

KAP Findings Report

Environmental Knowledge, Attitude and Practices Survey in Laamu Atoll
2022



Prepared by *Enhancing National Development through Environmentally Resilient Islands* (ENDhERI)
Project for the Ministry of Environment, Climate Change and Technology

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List of Abbreviations

ENDhERI	Enhancing National Development through Environmentally Resilient Islands
GEF	Global Environment Facility
KAP	Knowledge, Attitude and Practices
MECCT	Ministry of Environment, Climate Change and Technology
NC	Natural Capital
UNEP	United Nations Environment Programme

Executive Summary

This report provides a summary of the main data points from the Knowledge, Attitude and Practices Survey on Environment carried out in Laamu atoll in the first half of December 2021. These results are intended to quantitatively inform the development of ENDhERI project's Communication Plan.

The survey targeted residents of all islands of Laamu atoll, who are the main beneficiaries of the ENDhERI project. The survey focused on the following areas:

- Sources of information and information consumption patterns
- General environmental knowledge and involvement
- Knowledge of specific environmental topics
- Attitude towards prevailing environmental concerns
- Perception of personal responsibility
- Involvement in practices that can harm or benefit the environment
- Correlations between the above aspects and demographic variables such as gender, age, education and occupation.

The data collection was conducted using a questionnaire that was administered via face-to-face interviews. Only adults were interviewed in this survey. Samples proportional to the respective population of each island were targeted from each island. Maamendhoo was not included in this survey as the island was put under monitoring due to Covid-19 outbreaks and transport to and from the island was prohibited.

Information Sources

- Television was selected by the highest number of respondents (68%) as their preferred source of information, followed by Facebook (57%).
- Very few people (24.4%) reported receiving a considerable amount of environmental information through the work of MECCT.
- 62% of people thought that it was of utmost importance to be informed about the environment of the island and atoll.
- 40% reported to not seeking out environmental information at all.

Environmental Knowledge

- Respondents reported to be most knowledgeable about Climate Change (37%) and least informed about Ecological Footprint (11.33%).
- A majority expressed the need for more awareness programs to be held in the islands.

- Knowledge of laws and regulations, environmental projects and environmental organizations is very low, with over 80% reporting no knowledge of projects or organizations and over 70% reporting no knowledge of environmental regulations.

Perceptions regarding the environment

- Most economically valuable resource was identified as beaches by 72.5% of respondents.
- Beaches were also highlighted for priority in protection efforts by over 73% of respondents.
- Proper waste management and soil erosion were the biggest environmental concerns noted by respondents.
- Less than 30% of respondents agreed that environmental projects were providing acceptable benefits and that the Maldivian environment was being adequately protected.
- The main reason assumed by respondents for environmentally damaging behavior from the community was lack of awareness (66%).
- Majority (93.1%) believed the environmental conservation was a civic responsibility.
- There is a low uptake of environmentally benefiting activities not linked to financial incentives.

Introduction

The Government of the Republic of Maldives through the Ministry of Environment, Climate Change and Technology is implementing Enhancing National Development through Environmentally Resilient Islands (ENDhERI) project financed by Global Environment Facility (GEF) and assisted by United Nations Environment Program (UNEP) with the objective of enhancing reef protection, resilience and ecosystem recovery by reducing development impacts in a selected project site of the Maldives, enabled for replication nationally through public awareness and integrating the values of marine biodiversity and other natural capital.

This project aims to assist the government of the Maldives in its implementation of new environmental policies and transition towards national adoption of Green Growth atoll development that will sustain marine Natural Capital (NC) and strengthen the resilience and recovery of reef ecosystems. This will be informed by learning from atoll-wide integrated coastal zone management within a Managed Marine Area / Biosphere Reserve framework, and the application of innovative sustainability practices and standards in agriculture, fisheries, tourism and construction sectors as the basis for transforming the human ecological footprint in Laamu Atoll, and taking this up to national level through sector transformation, spatial planning and improved governance based on NC accounting. The intermediate objective of this transformation is to minimize the flows of pollutants from land-based activities into the adjacent marine environment, and reduce marine-based drivers of reef degradation including baitfish and reef fisheries. Overall, the project seeks to enhance reef ecosystem integrity and resilience through sustainable management, reducing development impacts and integrating NC accounting into national planning.

Objectives

Component 2 of this project is focused on increasing the community's understanding of the values and dependencies on marine Nature capital and biodiversity and ecosystem services that supports improved livelihoods and sustainable development among key national stakeholders. All other components of this project also involve awareness raising, and communication towards increased understanding of NC concepts and resulting changes to environmentally detrimental behaviour.

Hence it is vital to establish a baseline of the current understanding of environmental knowledge and resource usage and conservation practices in the targeted island communities so that appropriate strategies can be formulated towards the project goals. A Knowledge, Attitudes and Practices survey is an ideal form to collect data to establish such a baseline. An end-line administration of the KAP survey would also allow the levels of knowledge uptake and behavioural changes in the target communities to be measured across the duration of the project period.

Methodology

Sample size

The sample size for this survey was set at a target of 10% of the registered population of Laamu, excluding industrial zones and resort islands. Population figures were obtained from data published by Maldives Bureau of Statistics. Due to the survey being limited to adults of age 18 and above, the full 10% number was not reached in all the islands.

Island	Population	Sample size	Adjusted SS	Completed	Completed %
Isdhoo	1098	110	104	74	71
Kalaidhoo	657	66	81	62	77
Dhanbidhoo	725	73	80	80	100
Maabaidhoo	757	76	81	63	78
Mundoo	273	27	29	27	93
Hithadhoo	1092	109	115	99	86
Maamendhoo	1070	107	111		0
Kunahandhoo	723	72	67	73	109
Maavah	1841	184	184	180	98
Gan	3748	375	317	235	74
Fonadhoo	2911	291	232	219	94
Total	14895	1490	1401	1112	79

Questionnaire

Survey was conducted via a structured questionnaire of 80 questions in Dhivehi. Majority of the questions were closed ended, with only three (less than 5%) open ended questions. The questionnaire was developed in consultation with Maldives Bureau of Statistics, and included more than 80% of the questions from draft questionnaire for the upcoming national environmental awareness survey that is being planned by MECCT.

Average time to complete the questionnaire was 20 minutes, which was deemed the upper limit of time for a directly administered survey. The questionnaire was pre-tested among the staff MECCT as well as members of the general public in Male' and Laamu Fonadhoo. Prior to the field work training and orientation regarding the questionnaire, the survey platform and mobile application were provided to the enumerators.

Survey administration

The survey was conducted by enumerators via face-to-face interviews using a stratified convenience sampling frame. A total of 8 enumerators were involved in data collection, including staff from ENDhERI project, MECCT's Environment Management and Conservation Department and enumerators hired from Laamu atoll.



At the start of each day, using most recent data provided by the island councils, households were divided into roughly equal zones among the enumerators. Enumerators then went from household to household, and data was collected until the targeted sample size for the island was reached or available households were exhausted. Male to female ratio of interviewed respondents were regularly monitored and informed to the enumerators so that gender parity in respondents could be maintained as closely as possible. The survey was not conducted in Maamendhoo as an outbreak of the covid-19 in the island during the survey period meant that travel to the island was not possible. The bulk of the fieldwork took place over 10 days, with enumerators splitting into two teams to efficiently cover islands with smaller populations. Additional survey fieldwork in Gan and Fonadhoo was conducted by the Laamu PIU up to late December due to difficulties in achieving a suitable sample size during the initial survey period.

Day	Date	Island
1	1 December 2021	Fonadhoo – Training
2	2 December 2021	Hithadhoo
3	3 December 2021	Hithadhoo & Kunahandhoo
4	4 December 2021	Maavah
5	5 December 2021	Maavah and Fonadhoo
6	6 December 2021	Team A – Fonadhoo, Team B - Isdhoo
7	7 December 2021	Team A – Fonadhoo, Team B - Kalaidhoo
8	8 December 2021	Team A – Gan, Team B – Dhanbidhoo,
9	9 December 2021	Team A – Gan, Team B – Mundoo
10	10 December 2021	Team A – Gan, Team B - Maabaidhoo
11	11 December 2021	Team A & B - Gan

Majority of data was collected using a mobile app or browser based webform that saved information directly to the survey database hosted on the KoboToolbox platform. For speed and convenience among other reasons (as some enumerators and respondents found it easier to read from a written document where they can quickly read back and forth, and where more than one person wanted to provide information within a limited time) paper questionnaires were also used. These were later entered in to the database manually.

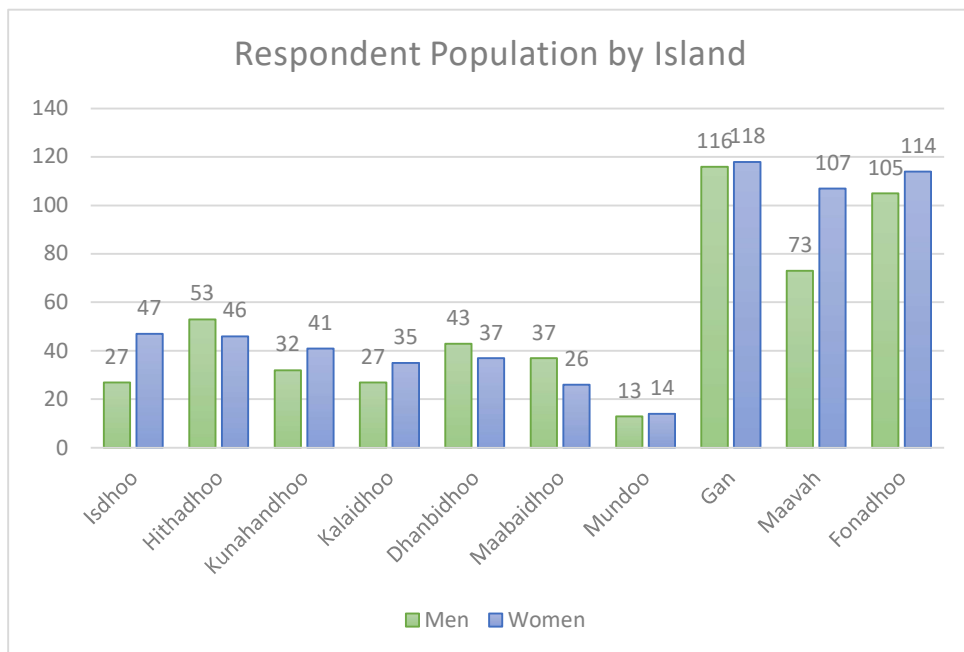
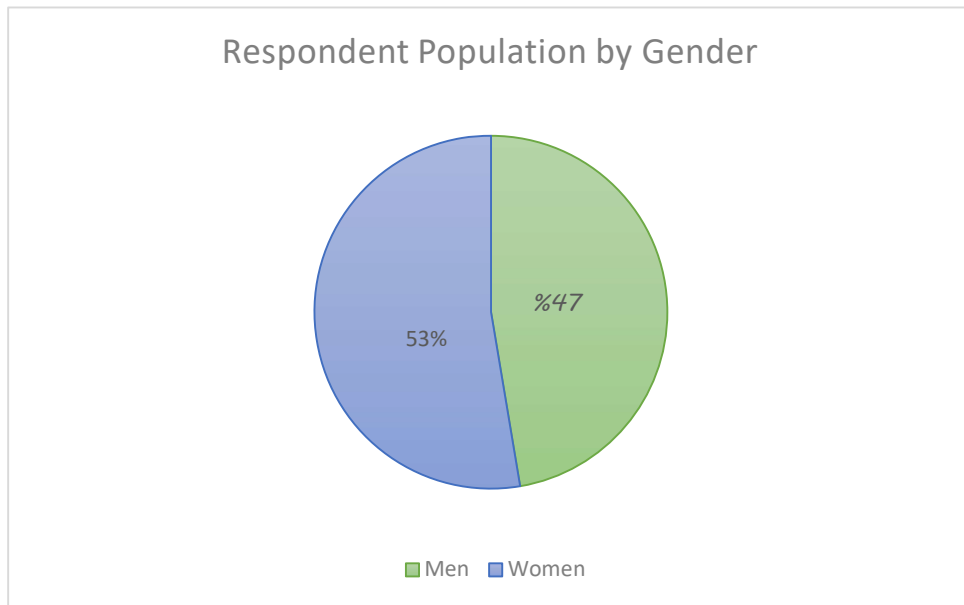
Data analysis

Data obtained from the survey was exported from KoboToolBox as comma separated values and imported into Microsoft Excel for cleanup. Cleaned data was then imported to into IBM SPSS for coding and analysis. The data was primarily analyzed through frequency tables, cross tabulations and mean comparison. Key demographic variables considered include gender, age, educational level and occupational sector. The cleaned and coded data along with preliminary visualizations were also shared with MBS for technical assistance and verification of analysis.

Key Findings

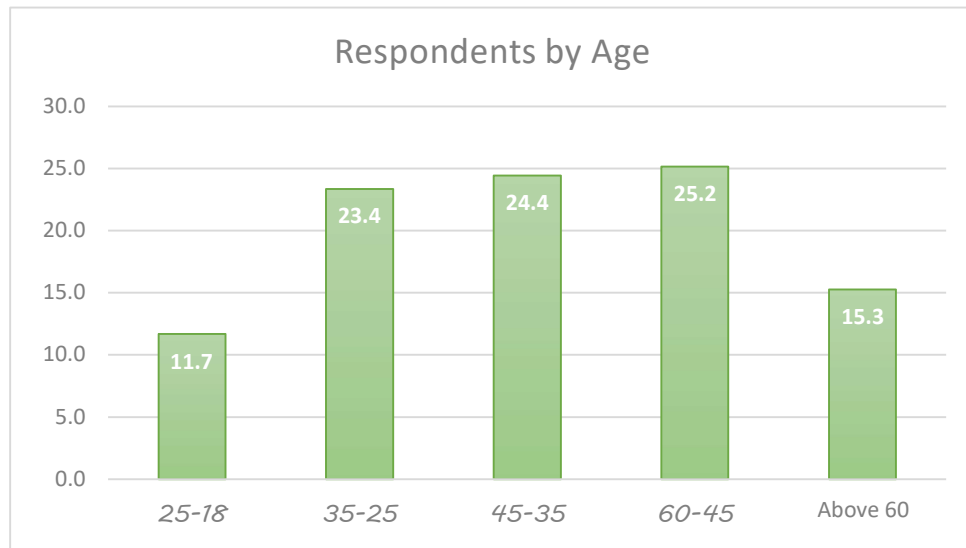
Demographics

With the exception of three islands, male respondents' number lower than female, usually within a few percentage points. However, these inequalities added up to a cumulative difference of 6% between male and female respondents at the completion of the survey.



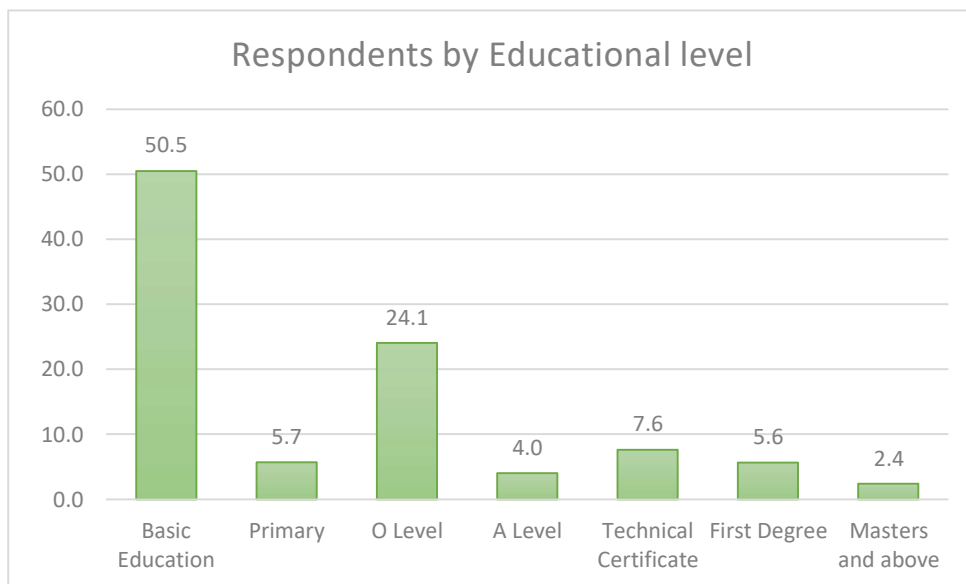
Age

Age was collected in pre-fixed brackets, to alleviate possible privacy concerns, so the data is missing continuous and individual age information. From the brackets made available, the largest number of respondents fell in to the 45-60 years age group, with 25.2%. 18-25% age category had the fewest respondents at 11.7%.



Education

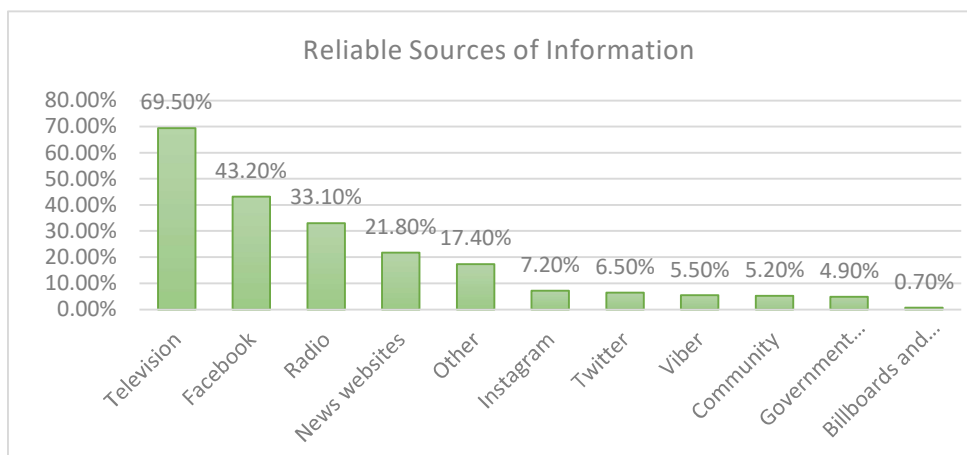
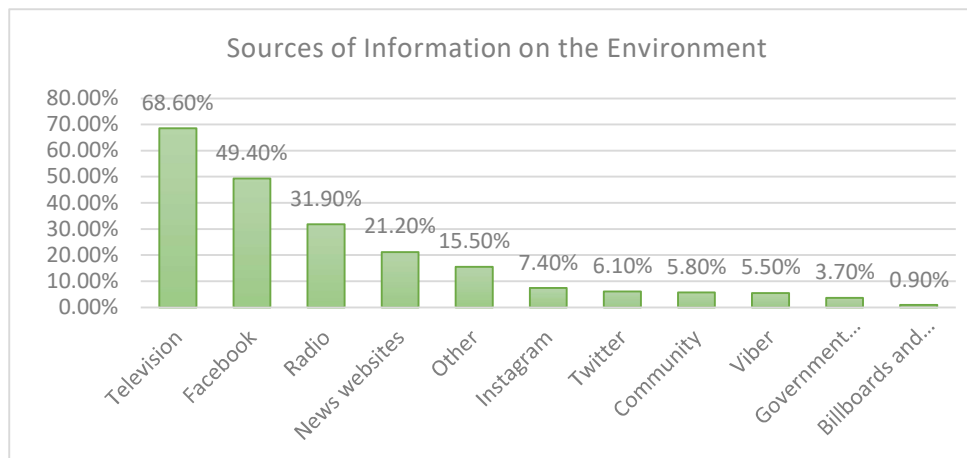
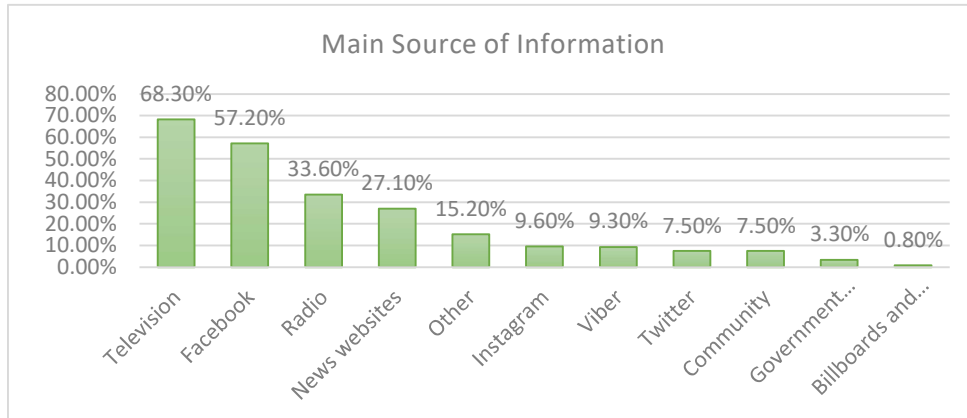
Over half of the respondents reported to having a basic level of education. Over 40 percent had completed at least up to O levels, with 5.6% having completed a bachelor's degree and 2.4% reported completion of postgraduate education.



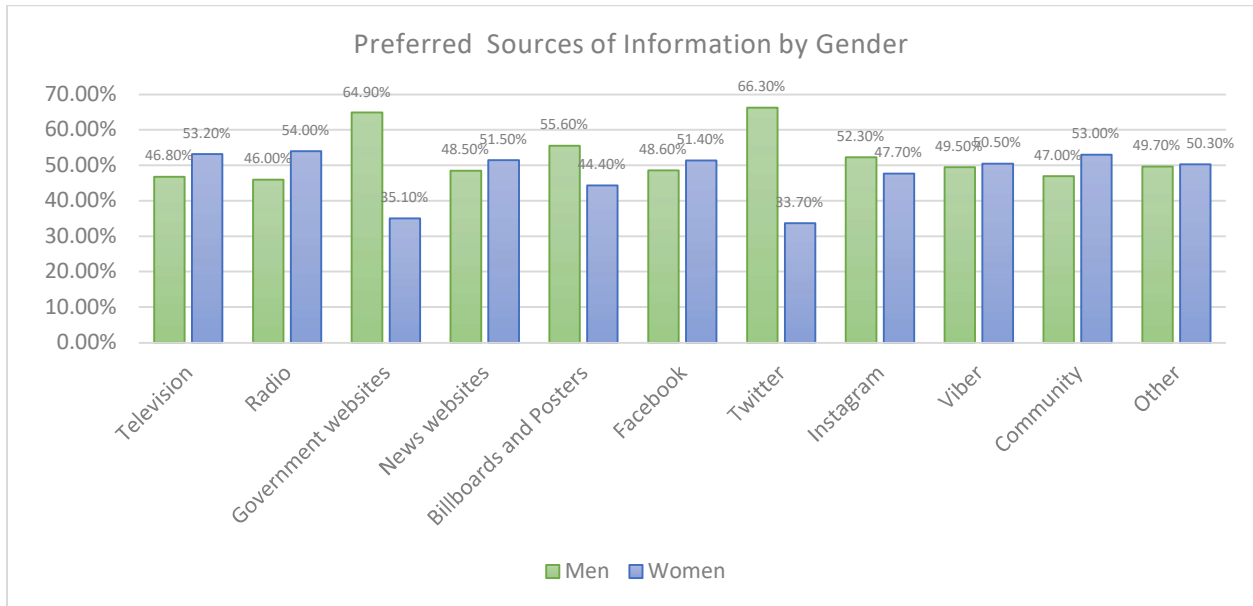
Source of information

The question aims to determine the sources of information the residents of Laamu use most frequently, which are considered the most reliable, and provides them with environmental news.

The main source of information reported by the respondents is Television (N=760, 68%), followed by Facebook (N=636, 57%) and radio (N=374, 33%). These three sources and their rankings are consistent for the follow up questions on what information sources are considered the most reliable and what information sources provide the most information about the environment. A notable finding is that television's lead over other sources is notably higher when the respondents were asked about reliability.

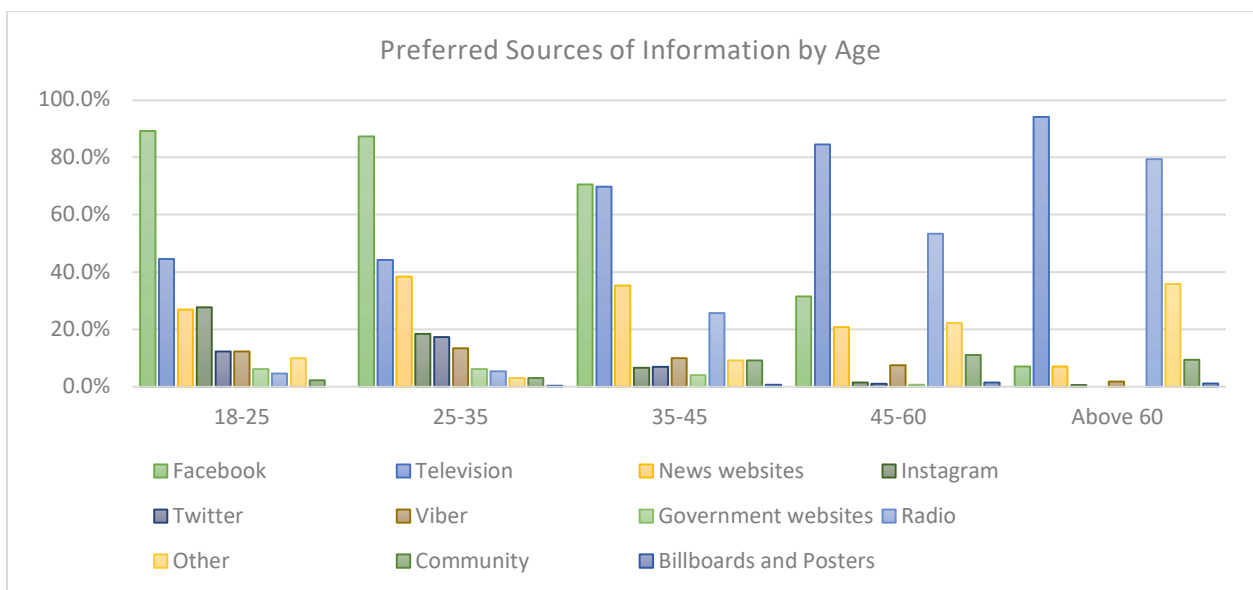


Usage of information sources are very similar across genders for the majority of information sources, with the only significant variance observed for twitter and government websites. Men reported the use of these two sources twice as much as women.



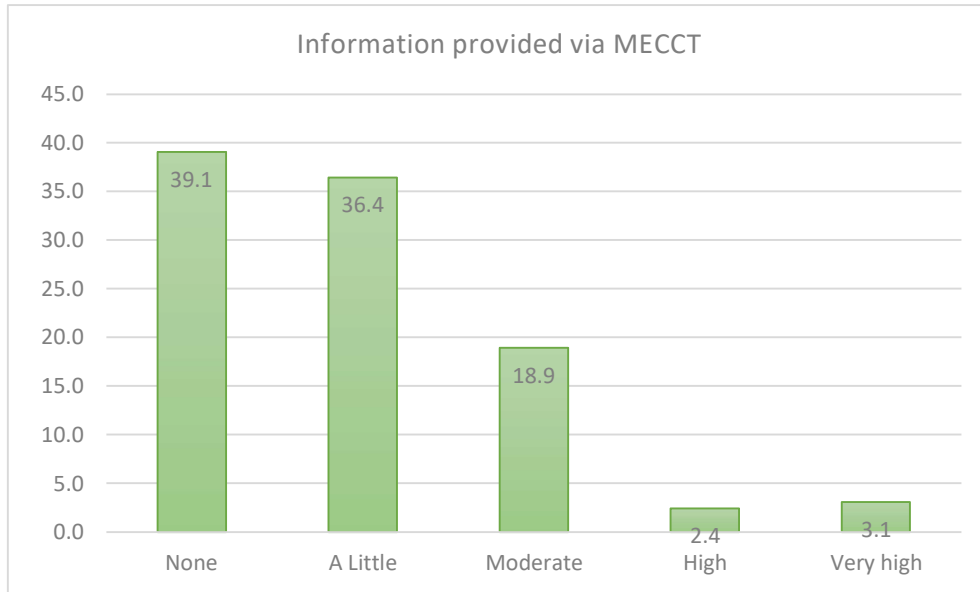
Categorizing by age, for respondents belonging to the two lowest age categories spanning from 18 to 35 years, Facebook was by far the most reported information source at slightly below 90%. This age group also reports the highest Instagram usage (at 27.7%).

Television makes gains as a favored news source going up the age bracket, with almost evenly divided usage against Facebook for respondents aged between 35-45. For age brackets 45-60 and 60 and above, television is the dominant source of information, with radio claiming the second spot.

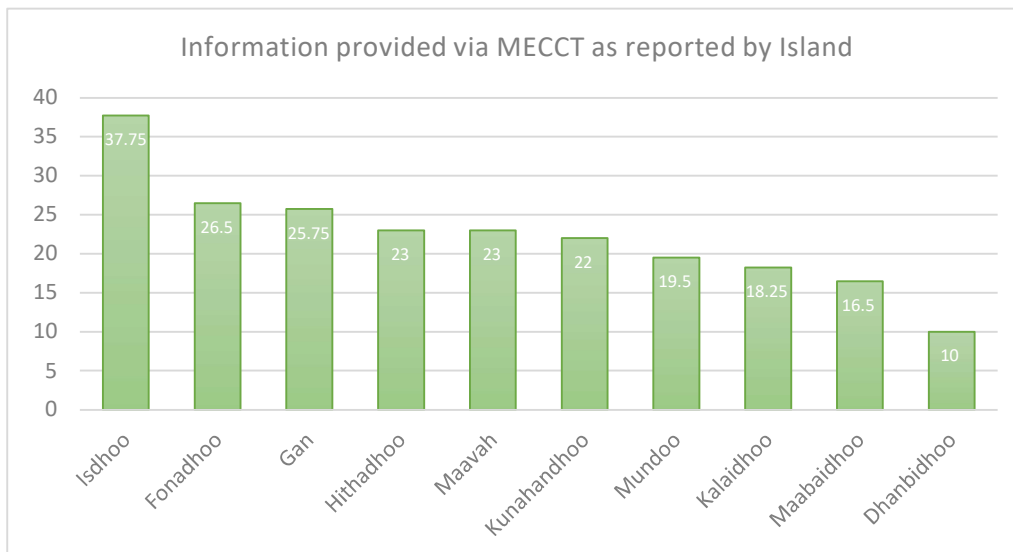


Environmental information

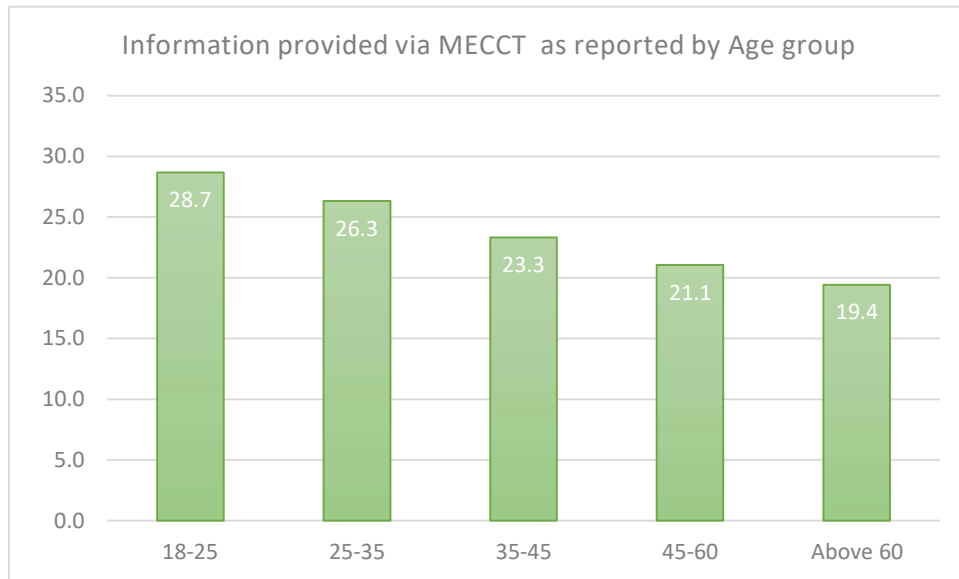
About 40 percent of the respondents reported receiving no information on the environment through activities conducted by the Ministry of Environment, Climate Change and Technology, while a slightly fewer number of respondents reported receiving a little information through MECCT. Only 3 percent of respondents reported to be very highly informed of the environment by the ministry.



For readability and easy comparison of this variable, an index was generated from the mean of the answer values. The mean value for all respondents is 0.94, resulting in an index of 23.5. The index is rated at a maximum of 100, in that had all the respondents had reported that they were very well informed about the environment through the activities of MECCT it would generate a value of 100. MECCT fared better as an information source in the more populated islands, with Isdhoo, Fonadhoo and Gan indexed above 25, slightly higher than the atoll average. Dhanbidhoo reported the lowest index at 10.

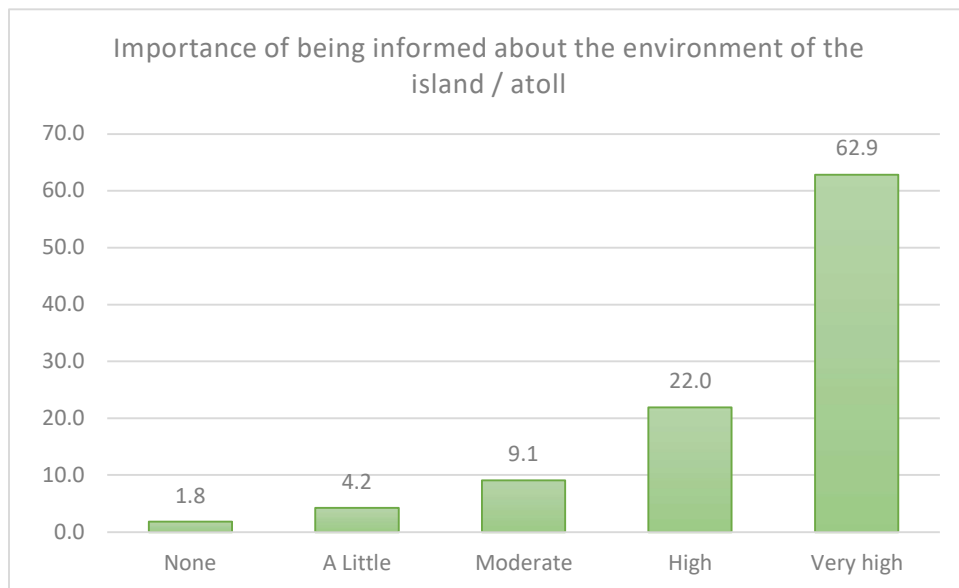


Across the age brackets, there is a slight decline going up the age (the difference is less than 10%).

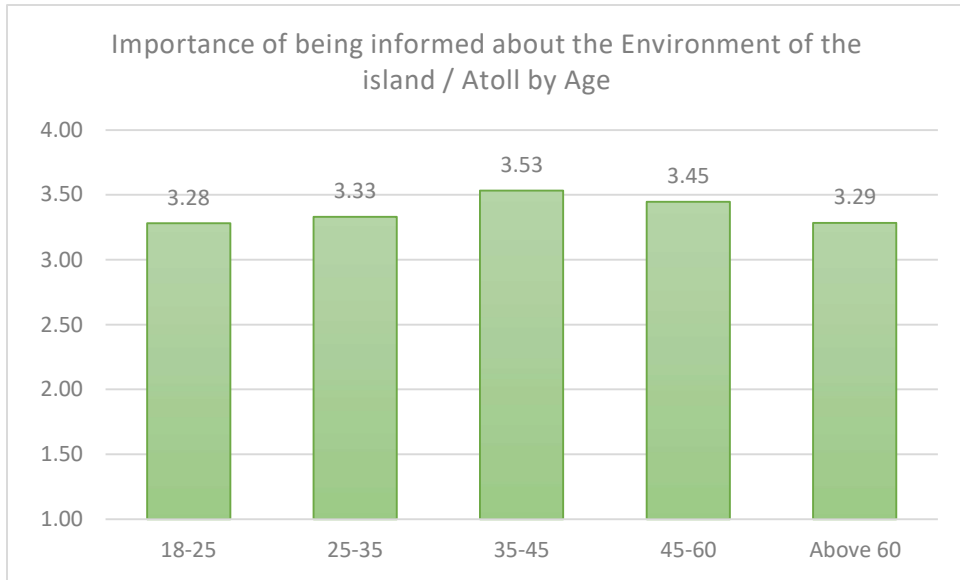


Importance of knowing about the environment

62.9% of respondents felt it was very important to be informed about the environment, while 22% listed it as important. Combining these groups, only about 15% of respondents had given a medium or below ranking to the importance of being informed about the environment.

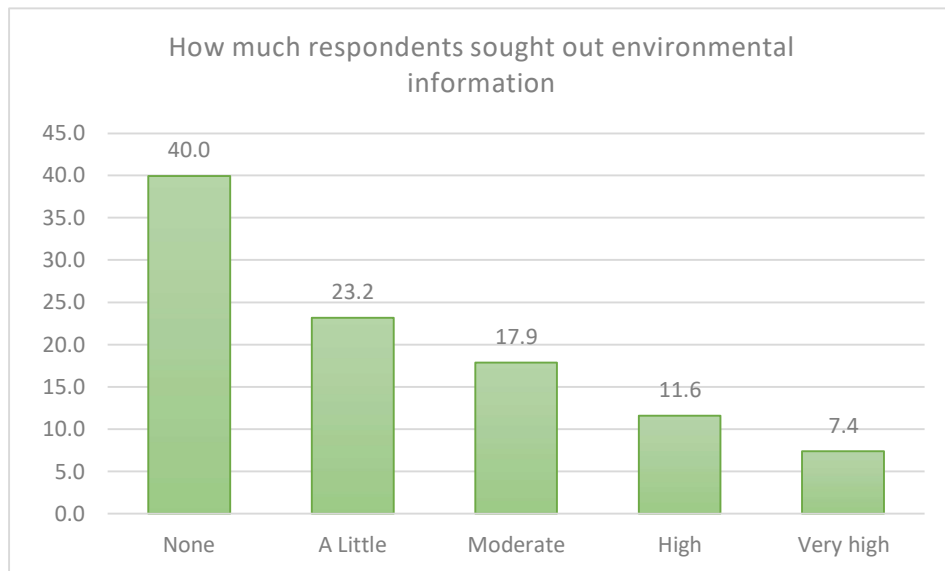


Deriving an index for this value as was done previously, we arrive at a score of 85/100 across all respondents. There was no significant variance to this score comparing across gender and age categories.



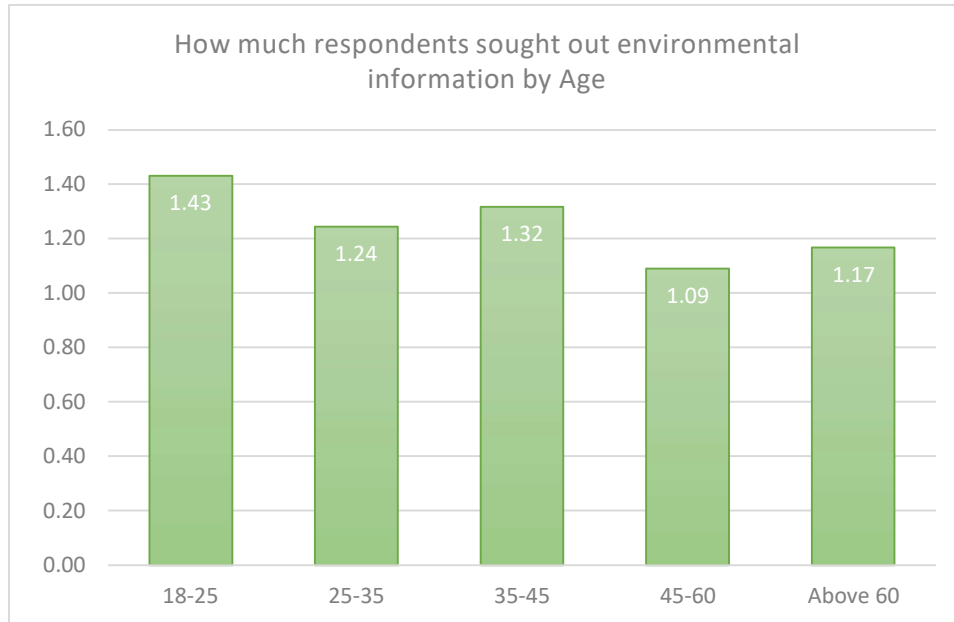
Seeking information about the environment.

Despite recognizing the importance of being informed about the environment, over 40 percent of respondents indicated that they put no effort in to actively informing themselves about the environment. Only 19% of the respondents answered this question as above moderate.



The cumulative score for this question 30.75%. Women scored slightly less on this compared to men.

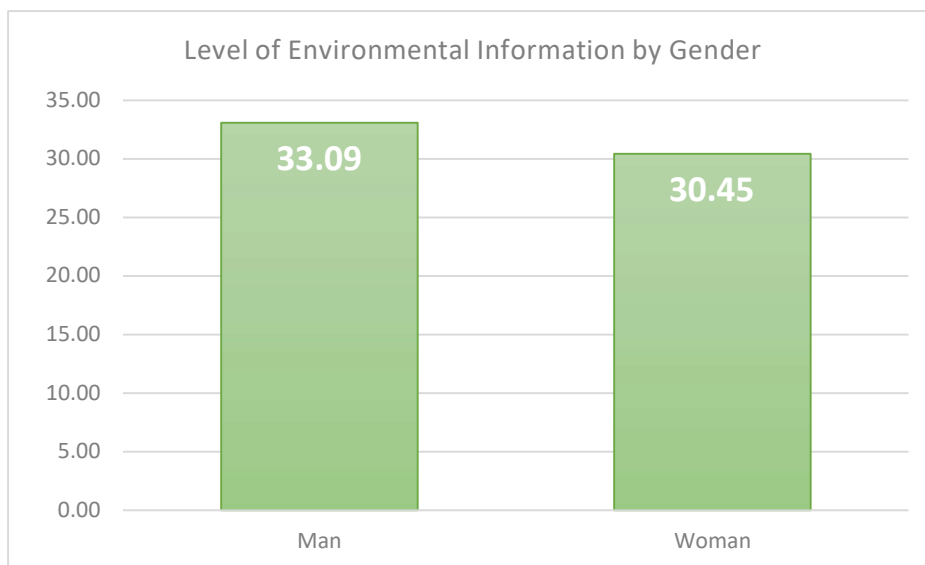
Across age categories, 18-25 rated the highest with 35%, and 45-60 age group rated the lowest at 27.26% although there is no directional trend observed with age.



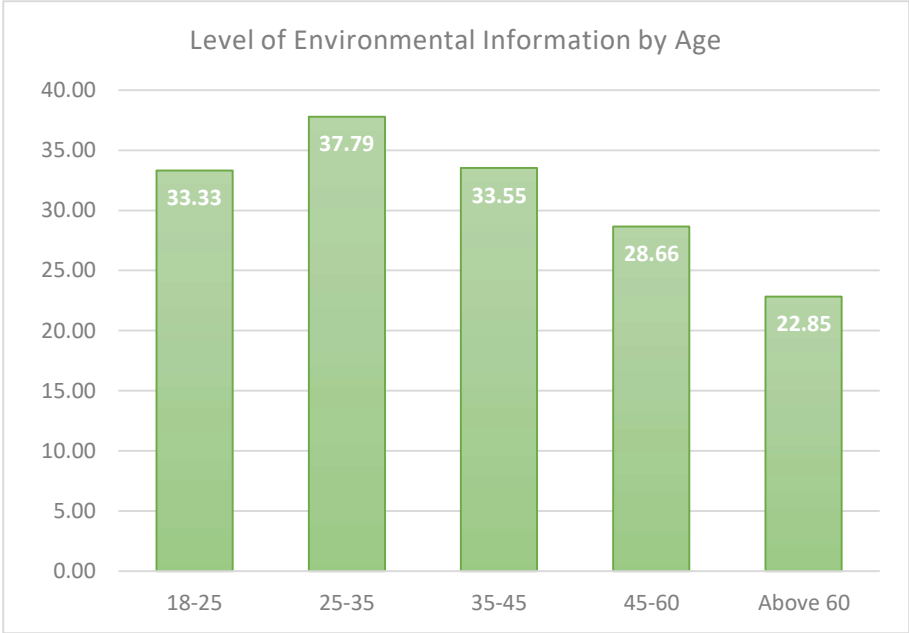
Level of Environmental Information

Respondents were asked to rate their level of information about the environment and the responses were numerically coded and calculated to generate a mean. (None =0 - Very High = 4)

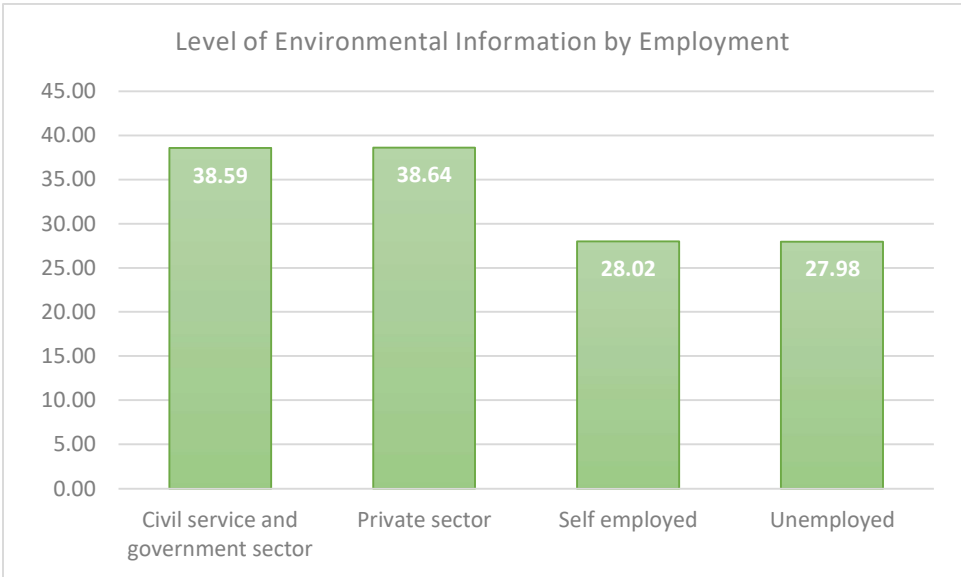
Level of environmental information reported by respondents resulted in an index of 31.75%. Women reported a value slightly lower compared to men (33.09 against 30.45).



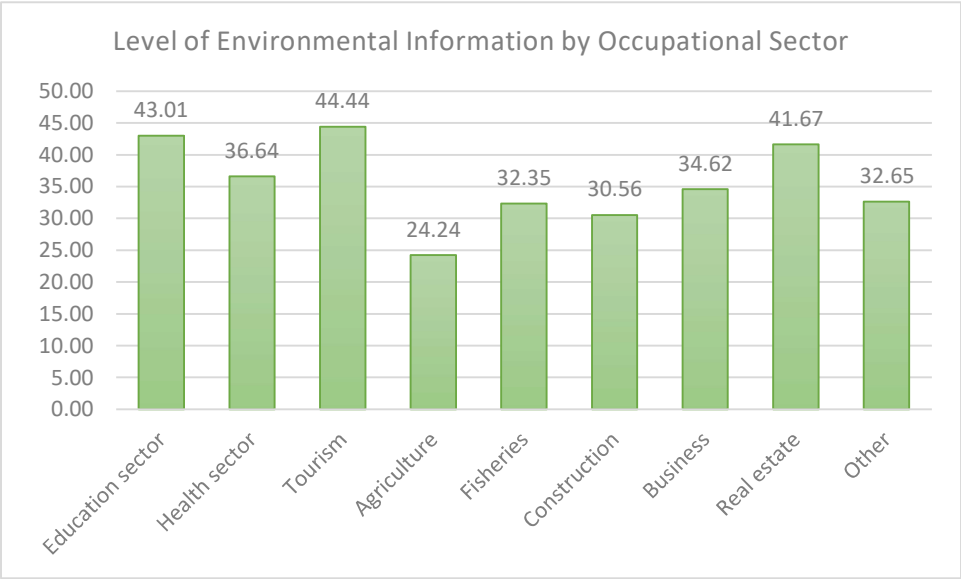
Comparing across age brackets, 25–35 year age group rated highest in this category (37.79%), and ratings decrease on both sides, with respondents above 60 years rating 22.85% on this question.



Respondents who are employed, either in the civil service and the private sector, rated markedly higher in this question (38.59%, 38.64% respectively) compared to the self-employed and unemployed respondents (28%).



Looking across employment sectors, respondents from the education sector answered the highest on this question, with 43%.



Note: Tourism and real estate, while rating even higher and slight below the education sector respectively, are disregarded due to low number of respondents (Tourism N=9, Real Estate N = 3).

How to best inform the public on environmental issues?

Respondents were posed an open-ended question to find out what they thought was the best way to communicate environmental information to the public. Majority of people suggested an increase of awareness programs, more information through social media and television. Face to face meeting was emphasized by a lot of people.

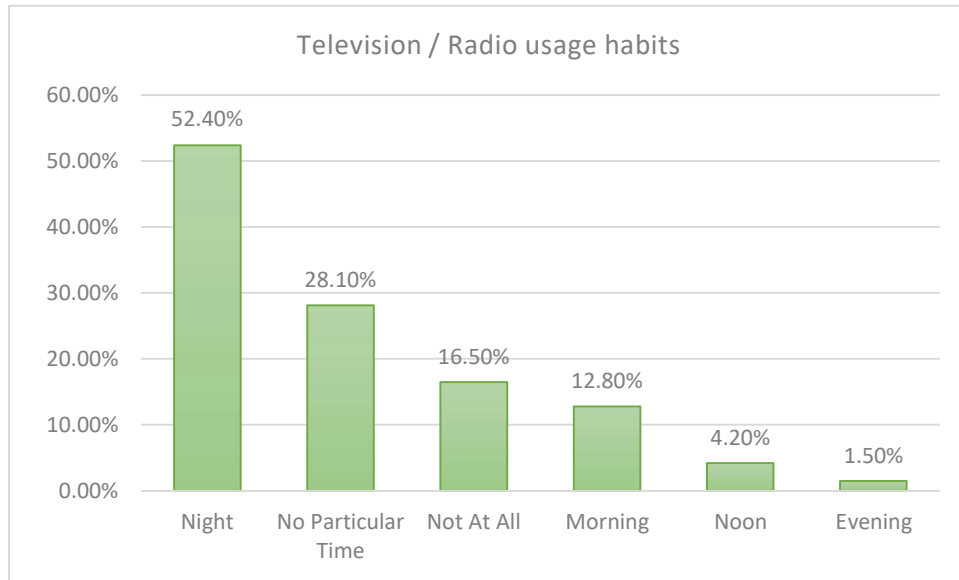
172	Awareness programs
147	Social Media
124	TV
78	Bahdhalu
57	Heyluntheri
40	Mauloomaathu
36	Facebook
33	Radio
15	Information
14	Workshop
8	Meet
6	Viber



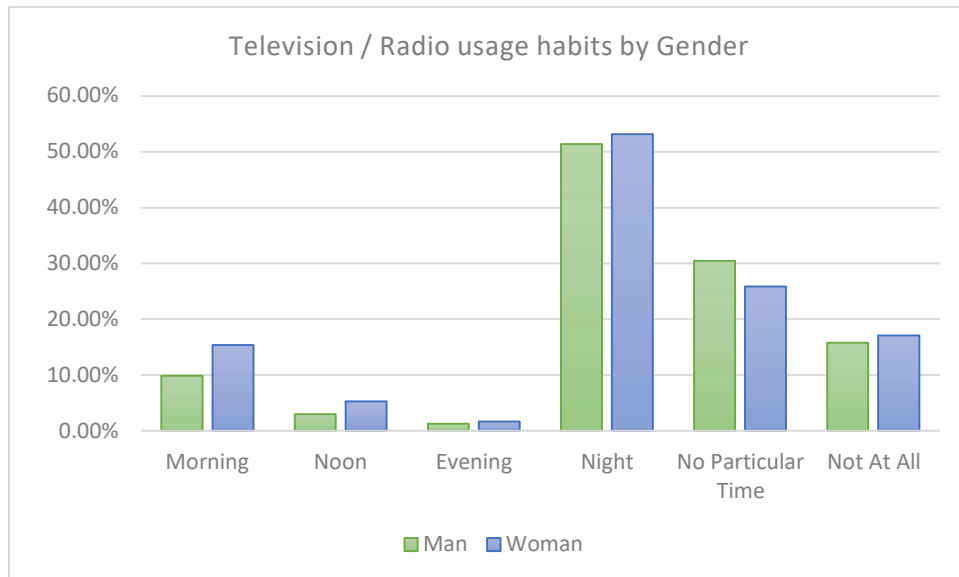
Television and Social Media usage habits

Television

People most frequently watch television and listen to the radio during the nighttime, with over half of the respondents picking this time as one of the answers. More than a quarter of the respondents (28%), answered that they have no specified time, indicating that they watched sporadically throughout the day. Noon and evening were the time periods reported the fewest by respondents to this question.

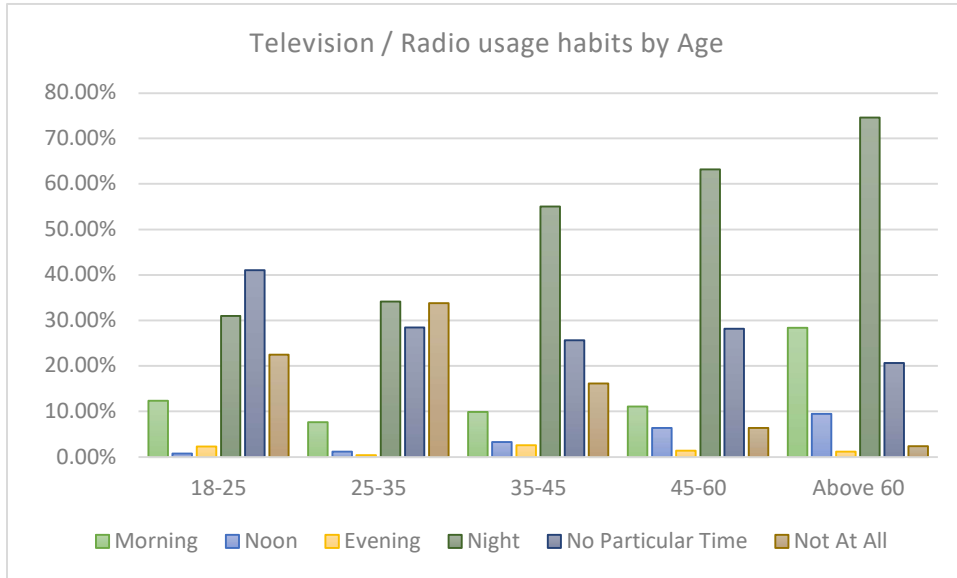


There is no significant difference across television and radio consumption times between genders.

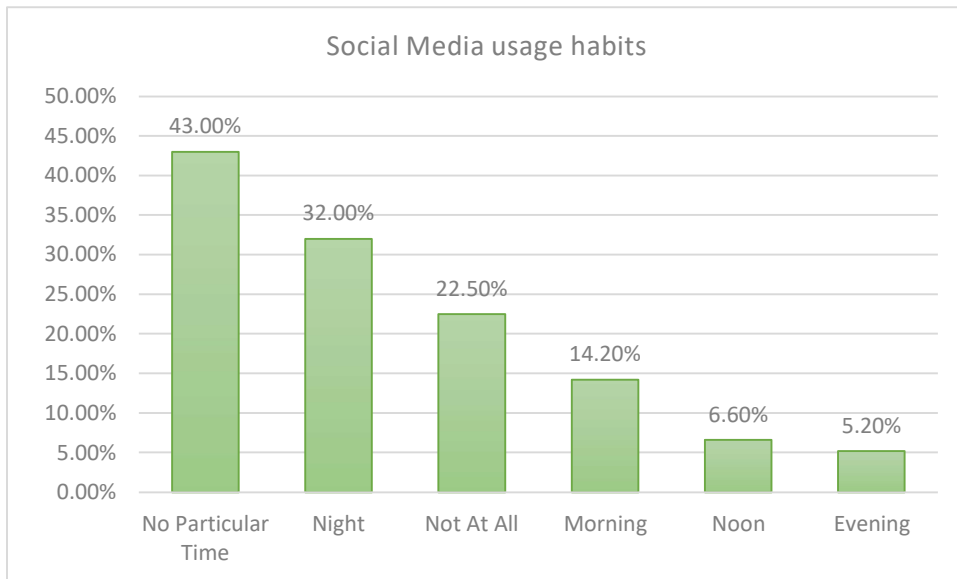


Television and radio consumption times were reported as sporadic or not at all to a considerable extent by the lower age brackets. 18-25 age group was the only category where most respondents reported

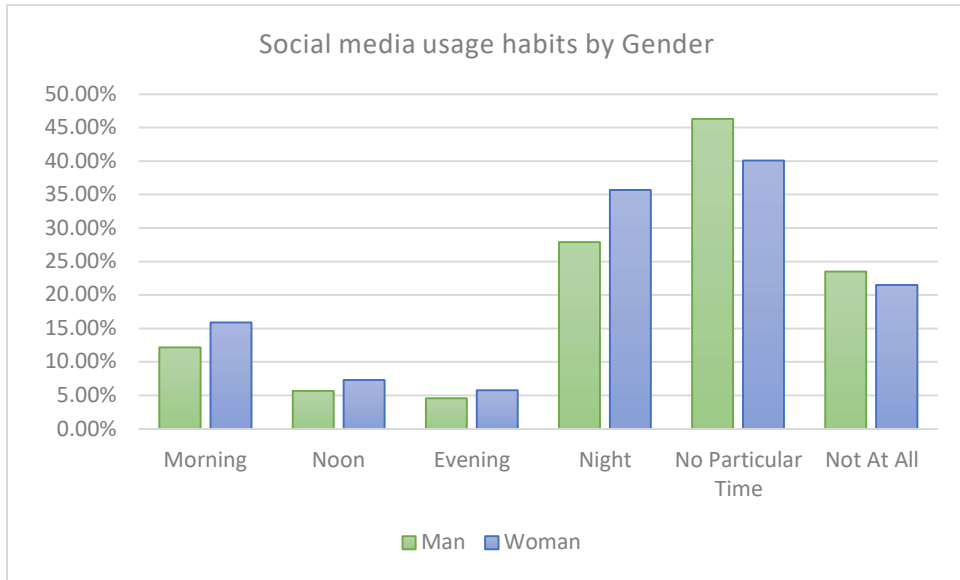
that they had no specific time where they watched television or listened to the radio. Nighttime television watching was increasing reported going up the age brackets. Above 60 age group is also notable for having the highest morning time consumption reported at 28%, more than twice high than the closest age group, 18-25, with 12.4%.



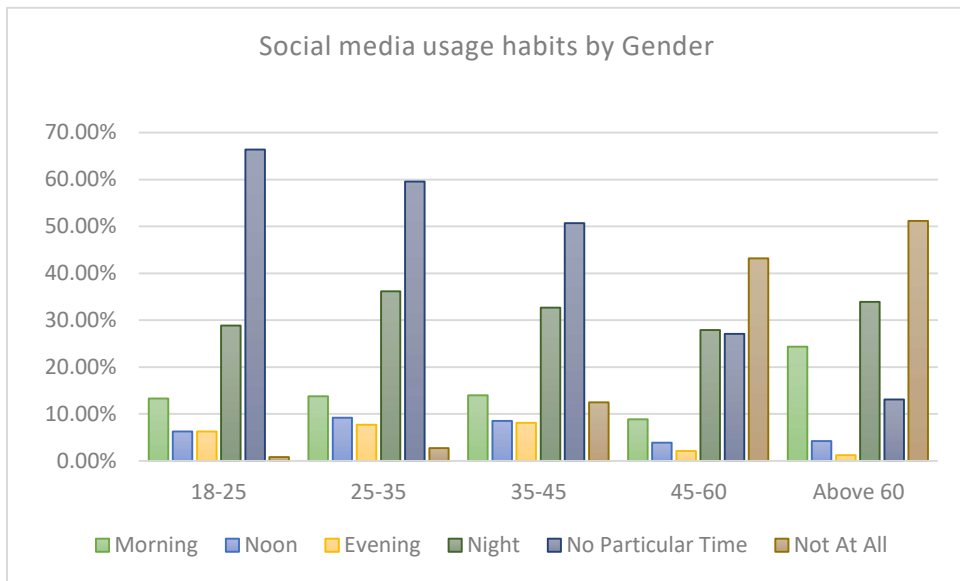
Social media



Most of the respondents reported that they had no particular time to use social media (43%) followed by nighttime (32%).

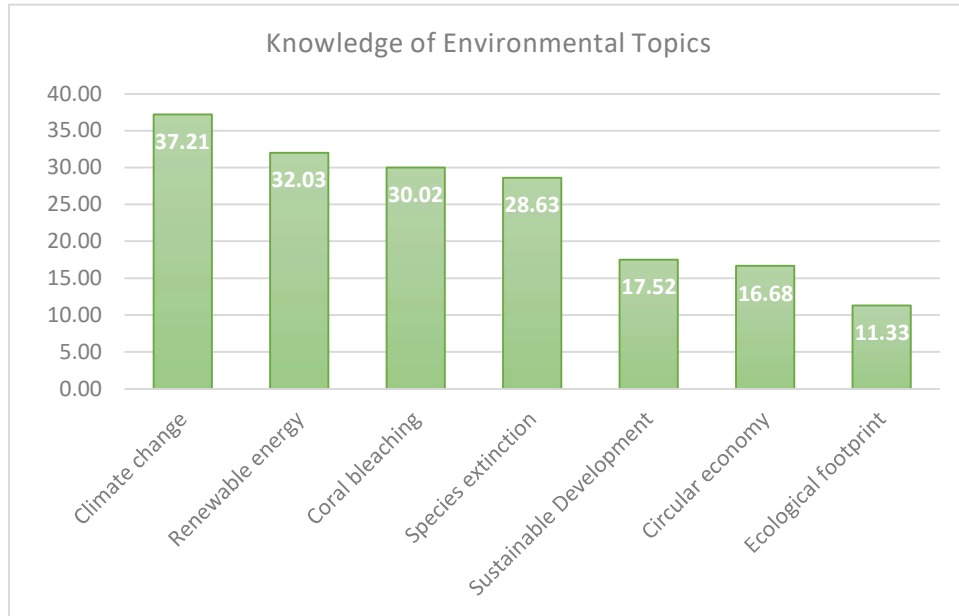


Most of the respondents from 45 and up age brackets responded not using social media at all.

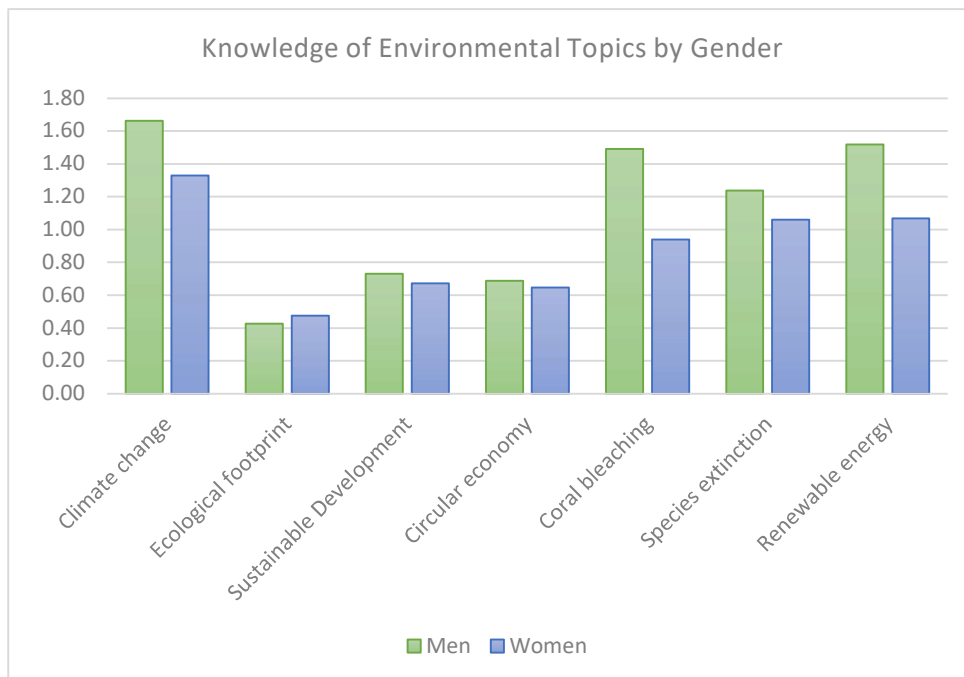


Knowledge of Environmental Topics

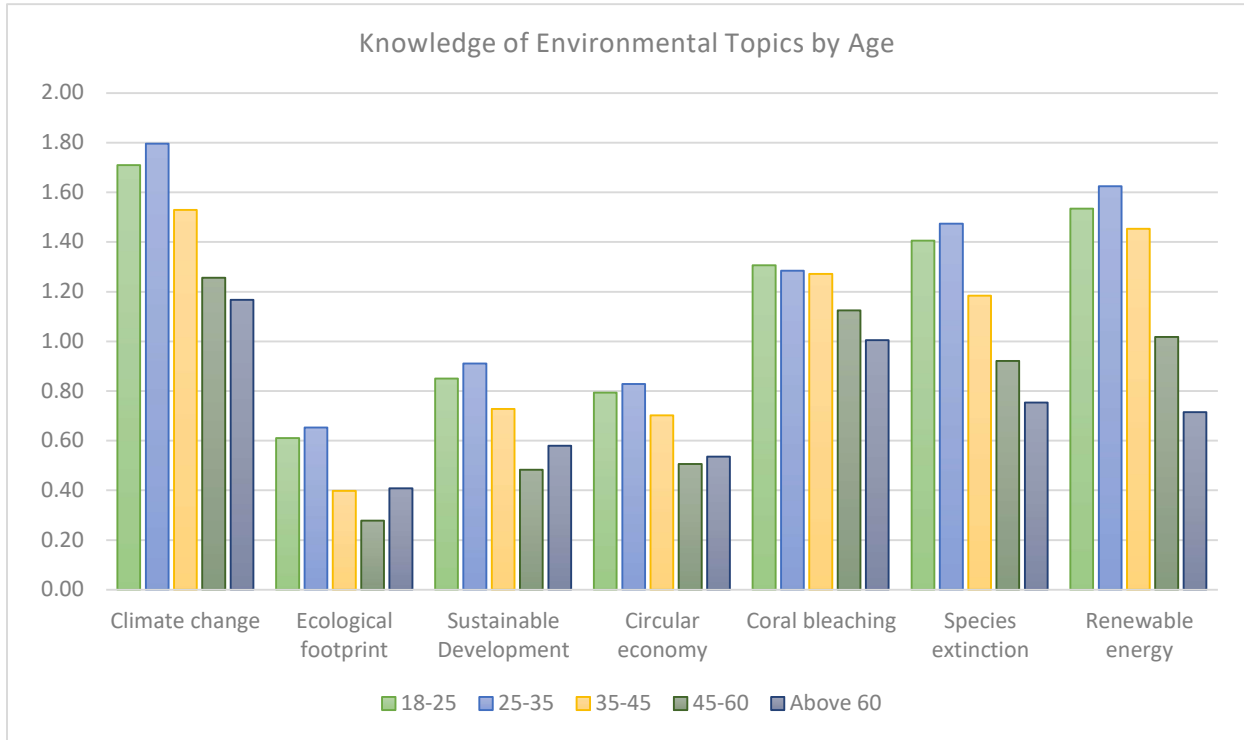
Climate change is the environmental topic that most of the respondents reported as being knowledgeable about (37%). Respondents were least knowledgeable about sustainable development (17.5%), circular economy (16.7%) and ecological footprint (11.3%).



Women scored lower on six of the seven topics, and notably lower on the topics of coral bleaching and renewable energy.

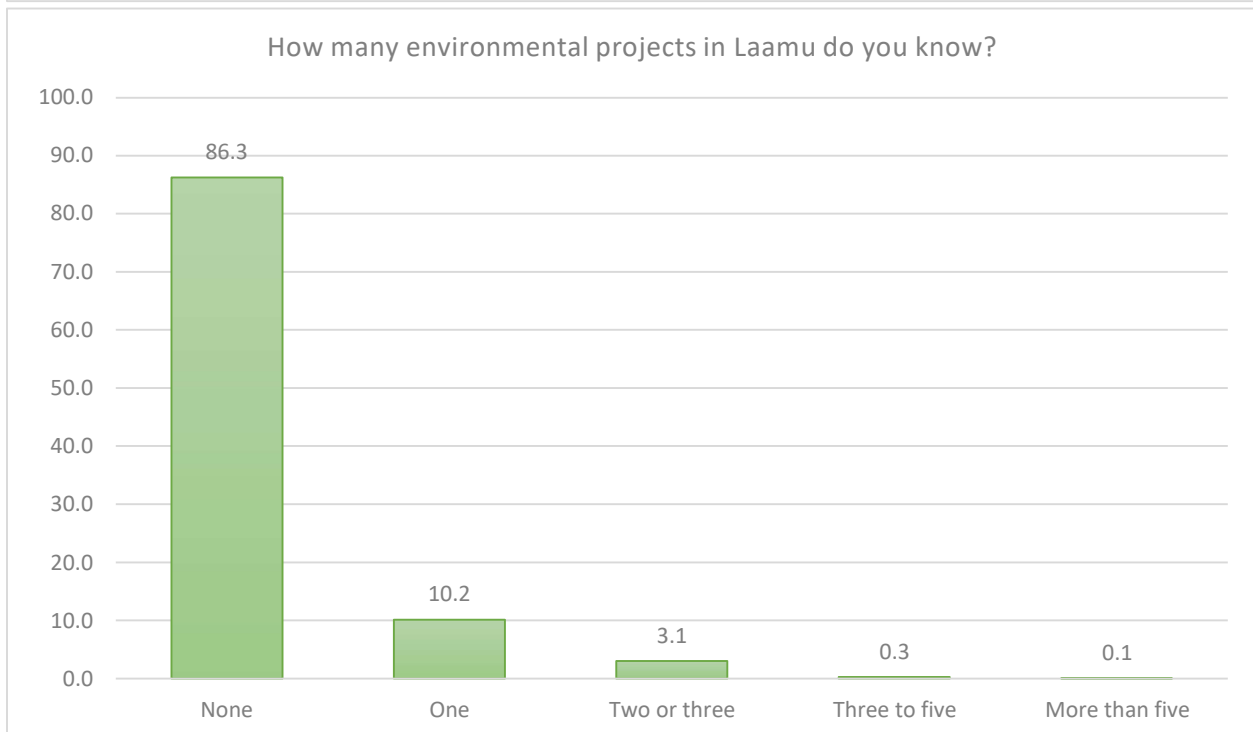
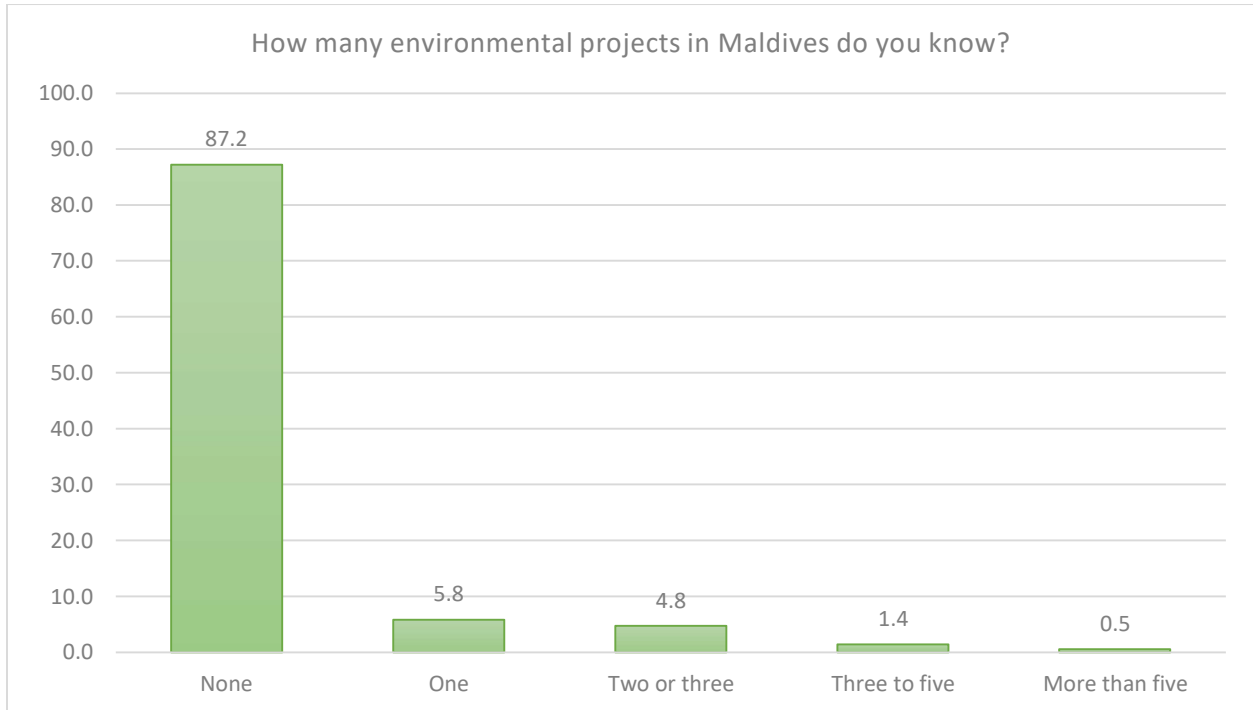


Topics of Climate change, Species Extinction and Renewable energy had a notable decline in knowledge going up the age brackets, while age related variance was the lowest for the topic of coral bleaching. I.e. Coral bleaching ranks third as reported by respondents, but it also has the least variance with regards to the age of the respondents.

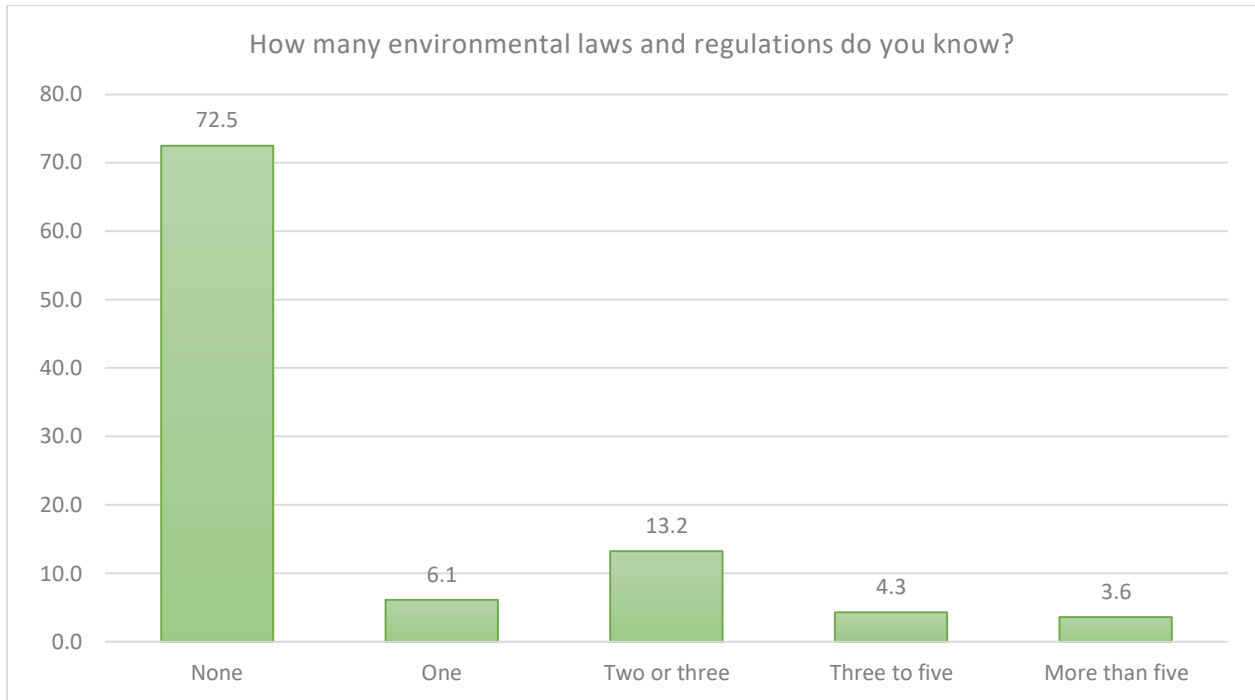


Knowledge of environmental projects, organizations, and laws and regulations

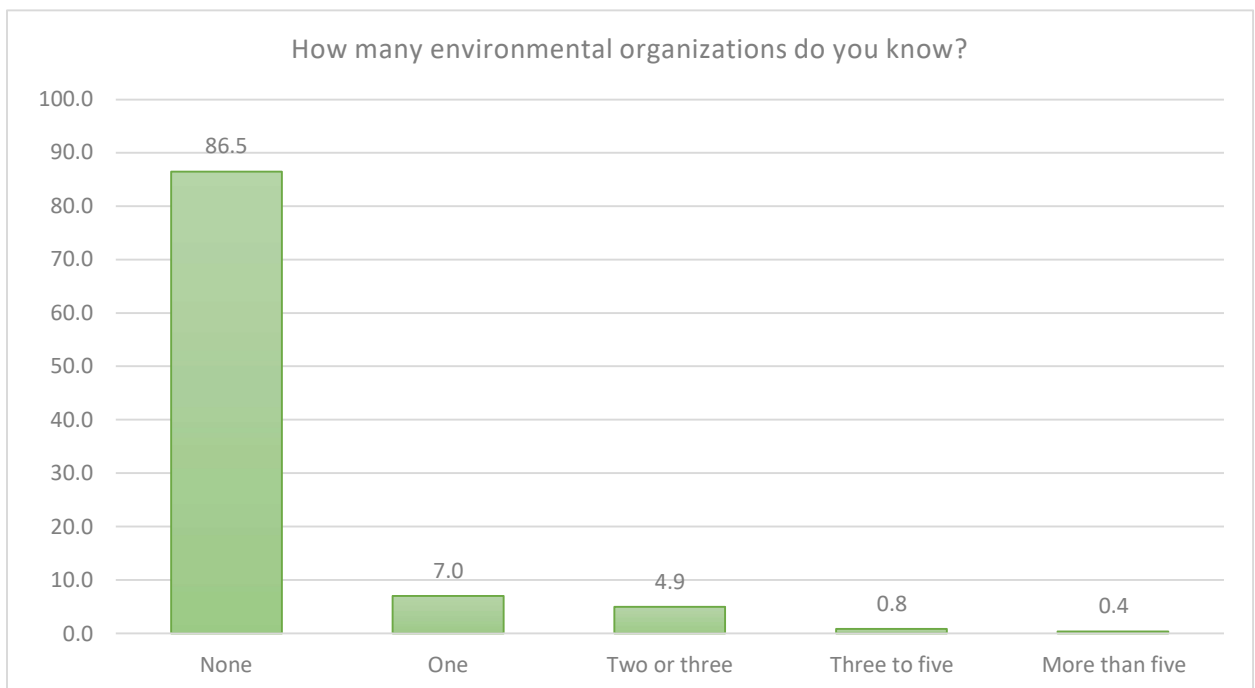
Overwhelming majority of respondents answered that they were unaware of any environmental projects in the Maldives (87%), the number is similar for projects in Laamu atoll well. While only 5% had heard of one environmental project in the Maldives, twice that number (10%) reported to being aware of an environmental project in Laamu Atoll.



Similarly, close to a three quarter of respondents (72.5%) reported to be unaware of a single environmental law or regulation, a quarter of respondents (27.2%) reported to being aware of at least one, with 3.6% of respondents reporting that they were of more than five regulations.

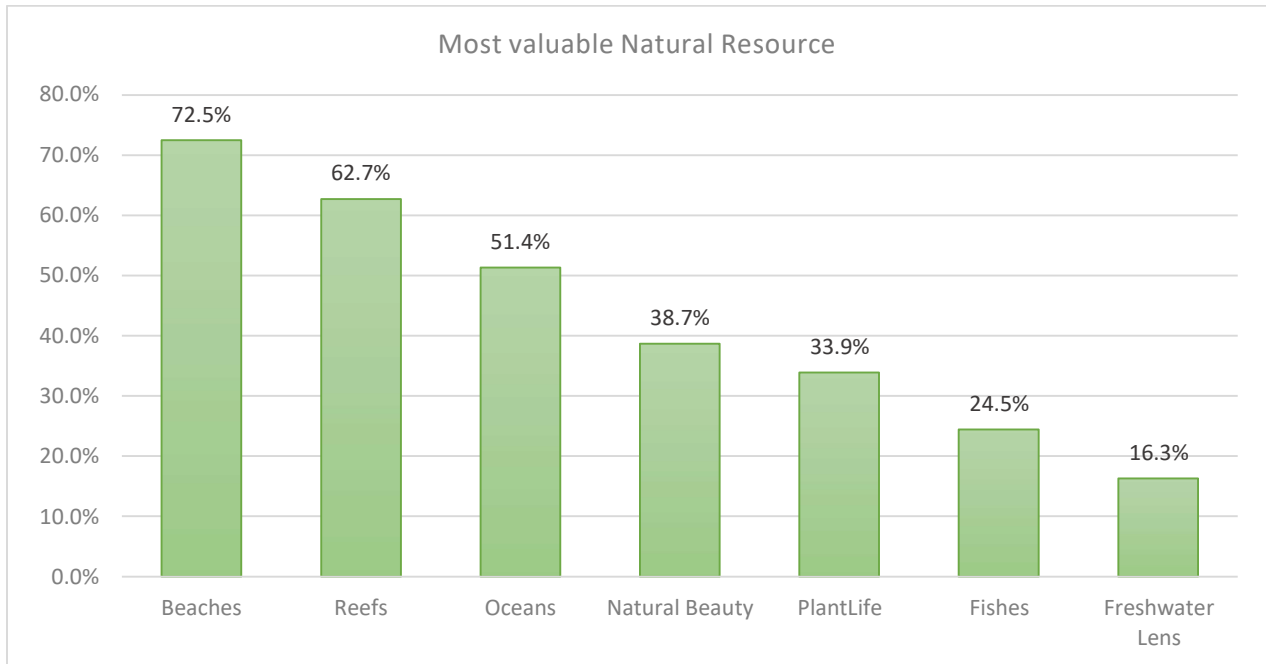


Knowledge of environmental organization was also very low, with over 86% of the population reporting no knowledge.



Most valuable natural resource

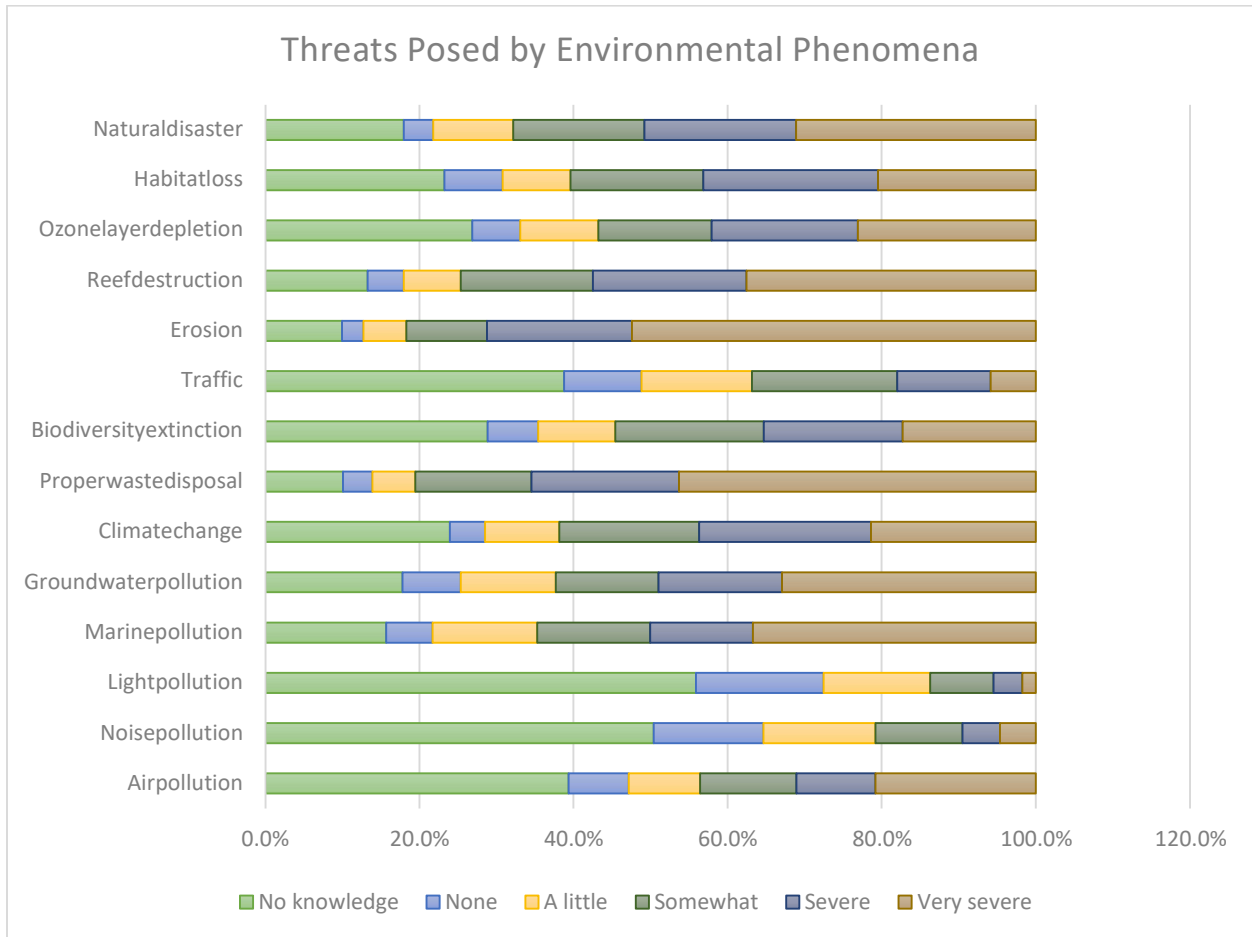
Most valuable natural resource as reported by respondents are beaches with 72%. Reefs and oceans take up the rest of the top three positions. Freshwater lens was ranked the least valuable at 16%.



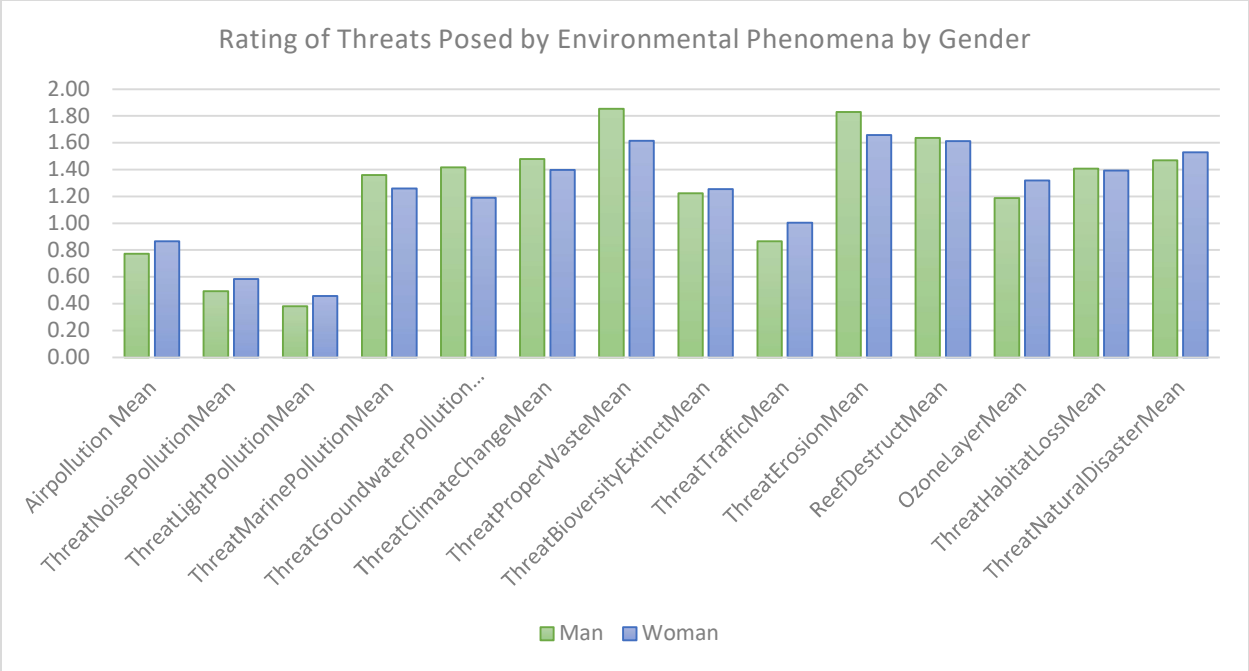
Threats to the environment

Participants were offered 14 environment related phenomena tied to a liker type scale. There was an option to choose if they had no knowledge of the threat posed by the activity to the Maldivian environment. Noise and light pollution were the activities listed by most respondents as them having no knowledge of, while Erosion was the least selected by respondents in the no knowledge category.

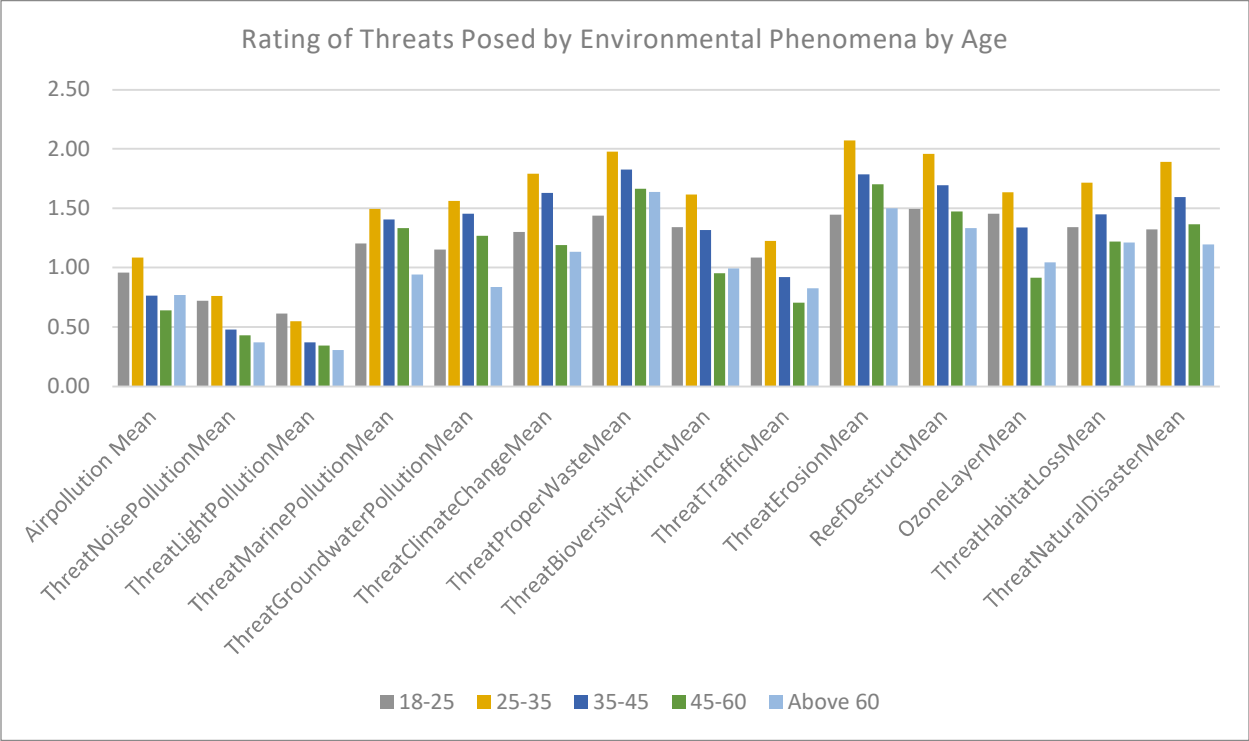
Consequently, Erosion was the most listed in the Very Severe category (52%). For cross tabulation we again calculated the mean value obtained for each question.



There is not much difference in opinion between men and women regarding the level of perceived threat posed by these activities.

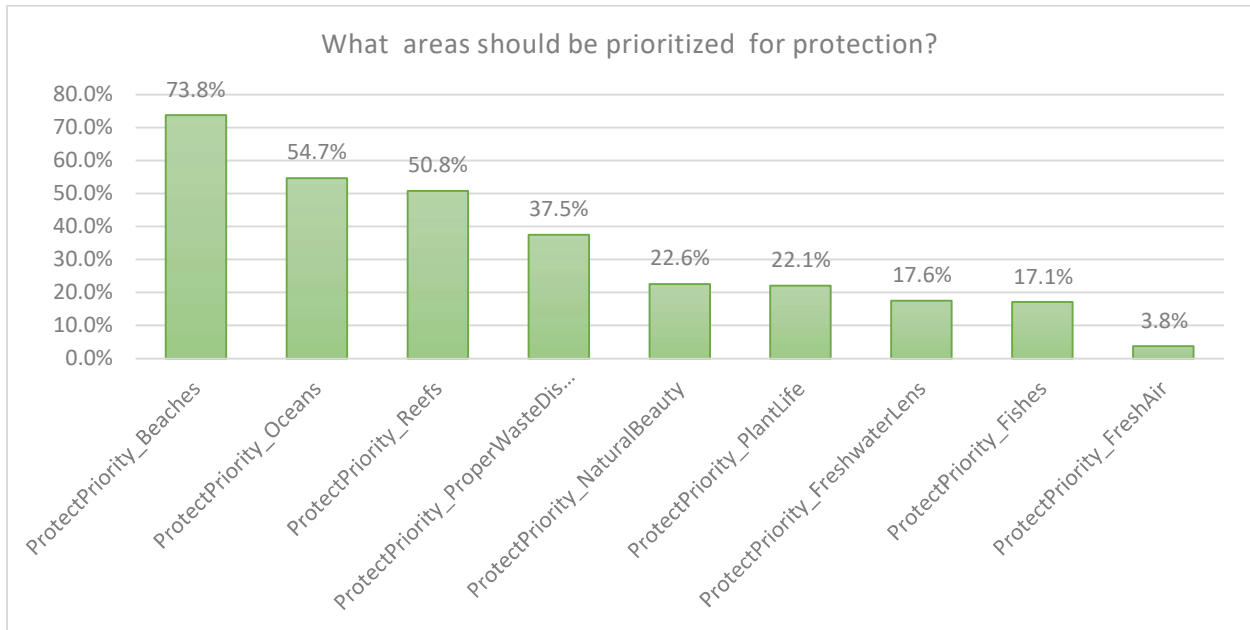


Looking at the age categories the highest threat rating for almost all the activities were submitted by respondents from the 25-35 year age bracket, while respondents of 60 year and above rated most of the activities as posing less of a threat compared to others.

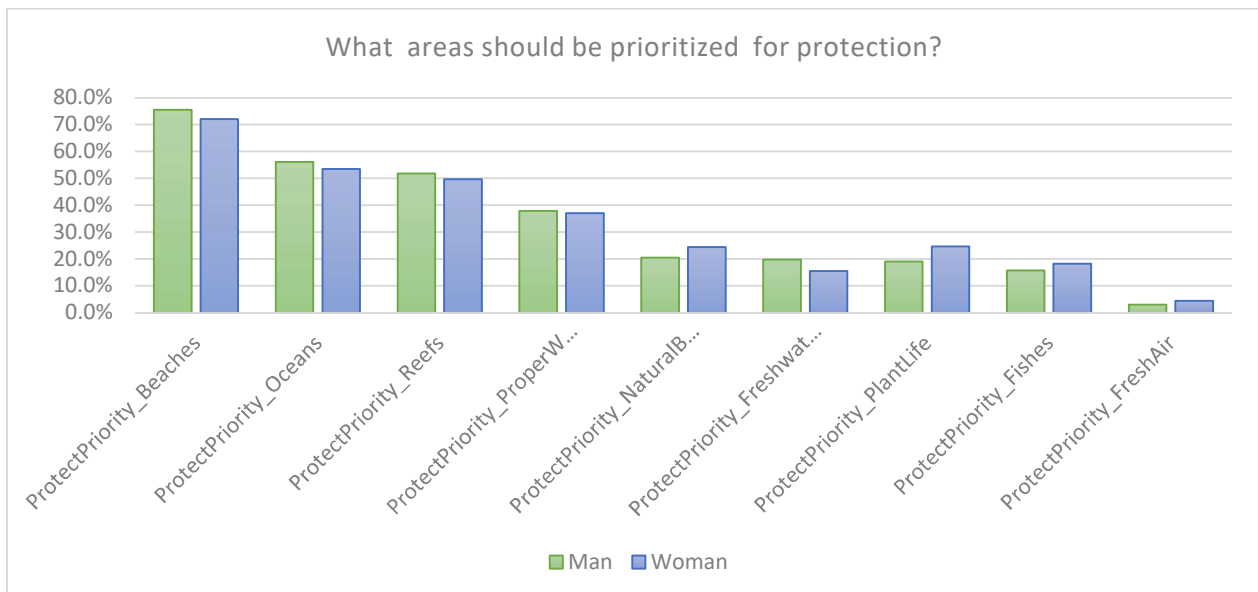


Protection priority

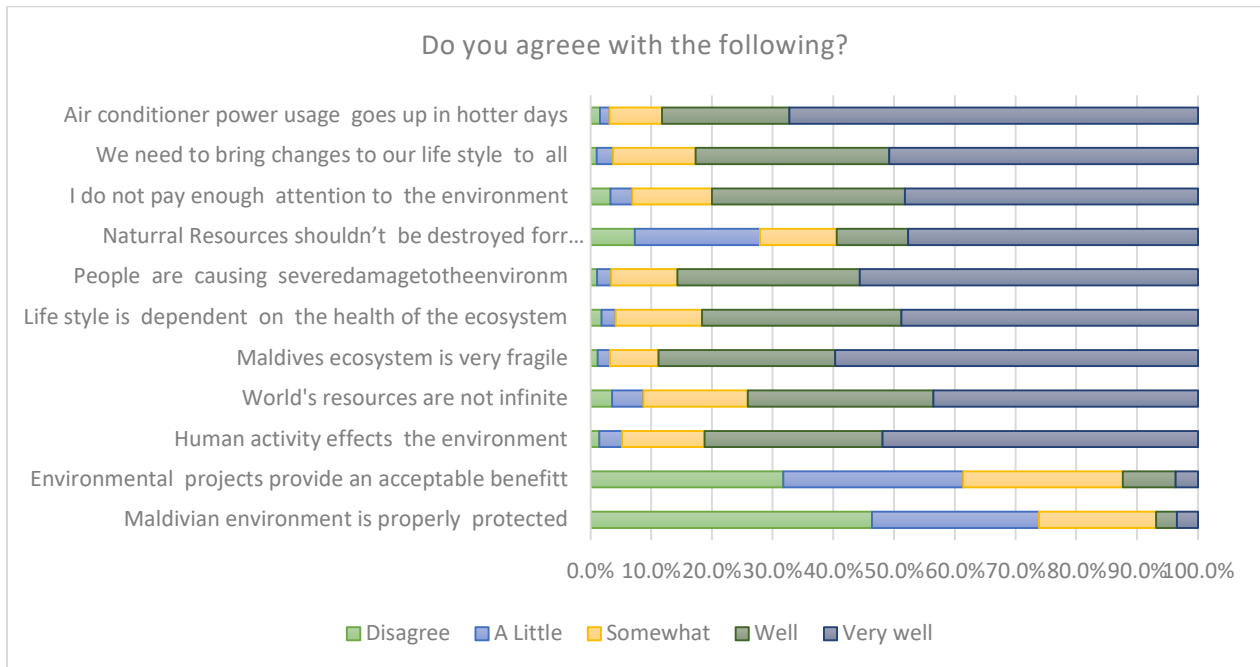
Over 70% of respondents answered that beaches should be prioritized for protection, while oceans ranked second at 54% and reefs ranked third at 50%. Fresh air was the least chosen answer by respondents to this question at just 3.8%.



No major variance across gender was observed for this question.



Statements on perceptions of environmental responsibility and efficacy

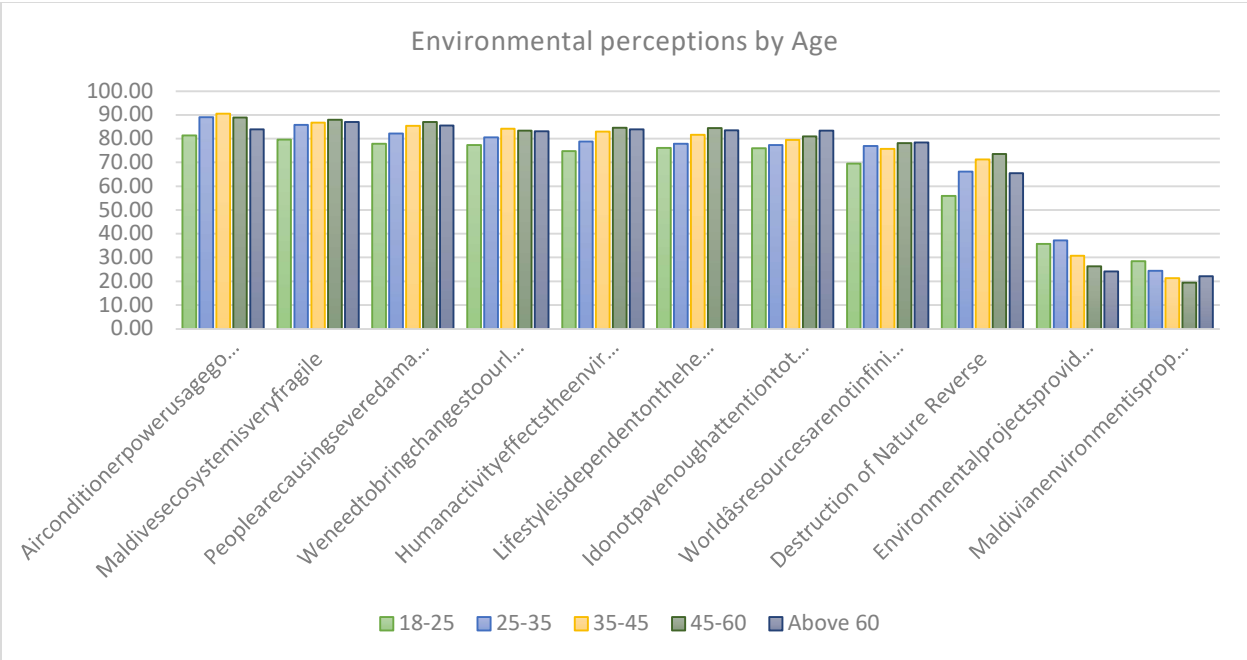
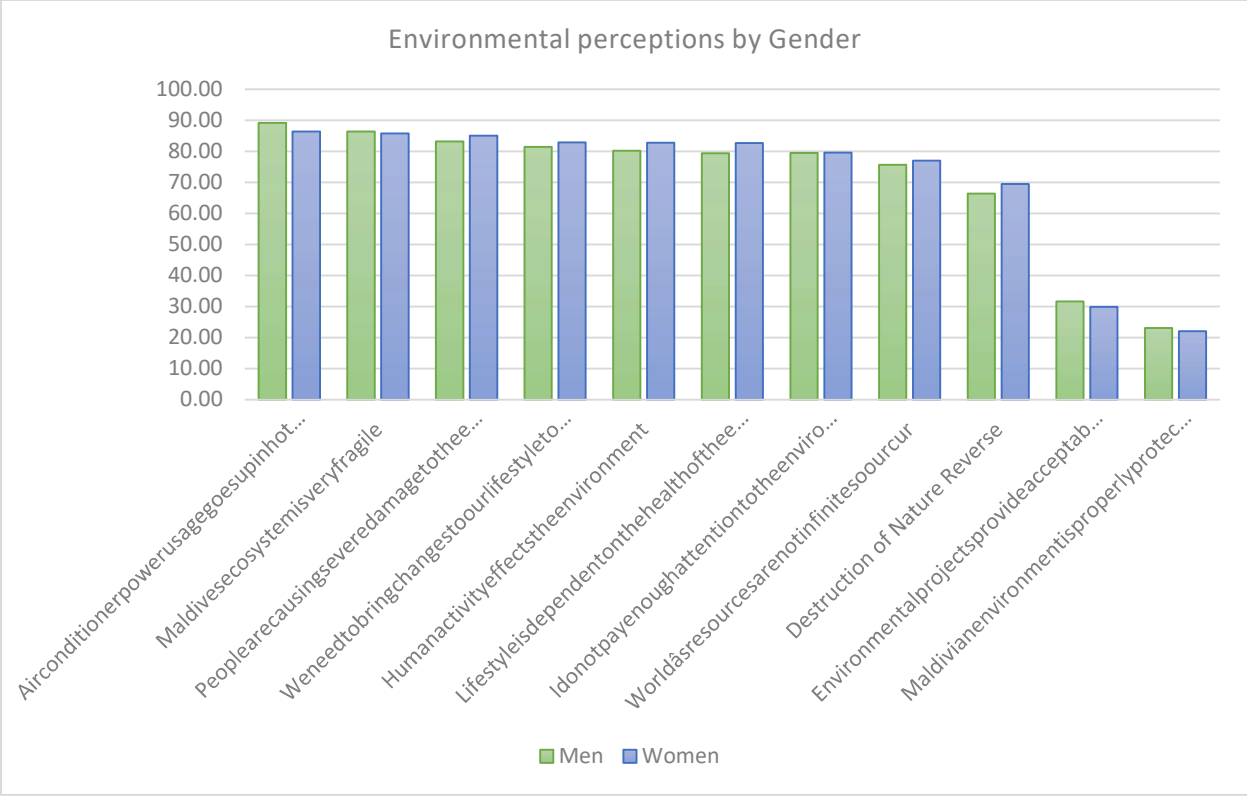


Respondents were given the following statements and asked to select their level of agreement.

- Maldivian environment is properly protected
- Environmental projects provide acceptable benefits
- Human activity affects the environment
- Worlds resources are not infinite, so our current lifestyles are not sustainable
- Maldives' ecosystem is very fragile
- Lifestyle is dependent on the health of the ecosystem
- People are causing severe damage to the environment
- Destruction of natural resources for economic activity is acceptable
- I do not pay enough attention to the environment
- We need to bring changes to our lifestyle to alleviate environmental issues
- Air conditioner power usage goes up in hotter days

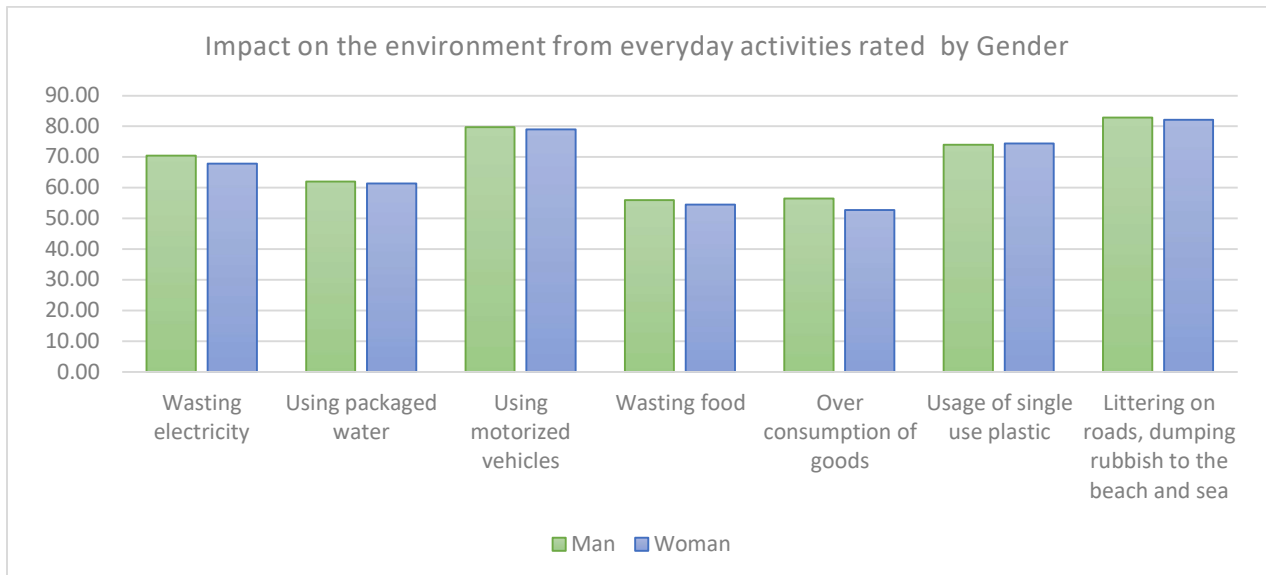
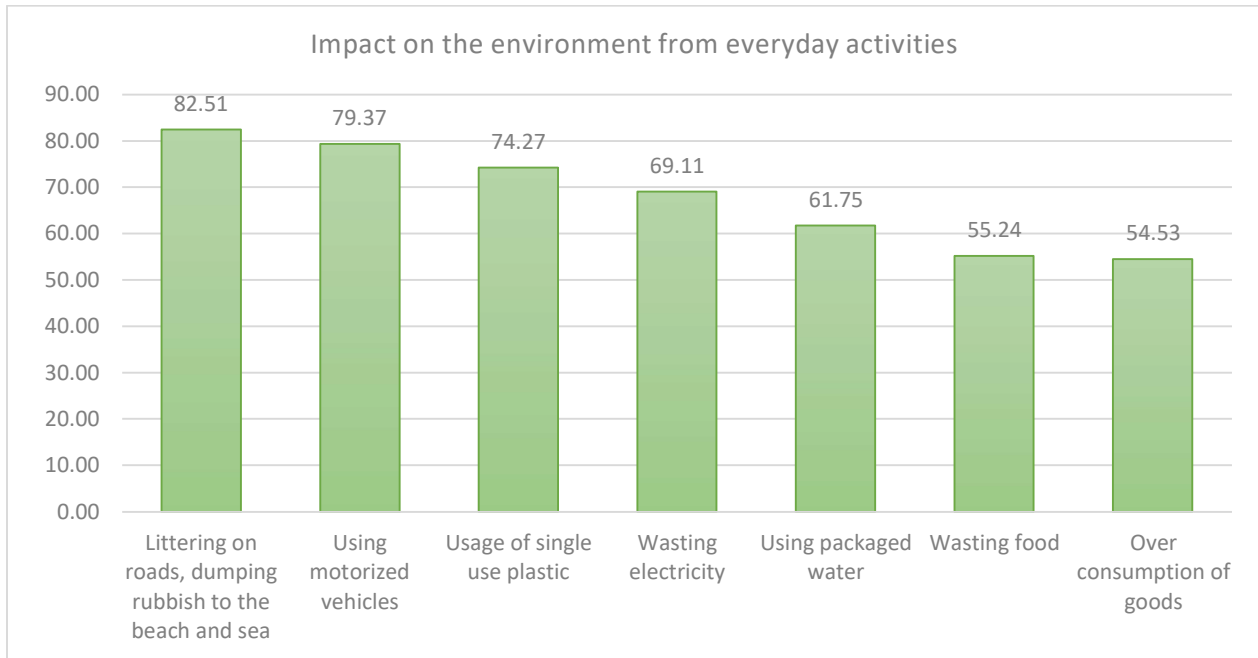
Almost half of respondents disagreed with the statement that the Maldivian environment is adequately protected (46%), while close to a third of respondents disagreed with the statement that environment projects provided an acceptable benefit (32%).

Respondents were highly in agreement with rest of the statements, and no noticeable trends were observed across, gender, age and educational level categories.



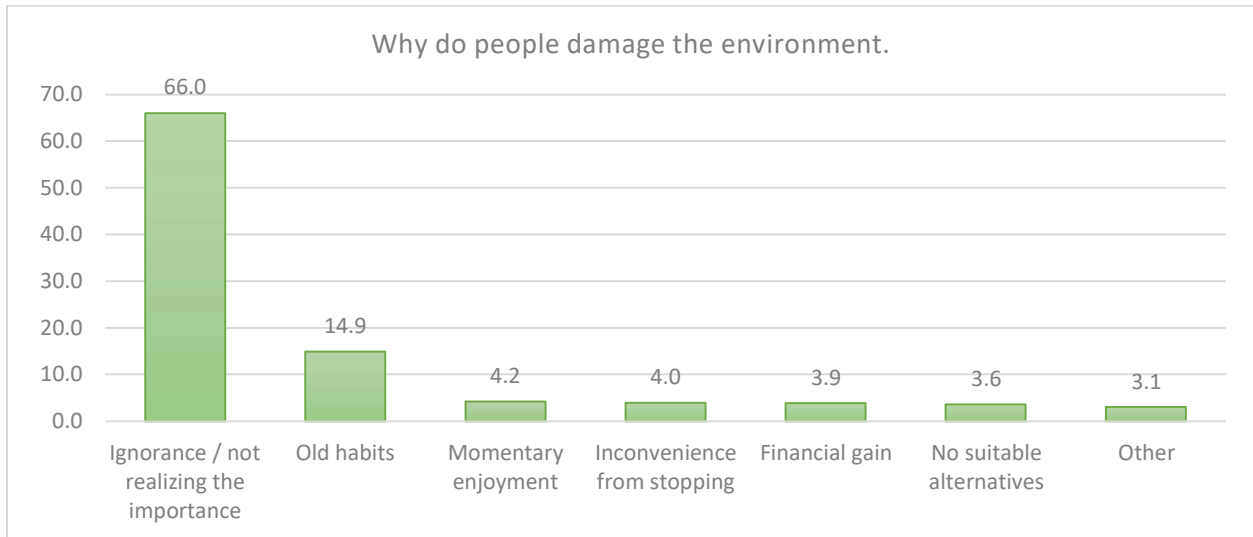
Impact on the environment by everyday activities

Respondents ranked improper waste disposal including littering on roads and dumping waste on beaches and in to the sea as the most environmentally damaging everyday activity (82%). Over consumption of goods was ranked as the least damaging to the environment (54%).



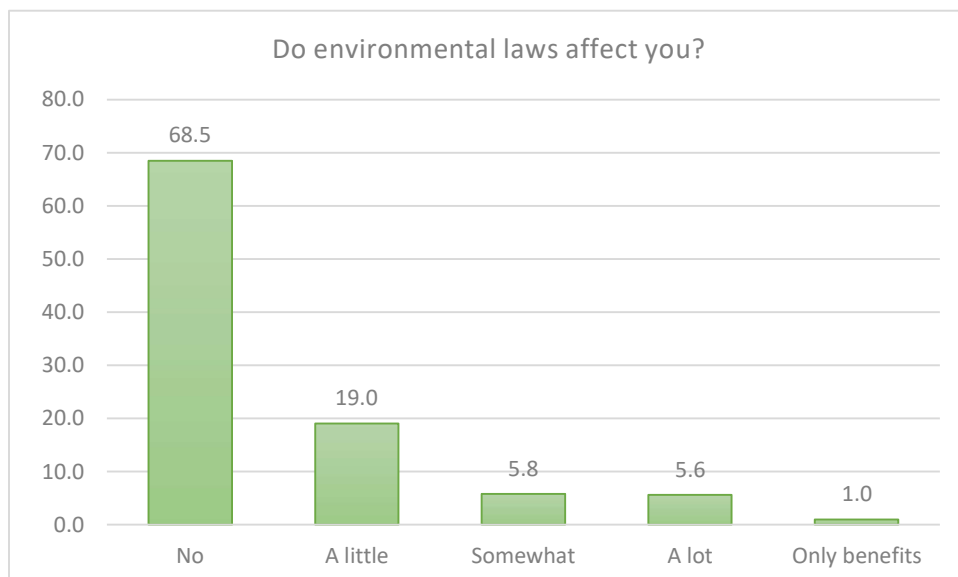
Why do people damage the environment?

66% of respondents believe that people continue with environmentally damaging activities due to ignorance of its impact and not realizing the importance of the environment. The next closest answer, that people continue to do such activities due to hold habits, was given by 15% of respondents.



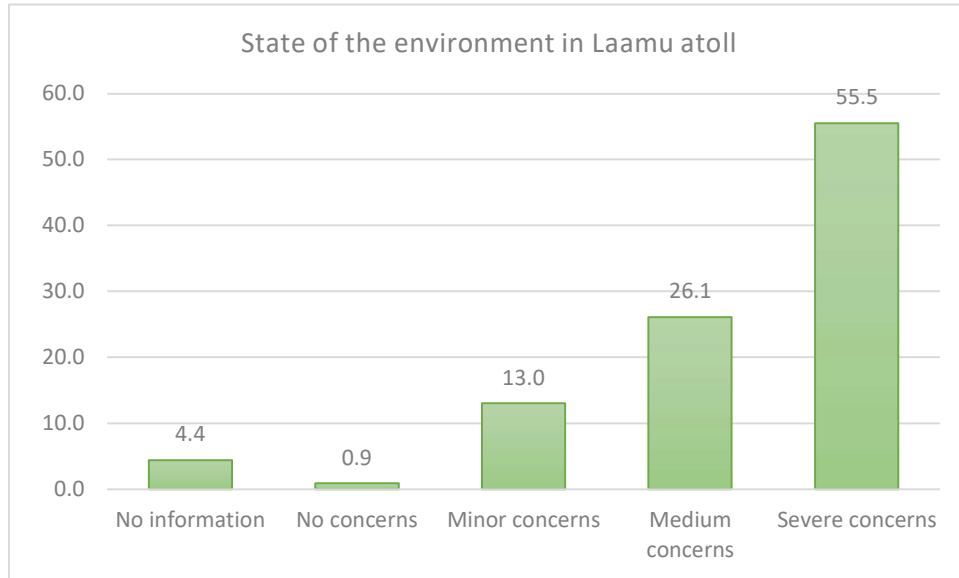
Do environmental laws affect you?

When asked whether laws and regulations that have been passed to protect the environment negatively affect their day-to-day lives or livelihoods, majority responded that they did not suffer any ill effects (68%). 19% reported that they were affected a little, while only 1 percent of respondents reported to benefiting from such laws and regulations. A third of the respondents reported to being affected in a negative way to some extent.



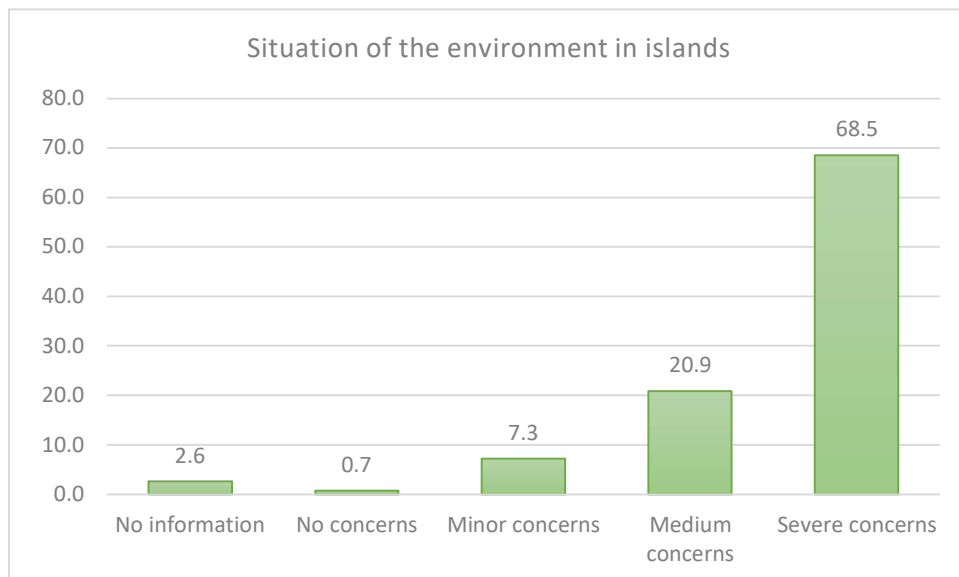
Status of Laamu environment and island

More than 50% of respondents answered that Laamu atoll had severe environmental concerns. Less than 1 percent of respondents answered that there were no environmental concerns in Laamu while 4.4 percent answered that they had no information on this matter.

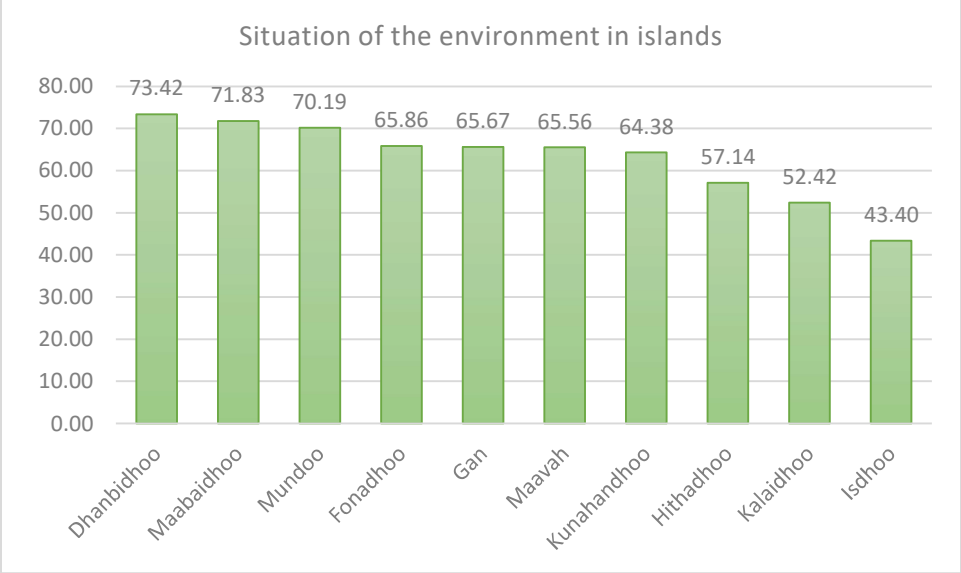


Recoding the answers to generate a mean, we arrive at a score of 2.32 / 4, which can be translated to 58%.

When asked about the situation of the environment in their own island, respondents reported the situation is being worse (63%).



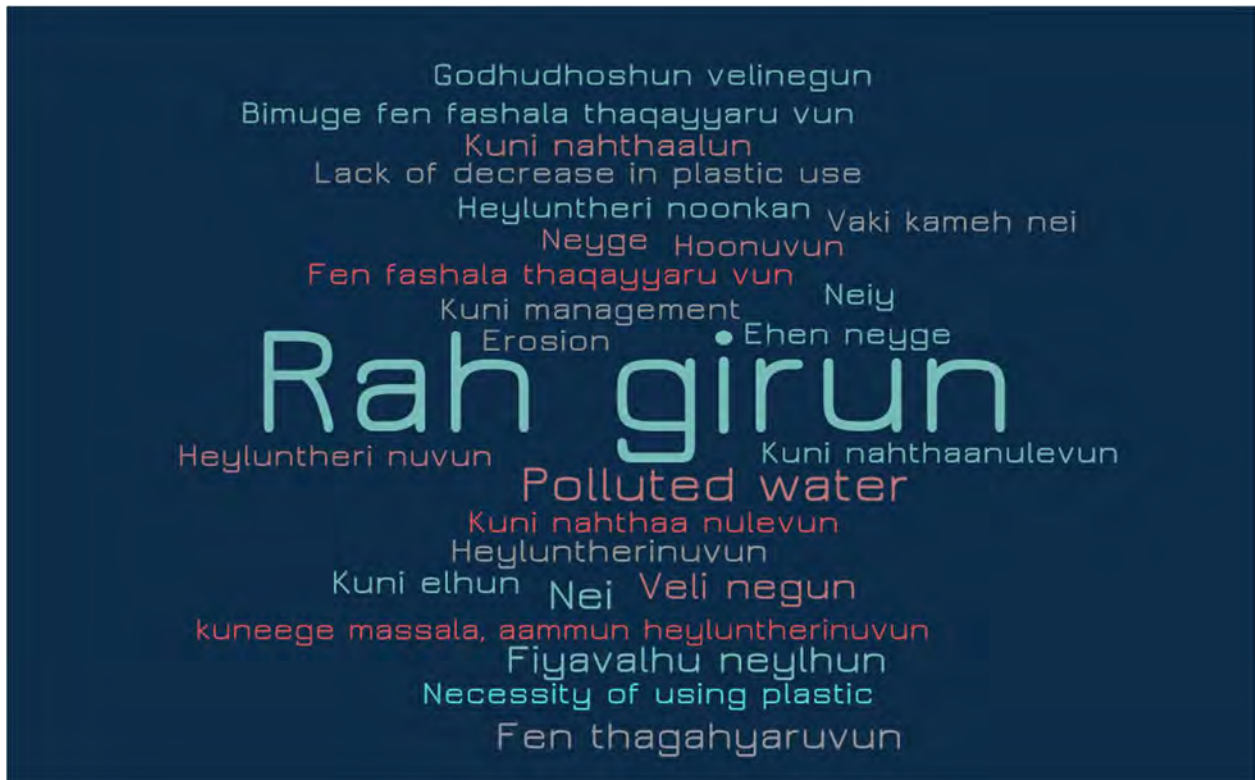
According to respondents, Isdhoo has the least environmental concerns (43%) while the island with the highest level of environmental concern reported is Dhanbidhoo (73%).



Biggest personal concerns regarding the environment

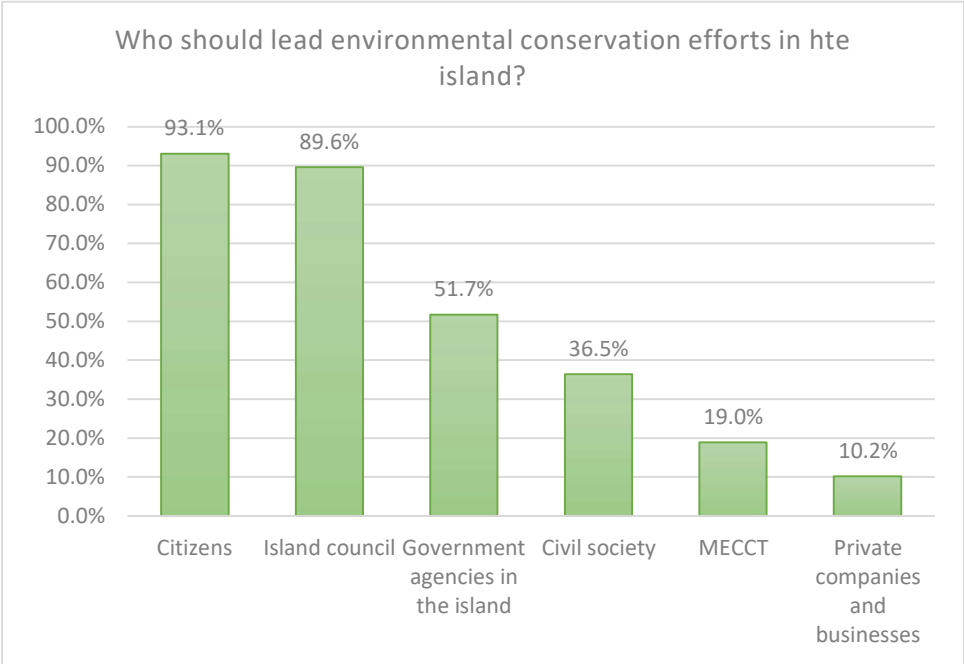
Waste disposal issues (N=218) and erosion (N=202) were the environmental issues that were most bothering the respondents. Many people also raised concern about pollution of the water table (N=96).

218	Kuneege massala
202	Rah Girun
96	Fen thaqayyaru vun
48	Veli negun
22	Gas madhuvun
5	Faru halaakuvun



Responsibility of leading environmental efforts in Laamu

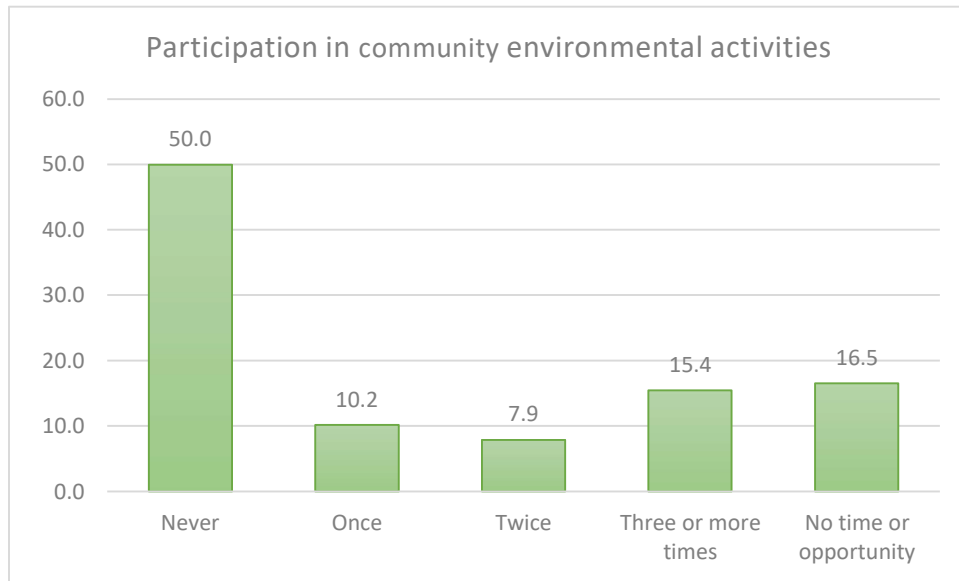
93% of respondents believe that citizens should be leading environmental protection efforts in the islands, followed by the island council at 89%. Half of the respondents believe that government agencies should be involved in such efforts (51%).



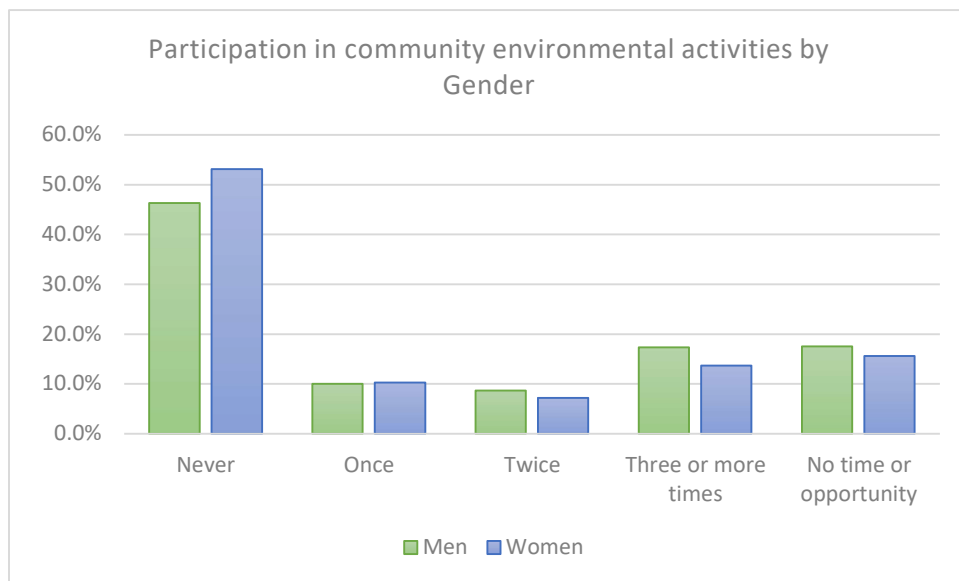
Participation in community environmental activities

Over 65% of respondents stated that they have never partook in a community environmental protection effort, while 10% participated in such an activity one time in the past five years. 8% of people participated twice while 15% participated in such activities three or more times within the time period.

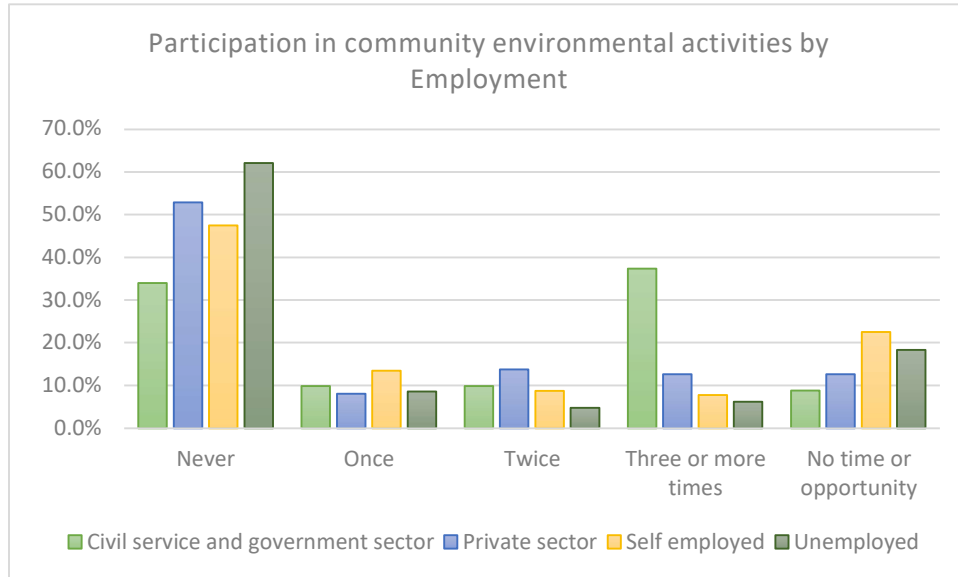
From those who had never participated, 16% stated that they had no time or opportunity to participate in such an activity and would do so if the opportunity was available.



There is no significant variance across gender for this question.



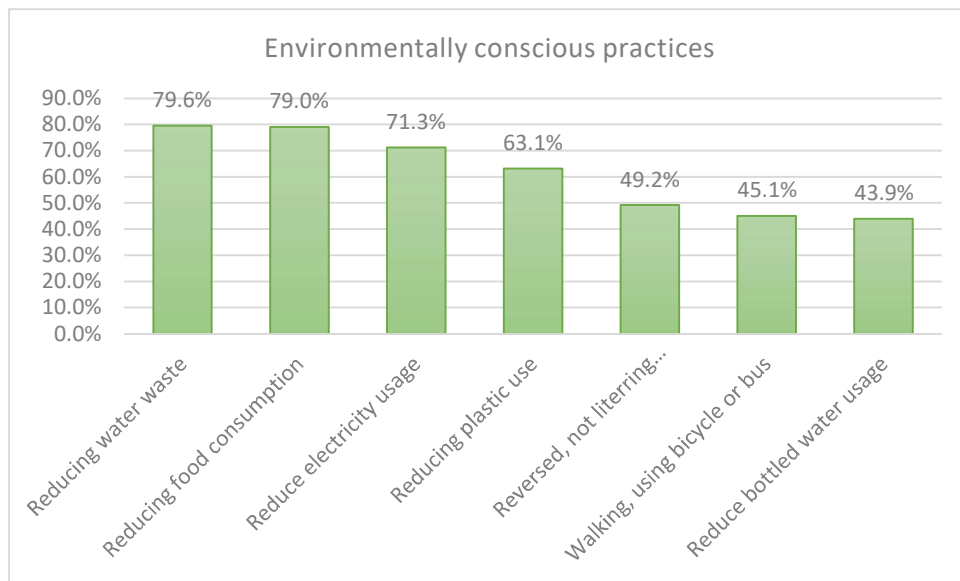
Across occupational sectors, respondents who are employed in the civil service reported the highest participation in community environment preservation activities with 37% saying they participated in such activities more than three times in the past five years, and only 42% reporting that they have never partaken in such an activity (34% Never + 8.8% No time or opportunity). This is the lowest non-participation number across all employment categories.



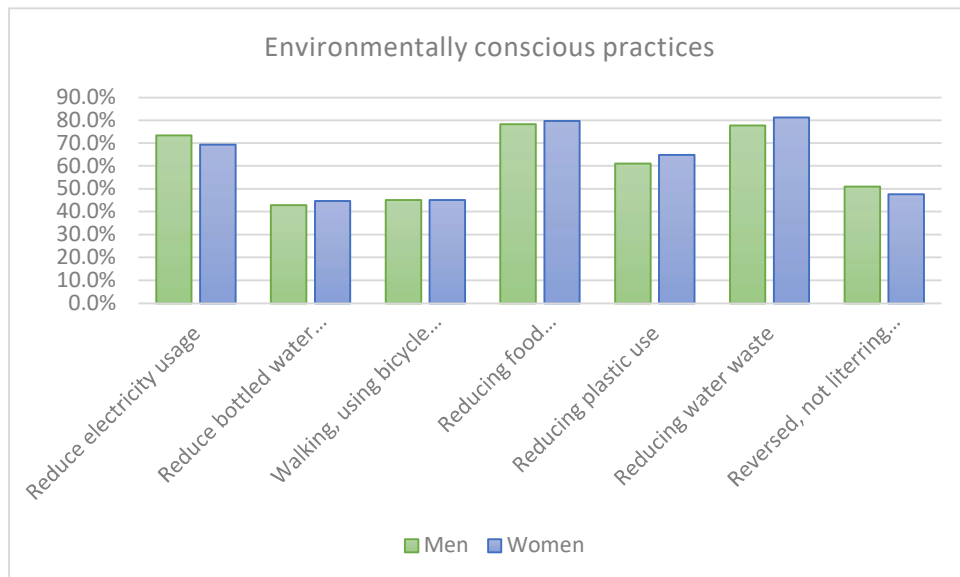
Environmentally conscious practices

Respondents were offered a list of activities that could positively affect the environment.

The most commonly carried out activity among respondents is reducing water waste, which was answered by 79% of respondents, followed by reducing food consumption (79%) and reducing electricity usage (71%). It should be noted all these activities are also directly and considerably tied to cost savings in addition to environmental benefits. Less than half of the respondents (43%) reported to reducing bottled water usage.

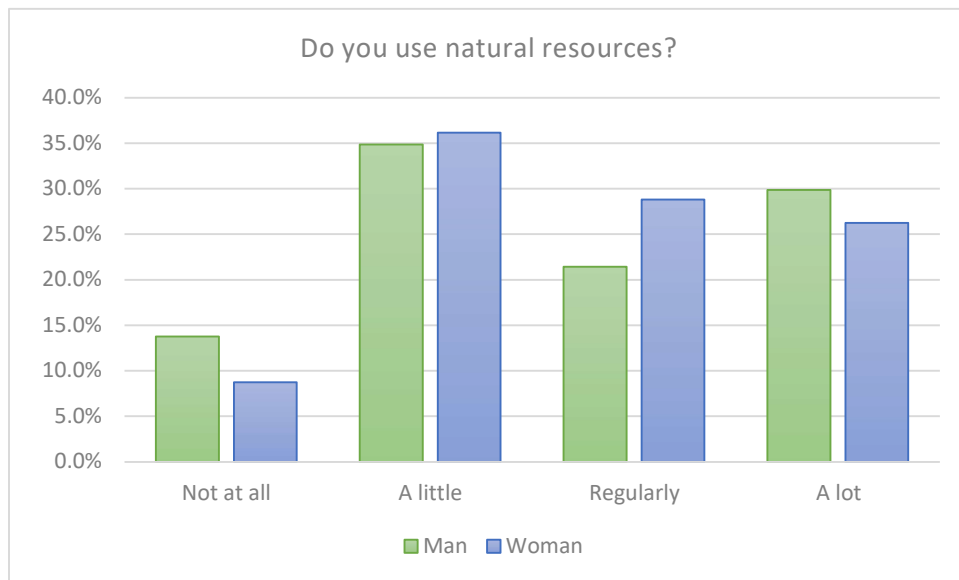
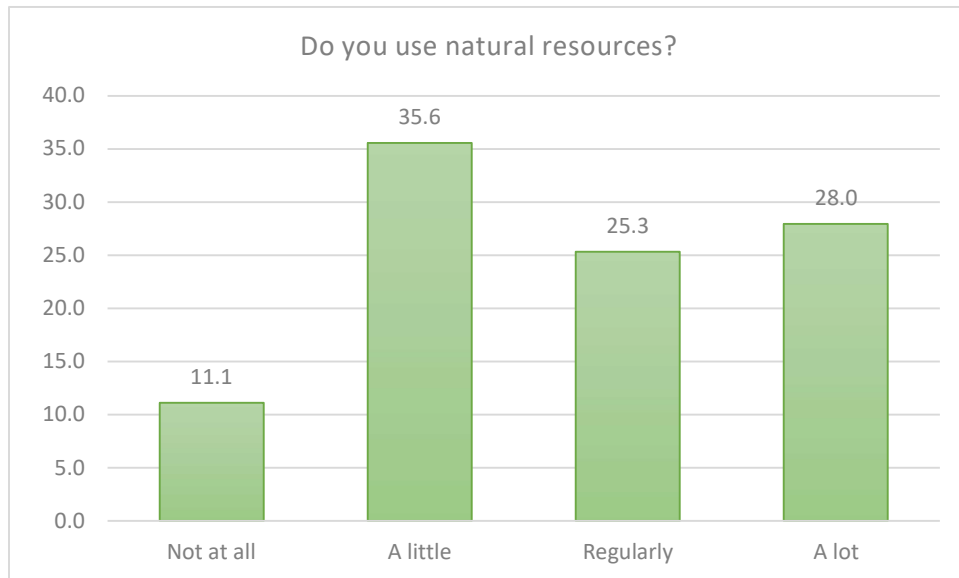


There is no significant variance across gender or age categories for this variable.



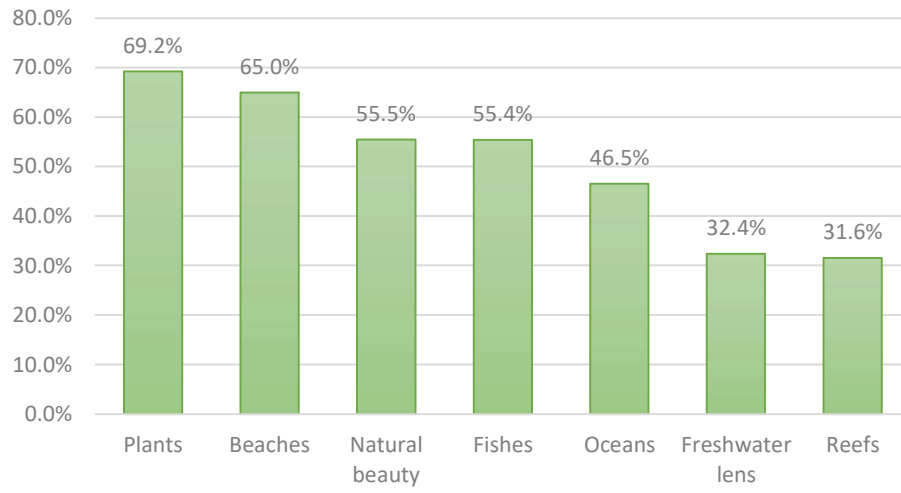
Natural Resource usage

Only 11% of respondents stated that they do not use natural resources at all.



The most used natural resource according to respondents is plants (69%), followed by beaches (65%) and reefs were reported as the least used natural resource with only about a third of the respondents reporting its usage.

What Natural Resources do you use?



Conclusions and recommendations

The KAP survey serves as a quantitative basis that would guide the communication and outreach efforts of project ENDhERI throughout the next three or four years, while also establishing baselines that would indicate level of success and impact achieved by the project at its close. The KAP also hopes to fulfill the Laamu segment of the nationwide Environmental Awareness survey that is being planned by MECCT.

The survey reveals a changing landscape with media consumption, with traditional broadcast media being used by less than half of the respondents under 35, and social media usage being reported at considerable numbers at even higher age brackets.

Trust is low in MECCT both as provider of environmental information and as the agency entrusted with the national environmental mandate.

In general, there is an understanding that the Environment is highly linked to standards of living and lifestyle, widespread acceptance that being environmentally informed is vital while at the same time, recording a concerning low rate of proactivity in seeking out this information.

The marine environment was noted as the most valuable and at the same time in most need of protection. In contrast, relatively few connected activities consumerism, and use of bottled water to the issue of waste disposal and harm caused to biodiversity.

Recommendations on future communication and outreach efforts

Maximum efficiency and reach in communications would be ensured by maintaining an even split between traditional and social media in awareness raising efforts. Specifically target demographics that use particular media instead of generic messaging to cover all bases.

Further promote MECCT's information channels combining relevant content with consistent branding. People need to be both better informed and better informed about where the information is coming from.

Utilize the dichotomy between the values placed on natural resources and inaction and behavior that directly or indirectly harms that natural resource. For example, the importance attached to conservation of beaches contrasted with activities such as soil mining.

It is necessary to educate on general environmental conservation concepts and elaborate on specific topics so that they are more than buzzwords. There are a lot of environmental conservation concepts that are familiar to island communities but only as jargon with nothing to explain the role they play in the betterment of lives.

Use island-level organization to mobilize non-civil service employees into community participation. The most consistent and sustained activity has been observed through institutional efforts, and this needs to be expanded and replicated to include alternative occupational sectors and unemployed segments of the community.

While opinion is low on the perceived successes and usefulness of environmental projects, there is also very little awareness of such projects. This leaves plenty of room for image building without having to first breakdown preexisting associations.

It is advised to complement the quantitative data obtained by the KAP survey with qualitative methods such as semi-structured focus group interviews that could delve deeper in to the findings from the data analysis. As a KAP surveys mostly generate data on a pre-defined scope, open-ended qualitative research could also reveal data that went uncollected in between the questions and inform on refining future versions of KAP surveys.

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