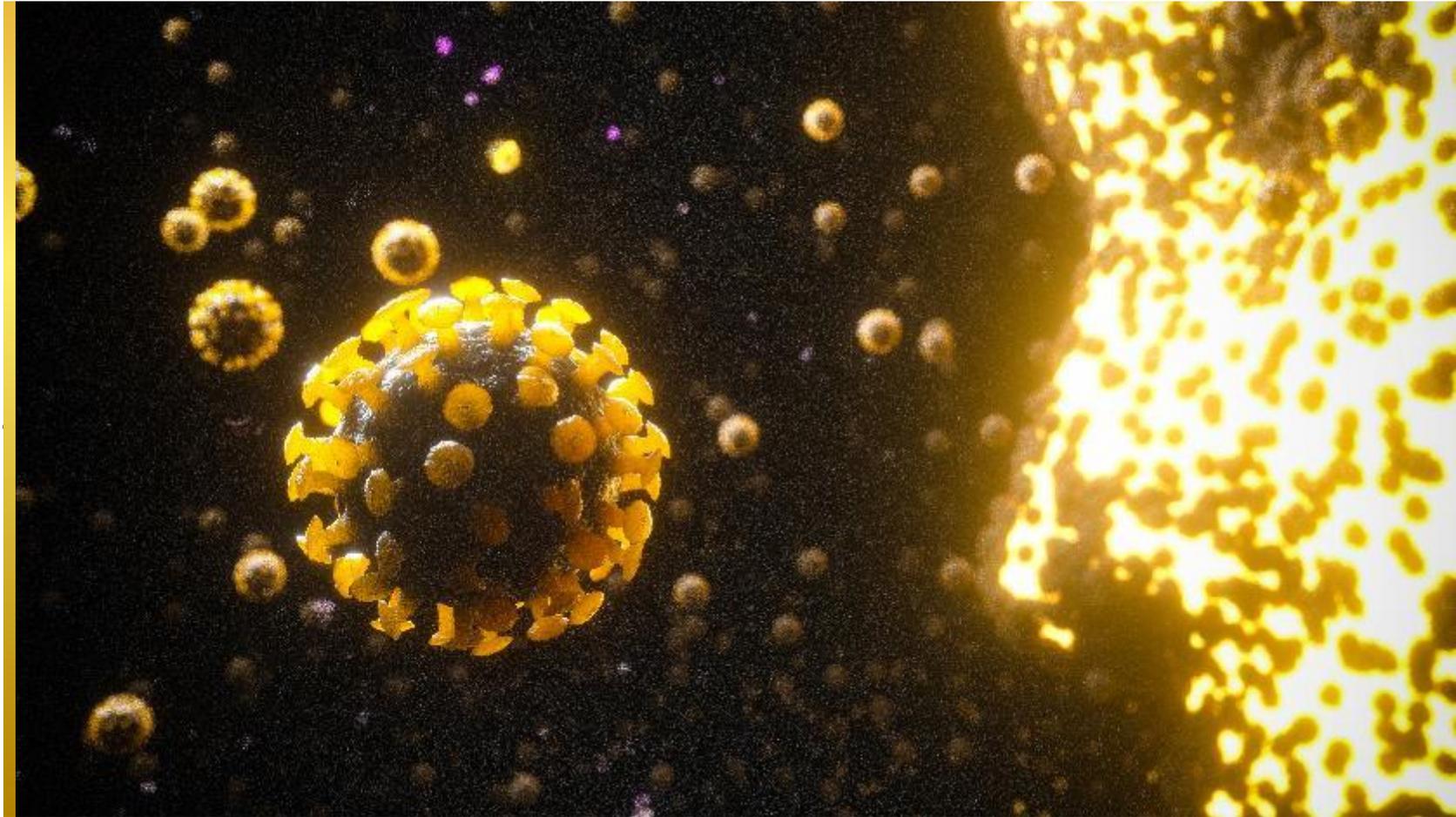


# Assessment of levels of Covid-19 related stigma & discrimination

Presentation of findings of Round  
(R1) & Round 2 (R2)

10-December-2020



# Structure of the presentation

## About the Study

- I Background
- III Research Design

- II Study objective
- IV Research Limitations

## Research Findings

- I Respondent profile
- III Exposure to COVID-19 related messages

- II Knowledge around COVID-19
- IV Stigma around COVID-19



## About the study

# Background

- In the background of the COVID-19 pandemic, ambiguity regarding the disease and the fear of contracting it, has led to stigmatization of certain categories of people who are perceived to be most likely to spread the contagion.
- It is also important that people with symptoms immediately come forward to seek help. However, there are apprehensions because of the stigmatization associated with those affected with Covid-19 and their families.
- While the disease is curable, stigmatization against those affected with COVID-19 leads to a feeling of alienation.
- In this context a multi-platform communication intervention is initiated by MoHFW and supported by UNICEF and other development partners to address the stigma and discrimination around COVID-19. The communication strategy is guided by four pillars- advocacy, capacity building of phone-in counselors, community engagement & accountability and media engagement.
- The intervention is planned to be evaluated through a pre- and post-assessment of the behaviors and perceptions around stigma & discrimination **among the general population.**

## Study objectives

Kantar, Public Division, to support the efforts of UNICEF, has taken up the evaluation exercise with the following key objectives:

- To understand levels of stigma and discrimination related to COVID-19 among general population.
- To assess the exposure around COVID-19 related communication and provide inputs to communication planning.

# Evaluation Timeline



- **354065 cumulative cases as of 17<sup>th</sup> June**
- Started the Lockdown 5.0 phase (unlock 1.0)
- Lockdown only in containment zones till June 30<sup>th</sup>
- “Vande Bharat Mission” by Air India was launched to bring back stranded Indians.
- Religious places were shut since March 25<sup>th</sup>.
- Union cabinet approved ordinance making acts of violence against health workers as non bailable offences.

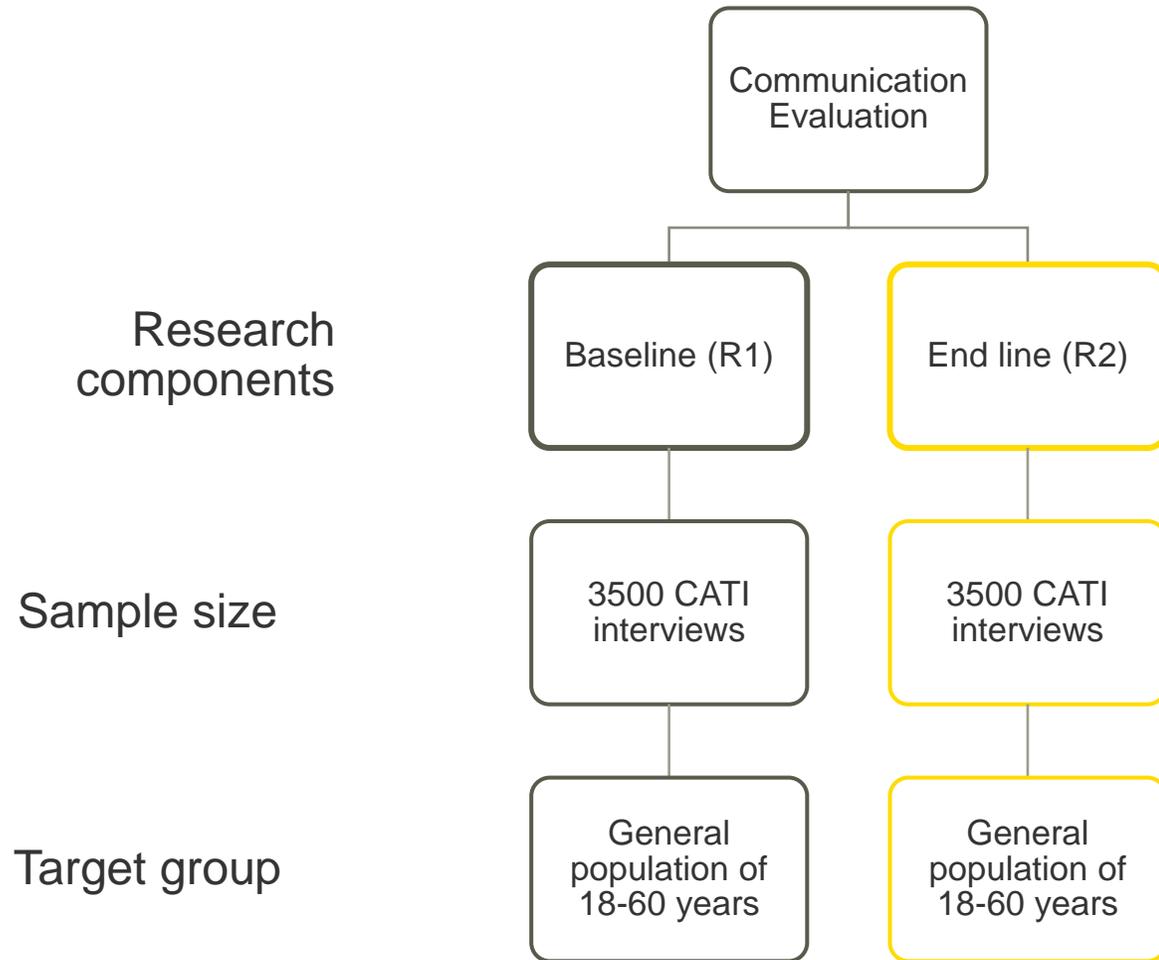
## Programme Communication

**Risk Communication & Community Engagement interventions to reduce Stigma and Discrimination in partnership with MoHFW, WHO, BMGF & USAID.**

Multi media 360 degree campaign	COVID-19 Heroes (health frontline workers, ancillary staff and COVID patients) campaign for general public Community radio stations broadcasts focused on S&D
Capacity building	Training of the call centre staff at national level on stigma and discrimination
Media engagement	Orientation with radio jockeys and program heads
Social media	S&D related messages dissemination like GIFs, animations, posts and videos through various platform i.e. FBs, Instagram, Twitter, Tiktok etc.
Social Mobilization of non-health platforms	Engagement of community based platforms and community leaders like PRI, SHG, Faith based leaders, Adolescent and Youth groups etc.

- **8364086 cumulative cases as of 5<sup>th</sup> November.**
- Unlock 6.0 phase
- Activities such as opening of restaurants, cinema halls, gyms, malls, schools, colleges, religious places and metro rail services have been allowed in a calibrated manner with strict SOPs in place.
- No restrictions on inter- and intra-state movement
- “Vande Bharat Mission” by Air India goes into Phase 5 since August.
- Religious places have been reopened in a phased manner with safety measures in place

# Research design



States	Achieved Sample		
	Round	R1	R2
<b>Total Sample</b>		<b>3785</b>	<b>3755</b>
Assam (AS)		532	507
Bihar (BH)		526	505
Gujarat (GJ)		528	550
Madhya Pradesh (MP)		564	574
Maharashtra (MH)		574	564
Rajasthan (RJ)		552	538
Uttar Pradesh (UP)		509	517

- **The Panel respondents** are those who have been interviewed in both R1 and R2. It was a natural fallout of 560 respondents. The analysis for this is done at an overall level only.
- **4 districts** per State
- State capital selected
- Random selection of other 3 districts.

# Caveats

## 1. CATI related limitations

- a) Telephonic interviews pose a restriction on length of the interview.
- b) The language of questions is to be adapted for suitability of a telephonic conversation.
- c) Additional probing is limited.
- d) Scale questions can't be used extensively due to difficulty in respondent comprehension.

## 2. Operational limitations

- a) Reaching out to equal proportion of male-female respondents is typically a challenge. However, by the virtue of the topic relevance, a balanced male-female ratio is achieved in both rounds.
- b) Refusal rates are high in telephonic interviews. Thus, to meet set sample size larger number of respondents are reached out and lot more attempts are made per respondent.

## 3. Sampling limitations

- a) The sampling universe is restricted to the database of Kantar for CATI.

## 4. All the findings need to be seen in the light of the variations in COVID-19 context in the study states and the timing of the data collection.

## 5. Significance was tested at 95% and presented on the following cuts:

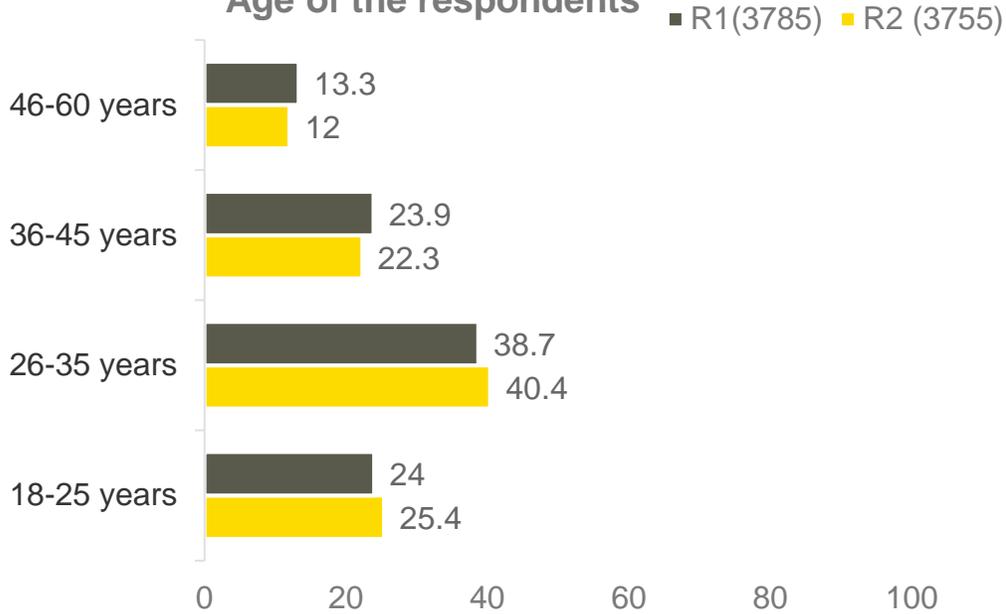
- a) R1 vs R2 = Significance change shown by ( \* )
- b) Interstate R1 = Significance change shown by ( # )
- c) Interstate R2 = Significance change shown by ( ^ )

A row of white wooden figures, resembling stylized people, is arranged on a light-colored surface. The figures are slightly out of focus, with the central one being the most prominent. The text "Respondent profile" is overlaid in the center of the image.

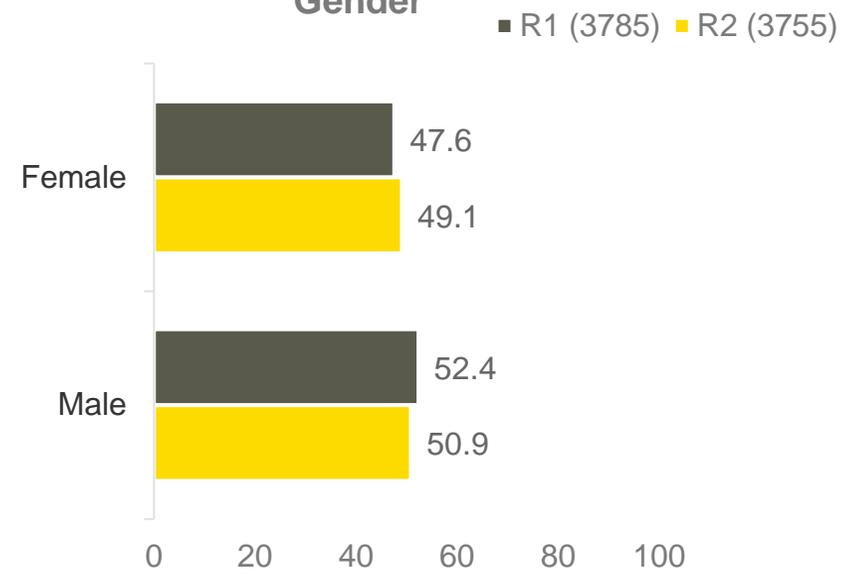
Respondent profile

# Demographics of the respondents

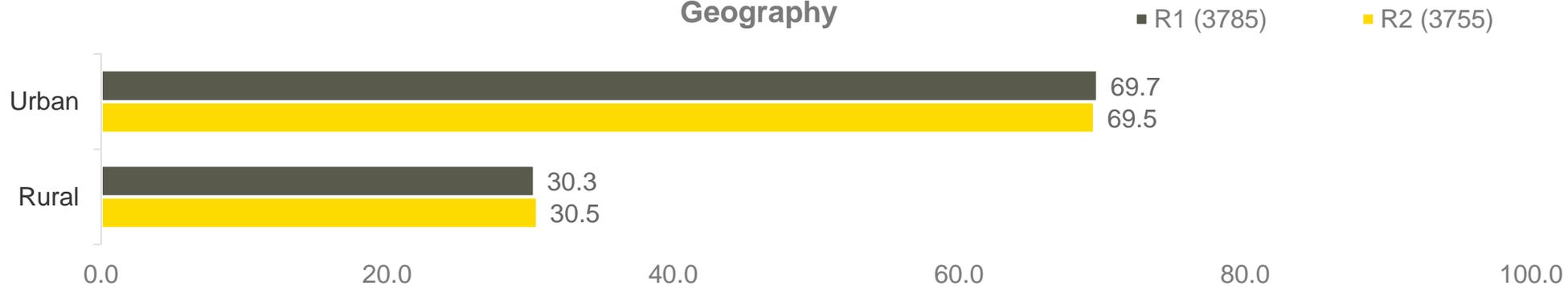
### Age of the respondents



### Gender

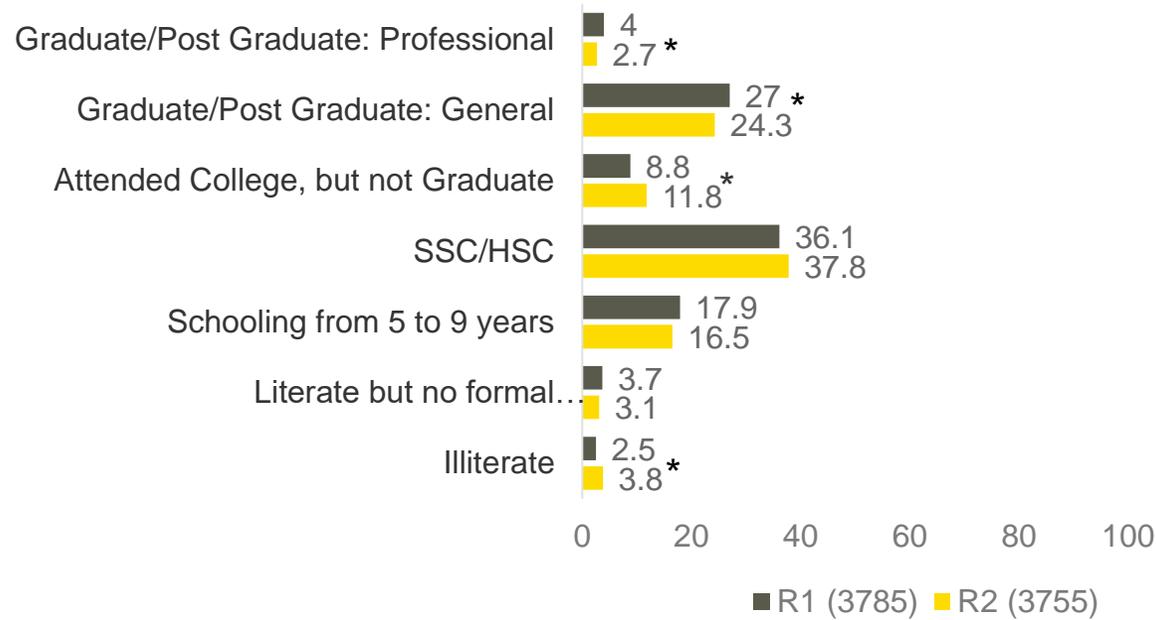


### Geography

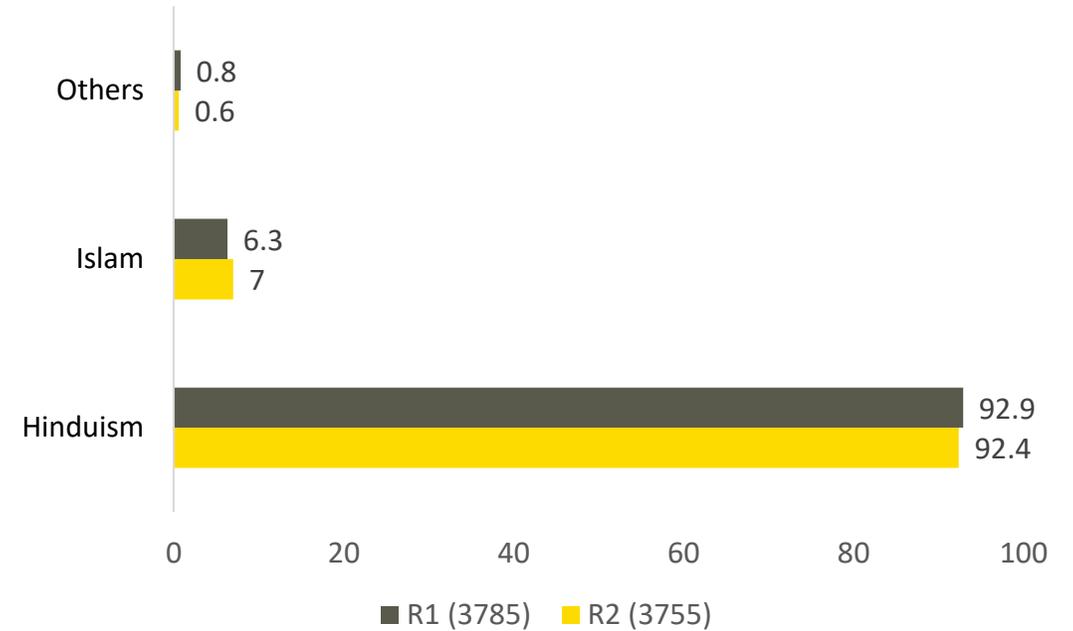


# Demographics of the respondents

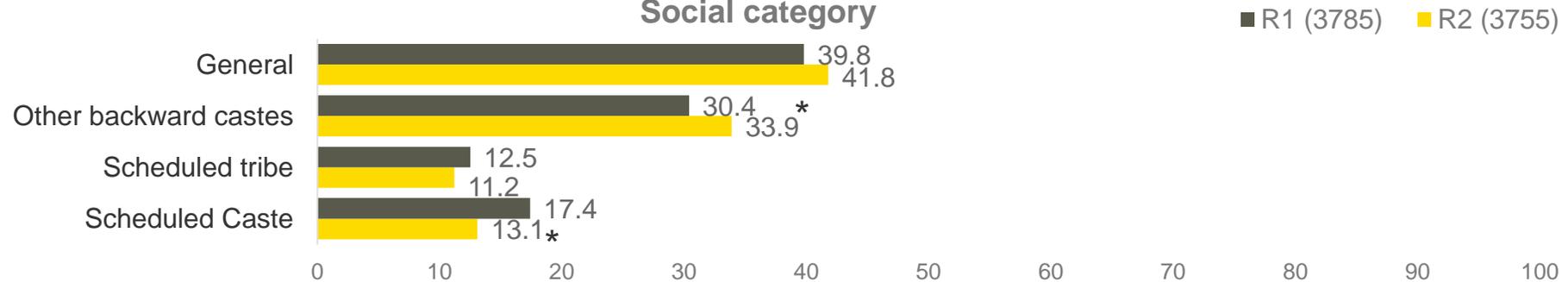
## Educational qualification of respondents

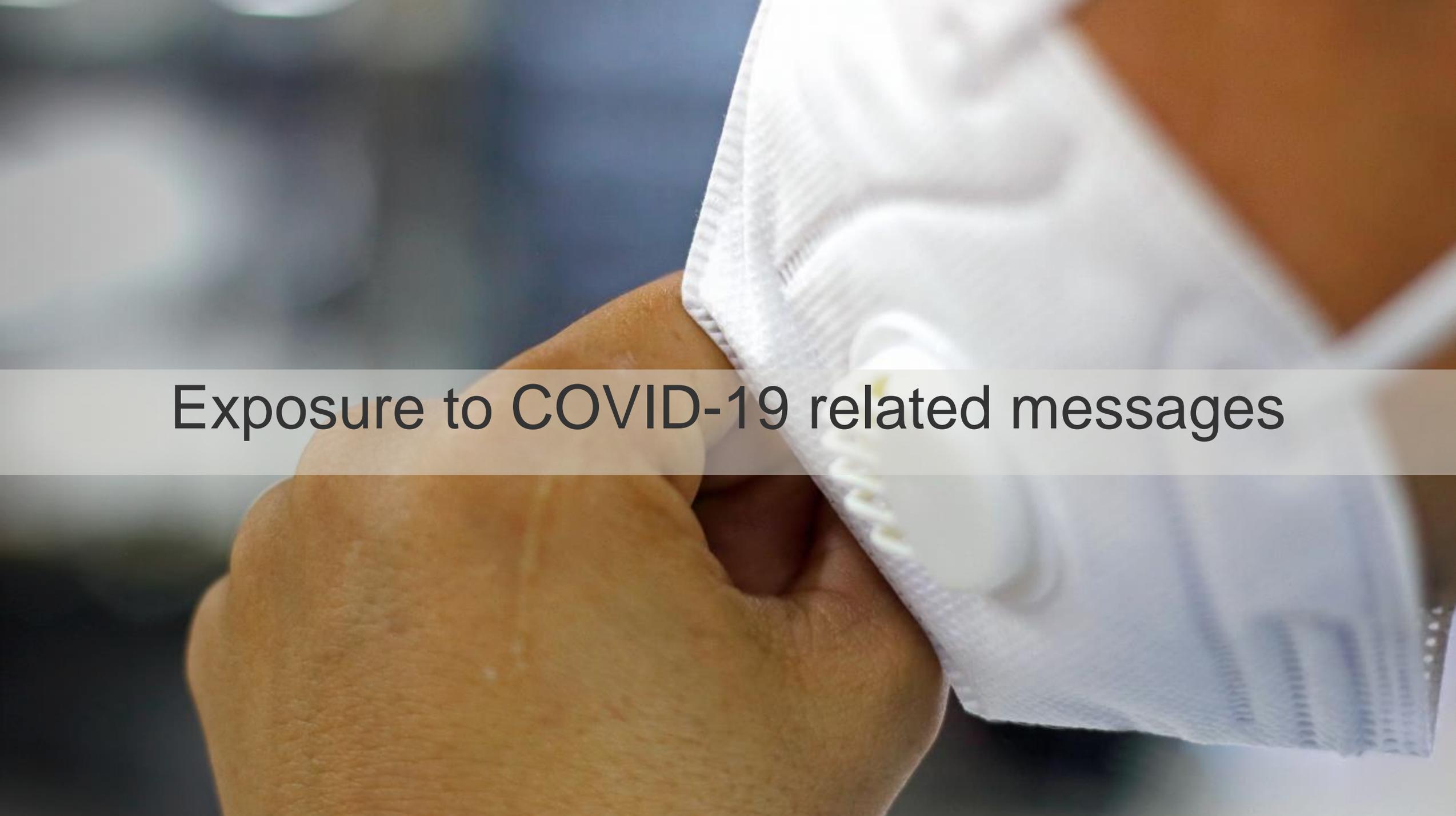


## Religion



## Social category



A close-up photograph of a person's hand holding a white surgical mask. The hand is positioned on the left side of the frame, with fingers gripping the top edge of the mask. The mask is white with a visible pleated filter area and a blue elastic strap. The background is blurred, showing a blue surface and a wooden surface. A semi-transparent grey banner is overlaid across the middle of the image, containing the text "Exposure to COVID-19 related messages".

Exposure to COVID-19 related messages

# Recall of messages appreciating the effort of health worker or people provide essential services

Messages heard or seen appreciating the effort of health worker or people provide essential services	Total		AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>N</b>	<b>3785</b>	<b>3755</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Be supportive and empathetic towards doctors, nurses, and community health care providers	34.3	61.8*	27.3	60.7*	29.3	45.7*	24.2	61.5*	52.3#	68.8*	24.7	52.8*	43.8	72.5*	37.5	69.6*
Fight the ailment, not the ailing	54.6	74.7*	39.1	65.7*	47.3	65.1*	47	85.3*	74.3#	75.3	56.4	89.2*	60.7	84.6*	55.4	54.9
Anyone can get infected with COVID 19, No one needs to be blamed	29	47.4*	28.8	55.2*	22.6	30.1*	15	50.7*	45.7#	44.8	23.2	47.7*	36.6	59.7*	30.3	42.9*
For psychosocial support toll-free helpline number dial – 08046110007	13.4	24.1*	3.4	15.2*	17.3	30.9*	9.7	14.7*	22.9	24	8.4	17*	7.6	38.3*^	25.1	29
Do not fear	31.2	44.6*	30.5	40.8*	18.3	32.9*	30.9	62.2*	52.1#	33.4*	29.3	69*^	37.9	33.5	17.7	38.7*
Don't Know	0.6	3.6*	0.8	4.7*	0	10.5*^	0.4	2.4*	0.5	1.6	0.3	3*	0.2	2*	2	1.5

- In Round 2, there is significant increase in proportion of respondent who recalled the different messages appreciating the health worker or people providing essential services at an overall level and across all states.
- In Round 2, the percentage of male respondent who recalled the messages 'Psychological support- toll free number' & 'Do not fear' is reported to be significantly higher as compared to female respondents.
- Except for the messages 'Be supportive and empathetic' and ' Do not fear' the percentage of respondent in urban is reported to be significantly increased as compared to rural.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Recall of messages on community condemning or avoiding people recovered from COVID 19

Messages heard or seen in community condemning or avoiding people recovered from COVID 19	Total		AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>N</b>	<b>3785</b>	<b>3755</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Fight the ailment, not the ailing	54.6	74.5*	39.1	58.6*	47.3	67.3*	47	85.6*	74.3#	68.1*	56.4	86.9*	60.7	80.7*	55.4	72.5*
Anyone can get infected with COVID 19, No one needs to be blamed	29	61.6*	28.8	75.1*	22.6	39.4*	15	68.7*	45.7#	61.8*	23.2	49.8*	36.6	73.4*	30.3	62.7*
Be a well-wisher to those in isolation/ quarantine and their families. Testing, isolation and quarantine are meant to protect their family and the larger community	15.3	29.3*	9.2	24.7*	12.9	19.2*	9.1	20.2*	27.7#	38.7*	11.3	14.2	16.7	49.3*^	19.8	38.5*
For psychosocial support toll-free helpline number dial – 08046110007	13.4	24.2*	3.4	15.8*	17.3	32.7*	9.7	12.9	22.9	20.7	8.4	18.6*	7.6	41.3*^	25.1	28.4
Celebrate recovered persons affected by COVID 19 as winners. They do not have the virus & there is no risk of transmission	14.4	27.7*	7.1	23.1*	8.2	18.4*	11.6	29.1*	33.7#	24.4*	9.2	17.7*	15.6	43.9*^	14.5	37.9*
Do not fear	31.2	39.5*	30.5	37.5*	18.3	29.7*	30.9	53.5*	52.1#	28.4*	29.3	63.3*^	37.9	30.5*	17.7	32.1*
Don't Know	0.6	4.6*	0.8	5.7*	0	14.1*^	0.4	4*	0.5	3.3*	0.3	3*	0.2	2*	2	0.8

- In Round 2, significantly more proportion of respondents recalled the messages condemning or avoiding the people recovered from COVID 19 at an overall level. The recall of ‘Anyone can get infected with COVID 19 and no one needs to be blamed’ has significantly increased by more than 30 percent point.
- Significantly more proportion of respondents from Assam, Bihar & Rajasthan recalled all the messages in R2.
- In R2, the percentage of male respondents who recalled the messages ‘Psychological support- toll free number’ & ‘Celebrate recovered person’ & ‘Do not fear’ is reported to be significantly higher as compared to female respondents.
- In R2, except for the message ‘Fight the ailment not the ailing’, the percentage of respondent in Urban is reported to be significantly increased.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Recall of messages on community condemning or avoiding people who work on overcoming COVID 19

Messages heard or seen in community condemning or avoiding people who work on overcoming COVID 19	Total		AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>N</b>	<b>3785</b>	<b>3755</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Be supportive and empathetic towards doctors, nurses, and community health care providers	34.3	54.2*	27	58*	29	39*	24	60*	52#	54	25	48*	44	69*^	38	51*
Fight the ailment, not the ailing	54.6	67.8*	39	64*	47	56*	47	80*	74#	69	56	63*	61	77*	55	64*
Anyone can get infected with COVID 19, No one needs to be blamed	29	48.7*	29	55*	23	29*	15	52*	46#	48	23	48*	37	58*	30	51*
Be a well-wisher to those in isolation/ quarantine and their families.	15.3	24.8*	9.2	17*	13	16	9.1	18*	28#	27	11	7.6	17	50*^	20	40*
For psychosocial support toll-free helpline number dial – 08046110007	13.4	22*	3.4	16*	17	29*	9.7	11*	23	19	8.4	14*	7.6	37*^	25	29
Celebrate recovered persons affected by COVID 19 as winners.	14.4	23.7*	7.1	14*	8.2	18*	12	23*	34#	19*	9.2	16*	16	36*	15	40*
Do not fear	31.2	35.9*	31	35*	18	31*	31	53*^	52#	32*	29	39*	38	30*	18	31*
Don't Know	0.6	4.8*	0.8	6.3*	0	13^	0.4	4*	0.5	3.1*	0.3	3.4*	0.2	2.2*	2	2.5*

- At an overall level, the percentage of respondent who recalled the messages on community condemning or avoiding people who work on overcoming COVID 19 is reported to be significantly increased in R2.
- In R2, the percentage of male respondents who recalled the messages 'Be supportive' & 'Psychological support', 'Celebrate recovered person' & 'Do not fear' is reported to be significantly increased as compared to female respondents.
- Except for the messages 'Be supportive' & 'Do not fear' the percentage of respondent in Urban is reported to be significantly increased in R2.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Recall of messages on precautions/ safety measures or any other message around COVID 19

Messages heard or seen regarding precautions/ safety measures or any other message around COVID 19	Total		AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>N</b>	<b>3785</b>	<b>3755</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Social distancing	89	89.3	93	93	93	94	88	88	96	84*	71	95*	96	78*	89	95*
Regularly and thoroughly washing hands with soap and water.	85	77.4*	89	89^	90	74*	86	62*	94	78*	65	84*	91	82*	78	73
Use sanitizer	60	81*	55	93*	60	67*	50	76*	87	81	33	87*	75	80*	60	83*
Avoid touching eyes, nose and mouth	73	68*	58	43*	65	61	70	56*	83	77*	78	86*^	91	80*	62	70*
Cover mouth and nose with bent elbow or tissue when coughing or sneezing	66	53.7*	40	41	62	40*	68	48*	81	64*	73	58*	78	61*	55	62*
Do not fear	31	50.8*	31	45*	18	31*	31	63*	52	45*	29	67*	38	57*	18	45*
Wear Mask	1	87.5*	6	98*^	1	92*	1	86*	0	74*	0	93*	0	83*	0	88*
Use home remedy	0	37.2*	0	34*	0	38*	0	35*	0	46*	0	24*	0	53*^	0	30*
Stay home stay safe	0	50.3*	1	44*	0	37*	0	62*	0	51*	0	69*^	0	52*	0	34*
Download Aarogya setu app	0	31.8*	0	7.1*	0	17*	0	21*	0	47*	0	71*^	0	29*	0	26*
If you have symptoms, you should go for COVID testing	0	37.2*	0	13*	0	30*	0	22*	0	54*	0	50*	0	49*	0	39*

- At an overall level, the percentage change of respondent was reported to be significant across all the messages recalled.
- At an overall level, the percentage of respondent who reported 'Use sanitizer' has been significantly increased in R1 as compared to R1.
- 'Use home remedy', 'Stay home, stay safe', 'Download Arogya Setu App' and 'If you have symptoms, you should go for COVID testing' have emerged as new messages in R2.
- In R2, the percentage of respondent who recalled the messages ' Don't fear', 'Wear mask' 'Use home remedy', 'Stay home, stay safe', 'Download Arogya Setu App' and 'go for testing' reported to be significantly high across all states as compared to R1.
- In R2, the percentage of respondent who reported 'Social distancing' has been significantly declined in MP & Rajasthan as compared to R1.
- No significant change was reported between male & female respondent in R1 and R2.
- No significant change was reported between urban & rural respondent in R1 & R2.

# Various sources for the respondents to receive messages about COVID-19

Source of message		Total (R1)	Total (R2)
	<b>Base</b>	<b>3785</b>	<b>3755</b>
<b>Social media</b>	Facebook	36	39.2*
	YouTube	38.7	42.9*
	WhatsApp	43.4	50.1*
	Aarogya Setu App	0.1	26.6*
<b>Mass media</b>	TV	94.3	94
	Radio	15.8	25.8*
	Newspapers	52.7	57.7*
<b>Phone</b>	Caller tune	61.5	65.9*
<b>Social bodies</b>	NGOs/ RWA/ NCC/ NSS/ Tribal CMDFI/ NRLM/ NULM	24.4	32.2*
<b>Social circle</b>	Friends	47.3	48
	Family Members	45.7	49.1*
<b>Health workers</b>	ASHA/ AWW/ ANM	41.2	58*
<b>Traditional media</b>	Wall Painting	8.5	19.1*
<b>Religious sources</b>	Faith-based leaders	0	10.2*
	Religious places	0	10.8*

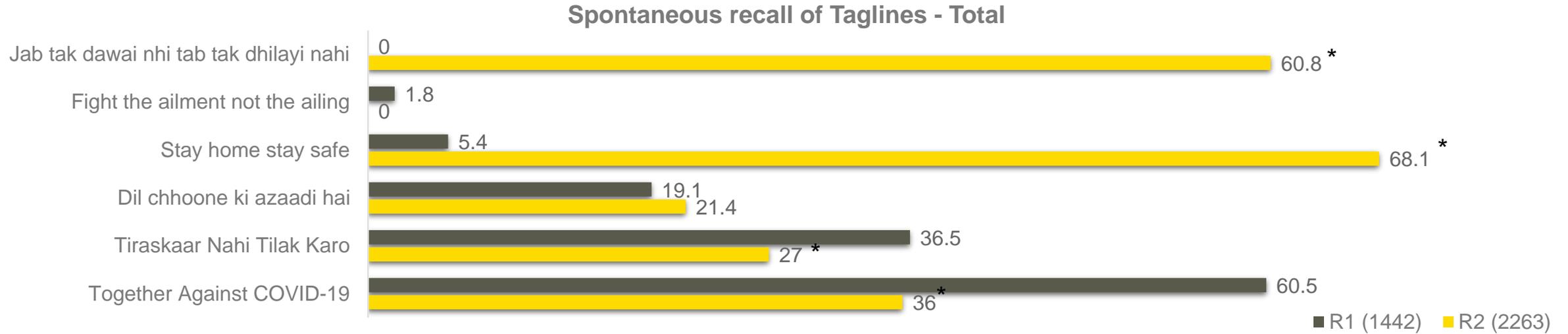
- Significantly higher proportion of respondents in R2 reported that social media platform are key sources of messages as compared to R1. In R2 Arogya Setu App emerged as key source.
- TV remains as the main source in both the rounds.
- Significantly more proportion of respondent in R2 received the messages through radio and newspapers as compared to R1.
- Social bodies, social circles, health workers and traditional media have shown significant increase in R2.
- Religious sources such as faith leaders and religious places have emerged as new sources in R2.
- Gender wise analysis reveals that significantly more proportion of male respondents have accessed social media platforms.
- The percentage of respondent who reported that social media, newspaper, wall painting, social bodies and faith leaders are key sources is reported to be significantly increased in urban (except Arogya setu app) in R2 as compared to rural.
- The percentage of rural respondent has been significantly increased for radio, social circle and health workers as source of information in R2 as compared to urban counterparts.
- **Among the panel respondent similar trends has been observed.**

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Spontaneous recall of Taglines – Total

In R2, 60% respondents reported hearing/seeing a tagline related to Covid-19 as compared to 38% in R1.

Among the panel respondents, the difference in recall was reported to be 30% point between both the rounds.



- The most exposed tagline in R1 was ‘Together Against Covid-19’ (61%) and has now been replaced with ‘Stay home stay safe’ (68%) in R2. ‘Jab tak dawai nehi tab tak dhilai nehi’ has emerged as second most recalled tagline in R2 (61%).
- Significant decrease in the recall is reported in R2 for- ‘Together against COVID19’ (from 61% to 36%) and ‘Tiraskar nahin tilak karo’ (from 37% to 27%).
- More propotion of male respondents recalled ‘Jab tak dawai nahin tab tak dhilaaai nahin’ as compared to female respondents in R2.
- The percentage of Urban respondent have significantly increased in R2 as compared to rural for the tagline- ‘Dil Choone ki Azadi’.
- **In panel data also, same trend is reported to be found for recall of various taglines.**

# Spontaneous recall of Taglines – State wise

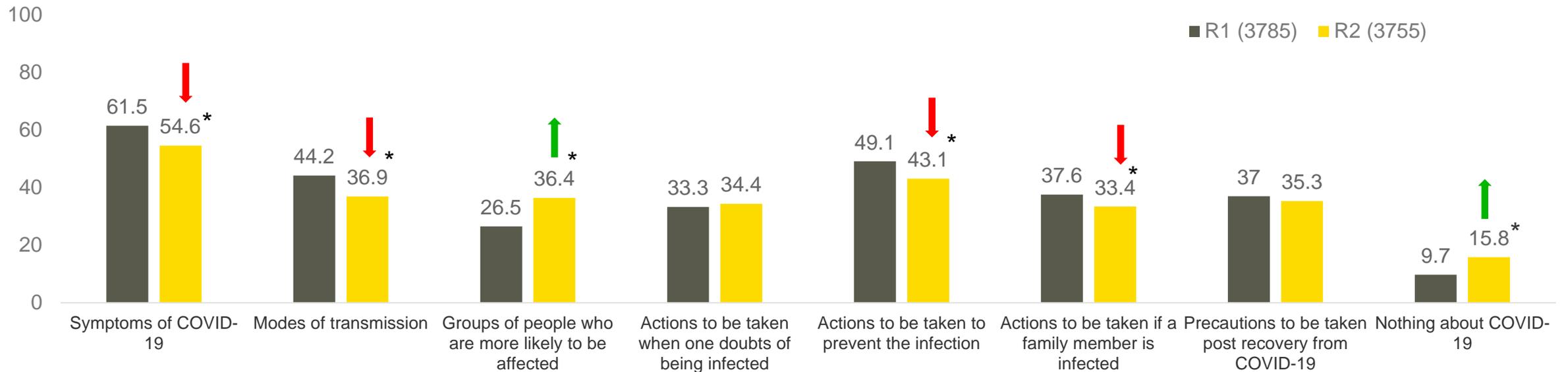
Spontaneous recall of taglines	AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2												
<b>N</b>	<b>136</b>	<b>301</b>	<b>124</b>	<b>353</b>	<b>120</b>	<b>384</b>	<b>334</b>	<b>369</b>	<b>300</b>	<b>216</b>	<b>168</b>	<b>290</b>	<b>260</b>	<b>350</b>
Together Against COVID-19	32.4	11*	52.4	42.5	35	14.8*	75.1	49.6*	55	30.6*	53.6	36.9*	82.7	62.6*^
Dil chhoone ki azaadi hai	5.1	13.3	18.5	28.9	25	14.3*	17.7	22	9.3	25.5	7.7	25.5	44.6	22*
Tiraskaar Nahi Tilak Karo	35.3	14.3*	25.8	15*	37.5	23.2*	44	31.4*	40.7	41.7	30.4	33.1	31.2	35.7
Jab tak dawai nhi tab tak dhilayi nahi	0	23.3*	0	85.8*	0	32*	0	61.5*	0	81*	0	66.9*	0	80.9*
Stay home stay safe	19.1#	96.7*^	8.1	49*	4.2*	82.3*	0	61*	6	75*	8.3	63.8*	1.9	53.7*

- Across all states, ‘Jab tak dawai nehi tab tak dhila nehi’ has been emerges as the new most prominent tagline. The highest can be seen in Bihar (86%). The percentage of respondent for the tagline- ‘Stay home stay safe’ has also seen a sharp significant rise across all the states. In both rounds, Assam reported significantly high recall of the tagline compared to other states.
- ‘Together against COVID-19’ as the most exposed tagline previously has significantly declined across the states except Bihar.
- For all the taglines, significant variations are observed in Gujarat.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

\*Base is all respondents who reported hearing/seeing a tagline  
Multiple coded  
Spontaneous response

# Areas of information of interest about COVID-19 – Overall



- At an overall level, symptoms of COVID-19 (55%), preventive measures (43%) and modes of transmission (37%) are still the key topics respondents want to know more about. However, a significant decline can be seen in these areas of information from R1 .
- Significantly higher proportion of respondents in R2 (16%) reported that they want to know nothing about COVID-19 as compared to R1 (10%).
- In R2, a significantly higher proportion of urban respondents (17.7%) as compared to rural want to know nothing about COVID-19.
- No significant variation was seen in gender and education level of respondents between two rounds.
- **A similar trend can be seen among the panel respondents as well. They want to know more about similar key topics such ‘symptoms of COVID 19’, ‘preventive measures’ and ‘modes of transmission’.**

# Areas of information of interest about COVID-19 – State wise

Information sought	AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2												
<b>Base</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Symptoms of COVID-19	66	67	53	36*	40	38	61.5	52*	61	80*^	68	50*	81.5#	59*
Modes of transmission	53	45*	47	17*	38	36	42.9	22*	39	38	40	54^	51.1	48
Groups of people who are more likely to be affected	22	37*	16	20	15	35*	34.4	39	29	36	39	52*^	29.3	36
Actions to be taken when one doubts of being infected	24	30	16	22*	43	35*	31.2	33	47	44	36	49*	35.4	26*
Actions to be taken to prevent the infection	54	39*	29	36*	58	44*	61.7	51*	51	34*	43	53*^	46	44
Actions to be taken if a family member is infected	30	31	17	29	47	40*	49.5	27*	40	26*	42	51*^	37.3	30*
Precautions to be taken post recovery from COVID-19	41	40	24	24	33	32	55.5#	24*	36	42*	34	49^	36	37
Nothing about COVID-19	5.1	5.7	11	17*	9.7	26*	11.7	9.8	5.1	16	5.8	12	20.4#	24

- A significant decline can be seen in R2 among respondents in Bihar, MP, Rajasthan and UP who want to know about symptoms of COVID-19 whereas in Maharashtra a significant increase can be seen for the same.
- A significant decline can be seen in Assam, Bihar and Madhya Pradesh in R2 for information on modes of transmission. A reverse trend can be seen in Rajasthan in R2.
- Among all states in R2, Rajasthan has the highest significant increase in respondents who want to know about ‘groups who are to be infected’, ‘actions to prevent infection’ and ‘actions to take when family member is affected’.
- In Madhya Pradesh, a significant decline can be seen in R2 for information on ‘actions to prevent infection’, ‘actions post recovery’ and ‘actions to take when family member is affected’.
- Information on precautions to be taken post recovery has the highest significance for MP in R1 and Rajasthan in R2.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

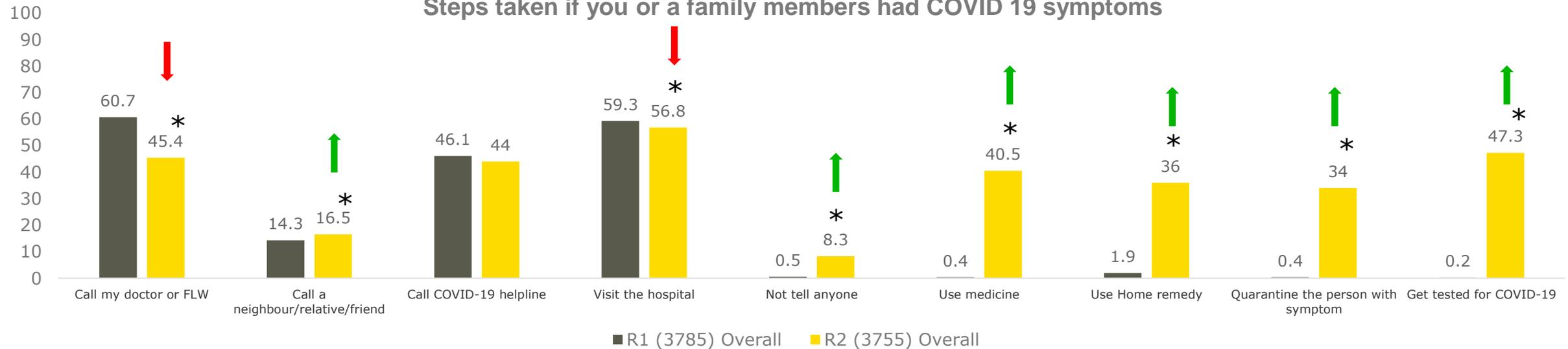
\*Base is all respondents  
Multiple coded  
Spontaneous response

A close-up photograph of a woman with dark hair, wearing a bright yellow face mask. She is looking off to the side with a serious expression. She is wearing a red and green patterned sari. The background is blurred, showing other people in a crowd.

Knowledge around COVID-19

# Steps to be taken if you or a family member had COVID-19 symptoms- Overall

Steps taken if you or a family members had COVID 19 symptoms



- Use medicine (41%), Use Home remedy (36), Quarantine the person (34%) and get tested for COVID (47%) have significantly increased in R2 at an overall level.
- There is a significant increase in percentage of respondent from R1 to R2 who reported that they will call neighbor/ relative/ friend if family member had COVID which represented 17 percent (Increased 3 percent point).
- Significant decline in percentage of respondent was also reported for the action- ‘Call my doctor or FLW’ and ‘Visit the hospital’ in R2.
- Significantly more proportion of male respondent reported ‘Get tested for COVID 19’ in R2 as compared to female respondents.
- Significantly higher proportion of urban respondents reported ‘Call a neighbor/ relative/ friend’, ‘Quarantine the person with symptom’ and ‘Get tested for COVID 19’ as compared to rural respondent in R2.
- **At the panel level also, the trend is similar for each of the steps to be taken if they have COVID 19 symptoms.**

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

Base is all respondents.  
Multiple coded  
Spontaneous response

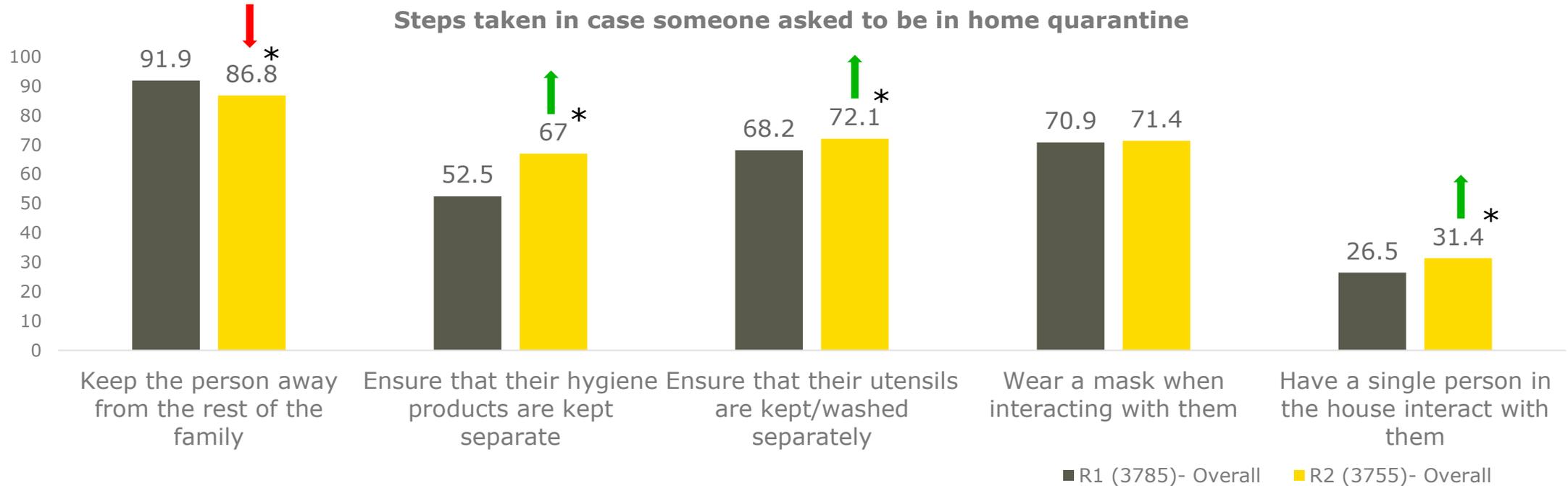
# Steps to be taken if you or a family member had COVID-19 symptoms-State wise

Steps to be taken if you or a family member had COVID-19 symptoms	AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2												
<b>N</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Call my doctor or FLW	36.3	17.8*	55.7	45.5*	58	48*	66.8	43.7*	82.2#	67.6*^	68.8	56.9*	54.2	35*
Call a neighbour/relative/friend	16.7	7.7*	6.5	12.3^	16.7	22.7*	10.6	13.6	16.9	10.8*	21.2	31.4*^	10.8	16.8*
Call COVID-19 helpline	36.5	29*	24	35.2*	36.2	45.1*	55.9	44.8*	41.8	42.7	65.2	45.7*	62.7	64.6^
Visit the hospital	84.4#	84.4^	76.2	60*	72.5	63.5*	47.2	34.7*	52.6	42.7*	44	51.3*	39.7	65.4*
Not tell anyone	0.4	1.2	0.6	5.7*	0.4	8.5*	1.4	12.5*	0.5	3.5*	0.2	11.3*	0.2	14.5*
Use medicine	3#	38.3*	0.2	60.6*^	0	48.5*	0	34.7*	0	18.8*	0	47.6*	0	37.3*
Use Home remedy	4.7	36.3*	4.6	46.9*	2.8	41.3*	0	28.7*	0.3	17.7*	0.9	46.7*	0.4	36.2*
Quarantine the person with symptom	1.3	43*	1.1	25.5*	0.2	25.8*	0	25.4*	0	44.9*	0	30.7*	0.4	43.5*
Get tested for COVID-19	0.9	55.8*	0	30.1*	0.2	49.3*	0	53.7*	0	68.6*	0	29*	0.2	42.4*

- The percentage of respondent for 'Use medicine', 'Use Home remedy', 'Quarantine the person' and 'get tested' have significantly increased in R2 across all the states.
- The percentage of respondent who reported 'Call a neighbor/ relative/ friend' have shown significant increase in Gujarat, Rajasthan and UP in R2 as compared to R1.
- In both the rounds 'Visit the hospital' was reported by significantly higher proportion of respondents from Assam as compared to other states.
- Among all the states in R2, comparatively higher proportion of respondents from Bihar reported 'Use of medicine'.
- The percentage of male respondents who reported ' Get tested for COVID 19' have been significantly higher as compared to female respondents in R2.
- The percentage of respondent belonging to the Urban area for the who reported the steps ' Call my doctor or FLW', 'Call a neighbor', 'Quarantine the person', and ' Get tested for COVID 19' have been significantly increased in R2 as compared to Rural.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Steps to be taken in case someone is asked to be under home quarantine- Overall



- Though 'keep the person away from rest' remains high in both rounds, however, a significant decline has been reported in R2.
- In R2, significantly higher proportion of male respondents reported 'Ensure that their hygiene products are kept separate', 'Ensure that their utensils are washed separately and 'Have a single person in house interact with them' as compared to female respondent.
- No Rural/ Urban significance in percentage of respondent was reported for any of the precautionary actions.
- **Panel data shows the same trend as the overall.**

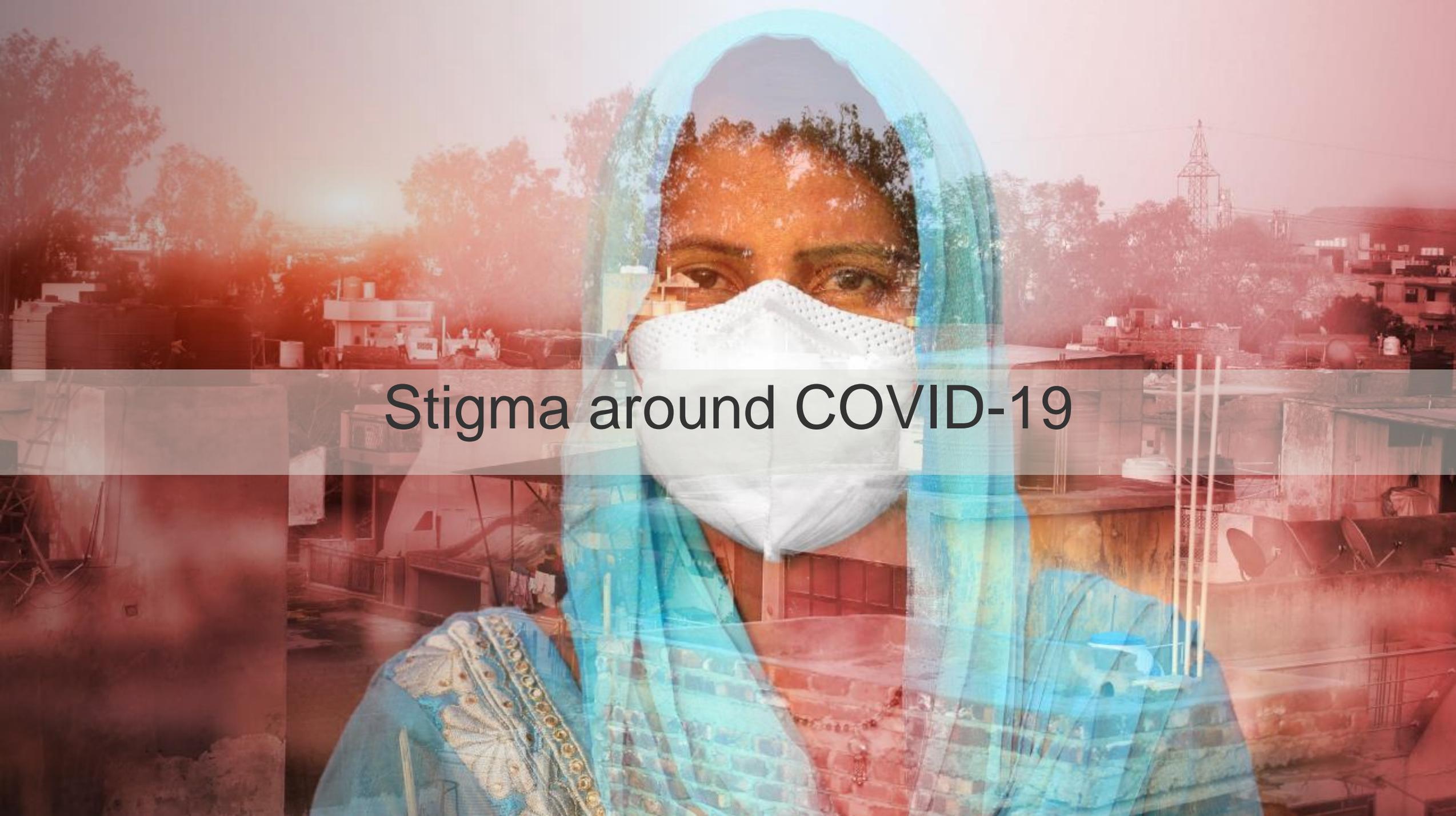
\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Steps to be taken in case someone is asked to be under home quarantine- State level

Steps taken in case someone is asked to be under home quarantine	AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>N</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Keep the person away from the rest of the family	98	97 <sup>^</sup>	98	78*	81	82	95	80*	84	93*	95	86*	91	91
Ensure that their hygiene products are kept separate	43	68*	52	61*	37	46*	61	69*	44	77*	75 <sup>#</sup>	77	56	72*
Ensure that their utensils are kept/washed separately	71	91 <sup>^</sup> *	64	70	65	52*	75	61*	53	85*	88 <sup>#</sup>	71*	61	77*
Wear a mask when interacting with them	57	66*	63	60	80	84	86 <sup>#</sup>	70*	69	87*	79	65*	61	66
Have a single person in the house interact with them	20	30*	25	16*	15	23*	55 <sup>#</sup>	27*	13	60 <sup>^</sup> *	24	30*	33	33

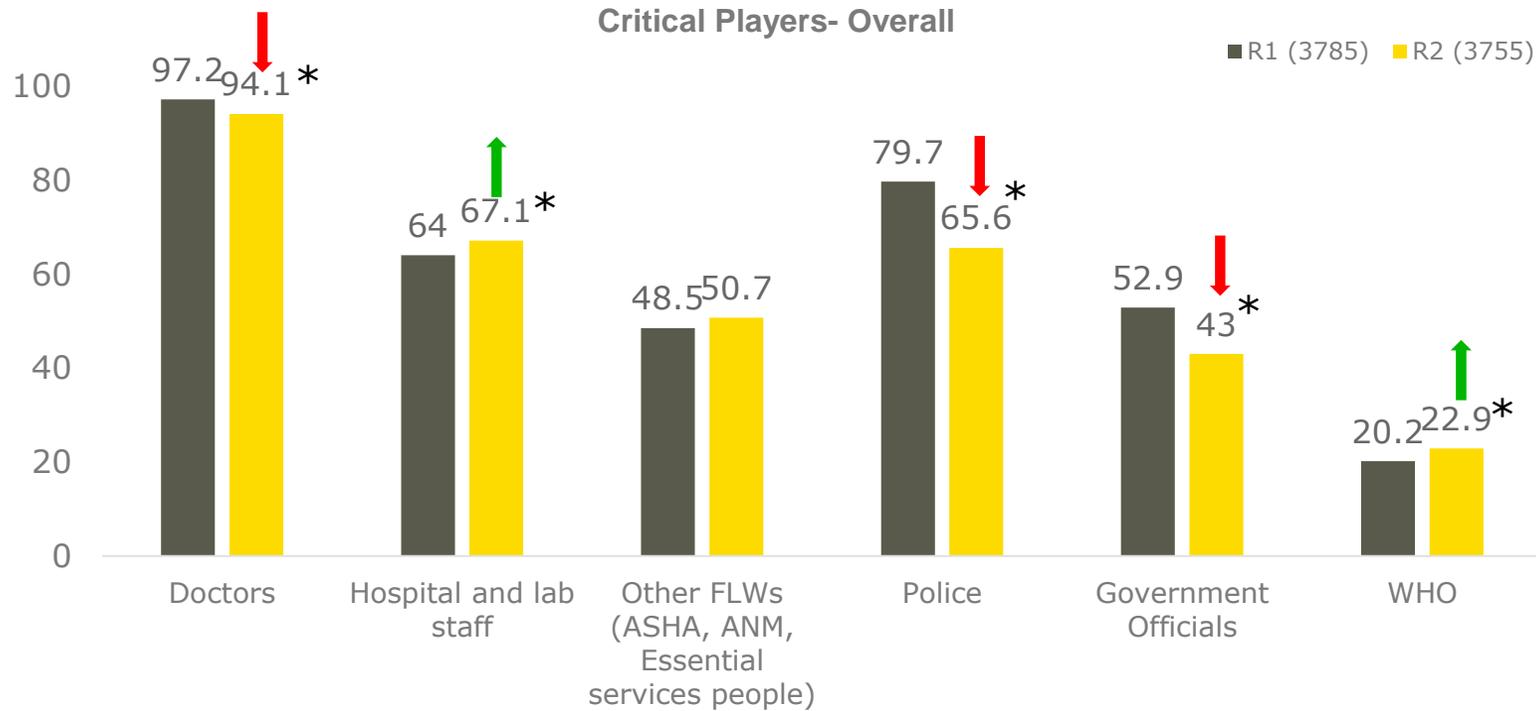
- In R2, in the state of Maharashtra, significant increase in percentage of respondent was reported under each categories of steps taken in case someone is asked to be under home quarantined.
- In the state of Bihar, Madhya Pradesh and Rajasthan, people started feeling if someone is asked to be under home quarantined, keeping them away from rest of the family is not the viable option. The decline in percentage is significant.
- The percentage of respondent was reported to be declined in Bihar, MP and Rajasthan who were in favor to wear mask when interacting with the person to be under home quarantined.
- As compared to R1, there is a significant increase in the percentage of respondent in R2 across the states for the steps suggested in case if the person is asked to be under home quarantine like- 'Ensure that their hygiene products are kept separate', 'Ensure that their utensils are kept/washed separately', 'Wear a mask when interacting with them' and 'Have a single person in the house interact with them' except for the precautionary steps 'Ensure that utensils are kept/ washed separately' in the state of Gujarat , MP and Rajasthan which shows significant decline while the percentage of respondent for the steps- 'Wear a mask' in Bihar and MP again shows decline. In MP, the decline was significant.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2



# Stigma around COVID-19

# Critical players in the fight against the pandemic



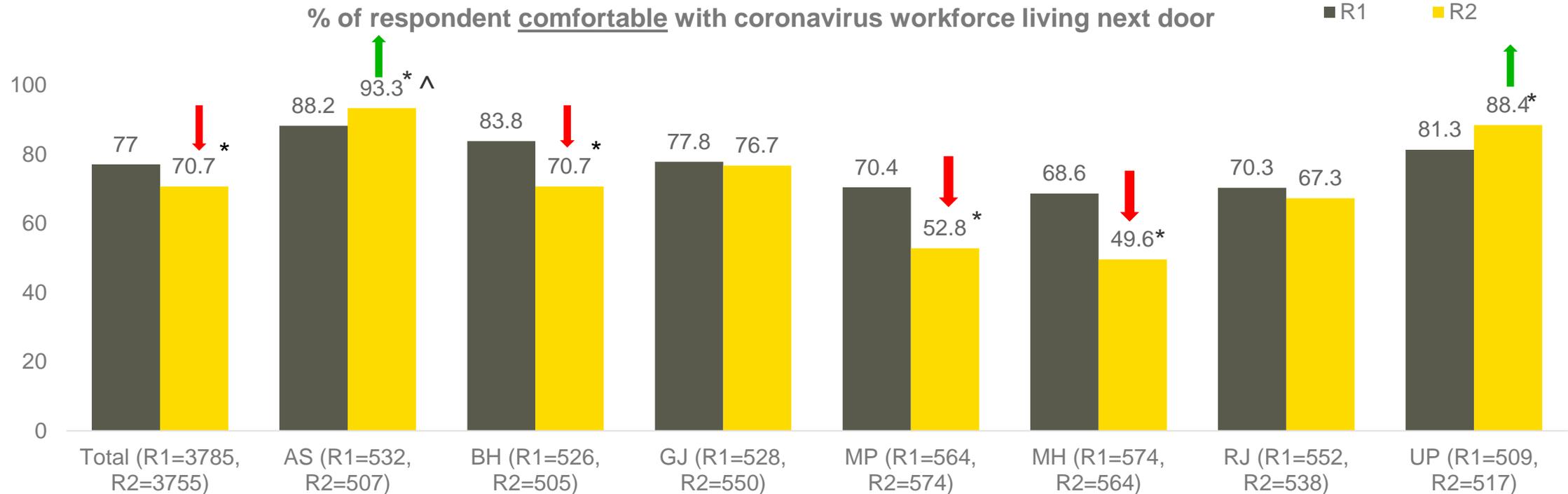
States	Assam		Bihar		Gujarat		Madhya Pradesh		Maharashtra		Rajasthan		Uttar Pradesh	
	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
<b>Round</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>	<b>R1</b>	<b>R2</b>
<b>N</b>	<b>532</b>	<b>507</b>	<b>526</b>	<b>505</b>	<b>528</b>	<b>550</b>	<b>564</b>	<b>574</b>	<b>574</b>	<b>564</b>	<b>552</b>	<b>538</b>	<b>509</b>	<b>517</b>
Doctors	96.8	97	96	91.5*	98.5	98.2	95	88.2*	97.6	98.2	98.4	91.4*	98.4	94.4*
Hospital and lab staff	65.4	48.9*	45.6	51.3	73.1	60.2*	71.6	70	56.3	80.9*	69.9	81*	66	74.9*
FLWs (ASHA/ANM/essential services people)	66.9#	78.1*^	41.8	37	59.1	63.6	52.5	39*	22.5	38.5*	59.8	43.1*	37.9	57.4*
Police	75.8	83.6*^	80.4	60.2*	86.7	56.4*	90.6	41.5*	67.2	75.5*	94#	66.2*	62.3	78.3*
Government Officials	74.2	62.7*^	37.8	42.2*	37.5	36.4	69	34.1*	45.5	35.5*	65.8	48.1*	39.1	44.3
WHO	17.3	6.3*	10.5	30.9*	7.4	15.5*	44.1#	27.7*	8.7	22.9*	24.1	29	28.7	27.9

- **Doctors** are considered as the most critical player against pandemic in both Rounds. However, in R2, a significant decline can be seen.
- Significantly lesser proportion of respondents in R2 acknowledged the critical role of **police** and **government officials** in the fight against the pandemic.
- In R2 significantly more proportion of respondents acknowledged the critical role of **hospital/lab staff** and **WHO**.
- **The trend remains similar among the panel respondents.**
- Among the states, the highest significant increase can be seen in Assam acknowledging the role of police and FLWs followed by MH and UP.
- Madhya Pradesh has the highest significant decline in acknowledging the role of WHO in R2.
- Rajasthan sees a significant decline for the role of police in R2. It was significantly the highest in R1.
- A significant increase among male respondents (69%) seeing hospitals and lab staff as key players in R2.
- Significantly higher proportion of post-graduates in R2 see WHO as they key player.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

Base is all respondents.  
Multiple coded  
Spontaneous response

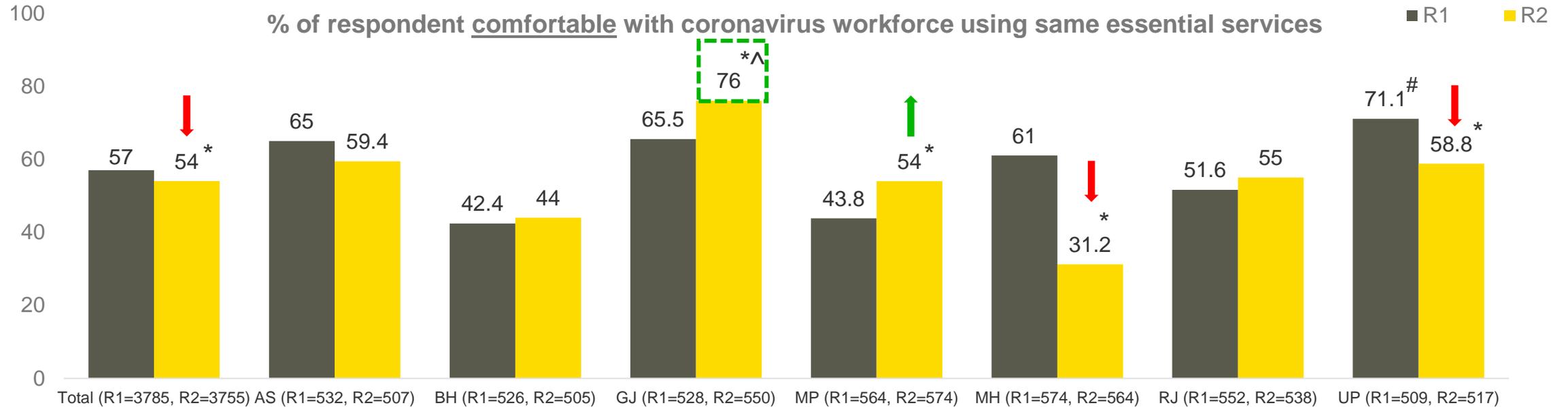
# Respondents' level of comfort with someone from the coronavirus workforce living next door



- At the overall level, significantly lesser proportion of respondents in R2 (71%) are comfortable with coronavirus workforce (such as hospital and lab staff, police, frontline workers) living in their vicinity compared to R1 (77%).
- Compared to R1, the stigma of being in proximity with coronavirus workforce has significantly decreased in Assam (12% in R1 and 7% in R2) and Uttar Pradesh (19% in R1 and 12% in R2). However, the stigma has increased in R2 in Bihar (16% in R1 to 29% in R2), Maharashtra (31% in R1 to 50% in R2), and Madhya Pradesh (30% in R1 to 47% in R2).
- No difference among male and female respondents reported.
- Among the panel respondents, the percentage of those who are comfortable with coronavirus workforce is reported to be slightly increased in R2 (75% in R1 and 77% in R2)**

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Respondents' level of comfort with someone from the coronavirus workforce using same essential services (grocery store, public space and public transport)

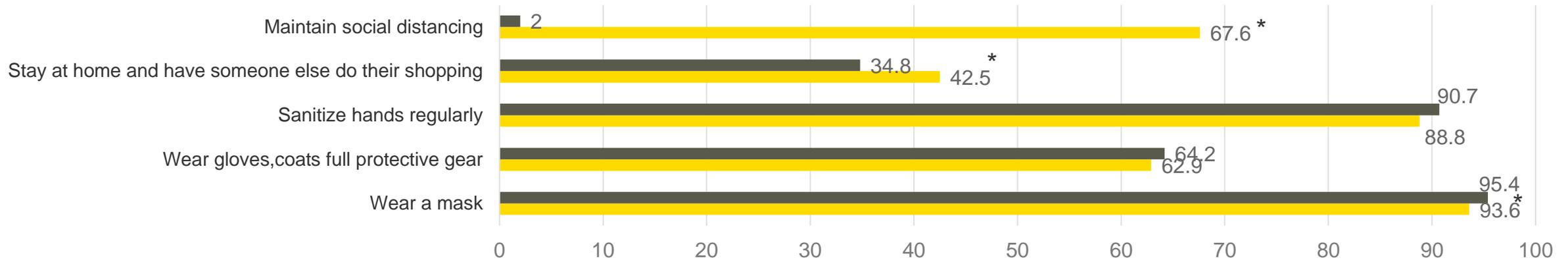


- At an overall level, significantly lesser proportion of respondents are now comfortable with coronavirus workforce using same essential services (54%) as compared to R1 (57%).
- The comfort levels in Gujarat, has the highest significant increase (11%) across all states in R2.
- In Maharashtra and UP, we can see a significant decline of comfort levels in R2. However, in MP we can see a significant increase (44% in R1 and 54% in R2).
- As per panel data, 61.1% of respondents are now comfortable with the taskforce using same essential services as compared to 55% previously.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Actions to be taken by coronavirus workforce to make respondents comfortable to use same essential services (grocery store, public space and public transport) - Overall

Actions to be taken by coronavirus workforce to make respondents more comfortable ■ R1 (1484) ■ R2 (1473)



- Wearing a mask (95%) is still the most reported action respondents expect from the coronavirus workforce (such as hospital and lab staff, police, frontline workers) to mitigate their fear of using the same essential services.
- Earlier respondents did not perceive social distancing as a measure of reducing risk of acquiring COVID-19 from coronavirus workforce while accessing the same essential services, however 68 percent of the respondents now perceive social distancing as a viable measure of reducing risk of acquiring COVID-19. A significant increase.
- A significant increase can be seen across respondents in R2 where they expect the coronavirus workforce to stay at home and allow someone else to do their shopping.
- Findings from panel data show a similar trend of increase. The highest rise can be seen for maintaining social distance as a measure to reduce risk at 71 percent in R2 as compared to a 3 percent measure to reduce risk in R1.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

\*Base is all respondents who reported not being comfortable using the same essential services as coronavirus taskforce  
Multiple coded  
Spontaneous response

# Actions to be taken by coronavirus workforce to make respondents comfortable to use same essential services (grocery store, public space and public transport) – State

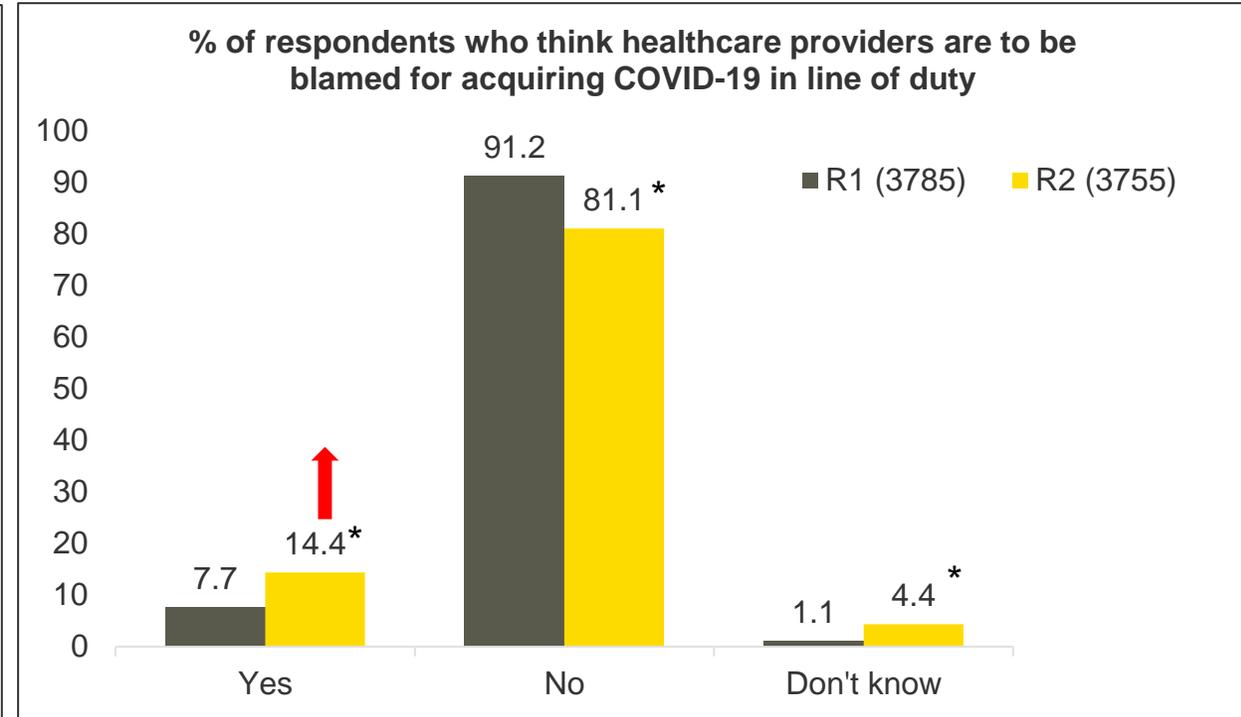
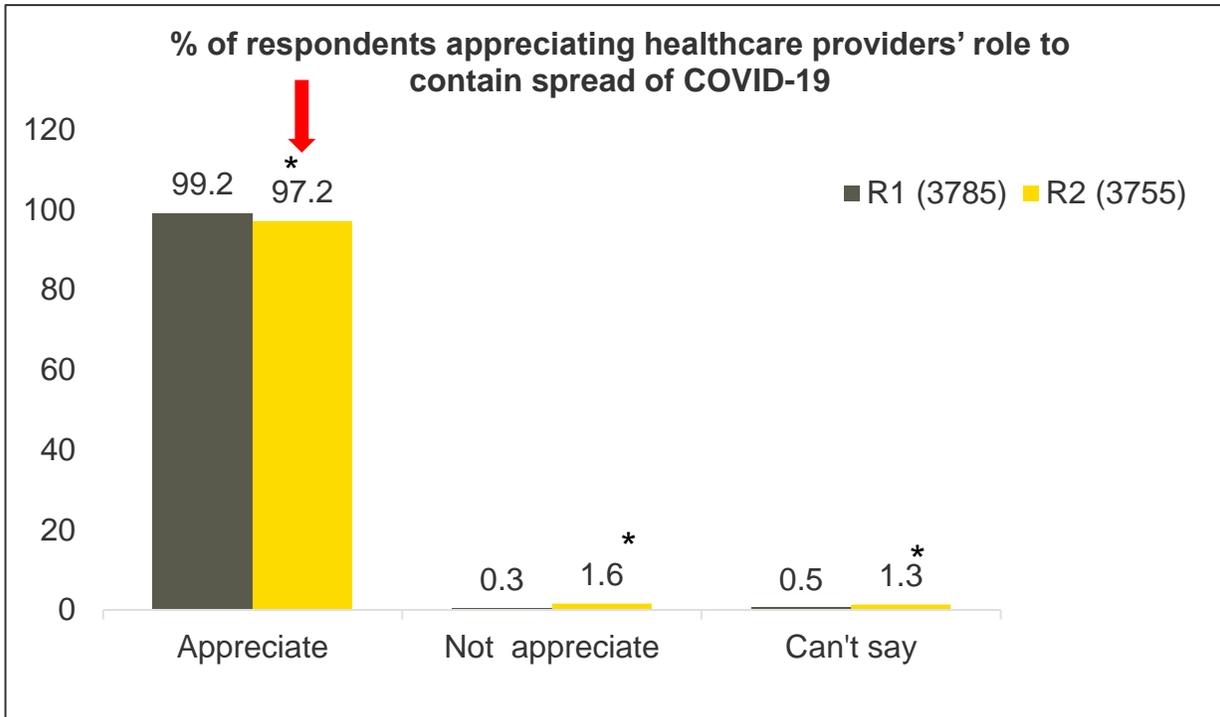
Spontaneous recall of taglines	AS		BH		GJ		MP		MH		RJ		UP	
	R1	R2												
<b>Round</b>	<b>R1</b>	<b>R2</b>												
<b>Base</b>	<b>185</b>	<b>201</b>	<b>293</b>	<b>255</b>	<b>154</b>	<b>119</b>	<b>308</b>	<b>160</b>	<b>174</b>	<b>322</b>	<b>254</b>	<b>216</b>	<b>116</b>	<b>200</b>
Wear a mask	94.6	99*	99.7	95.7*	87	96.6*	98.1	90*	95.4	99.4*	91.7	84.7*	98.3	86.5*
Wear gloves, coat, full protective gear	49.2	33.3*	48.8	56.5*	53.2	39.5*	74	78.1	63.2	86.3^*	79.5	70.8*	82.8	56.5*
Sanitize hands regularly	84.3	96*	90.4	87.1	77.9	78.2	96.1	73.1*	93.7	95.7	96.5	89.8*	87.1	90.5
Stay home and someone else do their shopping	31.9	36.3	16.7	20	33.8	61.3*	62.7#	51.9*	25.9	39.8*	37.4	69.4*	20.7	34*
Maintain social distancing	8.1	93*^	3.8	50.6*	0	60.5*	0	62.5*	0	84.2*	1.2	44*	0	71*

- Wearing a mask and sanitizing hands regularly remain extremely important as a measure of reducing risk across the states with some significant decline in Bihar, MP, Rajasthan and UP.
- 'Maintaining social distance' has significantly increased in all states while Assam and Maharashtra reported highest increase in R2.
- Wearing a mask has a significant increase in Assam in R2.
- The action 'Stay at home and let someone else do their shopping' was the highest in MP in R1 has significantly declined in R2.
- In R2, wearing gloves, coat and full protective gear has seen the highest significant increase in Maharashtra across all states.
- No significant variation is observed across gender, geography and education level of respondents.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

\*Base is all respondents who reported not being comfortable using the same essential services as coronavirus taskforce  
Multiple coded  
Spontaneous response

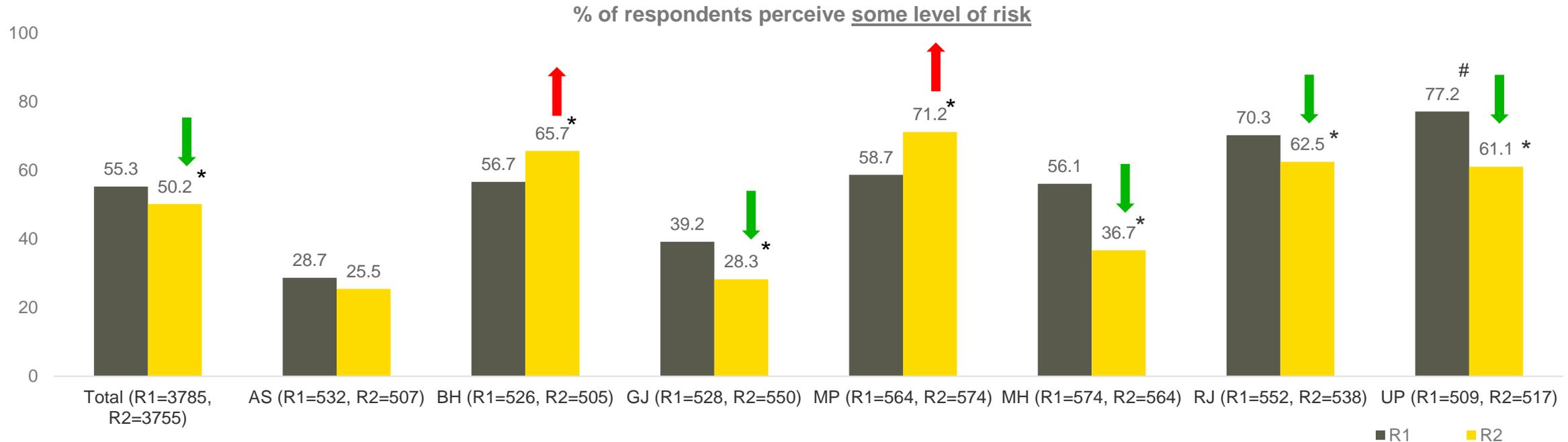
# Perception on healthcare providers (such as doctors, nurses, FLW) role to contain the spread of COVID-19



- At the overall level, significantly lesser proportion of respondents in R2 (97.2%) appreciate the role of healthcare provider's role as compared to R1 (99.2%).
- Across the panel data, a similar trend can be seen.
- In R2, the proportion of respondents who think that the healthcare providers are to be blamed if they acquire COVID-19 has significantly increased (14%) compared to R1 (8%).
- In R2, no significant variation among rural and urban respondents.
- Across the panel data, a similar trend can be seen.

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

# Level of risk from exposure to COVID-19 recovered or quarantine completed individuals

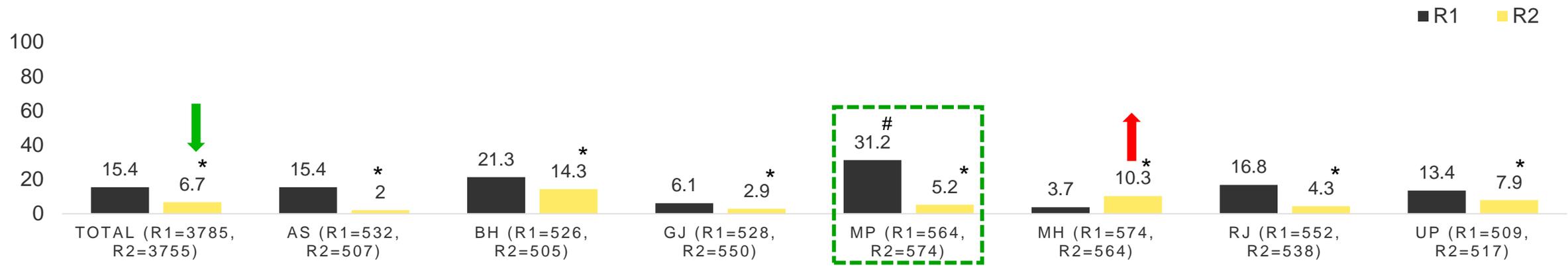


- Perception of risk from exposure to recovered or quarantine completed individuals has significantly decreased in R2 (50%) as compared to R1 (55%). A similar significance trend was reported from Gujarat, Maharashtra, Rajasthan and UP.
- The highest decrease in perception of risk can be seen in Maharashtra (20% point) followed by UP (16% point) .
- However, in R2 the perception of risk has significantly increased in Bihar (57% in R1 and 66% in R2) and Madhya Pradesh (59% in R1 and 71% in R2).
- **At an overall level, similar decline has been reported in panel data also.**

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

Base is all respondents  
Spontaneous response

# Respondents hold particular groups responsible for spreading the virus



- A significant decline in holding groups responsible for the spread of the virus is reported at the overall level and in the states, except in Maharashtra. The highest significant decline of 26% point can be seen in MP in R2 among all states.
- A similar trend is seen in panel data at an overall level.

Category	Particular groups	Total		AS		BH		GJ		MP		MH		RJ		UP	
	Round	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2	R1	R2
	Base	583	250	82	10	112	72	32	16	175	30	21	58	93	23	68	41
General Groups	People who frequent public places	41	0.4*	4.9	0	63	1*	28	0	57	0*	19	0*	50	0*	12	0
	People who are COVID-19 positive	12	4*	6.1	0	7.1	1	3.1	0	17	0*	10	2	25	4.3	0	17*
	Violators of COVID related advisory	6	6.8	12	50*	0	4	0	0	7.4	3	0	0	12	30	1.5	2.4
Specific Groups	People of Jamaat	11	4.8*	7.3	10	12	1*	22	50	0.6	0	0	0	0	0	50#	4.9*
	Muslims	7.2	2.4*	4.9	0	3.6	4	16	6	17	0*	0	0	0	8.7	0	0
	Immigrants from abroad	6	1.2*	6.1	0	4.5	0	9.4	0	0.6	0	5	0	0	4.3	29	4.9*
	Migrants	3.8	0.4*	22#	0	1.8	1	0	0	0	0	0	0	0	0	2.9	0

\*Significance at 95% between R1 & R2; #Significance at 95% among R1; ^Significance at 95% among R2

\*Base is all respondent who hold particular groups responsible..

Multiple coded

Spontaneous open response; post coded during analysis

The findings with base lower than 30 must be read with caution; not statistically valid for any analysis.

# Conclusions

## Exposure to COVID-19 related messages

- Recall of various messages around COVID-19 has significantly increased in R2 compared to R1.
- The proportion of respondents reporting various sources of information has also significantly increased. Aarogya Setu App and religious sources are the new ones reported in R2.
- ‘Stay home stay safe’ (68%) and ‘Jab tak dawai nahin tab tak dhilaa nahin’ (61%) are the two main taglines respondents spontaneously recalled in R2.
- Significantly more proportion of respondents in R2 reported that they want to know ‘nothing about Covid-19’.

## Knowledge around COVID-19

- In R2, significantly more proportion of respondents reported that they would ‘use medicine’ (41%), ‘Use Home remedy’ (36), ‘Quarantine the person’ (34%) and ‘get tested for COVID’ (47%) in case of any COVID-19 symptoms. While ‘call the doctor/FLW’ or ‘visit hospital’ are reported by significantly lesser proportion in R2.
- **Doctors** are considered as the most critical player against pandemic in both Rounds. However, in R2, a significant decline can be seen; same in the case of Police and Govt. officials.
- At the overall level, significantly lesser proportion of respondents in R2 (71%) are comfortable with coronavirus workforce (such as hospital and lab staff, police, frontline workers) living in their vicinity compared to R1 (77%). The stigma has increased in R2 in Bihar (16% in R1 to 29% in R2), Maharashtra (31% in R1 to 50% in R2), and Madhya Pradesh (30% in R1 to 47% in R2).
- At an overall level, significantly lesser proportion of respondents are now comfortable with coronavirus workforce using same essential services (54%) as compared to R1 (57%).
- In R2, the proportion of respondents who think that the healthcare providers are to be blamed if they acquire COVID-19 has significantly increased (14%) compared to R1 (8%).
- Perception of risk from exposure to recovered or quarantine completed individuals has significantly decreased in R2 (50%) as compared to R1 (55%). However, in R2 the perception of risk has significantly increased in Bihar (57% in R1 and 66% in R2) and Madhya Pradesh (59% in R1 and 71% in R2).
- A significant decline in ‘holding groups responsible for the spread of the virus’ is reported at the overall level and in the states, except in Maharashtra.

# Conclusions – State wise

## Assam

- All the key messages has a significant increase in R2 in appreciating the effort of health worker or people providing essential services. The highest significant increase is in the recall of message “Fight the ailment not the ailing” (39% in R1 and 66% in R2).
- All the key messages has a significant increase in R2 in recalling messages condemning or avoiding people recovered from COVID 19. The highest significant increase can be seen in “Anyone can get infected with COVID 19, No one needs to be blamed”(29% in R1 and 75% in R2)
- All the messages around safety measures/precautions have seen a significant increase in R2, except for “Avoid touching eyes, nose and mouth.” (58% in R1 and 43% in R2)
- FLWs as a source of receiving messages around COVID-19 has significantly increased in R2 as compared to R1. A 20 percent point increase can be seen for ASHA, AWW and ANM workers.
- “Stay home Stay Safe” has the highest significant recall amongst the taglines in R2 (97%) as compared to R1 (19%).
- Significantly lesser proportion of respondents wants to know about “modes of transmission” in R2. (53% in R1 and 45% in R2).
- Assam has seen a significant decline with respect to “calling doctor or FLW”(36% in R1 and 18% in R2) and “Calling COVID-19 helpline”(37% in R1 and 29% in R2) as steps to be taken incase family member or oneself is affected.
- Significantly lesser proportion of respondents in R2 acknowledge the critical role of hospital & lab staff, WHO and government officials in the fight against the pandemic. The highest decline is for hospital and lab staff (65% in R1 and 49% in R2)
- Respondent’s level of comfort with someone from coronavirus workforce living next door has significantly increased in R2 (93%) as compared to R1 (88%).
- A significant decline in holding groups responsible can be seen in R2.(15% in R1 and 2% in R2) A significantly higher proportion of respondents however hold “violators of COVID advisory” responsible.(50% in R2 as compared to nil in R1)

## Bihar

- All the key messages recalled has a significant increase in R2. A similar trend as Assam.
- In recalling messages around safety measures/precautions – a significant decline can be seen for “cover mouth and nose while sneezing”(62% in R1 and 40% in R2) and “wash hands regularly and thoroughly”(90% in R1 and 74% in R2).
- “Tiraskar nehi Tilak karo” has a significant decline in R2 (15%) as compared to R1(26%)
- A significant higher proportion of respondents further want to know about Actions to be taken when one doubts of being infected’, Actions to be taken to prevent the infection and “Nothing about COVID-19.
- A significant increase (40% increase) can be seen for “using home remedy”.
- A positive change is a significant increase in “Getting tested for COVID-19” in R2 (30%) as compared to R1 (0%).
- A significant decline can be seen to “Keep the person away from the rest of the family” as steps taken if someone is asked to be under home quarantine. (98% in R1 and 78% in R2)
- Significantly lesser proportion of respondents in R2 acknowledged the critical role of police (80% R1 and 60% in R2) and doctors (96% in R1 and 91% in R1) in the fight against the pandemic.
- The recognition of the role of Government officials (38% in R1 and 42% in R2) and WHO (11% in R1 and 31% in R2) has significantly increased.
- Respondent’s level of comfort with someone from coronavirus workforce living next door has significantly decreased (84% in R1 and 71% in R2).
- In Bihar, a significantly higher proportion of respondents fear some level of risk from exposure to COVID-19 recovered or quarantine completed individuals (57% in R1 and 66% in R2).
- A significant decline in holding groups responsible can be seen in R2 (21% in R1 and 14% in R2) such as people who frequently visit public places (60%-point decline) and people of Jamaat (11%-point decline).

# Conclusions – State wise

## Gujarat

- Gujarat shows a similar trend as Assam and Bihar in recall of messages.
- “Stay home stay safe” is the tagline which are recalled significantly higher in R2 (49%) as compared to R1 (8%).
- Significantly higher proportion of respondents in R2 want to know about ‘Groups of people who are more likely to be affected’ (15% in R1 and 35% in R2) and ‘Nothing about COVID-19’ (10% in R1 and 26% in R2). Significantly lesser proportion of respondents, however, want to know about other areas of information such as ‘Actions to be taken when one doubts oneself’, ‘actions to be taken to prevent the infection’ & ‘actions to be taken when a family member is infected.
- Calling the doctor or visiting the hospital has a 10%-point significant decline as steps to be taken if the respondent or a family member has COVID-19 symptoms.
- A significant increase can be seen for “using home remedy” (3% in R1 and 41% in R2) and not telling anyone (0.4% in R1 and 9% in R2) as steps to be taken in-case one has COVID-19 symptoms.
- For someone who is under home quarantine, ensuring that the hygiene products are kept away has seen a significant increase (37% in R1 and 46% in R2).
- Significantly lesser proportion of respondents in R2 acknowledged the critical role of police (87% R1 and 56% in R2) and hospital & lab staff (73% R1 and 60% in R2) in the fight against the pandemic.
- Twice the number of respondents acknowledge the role of WHO as critical players in R2 (16%) as compared to R1 (8%)
- Respondent’s level of comfort with someone from coronavirus workforce using the same essential services has significantly increased (66% in R1 and 76% in R2).
- Out of the respondents who are not comfortable using the same services, a significantly higher proportion want the workforce to stay at home and let someone else do their shopping. (34% in R1 and 61% in R2)
- A significantly lower proportion of respondents fear some level of risk from exposure to COVID-19 recovered or quarantine completed individuals (39% in R1 and 28% in R2).
- A significant decline in holding groups responsible can be seen in R2 (6% in R1 and 3% in R2).

## Maharashtra

- Maharashtra shows a similar trend as Assam and Bihar in recall of messages.
- “Stay home stay safe” and “Jab tak dawai nehi tab tak dhilai nehi” are the taglines which are recalled by significantly higher proportion of respondents in R2, approximately a 80% increase.
- Across all areas of wanting information around COVID-19, the highest significant increase can be seen in R2 across all states for “Symptoms of COVID-19” (61% in R1 and 80% in R2).
- Not telling anyone and using home remedy has significantly increased while calling the doctor, visiting the hospital and calling the COVID-19 helpline has significant decreased as steps to be taken if someone has COVID-19 symptoms. The step of getting tested has significantly increased from nil in R1 to 69% in R2.
- For steps to be taken in case someone has been asked to quarantine, a significant increase can be seen across all the steps. The highest increase is for “keeping the person away from the rest of the family (84% in R1 and 93% in R2)
- The role of all critical players has significantly increased except for Government officials (46% in R1 and 36% in R2).
- Respondents’ level of comfort with someone from coronavirus workforce living next door and with someone from coronavirus workforce using the same essential services both have significantly declined in R2 (A 30%-point decline).
- A significantly higher proportion of respondents want the workforce to maintain social distancing, wear a mask, wear gloves etc. for them to feel more comfortable in using the same essential services.
- In R2, significant higher proportion of respondents blame groups of people for spreading the virus (10%) as compared to R1 (4%).

# Conclusions – State wise

## Rajasthan

- The recall of all messages is significantly higher in R2. A similar trend as Assam, Maharashtra, Bihar and Gujarat.
- In recalling messages around safety measures/precautions – “Use home remedy is significantly higher in R2 across all states (53%) as compared to nil in R1.
- All taglines other than “Together against COVID-19” (54% in R1 and 37% in R2) have significantly increased.
- Across all areas of wanting information around COVID-19, the highest significant increase can be seen in R2 across all states for “modes of transmission”, “groups of people who are likely to be affected” “actions to prevent infection”, “precautions against COVID-19” and “actions taken when family member is affected. Thus, more people want to know about areas related to COVID-19.
- Steps to be taken if someone has COVID-19 such as use home remedy, not tell anyone, getting tested etc. has a significant increase. A similar trend as Gujarat and MP.
- Calling a friend/neighbor has the highest significant increase in Rajasthan as compared to all other states. (21% in R1 and 34% in R2).
- For steps to be taken in case someone has been asked to quarantine, a decline increase can be seen across all the steps except for “having a single person interact with them (24% in R1 and 30% in R2).
- The role of all critical players has significantly declined except for hospital and lab staff (70% in R1 and 81% in R2).
- Respondents; level of comfort with someone from coronavirus workforce living next door and with someone from coronavirus workforce using the same essential services both have declined in R2. However, this decline is not significant.
- A significantly higher proportion of respondents want the workforce to maintain social distancing (1% in R1 44% in R2) for them to feel more comfortable in using the same essential services.
- In R2, significantly lower proportion of respondents (almost four times less) blame specific groups of people for spreading the virus (4%) as compared to R1 (17%).

## Uttar Pradesh

- The recall of all messages is significantly higher in R2.
- “Together against COVID-19” is the tagline that has the highest significant decrease in R2 (83% in R1 and 63% in R2)
- In R1, UP had the highest number of respondents who wanted more information on symptoms of COVID-19 (82%). This has significantly declined in R2 (59%).
- Calling the doctor or FLW as steps to be taken if someone has COVID-19 symptoms has seen a significant decline (54% in R1 and 35% in R2). All other steps have significantly increased including “use home remedy” and “not tell anyone”.
- When someone is under home quarantine steps such as – keeping utensils and hygiene products separate have significantly increased in R2. Both have a 12%- point increase.
- Significantly higher proportion consider hospital & lab staff, FLWs and police as critical players in this pandemic. The highest increase can be seen in the role of FLWs (38% in R1 and 57% in R2).
- The role of doctors as critical players has significantly declined (98% in R1 and 94% in R2).
- Respondents’ level of comfort with someone from coronavirus workforce living next door has significantly increased (81% in R1 and 88% in R2).
- Respondents’ level of comfort with someone from coronavirus workforce using the same essential services was significantly the highest in R1 (71%) and has significantly declined in R2 (59%).
- Respondents in R2 have stated that they would be significantly more comfortable if the coronavirus workforce stayed at home and someone else did their shopping (21% in R1 and 34% in R2).
- In R1, UP had the highest number of respondents who feared some level of risk from exposure to COVID-19 recovered or quarantine completed individuals (78%). This has significantly declined in R2 (61%).
- In R2, significant lower proportion of respondents blame groups of people for spreading the virus (8%) as compared to R1 (13%)
- In R1, the highest proportion of respondents blamed “People of Jamaat” (50%) across all states. This has significantly declined in R2 at 5 percent.

# Conclusions – State wise

## Madhya Pradesh

- All the key messages recalled on condemning or avoiding people recovered from COVID 19 has a significant increase in R2 except for “Fight the ailment not the ailing” (74% in R1 and 68% in R2), “Celebrate recovered persons affected by COVID 19 as winners” (34% in R1 and 29% in R2) and “Do not fear” (52% in R1 and 29% in R2).
- Recall of messages on safety precautions has a divide in the data with respect to significance levels. Do not fear, wear a mask, use home remedy and download Aarogya Setu App has increased. However, social distancing, washing hands, covering nose while sneezing has significantly declined.
- “Stay home stay safe” and “Jab tak dawai nehi tab tak dhilai nehi” are the taglines which are recalled significantly higher in R2 (60%) as compared to R1 (nil).
- Across all areas of wanting information around COVID-19, a significant decline can be seen in R2.
- Not telling anyone and using home remedy has significantly increased in MP, while calling the doctor, visiting the hospital and calling the COVID-19 helpline has significantly decreased as steps to be taken if someone has COVID-19 symptoms. The step of getting tested has significantly increased from nil in R1 to 54% in R2.
- For steps to be taken in case someone has been asked to quarantine, a significant decline can be seen across all the steps – “keeping the person away”, “keeping utensils away”, “wear a mask during interaction”. Only ensuring the hygiene products are kept separately has significantly increased (8%-point increase).
- The role of all critical players has significantly declined.
- Respondents’ level of comfort with someone from coronavirus workforce living next door has significantly decreased (70% in R1 and 53% in R2).
- Respondents’ level of comfort with someone from coronavirus workforce using the same essential services has significantly increased (44% in R1 and 54% in R2).
- A significantly higher proportion of respondents fear some level of risk from exposure to COVID-19 recovered or quarantine completed individuals (59% in R1 and 71% in R2).
- In R1, MP had the highest number of respondents holding groups of people responsible for spreading the virus (31%). This has significantly declined in R2 (5%).

Thank you

