



# Safe Migration in Bangladesh: Media Profile & Communication Channels



## Exposure to previous awareness campaigns



**60.8%** of respondents were not exposed to safe migration information previously



Comilla



Feni



Noakhali



Shariatpur

A very high proportion of respondents from **Comilla 88%**, **Feni 86%**, **Noakhali 98%**, and **Shariatpur 90%**, stated they could not remember seeing safe migration information previously



## Internet usage



Only **4.8%** of respondents use the internet to gain **more knowledge on migrating abroad**



No female respondents use the internet for **accessing migration information**



Of respondents who use the Internet to gain more knowledge on migrating abroad, **37.9%** mentioned that they usually search for **visa application and general information** on living in an EU country

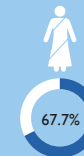
## Medium of information



**58.7%** heard information on safe migration from **friends or family**



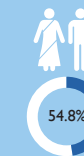
Male respondents



Female respondents



Returned migrants



Potential migrants



## Social media profile



**29.3%** of respondents are subscribed to **social media platforms**



**39.3%** of male respondents are subscribed to **social media platforms**



Only **8.7%** of female respondents are subscribed to **social media platforms**



Of all people subscribing to various **Social media platforms**, **99.4%** subscribed to **Facebook**



**100%** of male respondents are subscribed to **Facebook**



while **94.1%** of female respondents are subscribed to **Facebook**

## Media usage profile



Overall, regardless of sex, migrant type and location, **91.5%** watches **television** regularly



Overall, **47.7%** of all respondents use a regular **mobile phone**, and **22.2%** use a **smartphone/tablet**



## Television usage



**50.1%** of respondents who watch television mentioned that they watch **NTV** regularly



**74.9%** of respondents watch **local news** on TV



**82.7%** of men prefer to watch **local news**



While only **55.9%** of women prefer to watch **local news**