

# Newsletter Satisfaction Survey

## Background

In order to assess the monthly Newsletter MENAHRA undertook a Newsletter Satisfaction Survey. The main purpose of the survey was to know more about people's opinion on the newsletter (information included, languages used, design, frequency), and how this newsletter can be improved.

## Questionnaire

The questionnaire was developed by MENAHRA communication through a questionnaire portfolio "survey monkey" service [www.surveymonkey.com](http://www.surveymonkey.com), It consisted of 10 questions in two languages (English and Arabic), it lasted for one month ( from January 10, 2014 to February 10,2014).

## Implementation

The questionnaire was published online and the responses obtained were from individuals who responded to the questionnaire posted on MENAHRA Website and Social Media Platform. It was also posted through electronic mailing lists and site links. As the purpose of the survey was to obtain the views of diverse people that receive MENAHRA newsletter.

## Respondents

A total of 41 individual responded to the survey in both languages ( 26 Arabic, 15 English), respondents were asked their opinion on the Newsletter articles, layout, frequency, content, design, language, submitting articles...

## Results

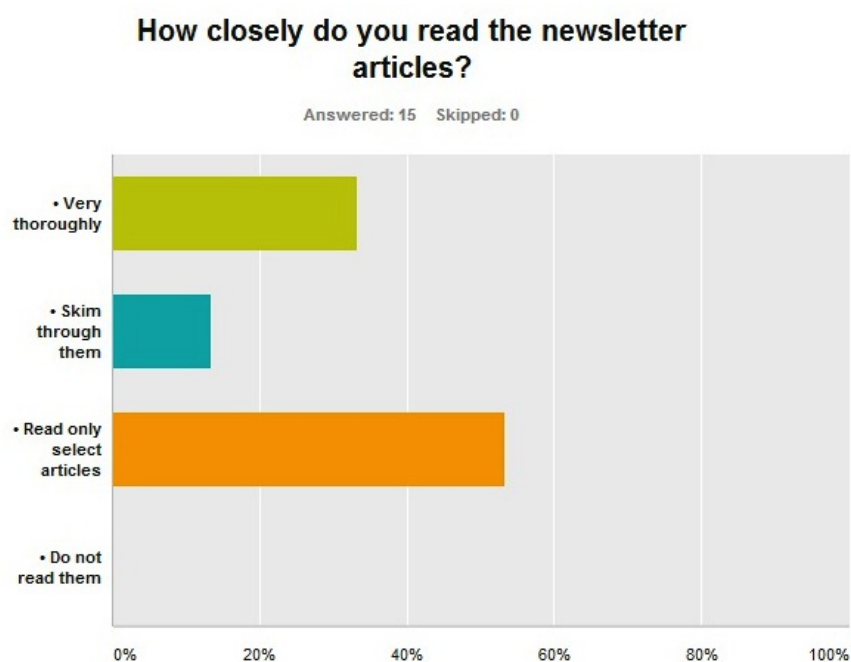
Summary:

- 18 individuals read the newsletter very thoroughly, 9 Skim through the articles, 14 Read only select articles.
- 29 individuals see that the newsletter is very important, 10 see that its somehow important, and only 1 person see that it's not important.
- 24 individuals were very satisfied with its Format/layout, 13 were somehow satisfied, and 2 were not satisfied.
- 28 individuals were very satisfied with the frequency of the newsletter, 10 were somehow satisfied, and only 1 was not satisfied.
- 24 individuals were very satisfied with its content, 13 were somehow satisfied, and only 1 was not satisfied.
- 28 individuals were very satisfied with the languages used, 7 were somehow satisfied, and 2 were not satisfied.
- 23 individuals see the information presented were very relevant to their work, 13 see the information presented were somehow relevant, and only 2 see that the information is not relevant to their work.

- 20 individuals were satisfied with the ability to submit articles for the newsletter, 14 were somehow satisfied, and 5 were not satisfied.
- 16 individuals were interested in reading more articles on MENARHA, 15 were interested in reading more articles on MENA region, and 10 were interested in reading more articles on the International Organizations.

**Please read the full results below:**

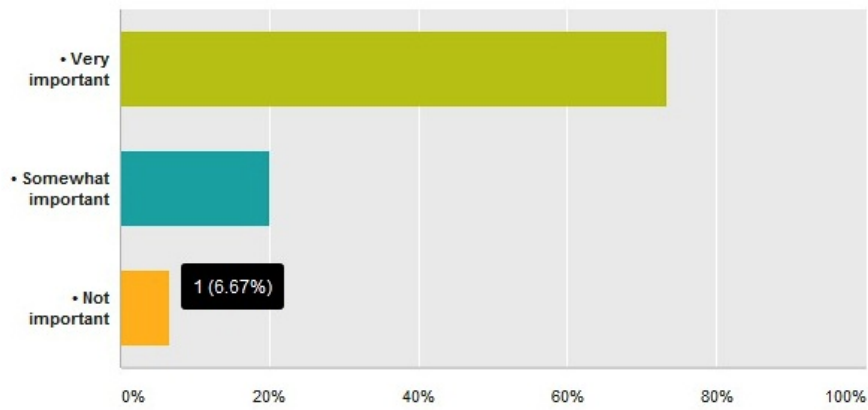
**English results:**



Answer Choices	Responses	
• Very thoroughly	33.33%	5
• Skim through them	13.33%	2
• Read only select articles	53.33%	8
• Do not read them	0%	0
Total	15	

## How important to you is the MENAHRA newsletter that is sent monthly?

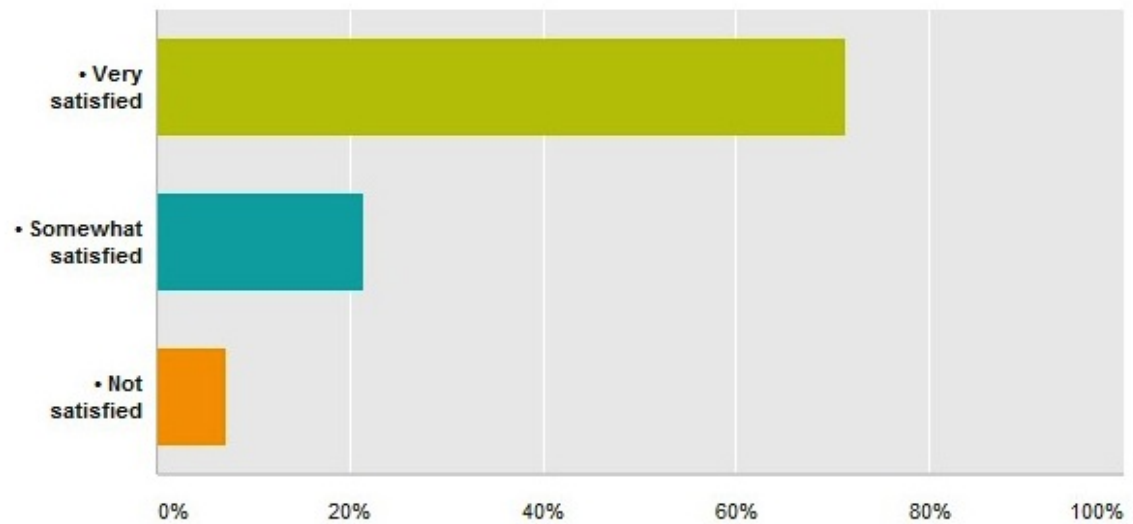
Answered: 15 Skipped: 0



Answer Choices	Responses	
• Very important	73.33%	11
• Somewhat important	20%	3
• Not important	6.67%	1
Total		15

## How satisfied are you with the newsletter format/layout?

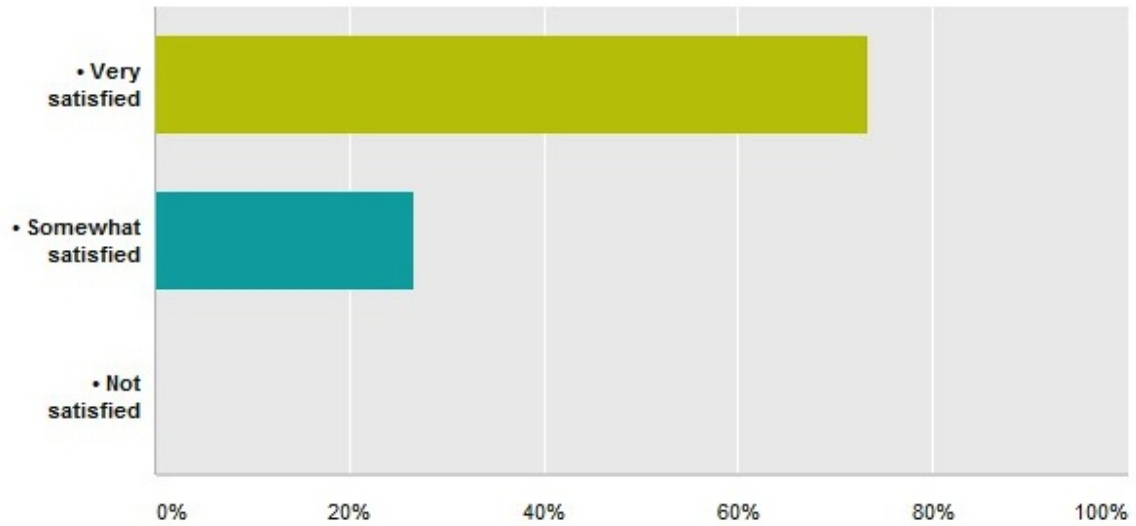
Answered: 14 Skipped: 1



Answer Choices	Responses	
• Very satisfied	71.43%	10
• Somewhat satisfied	21.43%	3
• Not satisfied	7.14%	1
Total		14

## How satisfied are you with the frequency of the newsletter?

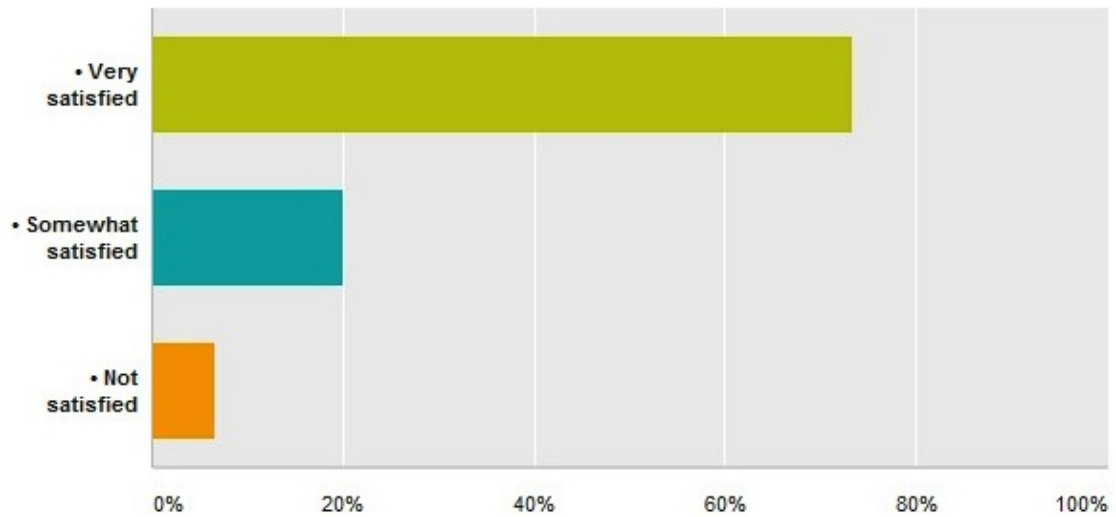
Answered: 15 Skipped: 0



Answer Choices	Responses	
• Very satisfied	73.33%	11
• Somewhat satisfied	26.67%	4
• Not satisfied	0%	0
Total		15

## How satisfied are you with the content of the newsletter?

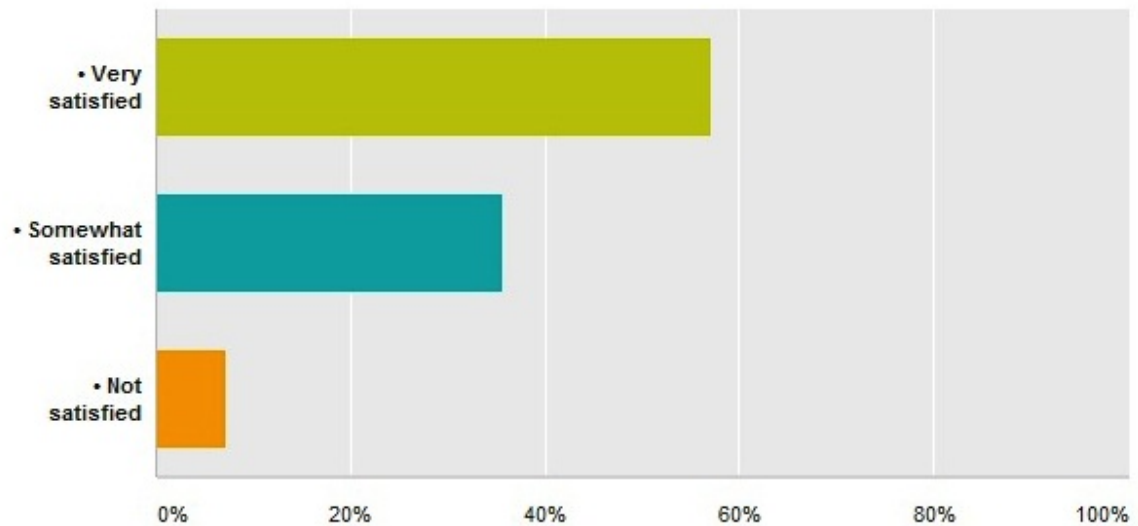
Answered: 15 Skipped: 0



Answer Choices	Responses	
• Very satisfied	73.33%	11
• Somewhat satisfied	20%	3
• Not satisfied	6.67%	1
Total	15	

## How satisfied are you with the languages used in the newsletter?

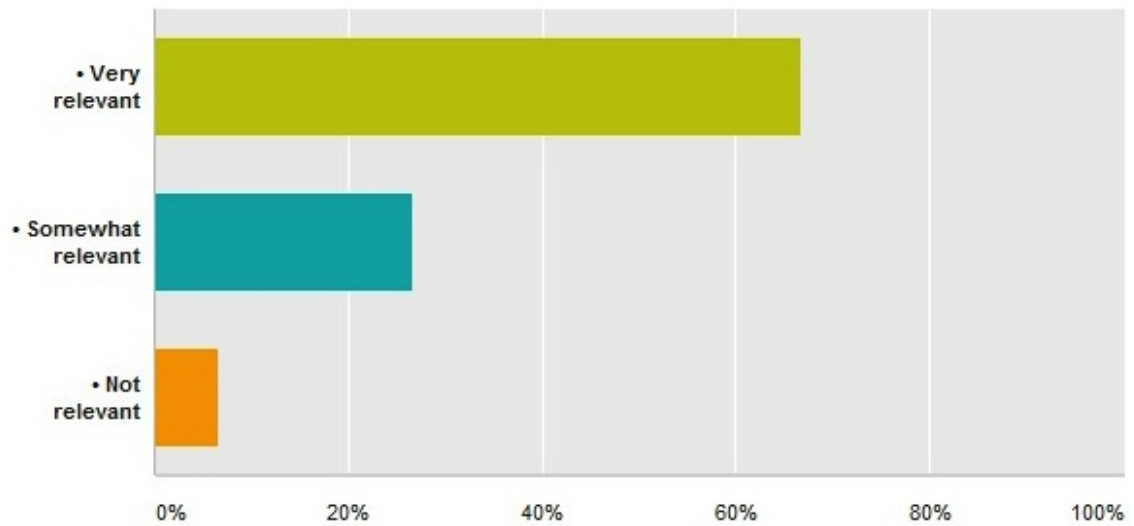
Answered: 14 Skipped: 1



Answer Choices	Responses	
• Very satisfied	57.14%	8
• Somewhat satisfied	35.71%	5
• Not satisfied	7.14%	1
Total	14	

## How relevant is the information presented in the newsletter to your work and/or needs?

Answered: 15 Skipped: 0

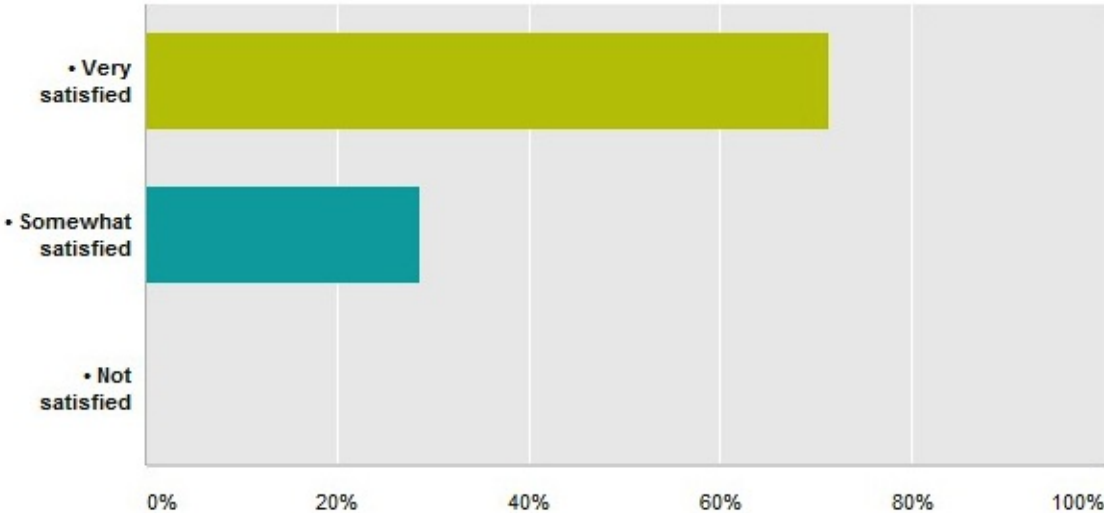


Answer Choices	Responses	
• Very relevant	66.67%	10
• Somewhat relevant	26.67%	4
• Not relevant	6.67%	1
Total		15



How satisfied are you with the ability to submit articles for the newsletter?

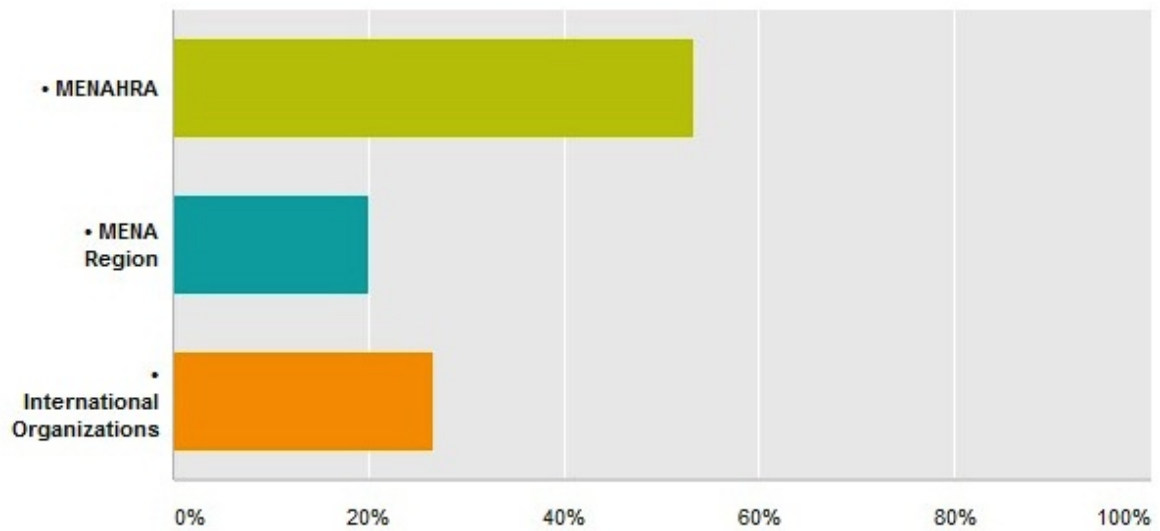
Answered: 14 Skipped: 1



Answer Choices	Responses	
• Very satisfied	71.43%	10
• Somewhat satisfied	28.57%	4
• Not satisfied	0%	0
Total		14

## Would you be interested in reading more articles on:

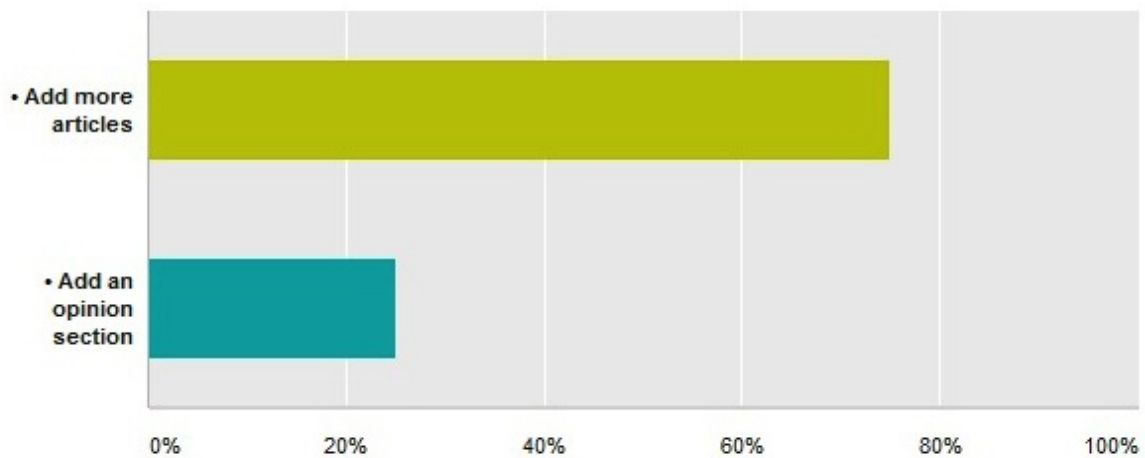
Answered: 15 Skipped: 0



Answer Choices	Responses	
• MENAHRA	53.33%	8
• MENA Region	20%	3
• International Organizations	26.67%	4
Total	15	

## How can MENAHRA improve its newsletter?

Answered: 12 Skipped: 3



Answer Choices	Responses	
• Add more articles	75%	9
• Add an opinion section	25%	3
Total	12	

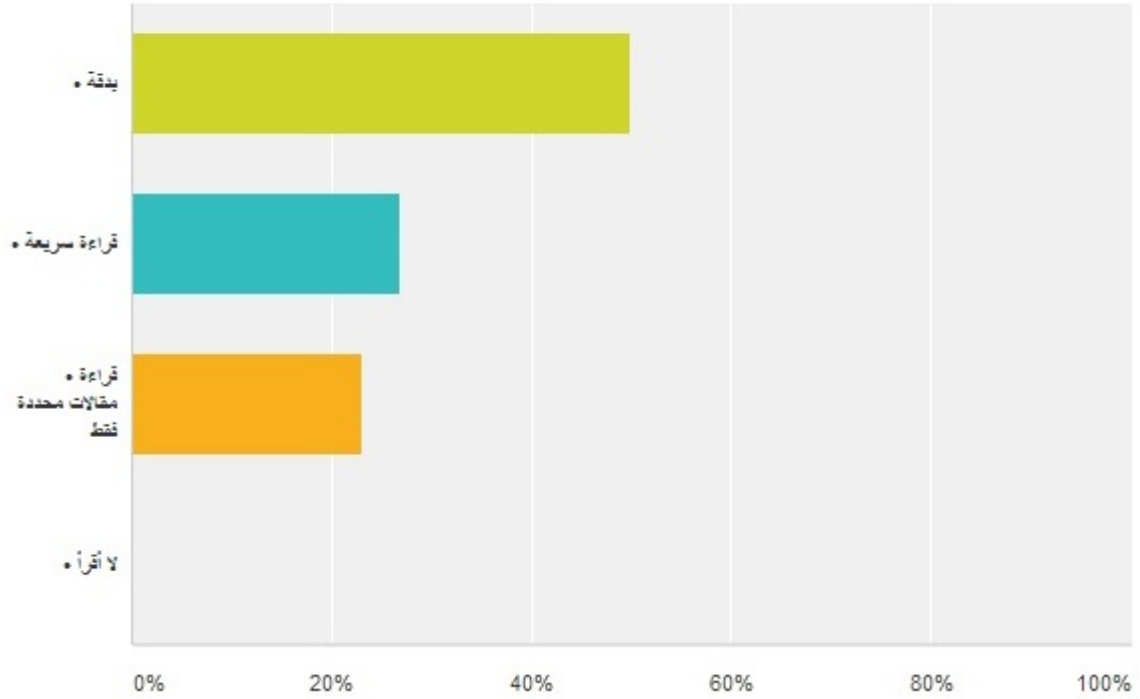
### Comments:

- More articles regarding south asia regions situation
- stories , documentation about arab programmes
- Stop using different languages on the newsletter, it is confusing. Either use only English, or categorise the items per language. Finding a way to directly link each small article in the newsletter to the hyperlink of this specific article (for now, it goes online to the main newsletter, forcing the user to do additional clicks to ready what he wants to access). Good to focus the newsletter on MENAHRA activities and MENA region, with a bit of international work linked to the region. I am happy about being consulted every time about including items into the newsletter.
- Working more on the layout & showing more opportunities for CSOs

Arabic results:

### كيف تقرأ المقالات في النشرة الإخبارية؟

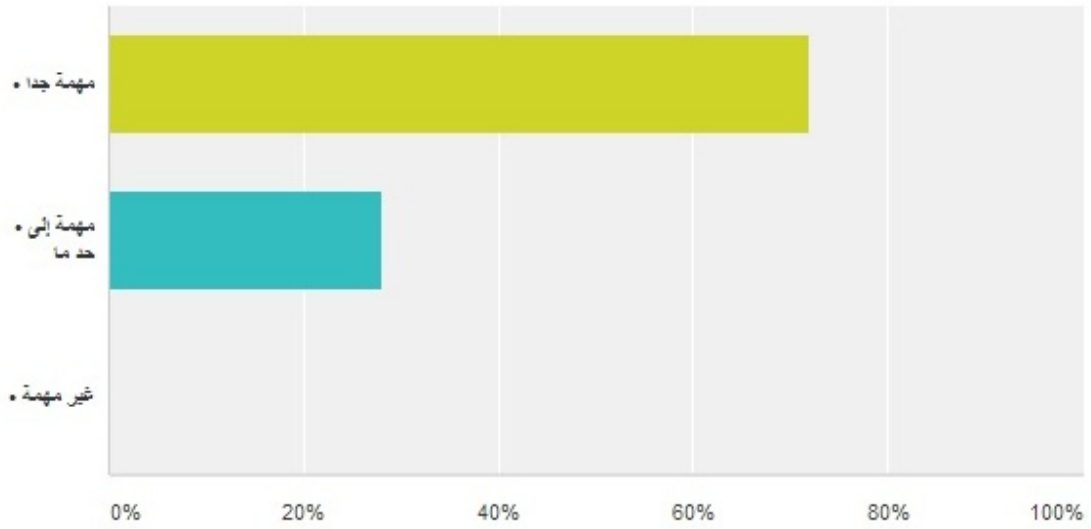
Answered: 26 Skipped: 0



Answer Choices	Responses	
بدقة	50%	13
قراءة سريعة	26.92%	7
قراءة مقالات محددة فقط	23.08%	6
لا أقرأ	0%	0
Total		26

بالنسبة اليك ما مدى أهمية نشرة مینارة الإخبارية التي يتم إرسالها شهريا؟

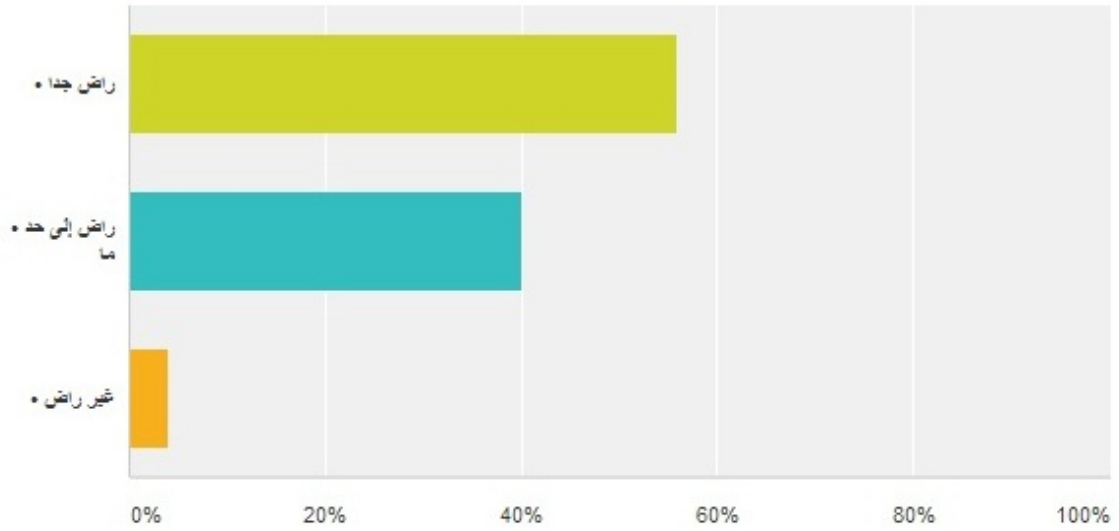
Answered: 25 Skipped: 1



Answer Choices	Responses	
مهمة جدا	72%	18
مهمة إلى حد ما	28.00%	7
غير مهمة	0%	0
Total	25	

## ما مدى رضاك على تصميم النشرة الإخبارية ؟

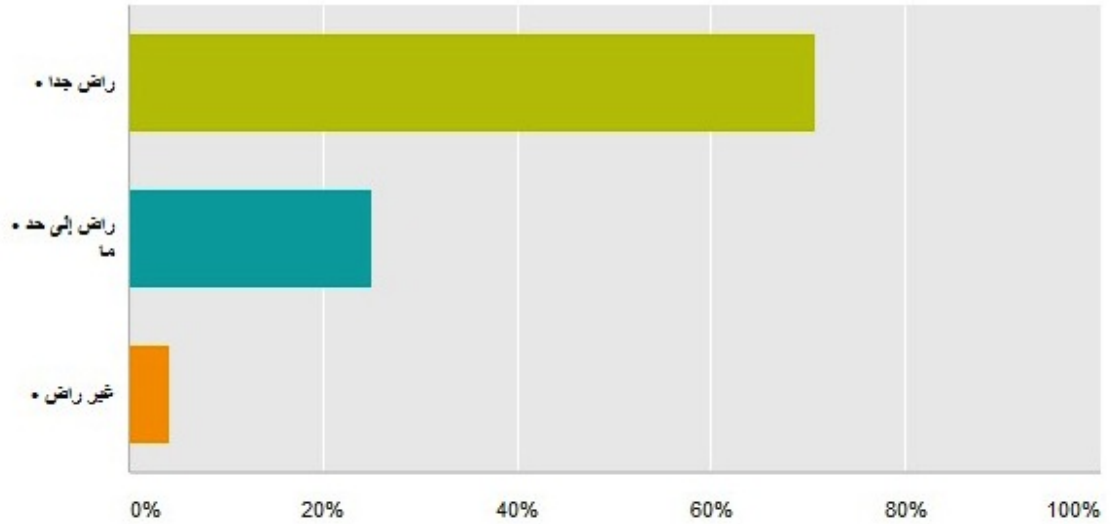
Answered: 25 Skipped: 1



Answer Choices	Responses
راض جداً	56.00% 14
راض إلى حد ما	40% 10
شعير راض	4% 1
Total	25

## ما مدى رضاك على وتيرة ارسال النشرة الإخبارية؟

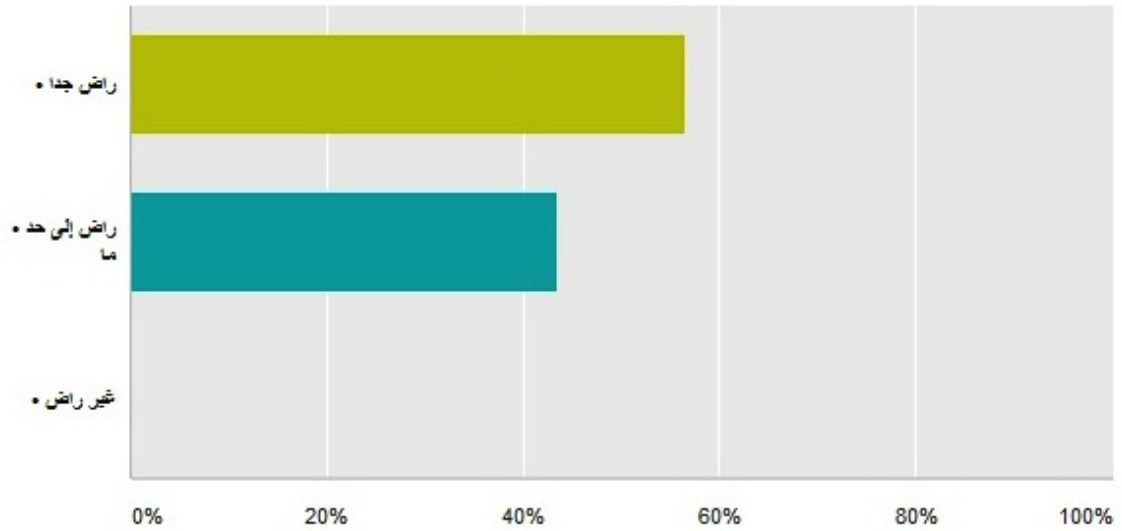
Answered: 24 Skipped: 2



Answer Choices	Responses	
راض جداً	70.83%	17
راض إلى حد ما	25%	6
غير راض	4.17%	1
Total		24

## ما مدى رضاك على مضمون النشرة الإخبارية؟

Answered: 23 Skipped: 3

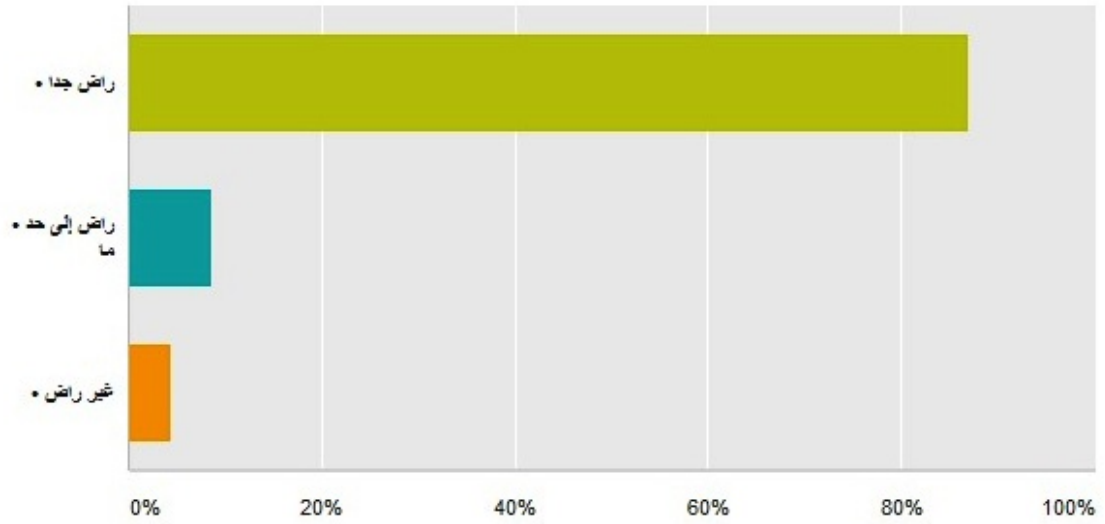


Answer Choices	Responses	
راض جداً	56.52%	13
راض إلى حد ما	43.48%	10
غير راض	0%	0
Total		23



## ما مدى رضاك على اللغات المستخدمة في النشرة الإخبارية؟

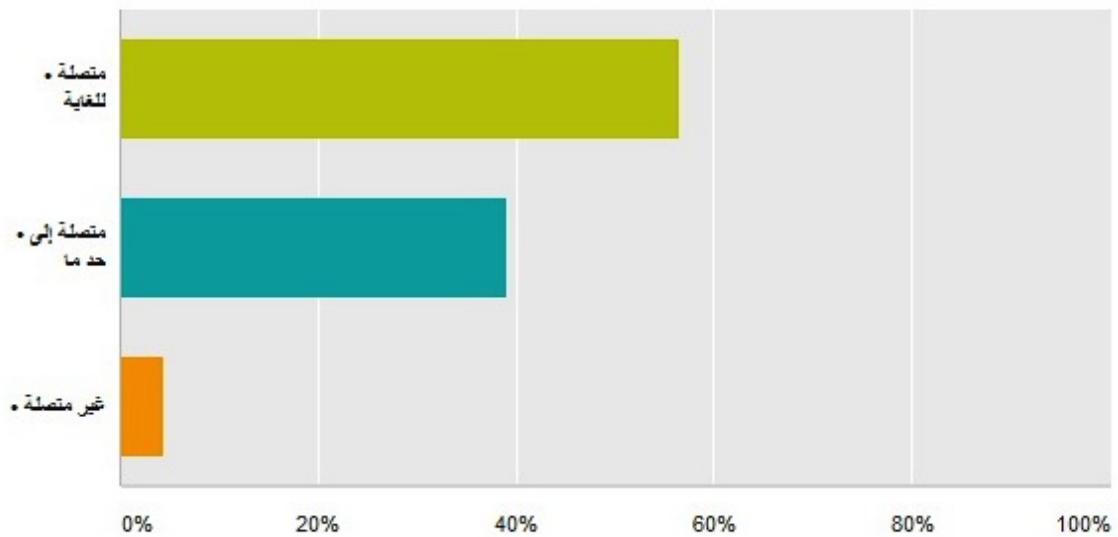
Answered: 23 Skipped: 3



Answer Choices	Responses
راض جداً	86.96% 20
راض إلى حد ما	8.70% 2
غير راض	4.35% 1
Total	23

الى أي مدى المعلومات الواردة في النشرة الإخبارية متصلة مع  
عملك و / أو احتياجاتك؟

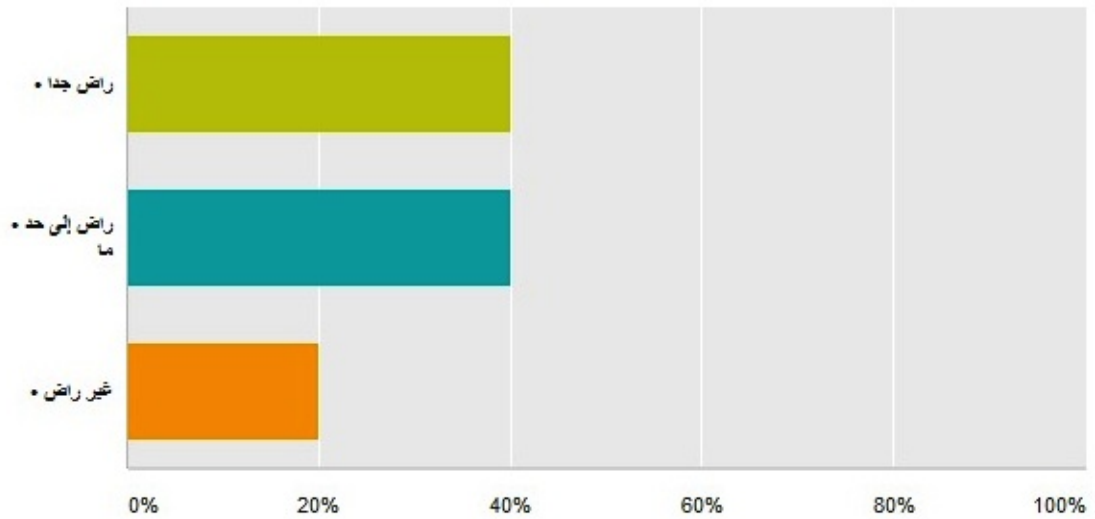
Answered: 23 Skipped: 3



Answer Choices	Responses	
متصلة للغاية	56.52%	13
متصلة إلى حد ما	39.13%	9
غير متصلة	4.35%	1
Total		23

## ما مدى رضاك على قدرتك إرسال مقالات من أجل النشر الإخبارية؟

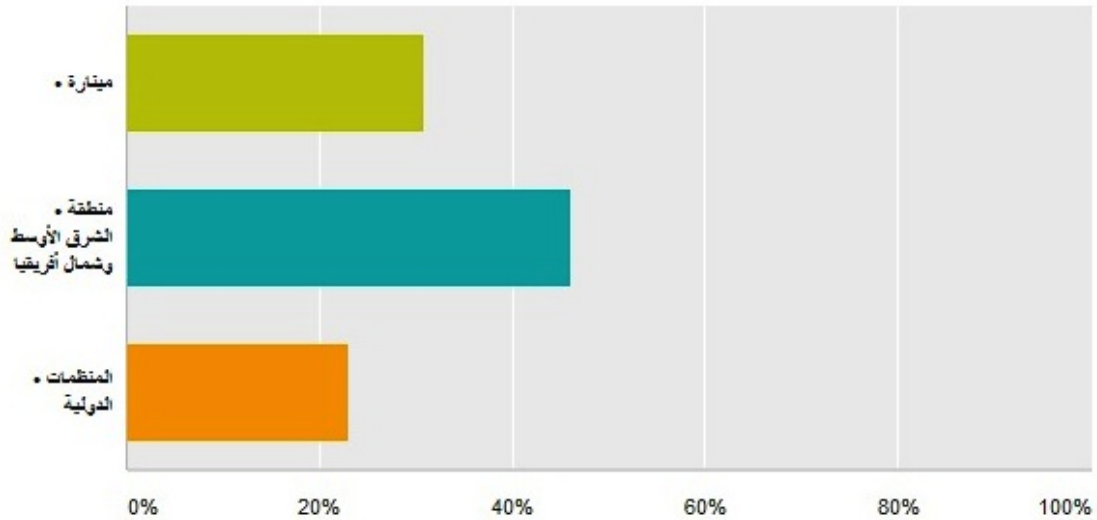
Answered: 25 Skipped: 1



Answer Choices	Responses	
راض جداً	40%	10
راض إلى حد ما	40%	10
غير راض	20%	5
Total		25

## هل أنت مهتم في قراءة المزيد من المقالات حول

Answered: 26 Skipped: 0



## الاقتراحات:

- ⇐ ان تكون ترجمة للمقالات المنشورة باللغات الاخرى
- ⇐ besides regional news, each month focus on one topic or one country
- ⇐ أود الاهتمام أيضا بصوت المدمنين السابقين ومشاركتهم
- ⇐ ان يكون لها مراسلين في مكان
- ⇐ اقرب للواقع واحصائيات من الارض الواقعية ونقل للواقع = تعليم وحلول اكثر
- ⇐ الحاجة الى وجود مقالات حول تجارب الشرق الأوسط ونجاحها في تطبيق برامج الحد من مخاطر المخدرات وآلية تطورات جديدة
- ⇐ الابحاث والدراسات