



SURVEY REPORT

FOR

MASS COMMUNICATION



CAMPAIGN

2010/2011

SURVEY REPORT FOR MASS COMMUNICATION CAMPAIGN 2010/2011

1. INTRODUCTION

A mass communication campaign was held in the month of December 2010 and January 2011. It consisted of the display of:

| S/N | COMMUNICATION TOOL | THEME / SLOGAN | ILLUSTRATION | PERIOD | No OF DISPLAYS |
|-----|--------------------|--|---|---------------|--------------------------------------|
| 1. | Newspaper Advert | <i>Ou ena tou pou perdi avek corruption</i> |  | December 2010 | 4 newspapers |
| 2. | Billboard | | | | 60 panels + 1 panel of ICAC building |
| 3. | Poster | | | January 2011 | 1,500 copies |
| 4. | Bus advert | <i>You can stop corruption</i> |  | December 2010 | 50 buses |

2. SURVEY TECHNIQUES

To evaluate the effectiveness and impact of the mass communication campaign, a survey was conducted in March / April 2011. Details of the sampling of the survey and its analysis are as follows:

| CHARACTERISTICS OF SURVEY | DETAILS | |
|-----------------------------------|--------------------------|---|
| Method | Questionnaires (Annex I) | |
| Sample size | 1,500 individuals | |
| No of Questionnaires received | 875 questionnaires | |
| Analysis & Interpretation of data | SPSS package | |
| Profile of population targeted | Age Group | 15 – 25; 26 – 45; 46 – 60; above 60 |
| | Gender | Male & female |
| | Occupation | Managerial, Professional, Middle Management, Skilled, Unskilled, Students, Housewives |
| | Region | Urban & Rural |

3. FINANCIAL IMPLICATION – Mass Campaign DEC 2010 / JAN 2011

| S/N | COMMUNICATION TOOL | COSTING (RS) | |
|--------------|---------------------------|-----------------|----------------|
| | | NO OF DISPLAYS | RS |
| 1. | Newspaper Advert | 4 newspapers | 97,175 |
| 2. | Billboard on ICAC terrace | 1 | 27,600 |
| 3. | Billboard | 60 panels | 294,400 |
| 4. | Poster | 1,500 copies | 19,300* |
| 5. | Bus advert | 50 buses | 379,500 |
| TOTAL | | | 817,975 |

* Including resizing costs

4. SUMMARY OF KEY FINDINGS

| FINDINGS OF THE STUDY | | 2011 |
|-----------------------|--|--|
| RESPONSE RATE | | 58% (875 out of 1,500) |
| 1. | Respondents who have <u>SEEN</u> the tools | ○ Bus advert (79% of respondents) |
| | | ○ Billboard (65.3% of respondents) |
| | | ○ Poster (65% of respondents) |
| | | ○ Newspaper advert (64% of respondents) |
| 2. | Respondents who have <u>NOT SEEN</u> the tools | ○ Bus advert (21% of respondents have not seen) |
| | | ○ Billboard (34% of respondents have not seen) |
| | | ○ Poster (34% of respondents have not seen) |
| | | ○ Newspaper advert (36% of respondents have not seen) |
| 3. | Total percentage who <u>have seen at least one</u> media | An average of 69 % of respondents have seen <u>at least one</u> communication tools |
| 4. | Total percentage who <u>have seen all</u> communication tools | 51 % of respondents have seen <u>all</u> communication tools |
| 5. | Total percentage who <u>have not seen any</u> of the communication tools | 9 % of respondents have <u>not seen any</u> communication tools |
| 6. | Visibility of tools region wise | All four means of communication have been <u>more visible in urban areas</u> than in rural ones. |
| 7. | Visibility of tools gender wise | The campaign has been equally visible to “male” and “female”. |
| 8. | Highest visibility tool for all ages | Bus advert |
| 9. | Visibility of tools occupation wise | The newspaper advert and billboard has been mostly seen by managerial while the bus advert has been highly visible to housewives and poster to the retired . |
| 10. | Communication tool least seen by all age groups | Poster |
| 11. | Profile of persons <u>who have not seen ANY</u> of the different tools | Newspaper Advert: male/15-25/rural/student Billboard: female/26-45/rural Poster: male/15-25/rural/student Bus Advert: male/15-25/rural/professional |

| FINDINGS OF THE STUDY | | 2011 | | | |
|--|--|--|--------------|------------------|---------------------------|
| VISIBILITY OF COMMUNICATION TOOLS | | | | | |
| 12. | Most Seen & Least Seen by Age Group | | MEDIA | MOST SEEN | LEAST SEEN |
| | | | Newspaper | 46-60 | 15-25 |
| | | | Billboard | 46-60 | Above 60 |
| | | | Poster | Above 60 | 26-45 |
| | | | Bus advert | Above 60 | 46-60 |
| 13. | Most Seen & Least Seen by Occupation | | MEDIA | MOST SEEN | LEAST SEEN |
| | | | Newspaper | Managerial | Unskilled |
| | | | Billboard | Managerial | Retired |
| | | | Poster | Retired | Managerial |
| | | | Bus advert | Housewife | Professional & Managerial |
| 14. | Most favourably rated communication tool in terms of visibility, clarity, content, duration, media used and appropriateness of display points | Bus advert is the most favourably rated one | | | |
| EFFECTIVENESS OF THE CAMPAIGN | | | | | |
| 1. | Creating a greater level of awareness of the dangers of corruption on the individual | 73 % of the respondents stated that the campaign has been effective | | | |
| | ✓ Understanding corruption | 76 % of the respondents stated that they realised that bribery is a form of corruption and they should not give bribe nor take a bribe | | | |
| | ✓ Understanding the impact of corruption | 52.9% of respondents said that they have realised the impact of corruption on their lives | | | |
| | ✓ Temptation to indulged in such practices | 62.3% of respondents said that they shall not be tempted to indulge in corrupt practices | | | |
| | ✓ Extent to which the public feels that it is their responsibility to fight corruption by denouncing cases to the ICAC | 66.3 % of respondents feel that is their responsibility to denounce corruption | | | |

| FINDINGS OF THE STUDY | | 2011 |
|-------------------------------|---|---|
| ATTITUDE TOWARDS BRIBE-GIVING | | |
| 1. | Refusing to give a bribe to obtain a favour | 74.2 % of the respondents stated that they will refuse |
| 2. | Not refusing to give a bribe to obtain a favour | 24 % of the respondents stated that they will not refuse to give bribe to get a favour |
| 3. | Give bribe to get the favour | 12.1 % of the respondents stated that they will give a bribe to get a favour. |
| 4. | Never ask for favours | 49.1 % of the respondents mentioned that they will never ask for favours. |
| 5. | Report corrupt practices to the ICAC | 65 % of the respondents claimed that they will report |
| 6. | Discouraging people in your surroundings from getting involved in corrupt practices | 86% stated that they will discourage people from their surroundings to get involved in corruption |
| | | 67.7% will inform them about the dangers of corruption |
| | | 73.6% will tell them that corruption is a criminal offence and is liable to imprisonment |
| | | 53.4% of the respondents stated that they will convince them to denounce corruption to the ICAC |
| | | 62.5% of the respondents stated that they will inform them that corruption is morally wrong and unethical |
| REPORTING CORRUPTION | | |
| 1. | Report corruption to the ICAC | 88% stated that if they come across a suspicious case of corruption, they are prepared to report it to the ICAC |
| | | 66.3 % of respondents feel that is their duty and responsibility to contribute to the fight against corruption by denouncing corruption to the ICAC |
| | | 65 % of the respondents claimed that they will report corrupt practice to the ICAC if they are asked to give a bribe |
| 2. | Not reporting corruption to the ICAC | 12% stated that they will not report a suspicious case of corruption to the ICAC |
| | | • Respondents stated that they will not report corrupt because: |
| | | ✓ 33.3% do not trust ICAC |
| | | ✓ 30.5% fear being victimised |
| | | ✓ 9.5% stated that the reporting mechanisms are complicated |

| | | |
|---|--|---|
| | | ✓ 7.6% stated that it is not their concern to report |
| SUGGESTION TO IMPROVE FUTURE ANTI-CORRUPTION CAMPAIGN IN MAURITIUS | | |
| | Suggestion to improve future anti-corruption campaign | 20.6% stated that there is a need for more aggressive media campaign at regular intervals |

5. REFLECTIONS ON FINDINGS

DEMOGRAPHICS

- ✓ Some characteristics of the response obtained for the survey 2011 are as follows:

| CHARACTERISTICS | | 2011 |
|-----------------|------------|--|
| 1. | Gender | Mostly male |
| 2. | Age Group | The age group “15-25” mostly responded to the survey (49.8% of respondents is in that age group) |
| 3. | Region | Mostly urban |
| 4. | Occupation | Mostly students |

RESPONSE RATE

The response rate for the 2011 survey (58%) is lower than that of 2010 (75%). This tendency might be explained by the fact that the average rate of return of questionnaires by ICAC officers was about 52% in 2011 compared to the previous year where it was about 75%. The deadline for the submission of the completed questionnaires was on Monday 11th April 2011 which was further extended to Monday 25th April 2011.

Also, the sample size of the survey 2011 has increased from 1,000 to 1,500 (50%). Hence, the number of questionnaires to be administered by ICAC officers has increased from 1,000 to 1,150. The remaining 350 questionnaires have been administered in CPED events.

Approximately, the same response rate has been observed for the monitoring of “Affixing of Posters”, which was also conducted by ICAC officers, where it was about 51%.

In addition, both exercises, mass communication survey and monitoring of “Affixing of Posters”, were carried out almost in the same period.

VISIBILITY & RATING OF THE COMMUNICATION TOOLS

- ✓ The bus advert has been rated as the “highly seen” and “most appreciated” tool.

- ✓ The billboard has been rated as fairly visible.

- To increase visibility of billboard, it is proposed to consider the following:
 - Improve on locations of the billboard panels
 - Display fixed billboard (s) in strategic place (s) and in rural areas for longer periods of time;
 - Use of electronic billboard (rental or on ICAC building)

- ✓ The posters have been the least seen tool. This can be explained by the average level of presence of posters noticed during the monitoring of affixing of posters in several public places (as highlighted by the “Affixing of posters report 2011”).

- To increase visibility of posters, it is proposed to consider the following, over and above the recommendations made in “Affixing the posters report 2011”:
 - Posters to be displayed in secondary and tertiary institutions;
 - Posters to be sent to private sector organisations;
 - Conduct 2 poster campaigns per year.

- ✓ The mass communication campaign has been more visible in urban areas than in rural ones.

- Forthcoming mass communication campaigns should target more:
 - rural areas (depending on the target population and objectives of the mass campaign);
 - those in the age bracket “15-25” since it is the most common profile of those who have **not seen any** of the different communication tools. Exploiting new modes of communication can be considered to reach this target group.

To increase visibility of future mass communication campaigns, the following is proposed:

| ORDER OF VISIBILITY | COMMUNICATION TOOL | PROPOSED ACTIONS |
|---------------------|--------------------|--|
| | | |
| 1. | BUS ADVERT | <ul style="list-style-type: none"> Target more rural areas Extend campaign on different bus routes and bus companies across the island |
| 2. | BILLBOARD | <ul style="list-style-type: none"> Display fixed billboard in strategic places across the island; Use of electronic billboard (rental or on ICAC building) Extend display period of billboard campaign to 15 days |
| 3. | NEWSPAPER ADVERT | <ul style="list-style-type: none"> Larger adverts More regular adverts More striking concepts / illustrations |
| 4. | POSTER | <ul style="list-style-type: none"> Affix posters in all education institutions Liaise with private sector organisations for poster display Follow-up with all public & parastatal bodies for posters affixed |

EFFECTIVENESS OF THE CAMPAIGN

- ✓ The campaign has been effective overall.
- ✓ Around 73% of respondents have claimed that the campaign has helped to create a greater level of awareness on the dangers of corruption on them.

The profile of respondents who stated that the campaign has helped to create greater level of awareness on the dangers of corruption are:

- Male
- 15-25 years
- Student
- Urban region

- ✓ The benefits of the campaign are:

1. **76%** of respondents stated that they realised that bribery is a form of corruption and they must neither give nor take a bribe
2. **66.3%** of respondents stated that they shall not be tempted to indulge in corrupt practices

ATTITUDE TOWARDS BRIBE-GIVING

- ✓ The percentage of respondents who stated that they “*will refuse to give a bribe to obtain a favour*” is 74.2%.

The profile of the respondents who stated that they “*will refuse to give a bribe to obtain a favour*” is as follows:

| | 2011 FINDINGS |
|------------|------------------------|
| Gender | Male |
| Age Group | 15-25 / 26-45 |
| Occupation | Student / Professional |
| Region | Urban Region |

- ✓ The percentage of respondents who stated that they “*will not refuse to give a bribe to obtain a favour*” is 24%. The profile of the respondents is as follows:

| | 2011 FINDINGS |
|------------|----------------------|
| Gender | Male |
| Age Group | 15-25 |
| Occupation | Professional |
| Region | Urban / Rural Region |

- ✓ A profile of the respondents who will give a bribe to get a favour is as follows:
 - ❖ Male
 - ❖ 15-45 years
 - ❖ Professional / Student
 - ❖ Urban Region
- ✓ 49.1 % of respondents stated that they will not ask for any kind of favours. In other words, it can be inferred that around 50% of respondents will still “ASK for favours”.

DISCOURAGING PEOPLE IN YOUR SURROUNDINGS FROM GETTING INVOLVED IN CORRUPT PRACTICES

- ✓ The percentage of respondents who are willing to “*discourage people in their surroundings from getting involved in corrupt practices*” is 86%.

REPORTING CORRUPTION

- ✓ The rate of reporting corrupt practices to the ICAC when one comes across a suspicious case of corruption is about **88%**.

However, the rate of reporting corrupt practices to the ICAC, when one is asked to give a bribe is about **65%**.

Also, the percentage of respondents who feel that it is their duty and responsibility to fight corruption by denouncing is **66.3%**.

- ✓ The percentage of respondents who stated that they will not report a case of corruption to the ICAC is **12%**.
- ✓ The profile of persons who will and will not report corruption under different situations is as follows:

| | IF COME ACROSS SUSPICIOUS | | DUTY & RESPONSIBILITY | | IF ASKED TO GIVE A BRIBE | |
|------------|---------------------------|-----------------|-----------------------|-----------------|--------------------------|-----------------|
| | Will report | Will not report | Will report | Will not report | Will report | Will not report |
| GENDER | Male | Male | Male | Female | Male | Female |
| AGE GROUP | 15-25 | 26-45 | 15-25 | 15-25 | 15-25 | 15-25 |
| OCCUPATION | Student | Professional | Student | Professional | Student | Professional |
| REGION | Urban | Urban | Urban | Urban/Rural | Urban | Rural |

The general tendency for reporting and not reporting attitude can summarized as follows:

| | WILL REPORT | WILL NOT REPORT |
|------------|----------------|-----------------|
| GENDER | Male | Female |
| AGE GROUP | 15-25 | 15-25 / 26-45 |
| OCCUPATION | Student | Professional |
| REGION | Urban | Urban/Rural |

From the above analysis, more respondents:

- feel that it is their duty and responsibility to contribute in the fight against corruption by denouncing acts of corruption; and
- claim that they will report corruption if they are asked to give a bribe.

Hence, it is inferred that people are conscious that corruption is a crime and they do realize that it is their duty and responsibility to contribute in the fight against corruption by denouncing acts of corruption, yet, a percentage is still not ready to report acts of corruption to the ICAC.

It is to be noted that the profile of respondents who will not report a case of corruption when they come across a suspicious case is:

- Male
- 26-45
- Professional
- Urban Region

The reasons stated by respondents for not reporting acts of corruption to the ICAC are as follows:

1. **33.3%** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since **they do not trust the ICAC.**
2. **30.5%** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since they **fear of being victimized.**
3. **9.5%** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since **reporting mechanisms are complex.**
4. **7.6%** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since **it is not their concern.**
5. Among those who attempted this question, they stated that the ICAC is corrupt, ICAC is not independent, lack of transparency at the ICAC, level of confidentiality at the ICAC is not assured. Also some mentioned that the physical location of the ICAC office is not easily accessible.

A breakdown of different attitudes of “not reporting’ under different situations is as follows:

| REASONS FOR NOT REPORTING | IF COME ACROSS SUSPICIOUS | DUTY& RESPONSIBILITY | IF ASKED TO GIVE A BRIBE |
|---|----------------------------------|---------------------------------|---------------------------------|
| I fear being victimised | 30.5 | 37 | 31 |
| Don't trust ICAC | 33.3 | 30.4 | 36.9 |
| Complex and centralized reporting mechanisms | 9.5 | 10.9 | 9.5 |
| It's not my concern | 7.6 | 8.7 | 8.3 |
| Actions are not transparent | 1.9 | 4.3 | 2.4 |
| Level of confidentiality is not assured at ICAC | 1.9 | 2.2 | - |
| Physical location not easily accessible | 3.8 | 2.2 | 3.6 |
| Don't know channels of reporting | 1.9 | 2.2 | 2.4 |
| ICAC is not independent | 2.9 | 2.2. | 2.4 |
| ICAC takes bribe | 1.9 | - | 1.2 |
| I don't want to get involved in court affairs | 2.9 | - | 2.4 |
| Proofs should be secured prior to reporting | 1.9 | - | - |

Based on the above analysis, the following can be considered for a better anti-corruption campaign:

| S/N | FINDINGS FROM SURVEY | TARGET GROUP / PROFILE | THEME | MODES OF COMMUNICATION |
|-----|--|--|--|---|
| 1. | THOSE WHO HAVE NOT SEEN ANY OF THE COMMUNICATION TOOLS | <ul style="list-style-type: none"> ✓ rural areas ✓ 15-25 years | Creating of intolerance against corruption | <ul style="list-style-type: none"> • Bus Advert/ advert on bus stop • Target educational institutions in rural areas • Distribution of newsletter on a regular basis • Distribution of pamphlets in public places • billboards |
| 2. | THOSE WHO WILL NOT REFUSE TO GIVE A BRIBE | <ul style="list-style-type: none"> ✓ Male ✓ 15-25 years ✓ Professional ✓ Urban/ Rural Region | <ul style="list-style-type: none"> ○ Inculcate a sense of responsibility in the fight against corruption ○ Create fear of the consequences of indulging in corrupt practices ○ Promote a culture of integrity / best practices | <ul style="list-style-type: none"> • Distribution of newsletter on a regular basis • Jintensive use of electronic communication tools • Newspaper • Radio/TV |
| 3. | THOSE WHO WILL GIVE A BRIBE | <ul style="list-style-type: none"> ✓ Male ✓ 15-25 years ✓ Professional ✓ Urban region | | |
| 4. | THOSE WHO WILL NOT REPORT ACTS OF CORRUPTION | <ul style="list-style-type: none"> ✓ Female ✓ 15-25 / 26-45 years ✓ Professional ✓ Urban/ Rural Region | <ul style="list-style-type: none"> ○ Promote a sense of responsibility in the fight against corruption ○ Foster a culture of integrity / best practices ○ Focus on family values as an antidote to corruption ○ Give assurance to informers that all reporting are done in strict confidentiality and anonymity is thus assured ○ Provide confidence and raise level of trust in ICAC ○ Increase awareness about reporting to the ICAC ○ Create awareness on successful cases | <ul style="list-style-type: none"> • Distribution of newsletter on a regular basis • Intensive use of electronic communication tools • Newspaper • Radio/TV |
| 5. | THOSE WHO WILL NOT REPORT WHEN THEY | | <ul style="list-style-type: none"> ○ Promote a sense of responsibility in the fight against corruption ○ Advocate the civic duty to report corrupt practices when coming across them ○ Emphasise on confidentiality | <ul style="list-style-type: none"> • Radio / TV on reporting • Intensive marketing of reporting channels through all mass media • Use of electronic |

| | | | | |
|--|--|---|---|--|
| | WOULD COME ACROSS SUSPICIOUS ACTS OF CORRUPTION | <ul style="list-style-type: none"> ✓ Male ✓ 26-45 years ✓ Professional ✓ Urban region | aspect in reporting acts of corruption to the ICAC <ul style="list-style-type: none"> ○ Emphasise on the roles, responsibilities and implications of being an informer ○ Victimisation ○ Trust in the fight against corruption ○ Create awareness on successful cases | communication tools (email online reporting links to existing database of stakeholders) |
|--|--|---|---|--|

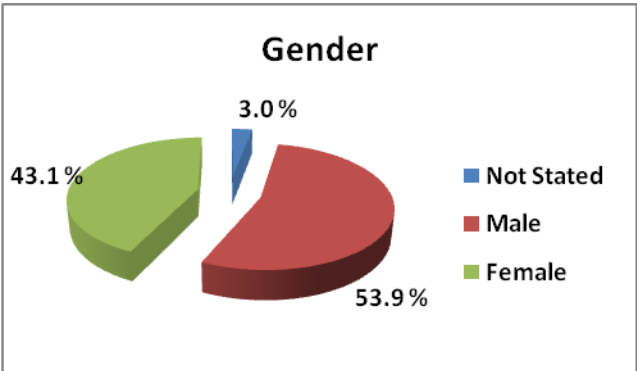
SUGGESTIONS TO IMPROVE FUTURE ANTI-CORRUPTION CAMPAIGN IN MAURITIUS

Respondents from the survey suggested the following for forthcoming campaigns:

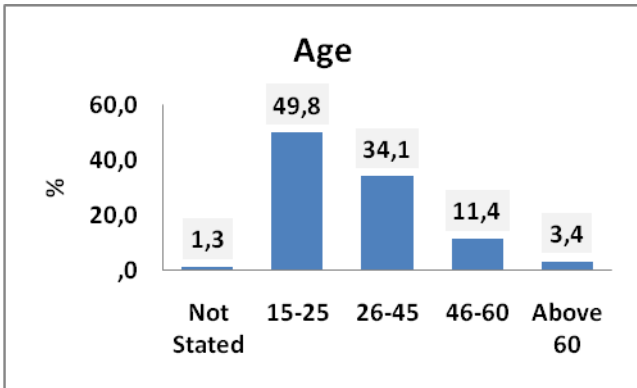
1. **20.6 %** of the respondents stated that more aggressive mass media campaign at regular intervals is required.
2. **19.7 %** of the respondents highlighted the need to conduct more campaigns in schools and colleges.
3. **17.1 %** of the respondents proposed for the use of TV / Radio to convey messages.
4. **13.5 %** stated that there is the need to sensitise public in all sectors.
5. Others proposed for poster and billboard campaign and talks / speeches in diverse sectors.

6. DEMOGRAPHIC REPRESENTATION

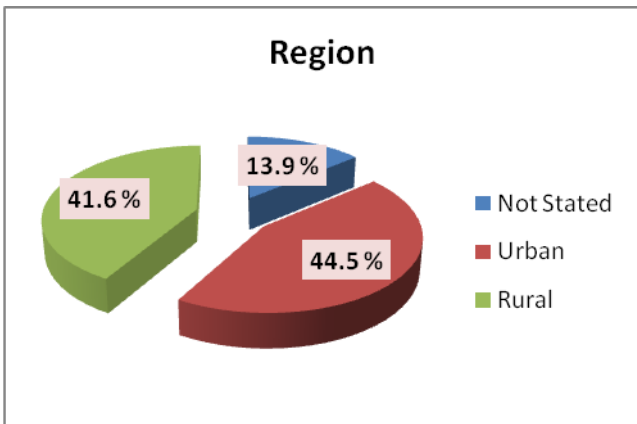
3.1 Gender



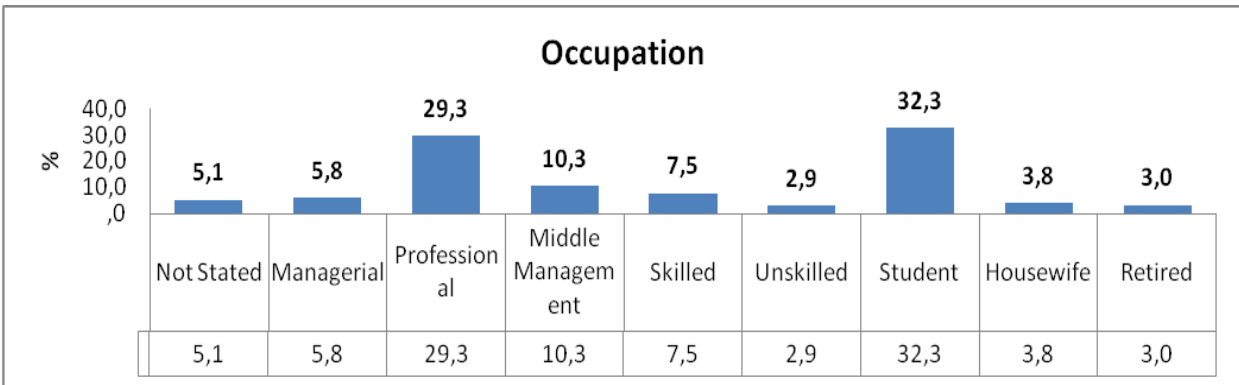
3.2 Age



3.3 Region



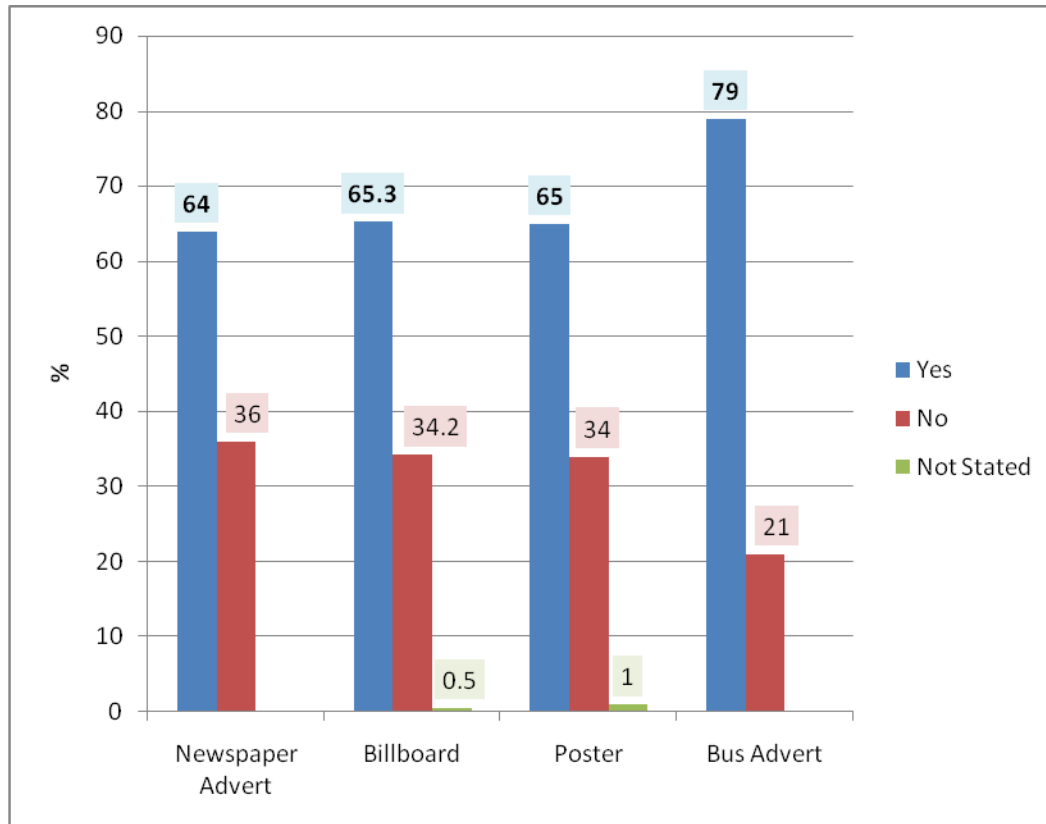
3.4 Occupation



7. DETAILS OF THE SURVEY

QU 1 *Have you read/seen this billboard/poster/advertisement?*

(i) *Visibility of communication tools*

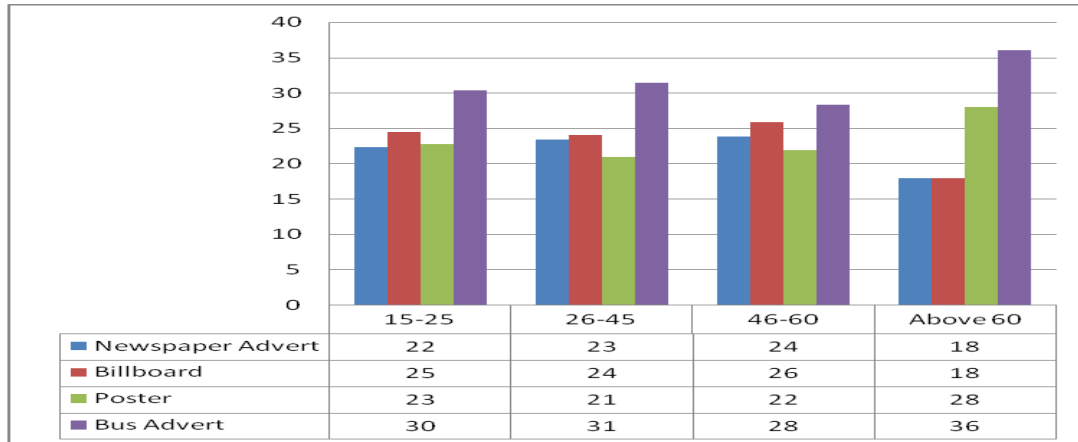


The communication tools which have been most visible are:

1. Bus advert (79% of respondents have seen the bus advert)
2. Billboard (65.3% of respondents have seen the billboard)
3. Poster (65% of respondents have seen the poster)
4. Newspaper advert (64% of respondents have seen the newspaper advert)

69 % of respondents have seen at least one of communication tools whereas around 51% have seen all four communication tools and 9 % have not seen any of these communication tools.

(ii) Age Group v/s Seen

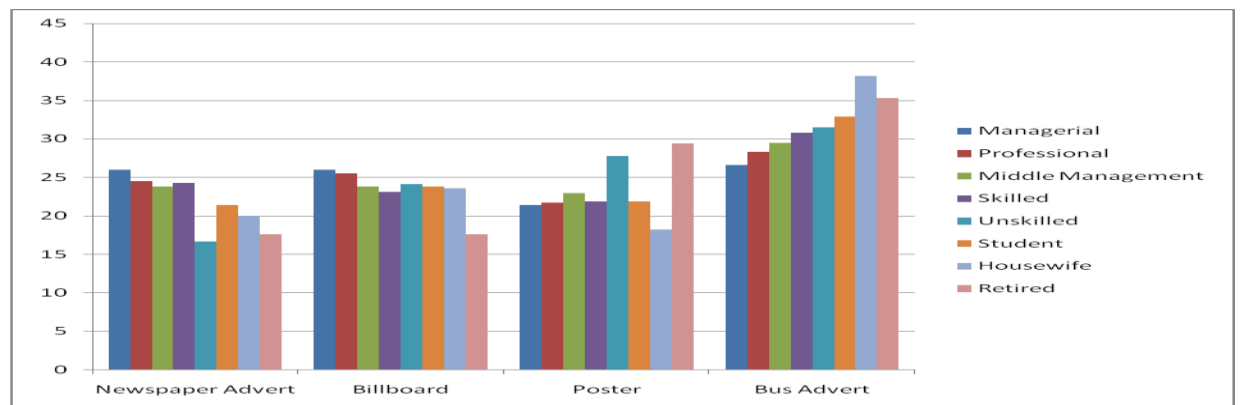


- Overall, the bus advert has been highly visible to all age groups.

Also, it is interesting to note the following:

| MEDIA | MOST SEEN |
|------------|-----------|
| Newspaper | 46-60 |
| Billboard | 46-60 |
| Poster | Above 60 |
| Bus advert | Above 60 |

(iii) Occupation v/s Seen



- Overall, the bus advert has been highly visible to all occupations.

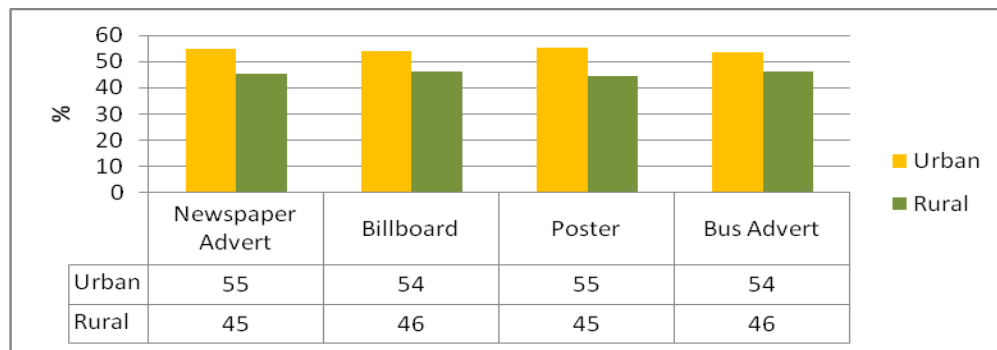
Also, it is interesting to note the following:

| MEDIA | MOST SEEN |
|-----------|------------|
| Newspaper | Managerial |

| | |
|------------|------------|
| Billboard | Managerial |
| Poster | Retired |
| Bus advert | Housewife |

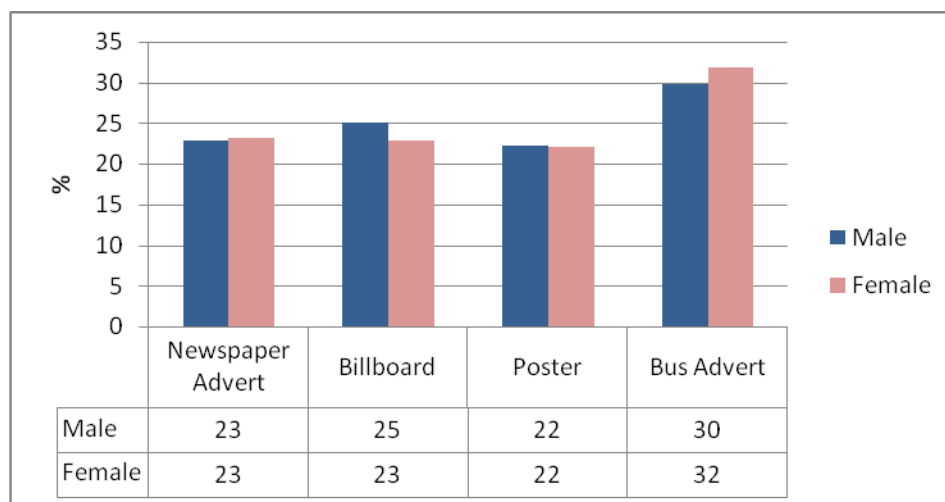
(iv) Seen v/s Region

- All four means of communication used during the campaign have been **more visible in urban areas than in rural ones.**

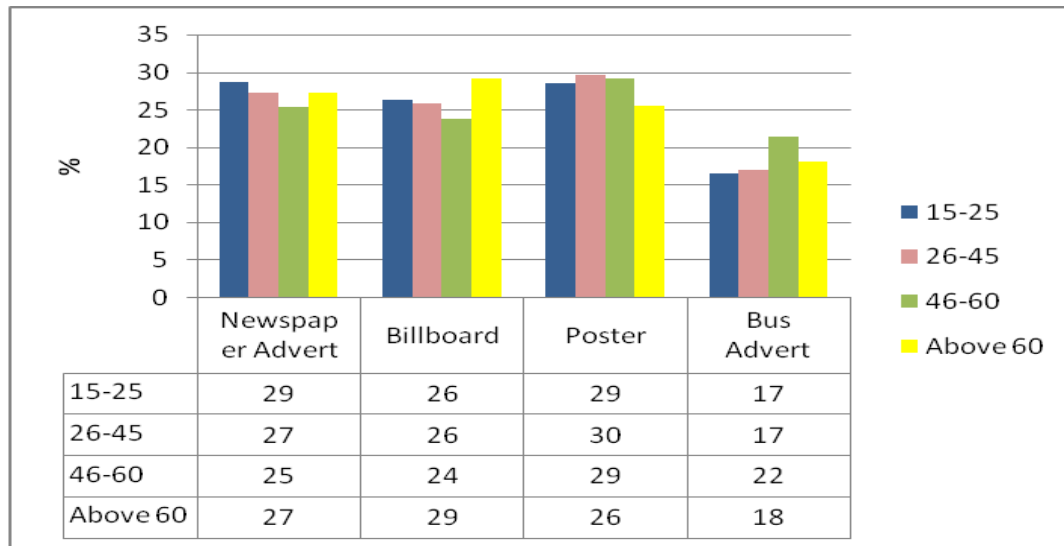


(v) Seen v/s Gender

- The campaign has been equally visible to both “male” and “female”.



(vi) Age group v/s Not seen

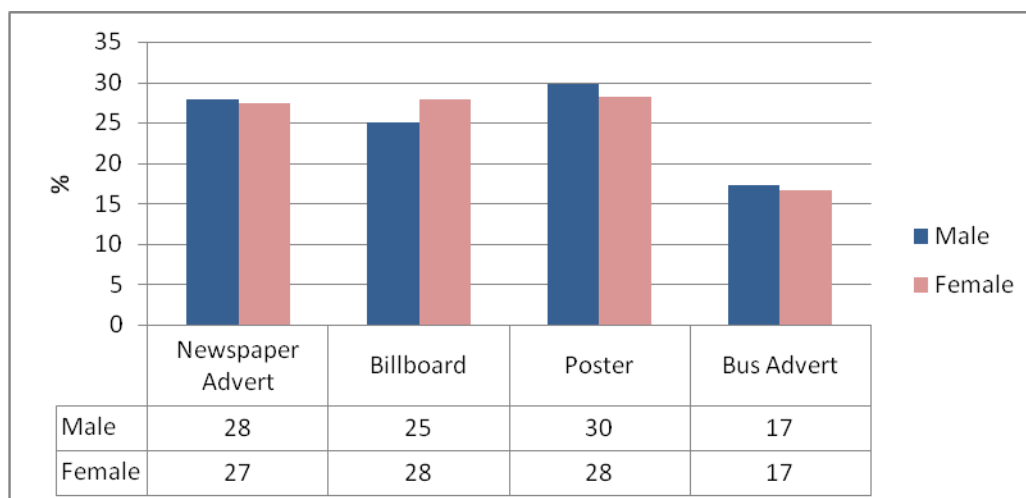


- Overall, the poster has been **least visible to most age groups**.

It is interesting to note the following:

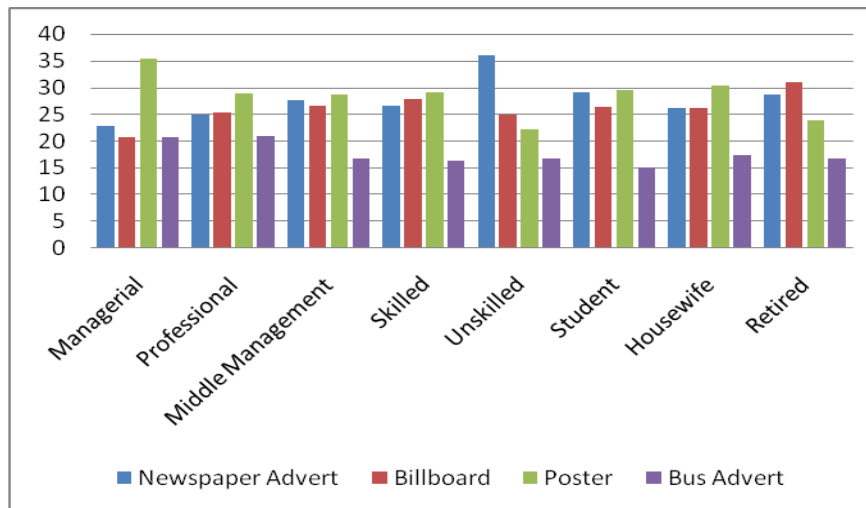
| MEDIA | LEAST SEEN |
|------------|------------|
| Newspaper | 15-25 |
| Billboard | Above 60 |
| Poster | 26-45 |
| Bus advert | 46-60 |

(vii) Gender v/s Not seen



Overall, the communication tools have been slightly least visible to male than female.

(viii) Occupation v/s Not seen



| S/N | TOOL | OCCUPATION LEAST SEEN |
|-----|------------------|-----------------------------|
| 1. | Newspaper Advert | Unskilled |
| 2. | Billboard | Retired |
| 3. | Poster | Managerial |
| 4. | Bus advert | Professional and managerial |

From the above analysis, the following can be deduced:

- By age group:

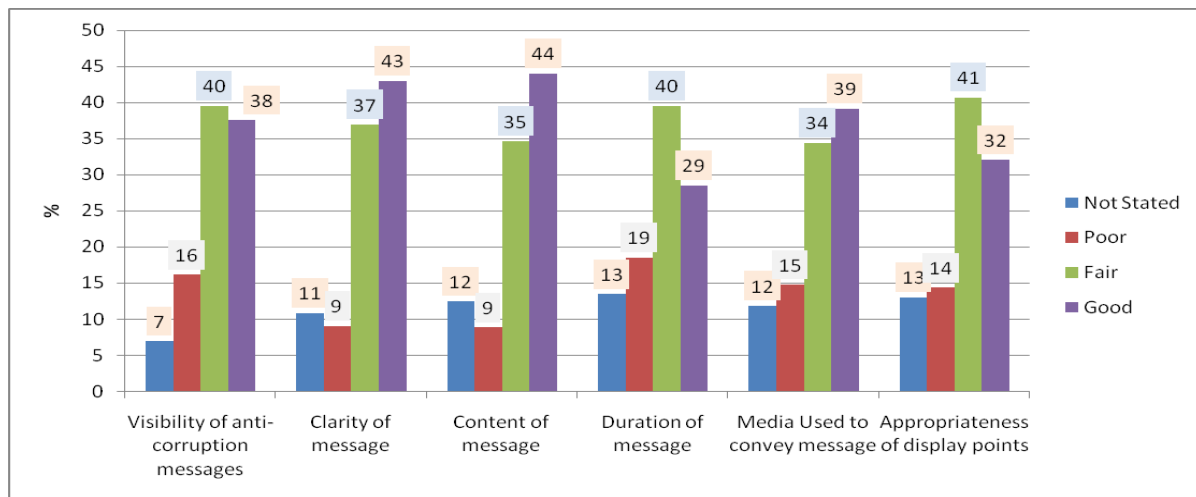
| MEDIA | MOST SEEN | LEAST SEEN |
|------------|-----------|------------|
| Newspaper | 46-60 | 15-25 |
| Billboard | 46-60 | Above 60 |
| Poster | Above 60 | 26-45 |
| Bus advert | Above 60 | 46-60 |

- By occupation:

| MEDIA | MOST SEEN | LEAST SEEN |
|------------|------------|---------------------------|
| Newspaper | Managerial | Unskilled |
| Billboard | Managerial | Retired |
| Poster | Retired | Managerial |
| Bus advert | Housewife | Professional & Managerial |

Qu 2 How would you rate the different anti-corruption initiatives?

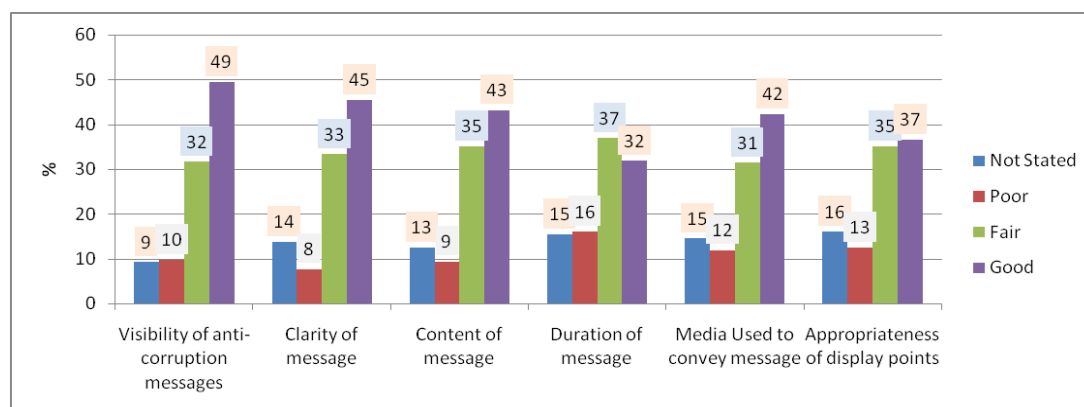
(i) Newspaper advert



The newspaper advert has been **mostly** rated as follows:

- *Visibility of anti-corruption messages:* **Fair (40%)**
- *Clarity of message:* **Good (43%)**
- *Content of message:* **Good (44%)**
- *Duration of message:* **Fair (40%)**
- *Media used to convey message:* **Good (39%)**
- *Appropriateness of display points:* **Fair (41%)**

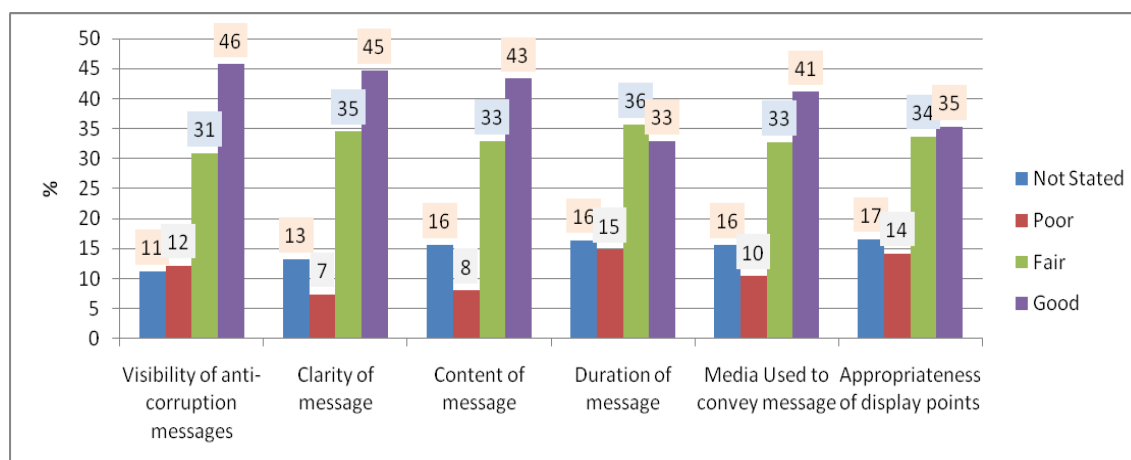
(ii) **Billboard**



The billboard has been **mostly** rated as follows:

- *Visibility of anti-corruption messages: Good (49%)*
- *Clarity of message: Good (45%)*
- *Content of message: Good (43%)*
- *Duration of message: Fair (37%)*
- *Media used to convey message: Good (42%)*
- *Appropriateness of display points: Good (37%)*

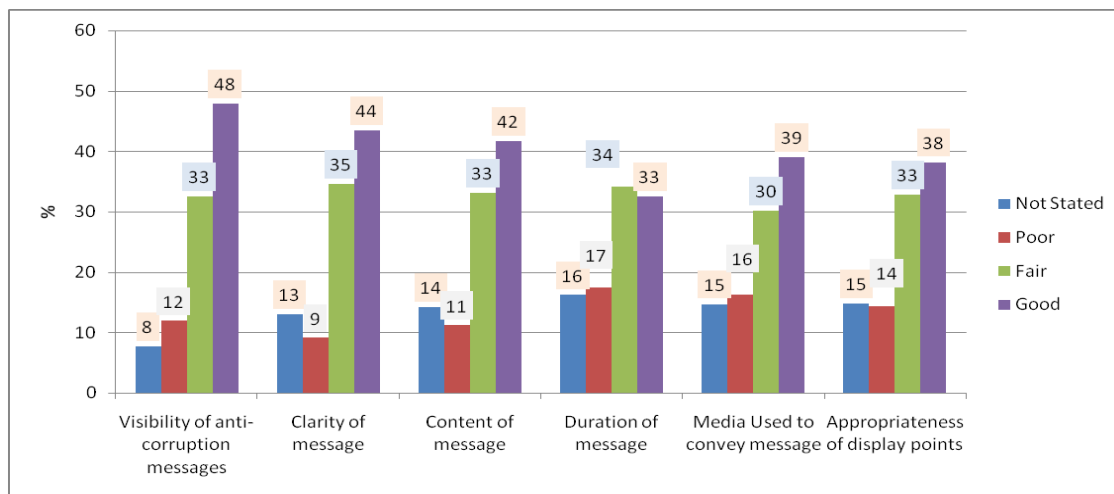
(iii) **Poster**



The poster has been **mostly** rated as follows:

- *Visibility of anti-corruption messages: Good (46%)*
- *Clarity of message: Good (45%)*
- *Content of message: Good (43%)*
- *Duration of message: Fair (36%)*
- *Media used to convey message: Good (41%)*
- *Appropriateness of display points: Good (35%)*

(iv) **Bus Advert**



The bus advert has been **mostly** rated as follows:

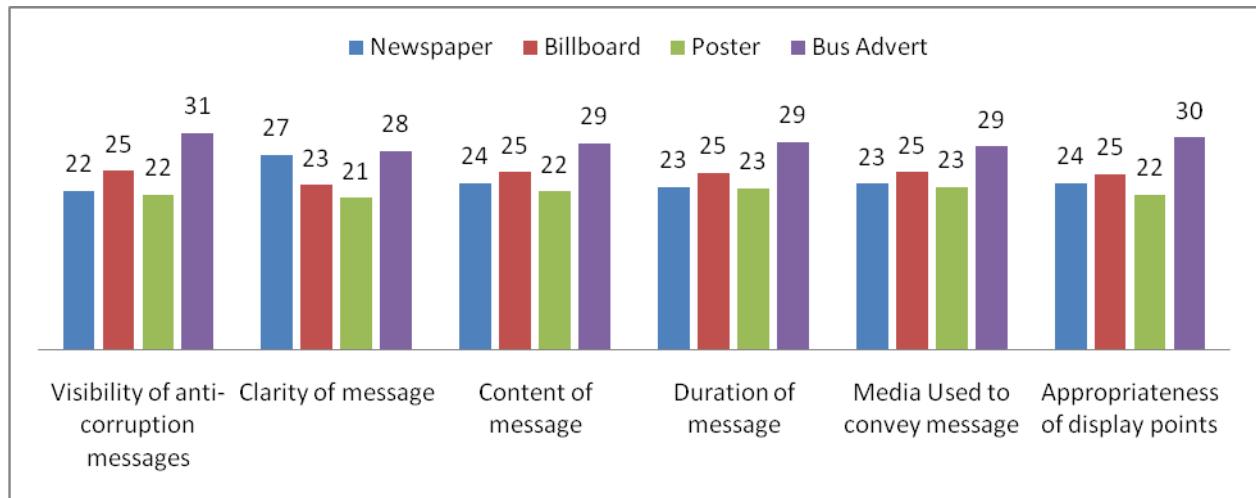
- *Visibility of anti-corruption messages:* **Good (48%)**
- *Clarity of message:* **Good (44%)**
- *Content of message:* **Good (42%)**
- *Duration of message:* **Good (34%)**
- *Media used to convey message:* **Good (39%)**
- *Appropriateness of display points:* **Good (38%)**

(v) **In a summary, the different communication tools were rated as follows:**

| S/N | CRITERIA | NEWSPAPER ADVERT | BILLBOARD | POSTER | BUS ADVERT |
|-----|---|------------------|------------|------------|------------|
| 1. | <i>Visibility of anti-corruption messages</i> | Fair (40%) | Good (49%) | Good (46%) | Good (48%) |
| 2. | <i>Clarity of message</i> | Good (43%) | Good (45%) | Good (45%) | Good (44%) |
| 3. | <i>Content of message</i> | Good (44%) | Good (43%) | Good (43%) | Good (42%) |
| 4. | <i>Duration of message</i> | Fair (40%) | Fair (37%) | Fair (36%) | Good (34%) |
| 5. | <i>Media used to convey message</i> | Good (39%) | Good (42%) | Good (41%) | Good (39%) |
| 6. | <i>Appropriateness of display points</i> | Fair (41%) | Good (37%) | Good (35%) | Good (38%) |

| S/N | CRITERIA | BEST PERFORMANCE |
|-----|---|--|
| 1. | <i>Visibility of anti-corruption messages</i> | BILLBOARD |
| 2. | <i>Clarity of message</i> | i. BILLBOARD ii. POSTER |
| 3. | <i>Content of message</i> | NEWSPAPER ADVERT |
| 4. | <i>Duration of message</i> | BUS ADVERT |
| 5. | <i>Media used to convey message</i> | BILLBOARD |
| 6. | <i>Appropriateness of display points</i> | BUS ADVERT |

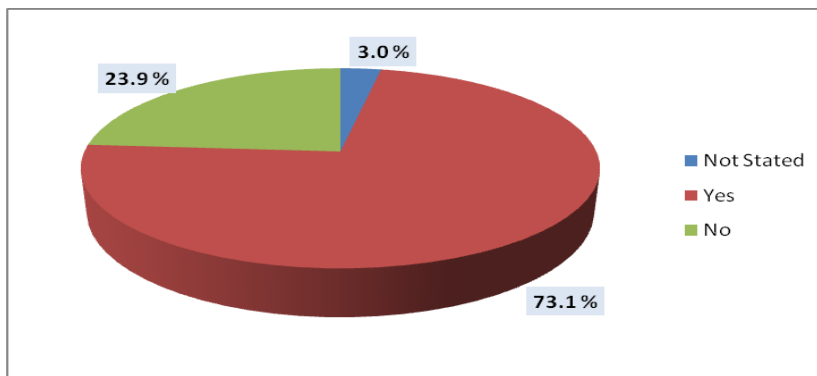
(vi) When the good and fair ratings are merged, Bus Advert is rated best on all criteria.



- When combined 'good' and 'fair', the following is rated as highest:
 - *Visibility of anti-corruption messages*: **Bus Advert (31%)**
 - *Clarity of message*: **Bus Advert (28%)**
 - *Content of message*: **Bus Advert (29%)**
 - *Duration of message*: **Bus Advert (29%)**
 - *Media used to convey message*: **Bus Advert (29%)**
 - *Appropriateness of display points*: **Bus Advert (30%)**

Overall, when the 'fair' and 'good' ratings are combined, the Bus Advert tops the list in all criteria.

Qu 3 Do you think that the campaign has helped to create a greater level of awareness of the dangers of corruption on you?

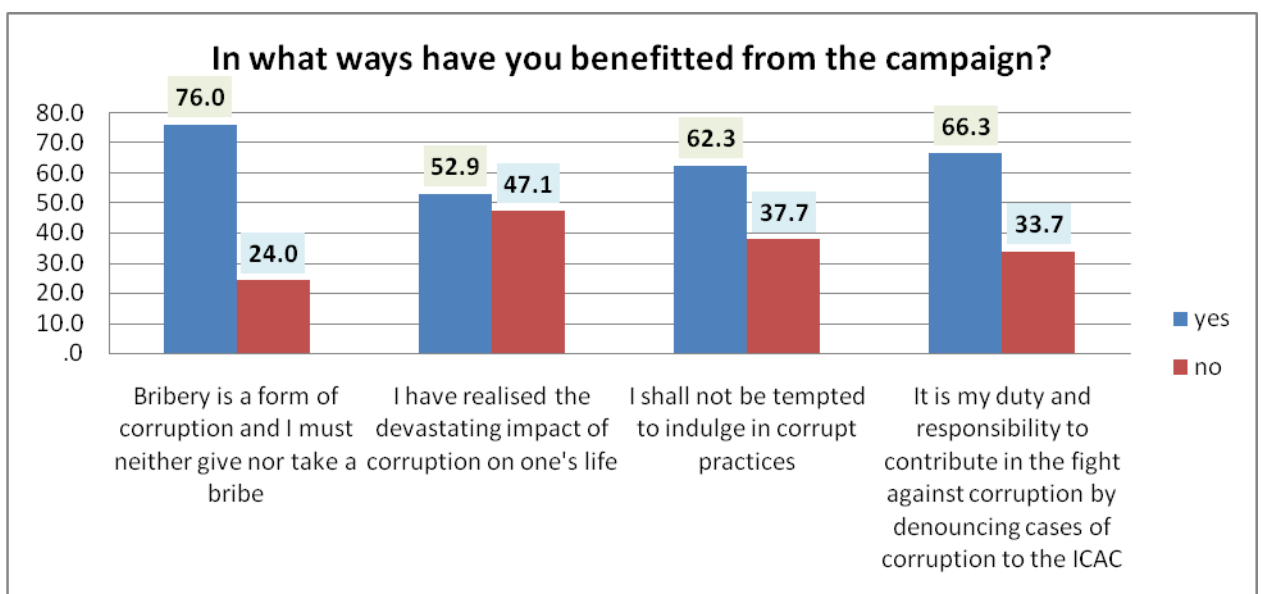


Around 73% of respondents have claimed that the campaign has helped to create a greater level of awareness on the dangers of corruption on them.

The profile of respondents who said that the campaign has helped to create greater level of awareness on the dangers of corruption are:

- ✓ Male
- ✓ 15-25 years
- ✓ Student
- ✓ Urban region

Qu 4 In what ways have you benefitted from the campaign?



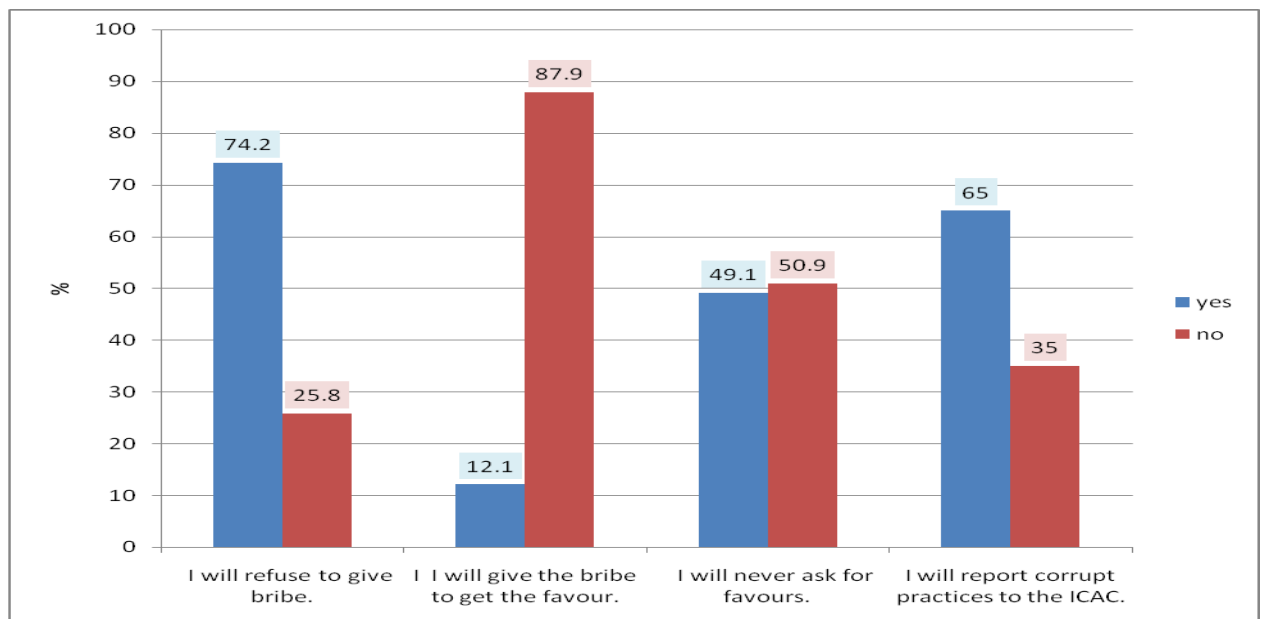
The benefits of the campaign are:

1. **76%** of respondents stated that they realised that bribery is a form of corruption and I must neither give nor take a bribe
2. **66.3%** of respondents stated that it is their duty and responsibility to contribute in the fight against corruption by denouncing cases of corruption to the ICAC
3. **62.3%** of respondents stated that they shall not be tempted to indulge in corrupt practices
4. **52.9%** of respondents stated that they have realised the devastating impact of corruption in one's life

The profile of respondents who stated the above is:

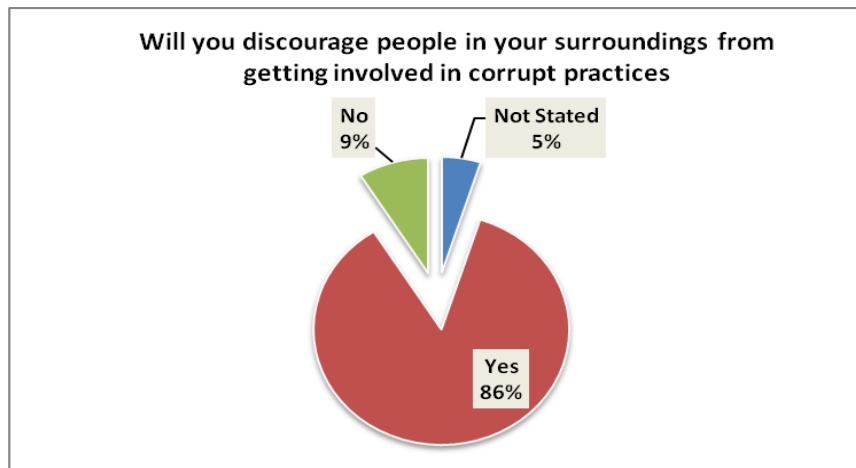
- ✓ Male
- ✓ 15-25 years
- ✓ Student
- ✓ Urban region

Qu 5 If you were asked to give a bribe to obtain a favour, what would you do?



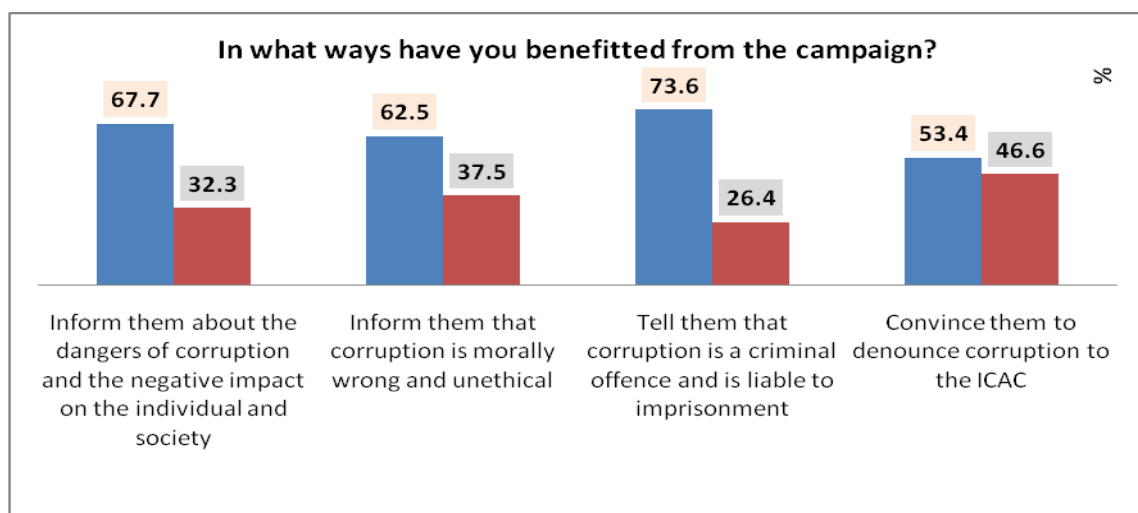
1. **74.2 %** of the respondents stated that they will refuse to give a bribe to obtain a favour.
2. **65 %** of the respondents claimed that they will report corrupt practices to the ICAC.
3. **49.1 %** of the respondents mentioned that they will never ask for favours.
4. **12.1 %** of the respondents stated that they will give a bribe to get a favour.

Qu 6 Will you discourage people in your surroundings from getting involved in corrupt practices?



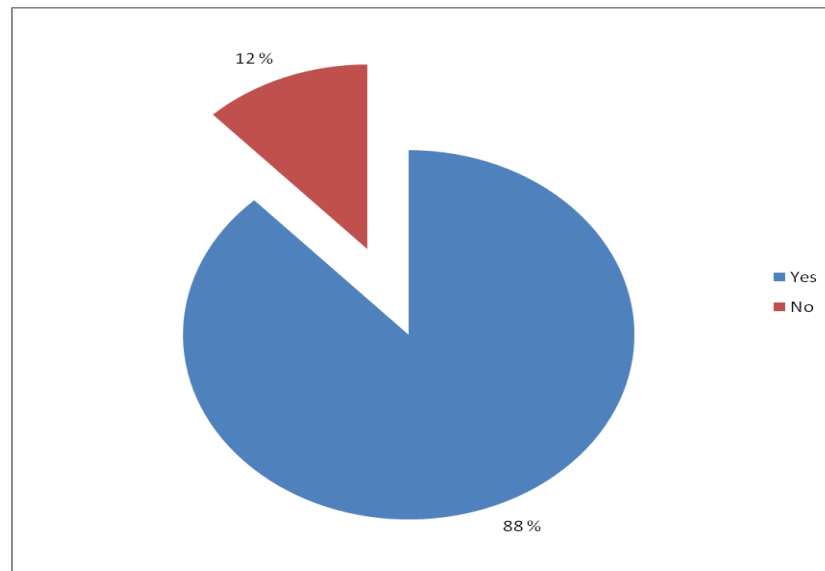
1. **86 %** of the respondents stated that they will discourage people in their surroundings from getting involved in corrupt practices.
2. **9 %** of the respondents highlighted that they will **NOT** discourage people in their surroundings from getting involved in corrupt practices.

If yes, how?



1. **73.6 %** of the respondents claimed that they will tell people in their surroundings that corruption is a criminal offence and is liable to imprisonment.
2. **67.7 %** of the respondents stated that they will inform people in their surroundings about the dangers of corruption and the negative impact on the individual and society.
3. **62.5 %** of the respondents highlighted that they will inform people in their surroundings that corruption is morally wrong and unethical.
4. **53.4 %** of the respondents stated that they will convince them to denounce corruption to the ICAC.

Qu 7 If you come across a suspicious case of corruption, will you be prepared to report it to the ICAC?



88% of the respondents stated that if they come across a suspicious case of corruption, they will be prepared to report it to the ICAC.

The profile of respondents who stated the above is:

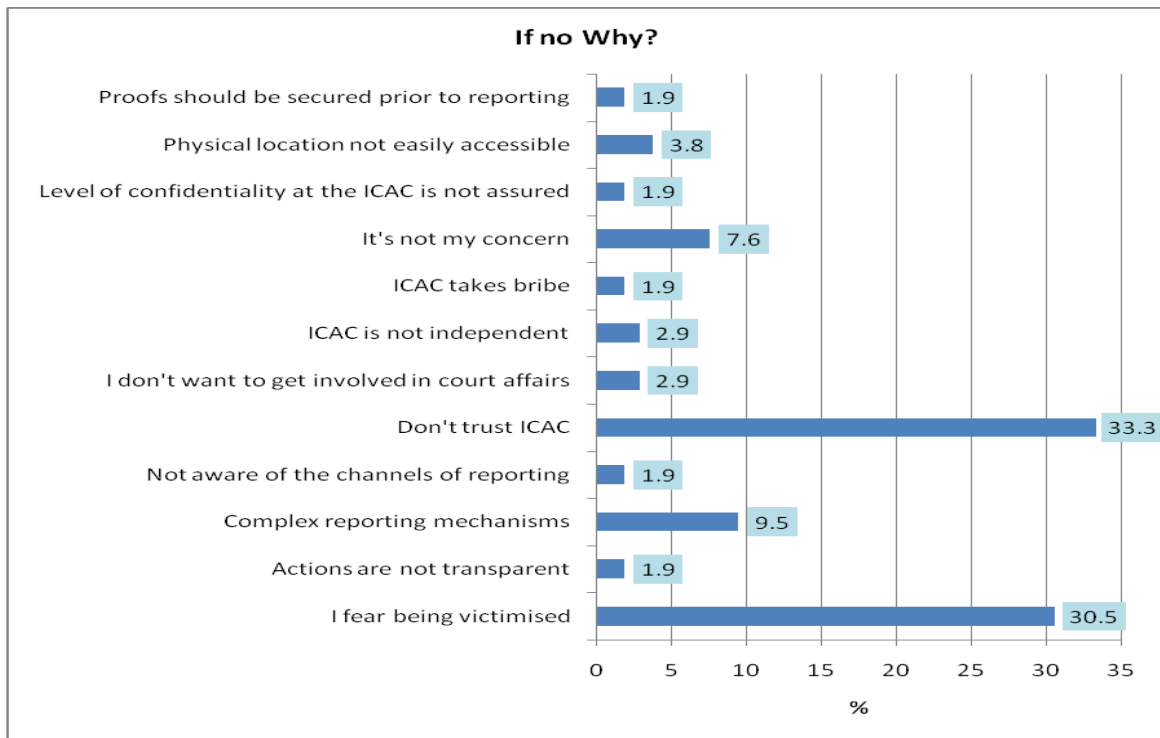
- ☐ Male
- ☐ 15-25 years
- ☐ Student
- ☐ Urban region

1. 12 % of the respondents stated that if they come across a suspicious case of corruption, they will **NOT** be prepared to report it to the ICAC.

The profile of respondents who stated the above is:

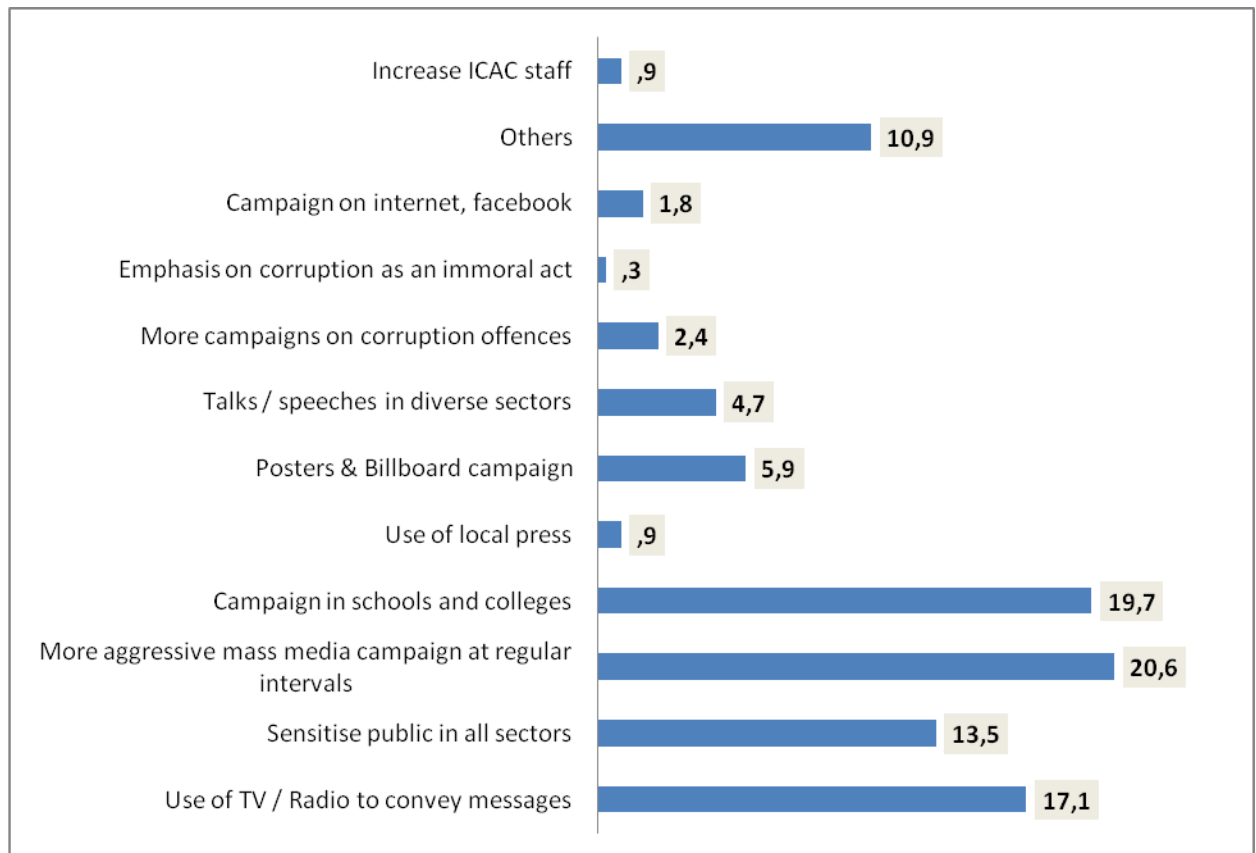
- ☐ Male
- ☐ 26-45 years
- ☐ Professional
- ☐ Urban region

If No, why?



1. **33.3%** stated that they don't trust ICAC
2. **30.5 %** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since they **fear being of being victimised**.
3. **9.5%** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since **reporting mechanisms are complex**.
4. **7.6 %** of the respondents stated that they will not report a suspicious case of corruption to the ICAC since they feel that **it is not their concern**.
5. Among those who attempted this question, they stated that the ICAC is corrupt, ICAC is not independent, lack of transparency at the ICAC, level of confidentiality at the ICAC is not assured. Also some mentioned that the physical location of the ICAC office is not easily accessible.

Qu 8 What are the suggestions that you can provide to improve the anti-corruption campaign in the future?



1. **20.6 %** of the respondents stated that **more aggressive mass media campaign at regular intervals** is required.
2. **19.7 %** of the respondents highlighted the need to conduct more campaigns in schools and colleges.
3. **17.1 %** of the respondents proposed for the use of TV / Radio to convey messages.
4. **13.5 %** sated that there is the need to sensitise public in all sectors.
5. Others proposed for poster and billboard campaign and talks / speeches in diverse sectors.