



IOM International Organization for Migration



# ECUADOR

MAPPING EXERCISE  
LONDON, JANUARY 2008

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The aim of this Mapping Report is to guide IOM's outreach activities and communications strategies. The report does not purport to be exhaustive. The mapping consultant who conducted the exercise and wrote the report on behalf of IOM has taken every effort to ensure accuracy in his/her reporting and the views expressed in this report are his/hers. IOM cannot be held responsible for any omissions or inaccuracies.



# INTRODUCTION

## AIM OF THE MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the mapping exercise carried out by the International Organisation for Migration (IOM) was to identify the main channels of information used by potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants. The aim was also to identify the location of their communities in the UK. The ultimate goal of the mapping exercise is to help IOM to improve its communications with foreign language communities in the United Kingdom through media articles, advertisements, and presentations to community groups.

Twenty-eight mapping exercises have been completed successfully since October 2005. The Ecuador mapping exercise is the latest in a further round of mapping assignments, and is the third exercise, after Bolivia and Colombia, undertaken within the Spanish-speaking Latin American community. It will be used to guide IOM's information campaigns and outreach activities for Ecuadorian migrants in the UK.

IOM designed a questionnaire in Spanish divided into two sections with a total of 21 questions. The first section aimed to establish the most effective media channels for IOM to use in communicating with Ecuadorian migrants and distributing voluntary return literature to them. It was also a way of making contact with key community organisations and leaders, in order to plan outreach activities targeted at the Ecuadorian community. The questionnaire asked respondents which media channels (i.e. newspapers, radio, television and Internet) they regularly use and in which language they prefer to receive information. It also asked what community organisations, religious centres, and festivals Ecuadorians are aware of and use in order to access advice, services and information. Finally, it asked respondents to estimate the geographical size and location of Ecuadorian communities across the UK. The second section of the questionnaire requested baseline data from each respondent about gender, age, Ecuadorian ethnicity, and length of stay in the UK, in order to gain an understanding of the diversity of Ecuadorian migrants in the UK. The questionnaire was completely anonymous. It did not at any stage ask respondents to disclose their names or contact information.

A female Spanish speaker, who has both worked and lived for some time in Ecuador, undertook the mapping exercise. The mapping consultant was employed on a part-time basis to network with Ecuadorian community members, organisations, leaders and media channels in order to collect the necessary information for the mapping exercise. Data collection for the exercise was undertaken between October and December 2007.

A number of approaches to data collection were used, including in-depth informal interviews with community leaders and organisations, as well as questionnaires. Data collection was limited to London, where the vast majority of Ecuadorians live. There are very small communities of Ecuadorians outside London but they remain unorganised. There are no Ecuadorian community organisations or groups outside London.

Data was initially collected through informal interviews with Ecuadorian community organisations. They then provided the mapping consultant with a range of contacts including: key community leaders; other Ecuadorian or Latin American organisations; shops and restaurants; and radio stations and television programmes targeted at the Latin American community. Questionnaires were also given to Ecuadorian migrants in community organisations and in places of worship.. A total of 32 questionnaires were completed. The mapping consultant was careful to ensure a broad sample in terms of age, length of stay in the UK, and ethnic origin within Ecuador to ensure that different backgrounds were represented.

This report includes tables and charts with all the questionnaire results as well as recommendations on how IOM can communicate effectively with the Ecuadorian community. In addition, an extensive contact list has been created, which merges data gathered directly from questionnaires with information from informal interviews with community organisations and leaders. This resource will be used by IOM to plan outreach activities and disseminate information on the voluntary return programmes to Ecuadorians across the UK<sup>1</sup>.

The mapping exercise was a relatively small study undertaken within a short period of time, which relied on the limited number of questionnaires that were completed by those who wanted to collaborate with the study. Its findings should not therefore be read as statistically representative of all Ecuadorians in the UK, especially given the extreme diversity that exists within the Ecuadorian community with regard to economic, social and cultural background, as well as length of stay in the UK and integration within British culture and society.

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<sup>1</sup> This document is confidential and does not form part of this report.

# 1 THE ECUADORIAN COMMUNITY IN THE UK

## 1.1 OVERVIEW OF ECUADORIAN MIGRATION AND COMMUNITY

Ecuador has witnessed the greatest population decrease in South America caused by economic migration. The Economic Commission for Latin America and the Caribbean (2006) records that, in 2000, 4.8% of the population had left the country and that this figure has risen during the first decade of the 21st Century.

Ecuadorian migration to the UK has taken place in three phases. Like many Latin American countries, Ecuador in the 1970s experienced an economic boom due to its significance in the world economy as an oil producer. However, in 1982, oil prices collapsed, which resulted in dramatic increases in inflation, decreases in wages and a debt crisis. At this time, the UK experienced its first wave of Ecuadorian migration, albeit insignificant in comparison to the USA, Spain and Italy. People who migrated to the UK did so because of connections with family and friends. Some applied for asylum whilst others arrived on a tourist visa and remained in the country as irregular migrants. On the whole, the majority of these Ecuadorians are now British citizens.

Political instability, severe flooding due to the *El Niño* phenomenon, a depressed oil market, and financial mismanagement of the economy led to a second economic crisis which resulted in a rise in unemployment and poverty. “Dollarisation” of the economy took place in 2000, replacing the original *sucre* currency. According to key community representatives, this had a huge impact on the poverty rate. For example, before dollarisation, around 25,000 *sucre*s were enough to provide food for one week. The dollar was introduced and pegged against the *sucre* at \$1:25,000 *sucre*s, which meant that many could not afford to feed their families. The Economic Commission for Latin America and the Caribbean (2006) records that 48.3% of Ecuadorians still live below the poverty line, which indicates the intensity of this crisis and the impact it still has today.

This crisis was directly responsible for the second wave of migration, some to the UK, but the majority to mainland Europe, and particularly to Spain due to language and cultural similarities, family ties, relaxed visa restrictions and a bilateral agreement that provided 25,000 irregular Ecuadorian migrants with legal work permits.

The third wave of migration has been the most significant and has taken place within the last five years. The number of Ecuadorian migrants living in the UK has boomed to make their community the second largest Latin American migrant group after the Colombians<sup>2</sup>. Community representatives believe that many Ecuadorians have entered the UK with fake European passports, the majority from Spain. One community leader suggested that around 90% of irregular Ecuadorian migrants in the UK have entered the country in this manner. This suggests that, although the UK is not usually the first port of call for Ecuadorian migrants, it remains an attractive destination after initial arrival to Europe. Community leaders attribute the UK’s popularity to the strength of the British pound in the world economy plus the perception that the UK, and in particular London, offers political and economic stability and better job opportunities. The third wave of migration has also been characterised by increasing numbers of Ecuadorian students overstaying their student visas and remaining in the UK to work.

<sup>2</sup> The Brazilian migrant population is in fact the largest Latin American population in the UK. However, the perception of Spanish-speaking Latin American community organisations and migrants is that Brazil stands apart from Latin America due to its different language and cultural background.

Interviews with community leaders also revealed that many Ecuadorians have applied for asylum on entering the UK for one of two reasons: political persecution; or a strong desire to gain legal status and recognition in the UK. Community leaders say that, although many applied during the first and second waves of migration and were granted asylum, new migration restrictions means that fewer applications have been successful.

Ecuadorian migrants in the UK represent a mix of social classes and skills, with as many middle-class, university degree-holding Ecuadorians as lower skilled and poorly educated migrants. Nonetheless, due to language constraints and their illegal status within the UK, the majority of Ecuadorians work in the same types of job: as cleaners; in Latin American restaurants; in warehouses; or in construction. They are often vulnerable to abuse in the workplace and forced to accept low pay and long working hours. Many Ecuadorians have two jobs, which keeps them occupied from morning until night. However, interviews with community representatives revealed that the expansion of the European Union and the influx of Polish workers have placed these jobs at risk. Eastern European migrants are also willing to work long hard hours for low pay, and enjoy the advantage of having a legal right to enter the UK.

The Ecuadorian community is well established in London and many community organisations have been formed, or are being formed, by long-term migrants, in order to provide advice and services to Ecuadorians. Despite the existence of these organisations, the majority of questionnaire respondents said that they tend to use the services of more established community organisations that work with the whole Latin American population. Evidence of Ecuadorian presence and culture in London is evident in the Elephant and Castle with Ecuadorian businesses, restaurants and shops selling Ecuadorian foods and craft work. The Ecuadorian community is very close-knit and often meets at the weekend for planned community and religious events, such as sampling “typical food” from all over Latin America, Christian gatherings, or in the parks of London to play football, either as families or as part of the Latin American football association.

## 1.2 GEOGRAPHICAL LOCATIONS AND SPREAD OF THE ECUADORIAN COMMUNITY

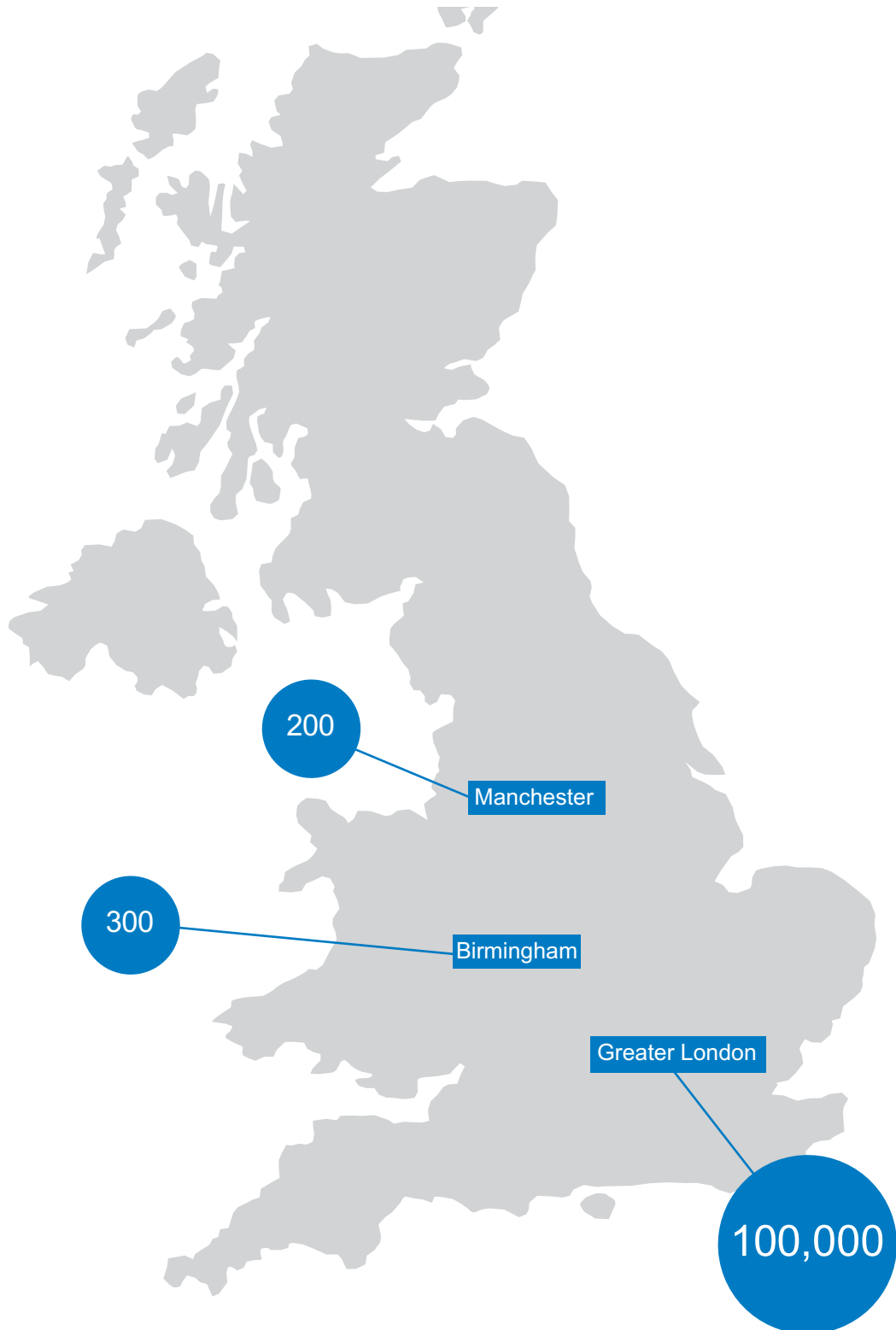
The exact number of Ecuadorians living in the UK is unknown and estimates are disputed. Most Ecuadorians have settled in London, which offers a safe haven for those migrants who have little or no command of English and wish to be close to other people of the same culture and religion. London also offers the job opportunities of a large metropolis.

According to the 2001 UK Census, there were 2,301 Ecuadorians living in London, of whom 1,054 were men and 1,247 were women. There is a more recent official estimate by the Foreign and Commonwealth Office in their strategy paper of early 2007 on the Latin American community. This estimates the Ecuadorian population at 70,000-90,000. Unofficial views by Latin American community organisations and the Ecuadorian Consulate in London support this. However, unofficial figures by Ecuadorian community leaders assert that the number is closer to 100,000.

There are no official figures relating to the Ecuadorian population outside London but estimates derived from the mapping questionnaires and interviews suggest that around 500 Ecuadorians do live outside London. There are some long-term residents in Surrey, Birmingham and Manchester, as well as ex-students turned irregular migrants living in university towns such as Oxford and Brighton. Nonetheless, the vast majority of irregular migrants are concentrated in London, where low pay forces them to live in low cost areas of south-east and north-east London, often sharing a 3-bedroom family-sized house between 10 to 14 people to cut the costs of renting.

According to the 2001 UK Census, the most populous boroughs of London were Lambeth (419) and Southwark (207). The mapping exercise had similar findings, although the questionnaire respondents and community members could not make accurate estimates. According to them, the largest concentrations of Ecuadorians are in the boroughs Southwark (Elephant and Castle, Brixton, Camberwell, Stockwell, Oval, Streatham and Peckham), Lewisham, Newham, and Haringey (Finsbury Park, and Seven Sisters).

## Geographical Spread of the Ecuadorean Community in the UK, 2008



The above figures are estimates provided by community leaders

# 2 MAPPING EXERCISE OUTCOMES

## INFORMATION CHANNELS

### 2.1 MEDIA

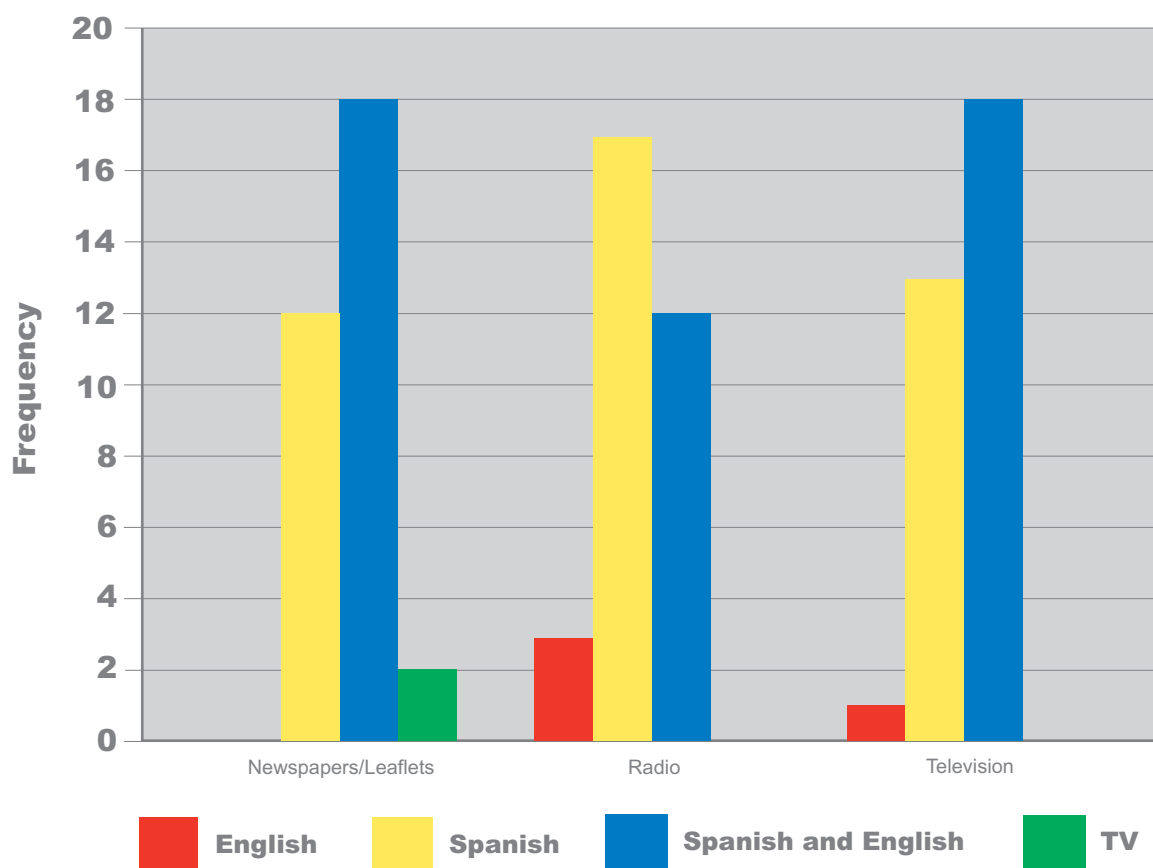
This section describes the main media channels through which Ecuadorians in the UK receive information, and the language in which they prefer to receive it. The aim is to identify the best way for IOM to communicate about its voluntary return programmes.

The information in this section has been taken from section one of the questionnaire. It is supplemented by information obtained via informal interviews with community leaders and organisations.

#### Media Comprehension

The questionnaire asked respondents in which language they could best understand information presented in newspapers and leaflets, radio and television. Figure 1 presents the results.

**Figure 1: Media Comprehension**



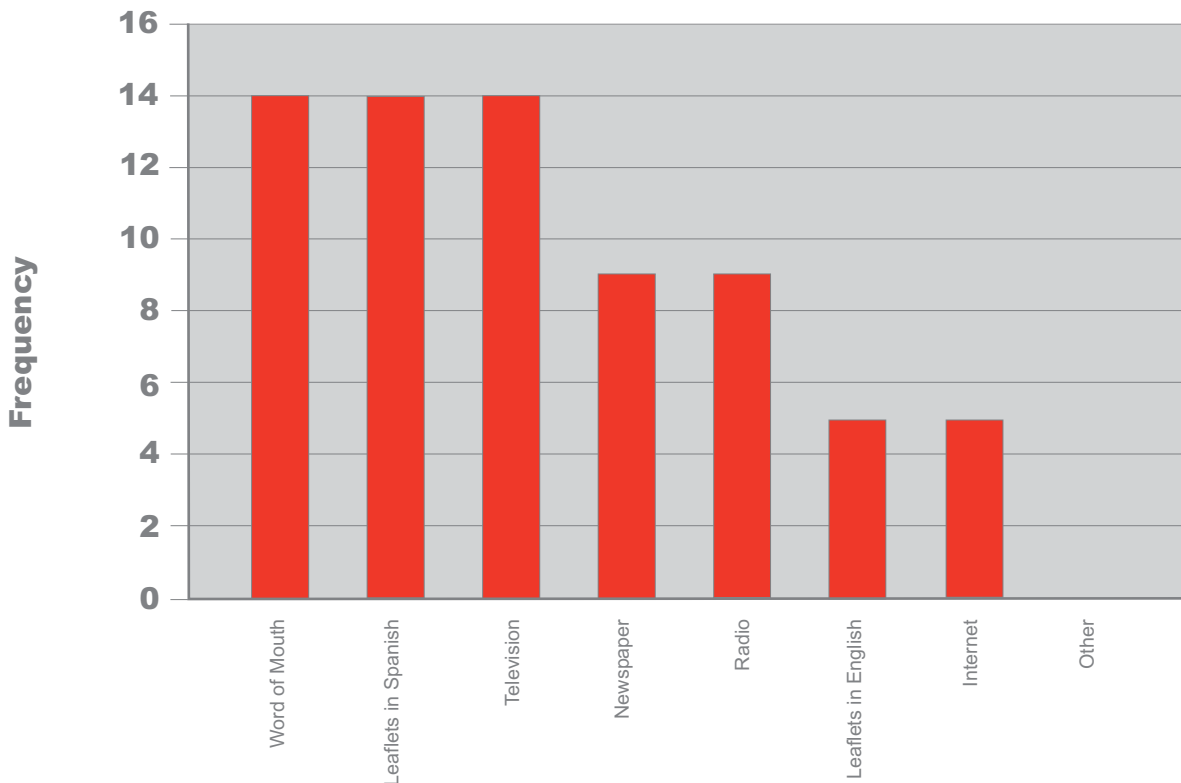
The 'other' category includes languages with a Latin origin similar to Spanish, namely Portuguese and Italian. 2 of the 32 respondents could understand written media in these languages. The majority of respondents could understand information in newspapers or leaflets and on television in English and Spanish, although they preferred to listen to radio in Spanish. Community representatives explained this by saying that understanding visual and written media materials in English is far easier for Ecuadorians than understanding purely oral media. A small number of respondents said that they understood television and radio best in English. However, they told the consultant that this was because they did not know of any Spanish-speaking radio stations, nor did they have access to Spanish-language channels on satellite television.

Informal interviews with community leaders revealed that, given a choice, most Ecuadorians would prefer to receive information in Spanish, as it is their first language. They also said that the ability to understand information in both English and Spanish is not directly related to length of residence in the UK. Some more recent arrivals and some young people have a better command of English than longer-term residents. Community leaders said that some Ecuadorians of long residence (especially elderly residents) have not learnt English because of long working hours which prevent them from attending schools or classes. Insufficient funds to pay for English courses and insufficient legal documentation to enrol are also an obstacle. There is also a well-established network of Ecuadorian and Latin American businesses, as well as community and religious organisations, which provide work and services for migrants in Spanish. This reduces the need to learn English.

## Information Sources

Respondents were asked which are the most common and convenient means for them to access information.

**Figure 2: Information Sources**

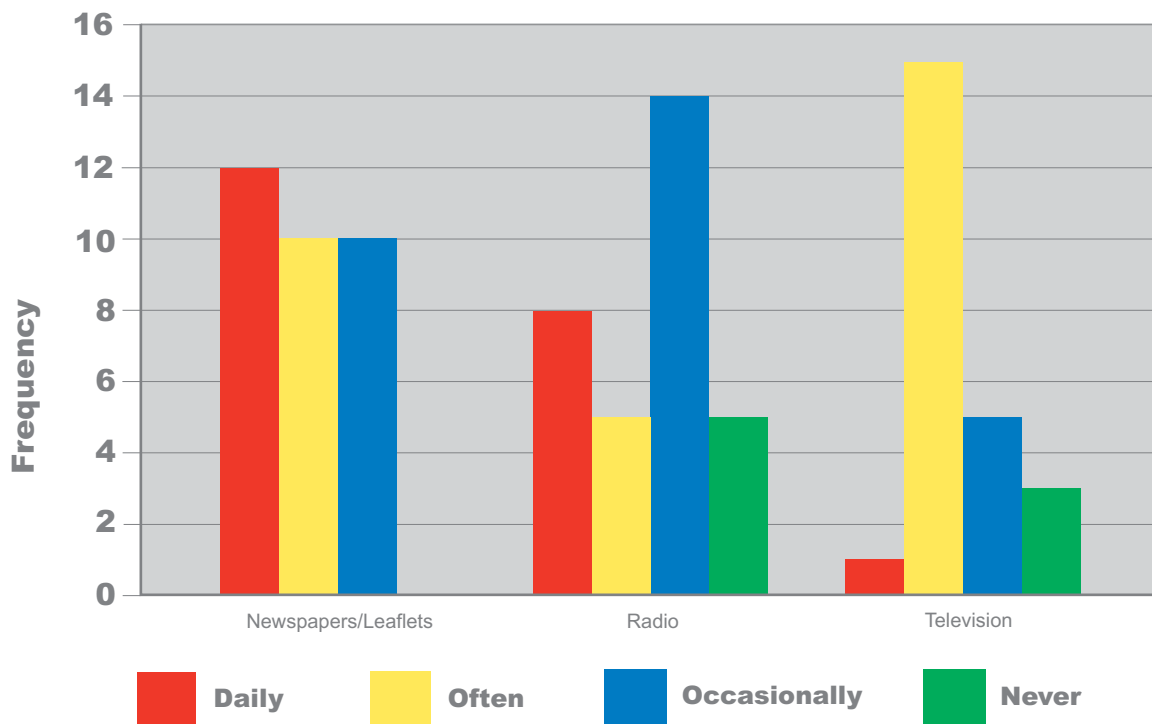


The results are quite evenly spread. Word of mouth, leaflets in Spanish, and television are the most common sources of information for Ecuadorians. Newspapers and radio follow closely. Leaflets are, in fact, a very common source of information for Ecuadorians, in both English and in Spanish. When completing questionnaires, some respondents told the consultant that they read any kind of leaflet that is distributed in the street, in organisations, or as an insert in newspapers and magazines.

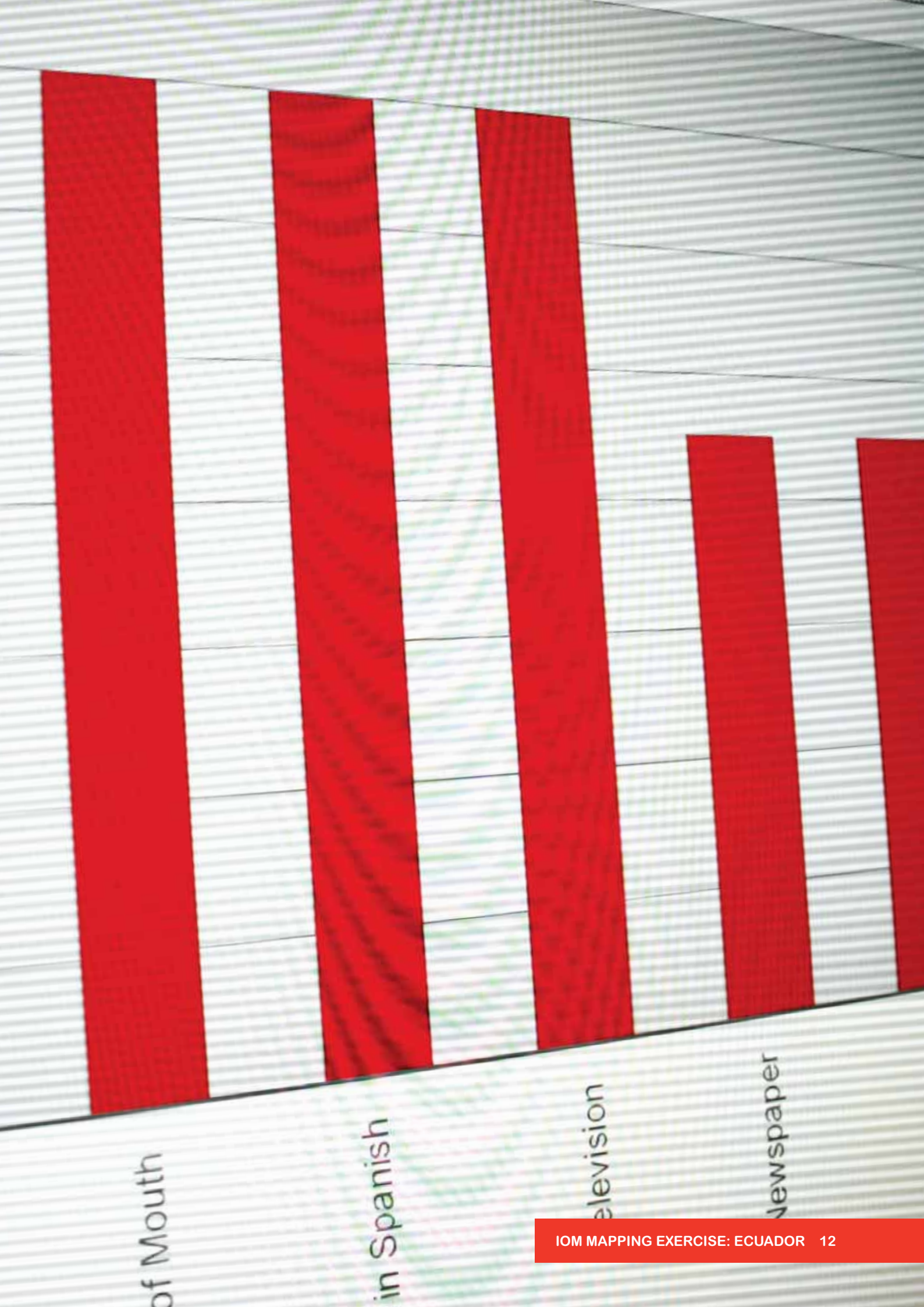
## Frequency of Media Consultation

Respondents were asked how often they accessed information, principally from newspapers/leaflets, radio and television.

**Figure 3: Frequency of Media Consultation**



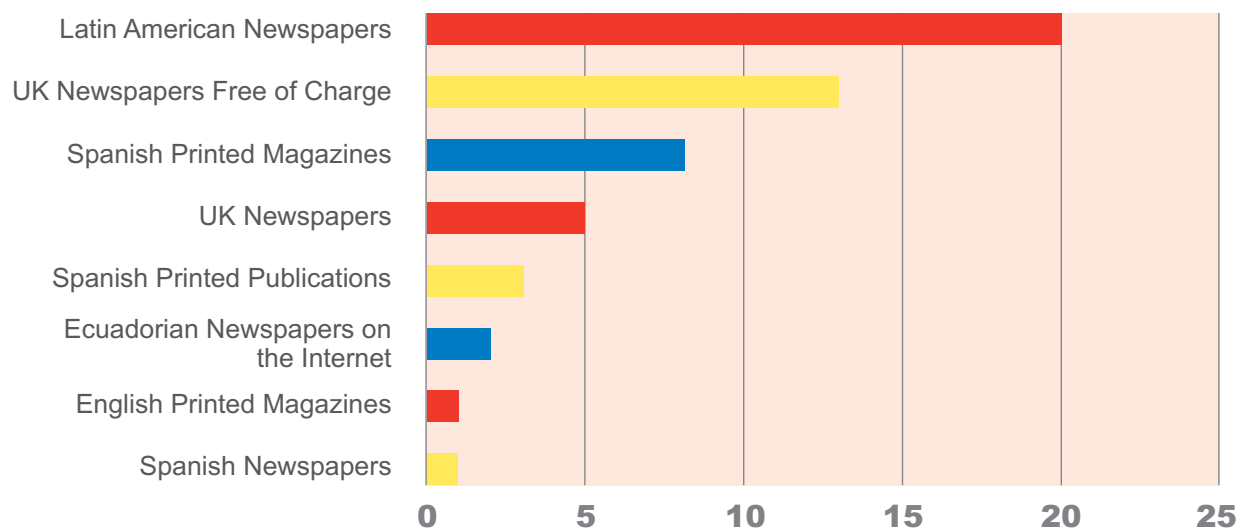
Many Ecuadorians accessed information from television on a daily basis, either from their homes or in restaurants and communal Ecuadorian organisations. This is especially true if they do not have access to satellite channels with Spanish-speaking programmes. In general, though, newspapers are read most frequently. Respondents said that they most often read Latin American newspapers and free English newspapers distributed at bus, train and Underground stations.



## Newspapers and Publications

Newspapers and publications are a frequent source of information for Ecuadorians. Respondents were asked which newspapers they read most often. Respondents were given space in the questionnaire to name the publications. The results are presented in Figure 4.

**Figure 4: Newspapers and Publications Read by Ecuadorians**



Most Ecuadorians read Latin American newspapers frequently, followed closely by the free UK newspapers that are distributed at bus, train and Underground stations. Spanish magazines are also popular, more so than UK newspapers. “Other” Spanish printed publications are leaflets, flyers and other forms of printed material that are distributed or come with newspapers and magazines. Figure 5 below sets out the newspapers and publications mentioned by Ecuadorians.

**Figure 5**

TYPE OF PUBLICATION	FREQUENCY
Latin American Newspapers	Express News Noticias Latin America Extra International
Ecuadorian Newspapers on the Internet	El Comercio El Universo La Hora Diario Los Andes
Spanish Newspapers	El País
UK Newspapers Free of Charge	Metro The London Paper London Lite
UK Newspapers	Evening Standard The Times The Financial Times Guardian Daily Mail The Sun
Spanish Printed Magazines	Variedades Hola (Hello)
English Printed Magazines	The Economist Magazines in Newspapers
Other Spanish Printed Publications	Guía Latina (Latin Guide) Leaflets from Newspapers

Of the three Latin American Newspapers known to Ecuadorians, *Express News* and *Extra International* were mentioned most frequently. Most respondents cited *Metro* as the free UK newspaper that they read most often. Respondents who named the *Financial Times*, the *Guardian*, the *Daily Mail* and *The Economist* magazine are those with a greater command of English.

The Spanish magazine *Varietades*, which is printed every 2 to 3 months, was cited by a small number of respondents, as well as leaflets that are distributed as part of magazines. Surprisingly, only a small number of respondents said that they referred to online Ecuadorian newspapers to access information.

Some forthcoming newspapers were reported by community leaders. A monthly newspaper, *El Galápagos*, will be published on the Internet every month and is designed especially for the Ecuadorian community in the UK. *Expreso Latino* is a new Latin American newspaper that will be distributed in the UK within the next few months..

Community organisations generally agree that newspapers are a key medium through which IOM can communicate with Ecuadorians. A community organisation working with elderly Latin Americans (a large number of them being Ecuadorian) suggested that IOM should consider a question and answer written publication in Latin American newspapers to clarify the details of the voluntary return programmes.

## Radio

Radio is the least often used media channel for Ecuadorians. Those respondents that do listen to the radio were asked to name the radio stations and shows that they listen to.

**Figure 6: Radio Stations Most Frequently Listened to**

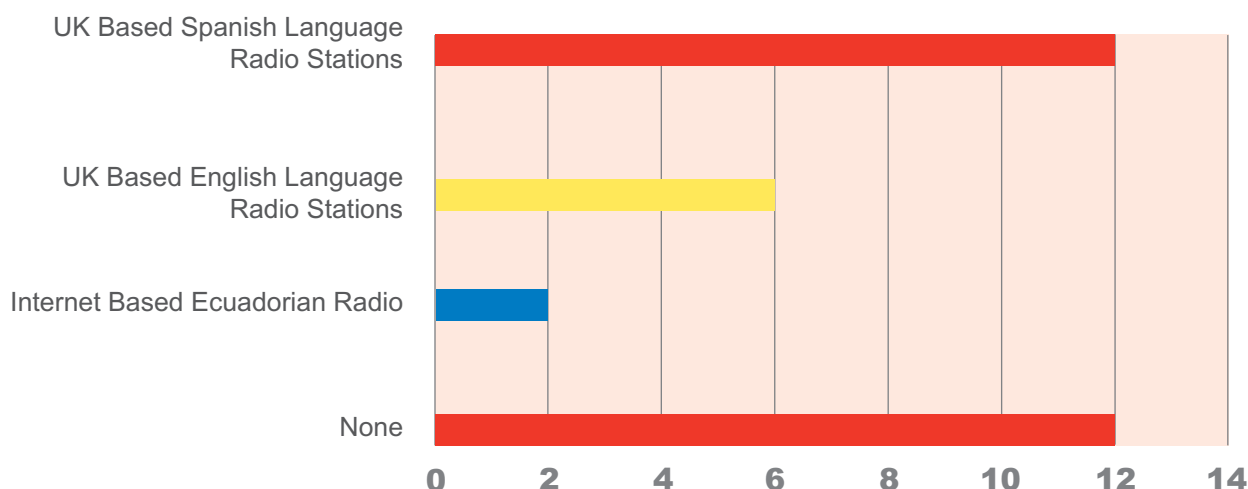


Figure 3 showed that of all media information sources, Ecuadorians do not consider radio to be key, with the majority responding that they “occasionally” listen to the radio. This is also reflected in figure 6: ‘none’ is as frequent an answer as “UK based Spanish language radio stations”. Internet-based Ecuadorian radio stations were only mentioned by 2 of the 32 respondents.

However, these results should be treated with some caution. In-depth interviews with community representatives suggested that radio is, in fact, a key source of information for Ecuadorians. The contradictory results in this chart may be attributable to two factors. First, a popular and well-known Latin American radio station *Sound Radio* is currently in the process of relocating, resulting in major disruption

to its programmes. Fewer people may tune into the radio at present as a result. Many respondents said that they did listen to *Sound Radio*. Secondly, community representatives said that the long working hours endured by Ecuadorian migrants meant that they did not often have access to or time to listen to Latin American radio shows, which are often aired mid-morning or in the afternoon.

The questionnaires revealed that the majority of those that do listen to the radio are the elderly, people who do not work, and long-term residents, who know which frequencies to tune in to. Many of the newer arrivals do not know how to access Latin American radio shows and, as a result, tended to listen to English-speaking radio stations. Long-term residents also listened to English language radio stations due to greater command of the language. Figure 7 outlines the radio stations tuned in to, coverage of the radio, and popular radio shows. The information presented here comes from questionnaires and information from community leaders.

**Figure 7**

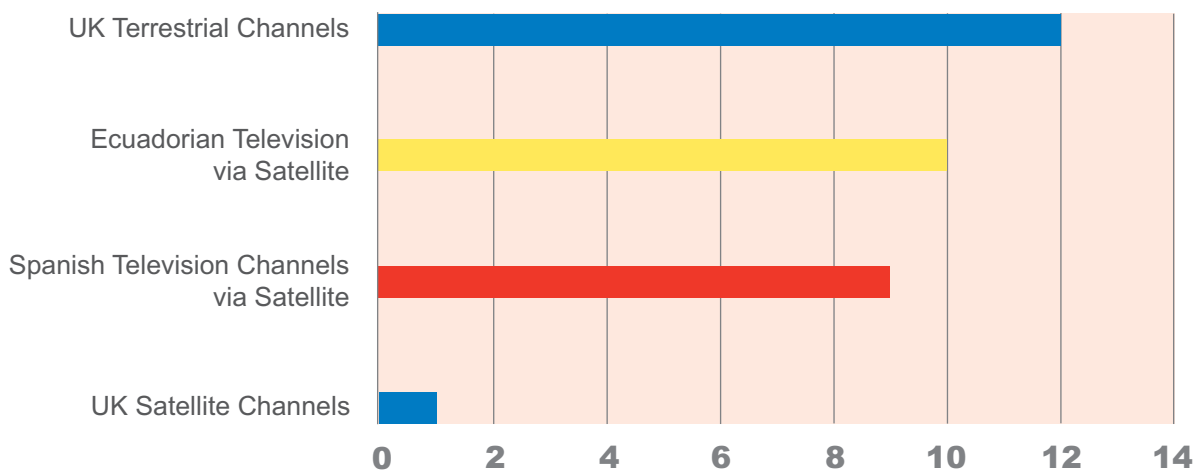
TYPE	RADIO STATION	COVERAGE	RADIO SHOW
UK - in Spanish	Spectrum Radio: 55.8 AM www.spectrumradio.net	Nationwide, Calais (France) worldwide via Internet	Latinisimo (3pm-4pm)
UK - in Spanish	Sound Radio 15.03 AM www.soundradio.info	Nationwide, worldwide via internet	En Contacto (Monday to Friday 11am to 12pm), Radio Vision, Todas Las Voces (10am-12pm Sunday)
UK - in Spanish	On top Latino 95.5 FM	London	All day Saturday and Sunday
UK - in Spanish	Voice of Africa: 94.3 FM www.voiceofafricaradio.com	London	Onda Hispana (1pm-3pm) Monday to Friday. Saturday folklore music show (8-10pm)
Ecuador - via Internet	Radio Sucre www.radiosucra.com.ec	Ecuador, worldwide on Internet	All day
UK - in English	Kiss: 100FM www.totalkiss.com	Nationwide, worldwide on Internet	All day
UK - in English	Capital: 95.8 FM www.capitalradio.co.uk	Nationwide, worldwide on Internet	All day
UK - in English	Radio 1: 97-99 FM www.bbc.co.uk/radio1	Nationwide, worldwide on Internet	All day
UK - in English	Magic: 105.4 FM www.magic.co.uk	Nationwide, worldwide on Internet	All day
UK - in English	Virgin: 12.15 FM www.virginradio.co.uk	Nationwide, worldwide on Internet	All day

*Spectrum Radio*'s programme "Latinísimo" claims to have an audience of 272,000, of which the vast majority are Ecuadorian. The radio station *Voice of Africa* has rented a space to the Latin community to host a show 'Onda Hispana'. Every Saturday, listeners can vote for music from their country of origin. According to the coordinator of this show, many Ecuadorians as well as Colombians ring to request music. Most respondents mentioned the shows "En Contacto" and "Todas las Voces" on *Sound Radio* as being those they listen to most frequently.

## Television

Television is the most frequently used media channel. Respondents were asked to name the television channels and shows they regularly watch.

**Figure 8: Television Channels Most Frequently Watched**



The answers to this question were quite evenly spread across Ecuadorian television via satellite, Spanish television via satellite, and UK terrestrial channels (*BBC1* in particular), which is slightly in the lead.

Figure 9 lists the television channels and shows watched by respondents. The information is based mainly on questionnaire results supplemented by information obtained during informal interviews with community leaders.

**Figure 9**

TYPE OF TV CHANNEL	NAME OF CHANNEL	POPULAR PROGRAMMES
Spanish television channels via satellite	<ul style="list-style-type: none"> <li>• Espanola</li> <li>• Gala Television</li> <li>• Andallucía (Canal Sur)</li> </ul>	News (morning, afternoon and evening) News (evening) Chat shows: "La Tarde con Maria" (4.25pm-5:00pm Monday to Friday)
Ecuadorian television channels via satellite	<ul style="list-style-type: none"> <li>• Ecuavisa International</li> </ul>	News (morning, afternoon and evening)
UK Terrestrial Channels	<ul style="list-style-type: none"> <li>• BBC 1 &amp; 2</li> <li>• ITV</li> <li>• Channel 4</li> <li>• Channel 5</li> </ul>	News (morning, afternoon and evening), Films (weekends and at night)
UK Satellite Channels	<ul style="list-style-type: none"> <li>• BBC News 24</li> <li>• National Geographic</li> <li>• Discovery Channel</li> </ul>	News Documentaries at night and on weekends

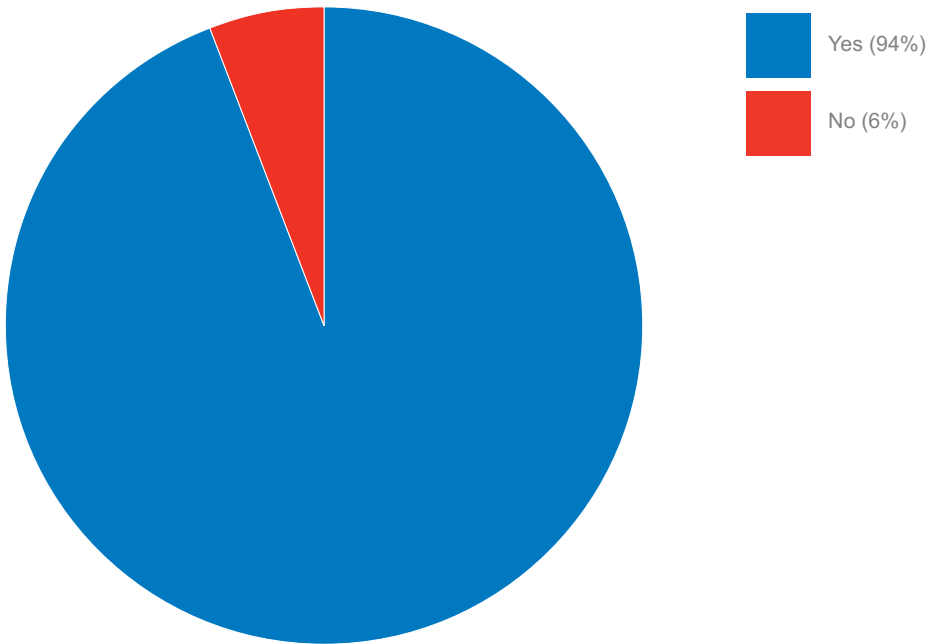
Most respondents said they frequently watched *Española*, *Ecuavisa International* and *BBC1* in order to catch the news, mainly at night. Community leaders pointed out that this is the only free time for people working long hours. Most respondents that have frequent access to satellite channels in their house are established long-term residents. Those that do not have access to a television or satellite channels in their house tend to gather in restaurants and local Ecuadorian businesses at night to access it.

Only two respondents said that they watched English language satellite channels and no respondents said that they accessed television channels on the Internet.

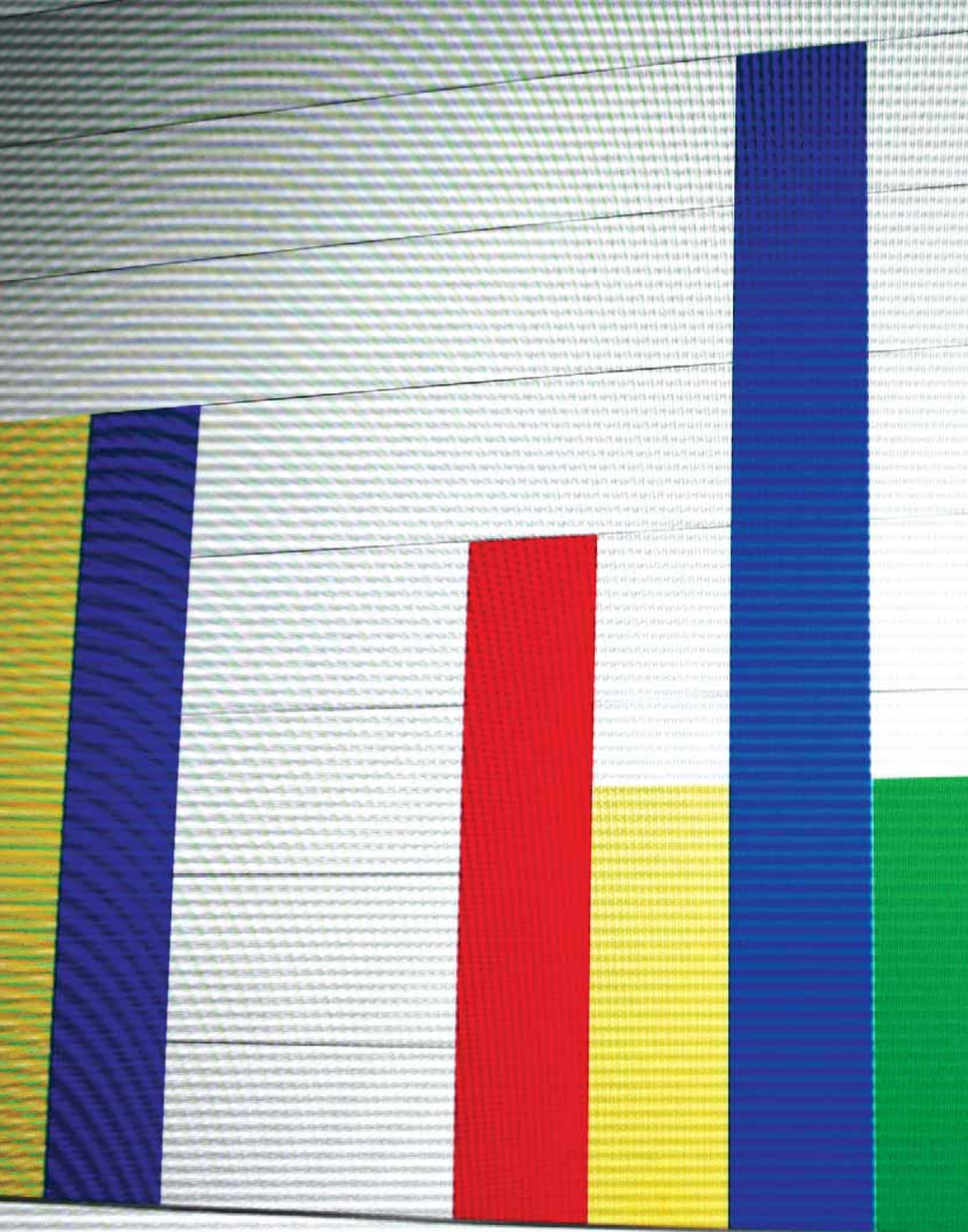
## Internet

The questionnaire asked: (1) do you have access to a computer and/or the Internet; and (2) where do you have access to a computer and/or the Internet.

**Figure 10: Ecuadorians with Access to a Computer/Internet**



Only 2 of the 32 respondents said that they did not have access to a computer or the Internet. Of those that do, an overwhelming majority could access the Internet from their homes, which suggests that a computer and the Internet may be seen as a necessity, compared, for example, to television or satellite channels. This may be explained by the fact that the majority of respondents said that they used the Internet in order to access their e-mail and maintain communications with family and friends in Ecuador. Four respondents said that they could access the Internet from their workplace (included as “other”). These were long-term residents. Table 4 lists the websites accessed most frequently by respondents.



pers/Leaflets

**Figure 11**

TYPE OF WEBSITE	NAME OF WEBSITE
Ecuadorian online newspapers	<ul style="list-style-type: none"><li>• www.eluniverso.com</li><li>• www.elcommercio.com</li><li>• www.elcommercio.com</li></ul>
Ecuadorian radios online UK radios online (in Spanish) Search Engines	<ul style="list-style-type: none"><li>• Radio Sucre</li><li>• www.podermediauk.com</li><li>• Yahoo</li><li>• Google</li></ul>
	<ul style="list-style-type: none"><li>• Gumtree</li></ul>
Email	<ul style="list-style-type: none"><li>• Yahoo</li><li>• Hotmail</li><li>• Latin Mail</li></ul>
Community organisations in the UK	<ul style="list-style-type: none"><li>• www.lojanos.com</li></ul>
Other websites	<ul style="list-style-type: none"><li>• www.podermediauk.com</li></ul>

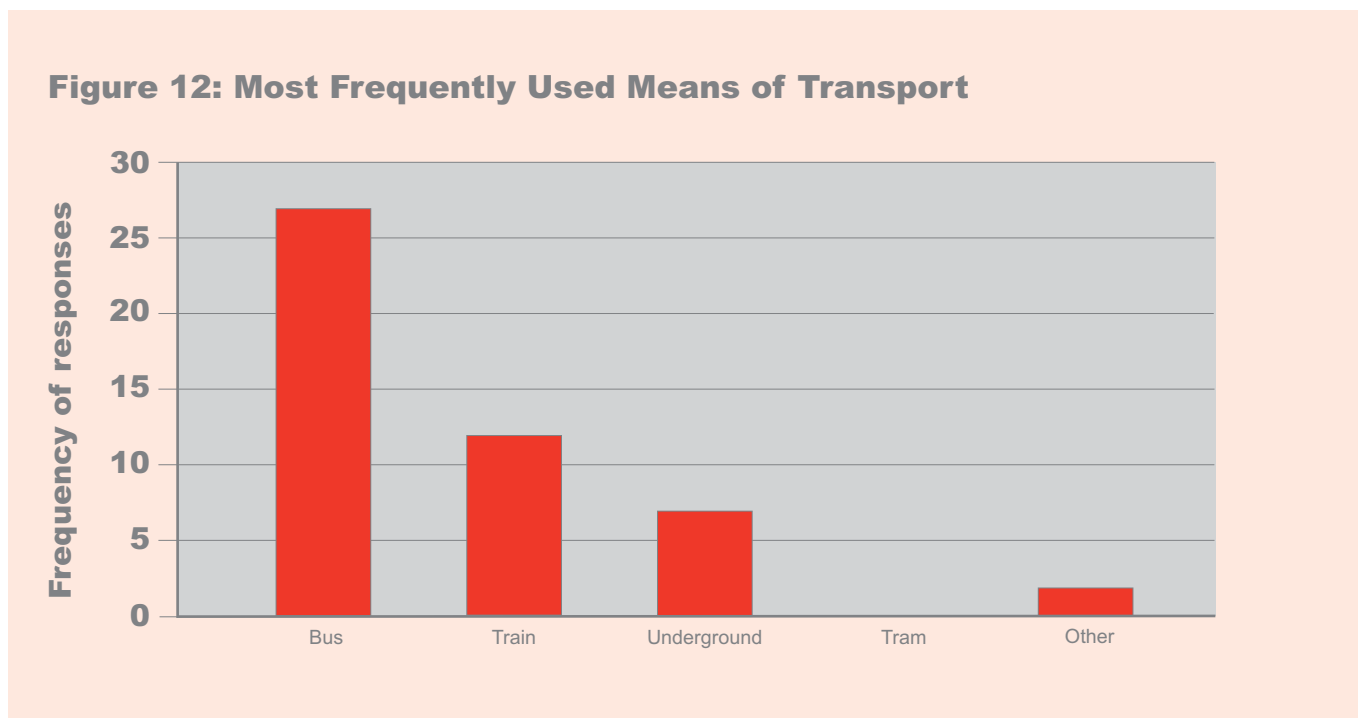
Of the websites listed here, the most frequently consulted were e-mail sites, followed by the Ecuadorian newspaper *El Comercio* and the search engines *Google* and *Yahoo*. *Www.podermediauk.com*, a UK-based site set up and run by an Ecuadorian community leader, was also very popular with respondents. The website contains community news and information for Ecuadorians living in the UK.

## 2.2 SERVICES

This section identifies the services that Ecuadorians in the UK use in terms of travel, communication and local citizens advice services. The aim of the section is to identify other sources of information for Ecuadorian migrants.

### Transport

The questionnaire asked which means of transportation respondents used most frequently. Respondents could mention multiple forms of transport. The results are outlined below:



Bus is by far the most frequently used means of transport for Ecuadorians. It is also the cheapest option, particularly in comparison to the Underground. Many Ecuadorians live in boroughs of London with close proximity to national rail service stations, so the fact that more Ecuadorians use the train than the underground is not that surprising. Two respondents, both long-term residents in the UK, said that they used their own car.



## Phone Calls

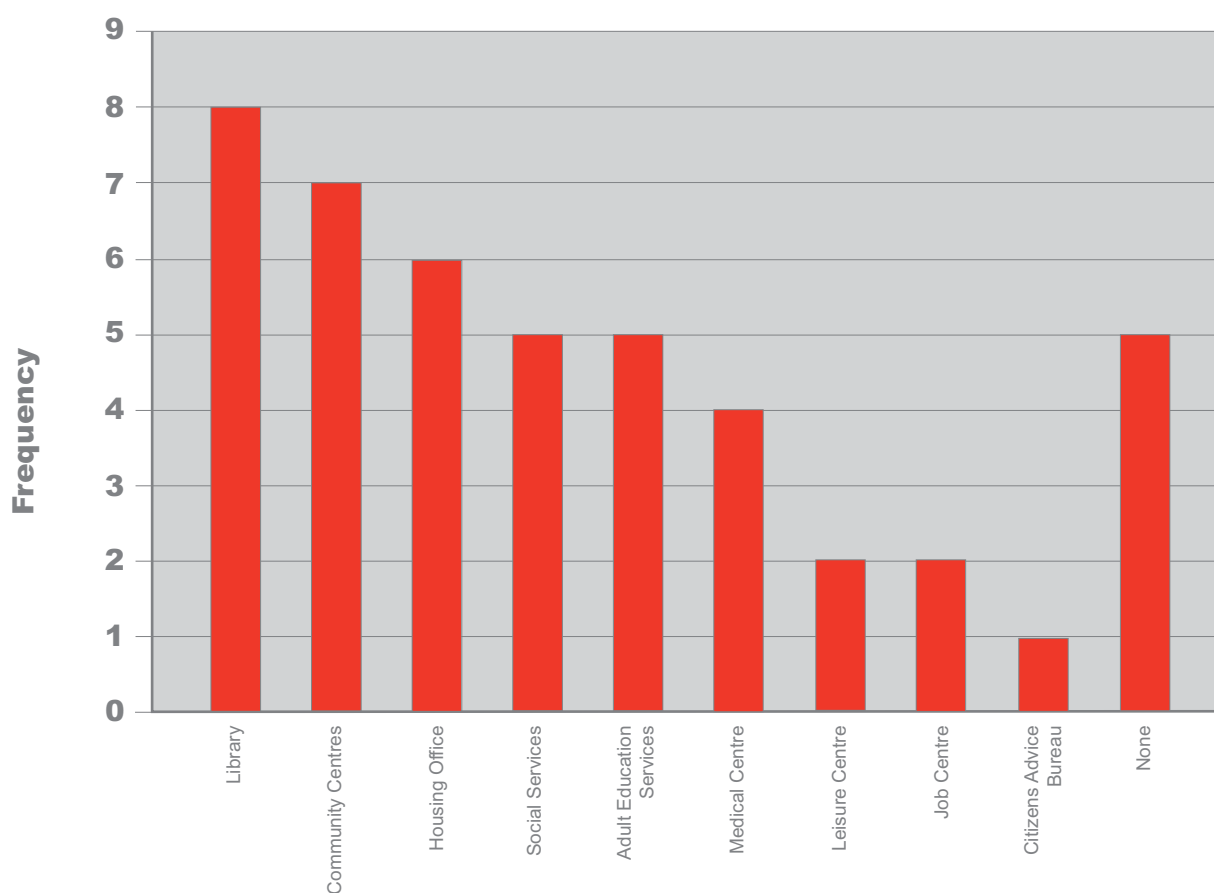
Respondents were asked how they make phone calls to relatives and friends in Ecuador.

The majority of Ecuadorians use international calling cards to stay in contact with friends and relatives in Ecuador. The most frequent method of making phone calls is via a home landline with an international calling card. A popular card is *Latin Smile*, which is distributed near shopping centres (the Elephant and Castle Shopping Centre, Peckham Rye, and in Seven Sisters), and *Hola*. Some respondents also said that they used international calling cabins that offer calling services to Latin America at reduced rates. Some respondents said that they travel to central London (Oxford Street/Tottenham Court Road) to use calling centres there. Others preferred to use calling cabins closer to their residences and, in particular, along the Old Kent Road.

## Local Services

This question asked which local services Ecuadorians in the UK use most often. Figure 13 presents the results.

**Figure 13: Most Frequently Used Local Services**



There is quite an even spread of responses, with libraries, community centres and the housing office being the most popular answers, followed by adult education services, social services and the medical centre. Respondents mentioned the public library on Walworth Road as being frequently visited.

It is surprising that community organisations are not more popular than the results shown here. When the consultant visited Ecuadorian and Latin American community organisations, she found many Ecuadorian members. However, the results shown in figure 13, plus the fact that few respondents could answer questions 10 and 11 of the questionnaire (“Which Ecuadorian/Latin American organisations are you familiar with in the UK?”), shows that, in fact, community organisations may not be such an important source of advice and information for migrants.

## 2.3 PREFERRED SOURCES OF INFORMATION

This section asked respondents about their preferred sources of information, and their opinion on the best locations for IOM to publicise its voluntary return programmes. Respondents were also asked in what format they would like to receive information in Spanish.

### Recommended Locations for Publicity

Respondents were given a list of options and were required to indicate the best locations. The results are presented in figure 14.

**Figure 14: Recommended Locations for IOM Publicity Material**

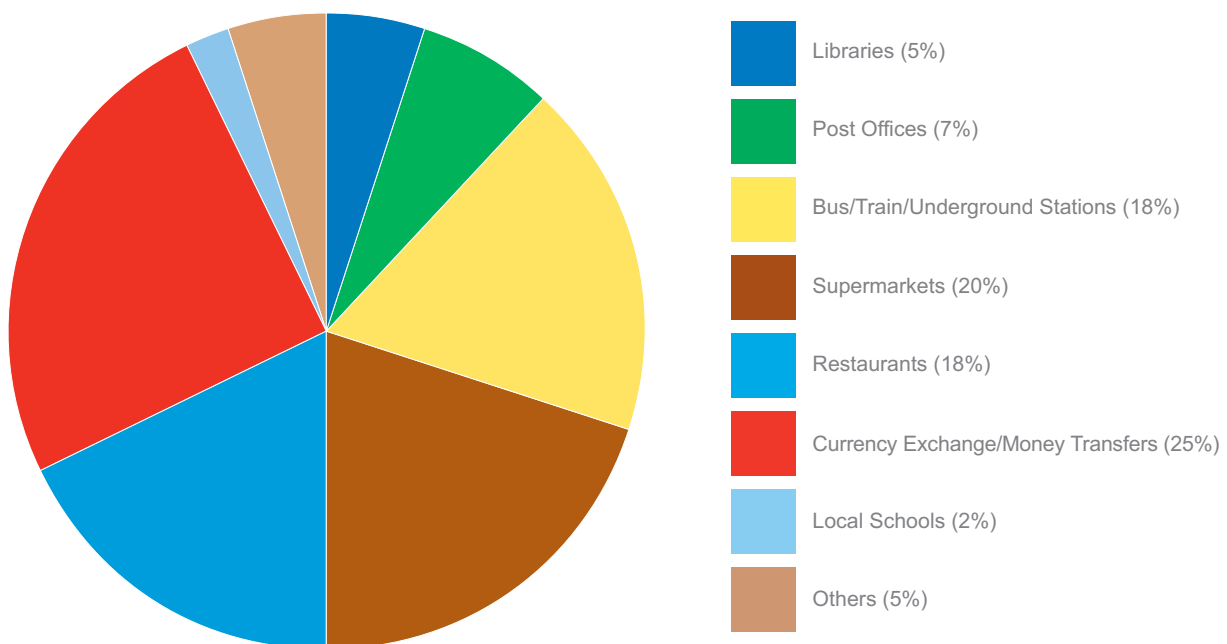


Figure 14 shows that the majority of respondents believed that IOM should place publicity material for the voluntary return programmes in currency exchanges and money transfers. When probed about which ones, some mentioned Giro el Sur, located in the Elephant and Castle, and a couple mentioned the Ria money exchange, which has multiple locations within London. However, the majority said that they tended to use whichever currency exchange or money transfer centres are closest to their work or home, especially in shopping centres such as the Elephant and Castle, Peckham, and Seven Sisters. Respondents also said that supermarkets, such as the Tesco in the Elephant and Castle shopping centre and local Latin American grocery stores in their vicinities, would be good places for IOM to target the Ecuadorian community. Latin restaurants in the Elephant and Castle (Old Kent Road), Vauxhall and along the Holloway Road are also popular. In-depth interviews with community leaders suggested that Ecuadorians are more likely to go to Ecuadorian restaurants than, for example, Colombian or Bolivian restaurants, owing to differences in culture and food between Latin American countries. Bus, train and Underground stations were also considered to be popular places for IOM to publicise its programmes. Surprisingly, very few respondents said that libraries would be a good place to publicise, considering that figure 13 shows this to be a prime location where Ecuadorians get access to information. Respondents also believed that IOM should publicise in Internet cafes.

Interviews with community leaders and organisations revealed that apart from the places mentioned above, there are two other prime locations where IOM should consider publicising its voluntary return programmes. The first is in Latin American churches and religious groups, in particular the London Christian Community, which has a very large number of Ecuadorian members. The meetings of the London Christian Community and, indeed, meetings of other Ecuadorian community organisations, take place in the Fusion Leisure Centre in the Elephant and Castle. The leader of the London Christian Community has said that it would be worthwhile for IOM to have a stall there staffed by caseworkers able to answer queries regarding the voluntary return programmes. Community leaders also say that St George's Church also has a high Ecuadorian membership. They also believe that IOM should distribute publicity material at football matches. The Latin community takes Latin American football tournaments very seriously, and a large number of members of football associations are Ecuadorian. Football tournaments usually take place at the weekend in the parks around south-east London, in particular Burgess Park, Clapham South and Clapham Common.

# Recommended Locations for IOM Publicity

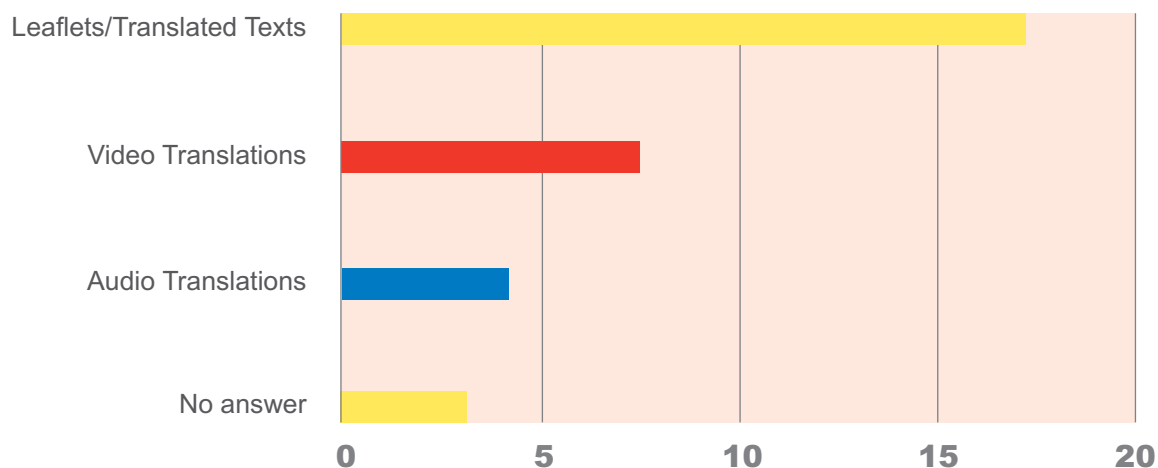


of respondents believed that exchanges and

## Format for Receiving Information

Respondents were asked to recommend how they would prefer to receive information in Spanish. Figure 15 presents the results.

**Figure 15: Recommended Format for IOM Publicity**



Most respondents would like to receive information in the form of leaflets of translated texts. Many added that they tend to read leaflets that came through their letterboxes, that were distributed in the street, or that were distributed as part of a newspaper or magazine. Video translations were the second most popular response followed by audio translations.

Community leaders said that the best way for IOM to communicate with Ecuadorians is through campaigns at football tournaments, at religious reunions, at large festivals, and at small community gatherings that occur frequently on weekends, e.g. offering traditional Ecuadorian food in Burgess Park. They said that IOM should use these events as an opportunity to distribute FAQ sheets, leaflets, and small posters and to have a stall staffed with case workers able to answer queries in Spanish. Interestingly, though, one community organiser, who already received IOM leaflets, said that a more effective way to target Ecuadorians, or indeed the Latin American community, would be to change their focus. At present, these leaflets describe successful return stories for asylum seekers from different communities. The community organiser said that they would be more effective with Ecuadorians, and the Latin American community generally, if IOM edited these leaflets to include only Ecuadorian or Latin American success stories. Community organisations also said that it would be useful to have a video of IOM voluntary return success stories in Spanish to show interested members.

# 3 MAPPING EXERCISE OUTCOMES

## DEMOGRAPHIC INFORMATION

The results in this section come from the second part of the questionnaire, which was designed to gather baseline data from each respondent about age, gender, Ecuadorian ethnicity, and length of stay within the UK.

### Gender

11 of the 32 respondents were women and 19 were men. The consultant found that women were in general more reluctant to fill in the questionnaire than men, although every respondent was assured that confidentially would be safeguarded by IOM and that no names or contact details were required. Furthermore, many questionnaires were undertaken at meetings of the London Christian Community. Women were often occupied with their children and unable to undertake a questionnaire. Questionnaires were conducted in conjunction with community leaders and heads of community organisations, who tend to be men, and who introduced the consultant to predominantly male Ecuadorians.

Community leaders say that there are slightly more male Ecuadorian migrants than female migrants in the UK and that there are more single Ecuadorians than families.

### Age

Figure 16 shows that the Ecuadorian community is quite young, with the majority of respondents in the “junior professional” age category (25-34). The community leaders who were interviewed were mainly men within the 35-54 year old range. The older respondents were long-term residents in the UK who have been living here for over 6 years.

**Figure 16**

AGE	NUMBER OF RESPONDENTS	PERCENTAGE
Under 18	0	0
18-24	4	13%
25-34	13	40%
35-44	8	25%
45-54	5	16%
55-64	1	3%
65 or over	1	3%

## Ecuadorian Ethnicity

The consultant decided to ask respondents their Ecuadorian ethnicity. Ethnicity within Ecuador is very important as it tends to determine one's social standing. Although many ethnicities exist within Ecuador, the consultant used the following groups to classify them: White (of Spanish descent); Mestizo (mixed Spanish and Indigenous descent); Indigenous from the mountain region; Indigenous from the jungle region; Indigenous from the coastal region; Afro-Ecuadorian (from an African descent); and "other". In general, those who are considered to have more Spanish ancestry in their family have a higher social ranking than those with more indigenous roots. The mapping consultant felt that it was important to gain an idea of the ethnic "mix" of Ecuadorians entering and residing within the UK.

**Figure 17**

ETHNICITY	NUMBER OF RESPONDENTS	PERCENTAGE
White	3	9%
Mestizo	27	85%
Indigenous (Mountains)	9	28%
Indigenous (Jungle)	8	25%
Indigenous (Coast)	8	25%
Afro-Ecuadorian	0	0
Other	1	3%

One respondent considered himself not to have an Ecuadorian ethnicity; rather considering his ethnicity to be "Latin American". This is surprising, given the fact that most community leaders interviewed said that Ecuadorians tend to distinguish themselves from other countries in Latin America because of their different traditions and customs. Community leaders did say, however, that the majority of Ecuadorians residing in the UK are Mestizo, and this is supported by the results of the mapping exercise. Community leaders also said that whilst there are many Indigenous (from the mountains) Ecuadorians in Spain selling artisan works, there are very few in the UK.

## Length of Residence within the UK

Figure 18 below shows that the mapping exercise managed to capture a fairly even distribution of Ecuadorians in terms of length of stay within the UK.

**Figure 18**

TIME	NUMBER OF RESPONDENTS	PERCENTAGE
Less than 12 months	1	3%
1 year to less than 3	6	19%
3 years to less than 5	9	28%
5 years to less than 10	8	25%
10 years or more	8	25%

In general, Ecuadorians have been residing in the UK for around 3 years or more. Community leaders widely acknowledge that Ecuadorian migrants entering the UK do so, not from Ecuador, but from other European countries, where they have managed to obtain false documentation. It is also clear from the results above that the Ecuadorian community is well established in the UK, with 25% of respondents having lived in the country for over 10 years. 19% of respondents are recent migrants, residing within the UK for around 1 to 3 years.



## 4 CONSTRAINTS

The Ecuadorian mapping exercise went well and managed to develop a good overview and some valuable insights into the Ecuadorian community in the UK. However, as with all survey-based research, the mapping exercise did experience certain challenges. This section highlights the constraints experienced by the mapping exercise and focuses on two areas: questionnaire design and the quality of responses; and the perception of IOM and its programmes.

### 4.1 QUESTIONNAIRE DESIGN AND QUALITY OF RESPONSES

A number of respondents said that the questionnaire was very long. At times it took respondents 20 minutes or more to answer all the questions. The length of the questionnaire also discouraged people from completing it. Some looked at it and then refused to go further, saying that they did not have time to complete it. This limited the number of completed questionnaires that the mapping exercise could obtain and also affected the quality of the answers. For example, when asked to give examples of radio stations, television channels and locations where IOM could publicise, many respondents left these sections blank in their haste to complete the questionnaire. This limited the ability of the mapping consultant to look for contacts with media outlets, and to determine which newspapers, radio stations and television channels are the most popular with Ecuadorian migrants.

Respondents had great difficulty in naming Ecuadorian and Latin American organisations that they knew and approached for advice or services, despite most Ecuadorian and Latin American community organisations saying that they have a high membership of Ecuadorian migrants. This limited the ability of the mapping exercise to determine which community organisations were the most important in terms of providing advice and services to Ecuadorian migrants. The vast majority of community contacts that the mapping exercise identified were found through networking with community organisations rather than using what respondents had provided on the questionnaire.

As mentioned in section 3, the majority of respondents were men. Women seemed to be more reluctant to complete a questionnaire, even though they were assured by the consultant of the confidentiality of information.

### 4.2 PERCEPTION OF IOM AND ITS PROGRAMMES

On the whole, community leaders and organisations were positive about IOM and its programmes, and were eager to help the mapping assistant in providing more contacts, and assisting her with the administration of questionnaires. This is particularly true of Ecuadorian community leaders, organisations, and religious centres.

Some Latin American organisations, previously contacted during the Colombian and Bolivian mapping exercises, were reluctant to schedule an interview with the consultant, stating that they were aware of IOM and its programmes and had the necessary publicity material. These organisations were not aware of the “new approach” to IOM programmes nor did they seem to be very interested in it. Other Latin American organisations had a negative perception of IOM programmes. These organisations

were mainly those that fight for the rights of Latin American migrants in the UK, whose ideology conflicts with the purpose of IOM programmes. Miscommunication and a lack of proper understanding of exactly what IOM programmes entail were other reasons for the negative perception of IOM programmes.

A small number of Ecuadorians approached to complete a questionnaire were also dubious about IOM, some said that they had heard that IOM was a government agency. Others saw “IOM” in the title of the questionnaire and refused immediately to complete it, again limiting the number of questionnaires available for the mapping exercise. There is therefore a mixed perception of IOM within the Ecuadorian and Latin American community.

# 5 CONCLUSIONS AND RECOMMENDATIONS

The mapping exercise has achieved its aims by identifying the main channels of communication and information used by Ecuadorians in the UK as well as the size and location of the Ecuadorian community. The recommendations presented here are based on the questionnaire results presented in this report, insights from community leaders, and observations made during the mapping exercise.

## 5.1 MEDIA SPECIFIC CONCLUSIONS AND RECOMMENDATIONS

- Although Ecuadorian community organisations have a positive perception of IOM and its programmes, many migrants do not, believing that it is a government agency. Many migrants are scared to be approached by IOM and its staff, and have great difficulty in trusting people outside their community. IOM needs to ensure that any miscommunication as to its mission and its programmes are clarified, and that Ecuadorian and Latin American stories of successful return are translated into Spanish.
- IOM should continue to advertise in the Latin American newspapers *Express News* and *Noticias Latin America*, but should also publish articles with clear information on IOM and its mission, the voluntary return programmes, and present successful Latin American-specific return stories in order to clear up any misguided communication within the Ecuadorian and Latin American community.
- IOM should look out for the new monthly Latin American newspapers *El Galapago* and *Express Latino* and monitor their popularity with the Ecuadorian community.
- The majority of Ecuadorians read the free English newspapers available at bus, train and Underground stations on a daily basis. IOM should therefore consider advertising in *Metro*, *The London Paper*, and *London Lite*.
- Leaflets are a popular source of information for Ecuadorian migrants. IOM should tailor the format of its leaflets so that only Ecuadorian and Latin American success stories are included. This would improve confidence in the Ecuadorian community about IOM's work with Latin Americans.
- Many Ecuadorians also frequently read leaflets that are distributed with newspapers. IOM should distribute its leaflets and FAQ pages along with the Latin American newspapers.
- IOM London should consider having more translated information about the voluntary return programme in Spanish on its web page. Community leaders said that interested beneficiaries would rather look at online information first before communicating directly with IOM.
- IOM should consider placing a link between the web page of [www.podermediauk.com](http://www.podermediauk.com) and the IOM (London) home page. *The Poder Media* website is designed especially for the Ecuadorian community in the UK and would act as an ideal medium for advertising IOM's programmes.
- IOM should consider placing a link in Spanish between the web page of *El Comercio*, the Ecuadorian online newspaper, and the IOM London home page.

- Community leaders said that, despite the questionnaire results, many Ecuadorians do listen to Spanish-language radio stations. IOM should monitor *Sound Radio* and, once they have settled down, advertise with them. IOM should advertise with the show “Onda Hispana” on the *Voices of Africa* radio station and offer IOM caseworkers for a question and answer session to explain more about the voluntary return programmes. IOM could also consider advertising on the show “Latinísimo” on *Spectrum Radio*, subject to negotiation of prices.

## 5.2 COMMUNITY OUTREACH CONCLUSIONS AND RECOMMENDATIONS

- Ecuadorian migrants are wary of IOM and it is therefore important that it works through and with community leaders and organisations for its outreach activities to be successful. It is therefore essential that IOM maintain contact with Ecuadorian community leaders. They have most influence within the community and they are best able to influence people’s perceptions of IOM and its programmes.
- IOM should maintain contact with the London Christian Community, a religious gathering with a very high number of Ecuadorians, who meet every Sunday at the Fusion Leisure Centre. IOM should keep track of meetings and events there and arrange to distribute leaflets and fliers at their gatherings, as well as have a stall manned with IOM case workers prepared to answer questions in Spanish. Posters and leaflets should also be left in the Leisure Centre since many other Ecuadorian community groups meet there during the week.
- IOM should use Latin American football tournaments as a way of distributing publicity material and spreading the word about the programmes to Ecuadorian migrants. Ecuadorian organisers of these football tournaments were enthusiastic about IOM programmes and recommended that IOM be on hand to answer any questions on specific tournament days.
- Latin American festivals in the UK are very popular with the Ecuadorian community, in particular the *Carnaval del Pueblo*. This would be an excellent opportunity for IOM to have a presence and distribute flyers.
- IOM should organise presentations and workshops with Ecuadorian community organisations and with the Latin American organisations that Ecuadorians use for services and advice. This would enable them to explain IOM programmes to migrants who may want to consider a voluntary return to Ecuador, and to provide contact details for IOM. The organisations that Ecuadorians turn to most frequently for advice and service are: IRMO, CARILA, and the London Christian Community.
- A number of Ecuadorian migrants said that they would be more convinced about the work of IOM if they were given real life success stories of Ecuadorians returning to Ecuador through IOM voluntary return programmes. Video conferencing between Ecuadorian returnees and potential beneficiaries may help them greatly in deciding whether the voluntary programme would benefit them.
- IOM should distribute publicity material, such as small flyers and leaflets in Spanish, as well as posters to put in community organisation waiting rooms. Many community organisations also said that it would be useful to have IOM videos in Spanish about successful return stories. It would be more useful to have only Ecuadorian and Latin American return stories documented in the film.
- IOM should advertise in bus stations since respondents mentioned this as the most frequent means of transport.
- IOM should distribute flyers and posters in the Latin American restaurants, grocery shops, currency exchanges, money transfer outlets and Internet cafes included in the list of contacts.



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