

IMPACT ANALYSIS OF RINGTONE MESSAGE

*Implemented by Ministry of Health and
Pakistan Telecommunication Authority*

Trend & Cross-Sectional Analysis of Results
A Consulting Report by Gallup Pakistan

July 22, 2020



Introduction

- Pakistan has implemented a unique Health Message Awareness Programme since the start of April 2020. All mobile phone callers before connecting with their intended recipient of phone call hear a 30-40 second health message advising them on what to do and what no to do when it comes to COVID-19. The campaign is a great example of inter agency coordination (Ministry of Health, Pakistan Telecommunication Authority, Digital Pakistan Initiative and international organizations lead by UNDP Pakistan). The execution work is performed by E-Ocean a state of the art Digital services provider which designed the health messages in consultation with an Advisory Group in which Gallup Media Consultant including Executive Director Bilal Gilani and Behavioural Scientist Dr Umar Taj were part.
- This report aims to use Gallup Pakistan Perception Tracker on COVID-19 – an almost weekly tracker of representative opinion and perceptions of Pakistan run by Gallup Pakistan to measure how effective this campaign has been over the past few months.
- All Queries and feedback regarding the Impact Assessment of Ring Tone Health Communication in Pakistan can be addressed to Bilal I Gilani , Executive Director of Gallup Pakistan at bilal.gilani@gallup.com.pk

4 LENSES OF INVESTIGATION

I - Measuring Listenership of Ring Tone Message

Campaign in Pakistan at community and adult population level

II - Measuring Attitude about Coronavirus

How Ring Tone Campaign has changed them positively or negatively

III - Measuring Practices about Coronavirus

How Ring Tone Campaign has changed them positively or negatively

IV - Measuring General perceptions about Coronavirus

How Ring Tone Campaign has changed them positively or negatively



9 KEY LEARNINGS



LEARNING # 1



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

31% More Likely To Perceive The Seriousness Of The Coronavirus Threat To Them Or Their Family

Statistics: (M=9.20; SD=99.36) treatment group; (M=-15.29; SD=98.14 control group; $z(0.025) = -3.185$; $p=0.001$)

LEARNING # 2



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

14% Less Likely To Consider Threat Of Coronavirus As Exaggerated

Statistics: (M=25.77; SD=94.91) treatment group; (M=49.16; SD=83.51) control group; $z(0.025) = 3.245$; $p=0.001$.

LEARNING # 3

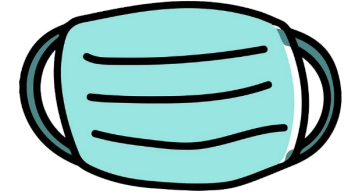


People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

11% More Likely To Agree That Government Is Handling The Coronavirus Situation Well

Statistics: (M=68.81; SD=70.82) treatment group; (M=52.99; SD=83.10) control group; $z(0.025) = -3.542$; $p=0.000$

LEARNING # 4



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

43% More Likely To Wear Mask

Statistics: (M=70.05; SD=45.83) treatment group; (M=48.77; SD=50.05) control group; $z(0.025) = -7.51$; $p=0.000$.

LEARNING # 5



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

45% More Likely To Use Hand Sanitiser

Statistics: (M=47.06; SD=49.93) treatment group; (M=32.74; SD=46.99) control group; $z(0.025) = -4.81$; $p=0.000$

LEARNING # 6



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

Stayed Indoors 1 Additional Day Of The Week

Statistics: (M=3.66; SD=2.97) treatment group; (M=2.63; SD=3.09) control group; $p=0.000$

LEARNING # 7



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

12% More Likely To Correctly Identify Fever As A Symptom Of Coronavirus

Statistics: (M=84.14; SD=36.55) treatment group; (M=75.20; SD=43.29) control group; $z(0.025) = -3.044$; $p=0.002$

LEARNING # 8

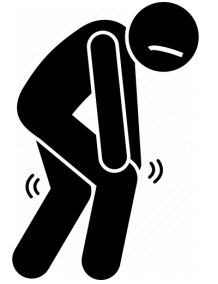


People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

53% More Likely To Correctly Identify Breathing Difficulty As A Symptom Of Coronavirus

Statistics: (M=61.07; SD=48.79) treatment group; (M=39.83; SD=49.08) control group; $z(0.025) = -5.605$; $p=0.000$.

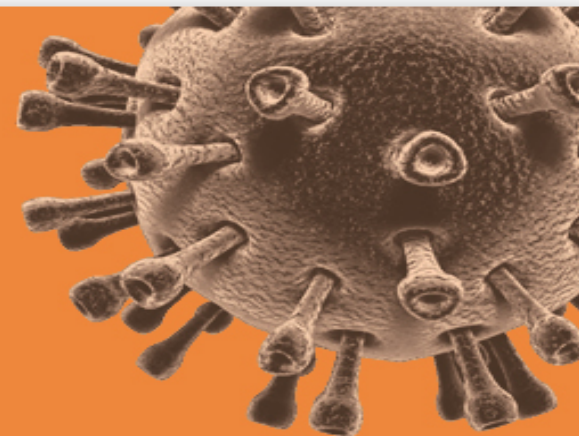
LEARNING # 9



People who listened to the ringtone message fully or partially (compared to those who did not listen to the message) are:

71% More Likely To Correctly Identify Lethargy As A Symptom Of Coronavirus

Statistics: (M=29.41; SD=45.59) treatment group; (M=16.78; SD=37.46) control group; $z(0.025) = -3.68$; $p=0.000$



SECTION I

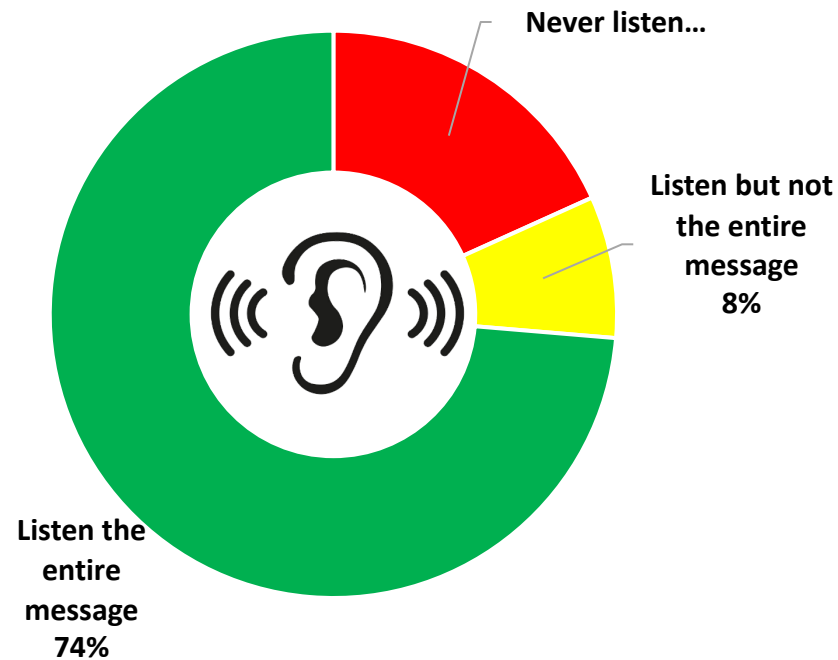
*Measuring Listenership of Ring Tone
Message Campaign in Pakistan at
community and adult population level*



LISTNERSHIP ABOUT COVID-19 PUBLIC SERVICE MESSAGE : 74 million+ adults listened to the message

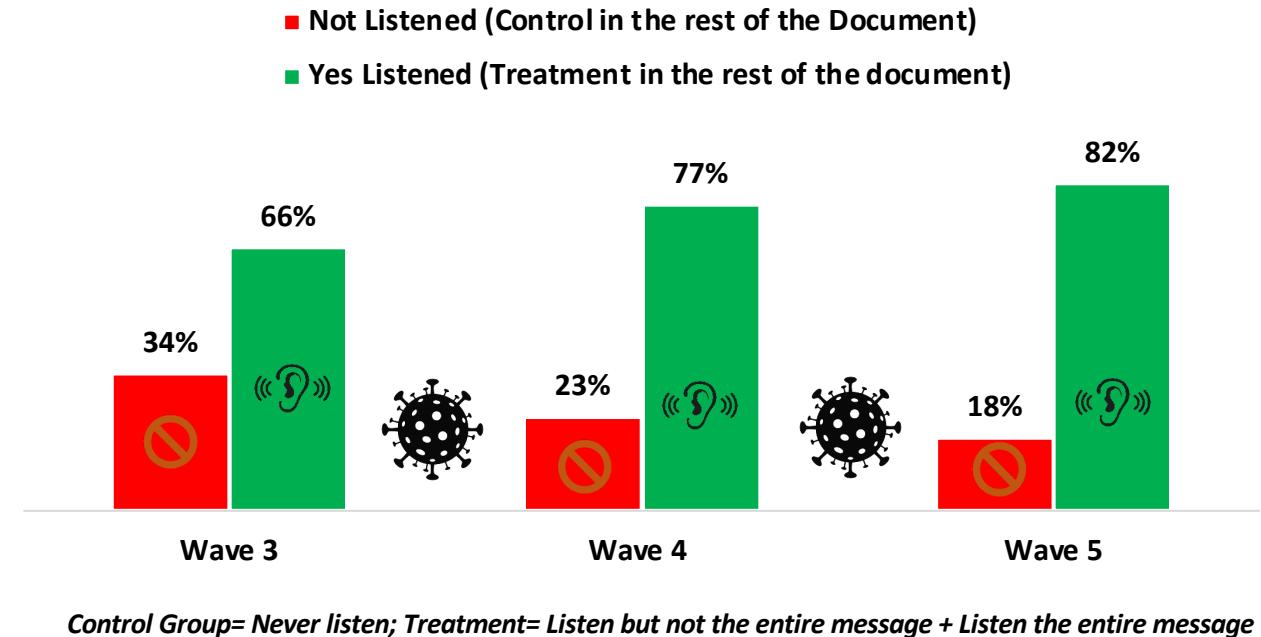
Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?

OVERALL LISTENERSHIP ACROSS 3 WAVES OF POLLING



Around 74 million+ Men and Women claim to have listened to the Ring tone Message

TREND ANALYSIS



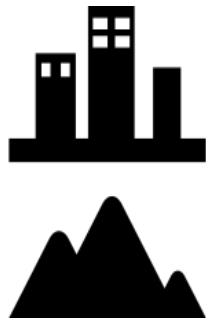
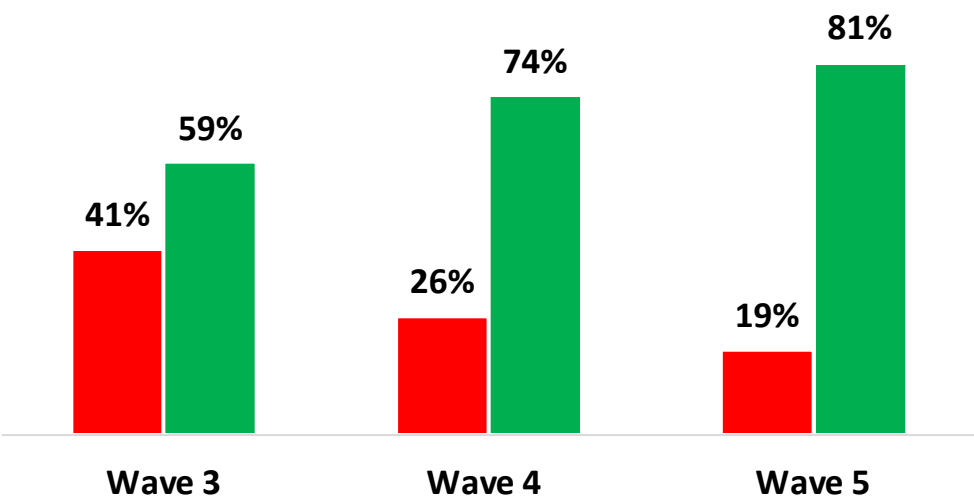
Since April, a consistent rise in mobile RING TONE MESSAGE listenership was observed among respondents from all Pakistan. Listenership of RING TONE MESSAGE increase up to 82% till 20th May 2020.

LISTNERSHIP OF COVID-19 RING TONE MESSAGE – URBAN AND RURAL TRENDS

Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?

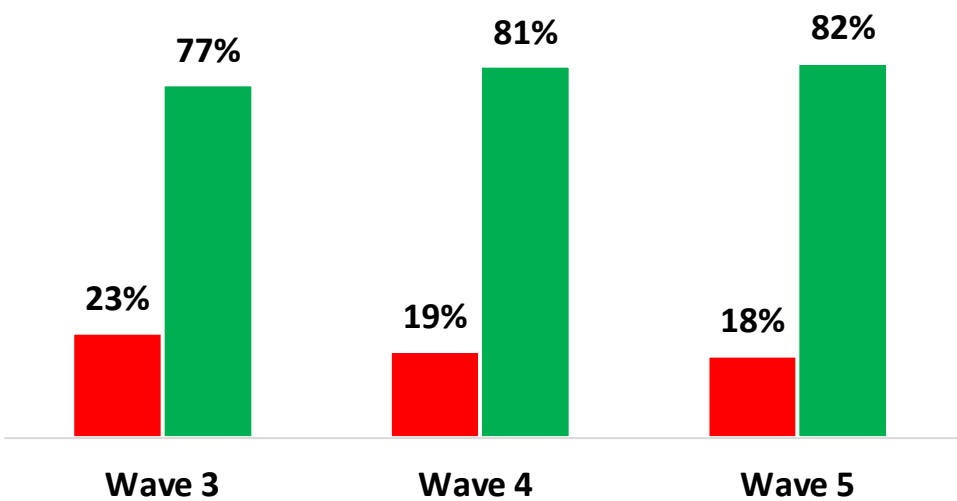
RURAL TREND ANALYSIS

■ Control ■ Treatment



URBAN TREND ANALYSIS

■ Control ■ Treatment

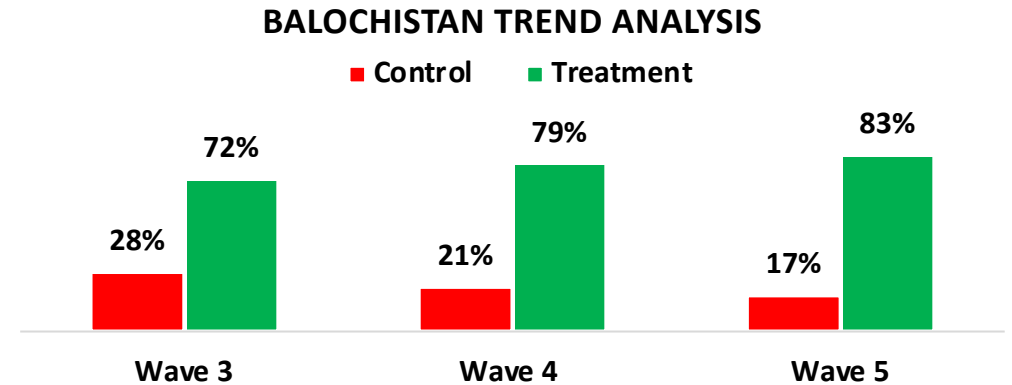
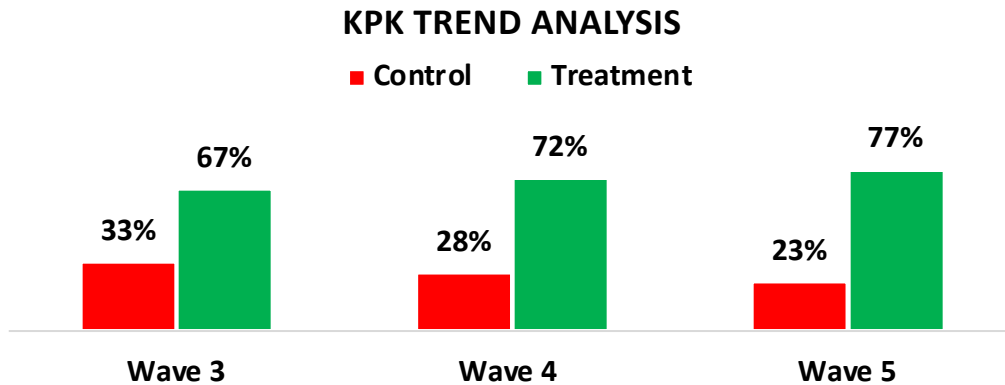
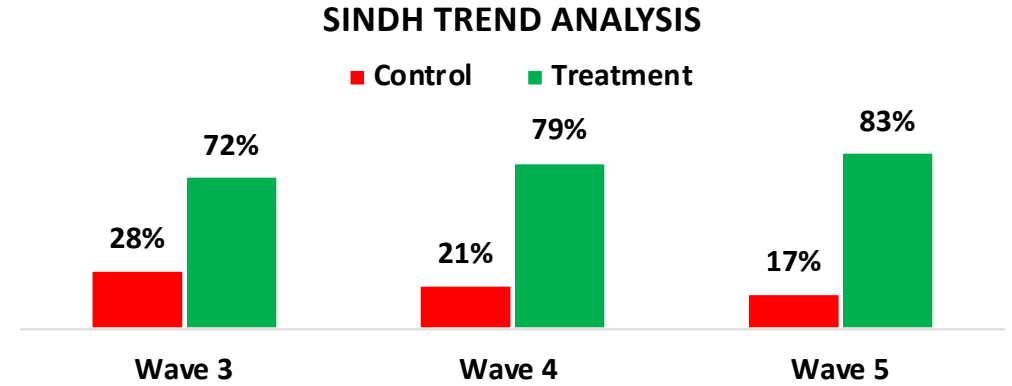
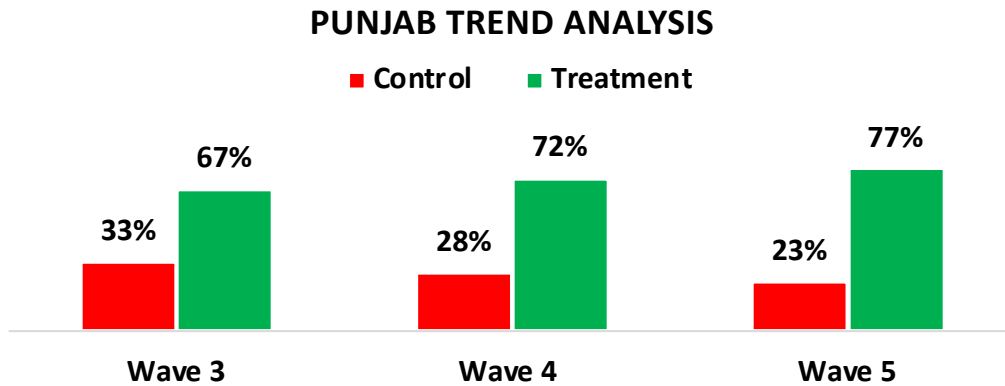


Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Over the period of two months (April to May), RING TONE MESSAGE listenership increased by 22% in Rural Areas and 5% in Urban.

LISTENERSHIP OF COVID-19 RINGTONE MESSAGE- PROVINCIAL ANALYSIS

Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

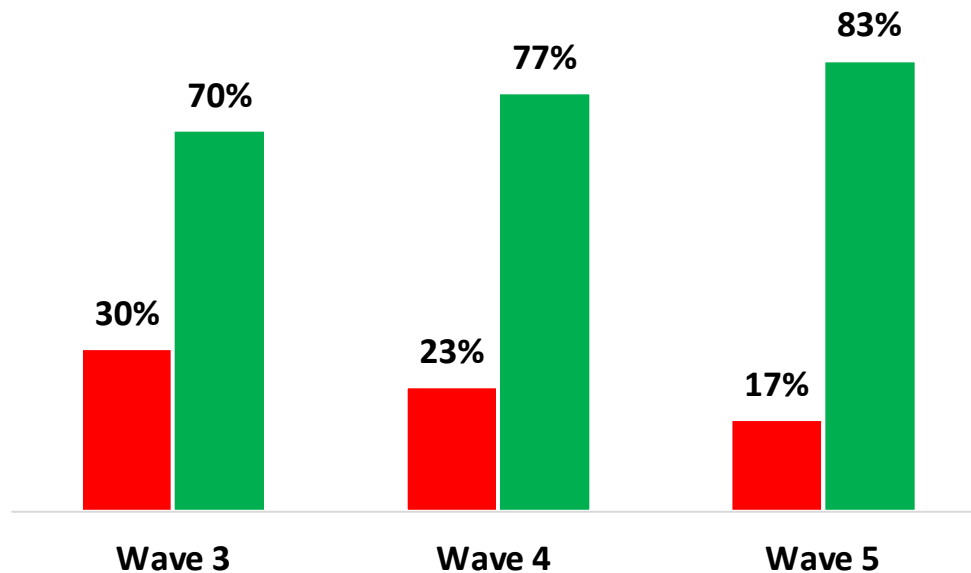
Over the period of two months (April to May), public service message listenership increased by 9% in KPK, 11% in Balochistan and 11% increase in Sindh and 9% increased in Punjab Province.

LISTENERSHIP OF COVID-19 RING TONE MESSAGE – GENDER TRENDS

Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?

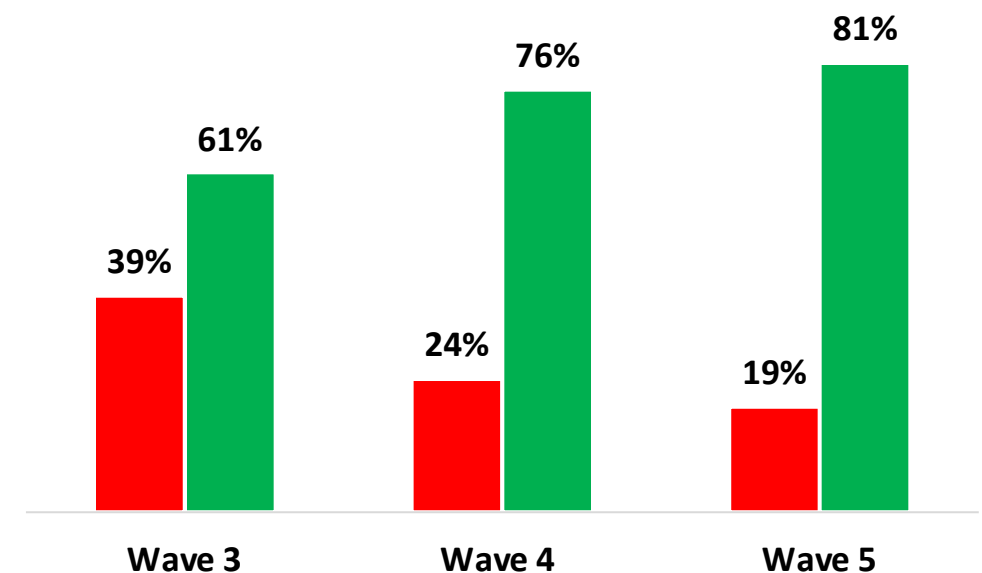
MALE TREND ANALYSIS

■ Control ■ Treatment



FEMALE TREND ANALYSIS

■ Control ■ Treatment



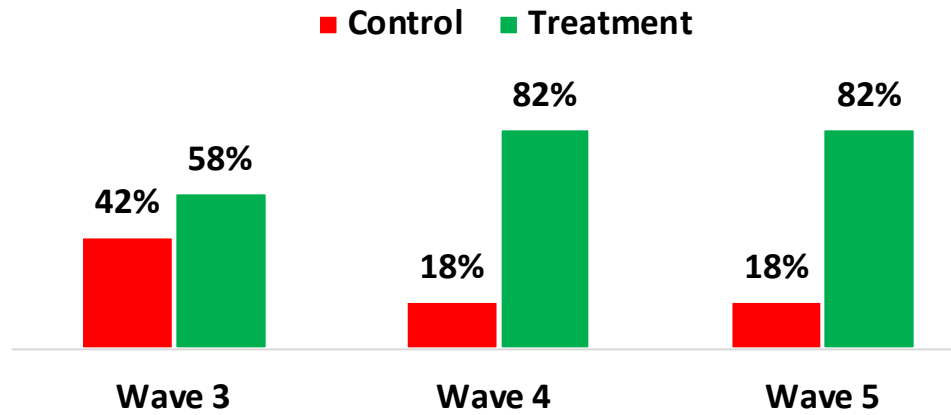
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Over the period of two months (April to May), public service message listenership increased by 20% in female respondents and 13% in male respondents.

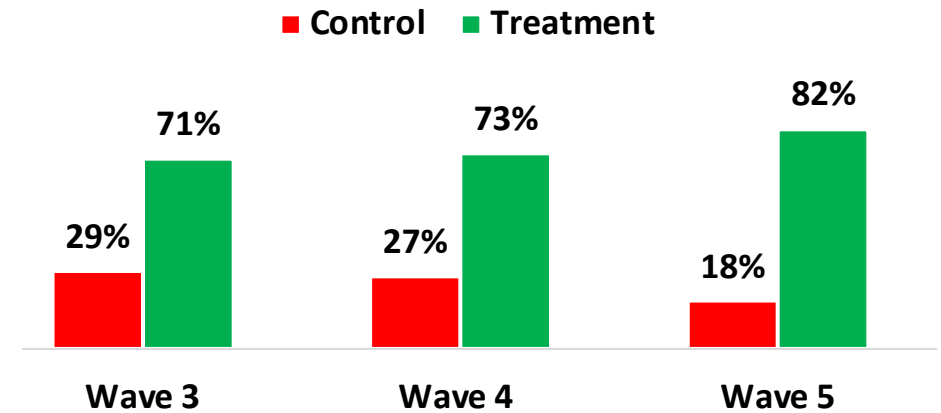
LISTENERSHIP OF COVID-19 RING TONE MESSAGE – AGE TRENDS

Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?

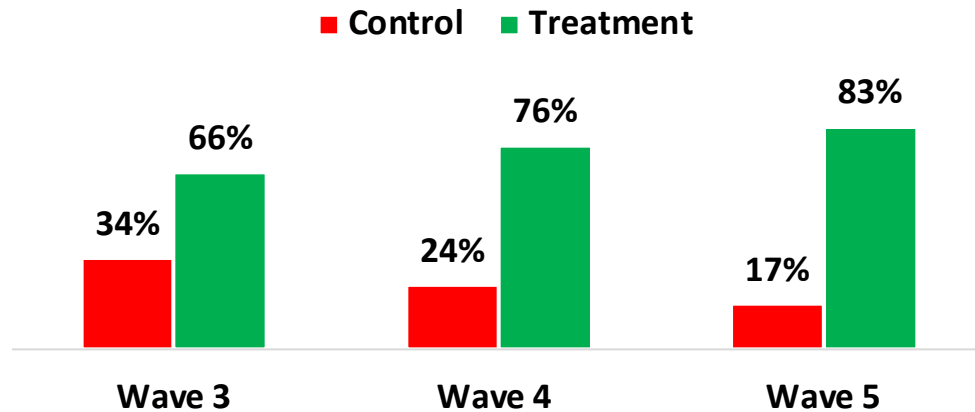
UNDER 29 AGE GROUP: TREND ANALYSIS



30-50 AGE GROUP: TREND ANALYSIS



50+ AGE GROUP: TREND ANALYSIS



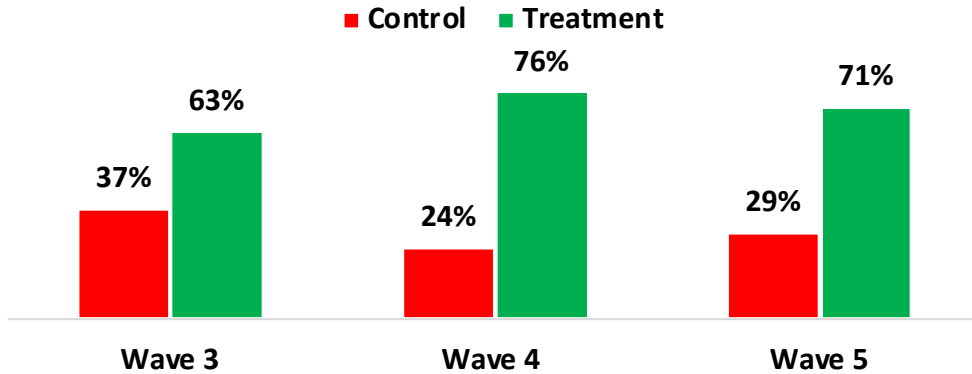
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Over the period of two months (April to May), public service message listenership increased by 24% in under 29 age group; 11% among 30-50 years old and increase by 17% among 50+ age group.

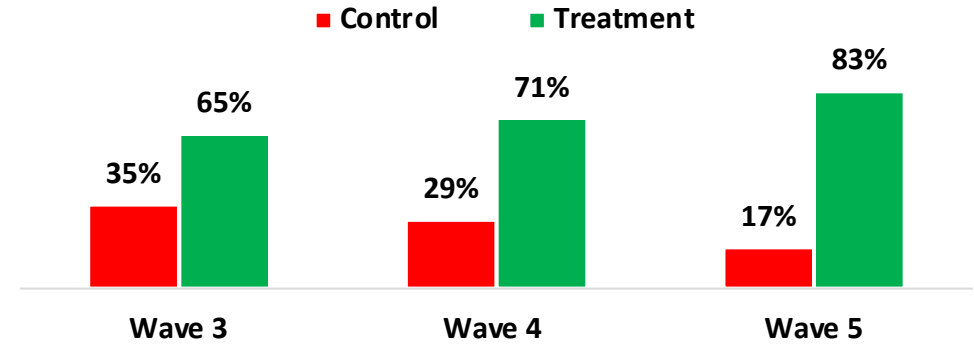
LISTENERSHIP OF COVID-19 RING TONE MESSAGE – EDUCATION SEGMENTS TRENDS

Question: There is a public services message being played whenever you make a call through mobile phone. Did you...?

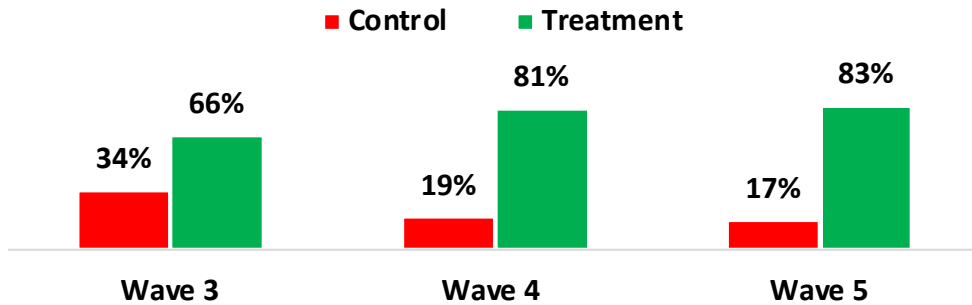
UPTO PRIMARY: TREND ANALYSIS



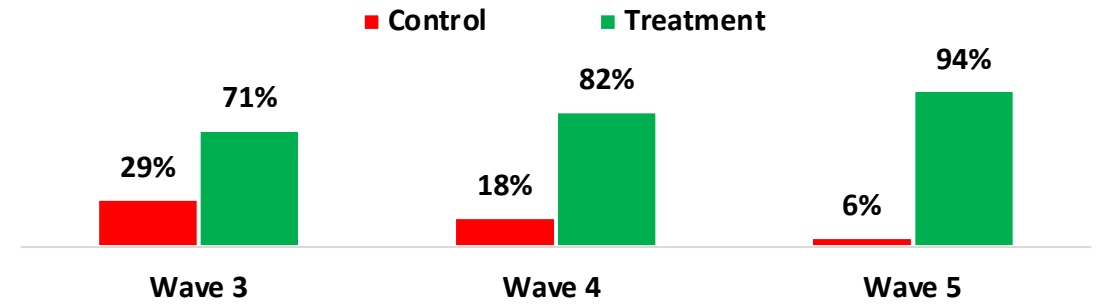
MATRIC: TREND ANALYSIS



INTERMEDIATE: TREND ANALYSIS

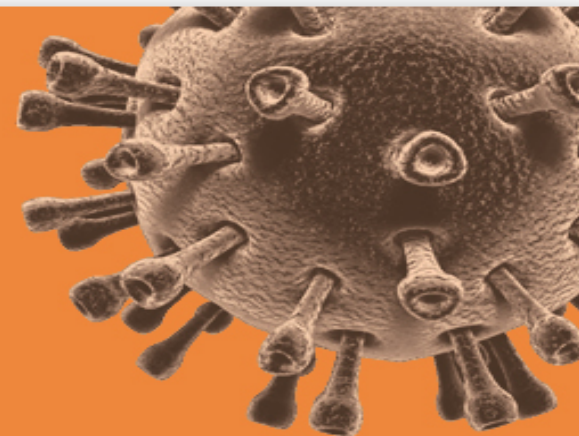


GRADUATE AND ABOVE: TREND ANALYSIS



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Over the period of two months (March to May), public service message listenership increased by 8% among individuals with education up to primary, 18% among individuals with matriculation, 17% among the individuals with education intermediate and 23% among individuals graduate and above.



SECTION II

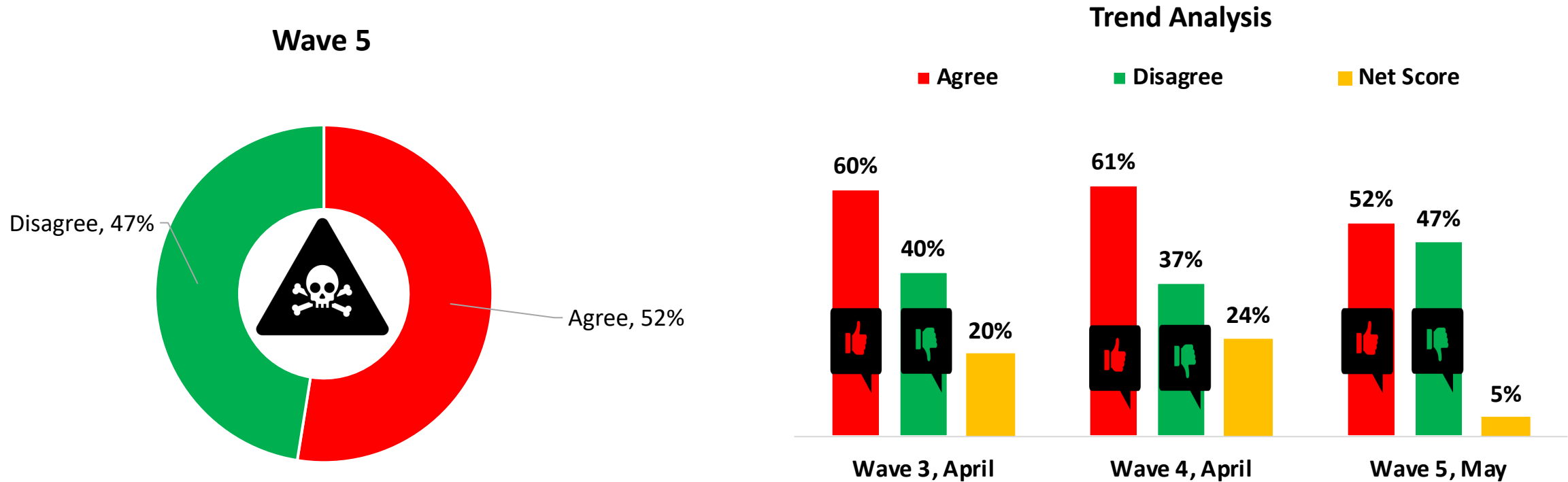
*Measuring Attitude about
Coronavirus and how Ring Tone
Campaign has changed them
positively or negatively*



FEAR OF CATCHING CORONAVIRUS

I AM AFRAID THAT EITHER MYSELF OR SOMEONE IN MY FAMILY MAY ACTUALLY CATCH THE CORONAVIRUS

Question: To what extent do you agree/disagree that I am afraid that either myself or someone in my family may catch the Coronavirus?

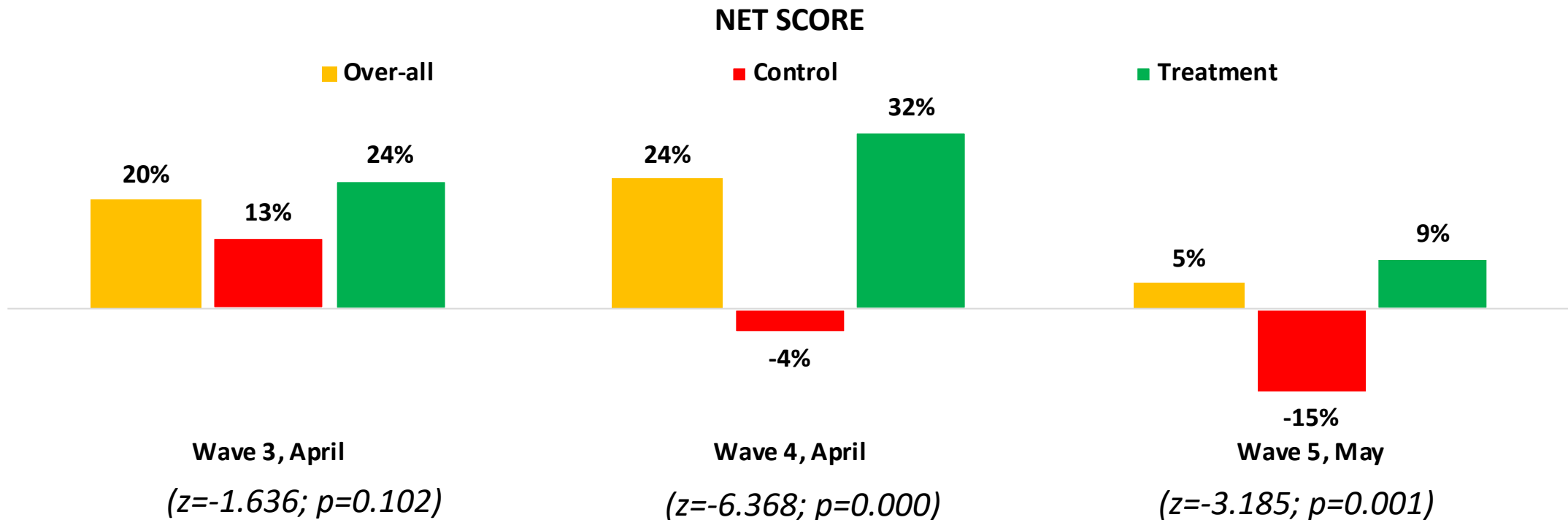


In the beginning of April 2020, individuals had high fear of catching coronavirus which has decreased since June 2020

IMPACT OF PUBLIC SERVICE MESSAGE ON CORONA THREAT

I AM AFRAID THAT EITHER MYSELF OR SOMEONE IN MY FAMILY MAY ACTUALLY CATCH THE CORONAVIRUS

Question: To what extent do you agree/disagree that I am afraid that either myself or someone in my family may catch the Coronavirus?

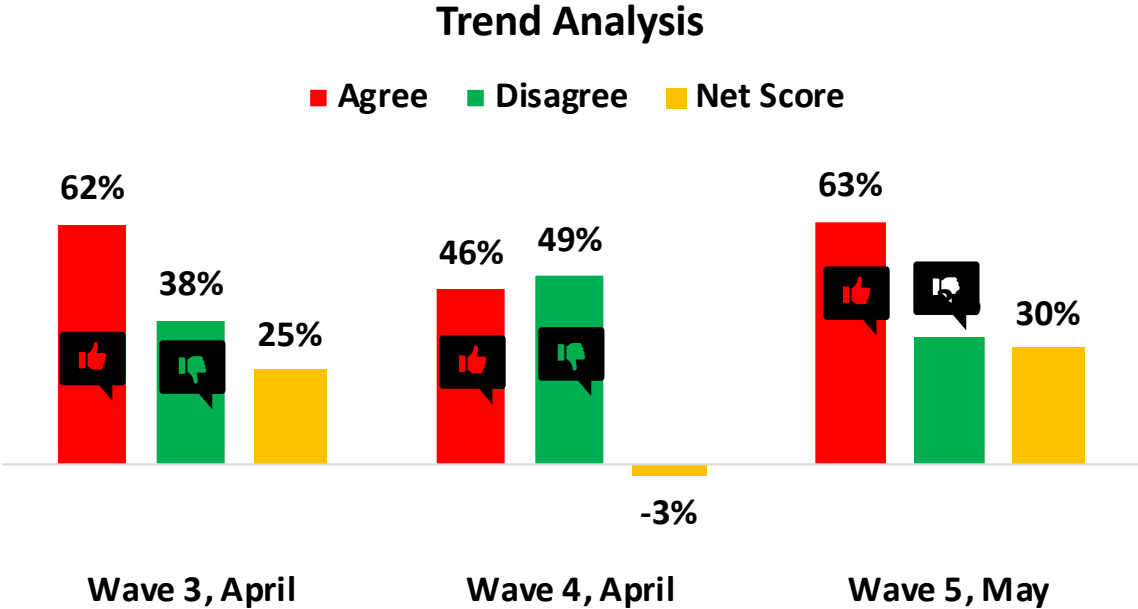
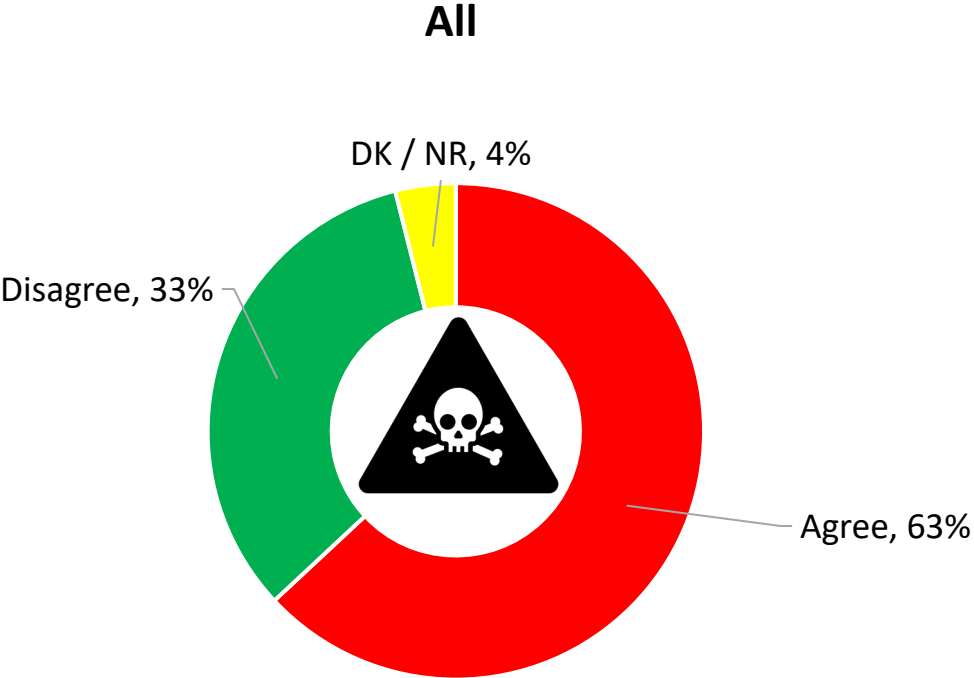


Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In Wave 5, **results indicate that net score for fear of catching coronavirus is higher in the treatment group** (M=9.20; SD=99.36) as compared to control group (M=-15.29; SD=98.14). Personal threat was also found statistically significant between control and treatment group; $z(0.025) = -3.185$; $p=0.001$. It was also found that in the beginning of April impact of the public service message was non-significant on the fear of contracting coronavirus but became significant by the end of April; 2020.

NEARLY 2 IN 3 PAKISTANIS (63%) CONTINUE TO AGREE THAT THE THREAT OF CORONAVIRUS IS EXAGGERATED

Question: To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?

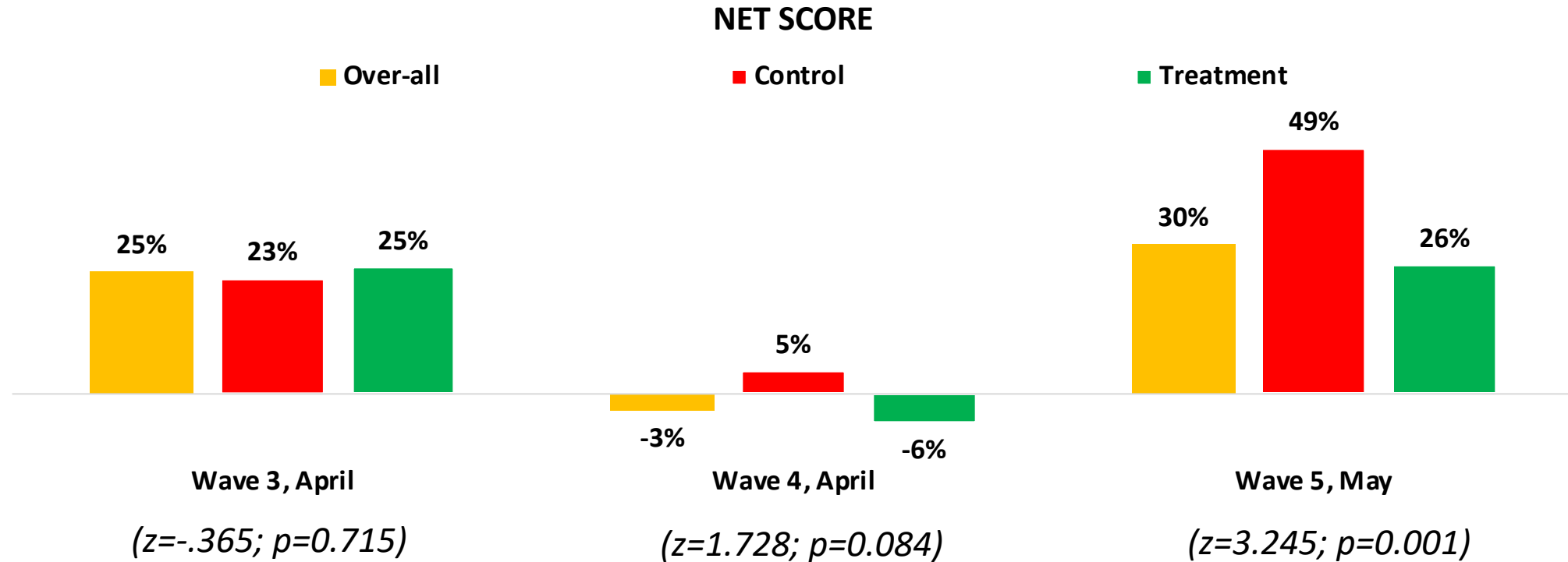


In the beginning of April perception of coronavirus being exaggerated was high, but it declined by the end of April that indicated degree of seriousness of Pakistani nation during lockdown. In May after the flexibility in lockdown and during Ramadan threat for coronavirus is seen as exaggerated once again.

IMPACT OF PUBLIC SERVICE MESSAGE ON EXAGGERATION THREAT

THE THREAT OF CORONAVIRUS IS BEING EXAGGERATED

Question: To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?

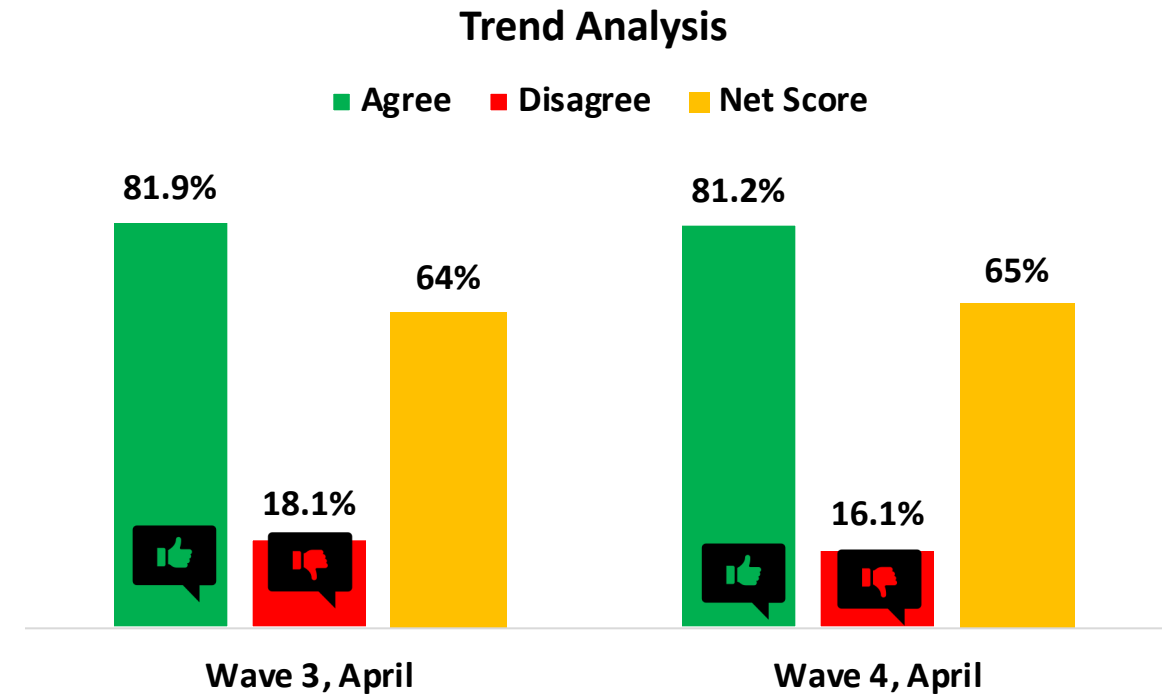
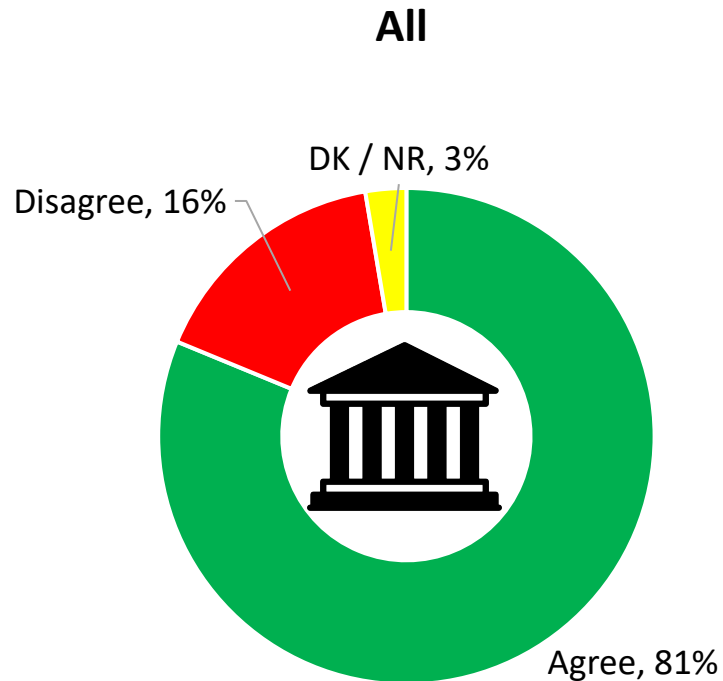


Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In Wave 5, results indicate that net score for the coronavirus threat being exaggerated is lower in the treatment group ($M=25.77$; $SD=94.91$) as compared to control group ($M=49.16$; $SD=83.51$). Threat of coronavirus being exaggerated was significant between control and treatment group; $z(0.025)=3.245$; $p=0.001$. It was also found that in the beginning of the April impact of the public service message was non-significant on the threat being exaggerated but became significant (at 10% level of significance) by end of April and then impact was found highly significant (at 1% level of significance) in May; 2020. This is explaining well-aware individuals hold unbiased opinion about coronavirus.

4 IN 5 PAKISTANIS (81%) AGREE THAT PAKISTANI GOVERNMENT IS HANDLING THE CORONAVIRUS WELL

Question: To what extent do you agree/disagree that Pakistani government is handling the Coronavirus well?

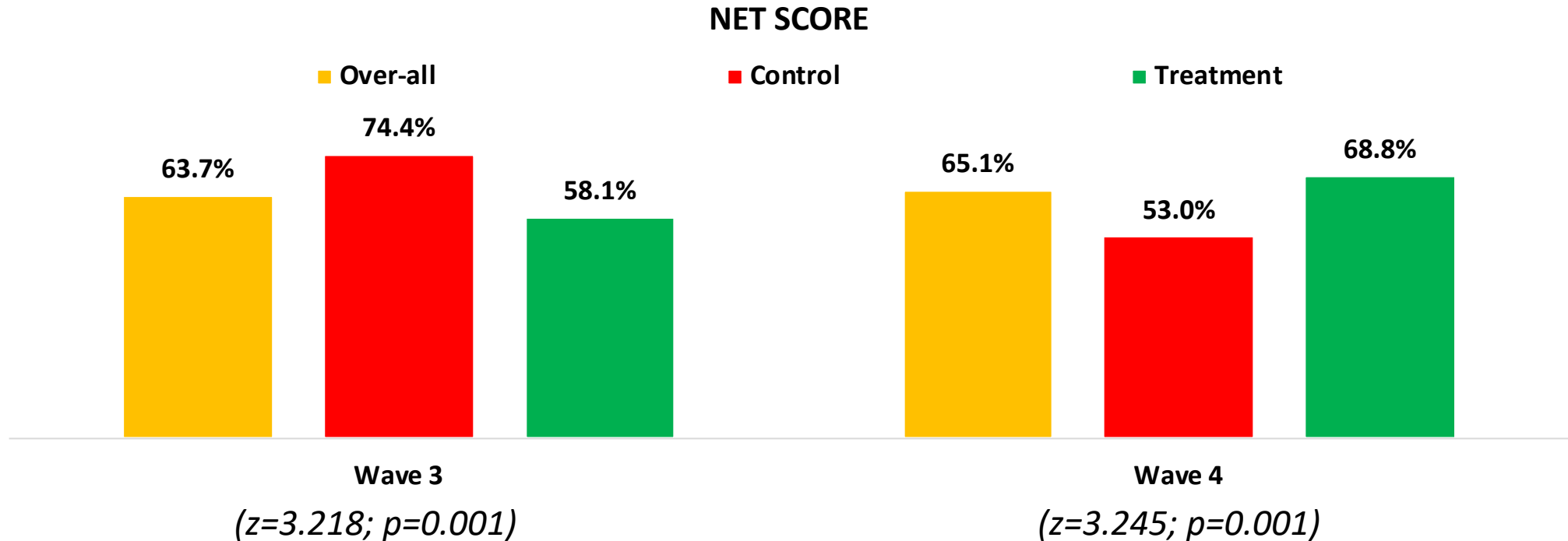


Wide majority of individuals gave favorable opinion about the performance of government and opine that the federal government of Pakistan is controlling the coronavirus situation very well.

IMPACT OF PUBLIC SERVICE MESSAGE ON EXAGGERATION THREAT

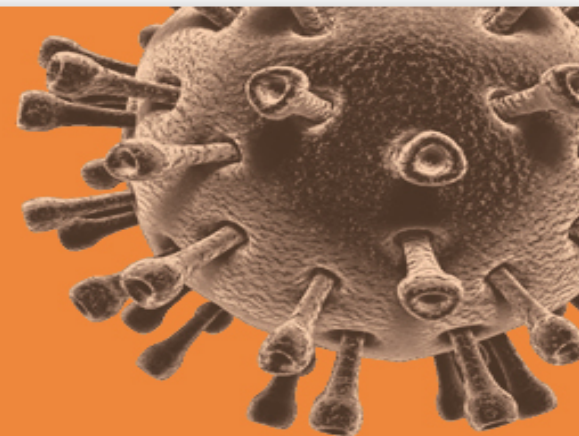
PAKISTANI GOVERNMENT IS HANDLING THE CORONAVIRUS WELL

Question: To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In Wave 4, results indicate that net score for government performance in coping with COVID-19 situation is higher in the treatment group (M=68.81; SD=70.82) as compared to control group (M=52.99; SD=83.10). Net score for performance of government between control and treatment group was found to be significant; $z(0.025) = -3.542$; $p=0.000$. Net Score was significant both in the beginning of the April as well end of April.



SECTION III

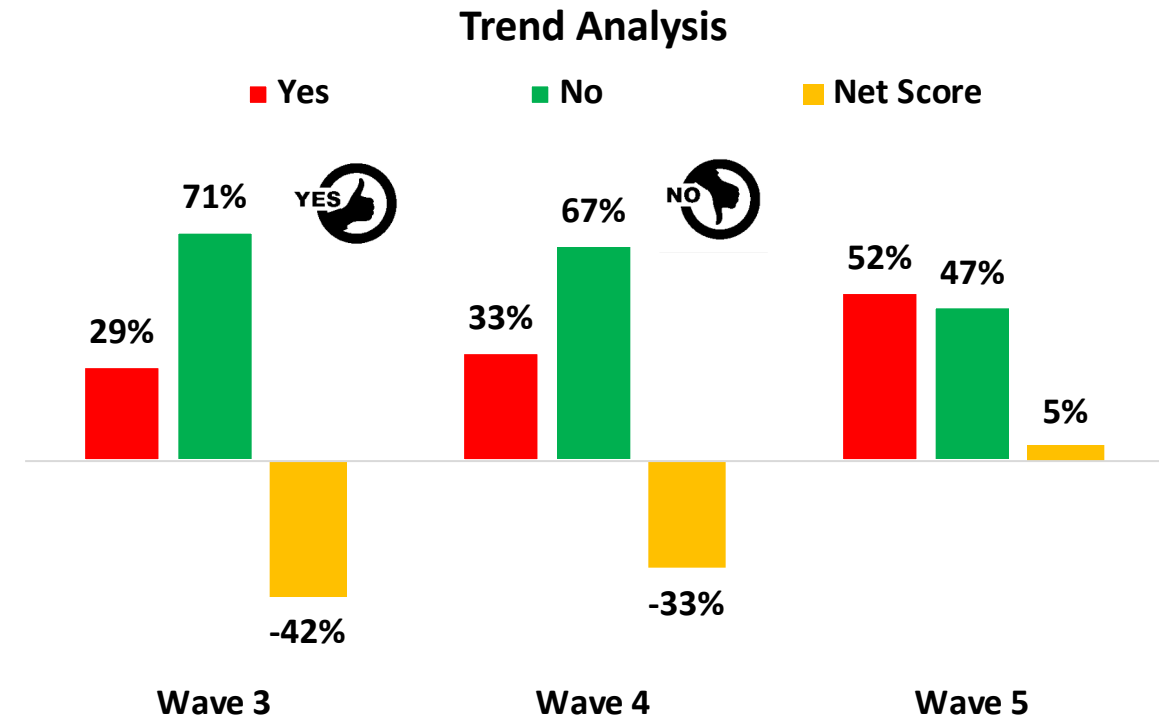
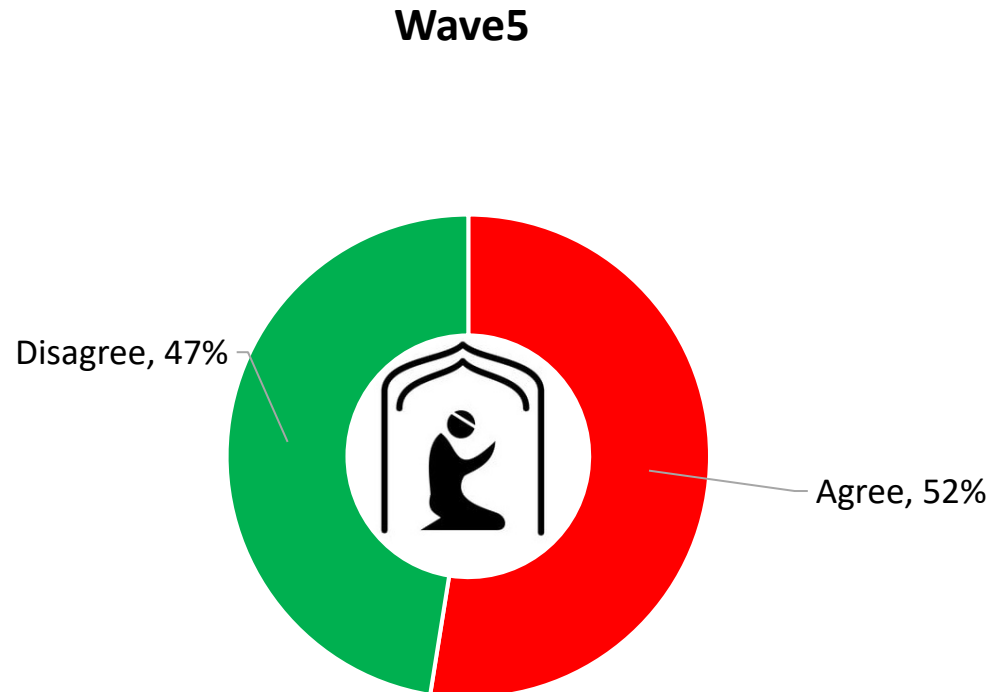
*Measuring Practices about
Coronavirus and how Ring Tone
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FAMILY MEMBER HAD VISITED THE MOSQUE FOR JUMMAH PRAYER

ANY MALE MEMBER OF YOUR HOUSEHOLD WENT FOR FRIDAY PRAYERS LAST FRIDAY

Question: Did any male member of your household go for Friday prayers last Friday?

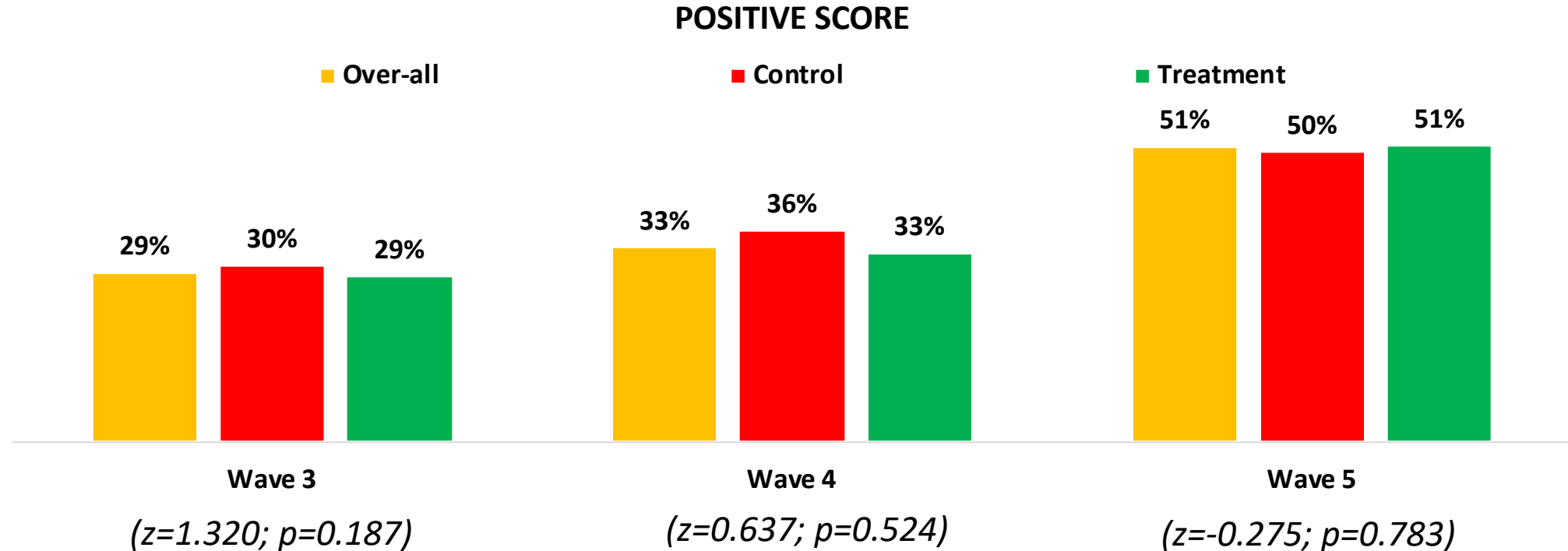


In the beginning of April when lockdown was strict; only 29% male individuals went to Mosque for Friday prayers last Friday. By end of April and before Ramadan 4% increase in individuals going to mosques for Friday prayers. In May due flexibility of lockdown and Ramadan 52% male households members reported going to mosques for Friday prayers.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

ANY MALE MEMBER OF YOUR HOUSEHOLD GO FOR FRIDAY PRAYERS LAST FRIDAY

Question: Did any male member of your household go for Friday prayers last Friday?



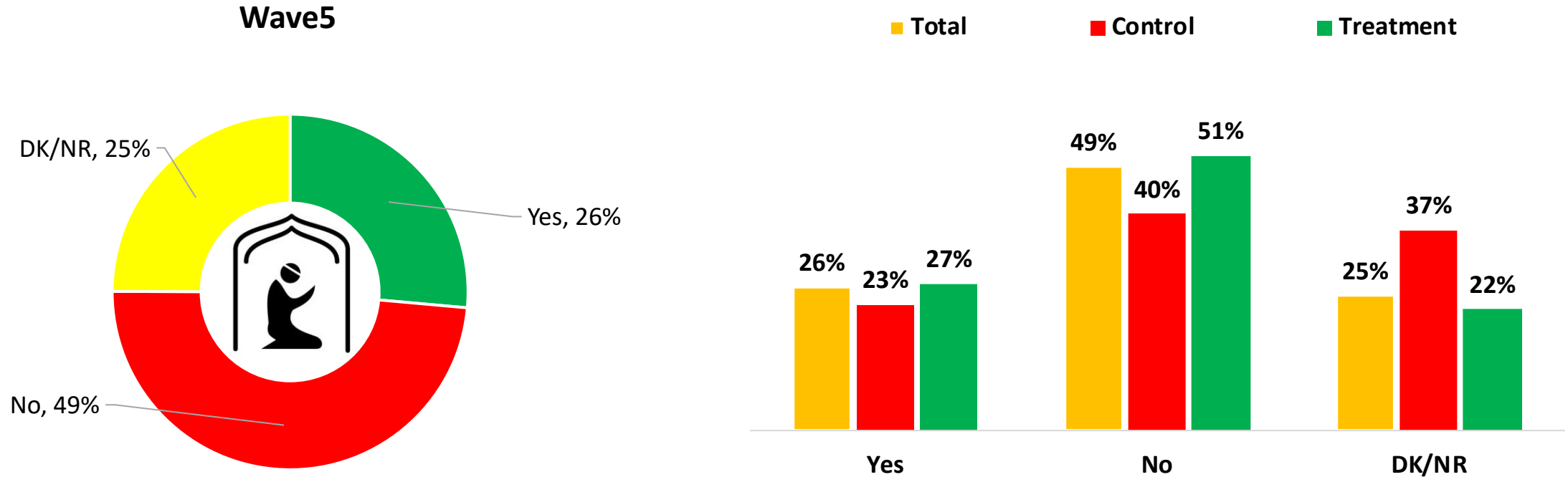
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 5; results indicate that positive score for offering Friday prayers was higher in the treatment group (M=51.06; SD=50.02) as compared to the control group (M=49.99; SD=50.12). Positive score of Friday prayers in mosque was found non-significant between control and treatment group; $z(0.025) = -0.275$; $p=0.783$. Although; treatment group heard the public service message of social distancing yet more individuals from the treatment went to mosques for Friday prayers.

FAMILY MEMBER HAD VISITED THE MOSQUE FOR TARAAWEHS

THIS YEAR I WILL OFFER TARAAWEHS IN A MOSQUE

Question: Do you agree/ disagree: this year I will offer Taraweeks in a mosque?



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

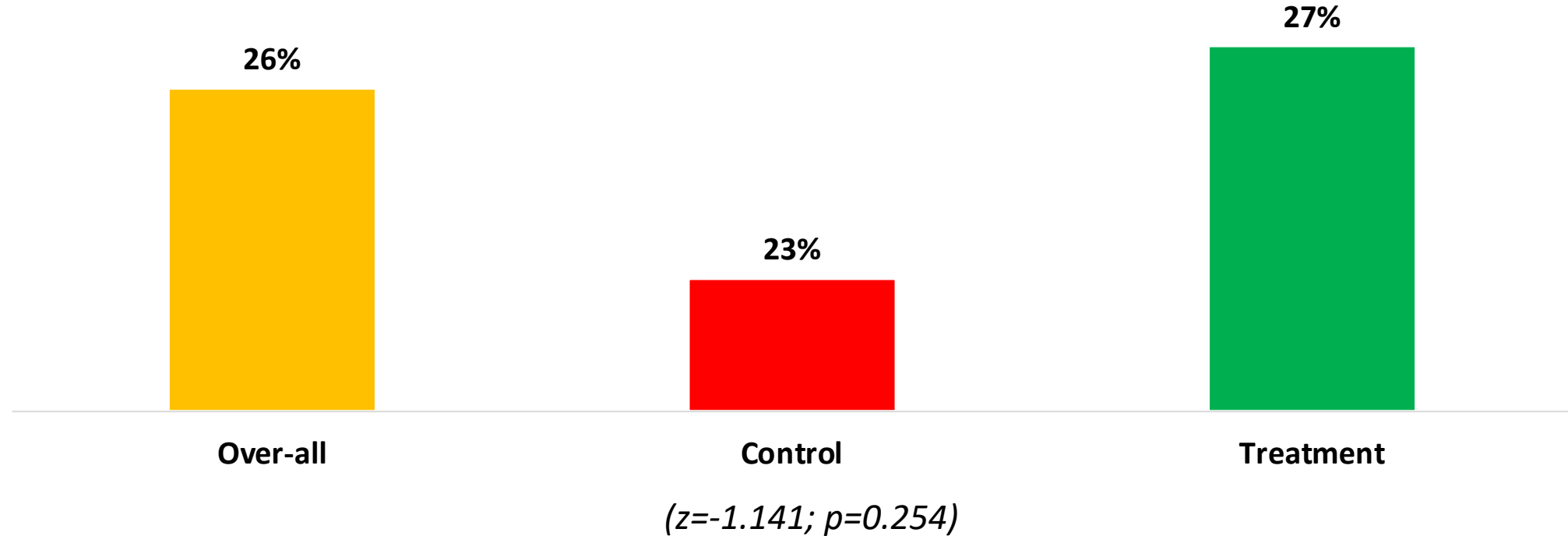


During Ramadan; 26% respondents expressed their will to offer Taraweeks in the Mosque. 27% of the individuals who belong to the treatment group claim to offer Taraweeks in the mosque. While only 23% of the individuals from the control group expressed willingness to offer taraweek's in the mosque.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

THIS YEAR I WILL OFFER TARAWEEHS IN A MOSQUE

Question: Do you agree/ disagree with this year I will offer Taraweehs in a mosque?



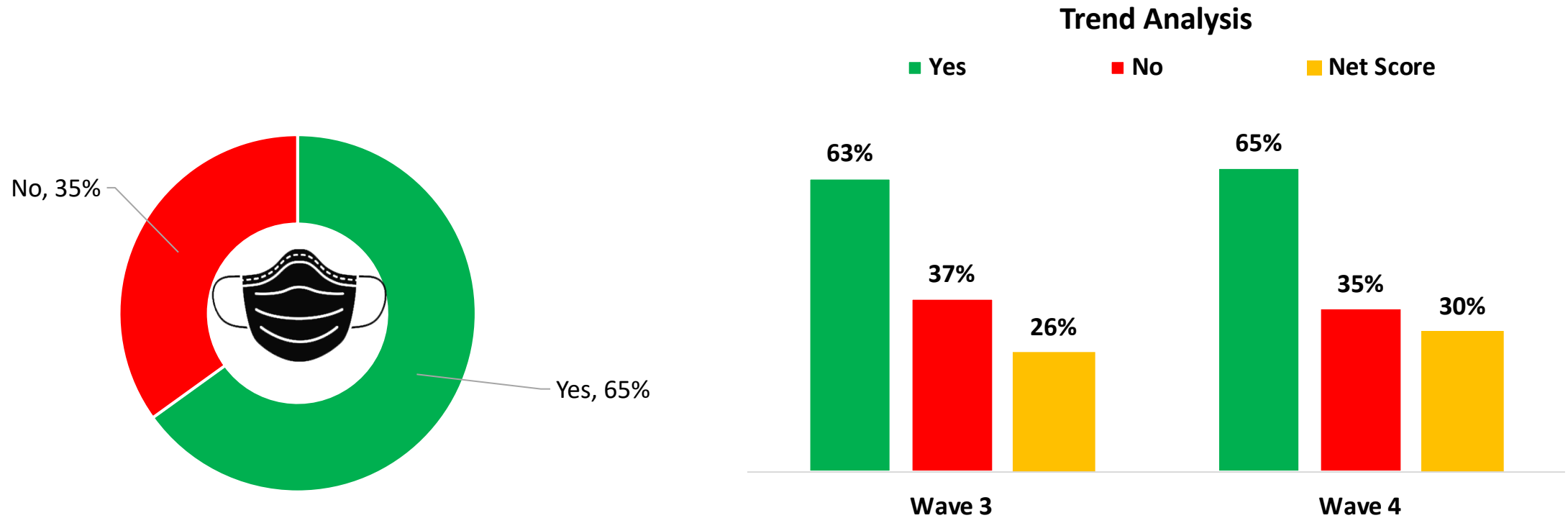
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 5; results indicate that positive score for Taraweeh prayers was higher in the treatment group (M=27.14; SD=44.49) as compared to control group (M=23.23; SD=42.34). Positive score of Taraweeh prayers in mosque was found non-significant between control and treatment group; $z(0.025) = -1.14$; $p=0.25$. Although; treatment group heard the public service message of social distancing still more individuals from the treatment offer their will to offer Taraweehs in the mosques.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF WITH FACE MASK

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(USING MEDICAL MASKS)**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

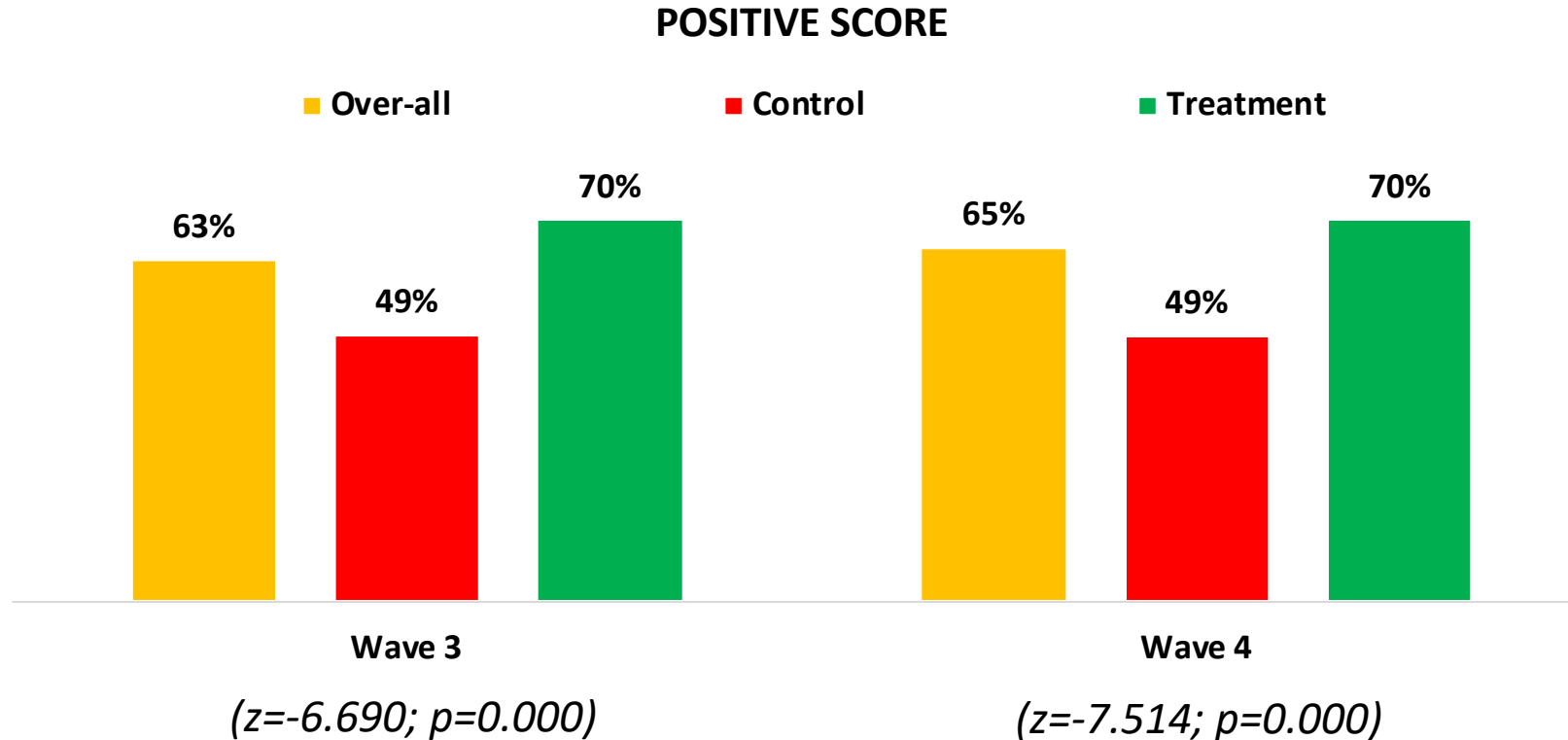


Nearly 2 in 3 individuals wore face mask to protect themselves from coronavirus. Between April percentage of Pakistanis wearing face mask rose by 3%.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF WITH FACE MASK

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(USING MEDICAL MASKS)**



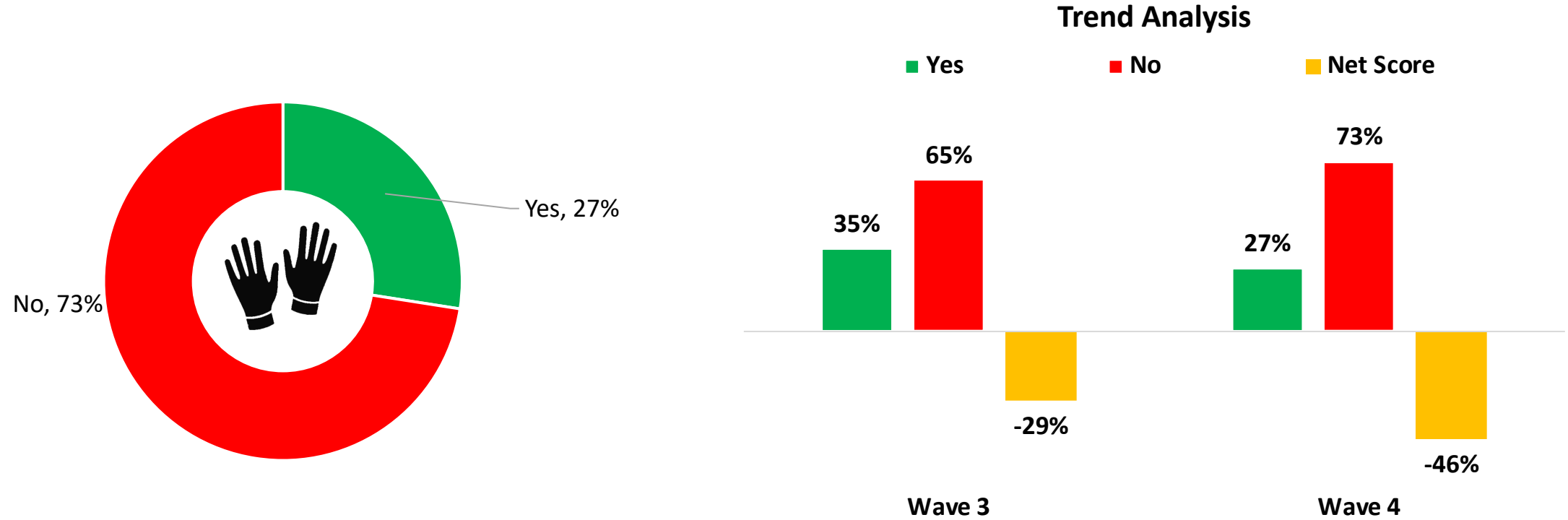
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score for the use of facemask was higher in the treatment group ($M=70.05$; $SD=45.83$) as compared to control group ($M=48.77$; $SD=50.05$). Positive score of face mask usage was found statistically significant between control and treatment group; $z(0.025) = -7.51$; $p=0.000$. Almost 21% more individuals used face mask in treatment group as compared to control group.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF WITH WEARING GLOVES

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**WEARING GLOVES**)

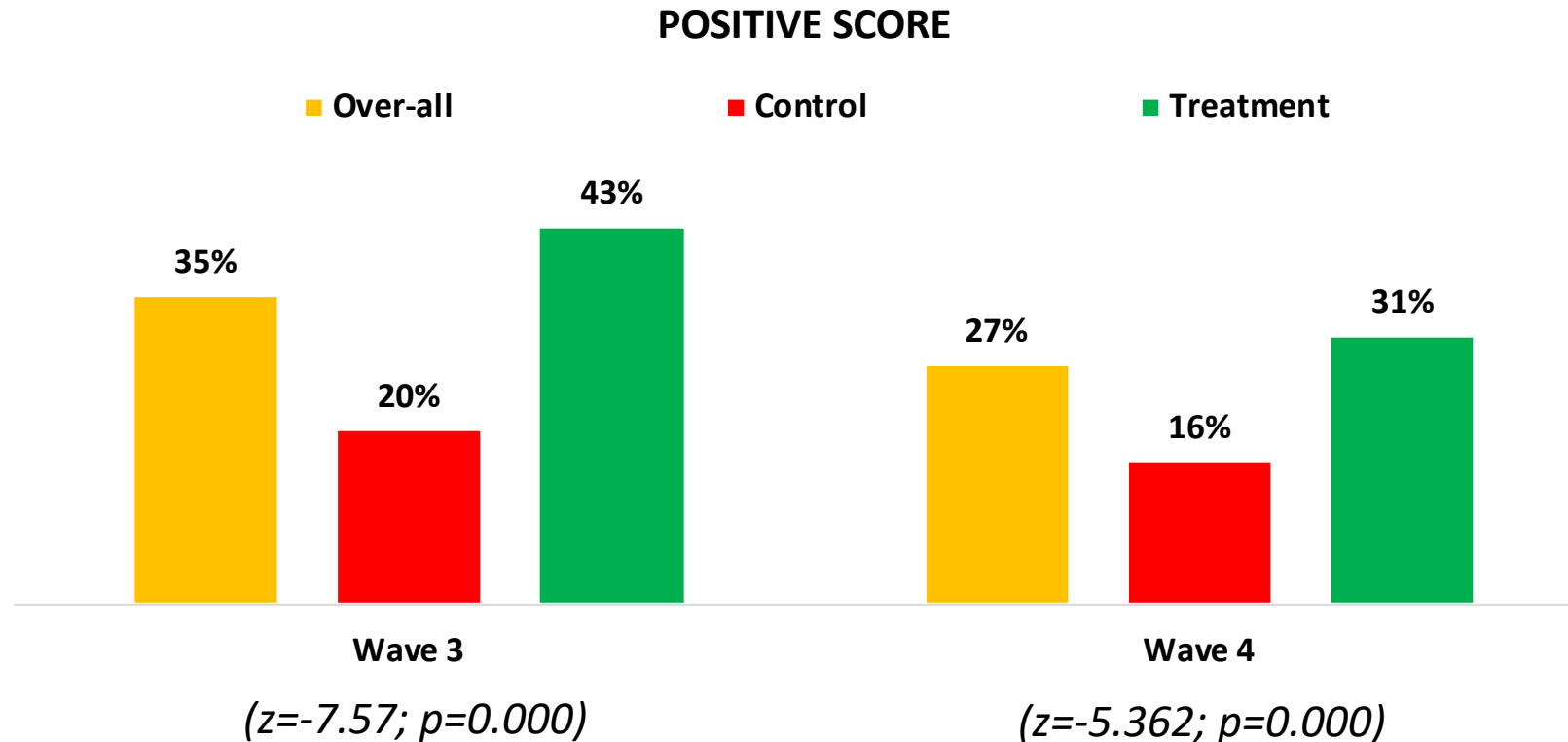


3 out of 10 individuals used hand gloves to protect themselves from coronavirus. Between the start and end of April percentage of respondents wearing hand gloves 8%.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF WITH WEARING HAND GLOVES

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**WEARING GLOVES**)



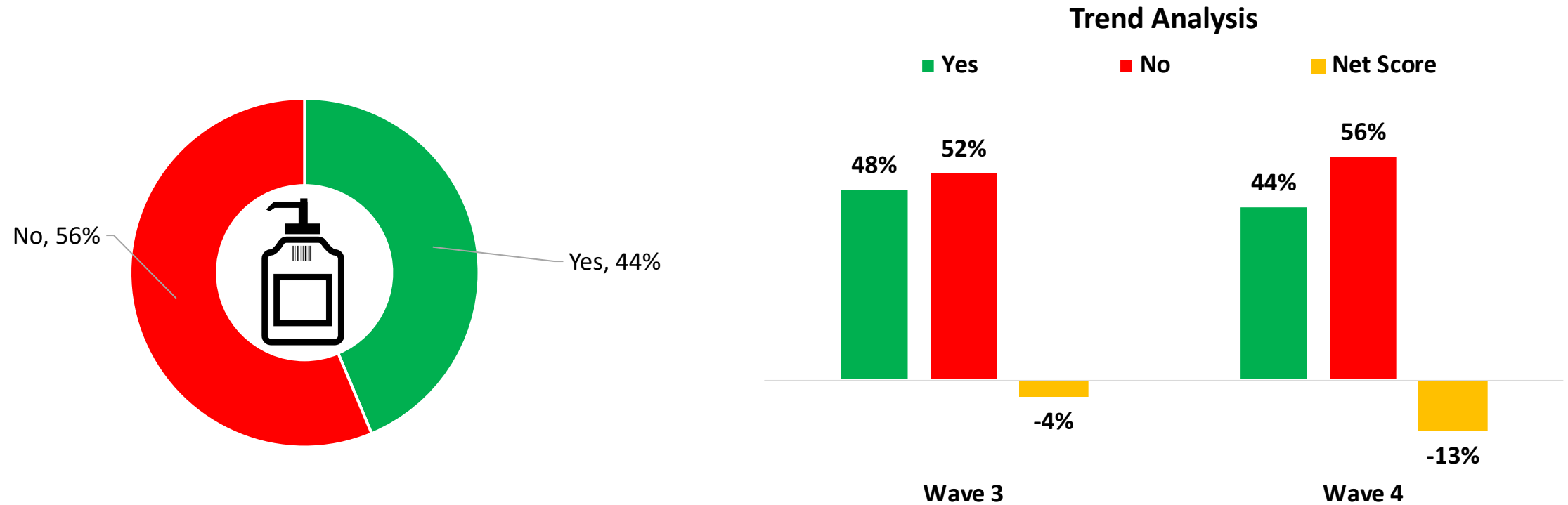
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score of wearing hand gloves was higher in the treatment group (M=30.83; SD=46.20) as compared to control group (M=16.49; SD=37.16). Positive Score of using hand gloves was found statistically significant between control and treatment group; $z(0.025) = -5.36; p=0.000$. Almost 14% more individuals used hand gloves in treatment group as compared to control group.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF WITH USING HAND SANITIZER

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(USING HAND SANITIZER)**

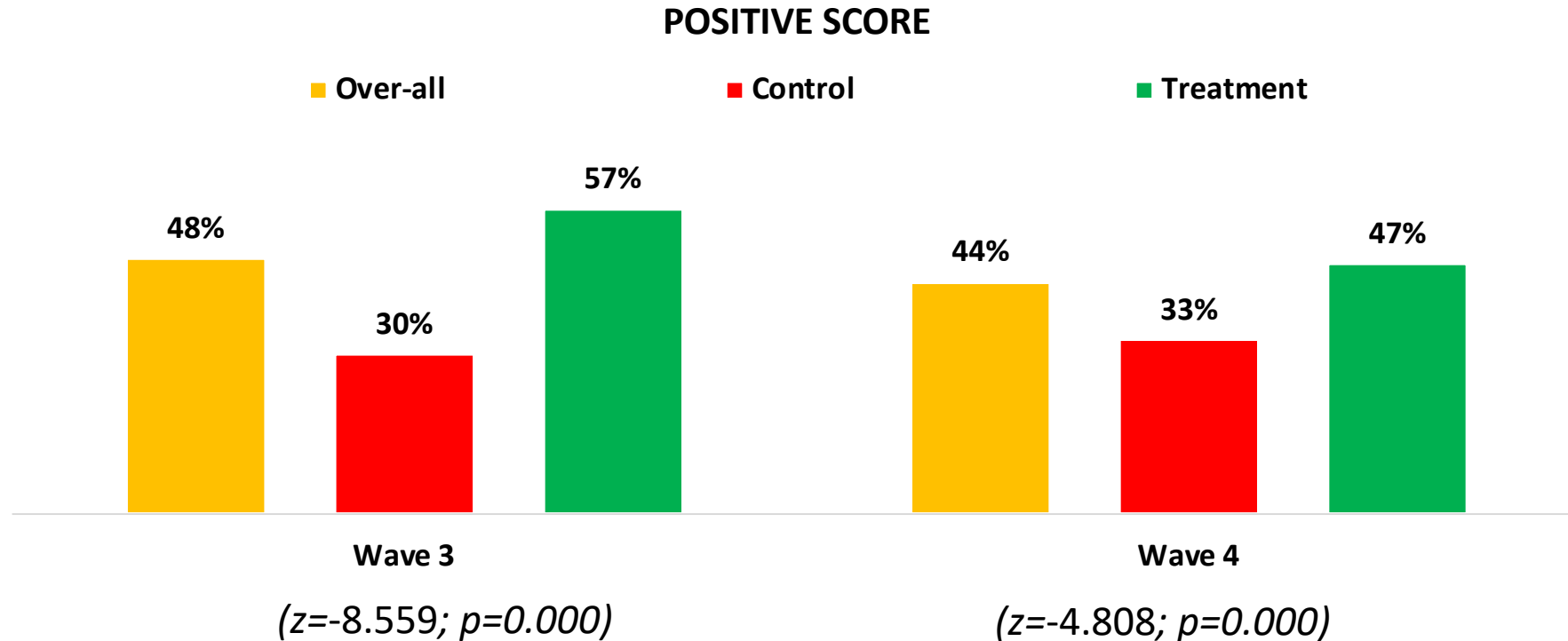


Every 2 out of 5 individuals used hand sanitizer to protect themselves from coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF WITH HAND SANITIZER

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(USING HAND SANITIZER)**



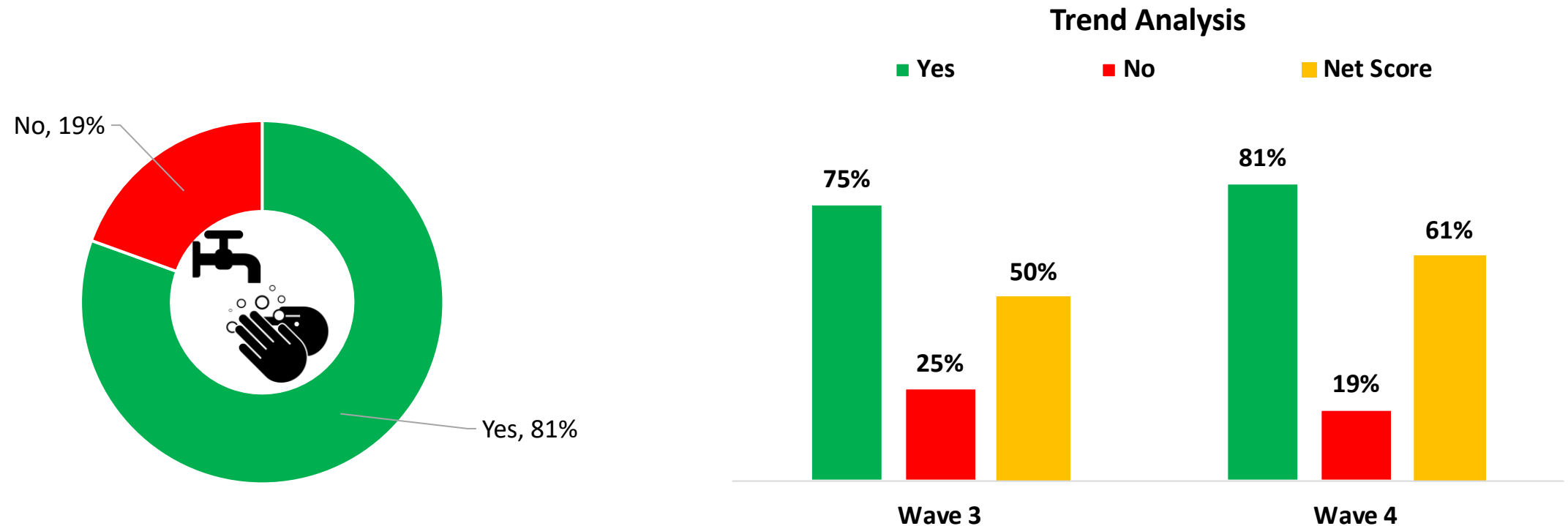
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score of hand sanitizer was higher in the treatment group ($M=47.06$; $SD=49.93$) as compared to control group ($M=32.74$; $SD=46.99$). Positive Score of using hand sanitizer was found statistically significant between control and treatment group; $z(0.025)= -4.81$; $p=0.000$. Almost 14% more individuals use hand sanitizer in treatment group as compared to control group.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF BY WASHING HANDS FREQUENTLY

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**WASHING HANDS FREQUENTLY**)



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

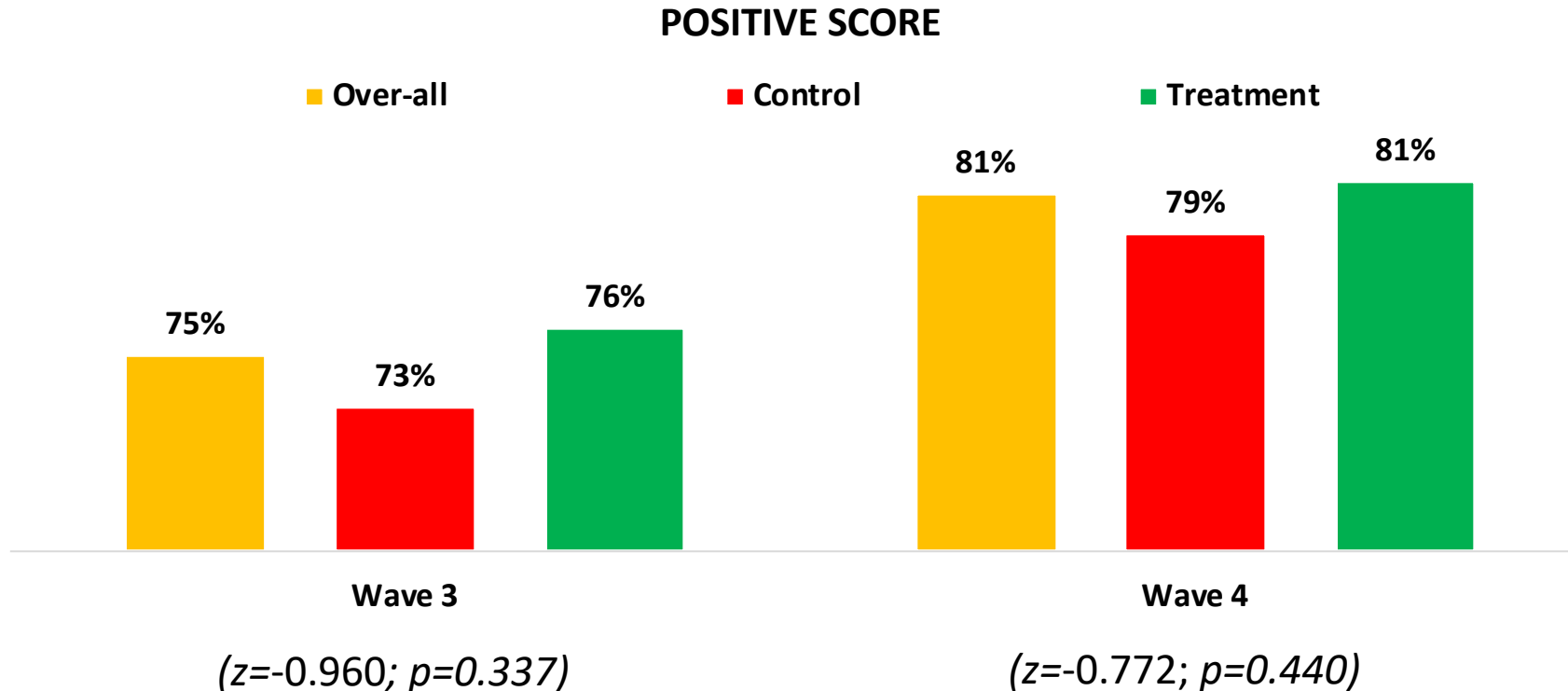


4 out of 5 individuals reported frequently washing hands to protect themselves from coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF BY WASHING HANDS FREQUENTLY

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**WASHING HANDS FREQUENTLY**)



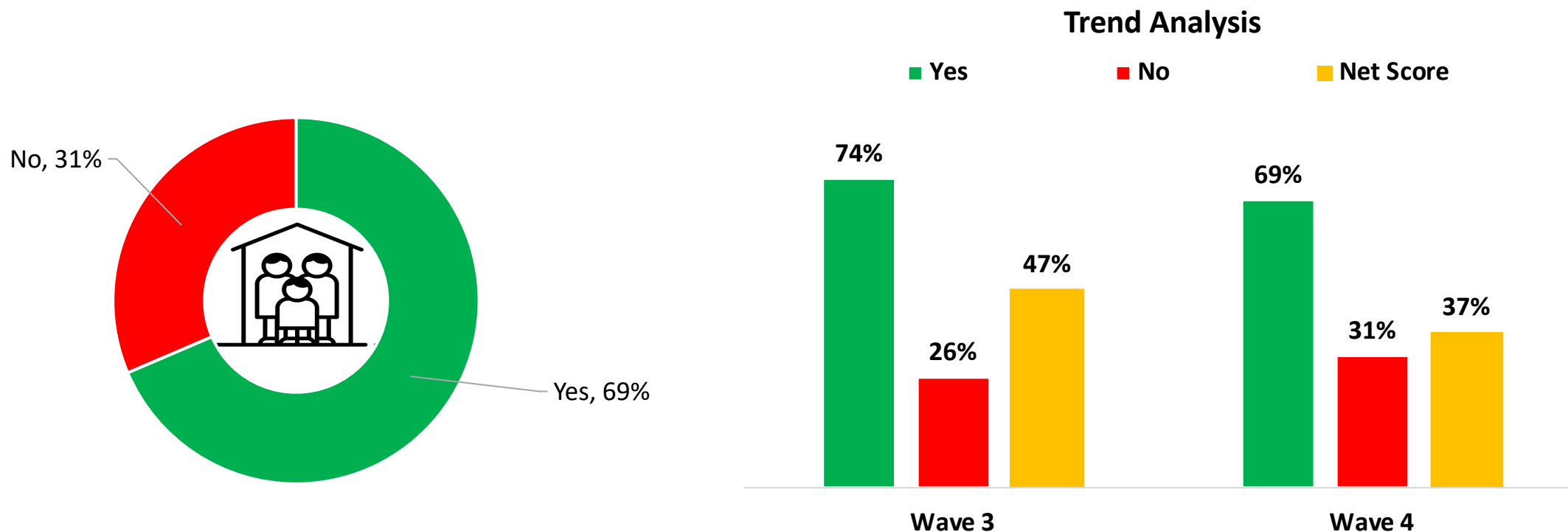
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score of handwashing to protect themselves was higher in the treatment group (M=80.95; SD=39.28) as compared to control group (M=79.11; SD=40.71). Positive score of washing hands frequently was found statistically non-significant between control and treatment group; $z(0.025) = -0.772$; $p=0.440$. Almost 2% more individuals wash hand more frequently in treatment group as compared to control group.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF BY STAYING IN THE HOUSE/LIMITING SOCIAL INTERACTION

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(STAYING IN THE HOUSE/LIMITING SOCIAL INTERACTION)**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

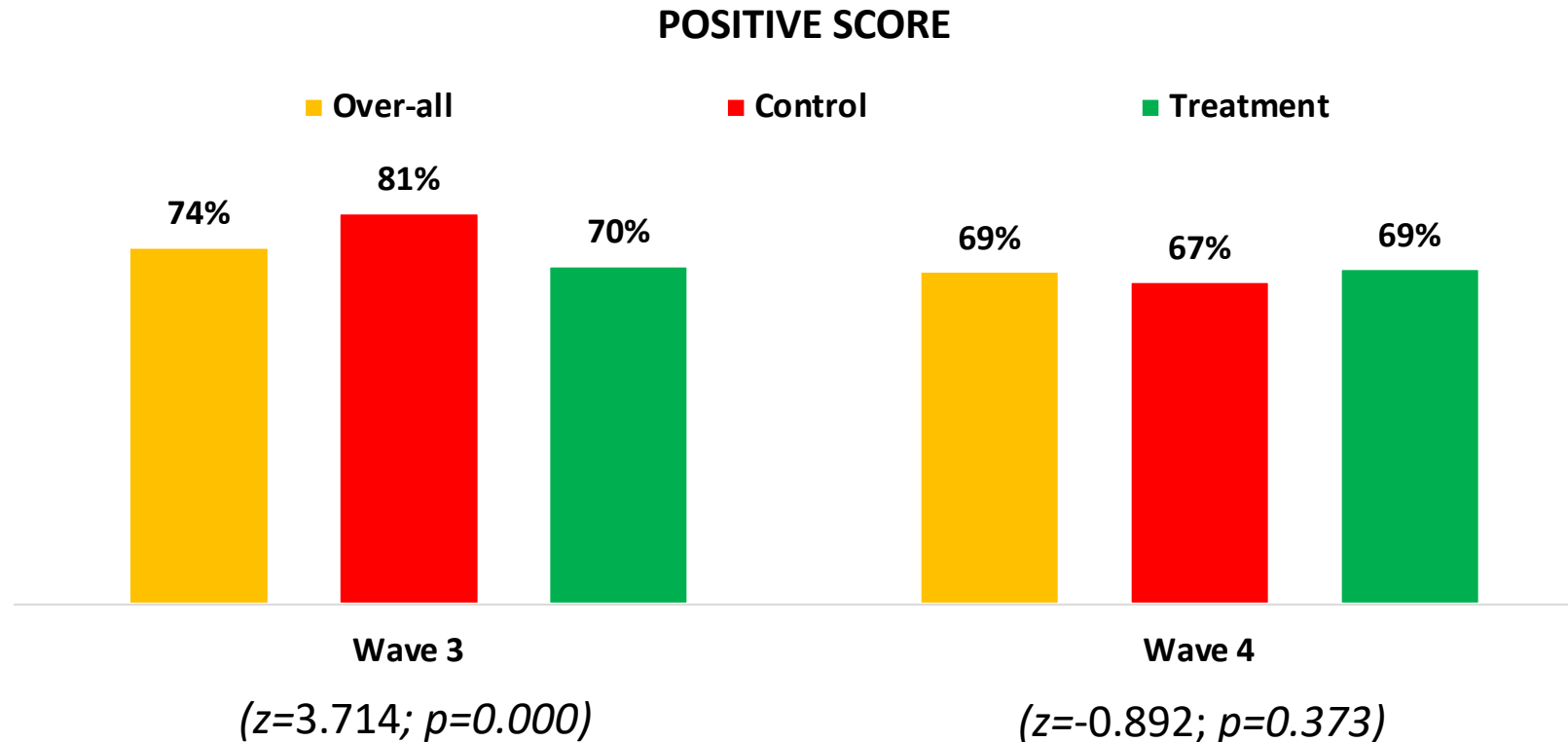


7 out of 10 individuals reported staying at home and limiting social interactions to protect themselves from coronavirus. However the percentage has decreased by 5% between the beginning and the end of April.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF BY STAYING IN THE HOUSE/LIMITING SOCIAL INTERACTION

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**STAYING IN THE HOUSE/LIMITING SOCIAL INTERACTION**)



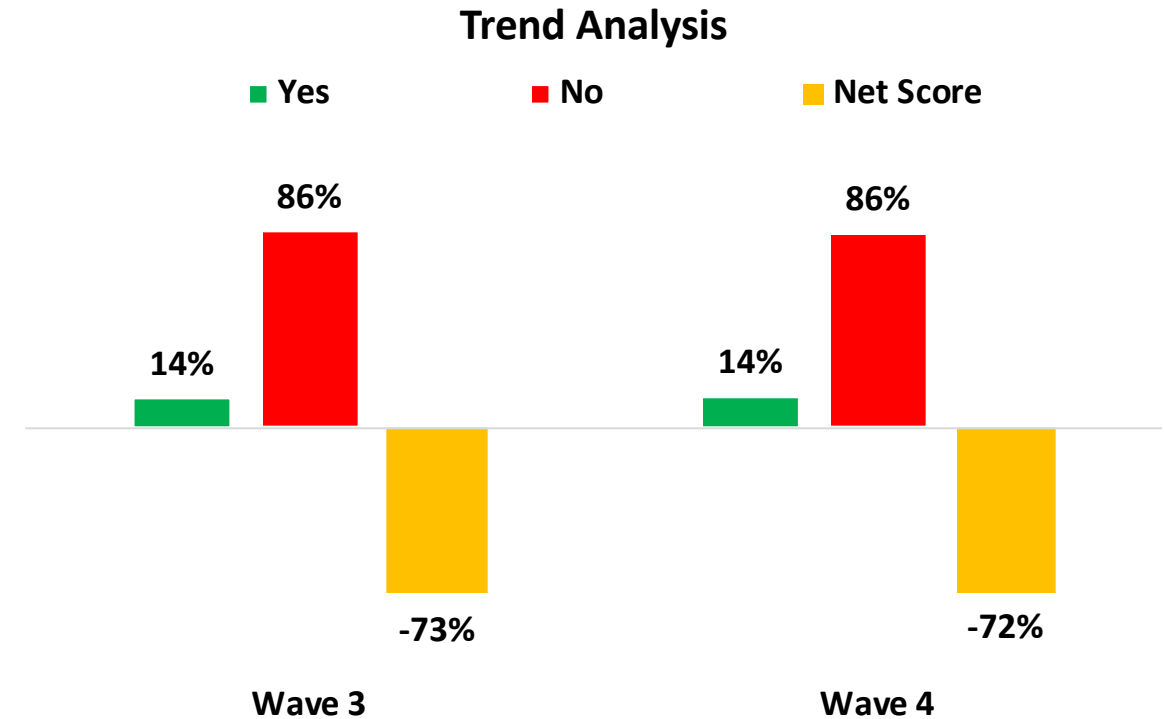
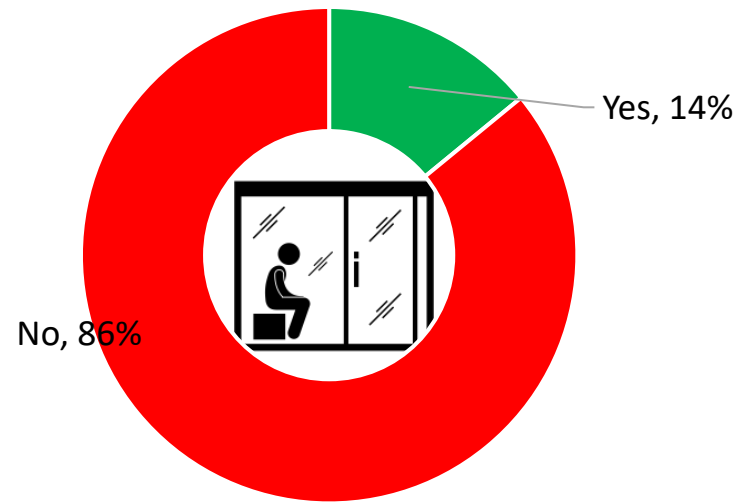
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score for limiting social distancing was higher in the treatment group (M=69.15; SD=46.21) as compared to control group (M=66.65; SD=47.21). Positive score for limiting social distancing was found statistically non-significant between control and treatment group; $z(0.025) = -0.89$; $p=0.373$. Almost 2% more individuals stay at home or limit social distancing in treatment group as compared to control group. Although this attribute was significant in the beginning of April but its very hopeful and favorable indicator that control group is equally likely to stay at home.

PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF WITH SELF-QUARANTINING

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**SELF-QUARANTINING**)

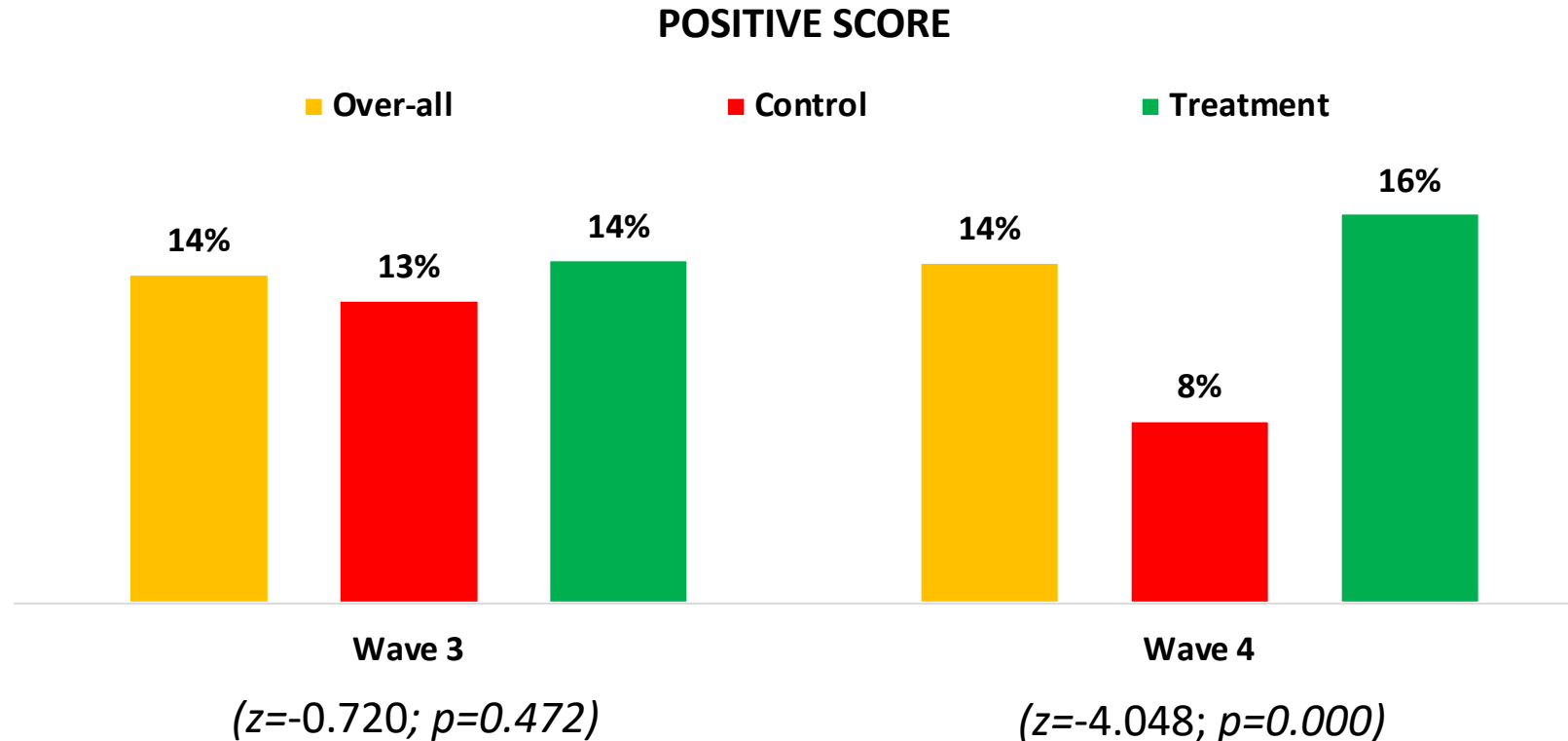


1 out of 10 individuals have self quarantined to protect themselves from coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

PROTECTED YOURSELF WITH SELF-QUARANTINING

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**SELF-QUARANTINING**)



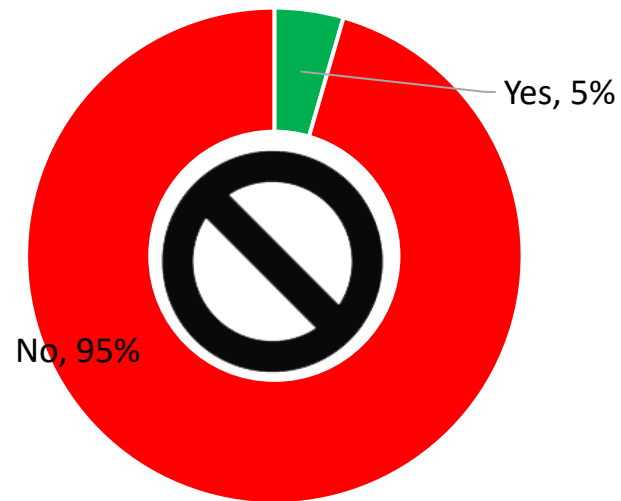
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score for self quarantine was higher in the treatment group ($M=16.05$; $SD=36.72$) as compared to control group ($M=7.58$; $SD=26.51$). Positive score for social distancing was found statistically significant between control and treatment group; $z(0.025)= -4.048$; $p=0.000$. Almost 8% more individuals self quarantined in treatment group as compared to control group.

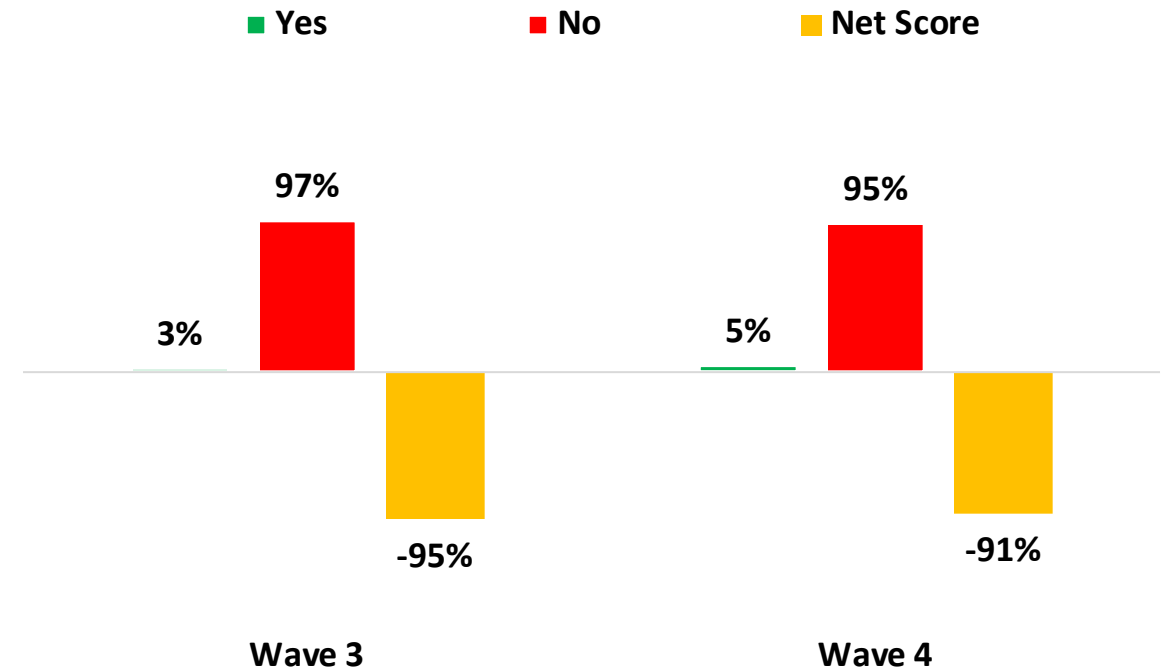
PRECAUTIONARY PROCEDURES FOR CORONAVIRUS

PROTECTED YOURSELF WITH NOTHING

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus (**NOTHING**)



Trend Analysis

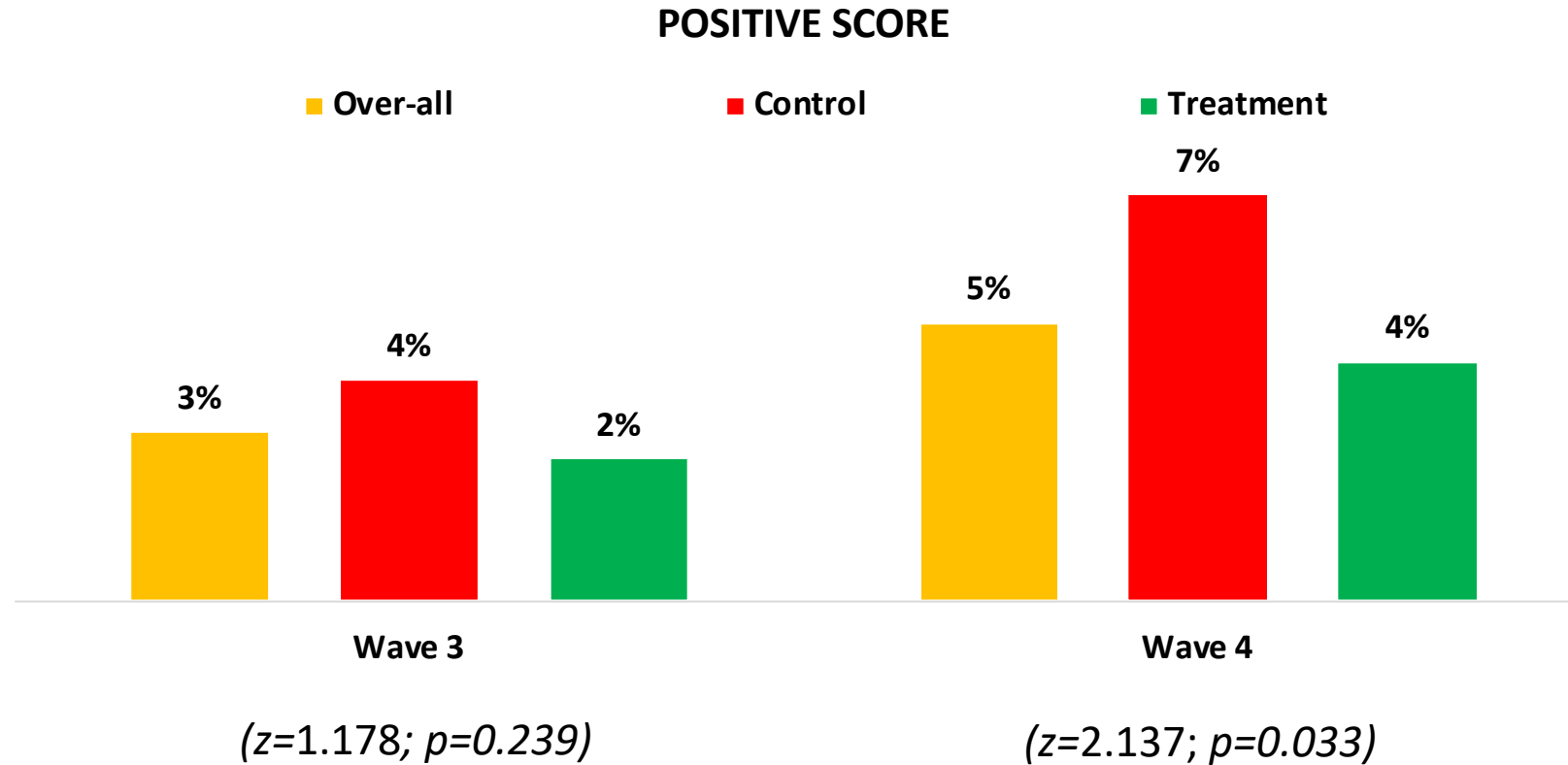


Only 5% of individuals reported doing nothing to protect themselves from coronavirus; while 95% individuals have taken at-least one precautionary measure against coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON BEHAVIORS ABOUT CORONAVIRUS

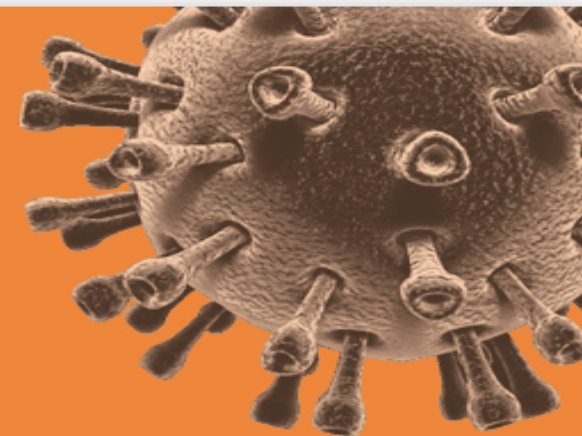
PROTECTED YOURSELF WITH NOTHING

Question: Which of the following precautionary procedures, if any, have you adopted to protect yourself from this virus **(NOTHING)**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

In wave 4; results indicate that positive score for self quarantine was lower in the treatment group (M=3.87; SD=19.30) as compared to control group (M=6.55; SD=24.77). Positive score for doing nothing was found statistically significant between control and treatment group; $z(0.025)= 2.137$; $p=0.033$. Almost 3% fewer individuals did nothing in treatment group as compared to control group.



4

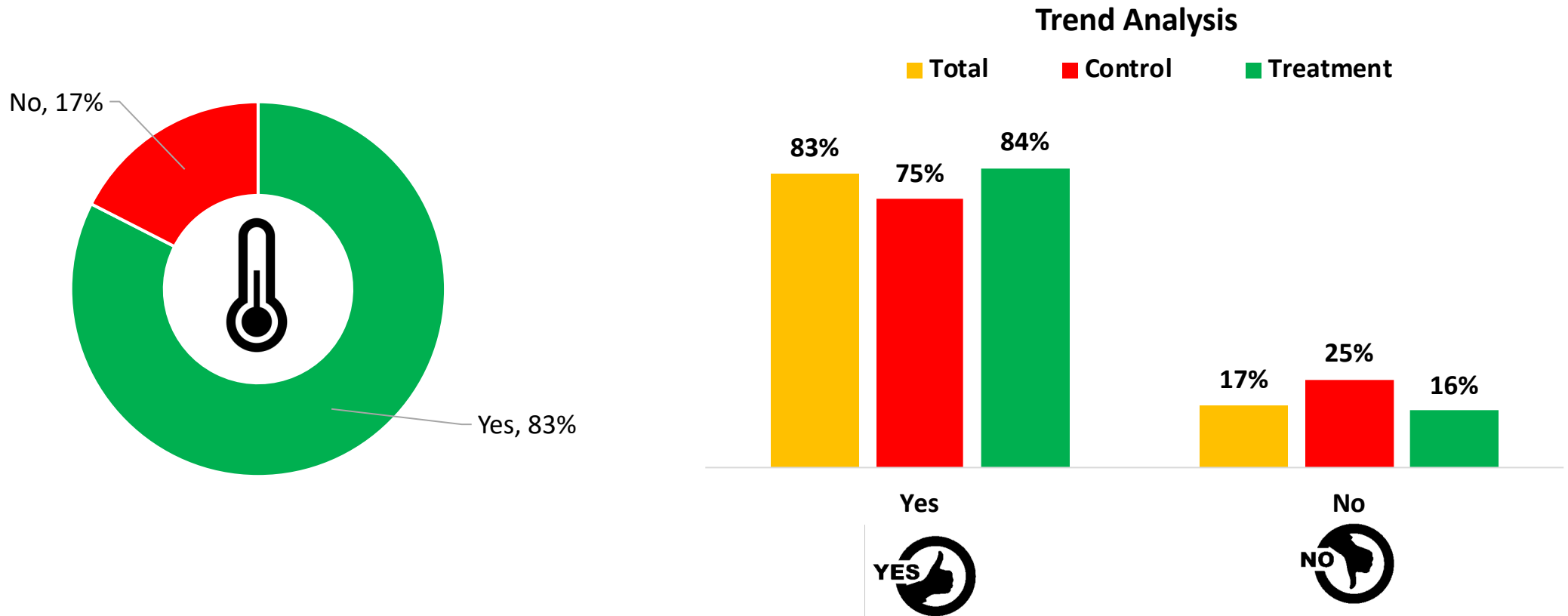
SECTION IV

*Measuring General perceptions
about Coronavirus and how Ring
Tone Campaign has changed
them positively or negatively*

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **FEVER**

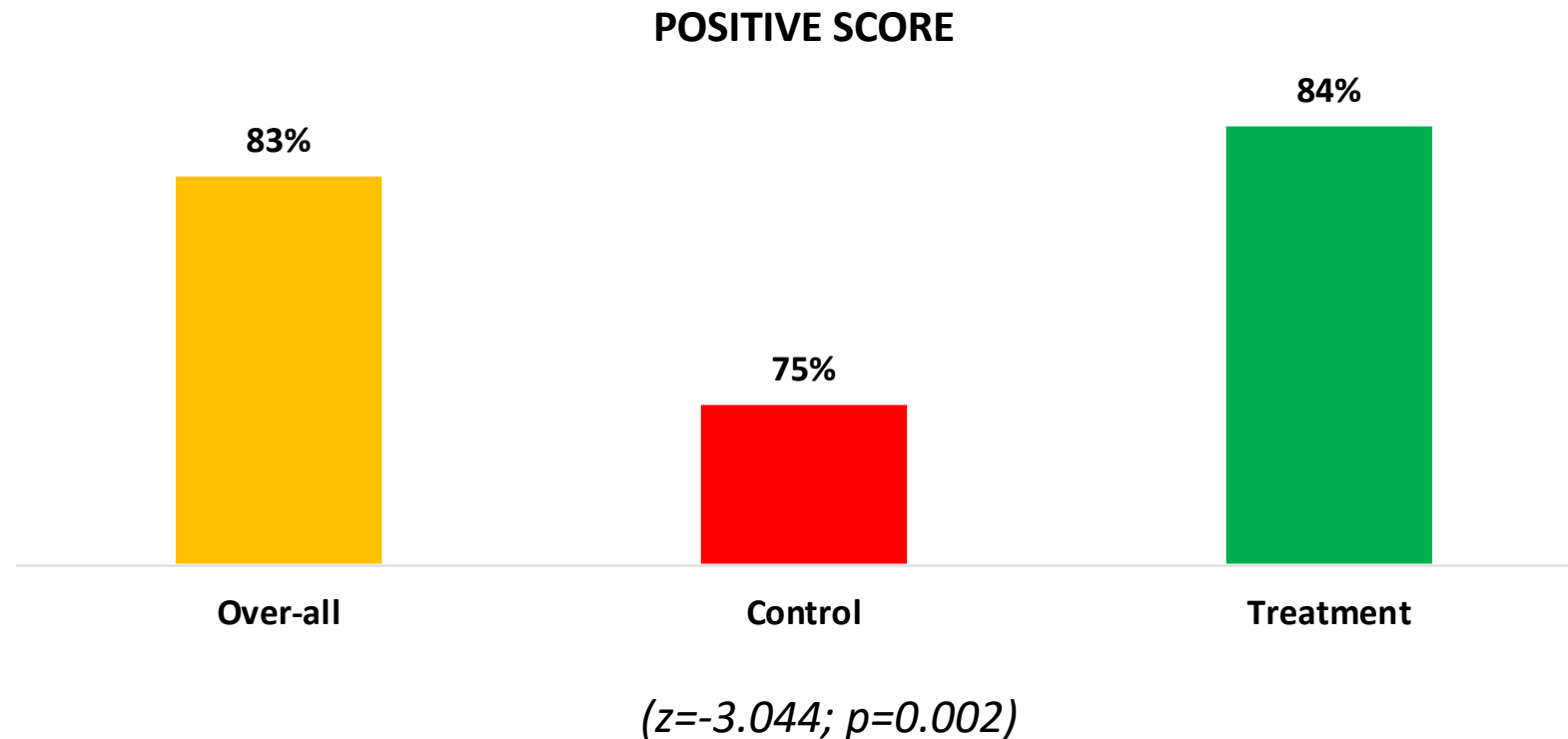


Majority of the individuals (83%) agree that fever is one of the symptoms of Coronavirus. Higher percentage of individuals from the treatment group endorse fever as a symptom of coronavirus as compared to control group (75%). Almost 25% of the individuals from the control group don't consider fever as symptom of coronavirus compared to 16% of the individuals from treatment group (who have listen the coronavirus public service message) don't consider fever as symptom of coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **FEVER**



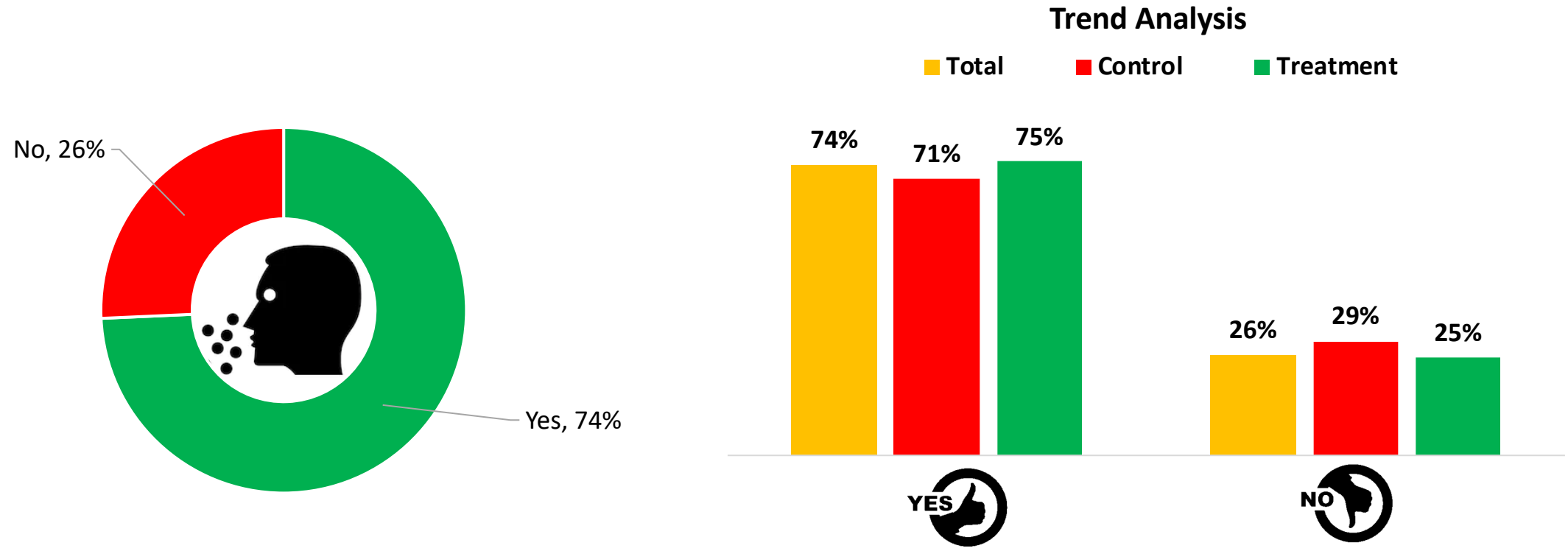
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for fever as symptom of coronavirus was higher in the treatment group (M=84.14; SD=36.55) as compared to control group (M=75.20; SD=43.29). Positive score of fever as symptom of coronavirus was found significant between control and treatment group; $z(0.025) = -3.044$; $p=0.002$.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **DRY COUGH**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

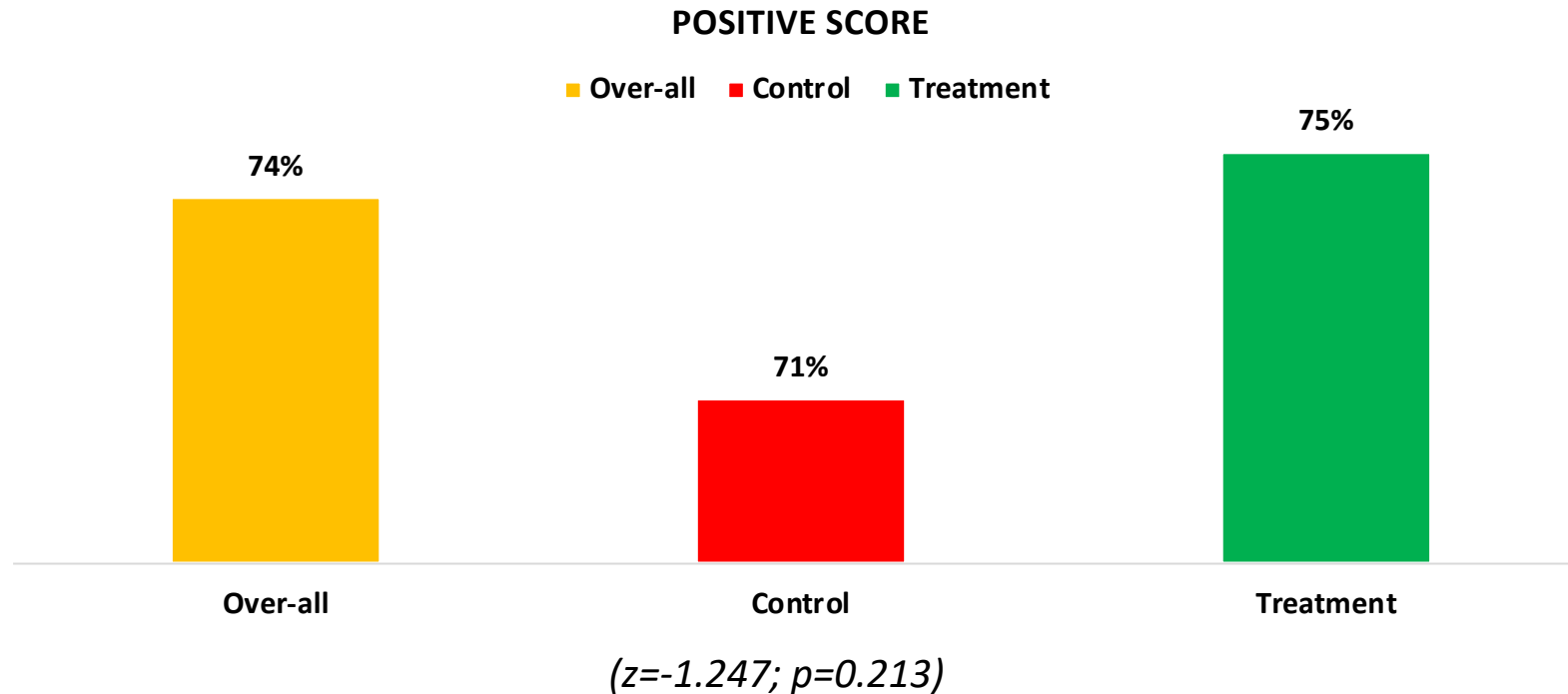


3 in 4 Pakistanis agree that dry cough is one of the symptoms of Coronavirus. Higher percentage of individuals from the treatment group endorse dry cough as a symptom of coronavirus as compared to control group (71%). Almost 29% of the individuals from the control group don't consider dry cough as a symptom of coronavirus compared to 25% of the individuals from treatment group (who have listened the coronavirus public service message) don't consider dry cough as symptom of coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **DRY COUGH**



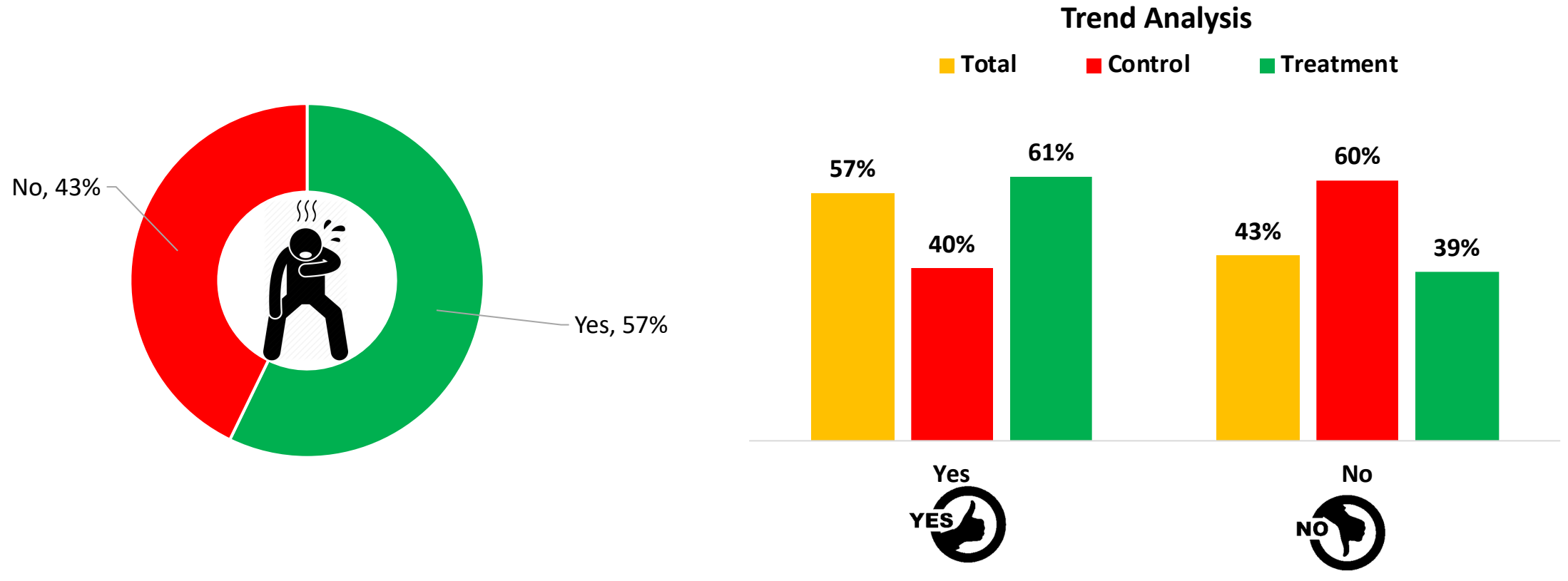
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for dry cough as a symptom of coronavirus was higher in the treatment group (M=75.06; SD=43.29) as compared to control group (M=70.84; SD=45.56). Positive score of dry cough as symptom of coronavirus was found statistically non-significant between control and treatment group; $z(0.025) = -1.247$; $p=0.213$. Which means both treatment and control have similar level of awareness about dry cough being a symptom of coronavirus.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **BREATHING DIFFICULTY**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

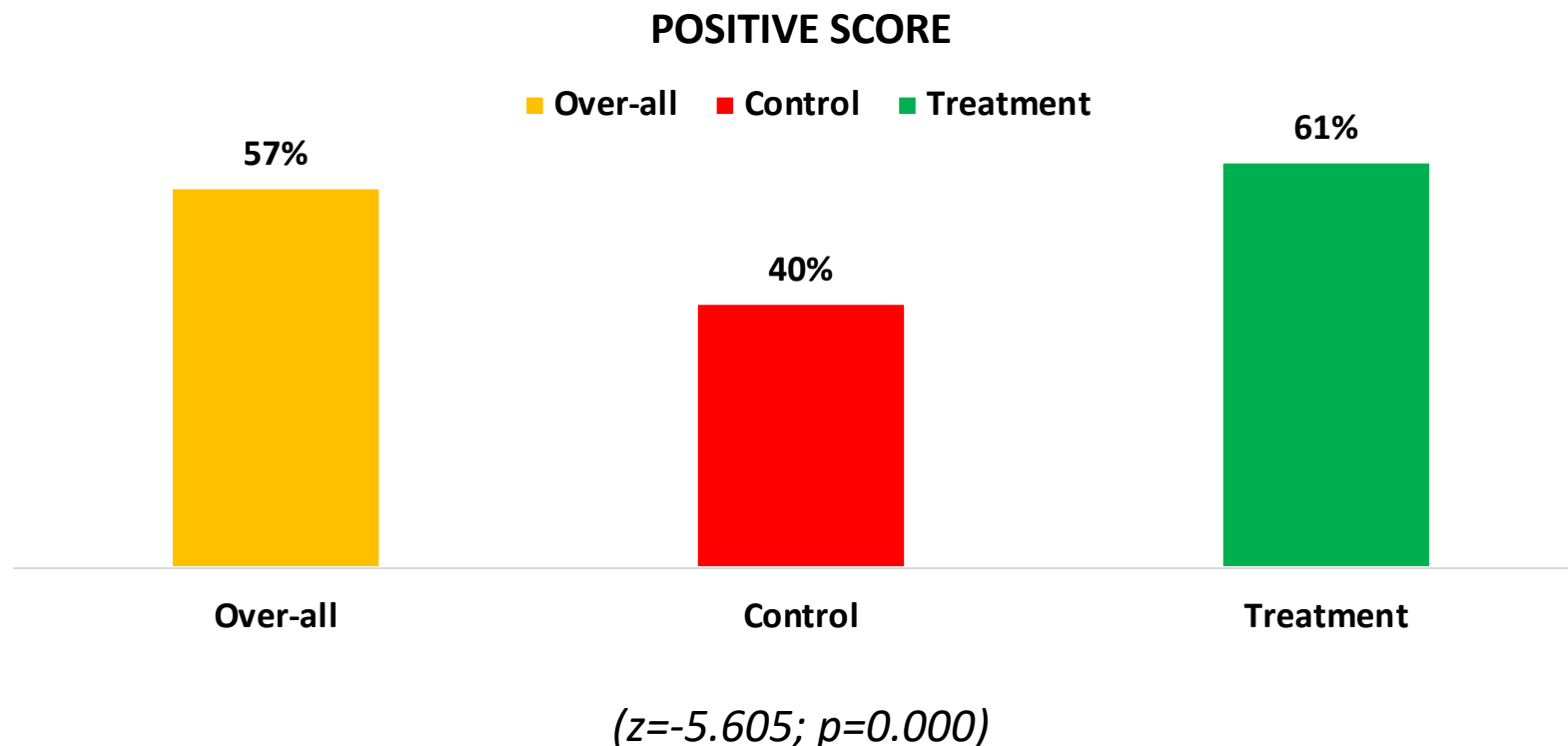


Majority of the individuals (57%) agree that difficulty in breathing is one of the symptoms of Coronavirus. However, higher percentage of individuals from the treatment group think of difficulty in breathing as a symptom of coronavirus as compared to control group (40%).

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **BREATHING DIFFICULTY**



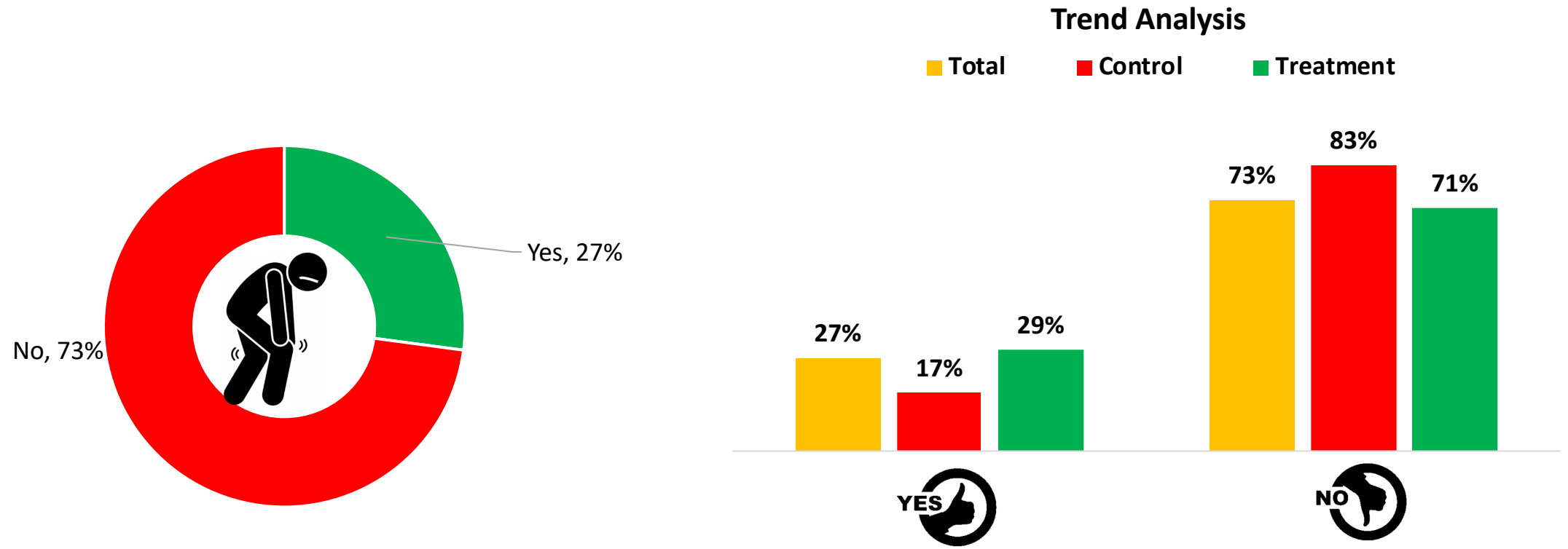
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for difficult breathing as a symptom of coronavirus was higher in the treatment group ($M=61.07$; $SD=48.79$) as compared to control group ($M=39.83$; $SD=49.08$). Positive score of difficult breathing as a symptom of coronavirus was found statistically significant between control and treatment group; $z(0.025) = -5.605$; $p=0.000$. Which means both treatment and control have different level of awareness about difficulty in breathing being symptom about coronavirus and public service message conveyed could explained well about symptoms about difficult breathing.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **LETHARGY**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

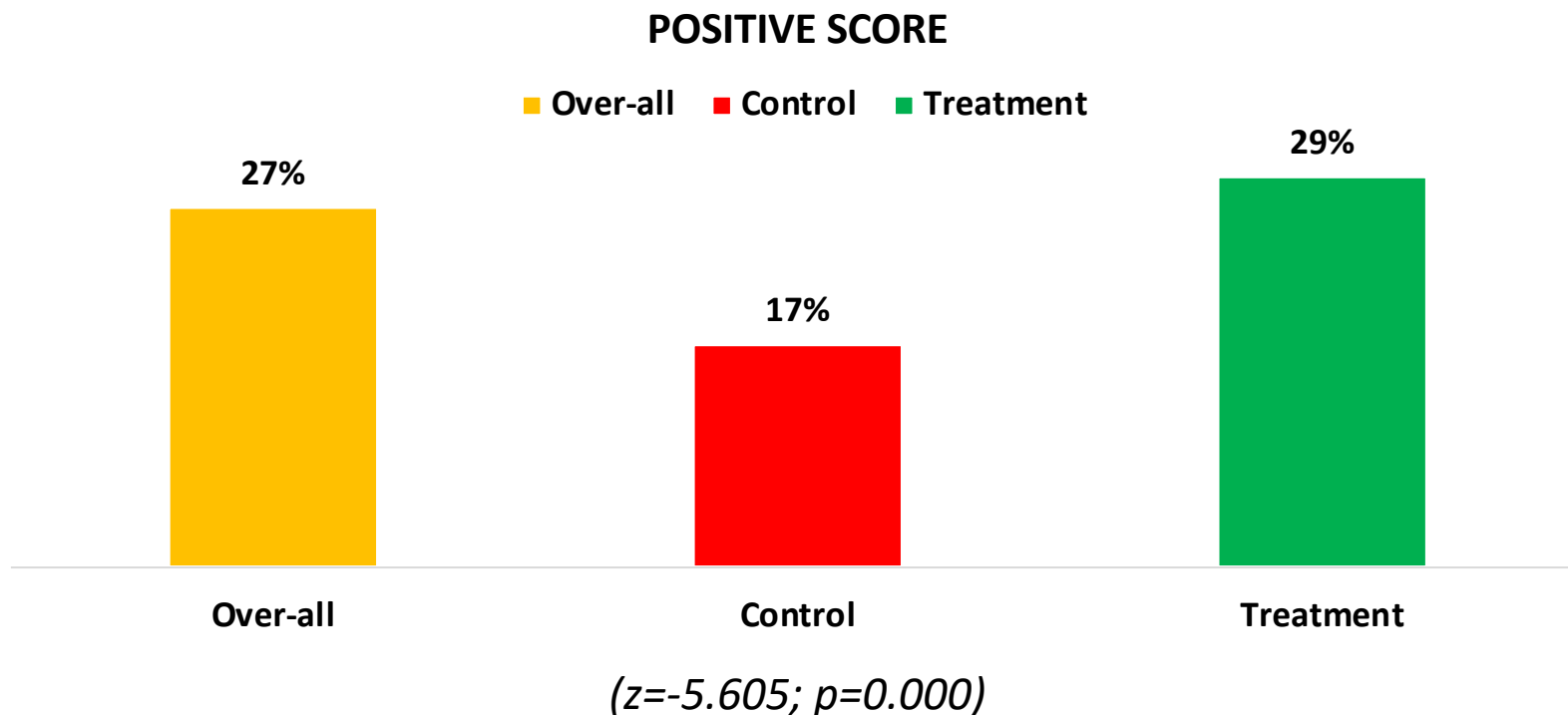


27% of individuals agree that lethargy is one of the symptoms of Coronavirus. Higher percentage of individuals from the treatment group (29%) think of lethargy as a symptom of coronavirus as compared to control group (17%). Almost 83% of the individuals from the control group don't consider lethargy as a symptom of coronavirus while 71% of the individuals from treatment group don't consider lethargy as symptom of coronavirus.

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **LETHARGY**



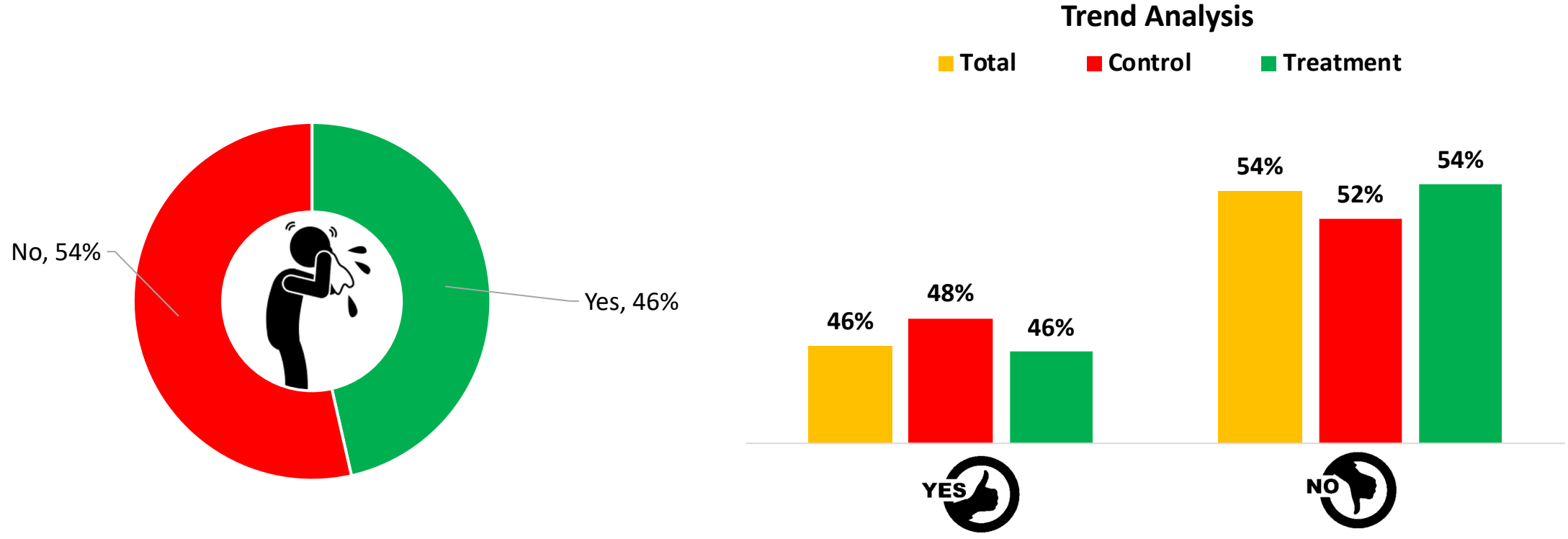
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for lethargy as a symptom of coronavirus was higher in the treatment group ($M=29.41$; $SD=45.59$) as compared to control group ($M=16.78$; $SD=37.46$). Positive score of lethargy as a symptom of coronavirus was found statistically significant between control and treatment group; $z(0.025)=-3.68$; $p=0.000$. Which means both treatment and control have different level of awareness about lethargy being a symptom about coronavirus that public service message conveyed could explain.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **RUNNY NOSE**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

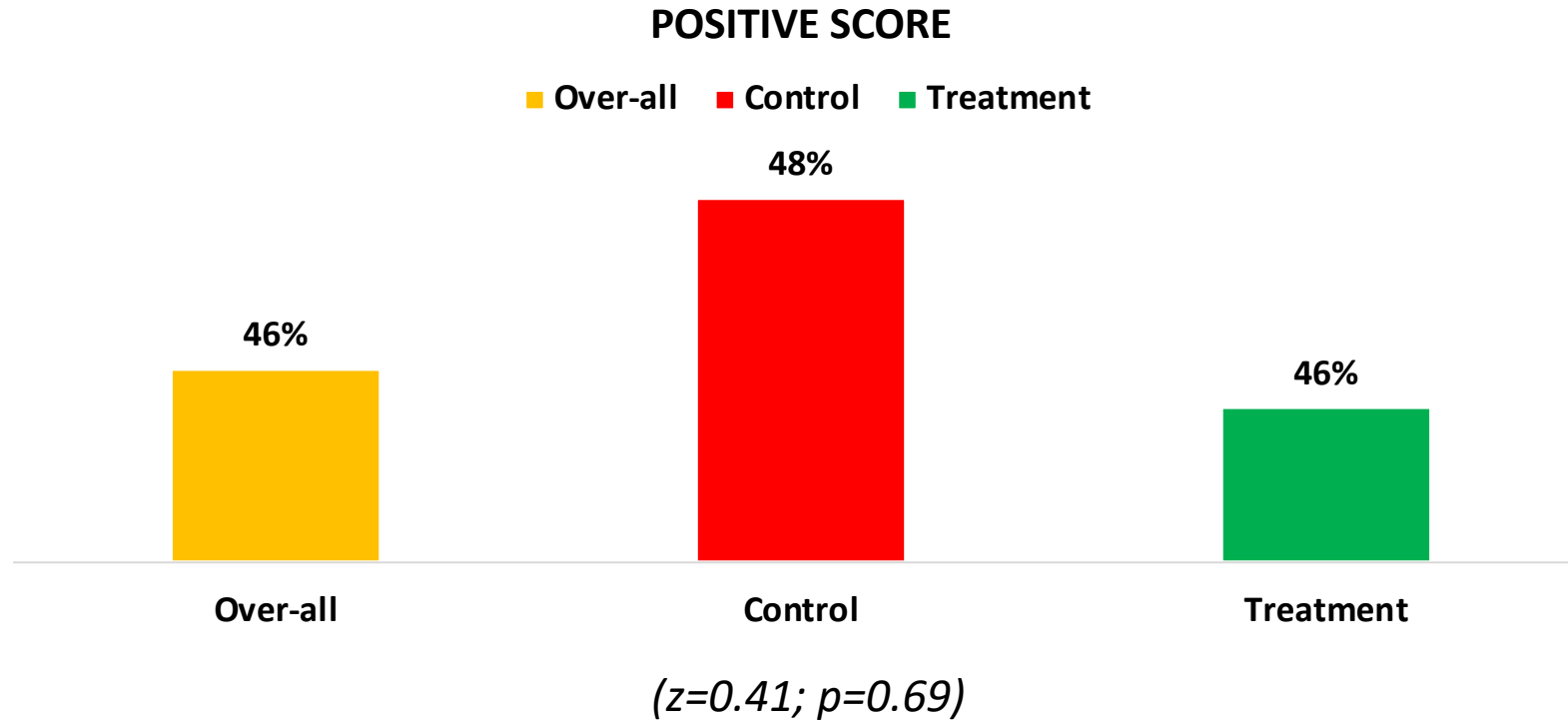


46% of individuals agree that runny nose is one of the symptoms of Coronavirus. However, lower percentage of individuals from the treatment group (46%) think of runny nose as a symptom of coronavirus as compared to control group (48%).

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **RUNNY NOSE**



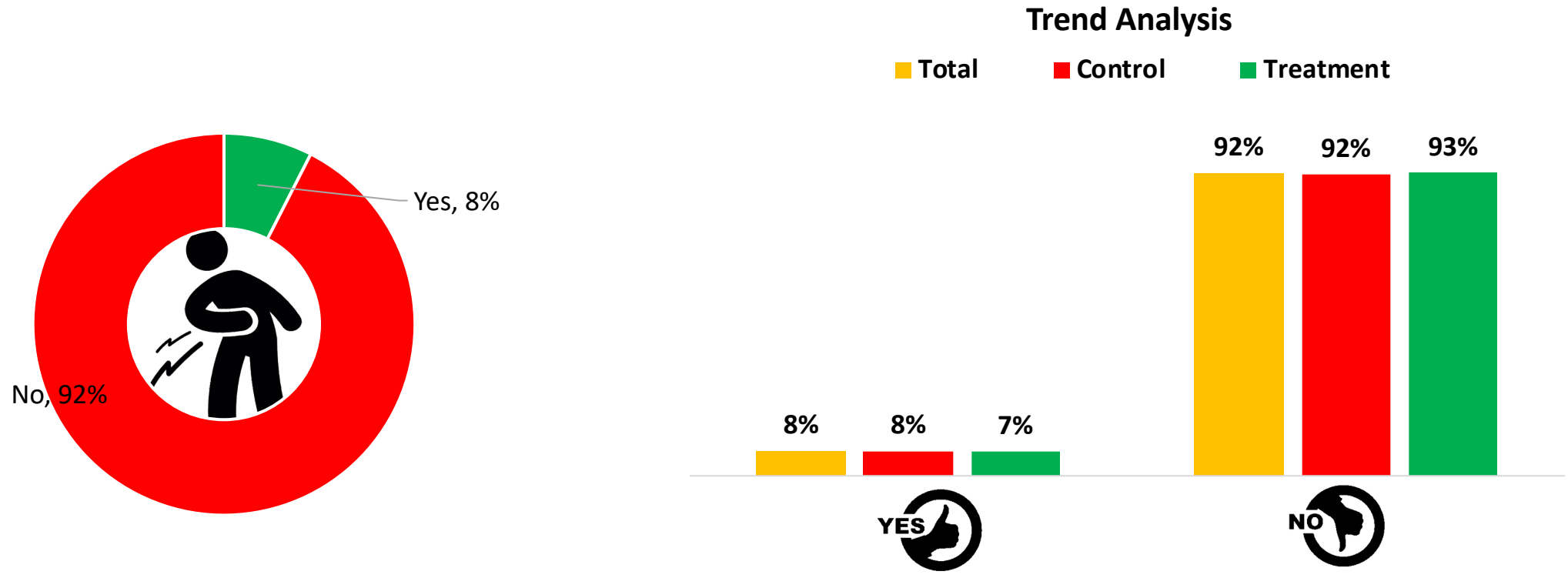
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for runny nose as a symptom of coronavirus was lower in the treatment group (M=46.17; SD=49.88) as compared to control group (M=47.74; SD=50.07). Positive score of runny nose as symptom of coronavirus was found statistically significant (at 10% level of significance) between control and treatment group; $z(0.025)= 0.41$; $p=0.69$.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **UPSET STOMACH**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

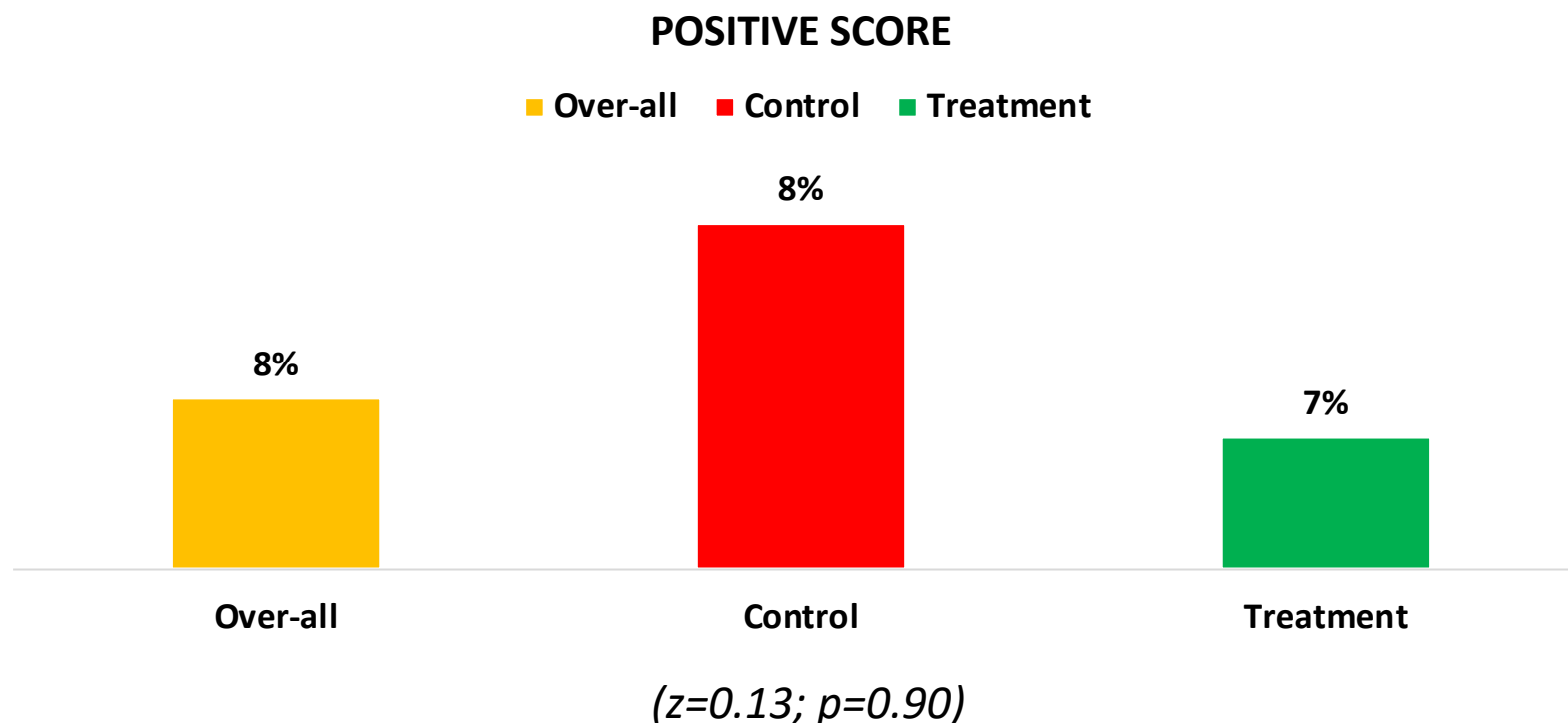


8% of individuals agree that upset stomach is one of the symptoms of Coronavirus. However, lower percentage of individuals from the treatment group (7%) think of upset stomach as a symptom of coronavirus as compared to control group (8%).

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **UPSET STOMACH**



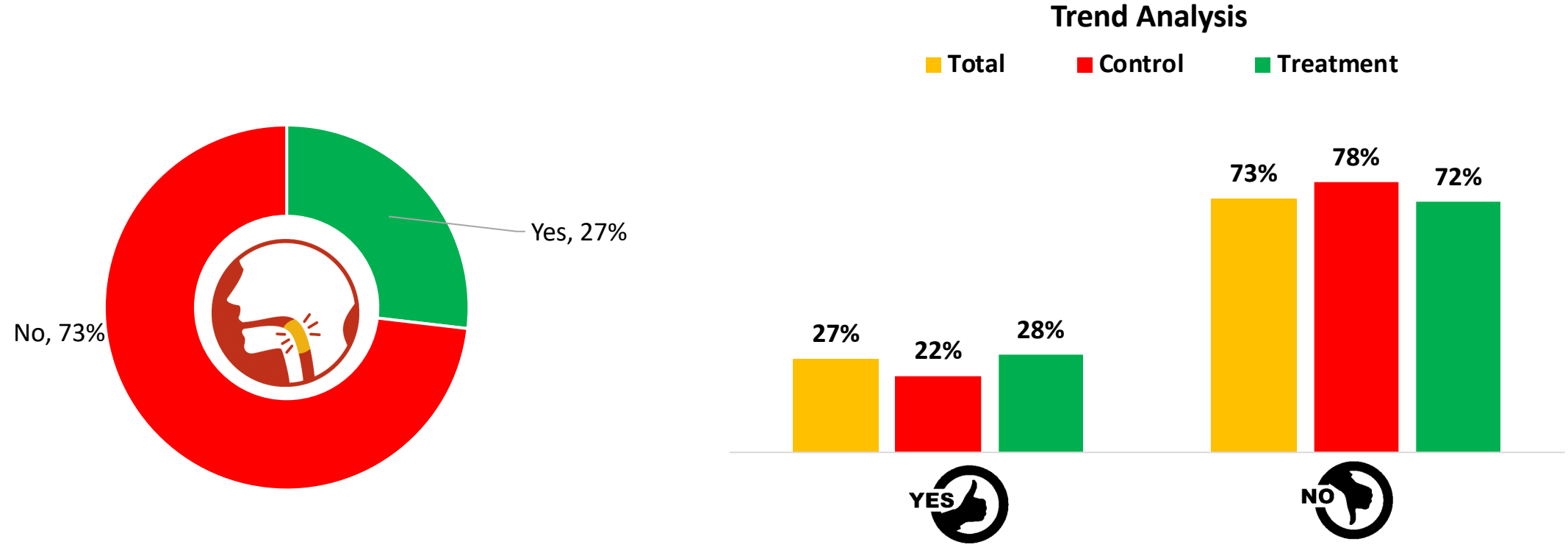
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for upset stomach as a symptom of coronavirus was lower in the treatment group ($M=7.47$; $SD=26.30$) as compared to control group ($M=7.73$; $SD=26.78$). Positive score of upset stomach as symptom of coronavirus was found statistically significant (at 10% level of significance) between control and treatment group; $z(0.025)=0.13$; $p=0.90$. Meaning that both treatment and control have different level of awareness about upset stomach being a symptom of coronavirus.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **SORE THROAT**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

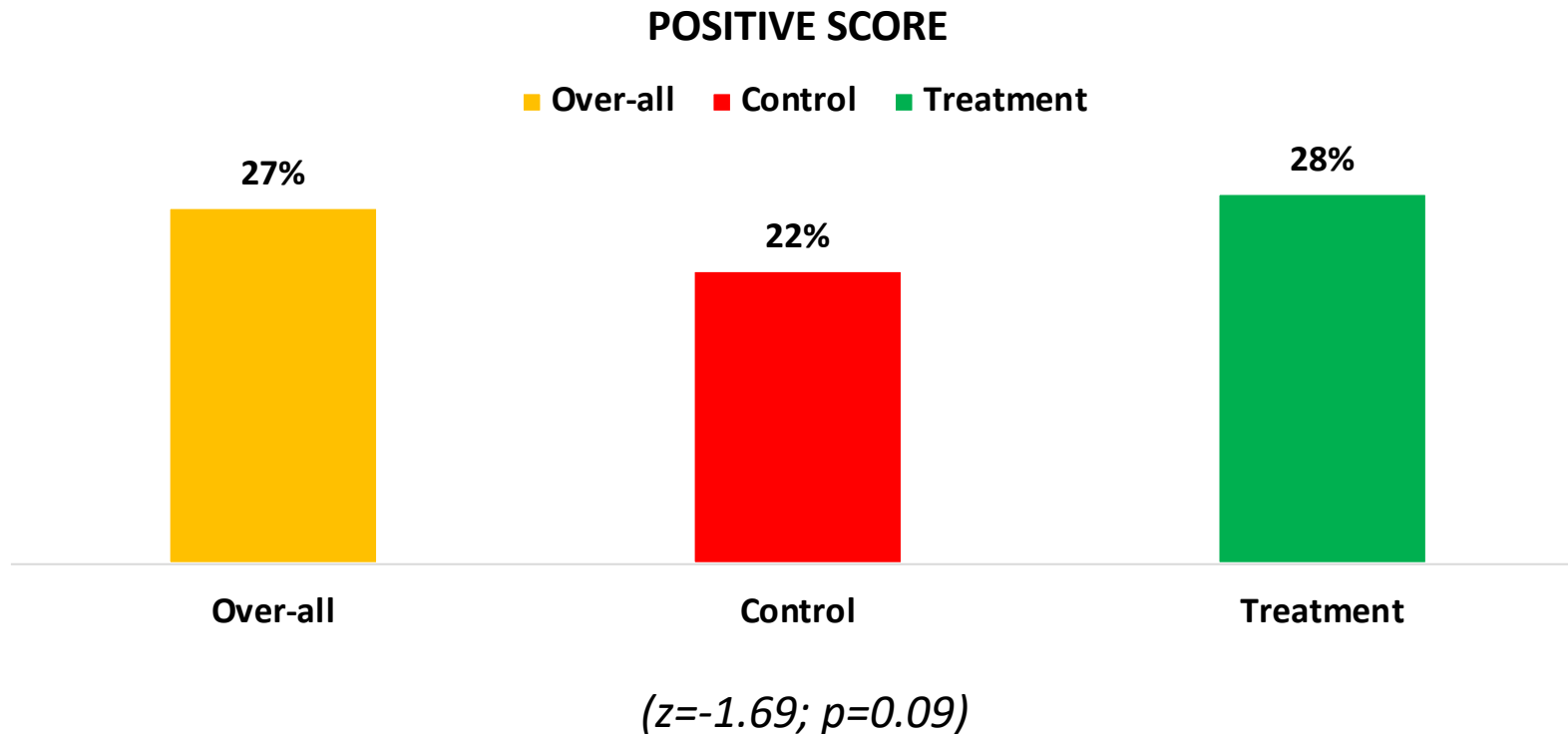


27% of individuals agree that sore throat is one of the symptoms of Coronavirus. However, a higher percentage of individuals from the treatment group (28%) think of sore throat as a symptom of coronavirus as compared to control group (22%).

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **SORE THROAT**



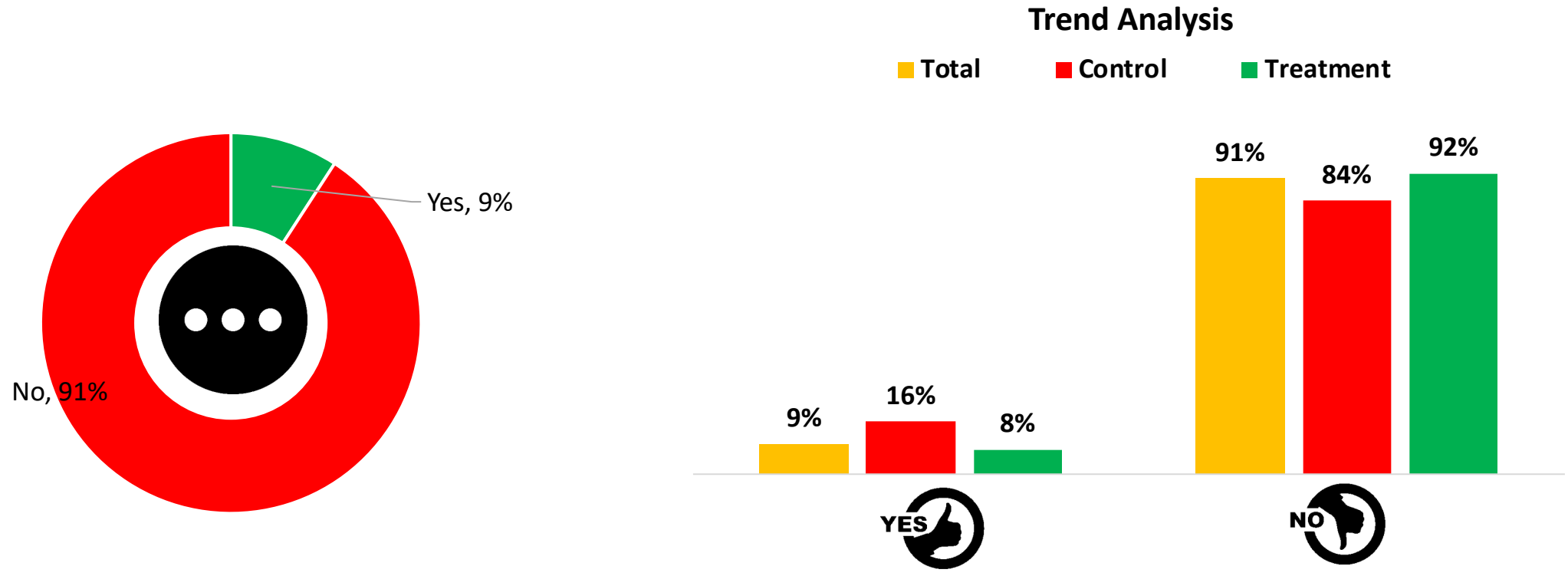
Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicates that positive score for sore throat as a symptom of coronavirus was higher in the treatment group (M=27.90; SD=44.88) as compared to control group (M=22.10; SD=41.60). Positive score of sore throat as a symptom of coronavirus was found statistically significant (at 10% level of significance) between control and treatment group; $z(0.025)= -1.69$; $p=0.90$. Meaning that both treatment and control have different level of awareness about soar throat being symptom of coronavirus.

PERCEPTION AND AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **OTHERS**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

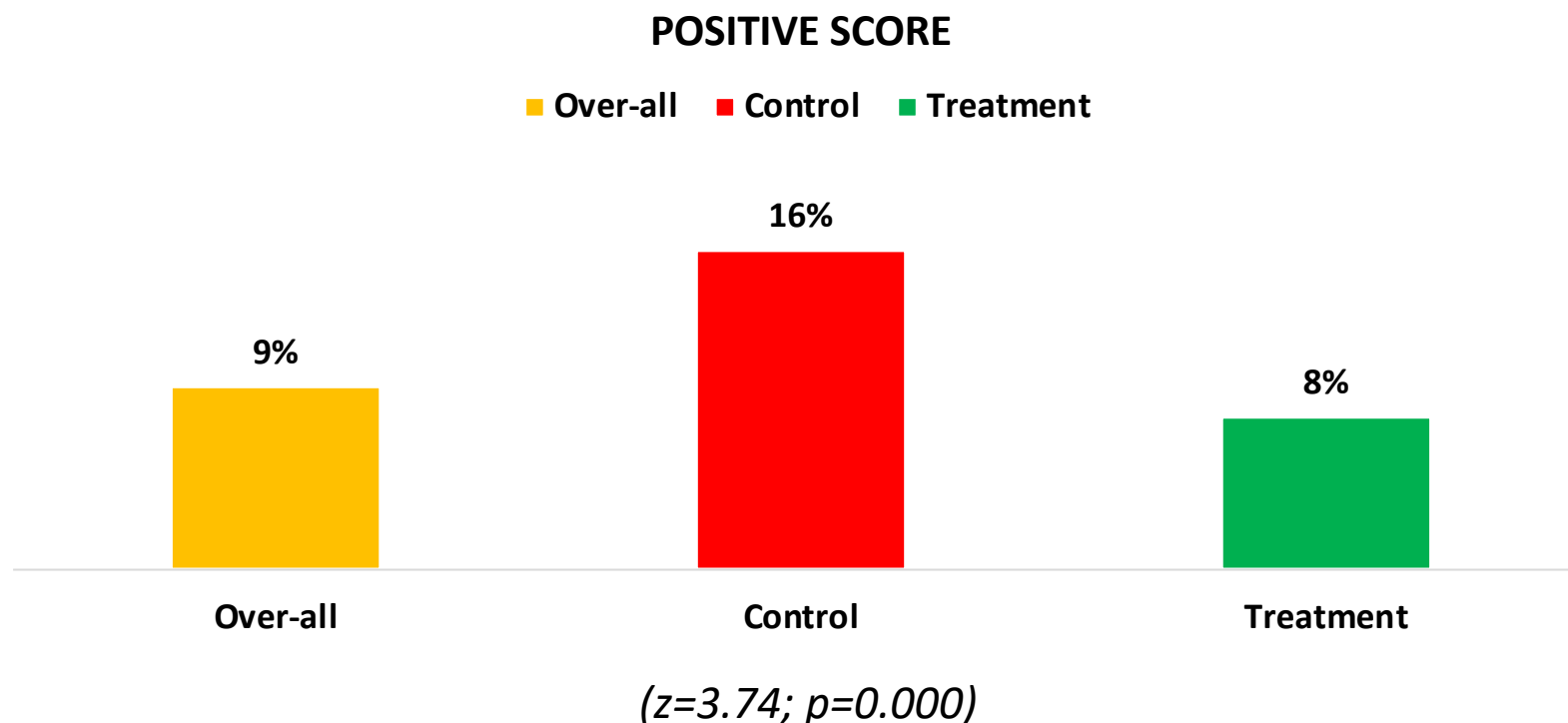


9% individuals reported other symptoms of Coronavirus. However, lower percentage of individuals from the treatment group (8%) reported other symptoms of coronavirus as compared to control group (16%).

IMPACT OF PUBLIC SERVICE MESSAGE ON AWARENESS ABOUT CORONAVIRUS

WHAT DO YOU THINK ARE CORONAVIRUS SYMPTOMS?

Question: What do you think are Coronavirus symptoms? **OTHER**



Control Group= Never listen; Treatment= Listen but not the entire message + Listen the entire message

Results indicate that positive score for other symptoms of coronavirus was lower in the treatment group ($M=7.66$; $SD=26.61$) as compared to control group ($M=16.00$; $SD=36.75$). Positive score for other symptom of coronavirus was found highly statistically significant between control and treatment group; $z(0.025)= 3.74$; $p=0.000$.

METHODOLOGY

TIMELINES

TRACKER WAVE 1: March 1st to March 8th, 2020

TRACKER WAVE 2: March 28th to April 3rd, 2020

TRACKER WAVE 3: April 4th to April 10th, 2020

TRACKER WAVE 4: April 14th to April 24th 2020

TRACKER WAVE 5: May 1st to May 20th 2020

FOR MORE INFORMATION ON IMPACT EVALUATION METHODOLOGY PLEASE WRITE TO BILAL GILANI EXECUTIVE
DIRECTOR GALLUP PAKISTAN @ BILAL.GILANI@GALLUP.COM.PK

A TYPICAL WAVE METHODOLOGY

SAMPLE SIZE 1500



CATI INTERVIEWS



Error Margin

= +2 to 3% at 95% Confidence level for national level results

DATA COLLECTION

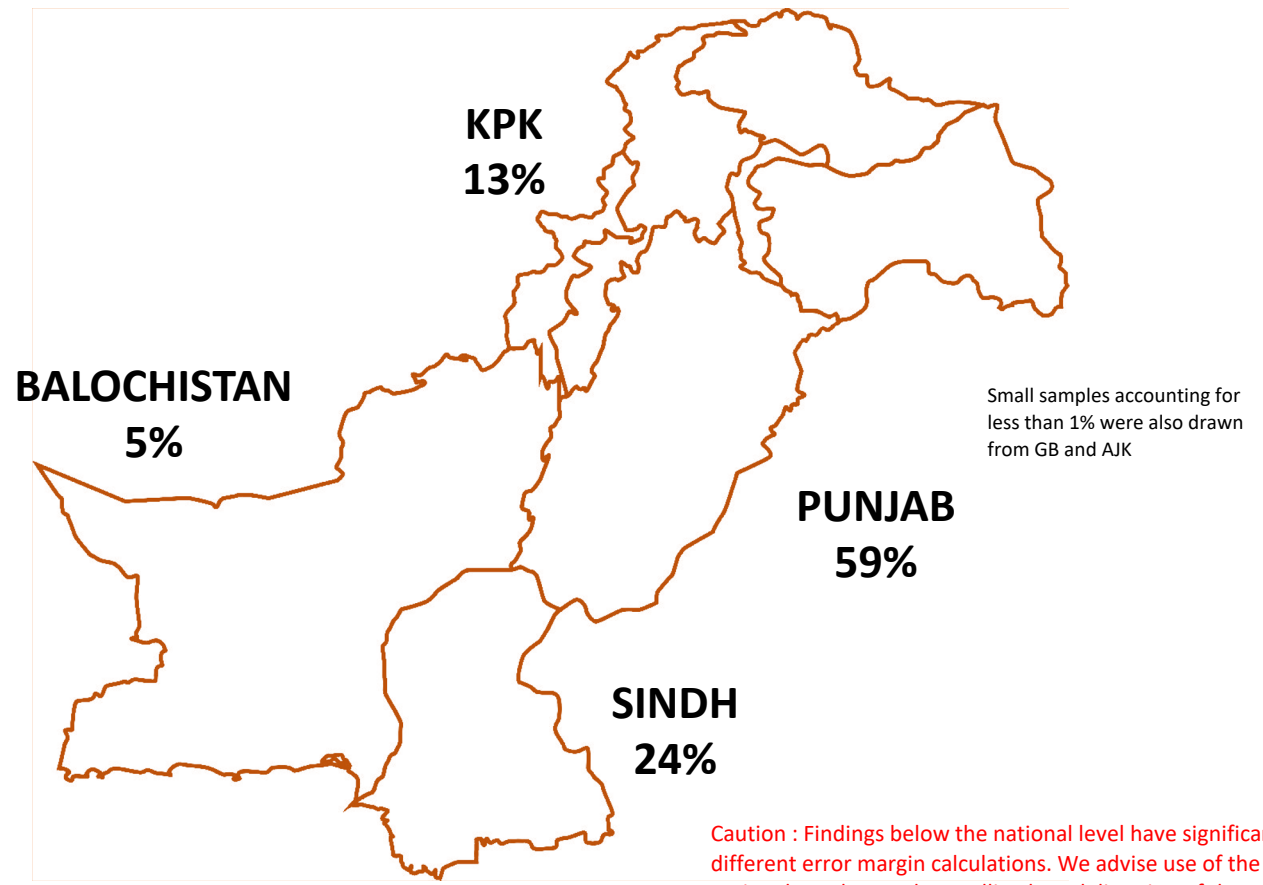
14TH – 24TH APRIL 2020

Detailed note on methodology

Gallup Pakistan's usual approach of field work is in house face to face interviews using geographical sampling using census as a frame. Since due to Corona Lockdown as well as health and safety concerns we have halted all face to face interviews, phone methodology has been employed.

Phone methodology uses Random Digit Dialling approach which essentially uses all mobile phone numbers in Pakistan (130 million active sims) as a universe

Exclusion in sample :90% of households in Pakistan according to PSLM (a government survey) say they have some one who has a mobile phone. This means that 10% households are excluded in the sample.



Caution : Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.

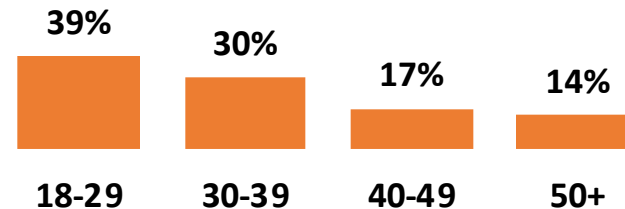


RURAL
65%



URBAN
35%

AGE



FEMALE
48%



MALE
52%



CONTACT US

www.gallup.com.pk
Email: isb@gallup.com.pk

@GallupPak 

/GallupPak 

