

COVID-19 UReport Rapid Assessment Conducted by C4D

Findings from Phase 1 | 31st March to 15th April 2020

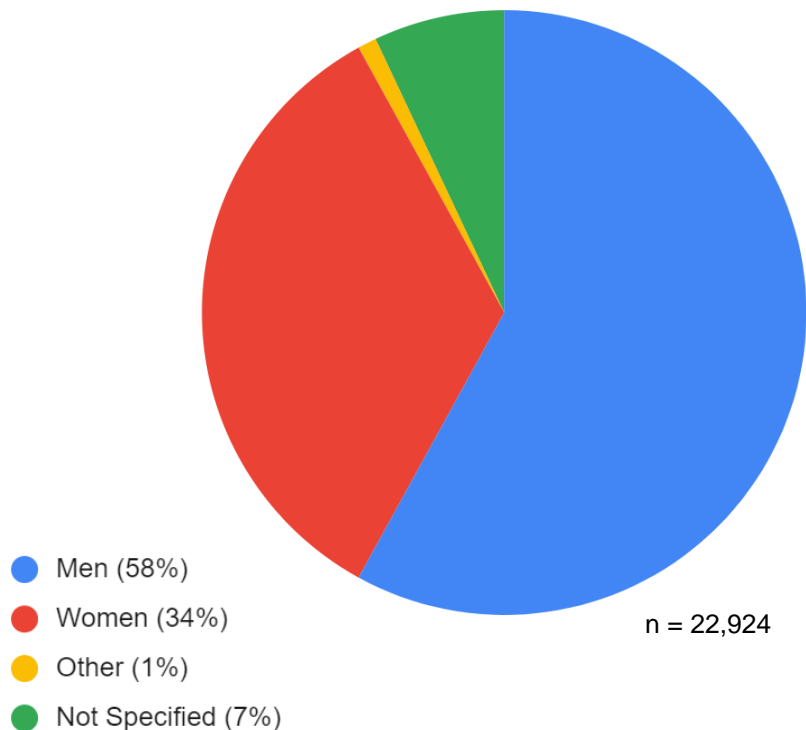
Part 1: Profile of Respondents

Response to the Assessment

- The survey received **22,924 responses**
- The respondents identified as male (58%), female (34%), other (1%), and 7% did not specify
- 49% of respondents belonged to the 20-29 year age bracket
- Of those asked*, **48% belonged to a rural** geography/locality
- Responses were received from **all 28 states** in India and from **4 union territories**

*this question was added later to the survey

Respondents by Sex



Percentage Breakup by Sex of Total Respondents

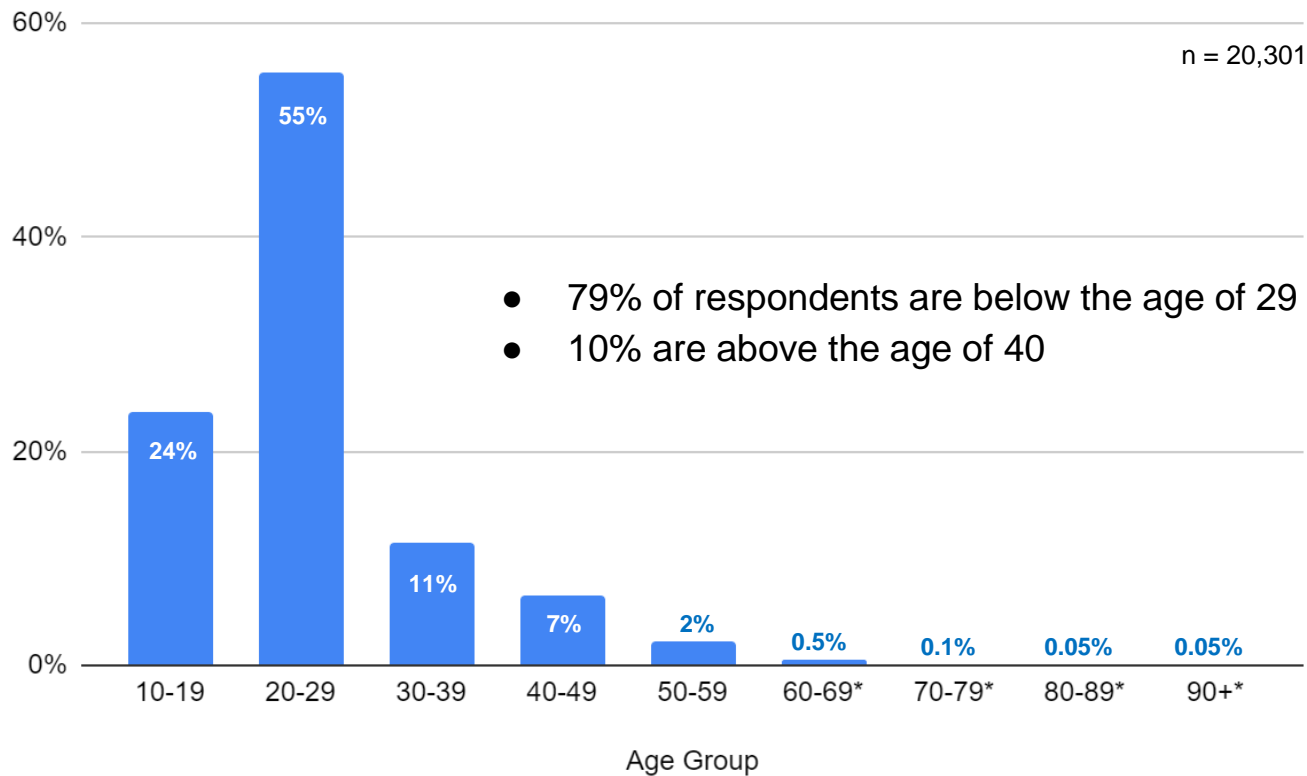
Male 58%, Female 34%, Others 1%

Delhi, Kerala, Punjab, Mizoram, Puducherry, Arunachal Pradesh, Goa, Uttarakhand, and Nagaland had **50% or more female respondents**

Sikkim, Tamil Nadu, Karnataka, West Bengal, Manipur, Meghalaya, Himachal Pradesh had 45-49% female respondents.

Lowest percentage of female respondents were from Bihar (21%), Jharkhand (25%), Rajasthan (26%), UP (29%).

Respondents by Age Groups



Respondents by Rural-Urban



48% respondents rural localities

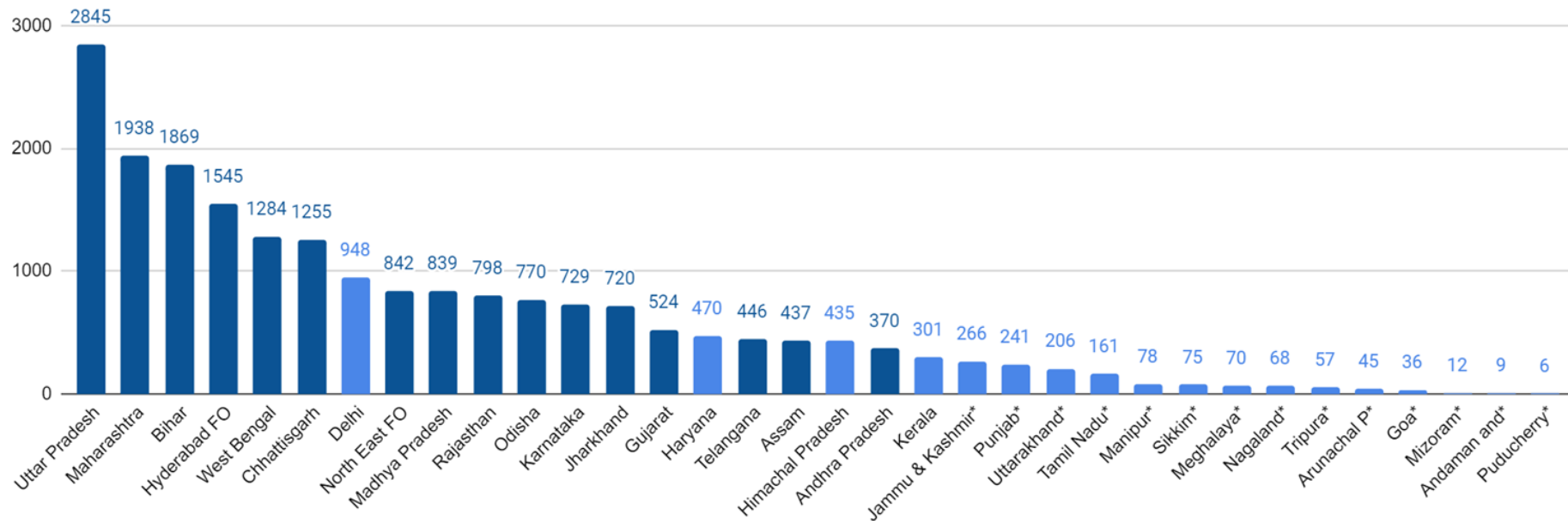
52% respondents urban towns/localities

n = 8,503*

Note: Respondents self identified their place of residence to fall under 'a village area', and Urban in case it falls 'under a municipality'.

*this question was added later to the survey

Respondents by all States/Territories



Highlighted (dark blue) bars are states with dedicated C4D-RCCE personnel | *number too small to quantitatively analyze

Part 2: Findings

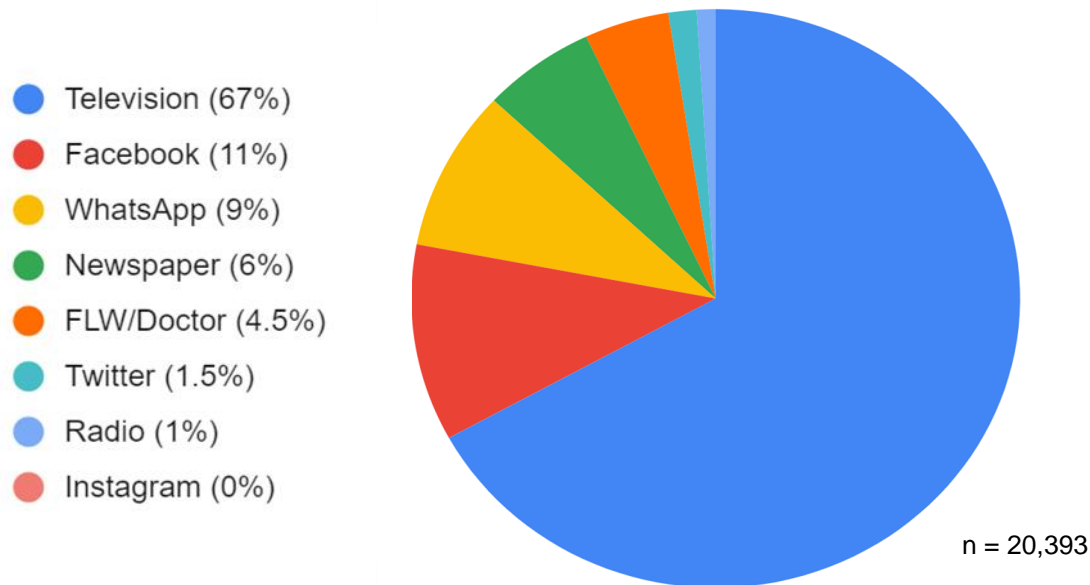
Have you heard about COVID-19?

92% of respondents had heard about COVID-19

n = 22,925

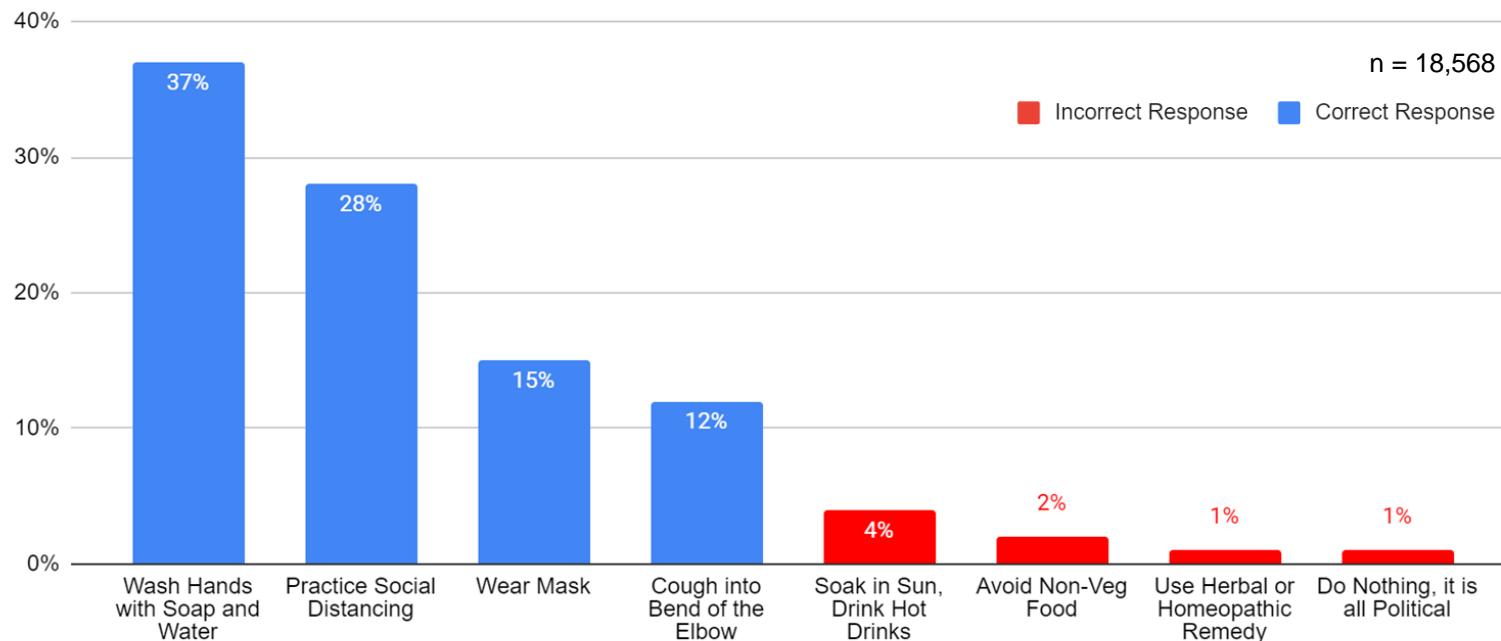
- ~90% disaggregated by sex, age, and geography have heard about COVID-19
- However, most respondents aged 80 and above have NOT heard about it
- 29% of those identifying as 'other sex' have NOT heard about it either

Where do you get most information from?



- TV is the primary source of information across sex, age groups, rural/urban geographies (~60 to 70%)
- TV is followed by Facebook and WhatsApp (both at ~10%)
 - As age increases (from 10 to 59) we see a gradual drop in Facebook being quoted as a source
 - We see a rise in WhatsApp (from 10 to 59) and Newspaper (60 onwards) being quoted

What would you do to protect yourself?

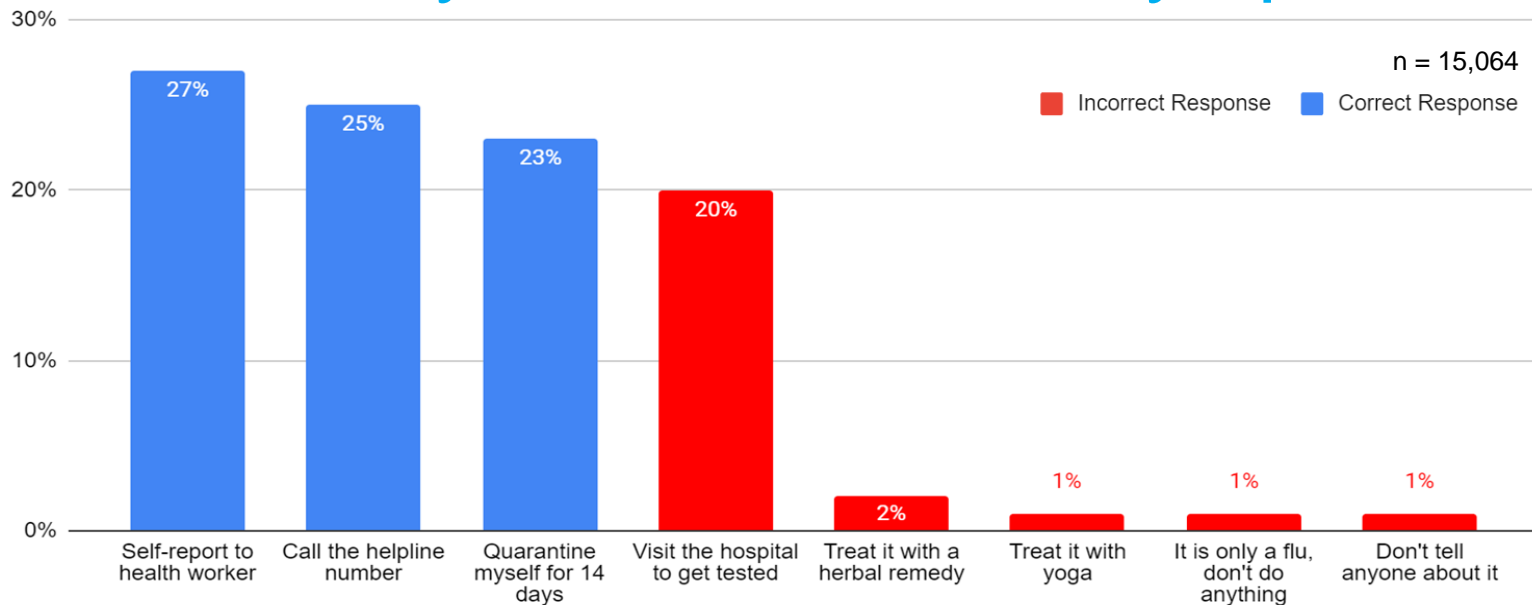


- 92% gave a correct response across sex, rural-urban geographies, some variation seen across age groups (next slide)

What would you do to protect yourself?

- A substantial number of elderly respondents gave incorrect responses,
 - 70-79 years: most gave correct responses, but high reporting of ‘soaking in the sun, drinking hot drinks’
 - 80-89 years: most believe in ‘using herbal remedies’ followed by the correct measures
 - 90+ years: most believe in ‘washing their hands’ and ‘soaking in the sun, drinking hot drinks’, followed by ‘social distancing’, ‘avoiding non-vegetarian’, and ‘using herbal remedies’ equally

What would you do in case of symptoms?



- 75% responded with a correct response across sex, rural-urban geographies
- Some variation seen through age groups (next slide)
- Physically visiting hospitals in case of symptoms was seen to be very high

What would you do in case of symptoms?

- Variation in answers observed across age groups, with the elderly reporting incorrect responses,
 - 80-89 years: most believe in 'social distancing' and 'treating it with yoga'
 - 90+ years: most believe in 'social distancing', 'treating it with yoga' and 'not doing anything as it is only a flu'

What is Social Distancing?

68% respondents understand social distancing completely*

**Stay 1 m/3 ft away from people around you; Avoid all mass gatherings - social, religious, or political;
Avoid all public places*

n = 16,608

Geography: 73% of urban respondents and 63% rural respondents understand it completely

Sex: Most of those identifying as 'other sex' do NOT understand it completely

Age: 39% of 10-19 year olds and most aged 80 and above do NOT understand it completely

State/Territory: Himachal Pradesh (47%) and several NE states (Manipur, Meghalaya, Tripura, Arunachal) have a substantial number of respondents who do NOT understand it completely

What is Self-Quarantine?

**70% respondents understand
self-quarantine completely***

**Stay at home for 14 days; Keep away from other family members; avoid sharing household items*

n = 14,724

Geography: 73% of urban respondents and 66% rural respondents understand completely

Sex: Most of those identifying as 'other sex' do NOT understand it completely

Age: 38% of 10-19 year olds and most aged 80 and above do NOT understand it completely

State/Territory: Chhattisgarh (37%), Himachal Pradesh (47%), and several NE states (Manipur, Meghalaya, Tripura, Nagaland, Arunachal) have a substantial number of respondents who do NOT understand it completely

Do you find it Difficult to Social Distance?

21% of
respondents find
it difficult to
social distance

n = 14,621

Geography: 18% of urban respondents and 24% rural respondents find it difficult

Sex: A substantial number of those identifying as the 'other sex' find it difficult to social distance

Age: 26% of 10-19 year olds find it difficult; so do a substantial number of respondents aged 80+

State/Territory: Chhattisgarh (30%), Jammu and Kashmir, and several NE states (Manipur, Tripura, Arunachal, Mizoram) have a substantial number of respondents who find it difficult to social distance

Reasons for Difficulty

- **Social/Societal Issues**
 - Respondents do not find it in their nature to be distant (especially from friends and family)
 - Respondents are not in the habit of being physically distant and find it difficult to adapt to
 - Respondents complained that despite being careful themselves, others in the community were not
- **Mental Health Concerns:** Several respondents quoted that staying at home has caused boredom, depression, discomfort, the feeling of being drained, fear, frustration, feelings of hate, irritation, loneliness, negativity, restlessness, stress, suffocation, sleeplessness, tension, tiredness, and the feeling of being trapped
- **Access to Essentials during Lockdown (i.e. enforced social distancing)**
 - Respondents complained about their jobs and businesses being affected negatively
 - Respondents quoted that their incomes had either reduced or that they had no income
 - Respondents find it difficult to procure essentials (food and medicines included)
- **Logistics**
 - Some respondents complained of slow internet speed
 - Some respondents have space constraints in small houses (house size, room size, large families)

Any Other Concerns

- Respondents are concerned about their own **financial difficulties**
 - Uncertainty of income
 - No income and unemployment (some cases of fear to pay back loans/borrowings)
 - Being unable to access food, medicines and other essentials (cooking gas, mask, soap, sanitizer)
 - Expressed the need to return to their hometowns/villages
- Respondents complained about the **system's shortcomings** (low testing, lack of PPE etc.)
- Some respondents said that their **education has been affected negatively** by COVID-19
- Some reported **instances of harassment** (religious, financial harassment)
- Some respondents submitted **discriminatory comments**
 - Blaming religious groups for spreading the virus
 - Blaming certain castes for being careless
- Respondents had **medical questions and concerns**
 - Wanted to know symptoms
 - Had fears about the virus turning asymptomatic
 - Status of vaccine development

Key Takeaways (1/2)

- 92% respondents have heard about COVID-19
 - TV (67%) is the primary source of information, followed by Facebook (11%) and WhatsApp (9%)
 - 92% respondents know correct prevention measures
 - 75% respondents know correct measures in case of symptoms
 - 68% respondents understand social distancing completely
 - 70% respondents understand self-quarantine completely
 - 21% respondents find it hard to practice social distancing, for social, emotional and logistical reasons
- Consistent outliers are those aged 80+ and those identifying as the 'other sex'

Key Takeaways (2/2)

- Reasons why respondents find it hard to social distance are,
 - Social or societal issues (friends, family, neighbours)
 - Mental health concerns
 - Limited access to essentials (due to jobs, businesses, and income)
 - Find it logistically difficult (internet speed, space constraint, disruption of education)
- Any other concerns that respondents had were,
 - Financial difficulties
 - Food shortage and hunger
 - System's shortcomings, i.e. low testing levels, PPE shortage
 - Negative effects on their education
 - Comments on certain religion and castes being blamed for the spread
 - Medical concerns largely related to reporting symptoms or asking about symptoms

Part 3: About the Rapid Assessment

About Phase 1

Objective: The rapid assessment assesses and maps prevailing information about awareness, preferred sources of information, prevention measures, and response measures w.r.t. COVID-19. The objective is to identify key communication gaps and opportunities to inform Risk Communication and Community Engagement (RCCE) Plans developed by UNICEF C4D.

Methodology: The rapid assessment was conducted through a survey with both, open ended and close ended questions. The survey was conducted digitally through UNICEF's UReport platform (on WhatsApp, Facebook, and Telegram). The survey was offered in English and 10 India languages. The intended audience for this assessment was the general public in India (across sex, age, geography).

A link to the survey was shared by UNICEF and partner organizations (government, other UN agencies, NGOs, CSOs, private sector) to their personal and professional networks. Subsequently the reach was mostly organic with some targeted advertising to female Facebook users through Facebook ads. The survey questions may be found in Annexure A of this presentation.

Limitations of the Rapid Assessment

A number of limitations of this survey arise from the limitations associated with digital platforms -- their access, usage, and tech-literacy.

- The survey generally reached those who either own mobile phones, or have access to the internet (and social media sites), and are literate (in one of the 11 languages as well as tech literate).
- The methodology relies on people volunteering to participate (rather than sampling people/recruiting). This may also bring in biases, as people who are most likely to participate in polls would choose to participate.
- Sex Distribution: The survey has only 36% female respondents; their views in this assessment are therefore underrepresented
- Age Concentration: 79% of respondents are below the age of 29 years, and only 10% are aged 40 and above -- arguably the more medically vulnerable.
- Geographically, the survey findings are disaggregated by states, however this is only on the basis of the state where the respondent's phone is registered and not its physical location.
- The survey findings are not statistically representative of either the national context or of any state or territory.
- The survey also saw a substantial tapering in the response rate as respondents dropped off through the survey. This is typical of self-administered surveys (especially UReport).

Context and Duration of Phase 1

On the **31st of March 2020** (when the assessment began),
The total number of COVID-19 cases in India were 1071 with 29 deaths

On the **15th of April 2020** (when the assessment was concluded),
The total number of cases in India were 11,439 with 377 deaths

Source: WHO COVID-19 SitReps

During this period, phase 1 of lockdown ended on the 14th of April, with the Prime Minister announcing (on the morning of the 14th) an extension of the lockdown till the 3rd of May

Annexure A: Survey Questions + Script

Have you hear about Corona Virus or COVID-19?

- Yes
- No

Where are you getting most of your information regarding Corona Virus from? (Select 1)

- TV
- Radio
- Newspaper
- Facebook
- WhatsApp
- Twitter
- Instagram
- My Health Worker or Doctor

What are the three ways in which you can protect yourself from Corona Virus? (Select 3)

- Wash your hands with soap and water
- Cough into the bend of my elbow
- Maintain social distancing
- Wear a mask
- Avoid eating non-vegetarian food
- Soak in the Sun, drink hot drinks
- Use herbal or homeopathic remedies
- There is no need to do anything, it is all political

What does ‘social distancing’ mean?

- Stay 1 metre or 3 feet away from people around you
- Avoid all mass gatherings -- social, religious, or political
- Avoid public places
- All of the above

What three things would you do if you have fever, cough, and breathlessness? (Select 3)

- Self-report to health worker or call doctor on the phone
- Call the helpline number advertised by the health department
- Quarantine myself for 14 days
- Visit the hospital to get tested
- Don't tell anyone about it
- Treat it with a herbal/natural remedy
- Treat it with yoga
- It is only a flu, so no need to do anything

What does ‘self-quarantine’ mean?

- Stay at home for 14 days
- Keep away from other family members
- Avoid sharing household items
- All of the above

Do you find it difficult to practice social distancing?

- Yes
- No

Why do you find it difficult? Tell us in one sentence.

<open ended answer>

Is there any other concern about the Corona Virus situation that you would like to share with us?

<open ended answer>

Thanks for participating! Keep safe. Wash your hands with soap regularly and keep practicing social distancing! Share this link with a friend to take the UNICEF survey! <link>

For more information on how to protect yourself from Corona, reply with 1. Or 2.

1. How can I protect myself?
2. What to believe? What is true and what is not?
3. Bye -- end this chat