



MIMU COVID-19 Webpage Survey Results



October 2020

Summary of Results

The MIMU COVID-19 Webpage Survey was conducted in September 2020 to better understand the use and impact of the MIMU COVID-19 Webpage and its content. The survey gathered inputs from interested respondents through an online questionnaire via the MIMU website in both English and Myanmar languages. Although not part of the survey, MIMU COVID-19 Webpage usage statistics are included in this summary.

75 MIMU users provided direct feedback to the short survey questionnaire. Approximately 45% of the respondents answered in Myanmar language.

Key survey findings:

- 1. A large number of respondents found the webpage to be useful for their work or for their beneficiaries.** 97% of respondents to the question on webpage usefulness (31 persons) found the webpage to be useful, noting that it is a good source of information, it is helpful to have this much COVID-related material in one place, and that it has been helpful for work, reports, projects, information sharing and general decision making.
- 2. Suggestions for improvement most commonly related to user-friendliness,** such as improving ease of navigation, searching documents, presentation of information and limiting the sources of information (too many documents). Respondents also noted the importance of ensuring up-to-date information and suggested the webpage be better publicised.
- 3. Respondents found various categories of information to be especially useful** including Situation Reports (22%), Advice and Infographics (21%), Online Dashboards (20%), Reports and Publications (16%), Technical Guidance (16%), and Other (5%).

Statistics on the MIMU COVID-19 Webpage from February to September 2020 indicate:

- 4. User numbers increase in periods with higher numbers of COVID-19 cases.** Overall, the MIMU COVID-19 Webpage has attracted close to 38,500 pageviews and over 44,000 downloads since its launch on 31st January. User numbers were highest in March and again in September as users sought more information – particularly on the situation and prevention materials.
- 5. Situation reports and advice/infographics are the most downloaded content,** followed by ethnic language prevention messages (which were downloaded over 4,200 times). The most commonly downloaded languages are: Kachin (20%), Shan (17%), Rakhine (16%) and Chin (15%).
- 6. 91% of webpage users were based in Myanmar,** with a further 3% logging in from servers linked to the US, and 2% from Thailand. **70% of webpage users were Yangon-based.** Other areas with higher numbers of users were Mandalay (13%), Myitkyina (5%) and Nay Pyi Taw (2%).

Thank you to everyone who participated in the two-minute survey. Your input will support future development of the MIMU COVID-19 Webpage.