

**A REPORT  
ON  
ASSESSMENT OF PPI CAMPAIGN IN UP AND  
DELHI**

Submitted to  
**unicef**   
NEW DELHI

Submitted By  
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A specialist unit of IMRB International

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## Executive Summary

Polio eradication has been one of the goals of World Summit of Children (1990) and India being a signatory to the Summit goals ventured additional efforts to eradicate Polio. Recently there has been a major resurgence in cases of polio in India, the vast majority of them occurring in Uttar Pradesh.

UNICEF is sponsoring the production of television and radio spots to educate and encourage people to vaccinate their children against polio, which will be aired in the 10 day run-up period to the two rounds for National Immunisation Day (NIDs) on 4<sup>th</sup> January and 22<sup>nd</sup> February 2004. These spots, designed on social marketing principles, aim to raise awareness and to persuade audiences to get their children vaccinated.

**SRI-IMRB** was approached to evaluate the impact of the Mass Media Campaign amongst target population. This document details the research findings of this study.

The primary objective of the research was to evaluate the 'Amitabh & Aishwarya Campaign' of the Pulse Polio Immunization on Television and Radio and to evaluate the reach and effectiveness of the routine immunisation materials and to obtain feedback on the same from service providers. To achieve the above mentioned objectives, the study was conducted amongst beneficiaries, who have a child less than 5 years of age. For this component of the study, the interviews were conducted in two states, viz., Delhi and Uttar Pradesh. In total, 1200 respondents were covered in both the states, 600 in Uttar Pradesh and 600 in Delhi.

### SALIENT RESEARCH FINDINGS

#### Background Characteristics

Research findings of this study illustrated that amongst all respondents, across urban & rural populace, in both Uttar Pradesh and Delhi, women (mothers) were the primary caretakers of their children, followed by men (fathers). In comparison to UP, a higher proportion of men (fathers) in Delhi reported being primary caretakers.

A majority of the households in both states stated having only one child under the age of five. The proportion of families with only one child was relatively higher in Delhi (63% in Delhi as compared to 55% in Uttar Pradesh) in comparison to Uttar Pradesh. In terms of mean number of children, it was observed to be higher in case of rural respondents in UP compared to urban sample of the same state. However, interestingly, mean number of children in Delhi was found to be same across rural and urban sample population in Delhi.

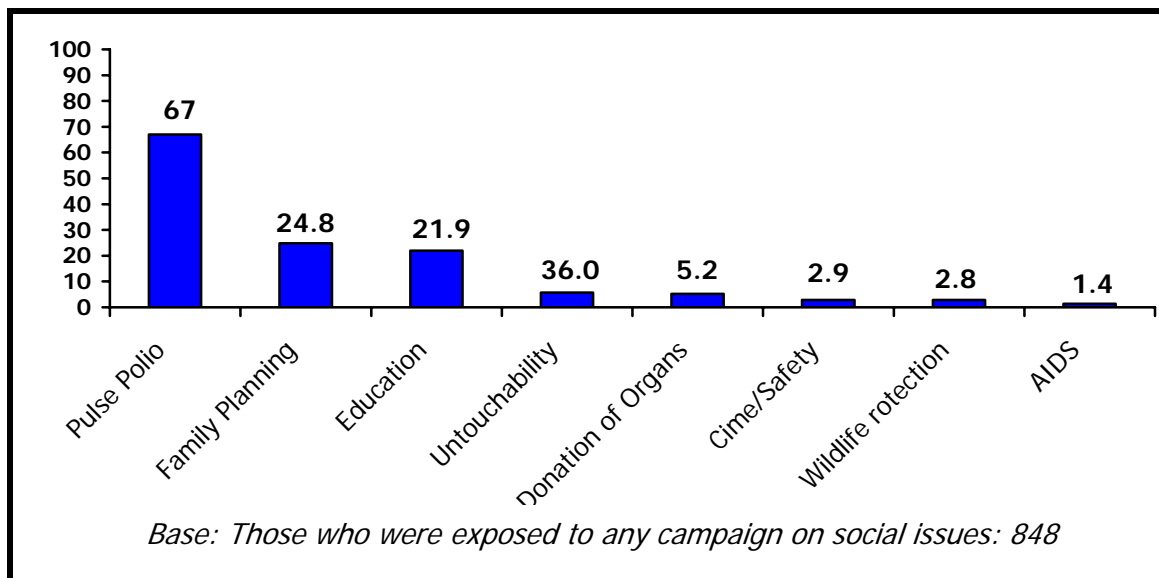
Overall, a considerable proportion of the mothers were found to be illiterate. Around half of the mothers in Uttar Pradesh and a quarter of them in Delhi reported being illiterate. Literacy levels were significantly low among the rural respondents in UP compared to urban areas in the state. However, there was no significant difference in the literacy levels of mothers in urban and rural Delhi. Literacy levels of fathers was noted to be relatively higher in Delhi as compared to UP. Overall, around 23 percent of men (fathers) in Uttar Pradesh were illiterate as compared to around 7 percent of men (fathers) in Delhi.

An overwhelming majority of the respondents covered in this survey were Hindus. Among these, a higher proportion belonged to the general castes, followed by scheduled castes, other backward castes and scheduled tribes.

### Reach Of Polio Campaign Advertising

At the aggregate level, there were around 71 percent of the respondents, who were exposed to advertising related to social issues. The levels of exposure were considerably high in Delhi at around 87 percent, compared to just 54.8 percent in UP.

**Graph G-1: Reach of Polio Campaign Compared to Advertising On Other Social Issues:**

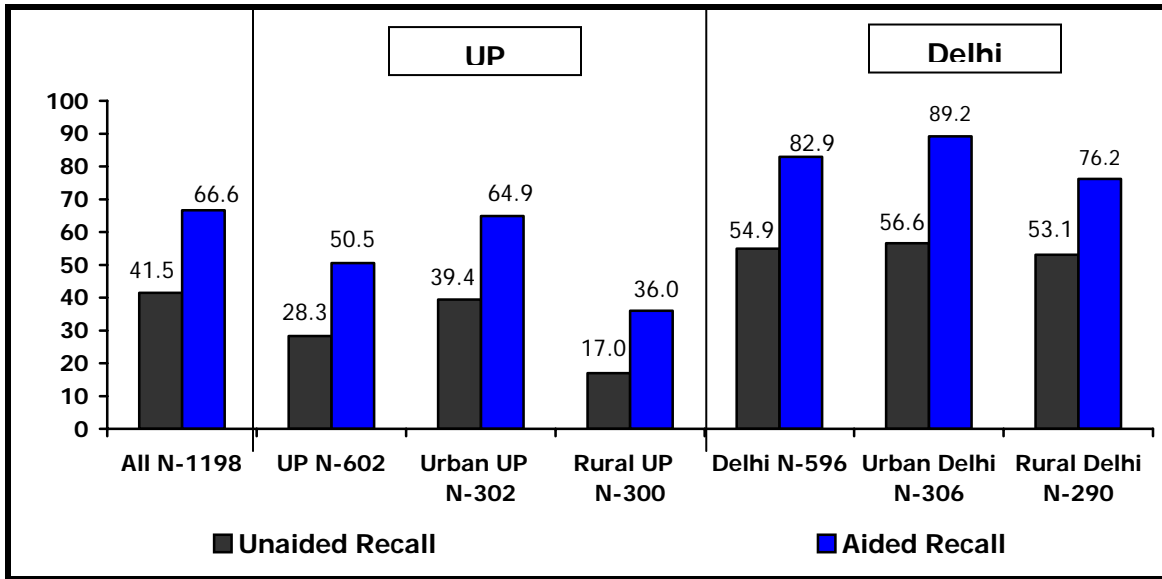


The reach of Pulse Polio campaign was considerably higher compared to advertising on other social issues. Overall, 67 percent of the respondents, at an unaided level were exposed to Pulse Polio Campaign related advertising. Other recalled social advertisements included family planning, education and so forth (Graph G-1).

## Reach of 'Amitabh Bachchan & Aishwarya Rai' Spot among the Target Audience

To understand the success of the campaign in terms of reach of the spot, the exposure levels to the 'Amitabh Bachchan and Aishwarya' spots on TV and Radio were measured.

**Graph G-2: Recall of TV Spot featuring Amitabh and Aishwarya**



Base: All Respondents Interviewed; % Respondents

The recall of the above mentioned spot was measured at two levels.

- At the unaided level;
- At the aided level by showing the stills from the spot.

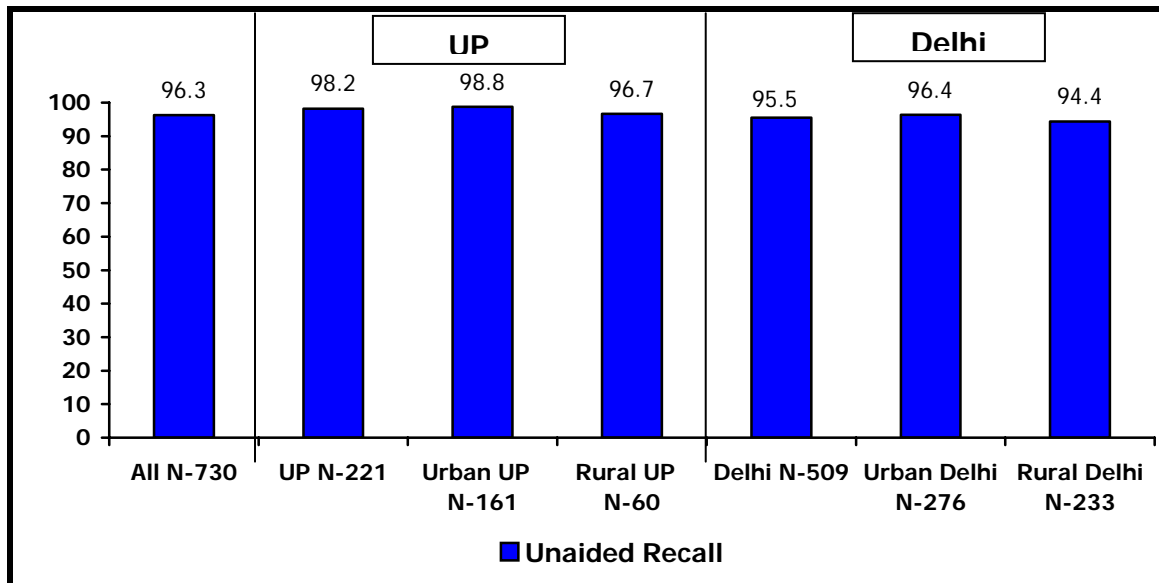
Overall, 41.5 percent of the respondents spontaneously recalled 'Amitabh and Aishwarya (A&A) TV spot'. Of these, 5.1 percent could not recognize or recall the lady character featured in the spot to be Aishwarya. They referred to the characters depicted in the spot to be "Amitabh and a Lady". Hence, the proportion of respondents who could actually recall the characters correctly without any form of aid from the investigators was 36.4 percent. At the aided level, the awareness level of the spot was recorded at 66.6 percent.

Statewise, it was noted that the spontaneous recall of the spot in UP was at 28.3 percent, which was considerably low compared to Delhi (54.9 percent). However, there were around 9.2 percent of the respondents in UP who could not actually spontaneously recall the characters correctly. The spontaneous correct recall of the characters in the TV spot by respondents in Delhi was overwhelmingly high and there were just 1 percent of the respondents who failed to recall the characters in the spot. At the aided level, the total awareness in UP was recorded at 50.5 percent, whereas it

was significantly higher in Delhi at 82.9 percent. (*Significant at 95 percent confidence levels, t value: 11.890*)

However, there was a considerable difference in the levels of recall between respondents in urban and rural areas of UP. 39.4 percent of the respondents in urban UP spontaneously recalled the 'Amitabh and Aishwarya' spot, compared to just 17 percent in the rural areas. (*Significant at 95 percent confidence levels, t value: 6.100*)

**Graph G-3: Recall of the TV Spot among those who generally watch TV:**



*Base: All those who generally watch TV; % Respondents*

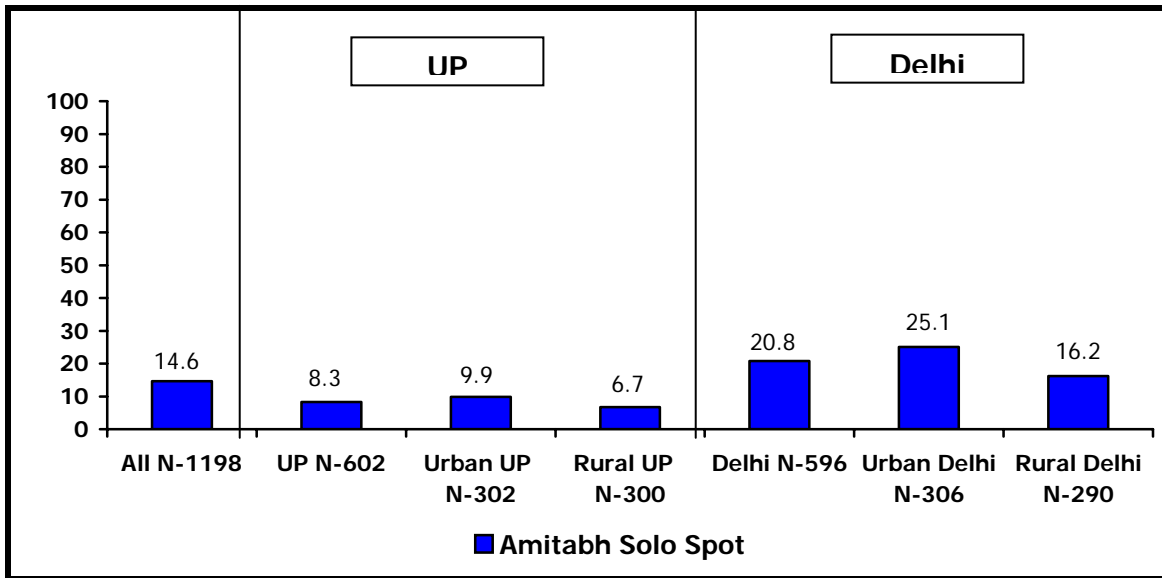
It can be observed from the above graph that the reach of the TV Spot was extremely high and overwhelming. Of the respondents who reported watching TV, there were 96.3 percent of the target respondents who were exposed to the 'Amitabh and Aishwarya' spot (at least once).

This reach was considerably higher in UP at 98.2 percent, compared to 95.5 percent in Delhi. This reach was also higher in the urban areas across both states compared to the rural areas.

Recall of Amitabh Bachchan's Solo Spot:

During the evaluation of the spot in which both Amitabh and Aishwarya featured, it was observed that a significantly high percentage of respondents still recalled the earlier spot in which just 'Amitabh Bachchan' was featured which was telecast before the November round (Graph G-4).

**Graph G-4: Unaided Recall of the Amitabh Bachchan's Solo Spot:**

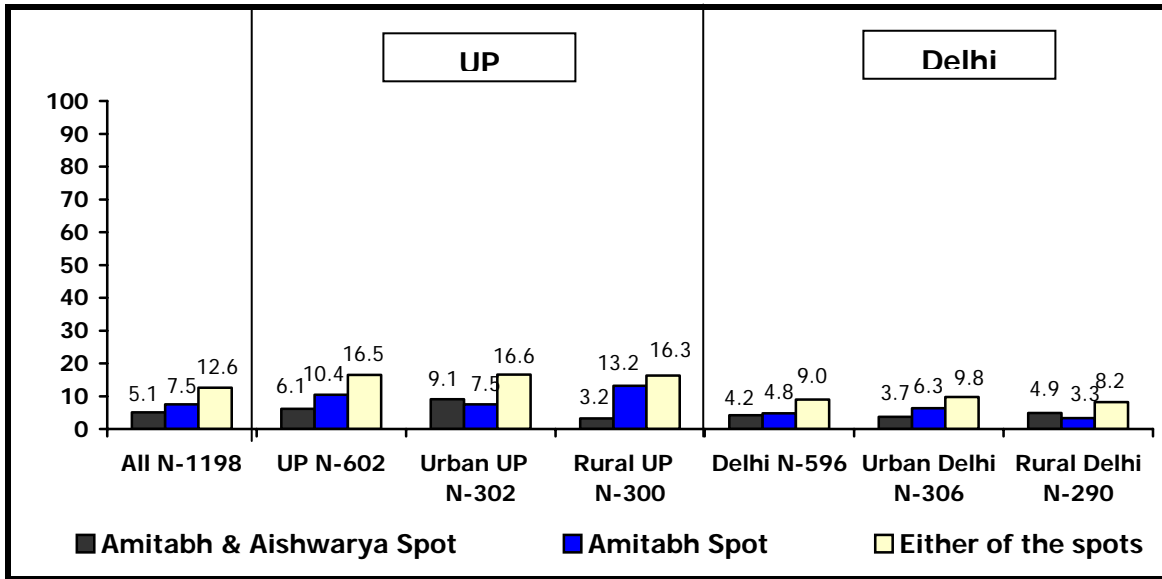


*Base: Total respondents interviewed; % Respondents*

Research findings showed that, overall, there were 14.6 percent of the respondents who recalled the 'Amitabh Bachchan's Solo Spot' spontaneously at the aggregate level. The recall levels were found to be comparatively higher in Delhi at 20.8 percent with around a quarter of the respondents from urban Delhi recalling this spot. Another 16.2 percent of the respondents in rural Delhi, also, recalled this spot.

Compared to Delhi, the spontaneous recall of this spot was lower in UP at 8.3 percent at the state level.

**Graph G-5: Unaided Recall of Radio Spots**



*Base: All Respondents Interviewed; % Respondents*

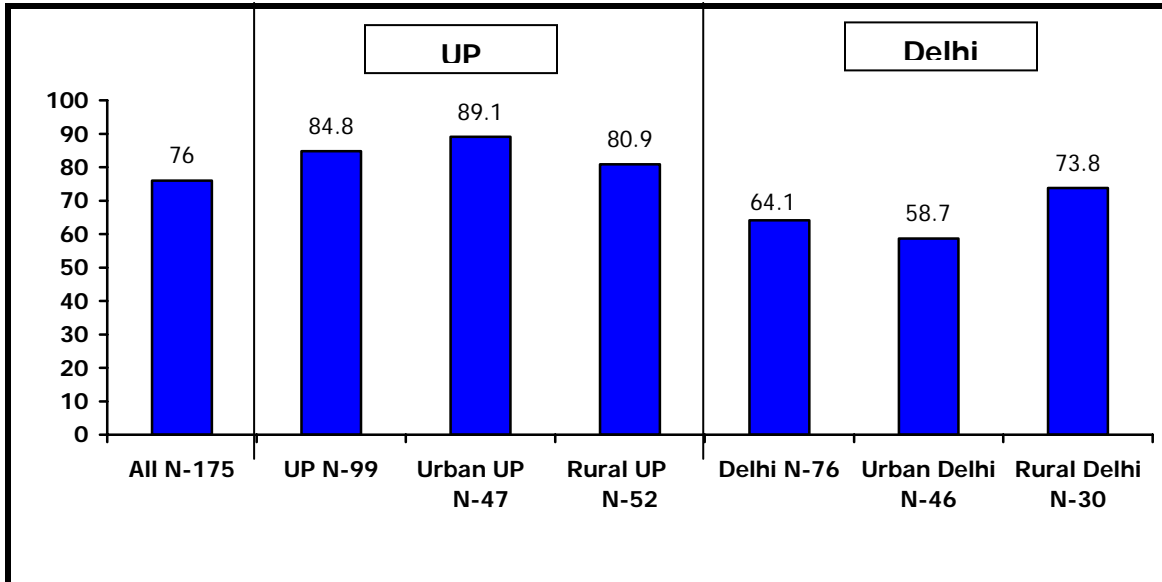
It is quite apparent from Graph G-5 that 5.1 percent of the respondents at the aggregate level recalled listening to the radio spot featuring Amitabh and Aishwarya. Spontaneous recall of Amitabh and Aishwarya radio spot was higher in Uttar Pradesh at 6.1 percent compared to 4.2 percent in Delhi.

It was observed that the recall of this radio spot where both Amitabh and Aishwarya were featured was marginally higher in urban areas in UP compared to the rural areas in the state.

However, the recall of this spot was marginally higher in rural areas of Delhi, at 4.9 percent, compared to the urban areas in Delhi (3.7 percent).

Overall, 7.5 percent of the respondents at the aggregate level recalled spontaneously the spot where only Amitabh Bachchan was featured. The recall of this spot on radio was higher in Uttar Pradesh at 10.4 percent compared to 4.8 percent in Delhi. The recall of this spot on radio was also assessed to be considerably higher in rural UP at 13.2 percent. However, the proportion of respondents who could recall this solo spot was marginally higher in urban Delhi (6.3 percent) compared to rural Delhi, (3.3 percent).

**Graph G-6: Recall of Radio Spot Among Those Who Generally Listen To Radio**



*Base: All those who generally listen to Radio; % Respondents*

From the above graph, it can be noted that the reach of radio was very encouraging and overwhelming. Of the respondents who generally listen to radio, at an aggregate level, there were 76.0 percent of the target respondents who were exposed, at least once, to either the spot featuring only Amitabh Bachchan or both Amitabh and Aishwarya.

This reach was considerably higher in urban UP at 89.1 percent, compared to 80.9 percent in the rural UP. The reach of this spot was higher in rural Delhi, at 73.8 percent, compared to urban Delhi, at 58.7 percent.

**Table T-1: Impact of the TV spot on the behavior**

% Down	Total		UP		Delhi	
	Exposed	Not Exposed	Exposed	Not Exposed	Exposed	Not Exposed
<b>Base: All Respondents</b>	<b>798</b>	<b>392</b>	<b>304</b>	<b>298</b>	<b>494</b>	<b>94</b>
Booth Compliers	68.8	46.7	62.2	47.3	72.9	44.7
Non-Booth Compliers	26.4	45.2	34.8	47.7	21.3	37.2
Non-Compliers	4.8	8.2	3.0	5.0	5.9	18.1

*Significant at 95% confidence levels*

Table T-1 illustrates that across states, the impact of the exposure to the TV spot on behaviour was quite significant. Overall, the behavior of the respondents in terms of compliance was considerably higher among those who were exposed to the TV spot

*(Significant at 95% confidence levels)* vis-à-vis those who were not exposed. The impact was observed to be significantly intensive across both states.

At the aggregate level, there were 68.8 percent of the booth compliers among those who were exposed to the TV spot. The booth compliance levels were seen to be relatively low at 46.7 percent among the unexposed group of respondents. Overall, it was observed that the proportion of non-compliers had been relatively higher at 8.2 percent among those who were unexposed to the spot, in comparison to just 4.8 percent of non-compliers who were exposed.

Though the positive impact of the exposure to the TV spot on the behaviour in both the states was significantly high, this was found to be relatively higher in Delhi compared to UP. In Delhi, 72.9 percent of the respondents who were exposed to the spot reported booth attendance whereas the proportion of those who visited the booth was just 44.7 percent among those who were not exposed. It could also be observed that the proportion of non-compliance was considerably higher in Delhi among those who were not exposed to the TV spot. There were just 5.9 percent of the non-compliers among those who were exposed to the TV spot, whereas this proportion was as high as 18.1 percent among those who were not exposed. This demonstrates the positive impact of the TV spot on the behaviour of the intended audience.

The difference in the compliance levels in UP, which was a result of the exposure to the TV spot, is also apparent from Table T-1. In this state, just 47.3 percent of the respondents among those who were not exposed to the TV spot had visited the booth compared to 62.2 percent exposed respondents.

**Table T-2: Persuasion levels of the TV Ad**

<b>% Down</b>	<b>Booth Compliers</b>	<b>Non-Booth compliers</b>	<b>Non Compliers</b>
<b>Base: Respondents who have watched the ad on TV</b>	<b>549</b>	<b>211</b>	<b>38</b>
Motivates to a great extent	79.6	68.2	73.7
Motivates to some extent	18.9	28.4	18.4
Does not motivate much	0.8	2.4	2.6
Does not motivate at all	0.2	0.0	0.0
Unspecified	0.5	0.9	5.3
<b>% Top 2 Box</b>	<b>98.5</b>	<b>96.6</b>	<b>92.1</b>

*(Booth Compliers vs Non Compliers: Significant at 95 percent confidence levels, t value: 2.830)*

Table T-2 illustrates that at the aggregate level, there was a very high proportion of respondents who perceived the TV spot to be extremely motivating and persuading them to visit the booth for administration of polio drops to their children below the age of 5 years. The proportion was found to be relatively high among the booth compliers, explaining the reason for their positive reaction to the TV Spot. The difference in the perceived motivational levels was significant among the Booth

Compliers compared to the Non-compliers. (*Significant at 95 percent confidence levels, t value: 2.830*)

Persuasiveness of the TV Spot:

The TV spot was perceived as highly persuasive with more than three-fourths of respondents considering it to be highly motivating. About four-fifths of the booth compliers were motivated to a great extent by the TV Ad in comparison to just more than two-thirds of non-booth compliers.

The proportion of booth compliers who appreciated the TV spot was higher than the non-booth compliers across both states. More than three-fourths of the respondents reported appreciating the advertisement to a considerable extent. Booth compliers answering in the affirmative with regards to the TV Ad were more than the non booth compliers.

To understand the change in the behaviour that the campaign had brought in, the reach of the programme among those who had not attended the booth for administration of polio drops to their children below the age of five was also studied (Table T-3).

**Table T-3: Impact of the TV Campaign On Behaviour**

<b>% Down</b>	<b>All</b>	<b>UP</b>	<b>Delhi</b>
<b>Base: All who did not attend booth in November but attended in January</b>	<b>74</b>	<b>48</b>	<b>26</b>
Exposed to Aishwarya and Amitabh spot on TV	73	69	85
Exposed to Amitabh Spot on Radio	24	31	12
Exposed to Either of these	81	77	88

It was observed that of those who had changed their behaviour and visited the booth in the January 2004 round, a considerable proportion of them were exposed to the TV spot. 81 percent of those who did not attend booth in the November round but were exposed to the campaign probably highlights the reasons that impacted the change in their behaviour. TV seems to have played a major role in bringing about behavioural change as a majority of them who complied in the January round were exposed to the TV spot.

**TV Spot: Exposures, Content Recall & Message Comprehension:**

More than two-fifths of the respondents, who reported viewing the 'Amitabh and Aishwarya' spot on TV, claimed to be exposed to the ad more than 10 times. Half of the respondents in Uttar Pradesh mentioned that their exposure to this advertisement was more than 10 times, compared to just around 38 percent in Delhi who affirmed the same.

A majority of the respondents recalled main messages related to prevention of Polio from the spot. One of the messages recalled was 'Children will be saved from Polio'.

Another message recalled was on the 'Need to administer pulse polio drops at the booth'. 17 percent of the respondents, at the aggregate level, recalled this message. However, the recall of this message was higher in Delhi compared to that in Uttar Pradesh. Furthermore, the proportion of booth compliers mentioning administration of polio drops at booth was more than the non booth compliers.

### **Radio Spot: Exposures, Content Recall & Message Comprehension:**

More than a third of the respondents were exposed to the radio spot more than 10 times, with the highest incidence being in Uttar Pradesh. Another one third reported hearing the spot 2 to 5 times while about 16 percent claimed to have heard the spot 6 to 10 times.

With regards to messaging, overall, more than a fifth of the respondents mentioned the main message to be related to prevention of Polio. A marginal proportion of the respondents mentioned the message on administration of Polio drops at booth. This proportion was higher in Delhi (18%) as compared to Uttar Pradesh. Furthermore, recall was higher in urban areas as compared to rural areas.

Also, a higher proportion of booth compliers heard the main message regarding administration of Polio drops at booth as compared to non booth compliers. Compared to the TV spot, which elicited a high and accurate recall of 4<sup>th</sup> January as the date for PPI, the radio ad did not seem to have achieved such a high recall, with only 46 percent of the respondents being able to remember the date. Surprisingly, the highest recall of the date was reported in Delhi, which hitherto, appeared to be less impacted by the spot.

### **Other Key Observations**

Considering the responses so far evinced from Delhi, with regard to various attributes of the radio spot, there is a need to delve further. While there was a considerable recall of the spot, responses to message recall, recognition of elements seemed to be fairly low. Perhaps this could be a function of clutter, which due to Amitabh Bachchan's visual presence resulted in a break in the TV spot but the same could not be achieved in the radio spot.

Compared to the TV spot which elicited a high and accurate recall (66 percent) of 4<sup>th</sup> January as the date for PPI, the radio ad did not seem to have achieved that high a recall, with only 46% of those exposed to the spot on radio being able to remember the date.

Furthermore, at the spontaneous level, the recall of the slogan was relatively very low amongst respondents while at an aided level, the recall of the slogan went up, with a majority being able to recall it.

**Section-1**  
**Background & Research Design**

## 1.1 BACKGROUND

Polio eradication has been one of the goals of World Summit of Children (1990) and India being a signatory to the Summit goals ventured additional efforts to eradicate Polio. Learning from the Latin American experiences and realizing that the strategies followed until 1995 would not be able to eradicate Polio in India, the Government of India (GOI) launched the Pulse Polio Immunization (PPI) Campaign i.e. to have two National Immunization Days (NIDs) each year starting from December 1995. The aim was to interrupt the circulation of wild Poliovirus by immunizing all targeted children simultaneously over a short period of 1- 4 days during the low transmission season.

However, recently there has been a major resurgence in cases of Polio in India, a vast majority of them occurring in Uttar Pradesh, which is the area of study for this research. More than 80 percent of the cases have occurred in very young children, mostly under the age of 2 and mainly from minority communities. UNICEF is working with Government of India, donor agencies and non governmental partners in social mobilisation and communication activities to support a 'Polio Eradication Campaign'.

The 'Coverage Evaluation Study' (CES) 2001-02 conducted by SRI – IMRB showed that the reach of OPV doses was 97.9% in Uttar Pradesh. About 2.1% of the target children (0-5 years) did not receive any OPV dose during the last campaign (2001-02). The major challenge faced, thus, is to successfully administer polio drops to this small fraction of children in the age group of less than 5 years whose parents have been reluctant to accept it due to various concerns, beliefs and doubts regarding the safety and efficacy of the vaccine.

To address these concerns, UNICEF has been sponsoring the production of television and radio spots to educate as well as encourage people to vaccinate their children against polio. These spots will be aired in the 10 day run-up period to the two rounds for National Immunisation Day (NIDs) on 4<sup>th</sup> January and 22<sup>nd</sup> February 2004.

Prime broadcast time has been purchased by the MOH&FW on Doordarshan (national and regional stations) for approximately 1000 slots each round, by UNICEF on satellite and private channels with good penetration in Uttar Pradesh, for approximately 1000 slots each round. MOH&FW and UNICEF will also purchase prime time of approximately 1000 slots on All India Radio (national) and private channels in urban centers in Delhi and Uttar Pradesh. These spots, designed on social marketing principles, aim to raise awareness and to persuade the intended audience to get their children below the age of five years immunized.

**SRI - IMRB** was approached to evaluate the impact of the Mass Media Campaign on the intended audience. This document details the research findings of this study.

## 1.2. RESEARCH OBJECTIVES

The primary objectives of this research were to:

- (1) Assess the reach of the TV and Radio spots featuring Amitabh and Aishwarya and
- (2) Obtain key diagnostics on the spots

### **Key explanatory variables measured:**

Apart from the above objectives, the study was also intended to measure the following key variables:

- a) Assess exposure and recall of 'Amitabh & Aishwarya Campaign' on TV and Radio
  - Spontaneous level
  - Aided level
  -

It is important to note that in case of radio, it was just a spontaneous recall.

- b) Assess recall of messages on
  - Detailed content
  - Comprehension and Appeal of the communicated messages
  - Relevance / Credibility
  - Recall of the vaccination date
- c) Assess Post viewing responses in terms of
  - Changes in attitudes and perceptions to OPV doses
  - Place of administration
- d) Identify any negative aspects associated with the communication initiative
- e) Provide inputs for changes to the communication initiative, thereby providing cues for any further development

## **Key Information Areas:**

To achieve the abovementioned objectives, the following information areas were covered during the study:

### **a) Reaction to 'Amitabh Bachchan & Aishwarya Rai Campaign' on TV and Radio**

- Level of awareness of " Pulse Polio " ad campaign of Amitabh Bachchan
- Source of awareness about the "Pulse Polio " ad campaign
- Recall of specific elements in the ad/Recall of celebrity
- Main impressions from the Advertisements
- Main message received from the advertisements
- Aspects of the campaign appreciated
- Aspects of the campaign disliked
- Disposition towards the idea of OPV compliance/compliance at booth pre and post viewing the campaign
- Negative features of the campaign
- Key influencers on administration of pulse polio drops to the child in the household
- Actionability as a result of exposure to the 'Amitabh and Aishwarya campaign'

### **b) Profile of Respondents - Demographic parameters**

- Socio-economic class
- Education
- Occupation
- Caste
- Religion

### **c) Media habits**

- TV/Radio ownership & viewership/ listenership
- Availability of cable & satellite transmission

## **Research Methodology**

### Target group definitions:

*Vaccinated Households:* These were the households with a child who was immunized on 4<sup>th</sup> January 2004

*Non-vaccinated Households:* These were the eligible households with at least one child in the age group of less than 5 years but who were not vaccinated on 4<sup>th</sup> January 2004

### Sample Size:

The Sample size per each state was 600, totalling to 1200 across both the states.

The sample size of 600 was intended to provide research findings at 95 percent confidence levels with 4 percent to 5 percent error levels. This would also enable tracking the behavior change of around 5% across rounds, if the client intends to undertake any further research to evaluate the impact of the campaign on the behaviour of the intended population. In this context, 'behaviour' means 'visits to booth', which is the expected actionability after being exposed to the communication efforts made by the client.

### Distribution of the sample size across districts

The total sample size was distributed across 6 districts in the state of UP and 6 towns and 5 Tahsils in Delhi. The sampling methodology adopted for the study has been explained in the subsequent paragraphs.

## **Selection of the Districts and Sampling Methodology:**

### Selection of Districts in Uttar Pradesh:

Socio Cultural Regions (SCR) play an important role in the behaviour and attitude of the people living within that region. Consequently, the districts were selected in such a way that there was at least one district from each SCR. In Uttar Pradesh, there are a total of five SCRs and within each SCR one district was selected randomly. An exception was Oudh as it is a big SCR and therefore, two districts were randomly selected from Oudh. Hence, a total of 6 districts were covered in Uttar Pradesh.

The selected districts are as follows:

SCR	District	Sample Size
Bhojpur	Allahabad	100
Braj	Ghaziabad	100
Bundelkhand	Jhansi	100
Oudh	Sitapur	100
	Fatehpur	100
Rohelkhand	Meerut	100
<b>Total</b>		<b>600</b>

#### Selection of Districts in Delhi:

In Delhi, the selection of urban and rural primary sampling units was done separately. In Delhi, there are a total of five tehsils, which were taken as the base for rural sampling. One block was randomly selected within each tehsil. Then, all the villages across those five blocks were listed and a total of 30 villages were selected.

In case of urban sampling units, all the Census Towns and the Municipal Corporations were listed. From the list, six towns were randomly selected. And within each town one ward was selected as the primary sampling unit.

The selected towns (Urban) are as follows:

Towns	Sample Size
Kanjhawala	50
N.D.M.C (MC)	50
Binda Pur	50
MalkpurKohi Al.Rg.Puri	50
Sultan Pur	50
Deoli	50
<b>Total</b>	<b>300</b>

The selected blocks (Rural) are as follows:

Blocks	Sample Size
Delhi Tehsil	60
Kanjhawala	60
Mehrauli	60
Shahdara	60
Najafgarh	60
<b>Total</b>	<b>300</b>

#### Selection of Primary Sampling unit:

The primary sampling unit was the village in rural areas and ward in case of the urban areas. Within each selected district, five villages and one town were randomly selected. First, all the villages in the district were listed and from that comprehensive

list, five villages were randomly selected. Similarly, a town was selected from the list of the towns of each selected district.

In a selected village, 10 interviews were conducted with the primary caretaker of the children less than five years of age. In a selected town, 50 interviews were conducted with the same category of respondents. In total, a sample of 100 per district was covered.

### **Selection of Households Within the Selected PSU:**

The first step after reaching the selected PSU was to undertake a mapping exercise of the PSUs with the help of key informants after taking the natural boundaries into consideration. The village/ward was divided into five segments. In each segment, two interviews were conducted. For each segment, the total number of households was estimated and the first household was selected randomly. Furthermore, respondents in the households were contacted adopting the right hand rule.

### **Fieldwork**

A total of 32 investigators and 8 supervisors were employed across the two states. The fieldwork was managed by an experienced field executive and field controller in both the states.

### **Field briefing/Training**

An extensive briefing/training session was conducted to ensure that the investigators were completely adept at using the Research Instruments for this state of the study. A common written guideline was provided to all concerned for uniformity in understanding various issues.

Training was conducted in a participatory manner. In addition to familiarity and practice in filling up the survey forms, investigators and supervisors were trained in the procedures for random selection required for the selection of caretakers in the cluster. They were also given adequate practice in coding the questionnaires. Investigators, Supervisors and Field Executives were rigorously trained for data collection.

### **Supervision and Quality Control**

To ensure high quality fieldwork, about 30 percent of the interviews were either conducted in the presence of Field Executives/Supervisor or verified by them by revisiting the respondents.

The field executives involved are very experienced in conducting health related studies and have been involved in other research studies for evaluating pulse polio programmes conducted by SRI, and were therefore, involved in field management.

**Analysis**

The entire data, after being coded and entered into an electronic medium, was analysed using the 'Quantum' software.

**Significance Testing**

The tests of significance were conducted to confirm the differences between the observed proportions. The test was conducted at 95% confidence levels. Z values (t – values alongside the main text) have been presented wherever the differences subjected to the test were observed to be significant.

**Section-2**  
**Background Characteristics**

## 2.1 PROFILE OF THE RESPONDENTS

**Table 1: Primary caretaker of children**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Mother	85.0	81.4	81.1	81.7	88.6	89.9	87.2
Father	14.2	18.4	18.5	18.3	9.9	8.2	11.7
Others	0.9	0.2	0.3	0.0	1.5	2.0	1.0

The responsibility of childcare generally is that of the mother as she is the primary caretaker of the child. In some cases, it is the father or any other adult member of the household (grandmother, aunt, elder sister, etc.) who normally takes care of the child, particularly makes decisions on health related issues.

Research findings reinforcing such a pattern was observed across both states and in rural and urban areas (Table 1).

Reflecting the traditional division of parental responsibility, this observation holds no surprise at all. The role of father as the family provider and that of the mother as the caregiver have long been in existence and continues to be perpetuated.

It can be noted that, overall only 14 percent of the men (fathers) reported being primary caretakers. Percentage of such men (fathers) was more in Uttar Pradesh compared to Delhi.

**Table 2: Number of children under five years of age**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
One	58.9	55.0	58.6	51.3	62.9	61.8	64.1
Two	35.6	38.9	36.4	41.3	32.2	34.0	30.3
Three	5.2	5.6	5.0	6.3	4.7	4.2	5.2
Four	0.3	0.3	0.0	0.7	0.2	0.0	0.3
Five	0.1	0.2	0.0	0.3	0.0	0.0	0.0
<b>Mean</b>	<b>1.47</b>	<b>1.52</b>	<b>1.46</b>	<b>1.57</b>	<b>1.42</b>	<b>1.42</b>	<b>1.42</b>

A majority of the households across the geographical areas reported only one child in the age group 'less than five years' (Table 2).

The proportion of families with only one child was relatively higher in Delhi (63% in Delhi as compared to 55% in Uttar Pradesh). Though mean number of children under five years of age was almost similar across regions, the number of children in rural UP seemed to be relatively higher.

**Table 3: Educational Status of the Mother Of the Child**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Illiterate	37.1	50.0	39.4	60.7	24.2	20.6	27.9
Literate but no schooling	2.5	2.0	3.6	0.3	3.0	4.2	1.7
School upto 1-4 years	4.6	3.2	2.6	3.7	6.0	6.5	5.5
School upto 5-8 years	20.6	20.1	17.2	23	21.1	18.6	23.8
School 9 years – HSC/SSC	21.7	13.6	16.9	10.3	29.9	28.8	31.0
Some college including diploma but no graduation	3.3	1.0	2.0	0.0	5.7	6.5	4.8
Graduation/post graduation	9.9	10.0	17.9	2.0	9.9	14.4	5.2
Mother/Father absent/not living	0.2	0.2	0.3	0.0	0.2	0.3	0.0

Literacy levels of mothers were significantly high (63% being literate) and of these a high percentage (60%) reported having received formal education. Furthermore, almost one-third of the mothers had attended middle school and above, and close to 10 percent were graduates and above.

However, it can be observed that the literacy levels in case of respondents in rural UP was considerably low, with more than 60 percent of the women (mothers) being illiterate. The literacy levels of respondents in rural Delhi was higher compared to their counterparts in UP.

Overall, literacy levels were higher in Delhi as compared to Uttar Pradesh.

**Table 4: Educational Status of the Fathers Of Children**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Illiterate	15.1	22.8	20.9	24.7	7.4	5.2	9.7
Literate but no schooling	2.3	3.0	5.0	1.0	1.7	2.3	1.0
School up to 1-4 years	3.4	3.3	3.0	3.7	3.5	4.2	2.8
School up to 5-8 years	18.5	21.6	15.9	27.3	15.4	14.4	16.6
School 9 years - HSC/SSC	39.0	30.9	28.8	33.0	47.1	43.8	50.7
Some college including diploma but no graduation	4.7	1.8	1.7	2.0	7.6	5.6	9.7
Graduation/post graduation	16.4	16.1	24.5	7.7	16.8	23.5	9.7
Mother/Father absent/not living	0.3	0.2	0.3	0.0	0.3	0.7	0.0

Amongst fathers, almost 85 percent were literate and with more than 80 percent reporting having received formal education. Compared to their spouses, a larger

proportion of men reported attending middle school and above, and a greater number were graduates or post-graduates.

While literacy levels in Delhi were higher amongst fathers too, a high proportion of fathers in Uttar Pradesh reported that they had attended middle and high school. Unlike mothers, literacy levels of fathers were found to be almost similar across urban and rural areas, with a similar proportion of men reporting attending middle and high school in urban and rural areas. However, the education levels were considerably higher in the urban population across both states with almost a quarter of the respondents being at least graduates in urban areas (Table 4).

**Table 5: Monthly income**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Upto Rs 1000	14.9	28.7	24.8	32.7	1.0	1.3	0.7
Rs 1001 – 3000	43.7	43.9	38.4	49.3	43.6	40.2	47.2
Rs.3001 – 5000	23.4	15.9	19.5	12.3	30.9	28.8	33.1
Rs 5001 – 7000	9.0	6.1	9.9	2.3	11.9	12.4	11.4
Rs 7001 – 10000	4.6	1.5	2.6	0.3	7.7	11.4	3.8
Above 10000	1.8	1.2	2.0	0.3	2.5	3.3	1.7
Did not mention	2.5	2.7	2.6	2.7	2.3	2.6	2.0

A majority of the respondents were in the income group of 'less than Rs.5000 per month'. Highest proportion of the respondents belonged to the income bracket of 'Rs.1000–3000', followed by 'Rs.3000–5000' (Table 5). A significant number of respondents reported earning 'less than Rs.1000 per month'. Income Levels were higher in Delhi compared to UP, with a small proportion earning close to Rs.10,000 and more per month.

**Table 6: Religion**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Hindu	88.2	83.1	71.5	94.7	93.5	91.5	95.5
Muslim	10.7	16.1	26.8	5.3	5.2	5.9	4.5
Others	0.9	0.6	1.4	0.0	1.1	2.4	0.0
Unspecified	0.2	0.2	0.3	0.0	0.2	0.3	0.0

Keeping in tune with the universe proportion, a majority (88%) of the respondents were Hindus, with a small percentage (11%) being Muslims. The ratio of Hindus to Muslims was different in Uttar Pradesh (Table 6). It was observed that the proportion of Muslims was considerably higher in urban UP, with more than a quarter of them being Muslims, compared to just around 5 percent in the rural areas. There is no significant difference in the proportion of Muslim population in case of urban and rural areas in Delhi.

**Table 7: Caste**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
General	64.6	46.5	62.3	30.7	82.9	82.4	83.4
Scheduled caste	20.3	31.9	25.8	38.0	8.6	8.2	9.0
Scheduled tribe	3.3	1.3	1.0	1.7	5.2	4.6	5.9
OBC	11.7	20.1	10.6	29.7	3.2	4.6	1.7
Unspecified	0.2	0.2	0.3	0.0	0.2	0.3	0.0

A majority of the respondents interviewed belonged to the general castes, followed by scheduled castes, other backward cases and scheduled tribes (Table 7). The proportion of scheduled castes and OBCs was considerably higher in Uttar Pradesh compared to Delhi. The difference in proportions of the respondents across castes was considerably evident in UP in comparison to Delhi.

**Table 8: Type of family**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Nuclear Family	50.3	44.9	45.0	44.7	55.7	60.5	50.7
Nuclear Family with elders	10.9	9.0	11.9	6.0	12.9	10.1	15.9
Joint Family	38.6	46.0	42.7	49.3	31.2	29.1	33.4

The respondents belonging to nuclear families constituted the majority at 50 percent followed by about 39 percent joint families (Table 8). A small proportion of the families also had elders living in the same households in the same household. But these were not defined as joint families. This distribution was different in Uttar Pradesh, where proportion of joint families was higher compared to that in Delhi. However, it can be observed that the proportion of the joint families was slightly higher in rural Delhi compared to the urban areas.

**Table 9: Age of children**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Children</b>	<b>1761</b>	<b>914</b>	<b>442</b>	<b>472</b>	<b>847</b>	<b>436</b>	<b>411</b>
Less than 6 months	13.3	14.4	14.9	14.0	12.0	11.0	13.1
7 – 1 year	11.4	8.3	8.8	7.8	14.8	13.1	16.5
1 – 2 years	19.6	20.9	19.0	22.7	18.2	16.1	20.4
2 – 3 years	22.0	20.9	20.4	21.4	23.1	24.8	21.4
3 – 4 years	20.8	21.4	22.9	20.1	20.1	21.8	18.2
4 – 5 years	12.2	12.9	13.8	12.1	11.5	12.8	10.0
<b>Mean</b>	<b>2Y 4M</b>	<b>2Y 4 M</b>	<b>2Y 5M</b>	<b>2Y 4M</b>	<b>2Y 5M</b>	<b>2Y 6M</b>	<b>2Y 3M</b>

Details of children in the age group of 'up to 5 years' was collected during the survey, as they are considered the potential segment for administration of pulse polio drops. The age-distribution of children covered in the survey has been presented in the above table.

The mean age of the children across states was around 2 years and 4 months. The age-distribution of the children was observed to be considerably similar across geographical areas.

**Table 10: Gender of children**

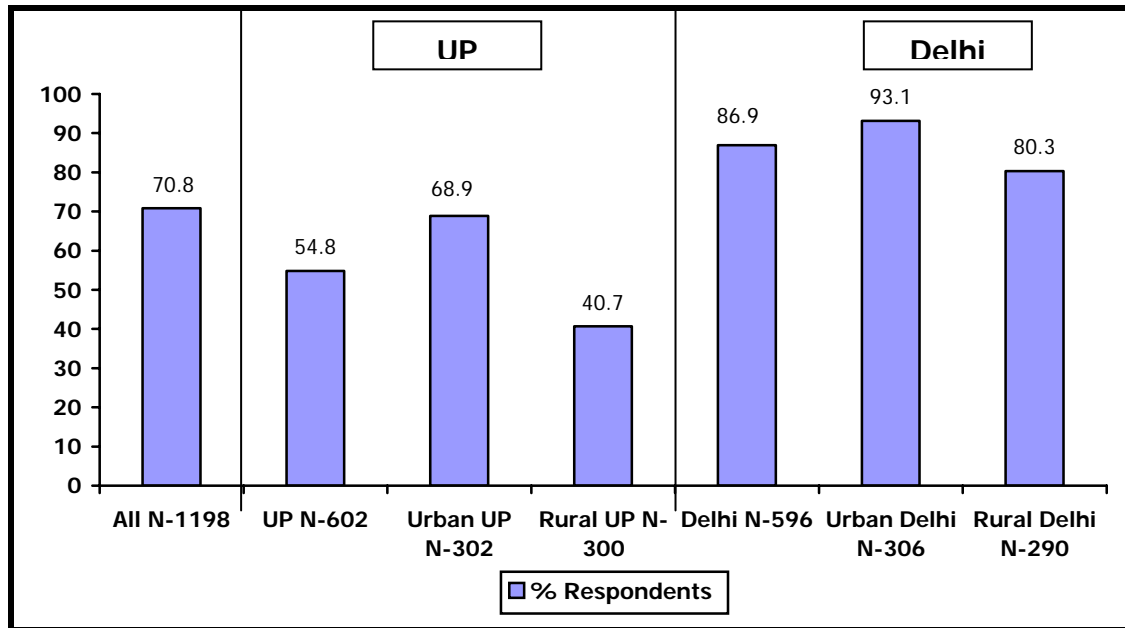
% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Children</b>	<b>1761</b>	<b>914</b>	<b>442</b>	<b>472</b>	<b>847</b>	<b>436</b>	<b>411</b>
Male	52.9	50.5	51.4	49.8	55.5	53.0	58.2
Female	47.0	49.5	48.6	50.2	44.6	47.1	41.8

The proportion of male children was marginally higher compared to the female children. The skew towards the male children was higher in Delhi as compared to Uttar Pradesh. The distribution of population by gender was very similar across urban and rural areas in UP, whereas there seemed to be lower proportion of female children in rural Delhi.

## **SECTION-3**

### **REACH OF PPI CAMPAIGN IN GENERAL**

**Graph 1: Exposure to any ad related to social issues**



Base: All Respondents Interviewed, % Respondents  
 (Significant at 95 percent confidence levels, t-value: 12.22)

At the aggregate level, about 71 percent of the respondents claimed to have seen an advertisement pertaining to social issues.

Exposure to advertisements on social issues was comparatively higher in Delhi (86.9 percent) compared to Uttar Pradesh (54.8 percent). Similarly, the exposure was considerably higher in urban areas compared to the rural areas. (Significant at 95 percent confidence levels, t-value: 12.22)

**Table 11: Issues covered in the Avertisemnts**

% Down	All	UP			Delhi		
		All	Urban	Rural	All	Urban	Rural
<b>Base: Respondents exposed to any social issue related ad</b>	<b>848</b>	<b>330</b>	<b>208</b>	<b>122</b>	<b>518</b>	<b>285</b>	<b>233</b>
Polio campaign	67.0	56.4	69.2	34.4	73.7	70.2	78.1
Family planning/Goli Ke Hamjoli	24.8	22.1	29.3	9.8	26.4	35.1	15.9
Education / Literacy	21.9	18.8	26.9	4.9	23.9	31.2	15.0
Untouchability	5.7	2.4	1.4	4.1	7.7	9.5	5.6
Donation of Organ (Eye, Heart, Kidney donation)	5.2	0.9	1.0	0.8	7.9	11.2	3.9
Crime/ Safety	2.9	0.3	0.5	0.0	4.6	7.4	1.3
Wildlife protection	2.8	0.6	1.0	0.0	4.2	6.7	1.3
AIDS	1.4	0.3	0.0	0.8	2.1	0.7	3.9
Iodine salt	0.1	0.3	0.0	0.8	0.0	0.0	0.0

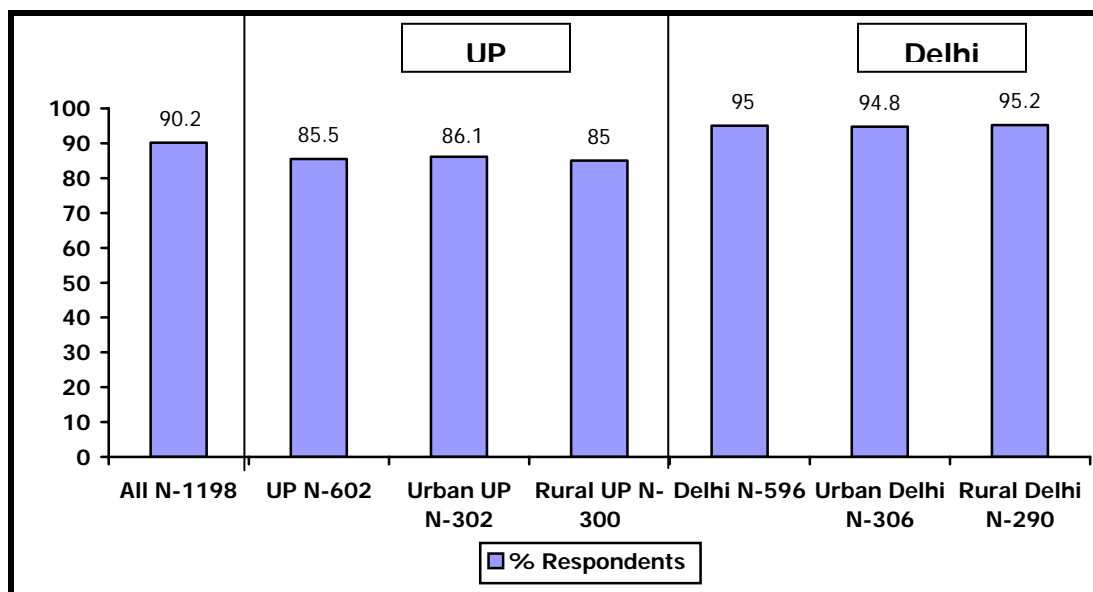
A majority (67 percent) of the respondents who were exposed to advertising on social issues reported that they had seen some spot on polio. The same scenario was

observed across Delhi and Uttar Pradesh. The proportion of respondents who watched advertising on pulse polio was as high as 73.7 percent in Delhi and 56.4 percent in Uttar Pradesh. It was observed that the reach of all these issues was relatively low in rural UP.

Other areas as reported by respondents included family planning, education and so forth.

### 3.1 Exposure to PPI Campaign

**Graph 2: Exposure to of PPI campaign recently**



*Base: All Respondents Interviewed, % Respondents*

The spontaneous (unaided) awareness of the PPI campaign was considerably high across the geographical areas covered. This proportion was at 95 percent in Delhi and 85 percent in Uttar Pradesh. The higher levels of awareness of the PPI campaign in Delhi could probably be attributed to better TV penetration in Delhi, which was around 80 percent compared to just around 34 percent in Uttar Pradesh.

However, there was no difference in the awareness levels across urban and rural areas. Considerably, a high proportion of the respondents in both urban and rural areas reported that they were aware of the PPI Campaign (Graph 2).

**Table 12: Sources of awareness of PPI campaign**

% Down	All	UP			Delhi		
		All	Urban	Rural	All	Urban	Rural
<b>Base: All aware of PPI campaign</b>	<b>1081</b>	<b>515</b>	<b>260</b>	<b>255</b>	<b>566</b>	<b>290</b>	<b>276</b>
<b>MASS MEDIA</b>							
Television	67.2	50.1	66.2	33.7	82.7	87.2	77.9
Radio	13.4	17.9	18.8	16.9	9.4	11.0	7.6
Banners/Posters/Hoardings	22.4	19.6	28.8	10.2	24.9	28.6	21.0
Newspapers/Magazines	17.5	19.2	30.0	8.2	15.9	21.7	9.8
Miking / Drum beating	14.2	26.8	33.8	19.6	2.7	4.5	0.7
<b>INTER PERSONAL COMMUNICATION</b>							
Friends/relatives	39.0	45.0	48.1	42.0	33.6	23.1	44.6
Health Worker (ANM)	23.5	41.7	41.5	42.0	6.9	6.9	6.9
School events	13.5	22.5	25.0	20.0	5.3	6.6	4.0
Anganwadi worker	10.4	4.7	0.8	8.6	15.5	17.2	13.8
Govt doctor	8.8	9.7	12.7	6.7	8.0	9.0	6.9

Mass media has been found to be the most prominent and effective source of awareness for PPI. However, a few of the respondents also mentioned inter-personal communication as a source of awareness.

Television was reported as the most important source with it being the highest in Delhi and also in urban areas. However, TV as source of awareness was considerably low among the rural UP population. Only 33.7 percent of the respondents in rural UP reported that TV was their source of awareness compared to 78 percent in rural Delhi.

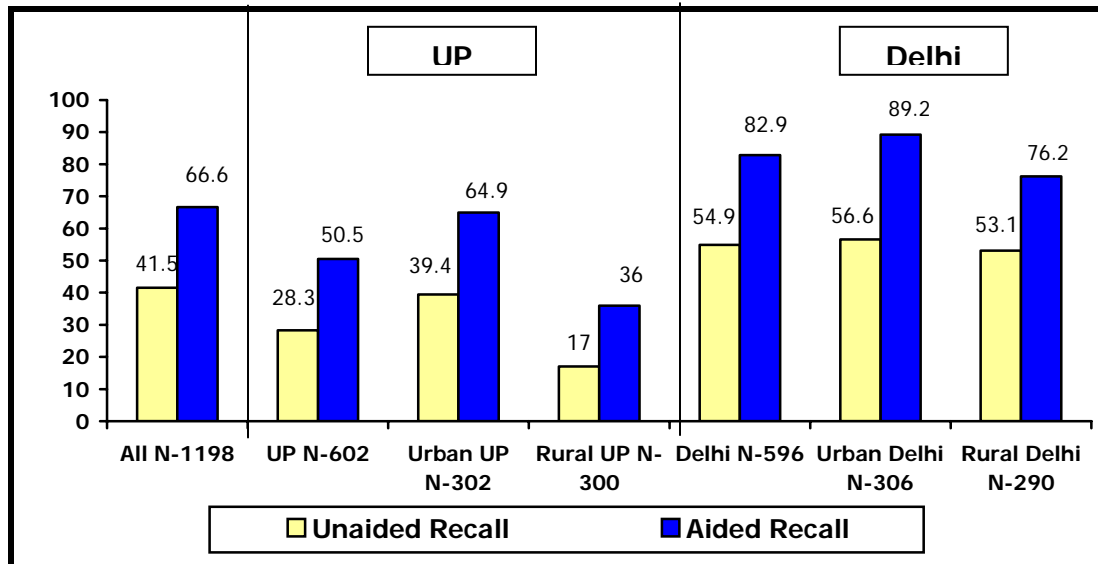
Respondents also mentioned that banners / posters / hoardings and newspapers as very effective sources of information and knowledge on PPI. In Uttar Pradesh, non-contemporary methods like mike announcements and drum beating were also mentioned as sources of awareness.

Amongst inter-personal sources of communication, friends/relatives and health workers appeared to play an important role in Uttar Pradesh, particularly in rural areas. School events and special activities are yet other significant sources cited by the respondents. Reporting of such sources was higher in Uttar Pradesh.

**SECTION-4**  
**EVALUATION OF TV SPOT FEATURING**  
**AMITABH AND AISHWARYA**

## 4.1 Reach of the Spot

**Graph 3: Recall of 'Amitabh Bachchan and Aishwarya Rai' Spot**



*Base: All Respondents Interviewed; % Respondents*

Recall of the 'Amitabh Bachchan and Aishwarya Rai' TV spot was measured at two levels. First, at the unaided level and then at the aided level by showing stills from the spot.

Overall, 41.5 percent of the respondents spontaneously recalled 'Amitabh and Aishwarya (A&A)' spot. Of these, 5.1 percent could not recall the lady character featured in the spot to be Aishwarya Rai. They referred to the characters depicted in the spot as "Amitabh and a Lady". Therefore, the proportion of respondents who could actually recall the characters correctly without any form of aid from the investigators was 36.4 percent.

At the aided level, the awareness level of the spot was recorded at 66.6 percent.

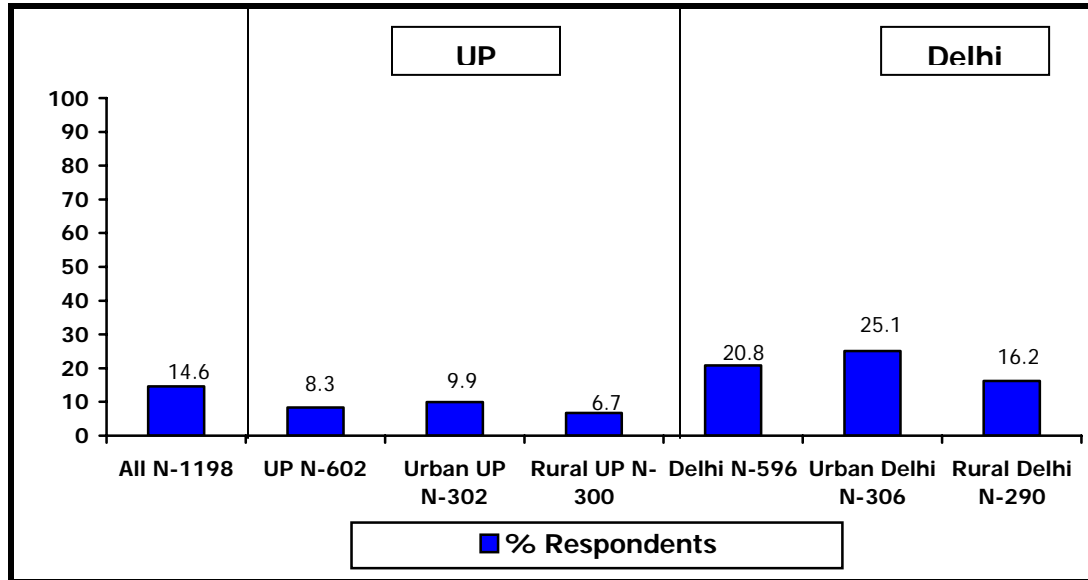
The spontaneous recall of the spot in UP was at 28.3 percent, which was considerably low compared to Delhi (54.9 percent). However, there were around 9.2 percent of the respondents in UP who could not recall the characters correctly at the spontaneous level. But the spontaneous recall of the characters in Delhi was so high that there was just 1 percent of the respondents who failed to recall the characters in the spot. At the aided level, the total awareness in UP was recorded at 50.5 percent, whereas it was significantly higher in Delhi at 82.9 percent. *(Significant at 95 percent confidence levels, t value: 11.890)*

However, there was a considerable difference in the levels of recall between urban and rural areas in UP. 39.4 percent of the respondents in urban UP spontaneously recalled the Amitabh and Aishwarya TV spot, compared to just 17 percent in the rural areas. *(Significant at 95 percent confidence levels, t value: 6.100)*

There was no significant difference in the recall levels between urban and rural areas within Delhi (56.6% vs 53.1%). However, overall, the awareness in urban areas was considerably higher compared to rural (89.2% to 76.2%). (*Significant at 95 percent confidence levels, t value: 4.210*)

Apart from the above, there was a significant level of recall of the earlier Amitabh Bachchan (solo) spot (Graph 4).

**Graph 4: Spontaneous Recall of 'Amitabh Bachchan's' Solo Spot**

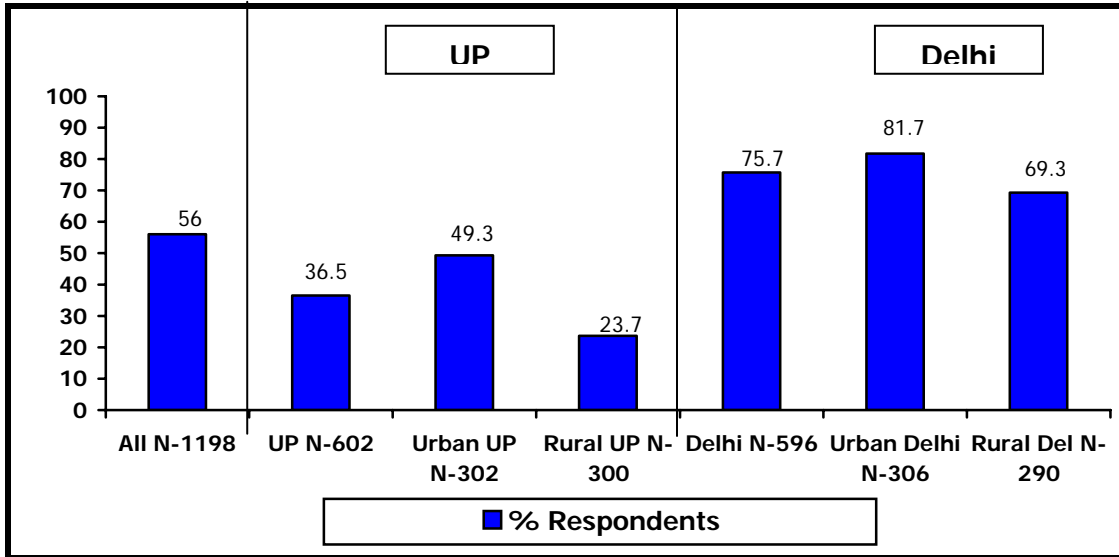


*Base: All Respondents Interviewed; % Respondents*

Overall, there were 14.6 percent of the respondents who recalled the earlier spot where only Amitabh Bachchan was featured.

8.3 percent of the respondents in Uttar Pradesh and 20.8 percent of the respondents in Delhi recalled the spot. The recall of this spot seemed to be considerably higher in urban Delhi compared to other geographical areas. Around a quarter of the respondents in urban Delhi still recalled the earlier spot of Amitabh.

**Graph 5: Spontaneous Recall of the spots featuring Amitabh**



Base: All Respondents Interviewed; % Respondents

It can be observed that, overall, there was a significant spontaneous recall of spots featuring Amitabh (Graph 5). This included both the spots that featured just Amitabh Bachchan and both Amitabh Bachchan and Aishwarya. The recall of the spots was among 75.7 percent of the respondents in Delhi compared to 36.5 percent of the respondents in Uttar Pradesh.

The recall of spots was considerably higher in urban Delhi at 81.7 percent compared to 69.3 percent in rural Delhi (*Significant at 95 percent confidence levels, t value: 3.160*). The recall of the spots in urban UP was also considerably higher (49.3 percent) compared to rural areas in U.P (23.7 percent). (*Significant at 95 percent confidence levels, t value: 6.530*)

**Table 13: Impact of the TV spot On Behaviour Of Respondents**

% Down	Total		UP		Delhi	
	Exposed	Not Exposed	Exposed	Not Exposed	Exposed	Not Exposed
<b>Base: All Respondents</b>	<b>798</b>	<b>392</b>	<b>304</b>	<b>298</b>	<b>494</b>	<b>94</b>
Booth Compliers	68.8	46.7	62.2	47.3	72.9	44.7
Non-Booth Compliers	26.4	45.2	34.8	47.7	21.3	37.2
Non-Compliers	4.8	8.2	3.0	5.0	5.9	18.1

(*Significant at 95% confidence levels*)

It can be observed from Table 13 that across states a positive correlation is evident in terms of exposure to the TV spot and impact on the behavior of the intended

audience (*Significant at 95% confidence levels*). The impact was observed to be significantly intensive across states.

At the aggregate level, there are 68.8 percent of the booth compliers among those who were exposed to the TV spot. The booth compliance levels were relatively lower at 46.7 percent among those who were not exposed to the TV spot. Overall, it was observed that the proportion of the non-compliers had been relatively higher at 8.2 percent among those who were not exposed to the spot, whereas there were just 4.8 percent of the non-compliers among those who were exposed.

Though, the positive impact of exposure to the TV spot on the behaviour in both the states was significantly high, this was relatively higher in Delhi, compared to UP. In Delhi, 72.9 percent of the respondents who were exposed to the spot had visited the booth whereas the proportion of those who visited the booth was just 44.7 percent among those who were not exposed to the TV spot. It could also be observed that the proportion of non-compliance was considerably higher in Delhi among those who were not exposed to the TV spot. There were just 5.9 percent of the non-compliers among those who were exposed to the TV spot, whereas this proportion was as high as 18.1 percent among those who were not exposed. This demonstrates the positive impact of the TV spot on the behaviour.

The difference in the compliance levels in UP, which were a result of the exposure to the TV spot, was also obvious from the above data. In this state, just 47.3 percent of the respondents among those who were not exposed to the TV spot had visited the booth compared to 62.2 percent. However, as there were significant proportion of the respondents in the Non-Booth compliance category, the overall proportion of the Non-Compliers was relatively low in UP compared to Delhi.

**Table 14: Number of exposures to the TV Spot Across States**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched this ad</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
Once	2.0	3.3	1.0	7.4	1.2	1.8	0.5
2-5 times	27.2	28.3	25.0	34.3	26.5	27.8	24.9
6-10 times	27.2	17.8	17.9	17.6	33.0	32.6	33.5
More than 10 times	43.0	50.0	56.1	38.9	38.7	36.6	41.2
Unspecified	0.6	0.7	0.0	1.9	0.6	1.1	0.0

At the aggregate level, there were around 43 percent of the respondents who reported that they were exposed to this spot for more than 10 times. This percentage was obtained on the base of those who reported watching the spot at least once.

Number of exposures to the television spot was relatively higher in UP compared to Delhi. It can be observed that there were 50 percent of the respondents in UP who reported that they were exposed to this spot for at least more than 10 times, compared to 38.7 percent of the respondents in Delhi who have reported similar exposures.

It was very interesting to observe that the number of exposures in rural UP were relatively lower compared to urban UP, where as the scenario was different in Delhi. The number of exposures was higher in rural Delhi than that of urban Delhi.

From Table 14, it can be observed that though the reach of the spot was lower in UP compared to Delhi, the intensity of exposure was higher in UP than in Delhi.

**Table 15: Number of exposures to the TV Spot by Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: Respondents who have watched the ad on TV</b>	<b>189</b>	<b>106</b>	<b>9*</b>	<b>360</b>	<b>105</b>	<b>29*</b>
Once	4.2	1.9	0.0	1.4	1.0	0.0
2-5 times	25.4	32.1	44.4	23.3	35.2	34.5
6-10 times	19.0	15.1	22.2	33.9	29.5	34.5
More than 10 times	50.8	50.0	33.3	41.1	33.3	27.6
Unspecified	0.5	0.9	0.0	0.3	1.0	3.4

\* Small Base

It can be observed from Table 15 that the number of exposures was relatively high among the booth compliers. The same scenario was noted in both the states.

Furthermore, in UP, around half of the respondents in the categories of 'booth compliers' and 'non-booth compliers' indicated that they were exposed to the spot at least 10 times, compared to just 33.3 percent of the non-compliers who indicated similar number of exposures.

A similar scenario was observed in Delhi, with more than 40 percent of the respondents from the category of 'booth compliers' indicating that they were exposed to the spot more than 10 times, compared to the non booth compliers (33.3 percent) and non compliers (27.6 percent).

**Table 16: Persuasion levels of the TV Spot across States**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched the ad on TV</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
Motivates to a great extent	76.3	74.3	73.0	76.9	77.5	79.5	75.1
Motivates to some extent	21.4	22.7	24.5	19.4	20.6	17.9	24.0
Does not motivate much	1.3	2.3	2.6	1.9	0.6	0.4	0.9
Does not motivate at all	0.1	0.3	0.0	0.9	0.0	0.0	0.0
Unspecified	0.9	0.3	0.0	0.9	1.2	2.2	0.0
<b>% Top 2 Box</b>	<b>97.7</b>	<b>97.0</b>	<b>97.5</b>	<b>96.3</b>	<b>98.1</b>	<b>97.4</b>	<b>99.1</b>

The persuasion levels of the TV spot were measured by asking the respondents to give their opinions on the spot in terms of its ability to motivate the intended audience to visit the booth. Table 16 illustrates that the TV spot seemed to be highly persuasive with more than three-fourths (76.3%) of the respondents considering it to be motivating to a large extent.

There were no significant differences across states and geographical areas. An insignificant proportion of the respondents felt that the spot was not able to motivate the respondent groups.

**Table 17: Persuasion levels of the TV Spot By Compliance Status**

% Down	All (UP + Delhi)		
	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: Respondents who have watched the ad on TV</b>	<b>549</b>	<b>211</b>	<b>38</b>
Motivates to a great extent	79.6	68.2	73.7
Motivates to some extent	18.9	28.4	18.4
Does not motivate much	0.8	2.4	2.6
Does not motivate at all	0.2	0.0	0.0
Unspecified	0.5	0.9	5.3
<b>% Top 2 Box</b>	<b>98.5</b>	<b>96.6</b>	<b>92.1</b>

At the aggregate level, it was observed that there was a very high proportion of booth compliers who perceived the TV spot to be extremely motivating and persuading them to visit the booth for administration of polio drops to their children. Even among the non booth compliers and non compliers, this percentage was noted to be quite high. Such results merit further analysis and research.

**Table 18: Persuasion levels of the TV Spot By Compliance Status & State**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: Respondents who have watched the ad on TV</b>	<b>189</b>	<b>106</b>	<b>9*</b>	<b>360</b>	<b>105</b>	<b>29*</b>
Motivates to a great extent	79.4	66.0	66.7	79.7	70.5	75.9
Motivates to some extent	19.0	29.2	22.2	18.9	27.6	17.2
Does not motivate much	1.1	3.8	11.1	0.6	1.0	0.0
Does not motivate at all	0.5	0.0	0.0	0.0	0.0	0.0
Unspecified	0.0	0.9	0.0	0.8	1.0	6.9
<b>% Top 2 Box</b>	<b>98.4</b>	<b>95.2</b>	<b>88.9</b>	<b>98.6</b>	<b>98.1</b>	<b>93.1</b>

\* *Small Base*

Studying the perception across states, it was found that in UP, the perceived persuasion levels seemed to have a good correlation with the actual behaviour. Close to 80 percent of those who visited the booth for immunization of their children were those who perceived the spot to be motivating leading them to take action (Table 18). However, the perception of the spot for its persuasion and the actual behaviour do not have a major correlation in Delhi.

**Table 19: Recall of the Main Message From the TV Spot By State**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched the ad on TV</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
<b>PREVENTION RELATED</b>	<b>20.7</b>	<b>24.7</b>	<b>24.5</b>	<b>25.0</b>	<b>18.2</b>	<b>24.9</b>	<b>10.0</b>
Children will be saved from Polio/becoming handicap	19.7	24.0	24.0	24.1	17.0	23.4	9.0
Two drops of Polio will save the children from Polio/disease	0.6	0.0	0.0	0.0	1.0	1.1	0.9
You can hide the kids but can't stop polio	0.4	0.7	0.5	0.9	0.2	0.4	0.0
<b>ADMINISTERING AT BOOTH</b>	<b>16.9</b>	<b>13.2</b>	<b>12.2</b>	<b>14.8</b>	<b>19.2</b>	<b>22.0</b>	<b>15.8</b>
Should take the children to booth for Polio drops	16.9	13.2	12.2	14.8	19.2	22.0	15.8
<b>BENEFIT RELATED</b>	<b>4.8</b>	<b>2.3</b>	<b>3.1</b>	<b>0.9</b>	<b>6.3</b>	<b>7.0</b>	<b>5.4</b>
Child will remain healthy	4.8	2.3	3.1	0.9	6.3	7.0	5.4
<b>CAMPAIGN RELATED</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>	<b>1.8</b>
Make this polio Campaign successful.	0.5	0.0	0.0	0.0	0.8	0.0	1.8
<b>AWARENESS RELATED</b>	<b>0.9</b>	<b>0.7</b>	<b>0.5</b>	<b>0.9</b>	<b>1.0</b>	<b>1.8</b>	<b>0.0</b>
It brought awareness among people.	0.9	0.7	0.5	0.9	1.0	1.8	0.0

The respondents who answered in the affirmative to being exposed to the TV spot were asked to recall the messages contained therein and their responses were recorded verbatim.

The responses have been presented in Table 19 after grouping them into relevant categories. A majority of the respondents recalled the main message to be pertaining to prevention of Polio. The exact message recalled was '*Children will be saved from Polio*'.

Other main message recalled was 'Need to administer pulse polio drops at the booth'. 17 percent of the respondents, at the aggregate level, recalled this message. However, the recall of this message was higher in Delhi compared to Uttar Pradesh. Some other messages recalled were related to benefits to children etc.

**Table 20: Likeability of the TV Spot By State**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched the ad on TV</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
I liked watching it a lot	76.1	74.3	75.0	73.1	77.1	80.6	72.9
I somewhat liked watching it	20.2	22.0	22.4	21.3	19.0	15.8	23.1
Neither like nor dislike watching it	3.3	3.3	2.0	5.6	3.2	2.9	3.6
I didn't like watching it much	0.1	0.3	0.5	0.0	0.0	0.0	0.0
Unspecified	0.4	0.0	0.0	0.0	0.6	0.7	0.5
<b>Top 2 Box %</b>	<b>96.3</b>	<b>96.3</b>	<b>97.4</b>	<b>94.4</b>	<b>96.1</b>	<b>96.4</b>	<b>96.0</b>

Among those who were exposed to the spot, a majority (76.1%) reported that they appreciated the spot. The proportion of the respondents who answered in the affirmative with regards to likeability of the spot was more or less same across UP and Delhi as well as there were no significant differences that were noted across urban and rural areas within each state.

**Table 21: Likeability of the TV Spot By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: Respondents who have watched the ad on TV</b>	<b>189</b>	<b>106</b>	<b>9*</b>	<b>360</b>	<b>105</b>	<b>29*</b>
I liked watching it a lot	77.2	67.9	88.9	76.7	79.0	75.9
I somewhat liked watching it	21.2	24.5	11.1	19.2	19.0	17.2
Neither like nor dislike watching it	1.1	7.5	0.0	3.6	1.9	3.4
I didn't like watching it much	0.5	0.0	0.0	0.0	0.0	0.0
Unspecified	0.0	0.0	0.0	0.6	0.0	3.4
<b>Top 2 Box %</b>	<b>98.4</b>	<b>92.4</b>	<b>100.0</b>	<b>95.8</b>	<b>98.0</b>	<b>93.2</b>

*\*Small Base*

As evident from Table 21, overall, the likeability of the spots was high across all respondent categories with various compliance levels.

**Table 22: Aspects liked of the TV Spot**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched the ad on TV</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
<b>Execution Related</b>	<b>55.1</b>	<b>54.9</b>	<b>57.7</b>	<b>50.0</b>	<b>55.3</b>	<b>57.9</b>	<b>52.0</b>
Like the style of explanation	37.7	44.7	48.0	38.9	33.4	37.0	29.0
Message through right ambassador	18.9	18.4	18.4	18.5	19.2	18.3	20.4
His concern about children	9.2	5.3	5.6	4.6	11.7	12.1	11.3
Liked the voice	0.9	1.0	1.5	0.0	0.8	0.4	1.4
<b>Message related</b>	<b>17.7</b>	<b>13.8</b>	<b>12.8</b>	<b>15.7</b>	<b>20.0</b>	<b>22.7</b>	<b>16.7</b>
Every child/children should receive Polio	13.7	10.9	9.2	13.9	15.4	17.9	12.2
Polio should be eradicated completely	4.0	3.0	3.6	1.9	4.7	4.8	4.5
<b>Actors related</b>	<b>19.4</b>	<b>18.8</b>	<b>18.9</b>	<b>18.5</b>	<b>19.8</b>	<b>18.7</b>	<b>21.3</b>
Liked Amitabh Bachchan.	18.9	18.4	18.4	18.5	19.2	18.3	20.4
The voice was nice /good/impressive	0.9	1.0	1.5	0.0	0.8	0.4	1.4

The question delving into aspects liked and disliked in the spot was put forward for all those who reported watching the spot.

A majority of the respondents stated their appreciation for the way the spot has been executed. This was observed more so in Delhi and in urban areas.

Under the aspect 'execution of TV spot', a significant proportion of the respondents found the narrative style to be appealing, which was explanatory and therefore easy to follow. This was most apparent in Uttar Pradesh. In both the states, it appeared that the respondents in urban areas liked the style of explanation more than those in the rural areas.

Apart from these issues related to execution, there was a certain level of appreciation of the messages as well. '*Every child should receive OPV*' and '*Polio should be eradicated completely*' were the key messages found appealing to the respondents.

There was no one who disliked the TV spot.

**Table 23: Recall of the Date mentioned in the TV Spot By State**

% Down	All	UP			Delhi		
		UP	Urban	Rural	Delhi	Urban	Rural
<b>Base: Respondents who have watched the ad on TV</b>	<b>798</b>	<b>304</b>	<b>196</b>	<b>108</b>	<b>494</b>	<b>273</b>	<b>221</b>
4 <sup>th</sup> January	66.0	43.4	48.0	35.2	80.0	79.1	81.0
Don't remember	26.5	46.4	41.9	54.6	14.2	14.7	13.6
No date was mentioned	1.0	2.0	3.1	0.0	0.4	0.7	0.0
Unspecified	0.8	1.0	1.0	0.9	0.6	0.4	0.9

66 percent of the respondents could recall the date mentioned in the TV spot accurately. The recall of the date was noted to be higher in Delhi, at 80 percent, compared to UP (66 percent).

The recall of the date was significantly low among the rural population in UP compared to the urban population. However, there was no significant difference in the recall levels of the date within Delhi in terms of rural and urban areas (Table 23).

**Table 24: Recall of the Date mentioned in the TV Spot By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: Respondents who have watched the ad on TV</b>	<b>189</b>	<b>106</b>	<b>9*</b>	<b>360</b>	<b>105</b>	<b>29*</b>
4 <sup>th</sup> January	45.5	41.5	22.2	81.9	74.3	75.9
Don't remember	42.9	52.9	44.4	13.3	17.1	13.7
No date was mentioned	1.1	1.9	22.2	0.3	1.0	0.0
Unspecified	1.6	0.0	0.0	0.3	1.0	3.4

\* *Small Base*

It can also be observed from Table 24 that the recall levels of the date were comparatively higher among the booth compliers, followed by non booth compliers. Overall, the recall levels were significantly higher in Delhi as compared to Uttar Pradesh.

#### **4.2 Total Communication**

This section summarises the recall of various aspects of the communication initiative by the respondents at various points in time during the interview. Thus, this section gives the comprehensive view on the reach of various aspects of the spot among the intended audience.

**Table 25: Total communication**

% Down	All	State	
		UP	Delhi
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>596</b>
<b>ANY MENTIONS</b>	<b>100</b>	<b>100</b>	<b>100</b>
OPV doses	72.5	58.1	87.1
Do boond jindagi ki	9.8	8.0	11.7
4 <sup>th</sup> January	7.9	7.6	8.2
Amitabh	50.9	38.2	63.8
Aishwarya	20.3	16.8	23.8
<b>EXECUTIONAL ELEMENT</b>			
<b>MAN/AMITABH TALKING/SCOLDING</b>	<b>54.3</b>	<b>43.2</b>	<b>65.6</b>
Man /Amitabh says To jab bhi Polio ka booth laage aap baccho ko drops pilaye/Give Polio drop to your Child up to 5 yrs definitely	37.3	30.1	44.6
Man /Amitabh says Kiu bhai .nahin sunoge hamari baat	15.3	12.0	18.6
Amitabh / Aishwarya / girl say Take your child to polio booth and give them Polio on 4th jan.	14.1	11.0	17.3
Man /Amitabh says Peechle kutcch mahino main bahut se baccho ko Ma baap ne unko Polio ki khurak nahin pilayi	12.6	11.0	14.3
Man/Amitabh says Mano meri baat, ek bhi baccha chhuta to iye bimari jar se nahin jayegi	10.0	8.6	11.4
Amitabh/ Man told something in anger and Aish/ girl said in loving manner	9.4	9.6	9.2
Aishwarya said this time people will feed it definitely.	8.5	11.3	5.7
Amitabh was saying that he can hide infants in our hands but not polio	1.7	1.7	1.7
The says when I will call Miss World then you will hear.	2.5	4.3	0.7
<b>BRAND WINDOW</b>	<b>5.6</b>	<b>4.5</b>	<b>6.9</b>
Voice say, Paanch saal tak ke banchho ko char January ke din Polio booth par jaroor laye	5.6	4.5	6.7
<b>MESSAGES</b>			
<b>PREVENTION RELATED</b>	<b>34.9</b>	<b>30.7</b>	<b>39.1</b>
Children will be saved from Polio/becoming handicap/any disease	32.3	28.9	35.7
Two drops of Polio will save the children from Polio/disease	1.6	0.3	2.9
You can hide the kids behind the door but you can't stop polio	3.2	4.3	2.0
<b>CAMPAIGN RELATED</b>	<b>1.8</b>	<b>1.2</b>	<b>2.3</b>
Make this polio Campaign Successful.	1.8	1.2	2.3
<b>ADMINISTERING AT BOOTH</b>	<b>28.4</b>	<b>21.9</b>	<b>34.9</b>
Should take the children to booth for Polio drops	28.4	21.9	34.9
<b>AWARENESS RELATED</b>	<b>5.8</b>	<b>5.3</b>	<b>6.2</b>
It Brought awareness among people.	5.8	5.3	6.2

**Table Continued....**

Table Continued....

% Down	All	State	
		UP	Delhi
<b>LIKES</b>			
<b>BENEFIT RELATED</b>	<b>9.9</b>	<b>4.3</b>	<b>15.4</b>
Child Will Remain Healthy Whole Life	9.8	4.3	15.4
<b>EXECUTIONAL RELATED</b>	<b>43.9</b>	<b>34.7</b>	<b>53.2</b>
Like the style of explanation	28.3	27.1	29.5
Like the girl/ model	2.3	1.5	3.2
His thinking about children	5.9	2.8	9.1
People like to watch Actor/Actress Pair of Both are looking you.	4.7	4.5	4.9
Liked Amitabh Bachchan.	14.4	11.8	16.9
The ad presented very well/ Ad was very good.	1.3	2.2	0.5
I liked everything.	5.1	1.3	8.9
<b>POLIO RELATED</b>	<b>68.9</b>	<b>55.6</b>	<b>82.2</b>
Every child/Children should receive Polio	67.5	55.5	79.7
One day child should also given Polio drops.	4.3	4.8	3.7
Polio should be eradicated completely	17.4	15.4	19.5
<b>ACTORS RELATED</b>	<b>2.5</b>	<b>3.2</b>	<b>1.8</b>
The voice was nice /good/impressive	2.5	3.2	1.8
<b>DISLIKE</b>	<b>0.8</b>	<b>0.2</b>	<b>1.5</b>

Analysis of Table 25 reveals that a majority of the respondents recalled Amitabh Bachchan mentioning administration of OPV dosage to children below the age of five. The proportion of respondents recalling OPV doses was about three-fourths while nearly half recognized Amitabh Bachchan in the PPI campaign TV spot.

It was noticed that about a third of the respondents could actually recall the message '*To take the children to the booth for OPV drops administration*'. It indicates that there is a need to emphasize this message in the future.

The slogan '*Do Boond Jindagi Ki*' and the date of NID was recalled by only 10 and 8 percent respondents, respectively.

**Section-5**  
**EVALUATION OF RADIO SPOT FEATURING AMITABH**

## 5.1 Reach of the Spot on Polio Campaign on Radio

**Table 26: Exposure to the Radio Spot (Spontaneous/ Unaided)**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Recall of Amitabh and Aishwarya Spot	5.1	6.1	9.1	3.2	4.2	3.7	4.9
Recall of Amitabh Solo Spot	7.5	10.4	7.5	13.2	4.8	6.3	3.3
Recall of either of the ads	12.6	16.5	16.6	16.3	9.0	9.8	8.2

At the aggregate sample, 5.1 percent of the respondents spontaneously recalled listening to the radio spot featuring Amitabh Bachchan and Aishwarya Rai. This spontaneous recall of 'Amitabh and Aishwarya radio spot' was higher in Uttar Pradesh at 6.1 percent compared to 4.2 percent in Delhi.

It was observed that the recall of this radio spot where both Amitabh and Aishwarya were featured was marginally higher in urban areas in UP compared to the rural areas in the state (Table 26).

However, the recall of this spot was marginally higher among the rural population in Delhi, at 4.9 percent, compared to the urban population in Delhi (3.7 percent).

Overall, 7.5 percent of the respondents at the aggregate level recalled spontaneously the spot where only Amitabh Bachchan featured. The recall of this spot on radio was higher in Uttar Pradesh at 10.4 percent compared to 4.8 percent in Delhi. The recall of this spot on radio was also assessed to be considerably higher in rural areas of UP at 13.2 percent. However, the proportion of respondents who could recall this solo spot was marginally higher in urban Delhi, (6.3 percent) compared to rural Delhi (3.3 percent).

## Number of exposures

**Table 27: Number of Exposures to the Radio Spot**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
Once	2.3	2.4	2.4	2.4	2.0	0.0	4.5
2-5 times	30.1	31.0	28.6	33.3	28.6	25.9	31.8
6-10 times	20.3	19.0	23.8	14.3	22.4	22.2	22.7
More than 10 times	46.6	47.6	45.2	50.0	44.9	51.9	36.4
Don't remember	0.8	0.0	0.0	0.0	2.0	0.0	4.5

\* *Small Base*

More than a third of the respondents recalled that they had heard the spot on the radio more than 10 times, with the highest incidence being in Uttar Pradesh.

46.6 percent of the respondents in Uttar Pradesh and 44.9 percent of the respondents in Delhi reported that they were exposed to this spot for more than 10 times.

The number of exposures were relatively higher in rural UP as compared to urban parts of the state. On the contrary, in Delhi, the number of exposures were considerably higher in the urban areas compared to the rural areas.

## 5.2 Extent of Motivation from the Radio Spot

**Table 28: Motivation levels of the radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
Motivates to a great extent	75.2	71.4	54.8	88.1	81.6	85.2	77.3
Motivates to some extent	24.1	28.6	45.2	11.9	16.3	14.8	18.2
Unspecified	0.8	0.0	0.0	0.0	2.0	0.0	4.5

\**Small Base*

Overall, a majority of the respondents reported that the spot on radio had the ability to persuade the respondents to visit the booth. More than three fourths of the respondents, at the aggregate level, perceived that the spot has the ability to motivate people like them to visit the booth (Table 28).

Such a perception was considerably higher among the rural population UP with 88.1 percent perceiving that the spot has the ability to motivate the intended audience. However, in Delhi, it was the respondents from the urban areas who perceived the spot to be relatively more persuading.

**Table 29: Motivation levels of the Radio Spot By Compliance status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth Compliers	Non Compliers	Booth Compliers	Non-Booth Compliers	Non Compliers
<b>Base: All who have heard PPI ad in radio</b>	<b>60</b>	<b>38</b>	<b>1*</b>	<b>34</b>	<b>15*</b>	<b>3*</b>
Motivates to a great extent	76.5	65.6	0.0	75.0	92.9	100.0
Motivates to some extent	23.5	34.4	100.0	21.9	7.1	0.0
Does not motivate at all	0.0	0.0	0.0	0.0	0.0	0.0
Unspecified	0.0	0.0	0.0	3.1	0.0	0.0

*\*Small Base*

A majority of the respondents who claimed to have heard the spot, agreed that the advertisement on Radio has the ability to persuade and motivate to a great extent, while a smaller proportion (26%) believed it to be motivating to some extent. In Uttar Pradesh, almost a third of the respondents considered the radio spot to be moderately persuasive and in Delhi, almost an equal proportion stated the same.

At a comparative level, the TV spot besides being viewed by a larger proportion of the respondents, also appeared to be more persuasive than the radio spot. Perhaps the recognition of popular celebrities or personalities supports the process in the audio-visual mode, which was absent in case of the radio spot.

A notable difference was observed with regards to persuasion levels of the radio spot. Close to two-thirds of the booth compliers were motivated to a great extent in comparison to non booth compliers. Thus, there is a need to develop such radio spots that motivate the general population.

**Table 30: Main Message Recalled On Radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
<b>POLIO RELATED</b>	<b>76.7</b>	<b>82.1</b>	<b>90.5</b>	<b>73.8</b>	<b>67.3</b>	<b>59.3</b>	<b>77.3</b>
Every child/Children should receive Polio/ children up to 5 years should be polio	66.9	69.0	71.4	66.7	63.3	55.6	72.7
Child in the age of even 1 day should be given Polio drops	4.5	7.1	7.1	7.1	0.0	0.0	0.0
Polio should be eradicated completely	17.3	23.8	33.3	14.3	6.1	7.4	4.5
<b>PREVENTION RELATED</b>	<b>22.6</b>	<b>23.8</b>	<b>21.4</b>	<b>26.2</b>	<b>20.4</b>	<b>37.0</b>	<b>0.0</b>
Children will be saved from Polio	21.8	22.6	19.0	26.2	20.4	37.0	0.0
Two drops of Polio will save the children from Polio/disease	0.8	1.2	2.4	0.0	0.0	0.0	0.0
<b>ADMINISTERING AT BOOTH</b>	<b>17.3</b>	<b>14.3</b>	<b>14.3</b>	<b>14.3</b>	<b>22.4</b>	<b>25.9</b>	<b>18.2</b>
Should take the children to booth for Polio drops	17.3	14.3	14.3	14.3	22.4	25.9	18.2
<b>Benefit related</b>	<b>4.5</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>8.2</b>	<b>14.8</b>	<b>0.0</b>
Child will remain healthy whole life	4.5	2.4	2.4	2.4	8.2	14.8	0.0
<b>AWARENESS RELATED</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>3.7</b>	<b>0.0</b>
It brought awareness among people.	0.8	0.0	0.0	0.0	2.0	3.7	0.0

\* Small Base

The main message recalled from the spot by the respondents across geographical areas was primarily with regard to polio. Messages recalled included "Every child under five years of age should receive polio drops", "Polio should be eradicated completely" and "Child in the age of even 1 day should be given polio drops".

Other messages included prevention of the disease, need to take the child to booth and the benefits one receives by administering pulse polio drops.

**Table 31: Likeability of the Radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
Liked listening it a lot	72.2	70.2	64.3	76.2	75.5	85.2	63.6
Somewhat liked listening it	24.8	29.8	35.7	23.8	16.3	14.8	18.2
Neither like nor dislike listening it	2.3	0.0	0.0	0.0	6.1	0.0	13.6
Unspecified	0.8	0.0	0.0	0.0	2.0	0.0	4.5

\* Small Base

Information on likeability of the radio spot was also collected. More than half the respondents claimed to like the radio spot a lot, while almost a quarter of them claimed to like it to some extent. No major differences across state and location were observed.

**Table 32: Aspects Liked in the Radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
<b>EXECUTIONAL RELATED</b>	<b>51.1</b>	<b>59.5</b>	<b>59.5</b>	<b>59.5</b>	<b>36.7</b>	<b>40.7</b>	<b>31.8</b>
Like the style of explanataion/way of telling	42.1	53.6	52.4	54.8	22.4	29.6	13.6
<b>ACTORS RELATED</b>	<b>28.6</b>	<b>32.1</b>	<b>40.5</b>	<b>23.8</b>	<b>22.4</b>	<b>29.6</b>	<b>13.6</b>
Liked Amitabh Bachchan.	21.8	25.0	28.6	21.4	16.3	22.2	9.1
<b>POLIO RELATED</b>	<b>18.8</b>	<b>20.2</b>	<b>9.5</b>	<b>31.0</b>	<b>16.3</b>	<b>7.4</b>	<b>27.3</b>
Every child/Children should receive Polio/ children upto 5 years should be polio	15.0	16.7	4.8	28.6	12.2	7.4	18.2
The voice was nice /good/impressive	15.0	16.7	28.6	4.8	12.2	11.1	13.6
I liked everything.	4.5	0.0	0.0	0.0	12.2	11.1	13.6
<b>POLIO RELATED</b>	<b>18.8</b>	<b>20.2</b>	<b>9.5</b>	<b>31.0</b>	<b>16.3</b>	<b>7.4</b>	<b>27.3</b>
Every child/Children should receive Polio/ children upto 5 years should be polio	15.0	16.7	4.8	28.6	12.2	7.4	18.2
The voice was nice /good/impressive	15.0	16.7	28.6	4.8	12.2	11.1	13.6
<b>ACTORS RELATED</b>	<b>21.8</b>	<b>25.0</b>	<b>28.6</b>	<b>21.4</b>	<b>16.3</b>	<b>22.2</b>	<b>9.1</b>
The voice was nice/ good/impressive	21.8	25.0	28.6	21.4	16.3	22.2	9.1
<b>OTHERS</b>	<b>2.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>6.1</b>	<b>11.1</b>	<b>0.0</b>
No response	0.8	0.0	0.0	0.0	2.0	0.0	4.5

\* Small Base

About half the respondents liked the executional elements of the radio spot especially the narrative style of the spot.

The appreciation of the radio spot in Delhi appeared to be rather low, at only 16 percent. As a celebrity, Amitabh Bachchan was liked to a certain extent unlike in the TV spot where his presence meant a lot. Polio related aspects were also appreciated, as this was the reiteration of the fact that every child up to 5 years should receive OPV drops. Surprisingly, a large proportion of Delhi respondents deferred from making any response. Non booth compliers mentioned various aspects liked in the radio spot.

**Table 33: Aspects Disliked in the Radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
Nothing	80.4	90.4	92.3	88.6	63.3	69.6	54.5
Don't know	18.2	8.9	7.7	10.0	34.2	28.2	42.5
Amitabh was rude/didn't speak in a nice way	0.5	0.0	0.0	0.0	1.3	2.2	0.0
They keep on repeating the same matter	0.5	0.0	0.0	0.0	1.3	0.0	3.0

*\*Small Base*

A majority of the respondents stated that there was nothing in the radio spot which they disliked. However, the proportion of such respondents in Delhi was comparatively lower than that in Uttar Pradesh and in rural areas.

Overall, likeability of the spots was almost similar across Booth and Non-Booth compliers.

**Table 34: Recall of the Date mentioned in the Radio Spot By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who have heard PPI ad in radio</b>	<b>151</b>	<b>99</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>29*</b>	<b>23*</b>
4 <sup>th</sup> January	58.6	45.2	47.6	42.9	81.6	81.5	81.8
No date was mentioned	2.3	2.4	2.4	2.4	2.0	3.7	0.0
Date was mentioned but I don't remember the date	24.8	36.9	35.7	38.1	4.1	7.4	0.0
Don't know	7.6	9.5	9.5	9.5	4.0	3.7	4.5

*\* Small Base*

Compared to the TV spot, which elicited a high and accurate recall of 4<sup>th</sup> January as the date for PPI, the radio spot did not seem to have achieved that high a recall, with only 46 percent of the respondents being able to remember the date.

The highest recall was reported in Delhi, which hitherto appeared to be less impacted by the radio spot. On the contrary, in Uttar Pradesh, where the spot had been received and recalled well, there was a low mention of the correct date. A significant proportion while recalling that some date had been mentioned, did not remember the actual date, while others claimed to know nothing of the date at all.

As regards to recall of the date mentioned in the radio spot, no significant difference was noted among booth compliers and Non-Booth Compliers. However, Non-Booth Compliers who knew that a date was mentioned in the spot but did not remember the date were more in comparison to booth compliers.

**SECTION-6**  
**ASSESSMENT OF BEHAVIOUR**  
**- RESPONSE TO THE PPI CAMPAIGN**

## 6.1 Receipt of Dose

**Table 35: Ever received PPI dose**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
All children in the households have received	97.7	99.2	99.7	98.7	96.3	96.4	96.2
Only some children in the household have received	2.1	0.7	0.0	1.3	3.5	3.6	3.4
None of the children have received	0.2	0.2	0.3	0.0	0.2	0.0	0.3

In 97.7 percent of the households, at the aggregate level, all children received the pulse polio dose. This proportion was similar across urban and rural areas in Delhi. However, the proportion of such households was higher by 1 percent in urban UP compared to the rural areas in the state. (99.7 percent in urban compared to 98.7 percent in rural) (Table 35).

However, at the aggregate level, there were 2.1 percent of the households where only some of the children under the 5 years of age groups had ever received polio drops. It should also be noted that these households were primarily in Delhi (3.5 percent) with equal contribution from rural and urban areas. The proportion of such households was marginal in UP, with just 0.7 percent of the households reporting that they had some children who never received any pulse polio dose.

There were 0.2 percent of the households in both states where no children had received pulse polio dose at any given point of time.

## 6.2 Reach of the Campaign

**Table 36: Reach of the November Round By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All children from the interviewed households</b>	<b>1761</b>	<b>914</b>	<b>442</b>	<b>472</b>	<b>847</b>	<b>436</b>	<b>411</b>
Administered at booths	67.7	65.4	67.6	63.3	70.1	70.0	70.3
Administered at Home/ Other Places	29.4	32.0	30.8	33.2	26.6	27.6	25.5
Not Received	2.9	2.5	1.6	3.4	3.3	2.5	4.1

As can be observed in the base explanation of Table 36, here, the data was analysed based on the number of children in the households surveyed, unlike in the earlier tables where the analysis was done on the base of the respondents (caretakers of the children). Hence, this table depicts the actual proportion of children across the compliance status in the November round.

A considerably high proportion of the respondents, 67.7 percent, received the OPV doses at the booth, while a significant proportion of the respondents, 29.4 percent, received the dose at home and other places. However, at the aggregate level, there were 2.9 percent of the children who had not received the dose in the previous round.

Overall, non-compliance appears to be higher in rural parts of both states, when it is compared with the urban parts of the state. 3.4 percent of the respondents in rural UP and 4.1 percent of rural Delhi reported not receiving any dose in the November round, compared to 1.6 percent and 2.5 percent in the urban areas of the respective states.

The campaign appears to have generated encouraging results in Delhi where over 70 percent of the children seemed to have received polio drops at the booth. This was marginally higher than the proportion of children in UP, where 65.4 percent received the pulse polio drops at the booth.

It can also be observed that the proportion of children who received pulse polio dose at the booth was higher in urban UP compared to the rural areas of that state. However, the proportion of children who received the dose in rural and urban areas in Delhi were more or less similar.

**Table 37: Reach of the January Round By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All children from the interviewed households</b>	<b>1761</b>	<b>914</b>	<b>442</b>	<b>472</b>	<b>847</b>	<b>436</b>	<b>411</b>
Administered at booths	68.0	65.9	68.3	63.6	70.2	70.0	70.6
Administered at Home/ Other Places	29.6	32.0	30.8	33.2	26.8	28.0	25.5
Not Received	2.5	2.1	0.9	3.2	2.9	2.1	3.8

The data in Table 37 was also analysed based on the number of children in the households surveyed, unlike in the earlier tables where the analysis was done on the base of the respondents (caretakers of the children). Hence, this data depicts the actual proportion of children across the compliance status in the January round.

During the January round, there were 68 percent of the children who received the pulse polio drops at the booth as compared to 67.7 percent in the earlier (November) round.

It can also be observed that the proportion of children who received no dose had reduced from 2.9 percent in November round to 2.5 percent in the January round. This has reduced from 2.5 percent to 2.1 in UP percent. The drop in non compliance has primarily come from higher booth attendance by children in urban UP. The proportion of children who reported visiting booths has gone up from 67.6 percent to 68.3 percent between November and January rounds, which has resulted in the decrease in the proportion of children who received no dose.

However, the decrease in the non-compliance status (children who received no dose) was even in the urban and rural areas of Delhi. The proportion of children who had not received any dose in November round was at 2.5 percent, which went down to 2.1 percent in the urban areas and from 4.1 percent to 3.8 percent in the rural areas.

**Table 38: Reach of January round By Exposure to PPI Campaign**

% Down	All	Exposure to any Ad	
		Exposed	Not exposed
<b>Base: All Respondents</b>	<b>1198</b>	<b>802</b>	<b>394</b>
Received at the booth	61.5	68.8	46.7
Received at home/ other places	32.6	26.4	45.2
Not administered	5.9	4.8	8.2

There was an increment in the behaviour with the exposure to the spots, either on TV or on Radio.

68.8 percent of those respondents who were exposed to the spot (either TV or radio) reported administration of Pulse Polio drops to their children at the booth.

**Table 39: Reasons for Not Administering Pulse Polio Dose At Booth in November Round but Administering Polio dose At Booth During The January Round**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: Respondents whose children received OPV doses at home /other places in Nov. round but received OPV at booth in Jan. round</b>	<b>74</b>	<b>48</b>	<b>30</b>	<b>18*</b>	<b>26*</b>	<b>18*</b>	<b>8*</b>
Ad in TV & radio created awareness	32.4	25.0	33.3	11.1	46.2	50.0	37.5
To prevent polio diseases	20.3	14.6	20.0	5.6	30.8	22.2	50.0
No one was there at home to take the child to the booth during Nov round	14.9	12.5	6.7	22.2	19.2	27.8	0.0
We also went with friends and neighbors	8.1	12.5	13.3	11.1	0.0	0.0	0.0
ANM/AWW asked us to come to the booth	6.8	6.3	6.7	5.6	7.7	11.1	0.0
Amitabh lecture / talking on polio	5.4	4.2	6.7	0.0	7.7	11.1	0.0
Forgot to go to the booth	6.8	6.3	0.0	16.7	7.6	5.6	12.5
Booth was held near our house	4.1	6.3	10.0	0.0	0.0	0.0	0.0
No response	9.5	14.6	6.7	27.8	0.0	0.0	0.0

\* *Small Base*

The above table highlights the reasons/ factors that brought about a change in the behaviour of respondents in terms of compliance as reported by the respondents , themselves.

A majority of those who visited the booth during the January round but had not done so in November attributed this change in their behaviour to exposure to the TV and radio spots. The proportion of respondents, who were influenced by the TV and radio spots was higher in Delhi as compared to UP. However, within UP, the urban population seem to have been influenced more by the TV and radio spots compared to the rural population.

In Uttar Pradesh, few respondents (12 percent) also claimed to have followed others to the booth. Since people, especially in rural areas, tend to imbibe a herd mentality, this could perhaps be one of the ways in which booth attendance can be encouraged further—each one, take one.

Some of the other influencers appeared to be the ANMs, AWWs, Amitabh Bachchan spot, ability to remember this time and therefore making it a point to come to the booth this time and proximity of the booth to one's house. Interestingly, in Uttar Pradesh, a significant proportion (15%) of the respondents did not mention any reason. Also, about 19 percent in the rural areas had no response to this query.

**Table 40: Reasons for Not Administering Pulse Polio Dose in the January round**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: Respondents whose children who have not received OPV doses in Jan Round</b>	<b>70</b>	<b>24*</b>	<b>14*</b>	<b>10*</b>	<b>46</b>	<b>2*</b>	<b>24*</b>
<b>LACK OF MOTIVATION</b>							
Nobody there to take the child to the booth	22.9	12.5	7.1	20.0	28.3	27.3	29.2
Child was sick during campaign	15.7	8.3	14.3	0.0	19.6	18.2	20.8
Child was too young	15.7	0.0	0.0	0.0	23.9	13.6	33.3
They (service providers) did not come to my house.	12.9	20.8	7.1	40.0	8.7	9.1	8.3
Inconvenient day/time/venue	5.7	4.2	0.0	10.0	6.5	0.0	12.5
We were traveling (were in train/ bus etc).	4.3	8.4	7.1	10.0	2.2	4.5	0.0
Child was not at home	2.9	8.3	14.3	0.0	0.0	0.0	0.0
<b>LACK OF KNOWLEDGE</b>							
Not aware of the place/ time of the booth	11.4	16.7	7.1	30.0	8.7	4.5	12.5
Not aware of the time/day of home visit	8.6	16.7	14.3	20.0	4.3	4.5	4.2
Not aware of the need for additional doses	7.1	4.2	7.1	0.0	8.7	0.0	16.7
<b>OBSTACLES</b>							
Fear/ rumour of side effect	7.1	8.3	14.3	0.0	6.5	0.0	12.5
It will affect the fertility of the child	7.1	16.7	21.4	10.0	2.2	0.0	4.2
Fear of too many doses	4.3	8.3	14.3	0.0	2.2	4.5	0.0
Doctor advised against / said was not required	1.4	4.2	7.1	0.0	0.0	0.0	0.0

*\*Small Base*

The respondents cited miscellaneous reasons for not administering pulse polio drops during the January 2004 round. These have been grouped into 'lack of motivation', 'lack of knowledge' and other obstacles or barriers. Sadly, lack of motivation appears

to be most hindering factor for complete compliance. One of the prime reasons (30%) cited was that there was nobody to take the child to the booth or that the child was either sick or too young to receive the drops. While in Delhi, these were the main reasons stated, in Uttar Pradesh it was largely because of the inability of service providers to visit home to administer the drops. One can safely consider these reasons put forth to be mere ruses, instead of authentic and valid causes.

A significant percentage of the population in Uttar Pradesh and in the rural areas also expressed lack of information about place, time and day of home visit as being the reasons for non-administration. It is surprising to note that a considerable proportion (16%) in Uttar Pradesh claimed that they were not aware of the time or day of home visit while a larger number in the rural areas indicated so. In the rural areas, there seems to be ignorance about place and time of the booth. While all these reasons may seem incredulous, one must explore the implementation of the IPPI and associated activities. Yet another reason, which could be of cause for concern, is the alleged lack of awareness about the need for additional doses, which was cited most often in the rural areas.

Major obstacles that persist even today are the myths and misconceptions attached to Polio in the community. While extensive efforts are being undertaken to inform and enhance awareness among the general population. More concerted efforts are needed in this direction.

### 6.3 Reasons for Non-Compliers at booth

**Table 41: Reasons For Not Administering Pulse Polio Dose At Booth**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: Respondents whose children have received OPV at home/other places in Jan round</b>	<b>390</b>	<b>248</b>	<b>123</b>	<b>125</b>	<b>142</b>	<b>72</b>	<b>70</b>
<b>LACK OF KNOWLEDGE</b>							
Not aware of the place/ time of the booth	5.4	6.0	6.5	5.6	4.2	5.6	2.9
Never heard of PPI booth	3.3	3.6	4.0	3.2	2.8	0.0	5.7
Inconvenient day/time/ venue	2.8	4.0	3.3	4.8	0.7	0.0	1.4
Forgot the date and time	3.8	3.2	4.9	1.6	4.9	6.9	2.9
<b>LACK OF MOTIVATION</b>							
Service providers always come home to give OPV dosage	57.4	66.9	66.7	67.2	40.8	43.1	38.6
Nobody there to take the child to the booth	22.3	20.2	25.2	15.2	26.1	12.5	40
Booth was held far away from my home	12.8	15.3	10.6	20.0	8.4	9.7	7.2
Child was sick on the booth day	5.9	3.6	3.2	4.0	9.9	11.1	8.6
No one came to take the child to booth	2.3	1.2	1.6	0.8	4.2	6.9	1.4
We were traveling (were in train/ bus etc).	2.3	2.0	3.2	0.8	2.8	4.2	1.4
Child was not at home	1.3	1.6	1.6	1.6	0.7	1.4	0.0
I was not well / i was sick	1.0	0.8	0.8	0.8	1.4	2.8	0.0
<b>OBSTACLES</b>							
We don't go out when there is no male person at home	0.8	1.2	0.8	1.6	0.0	0.0	0.0
No body was there in booth	0.5	0.4	0.0	0.8	0.7	1.4	0.0
<b>OTHERS</b>							
Session not held	0.5	0.4	0.8	0.0	0.7	0.0	1.4
Vaccine was not there by the time we reached	1.8	0.4	0.0	0.8	4.2	2.8	5.7
People who give polio dosage they refuse to give	0.3	0.4	0.0	0.8	0.0	0.0	0.0
Unspecified	4.4	3.2	3.3	3.2	6.3	9.7	2.9

Despite repeated messages urging people to visit booths during the IPPI rounds, the expectation of service providers offering Polio drops in house to house visits seems to be entrenched in the minds of the people/community. With a majority, citing this as the primary cause, this expectation seems to render them reluctant to go to the booths. The incidence of this was particularly high in Uttar Pradesh (67%) and less in Delhi (40%). Repeated rounds and regular home visits by service providers appear to have made the respondents take this service for granted, thereby ignoring the booths.

The other common reasons stated were the absence of a person to take the child to the booth and the distance of the booth from their homes. The proximity issue (distance of booth from home) was more pertinent in Uttar Pradesh and the rural areas. Parents in rural areas also use the ruse of child's sickness to avoid the drops. Another reason quoted in Delhi was that 'vaccines were sent back (non available) by the time they reached'.

#### 6.4 Slogan Recall

**Table 42: Slogan Recall By State (Spontaneous)**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All Respondents</b>	<b>1198</b>	<b>602</b>	<b>302</b>	<b>300</b>	<b>596</b>	<b>306</b>	<b>290</b>
Do boond jindagi ki	18.1	8.8	11.9	5.7	27.5	32.4	22.4
Ek bhi bachha chhuta, suraksha chakra toota	0.3	0.0	0.0	0.0	0.5	0.7	0.3
There is no slogan	15.9	17.6	22.5	12.7	14.3	9.8	19.0
Don't know	64.5	73.2	65.6	81.0	55.6	54.2	56.9

At the aggregate level, there were around 18 percent of the respondents who recalled the slogan mentioned in the spot. In both the states, the recall was higher in the urban areas compared to the rural areas.

However, there are also a considerable proportion of the respondents who watched the spot but reported that there was no slogan in the spot. The proportion of such respondents was almost similar across the urban and rural areas.

**Table 43: Slogan Recall By Compliance Status (Spontaneous)**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non-Compliers	Booth Compliers	Non-Booth compliers	Non-Compliers
<b>Base: All Respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Do boond jindgi ki Ek bhi bachha chhuta, suraksha chakra toota	12.1	4.8	4.2	30.4	23.2	15.2
There is no slogan	19.4	15.3	16.7	15.0	8.5	26.1
Don't know	62.1	73	75	37.7	49.3	34.8

\* Small Base

The recall of the slogan was considerably higher among the booth compliers compared to other two segments. The same inference holds good for both the states.

**Table 44: Slogan Recall By State (Aided)**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All mentioning any slogan other than "Do boond jindagi ki"</b>	<b>981</b>	<b>549</b>	<b>266</b>	<b>283</b>	<b>432</b>	<b>207</b>	<b>225</b>
Aware of this slogan	67.3	61.4	71.4	51.9	74.8	79.2	70.7
Not aware of the slogan	31.2	38.1	28.2	47.3	22.5	18.4	26.2
Don't remember	1.5	0.5	0.4	0.7	2.8	1.5	3.1

The aided recall of the slogan was considerably higher in both the states compared to spontaneous recall. Around 75 percent of the respondents in Delhi reported that they were aware of this slogan compared to 61.4 percent of the respondents in UP.

The aided recall of the slogan was significantly higher among the urban areas compared to the rural areas, too.

**Table 45: Slogan recall By Compliance Status (Aided)**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non-Compliers	Booth Compliers	Non-Booth compliers	Non-Compliers
<b>Base: All who mentioned any slogan other than "Do boond jindagi ki"</b>	<b>290</b>	<b>236</b>	<b>23*</b>	<b>284</b>	<b>109</b>	<b>39</b>
Aware of this slogan	69.0	54.7	34.8	77.8	71.6	61.5
Not aware of the slogan	30.3	44.9	65.2	20.8	22.9	33.3
Don't remember	0.7	0.4	0.0	1.5	5.5	5.2

\* *Small Base*

Awareness of the slogan among the booth compliers was significantly higher compared to the non booth compliers and non compliers. On being prompted, 69 percent of the respondents in UP and 77.8 percent of the respondents in Delhi reported being aware of this slogan.

**SECTION-7**  
**ASSESSMENT OF ATTITUDES**  
**TOWARDS PULSE POLIO CAMPAIGN**

To test the attitudes of the respondents towards the PPI campaign and the spot under evaluation, a set of statements were presented to them and their level of agreement and disagreement for each of the statements were noted. The set included both correct and incorrect statements. Respondents were expected to agree with the right statement and disagree with the wrong statements.

**Table 46: I learned something new about Polio campaign**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	56.4	40.9	66.3	56.6	56.5	60.8
Neither agree/disagree	11.8	13.8	10.4	11.8	7.2	5.9
Disagree	31.5	44.7	23.1	31.2	36.2	33.3
Unspecified	0.4	0.6	0.2	0.4	0.0	0.0

Of all the respondents exposed to the spot , TV and radio, more than half were in agreement that they had gained some knowledge from the PPI campaign.

It was apparent that a higher proportion of the respondents in Delhi and a lower proportion of respondents in Uttar Pradesh agreed to have learned something new as a result of exposure to the campaign. The percentage of such respondents was more in urban areas as compared to the rural areas, both in UP and Delhi. Again, almost 60 percent of those exposed to both the spotsads agreed to this statement.

**Table 47: The ad(s) made me understand that it is important to administer pulse polio dose to my child**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	93.3	94.0	92.8	93.5	92.8	96.1
Neither agree/disagree	4.2	4.4	4.0	3.9	4.3	0.0
Disagree	2.1	0.6	3.0	2.1	2.9	3.9
Unspecified	0.5	0.9	0.2	0.5	0.0	0.0

An overwhelming proportion of respondents across the states agreed to the fact that the spot has helped them understand the importance of OPV doses. This appreciation of the spot was higher among those who were exposed to the spots, both on TV and Radio.

**Table 48: What was told in the ad(s) was not relevant to me**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	8.5	9.7	7.6	8.4	5.8	3.9
Neither agree/disagree	5.0	5.0	5.0	5.0	4.3	3.9
Disagree	86.0	84.6	86.9	86.1	89.9	92.2
Unspecified	0.5	0.6	0.4	0.5	0.0	0.0

A very small proportion of the respondents believed the message imparted in the spot to be irrelevant. Around 86 percent of the respondents disagreed with the above statement.

**Table 49: I found the ideas expressed in the ad(s) to be believable**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	94.2	97.8	92	94.2	97.1	98.0
Neither agree/disagree	4.2	1.6	5.8	4.1	1.4	0.0
Disagree	1.2	0.0	2.0	1.3	1.4	2.0
Unspecified	0.4	0.6	0.2	0.4	0.0	0.0

As evident from Table 49, there appears to be no issue of credibility with regards to the content of the spot, with a majority of those exposed to the campaign accepting the idea to be credible.

**Table 50: What was told in the ad(s) was easy to understand**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	94.2	96.5	92.8	94.4	94.2	96.1
Neither agree/disagree	4.5	2.5	5.8	4.5	2.9	2.0
Disagree	0.6	0.3	0.8	0.5	1.4	0.0
Unspecified	0.6	0.6	0.6	0.6	1.4	2.0

As a whole, there appeared to be no difficulty for the respondents to comprehend the information. More than 90 percent of the respondents were in agreement with that the spot was easy to understand. This supports the fact that the campaign has communicated information that was comprehensible.

**Table 51: As a result of watching the ad(s), I took my child to the booth for polio drops**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	70.5	67.6	72.3	70.6	69.6	70.6
Neither agree/disagree	15.0	17.9	13.1	14.7	13.0	7.8
Disagree	13.8	13.5	14.1	14.0	17.4	21.6
Unspecified	0.7	0.9	0.6	0.8	0.0	0.0

An encouraging proportion of the respondents mentioned that their visit to the PPI booth was the result of watching the campaign ad. It was also found that the percentage of respondents who mentioned that they visited booths for polio drops after being exposed to the spot (s) was higher in rural areas as compared to the urban areas in Delhi. This was not true for Uttar Pradesh. However, not much variation was observed among exposed and non-exposed respondents.

**Table 52: As a result of watching to the ad(s), my opinion about polio campaign has improved**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	81.1	83.3	79.7	81.2	82.6	84.3
Neither agree/disagree	14.8	13.8	15.5	14.7	14.5	11.8
Disagree	3.7	2.2	4.6	3.8	2.9	3.9
Unspecified	0.4	0.6	0.2	0.4	0.0	0.0

Again, more than four-fifths of the respondents accepted this statement, considering their perception about polio to have undergone a change as a result of this campaign. The percentage of such respondents was lower in Delhi as compared to Uttar Pradesh. A higher level of agreement to this statement in Uttar Pradesh may also be attributed to the complementary ongoing interventions being carried out in the state.

**Table 53: Is different from other ad(s) on child health**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	68.3	55.7	76.3	68.5	60.9	62.7
Neither agree/disagree	19.6	25.5	15.9	19.5	14.5	11.8
Disagree	11.3	17.0	7.6	11.0	24.6	25.5
Unspecified	0.9	1.9	0.2	0.9	0.0	0.0

Respondents were asked to state whether the campaign ad was different from other ads on child health. A clear majority of the respondents (68%) believed this spot (s) to be distinct from other child health related ads. A majority of the respondents who stated so were in Delhi. A very small proportion of the respondents disagreed with the statement. Such responses were more in Uttar Pradesh.

**Table 54: I am fed up of watching/ listening the ad(s) again and again**

% Down	All	State		Exposed to		
		UP	Delhi	TV Ad	Radio Ad	Both Ads
<b>Base: All exposed to the ad</b>	<b>816</b>	<b>318</b>	<b>498</b>	<b>798</b>	<b>69</b>	<b>51</b>
Agree	8.7	7.5	9.4	8.6	11.6	11.8
Neither agree/disagree	11.0	4.4	15.3	11.3	5.8	7.8
Disagree	79.8	87.4	74.9	79.6	82.6	80.4
Unspecified	0.5	0.6	0.4	0.5	0.0	0.0

A majority of the respondents were not in agreement with this statement. A very small proportion of respondents showed this sense of fatigue at the repetitive telecast of these spots. Such responses were more in Uttar Pradesh as compared to Delhi. This was true for rural areas in both the states. No significant difference was observed among exposed and non-exposed groups of respondents.

**Table 55: New information from the campaign**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who mentioned that they have learnt something new in this ad</b>	<b>556</b>	<b>174</b>	<b>123</b>	<b>51</b>	<b>382</b>	<b>217</b>	<b>165</b>
Every child/Children should be given polio drops	62.2	65.5	69.9	54.9	60.7	56.2	66.7
It is important to take the children to booth	20.9	24.1	21.1	31.4	19.4	22.6	15.2
Children will be saved from Polio	17.4	16.1	10.6	29.4	18.1	20.3	15.2
Child will remain healthy	6.1	3.4	4.1	2.0	7.3	10.1	3.6
Do boond jindagi ki	4.5	1.7	2.4	0.0	5.8	6.5	4.8
It brought awareness among people.	1.8	3.4	4.1	2.0	1.0	1.8	0.0
To make this polio campaign successful.	1.3	0.6	0.8	0.0	1.6	0.0	3.6
Two drops of Polio will save the children	1.1	0.0	0.0	0.0	1.6	2.8	0.0
4 <sup>th</sup> January 2004	0.5	0.6	0.0	2.0	0.5	0.5	0.6

Almost 50 percent of the total number of respondents (a base of 1198) claimed to have learnt something new from the spot. The fact that 'every child / children upto 5 years should be given polio drops' is considered to be new information by more than 60 percent of the respondents. Considering the fact that this is a basic objective of the program, having been communicated ever so long, it is unanticipated that such a large number consider it to be new information.

The importance of taking the child to a booth is also perceived to be new by about 20 percent of the respondents, particularly by those in Uttar Pradesh. Further, the fact that the child will be saved from polio was also considered to be new information by 17 percent of the respondents.

The proportion of respondents who mentioned that "*Every child should be given polio drops*" was higher in the rural areas compared to the urban areas. The same inference can be drawn from the data of both the states.

**SECTION-8  
PROFILE BY COMPLIANCE STATUS**

## 8.1 Profile Of Households By Compliance Levels

This section profiles the respondents on the basis of compliance status.

**Table 56: Primary Caretaker of Children By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Mother	80.3	83.1	79.2	88.0	88.7	93.5
Father	19.7	16.9	16.7	11.3	8.5	2.2
Others	0.0	0.0	4.1	0.7	2.8	4.3

\* Small Base

Amongst all the respondents, mothers were the main primary caretakers of the children below the age of 5 years. No major difference was there between booth compliers and Non-Booth compliers. In very few cases, people other than mothers and fathers were primary caretakers.

**Table 57: Number Of Children Under Five Years of Age By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
One	60.0	50.0	37.5	64.0	62.0	56.5
Two	35.5	42.3	50.0	31.1	34.5	34.8
Three	4.2	6.9	12.5	4.7	3.5	8.7
Four	0.3	0.4	0.0	0.2	0.0	0.0
Five	0.0	0.4	0.0	0.0	0.0	0.0
<b>Mean</b>	<b>1.5</b>	<b>1.6</b>	<b>1.8</b>	<b>1.4</b>	<b>1.4</b>	<b>1.5</b>

\* Small Base

A majority, around one third, of the booth-compliers have only one child. However the number of children seems to be increasing among the Non-Booth compliers and among the non compliers. Therefore, it appears that booth compliance was higher among households with lesser number of children. The same inference can be drawn for both the states.

**Table 58: Education of the mother as per Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Illiterate	42.7	57.7	70.8	20.3	27.5	47.8
Literate but no formal schooling	1.2	3.2	0.0	2.9	2.8	4.3
School upto 1-4 years	3.6	2.8	0.0	5.1	7.0	10.9
School upto 5-8 years	19.7	21.8	8.3	21.3	24.6	8.7
School 9 years – HSC/SSC	17.0	9.7	8.3	33.3	23.9	17.4
Some college including diploma but no graduation	0.9	0.8	4.2	5.9	6.3	2.2
Graduation/post graduation	14.5	4.0	8.3	11.0	7.0	8.7
Mother absent/not living	0.3	0.0	0.0	0.0	0.7	0.0

\* *Small Base*

Literacy levels of the mother have a direct impact on compliance. It can be observed from the Table 58 that the proportion of illiterate mothers was higher among the non booth compliers. 70 percent of the mothers in UP and 47.8 percent of the mothers in Delhi in the category of non compliers were illiterates.

The educational level also seemed to be higher among the booth compliers with around 14.5 percent of the mothers in UP and 11 percent in Delhi being graduates/post-graduates.

**Table 59: Education of the father By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Illiterate	17.9	28.2	33.3	5.9	7.0	21.7
Literate but no formal schooling	1.8	4.4	4.2	1.2	2.8	2.2
School upto 1-4 years	3.0	3.6	4.2	2.7	3.5	10.9
School upto 5-8 years	18.5	24.6	33.3	14.2	18.3	17.4
School 9 years - HSC/SSC	36.1	25.8	12.5	47.5	50.0	34.8
Some college including diploma but no graduation	1.5	2.4	0.0	8.3	7.0	2.2
Graduation/post graduation	20.6	10.5	12.5	19.9	9.9	10.9
Father absent/not living	0.3	0.0	0.0	0.2	0.7	0.0

\* *Small Base*

Literary levels of the father also have a certain impact on compliance. It can be observed that the proportion of illiterate fathers was higher among the non booth compliers compared to the booth compliers.

It was, also, observed that the overall educational level was higher among the booth compliers compared to the non booth compliers, with around 20 percent of the fathers being graduates/ post-graduates where as only 10 percent of the fathers in the non booth compliers were with an equivalent qualification.

**Table 60: Monthly income By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Upto Rs 1000	21.8	36.7	41.7	1.0	0.0	4.3
Rs 1001 – 3000	45.5	41.5	45.8	42.4	44.4	52.2
3001 – 5000	18.2	13.7	8.3	29.7	35.9	26.1
Rs 5001 – 7000	8.2	3.6	4.2	12.5	10.6	10.9
Rs 7001 – 10000	2.1	0.8	0.0	9.3	5.6	0.0
Above Rs 10000	1.5	0.8	0.0	2.7	1.4	4.3
Did not mention	2.7	2.8	0.0	2.4	2.1	2.2

\* *Small Base*

Income levels among the booth compliers also seem to be higher compared to the non booth compliers. In UP, there were 36.7 percent of the respondents in the non booth compliers and 41.7 percent in the category of non compliers who were earning less than Rs.1000 compared to just 21.8 percent among the booth compliers. Though the overall income levels were higher in Delhi compared to UP, the income among the non-compliers was relatively lower compared to the booth and non booth compliers.

**Table 61: Religion of the Respondents As Per Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Hindu	85.5	80.6	75.0	93.9	93.7	89.1
Muslim	13.6	18.5	25.0	4.2	6.3	10.9
Jain	0.6	0.0	0.0	0.5	0.0	0.0
Christian	0.0	0.0	0.0	0.7	0.0	0.0
Sikh	0.0	0.0	0.0	0.5	0.0	0.0

*\* Small Base*

Proportion of Muslim households was higher among the non booth compliers compared to the booth compliers. This holds true for both the states.

**Table 62: Caste of the Respondents By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
General	47.9	45.2	41.7	83.3	82.4	80.4
Scheduled caste	30.6	33.1	37.5	7.6	9.9	13.0
OBC	21.2	19.4	12.5	4.2	1.4	0.0
Scheduled tribe	0.0	2.4	8.3	4.7	6.3	6.5
Unspecified	0.3	0.0	0.0	0.2	0.0	0.0

*\* Small Base*

Across both the states, the proportion of households in the SC/ST categories was relatively higher among the non booth compliers compared to the booth compliers.

**Table 63: Type of Family By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All respondents</b>	<b>330</b>	<b>248</b>	<b>24*</b>	<b>408</b>	<b>142</b>	<b>46</b>
Joint Family	50.0	40.7	45.8	33.1	27.5	26.1
Nuclear Family	42.4	47.2	54.2	54.7	56.3	63.0
Nuclear Family with elders	7.3	12.1	0.0	12.0	16.2	10.9
Unspecified	0.3	0.0	0.0	0.2	0.0	0.0

\* *Small Base*

Booth compliance seemed to be relatively higher among the joint families.

**Table 64: Age of Children By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All children</b>	<b>478</b>	<b>394</b>	<b>42*</b>	<b>576</b>	<b>201</b>	<b>70</b>
Less than 6 months	11.5	17.3	21.4	10.4	13.4	21.4
7- 12 months	8.4	8.1	9.5	15.6	15.4	5.7
13 – 24 months	21.3	21.1	14.3	17.9	16.9	24.3
25 – 36 months	20.1	21.8	21.4	23.4	23.4	20.0
37 – 48 months	24.9	17.3	21.4	21.9	16.4	15.7
49 – 60 months	13.0	12.9	11.9	10.6	13.9	11.4
<b>Mean (months)</b>	<b>29.8</b>	<b>26.9</b>	<b>26.8</b>	<b>29.0</b>	<b>28.3</b>	<b>27.7</b>

\* *Small Base*

Across both the states, younger children seemed to be missing the Polio dose compared to the older children. In UP, there were 21.4 percent of the children in the age group of less than 6 months among the non-compliers compared to just 11.5 percent of the children in this age group among the booth compliers. Similarly, in Delhi, there were 21.4 percent of the children in the age group less than 6 months among the non-compliers compared to just 10.4 percent of the children in this age group among the booth compliers (Table 64). It can also be observed that the mean age in months presented above is reducing with the lower levels of compliance.

**Table 65: Gender of Children By Compliance Status**

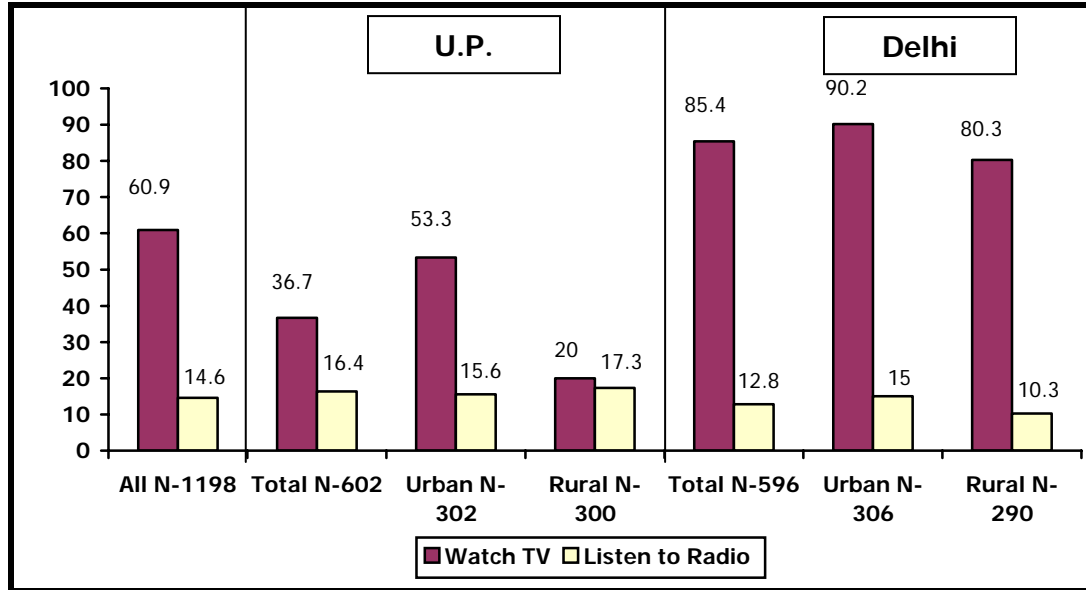
% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All children</b>	<b>478</b>	<b>394</b>	<b>42</b>	<b>576</b>	<b>201</b>	<b>70</b>
Male	51.3	49.2	54.8	56.1	54.2	54.3
Female	48.7	50.8	45.2	43.9	45.8	45.7

There seems to be no major gender bias with regards to the compliance status.

**SECTION-9**  
**MEDIA HABITS**

## 9.1 Access to TV and Radio

Graph 6: Exposure to TV and Radio



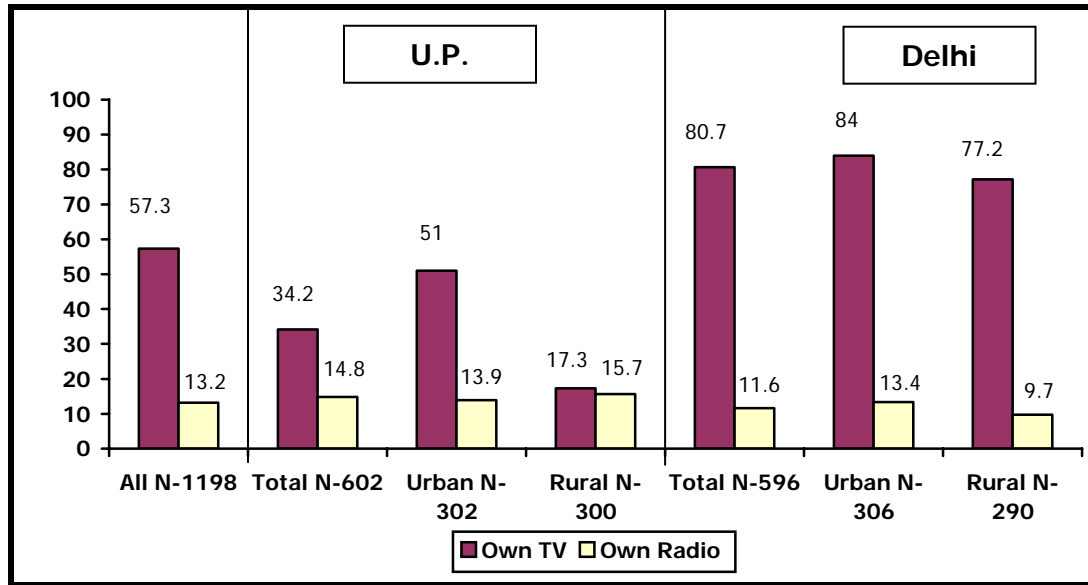
Base: All Respondents Interviewed; % Respondents

Access to TV was considerably higher across both states and areas compared to the exposure to radio. At the aggregate level, 61 percent of the total respondents reported watching television, compared to just around 15 percent said that they listen to radio.

The proportion of TV viewers was considerably higher in Delhi at 85 percent in comparison to 37 percent in Uttar Pradesh. It can also be observed that exposure to this media was significantly higher in the urban areas compared to the rural areas in both the states.

Extent of radio listening appears to be only at around 15 percent at the aggregate level. It can also be observed that there was no significant difference between the urban and rural areas on the issues of exposure to Radio. However, exposure to radio was relatively higher in Uttar Pradesh as compared to Delhi. The highest exposure to radio was seen in rural areas of Uttar Pradesh.

**Graph 7: Ownership of TV and Radio**



*Base: All Respondents Interviewed; % Respondents*

Graph 7 illustrates that, overall, around 57 percent of the households interviewed had a television at home and 13 percent had a radio at home.

There was a significant difference in the levels of ownership of TV between the two states. Only 34 percent of the households in UP reported owning a TV compared to around 80 percent of the households owning TV in Delhi. This was also cross-checked in order to ensure that these proportions match the data from the universe which was obtained from various media studies.

There was no major difference seen between the proportion of households owning a radio across states. The levels of ownership were also very similar across the urban and rural areas.

**Table 66: Cable / Satellite Connections At Home By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All those who own a TV</b>	<b>687</b>	<b>206</b>	<b>154</b>	<b>52</b>	<b>481</b>	<b>257</b>	<b>224</b>
Has cable connection	49.9	40.8	51.9	7.7	53.8	62.3	44.2
Doesn't have cable connection	50.1	59.2	48.1	92.3	46.2	37.7	55.8

The proportion of TV households was relatively higher in Delhi compared to Uttar Pradesh. 53.8 percent of the households in Delhi reported a cable/ satellite connection compared to 40.8 percent in Uttar Pradesh. As evident, households in urban areas with a cable connection were more in number as compared to the rural areas in both the states.

**Table 67: Cable / Satellite Connections At Home By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All those who own a TV</b>	<b>135</b>	<b>65</b>	<b>6*</b>	<b>354</b>	<b>104</b>	<b>23*</b>
Has cable connection	46.7	29.2	33.3	52.8	54.8	65.2
Doesn't have cable connection	53.3	70.8	66.7	47.2	45.2	34.8

\* *Small base*

The proportion of booth compliers with a cable connection was relatively higher in Delhi as compared to Uttar Pradesh (53% vs 47%). It can also be noted that non-booth compliers with cable network were more in Delhi compared to Uttar Pradesh.

**Table 68: Places of Watching TV and Listening to Radio**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Places of watching Television</b>							
<b>Base: All who generally watch TV</b>	<b>730</b>	<b>221</b>	<b>161</b>	<b>60</b>	<b>509</b>	<b>276</b>	<b>233</b>
Own house	93.7	93.2	95.0	88.3	93.9	92.8	95.3
Neighbours	6.2	6.3	4.3	11.7	6.1	6.2	6.0
Friend /Relative Houses	4.0	0.5	0.6	0.0	5.5	5.8	5.2
Dhabas/Tea shop/shop	0.1	0.0	0.0	0.0	0.2	0.4	0.0
Work place	0.1	0.0	0.0	0.0	0.2	0.4	0.0
Unspecified	1.0	0.5	0.6	0.0	1.2	0.4	2.1
<b>Places of listening radio</b>							
<b>Base: All who generally listen to Radio</b>	<b>730</b>	<b>221</b>	<b>161</b>	<b>60</b>	<b>509</b>	<b>276</b>	<b>233</b>
Own house	88.6	89.9	91.5	88.5	86.8	82.6	93.3
Neighbours	9.7	11.1	10.6	11.5	7.9	6.5	10.0
Friend /Relative Houses	3.4	1.0	2.1	0.0	6.6	4.3	10.0
Auto	2.9	0.0	0.0	0.0	6.6	4.3	10.0
Dhabas/Tea shop/shop	1.7	0.0	0.0	0.0	3.9	4.3	3.3
Work place	1.1	1.0	2.1	0.0	1.3	2.2	0.0
Unspecified	2.3	0.0	0.0	0.0	5.3	6.5	3.3

Television was primarily viewed at one's own home, followed by neighbours' home or friends' and relatives' homes. No differentials were observed from the table across states and areas. Like ownership of TV, a majority of the respondents reported listening to radio at their homes. A few respondents also mentioned neighbours' home as a place for listening to radio. However, other places such as auto-rickshaw, dhabas/tea-shops/shops etc. were also mentioned by the respondents. In rural areas of Delhi, some places mentioned were neighbours', friends'/relatives' houses and auto-rickshaws.

Of those who generally heard the radio, a majority did so at their own house, with this being most prevalent in the rural areas. Some respondents affirmed listening to radio at their neighbours' homes or at communal places such as dhabas or teashops.

**Table 69: Major TV Channels Watched By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who generally watch TV</b>	<b>730</b>	<b>221</b>	<b>161</b>	<b>60</b>	<b>509</b>	<b>276</b>	<b>233</b>
Doordarshan 1 / National Network	56.2	66.1	55.3	95.0	51.9	42.4	63.1
Star Plus	44.7	33.0	44.7	1.7	49.7	60.1	37.3
Doordarshan 2/Metro	28.9	22.2	19.3	30.0	31.8	23.6	41.6
Sony Entertainment Television	19.6	16.7	23.0	0.0	20.8	22.8	18.5
Zee TV	18.5	16.3	21.1	3.3	19.4	22.1	16.3
Zee Cinema	13.7	14.0	19.3	0.0	13.6	13.4	13.7
Zee News	7.1	1.4	1.9	0.0	9.6	12.0	6.9
SET MAX	6.8	4.1	5.6	0.0	8.1	8.0	8.2
AAJ TAK	6.3	6.3	8.7	0.0	6.3	6.2	6.4
Star News	5.5	2.3	3.1	0.0	6.9	9.8	3.4
SAB TV	5.1	2.3	3.1	0.0	6.3	7.2	5.2
STAR GOLD	4.0	6.3	7.5	3.3	2.9	3.6	2.1
Sahara	3.8	4.1	4.3	3.3	3.7	4.0	3.4
DD Delhi	3.4	0.5	0.6	0.0	4.7	2.9	6.9

Respondents who reported watching TV were asked to mention the names of their favourite channels. Among the top favourites, Doordarshan-1 or the National Network was watched by more than half the respondents followed by Star Plus famous for its soap operas, Doordarshan 2/Metro, Sony Entertainment, ZEE TV and ZEE Cinema. In Uttar Pradesh and in the rural areas, DD channels appears to be popular, perhaps in the absence of the other private channels. Besides this, Star Plus appears to enjoy high patronage in Delhi and urban areas.

**Table 70: Major TV channels watched by Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All who generally watch TV</b>	<b>144</b>	<b>71</b>	<b>6*</b>	<b>368</b>	<b>112</b>	<b>29*</b>
Doordarshan 1 / National Network	61.8	74.6	66.7	53.3	49.1	44.8
Star Plus	38.9	21.1	33.3	49.5	49.1	55.2
Doordarshan 2/Metro	25.0	15.5	33.3	32.1	35.7	13.8
Sony Entertainment Television	22.2	5.6	16.7	21.7	17.0	24.1
Zee TV	20.1	8.5	16.7	20.1	17.9	17.2
Zee Cinema	18.1	5.6	16.7	13.9	12.5	13.8
Zee News	1.4	1.4	0.0	10.3	8.0	6.9
SET MAX	6.3	0.0	0.0	8.2	6.3	13.8
AAJ TAK	6.9	5.6	0.0	6.3	6.3	6.9
Star News	1.4	4.2	0.0	6.3	9.8	3.4
SAB TV	1.4	1.4	33.3	5.4	8.0	10.3
STAR GOLD	6.9	2.8	33.3	3.5	1.8	0.0
Sahara	5.6	1.4	0.0	3.3	4.5	6.9
DD Delhi	0.0	1.4	0.0	5.7	0.9	6.9

*\*Small Base*

Among the top favourites, Doordarshan-1 or the National Network was watched by 62 percent booth compliers in Uttar Pradesh as compared to 53 percent in Delhi followed by Star Plus, Doordarshan 2/Metro, Sony Entertainment, ZEE TV and ZEE Cinema. No major differentials were seen across compliance and states as regards to major TV channels watched.

**Table 71: Programs watched on TV By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who generally watch TV</b>	<b>730</b>	<b>221</b>	<b>161</b>	<b>60</b>	<b>509</b>	<b>276</b>	<b>233</b>
Kasauti Zindagi Kay	29.3	18.1	24.2	1.7	34.2	41.3	25.8
Kahani Ghar Ghar Ki	28.9	16.3	21.7	1.7	34.4	40.6	27.0
FILM	21.9	31.2	25.5	46.7	17.9	11.2	25.8
Kyuki saas bhi kabhi bahu thi	18.5	16.3	21.7	1.7	19.4	24.6	13.3
KUNTI	18.1	15.8	13.0	23.3	19.1	14.1	24.9
Kusum	14.7	16.3	22.4	0.0	13.9	16.3	11.2
KUMKUM	14.5	13.1	17.4	1.7	15.1	17.8	12.0
Bhabhi	13.7	5.4	7.5	0.0	17.3	22.5	11.2
NEWS	12.2	15.4	13.7	20.0	10.8	10.5	11.2
Chitrahaar	11.1	8.1	7.5	10.0	12.4	9.1	16.3
Dishayein	10.4	9.5	8.7	11.7	10.8	8.0	14.2
TALAQ KYON	9.7	22.2	18.0	33.3	4.3	1.8	7.3
SHIKWA	8.1	18.1	15.5	25.0	3.7	2.5	5.2
Kahin Kissi Roz	6.2	6.3	8.1	1.7	6.1	6.5	5.6
AAP BEETI	6.2	5.4	6.2	3.3	6.5	3.3	10.3
Shagun	5.8	3.2	3.7	1.7	6.9	7.2	6.4
CID	5.6	8.1	9.9	3.3	4.5	2.9	6.4
Serials	5.2	10.0	10.6	8.3	3.1	1.4	5.2
Agni path	4.9	5.0	5.0	5.0	4.9	2.5	7.7
EHSAAS	4.9	7.7	3.7	18.3	3.7	0.7	7.3
Kabhi Sautan Kabhi Saheli	4.7	5.4	6.8	1.7	4.3	5.4	3.0
QAYAMAT	4.5	2.7	2.5	3.3	5.3	2.9	8.2

Information on TV programmes being viewed by all respondents who generally watch TV was determined. Table 71 shows that a majority of the programmes mentioned by the respondents were from STAR plus and Doordashan National channel followed by Sony Entertainment. As expected, a majority of the households watch TV Serials as their usual routine programmes followed by NEWS and children' programmes. The differentials were seen between urban and rural areas in Uttar Pradesh and Delhi in terms of TV serials.

**Table 72: Programs watched on TV by Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All who generally watch TV</b>	<b>144</b>	<b>71</b>	<b>6*</b>	<b>368</b>	<b>112</b>	<b>29*</b>
Kasauti Zindagi Kay	20.8	12.7	16.7	35.1	28.6	44.8
Kahani Ghar Ghar Ki	18.8	12.7	0.0	34.2	33.9	37.9
Kyuki Saas bhi Kabhi Bahu thi	18.1	11.3	33.3	20.9	17.0	10.3
KUNTI	17.4	11.3	33.3	17.7	23.2	20.7
FILM	29.2	33.8	50.0	17.4	17.0	27.6
Bhabhi	6.9	1.4	16.7	16.0	22.3	13.8
KUMKUM	15.3	8.5	16.7	13.9	17.0	24.1
Chitrahaar	8.3	7.0	16.7	12.5	10.7	17.2
NEWS	13.9	19.7	0.0	12.5	7.1	3.4
Kusum	21.5	5.6	16.7	12.0	19.6	17.2
Dishayein	11.8	5.6	0.0	10.6	11.6	10.3
Shagun	4.2	1.4	0.0	6.8	6.3	10.3
Kahin Kissi Roz	6.3	7.0	0.0	6.3	2.7	17.2
AAP BEETI	2.8	11.3	0.0	6.0	7.1	10.3
QAYAMAT	1.4	5.6	0.0	5.7	2.7	10.3
AGNI PATH	6.3	2.8	0.0	4.9	4.5	6.9
CID	8.3	7.0	16.7	4.6	3.6	6.9
Kabhi Sautan Kabhi Saheli	7.6	1.4	0.0	4.6	2.7	6.9

\* *Small base*

A majority of the TV programmes watched by booth/other compliers and non-compliers were TV serials on Star TV and Doordarshan National Channel. A variety of TV programmes and serials were mentioned by the compliers and non-compliers aired on different TV channels. As regards to TV programmes watched, no remarkable difference was seen across states and compliance status.

**Table 73: Programs Watched on TV By Exposure**

% Down	All	Exposure to Any Ad		Compliance		
		Exposed	Not Exposed	Booth Compliers	Non-Booth compliers	Non-Compliers
<b>Base: All who generally watch TV</b>	<b>730</b>	<b>712</b>	<b>18</b>	<b>512</b>	<b>218</b>	<b>35</b>
Kasauti Zindagi Kay	29.3	29.6	16.7	31.1	25.2	40.0
Kahani Ghar Ghar Ki	28.9	29.4	11.1	29.9	26.6	31.4
FILM on different channels	21.9	21.2	50.0	20.7	24.8	31.4
Kyunki saas bhi kabhi bahu thi	18.5	18.8	5.6	20.1	14.7	14.3
Kunti	18.1	18.5	0.0	17.6	19.3	22.9
Kusum	14.7	14.7	11.1	14.6	14.7	17.1
Kumkum	14.5	14.6	11.1	14.3	15.1	22.9
Bhabhi	13.7	13.8	11.1	13.5	14.2	14.3
NEWS	12.2	12.1	16.7	12.9	10.6	2.9
Chitrahaar	11.1	11	16.7	11.3	10.6	17.1
Dishayein	10.4	10.5	5.6	10.9	9.2	8.6
Talaq kyon	9.7	10.0	0.0	7.8	14.2	5.7
Shikwa	8.1	8.3	0.0	6.8	11.0	8.6
Kahin Kissi Roz	6.2	6.2	5.6	6.3	6.0	14.3
Aap beeti	6.2	6.0	11.1	5.1	8.7	8.6
Shagun	5.8	5.9	0.0	6.1	5.0	8.6
CID	5.6	5.8	0.0	5.7	5.5	8.6
Agni Path	4.9	5.1	0.0	5.3	4.1	5.7
Ehsaas	4.9	5.1	0.0	4.5	6.0	0.0
Kabhi Sautan Kabhi Saheli	4.7	4.8	0.0	5.5	2.8	5.7
Qayamat	4.5	4.6	0.0	4.5	4.6	8.6
Suraag	3.4	3.5	0.0	3.3	3.7	0.0
Des Mein Nikla Hoga Chand	3.4	3.5	0.0	4.1	1.8	5.7
SONGS	3.2	3.2	0.0	2.3	5.0	2.9
Rishton Ki Dori	3.0	3.1	0.0	2.9	3.2	0.0
Kahani Saat Pheron Ki	2.5	2.5	0.0	2.5	2.3	8.6
Ramayan	2.3	2.4	0.0	2.3	2.3	2.9
Sanjivani	2.2	2.2	0.0	2.5	1.4	2.9
Kutumb	2.1	2.1	0.0	2.1	1.8	5.7
Aankhein	2.1	2.1	0.0	2.3	1.4	0.0
Aane Wala Pal	1.9	2.0	0.0	1.8	2.3	2.9
Jassi Jaisi Koi Nahi	1.9	2.0	0.0	2.5	0.5	0.0
Junior G	1.8	1.8	0.0	1.8	1.8	0.0
SHAKTIMAN	1.8	1.8	0.0	2.0	1.4	0.0
Kahin To Hoga	1.6	1.7	0.0	1.8	1.4	0.0

Information was collected about the prime programmes watched by respondents who were exposed to any spot or were not exposed as well as among booth compliers and non booth compliers.

It can be noted that across all categories, programmes on STAR Plus were mentioned as top favourites. A majority of the respondents watch TV serials and film channels. A small proportion of respondents also mentioned few programmes aired on National Channel Doordarshan. One can conclude that primarily the major existing TV networks should be involved in disseminating information on Polio.

Respondents also mentioned watching locally functional TV channels and cable operators' channels. Telecast of PPI spot should be made mandatory for them. Not much variation was seen across categories so far as watching TV programmes were concerned. In fact, it gives an idea that PPI ads should be flashed during the popular TV serials and NEWS updates and highlights.

**Table 74: Radio channels Generally Heard By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who generally listen to Radio</b>	<b>175</b>	<b>99</b>	<b>47</b>	<b>52</b>	<b>76</b>	<b>46</b>	<b>30</b>
FM 1	46.3	33.3	44.7	23.1	63.2	65.2	60.0
Vividh Bharti	40.0	57.6	42.6	71.2	17.1	17.4	16.7
Radio mirchi	30.9	6.1	4.3	7.7	63.2	56.5	73.3
FM2	22.3	7.1	6.4	7.7	42.1	34.8	53.3
Red FM	13.1	5.1	2.1	7.7	23.7	19.6	30.0
Radio City	11.4	7.1	2.1	11.5	17.1	19.6	13.3
AIR	5.1	4.0	8.5	0.0	6.6	6.5	6.7
BBC	4.0	7.1	14.9	0.0	0.0	0.0	0.0
Akashvani Delhi	2.3	4.0	0.0	7.7	0.0	0.0	0.0
Others	5.7	10.1	10.6	9.6	0.0	0.0	0.0
Unspecified	5.7	6.1	10.6	1.9	5.3	6.5	3.3

The most popular channels as stated by regular listeners, appear to be FM1, Vividh Bharti, Radio Mirchi and FM2. In Uttar Pradesh, Vividh Bharti was the most popular radio channel. In Delhi, both FM1 and Radio Mirchi competed for respondents' attention, followed by FM2. On the other hand, FM1 ruled in urban areas of Delhi while Vividh Bharti was the popular choice in rural areas of Uttar Pradesh.

**Table 75: Radio Channels Generally Heard By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All who generally listen to Radio</b>	<b>58</b>	<b>40</b>	<b>1*</b>	<b>54</b>	<b>16*</b>	<b>6*</b>
Vividh Bharti	55.2	60.0	100.0	16.7	12.5	33.3
FM 1	39.7	22.5	100.0	61.1	81.3	33.3
Others	10.3	10.0	0.0	0.0	0.0	0.0
FM2	8.6	5.0	0.0	33.3	75.0	33.3
BBC	8.6	5.0	0.0	0.0	0.0	0.0
Radio city	5.2	10.0	0.0	7.4	37.5	50.0
Red FM	3.4	7.5	0.0	25.9	18.8	16.7
AIR	1.7	5.0	100.0	5.6	12.5	0.0
Radio mirchi	1.7	12.5	0.0	57.4	81.3	66.7
Unspecified	3.4	10.0	0.0	5.6	0.0	16.7

\* *Small base*

Among booth compliers in Uttar Pradesh, Vividh Bharti was the prime radio channel followed by FM1 (39.7%). In Delhi, more than 61 percent of booth compliers mentioned FM1 followed by Radio Mirchi (57%) and FM2 (33%). In Delhi, channels like Radio city and Red FM were also mentioned. As such, no difference was observed in the compliance status between the two states in terms of channels listened to by the respondents.

**Table 76: Programmes Heard On Radio By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who generally listen to Radio</b>	<b>175</b>	<b>99</b>	<b>47</b>	<b>52</b>	<b>76</b>	<b>46</b>	<b>30</b>
Songs / filmi song	68.0	75.8	74.5	76.9	57.9	50.0	70.0
News	25.7	35.4	42.6	28.8	13.2	8.7	20.0
Hello farmaish	11.4	15.2	17.0	13.5	6.6	0.0	16.7
FM	10.3	5.1	2.1	7.7	17.1	17.4	16.7
Radio mirchi	9.1	0.0	0.0	0.0	21.1	26.1	13.3
Good morning	2.9	4.0	8.5	0.0	1.3	2.2	0.0
Kisano ke liye	2.9	5.1	2.1	7.7	0.0	0.0	0.0
Lokgeet	2.9	4.0	4.3	3.8	1.3	0.0	3.3
Anganbadi	2.3	4.0	2.1	5.8	0.0	0.0	0.0
Ghar aangan	1.7	3.0	0.0	5.8	0.0	0.0	0.0

Information on radio programmes was also gathered. Film songs followed by NEWS and request programmes were the most popular programme categories mentioned by the respondents. Across both states, there was no major difference noted with regards to film songs. It can be noted that other local regional programmes were also mentioned by the respondents in Uttar Pradesh whereas this was not true for Delhi.

**Table 77: Programmes Heard On Radio By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All who generally listen to Radio</b>	<b>58</b>	<b>40</b>	<b>1*</b>	<b>54</b>	<b>16*</b>	<b>6*</b>
Songs / Filmi Songs	74.1	77.5	100.0	53.7	75.0	50.0
News	44.8	20.0	100.0	9.3	25.0	16.7
Hello Farmaish	13.8	15.0	100.0	1.9	25.0	0.0
Good Morning	6.9	0.0	0.0	1.9	0.0	0.0
FM	3.4	7.5	0.0	18.5	12.5	16.7
Ghar Aangan	3.4	2.5	0.0	0.0	0.0	0.0
Hello Delhi	0.0	0.0	0.0	3.7	0.0	0.0

\* *Small base*

As seen from Table 77, film songs were the most listened to programmes across booth /other compliers and non-compliers across both states. Since exposure to radio was more in Uttar Pradesh compared to Delhi, news was also mentioned by respondents in UP. FM was also mentioned in Delhi by compliers.

**Table 78: Time Of The Day For Listening To Radio By State**

% Down	All	UP			Delhi		
		Total	Urban	Rural	Total	Urban	Rural
<b>Base: All who generally listen to Radio</b>	<b>175</b>	<b>99</b>	<b>47</b>	<b>52</b>	<b>76</b>	<b>46</b>	<b>30</b>
<b>WEEKDAYS</b>							
6 am–9.00 am	35.4	39.4	34.0	44.2	30.3	32.6	26.7
9.00-12.00 Noon	33.7	24.2	29.8	19.2	46.1	45.7	46.7
12.00-3.00 pm	44.0	53.5	51.1	55.8	31.6	26.1	40.0
3.00-6.00 pm	22.9	20.2	14.9	25.0	26.3	8.7	53.3
6.00-9.00 pm	49.1	61.6	63.8	59.6	32.9	39.1	23.3
11.00 –12.00 midnight	14.3	17.2	12.8	21.2	10.5	10.9	10.0
12.00 midnight-6.00 am	1.7	1.0	0.0	1.9	2.6	2.2	3.3
Unspecified	2.9	0.0	0.0	0.0	6.6	6.5	6.7
<b>WEEKENDS</b>							
6 am – 9.00 am	32.6	37.4	29.8	44.2	26.3	28.3	23.3
9.00-12.00 Noon	36.6	27.3	34.0	21.2	48.7	50.0	46.7
12.00-3.00 pm	45.7	55.6	51.1	59.6	32.9	23.9	46.7
3.00-6.00 pm	21.1	19.2	14.9	23.1	23.7	8.7	46.7
6.00-9.00 pm	49.7	60.6	61.7	59.6	35.5	39.1	30.0
11.00 –12.00 midnight	13.7	14.1	6.4	21.2	13.2	15.2	10.0
12.00 midnight-6.00 am	1.7	1.0	0.0	1.9	2.6	2.2	3.3

During weekdays, evening 6–9 pm seems to be the most preferred time slot for radio listening, followed by early afternoon (12-3 pm), early morning (6-9 am) and mid-morning (9 am to 12 pm). In Uttar Pradesh, about three-fifths of the respondents seemed to listen to radio mostly in the evening 6–9 pm followed by early afternoon (12–3 pm), early morning (6-9 am) and a considerable proportion reported doing so late at night (17%). In Delhi, it appeared to be mostly between 9–12 noon, perhaps when the women are free from their household chores, with men and children having left for the day. Urban areas in both states showed more typical trends like the prime time being 6–9 pm followed by 9 am to 3 pm.

During the weekends, a slight variation is noted in the pattern as timings vary throughout the day as per the convenience particularly, between 6 am to 9 pm.

**Table 79: Time Of The Day For Listening to Radio By Compliance Status**

% Down	UP			Delhi		
	Booth Compliers	Non-Booth compliers	Non Compliers	Booth Compliers	Non-Booth compliers	Non Compliers
<b>Base: All who generally listen to Radio</b>	<b>58</b>	<b>40</b>	<b>1*</b>	<b>54</b>	<b>16*</b>	<b>6*</b>
<b>WEEKDAYS</b>						
6 am–9.00 am	48.3	27.5	0.0	33.3	18.8	33.3
9.00-12.00 Noon	27.6	20.0	0.0	44.4	50.0	50.0
12.00-3.00 pm	43.1	70.0	0.0	27.8	50.0	16.7
3.00-6.00 pm	24.1	15.0	0.0	22.2	37.5	33.3
6.00-9.00 pm	62.1	60.0	100.0	35.2	25.0	33.3
11.00 –12.00 midnight	15.5	20.0	0.0	9.3	6.3	33.3
12.00 midnight-6.00 am	0.0	2.5	0.0	3.7	0.0	0.0
Unspecified	0.0	0.0	0.0	5.6	6.3	16.7
<b>WEEKENDS</b>						
6 am – 9.00 am	44.8	27.5	0.0	27.8	25	16.7
9.00-12.00Noon	31.0	20.0	100.0	46.3	50.0	66.7
12.00-3.00pm	43.1	72.5	100.0	24.1	62.5	33.3
3.00-6.00pm	19.0	20.0	0.0	20.4	31.3	33.3
6.00-9.00pm	60.3	60.0	100.0	37.0	37.5	16.7
11.00 -12.00 midnight	10.3	20.0	0.0	14.8	0.0	33.3

\* *Small base*

Among compliers and non-compliers, the preferred time slot during weekdays is evening 6–9 pm. Early morning (6-9 am) was mentioned by the booth compliers in UP and mid-morning (9 am to 12 pm) by booth compliers in Delhi. It can be seen that varied hours of the day were mentioned by booth and non booth compliers. With regards to weekends, booth compliers in UP reported 6-9 am as the preferred time slot whereas those in Delhi stated 9 am to 12 pm.

**SECTION-10**  
**CONCLUSIONS**

## **Background Characteristics**

- Among the caretakers more than four-fifths were mothers and about 14 percent were fathers.
- Among the non booth Compliers, more than half reported one child less than five years of age, followed by almost two-fifths of the respondents who have two children in this age group. Half the non compliers, have two children in this age group. It is important to reach out to this segment as they are vulnerable to the disease and to understand reasons which act as barriers in administration of OPV dose to their children.
- Amongst the fathers, almost 85 percent were literate with more than 80 percent reporting having received formal education.
- Literacy levels have a considerable impact on the compliance levels. It was observed that the compliance levels were lower in those households where mothers were less educated.
- A majority of the respondents were Hindus belonging to the general castes.
- Among home complier households, a higher proportion of respondents were earning less than Rs.1000 per month as compared to booth complier households.

## **REACH, CONTENT RECALL AND MESSAGE COMPREHENSION OF THE TV SPOT**

- Overall, awareness of the spot featuring Amitabh and Aishwarya was found to be considerably high across both states. Around three-fifths of the respondents spontaneously recalled the PPI ad. Though, at the aggregate level, it was around 66.6 percent, the reach was as high as 96 percent among those who generally watch TV. The reach was considerably high at around 98 percent in UP and 95 percent in Delhi among those who generally watch TV.
- All the respondents were shown the AD stills of the 'Amitabh and Aishwarya' spot. The aided recall of the spot was significantly higher in Delhi (83 percent) as compared to Uttar Pradesh (51 percent). These findings denote that there is a need for more sensitization in Uttar Pradesh and rural communities.
- A significant level of recall of Amitabh's solo spot across both states was observed. Overall, around 15 percent of the respondents spontaneously recalled the earlier spot featuring Amitabh Bachchan. The recall of this spot was considerably high in the urban Delhi at around 25 percent.
- More than two-fifths of the respondents who watched the TV spot claimed to have seen the ad more than 10 times while another half of them viewed it at least 2 to 10 times. Amongst the non booth compliers, less than half of them had viewed the spot more than 10 times.
- The TV ad seemed to be highly persuasive with more than three-fourths of respondents considering it to be motivating to a large extent. The levels were higher in Delhi and in urban areas.

- Overall, one-fifth of the respondents comprehended the main message related to prevention of Polio. Under prevention, the key messages included 'children will be saved from polio and from any disability' and 'two drops will save the children from Polio'. One third of the respondents could actually recall the message 'Take the children to the booth for OPV drops administration'.
- Among all respondents, about three fourths of them recalled Amitabh Bachchan mentioning administration of OPV dosage to children less than five years of age. Half of them recognized Amitabh Bachchan in the PPI campaign ad.
- Overall, more than three fourths of the respondents exhibited their likeability of the TV spot followed by one-fifth mentioning likeability to some extent.
- A majority of the respondents could recall the date of NID mentioned in the spot accurately with the highest recollection being in Delhi.
- Overall, at a spontaneous level, the slogan 'Do Boond Jindagi Ki' was mentioned by only 18 percent of the respondents.
- A considerable proportion of the respondents who had not seen the PPI campaign ad were non booth compliers or those who had got their children immunized at all.
- Among those exposed to any ad on social issues, a majority of them recalled the issues on Polio and the proportion of such respondents was more or less the same across states and geographical areas. Such a high recall of Polio campaign can be attributed to the mass media campaign happening across the country before the NIDs and SNIDs.
- It is notable and appreciable that an overwhelming proportion of the respondents spontaneously reported to be aware of PPI ad campaign. The highest recall was found to be in Delhi at 95 percent perhaps due to better TV penetration.
- Mass media has been found as the most prominent and effective source of awareness about PPI. However, a few respondents also mentioned inter-personal communication as a source of awareness.
- Television was mentioned as an outstanding source of awareness. This was the highest in Delhi and also in the urban areas. Respondents also mentioned banners / posters / hoardings and newspapers as very effective sources of information and knowledge on PPI campaign. In Uttar Pradesh, the non-contemporary source of communication like mike announcements and drum beating was also informed as sources of awareness.
- Amongst inter-personal sources of communication, friends/relatives and health workers appeared to play an important role in Uttar Pradesh and also in the rural areas. It is appreciative that school events and special activities were cited as yet other significant sources.

### **REACH, CONTENT RECALL AND MESSAGE COMPREHENSION OF THE RADIO SPOT**

- The reach of the radio spot was marginal at only 12.6 percent. However, it reached around 85.5 percent of those who reported listening to radio.
- The reach was very comparatively higher in UP. The reach in UP was as high as 97 percent at the aggregate level amongst those who generally listen to radio.
- Close to half the respondents heard the spot on radio for more than 10 times, with the number of exposures being higher in Uttar Pradesh.
- A majority of the respondents agreed that the advertisement on radio has the ability to persuade and motivate to a large extent while a smaller proportion (24%) believed it to be motivating to a certain extent.
- While recalling the messages imparted by the spot, a marginal proportion of the respondents mentioned the administration of Polio drops at booth. It can be noted that this proportion was higher in Delhi (18%) and urban areas (10%) as compared to Uttar Pradesh and rural areas respectively.
- More than half the respondents appreciated the radio spot a lot while almost a quarter of them claimed to like it to some extent.
- Contrary to the TV spot, which resulted in a high and accurate recall of 4<sup>th</sup> January as the date for PPI, the radio spot did not seem to achieve such a high recall with only 58 percent of the respondents being able to remember the date. In Uttar Pradesh, the spot was received and recalled well but the correct date was mentioned by a small percentage of respondents.

### **RESPONSE TO PPI CAMPAIGN**

- A majority of the respondents (98 percent) administered OPV dose to their children. The proportion of children who ever received the OPV doses was slightly higher in Uttar Pradesh compared to Delhi. However, there was no significant difference on this account across urban and rural areas.
- About 67 percent of the respondents received OPV doses at the booth while a significant proportion of the respondents (26%) received it at home. The campaign to encourage visits to the booth may have had a greater impact in Delhi where over 70 percent of the children seemed to have received their drops at the booth.
- The non-compliance levels have reduced very marginally from 2.5 percent in November 2003 to 2.1 percent January 2004. Similarly, Delhi also has recorded a marginal decline in the non-compliance rate by 0.4 percent from 3.3 percent in November 2003 to 3.9 percent in January 2004.

## RESPONSE TO THE JANUARY 2004 ROUND

- There has been an impact of the TV spot on the caretakers on those who were exposed to it. 0.4 percent of the Non-Booth Compliers in the November 2003 round were converted into booth compliers by January 2004 round. This could be attributed to the mass media campaign.
- The primary reasons cited for booth compliance in January 2004, by those whose children received OPV drops at home in November 2003 were TV spots on PPI (32%), realisation of the fact that it is a preventive measure against polio (20%).
- Mention of TV spots on PPI as an influencer was highest in Delhi and least in Uttar Pradesh as also in urban areas vis-à-vis rural areas. The higher penetration of TV could possibly explain this phenomenon.
- In Delhi, yet another reason widely cited appears to be the prevention of the disease, which is heartening to note, despite the levels of higher non-compliance. In Uttar Pradesh, some respondents (12%) also claimed to have followed others to the booth. Since people, especially in rural areas, tend to imbibe a herd mentality, this could perhaps be one of the ways in which booth attendance can be further encouraged—each one, take one.
- Reasons for non administration of pulse polio dose during the January 2004 round included lack of motivation, lack of knowledge and other obstacles or barriers. Sadly, lack of motivation appeared to be most hindering factor for compliance.
- Major obstacles that persist even today are myths and misconceptions attached to Polio in the communities.
- Despite repeated messaging, urging people to visit booths during the IPPI rounds, the expectation of service providers to administer drops from house to house seemed to be entrenched in the minds of people/community. Other common reasons stated were the absence of a person to take the child to the booth and the distance of the booth from their homes. Parents in rural areas also use the ruse of child's sickness to avoid drops.
- Of all the respondents interviewed, less than one fifth of them spontaneously recalled the slogan '*Do boond jindagi ki*'. The highest recall appeared to be in Delhi, which is surprising once again, considering the overall low recall of the spot per se.
- A high proportion of the respondents (67%) were able to recall the slogan after being aided.

## ATTITUDES TO PPI CAMPAIGN

- Of all the respondents exposed to the spot, more than half were in agreement that they had gained some new information from the PPI campaign.

- A majority of them were in agreement that due to the campaign they could understand the importance of administering polio drops to their children.
- More than 90 percent of the respondents were in agreement that the spot was easily comprehensible.

### **PROFILE OF NON COMPLIERS**

- A higher proportion of households who visit the booth seemed to be having lesser number of children at home.
- Education and income levels of the primary caretakers seemed to be positively correlated to the compliance status. Literacy, education and income levels of the parents of the child were higher among the booth compliers.

### **MEDIA HABITS**

- The proportion of the respondents with access to TV was around 60 percent across both states. However, access to TV was considerably higher in Delhi at 85 percent compared to only 37 percent in Uttar Pradesh. Access to TV was also higher in urban areas as compared to the rural areas.
- Extent of radio listening appears to be rather low at 15 percent as elicited by the respondents. This is more surprising with regard to the rural areas. Perhaps, TV holds more appeal and relevance today even in the rural areas as compared to radio.
- Amongst those who generally watch TV, a high proportion also reported owning a television at home. This trend was observed across states and geographical areas. Ownership of TV in Delhi was more in comparison to Uttar Pradesh.
- Among all respondents, the proportion who owned a radio was less. No major difference was observed across geographical areas and states with regards to ownership of radio.
- Among those who own a TV, almost half of the respondents have a cable connection at home. The incidence of this was expectedly high in urban areas and rather low in the rural areas.
- Television was mostly viewed at one's own home, followed by neighbours' homes or friends' and relatives' homes.
- A majority of the respondents heard radio at their homes. However, other places such as auto rickshaw, dhabas /tea shops/ shop etc. were also mentioned by the respondents in Delhi.
- In terms of favourite TV channels, Doordarshan-1 or the National Network was watched by more than half of the respondents followed by Star Plus, Doordarshan 2 / Metro, Sony Entertainment, Zee TV and Zee Cinema. Star Plus appears to enjoy high patronage in Delhi and urban areas.
- A majority of the programmes mentioned by the respondents were from STAR plus and Doordarshan National channel followed by Sony Entertainment. As

expected, a majority of the households view TV Serials as a usual routine followed by NEWS and other programmes for children.

- In fact, it gives an idea that PPI spots should be flashed during the popular TV serials and NEWS updates and highlights.
- The most popular radio channels as stated by regular listeners included FM1, Vividh Bharti, Radio Mirchi and FM2. In Uttar Pradesh, Vividh Bharti was the most popular radio channel. In Delhi, both FM1 and Radio Mirchi vie for the respondents' attention, followed by FM2.
- Information on radio programmes was also gathered. Music related programmes followed by NEWS and request programmes were the most popular programme categories mentioned by the respondents.
- During weekdays, evening (6–9 pm) seems to be the most preferred time slot for radio listening, followed by early afternoon (12-3 pm), early morning (6-9 am) and mid-morning (9 am to 12 pm). During the weekends, timings vary throughout the day as per the convenience of the listener between 6 am to 9 pm.

**Annexure – 1**  
**Questionnaire**



Good morning/afternoon/evening, I (name) am from a Leading Research organization – IMRB International. We do a lot of surveys on various social issues related to health, education etc all over India. Right now we are carrying out a survey on general advertisements related to various health issues in Delhi and Uttar Pradesh. We are talking to the general people about their exposure to the health related advertisements and also regarding their media habits. In this regard we wish to talk to you for some time. We assure you that the information provided by you during this survey would strictly be kept confidential and would not be shown to any other person.

Q.1 Is there any child under five years of age in this household?

Yes	1	<b>CONTINUE</b>
No	2	<b>TERMINATE</b>
	37	

Q1a Who is the primary caretaker of the children? **SINGLE CODING ONLY**

Mother	1
Father	2
Grandparents	3
Elder sibling	4
Others (specify)	

38

**ASK REMAINING QUESTIONS TO THE PRIMARY CARETAKER (MOTHER OR FATHER) OF THE CHILD. ASK HER/HIM IF S/HE COULD SPARE SOME MINUTES TO ANSWER A FEW QUESTIONS AND PROCEED.**

Q 2 How many children under five years of age do you have?

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39-40

Q 2a Now I would like to get some details about your children who are less than five years of age. Please tell me the name of the children and their age. Ask for the name first then code the age and the sex of the respective child. **CODE AGE IN COMPLETED MONTHS.**

Child line no	Name of the child	Age (in months)		Sex		
				Male=1	Female=2	
01				1	2	41-44
02				1	2	45-48
03				1	2	49-52
04				1	2	53-57
05				1	2	58-61
06				1	2	62-65

Q.2b. What is (name) mother's educational qualification?

Q.2c. What is (name) father's educational qualification?

	Mother Q.2b	Father Q.2c
Illiterate	01	01
Literate but no formal schooling	02	02
School upto 1-4 years	03	03
School upto 5-8 years	04	04
School 9 years – HSC/SSC	05	05
Some college including diploma but no graduation	06	06
Graduation/post graduation	07	07
Mother/Father absent/not living	09	09
Others _____		

66-67 68-69

Q2d What is the occupation of the chief wage earner of the family?

70-71

Q2e Most advertisements try to sell different products and ideas. However, there are some advertisements, which concern social issues such as child health, family planning, literacy, and environment etc. Do you remember seeing/listening any such advertisement (either in TV or Radio) that addresses social issues in the last 1-2 months?

Yes	1	<b>CONTINUE</b>
No	2	<b>GO TO Q.2G</b>
DK/CS	3	<b>GO TO Q.2g</b>

72

Q.2f You mentioned seeing advertisements that concern social issues. Please try to remember and tell me what social issue did the advertisement talk about?  
**SPONTANEOUS RESPONSE ONLY. DO NOT AID.**

<b>Social Issue</b>	<b>Q.2f</b>
Crime/ Safety	01
Education / Illiteracy	02
Polio campaign	03
Family planning/Goli Ke Hamjoli	04
Untouchability	05
Wildlife protection	06
Organ donation (Eye, Heart, Kidney donation)	07
Others (Pl. Specify) _____	

73-82

Q 2g Are you aware of the pulse polio programme conducted for administering polio drops to the children? **EXPLAIN PULSE POLIO CAMPAIGN IN DETAILS TO THE RESPONDENTS.**

Yes	1
No	2
Don't Know/ Cant Say	9

83

Q 2h These are some of the statements that are related to the administration of the polio drops to the children. I shall read out each statement for you and please let us know to what extent do you agree/ disagree with the statements? **READ OUT EACH STATEMENT**

	Agree	Neither agree/disagree	Disagree	
Polio drops should not be administered to the just born child	1	2	3	84
It is better to administer polio drops to any child irrespective of their age group	1	2	3	85
Polio drops should not be administered to the children who are sick	1	2	3	86
No need to administer repeated polio doses to the children	1	2	3	87

Q 2i Did all your children receive polio dosages ever?

Q 2j Did your child receive polio dosages, which are administered by the pulse polio programme in the last one month? **PLEASE MAKE IT CLEAR THAT YOU ARE REFERING TO THE PULSE POLIO PROGRAMME CONDUCTED ON 4<sup>TH</sup> JAN ROUND.**

Yes, all have received  
 Yes, but only some of them have received  
 No, none of them have received so far  
 Don't Know/ Cant Say

Ever Received	Recd in Jan Round
1	1
2	2
2	2
9	9

88

89

Q3. Have you seen, heard or read anything about Pulse Polio Campaign anywhere **recently? SINGLE CODING ONLY**

Yes	1	<i>CONTINUE</i>
No / DK	2	<b>Go TO Q5</b>

90

Q3a. **SHOW CARD.** Which of these places have you seen, heard or read anything about Pulse Polio Campaign recently? **PROMPT:** Where else? What else?  
**PROBE. MULTICODING POSSIBLE.**

Newspapers/Magazines	01
<b>Television</b>	<b>02</b>
<b>Radio</b>	<b>03</b>
Banners/Posters/Hoardings	04
Wall Paintings	05
Miking / Drum beating	06
Religious/Community leader	07
Bus shelters/Bus/Auto panels	08
Shopkeepers/Shops	09
Govt doctor	11
Private doctor	12
Internet advertising	13
School events/Special activities	14
Cinema	15
Health Worker (ANM)	16
Friends/relatives	17
Anganwadi worker	18
Nobody/ Never heard of IPPI	19
Others _____	
	91-100

**ASK Q.5 ONLY IF NOT CODED "02" (TELEVISION) IN Q.3**

Q.5 Have you watched any advertisement, on TV about Polio campaigns in the last one-month?

Yes	1	<b>CONTINUE</b>
No	2	<b>SHOW AD STILL AND THEN ASK Q7</b>
DK/CS	3	<b>SHOW AD STILL AND THEN ASK Q7</b>

101

Q.6 Can you tell me who were the characters in the advertisement who talked about the Polio campaign in the ad you saw in last one month?  
**SPONTANEOUS RESPONSE ONLY. CODE IN GRID BELOW. PROBE AND MAKE SURE OF THE RESPONSE, AMITABH ONLY OR BOTH AMITABH AND AISHWARYA TOGETHER.**

	Spontaneous
Amitabh Bacchhan only	01
Aishwarya Rai only	02
Both Amitabh and Aishwarya	03
Don't know	09
Others _____	

102-107

**SHOW AD STILL FOR TV ADS TO ALL.**

Q.7 I will now show you photographs of an advertisement. Please tell me whether you have ever seen the advertisement on television before.

	<b>1.1. AD STILL</b>	<b>1.2.</b>
Seen the ad	1	<b>CONTINUE GO TO Q18</b>
Not seen the ad	2	

108

Q.8 You mentioned that you have watched the advertisement on TV. What was your action after watching the ad?

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109-118

Q.9 Was any specific date mentioned in the ad on which the Polio campaign will be held? If yes then what was the date mentioned?

4 <sup>th</sup> January	1
No date was mentioned	2
Date was mentioned but I don't remember the date	3
Don't Know/ Cant Say	9
Any other date (specify)_____	

119

Q.10 Can you please describe me in detail whatever you remember about this TV advertisement? What was told in the ad? **PROBE** Anything else?  
**CODE AD HEARD AFTER THE RESPONDENT DESCRIBES THE AD.  
 MULTICODING POSSIBLE. RECORD VERBATIM.**

First ad mentioned:

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120-129

**NOTE:Q11 is not there in the questionnaire.**

Q.12 What was the main message that this ad gave you about Polio campaign?  
What other messages did the ad give you about Polio campaign?

Main message

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Other messages			

11-20

Q.13 **SHOW CARD.** How much did you like watching this/these advertisements?

I liked watching it a lot  
I somewhat liked watching it  
Neither like nor dislike watching it  
I didn't like watching it much  
  
I didn't like watching it at all

1	<b>CONTINUE</b>
2	
3	
4	<i>ASK Q15 FIRST AND THEN Q 14 AND CONTINUE WITH Q16</i>
5	

21

Q.14 What aspects of the ad (if any) did you like? Anything else? Anything else?

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Translation:			

22-31

Q.15 What aspects about the ad (if any) did you dislike? Anything else? Anything else?

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Translation:			

32-41

Q.16 Do you think that this advertisement can motivate people like you to take their children to the PPI booth for OPV dosages?

Motivates to a great extent	1
Motivates to some extent	2
Does not motivate much	3
Does not motivate at all	4

42

**SHOW CARD**

Q.17 Please remember and tell me approximately how many times have you seen the Polio Campaign ads on TV in last one month?

Once	1
2-5 times	2
6-10 times	3
More than 10 times	4

43

**ASK Q.18 ONLY TO THOSE WHO HAVE NOT CODED "03" (RADIO) IN Q.3a**

Q.18 Have you heard any advertisement, on Radio about Polio campaign in the last one month?

Yes	1	<b>CONTINUE</b>
No	2	<b>GO TO Q. 30</b>
DK/CS	9	<b>GO TO Q. 30</b>

44

Q.19 Can you recognize the voice of the characters who talked on Polio campaign in the ad you heard in last one month on Radio? **SPONTANEOUS RESPONSE ONLY. CODE IN GRID BELOW.**

	Spontaneous
Amitabh Bacchhan only	01
Aishwarya Rai only	02
Both Amitabh and Aishwarya	03
Don't know	09
Others _____	

45-46

Q.20 You mentioned that you have heard this advertisement on Radio. What was your action after watching the ad?

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47-56

Q 21 Was any specific date mentioned in the ad on which the Polio campaign will be held? If yes then what was the date mentioned?

- 4<sup>th</sup> January
- No date was mentioned
- Date was mentioned but I don't remember the date
- Don't Know/ Cant Say
- Any other date (specify)\_\_\_\_\_

1
2
3
9

57-58

Q.22 Can you please describe me in detail whatever you remember about this Radio advertisement? What was told in the ad? **PROBE** Anything else?

**CODE AD HEARD AFTER THE RESPONDENT DESCRIBES THE AD. MULTICODING POSSIBLE. RECORD VERBATIM.**

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59-68

**NOTE: Q no 23 is not there in the questionnaire.**

Q.24 What was the main message that this ad gave you about Polio campaign? What other messages did the ad give you about Polio campaign?

Main message

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Other messages			

69-78

Q.25 **SHOW CARD.** How much did you like listening to this advertisements?

I liked listening it a lot	1	<b>CONTINUE</b>
I somewhat liked listening it	2	
Neither like nor dislike listening it	3	
I didn't like listening it much	4	<i>ASK Q27 FIRST AND THEN Q 26 AND CONTINUE WITH Q28</i>
I didn't like listening it at all	5	

79

Q.26 What aspects of the ad (if any) did you like? Anything else? Anything else?

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Translation:			

80-89

Q.27 What aspects about the ad (if any) did you dislike? Anything else? Anything else?

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Translation:			

90-99

Q28 Do you think that this advertisement can motivate people like you to take their children to the

PPI booth for OPV dosages?

- Motivates to a great extent
- Motivates to some extent
- Does not motivate much
- Does not motivate at all

1
2
3
4

100

**SHOW CARD**

Q.29 Please remember and tell me approximately how many times have you heard the Polio Campaign ads on TV in last one month on Radio?

- Once
- 2-5 times
- 6-10 times
- More than 10 times

1
2
3
4

101

**ASK ALL WHO HAVE CODED ATLEAST '1' EITHER IN Q 7 OR IN Q18**

**Q.30 SHOW CARD**

I am going to read out some phrases ~~that other people~~ like you have used to describe this campaign on Pulse Polio Campaign. For each statement that I read out please tell me the extent you agree or disagree? Please choose a response from the card.

	Statement	Agree	Neither agree nor disagree	Disagree	
1	I learned something new about Polio campaign	1	2	3	102
2	The ad(s) made me understand that it is important to administer pulse polio dosages to my child	1	2	3	103
3	What was told in the ad(s) was not relevant to me	1	2	3	104
4	I found the ideas expressed in the ad(s) to be believable	1	2	3	105
5	What was told in the ad(s) was easy to understand	1	2	3	106
6	As a result of watching the ad(s), I took my child to the booth for polio drops	1	2	3	107
7	As a result of watching to the ad(s), my opinion about polio campaign has improved	1	2	3	108
8	Is different from other ad(s) of child health	1	2	3	109
9	I am fed up of watching/ listening the ad(s) again and again	1	2	3	110

**ASK Q.31 IF '1', OR '2' CODED FOR STATEMENT 1 IN Q.30**

Q.31 What was the new message that you learnt from seeing this ad?

\_\_\_\_\_

\_\_\_\_\_

Translation			

111-120

**ASK ALL**

Q.32 Do you recall any slogan of the advertisement that you have heard or seen? If yes then what was it?

- Do boond jindagi ki
- There is a slogan but I don't remember it
- There is no slogan
- Don't know/ Cant say
- Other slogans (specify)\_\_\_\_\_

- |   |                   |
|---|-------------------|
| 1 | <b>GO TO Q 34</b> |
| 2 | <b>CONTINUE</b>   |
| 3 | <b>CONTINUE</b>   |
| 9 | <b>CONTINUE</b>   |
|   | <b>CONTINUE</b>   |

121

**ASK Q33 ONLY TO THOSE WHO HAVE NOT MENTIONED "DO BOOND ZINDAGI KI " IN Q 32.**

Q.33 Have you ever seen or heard any slogan "Do boond jindagi ki"?

Yes

No

Don't remember

1	<u>CONTINUE</u>
2	<u>GO TO Q39</u>
9	<u>GO TO Q39</u>

122

Q 34. If you recall, there was one such round conducted during the month of November also. Please tell me if your children have received OPV dosages during that round. Please tell me for each child. Have you administer the polio drops and if have administered where were the drops given?

Please tell me the same for both November and January rounds. **RECORD FOR NOVEMBER IN GRID A AND FOR JANUARY IN GRID B.**

- (1) Administered at the booth
- (2) Administered at home
- (3) Administered in other places
- (4) Not administered
- (5) Not applicable

**November round**

CHILD NUMBER (AS PER Q.2a)	GRID A Administration and Place					
	1	2	3	4	5	
01	1	2	3	4	5	123-125
02	1	2	3	4	5	126-128
03	1	2	3	4	5	129-131
04	1	2	3	4	5	11-13
05	1	2	3	4	5	14-16

**January round**

CHILD NUMBER (AS PER Q.2a)	GRID B Administration and Place					
	1	2	3	4	5	
01	1	2	3	4	5	17-19
02	1	2	3	4	5	20-22
03	1	2	3	4	5	23-25
04	1	2	3	4	5	26-28
05	1	2	3	4	5	29-31

**Q35 ASK IF CODED "2/3/4/5" IN GRID A AND CODED "1" IN GRID B. (NOT ADMINISTERED/ NOT ADMINISTERED AT THE BOOTH IN NOVEMBER AND ADMINISTERED AT BOOTH IN JANUARY)**

Q 35. You mentioned that your child received OPV dose at home or didn't receive OPV dosages during November round. During January round you took your child to the booth for OPV doses. What motivated you to take your child to the booth for OPV doses?

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Translation			

**Q36 ASK IF CODED "4/5" IN GRID B. (NOT ADMINISTERED/ NOT ADMINISTERED AT THE BOOTH IN JANUARY CAMPAIGN)**

Q 36 You have mentioned that the child did not receive OPV dosage on 4th January 2004. What was the reason? **MULTICODING POSSIBLE**

		<b>Reasons</b>
1.	Have never heard of PPI campaign itself	01
2.	Not aware of the need for additional dosages	02
3.	Not aware of the place/ time of the booth	03
4.	Not aware of the time/day of home visit	04
5.	Child was sick during campaign	05
6.	Child was too young	06
7.	They (service providers) did not come to my house.	07
8.	Nobody there to take the child to the booth	08
9.	We were travelling (were in train/ bus etc).	09
10.	Inconvenient day/time/ venue	10
11.	Session not held	11
12.	Vaccine was not there by the time we reached	12
13.	Doctor advised against / said was not required	13
14.	Fear/ rumour of side effect	14
15.	Fear of getting polio due to vaccine	15
16.	It will affect the fertility of the child	16
17.	Have no faith in additional dosages	17
18.	Fear of too many dosages	18
19.	Others (specify)	

42-61

**Q37 ASK IF CODED "2/3" IN GRID B. (NOT ADMINISTERED AT THE BOOTH IN JANUARY)**

Q 37. You have mentioned that the child did not receive OPV dosage at the booth on 4<sup>th</sup> January 2004. What was the reason? **MULTICODING POSSIBLE**

		Reasons
1	Never heard of PPI booth	01
2	Not aware of the place/ time of the booth	02
3	Booth was held far away from my home	03
4	Child was sick on the booth day	04
5	Service providers always come home to give OPV dosage	05
6	Nobody there to take the child to the booth	06
7	Child was too young	07
8	We were travelling (were in train/ bus etc).	08
9	Inconvenient day/time/ venue	09
10	Session not held	10
11	Vaccine was not there by the time we reached	11
12	Doctor advised against / said was not required	12
13	No communication for PPI booth	13
14	No one came to take the child to booth	14
15	Fear/ rumour of side effect	15
16	Fear of getting polio due to vaccine	16
17	It will affect the fertility of the child	17
18	Have no faith in additional dosages	18
19	Fear of too many dosages	19
20	Others (specify)	

62-81

**MEDIA HABITS**

QA Do you listen to radio generally?

Yes

1

**CONTINUE**

No

2

**GO TO Q E**

82

QA1 Do you have a radio at home?

Yes

1

No

2

83

Q.B You mentioned that you listen to radio. Can you please tell me the places where all you listen to radio? **MULTICODING POSSIBLE**

Own house	01
Neighbours	02
Dhabas/Tea shop/shop	03
Friend /Relative Houses	04
Work place	05
Others (specify)	

84-89

QC Can you please name the radio channels that you listen to? **MULTICODING POSSIBLE**

Vividh Bharti	01
AIR	02
FM 1	03
FM2	04
Radio Mirchi	05
Red FM	06
Radio city	07
Others(_____)	

90-99

Q.D What time/s do you usually listen to radio? **IF RESPONDENT SAYS MORNING/EVENING/AFTERNOON/NIGHT ASK HER AGAIN WHAT TIME SHE LISTENS TO PROGRAMMES ON RADIO. MULTICODING POSSIBLE**

TIME SLOT	Weekdays	Weekends
		Saturday/Sunday
6 am - 9.00am	1	1
9.00-12.00Noon	2	2
12.00-3.00pm	3	3
3.00-6.00pm	4	4
6.00-9.00pm	5	5
11.00 –12.00 midnight	6	6
12.00 midnight-6.00am	7	7

100-104

105-109

Q.D1 Please tell me the name of the programmes that you listen regularly on Radio? Probe. **RECORD VERBATIM**

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110-119

QE Do you watch TV generally?

Yes  
No

1	<b>CONTINUE</b> <b>GO TO Q K</b>
2	

120

QF Do you have a TV in your house?

Yes  
No

1	<b>CONTINUE</b> <b>GO TO Q G2</b>
2	

121

QG1 Do you have a cable/satellite connection in your TV?

Yes  
No

1
2

122

Q.G2 You mentioned that you watch TV. Can you please tell me the places where all you watch TV? **MULTICODING POSSIBLE**

Own house	01
Neighbours	02
Dhabas/Tea shop/shop	03
Friend /Relative Houses	04
Work place	05
Others (specify)	

123-128

QG3 **ASK ONLY TO THE RESPONDENTS IN DELHI.** Do you have CAS problem in your areas?

Yes  
No

1
2

129

Q.H Which of these channels do you watch regularly on TV? **MULTICODING POSSIBLE**

	<b>Regularly</b>		<b>Regularly</b>
Asianet	01	FTV	25
ATN	02	Gemini T.V	26
AXN	03	HBO	27
B4U	04	Home TV	28
B4U Music	05	MTV	29
BBC	06	Music Asia	30
Cable operator's English language (film) channel	07	National Geographic	31
Cable operator's Hindi / Regional language (film) channel	08	NEPC (Entertainment Channel)	32
Cartoon Network	09	SAB TV	33
Channel V	10	Sahara	34
CNBC	11	SET MAX	35
CNN	12	Siticable	36
DD Delhi	13	Sony Entertainment Television	37
DD Movie Club	14	Star Movies	38
Discovery	15	Star Plus	39
Doordarshan 1/National Network	16	Star World	40
Doordarshan 2/Metro	17	Star News	41
Doordarshan 3	18	Star Sports	42
Doordarshan Bhopal	19	Turner classic Movies	43
Doordarshan Jaipur	20	TNT & Cartoon Network (English Movie Channel)	44
Doordarshan Lucknow	21	Zee Cinema	45
Doordarshan Patna	22	Zee TV	46
EL TV/Zee India TV/ Zee News	23	Zee News	47
ESPN	24	Others (specify)_____	

11-40

Q.1 What time/s do you usually watch programmes on Television? **IF RESPONDENT SAYS MORNING/EVENING/AFTERNOON/NIGHT ASK HER AGAIN WHAT TIME SHE SEES PROGRAMMES ON TV. MULTICODING POSSIBLE**

TIME SLOT	Weekdays	Weekends Saturday/Sunday
6 am - 7.00am	01	01
7.00-8.00am	03	03
8.00-9.00am	05	05
9.00-10.00am	07	07
10.00-11.00am	09	09
11.00-12.00 noon	10	10
12.00-1.00pm	11	11
1.00-2.00pm	12	12
2.00-3.00pm	13	13
3.00pm - 4.00pm	14	14
4.00-5.00pm	15	15
5.00-6.00pm	16	16
6.00 -7.00 pm	17	17
7.00-8.00pm	18	18
8.00-9.00pm	19	19
9.00-10.00pm	20	20
10.00-11.00pm	21	21
11.00 -12.00 midnight	22	22
12.00-1.00am	23	23
1.00-2.00am	24	24
2.00am-6.00am	25	25
	41-60	61-80

Q.J Could you please tell me which TV programmes that you watch regularly?  
**RECORD VERBATIM AND THEN POST CODE**

81-90

Post Code:

Aane Wala Pal	1	Hum Pardesi Ho Gaye	15	Koshish...Ek Asha	29
Amanat	2	Hum Saath Aath Hai	16	Kuch Jhuki Si Palke	30
Bhabhi	3	Janam Samjha Karo	17	Kudrat	31
Chhoti Ma	4	Jeena Isi Ka Naam Hai	18	Kusum	32
Chitrahaar	5	Junior G	19	Kutumb	33
CID	6	Kabhi Sautan Kabhi Saheli	20	Manzilein	34
Dhadkan	7	Kahani Ghar Ghar Ki	21	Mehndi tere naam ki	35
Dil Dhoondta Hai	8	Kahani Saat Pheron Ki	22	Nandu Apna	36
Dishayein	9	Kahin Kissi Roz	23	Sanjog	37
Dollar Bahu	10	Kalash	24	Sanskriti	38
Ek Mahal Ho Sapno Ka	11	Kanyadaan	25	Shagun	39
Gharana	12	Kasauti Zindagi Kay	26	Suraag	40
Heena	13	Koi Apna Sa	27	Thoda Hai Thode Ki Zaroorat Hai	41
Hubahu	14	Kora Kagaz	28	Others (specify)	

91-110

### CLASSIFICATION SECTION

QK What is the religion of the household? **SINGLE CODING**

Hindu  
 Muslim  
 Christian  
 Jain  
 Sikh  
 Others (specify)

1
2
3
4
5

111

QL What is the caste of the household? **SINGLE CODING**

Scheduled caste  
 Scheduled tribe  
 General  
 Others (specify)

1
2
3

112

Q.M Could you please tell me the kind of family set up that you have? **SINGLE CODING**

- |                            |   |
|----------------------------|---|
| Nuclear Family             | 1 |
| Nuclear Family with elders | 2 |
| Joint Family               | 3 |
- 113

Q.N **SHOW CARD**

We usually try to see if there are differences in opinions of people from different income groups. For this could you please choose an option from this card to indicate the total monthly income of your household? **SINGLE CODING**

- |                       |   |
|-----------------------|---|
| Upto Rs 1000          | 1 |
| Rs 1001 – 3000        | 2 |
| 3001 – 5000           | 3 |
| Rs 5001 – 7000        | 4 |
| Rs 7001 - 10000       | 5 |
| Rs 10001+             | 6 |
| Refused (volunteered) | 7 |
- 114

**TO BE ASKED TO RESPONDENTS ONLY IN UTTAR PRADESH**

Q O Did you receive any material on routine immunisation? Explain Routine Immunisation. **SHOW THE REFERENCE MATERIALS AND THEN ASK. SINGLE CODING**

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |
- 115

Q P Did you see any poster on Routine Immunisation? **SINGLE CODING**

- |     |   |                         |
|-----|---|-------------------------|
| Yes | 1 | <b>CONTINUE</b>         |
| No  | 2 | <b>GO To Question R</b> |
- 116

Q Q Could you please recall and tell me what was the message in the poster?  
**RECORD VERBATIM**

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117-126

**ASK ALL.**

Q R Do you have a Routine Immunisation card for your child? Can I see that card?  
**SINGLE CODING. ONLY TO BE ASKED FOR CHILDREN UNDER 2 YEARS  
(24 MONTHS) OF AGE.**

	<b>Child No 01</b>	<b>Child No 02</b>	<b>Child No 03</b>	<b>Child No 04</b>	<b>Child No 05</b>
Card present and verified	1	1	1	1	1
Card present but not verified	2	2	2	2	2
Card not present	3	3	3	3	3
Don't know	9	9	9	9	9
	127	128	129	130	131

**THANK RESPONDENT AND CLOSE INTERVIEW**