

SURVEY RESULTS

ETC NISTA - POST CAMPAIGN QUANTITATIVE RESEARCH

Authors: Isabel Sultana Cassar B.Com (Hons) Econ.
Date: September 2012

TABLE OF CONTENTS

Scope of the Exercise.....	2
Overall objectives	2
Specific objectives	2
Objectives of Survey	3
Methodology.....	4
Key Findings From the Market Research Conducted.....	5
Summary of General Findings	5
Respondents' Profile – Analysis of Demographics	7
Gender	7
Age Distribution	7
Educational Level Attained	8
Marital Status	9
Current Occupation	9
Analysis of Campaign Specific Responses	12
1. Awareness About the Message	12
2. Post-Campaign reaction of those who heard about the NISTA campaign	14
Conclusions.....	24
Recommendations.....	25

SCOPE OF THE EXERCISE

Overall objectives

The overall objectives of the project are::

- To challenge the existing traditional stereotypes about women's and men's role in the family and at work.
- Increase the female employment rate
- Reduce the care gap through the sharing of non-remunerated work and by encouraging men to take a more active role in the family.
- Promote the reconciliation of work and private life and emphasise the business case with employers

This is being achieved through a 2 year campaign targeted at different groups of persons and using different media, including a television programme, in order to reach the desired target groups.

Specific objectives

The specific objectives of this contract are as follows:

- To challenge the prevalent beliefs and values related to traditional gender roles, whereby women are relegated to the domestic sphere and men are seen as the sole breadwinners in the family. Through this campaign, it is hoped that the roles will begin to expand and become more complementary to one another
- To encourage women, both young inactive, older inactive and single mothers to become financially independent by highlighting the benefits of formal employment for them, their families and society in general.
- To highlight the benefits of increased role of men in the domestic sphere for themselves, their family and society in general.
- To highlight the business case for employers who create a flexible work environment for their employees in a way which will permit them to combine better their work with their life especially their family.

To this end, a pre-campaign Computer Assisted Telephone Interview (CATI) was carried out by EMCS Consultancy to a random sample of 1017 individuals who were randomly selected

from the Maltese population. The quantitative research was designed, coordinated, administered and reported on by EMCS Consultancy.

Objectives of Survey

The objectives of the quantitative research were to:-

- Gauge the awareness of respondents on the campaign
- Obtain information on their beliefs on whether a balance between work and family can be achieved
- Obtain information on what they think is hindering women from returning to work.

METHODOLOGY

The main specifications of the telephone survey were as follows:

Survey type:	The survey was conducted by CATI (Computer Assisted Telephone Interview), to obtain the necessary data in a timely manner for analysis.
Population:	The sampling frame consisted of individuals, aged 16 and over.
Sampling Frame:	The sampling frame was obtained from randomly selected telephone numbers from the telephone directory.
Sample size (n):	The overall sample size was 1017 individuals.
Respondents	A random sample was utilised to carry out this market research exercise.
Selection:	Respondents were contacted at different times of the day.
Segmentation	The following segmentation variables were collected from the respondents: • Gender • Occupation • Employment Status • Age • Education level attained

The above variables were chosen on the basis of relevance and in order to be able to highlight accurately the differences among the groups.

KEY FINDINGS FROM THE MARKET RESEARCH CONDUCTED

Summary of General Findings

Some of the more salient points that emerged from the research are the following:

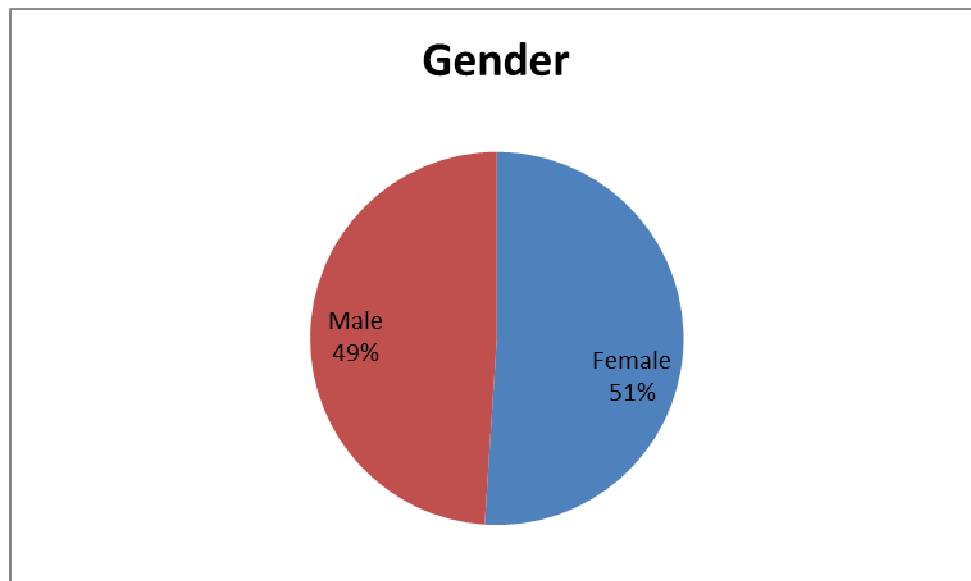
- Total respondents for the telephone survey were 1017, 49% males and 51% females.
- 41% of the respondents achieved secondary level education.
- 61.7% of the respondents are married while another 30.0% are single or never married. Only a small percentage indicated that they are separated, widowed or got annulment.
- 42.7% of the respondents are in employment, but 22.6% of the respondents who are of working age are inactive, including housewives/househusbands and people who are not searching for employment and are not registering as unemployed.
- 71.7% of the respondents have heard, seen or read a message relating to the NISTA project.
- The questions related to the marketing campaign were asked to 71.7% of the respondents who have heard, seen and read the message of the NISTA project.
- More than 88% of the respondents believe that it is possible for individuals and partners to achieve a balance between work and family responsibilities.
- Such a balance can be achieved if there is agreement between the partners and if the family's circumstances allow it.
- 41.6% of the respondents believe that there is an adequate infrastructure which allows the achievement of the balance between work and family. However, 40.2% believe that the opposite is true.
- The most common reasons mentioned by respondent as to what is hindering women from joining the declared workforce are the family responsibilities and the lack of support from family members and from society.
- The majority of the respondents believe that the message transmitted through the marketing campaign was clear enough and frequent enough.
- 93% of those who are aware of the NISTA project have viewed the adverts on TV.

- 88.3% of the respondents agree with the message transmitted during the campaign.
- However, 51.4% of the respondents stated that they were not affected by the campaign
- Only 15.6% of the respondents have seen the NISTA programme.

RESPONDENTS' PROFILE – ANALYSIS OF DEMOGRAPHICS

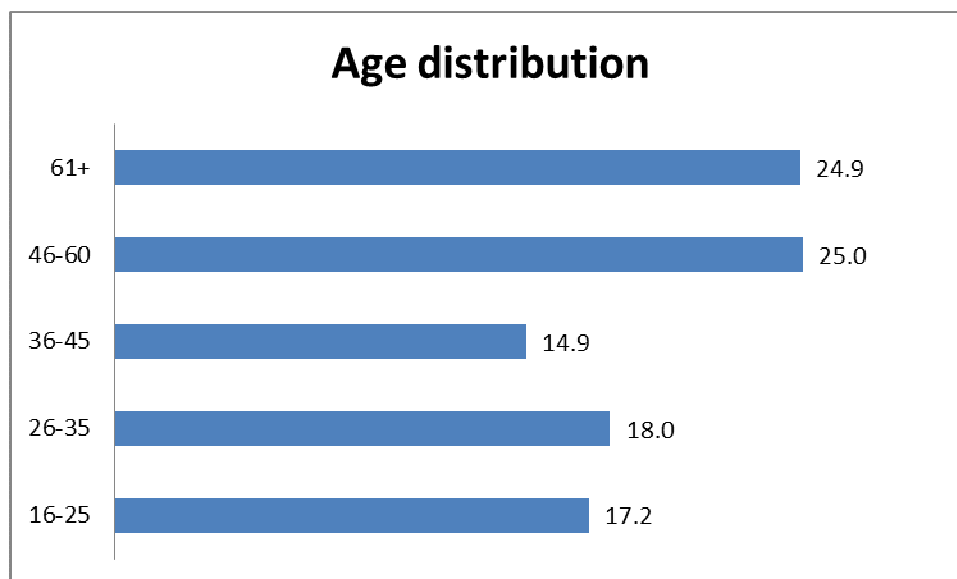
Gender

The composition of the respondents encompassed 49% males and 51% females.



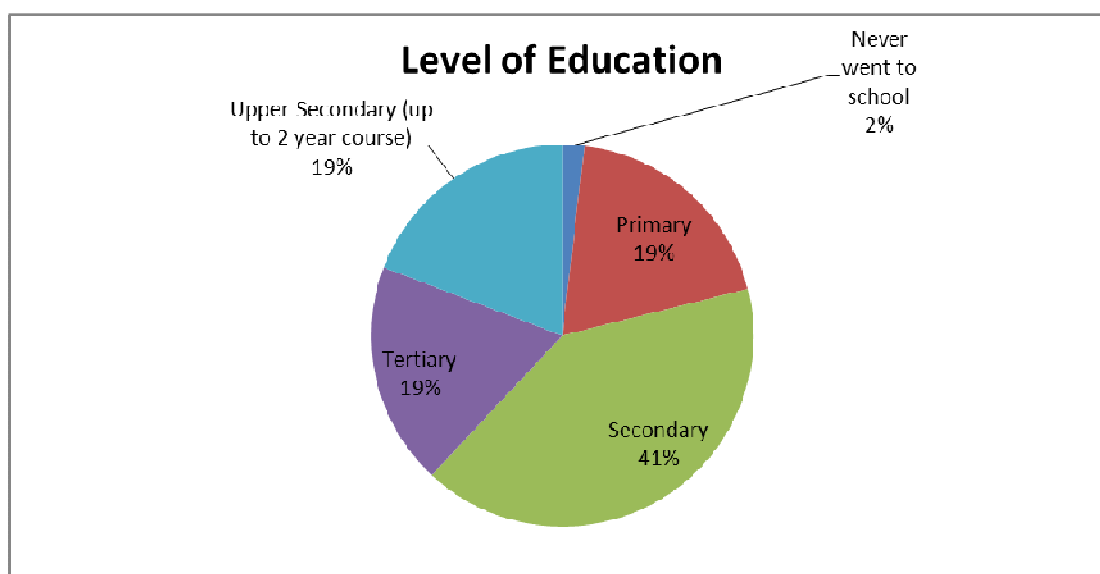
Age Distribution

The below figure shows the age distribution of the respondents. The age group 36-45 had the lowest representation (14.9%) while the age group 46-60 had the highest representation (24.9%). These figures reflect the actual Maltese population distribution figures.



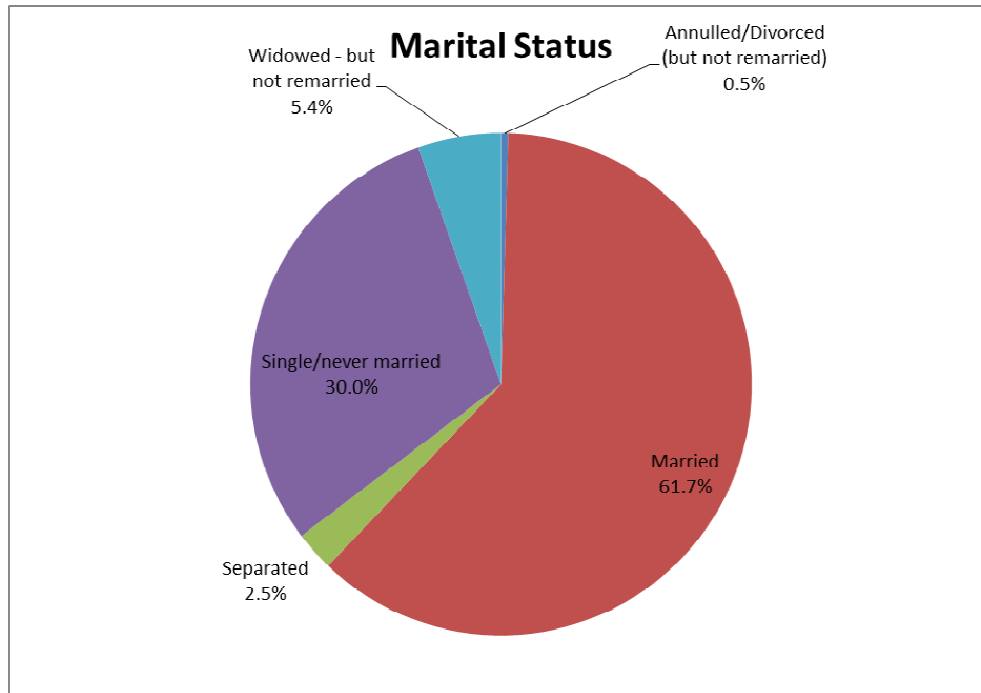
Educational Level Attained

Respondents were asked for their highest level of education attained. As evident from the below figure, the majority of the respondents have reached secondary level of education. This group is then followed by tertiary education, post-secondary and primary education. The remaining 2% stated that they never attended any formal schooling; this group mainly represents those respondents aged 61+.



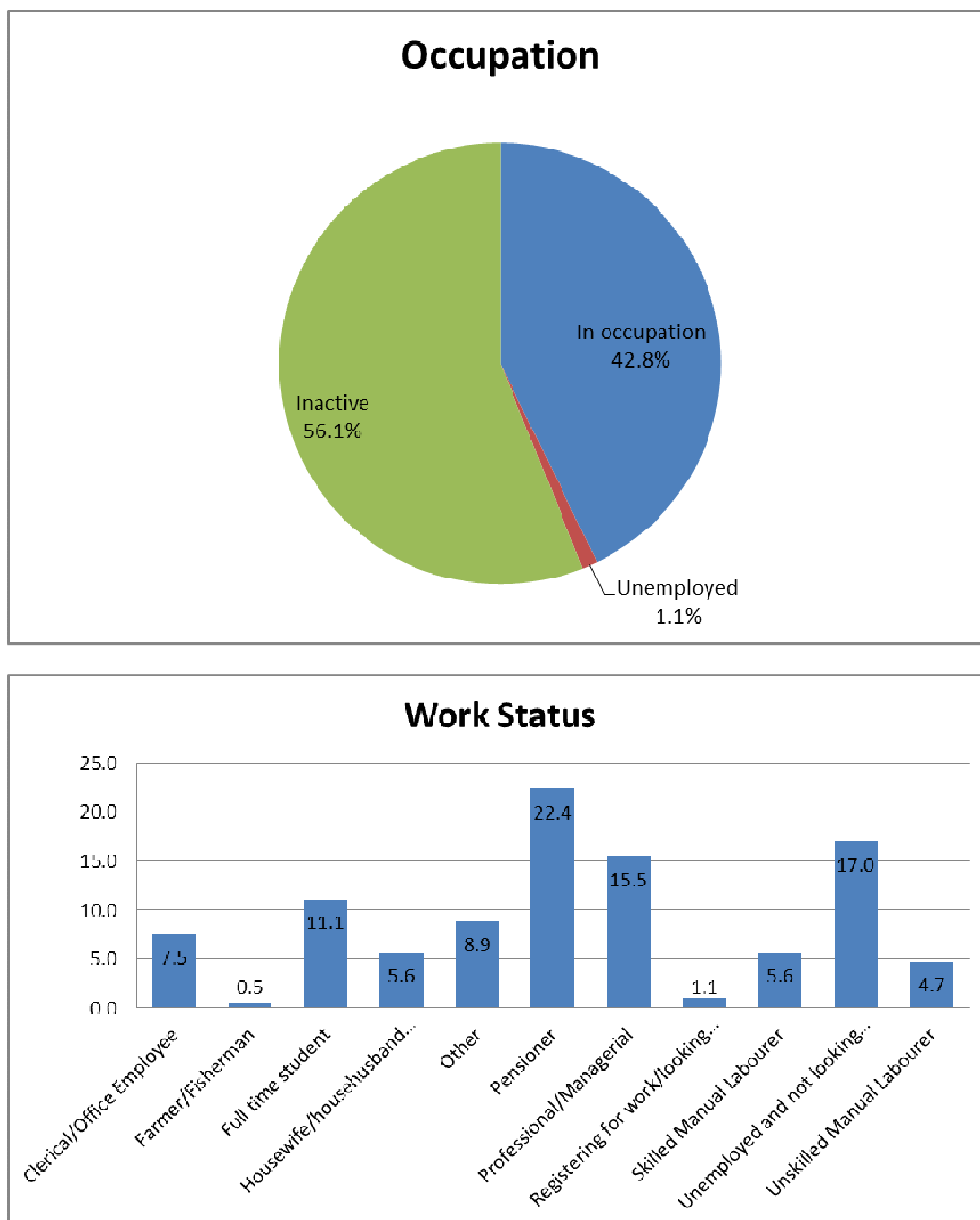
Marital Status

The majority of the respondents reported their status as being married, representing 61.7% of all the respondents. Another 30% reported to be single or never married. These were then followed by widowed (5.4%), separated (2.5%) and annulled/divorced (0.5%).

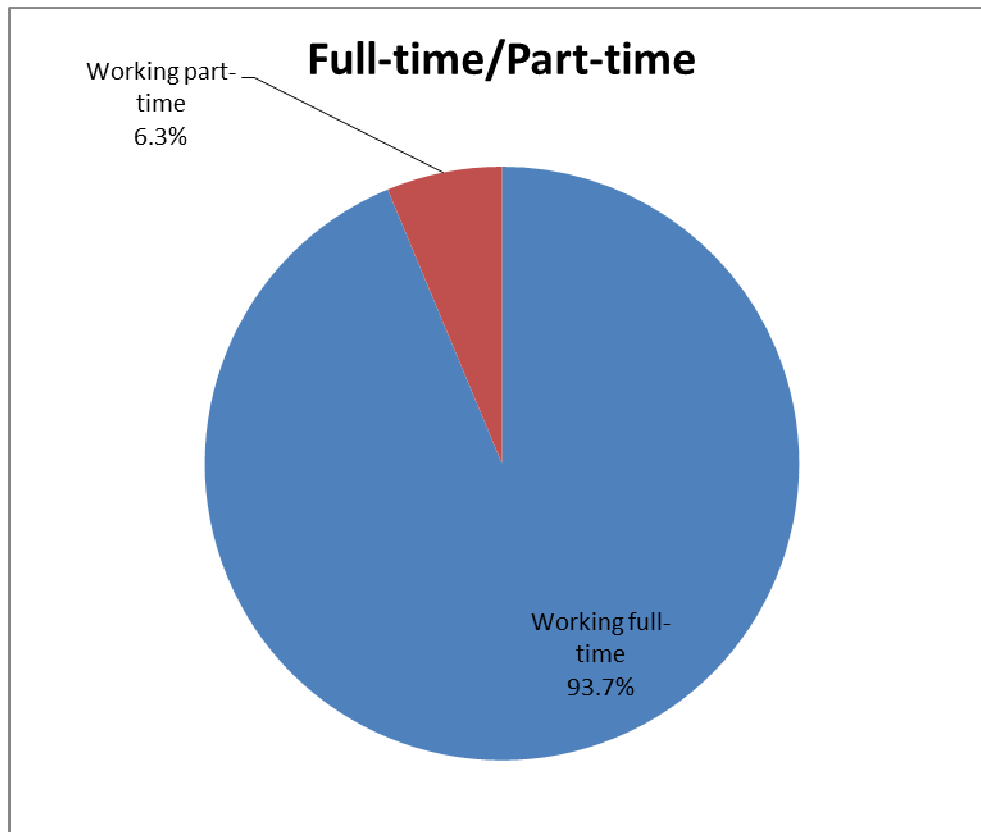


Current Occupation

The majority of the respondents were pensioners amounting to 22.4% of the respondents. These are followed by unemployed and not looking for a job (mainly housewives and househusbands) totalling to 17.0%. Excluding pensioners, 22.6% of the respondents are currently inactive even though they are still of working age. 11.1% of the respondents are full time students, while 1.1% are registering and looking for work. The remaining 42.8% of the respondents are in employment.



Those who are currently in employment, 93.7% are employed on a full-time basis, whereas only 6.3% reported to be employed on a part-time basis.

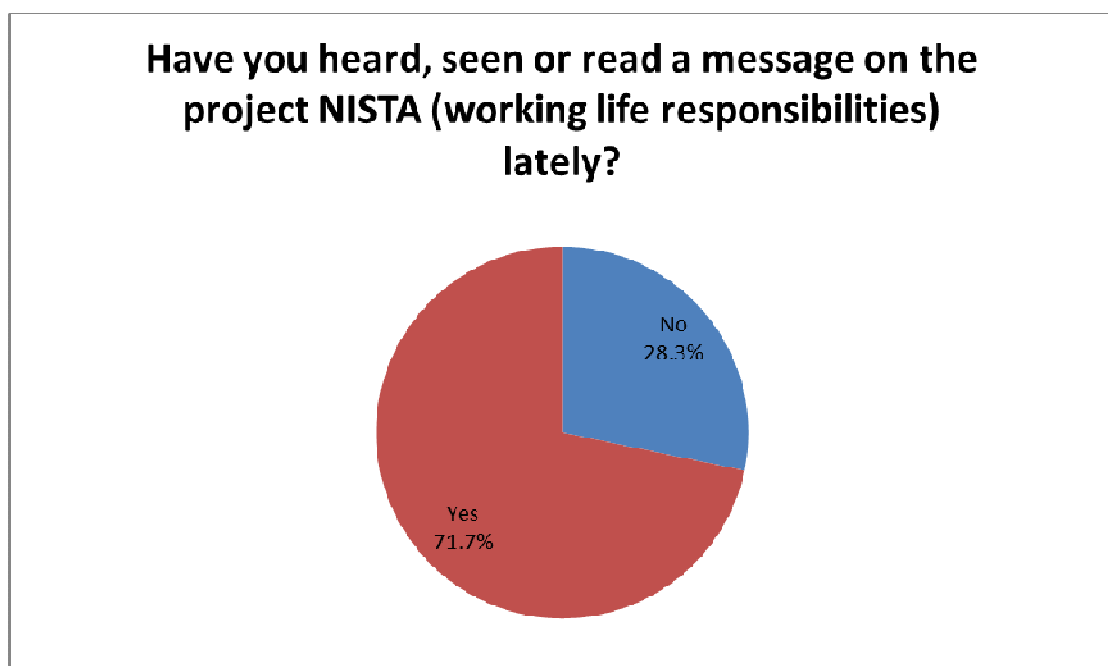


ANALYSIS OF CAMPAIGN SPECIFIC RESPONSES

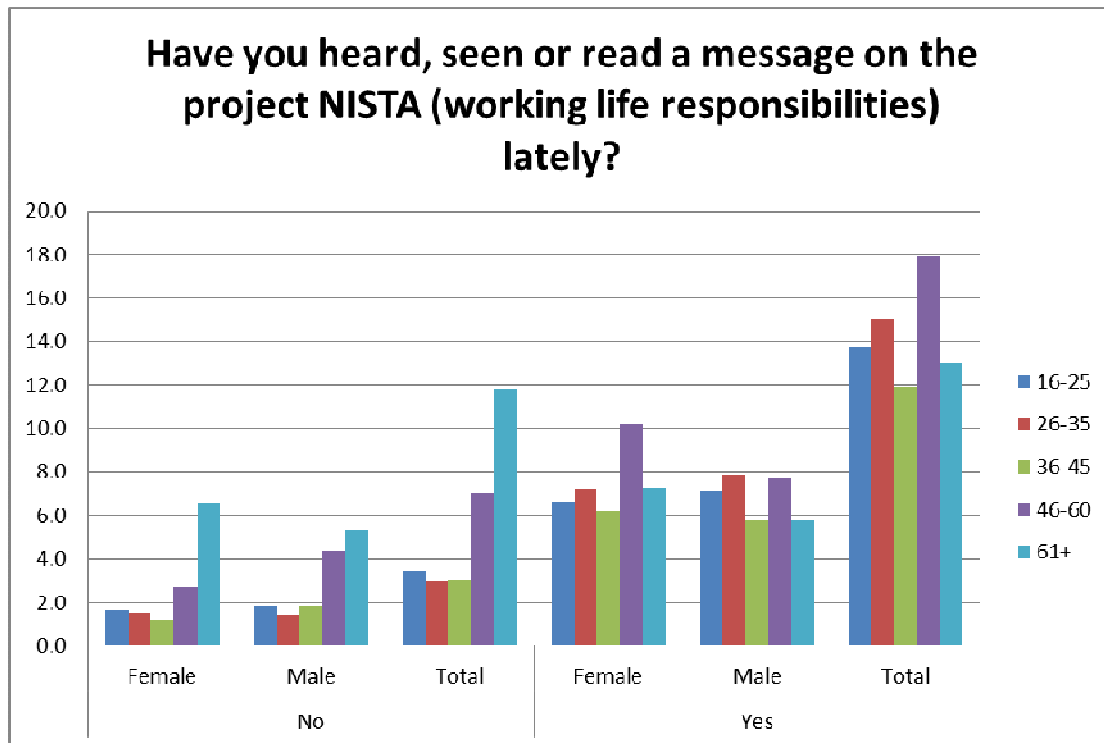
1. Awareness About the Message

Have you heard, seen or read a message on the project NISTA (sharing work-life responsibilities) lately?

71.7% of the respondents stated that they have heard, seen or read a message relating to the NISTA project.



Further analysis shows that both men and women are aware of the NISTA campaign. As evident from the figure below, it seems that the campaign has mainly reached the age group 46-60 followed by 26-35, 16-25, 61+ and 36-45. An analysis on how these groups were reached is provided further on in this report.

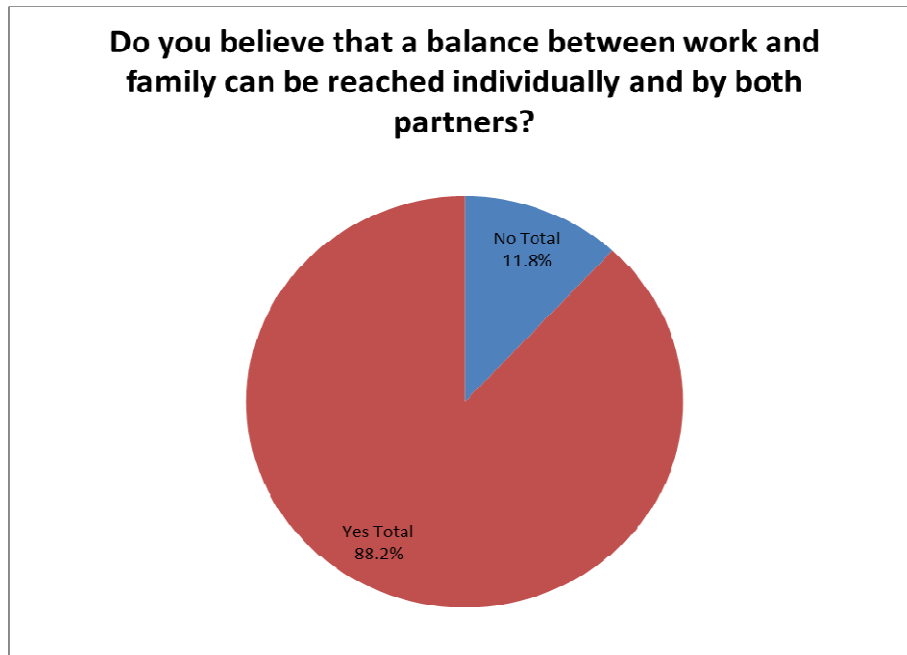


The following questions were asked only to those respondents who have heard, seen or read the message of the NISTA project. Thus, from this point onward any reference to respondents refers to those respondents who have heard, seen or read the message of the NISTA project.

2. Post-Campaign reaction of those who heard about the NISTA campaign

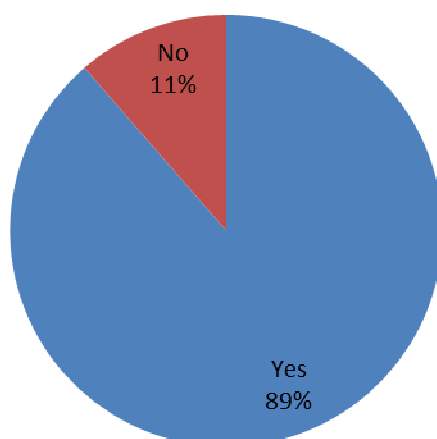
Do you believe that a balance between work and family can be reached individually and by both partners?

More than 88% of the respondents state that it is possible for partners to balance their work and family responsibilities.

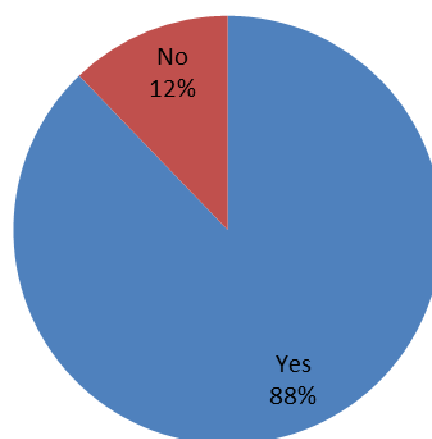


On this issue, males and females seem to have similar opinion.

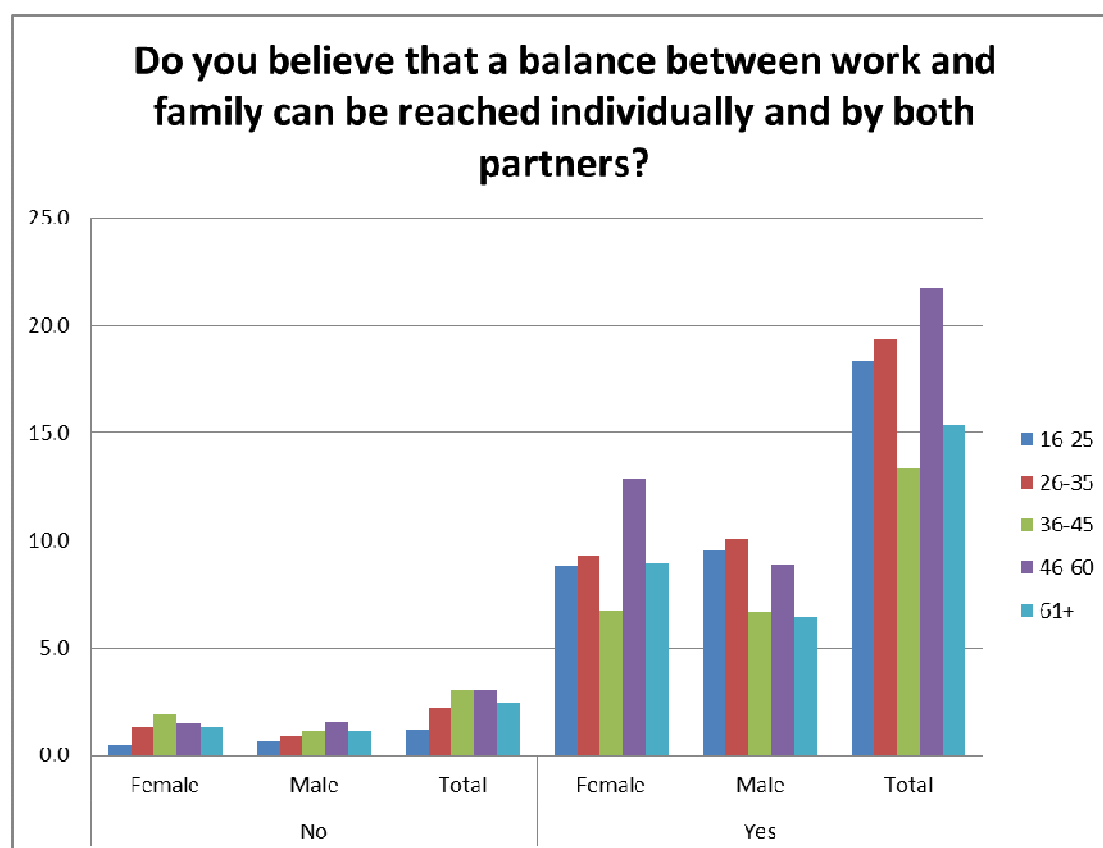
Males



Females



Such opinion is mostly common among the age group 46-60. As can be noted from the below figure, gender does not seem to influence the feedback to this question as almost the same percentages are obtained for males and females across the different age groups.



Why?

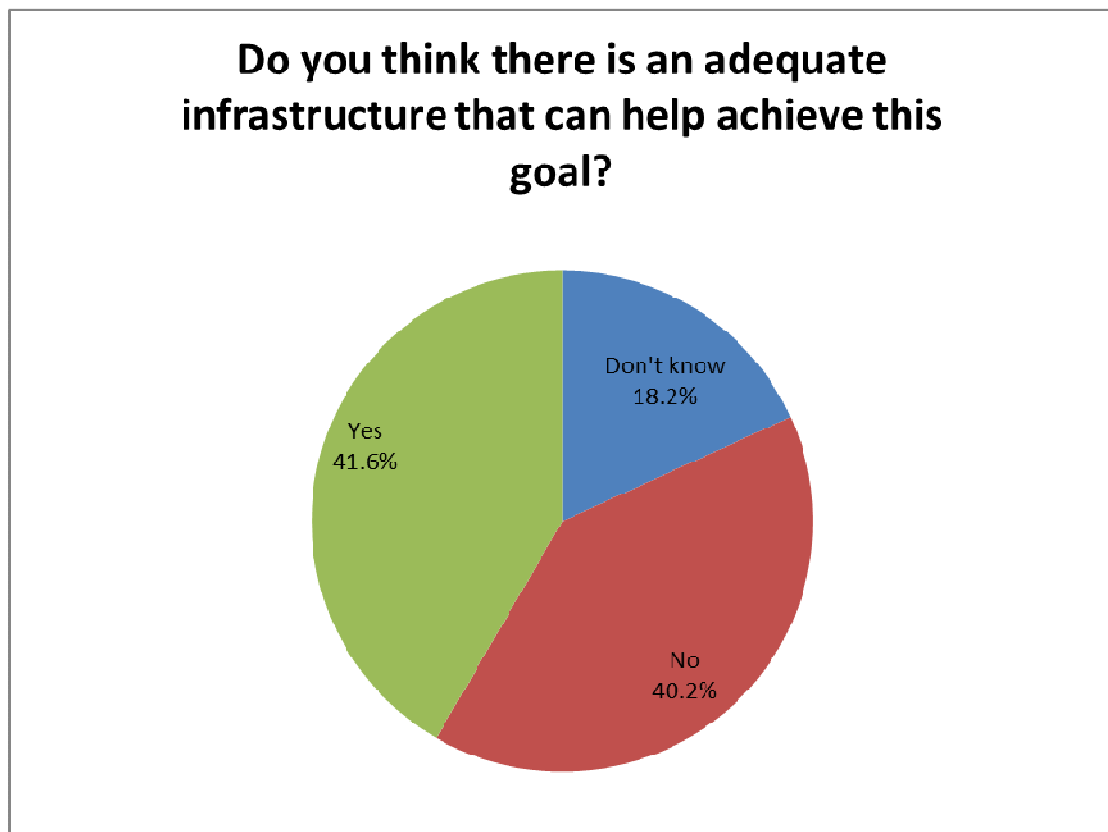
Those respondents who answered that it is possible to balance work and family said that today due to the lifestyle it has become a must for both parents to work. Such a balance is possible if there is agreement between both partners to share their family responsibilities when it comes to household chores and taking care of the children. However, this also depends on the circumstances of the family; for example, it depends on the working hours and flexibility offered by employers. Furthermore, respondents emphasised the important role of the grandparents who take care of young children while the parents are at work. However, respondents still pointed out the importance of having child care centres.

Those respondents who believe that a balance between work and family is not possible stated it is not possible to have both and that the family should have priority as otherwise the children suffer. Respondents stated that ideally women should stay at home taking care of the family. They

pointed out that many are leaving their kids with grandparents and that this can be tiring on the grandparents themselves. Others said that the long working hours of the husband and the lack of flexible working hours make it difficult for women to work. Many respondents stated that families may have certain problems which make it difficult for the parents to share their work and family responsibilities. In this regard they commented that the adverts portrayed idealistic situations and that it did not address the problems that their families are facing in today's day and age.

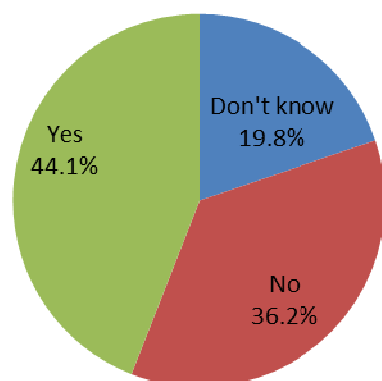
Do you think there is an adequate infrastructure that can help achieve this goal?

The majority of the respondents think that there is an adequate infrastructure that can help in achieving a balance between work and family responsibilities. However, there is almost an equal percentage of respondents who believe that such infrastructure is not available.

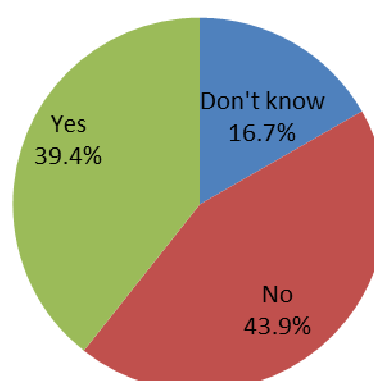


A breakdown on the above percentages by gender shows that the majority of the male respondents believe that such infrastructure is available, but females are of the opposition opinion.

Males



Females



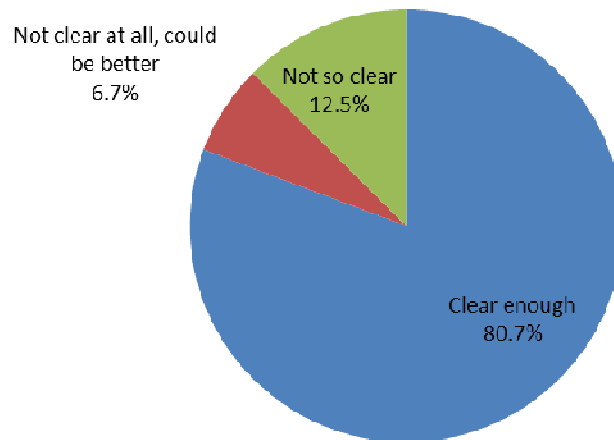
Who/what do you think is keeping back women from joining the declared workforce?

Respondents were asked their opinion on who or what is keeping women from joining the declared workforce. The family and taking care of children was a common response to this question. Many respondents do not trust leaving children with persons they do not know and they do not have support from the family in this regard. Respondents also mentioned the lack of child care centres, while others find that centres as expensive and are not affordable. Other respondents mentioned the lack of flexible working conditions offered by the employer. Some respondents stated that employers are asking for high level qualifications and experience which make it difficult for women who have been outside the work force for a number of years to return back to work. Another answer which should be given due consideration is the fact that schools hours are till 14.30 or even earlier which only makes it only possible for women (or attending parent) to work part time at maximum. Other answered included an old mentality and the loss of certain benefits.

Do you think that the message transmitted to the general public was...

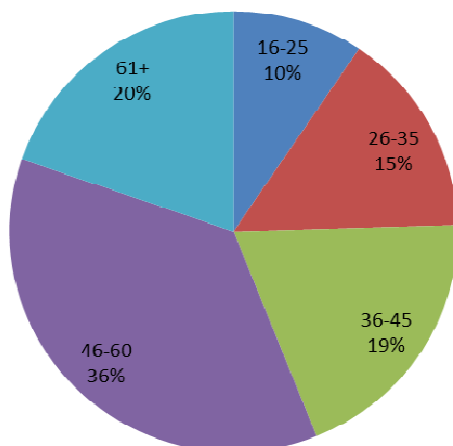
We asked the respondents on whether the message transmitted during the marketing campaign was clear. The vast majority (80.7% of the respondents) stated that the message was clear enough.

Do you think that the message transmitted to the general public was...

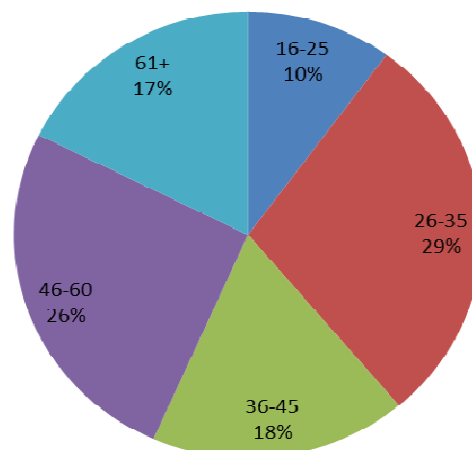


Further analysis shows that the the majority of the respondents who replied that the message could be better were in the age bracket 46-60 and that the message was not understood by those aged between 26 and 35.

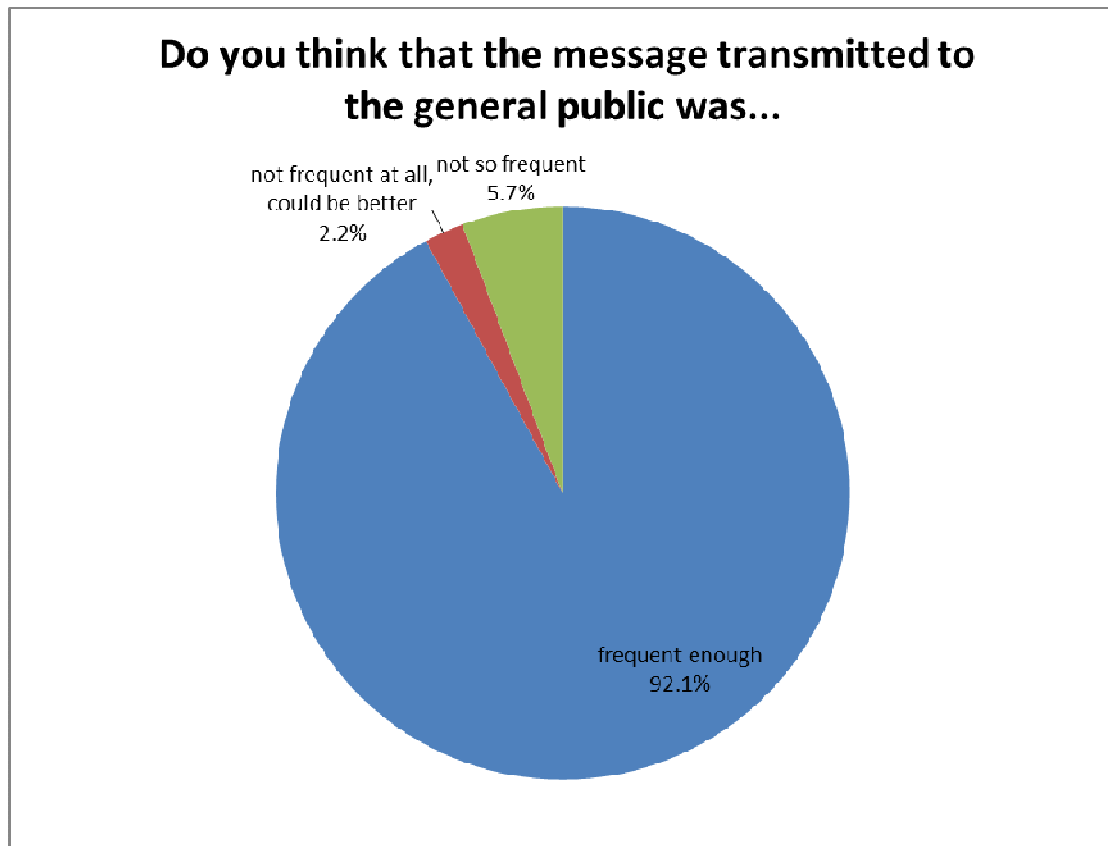
Not clear at all, could be better



Not so clear

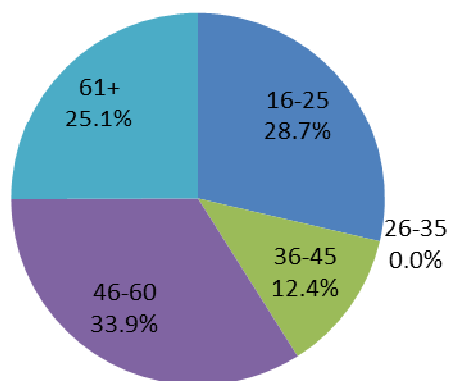


In relation to the above question, we then asked the respondents on whether the message was transmitted frequently enough. Once again the majority (92.1% of the respondents) stated that the message was transmitted frequently enough.

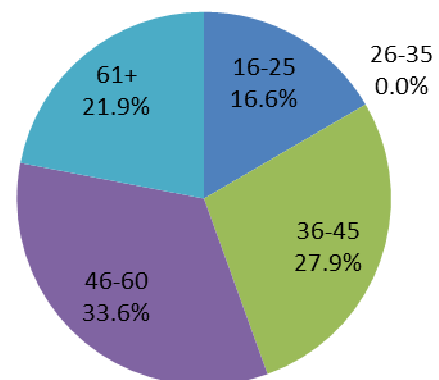


A further breakdown of the above responses shows that respondents within the age group 46-60 were of the opinion that the message was not transmitted frequently enough.

not frequent at all, could be better

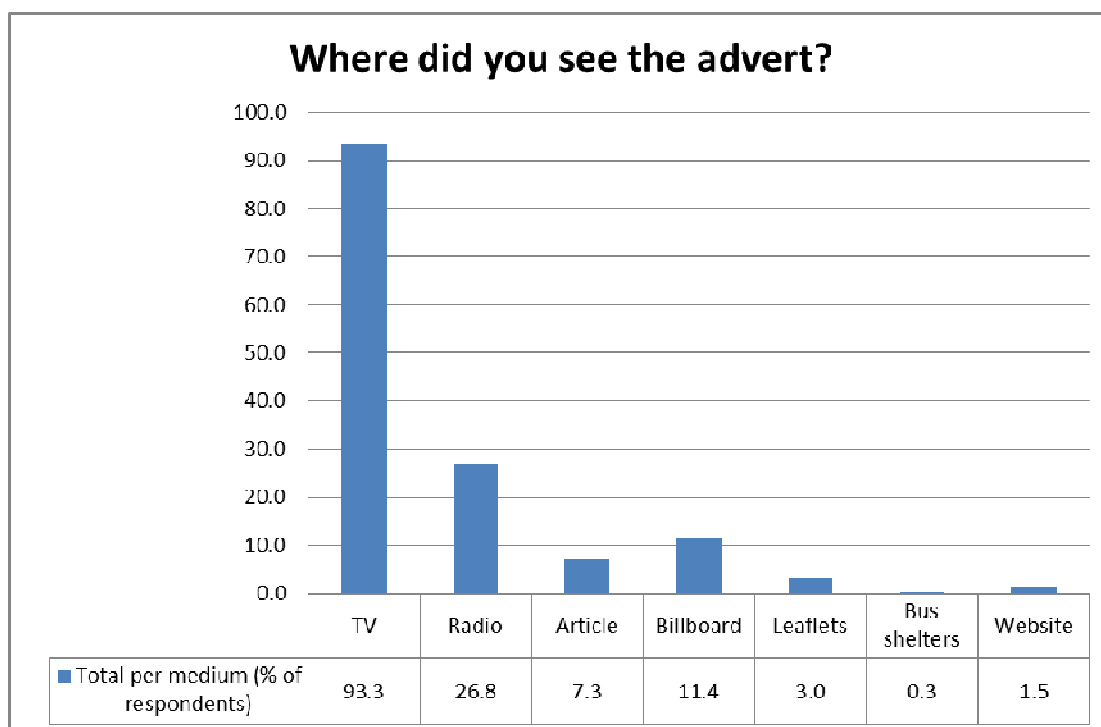


not so frequent



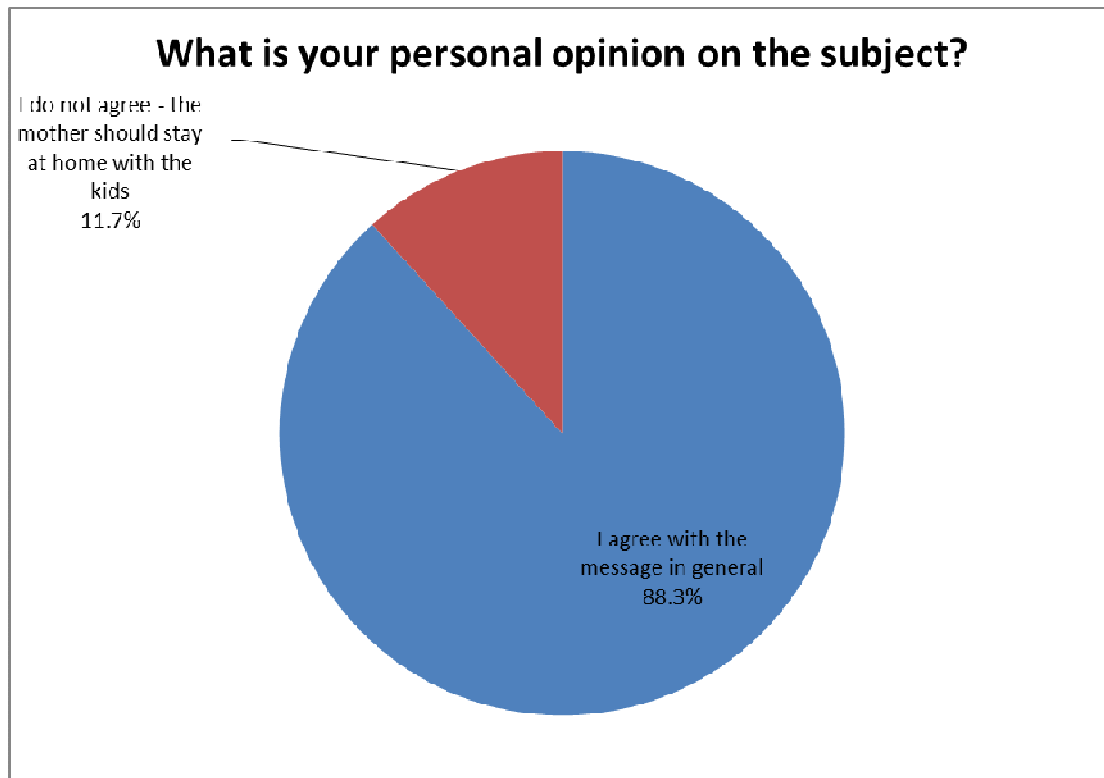
Where did you see the advert?

The most effective adverts were those shown on TV which reached 93.3% of the respondents. These are followed by the radio spots and billboards which reached 26.8% and 11.4% of the respondents respectively.

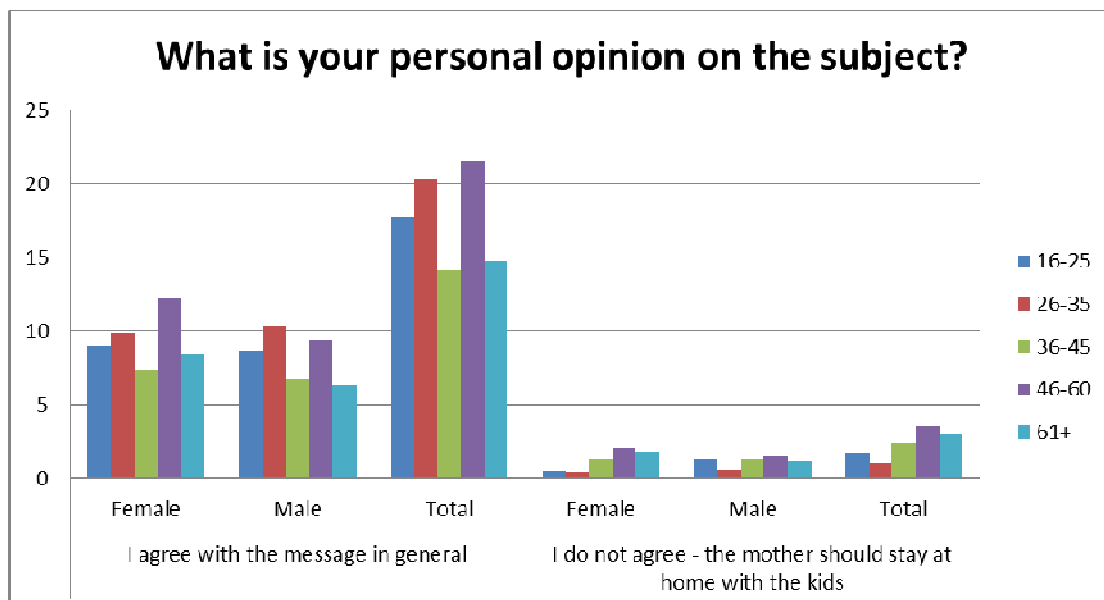


What is your personal opinion on the subject?

The majority of the respondents (88.3%) stated they they agree with the general message transmitted during the marketing campaign. This is in line with the response to the question relating to the achievement of the balance between family and work responsibilities.

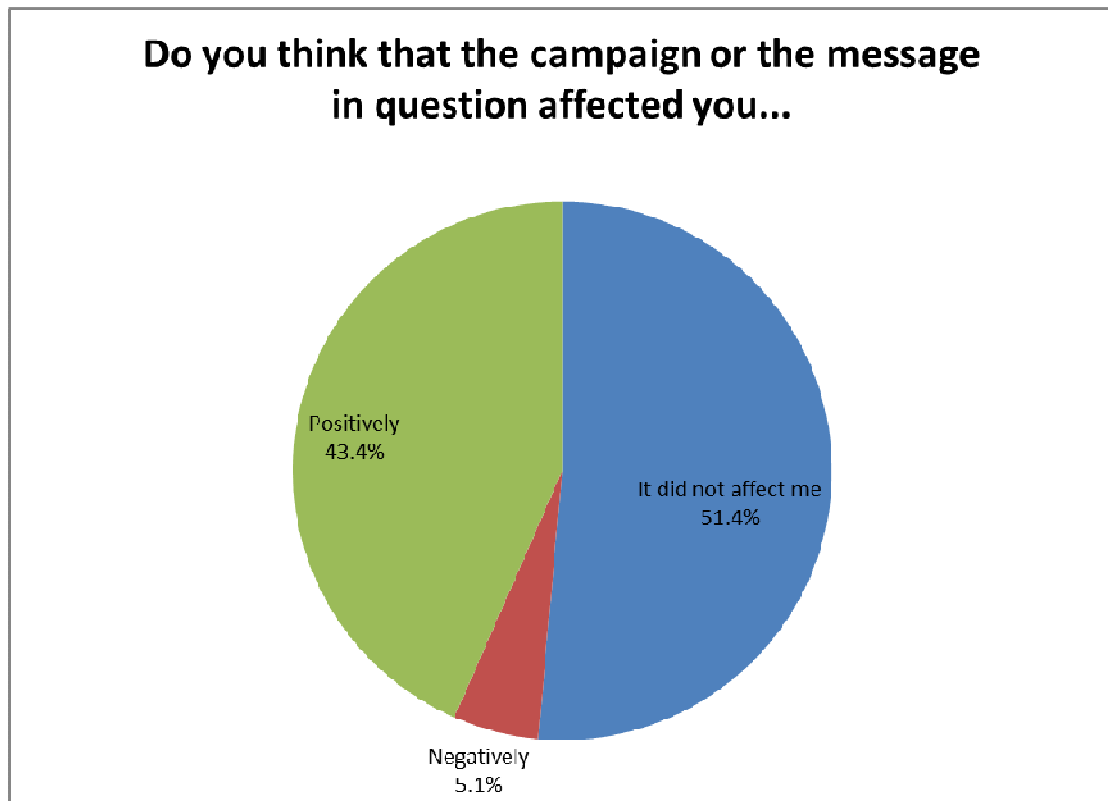


Again, in line with the question asking whether a balance between work and family can be achieved, those who agree with the message transmitted are mostly in the age group 46-60, followed by 26-35 and 16-25.



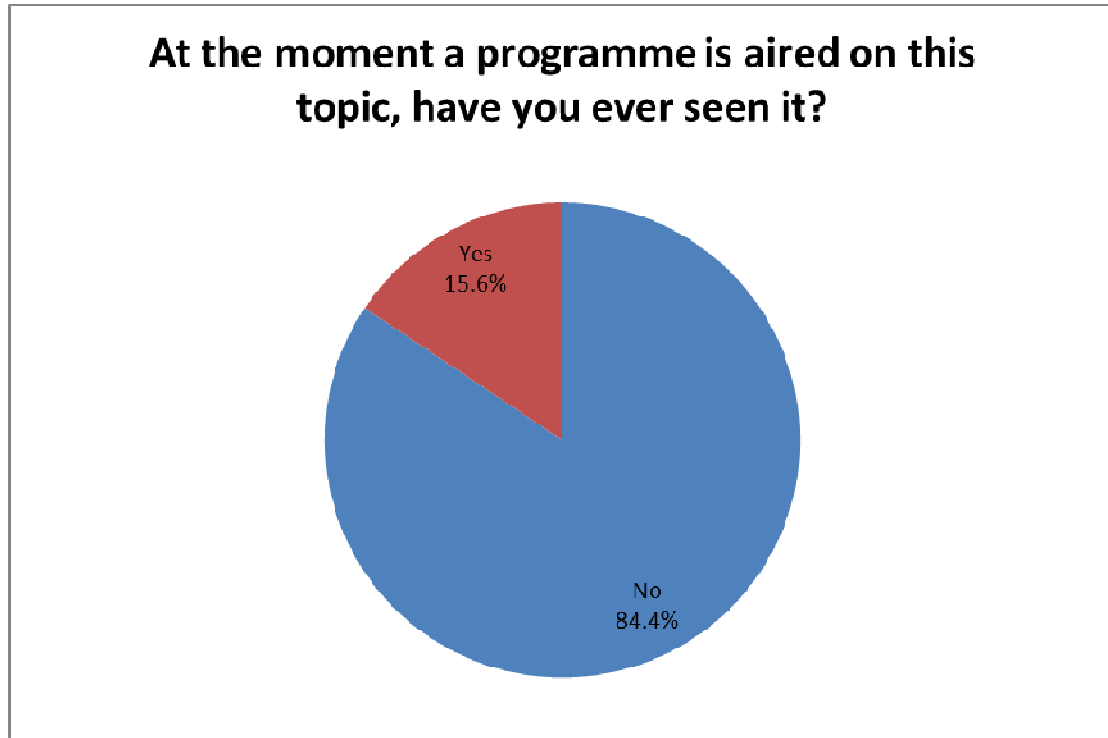
Do you think that the campaign or the message in question affected you...

When asked on the way how the campaign affected them, mostly said that it did not affect them at all. 43.4% of the respondents stated that it affected them positively and only 5.1% stated that it affected them negatively. An explanation for this results can be explained by the feedback provided in other questions in the sense that the adverts portrayed idealistic situations and they did not reflect real problems that families have to face.

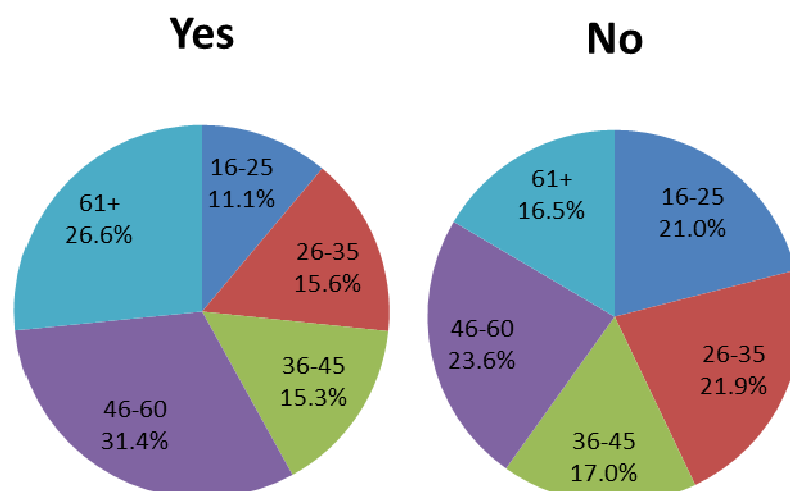


At the moment a programme is aired on this topic, have you ever seen it?

When asked on whether they have seen the TV programme, only 15.6% of the respondents stated that they have seen the programme.



As shown by the below figure, the programme was mainly viewed by respondents in the age brackets 46-60 and 61+. However, there is an even percentage across the different age brackets of respondents who did not watch the programme.



CONCLUSIONS

Following the analysis of the survey responses the following conclusions can be drawn:

- The respondents agree that there should be a balance between the partners in the sharing of the work and family responsibilities. Furthermore, they also believe that it is possible for this balance to be achieved. However, this depends on the commitment from partners, and from the family circumstances, especially on the presence of support from the family and from society.
- The transmission of the message of the marketing campaign was very effective as it was understood by most of the respondents.
- The TV adverts have reached the majority of the respondents.
- Most of the respondents were not affected by marketing campaign as the adverts did not portray real life problems that families face – as an idealistic family picture was presented
- The NISTA programme was only seen by 15.6% of the respondents.

RECOMMENDATIONS

In light of the response obtained through the survey below are a set of recommendations:

- More awareness should be arose on the availability of child care facilities
- Promote incentives and available facilities which allow women or attending parent to join the declared workforce.