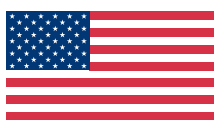


RESULTS OF INFORMATION COLLECTION  
**SAN MARCOS GUATEMALA**



SOMOS  
COLMENA  
by IOMX



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International Organization for Migration (IOM)  
Regional Office for Central America, North America and the Caribbean San José, Costa Rica  
Tel.: + (506) 2212-5300  
Email: [rosanjose@iom.int](mailto:rosanjose@iom.int)  
Website: [www.rosanjose.iom.int](http://www.rosanjose.iom.int)

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# Results of the information collection in San Marcos, Guatemala

**Communication for Development (C4D)** is a participative process in which we work along with communities to find solutions to local problems.

In 2019, using a world-verified methodology for the use of C4D in migration issues, the International Organization for Migration (IOM) set out to support its partners in the implementation of a strategy to promote behavioral change.

The first step in this methodology is to know the communities where the strategy is to be implemented. To this end, IOM, with the support of local partners, conducted a study in several communities of San Marcos. The goal was to discover the knowledge, attitudes and behaviors people had concerning migration, and particularly about irregular migration. This study is a baseline on which we can build the next steps of a joint strategy. Next, we present you with the main findings of the study.

## METHODOLOGY



### Target audience

Personas entre 12 y 17 años que han planeado migrar en los próximos doce meses o quieren hacerlo aunque no lo tengan planeado en el próximo año.



### Total

438 people surveyed

#### Gender

Women  
51,9%

48,9%  
Man

#### Ages

12 to 14  
50,6%

59,4%  
15 to 19

#### Education

Completed Elementary  
84.1%

15.6%  
Completed Basic

#### Religión

56% Protestant

35% Catholic

8% Jewish



### Coverage<sup>1</sup>

#### • Treatment area

San Marcos, 110 people

San Pedro Sacatepéquez, 178 people

#### • Control area

San Pablo, 150 people



### Survey method

The surveys were applied by institute professors linked to the Ministry of Education, who were trained by IOM in the manner of administration of the questionnaire. The subjects were selected through random sampling, in coordination with the Departmental Direction of Education in San Marcos.



### Sampling method

22 February to 12 March



### Sample size

438 people



### Collection method

Face-to-face survey, with personal interviews assisted by a tablet, using randomized sampling inside schools.

<sup>1</sup> 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.

## MIGRATION PROFILE

### Have you migrated before?

- 68.5%** No
- 24.1%** to another department
- 7.7%** to another country

### Do you wish to migrate?

- 54.6%** Yes, in the upcoming 12 months
- 45.4%** Yes, but not in the upcoming months

### Where do you wish to migrate to?

- 65.2%** The United States
- 10.6%** Spain
- 6.6%** Canada
- 5%** Mexico
- 12.7%** Other (Argentina, Italy, Costa Rica, Panama)

### Do you know anyone in your country of destination?

- 80.8%** Family
- 13.4%** No one
- 6.3%** Friends
- 1.2%** Family or friends
- 0.2%** Employees
- 0.2%** Other

### Why do you wish to migrate?

- 38.9%** Work or other labor opportunities
- 21.3%** to improve my quality of life
- 20%** education opportunities

### How do you intend to migrate?

- 41,8%** With help of a smuggler
- 38,8%** getting a visa
- 9,9%** getting a work permit
- 6,1%** I still don't know
- 1,9%** filing for asylum in Mexico or the US
- 1,0%** through a recruiter who offered me a job
- 0,5%** in a caravan

What would migrating cost you?  
**USD 7,699.00**

### Which risks are you less concerned about?

- 42%** Not finding a job abroad
- 44%** Having health problems
- 48%** being arrested and deported
- 50%** labor exploitation

### How do you intend to pay the costs of migrating?

- 41,5%** Personal savings
- 40,4%** borrowing from family or friends
- 20,6%** loan from a bank
- 3,7%** remittances
- 5,1%** selling my belongings
- 8,0%** loan from a lender
- 0,1%** Other

### Which risks are you most concerned about?

- 79%** Dying in the way
- 77%** being kidnapped
- 75%** suffering abuse or sexual violence
- 75%** that something might happen to a family member
- 69%** become a victim of trafficking in persons

## KNOWLEDGE

- **39%** of people don't know that to enter the US they need a passport and a visa or work permit.
- **63,4%** say migrating regularly to the US has become harder.
- **36%** consider going without documents if they don't get to do it regularly
- Only **9,2%** point at local training and study support programs as alternatives to migrating to the US

## ATTITUDES

- **84,63%** completely or somewhat agree with the statement that a person who makes it to the US will have a good quality of life.
- **64,1%** are completely or somewhat in agreement with the notion that, as long as you have a good smuggler, it is easy to enter the US.
- **78,2%** are completely or somewhat interested in finding options to stay studying in their country and build a life plan.
- **90,3%** are completely or somewhat willing to make an effort to get the documents necessary to migrate regularly.

## PRACTICES

- **40,1%** don't know what their strengths and limitations are, in case they decided to migrate today.
- **23%** would accept a job offer in the US made by a stranger.
- **33%** say they don't understand the legal requirements to live in another country.
- **28,7%** would accept a job offer in the US with which they don't feel comfortable.
- **48,6%** say they don't understand the process of applying for a scholarship.
- **57%** don't understand the procedure to create a resumé and apply for a job.



## KEY TAKEOUTS

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- **70,2%** have a positive attitude towards migrating with the required documents, and **69,6%** say they would be completely willing to make an effort to get those documents and migrate regularly.
- The surveyed population has a large knowledge of the risks entailed in migrating irregularly. Yet **26,5%** of the interviewees say they completely agree and **26,2%** somewhat agree when told that it is better to leave the country with a smuggler than to try and gather documentation to do it regularly.
- **79,1%** of interviewed people mention they have, at some point, discussed with family or community members the implications going to live abroad could have. Thus, the family setting seems to be a relevant space for decision making.
- **36,1%** of interviewees somewhat agree that if they stay in their country, they won't be able to pursue further studies after high school, which tells us it is important to reinforce attitudes towards further education.
- **61,4%** are completely sure that they would like to find study opportunities in their own country. Likewise, **40,8%** of interviewees are somewhat in agreement and **37,4%** completely in agreement with the statement that they would be interested in options to stay in their countries and create a life plan. Therefore, we recommend working on skills to allow for a life plan in their country.
- **50,9%** of those interviewed understand the process to apply to a scholarship. It is important to inform the rest of the population on how to proceed in such cases, as well as disseminate information about existing scholarships, requirements, application periods and other relevant issues to consider to get one.
- On the other hand, **57%** of the participants indicated they don't understand how the procedure works to build a resumé. Our communication campaign can be aimed at directing the young to places where they can build their job seeking skills.

## Media



### MORE COMMONLY USED MEDIA

- 73% Television
- 61.9% Social media
- 38.3% Radio
- 27.6% Newspapers
- 14.8% Magazines



### MOST USED SOCIAL MEDIA

- 88,1% Facebook
- 86,4% WhatsApp
- 69,2% YouTube
- 41,5% Instagram
- 29,9% Snapchat
- 12,4% TikTok
- 11,6% Twitter



### PREFERRED CONTENT IN SOCIAL MEDIA

- 64% Video
- 46,3% Memes
- 36,4% Photography
- 21,6% Posts from friends
- 20,5% Drawings and comics
- 20,1% Stories
- 12,4% Posts from celebrities



### PREFERRED IN-PERSON ACTIVITIES

- 80,2% Sporting events
- 16,3% Outdoors movies
- 12,7% Murals and graffitti
- 12,4% Flyers
- 12,0% Dramatic arts