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**JORDAN**

## **OMNIBUS SURVEY ANALYSIS:**

# ***ASSESSMENT OF PUBLIC PERCEPTIONS OF WATER AND ENERGY UTILITIES IN JORDAN AND EXPECTATIONS OF DISI WATER***

**PUBLIC ACTION FOR WATER, ENERGY AND ENVIRONMENT PROJECT  
PROSPERITY, LIVELIHOODS AND CONSERVING ECOSYSTEMS (PLACE) IQC TASK ORDER #5**

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# AUTHORITY

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# PREFACE

The Public Action for Water, Energy and Environment Project (PAP) is a public education and behavior change communication program developed to support USAID's technical and policy investments in the Jordanian water and energy sectors, and to support specific initiatives in the environment, in particular with regard to solid waste. The project has been awarded to ECODIT, a US small business holding the Prosperity, Livelihoods and Conserving Ecosystems, or PLACE, Indefinite Quantity Contract with USAID.

PAP is a five years program that has been designed in three phases:

1. Data collection and assessment phase of 9 months ending July 31, 2010;
2. Participatory strategic planning phase of 3 months that will include dialogue with the relevant stakeholders; and
3. Implementation phase lasting about 4 years.

The Public Action for Water, Energy and Environment Project (PAP) is assisting the various utilities in Jordan, particularly water and energy, to improve their services to the public in a variety of ways. By assessing public attitudes towards the utilities and their services, developing a communication strategy for them that will substantially enhance their efforts, and planning for specific communication activities to address or redress concerns, PAP is supporting improvement of water and energy in Jordan.

In July 2012, PAP conducted an omnibus survey to determine public attitudes towards water and energy utilities. In addition, two other series of questions were asked to assess public perception of Disi water, scheduled to begin servicing Amman residents in 2012, and to determine public exposure to the Electricity Regulatory Commission (ERC) television campaign to reduce energy demand. The ERC results are discussed in a separate report.

Surveying Miyahuna customers about their attitudes towards the arrival of water from the Disi aquifer in 2013 is designed to assist PAP design work plans to support the utilities in their efforts to provide improved customer service and to begin campaigns targeting misperceptions around Disi water.

# EXECUTIVE SUMMARY

Though a nation with scarce water, energy, and environmental resources, Jordan has the opportunity to balance consumer demand with available supply. Under contract with USAID, ECODIT implements the Public Action for Water, Energy and Environment Project (PAP) and has managed several strategic program areas to support various Jordanian entities in their effort to achieve more sustainable practices for the environment nationwide.

PAP recently coordinated an omnibus survey on behalf of its strategic partners to explore public perceptions towards water and energy utilities, Disi water supply, and exposure of a behaviour change campaign implemented by the Electricity Regulatory Commission (ERC). In general, the purpose of the survey was to measure public attitudes towards the water and energy utilities, develop a communication strategy for the utility companies based on the findings, and assist in the development of communications regarding public concerns; namely, issues related to Disi water. Additional data regarding respondents' exposure to and knowledge gained from the ERC's publicity campaign are available in another report.

The research methodology employed structured, quantitative, in-person interviews with 1000 respondents representing adult males and females across the twelve governorates of Jordan. Surveys were conducted for three weeks starting July 17, 2012.

The findings in the omnibus survey showed that while a majority of respondents could correctly identify their water provider, nearly a quarter could not. Survey results also revealed that more than half of the respondents believe they are paying water rates that are unreasonable for the quality of water service they receive. When asked whom they would contact if water services were cut, 66 percent of respondents said they would first call their water company. In the last three months; however, the majority of customers across all providers did not call their water providers about a problem or seek information.

Approximately one-third of subscribers did place a call for assistance, and of those, about half had their questions resolved in one day. Respondents most inconvenienced by longer wait times were subscribers to Miyahuna, Yarmouk, and Zarqa where nearly 30 percent of their customers indicated they waited more than three days for problem resolution.

In addition to having to endure long waiting periods, Miyahuna, Yarmouk, and Zarqa subscribers consistently indicated that the accuracy of information regarding changes in supply and water rates was very or somewhat poor. Furthermore, the perceived politeness of water utility representatives for these three water companies was across the board poor as well. There is a clear opportunity for Miyahuna, Yarmouk, and Zarqa to increase customer satisfaction by providing training to their care center staff designed

to address how to accurately and politely address customer concerns. Distinct trends were not detected for other water companies due to limited customer segments.

The survey results indicated that the respondents are less familiar with their electrical suppliers, as one-third were unable to identify the name of their electricity company. A clear majority believe they are paying unreasonable electricity rates, and approximately 16 percent of respondents have called for information or to make a complaint. When respondents made a call, they found resolution 50 percent of the time and experienced shorter wait times than for calls made to water companies. Respondents also find electricity service representatives polite and that the general information they share is accurate.

Opinions shift when it comes to information given about changing rates, particularly for EDCO and JEPCO. These two companies have room for improvement for resolving customer issues:

- 25 percent of JEPCO customers waited more than one day before receiving resolution for their electrical issue.
- 25 percent of EDCO customers who called indicated they did not know the outcome of their problem.

As the largest electricity provider in the country, JEPCO should improve the waiting period for its customers. Similarly, EDCO should improve follow-through with their customers who call for help to ensure resolutions to their problems are clear.

Finally, most citizens in Amman (65 percent) were open to drinking from the tap when Disi becomes available to the city primarily because they care about their water source. Respondents believed that the Disi water is clean and safe to drink. Interestingly, among the 80 percent of respondents who currently do not drink from the tap, 21 percent believe the water is contaminated or radioactive. If these negative associations are corrected by messages that emphasize cleanliness, safety, and a reliable water source, then attitudes about tap water consumption may take a positive turn, especially when Disi water becomes available.

In summary, findings from the survey confirm that the customer experience with both water and electrical utility companies can be improved. Additionally, results discussed in the Disi water section of this report support increasing awareness of the sound quality of this water so that public perceptions may continue to shift in a positive direction.

## ACRONYMS

Although an effort was made to reduce the number of acronyms used in this text, in some cases limited use was necessary. Whenever the acronym or abbreviation appears the first time it is defined in the text. The following list is provided for ease of the readers of this document.

<i>AWC</i>	<i>Aqaba Water Company</i>
<i>EDCO</i>	<i>Electricity Distribution Company</i>
<i>IDECO</i>	<i>Irbid District Electricity Company</i>
<i>JEPCO</i>	<i>Jordanian Electric Power Company</i>
<i>MRO</i>	<i>Marketing Research Organization MRO</i>
<i>MWI</i>	<i>Ministry of Water and Irrigation</i>
<i>PAP</i>	<i>(USAID) Public Action for Water, Energy and Environment Project</i>
<i>USAID</i>	<i>United States Agency for International Development</i>
<i>WAJ</i>	<i>Water Authority of Jordan</i>

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# 1.0 INTRODUCTION

The Public Action for Water, Energy and Environment Project (PAP) is assisting the various utilities in Jordan, particularly water and energy, to improve their services to the public in a variety of ways. By assessing public attitudes towards the utilities and their services, developing a communication strategy for them that will substantially enhance their efforts, and planning for specific communication activities to address or redress concerns, PAP is supporting improvement of water and energy in Jordan.

During the summer of 2012, PAP conducted an omnibus survey to determine public attitudes towards water and energy utilities. In addition, two other series of questions were asked to assess public perception of Disi water and to determine public exposure to the Electricity Regulatory Commission (ERC) television campaign to reduce energy demand. The ERC results are discussed in a separate report.

Surveying Miyahuna customers about their attitudes towards the arrival of water from the Disi aquifer planned for 2013 was done to assist PAP design work plans to support the utilities in their efforts to provide improved customer service and to shape campaign messages for Disi water.

## 1.1 OMNIBUS SURVEY SAMPLE

Over a three week period, the omnibus survey sampled 1000 respondents covering all 12 governorates in Jordan. Respondents were weighted by population for each governorate.

**Table 1: tables list the descriptive characteristics in the survey sample.**

Region	Governorates	Total 1000
North	Irbid, Jerash, Ajloun, Mafrak	27.8%
Central – Amman	Amman	38.7%
Central – other	Zarqa, Balqa, Madaba	24.1%
South & Desert	Karak, Tafileh, Ma'an, Aqaba	9.4%

Gender	Total 1000
Male	55.3%
Female	44.7%

Ownership Status	Total 1000
Owned	68.8%
Rented	31.2%

Age	Total 1000
18-24	12.6%
25-34	25.6%
35-44	27.0%
45-55	18.1%
55+	16.7%

Housing Type	Total 1000
Apartment	71.4%
House (Dar)	27.4%
Villa	1.2%

Education	Total 1000
No Formal Education	6.9%
Completed Elementary	20.7%
Completed Intermediate	27.6%
Completed Secondary	21.4%
Completed Diploma	9.9%
Completed University +	13.5%

## 1.2 RESEARCH METHODOLOGY

Led by the experienced staff from Marketing Research Organization (MRO), the field research team sampled a total of 1000 men and women with a weighted population for each governorate. The survey team interviewed household decision-makers, either individually or jointly, about attitudes and experiences with water and electricity utility services, perceptions about Disi water, and exposure and knowledge regarding an energy reduction promotion campaign. The sample of households was identified and contacted using a multi-stage probability household sampling approach: first by governorate, then region, district, rural/urban areas, municipalities, sampling units within rural/urban and routes, then finally households.

The fieldwork took place between July 17 and August 7, 2012. Research supervisors verified interviewing teams' adherence to protocols by calling randomly-selected respondents.

Findings in this report are based on percentages and some totals do not sum up to 100 percent due to rounding or when no answers were given. Confidence level for the dataset is 95 percent and the table below summarizes the range in the margin of error depending on the size of the group breakdown.

**Table 2: range in the margin of error depending on the size of the group breakdown**

N (sample size)	Margin of Error
1000	±3.1
387	±4.98
366	±5.12
310	±5.57
233	±6.42
169	±7.54
136	±8.4
97	±9.95
95	±10.05

## 2.0 WATER UTILITIES

Both companies and government water authorities in local governorates provide water in Jordan. The omnibus survey results offer a snapshot of the current public view on the services and quality of water. Findings discussed in this report are intended to shape recommendations for improving delivery of service.

### 2.1 SUMMARY OF PUBLIC PERCEPTIONS

Determining public perceptions about water utility and quality is an important step in improving services and communication strategies.

#### 2.1.1 WATER UTILITY RECOGNITION

When asked to name the company from which they receive water, responses were an indicator of utility identity.

**Table 3: Water utility companies**

From which utility do you get water?	Total 1000
Jordan Water Company - Miyahuna	34%
Yarmouk Water Company	18%
Aqaba Water Company	2%
WAJ- Karak Directorate	2%
WAJ- Tafileh Directorate	1%
WAJ- Ma'an Directorate	1%
WAJ - Zarqa Directorate	12%
WAJ- Balqa Directorate	5%
WAJ- Madaba Directorate	2%
Don't know	23%
No answer	0%

More than one-third (34 percent) of respondents identified themselves as Miyahuna subscribers, followed by 18 percent as Yarmouk. The remaining responses corresponded with the Water Authority in their governorate. Nearly a quarter of the respondents (23 percent) did not know which water utility provided their water.

#### 2.1.2 FAIRNESS OF WATER RATES

Respondents' feelings about the rate they pay for the quality of water services demonstrate another aspect of their satisfaction with their water utility company. Overall, water customers are split between their perceptions about rates as demonstrated by 51 percent who believe the water rates are not reasonable or fair.

**Table 4: Rate paid for the quality of water services is reasonable and fair**

Rates paid for the quality of water services received are reasonable and fair	Total 1000	
	Yes	No
Jordan Water Company - Miyahuna	49%	51%
Yarmouk Water Company	39%	60%
Aqaba Water Company	41%	59%
WAJ- Karak Directorate	33%	67%
WAJ– Tafileh Directorate	40%	60%
WAJ- Ma'an Directorate	56%	44%
WAJ - Zarqa Directorate	52%	48%
WAJ- Balqa Directorate	45%	55%
WAJ- Madaba Directorate	44%	56%

Customers in Karak and Yarmouk felt that they are paying rates that are unreasonable and unfair by 67 percent and 60 percent respectively.

### 2.1.3 FIRST RESPONSE CONTACT

For an interruption in water service, whom customers contact first shows who they depend on to resume access to water. On average, 66 percent of respondents indicated that they would turn to the customer care center first if their water supply was cut.

**Table 5: First Response Contact**

If your water supply gets cut, whom do you call first?	Total 1000			
	Customer call center	Someone you know at the company	No One	Other (Go to the company office)
Jordan Water Company - Miyahuna	77%	3%	18%	2%
Yarmouk Water Company	68%	4%	24%	5%
Aqaba Water Company	77%	9%	5%	9%
WAJ - Karak Directorate	56%	8%	33%	3%
WAJ– Tafileh Directorate	73%	13%	7%	7%
WAJ- Ma'an Directorate	50%	6%	39%	6%
WAJ - Zarqa Directorate	52%	3%	44%	2%
WAJ- Balqa Directorate	63%	6%	30%	1%
WAJ- Madaba Directorate	56%	8%	32%	4%

Miyahuna and Aqaba subscribers turn to their customer care center at higher rates, both at 77 percent. Subscribers who would call “No One” are customers under the Water Authority in Zarqa (44 percent) and Ma’an (39 percent). 13

percent of Tafileh customers would prefer calling someone they directly know at the Water Authority to reinstate their access to water.

## 2.2 CUSTOMER EXPERIENCE

In addition to overall perception of the services, satisfaction among subscribers is based on how well their water provider handles customer concerns and questions. The next set of responses explores questions about lodging complaints or requesting information about water services.

### 2.2.1 CUSTOMER CALLS

The majority of customers across all providers did not call their water providers about a problem or seek information in the past 3 months. Miyahuna, Aqaba, Zarqa, and Balqa customers made calls the least.

**Table 6: Customer Calls**

Have you called the water utility for information or to lodge a complaint in the last three months?	Total 1000		
	Yes	No	Don't Know
Jordan Water Company - Miyahuna	27%	72%	1%
Yarmouk Water Company	25%	68%	5%
Aqaba Water Company	9%	86%	5%
WAJ - Karak Directorate	23%	69%	8%
WAJ– Tafileh Directorate	40%	47%	13%
WAJ- Ma'an Directorate	22%	67%	11%
WAJ - Zarqa Directorate	23%	75%	2%
WAJ- Balqa Directorate	15%	79%	6%
WAJ- Madaba Directorate	32%	60%	8%

Tafileh subscribers contacted their local water authority the most at 40 percent.

### 2.2.2 RESOLUTIONS PROVIDED BY PHONE

Of the respondents who contacted the care center for information or regarding complains, approximately 54 percent did not receive resolution.

**Table 7: Resolutions by Phone**

Did you get your question/problem resolved when you called the water utility?	Total 227		
	Yes	No	Don't Know
Jordan Water Company - Miyahuna	52%	46%	2%
Yarmouk Water Company	36%	60%	5%

Aqaba Water Company <sup>1</sup>	0%	50%	50%
WAJ- Karak Directorate	33%	56%	11%
WAJ– Tafileh Directorate	67%	33%	0%
WAJ- Ma'an Directorate	25%	50%	25%
WAJ - Zarqa Directorate	21%	79%	0%
WAJ- Balqa Directorate	60%	30%	10%
WAJ- Madaba Directorate	50%	50%	0%

For customers calling in the least, there were higher rates of no resolution over the phone: 79 percent for Zarqa customers and 60 percent for Yarmouk. Alternatively, among Tafileh callers, who represent the largest block of complaints, 67 percent indicated that their calls ended with a resolution.

### 2.2.3 WAITING PERIOD FOR RESOLUTION

While most customers had their problems resolved within one day, 17 percent of Miyahuna subscribers had to wait a up to three days. In addition, nearly 30 percent of Miyahuna, Yarmouk and Zarqa subscribers indicated having to wait more than 3 days.

**Table 8: Waiting Period for Resolution**

How long did it take before resolution from the water utility?	Total 97						
	5 min	1 hour	1 - 2 hours	1 day	2 - 3 days	4+ days	Still unresolved
Miyahuna	6%	7%	15%	22%	17%	28%	6%
Yarmouk Water Company	9%	19%	9%	25%	0%	29%	9%
WAJ- Karak Directorate	33%	0%	0%	0%	0%	66%	0%
WAJ– Talifeh Directorate	0%	0%	0%	50%	25%	25%	0%
WAJ - Zarqa Directorate	14%	14%	14%	29%	0%	28%	0%
WAJ- Balqa Directorate	0%	0%	33%	50%	0%	17%	0%
WAJ- Madaba Directorate	0%	0%	50%	25%	0%	25%	0%

<sup>1</sup> This question applied to 9% (in total 2 respondents) Aqaba customers thus split results. Half of the issues were not resolved and the other half 'does not know.'

## 2.2.4 UTILITY REPRESENTATIVE POLITENESS

In addition to ranking the accuracy of information provided over the phone, respondents also indicated how they perceived politeness of the water utility representative who handled their call. The three largest customer bases, Miyahuna, Yarmouk, and Zarqa, experienced varied levels of politeness.

Thirty-eight percent of Miyahuna subscribers found customer service politeness “Very Poor” or “Somewhat Poor” in contrast to the 44 percent who considered it “Somewhat Good” or “Very Good.” This suggests Miyahuna phone representatives are inconsistent in their politeness. With 26 percent of its respondents ranking politeness as “Very Poor,” Miyahuna appears to have the least satisfied customers.

**Table 9: Utility Representative Politeness**

Politeness of the representative when you call to ask a question	Total 233				
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good
Miyahuna	26%	12%	18%	30%	14%
Yarmouk Water Company	5%	14%	51%	23%	7%
Aqaba Water Company	0%	0%	50%	0%	50%
WAJ- Karak Directorate	0%	22%	44%	33%	0%
WAJ- Tafileh Directorate	17%	17%	33%	33%	0%
WAJ- Ma'an Directorate	0%	25%	50%	25%	0%
WAJ - Zarqa Directorate	18%	21%	18%	41%	3%
WAJ- Balqa Directorate	0%	20%	10%	60%	10%
WAJ- Madaba Directorate	0%	25%	13%	63%	0%

For other significant customer bases, Yarmouk customers were evenly distributed in their rankings; 19 percent collectively for poor ratings and 30 percent for good ratings. Zarqa subscribers were also split; however, their rankings peaked at 41 percent for “Somewhat Good.”

## 2.3 GENERAL ACCURACY OF INFORMATION

Customers for the three largest water companies are not satisfied with the accuracy of information relayed over the phone, which is demonstrated by the majority of rankings being given as either “Very Poor” or “Somewhat Poor.” In addition, hardly any respondents considered the information “Very Good.”



**Table 10: Accuracy of Information**

Accuracy of information in general that you receive when you telephone to ask a question	Total 233				
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good
Jordan Water Company - Miyahuna	27%	26%	24%	21%	1%
Yarmouk Water Company	29%	41%	23%	6%	2%
Aqaba Water Company	0%	0%	50%	50%	0%
WAJ- Karak Directorate	0%	44%	56%	0%	0%
WAJ- Tafileh Directorate	17%	33%	50%	0%	0%
WAJ- Ma'an Directorate	0%	50%	50%	0%	0%
WAJ - Zarqa Directorate	35%	53%	12%	0%	0%
WAJ- Balqa Directorate	0%	30%	60%	10%	0%
WAJ- Madaba Directorate	25%	13%	50%	13%	0%

Fifty-three percent of Miyahuna subscribers felt the accuracy of general information was “Very Poor” or “Somewhat Poor” while 70 percent of Yarmouk customers and 88 percent of Zarqa respondents felt similarly.

### 2.3.1 ACCURACY OF INFORMATION: TIMING OF WATER SUPPLY

When asked about information they received about changes in the timing of their water supply, Miyahuna, Yarmouk, and Zarqa customers are generally unsatisfied.

**Table 11: Accuracy of Information: Timing of Water Supply**

Accuracy of information regarding changes in timing of your regular water supply	Total 233					
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	N/A
Jordan Water Company – Miyahuna	24%	20%	29%	16%	4%	7%
Yarmouk Water Company	18%	28%	23%	12%	1%	18%
Aqaba Water Company	0%	50%	0%	0%	0%	50%
WAJ- Karak Directorate	0%	0%	33%	11%	0%	56%
WAJ- Tafileh Directorate	17%	0%	17%	50%	17%	0%
WAJ- Ma'an Directorate	0%	0%	25%	25%	0%	50%
WAJ - Zarqa Directorate	29%	24%	26%	6%	0%	15%
WAJ- Balqa Directorate	20%	10%	20%	30%	0%	20%
WAJ- Madaba Directorate	0%	13%	25%	38%	13%	13%

For Miyahuna respondents, 44 percent found the accuracy about changes in timing of their water supply “Very Poor” or “Somewhat Poor,” responses for Yarmouk and Zarqa were at 46 percent and 53 percent respectively.

### 2.3.2 RATE CHANGES: CLARITY AND TIMELINESS

Lastly, respondents ranked the clarity and timeliness of information provided about water rate changes. Again, subscribers for Miyahuna, Yarmouk, and Zarqa services were not satisfied.

**Table 12: Rate Changes: Clarity and Timeliness**

Clear and well-timed information regarding rate changes for water	Total 233					
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	N/A
Jordan Water Company - Miyahuna	22%	25%	17%	14%	4%	18%
Yarmouk Water Company	13%	29%	24%	7%	2%	26%
Aqaba Water Company	0%	50%	0%	0%	0%	50%
WAJ- Karak Directorate	0%	11%	33%	0%	0%	56%
WAJ- Tafileh Directorate	17%	17%	17%	17%	0%	33%
WAJ- Ma'an Directorate	0%	0%	25%	25%	0%	50%
WAJ - Zarqa Directorate	24%	29%	18%	0%	0%	29%
WAJ- Balqa Directorate	10%	0%	20%	20%	0%	50%
WAJ- Madaba Directorate	0%	13%	25%	38%	0%	25%

Nearly half of Miyahuna, Yarmouk, and Zarqa customers ranked the clarity and timeliness of information “Very Poor” or “Somewhat Poor”.

## 2.4 LESSONS AND RECOMMENDATIONS

The findings in the omnibus survey showed that more than half of the respondents believe they are paying water rates that are unreasonable for the quality of water service they receive. In addition, nearly a quarter of respondents could not identify the name of their water provider. When asked whom they would contact if water services were cut, 66 percent of respondents said they would first call their water company. In the least three months; however, the majority of respondents across all providers did not call their water providers about a problem or seek information.

Out of the third of subscribers who did call, about half had their questions resolved in one day. Respondents most inconvenienced by longer wait times were subscribers to Miyahuna, Yarmouk, and Zarqa where nearly 30 percent of their customers indicated having to wait more than three days for problem resolution.

In addition to having to endure long waiting periods, Miyahuna, Yarmouk, and Zarqa subscribers consistently indicated that the accuracy of information

regarding changes in supply and water rates was “Very Poor” or “Somewhat poor”. Furthermore, the perceived politeness of water utility representatives for these three water companies was across the board poor as well. There is a clear opportunity for Miyahuna, Yarmouk, and Zarqa to increase customer satisfaction by providing training to their care center staff designed to address how to accurately and politely address customer concerns. Distinct trends were not detected for other water companies due to limited customer segments.

## 3.0 ELECTRICAL UTILITIES

Three energy utility companies provide electricity in Jordan: Electricity Distribution Company (EDCO), Irbid District Electricity Company (IDECO) and Jordanian Electric Power Company (JEPCO). This section of the omnibus survey analysis offers a description of the current public view on the services and quality of electricity. Findings discussed in this report are intended to serve as support for recommendations to improve delivery of service.

### 3.1 SUMMARY OF PUBLIC PERCEPTIONS

As with the objective for water utilities, determining public perceptions about electrical utility companies is a necessary step towards improving services.

#### 3.1.1 ELECTRICITY UTILITY RECOGNITION

For the purpose of understanding utility branding, respondents were asked to name the company from which they receive electricity.

**Table 13: Electricity Utility Recognition**

From which utility do you get electricity?	Total 1000
Electricity Distribution Company (EDCO)	7%
Irbid District Electricity Company (IDECO)	13%
Jordanian Electric Power Company (JEPCO)	51%
Don't know	29%
No answer	0%

While the majority of respondents were able to identify their electricity provider, 29 percent did not know their provider's name.

#### 3.1.2 FAIRNESS OF ELECTRICITY RATES

Across the three companies, the majority of customers indicated they did not feel the rates they pay for electricity are reasonable or fair.

**Table 14: Fairness of Electricity Rates**

Do you feel that the rates you're paying for the quality of electricity services you are getting are reasonable and fair?	Total 1000	
	Yes, reasonable and fair	No, not reasonable nor fair
EDCO	30%	70%
IDECO	37%	63%
JEPCO	30%	70%

Slightly fewer IDECO customers shared this opinion regarding unreasonable rates for the quality of electricity they receive at 63 percent compared to 70 percent of both EDCO and JEPCO customers.

### 3.1.3 FIRST RESPONSE CONTACT

In the event of an electrical outage, the majority of all respondents would call the customer care center first.

**Table 15: First Response Contact**

If your electricity gets cut, whom do you call first?	Total 1000			
	Customer call center	Someone you know at the company	No One	Other (Go to the company office)
EDCO	68%	4%	22%	5%
IDECO	71%	5%	20%	4%
JEPKO	74%	4%	17%	5%

Nearly three-fourths of IDECO and JEPKO customers would call their customer service line in the event of an electrical outage. Almost as many EDCO customers, 68 percent would call to report an outage, but 22 percent indicated they would not call anyone, while only 20 percent of IDECO and 17 percent of JEPKO respondents would notify no one.

## 3.2 CUSTOMER EXPERIENCE

The level of satisfaction among customers indicates the public's overall perception of the electricity provider and quality of service it provides. The next set of responses gauges customer feedback about how their questions and complaints are handled as well as the accuracy of information provided by these companies.

### 3.2.1 CUSTOMER CALLS

Approximately 83 percent of the total respondents have not contacted their electricity companies in the past three months, which suggests most respondents did not have reasons to call for information or lodge any complaints.

**Table 16: percentages of respondents' called the electricity utilities in the past three years to complain or search for information**

Have you called the electrical utility for information or to lodge a complaint in the last three months?	Total 1000		
	Yes	No	Don't Know
EDCO	16%	84%	1%
IDECO	16%	81%	3%
JEPKO	15%	85%	0%

### 3.2.2 RESOLUTIONS PROVIDED BY PHONE

Of the 16 percent of respondents who did call, most respondents, with the exception of JEPCO, said their question or problem was resolved.

**Table 17: Resolutions Provided by Phone**

Did you get your question/problem resolved when you called the electricity utility?	Total 147		
	Yes	No	Don't Know
EDCO	51%	24%	25%
IDECO	65%	35%	0%
JEPCO	45%	53%	2%

Interestingly, 25 percent of EDCO customers who called indicated they did not know the outcome of their problem.

### 3.2.3 RESOLUTION WAITING PERIOD

Of the customers who called with a problem, the majority received resolution within 5 minutes to a couple of hours. Contrastingly, 25 percent of JEPCO customers had to wait more than one day for problem resolution.

**Table 18: Waiting Period for Resolution**

How long did it take before resolution from the electricity utility?	Total 95			
	5 min	1 hour	Couple hours	1+ days
EDCO	17%	50%	17%	17%
IDECO	30%	26%	39%	4%
JEPCO	2%	10%	63%	25%

### 3.2.4 UTILITY REPRESENTATIVE POLITENESS

Across the board, the majority of respondents felt their electricity company representatives were polite over the phone. For both EDCO and IDECO respondents, 74 percent ranked politeness as “Somewhat Good” or “Very Good.” However, 23 percent of JEPCO customers felt their customer care representatives lacked politeness, which illustrates inconsistency in customer experiences.

**Table 19: Utility Representative Politeness**

Politeness of the representative when you call to ask a question	Total 169				
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good
EDCO	5%	8%	14%	49%	25%
IDECO	0%	6%	20%	56%	18%
JEPCO	11%	12%	23%	26%	27%

### 3.3 GENERAL ACCURACY OF INFORMATION

The majority of all respondents found the accuracy of information provided by their electricity companies as either “Acceptable” or “Somewhat Good”: EDCO 72 percent, IDECO 82 percent, and JEPKO 62 percent.

**Table 20: Accuracy of Information**

Accuracy of information in general that you receive when you telephone to ask a question	Total 169				
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good
EDCO	3%	15%	58%	14%	11%
IDECO	1%	1%	38%	44%	16%
JEPKO	2%	20%	29%	33%	15%

EDCO and JEPKO respondents indicated dissatisfaction with the level of accuracy of general information, rating it as "Very Poor" or "Somewhat Poor" respectively at 18 percent and 22 percent.

#### 3.3.1 ACCURACY OF INFORMATION: CUTS IN ELECTRICITY

Respondents who experienced electrical outages seemed satisfied with the information they received about the cut, with 40 percent of IDECO respondents and 35 percent of both EDCO and JEPKO respondents rating it as “Somewhat Good” or “Very Good.” Electricity cuts, however, did not apply to all customers.

**Table 21: Accuracy of Information: Cuts in Electricity**

Accuracy of information regarding changes in cuts of electricity	Total 169					
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	N/A
EDCO	5%	18%	18%	30%	5%	25%
IDECO	2%	18%	24%	31%	9%	16%
JEPKO	12%	18%	24%	21%	14%	11%

Approximately one-fourth of EDCO customers, 20 percent of IDECO, and 30 percent of the JEPKO customers ranked information about electricity cuts as “Very Poor” or “Somewhat Poor”.

#### 3.3.2 RATE CHANGES: CLARITY AND TIMELINESS

In reference to clarity and timeliness of electricity rate changes, 44 percent said EDCO information was “Very Poor” or “Somewhat Poor” while only 9 percent felt the electrical company was clear. Forty-six percent felt JEPKO was vague while 27 percent had no issue.

**Table 22: Information Clarity and Timeliness**

Clear and well-timed information regarding rate changes for electricity	Total 169					
	Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	N/A
EDCO	13%	31%	30%	3%	6%	18%
IDECO	7%	19%	19%	23%	13%	19%
JEPCO	16%	30%	11%	14%	13%	16%

### 3.4 LESSONS AND RECOMMENDATIONS

One-third of respondents were unable to identify the name of their electricity company. A clear majority believe they are paying unreasonable electricity rates, and approximately 16 percent of respondents have called for information or to make a complaint. Of those who called, resolution was reached 50 percent of the time and the callers experienced shorter wait times than for calls made to water companies. Respondents also find electricity service representatives polite and that the general information they share is accurate.

Opinions shift when it comes to information given about changing rates, particularly for EDCO and JEPCO. These two companies have room for improvement for resolving customer issues:

25 percent of JEPCO customers waited more than one day before receiving resolution for their electrical issue.

25 percent of EDCO customers who called indicated they did not know the outcome of their problem.

As the largest electricity provider in the country JEPCO should improve the waiting period for its customers. Similarly, EDCO should improve follow through with their customers who call help, so the resolutions to their problems are clear.



## 4.0 DISI WATER

### 4.1 PAST PUBLIC PERCEPTIONS

The effect of water pollution discovered in the summer of 1998 continues to influence scepticism among Jordanians. With a new water source expected through the Disi Water Conveyance Project, stakeholders are mindful of the current perceptions. Adding to concerns about water sources, an independent study conducted in 2009 found that Disi water is radioactive and lead to compromised health. Nevertheless, efforts to generate potable water remain in effect as water scarcity looms. PAP is aware that it will be challenged to dispelling any lingering negativity affiliated with this water source.

### 4.2 ARRIVAL OF DISI WATER

Out of a total of 387 Amman respondents, 41 percent expect Disi to start supplying Amman with water next year, 2013. About one-fifth of respondents believe it may arrive in 2014 and an additional one-fifth expects it in 2015. Remaining respondents anticipate a longer timeframe for Disi water to flow into the city.

**Table 23: Timing of Disi Water Arrival**

<b>When do you expect Disi water to start supplying Amman?</b>	<b>Total (387)</b>
2013	41%
2014	21%
2015	20%
2012	6%
4 to 5 years	3%
Less than 10 years	3%
10 years or more	1%
Never	2%
Don't know	2%

#### 4.2.1 WATER SOURCE AND PERCEIVED QUALITY

Most respondents in Amman (91 percent), care about the source of their drinking water and nearly all of the same respondents (80 percent) currently do not drink tap water.

Surprisingly, once Disi water begins flowing into the city, 65 percent of respondents indicate they would be willing to drink it. This is a 45 percent increase from those who currently drink water from their tap. The 65 percent of respondents who agreed to drink from the tap after Disi water is in supply, said they would do so because:

- 50 percent believe it is clean
- 11 percent view it as better water quality
- 9 percent trust the water source

Just under one-third (30 percent) of the respondents in Amman said they would not drink from the tap after Disi water is introduced into the city's water supply and 5 percent are unsure. Out of the Amman residents who still will not consume tap water:

- 14 percent claim the water would be contaminated
- 7 percent believe it is radioactive

#### **4.2.2 TAP WATER CONSUMPTION**

In Amman, there was a clear split between respondents who currently drink tap water (20 percent) as opposed to those who do not (80 percent). Among the 80 percent who do not drink tap water:

- 92 percent reported that they believe the water is contaminated and unhealthy to drink
- 19 percent perceived it to have a bad taste

### **4.4 CHANGES EXPECTED WITH ADDITIONAL WATER SUPPLY**

Respondents were asked to imagine what change after Disi water would become available in reference to the general cost, availability and storage of water. Respondent expectations are mixed, which suggests they are not clear on how these will change in the future.

#### **Cost**

When Disi water becomes available, 52 percent of respondents believe water will cost more. Just more than a quarter (27 percent) think water will be cheaper, while 19 percent believe the cost will stay the same.

#### **AVAILABILITY**

More than half of Amman respondents (55 percent), do not believe water will be available 24 hours each day. Still, 41 percent believe it will be available and 5 percent do not know. There is a noticeable different between men and women regarding the expectations of water availability: 47 percent of men compared to 35 percent of women anticipate 24-hour water availability per day.

## **STORAGE**

Although Disi water will support the supply used in the city, 81 percent believe that they will still need water tanks stored on their roof even with the additional water supply.

## **4.5 LESSONS AND RECOMMENDATIONS**

Most citizens in Amman (65 percent) are open to drinking from the tap when Disi begins flowing to the city primary because they care about their water source. Respondents believe Disi water is clean and safe to drink. Interestingly among the 80 percent of respondents who currently do not drink from the tap, 21 percent believe the water is contaminated or radioactive. If these negative associations are corrected by messages that emphasize cleanliness, safety, and a reliable water source, then tap water consumption should increase when Disi water becomes available.

## **5.0 CONCLUSION**

The findings in the omnibus survey showed that while a majority of respondents could correctly identify their water provider, nearly a quarter could not. Survey results also revealed that more than half of the respondents believe they are paying water rates that are unreasonable for the quality of service they receive. When asked whom they would contact if water services were cut, 66 percent of respondents said they would first call their water company. In the least three months; however, the majority of respondents across all providers did not call their water providers about a problem or seek information.

Approximately one-third of subscribers did place a call for assistance, and of those, about half had their questions resolved in one day. Respondents most inconvenienced by longer wait times were subscribers to Miyahuna, Yarmouk, and Zarqa where nearly 30 percent of their customers indicated they waited more than three days for problem resolution.

In addition to having to endure long waiting periods, Miyahuna, Yarmouk, and Zarqa subscribers consistently indicated that the accuracy of information regarding changes in supply and water rates was “Very Poor” or “Somewhat poor”. Furthermore, the perceived politeness of water utility representatives for these three water companies was across the board poor as well. There is a clear opportunity for Miyahuna, Yarmouk and Zarqa to increase customer satisfaction by providing training to their care center staff designed to address how to accurately and politely address customer concerns. Distinct trends were not detected for other water companies due to limited customer segments.

For electrical utilities, nearly one-third of respondents were unable to identify the name of their electricity company. A clear majority believe they are paying unreasonable electricity rates, and approximately 16 percent of respondents have called for information or to make a complaint. Of those who called, resolution was reached 50 percent of the time and the callers experienced shorter wait times than for calls made to water companies. Respondents also find electricity service representatives polite and that the general information they share is accurate.

Opinions shift when it comes to information given about changing rates, particularly for EDCO and JEPCO. These two companies have room for improvement for resolving customer issues:

25 percent of JEPCO customers waited more than one day before receiving resolution for their electrical issue.

25 percent of EDCO customers who called indicated they did not know the outcome of their problem.

As the largest electricity provider in the country, JEPCO should improve the waiting period for its customers. Similarly, EDCO should improve follow through with their customers who call help, so the resolutions to their problems are clear.

Finally, most citizens in Amman (66 percent), are open to drinking from the tap when Disi begins flowing to the city primary because they care about their water source. Respondents believe Disi water is clean and safe to drink. Interestingly among the 80 percent of respondents who currently do not drink from the tap, 21 percent believe the water is contaminated or radioactive. If these negative associations are corrected by messages that emphasize cleanliness, safety, and a reliable water source, then perceptions towards tap water consumption should improve when Disi water becomes available.

Findings from the omnibus survey confirm that the customer experience with both water and electrical utility companies can be improved. Results discussed in the Disi water section of this report support increasing awareness of the sound quality of this water so that public perceptions may continue to shift in a positive direction.

# 6.0 ANNEXSES

## ANNEX A: OMNIBUS ARABIC SURVEY

### الأردن 2012 دراسة عن الماء والكهرباء في الأردن

رقم الإستمارة \_\_\_\_\_

#### القسم الأول – أسئلة تتعلق بالمياه

##### إسأل الجميع

.Q1 من أي شركة تحصل أنت على المياه؟

1	شركة مياه الأردن (مياهنا)
2	شركة مياه اليرموك
3	شركة مياه العقبة
7	غيرها (لا تقرأ) (حدد)
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

##### إسأل الجميع

.Q2 هل إتصلت بشركة \_\_\_\_\_ (أذكر اسم شركة المياه من Q1) لتحصل على معلومات أو لتقديم شكوى خلال الثلاثة أشهر الماضية؟

نعم	1	أكمل
لا	2	
لا أعرف	8	إنتقل إلى Q6
لا جواب	9	(لا تقرأ)

إذا أجاب "نعم" في Q2، إسأل:

.Q3 هل حصلت على المعلومات أو/و تم حل المشكلة عندما إتصلت بشركة \_\_\_\_\_ ؟ (أذكر اسم شركة المياه من Q1)

نعم	1	أكمل
لا	2	
لا أعرف	8	إنتقل إلى Q5
لا جواب	9	(لا تقرأ)

إذا أجاب "نعم" في Q3، إسأل:

.Q4 كم أخذ من الوقت لحصولك على المعلومات أو/و لحل المشكلة من قبل شركة \_\_\_\_\_ ؟ (أذكر اسم شركة المياه من Q1)

5 دقائق	1
ساعة واحدة	2
بضع ساعات	3
يوم واحد	4

5	2 - 3 أيام
6	4 - 6 أيام
7	أسبوع
8	2 - 3 أسابيع
9	شهر
10	أكثر من شهر
97	غيرها (لا تقرأ) (حدد)
98	لا أعرف (لا تقرأ)
99	لا جواب (لا تقرأ)

إذا إتصل المستفتي بشركة المياه (إذا أجاب "نعم" في Q2)، إسأل:

Q5. على المقياس من 1 إلى 5، حيث أن "1" يعني ضعيفة جداً و "5" يعني جيدة جداً. بشكل عام، كيف تقيم خدمة شركة (أذكر اسم شركة المياه من Q1) من حيث التالي:

لا جواب (لا تقرأ)	لا أعرف (لا تقرأ)	جيدة جداً	جيدة نوعاً ما	مقبولة	ضعيفة نوعاً ما	ضعيفة جداً	
9	8	5	4	3	2	1	A دقة المعلومات بشكل عام التي تحصل عليها عندما تتصل بشركة المياه للإستفسار عن شيء ما
9	8	5	4	3	2	1	B لياقة الموظف عند الإتصال للإستفسار عن شيء ما
9	8	5	4	3	2	1	C دقة المعلومات المتعلقة بتغير أوقات ضخ المياه
9	8	5	4	3	2	1	D معلومات واضحة وأنية حول تغيير تسعيرة المياه

إسأل الجميع

Q6. هل تعتقد أن الأسعار التي تدفعها مقابل جودة خدمات المياه التي تحصل عليها هي معقولة ومناسبة؟

1	نعم، معقولة وعادلة
2	لا، غير معقولة ولاعادلة
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

إسأل الجميع

Q7. إذا تم قطع المياه عنك، مع من تتصل أولاً؟ هل تتصل بـ

1	خدمة الزبائن
2	مع شخص تعرفه يعمل في شركة المياه
6	لا أتصل بأحد
7	غيرها (لا تقرأ) (حدد)
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

إسأل Q8 إلى Q14C فقط للمناطق التي تغطيها خدمات شركة مياهنا (محافظة عمان) - إنتقل إلى Q15 للمحافظات الأخرى

إسأل لمحافظة عمان فقط

.Q8 متى تتوقع بدأ مياه الديسي بالضح لعمان؟

1	2013
2	2014
3	2015
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

.Q9 إسأل لمحافظة عمان فقط  
هل تشرب من مياه الحنفية؟

إنتقل إلى Q11	1	نعم
أكمل	2	لا
إنتقل إلى Q11	8	لا أعرف (لا تقرأ)
	9	لا جواب (لا تقرأ)

.Q10 إسأل لمحافظة عمان فقط  
إذا أجاب "لا" في Q9، إسأل:  
لما لا تشرب من مياه الحنفية؟ (لا تقرأ - إجابة مفتوحة - مرزمة مسبقاً) (اقبل أكثر من إجابة)  
(دقق - سجل الإجابة، ثم ضع دائرة حول الرمز المناسب في الجدول التالي)

1	ملوثة/غير نظيفة
2	غير صالحة للشرب/ غير صحية/تسبب الأمراض
3	فيها الكثير من الكلورين
4	مواسير شبكة المياه ملوثة/مهترئة
5	مواسير/خزانات المنزل تزودنا بمياه ملوثة
6	طعمها عكر/غير مستساغ
7	رائحتها كريهة
8	لونها غير مستساغ
9	لا أثق بالمصدر
97	غيرها (حدد)
98	لا أعرف
99	لا جواب

.Q11 إسأل لمحافظة عمان فقط  
هل يهتك المصدر الذي تأتيك منه مياه شريك؟

1	نعم
2	لا
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

Q12. إسأل لمحافظة عمان فقط  
عندما تبدأ مياه الديسي بتزويد عمان بالمياه، هل من الممكن أن شرب من مياه الحنفية؟

1	نعم
2	لا
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

Q13. إسأل لمحافظة عمان فقط  
إذا أجاب "نعم" أو "لا"، إسأل  
لماذا؟ (لا تقرأ - إجابة مفتوحة - مرزمة مسبقاً - إقبل أكثر من إجابة)  
(دقق - سجل الإجابة، ثم ضع دائرة حول الرمز المناسب في الجدول التالي)

1	مياه الديسي ملوثة
2	تحتوي مياه الديسي على مواد مشعة
3	تسبب مياه الديسي مرض السرطان
4	مواسير/خزانات المنزل تزودنا بمياه ملوثة
5	شبكة مواسير مياه جديدة
6	مياه الديسي نظيفة
7	نوعية مياه أفضل
8	مصدر مياه موثوق
97	غيرها (حدد)
98	لا أعرف
99	لا جواب

Q14. إسأل لمحافظة عمان فقط  
ماذا تعتقد سيحدث للمياه عندما تبدأ عمان بالحصول على مياه الديسي؟

A. هل ستكون أسعار المياه؟

1	أعلى
2	أرخص ، أم
3	ستبقى كما هي الآن
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

B. هل ستتوفر المياه 24 ساعة؟

1	نعم
2	لا
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

C. لم تعد بحاجة إلى إلى وجود خزانات لحفظ المياه على الأسطح؟

1	نعم
---	-----



2	لا
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

**القسم الثاني – أسئلة تتعلق بالكهرباء**

**Q15.** إسأل الجميع من أي شركة تحصل أنت على الكهرباء؟

1	شركة الكهرباء الأردنية
2	شركة كهرباء محافظة إربد
3	شركة توزيع الكهرباء
7	غيرها (لا تقرأ) (حدد)
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

**Q16.** إسأل الجميع هل إتصلت بشركة \_\_\_\_\_ (أذكر اسم شركة الكهرباء من Q15) لتحصل على معلومات أو لتقديم شكوى خلال الثلاثة أشهر الماضية؟

نعم	1	أكمل
لا	2	
لا أعرف (لا تقرأ)	8	إنتقل إلى Q20
لا جواب (لا تقرأ)	9	

**Q17.** إذا أجاب "نعم" في Q16، إسأل: هل حصلت على المعلومات أو/و تم حل المشكلة عندما إتصلت بشركة \_\_\_\_\_؟ (أذكر اسم شركة الكهرباء من Q15)

نعم	1	أكمل
لا	2	
لا أعرف (لا تقرأ)	8	إنتقل إلى Q19
لا جواب (لا تقرأ)	9	

**Q18.** إذا أجاب "نعم" في Q17، إسأل: كم أخذ من الوقت لحصولك على المعلومات أو/و لحل المشكلة من قبل شركة \_\_\_\_\_؟ (أذكر اسم شركة الكهرباء من Q15)

5 دقائق	1
ساعة واحدة	2
بضع ساعات	3
يوم واحد	4
2 – 3 أيام	5
4 – 6 أيام	6
أسبوع	7
2 – 3 أسابيع	8
شهر	9
أكثر من شهر	10

97	غيرها	(لا تقرأ) (حدد)
98	لا أعرف	(لا تقرأ)
99	لا جواب	(لا تقرأ)

Q19. إذا إتصل المستفتي بشركة الكهرباء (إذا أجاب "نعم" في Q15)، إسأل:  
على المقياس من 1 إلى 5، حيث أن "1" يعني ضعيفة جداً و "5" يعني جيدة جداً. بشكل عام، كيف تقيم خدمة شركة  
(أذكر اسم شركة الكهرباء من Q15) من حيث التالي:

لا جواب (لا تقرأ)	لا أعرف (لا تقرأ)	جيدة جداً	جيدة نووعاً ما	مقبولة	ضعيفة نووعاً ما	ضعيفة جداً	
9	8	5	4	3	2	1	A دقة المعلومات بشكل عام التي تحصل عليها عندما تتصل بشركة المياه للإستفسار عن شيء ما
9	8	5	4	3	2	1	B لياقة الموظف عند الإتصال للإستفسار عن شيء ما
9	8	5	4	3	2	1	C دقة المعلومات المتعلقة بتغير أوقات قطع الكهرباء
9	8	5	4	3	2	1	D معلومات واضحة وأنية حول تغيير تسعيرة الكهرباء

Q20. إسأل الجميع  
هل تعتقد أن الأسعار التي تدفعها مقابل جودة خدمات الكهرباء التي تحصل عليها هي معقولة ومناسبة؟

1	نعم، معقولة وعادلة
2	لا، غير معقولة ولاعادلة
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

Q21. إسأل الجميع  
إذا تم قطع الكهرباء عنك، مع من تتصل أولاً؟ هل تتصل ب\_\_\_\_\_

1	خدمة الزبائن
2	مع شخص تعرفه يعمل في شركة الكهرباء
6	لا أتصل بأحد
7	غيرها (لا تقرأ) (حدد)
8	لا أعرف (لا تقرأ)
9	لا جواب (لا تقرأ)

Q22. إسأل الجميع  
خلال الأسبوعين الماضيين، هل شاهدت أي إعلانات حول إستعمال الكهرباء بكفاءة؟

نعم	1	أكمل
لا	2	انتقل إلى أسئلة المعلومات

لا أعرف	(لا تقرأ)	8	العامّة
لا جواب	(لا تقرأ)	9	

.Q23 إذا أجاب "نعم" في Q22، إسأل:  
هل لك أن تخبرني عن محتوى هذه الإعلانات؟  
(إجابة مفتوحة) - (دقق - سجل الإجابة بالتفصيل)

.Q24 إذا أجاب "نعم" في Q22، إسأل:  
إين سمعت/شاهدت هذه الإعلانات؟ (لا تقرأ - إقبل أكثر من إجابة)

1	الجراند
2	المجلات
3	الراديو
4	التلفزيون
5	إعلانات الشوارع
97	غيرها
98	لا أعرف
99	لا جواب

#### أسئلة المعلومات العامة - إسأل الجميع

.D1 جنس المستفتى (لا تقرأ)

1	ذكر
2	أنثى

.D2 هل لك أن تخبرني كم عمرك؟  
سجل العمر بالتحديد  
(ضع دائرة حول الفئة العمرية المناسبة في الجدول التالي)

1	24 - 18
2	34 - 25
3	44 - 35
4	54 - 45
5	+55
9	لا جواب

.D3 ما هو أعلى مستوى تعليم أنهيته؟

1	لا تعليم رسمي
2	أنهيت الابتدائي
3	أنهيت الإعدادي
4	أنهيت الثانوي
5	أنهيت كلية/دبلوم
6	أنهيت جامعة وما فوق

9	لا جواب
---	---------

**.D4** هل تملك هذا المنزل أم أنه بالأجار؟

1	ملك
2	أجار

**.D5** نوع المسكن/المنزل

1	شقة
2	فيلا

**.D6** المنطقة

1	شمال
2	وسط – عمان
3	وسط – غيرها
4	جنوب وصحراء

**.D7** المحافظة

1	إربد
2	عجلون
3	جرش
4	عمان
5	الزرقاء
6	البلقاء
7	مادبا
8	المفرق
9	الكرك
10	الطفيلة
11	معان
12	العقبة

**.D8** القضاء

**.D9** تصنيف المنطقة

1	حضر
2	ريف

## ANNEX B: OMNIBUS ENGLISH SURVEY

Jordan 2012 Water and Electricity in Jordan Survey

Questionnaire No. \_\_\_\_\_

### SECTION ONE – WATER QUESTIONS

#### ASK ALL

**Q1. From which utility do you get water?**

Miyahuna		1
Yarmouk		2
Aqaba Water		3
Other (Don't read) (Specify) _____		7
Don't know (Don't read)		8
No answer (Don't read)		9

#### ASK ALL

**Q2. Have you called the water utility \_\_\_\_\_ (mention utility name from Q1) for information or to lodge a complaint in the last three months?**

Yes	1	<b>Continue</b>
No	2	
Don't know (Don't read)	8	<b>Skip to Q6</b>
No answer (Don't read)	9	

#### IF ANSWERED "YES" IN Q2, ASK:

**Q3. Did you get your question/problem resolved when you called the water utility \_\_\_\_\_ (mention utility name from Q1)?**

Yes	1	<b>Continue</b>
No	2	
Don't know (Don't read)	8	<b>Skip to Q5</b>
No answer (Don't read)	9	

#### IF ANSWERED "YES" IN Q3, ASK:

**Q4. How long did it take before resolution from the water utility \_\_\_\_\_ (mention utility name from Q1)?**

5 minutes	1
1 hour	2
Couple of hours	3
1 day	4
2 – 3 days	5
4 – 6 days	6
1 week	7
2-3 weeks	8
1 month	9
More than a month	10
Other (Don't read) (Specify) _____	97

Don't know (Don't read)	98
No answer (Don't read)	99

**IF RESPONDENT CALLED THE WATER UTILITY, (IF ANSWERED "YES" IN Q2,**

**ASK:**

**Q5. On a range of 1-5 where "1" means very poor and "5" means very good, in general how would you rate the service of your water utility on the following points:**

		Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	DK (Don't Read)	NA (Don't Read)
<b>A</b>	Accuracy of information in general that you receive when you telephone to ask a question	1	2	3	4	5	8	9
<b>B</b>	Politeness of the representative when you call to ask a question	1	2	3	4	5	8	9
<b>C</b>	Accuracy of information regarding changes in timing of your regular water supply	1	2	3	4	5	8	9
<b>D</b>	Clear and well-timed information regarding rate changes for water	1	2	3	4	5	8	9

**ASK ALL**

**Q6. Do you feel that the rates you're paying for the quality of water services you are getting are reasonable and fair?**

Yes, reasonable and fair	1
No, not reasonable nor fair	2
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK**

**ALL**

**Q7. If your water supply gets cut, whom do you call first?**

Customer call center	1
Someone you know who works at the water company	2
No one (Don't read)	3
Other (Don't read) (Specify) _____	7
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK**

**Q8 to Q14C only for Miyahuna services area (Amman Governorate) – for other governorates, go to Q15**

**ASK IN AMMAN ONLY**

**Q8. When do you expect Disi water to start supplying Amman?**

2013	1
2014	2
2015	3
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK IN AMMAN ONLY**

**Q9. Do you drink your tap water?**

Yes	1	<b>Skip to Q11</b>
No	2	<b>Continue</b>
Don't know (Don't read)	8	<b>Skip to Q11</b>
No answer (Don't read)	9	

**ASK IN AMMAN ONLY**

**IF ANSWERED "NO" IN Q9, ASK:**

**Q10. Why don't you drink tap water?**

**(Don't read - Open-ended, pre-coded question) (Allow multiple responses)**

**(Probe - Record response in details – then code most appropriate response)**

---

Contaminated/dirty water	1
Not safe to drink/unhealthy water/causes diseases	2
Contains lots of chlorine	3
The water pipes are worn-out/dirty	4
Our water tanks/pipes of the house provide dirty water	5
It tastes bad	6
It has an unpleasant smell	7
It's color is unpleasant	8
Don't trust the source of water	9
Other (Specify) _____	97
Don't know	98
No answer	99

**ASK IN AMMAN ONLY**

**Q11. Do you care where your drinking water comes from?**

Yes	1
No	2
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK IN AMMAN ONLY**

**Q12. When Disi starts supplying water to Amman, would you consider drinking from your tap water?**

Yes	1
No	2
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK IN AMMAN ONLY**

**Q13. Why? Why not?**

**(Don't read - Open-ended, pre-coded question) (Allow multiple responses)**

**(Probe - Record response in details – then code most appropriate response)**

---

Disi water is contaminated	1
Disi water is radioactive	2
Disi water causes cancer	3
Our tanks/pipes at the house provide dirty water	4
New water pipes	5
Disi water is clean	6
Better water quality	7
Trusted source of water	8
Other (Specify) _____	97
Don't know	98
No answer	99

**ASK IN AMMAN ONLY**

**Q14. What do you think will happen to your water when Amman starts to get Disi Water?**

**A. Will water prices be?**

Higher	1
Lower	2
Stays the same	3
Don't know (Don't read)	8
No answer (Don't read)	9

**B. Will water be available 24 hours?**

Yes	1
No	2
Don't know (Don't read)	8
No answer (Don't read)	9

**C. Will you no longer need to have water tanks on the roof to store water?**

Yes	1
No	2
Don't know (Don't read)	8
No answer (Don't read)	9



**SECTION TWO – ELECTRICITY QUESTIONS**

**ASK ALL**

**Q15. From which utility do you get electricity?**

JEPCO		1
IDECO		2
EDCO		3
Other	<b>(Don't read) (Specify)</b> _____	7
Don't know	<b>(Don't read)</b>	8
No answer	<b>(Don't read)</b>	9

**ASK ALL**

**Q16. Have you called the electricity utility \_\_\_\_\_ (mention utility name from Q15) for information or to lodge a complaint in the last three months?**

Yes	1	<b>Continue</b>
No	2	
Don't know	<b>(Don't read)</b>	<b>Skip to Q20</b>
No answer	<b>(Don't read)</b>	

**IF ANSWERED "YES" IN Q16, ASK:**

**Q17. Did you get your question/problem resolved when you called the electricity utility \_\_\_\_\_ (mention utility name from Q15)?**

Yes	1	<b>Continue</b>
No	2	
Don't know	<b>(Don't read)</b>	<b>Skip to Q19</b>
No answer	<b>(Don't read)</b>	

**IF ANSWERED "YES" IN Q17, ASK:**

**Q18. How long did it take before resolution from the electricity utility \_\_\_\_\_ (mention utility name from Q15)?**

5 minutes		1
1 hour		2
Couple of hours		3
1 day		4
2 – 3 days		5
3 – 6 days		6
1 week		7
2-3 weeks		8
1 month		9
More than a month		10
Other	<b>(Don't read) (Specify)</b> _____	97
Don't know	<b>(Don't read)</b>	98
No answer	<b>(Don't read)</b>	99

**IF RESPONDENT CALLED THE ELECTRICITY UTILITY (IF ANSWERED "YES" IN Q16), ASK:**

**Q19. And on a range of 1-5 were "1" means very poor and "5" means very good, in general how would you rate the service of your electricity utility on the following points:**

		Very Poor	Somewhat Poor	Acceptable	Somewhat Good	Very Good	DK (Don't Read)	NA (Don't Read)
<b>A</b>	Accuracy of information in general that you receive when you telephone to ask a question	1	2	3	4	5	8	9
<b>B</b>	Politeness of the representative when you call to ask a question	1	2	3	4	5	8	9
<b>C</b>	Accuracy of information regarding changes in timing of your cuts in electricity	1	2	3	4	5	8	9
<b>D</b>	Clear and well-timed information regarding rate changes for electricity	1	2	3	4	5	8	9

**ASK ALL**

**Q20. Do you feel that the rates you're paying for the quality of electricity services you are getting are reasonable and fair?**

Yes, reasonable and fair	1
No, not reasonable nor fair	2
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK ALL**

**Q21. If your electricity gets cut, whom do you call first?**

Customer call center	1
Someone you know who works at the electricity company	2
No one	3
Other (Don't read) (Specify) _____	7
Don't know (Don't read)	8
No answer (Don't read)	9

**ASK ALL**

**Q22. In the last two weeks have you seen any promotion for energy efficiency?**

Yes	1	<b>Continue</b>  <b>Go to Demographic Questions</b>
No	2	
Don't know (Don't read)	8	
No answer (Don't read)	9	

**IF ANSWERED "YES" IN Q22, ASK:**

**Q23. Do you remember what it said?  
(Probe - Record response in details)**

\_\_\_\_\_

**IF ANSWERED "YES" IN Q22, ASK:**

**Q24. Where have you heard/seen these advertisements?  
(Allow multiple responses)**

Newspapers	1
Magazines	2
Radio	3
TV	4
Billboards	5
Other (Don't read) (Specify)_____	97
Don't know (Don't read)	98
No answer (Don't read)	99

**DEMOGRAPHIC QUESTIONS – ASK ALL**

**D1. Gender of respondent**

Male	1
Female	2

**D2. Can you please tell me how old are you?**

(Record exact age)\_\_\_\_\_

(Code appropriate age range in the table below)

18-24	1
25-34	2
35-44	3
45-54	4
55+	5
No answer	9

**D3. What is the highest level of education you have completed?**

No formal education	1
Completed elementary	2
Completed intermediate	3
Completed secondary	4
Completed Diploma	5
Completed University and above	6
No answer	9

**D4. Do you own this house or is it rented?**

Owned	1
Rented	2

**D5. House type**

Apartment	1
Villa	2

**D6. Region**

North	1
Central(Amman)	2
Central (Other)	3
South & Desert	4

**D7. Governorate**

Irbid	1
Ajloun	2
Jarash	3
Amman	4
Az-zarqa	5
Al-Balqa'	6
Madaba	7
Al-mafraq	8
Al-Karak	9
At-tafeeleh	10
Ma'an	11
Al-Aqaba	12

**D8. District \_\_\_\_\_****D9. Residence**

Urban	1
Rural	2

## ANNEX C. WATER UTILITY BREAKOUT SEGMENTS

The following findings are based on data analysed from cross-tabulation of five variables: gender, age, education, ownership status and housing type. The governorate/geographical variable is included in the body of the report. Only notes in its simple, raw form shared in the annex.

Difference in percentages generated in SPSS is assessed in reference to the appropriate corresponding confidence interval for sample subsets. Confidence level for the dataset is 95%. Summary of confidence interval (margin of error) listed in the table below:

N (sample size)	Margin of Error
1000	±3.1
387	±4.98
366	±5.12
310	±5.57
233	±6.42
169	±7.54
136	±8.4
97	±9.95
95	±10.05

### Breakdown by gender

Men are more likely to call the customer call center first when water is cut (71% compared to 66% on average), which means women are more likely not to call anyone (34% versus 22% of men and 27% of general public).

Women are even more less likely to have called water company in the last 3 months (77% answered no, 71% of men answered no and the general public said 73% of them have not called).

### Breakdown by age

The youngest age group more likely think they are paying rates that are reasonable and fair (52% vs. 47% of general public). On the other hand, the elders disagree: less elders (43%) think water rates are fair. Difference in youngest and eldest.

If water cuts off, eldest (55+) and 25-34 are less likely to call no one (31% of elders and 25-34 year olds vs. 27% of the general public).

Youth (18-24) more less likely to have called water company in the last 3 months (14% called vs. 23% overall). The 45-54 age group has called more frequently than the average (27% vs. 23%).

Even with a smaller subset, 45-54 found accuracy of information given over the phone very poor more often than others (33% vs. 26%). They would also rank the information less often

as “Somewhat Poor” (21% vs. 33% public). They appear most unsatisfied with help given over the phone.

45-54 age group is less likely to say accuracy of info about timing of water supply is “Somewhat Poor” (10% vs. 18% of general public). Interesting only because the CI is 6 points give/take), but how they rate it “Very Poor” falls into line with the rest of the sample.

Like above, 45-54 age group is less likely to say accuracy of info about water rates is “Somewhat Poor” (17% vs. 24% of general public). Interesting only because the CI is 6 points give/take), but how they rate it “Very Poor” falls into line with the rest of the sample.

### Breakdown by education

Trends in education level are mixed. For those without formal education claimed to a lesser degree to be Miyahuna subscribers (32% while others averaged 38%); they more often say they are Karak subscribers. Those with secondary school education are less likely to say they subscribe to Yarmouk (21% vs. 26% of respondents). Higher education citizens name Yarmouk (31%) than the average respondent (26%).

Feelings are mixed about paying reasonable and fair water rates, no trend for higher or lower education. More elementary, diploma and university/above feel more often that they are paying fair rates (national average is 47% and their percentages respectively are 50%, 56% and 52%). Those with no formal education and secondary education disproportionately think they are paying not reasonable and unfair rates (sample average is 53% and their's are 61% and 60%)

No formal education are more likely to call no one if water is cut (35% vs. 27% sample average). Elementary and university+ are more likely to call customer care center (69% and 71% respectively and respondent average is 66%).

Most subsets are too small, so the only difference found is for Jordanians who completed intermediate schooling. They are more likely to NOT have their question/issue resolved when they call the water company (65% vs. 54% of general public).

Intermediate educated more often say that accuracy of information over the phone is somewhat poor (42% vs. 33% of those who called). Interestingly, elementary education Jordanians will more often say the information was “Acceptable” (36% vs. 27% of those who called).

Those with less education are more pleased with representatives. Jordanians with elementary education are more likely to say the politeness of representative was somewhat good (43% vs. 32% of callers). Intermediate educated more likely say it was “Acceptable” (35% versus 28% of callers) and those with secondary school education will more often say it was somewhat poor (25% vs. 15% of callers).

Secondary school educated Jordanians are more split about the accuracy of information given about timing of water supply. 27% say it is somewhat poor, compared to 18% of those who called. 33% say it was “Acceptable” versus the 26% of callers.

Information about rate changes is considered somewhat poor more often for Intermediate educated Jordanians (32% compared to 24%).

#### Breakdown by type of dwelling

Respondents who live in houses (dar) indicated to a higher degree that the rate they are paying for water is not reasonable nor fair (58% compared to 53% of sample respondents).

Jordanians living in houses are far more pleased with politeness of utility rep: 12% more than the average caller (28% sample average and house residents say politeness is “Acceptable” 40%).

#### Breakdown by ownership status

More renters feel they are paying reasonable rates for water (55% vs. 47% of all respondents), which clearly means more owners feel they are paying rates that are not reasonable nor fair (57% vs. 53% of all respondents)

More renters consider politeness of representative “Acceptable” (36% compared to 28% of callers).

#### Breakdown by type of housing

No significant differences calculated.

## ANNEX D: ELECTRICITY UTILITY BREAKOUT SEGMENTS

### Breakdown by gender

Men are more likely to call electrical utility company if electricity is cut (80% compared to 75% of general public and 68% of women). Unsurprisingly women are less likely to call (28% versus 12% of men and 20% of public).

Men have called electrical utility company more often in the last 3 months (22% compared to 17% of general public and 11% of women). Unsurprisingly more women have not called (89% versus 78% of men and 83% of public).

### Breakdown by age

Again a split between young and old: more 25-34 will name JEPCO as their electrical provider (66% vs. 62% of public) and less 55+ will name JEPCO (57%).

Seniors (55+) are disproportionately more likely to say Yarmouk is their water provider (31% compared to 26% of general public).

The 25-34 age group is at odds with the next age group up. Overall 31% of Jordanians like they are paying reasonable and fair rates for the quality of electricity they are receiving, but less 25-34 agree with this (26%) and 35-44 more often agree (35%).

In the 18-24 age group, more will call someone they know at the electricity company (6.3% vs. 2.5% of general public). The 45-54 age group is MORE likely to call the customer care center (80% vs. 75% of general public). And finally the elders (55+) are more likely to call no one (24% vs. 20% of the Jordanians).

More young Jordanian (both groups between 18-34), say that more often they have called the electrical company in the last 3 months (21% and 20% respectively, vs. 17% of general public). Elders have not called as frequently (10%, which is 7% less than the overall average).

Only pattern that is significant is 35-44 age group finds politeness of representative acceptable more often than others (33% vs. 23% of others on average) and 25-34 age group would rate politeness acceptable much LESS often than others by (16%).

### Breakdown by education

Less education attainment more likely to feel they that no, rate are not reasonable/fair (0 formal education and elementary (77% and 74% vs. 69% of all respondents surveyed). With more education, Jordanians who had at least intermediate and diploma educations were more likely to agree that yes, they are paying rates that are reasonable and fair.

With less education, Jordanians are less likely to call the customer care center (66% vs. 75% of the sample). Interestingly, those with secondary and higher education are on average less likely to call no one (14% and 15% compared to 20% of all respondents).



Respondents with higher than university educated Jordanians are more likely to call than others (21% vs. 17% sample average). Also notable those who completed intermediate school are less likely to have called (13%).

More secondary school educated Jordanians said that their issues were resolved over the phone (64% vs. 56% of all callers).

Secondary educated are less likely to say that information given over the phone was somewhat poor (7% vs. 18% of callers). This would suggest they are more satisfied than others.

Secondary school educated would more often say politeness of representatives was very good (36% compared to 26% overall).

More support showing satisfaction among secondary school educated: 38% (vs. 28%) said that accuracy of info about timing of electricity cuts is somewhat good.

Even satisfied with information given about rate changes among secondary school educated Jordanians (24% vs. 15% of all callers).

#### Breakdown by ownership status

More apartment residents (perhaps renters in Amman at 69%) and less house dwellers (42%) say that JEPSCO is their energy supplier (62% of survey respondents). About 13% more of house residents say that IDECO is their supplier compared to the national average (26%). Those living in apartments name IDECO slightly less (22%).

Owners appear to have their questions resolved more often than renters (63% vs. 44%, where the national average is 56%).

Far more renters say the accuracy of general phone information is somewhat poor (32% compared to sample average 18%). They also are less likely to say the information is very good (8% vs. 17% of those who called).

Accuracy of electricity cuts is considered much more poor for renters (20% vs. 9% overall callers, only 4% of owners said it was very poor). Understandably, far fewer renters would say this information is somewhat good (14% vs. 28% of all callers).

#### Breakdown by housing type

A pattern that emerged from the data when comparing differences between Jordanians who live in apartments or houses (dar), the portion of respondents living in houses feel they are paying reasonable and fair electricity rates (36%) more than all other respondents surveyed (31%).

Respondents who live in house as opposed to apartments, are less likely to call customer care center if electricity is cut (16% vs. 20% of entire sample). Interesting because this is the same

subset that called for information in the past and indicated that are generally more pleased with the accuracy of information and representative's politeness.

Jordanians living in houses are more satisfied with accuracy of information given over the phone than average respondents (27% say info is very good compared to 17% of callers). No surprise that they are also less likely to rate accuracy as somewhat poor (8% said so compared to 18% of all callers).

Aligned with previous responses, house residents are much more likely to say politeness of rep is somewhat good (43%) than average callers (30%). Therefore less would say it's just "acceptable" (12% compared to 23% of other callers).