. The differences in rates of media usage across demographic groups, though in some cases slight, were significantly different, with chi squared p-values at less than 0.05 for each split. From a regional perspective, however, though digital media use in the East is lower than in the West or the South (Table 9), chi squared testing produced values greater than 0.05, meaning the difference was not statistically significant. Additionally, the rates of media use in the South were not low enough to adequately explain the 15 percent difference between USAID awareness in the West and the East. Additionally, though USAID awareness is considerably lower in the South than in the West (eight percent compared to 18 percent), the rates of media usage are comparable between the two regions.

Table 9: Frequency of digital media use by region (n=2,161, p>0.05).

Frequency of digital media use	West	East	South
Once a week or more	94%	90%	93%
Less than once a week	6%	10%	7%

When comparing awareness between organizations, survey respondents most commonly heard about all organizations via news sources, and digital media was the most popular media source for each sub-population who had heard about the organization through news sources.

Unfortunately, the quantitative data did not provide a satisfactory answer to the difference in awareness between regions and organizations; however, insights from the FGDs shed some light on this question. One objective of the FGDs was to understand what participants already knew about USAID and its activities in Libya prior to the discussion. When asked about their awareness of USAID and other similar organizations in the country, FGD participants demonstrated high levels of knowledge of IOM, UNDP, the Red Crescent, and the United Nations Children's Emergency Fund (UNICEF). The discussions around these organizations revealed that most participants were highly aware of each organization due to the organization's high visibility as on-the-ground implementers of projects.

As demonstrated in the sections above, some of the organizations with the highest levels of recognition across Libya were UNDP and IOM. As USAID funds these organizations' projects in Libya, it might follow that USAID would experience similar levels of exposure and recognition. However, it was very clear from the FGDs that most FGD participants were aware of USAID from their experiences with USAID IPs rather than direct contact with USAID. IPs included the International Rescue Committee, Chemonics International LLC, International Foundation for Electoral Systems, National Democratic Institute, Pragma Corporation, and DAI, among others.

I heard about USAID through Chemonics because we have dealt directly with Chemonics. I think that they are directly funded by USAID. (Female participant, Benghazi)

I think in general that USAID works in countries with conflict under the values that they adopt which were mentioned earlier in the exercise, and most of their work is conducted through funds such as the fund that was given to Taqarib. (Female participant, Benghazi)

They (USAID) partnered with an organization called Pragma and we are the ones who are implementing the project as employees with Pragma. (Male participant, Al Bayda)

Well, I heard of [USAID] through the projects they funded in the past, but as people who are working on the project, we don't have any direct contact with them. (Female participant, Sebha)

I heard about [USAID]. In the last organization I worked with, we worked on a project that aims to limit online misinformation and when we received the fund, it was about this goal. (Female participant, Benghazi)

From these statements, it is clear that most FGD participants know about on-the-ground project implementors first, and the funder, USAID in this case, secondarily. One participant's quote is especially illustrative:

As for my experience, the project I worked in was funded by USAID. I saw their logo, but the work was done by UNICEF. (Male participant, Al Bayda)

The views of the focus group participants offer a plausible explanation for the relatively high public awareness of IOM and UNDP as compared to USAID. Even if USAID funds the programs and brands the programs, the actual implementors will receive the most recognition.

This helps to explain why some organizations are more widely recognized than others; however, it leaves the question of regional differences open.

Some FGD participants explicitly noted the impact of geographic distribution on their awareness of organizations, while others simply pointed out that a given organization did lots of work in their community.

“I think that the International Organization for Migration is one of the organizations that does most in Zwara municipality.” (Female participant, Zwara)

“IOM works on immigration, also there is geographic distribution around the country—some organizations work only in the East and some only in the South of Libya.” (Male participant, Benghazi)

This points to a connection between the location of organizations and participant’s awareness of them. As noted in the quote above from Benghazi, the IOM organizes projects across the country while other organizations only implement projects in specific regions, thus making IOM more recognizable among participants because they are more likely to have interacted with them through events or projects.

AWARENESS CONCLUSIONS

Most Libyans were not familiar with USAID or other international aid organizations and were especially unfamiliar with these organizations’ brands. Libyans from the eastern region of the country were less likely than their western or southern counterparts to be aware of almost all organizations. FGD participants also revealed that geographic location can be a major determinant of organization awareness, depending on how active an organization is or if it has an office in an area.

SUBSTANTIVE KNOWLEDGE OF USAID

In addition to awareness of organization logos and activities, the study aimed to gauge what those who were aware of USAID knew about the organization. The quantitative survey asked respondents about USAID’s funding source and awareness of specific USAID projects. Similarly, FGD participants were asked what they knew about USAID as an organization and what they knew about its work in Libya.

Among people who had some knowledge of USAID, their knowledge was firmly tied to seeing USAID as a governmental organization: more than a

29%

of survey respondents identified “Government of the United States” as the source of USAID’s funding

quarter of survey respondents identified “Government of the United States” as the source of USAID’s funding (only three percent used “American people” to identify the funder).

During the FGDs, respondents familiar with USAID were asked an open-ended question about what they thought USAID does in Libya and a variety of answers emerged. Most participants were aware that USAID was an American aid organization that works on stability projects within the country. The following quotes from FGD participants illustrate their thoughts on what USAID does in Libya. These quotes highlight two key points surrounding awareness of USAID among FGD participants. First, participants were aware of USAID’s work in development and humanitarian sectors. Second, FGD participants identified that USAID works with or provides funding to partner organizations to implement their projects.

We know that it is an American agency working in countries where there are conflicts and that it has the capabilities and experience to help with these. (Male participant, Sebha)

I think it’s a governmental organization supporting damaged and poor countries with the help of the local partners, they don’t work directly and independently from the local partners. I have heard of them, but I don’t know much. (Male participant, Al Bayda)

Well, I know that it is the United States Agency for International Development, their goal is to promote growth and development in countries that are in conflict such as Libya and they have worked on multiple projects, what we mentioned and wrote on the board are only some of them. (Male respondent, Benghazi)

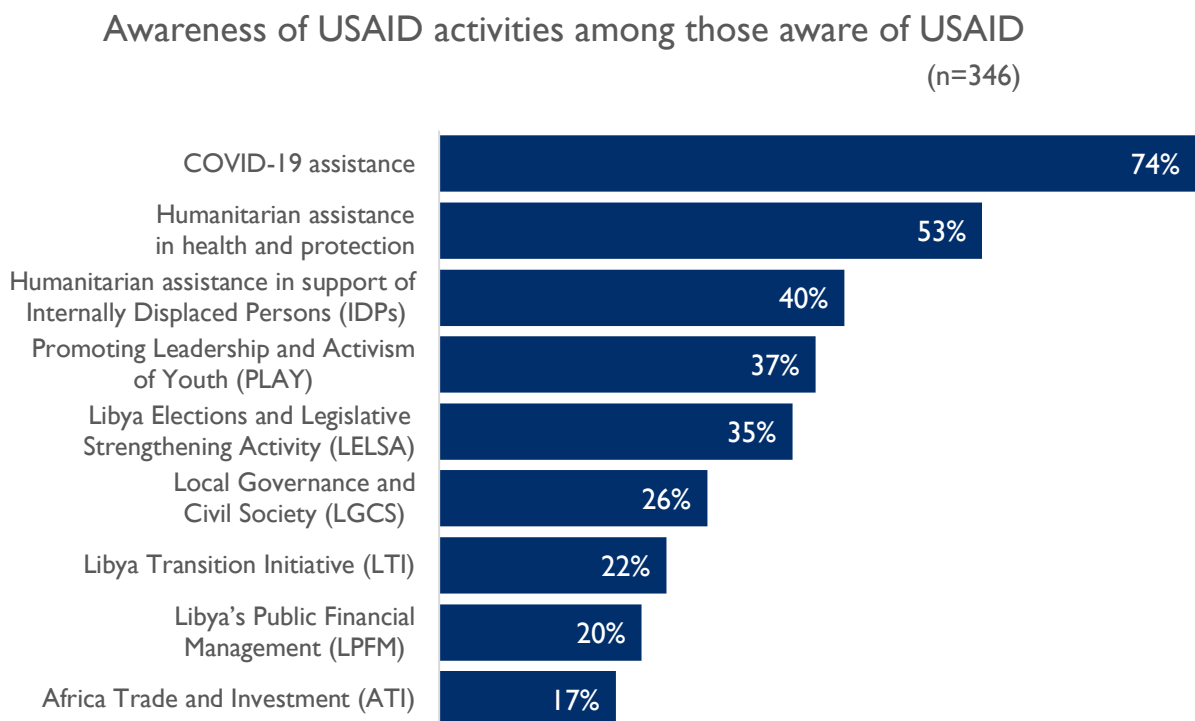
I think it is the main funder of international organizations in Libya that are working toward stability. (Male participant, Sebha)

USAID is a government organization. It provides assistance in general for the American government and it is working on a variety of projects. (Female participant, Tripoli)

USAID has a good role in supporting some sectors, especially municipalities, in the process of developing administrative capabilities in the municipalities. There were good projects about this which were through Taqarib project. Also, the support of the municipalities, and I think the support of the health sector. (Male participant, Sebha)

When assessing knowledge of USAID programs, respondents with at least minimal knowledge of USAID were most likely to report awareness of USAID’s COVID-19 assistance programs (74 percent had heard of the activity), followed by humanitarian assistance in health and protection (53 percent). In the general population, there was little knowledge of USAID’s democracy and governance or economic growth projects in Libya, even among those familiar with USAID.

Figure 7: Measure of awareness of USAID activities in Libya.



Disaggregation by region and demographics revealed few substantive results, partially because the number of people aware of each program was too small to meaningfully divide between sub-groups. COVID-19 assistance was the most recognized USAID program across sub-populations, except in the South, where Libya Elections and Legislative Strengthening Activity (LELSA) was equally well recognized. Rural respondents who were aware of USAID were substantially more likely to be aware of democracy and governance and economic growth projects, but again, the small population means that these results cannot be reported as statistically significant.

SUBSTANTIVE KNOWLEDGE OF USAID CONCLUSIONS

Libyans who were aware of USAID tended to see it as a government-funded organization. Very few Libyans believed that USAID funding came from the American people. Additionally, Libyans who knew about USAID were mainly familiar with its COVID-19 relief and humanitarian assistance programs and had heard about USAID activities through their preferred news sources.

PERCEPTIONS OF USAID

The study relied on three variables to measure perceptions of USAID among the general population. The most central of these was a simple measure of survey respondents' overall impression of USAID. In addition to this variable, the study asked respondents to rate the economic and political impact of USAID's work in Libya. Respondents were also asked to report their level of familiarity with USAID's work compared to similar organizations, and what areas of development Libyans view as top priorities for international organizations.

Perceptions of USAID were strongly linked to awareness of USAID's activities in Libya. Respondents who reported any level of awareness of USAID were significantly more likely to believe that the Agency has a positive impact on the country's politics and economy and were also more likely to report positive views of the Agency as a whole. This was further substantiated by data from the FGDs. FGD

participants—drawn from Libyans involved in the development sector, and therefore much more familiar with USAID than the general population—expressed strongly positive views of USAID’s work in Libya. While the general Libyan population was approximately split on their views of the Agency, FGD participants were strongly favorable.⁷

Additionally, this section explores some of the narratives contributing to negative perceptions of USAID in Libya. The study identified four major beliefs that drove these views: 1) negative perceptions of the United States generally; 2) fears of cultural incompatibility between American-funded projects and Libyan contexts; 3) suspicion of the motives behind USAID’s work in Libya; and 4) corruption among local partners of international organizations.

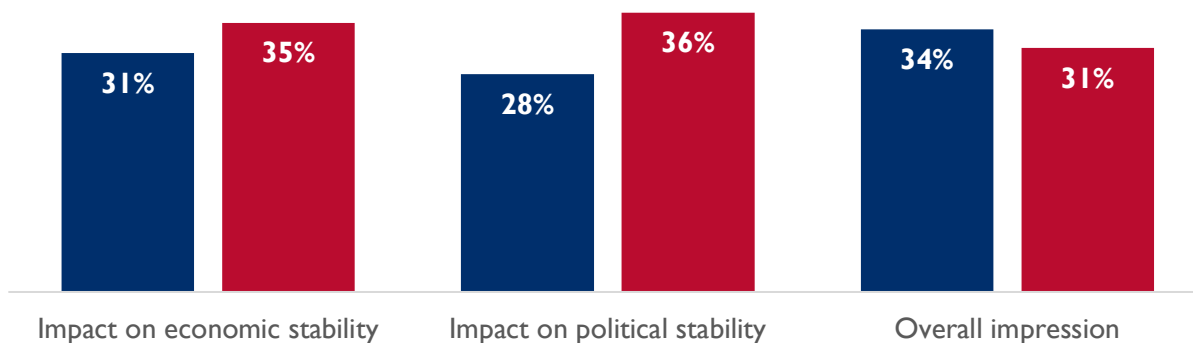
These narratives were identified through analysis of respondents’ views of Western influence in Libya and examining what Libyans believe motivates American aid to the country. Qualitative data played a substantial role in clarifying and supporting each of these narratives.

OVERALL IMPRESSIONS

Survey respondents were split on their views of the overall impacts of USAID programming. As shown in Figure 8, a greater percentage of surveyed Libyans said that USAID has negative impacts on economic and political stability than those who characterized USAID’s economic and political impacts as positive. However, when asked about their overall impressions of USAID, the trend was reversed, with slightly more reporting a positive opinion of USAID.

Figure 8: Impressions of USAID.

Positive and **negative** impressions of USAID overall and its impacts on Libya's economic and political stability. (n=2,182)

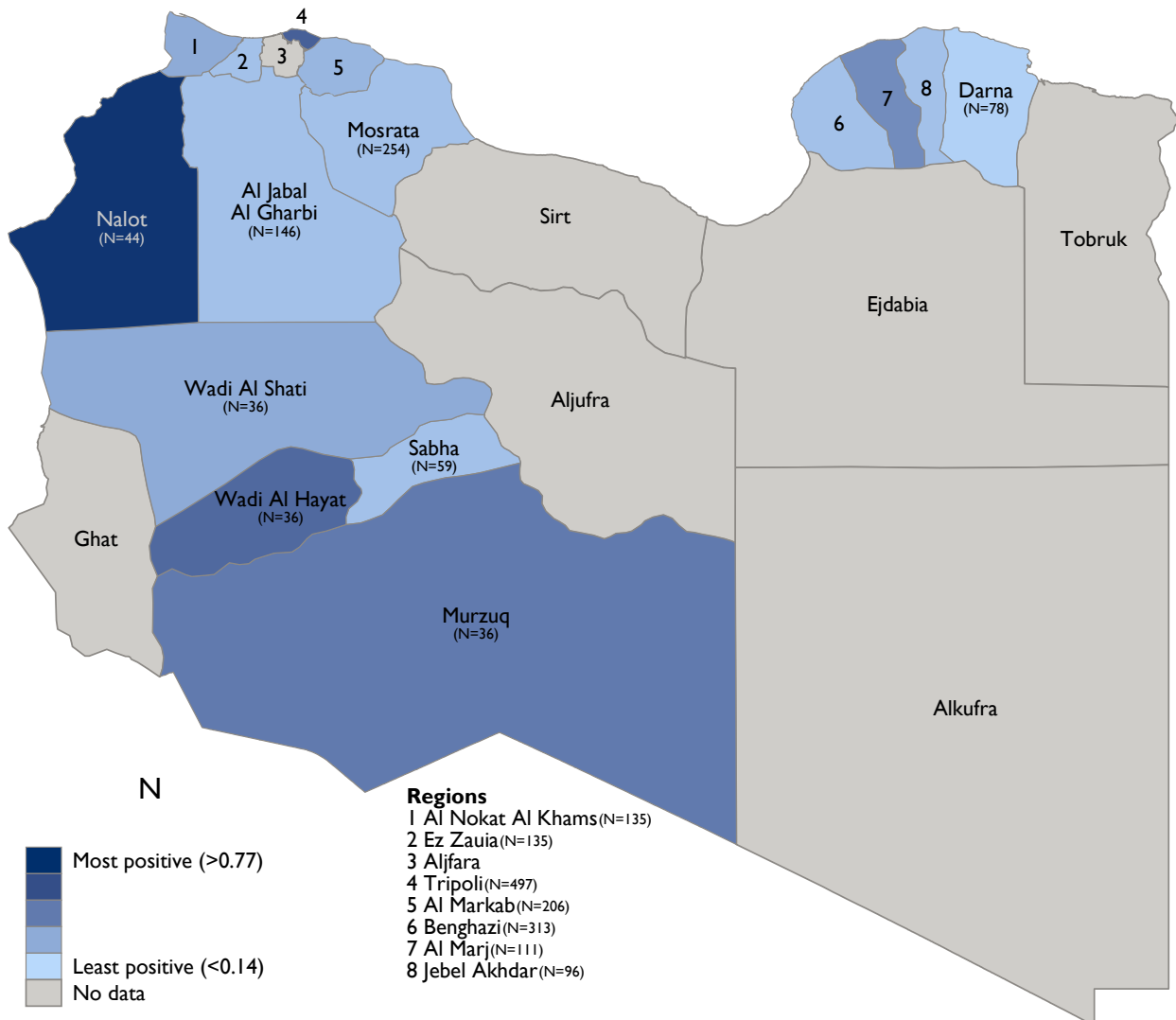


Perceptions of USAID differed considerably across geographic regions and even within Libya’s regions. When comparing between West, East, and South, views of USAID were similar between the West and South, with slightly higher favorability in the West; 35 percent of Southerners reported a positive opinion compared to 37 percent of Westerners (Figure 9). Eastern Libyans, meanwhile, expressed much more negative views of USAID, and only 25 percent reported a positive opinion.

⁷ See Limitations and Biases section for further discussion of FGD sampling criteria.

Within the West and South, further trends emerged between districts. In the West, Nalut and Tripoli were the districts with the highest opinion of USAID. In the South, meanwhile, Sebha, the largest city in the region, showed the lowest opinion of USAID compared to the surrounding districts.⁸

Figure 9: Map of survey respondents with positive impressions of USAID, by district.

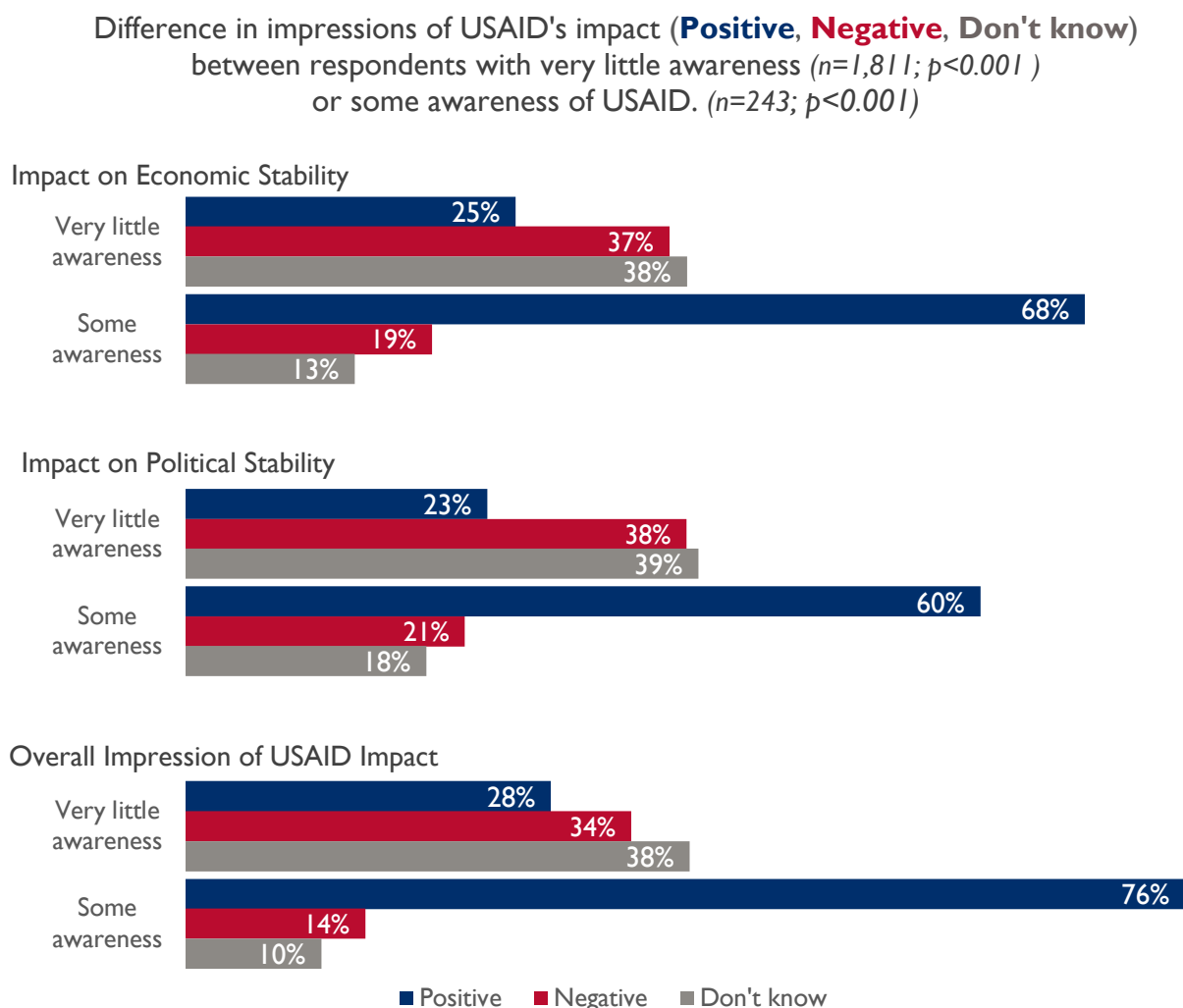


Importantly, awareness of USAID was strongly correlated with the outcome for each of these three measures of perceptions of USAID, as shown in Figure 10. Those who were unaware of USAID were most likely to say USAID’s impact is neither positive nor negative, say they did not know, or refuse to answer the question. After that, the unaware population tended to say that USAID impacts are negative. Compare this with those who say that they are at least a little familiar with USAID. This group reported

⁸ This study is unable to definitively conclude what drives differences in awareness and perception across districts in Libya with the available data. While qualitative results hint that it may be related to the density of project implementation in different areas, we lack quantitative data to confirm this. More granular knowledge of USAID’s implementation status and geographic scope would significantly deepen our ability to draw conclusions from the data presented. Specifically, precise data on when and where programming has happened and what type of support has taken place would provide greater ability to draw conclusions about these geographic splits.

highly favorable opinions of USAID in all categories, with an especially high proportion (76 percent) reporting a positive impression of USAID.

Figure 10: Impressions of USAID by awareness.



Statistical testing confirms these results. The gamma coefficient between awareness and perception is very strong at a 0.744 value and an approximate statistical significance of less than p<0.01. This relationship holds across all three regions of Libya, with the exception of views of economic impact in the South. Table 10 shows the relationship between these variables across regions.

Table 10: Impression of USAID by awareness and region.

	Overall impression		Impact on political stability		Impact on economic stability	
	Positive	Negative	Positive	Negative	Positive	Negative
West						
Little to great awareness	85%	15%	78%	22%	75%	25%
Not aware or hardly aware	46%	54%	42%	58%	40%	60%

	Overall impression		Impact on political stability		Impact on economic stability	
	Positive	Negative	Positive	Negative	Positive	Negative
Total	54%	46%	49%	51%	47%	53%
Chi Square	<0.01		<0.01		<0.01	
Gamma	0.736		0.671		0.634	
Approximate significance	<0.01		<0.01		<0.01	
East:						
Little to great awareness	88%	13%	81%	19%	67%	33%
Not aware or hardly aware	49%	51%	42%	58%	36%	64%
Total	51%	49%	44%	56%	38%	62%
Chi Square	<0.01		<0.01		<0.05	
Gamma	0.762		0.716		0.556	
Approximate significance	<0.01		<0.01		<0.05	
South						
Little to great awareness	79%	21%	75%	25%	61%	39%
Not aware or hardly aware	55%	45%	50%	50%	44%	56%
Total	59%	41%	53%	47%	46%	54%
Chi Square	<0.01		<0.01		0.057	
Gamma	0.517		0.497		0.329	
Approximate significance	<0.01		<0.01		0.06	

Qualitative data also support this narrative. An FGD participant from Sabha identified that Libyans are wary of aid organizations because Libyans are uninformed about aid organizations.

It depends on the nature of the work done by each [development] organization, but mostly [...] the public does not know them or hear of them and they're not even interested. (Female participant, Sabha)

This comment suggests that not only does the public not know much about these organizations, but may also not care to know. According to the participant from Sabha, people in Libya are uninterested and wary of international aid organizations.

Qualitative data also supports the connection between awareness of USAID and perception in other ways. FGD participants were highly familiar with USAID's work compared to the general population and viewed the Agency as a provider of aid to humanitarian, political, and civil society projects. Many FGD participants believed these projects have positive impacts on the communities where they are implemented.

I think USAID has projects that have a clear positive impact on society and have covered certain needs in the city. (Male participant, Sebha)

If we were to conclude all the work [USAID] do[es], it would fall under the category of humanitarian work that helps in the development of the country, reduce crime rates, and provide jobs. (Female participant, Wadi al Shati)

FGD participants commonly cited political projects, humanitarian work, and development as goals of USAID’s programming in Libya. In addition to perceptions of the positive impact USAID projects have in Libya, many expressed the view that Libya needs as much support as it can get to improve living conditions, like this participant from Benghazi:

Well, of course I like their work! We are in a country that needs any type of support. (Male participant, Benghazi)

FGD participants generally had positive opinions of USAID and its work; those who had direct experiences with USAID projects mostly agreed that these projects positively impacted their communities.

In addition to awareness, there was a moderately strong correlation⁹ between people who believe that USAID has good intentions for Libya and those who have positive perceptions of the Agency. Respondents who were familiar with USAID were asked to compare the Agency to other similar organizations on a series of traits, including their trust in the organization, its impact on Libya, its ability to work with the government and other aid organizations, and its allocation of resources to Libya. Of these, the strongest correlation was between those that agreed that USAID has better intentions for Libya than other organizations and those who had positive impressions of USAID overall. After this, there was also a notable positive correlation with the belief that USAID makes a positive impact in Libya.

Table 11 shows a summary of the gamma values (correlation) and approximate significance for the relationship between each of the following beliefs and views of USAID. Relationships with significance above 0.05 can be discounted as not statistically significant. A positive value reflects a positive relationship (in this case, the more likely a person is to think that USAID has good intentions for Libya, the more positive that person’s view of USAID and vice versa.

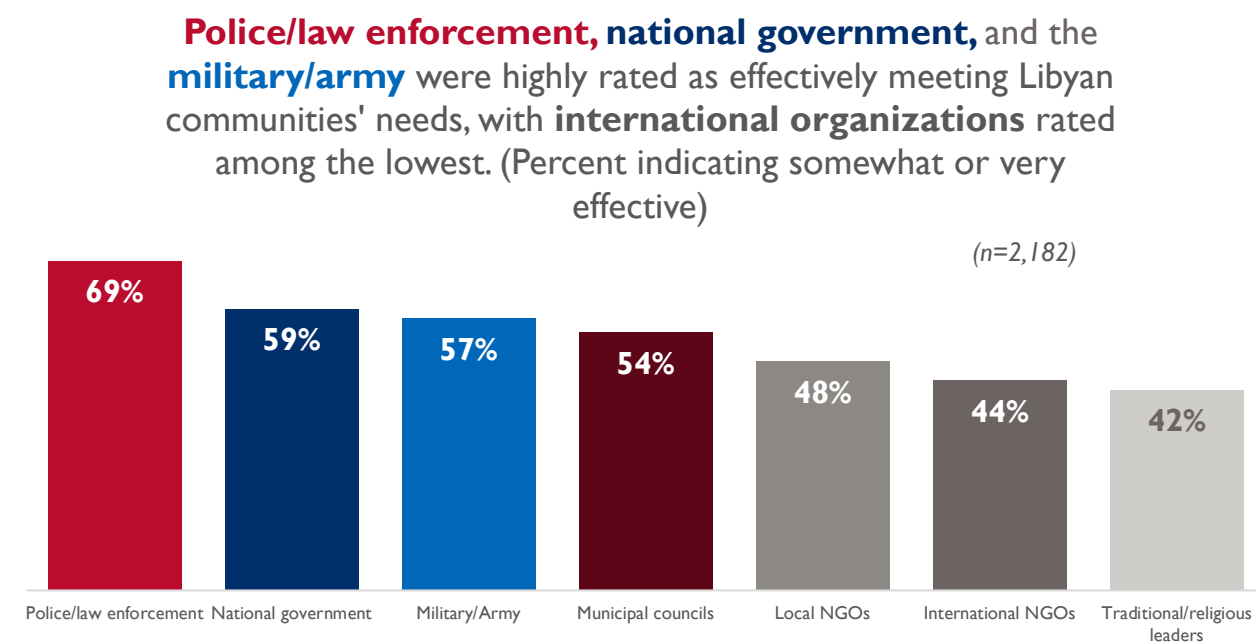
⁹ There are differing interpretations of levels of correlation. This study defines “moderately strong” correlation as having a gamma value between 0.3 and 0.5.

Table 11: Correlations and approx. statistical significance for beliefs and views about USAID (n=420).

Beliefs about USAID	Gamma Value	Approximate Significance
Has good intentions about my country	0.423	<0.001
Makes a positive impact in my country	0.317	<0.001
Understands what my community really needs	0.297	0.001
Is an organization I trust	0.267	0.005
Respects the people in my community	0.252	0.009
Allocates substantive funding to Libya	0.221	0.26
Works in close collaboration other in-country organizations	0.036	0.713
Works in close collaboration with Libya government	-0.04	0.662

The results that indicate negative perceptions of USAID are complicated when comparing the effectiveness and impact of international development agencies with other institutions in Libya. When asked which type of organization contributes most to development efforts in their community, about one-quarter of survey respondents (27 percent) said international organizations, the most frequent response. However, when asked more generally to rate the effectiveness of institutions at meeting the needs of their communities (Figure 11), survey respondents were less supportive of international organizations; only 45 percent categorized them as effective, compared to 69 percent of respondents rating police and law enforcement as effective. INGOs were the second least-effective institution, only slightly above religious and traditional leaders. Consistent with other findings, Libyans from the West were most likely to view international organizations as effective, while those from the East were least likely.

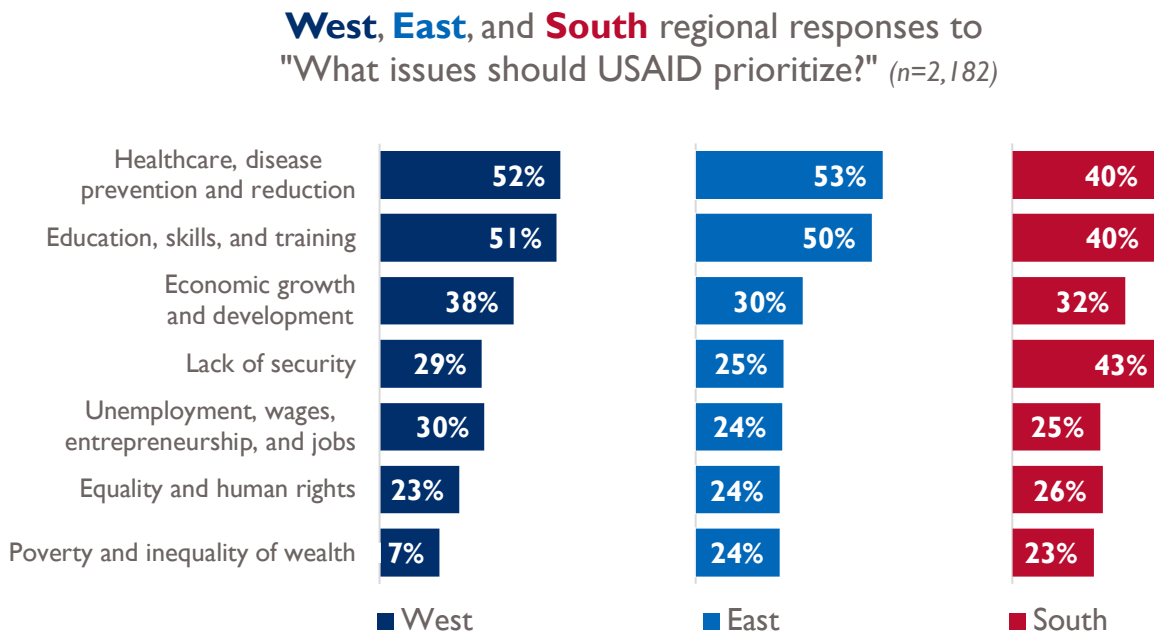
Figure 11: Views on effectiveness of institutions at meeting communities needs.



Finally, respondents were asked what the top priority should be for USAID when allocating funding in Libya. The most popular choice among surveyed Libyans was healthcare and disease prevention and

reduction (Figure 12). This holds true across demographic and regional splits, with one exception. Respondents from the South of Libya ranked security as the top issue they wanted USAID to prioritize. This finding reveals the type of programming that is of the highest demand in each Libyan region.

Figure 12: Survey respondents top three priorities for USAID, by region.



Significant Differences: Between West and East Regions: Economic growth; Poverty (p <0.01 for both). Between West and South Regions: Healthcare; Security (p <0.01); and Education (p <0.05). Between East and South Regions: Healthcare; Security (p <0.01); and Education (p <0.05).

While additional targeted research is needed to inform any new USAID aActivity design, these findings provide compelling evidence for USAID to explore expanding its work in the health sector.

Feedback on priorities for USAID among FGD participants was broad, but peace and security and education were favored focus areas across regions. Participants framed these issues especially as fundamental to making any further improvements in Libyan society.

I think taking care of the security aspect and then health, development, and economic aspects because this hierarchy is complementary to the next. Because when focusing on the security aspect, [if] the security aspect is good, it attracts investors and big companies for development, whether this development is health or civil development.” (Male participant, Sebha)

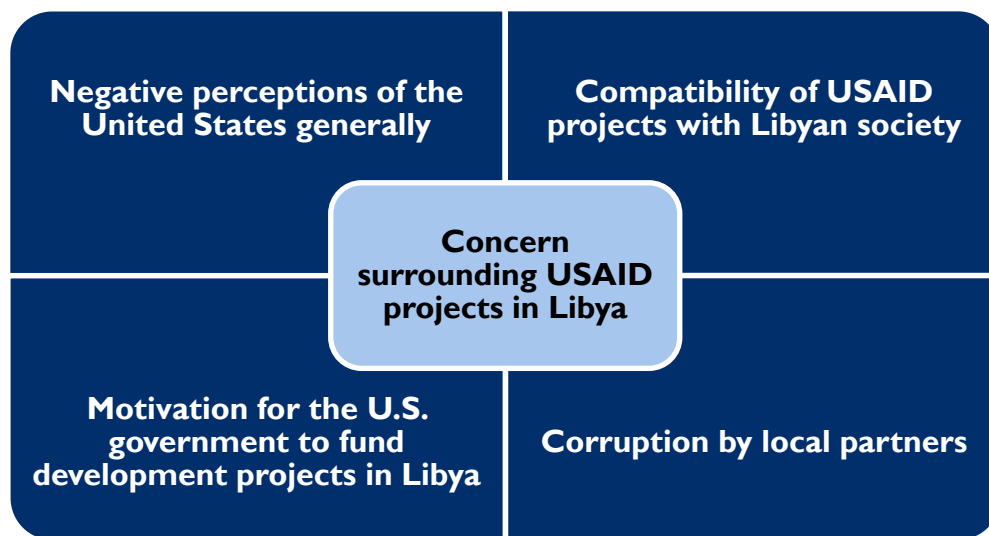
One of the most important issues is education, especially because of the low level of education we have. Education is in a deplorable state, and if this matter is not given importance by the responsible authorities, especially for future generations, we can say that it might affect world peace. (Female respondent, Al Bayda)

This gives an insight into what key stakeholders in the Libyan development sector prioritize.

CAUSES OF NEGATIVE PERCEPTIONS

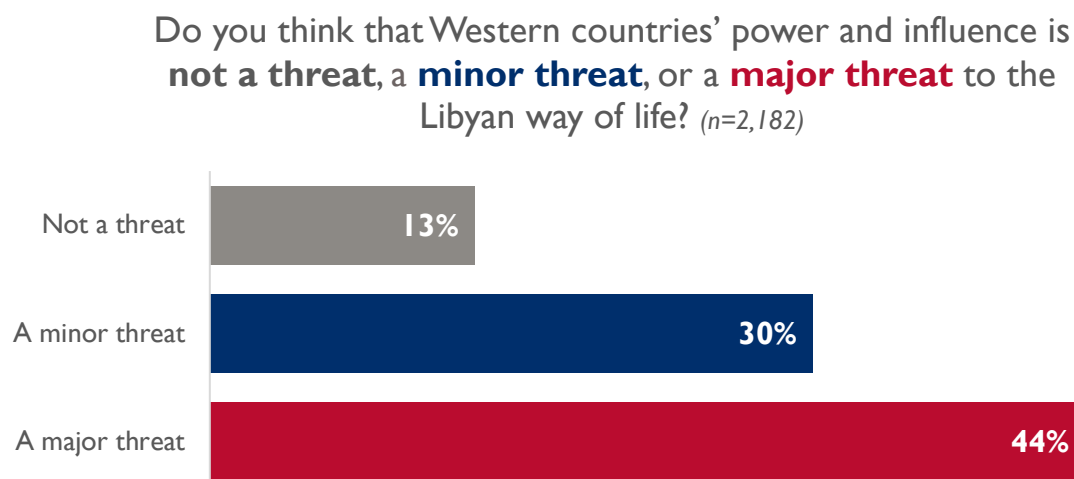
Figure 13 outlines the four major causes of negative perceptions of USAID identified in this study: 1) general animosity toward the United States; 2) concern about the socio-cultural applicability of U.S. goals in Libya; 3) distrust in the motives for USAID’s work in Libya; and 4) Corruption among local partners.

Figure 13: Summary of concerns for USAID in Libya.



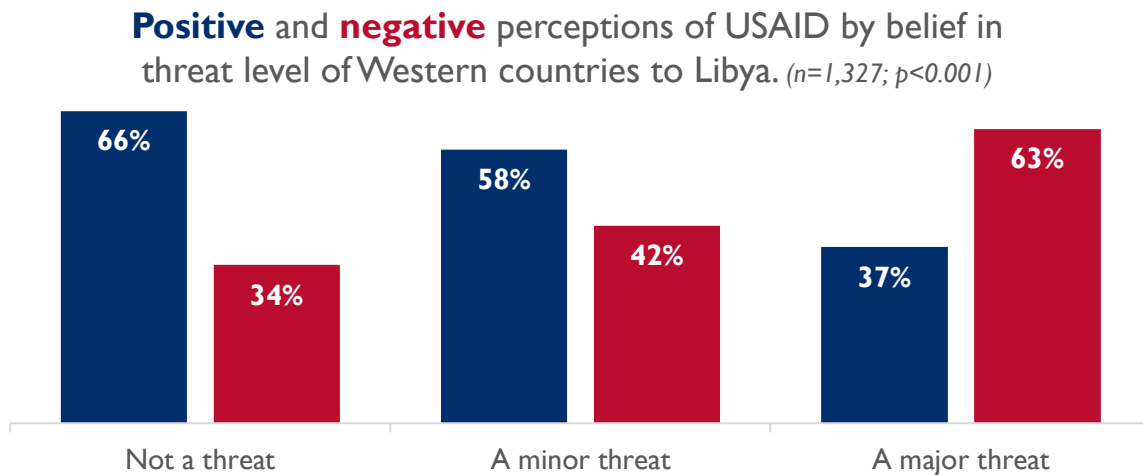
Surveys and FGDs both surfaced negative views of the United States in Libya and how these opinions influence perceptions of USAID. As shown in Figure 14, nearly three-quarters of surveyed Libyans (74 percent) viewed Western countries’ power and influence as a major or minor threat to the Libyan way of life. The idea that Western power and influence, regardless of how it is deployed, constitutes a threat to Libyan way of life implies an inherent incompatibility between the two entities.

Figure 14: Survey respondents’ views of Western influence.



Unsurprisingly, this belief has a strong impact on respondents' perception of USAID, as shown in Figure 15. Two-thirds of the respondents who said that Western countries are not a threat to the Libyan way of life reported somewhat or very positive perceptions of USAID. However, one-third of the respondents who thought Western countries pose a major threat also reported somewhat or very positive perceptions of USAID.

Figure 15: Views of Western influence by perception of USAID.



Qualitative data corroborate this finding. FGD participants identified a general dislike of the United States as a driver of distrust of USAID activities.

And as for the negative side, it might be expressed in the fact that it may form a threat to the sovereignty of the country somehow. [...] The name itself has America in it. (Male participant, Al Bayda)

Moderator: What concerns do you have regarding USAID in Libya? Respondent: Concern about anything with the American flag on it. (Male participant, Tripoli)

Other FGD participants referred to a common belief that international development organizations are fronts for Western intelligence agencies.

There are some people who get irritated when mentioning any international NGO, even those educated ones. They perceive it as an intelligence body. (Female participant, Wadi al Shati)

For many FGD participants, fear of U.S. influence was expressed as concerns about social and cultural incompatibility between USAID projects and the Libyan context.

For me, fear of spreading cultures of American communities in our community because they are not compatible. (Male participant, Tripoli)

Some participants mentioned that foreign assistance is perceived as a threat to Libyan social and cultural norms. Public pushback is especially common on projects concerning hot-button topics like sexuality, gender, and women's involvement in civil society.

Citizens fear foreign interference in general because they do not accept the loss of the social pattern. When we see civil society organizations working and defending human rights of various kinds, including the gay community and freedom of religion, here there is a fear among the local community because some freedoms in other countries are considered a violation of the social values in a country like Libya, which makes society excommunicate all interventions, especially civil society. (Female participant, Zwara)

Maybe some precautions should be taken when it comes to completely importing a new culture and to filter the things that do not go along with our religious and social customs and beliefs. Therefore, you should take precautions and filter out the things that do not match our belief system, and only take the things that could aid and help our development. (Male participant, Benghazi)

A lack of understanding about the motivations for USAID's work also drives negative perceptions. Figure 16 shows beliefs among Libyans regarding the reason for the U.S. government's humanitarian and development projects in Libya. Nearly two-thirds of all surveyed Libyans (64 percent) believed that the U.S. government provides support to Libya to gain access to Libya's natural resources. Meanwhile, less than half of surveyed Libyans believed that the United States provides support to Libya for any positive reasons.

Figure 16: Belief in motivations for U.S. government support.

More survey respondents believed the U.S. Government provides support to Libya for **negative reasons** than for **positive reasons**.

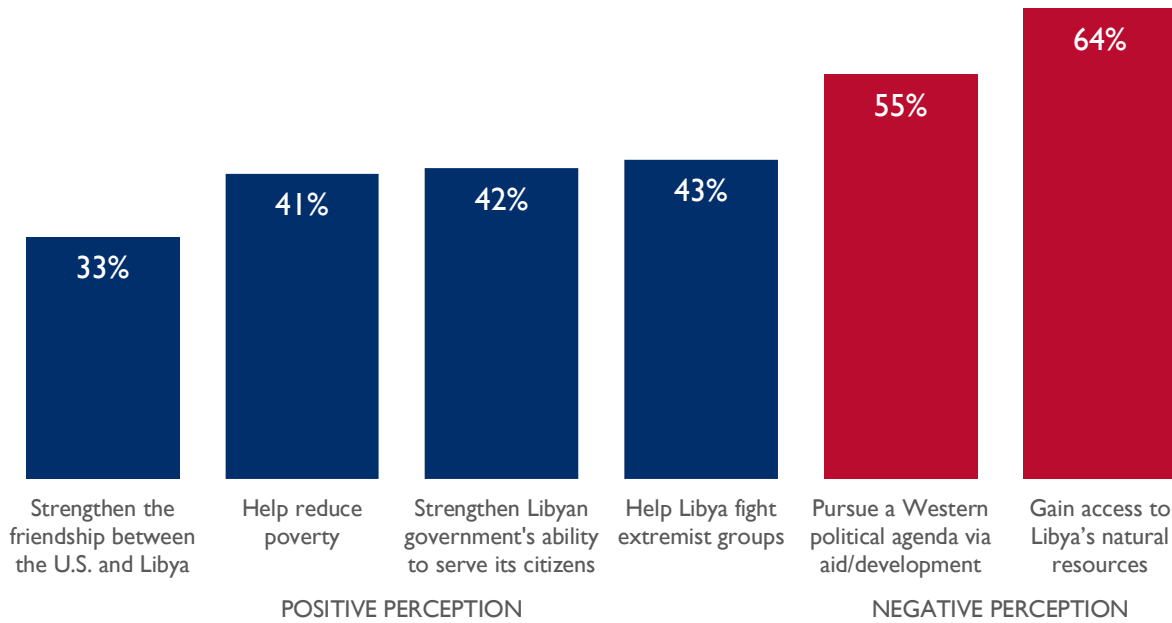
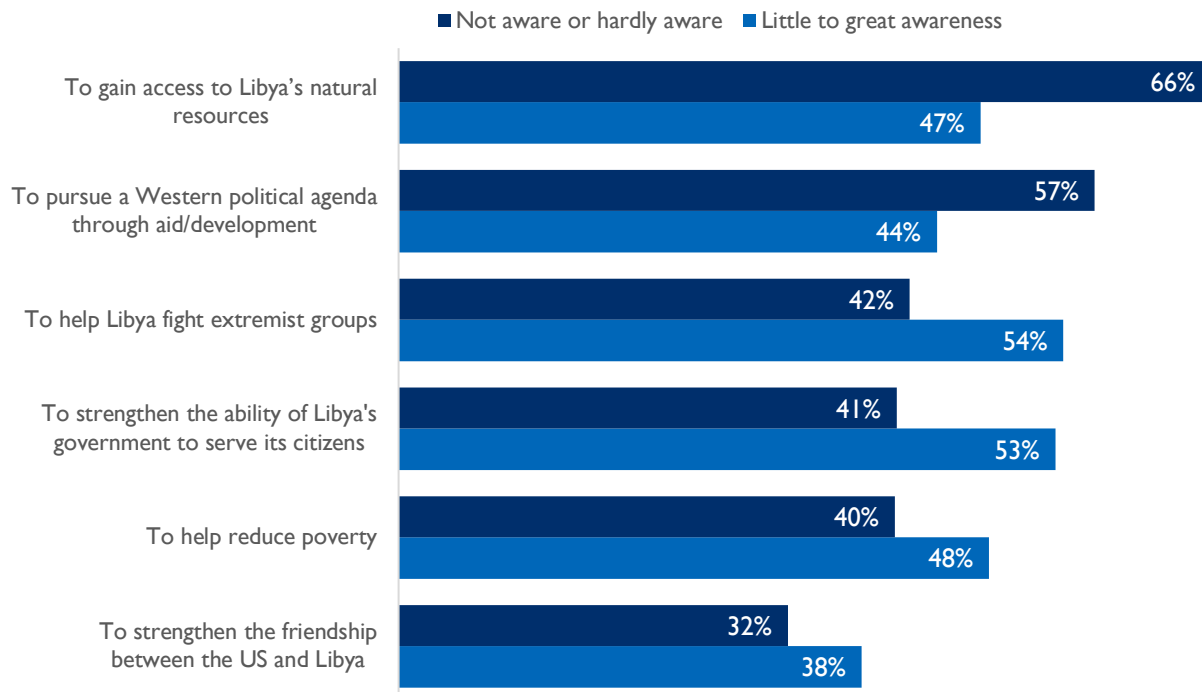


Figure 17 shows the relationship between awareness of USAID and perceptions toward the Agency. Those who were unaware of USAID were more likely to believe that U.S. support is nefarious and less likely to agree with well-intentioned explanations. People aware of USAID were less likely to believe negative explanations of U.S. support than those who were unaware and more likely to believe positive explanations.

Figure 17: Belief in motivations for U.S. government support, by respondent awareness of USAID.

(total n=2,054; very little awareness n=1,811; some awareness n=243; p<0.01, except for "strengthen friendship between U.S. and Libya," which is >0.05 [not significant])

Why do you believe that the U.S. government provides support to the Libyan government? Responses by awareness of USAID.
(total n=2,054; very little awareness n=1,811 some awareness n=243)



Qualitative data support the narrative that confusion surrounding USAID's motivations drive negative perceptions. Some FGD participants noted that suspicion of USAID's activities in Libya stemmed from a lack of clarity on the intentions and purpose behind USAID-funded projects. FGD participants referenced popular beliefs among Libyans that international development agencies are covers for or branches of military intelligence offices, but also discussed their own theories for USAID involvement in Libya. These discussions revealed confusion around USAID's purpose even among those involved in the development sector. Both these threads—the belief that development agencies are intelligence fronts and a lack of awareness of USAID's goals in Libya—were present in the quantitative data as well. When asked what they believe USAID's goals in Libya are, most FGD participants mentioned economic and political development objectives. However, some speculated that USAID projects may be more broadly motivated by political or strategic interests.

They want to develop the country to become a viable political partner. (Male participant, Tripoli)

I see it from a political perspective, from the political tension in the world and the involvement of Russia in African countries [such as] in Mali, Libya in Brak and Jufra. That's the motive of USAID's involvement in Libya in my opinion. (Male participant, Wadi al Shati)

Meanwhile, others referenced a belief that some USAID projects in Libya seek to benefit the United States, although they were not sure how.

One of the things I see is that these donations are possibly investments in a project rather than true donations. Spending all of this money without receiving a profit is challenging. One of my worries regarding USAID is this. (Male participant, Zwara)

As I said before, I might have some concerns about their political policies and if there are some ulterior motives or agenda behind their support, and this opinion might just be from my lack of knowledge about their work. (Male participant, Benghazi)

FGD participants also expressed the belief that hostility toward USAID and similar organizations comes from lack of knowledge of these organizations' work. Others went further, arguing that USAID's publicity practices leave Libyan citizens uninformed and hostile to USAID projects.

People of a lower socioeconomic class [...] would have no idea what USAID is or any other organization, whether it's international or American. The first thing they will react with is a face of anger and distrust, and you will be faced with questions such as, "how dare you work with such foreign organizations?" (Female participant, Benghazi)

The problem with USAID is that it always has a media blackout about its programs [...] And so, we always find citizens against the involvement of organizations in the affairs of the country without knowing about the nature of the projects carried out by these organizations. (Male participant, Sabha)

The split between the aware and unaware population on the reasons for U.S. government support also belies the idea that Libyans exposed to USAID messaging do not believe the messages received. The two reasons most commonly cited by those who were aware of USAID align with the goals in USAID/Libya's country strategy on its website. While difficult to conclude with certainty, this indicates that at least some Libyans believe the information USAID presents. However, nearly half of those who were aware of USAID still held negative beliefs about the U.S. government's intentions in Libya. This indicates that belief in positive narratives about the U.S. government's work in Libya is not mutually exclusive with belief in negative narratives. Those aware of USAID were inclined to believe that projects are well intentioned, but there was still widespread belief in ulterior motives.

These beliefs, along with the inability of most FGD participants to identify USAID’s objectives in Libya, point to two conclusions, both of which may be true simultaneously: 1) USAID has not effectively publicized the purpose guiding its work in Libya, and 2) (some) Libyans do not believe the narrative USAID has presented.

Finally, FGD participants identified corruption as a source of their personal concern with USAID projects and as a reason for public dislike for aid organizations. The challenge of possible corruption among local USAID partners was a concern raised multiple times across FGDs. Many participants focused on the importance of working with the right organizations, as one woman from Wadi al Shati noted:

The only concern might be in the type of people that [USAID] work[s] with, choosing people that have a questionable reputation and history of corruption could be a cause for concern. (Female participant, Wadi al Shati)

A few participants referenced knowledge of corruption in USAID projects, which detracts from the benefits of the overall mission, as one FGD participant in Zwara noted:

[USAID’s] concept and what they provide are excellent. However, in Libya there is glaring administrative corruption in projects connected to both USAID and its partners as well as international organizations that work there. (Male participant, Zwara)

This quote emphasizes the belief that while USAID’s work may be beneficial, corruption detracts from both the feasibility of its mission and perceptions of it. Participants also expressed the view that the entire development sector is systematically corrupt.

There was a time when humanitarian work was connected to morals. Later, NGO money was a profitable endeavor, attracting ill-intentioned individuals. (Male participant, Tripoli)

Corruption was identified by FGD participants as a major obstacle for USAID in Libya, both in its drain on project resources as well as the way it tarnishes the image of international organizations, like USAID, and their local partners among the public. A few FGD participants mentioned that this perception is common among the general population.

I am talking about the public’s view on organizations. [...] CSOs are literally seen as epicenters of corruption. (Male respondent, Tripoli)

The first question that [people ask] me when they know my job is “what is your salary?” They view you as a financial beneficiary of the organizations. Even when you

are working in very simple human rights or humanitarian work. (Female participant, Al Bayda)

This underscores the way corruption in one NGO can affect public outlook on all NGOs and their employees. Perceptions of USAID are not just influenced by the level of corruption within its own projects, but also by the levels of corruption in the development sphere of Libya generally.¹⁰

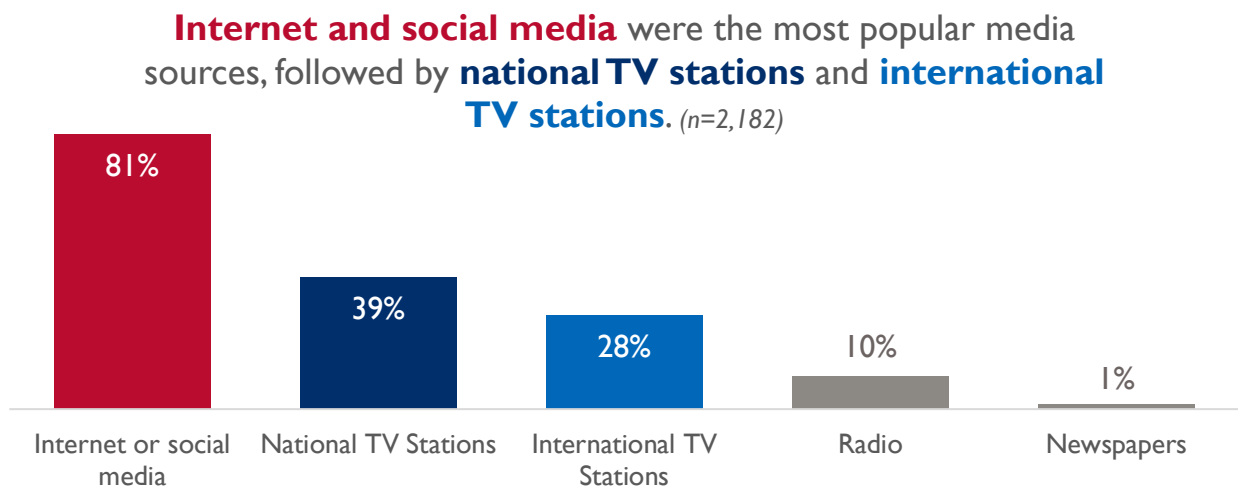
PERCEPTIONS OF USAID CONCLUSIONS

Awareness of USAID activities has a strong bearing on perceptions of USAID. Libyans who are aware of USAID projects are much more likely to have positive views of the agency. In addition to ignorance surrounding USAID, there are several narratives that explain the challenges that USAID faces in Libya. Corruption within the development sector, a sense of American incompatibility in Libya, and a belief in nefarious purposes for aid all contribute to negative perceptions of USAID.

MEDIA USAGE

The study also set forth to understand what media sources people in Libya use and trust. Research questions explored what sources of media participants in Libya primarily use, which ones they trust the most, and which they think are the most effective methods of communication for USAID. Results indicated a diversity of media choices; however, the most popular reported medium for entertainment and news was social media, especially Facebook. As shown in Figure 18, the Internet and social media were by far the most popular media sources among surveyed Libyans, followed by national TV stations and international TV stations. Internet and social media were the most popular forms of media consumption across geographic region, education level, and gender splits. The only group that reported using TV more than the Internet was adults older than 55.

Figure 18: Daily media use.



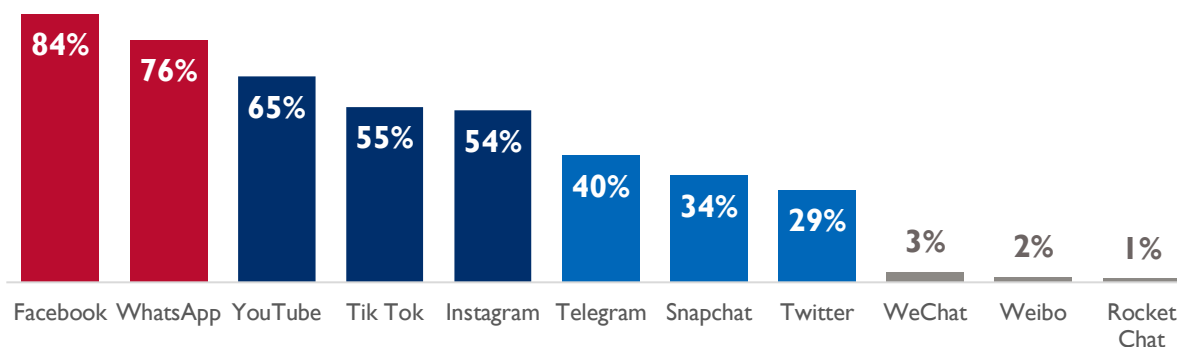
Facebook was the most popular form of social media in Libya, followed closely by WhatsApp. Figure 19 illustrates the percent of survey respondents who reported using each social media type at least once a

¹⁰ The quantitative survey did not include any questions on corruption, so it is not possible to compare the ideas brought forward by FGD participants with quantitative results.

week. While Facebook use was reported consistently across Libya's three regions, residents in the West were less likely to use WhatsApp than their Eastern and Southern counterparts.

Figure 19: Social media platform use.

Facebook and WhatsApp are the most widely used social media throughout Libya. **YouTube, TikTok, and Instagram** are also popular. **Telegram, Snapchat, and Twitter** are less widely used. (n=2,182)



Preference for social media was reflected in responses from FGD participants, many of whom stated that social media platforms are their primary source of news about their country. The reasoning behind this varied among the participants, although one of the main sources of criticism against all other sources of media was that they are not trustworthy. When asked about their primary source of information, FGD participants said the following:

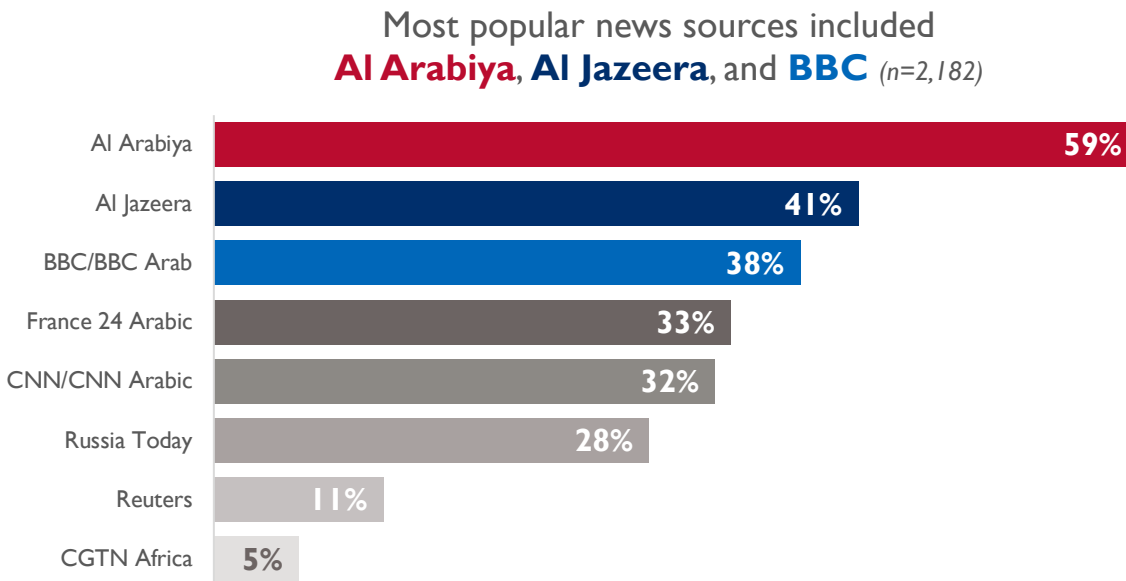
Social media and small social gatherings where we exchange information, especially when we are waiting in lines to buy bread. (Male participant, Al Bayda)

I get news from social media pages, such as Facebook, but the news should not be gotten from just any source. There are only some pages or reliable sources from which the news is taken. (Male participant, Sebha)

Among those who watch national TV stations, the two most popular stations were Libya al-Wataniyah and Libya al-Rasmiyah. When asked about specific news sources, FGD participants expressed a preference for international news channels over local ones. The most popular stations among FGD participants are Al Arabiya, Al Jazeera, and the BBC (Figure 20). This tracks with survey respondents who named those three stations as their most favored news sources in that order.

[Talking about France 24] It is one of the channels that I believe any news from. (Female participant, Al Bayda)

Figure 20: International news sources used.



Many FGD participants expressed distrust in local media, mainly due to issues surrounding misinformation and biased news channels. Others preferred international news channels like Al Arabiya, Al Jazeera, or the BBC over local ones.

I followed the news on Facebook, because I don't think the TV channels have any credibility, and each channel has its own agenda. (Female participant, Sebha)

[I prefer] the global media, because I see that they have no interests to defend or any agenda to make propaganda for anyone. (Female participant, Al Bayda)

There was a belief that local channels are biased and carry an agenda, especially among government- or state-run networks. However, distrust was not limited to local news channels, and many FGD participants expressed skepticism of news from nearly every source.

Even Al Jazeera and Al Arabiya have no credibility now. (Female participant, Al Bayda)

You will not find any channel that is neutral and does not follow certain views. (Male participant, Sebha)

Additionally, a small number of participants raised other sources of media that they trusted, such as radio, social media websites such as Facebook and Twitter, and some local news media sources such as *Bawabet al Wasat*, *Ein Libya*, and *Libyan Observer*. Most of the aforementioned local media sources also maintain online platforms.

MEDIA USAGE CONCLUSIONS

Social media, and Facebook especially, were the preferred media sources for survey respondents and were also commonly used by FGD participants. Study results indicated that Libyans are also likely to use local and international TV channels to stay on top of news.

RECOMMENDATIONS

This study has yielded many potential adjustments to programming and messaging for USAID to deepen its impact and improve its perceptions in Libya. This section is divided into recommendations for programming implementation and recommendations for media presence and messaging.

1. Expand advertising and expand it on Facebook.

Survey results confirmed that awareness of USAID projects in Libya is an important predictor of perceptions of USAID and even had some bearing on views of the United States and Western nations in general. Given this, increasing awareness of USAID work in Libya is one of the most effective ways to improve Libyans' opinions of USAID and may be the most effective way to improve opinions of the United States. A majority of those who had heard of USAID (62 percent) learned about it through the news on TV, the radio, or the Internet. By comparison, the next most common source of information about USAID (friends and family) was reported by just eight percent of respondents who were aware of USAID.

This study also revealed that Libyans prefer to get their entertainment and news media from the Internet and mobile apps. Facebook is the most popular social media platform in Libya and would be the most effective means of advertising USAID's work to a large audience. Almost all survey respondents (94 percent) reported using the platform at least weekly, with just over 70 percent reporting daily use. These findings were further supported by FGD participants, who recommended the platform as an effective mechanism for USAID's public messaging.

These findings support our recommendation for USAID to expand messaging about its work in Libya on Facebook. Study results suggest that this will be the most effective way to increase awareness of USAID and to improve perceptions of USAID.

2. Publicize professionalization and training activities and projects in economic growth and development.

After health, professionalization and economic growth are the two sectors that survey respondents most believe that USAID should prioritize. These are sectors in which USAID already supports considerable amounts of programming. As such, publicizing these activities would demonstrate that USAID is working to meet Libyans' demands.

3. Push strong, consistent narratives about USAID's purpose in Libya.

Both FGD participants and survey respondents lacked knowledge about USAID's purpose in Libya and showed willingness to believe that the Agency has nefarious intentions. A strong, believable narrative push by USAID could have a strong countereffect on these negative perceptions. The study team recommends USAID's messaging strategy emphasize the following two narratives:

- USAID works in Libya to strengthen the ability of the government of Libya to serve its citizens.

- The U.S. government and people support this effort because they want Libya to enhance its capacity as an autonomous trading and political partner for the United States.

These are the narratives that most closely align with the reality of the work that USAID does in Libya *and* with what Libyans are already likely to believe. The second point is important because study results indicate that questions surrounding the U.S. government’s motivation for funding projects in Libya are a major source of negative theorizing. Additionally, it is necessary to highlight the importance of the word “autonomous” in the second point of the narrative. Study results indicate that while Libyans are eager to accept aid from agencies like USAID, they are wary of cultural and political impositions.

4. Ensure a community-tailored approach to ensure sensitivity of messaging in Libya.

Survey results showed high levels of suspicion among Libyans about the work of international organizations, especially USAID. This point was confirmed by FGD participants who expressed personal concerns about cultural impositions that could arise from USAID’s work in Libya. There was notable variation in these cultural incompatibility concerns by region and even by municipality. To ensure that USAID’s efforts are received as well as possible in all parts of the country, USAID should consider implementing a multi-tiered engagement/communications strategy that distinguishes between national, regional, and hyperlocal messaging. Presently, USAID implements its activities in partnership with local organizations and individuals who bring a high degree of expertise on local needs, nuances, and sensitivities. USAID should take forward this local engagement strategy in its efforts to craft and implement a broader communications strategy, incorporating feedback from IPs and individuals representing the perspectives of communities as locally as possible. In addition, USAID may want to conduct select focus groups or in-depth interviews in target communities of interest to test and solicit feedback on its messaging strategies. USAID may choose to adopt one or both of these approaches but should engage at least one to ensure the proper specificity of messaging efforts.

ANNEXES

ANNEX I: STATISTICAL OUTPUT TABLES

Table 12: Statistical output for all variables

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A_CI_0 Have you seen the logo of the following organization? (USAID)	11.6077794	2183.197187	<0.01	<0.01	0.058129492	0.04830893	0.0679501
A_CI_1 Have you seen the logo of the following organization? (GIZ)	10.431468	2183.197187	<0.01	<0.01	0.047475969	0.03855078	0.0564012
A_CI_2 Have you seen the logo of the following organization? (DfID)	6.73856763	2183.197187	<0.01	<0.01	0.020375205	0.01444563	0.0263048
A_CI_3 Have you seen the logo of the following organization? (IOM)	16.0835128	2183.197187	<0.01	<0.01	0.105934668	0.09301813	0.1188512
A_CI_4 Have you seen the logo of the following organization? (UNDP)	25.2723059	2183.197187	<0.01	<0.01	0.226334198	0.20877138	0.243897
A_CI_5 Have you seen the logo of the following organization? (No answer)	61.6033298	2183.197187	<0.01	<0.01	0.634804944	0.61459686	0.655013
A1A National TV Stations	18.0730539	2183.197187	<0.01	<0.01	3.468695934	3.09231847	3.8450734
A1B International TV Stations	17.0647216	2183.197187	<0.01	<0.01	5.357256131	4.74160861	5.9729036
A1C Radio	21.8628026	2183.197187	<0.01	<0.01	7.875033679	7.16865836	8.581409
A1D Newspapers	23.9002172	2183.197187	<0.01	<0.01	11.85674131	10.8838767	12.829606
A1E Internet or apps on mobile phone	11.5432302	2183.197187	<0.01	<0.01	2.497101224	2.0728748	2.9213277
A2A BBC/ BBC Arab	12.1334428	2183.197187	<0.01	<0.01	3.149793007	2.640712	3.658874
A2B Al-Arabiya	11.3126608	2183.197187	<0.01	<0.01	2.518523633	2.08193724	2.95511
A2C Russia Today	12.5425226	2183.197187	<0.01	<0.01	3.627866649	3.06064167	4.1950916
A2D Reuters	13.1585848	2183.197187	<0.01	<0.01	3.782103366	3.21844866	4.3457581
A2E China Global Television Network Africa (CGTN)	13.3715504	2183.197187	<0.01	<0.01	3.650224491	3.11488813	4.1855608
A2G France 24 Arabic	12.3075766	2183.197187	<0.01	<0.01	3.240053094	2.72379306	3.7563131
A2H Al Jazeera	12.0090835	2183.197187	<0.01	<0.01	2.935683362	2.45629413	3.4150726
A2I CNN/ CNN Arabic	12.5285855	2183.197187	<0.01	<0.01	2.830564871	2.38750747	3.2736223

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A3 When it comes to entertainment, what is your preferred media source?	20.172666	2183.197187	<0.01	<0.01	6.460763668	5.83269159	7.0888357
A4 What language do you prefer to consume media in? (Other)	10.3425587	2183.197187	<0.01	<0.01	1.712661504	1.38792398	2.037399
A_A5_0 What TV stations do you usually watch? (Libya Al-Wataniyah TV)	-1.55621596	2183.197187	>0.05	>0.05	-0.025130057	-0.0567975	0.0065374
A_A5_1 What TV stations do you usually watch? (Libya Al-Rasmiyah TV)	-1.39545315	2183.197187	>0.05	>0.05	-0.022586706	-0.0543281	0.0091547
A_A5_2 What TV stations do you usually watch? (Al-Asimah TV)	-30.4087184	2183.197187	<0.01	<0.01	-0.297530139	-0.3167178	-0.278342
A_A5_3 What TV stations do you usually watch? (Allibya TV)	-30.4087184	2183.197187	<0.01	<0.01	-0.297530139	-0.3167178	-0.278342
A_A5_4 What TV stations do you usually watch? (Libya Alhurra)	-13.2304627	2183.197187	<0.01	<0.01	-0.176303771	-0.2024359	-0.150172
A_A5_5 What TV stations do you usually watch? (Libya TV)	-30.4087184	2183.197187	<0.01	<0.01	-0.297530139	-0.3167178	-0.278342
A_A5_6 What TV stations do you usually watch? (218NEWS)	-28.1927629	2183.197187	<0.01	<0.01	-0.286823802	-0.3067749	-0.266873
A_A5_7 What TV stations do you usually watch? (WTV)	-10.7148283	2183.197187	<0.01	<0.01	-0.149241303	-0.1765558	-0.121927
A_A5_8 What TV stations do you usually watch? (Salam)	-7.68947961	2183.197187	<0.01	<0.01	-0.112771933	-0.1415322	-0.084012
A_A5_9 What TV stations do you usually watch? (Almasar)	-21.7408595	2183.197187	<0.01	<0.01	-0.248389217	-0.2707942	-0.225984
A_A5_12 What TV stations do you usually watch? (Libya al Hadath)	-22.6672135	2183.197187	<0.01	<0.01	-0.254656543	-0.2766881	-0.232625
A_A5_13 What TV stations do you usually watch? (MBC)	-27.6437911	2183.197187	<0.01	<0.01	-0.283992701	-0.3041391	-0.263846
A_A5_14 What TV stations do you usually watch? (Libya al Ahrar)	-27.1809581	2183.197187	<0.01	<0.01	-0.281547714	-0.3018608	-0.261235
A_A5_97 What TV stations do you usually watch? (Other)	-11.8418002	2183.197187	<0.01	<0.01	-0.161721305	-0.188503	-0.13494
A_A5_99 What TV stations do you usually watch? (No Answer)	-18.7205212	2183.197187	<0.01	<0.01	-0.225953948	-0.2496235	-0.202284

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A_A6_0 What radio stations do you usually listen to? (Radio Libya)	-72.114718	2183.197187	<0.01	<0.01	-0.783552174	-0.8048597	-0.762245
A_A6_1 What radio stations do you usually listen to? (Al-Shababiyah)	-74.8459815	2183.197187	<0.01	<0.01	-0.789348824	-0.8100307	-0.768667
A_A6_2 What radio stations do you usually listen to? (Al-ltha'ah al-Wataniya)	-77.9556308	2183.197187	<0.01	<0.01	-0.795368494	-0.8153768	-0.77536
A_A6_3 What radio stations do you usually listen to? (BBC World Service)	-99.5391976	2183.197187	<0.01	<0.01	-0.824883141	-0.8411344	-0.808632
A_A6_4 What radio stations do you usually listen to? (Al Aan FM)	-92.5367523	2183.197187	<0.01	<0.01	-0.817189018	-0.834507	-0.799871
A_A6_5 What radio stations do you usually listen to? (Allibya FM)	-81.0096144	2183.197187	<0.01	<0.01	-0.800744859	-0.820129	-0.781361
A_A6_6 What radio stations do you usually listen to? (Libya FM)	-102.381823	2183.197187	<0.01	<0.01	-0.827622842	-0.8434754	-0.81177
A_A6_7 What radio stations do you usually listen to? (Tribute FM)	-100.995755	2183.197187	<0.01	<0.01	-0.826312077	-0.8423567	-0.810267
A_A6_8 What radio stations do you usually listen to? (Voice of Africa)	-101.797978	2183.197187	<0.01	<0.01	-0.827076399	-0.8430093	-0.811143
A_A6_9 What radio stations do you usually listen to? (Voice of Free Libya)	-95.7392253	2183.197187	<0.01	<0.01	-0.820887468	-0.8377019	-0.804073
A_A6_10 What radio stations do you usually listen to? (Lebda FM)	-90.1482269	2183.197187	<0.01	<0.01	-0.814210937	-0.831923	-0.796499
A_A6_11 What radio stations do you usually listen to? (Radio Sawa)	-99.772587	2183.197187	<0.01	<0.01	-0.82511576	-0.8413336	-0.808898
A_A6_12 What radio stations do you usually listen to? (Libyana FM)	-93.1335359	2183.197187	<0.01	<0.01	-0.817902915	-0.835125	-0.800681
A_A6_13 What radio stations do you usually listen to? (Shadkami)	-101.797978	2183.197187	<0.01	<0.01	-0.827076399	-0.8430093	-0.811143
A_A6_14 What radio stations do you usually listen to? (Sawt AlHaq)	-98.1293984	2183.197187	<0.01	<0.01	-0.823447369	-0.8399034	-0.806991
A_A6_15 What radio stations do you usually listen to? (Ranwa FM)	-101.300313	2183.197187	<0.01	<0.01	-0.826604107	-0.8426062	-0.810602
A_A6_16 What radio stations do you usually listen to? (AlWasat Radio)	-82.8842986	2183.197187	<0.01	<0.01	-0.803808021	-0.8228262	-0.78479

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A_A6_17 What radio stations do you usually listen to? (Other)	-65.2530127	2183.197187	<0.01	<0.01	-0.766494276	-0.7895298	-0.743459
A7 Do you own a mobile phone?	11.4007231	2183.197187	<0.01	<0.01	1.326963988	1.09871142	1.5552166
A7a And is it a smart phone or not?	17.4439783	2119.707827	<0.01	<0.01	1.153715679	1.02401286	1.2834185
A8A Facebook	13.6059593	1964.787907	<0.01	<0.01	1.780874045	1.52417766	2.0375704
A8B Twitter	19.6677258	1964.787907	<0.01	<0.01	8.178383737	7.36287419	8.9938933
A8C Instagram	17.1403265	1964.787907	<0.01	<0.01	4.505474588	3.98996451	5.0209847
A8D Tik Tok	15.8003131	1964.787907	<0.01	<0.01	5.221309397	4.57322817	5.8693906
A8E Snapchat	19.3763531	1964.787907	<0.01	<0.01	6.472387962	5.81728704	7.1274889
A8F Telegram	18.6968372	1964.787907	<0.01	<0.01	5.959909483	5.33475518	6.5850638
A8G WhatsApp	13.100998	1964.787907	<0.01	<0.01	2.828037312	2.40469034	3.2513843
A8H YouTube	16.2294449	1964.787907	<0.01	<0.01	3.59668508	3.16206033	4.0313098
A8I WeChat	23.1653368	1964.787907	<0.01	<0.01	13.15764613	12.0437228	14.271569
A8J Weibo	23.3922081	1964.787907	<0.01	<0.01	13.42566885	12.3000783	14.551259
A8K Rocket Chat	23.6127589	1964.787907	<0.01	<0.01	13.9112776	12.7558679	15.066687
B1 Some people might say Libya is going in the right direction. Some might say it is going in the wrong direction. Overall, would you say the country is currently going in the wrong direction or right direction?	18.7195901	2183.197187	<0.01	<0.01	12.38446807	11.0870798	13.681856
B2 Please tell me how safe you feel in your community -- very safe, safe, unsafe, extremely unsafe?	15.3451277	2183.197187	<0.01	<0.01	6.064108288	5.28913743	6.8390791
B3 Now, thinking about our economic situation, how would you describe the current economic situation in Libya – is it very good, somewhat good, somewhat bad or very bad?	138.92148	2183.197187	<0.01	<0.01	2.852710065	2.81244048	2.8929797
C2_a On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the United States Agency for International Development (USAID) do in Libya? Please point at the ladder to show how much you know	93.1791602	2183.197187	<0.01	<0.01	78.02924864	76.3870429	79.671454

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
C2_b On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work The United Nations, i.e. UNDP and UNFPA do in Libya? Please point at the ladder to show how much you know. If you don't know	85.4413184	2183.197187	<0.01	<0.01	75.00677804	73.2852207	76.728335
C2_c On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the German Society for International Cooperation (GIZ) do in Libya? Please point at the ladder to show how much you know. If yo	94.9023586	2183.197187	<0.01	<0.01	78.57981362	76.9560496	80.203578
C2_d On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the Department for International Development (DfID) do in Libya? Please point at the ladder to show how much you know. If you d	109.260753	2183.197187	<0.01	<0.01	82.69958439	81.2152626	84.183906
C2_e On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the International Office for Migration (IOM) do in Libya? Please point at the ladder to show how much you know. If you don't	74.4503358	2183.197187	<0.01	<0.01	69.60206125	67.7687155	71.435407
C2_f On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the United Nations Development Programme (UNDP) do in Libya? Please point at the ladder to show how much you know. If you don	82.7606861	2183.197187	<0.01	<0.01	73.85757047	72.1074826	75.607658
C2_Other_2 Are you aware of any other international organization doing work in Libya? If so, which ones? (The United Nations, i.e. UNDP and UNFPA)	10.2463243	2183.197187	<0.01	<0.01	0.0458823	0.03710085	0.0546637

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
C2_Other_3 Are you aware of any other international organization doing work in Libya? If so, which ones? (German Society for International Cooperation (GIZ))	1.09289738	2183.197187	>0.05	>0.05	0.0005468	-0.0004344	0.001528
C2_Other_5 Are you aware of any other international organization doing work in Libya? If so, which ones? (International Office for Migration (IOM))	1.55076234	2183.197187	>0.05	>0.05	0.001100321	-0.0002911	0.0024918
C2_Other_7 Are you aware of any other international organization doing work in Libya? If so, which ones? (Other)	3.991244	2183.197187	<0.01	<0.01	0.007243796	0.00368464	0.010803
C2_Other_8 Are you aware of any other international organization doing work in Libya? If so, which ones? (ACTED)	8.22338895	2183.197187	<0.01	<0.01	0.0300442	0.02287949	0.0372089
C2_Other_9 Are you aware of any other international organization doing work in Libya? If so, which ones? (Red Cross/Crescent Organisation)	5.37833311	2183.197187	<0.01	<0.01	0.013076334	0.00830843	0.0178442
C2_Other_10 Are you aware of any other international organization doing work in Libya? If so, which ones? (WHO)	4.82968541	2183.197187	<0.01	<0.01	0.01057132	0.00627893	0.0148637
C2_Other_11 Are you aware of any other international organization doing work in Libya? If so, which ones? (World Food Program)	4.50626898	2183.197187	<0.01	<0.01	0.009215533	0.00520509	0.013226
C2_Other_97 Are you aware of any other international organization doing work in Libya? If so, which ones? (Human Rights Watch)	6.92258256	2183.197187	<0.01	<0.01	0.021478972	0.01539434	0.0275636
C2_Other_98 Are you aware of any other international organization doing work in Libya? If so, which ones? (DON'T KNOW)	21.972188	2183.197187	<0.01	<0.01	0.181088414	0.164926	0.1972508
C2_Other_99 Are you aware of any other international organization doing work in Libya? If so, which ones? (No answer)	2.83276824	2183.197187	<0.01	<0.01	0.003662147	0.00112694	0.0061974
C3A What is your source of information about this organization? (USAID)	9.70789304	446.8225775	<0.01	<0.01	15.74349563	12.5563475	18.930644

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
C3B What is your source of information about this organization? (UN)	14.2014832	520.0763497	<0.01	<0.01	26.0644278	22.4588535	29.670002
C3C What is your source of information about this organization? (GIZ)	17.0234564	434.2000395	<0.01	<0.01	38.23467297	33.8202902	42.649056
C3D What is your source of information about this organization? (DfID)	17.8920673	342.4743904	<0.01	<0.01	46.63756439	41.5105926	51.764536
C3E What is your source of information about this organization? (IOM)	9.32420954	643.042374	<0.01	<0.01	10.04570086	7.93009627	12.161305
C3F What is your source of information about this organization? (UNDP)	16.7258858	541.0855841	<0.01	<0.01	32.31321082	28.5182123	36.108209
C4_1 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (General positive opinion)	-88.9557143	2183.197187	<0.01	<0.01	-0.789358867	-0.8067605	-0.771957
C4_2 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Election strengthening)	-85.5736652	2183.197187	<0.01	<0.01	-0.784805924	-0.8027909	-0.766821
C4_3 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Training/development courses)	-85.3030353	2183.197187	<0.01	<0.01	-0.784422051	-0.8024553	-0.766389
C4_4 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Humanitarian aid)	-88.5686694	2183.197187	<0.01	<0.01	-0.788859854	-0.8063265	-0.771393
C4_5 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (COVID-19 assistance)	-87.7151318	2183.197187	<0.01	<0.01	-0.787739794	-0.8053513	-0.770128
C4_6 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Development work)	-88.8416967	2183.197187	<0.01	<0.01	-0.789212434	-0.8066331	-0.771792
C4_7 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Through work with me personally, in my community, or in my area)	-89.5520496	2183.197187	<0.01	<0.01	-0.790117099	-0.8074194	-0.772815
C4_97 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Other)	-78.857705	2183.197187	<0.01	<0.01	-0.774308754	-0.7935644	-0.755053

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
C4_98 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Don't know)	-81.3113566	2183.197187	<0.01	<0.01	-0.778390375	-0.7971634	-0.759617
C4_99 Thinking about USAID specifically, what news or discussions did you hear or read about this organization? (Refused)	-87.7882952	2183.197187	<0.01	<0.01	-0.787836875	-0.8054359	-0.770238
C5A Have you heard of the following activity? (Libya Elections and Legislative Strengthening Activity (LELSA))	6.74747964	452.9268936	<0.01	<0.01	7.119137198	5.04567586	9.1925985
C5B Have you heard of the following activity? (Libya Governance and Civil Society (LGCS))	6.53476112	452.9268936	<0.01	<0.01	6.372215797	4.45588305	8.2885485
C5C Have you heard of the following activity? (Promoting Leadership and Activism of Youth (PLAY) for Peace in Libya)	6.65018891	452.9268936	<0.01	<0.01	6.896004179	4.85814722	8.9338611
C5D Have you heard of the following activity? (Libya Public Financial Management (LPFM))	6.97863908	452.9268936	<0.01	<0.01	7.490972466	5.38148172	9.6004632
C5E Have you heard of the following activity? (Africa Trade and Investment (ATI))	7.01581061	452.9268936	<0.01	<0.01	7.549107771	5.43450922	9.6637063
C5F Have you heard of the following activity? (Libya Transition Initiative (LTI))	6.83019951	452.9268936	<0.01	<0.01	7.120460895	5.07173018	9.1691916
C5G Have you heard of the following activity? (Humanitarian Assistance in areas of health, protection, and)	6.14655308	452.9268936	<0.01	<0.01	5.85790604	3.98497871	7.7308334
C5H Have you heard of the following activity? (Support of internally displaced persons (IDPs))	6.3444782	452.9268936	<0.01	<0.01	6.120893122	4.22493365	8.0168526
C5I Have you heard of the following activity? (COVID-19 Assistance)	5.51915682	452.9268936	<0.01	<0.01	4.672740032	3.00890966	6.3365704
A_C6_0 Have or your family members ever participated in any of these activities? If so, which ones? (Libya Elections and Legislative Strengthening Activity (LELSA))	-70.8504885	2183.197187	<0.01	<0.01	-0.772183454	-0.7935565	-0.75081
A_C6_1 Have or your family members ever participated in any of these activities? If so, which ones? (Libya Governance and Civil Society (LGCS) - Taqarib)	-87.6750957	2183.197187	<0.01	<0.01	-0.801965617	-0.8199034	-0.784028

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A_C6_2 Have or your family members ever participated in any of these activities? If so, which ones? (Promoting Leadership and Activism of Youth (PLAY) for Peace in Libya)	-86.412382	2183.197187	<0.01	<0.01	-0.800214373	-0.8183745	-0.782054
A_C6_3 Have or your family members ever participated in any of these activities? If so, which ones? (Libya Public Financial Management (LPFM))	-93.9469581	2183.197187	<0.01	<0.01	-0.809796681	-0.8267004	-0.792893
A_C6_4 Have or your family members ever participated in any of these activities? If so, which ones? (Africa Trade and Investment (ATI))	-94.9085026	2183.197187	<0.01	<0.01	-0.810881854	-0.8276367	-0.794127
A_C6_5 Have or your family members ever participated in any of these activities? If so, which ones? (Libya Transition Initiative (LTI))	-93.0312346	2183.197187	<0.01	<0.01	-0.808736471	-0.8257842	-0.791689
A_C6_6 Have or your family members ever participated in any of these activities? If so, which ones? (Humanitarian Assistance in areas of health, protection, humanitarian coordination and information management, and logistics.)	-87.3761379	2183.197187	<0.01	<0.01	-0.801556708	-0.8195467	-0.783567
A_C6_7 Have or your family members ever participated in any of these activities? If so, which ones? (COVID-19 Assistance)	-75.8197464	2183.197187	<0.01	<0.01	-0.782636778	-0.8028794	-0.762394
A_C6_8 Have or your family members ever participated in any of these activities? If so, which ones? (Have NOT participated)	-49.8489809	2183.197187	<0.01	<0.01	-0.702001986	-0.7296186	-0.674385
A_C6_9 Have or your family members ever participated in any of these activities? If so, which ones? (No answer)	-88.8910259	2183.197187	<0.01	<0.01	-0.803593302	-0.8213216	-0.785865
C7 To what extent did the activity that you or your family participated in meet your expectations, if at all?	4.09177395	138.6318323	<0.01	<0.01	8.152115289	4.21285646	12.091374
C8 Which type of organization do you feel contributes the most to development efforts in your community?	25.7005413	2183.197187	<0.01	<0.01	20.27626745	18.7291094	21.823425

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
C9 You stated that {0} contributes the most to development efforts in your community? Can you please tell me why?	22.141595	1799.60629	<0.01	<0.01	19.05178407	17.3641937	20.739374
C10 To the best of your knowledge, where the USAID funding comes from?	61.2887456	2183.197187	<0.01	<0.01	61.40747564	59.4426255	63.372326
D1A How does USAID compare to similar organizations? (Is an organization I trust)	12.7572516	452.9268936	<0.01	<0.01	24.04496502	20.340912	27.749018
D1B How does USAID compare to similar organizations? (Makes a positive impact in my country)	10.4668409	452.9268936	<0.01	<0.01	16.95993771	13.7756024	20.144273
D1C How does USAID compare to similar organizations? (Works in close collaboration with Libya government)	13.5404439	452.9268936	<0.01	<0.01	26.65780721	22.7887809	30.526834
D1E How does USAID compare to similar organizations? (Works in close collaboration other in-country organizations)	12.5813217	452.9268936	<0.01	<0.01	23.60740501	19.919904	27.294906
D1F How does USAID compare to similar organizations? (Understands what my community really needs)	11.4443536	452.9268936	<0.01	<0.01	20.09428499	16.6437101	23.54486
D1G How does USAID compare to similar organizations? (Respects the people in my community)	10.9313645	452.9268936	<0.01	<0.01	18.71708825	15.3521734	22.082003
D1H How does USAID compare to similar organizations? (Has good intentions about my country)	11.9293522	452.9268936	<0.01	<0.01	21.56187786	18.0098212	25.113935
D1I How does USAID compare to similar organizations? (Allocates substantive funding to Libya)	12.9326526	452.9268936	<0.01	<0.01	24.64427403	20.8993882	28.38916
D2A Why do you think the US government provides this support? (To help reduce poverty)	17.7431925	2183.197187	<0.01	<0.01	9.430762388	8.38843544	10.473089
D2B Why do you think the US government provides this support? (To strengthen the friendship between the people of the United States and the people of Libya)	20.8783737	2183.197187	<0.01	<0.01	13.67073978	12.3866829	14.954797

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
D2C Why do you think the US government provides this support? (To gain access to Libya's natural resources)	19.1024411	2183.197187	<0.01	<0.01	12.15128773	10.90384	13.398735
D2E Why do you think the US government provides this support? (To strengthen the ability of the government of Libya to serve its citizens)	18.8514845	2183.197187	<0.01	<0.01	11.01094948	9.86552056	12.156378
D2F Why do you think the US government provides this support? (Pursues a Western political agenda through aid/development)	21.9823931	2183.197187	<0.01	<0.01	15.9115094	14.4920423	17.330977
D2G Why do you think the US government provides this support? (To help Libya fight extremist groups)	19.5900301	2183.197187	<0.01	<0.01	12.11472331	10.9019844	13.327462
D3_a Would you say USAID is a positive or a negative influence when it comes to Economic stability of Libya? Is it very or somewhat?	36.951009	2183.197187	<0.01	<0.01	35.86591929	33.9624556	37.769383
D3_b Would you say USAID is a positive or a negative influence when it comes to Political stability of Libya? Is it very or somewhat?	38.0742681	2183.197187	<0.01	<0.01	37.24433532	35.3260306	39.16264
D4 Overall, would you say your impression of USAID is positive or negative? Is that somewhat or very positive/negative?	36.9640734	2183.197187	<0.01	<0.01	36.3475765	34.4192323	38.275921
A_D5_0 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Healthcare, disease prevention and reduction)	43.9568771	2183.197187	<0.01	<0.01	0.469506016	0.44855991	0.4904521
A_D5_1 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Clean water, sanitation and hygiene)	21.7950312	2183.197187	<0.01	<0.01	0.178699762	0.1626209	0.1947786
A_D5_2 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their	21.847767	2183.197187	<0.01	<0.01	0.179410245	0.16330642	0.1955141

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
funding allocation? Please select the top three issues. (Poverty and inequality of wealth)							
A_D5_3 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Hunger, food costs and access)	20.8417712	2183.197187	<0.01	<0.01	0.165947169	0.15033281	0.1815615
A_D5_4 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Equality and human rights)	24.3658806	2183.197187	<0.01	<0.01	0.213798684	0.19659142	0.2310059
A_D5_5 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Economic growth and development)	32.5616452	2183.197187	<0.01	<0.01	0.326892089	0.30720475	0.3465794
A_D5_6 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Unemployment, wages, entrepreneurs hip and jobs)	27.5344634	2183.197187	<0.01	<0.01	0.2577552	0.23939744	0.276113
A_D5_7 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Education, skills and training)	42.7760162	2183.197187	<0.01	<0.01	0.455966737	0.4350631	0.4768704
A_D5_8 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Discrimination, including race, ethnicity, and gender)	11.0138095	2183.197187	<0.01	<0.01	0.052637855	0.04326548	0.0620102

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
A_D5_9 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (The environment, climate change and pollution)	19.1391621	2183.197187	<0.01	<0.01	0.143677917	0.12895628	0.1583996
A_D5_10 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Lack of security /Peace)	28.1905285	2183.197187	<0.01	<0.01	0.266867616	0.24830319	0.285432
A_D5_12 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (None of the above)	5.48284798	2183.197187	<0.01	<0.01	0.013582515	0.00872445	0.0184406
A_D5_13 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Don't Know)	12.1274844	2183.197187	<0.01	<0.01	0.063115297	0.05290936	0.0733212
A_D5_14 Which of the following, do you think, are the most important issues to organizations like USAID should prioritize when considering their funding allocation? Please select the top three issues. (Refused)	6.60349969	2183.197187	<0.01	<0.01	0.019582424	0.013767	0.0253978
E1A How effective would you say each of the following institutions is at meeting libyan citizens' needs? (Municipal councils)	16.8281951	2183.197187	<0.01	<0.01	8.219064401	7.26126674	9.1768621
E1B How effective would you say each of the following institutions is at meeting libyan citizens' needs? (National government)	16.2699915	2183.197187	<0.01	<0.01	7.692693502	6.76547939	8.6199076
E1D How effective would you say each of the following institutions is at meeting libyan citizens' needs? (Military/Army)	16.9394441	2183.197187	<0.01	<0.01	8.729714892	7.71909037	9.7403394

Variable	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
	t value	Sample size/ degrees of freedom	One-Sided p	Two-Sided p		Lower	Upper
EIE How effective would you say each of the following institutions is at meeting libyan citizens' needs? (Police / law enforcement)	15.0540171	2183.197187	<0.01	<0.01	6.412514721	5.5771716	7.2478578
EIF How effective would you say each of the following institutions is at meeting libyan citizens' needs? (International NGOs)	23.7810888	2183.197187	<0.01	<0.01	18.031716	16.5447732	19.518659
EIG How effective would you say each of the following institutions is at meeting libyan citizens' needs? (Local NGOs)	22.4728883	2183.197187	<0.01	<0.01	16.21499206	14.8000235	17.629961
EIH How effective would you say each of the following institutions is at meeting libyan citizens' needs? (Traditional/religious leaders)	22.0303287	2183.197187	<0.01	<0.01	15.38095073	14.0118004	16.750101
E2 Some people think that having fair and transparent elections makes a lot of difference in their lives; other people think that it doesn't matter much. How important would you say is having fair and transparent elections for you—very important, rather i	11.5542966	2183.197187	<0.01	<0.01	3.429913136	2.84777167	4.0120546
E3A Which of the following countries would you like to partner with as a... (Economic partner)	29.3493283	2183.197187	<0.01	<0.01	24.15858698	22.5443686	25.772805
E3B Which of the following countries would you like to partner with as a... (Political partner)	35.6922768	2183.197187	<0.01	<0.01	32.9579107	31.1470946	34.768727
E3C Which of the following countries would you like to partner with as a... (Security partner)	34.2679395	2183.197187	<0.01	<0.01	31.08216837	29.3034293	32.860907
E4 Do you think that western countries' power and influence poses a threat to Libyan way of life?	19.5805819	2183.197187	<0.01	<0.01	13.19071444	11.8696267	14.511802
E5 Some people say the U.S. is engaged in countries around the world to fight terrorism. Others say that the U.S. is engaged in countries around the world to fight Islam. Which view is closer to your own?	27.2662034	2183.197187	<0.01	<0.01	23.7627212	22.0536489	25.471793

Table 13: Details (Table 4) Awareness of international organizations' logos (n=2,182).

		Urbanity		Education Groups		FI Gender	
		1 Urban	2 Rural	1.00 No college	2.00 Some college or higher	1 Male	2 Female
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
A_CI_0 Have you seen the logo of the following organization? (USAID)	0	94%	97%	97%	93%	93%	95%
	1 Yes	6%	3%	3%	7%	7%	5%
A_CI_1 Have you seen the logo of the following organization? (GIZ)	0	95%	98%	97%	94%	96%	95%
	1 Yes	5%	2%	3%	6%	4%	5%
A_CI_2 Have you seen the logo of the following organization? (DfID)	0	98%	99%	98%	98%	98%	98%
	1 Yes	2%	1%	2%	2%	2%	2%
A_CI_3 Have you seen the logo of the following organization? (IOM)	0	89%	96%	94%	87%	90%	89%
	1 Yes	11%	4%	6%	13%	10%	11%
A_CI_4 Have you seen the logo of the following organization? (UNDP)	0	77%	85%	85%	72%	71%	83%
	1 Yes	23%	15%	15%	28%	29%	17%
A_CI_5 Have you seen the logo of the following organization? (No answer)	0	38%	23%	26%	43%	42%	31%
	1 No Answer	62%	77%	74%	57%	58%	69%
Pearson Chi-Square Tests		Urbanity	Education Groups	FI Gender			
A_CI_0 Have you seen the logo of the following organization? (USAID)	Chi-square	3.394084837	15.02934894	6.576695929			
	df	1	1	1			
	Sig.	.065 ^a	<.001 ^{a,*}	.010 ^{a,*}			
A_CI_1 Have you seen the logo of the following organization? (GIZ)	Chi-square	6.441787397	5.300944541	2.300819889			
	df	1	1	1			
	Sig.	.011 ^{a,*}	.021 ^{a,*}	.129 ^a			
A_CI_2 Have you seen the logo of the following organization? (DfID)	Chi-square	0.669728657	0.440907745	2.001289075			
	df	1	1	1			
	Sig.	.413 ^{a,c}	.507 ^a	.157 ^a			
A_CI_3 Have you seen the logo of the following organization? (IOM)	Chi-square	13.19857012	26.82136945	0.307314983			
	df	1	1	1			
	Sig.	<.001 ^{a,*}	<.001 ^{a,*}	.579 ^a			

Pearson Chi-Square Tests		Urbanity	Education Groups	FI Gender			
A_CI_4 Have you seen the logo of the following organization? (UNDP)	Chi-square	7.390953943	42.94085567	45.94764163			
	df	1	1	1			
	Sig.	.007 ^{a,*}	<.001 ^{a,*}	<.001 ^{a,*}			
A_CI_5 Have you seen the logo of the following organization? (No answer)	Chi-square	21.09553328	63.07451495	32.82270754			
	df	1	1	1			
	Sig.	<.001 ^{a,*}	<.001 ^{a,*}	<.001 ^{a,*}			

Results are based on nonempty rows and columns in each innermost subtable.

Table 14: Details (Figure 3): Awareness of international organizations by region

		1.00 West Column N %	2.00 East Column N %	3.00 South Column N %	Total Column N %	
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	.00 Not aware or hardly aware	78%	91%	85%	82%	
	1.00 Little to great awareness	17%	3%	8%	12%	
	99.00 DK	5%	6%	7%	5%	
awareUN How much do you know about that work that the following organization does in Libya? (UN)	.00 Not aware or hardly aware	77%	84%	79%	79%	
	1.00 Little to great awareness	19%	11%	13%	16%	
	99.00 DK	5%	4%	8%	5%	
awareGiZ How much do you know about that work that the following organization does in Libya? (GIZ)	.00 Not aware or hardly aware	80%	89%	86%	83%	
	1.00 Little to great awareness	15%	7%	6%	12%	
	99.00 DK	5%	4%	8%	5%	
awareDfID How much do you know about that work that the following organization does in Libya? (DfID)	.00 Not aware or hardly aware	85%	91%	86%	87%	
	1.00 Little to great awareness	11%	3%	6%	8%	
	99.00 DK	4%	6%	8%	5%	
awareIOM How much do you know about that work that the following organization does in Libya? (IOM)	.00 Not aware or hardly aware	71%	81%	71%	73%	
	1.00 Little to great awareness	25%	14%	22%	21%	
	99.00 DK	5%	5%	7%	5%	

		1.00 West	2.00 East	3.00 South	Total	
		Column N %	Column N %	Column N %	Column N %	
awareUNDP How much do you know about that work that the following organization does in Libya? (UNDP)	.00 Not aware or hardly aware	76%	85%	79%	78%	
	1.00 Little to great awareness	20%	10%	14%	17%	
	99.00 DK	5%	4%	7%	5%	
Three two-column tests:						
Pearson Chi-Square Tests:		West v. East		West v. South		East v. South
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	70.25790632	Chi-square	8.690649269	Chi-square	7.200234512
	df	1	df	1	df	1
	Sig.	.000 ^{*b,c}	Sig.	.003 ^{*b,c}	Sig.	.007 ^{*b,c}
awareUN How much do you know about that work that the following organization does in Libya? (UN)	Chi-square	16.27069792	Chi-square	2.432069233	Chi-square	0.642255857
	df	1	df	1	df	1
	Sig.	<.001 ^{*b,c}	Sig.	.119 ^{b,c}	Sig.	.423 ^{b,c}
awareGiZ How much do you know about that work that the following organization does in Libya? (GiZ)	Chi-square	26.39495328	Chi-square	9.06115166	Chi-square	0.039273242
	df	1	df	1	df	1
	Sig.	<.001 ^{*b,c}	Sig.	.003 ^{*b,c}	Sig.	.843 ^{b,c}
awareDfID How much do you know about that work that the following organization does in Libya? (DfID)	Chi-square	29.44473694	Chi-square	2.514860043	Chi-square	3.788159346
	df	1	df	1	df	1
	Sig.	<.001 ^{*b,c}	Sig.	.113 ^{b,c}	Sig.	.052 ^{b,c}
awareIOM How much do you know about that work that the following organization does in Libya? (IOM)	Chi-square	30.3581114	Chi-square	0.419172954	Chi-square	7.362594359
	df	1	df	1	df	1
	Sig.	<.001 ^{*b,c}	Sig.	.517 ^{b,c}	Sig.	.007 ^{*b,c}
awareUNDP How much do you know about that work that the following organization does in Libya? (UNDP)	Chi-square	27.05106903	Chi-square	2.725107411	Chi-square	2.162933362
	df	1	df	1	df	1
	Sig.	<.001 ^{*b,c}	Sig.	.099 ^{b,c}	Sig.	.141 ^{b,c}
One three-column test						
Pearson Chi-Square Tests		Region				
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	75.28146094				
	df	2				
	Sig.	.000 ^{*b}				
awareUN How much do you know about that work that the following organization does in Libya? (UN)	Chi-square	17.31075573				
	df	2				
	Sig.	<.001 ^{*b}				
awareGiZ How much do you know about that work that the following organization does in Libya? (GiZ)	Chi-square	32.73791979				
	df	2				
	Sig.	<.001 ^{*b}				

One three-column test					
Pearson Chi-Square Tests			Region		
awareDfID How much do you know about that work that the following organization does in Libya? (DfID)	Chi-square	30.51120257			
	df	2			
	Sig.	<.001 ^{*.b}			
awareIOM How much do you know about that work that the following organization does in Libya? (IOM)	Chi-square	30.36826213			
	df	2			
	Sig.	<.001 ^{*.b}			
awareUNDP How much do you know about that work that the following organization does in Libya? (UNDP)	Chi-square	27.99990286			
	df	2			
	Sig.	<.001 ^{*.b}			

Results are based on nonempty rows and columns in each innermost sub-table.

Table 15: Details (Figure 5): Awareness and perceptions of USAID, by gender, age, education, and urbanity.

FI Gender		1 Male	2 Female	Total
		Column N %	Column N %	Column N %
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	.00 Not aware or hardly aware	79%	86%	82%
	1.00 Little to great awareness	16%	9%	12%
	99.00 DK	5%	5%	5%
impressUSAID Overall, would you say your impression of USAID is positive or negative?	1.00 Positive	39%	28%	34%
	2.00 Negative	29%	33%	31%
	99.00 DK	32%	38%	35%
Age Range				
		1.00 18-34	2.00 35+	Total
		Column N %	Column N %	Column N %
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	.00 Not aware or hardly aware	80%	87%	82%
	1.00 Little to great awareness	15%	7%	12%
	99.00 DK	5%	5%	5%
impressUSAID Overall, would you say your impression of USAID is positive or negative?	1.00 Positive	37%	26%	34%
	2.00 Negative	28%	38%	31%
	99.00 DK	35%	36%	35%
Education				
		1.00 No college	2.00 Some college or higher	Total
		Column N %	Column N %	Column N %
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	.00 Not aware or hardly aware	83%	82%	82%
	1.00 Little to great awareness	9%	15%	13%
	99.00 DK	8%	3%	5%
impressUSAID Overall, would you say your impression of USAID is positive or negative?	1.00 Positive	27%	38%	34%
	2.00 Negative	39%	27%	32%

	99.00 DK	34%	34%	34%
Urbanity		1 Urban	2 Rural	Total
		Column N %	Column N %	Column N %
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	.00 Not aware or hardly aware	82%	89%	82%
	1.00 Little to great awareness	13%	5%	12%
	99.00 DK	5%	6%	5%
impressUSAID Overall, would you say your impression of USAID is positive or negative?	1.00 Positive	34%	29%	34%
	2.00 Negative	31%	35%	31%
	99.00 DK	35%	35%	35%
Pearson Chi-Square Tests: Gender				
		Gender		
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	24.99716606		
	df	1		
	Sig.	<.001 ^{*b}		
impressUSAID Overall, would you say your impression of USAID is positive or negative?	Chi-square	17.81622487		
	df	1		
	Sig.	<.001 ^{*b}		
Pearson Chi-Square Tests: Age				
		Age Range		
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	22.00540764		
	df	1		
	Sig.	<.001 ^{*b}		
impressUSAID Overall, would you say your impression of USAID is positive or negative?	Chi-square	30.25051681		
	df	1		
	Sig.	<.001 ^{*b}		
Pearson Chi-Square Tests: Education				
		Education		
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	10.51153206		
	df	1		
	Sig.	.001 ^{*b}		
impressUSAID Overall, would you say your impression of USAID is positive or negative?	Chi-square	41.25595387		
	df	1		
	Sig.	<.001 ^{*b}		
Pearson Chi-Square Tests: Urbanity				
		Urbanity		
awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)	Chi-square	13.30307834		
	df	1		
	Sig.	<.001 ^{*b}		
	Chi-square	2.861229597		

impressUSAID Overall, would you say your impression of USAID is positive or negative?	df	1	
	Sig.	.091 ^b	

Results are based on nonempty rows and columns in each innermost sub-table.

Table 16: Details (Table 8): Frequency of digital media use— Pearson Chi-Square Tests (n=2,161, p<0.05).

Gender	Chi-square	4.231406367
	df	1
	Sig.	.040 ^{*b}
Age	Chi-square	70.80395537
	df	1
	Sig.	.000 ^{*b}
Education	Chi-square	68.31938469
	df	1
	Sig.	<.001 ^{*b}
Urbanity	Chi-square	6.88107836
	df	1
	Sig.	.009 ^{*b}

Results are based on nonempty rows and columns in each innermost sub-table.

Table 17: Details Figure 8: Impressions of USAID.

	awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)			
		.00 Not aware or hardly aware	1.00 Little to great awareness	Total
		Column N %	Column N %	Column N %
pollImpact Would you say USAID is a positive or negative influence on political stability in Libya?	1.00 Positive	41%	79%	47%
	2.00 Negative	59%	21%	53%
econImpact Would you say USAID is a positive or negative influence on economic stability in Libya?	1.00 Positive	38%	74%	44%
	2.00 Negative	62%	26%	56%
impressUSAID Overall, would you say your impression of USAID is positive or negative?	1.00 Positive	45%	85%	52%
	2.00 Negative	55%	15%	48%
Pearson Chi-Square Tests				
pollImpact Would you say USAID is a positive or negative influence on political stability in Libya?	Chi-square	112.9124854		
	df	1		
	Sig.	.000 ^{*b}		

	awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)			
		.00 Not aware or hardly aware	1.00 Little to great awareness	Total
		Column N %	Column N %	Column N %
econImpact Would you say USAID is a positive or negative influence on economic stability in Libya?	Chi-square	99.88684949		
	df	1		
	Sig.	.000 ^{*b}		
impressUSAID Overall, would you say your impression of USAID is positive or negative?	Chi-square	126.9339896		
	df	1		
	Sig.	.000 ^{*b}		

Results are based on nonempty rows and columns in each innermost sub-table.

Table 18: Details Figure 12: Impressions of USAID.

Top 3 Priorities by Region		West	East	South
Healthcare, disease prevention and reduction		52%	53%	40%
Clean water, sanitation and hygiene		19%	20%	21%
Poverty and inequality of wealth		17%	24%	23%
Hunger, food costs and access		14%	26%	23%
Equality and human rights		23%	24%	26%
Economic growth and development		38%	30%	32%
Unemployment, wages, entrepreneurship and jobs		30%	24%	25%
Education, skills and training		51%	50%	40%
Discrimination, including race, ethnicity, and gender		5%	7%	4%
The environment, climate change and pollution		16%	16%	13%
Lack of security /Peace		29%	25%	43%
None of the above		2%	0%	3%

Priorities Raking by Region		West	East	South	Total
		Column N %	Column N %	Column N %	Column N %
Healthcare, disease prevention and reduction	0	53%	50%	64%	53%
	1 Yes	47%	50%	36%	47%
Clean water, sanitation and hygiene	0	83%	81%	81%	82%
	1 Yes	17%	19%	19%	18%
Poverty and inequality of wealth	0	84%	77%	79%	82%
	1 Yes	16%	23%	21%	18%
Hunger, food costs and access	0	87%	75%	80%	83%
	1 Yes	13%	25%	20%	17%
Equality and human rights	0	79%	77%	77%	79%

Priorities Raking by Region		West	East	South	Total
		Column N %	Column N %	Column N %	Column N %
	I Yes	21%	23%	23%	21%
Economic growth and development	0	65%	71%	71%	67%
	I Yes	35%	29%	29%	33%
Unemployment, wages, entrepreneurship, and jobs	0	73%	77%	78%	74%
	I Yes	27%	23%	22%	26%
Education, skills, and training	0	54%	53%	64%	54%
	I Yes	46%	47%	36%	46%
Discrimination, including race, ethnicity, and gender	0	95%	93%	96%	95%
	I Yes	5%	7%	4%	5%
The environment, climate change and pollution	0	86%	85%	88%	86%
	I Yes	14%	15%	12%	14%
Lack of security /Peace	0	73%	76%	62%	73%
	I Yes	27%	24%	38%	27%
Other SPECIFY	0	100%	100%	100%	100%
	I Yes	0%	0%	0%	0%
None of the above	0	98%	100%	97%	99%
	I None of the above	2%	0%	3%	1%

Pearson Chi-Square Tests: Three two-column tests:		West–East	West–South	East–South
A_D5_0 (Healthcare, disease prevention and reduction)	Chi-square	2.262312736	7.060913949	10.99947747
	df	1	1	1
	Sig.	.133 ^{a,b}	.008 ^{a,b,*}	<.001 ^{a,b,*}
A_D5_1 (Clean water, sanitation and hygiene)	Chi-square	0.338369282	0.146959469	0.001093053
	df	1	1	1
	Sig.	.561 ^{a,b}	.701 ^{a,b}	.974 ^{a,b}
A_D5_2 (Poverty and inequality of wealth)	Chi-square	13.87182508	2.567593497	0.33050003
	df	1	1	1
	Sig.	<.001 ^{a,b,*}	.109 ^{a,b}	.565 ^{a,b}
A_D5_3 (Hunger, food costs and access)	Chi-square	47.67083215	7.708472101	1.568839232
	df	1	1	1
	Sig.	<.001 ^{a,b,*}	.005 ^{a,b,*}	.210 ^{a,b}
A_D5_4 (Equality and human rights)	Chi-square	0.832326168	0.374096198	0.003514829
	df	1	1	1
	Sig.	.362 ^{a,b}	.541 ^{a,b}	.953 ^{a,b}
A_D5_5 (Economic growth and development)	Chi-square	6.964214516	2.447849107	2.55555E-05
	df	1	1	1

Pearson Chi-Square Tests: Three two-column tests:		West–East	West–South	East–South
	Sig.	.008 ^{a,b*}	.118 ^{a,b}	.996 ^{a,b}
A_D5_6 (Unemployment, wages, entrepreneurs hip and jobs)	Chi-square	3.454664184	1.959579932	0.087312195
	df	1	1	1
	Sig.	.063 ^{a,b}	.162 ^{a,b}	.768 ^{a,b}
A_D5_7 (Education, skills and training)	Chi-square	0.363251983	5.772549203	6.668561897
	df	1	1	1
	Sig.	.547 ^{a,b}	.016 ^{a,b,*}	.010 ^{a,b,*}
A_D5_8 (Discrimination, including race, ethnicity, and gender)	Chi-square	4.360244889	0.433600826	2.612510859
	df	1	1	1
	Sig.	.037 ^{a,b,*}	.510 ^{a,b}	.106 ^{a,b}
A_D5_9 (The environment, climate change and pollution)	Chi-square	0.326753464	0.633568688	1.105677448
	df	1	1	1
	Sig.	.568 ^{a,b}	.426 ^{a,b}	.293 ^{a,b}
A_D5_10 (Lack of security /Peace)	Chi-square	1.805712695	10.28558337	14.19200606
	df	1	1	1
	Sig.	.179 ^{a,b}	.001 ^{a,b,*}	<.001 ^{a,b,*}
A_D5_11 (Other (SPECIFY))	Chi-square			
	df			
	Sig.	. ^b	. ^b	. ^b
A_D5_12 (None of the above)	Chi-square	7.999697303	1.412508158	13.4301061
	df	1	1	1
	Sig.	.005 ^{a,b,*}	.235 ^{a,b}	<.001 ^{a,b,*}
Pearson Chi-Square Tests: One three-column test:		Region		
Healthcare, disease prevention and reduction	Chi-square	11.05826836		
	df	2		
	Sig.	.004 ^{*b}		
Clean water, sanitation and hygiene	Chi-square	0.417589286		
	df	2		
	Sig.	.812 ^b		
Poverty and inequality of wealth	Chi-square	14.55087048		
	df	2		
	Sig.	<.001 ^{*b}		
Hunger, food costs and access	Chi-square	48.78682291		
	df	2		
	Sig.	<.001 ^{*b}		
Equality and human rights	Chi-square	1.034433634		

Pearson Chi-Square Tests: One three-column test:		Region	
	df	2	
	Sig.	.596 ^b	
Economic growth and development	Chi-square	8.28174338	
	df	2	
	Sig.	.016 ^{*b}	
Unemployment, wages, entrepreneurship, and jobs	Chi-square	4.698831873	
	df	2	
	Sig.	.095 ^b	
Education, skills, and training	Chi-square	6.845053499	
	df	2	
	Sig.	.033 ^{*b}	
Discrimination, including race, ethnicity, and gender	Chi-square	5.482705794	
	df	2	
	Sig.	.064 ^b	
The environment, climate change and pollution	Chi-square	1.147591793	
	df	2	
	Sig.	.563 ^b	
Lack of security /Peace	Chi-square	14.28993019	
	df	2	
	Sig.	<.001 ^{*b}	
Other SPECIFY	Chi-square		
	df		
	Sig.	. ^b	
None of the above	Chi-square	10.73668158	
	df	2	
	Sig.	.005 ^{*b}	

Results are based on nonempty rows and columns in each innermost sub-table.

Table 19: Details Figure 15 Views of Western influence by perception of USAID.

		1.00 Positive	2.00 Negative	Total
		Column N %	Column N %	Column N %
Do you think that western countries' power and influence poses a threat to Libyan way of life?	1 A major threat	32%	57%	44%
	2 A minor threat	39%	31%	35%
	3 Not a threat	18%	10%	14%
	99 No Answer	11%	2%	7%
Pearson Chi-Square Tests				
E4 Do you think that western countries' power and influence poses a threat to Libyan way of life?	Chi-square	73.606		
	df	3		
	Sig.	.000 ^{a,b}		

Results are based on nonempty rows and columns in each innermost sub-table.

Table 20: Details Figure 17: Belief in motivations for U.S. government support, by respondent awareness of USAID.

awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)		.00 Not aware or hardly aware	1.00 Little to great awareness	Total
		Column N %	Column N %	Column N %
D2A (To help reduce poverty)	1 Strongly Agree	12%	9%	11%
	2 Agree	29%	39%	30%
	3 Disagree	41%	41%	41%
	4 Strongly disagree	12%	5%	11%
	99 No answer	7%	5%	7%
D2B (To strengthen the friendship between the people of the United States and the people of Libya)	1 Strongly Agree	8%	10%	8%
	2 Agree	24%	28%	24%
	3 Disagree	41%	45%	41%
	4 Strongly disagree	15%	13%	15%
	99 No answer	12%	5%	11%
D2C (To gain access to Libya's natural resources)	1 Strongly Agree	36%	24%	34%
	2 Agree	30%	24%	29%
	3 Disagree	18%	24%	18%
	4 Strongly disagree	5%	25%	8%
	99 No answer	11%	4%	10%
D2E (To strengthen the ability of the government of Libya to serve its citizens)	1 Strongly Agree	9%	10%	9%
	2 Agree	32%	43%	33%
	3 Disagree	39%	36%	39%
	4 Strongly disagree	11%	7%	10%

awareUSAID How much do you know about that work that the following organization does in Libya? (USAID)		.00 Not aware or hardly aware	1.00 Little to great awareness	Total
		Column N %	Column N %	Column N %
	99 No answer	9%	4%	8%
D2F (Pursues a Western political agenda through aid/development)	1 Strongly Agree	26%	18%	25%
	2 Agree	31%	26%	30%
	3 Disagree	23%	34%	25%
	4 Strongly disagree	5%	17%	6%
	99 No answer	15%	5%	14%
D2G (To help Libya fight extremist groups)	1 Strongly Agree	11%	11%	11%
	2 Agree	31%	44%	33%
	3 Disagree	37%	35%	37%
	4 Strongly disagree	11%	6%	10%
	99 No answer	11%	4%	10%
Pearson Chi-Square Tests				
D2A (To help reduce poverty)	Chi-square	16.87404122		
	df	3		
	Sig.	<.001 ^{*b}		
D2B (To strengthen the friendship between the people of the United States and the people of Libya)	Chi-square	3.130450669		
	df	3		
	Sig.	.372 ^b		
D2C (To gain access to Libya's natural resources)	Chi-square	129.9017308		
	df	3		
	Sig.	.000 ^{*b}		
D2E (To strengthen the ability of the government of Libya to serve its citizens)	Chi-square	13.681601		
	df	3		
	Sig.	.003 ^{*b}		
D2F (Pursues a Western political agenda through aid/development)	Chi-square	63.33210123		
	df	3		
	Sig.	<.001 ^{*b}		
D2G (To help Libya fight extremist groups)	Chi-square	14.89369124		
	df	3		
	Sig.	.002 ^{*b}		

*. The Chi-square statistic is significant at the .05 level.

a. Some cell counts in this subtable are not integers. They were rounded to the nearest integer before the computation of Chi-square test.

c. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

ANNEX III: RECRUITMENT QUESTIONNAIRE FOR FGD

RECRUITMENT QUESTIONNAIRE FOR FGD

Notes for screener:

We are interested in interviewing members of an engaged public (FGDs) who are participating or deeply aware of USAID work in some capacity (working, benefiting, etc.).

1. Gender:
 - a. Male
 - b. Female
2. Age: _____
3. Have they participated in qualitative research, such as interviews or focus groups in the last 6 months?
 - a. Yes [DISQUALIFIED]
 - b. No
4. Do they use social media or regularly read or watch news media?
 - a. Yes
 - b. No [DOES NOT QUALIFY]
5. How much have you heard about the following activities of USAID in Libya?

	A lot	Some	Little/None
a. Libya Elections and Legislative Strengthening Activity (LELSA)	1	2	3
b. Libya Governance and Civil Society (LGCS)	1	2	3
c. Promoting Leadership and Activism of Youth (PLAY) for Peace in Libya	1	2	3
d. Libya Public Financial Management (LPFM)	1	2	3
e. Africa Trade and Investment (ATI)	1	2	3
f. Libya Transition Initiative (LTI)	1	2	3
g. Humanitarian Assistance in areas of health, protection, humanitarian coordination and information management, and logistics	1	2	3
h. COVID-19 Assistance	1	2	3

6. Is this person considered to be engaged in the issues of foreign donors and aware of USAID? Please fill out the following table. **If YES in any categories, they are qualified:**

	Qualification	Qualified	IF NO to all - Not qualified
6A	Is aware of at least two USAID activities in Libya (selected 'a lot' on at least 2 items in Q5)	Yes	No
6B	Is employed at an organization or branch of an organization that works with USAID	Yes	No
6C	Is a member of an alternative foreign or domestic organization that works on issues similar to USAID	Yes	No
6E	Active in local politics (e.g., local leader, elected official)	Yes	No

7. If 6B or 6C = YES

Briefly describe work they do: _____

Name of group/organization: _____

Role/position in group/organization: _____

Briefly describe the purpose/mission of the organization:

CONTACT DETAILS

Participant willing? [CIRCLE]	Yes	No
Participant recommended for FGD? [CIRCLE]	Yes	No

Name: _____ Contact number: _____

Contact address: _____ Email: _____

ANNEX III: FOCUS GROUP DISCUSSION GUIDE

Required equipment:

Whiteboard/flip chart/large piece of paper
Post-it notes
Marker pens
Pens

Focus Group Introduction

5 mins.

Aim: Introduce moderator; outline the purpose of the discussion this evening, which is to discuss the awareness and perception of USAID.

Explain the presence and purpose of recording equipment – We will be using an audio recorder tonight to help with note-taking. My colleague is also here with us today and will be assisting me by writing down as much as she can.

Confidentiality – Everything that you say will be confidential, and anything you say today will remain anonymous. There are no right or wrong answers, I just want to hear about your individual experiences.

Ground rules – Set out the boundaries for decorum (e.g., mobile phones on silent) and for interaction and exchange (e.g., listening to others, no interrupting, speaking up).

Participant Introductions and Current Conditions

10 mins.

Aim: Build rapport in the group, understand priorities for themselves and their families, and get an idea of personal goals and visions for the future.

Let's go around the circle: tell us your name and a bit about yourself.

- (name, family situation, other children, work, etc.)

Thinking about the future of your country, what should be the top priority? What is the role of the government in this area? Of NGOs and other institutions?

Do you feel that your country is moving in the right or wrong direction to address these issues?

Mapping exercise I

15 mins.

Aim: Understand perceptions of USAID.

GIVE EACH PARTICIPANT:

- A pen
- Large piece of paper or Post-It notes
- Please put the word "USAID" in the center and then right down words or phrases you think are related to USAID surrounding it. (E.g., what words come to mind when you hear 'USAID?')

Allow 3 minutes to write.

MODERATOR: Write 'USAID' in the center of the white board and ask participants to share what they wrote. Put words on the board as they are shared, avoiding duplications, and clarifying meaning.

- Why do you say that?
- Can you give me an example of why this describes USAID?
- Looking at these words, would you say they are mostly positive or negative? Do you think this describes the perceptions of USAID in your community?

TAKE A PICTURE OF THE WORD MAP TO SUBMIT WITH TRANSCRIPTS

AWARENESS

15 mins.

Aim: Get a sense of how aware people are of USAID and what they think USAID does in their country's context.

- What groups/organizations/NGOs/donors are you aware of working in your country?
- What is your impression of these organizations? Who does the best job in your opinion? What organization is doing less well? What makes you say that?
- What do you know about USAID and the work they do?
- Where did you hear about USAID?
 - PROBE: Please provide more information—where did you hear USAID mentioned, under what context, recently or years ago?
- Please tell me about your experience with USAID:
 - Have you participated in a USAID-sponsored activity as a beneficiary?
 - Did your organization use funding from USAID? For which project?

PERCEPTIONS

30 mins.

- What is your overall impression of USAID work?
 - Why do you like/dislike the work USAID is doing here?
 - Do you have an example of both a good and bad job it might be doing?
- What do you believe is the goal of USAID's programming?
 - PROBE: economic goals, political goals, security goals, humanitarian goals.
 - Is there a difference between stated goals and what you think are ultimate goals?
- What concerns, if any, do you have about USAID's involvement in your country?
- Why would someone object to USAID's involvement in your country?
- What challenges, if any, do you think USAID faces when working in the country?
- What challenges do USAID's partners face when working with USAID?
- Would you say an organization/entity receiving funding from USAID is perceived positively or negatively? Can you explain why?
- What advantages do you see in using USAID's investment in Libya? What disadvantages?
- What advice would you give to USAID if you had a chance?

MEDIA

15 mins.

Aim: Understand what media sources people use and trust.

- How do you usually follow news about what is happening in your country?
- What media sources do you trust the most and why?

- Thinking about social media platforms like Facebook or Twitter, are there particular platforms you use on a regular basis to follow what’s happening in your country? What kind of information do you follow there?
- Think about the last time you heard about USAID in the media—whether TV, radio, or social platforms like Facebook—what was the story about? Was it positive or negative?
- Which media would be the most effective means for USAID to communicate and deliver different types of messages and information to Libyan citizens?
- What type of content would be the most effective way to communicate information and messages?

Wrap-up**5 mins.**

Is there anything we have not discussed so far today that you would like to talk about?

Thank the participants, ask if they have any questions, and provide contact details for the research team if requested.

ANNEX IV: SURVEY INSTRUMENT

ADMINISTRATIVE QUESTIONS

ADM1. LIBYA

ADM2. REGION

1. WEST
2. EAST
3. SOUTH

ADM2. DISTRICT [SEE SAMPLE]

RESPID] Questionnaire Number	Randomly Generated
------------------------------------	--------------------

[intID] Interviewer ID					
---------------------------	--	--	--	--	--

[supID] Supervisor ID					
--------------------------	--	--	--	--	--

SECTION F: INTRODUCTION

Hi, my name is _____ (and this is _____). We work for the Moomken, an independent research company working in Libya. We are here to conduct a study to understand Libyans' perceptions of several non-governmental organizations' contributions to the welfare of Libya. If you agree to participate in this study, we would like to ask you a few questions. We will ask you about where you get your news and information and your opinions about a variety of international organizations. For additional background, we will also ask you some questions about work, media, and education. You are free to skip any question that you do not want to answer, and you may end the interview at any time. We will treat everything you say here with confidentiality. The interview will last about 30 minutes.

A25. Do you agree to be interviewed for this purpose?

1. Yes
2. No → End interview

NOW TELL ME A LITTLE ABOUT YOURSELF.

F2: What is your age? _____

F4. How long have you lived in Libya?

1	Under 3 years
2	3–4 years
3	5–10 years
4	More than 10 years but not whole life
5	The whole life
99	No answer

C1. We'd like to get a sense of your knowledge of the different logos of donor governments and implementing organizations working in Libya. I will show you a page with logos; please touch/tell me if you ever recall seeing that logo. [\[SHOW LOGOS ONLY\]](#)

		Logo
1.	United States Agency for International Development (USAID)	
2.	German Society for International Cooperation (GIZ)	
3.	Department for International Development (DFID)	
4.	International Office for Migration (IOM)	
5.	United Nations Development Programme (UNDP)	
99.	No answer	

SECTION A: MEDIA

A1: How frequently do you use each of the following to catch up on **news**? Is it daily, a few times a week, once a week, a couple of times a month, less often, or never?

		Daily	A few times a week	Once a week	A couple of times a month	Less often	Never	No Answer
AIA	National TV Stations	1	2	3	4	5	6	99
AIB	International TV Stations	1	2	3	4	5	6	99
AIC	Radio	1	2	3	4	5	6	99
AID	Newspapers	1	2	3	4	5	6	99
AIE	Internet or apps on mobile phone	1	2	3	4	5	6	99

A2: Do you use any of the following stations to catch up on news? **[RANDOMIZE ORDER, READ ALL RESPONSES]**

		Yes	No	No Answer
A2A	BBC/BBC Arab	1	2	99
A2B	Al Arabiya	1	2	99
A2C	Russia Today	1	2	99
A2D	Reuters	1	2	99
A2E	China Global Television Network Africa (CGTN)	1	2	99
A2G	France 24 Arabic	1	2	99
A2H	Al Jazeera	1	2	99
A2I	CNN/CNN Arabic	1	2	99

A3. When it comes to entertainment, what is your preferred media source?

1.	National TV Stations
2.	International TV Stations
3.	Radio
4.	Newspapers
5.	Internet or apps on mobile phone
99.	No answer

A4: What language do you prefer to consume media in?

1	Arabic
2	Italian
3	English
97	Other
99	No Answer

A5: If [AI TV – National or International – is daily or a few times a week] What TV stations do you usually watch? **[DO NOT READ, Select all that apply from response]**

1	Libya Al-Wataniyah TV
2	Libya Al-Rasmiyah TV
4	Allibya TV
5	Libya Alhurra
7	218NEWS
8	WTV

9 Salam
10 Almasar
97 Other
99 No Answer

A6: If [AI radio is daily or a few times a week] What radio stations do you usually listen to?

1 Radio Libya
2 Al-Shababiyah
3 Al-Itha'ah al-Wataniya
4 BBC World Service
5 Al Aan FM
6 Allibya FM
7 Libya FM
8 Tribute FM
9 Voice of Africa
10 Voice of Free Libya
11 Lebda FM
12 Radio Sawa
13 Libyana FM
14 Shadkami
15 Sawt AlHaq
16 Ranwa FM
17 AlWasat Radio
97 Other
99 No Answer

A7: Do you own a mobile phone? **[READ ALL RESPONSES]**

1	Yes
2	No
99	No Answer

A7a [If YES to A7]: And is it a smart phone or not? **[READ ALL RESPONSES]**

1	Yes
2	No
99	No Answer

A8: [If AI Internet/<Mobile Phone - is daily or a few times a week] How often do you use each of the following social media platforms?

		Daily	A few times a week	Once a week	A couple of times a month	Less often	Never	No Answer
A.	Facebook	1	2	3	4	5	6	99
B.	Twitter	1	2	3	4	5	6	99
C.	Instagram	1	2	3	4	5	6	99
D.	TikTok	1	2	3	4	5	6	99

E.	Snapchat	1	2	3	4	5	6	99
F.	Telegram	1	2	3	4	5	6	99
G.	WhatsApp	1	2	3	4	5	6	99
H.	YouTube	1	2	3	4	5	6	99
I.	WeChat	1	2	3	4	5	6	99
J.	Weibo	1	2	3	4	5	6	99
K.	Rocket Chat	1	2	3	4	5	6	99

SECTION B: ATMOSPHERICS

B1: Some people might say [COUNTRY] is going in the right direction. Some might say it is going in the wrong direction. Overall, would you say the country is currently going in the wrong direction or right direction?

1	Wrong direction
2	Right Direction
99	No Answer

B2: Please tell me how safe you feel in your community — very safe, safe, unsafe, extremely unsafe?

1	Very safe
2	Safe
3	Unsafe
4	Extremely Unsafe
99	No Answer

B3: Now, thinking about our economic situation, how would you describe the current economic situation in [COUNTRY] – is it very good, somewhat good, somewhat bad, or very bad?

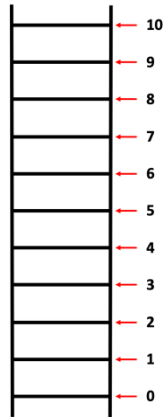
1	Very good
2	Somewhat good
3	Somewhat bad
4	Very bad
99	No Answer

SECTION C. AWARENESS OF USAID

C1. On a scale from 0 to 10, where 0 means you hardly know anything and 10 means you know a lot, how much do you know about the work the following organization do in Libya? Please point at the ladder to show how much you know. If you don't know anything, please say 'I don't know this organization.'

Include the below picture of a ladder.

1. 0 – hardly know anything
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 – know a lot
98. I don't know this organization
99. No answer



RANDOMIZE
a. United States Agency for International Development (USAID)
b. The United Nations, e.g., UNDP and UNFPA
c. German Society for International Cooperation (GIZ)
d. Department for International Development (DFID)
e. International Office for Migration (IOM)
f. United Nations Development Programme (UNDP)

C2_Other. Are you aware of any other international organization doing work in Libya? If so, which ones?

_____ (OPEN END)

99. No answer

C3. For the about the organization that you know, what the main source of information about them?

If answer in C2=98 or 99, do not show on this list	News, i.e., TV, Radio, or Internet	Bullet boards/ Fliers	Friends and family	Local community leaders	Participation in an activity by organization	Other	No answer
a. United States Agency for International Development (USAID)	1	2	3	4	5	97	99
b. The United Nations, e.g., UNDP and UNFPA	1	2	3	4	5	97	99
c. German Society for International Cooperation (GIZ)	1	2	3	4	5	97	99
d. Department for International Development (DFID)	1	2	3	4	5	97	99
e. International Office for Migration (IOM)	1	2	3	4	5	97	99
f. United Nations Development Programme (UNDP)	1	2	3	4	5	97	99

C3A_Other [If C3A=97] What is your other source of information for USAID?

_____ (OPEN END)

99. No answer

C4. [If answer in C2A=98 or 99, do not ask] Thinking about USAID specifically, what news or discussions did you hear or read about this organization?

(OPEN END)

99. No answer

C5. [If answer in C2=98 or 99, do not show] Have you heard about the following activities of USAID in Libya? [RANDOMIZE ORDER]

	Yes	No	No answer
i. Libya Elections and Legislative Strengthening Activity (LELSA)	1	2	99
j. Libya Governance and Civil Society (LGCS) - Taqarib	1	2	99
k. Promoting Leadership and Activism of Youth (PLAY) for Peace in Libya	1	2	99
l. Libya Public Financial Management (LPFM)	1	2	99
m. Africa Trade and Investment (ATI)	1	2	99
n. Libya Transition Initiative (LTI)			
o. Humanitarian Assistance in areas of health, protection, and support of internally displaced persons (IDPs)	1	2	99
p.			
q. COVID-19 Assistance	1	2	99

C6. [If YES to any in C5] Have you or your family members ever participated in any of these activities? If so, which ones? [SELECT ALL THAT APPLY]

1. Libya Elections and Legislative Strengthening Activity (LELSA)
2. Libya Governance and Civil Society (LGCS) - Taqarib
3. Promoting Leadership and Activism of Youth (PLAY) for Peace in Libya
4. Libya Public Financial Management (LPFM)
5. Africa Trade and Investment (ATI)
6. Libya Transition Initiative (LTI)
7. Humanitarian Assistance in areas of health, protection, humanitarian coordination and information management, and logistics.
8. COVID-19 Assistance
98. Have NOT participated
99. No answer

C7. [If C6 NOT 98 or 99] To what extent did the program meet your expectations, if at all?

Fully	1
Partially	2
Not at all	3
No answer	99

C8. Which type of organization do you feel contributes the most to development efforts in your community?

International Organization	1
Local Organizations	2
National Government	3
Local Government	4
Local army brigades	5

Other (specify)	6
Don't know	98
Refused	99

C9. You stated that [C8] contributes the most to development efforts in your community? Can you please tell me why? [DO NOT READ OUT]

They have more resources	1
They have done good things for my community in the past	2
They have more influence	3
People in my community trust them	4
Other (specify)	5
Don't Know	98
Refused	99

C10. To the best of your knowledge, where does the USAID funding come from? [DO NOT READ, CODE FROM RESPONSE, SELECT ALL RESPONSES NAMED]

Government of the United States	1
The American People	2
Government of a different state	3
International Non-Governmental Organization	4
Libyan Government	5
Other (specify)	6
Don't know	98
Refused	99

D. PERCEPTION OF USAID

READ STATEMENT

Since 2011, USAID has partnered with national and sub-national Libyan institutions, civil society, and the private sector to strengthen the foundations of a more unified Libyan state. Through its humanitarian, stabilization, and development assistance, USAID is responding to the immediate needs of conflict-affected Libyans; supporting Libyans to address drivers of instability and conflict; and promoting transparent and accountable governance for all Libyans.

D1. [ASK ONLY IF C2A DOES NOT EQUAL 98 "I don't know this organization" or 99]

How does USAID compare with similar organizations, based on the following attributes? [Randomize topics, make sure scale is always visible]

	Much Better	Somewhat Better	Neither better nor worse	Somewhat Worse	Much Worse	No answer
a. Is an organization I trust	1	2	3	4	5	99
b. Makes a positive impact in my country	1	2	3	4	5	99
c. Works in close collaboration with Libya government	1	2	3	4	5	99

d. Works in close collaboration other in-country organizations	1	2	3	4	5	99
e. Understands what my community really needs	1	2	3	4	5	99
f. Respects the people in my community	1	2	3	4	5	99
g. Has good intentions about my country	1	2	3	4	5	99
h. Allocates substantive funding to Libya	1	2	3	4	5	99

D2. Why do you think the United States Government provides this support to the Government of Libya? I will read a list of statements. For each statement, please answer to what extent you agree with the statement as a reason behind the U.S. Government's support to Libya.

Do you strongly agree, agree, disagree, or strongly disagree? [\[RANDOMIZE ORDER\]](#)

		Strongly Agree	Agree	Disagree	Strongly disagree	No answer
a.	To help reduce poverty	1	2	3	4	99
b.	To strengthen the friendship between the people of the United States and the people of Libya	1	2	3	4	99
c.	To gain access to Libya's natural resources	1	2	3	4	99
d.	To strengthen the ability of the government of Libya to serve its citizens	1	2	3	4	99
e.	Pursues a Western political agenda through aid/development	1	2	3	4	99
f.	To help Libya fight extremist groups	1	2	3	4	99

D3. Would you say USAID is a positive or a negative influence when it comes to [\[INSERT ISSUE. ASK ONE ISSUE PER SCREEN\]](#)? Is it very or somewhat? [\[RANDOMIZE ORDER\]](#)

		Very positive	Somewhat positive	Somewhat negative	Very negative	Neither [DO NOT READ]	No answer [DO NOT READ]
a.	Economic stability of Libya	1	2	3	4	96	99
b.	Political stability of Libya	1	2	3	4	96	99

D4. Overall, would you say your impression of USAID is positive or negative? Is that somewhat or very positive/negative?

1	Very positive
2	Positive
3	Negative
4	Very negative
99	No Answer

D5. Which of the following, do you think, are the most important issues for organizations like USAID to prioritize when considering their funding allocation? Please select the top three issues. **[Only allow 3 responses maximum. Randomize list.] [READ OUT]**

1. Healthcare, disease prevention and reduction
2. Clean water, sanitation and hygiene
3. Poverty and inequality of wealth
4. Hunger, food costs and access
5. Equality and human rights
6. Economic growth and development
7. Unemployment, wages, entrepreneurship and jobs
8. Education, skills and training
9. Discrimination, including race, ethnicity, and gender
10. The environment, climate change and pollution
11. Lack of security/Peace
96. Other (SPECIFY) **[DO NOT RANDOM]**
97. None of the above **[DO NOT RANDOM. EXCLUSIVE ANSWER]**
98. Don't Know
99. Refused

E. NATIONAL AND INTERNATIONAL CONCERNS

E1: Overall, how effective do you think each of these Libyan institutions is in addressing citizen's needs? **[RANDOMIZE ORDER, READ ALL RESPONSES]**

		Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective	No Answer
a.	Municipal councils	1	2	3	4	99
b.	National government	1	2	3	4	99
c.	Military/Army	1	2	3	4	99
d.	Police/law enforcement	1	2	3	4	99
e.	International NGOs	1	2	3	4	99
f.	Local NGOs	1	2	3	4	99
g.	Traditional/religious leaders	1	2	3	4	99

E2: Some people think that having fair and transparent elections makes a lot of difference in their lives; other people think that it doesn't matter much. How important would you say is having fair and transparent elections for you—very important, rather important, not very important, or not at all important?

1	Very important
2	Rather important
3	Not very important
4	Not at all important
99	No Answer

E3: Thinking about 10 years from now, which of the following countries would you like to partner with economically—the United States, China, Russia, the United Kingdom, Germany, UAE, or Qatar? How about politically? How about regarding security? **[RANDOMIZE ORDER]**

	U.S.	China	Russia	Germany	U.K.	Egypt	Gulf Countries	Other	No Answer

Economic partner	1	2	3	4	5	6	7	97	99
Political partner	1	2	3	4	5	6	7	97	99
Security partner	1	2	3	4	5	6	7	97	99

E4: I'd like your opinion about some possible international concerns for (survey country). Please note that when I mention the "West," I am thinking of countries like Germany, the United Kingdom, France, and the United States. Do you think that Western countries' power and influence is a major threat, a minor threat, or not a threat to our way of life?

1	A major threat
2	A minor threat
3	Not a threat
99	No Answer

E5: Some people say the United States is engaged in countries around the world to fight terrorism. Others say that the United States is engaged in countries around the world to fight Islam. Which view is closer to your own?

1	Fight terrorism
2	Fight Islam
99	No answer

SECTION F: DEMOGRAPHICS

F1: Gender [**Autocode from selected respondent**]

1	Male
2	Female

F2: What is your ethnic background? (**Do not read response options**)

1	Arab
2	Berber
3	Toureq
4	Tebou
97	Other
99	No answer

F3: What is the highest level of education you have completed? [**READ ALL RESPONSES**]

1	No formal education
2	Some primary/elementary school
3	Completed primary/elementary school
4	Some secondary school
5	Completed secondary school
6	Some university/higher education

7	University complete or higher
99	No answer

F4: Which of the following best describes your employment status? [READ ALL RESPONSES]

1	Employed in a paid job full-time
2	Employed in a paid job part-time
3	Self-employed full-time
4	Self-employed part-time
5	Homemaker
6	Retired
7	Unemployed, looking for a job
8	Unemployed, not looking for a job
9	Student/pupil
97	Other, specify _____
99	No answer

F5: If unemployed [F5=7 or 8], How long have you been unemployed? [READ ALL RESPONSES]

1	Less than 6 months
2	Between 6 months and a year
3	Between 1 to 2 years
4	Three or more years
99	No answer

F6: I am going to read you a few statements that may or may not describe your current economic conditions. Please tell me which of the following statements best describes you and your family:

1	Sometimes my family and I go without food or shelter because we are not able to afford them.
2	We are able to buy what is necessary, but we cannot afford more expensive goods.
3	We can afford almost whatever we want.
99	No answer

F7: Compared to all people living in your country, how would you describe the financial situation of your household? Would you say you were... [READ ALL RESPONSES]

1	Far below average
2	Slightly below average
3	Average
4	Slightly above average
5	Far above average
99	No answer

INTERVIEWER SECTION

Q_Observed_Interview. Was the supervisor present during the interview?

1. Yes
2. No

Q_Privacy. Were other people within hearing distance present during the interview (exclude supervisor)?

1. Yes
2. No

Q1. How often, if at all, did you feel that the respondent was reluctant to answer any questions?

Never	1
Several times	2
Often	3
Very often	4
No answer	99