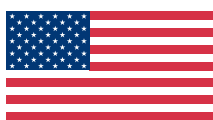


RESULTS OF INFORMATION COLLECTION
SAN SALVADOR, EL SALVADOR



SOMOS
COLMENA
by IOMX



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IOM is committed to the principle that humane and orderly migration benefits migrants and society. As an inter-governmental organization, IOM acts with its partners in the international community to assist in the meeting of operational challenges of migration; advance understanding of migration issues; encourage social and economic development through migration; and uphold the human dignity and well-being of migrants.

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Results of the information collection in San Salvador, El Salvador

IOM implements the Regional Program on Migration (known to many as Mesoamerica Program) with financing of the US Department of State Bureau of Population, Refugees and Migration, with the goal of promoting good management of regular migration and reduce vulnerabilities of migrants, associated, among others, to trafficking in persons and migrant smuggling.

From this Program, IOM proposes to strengthen efforts to inform and promote regular migration, through the methodology of Communication for Development (C4D).

This methodology is proposed as an innovative way of planning, executing and evacuating communication activities, with the goal of changing behaviors and contributing to the social development of communities.

The C4D methodology is currently being implemented in the municipality of San Salvador. To this end, we have conducted baseline research, to understand the knowledge, attitudes and practices concerning migration and local opportunities. The information collected will guide us in the implementation of the process.

METHODOLOGY



Target audience

People aged 15 to 25 years old, who have planned to migrate within the next twelve months. 46,6% men and 53.4% women.



Coverage¹

• **Treatment area**
San Salvador, 451 people

• **Control Area**
Santa Ana, 408 people



Survey method

Information was collected by local volunteers who were trained in the way to administer the questionnaire and do the sampling. Interviewees were selected through a combination of randomized sampling in schools and public places.



Periodo de recolección de datos

8th - 15th February, 2020



Sample size

859 people



Collection method

face to face interview assisted by a tablet.

¹ The treatment area comprises the main community where we intend to work, while the control area is a baseline for comparison at the time of evaluating results. In this community we are not to work directly, as it would alter the measuring of results.

DEMOGRAPHIC INFORMATION

Ages

67,2% 15 to 19

32,8% 20 to 25

Marital status

95,5% Single

Work area

*based on the 153
who say they are working

34,0% Shops

13,7% store clerk
(customer service)

11,8% Manufacture and industry

8,5% Professional jobs

Occupation

81% Studies

14,2% Studies and works

3,6% Works

0,7% Doesn't study, nor work

0,5% Unemployed or looking for jobs

Working hours

39,9% Part time

35,3% Full time

13,7% Self-employed

9,2% Hired on a
temporary/hourly basis

Education level

47,3% Finished third cycle

29% Finished high school

18,6% Finished second cycle

1,6% Finished technical or
vocational education

1,5% Have completed some
university level studies

1,2% Completed university

Income

16,8% Can save

42,4% Their earnings are just enough

31,3% Face difficulties

9,4% Face severe difficulties

Do you get remittances?

50,5% Yes

49,5% No

MIGRATION PROFILE

Have you planned on migrating?

68.8% Has planned to migrate

31.2% Has thought about it, but has not planned for it yet

Where have you thought of migrating to?

55% The United States

1% Honduras

18.6% The Dominican Republic

0.2% Belize

8.5% Canada

0.2% Nicaragua

7.6% Mexico

0.7% Does not know

2.7% Costa Rica

19.5% Others

1.9% Panama

How do you expect to migrate?

60.7% Getting a visa

19.2% Getting a work permit

11.9% With help from a smuggler

3% Claiming for asylum in Mexico/US

2.7% Through a recruiter who offered me a job

1.3% With a caravan

1.2% Still don't know

Why do you wish to migrate?

32.7% To find a job and earn money

22.7% To improve my quality of life

18.7% To look for education opportunities

13.9% To look for job opportunities

5.2% Because of violence and delinquency

In what field would you like to be employed abroad?

29.3% Of people mentioned some professional field

28.8% Restaurants, bars or tourism

19% Any job available

8.9% Construction

Most people know someone in their intended place of destination

53% Say it is a family member

15.3% Say they know a friend

How long do you expect to remain abroad?

On average, **4 years**
10 years at most

What would migrating cost you?

USD 3,669.00

How would you pay for your migration?

54.8% Savings

29.9% Borrowing from family or friends

10.1% Loan from a bank

8.7% Selling belongings

8.0% Remittances

4.3% Loan from a lender

0.9% Loan from a recruiter

1.7% Other

Which risks are you most concerned about?

81.8% Suffering abuse or sexual violence

81.1% That something might happen to a family member

80.1% Being kidnapped

78% Being a victim of trafficking in persons

Which risks are you less concerned about?

56.8% Not finding a job abroad

56.6% Being arrested and deported

56.9% Having health complications

KNOWLEDGE

- **69,3%** Know that migrating to the US has become more difficult in the last year.
- **18.3%** Of people don't know that to enter the US they need a passport and a visa or work permit provided by that country.
- **82,3%** Mention that migrating with a smuggler entails high danger for their lives.
- **21,6%** identify local training and study support programs as alternatives to migrating .
- **72.9%** know of some country where migrants can find work and education opportunities.

ATTITUDES

- **73,7%** Are willing to do the paperwork necessary to migrate regularly.
- **46.1%** Consider that it is best to gather the documentation to migrate regularly than to leave with a smuggler.
- **38.7%** Consider that it is easy to enter the US with a good smuggler.
- **75.3%** Would like to find job opportunities in their country.
- **44%** Consider that if they stay in their country, they won't study beyond high school.

PRACTICES

- **33.8%** Understand fully the legal requirements to move to another country.
- **83,1%** Understand how to look information about migrating regularly.
- **48.1%** Don't understand how the process works for applying to a scholarship.
- **28.1%** Don't understand how to build a resumé and apply for a job.
- **80,7 %** Of interviewees considered that, if a person their age gets a job offer for the US, but they don't feel comfortable, they shouldn't accept it.



KEY TAKEOUTS

73,2% of interviewees are willing to make the paperwork needed to migrate regularly. Plus, **70,4%** completely agree that one of the main reasons to migrate regularly is safety. Furthermore, **46,1%** believe it is better to gather documentation to migrate regularly, rather than leave with the aid of a smuggler.

79,7% of the people interviewed say they would not accept if a stranger offered them a job in the US, for which they didn't need papers but paid well. That means that when presented with a simple scenario, most of them can identify risk factors. However, when contrasted with the people who say they are willing to take any job (**19%**), it is likely that, considering other vulnerability factors, the risk of accepting the job could be considered lower in comparison with possible benefits.

79,5% of the people mentioned that they have, at some point, discussed with family or community members the difficulties going to live abroad could present. **37,1%** mentioned that their partner, family or friends would approve of them moving to another country.

44% of those interviewed say that if they remain in the country, they won't be able to study beyond high school. However, **75,3%** of them manifest they wish to find education opportunities in their country.

51,6% are willing to participate in the organization of activities for young people in their municipality.

Media



MORE COMMONLY USED MEDIA

- 70.3% Social media
- 31.4% Television
- 7.1% Newspapers



MOST USED SOCIAL MEDIA

- 88.6% WhatsApp
- 82% Facebook
- 54.7% YouTube
- 52.7% Instagram
- 15.7% Snapchat
- 10.5% Twitter
- 5.9% TikTok

93% Use WhatsApp as texting medium



PREFERRED CONTENT IN SOCIAL MEDIA

- 58% Videos
- 54.2% Memes
- 46.9% Photography
- 31.4% Stories
- 25.3% Drawings and comics



PREFERRED IN-PERSON ACTIVITIES

- 57.5% Music events
- 45.2% Sporting events
- 23.7% Sporting events
- 23.2% Dramatic arts
- 23.1% Murals and graffiti
- 17% Information stands
- 15.7% Flyers
- 5.7% Bus stops and billboards
- 4.3% Mobile megaphones