

EXECUTIVE SUMMARY

Need for the Behavioral Study

The Public Awareness Component of the Water Quality Improvement and Conservation Project is implementing public awareness campaigns which provide information, education and communications programs. The focus of mass communications material and programs with people in local communities is to maximize effective methods of water use and reuse among the citizens of Jordan. Jordan is a water-scarce country with limited water resources, a growing population, and a need to both conserve and protect the quantity and quality of available water.

If public awareness campaigns are to be successful, the people conducting the campaigns need to understand how and why people behave the way they do and they need to draw that understanding from a variety of sources. One of the sources is behavioral sciences research. Therefore, under this Component a behavioral study was conducted to understand the knowledge, attitudes and practices of people who live in six Governorates and who have different educational and occupational levels.

Behavioral Study

The behavioral study consisted of a questionnaire, focus group interviews and a water measurement study which collected information about knowledge, attitudes and practices of people concerning water use and reuse.

- In the knowledge area, the questions focused on knowledge of water resources, consumption, usage according to crops, conservation, pollution, pricing, and exposure to water conservation information and campaigns.
- In trying to understand attitudes, the questions centered on perceived problems concerning the present and future water resources for Jordan, methods of solving water shortages, effects of water shortages, national versus personal efforts to solve water problems, relationship between religion and water conservation, and commitment to apply water saving methods and devices.
- Water use practices were investigated according to the types of activity which were performed by the people in control and maintenance of their water networks and equipment, and the use of water saving practices.