

**Audience Survey at Regular Intervals  
Advertisement on 'Preventive Vaccination' for  
Children**

**Report**

*Submitted to*

**Arogyakeralam  
(NRHM Kerala)**



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## **Foreword**

Influencing voluntary behaviour of people through communication is a planned process. Arogyakeralam, considering the needs and priorities of the State in health sector, has developed a set of mass media advertisements focusing on sensitising the society about certain behaviours acceptable in the context of disease control. Considering the lower rates of vaccination coverage, Arogyakeralam designed and telecast the advertisement under assessment.

Arogyakeralam and HLFFPT have partnered in varied health interventions since the past few years. The level of understanding of HLPPT and Arogyakeralam Mission - Kerala in designing, implementation and impact assessment of communication campaigns, has been further enriched through the assessment of mass media campaign on preventive vaccination for children.

On behalf of the study team, we wish to convey our sincere thanks to the Arogyakeralam Mission Director and the Health Department – Kerala for having provided us the opportunity to be a part of this assessment process and to all who have helped us accomplish the task. We also thank our partners-in-action, in Kerala. Words are insufficient to express our gratitude to all the target audience who agreed to be interviewed. While ensuring our best to ensure the assessment processes goes smoothly, the best tribute to the audience would be to ensure expeditious implementation of the suggestions and recommendations in the study.

The contents of the report are a result of a participatory process. If despite this, any errors and omissions have inadvertently crept in, we hope this will be overlooked.

## **1. Introduction**

Hindustan Latex Family Planning Promotion Trust (HLFPPT), with its background in communication interventions and research, has been selected as the agency for conducting audience research at regular intervals of advertisement / mass media campaigns, done by Arogyakeralam (NRHM Kerala). It has been decided to assess the ad campaign on 'preventive vaccination for children' released during the period 2008 – 2009.

HLFPPT had prepared a research design for assessing the impact of the ad in the society. The assignment was proposed to be completed in a month's time. The focus of the study was to assess the reach and recall effect of the ad through print / electronic media among the target audience and the general population.

#### **About the ad**

The ad on preventive vaccination for children had been produced taking into account the lower rates of vaccination in recent years. The concept was to showcase a set of factors the general public would relate to and easily identify with children and the diseases they are prone to and create awareness on the need to take timely vaccination for children. The script thus comprised of the need for timely vaccination for children and the seven deadly diseases that can be prevented through it.

The video developed by C-DIT on the grounds of the script included a backdrop showcasing rain, a crying baby trying to be protected from the rain by an umbrella. The lady protecting the child needed to be a person who the Kerala audience would patronise. The use of a popular celebrity has always proved to be effective since time immemorial and hence the decision to cast Kavya Madhavan in the advertisement.

## **2. Executive Summary**

In the midst of a spectrum of communication mediums, audience research plays a major role in determining the most effective medium in reaching the target audience. It also serves as an indicator of the influence wielded by the advertisement. The ad on preventive vaccination for children, under the study, aims at influencing parents of children below 5 years of age in yielding awareness on the importance of timely vaccination for children.

The rapid assessment study aimed at determining the overall reach and recall effect of ad through print and electronic media among the key target audience and general population. It has been designed as a descriptive study among the key target audience, households with children below five years and among the general population. The sample size of the study has been decided on the basis of the number of households in the district or population size (for general population). Appropriate stratification methods and monitoring parameters have been set in assuring quality of the study.

Highlights and suggestions from the assessment are as follows:

- 82.40 % of the population among households and 75 % of the general public have seen the ad or heard the advertisement on preventive vaccination for children.
- The area wise reach of the ad among households is almost equal in rural and semi-urban areas (83.6% and 84.4%), whereas a little lesser in urban area at 74.7%. The area wise reach among the general public who have seen or heard the ad is almost equal in rural, semi-urban and urban areas (75.5%, 75% and 74.2%).
- 78% of people from the productive age group in general population have seen / heard the ad, implying effective reach of the ad among the Target Audience.
- Most of the respondents (81.8%) at households were women and among the general public, 40%. As the ad is based on child health, the interest in matters concerning children is evident from the percentage of women who have seen the ad, among households - 84.5 % and among the general public - 81.7%, hence effectively reaching the intended target audience.

- TV is the major medium preferred by the respondents in both households and among the general public at 91% and 86%, followed by 70.5% preferring newspaper. 78% of the population covered under household survey and 68% of the population covered under general population survey have seen the ad on TV.
- Although the number of FM radio channels has increased, only 9% households and 7.7% of the general population has heard the ad on the radio. This maybe due to the relatively lesser radio spots broadcast during the period. The listenership rate for All India Radio however stands at 71% among households and 47.4% among the general audience. The target audience could have been better reached, had the ad been broadcast exclusively on AIR.
- The most preferred time for listening to the radio is early morning among both households (46%) and the general public (40.6%)
- Celebrity endorsement plays a major role in the ad as 73% of households and 83% of the general public who have seen the ad recalls by the celebrity, whereas only 8% households and 17.7% of the general public have recollected the information on the seven fatal diseases likely to affect children. The population pointed out 'child protected from rain by an umbrella' factor is 44% and 58% among the households and general population. It can be inferred that the ad has aesthetically appealed to the audience whereas the point highlighting the 7 fatal diseases likely to affect children have been neglected upon. This maybe due to much information in a single ad which may not be able to cover the span of attention of the audience.
- 76% households and 72% of the general public who have seen the ad has understood the importance of timely vaccination for children.
- Asianet is the leading channel among both households and the general public with 78% and 75% viewers respectively, whereas 17% households and general public (30%) do not remember the exact channel.

- Of the viewers who have seen the ad, 68% households and 56.6% general public have seen the ad on Asianet. 22.8% households and 13.6% of the general public have seen the ad exclusively on Doordarshan,.
- From the total viewers of the ad, the viewership of Malayalam news channels is relatively large among households at 36.5% in comparison with the general public at 11.52%. The ad has been seen by households mostly on Manorama News (27%), whereas among the general public an equal 4% have seen the ad on India vision and Asianet News.
- As the TA among households is women centric, there is a clear demarcation in the preference of TV programmes of households vs. that of the general public. Tele-series though the most watched show by households, have also a large number of viewers among the general public. Other programmes that lead in preference among households and the general public include reality shows. News and local news are the other preferred programmes among the general public.
- Prime time is the most preferred among households and the general public for viewing TV programmes at 72% and 67.9%.
- Of the newspaper readers among households and the general public, Malayala Manorama is the most read at 40% and 51%, respectively, followed by Mathrubhumi.
- An equal 90% of households and the general public are aware of preventive vaccination for children from sources other than mass media such as health workers, hospitals/health card, anganwadis, public messages, pamphlets and other IEC materials. Health workers, Hospitals / health card and Anganwadis are the leading source of information. It is evident from the figures that health workers have been the main source of information among households at 55% and Hospitals / health card, the main source among the general public.
- 92% of the households and 90.5% of the general population, who have children below 5 yrs, take timely vaccination for their children. The major reasons for the

remaining include lack of awareness of place of vaccination; fear of side effects; resistance from others and forgetting to take. Even though the percentage of population who do not vaccinate is low, the existing misconceptions are to be cleared.

- Among the households, 93% of the population have seen the ad have taken timely vaccination for their children whereas it is 87% among the people who haven't seen the ad. 90.5% of the respondents, who have children below 5 yrs among the general population, take timely vaccination for their children. The major reasons for not vaccinating (9.5%) include lack of awareness of place of vaccination; fear of side effects; resistance from others and forgetting to take.
- 82.5% of households and 71% of general population endorse that the ad has been influential in reminding them of taking timely vaccination for children.
- Approximately 53% of both the households and the general population has reminded or advised for vaccination based on the ad.

### **3. Research Methodology**

The research designed as a rapid assessment study aims at determining the overall reach of the ad, target group-wise, of the print and electronic media advertisement of Arogyakeralam.

Specific objectives of the study are:

- 1 To assess the recall effect of the ad
- 2 To identify the media preferences of target groups
- 3 To identify the barriers in viewing or listening a particular spot or advertisement
- 4 To identify various communication means / approaches acceptable and appropriate



to reach different segments of the population

Based on the initial discussions it has been decided to explore the following areas to assess the campaign:

- 1 Overall reach – segment of target/general population seen the ad
- 2 Measure the effectiveness of the campaign in terms of creation of a positive change among the target audience.
- 3 Assess the recall effect of the ad.
- 4 Identify major barriers in viewing/listening to the ad.
- 5 Identify various communication means/approaches acceptable and appropriate to reach different segments of the population.
- 6 Evaluate the adequacy of the existing media and need for its modification.

**Method of data collection:** Personal interview using a pre-tested well structured tool (interview schedule).

### **Sampling design**

It is designed as a descriptive study, covering a cross-section of the general population and households having children below 5 years (specific target group), in all the districts of the State. The sample size of the survey is decided according to the population size of the districts (for general population – 1500 Nos) and number of households (for the specific target group – 500 Nos). The respondents were further stratified into rural / urban, male / female, according to the population size of the district.

### **The research tool**

A checklist of information to be collected has been made prior to the preparation of interview schedule. The details may be classified into following heads:

1. General information: District, Panchayat/Municipality/Corporation, Location, and place of residence

2. Personal data: Name, age, marital status, details of family, education and employment status of respondents.

3. Reach of ad: Number of people seen the ad, recall effect, impact of the ad, media preferences of the respondents, influence of the ad, barriers etc.

Separate interview schedules for general public and the target audience have been made attuned to the category of respondents. The interview schedule had been pre tested across various areas of Trivandrum district. The interview schedule was field tested on the general public as well as randomly selected households. Based on the feedback of the field test, the interview schedule was made concise and more focused. Questions that were found to be of a repetitive nature or hard to recollect were taken off the interview schedule eg. Owing to the large no. of FM stations, not even a single respondent could remember which station they had heard the ad on. Hence the interview schedule has focused more on the TV ad but has taken the media preferences of the public on various media of communication.

### **Selection and Training of investigators**

Field staff of HLPPT with previous experience in conducting rapid assessment surveys and other field level studies was given a one day training session and field testing the following day. The sessions of the programmes were (1) Introduction to the survey – objectives and methodology, (2) The tools of data collection and (3) Preventive vaccination for children. HLPPT Managers and Dy. Director (Child Health, DHS) facilitated the sessions.

### **Data Collection and Compilation**

The investigators took 10 days to complete the data collection process. HLPPT allotted 3 programme officers from the existing team to supervise the data collection process. The central research team of HLPPT has gone through the filled in schedules to ensure the quality of data to be considered for compilation.

SSPS package is used to compile the data. HLPPT has completed the data entry of household survey and the process of entering the data of study among general population is underway.

## **4. Data Analysis and Interpretation - Household Survey**

### **4.1 General Information**

The survey was conducted among the key target group of the ad on preventive vaccination for children, the household that are having at least one child below the age of 5 years. General information about the respondents is as follows:

#### **4.1.1 Age wise distribution of the respondents**

<b>Age Group</b>	<b>Frequency</b>	<b>%</b>
18-25	133	26.00
26-35	258	50.40
36-45	67	13.10
46-55	25	4.90
56-65	23	4.50
above 65	6	1.20
Total	512	100.0

It has been decided to collect data from the parents of children below five years, preferably from the mother. A majority of the respondents fall in the age group 18-35 years (76.40%).

#### 4.1.2 Sex of primary respondents

It has been decided to collect data from the female members of each household and thus majority of the primary respondents (81.8%) were females. In 18.2% cases, one of the male members of the family represented the household.

Sex	Frequency	Percentage
Male	93	18.2
Female	419	81.8
Total	512	100.0

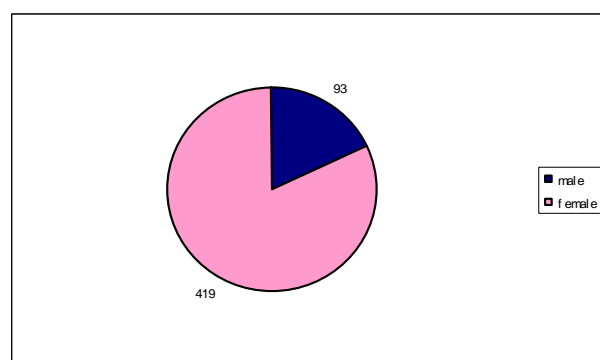


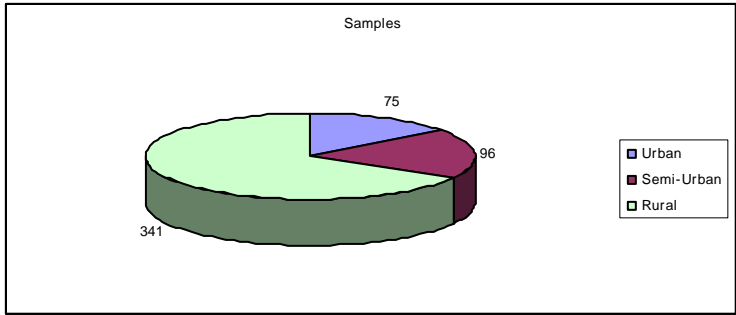
Diagram showing the male-female ratio of respondents

#### 4.1.3 Place of domicile

In order to ensure representation of Rural and Urban areas, samples were collected from Grama Panchayats, Municipalities and Municipal Corporations, based on a stratified sampling design. No. of samples collected from the area are as follows:

Area	Frequency	%
Panchayat	391	76.37
Municipality	96	18.75
Corporation	25	4.88
Total	512	100.00

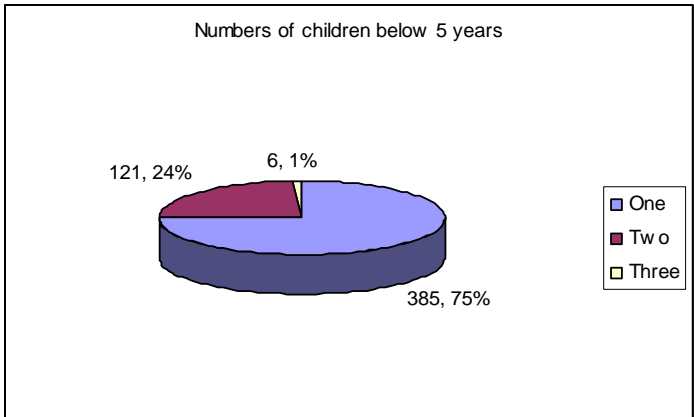
Considering the nature of Kerala State as a rural- urban continuum, the areas covered under the survey were classified into semi-urban and rural areas. Thus, 66.60% of the respondents are from rural, 14.65% from urban and 18.75% of the samples are from semi-urban areas.



**4.1.4 Number of children in the household**

No. of children	Frequency	Percentage
Single child	216	42.19
Two children	187	36.52
Three children	82	16.02
Four children	21	4.10
Five and above	6	1.17
Total	512	100.00

Of the total households covered, majority (75%) has only one child below the age of 5 years. 24% households have two children below 5 years.



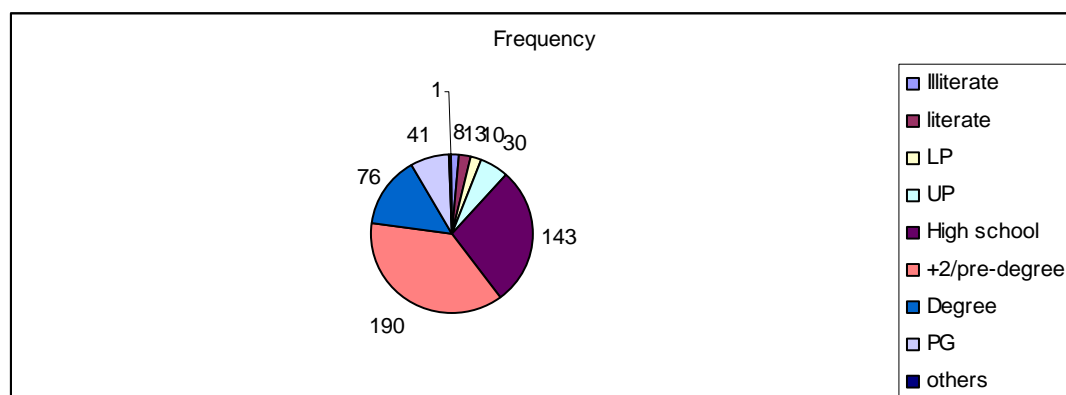
**4.1.5 No. of members in the households**

Family members	Frequency	Percentage
2-4	184	35.94
5-8	283	55.37
above 8	45	8.79
Total	512	100.00

#### 4.1.6 Educational qualification of the respondents

Educational qualification	Frequency	Percentage
Illiterate	8	1.6
Literate	13	2.5
LP	10	2.0
UP	30	5.9
High school/ SSLC	143	27.9
+2/pre-degree	190	37.1
Degree	76	14.8
PG	41	8.0
Others	1	.2
Total	512	100.0

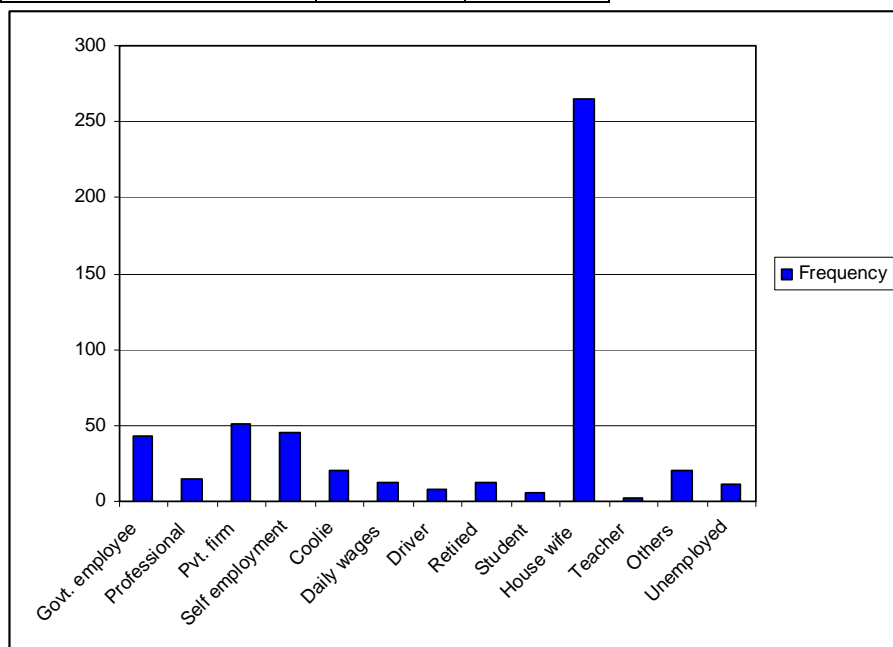
The survey covered an exact cross-section of the society, when it comes to educational qualification. 65% of the respondents completed high school education or higher secondary. No. of respondents having a university degree is 14.8%.



#### 4.1.7 Employment status of respondents

Type of employment	Frequency	Percent
Govt. employee	43	8.4
Professional	15	2.9
Pvt. Firm	51	10.0
Self employment	45	8.8
Coolie	20	3.9
Daily wages	13	2.5

Driver	8	1.6
Retired	13	2.5
Student	6	1.2
House wife	265	51.8
Teacher	2	.4
Others	20	3.9
Unemployed	11	2.1
Total	512	100.0



#### 4.1.8 District-wise distribution of respondents

	District	Frequency	Percent
1	Trivandrum	46	9.0
2	Kollam	45	8.8
3	Pathanamthitta	25	4.9
4	Kottayam	33	6.4
5	Alappuzha	37	7.2
6	Idukki	22	4.3
7	Ernakulam	41	8.0
8	Thrissur	52	10.2
9	Palakkad	48	9.4
10	Malappuram	45	8.8
11	Kozhikkode	44	8.6
12	Wayanad	15	2.9
13	Kannur	44	8.6
14	Kasaragod	15	2.9

	Total	512	100.0
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## **4.2 Reach and recall effect of the Ad**

### **4.2.1 No. of people who have seen or heard the ad**

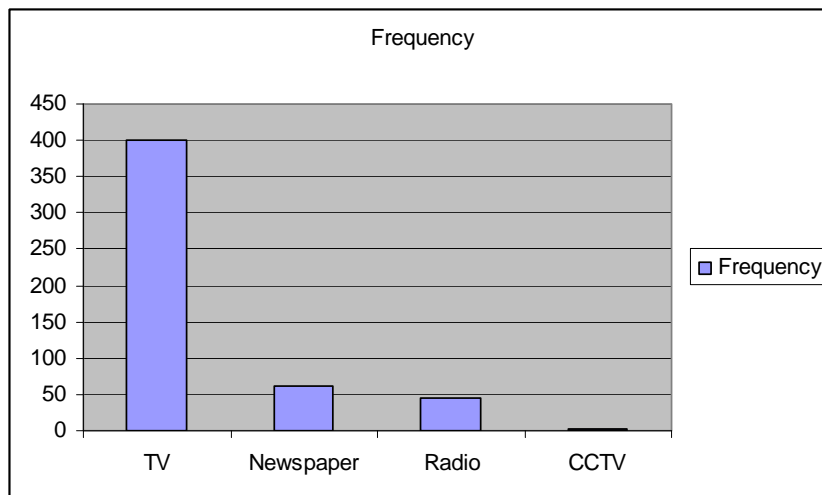
Seen or heard the ad	Frequency	% of reach
Yes	422	82.42
No	90	17.58
Total	512	100.0

Of the total respondents covered, 82% have seen or heard the ad on preventive vaccination for children.

### **4.2.2 If seen the ad, the medium**

Medium	Frequency	% of reach
TV	400	78.13
News paper	62	12.11
Radio	46	8.98
CCTV	2	0.39

It has been noted that 78.13% of the target audience have seen the ad on Television. (Of the 422 who have seen the ad, 400 respondents (95%) have seen it on TV).





Graph showing the reach of ad: medium-wise

### 4.2.3 Recalling the ad - the reminding factors

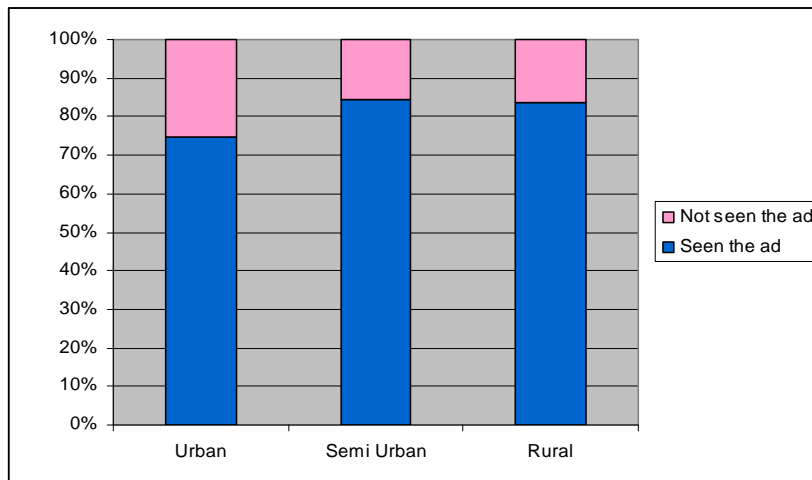
The symbolic factors in the ad, namely the rain, child protected from the rain by an umbrella, seven deadly diseases, preventive vaccination for children, and the celebrity endorsement, that have helped the public in remembering the ad has been elicited during the study. It has been found that 73 % of the respondents who have seen the ad are able to recollect the celebrity in the ad.

Key reminding factor	Frequency	%
The celebrity	292	73
Rain, child and / or umbrella	176	44
7 fatal diseases	32	8

### 4.2.4 Reach of the ad: area-wise

Place	Total population	No. of people seen the ad	%
Urban	75	56	74.67
Semi Urban	96	81	84.38
Rural	341	285	83.58
Total	512	422	82.42

Reach and recall effects of the ad in rural and semi-urban areas are better than that of urban areas covered.

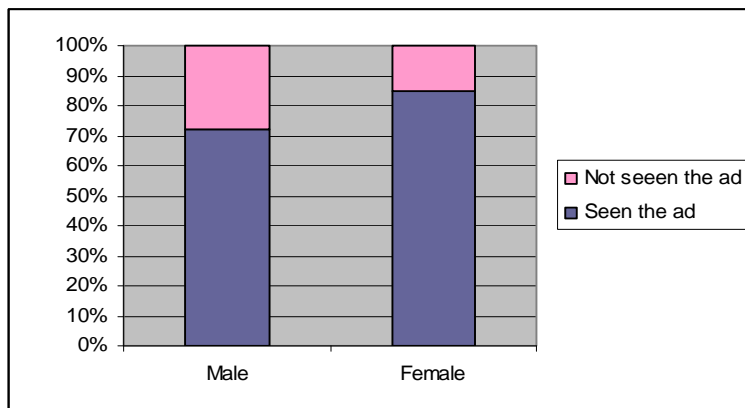


Percentage bar diagram showing the reach of ad through different media.

#### 4.2.5 Recall effect – the gender factor

Sex	Total	Yes	%
Male	93	67	72.04
Female	419	355	84.73
Total	512	422	82.42

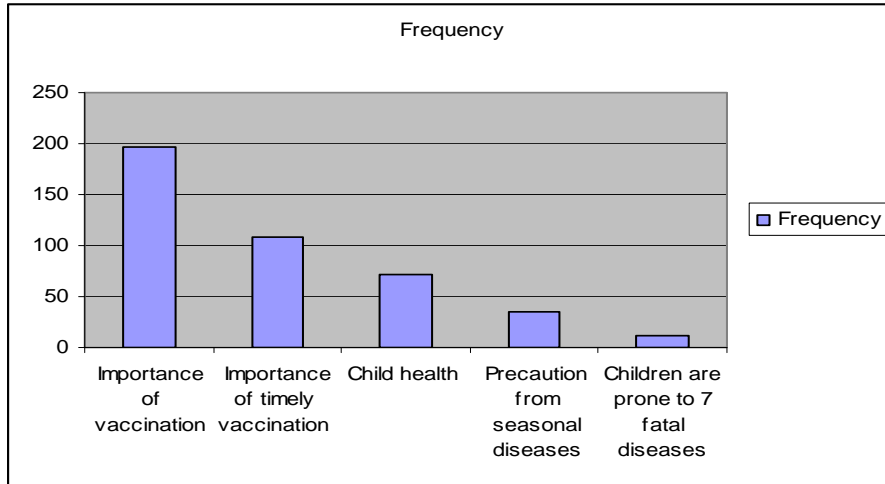
84% of the female respondents are able to recollect the ad, pointing to heightened interest in advertisements concerning children.



Percentage bar diagram showing the reach of ad among male and female groups.

#### 4.2.6 What the respondents understood from the ad

Particulars	Frequency	Percentage
Importance of vaccination	196	49.00
Importance of timely vaccination	109	27.25
Child health	71	17.75
Precaution from seasonal diseases	35	8.75
Children are prone to 7 fatal diseases	12	3.00



Graph showing the messages conveyed by the ad.

#### 4.2.7 Ad has been seen on Doordarshan

Particulars	Frequency	Percentage
Seen the ad on DD	91	22.75
Total seen on TV	400	78.13
Total samples	512	100.0

91 persons (22.75%) of the respondents, who have seen the ad on TV, saw the ad on DD.

#### 4.2.8 Seen the ad on private Malayalam channels

Channel	Frequency	Percentage
Asianet	273	68.25
Surya	91	22.75
Kairali	33	8.25
Amrita	16	4.00
Total – Seen the ad	400	100.0

273 respondents (68.25%), almost half of the total sample size have seen the ad on Asianet, followed by 22.75%, who have seen the ad on Surya.

#### 4.2.9 Seen the ad on Malayalam news channels combined

Channel	Frequency	Percentage
Manorama News	109	27.25
Asianet News	21	5.25

Indiavision	13	3.25
Kairali People	3	0.75
Total – Seen the ad	400	100.0

The Malayalam news channel on which 27.25 % of the respondents have seen the ad is Manorama News, which is far ahead in comparison with those seen on other news channels.

*21.75% of the respondents (87 Nos.) do not remember the channel they saw the ad on.*

#### **4.2.10 Has received information on children’s’ vaccines from sources other than the above mentioned media.**

Received information	Frequency	Percentage
Yes	462	90.2
No	50	9.8
Total	512	100.0

90% of the respondents have received information on children’s vaccines from sources other than mass media.

#### **4.2.11 If yes, the other sources of vaccine information**

Source of information	Frequency	Percentage
Health workers	255	55.19
Hospitals /health card	202	43.72
Anganwadi	166	35.90
Public messages	42	3.3
Total	462	90.2
Total	512	100.0

255 respondents (55%) have stated that have got to know information on children’s vaccination from Health workers, followed by information from the health card or from the hospital at 44%. Anganwandi’s are the next source of information at 36%.

#### **4.2.12 Do you give timely vaccination to children?**

Particulars	Frequency	Percentage
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Timely vaccination given	470	91.8
Timely vaccination not given	42	8.2
Total	512	100.0

470 (91.8%) of the respondents take timely vaccination while the remaining 42 (8.2%) do not take timely vaccination for their children.

#### 4.2.13 f yes, has the ad served as a reminder in taking vaccination for your children?

Degree of influence	Frequency	Percentage
To great extent	77	18.25
To some extent	271	64.22
Not at all	43	10.18
Total (seen the ad and vaccinated their children)	391	100.00
Total samples	512	

The ad served as a reminder to a great extent for 77 (18.25%) of the respondents while for 271(64.22%) respondents ad was reminder to some extent. Thus, **82.5%** of the people who have seen the ad agreed that the ad reminded them (in varied degrees) in taking preventive vaccination for their children.

#### 4.2.14 If not, please explain.

Reasons	Frequency	Percent
Not aware about the availability	9	1.6
Didn't consider it as necessary	21	4.1
Fear of side effects	3	.6
Misconception	2	.4
Forgot	1	.2
Others	4	.8
Fear of side effects & resistance from others	2	.2
Total	42	7.8
Total	512	100.0

Of those who do not take timely vaccination fro children, 4.1%has said that they did not consider it necessary.

#### 4.2.15 On seeing the ad, have you reminded anyone on taking vaccination for children?

Reminded	Frequency	Percentage
Yes	225	53.32
No	197	46.68
Total	422	100.0

Of the people who have seen the ad, **53%** have reminded others in taking vaccination for children.

#### 4.2.16 If yes, who have you advised?

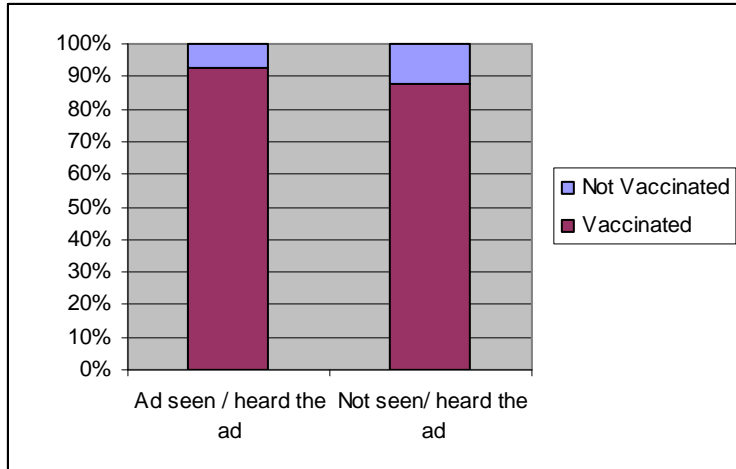
Category	Frequency	Percentage
Family members	106	47.11
Friends	113	50.2
Relatives	40	17.77
Neighbours	99	44
Others	6	1.2
Total	225	43.9

Most of the respondents have advised/reminded friends and family members or neighbours on vaccinating their children.

#### 4.2.17 Timely vaccination Vs. Coverage of the ad

	Ad seen / heard the ad	Not seen/ heard the ad	Total samples
<b>Sample size</b>	<b>422</b>	<b>90</b>	<b>512</b>
<b>Vaccination coverage</b>	<b>391 (93%)</b>	<b>79 (87%)</b>	<b>470(92%)</b>

93% of the population who have seen the ad have taken timely vaccination for children. The reported vaccination among the people those who haven't seen the ad is 87%.



Percentage bar diagram showing the vaccination coverage among the target audience.

### **4.3 Media Preference of Target Audience**

#### **4.3.1 Media the TA frequent**

Medium	Frequency	Percent
TV	468	91.40
Radio	156	30.46
News paper	361	70.50
Cinema	7	1.36
Total	512	100.0

361 respondents (70.5%) read newspaper. 468 respondents (91%) frequent TV as a medium, of which 22.5% use the medium exclusively, whereas 68.5% use it in combination with other media. 156 respondents (30%) frequent radio as a medium of information.

#### **4.3.1 Respondents who watch Doordarshan frequently**

Channel	Frequency	Percentage
Doordarshan	158	30.9
Total population	512	100.0

It can be observed that 31% of the respondents watch Doordarshan programmes frequently.

#### **4.3.2 Respondent's viewership pattern of private Malayalam channels**

Channel	Frequency	Percentage
Asianet	407	79.5
Surya	319	62.3
Kairali	147	28.7
Amrita	133	26.0

Total Population	512	100.0
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**407 respondents (79.5%) are viewers of Asianet channel, followed by Surya channel with a viewership of 62%.**

### **4.3.3 Respondent's viewership pattern of Malayalam news channels**

Channel	Frequency	Percentage
Asianet News	154	30.1
Indiavision	123	24.0
Manorama News	109	21.3
Kairali People	67	13.1
Total population	512	100.0

**30% of the respondents watch Asianet News, followed by Indiavision at 24%**

### **4.3.4 Respondent's viewership pattern of other channels**

Channel	Frequency	Percentage
Music channels	49	9.6
Local channels	44	8.6
Other channels	19	3.7
Total population	512	100.0

**9.6% of the respondents watch varied music channels.**

### **4.3.5 TV Programme preferences of respondents**

Type of programme	Frequency	Percentage
News	260	55.6
Sports	67	14.3
Comedy	144	30.8
Cinema	263	56.2
Tele serials	322	68.8
Epics	84	17.9
Music	99	21.2
Reality Shows	281	60.0
Health	65	13.9
Business	8	1.7
Local news	64	13.7
Others	2	0.4
Total population watching TV	468	100.0

**69% of the respondents prefer Tele serials, followed by reality shows at 60%. Equally preferred programmes are News and Cinema with 56% viewership.**



### 4.3.6 Time slot preference for watching Television

Time slot	Frequency	Percentage
Early morning	5	1.06
Morning	49	10.47
Noon	80	17.06
Evening	29	6.10
Prime time	337	72.00
Late night	36	7.69
Total	468	100

72% of the respondents watch Television during primetime (6.30 -10.30)

### 4.3.7 Radio channel preference

Station	Frequency	Percentage
AIR	111	71.15
AIR FM	24	15.38
CLUB FM	18	11.53
RADIO MIRCHI	4	2.56
SFM	3	1.92
BIG FM	5	3.2
RADIO MANGO	27	17.32
NO SPECIFIC CHANNEL	18	11.53
Total	156	30.5

Only 30% of the respondents listen actively to radio and the listenership is dispersed among the countless number of FM channels. AIR leads with a listenership of 111 respondents (71%).

### 4.3.8 Time slot preference for listening to radio programmes

Time slot	Frequency	Percentage
Early morning	72	46.15
Morning	58	37.17
Noon	20	12.82
Evening	18	11.53
Night	18	11.53
Late night	4	2.56
While travelling	8	5.12
Total	156	30.5

Of the 156 respondents who listen to the radio, 72 respondents (46%), listen to radio during early morning time.

### 4.3.9 Newspaper preference

Newspaper	Frequency	Percentage
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Malayala Manorama	146	40.44
Mathrubhoomi	133	36.84
Kerala Kaumudi	16	4.43
Deshabhimani	16	4.43
Madhyamam	15	2.7
Mangalam	12	3.32
Chandrika	11	3.04
Janmabhoomi	5	1.38
New Indian Express	1	0.27
Others	9	2.49
Total	361	65.4

**Malayala Manorama has the largest readership at 40%, followed by Mathrubhumi at 37%.**

#### **4.4 Major Findings**

- 82.4 % of the population have seen the ad or heard the advertisement on preventive vaccination for children (Rural population - 83.6%, semi-urban- 84.4% and urban – 74.7%).
- 78% of the population has seen the ad on TV.
- Celebrity endorsement plays a major role in the ad, as 73% of the population who have seen the ad recalls the celebrity as the first point of reference. 44% have recalled the scene of the child protected from the rain in the ad whereas only 8% of viewers have recollected the information on the seven fatal diseases likely to affect children.
- Most of the respondents at households were women contributing to 81.8%. Their interest in matters concerning children is evident from the percentage of women who have seen / recalled the ad at 84.73 %.
- 76% of the respondents who have seen the ad were able to understand the importance of timely vaccination for children. Others highlighted child health and precaution from seasonal diseases / 7 fatal diseases etc.
- TV is the major medium preferred by the Target Audience at 91%, followed by 70.5% preferring newspaper.

- Even though 30% are frequent to radio, only 9% of the population has heard the ad on the radio. The listenership rate for All India Radio stands at 21.67% (among radio listeners it stands at 71%). The most preferred time for listening to the radio is early morning at 46%.
- Asianet is the leading channel with 78% viewers. Of the viewers who have seen the ad, 68% have seen the ad on Asianet. 22.8% have seen the ad exclusively on Doordarshan, whereas 17% do not remember the exact channel.
- From the total viewers of the ad, 36.5% have seen the ad on the major four Malayalam news channels, such as Indiavision, Asianet news, Manorama News and Kairali People. Among the news channels, Manorama News leads at 27%.
- Tele-serials, Reality shows and cinema lead the programmes preferred by the target audience, followed by news. As the TA is women centric, the type of programmes preferred also varies to a great extent with that of the general public. Prime time is the most preferred for viewing programmes at 72%.
- Of the newspaper readers, Malayala Manorama is the most read at 40%, followed by Mathrubhumi at 37%.
- 90% of the population is aware of preventive vaccination for children from sources other than mass media such as health workers, hospitals/health card, anganwadis, public messages, pamphlets and other IEC materials. Health workers are the leading source of information at 55%. Hospitals / health card and Anganwadis are also instrumental in reminding to take vaccination.
- 93% of the population have seen the ad have taken timely vaccination for their children whereas it is 87% among the people who haven't seen the ad. (92% of the respondents take timely vaccination for their children).
- The major reasons for not vaccinating include lack of awareness of place of vaccination; fear of side effects; resistance from others and forgetting to take.
- 82.5% of the population endorse that the ad has been influential in reminding them of taking timely vaccination for children.

- 53% of the population has suggested or advised others for vaccination based on the ad.

## **5. Data Analysis and Interpretation - General Population**

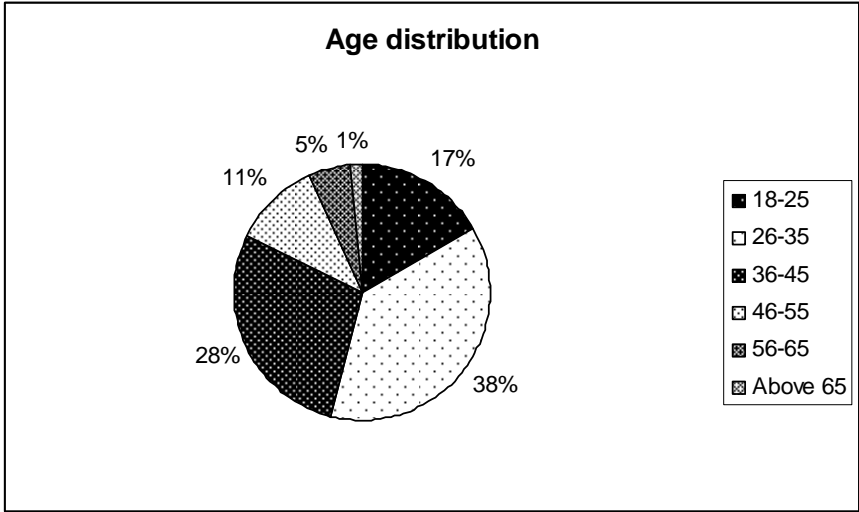
The survey was conducted among the general population taking into account of their roll in facilitating timely vaccination of children. A cross section of the society above the age of 18 years has been covered under the study. General information about the respondents is as follows:

### **5.1 General Information**

#### **5.1.1 Age wise distribution of the respondents**

Age group	Frequency	Percentage
18-25	252	16.8
26-35	557	37.1
36-45	424	28.3
46-55	165	11.0
56-65	81	5.4
Above 65	21	1.4
Total	1500	100.0

Table shows the age wise distribution of the respondents. 82.2% respondents are in the age group 18 to 45. This shows that majority of the respondents are in the productive age group.

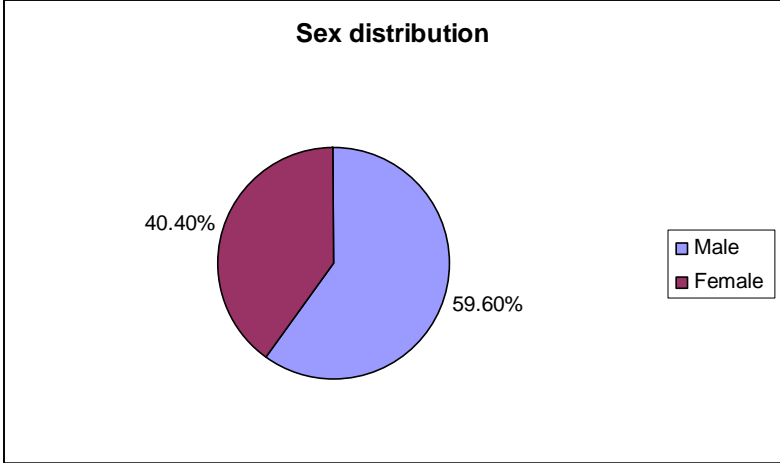


Graph showing age – wise distribution of the respondents covered under the study.

**5.1.2 Sex of respondents**

Sex	Frequency	Percentage
Male	894	59.60
Female	606	40.40
Total	1500	100.00

The table shows the gender distribution of the respondents. Around 60% respondents are male.



**5.1.3 Place of domicile**

Area	Frequency	Percentage
Urban	319	21.3

Semi urban	191	19.4
Rural	990	59.3
Total	1500	100.0

Table shows geographical distribution of the respondents. 66% of respondents are from rural population.

#### 5.1.4 Marital status

Marital Status	Frequency	Percentage
Married	1145	76.3
Unmarried	292	19.5
Widow/widower	60	4.0
Separated	3	.2
Total	1500	100.0

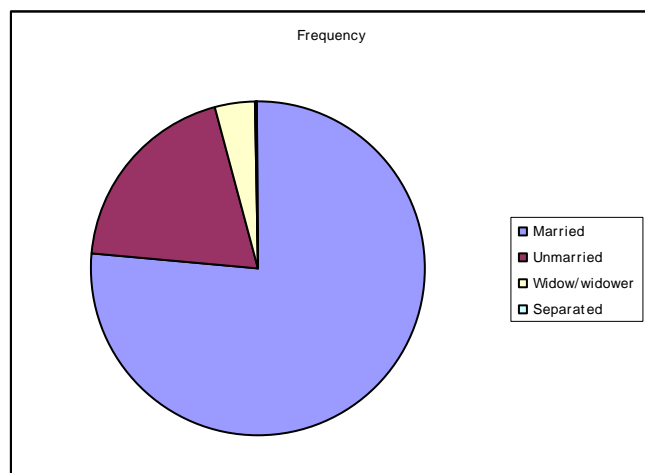


Diagram showing the marital status of respondents

#### 5.1.5 Number of children at the home

Children below 5 years	Frequency	Percentage
Yes	1176	78
No	324	22
Total	1500	100

78% of respondents have children under the age of 5 years at their home.

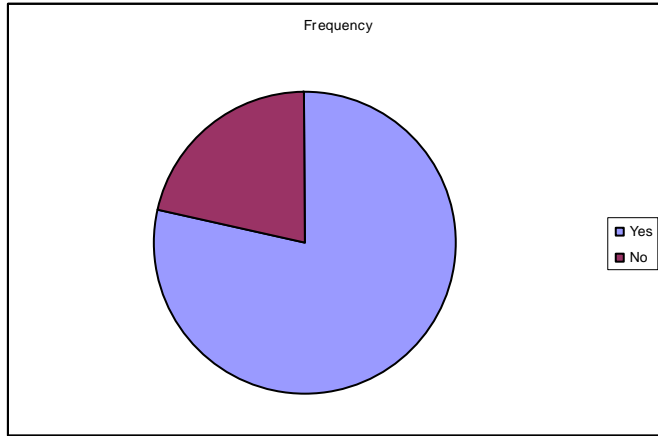


Diagram showing the number of respondents having children below 5 years at their home

### 5.1.6 Educational qualification of the respondents

Education	Frequency	Percentage
Illiterate	18	1.2
Literate	39	2.6
LP	64	4.3
UP	156	10.4
High School	502	33.5
Predegree/+2	357	23.8
Degree	248	16.5
PG	107	7.1
Others	9	.6
Total	1500	100.0

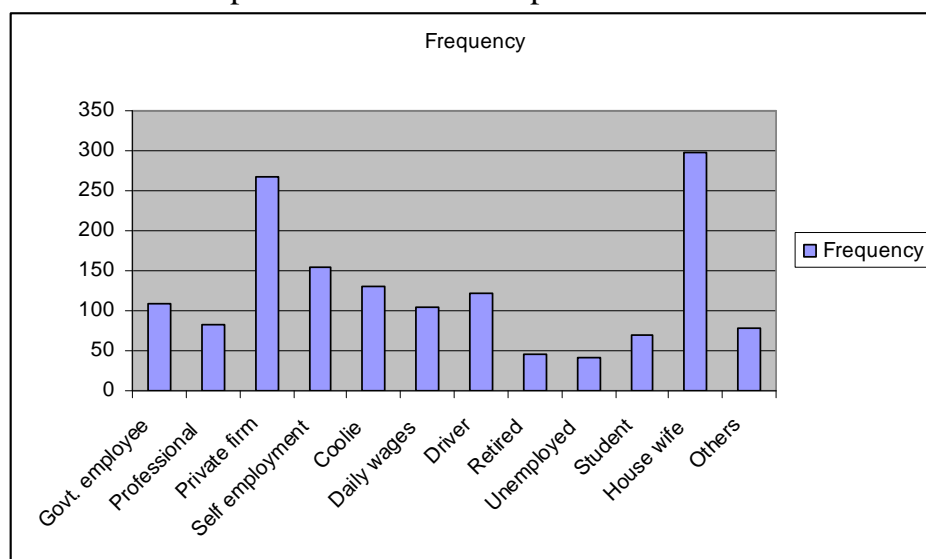
81.53% of respondents have had education upto high school or above.

### 5.1.7 Employment

Educational qualification	Frequency	Percentage
Govt. employee	108	7.2
Professional	82	5.5
Private firm	267	17.8
Self employment	155	10.3

Coolie	131	8.7
Daily wages	104	6.9
Driver	122	8.1
Retired	45	3.0
Unemployed	41	2.7
Student	70	4.7
House wife	297	19.8
Others	78	5.2
Total	1500	100.00

The table shows the occupational status of respondents. 19.8% of respondents are house wives. 17.8% respondents work in the private firm and 10.3% are self employed.



Graph showing the employment status of respondents.

### 5.1.8 District-wise distribution of respondents

	District	Frequency	Percentage
1	Trivandrum	146	9.7
2	Kollam	143	9.5
3	Pathanamthitta	70	4.7
4	Kottayam	75	5.0
5	Alappuzha	98	6.5
6	Idukki	67	4.5
7	Ernakulam	153	10.2
8	Thrissur	146	9.7
9	Palakkad	84	5.6
10	Malappuram	170	11.3
11	Kozhikkode	139	9.2
12	Wayanad	45	3.0



13	Kannur	107	7.1
14	Kasaragod	57	3.8
	Total	1500	100.0

## **5.2 Reach and recall effect of the Ad**

### **5.2.1 No. of people who have seen the ad.**

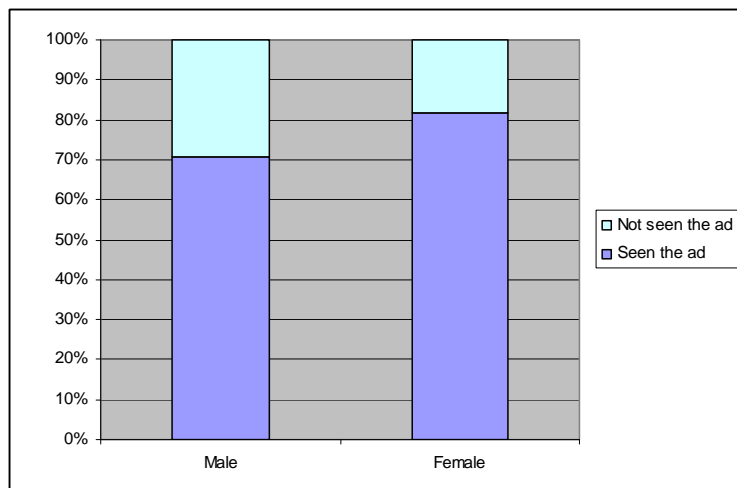
<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Seen the ad	1127	75.13
Not seen the ad	373	24.87
Total	1500	100.0

The Table shows that of the 1500 respondents covered, 1127 (75.1%) respondents have seen or heard the advertisement on preventive vaccination for children.

### **5.2.2 Coverage: gender wise**

Heard / seen the ad on preventive vaccination	Sex		Total
	Male	Female	
Yes	632	495	1127
No	262	111	373
Total	894	606	1500

The table shows that from the 894 male respondents 632 (70.69%) and 606 females 495 (81.68%) have heard or seen the ad on preventive vaccination of children. The ad has covered more females than the males.



Percentage bar diagram showing the reach / recall effect of the ad among male/ female population.

### 5.2.3 Reach and recall effect – area wise

Heard/seen the ad on preventive vaccination	Place			Total
	Urban	Semi urban	Rural	
Yes	239	216	672	1127
No	80	75	218	373
Total	319	291	890	1500

The table shows those 672 (75.50%) respondents from rural, 216 (74.23%) respondents from semi urban and 239 (74.92%) respondents from urban have seen/heard the ad.

### 5.2.4 Reach of the ad among different age groups

Heard / seen the ad on preventive vaccination	Age group						Total
	18-25	26-35	36-45	46-55	56-65	above 65	
Yes	202	460	305	108	43	9	1127
No	50	97	119	57	38	12	373
Total	252	557	424	165	81	21	1500

The table shows the reach of the ad within different age groups. 78.43% respondents from the productive age group (18 - 45) have seen or heard about the ad, which is very

high, compared to the age groups above 45 years (60%). This implies the effectiveness of the ad in reaching the target population.

### 5.2.5 The medium

Medium	Frequency	Percentage
TV	1024	68.27
Radio	115	7.67
News paper	189	12.60
CCTV	35	2.33

The table shows that 1024 respondents (68.27%) of the total population covered have viewed the ad on TV. (Of the total people who have viewed/heard the ad, coverage through TV is almost 91%). 7.7% of respondents have heard the ad from radio, 12.6% respondents had read about the ad in newspaper while only 2.33% have viewed from CCTV. 40% of the respondents have opined that TV, newspaper and radio were the major source of information on the ad. This shows that TV is the major medium through which the ad has reached the people.

### 5.2.6 What the respondents understood from the ad

Identified the ad	Frequency
The celebrity	849
Child protected from the rain by an umbrella	594
7 fatal illness	182
Other information	68

The table shows how respondents have recollected the ad. 849 (82.91%) of the respondents identified the ad with the presence of a celebrity, highlighting the impact of celebrity endorsement in an ad. This is followed by 594 respondents (58%), who have recalled the scene of the child protected from the rain by an umbrella in the ad.

### 5.2.7 What the respondents understood from the ad

Particulars	Frequency	Percentage
Importance of vaccination	502	49
Importance of timely vaccination	233	23

Child health	220	21
Precaution from seasonal diseases	110	11
Children are prone to 7 fatal diseases	48	5

The table shows that 49% of respondents understood the importance of vaccination and 23% on importance of timely vaccination from the ad while only 5% understood the 7 fatal diseases in children from the ad.

### 5.2.8 Channel reach of the ad

Channel	Frequency	Percentage
Doordarshan	139	13.57
Asianet	580	56.64
Surya	162	15.82
Kairali	82	8.00
Amrita	18	1.75

The table shows that 580 respondents (56.6%) have viewed the ad on Asianet, 139 (13%) on Doordarshan, 162 (15.82%) on Surya, 82(8%) on Kairali and 18 (1.75%) viewers on Amrita. Nearly half of the respondents have viewed the ad on Asianet. A group of respondents numbering 315(30.76%) could not remember the channel on which they have seen the ad.

### 5.2.9 News channel reach of the ad

News channels	Frequency	Percentage
Asianet news	40	3.9
Manorama news	21	2.05
India vision	41	4.00
Kairali People	16	1.56

The table shows that among the news channels, 41 respondents (4%) have viewed the ad on Indiavision.

### 5.2.10 Awareness on preventive vaccination for children from sources other than mass media

Received information	Frequency	Percentage
Yes	1356	90.4
No	144	9.6
Total	1500	100.0

The Table clearly shows that 1356 (90.4%) respondents are aware of preventive vaccination for children through alternate sources.

### 5.2.11 The alternate sources of information

Sources	Frequency	Percentage
Health worker	563	41.52
Hospital/health card	673	49.63
Leaflet	223	16.44
Public messages	377	27.80
Anganvadi	495	36.50
IEC	92	6.76
Others	17	1.25

From the Table it is found that 673(49.63%) respondents have got awareness on preventive vaccination from hospitals/health-card. The next major source is the health worker with 41.5%, followed by Anganwadies at 36.5%. Other sources include leaflets, public messages and other IEC materials.

### 5.2.12 Administration of vaccination on time

Timely vaccination taken	Frequency	Percentage
Yes	1064	90.74
No	112	9.53
Total	1176	78.00
Total	1500	100.00

From the table, it is found that of the 1500 samples 1176(78%) respondents have children under the age of 5 years. Out of them 1064(90.47%) respondents ensure timely vaccination is taken for their children, while the remaining 112 (9.53%) respondents do not take vaccination.

### 5.2.13 Reasons for not vaccinating one's children

Reasons	Frequency	Percent
Unaware of place of availability	15	13.39
Not necessary	41	36.60
Fear of side effects	15	13.39
Misconceptions	27	24.11
Resistance from others	5	4.46
Forget to take	8	7.14
Others	1	0.89
Total	112	100.00

The Table shows the reasons by which 112 respondents do not vaccinate their children. 41(36.60%) respondents do not consider vaccination necessary and 27 (24.11%) do not vaccinate due to misconceptions. Some of the other reasons include lack of awareness on place of vaccination, fear of side effects, resistance from others and forgetfulness.

### 5.2.14 Referral to others regarding vaccination for children

Referred others	Frequency	Percentage
Yes	587	52.09
No	540	47.90
Total	1127	100.0

The Table shows that of the 1127 respondents who have seen or heard the ad, 587 respondents (52%) suggested others to take vaccination for children.

### 5.2.15 Has the ad served as a reminder in taking vaccination?

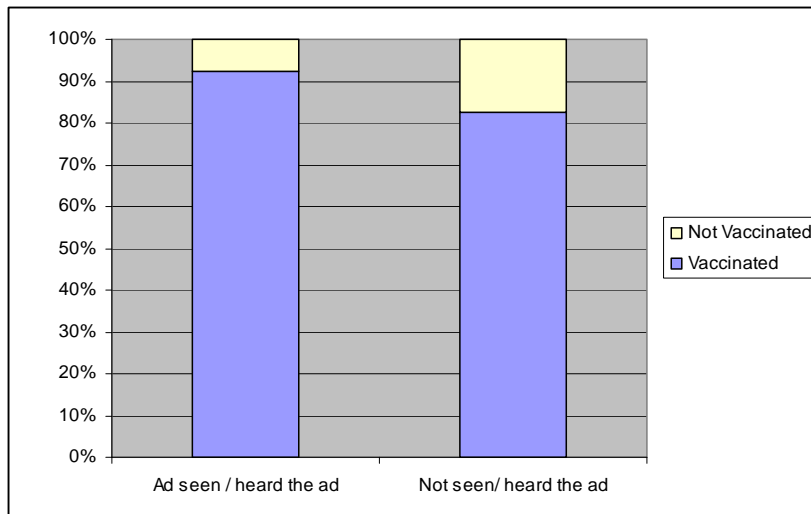
Degree of influence	Frequency	Percentage
Great extent	196	13.1
To some extent	863	57.5
Not at all	68	4.5
Total	1127	75.1
Total	1500	100.0

The table shows the general comment made by the respondents. 70.6% respondents agreed to a great extent or to some extent the ad is effective in inspiring people to take timely vaccination.

### 5.2.16 Timely vaccination Vs. Coverage of the ad

	<b>Ad seen / heard the ad</b>	<b>Not seen/ heard the ad</b>	<b>Total samples</b>
<b>Sample size</b>	<b>960</b>	<b>216</b>	<b>1176</b>
<b>Vaccination coverage</b>	<b>886 (92.3%)</b>	<b>178 (82.4%)</b>	<b>1064 (90%)</b>

Of the general population who have seen the ad and have children below 5 years at home, 92.3% have taken timely vaccination for children. The reported vaccination among the people those who haven't seen the ad is 82.4%.



Graph showing the timely vaccination Vs. coverage of the ad

## 5.3 Media Preference of General Population

### 5.3.1 Media preference of the Target Audience

Medium	Frequency	Percentage
TV	1295	86.33
Radio	604	40.27
Newspaper	1083	72.70
Cinema	67	4.47
Total population	1500	100.00

The table shows that 1295(86.33%) respondents view TV, 604 (40.3%) listen to the radio, 1083(72.7%) read the newspaper while 67(4.5%) frequent cinema. This shows that majority of the population consider TV as major medium.

### 5.3.2 Channel preference of the TA

Channels	Frequency	Percentage
Doordarshan	447	29.80
Asianet	1123	74.87
Surya	792	52.80
Kairali	503	33.53
Amrita	305	20.33
Local Channel	163	10.87
Music channel	188	12.53
Others	55	3.67
Total population	1500	100.00

The table shows that among the people who watch TV on a regular basis (population – 1295), Asianet is the most preferred channel with 86.7% viewers, followed by Surya with 61.5% viewers. Only 34.5% respondents view Doordarshan programmes.

### 5.3.3 News channel preference

News channels	Frequency	Percentage
Asianet News	514	34.27
Kairali People	244	16.27
Manorama News	416	27.73
India vision	435	29.00
Total population	1500	100.00

The table shows that among the people who watch TV on a regular basis (population – 1295), Asianet news has 39.6% viewers, Indiavision - 33.5% viewers, 32.5% viewers for Manorama news and 18.84% viewers for Kairali People.

### 5.3.4 Programme Preference

Programmes	Frequency	Percentage
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News	881	68.03
Comedy	437	33.74
Serial	774	59.77
Reality show	549	42.39
Local news	724	55.90

The table shows that 68% of the viewers watch news, 60% watch tele-serials, 56% watch local news and 42% watch reality shows.

### 5.3.5 Time preference for TV viewing

Time	Frequency	Percentage
Day	67	5.17
Noon	108	8.33
Evening	261	20.15
Primetime	879	67.87
Late night	253	19.53

The table shows that 67.87% of respondents watch TV during prime time (6.30 pm-10.30pm).

### 5.3.6 Radio channel preference

Station	Frequency	Percentage
AIR	286	47.35
AIR FM	77	12.74
Club FM	72	11.92
Radio Mirchi	5	0.82
SFM	19	3.14
Big FM	15	2.48
Radio Mango	86	14.24
No Specific Channel	44	7.28
Total	604	100.0

The Table shows that of the 604 regular radio listeners, 286(47.4%) listen to AIR.

### 5.3.7 Time preference for listening to radio

Time	Frequency	Percentage
Early morning	245	40.56

Morning	102	16.89
Noon	54	8.94
Evening	74	12.25
Night	59	9.77
Late night	22	3.64
While travelling	49	8.11
Total	604	100.00

The table shows that the most preferred time of the respondents to listen to the radio is early morning (40.6%).

### 5.3.8 Newspaper Readership

Newspaper	Frequency	Percentage
Malayala Manorama	554	51.15
Mathrubhumi	399	36.84
Kerala kaumudi	66	6.09
Deshabhimani	105	9.60
Madhyamam	59	5.40
Mangalam	50	4.60
Chandrika	15	1.38
Janmabhoomi	11	1.01
New Indian Express	12	1.10
The Hindu	15	1.38
Others	27	2.49
Total population	1083	100.00

From the table it can be seen that Malayala Manorama is the most read newspaper at 51%.

## 5.4 Major Findings

- 75% of the general public have seen or heard the advertisement on preventive vaccination for children. Out of them 81.7% is female population. As the ad is based on child health, it has evinced interest more among females, thus contributing to a majority of viewers or listeners of the ad
- 78% people from the productive age group have seen or heard the ad. This implies the effectiveness of ad in reaching the target population.
- Area wise reach of the ad is almost equal i.e. in rural area 75.5% of population have seen or heard the ad. 74% of population in urban and 75% in semi urban areas respectively have seen or heard the ad.
- 86% of the population prefer TV as the medium of information. 68% of the population has got the information about the ad on preventive vaccination through this media.
- Only 7.7% of the population has heard the ad on the radio, whereas the total listenership for radio stands at 40.3%. The listenership rate for All India Radio however stands at 47.4%. The most preferred time in listening is early morning at 40.6%
- Celebrity endorsement plays a major role in the ad as 83% of the population who have seen the ad recalls the celebrity. 58% have recalled the scene of the child

protected from the rain by an umbrella in the ad whereas only 17.8% of viewers have recollected the information on the seven fatal diseases likely to affect children.

- 72% of the respondents who have seen the ad were able to understand the importance of timely vaccination for children. Others highlighted child health and precaution from seasonal diseases / 7 fatal diseases etc.
- Asianet is the leading channel with 75% viewers. Of the viewers who have seen the ad, 56.6% have seen the ad on Asianet.
- From the total viewers of the ad, 11.5% have seen the ad on the major four Malayalam news channels, such as Indiavision, Asianet News, Manorama News and Kairali People. Among the news channels almost an equal 4% have seen the ad on India vision and Asianet News.
- News, serials and local news lead the programmes preferred by the public, followed by reality shows. Prime time is the most preferred for viewing programmes at 67.8%.
- Among newspaper readers, Malayala Manorama is the most read at 51%.
- 90% of the population is aware of preventive vaccination for children from sources other than mass media such as health workers, hospitals/health card, anganwadis, public messages, pamphlets and other IEC materials.
- Hospitals / health card are the leading source of information at 49.6%. Health workers and Anganwadis are also instrumental in reminding to take vaccination.
- There is a remarkable difference in the number of people who have seen and vaccinated vs the number of people who haven't seen and vaccinated.
- 90.5% of the respondents, who have children below 5 yrs, take timely vaccination for their children. The major reasons for not vaccinating (9.5%) include lack of awareness of place of vaccination; fear of side effects; resistance from others and forgetting to take.

- Overall the ad has been influential by about 70.6%, in reminding the audience on timely vaccination for children
- 52% of the people who have seen the ad has reminded others to take timely vaccination for their children.

## **6. Conclusion**

The ad has been effective in terms of reaching out to the target audience to a great extent. Majority of the respondents who have seen the ad endorse that the ad has been a decisive factor in reminding to take timely vaccination for their children. The media mix adopted for the campaign was effective in reaching the key target audience. Suggestions and recommendations on the rollout of the campaign are enlisted below:

- While rolling out an advertisement campaign, a mix of media, both above the line as well as on the ground activities may be used in sync to ensure optimum reach of the campaign. As the findings show the awareness on vaccinations among the public to be high from sources other than mass media, such sources need to be explored / reinforced.
- An advertisement having large contents of importance maybe split into smaller spots stressing each point separately and ultimately covering all the aspects of the intended message. In this manner each important aspect of the message gets reinforced in the minds of the target audience.
- As the findings have pointed out a percentage of the population not availing vaccination due to lack of awareness of the place of availability, any ad on health service should also highlight the place of availability of such service.
- In the planning stage of a campaign itself, a detailed media assessment shall enable in the preparation of an optimal and result oriented media plan.

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