

SURVEY RESULTS
ETC NISTA - PRE CAMPAIGN QUANTITATIVE
RESEARCH



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TABLE OF CONTENTS

Scope of the Exercise	3
Methodology	5
Key Findings From the Market Research Conducted	6
Summary of General Findings	6
Respondents' Profile – Analysis of Demographics	9
Stratification Criteria	9
Gender	9
Age Distribution.....	10
Educational Level Attained.....	10
Marital Status	11
Current Occupation.....	11
Occupational Status.....	12
Analysis of responses	13
Reasons for Life choice.....	13
Satisfaction with Life Choices.....	14
Dependents.....	14
Age of Children	15
Partner contribution to house chores	15
Financial contribution of wife / female partner to family	17
Reason for low female employment rate in Malta	17
Father/male partner raising children.....	18
Life/work choices decision marker	19
Employment opportunities for women.....	19
Opportunity for fathers/male partner to opt for flexitime	20
Reason for giving/not giving opportunity to fathers/male partner to opt for flexitime.....	20
Analysis of responses – Campaign related.....	22



Preferred advertising format.....	22
TV programme format.....	23
Conclusions and recommendations	24
Culture and Changing Trend.....	24
Infrastructure	24
Equality	25
Marketing Campaign.....	25

SCOPE OF THE EXERCISE

Overall objectives

The overall objectives of this project are as follows:

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

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

Specific objectives

The specific objectives of this project as follows:

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

To this end, a pre-campaign Computer Assisted Telephone Interview (CATI) was carried out by EMCS Consultancy to a random sample of 988 individuals who were randomly selected from the Maltese population. The quantitative research was designed, coordinated, administered and reported on by EMCS Consultancy.

Objectives of Survey

The objectives of the quantitative research were to:-

- Identify the issues to be tackled during the first 3 phases of the campaign
- Extract information from the general public, including inactive 'young respondents', inactive 'older respondents', men and fathers, about the perception of role of men and women within the family and society.
- Extract information from the general public as to the employment opportunities for women and the perception towards men making use of flexitime arrangements
- Elicit information as to which media and format would be best to reach the target audience when the marketing campaign is launched.

METHODOLOGY

The main specifications of the telephone survey were as follows:

Survey type: The survey was conducted by telephone, to obtain the necessary data in a timely manner for analysis.

Population: The sampling frame consisted of individuals, aged 16 and over.

Sampling Frame: The sampling frame was obtained from randomly selected telephone numbers from the telephone directory.

Sample size (n): The overall sample size was 988 individuals.

Respondents Selection: To reflect the perception of both sexes equally, it was deemed best that a random stratified sample be used as it ensures a better representation of the target population. The rationale behind this decision was in order to get enough observations from men as usually females are more predisposed to accept the invitation to participate. Respondents were principally contacted in the morning / evening. The following targets were set:-

- 500 female respondents out of which approximately 300 young mothers/and or young females aged 16-45, approximately 200 female respondents aged 46+
- 500 male respondents out of which approximately 300 fathers and/or young men aged 16- 45, approximately 200 male respondents aged 46+

Segmentation The following segmentation variables were collected from the respondents:

- Gender
- Occupation
- Employment Status
- Age
- Education level attained

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

KEY FINDINGS FROM THE MARKET RESEARCH CONDUCTED

Summary of General Findings

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

- Total respondents for the telephone survey were 988. Out of these, 46.8% (463) were males and 53.2% (525) females.
- Almost one-fifth (17%) of respondents have obtained a primary level of education. 73% of which is represented by respondents aged 61+.
- 67.5% (667) respondents are married while another 23.3% claim they are single or never married. Only a small percentage indicated that they are separated, widowed or got annulment.
- 294 (29.7%) of the respondents indicated that they are either registering for work and looking for it, unemployed and not looking for work or housewife/husband working part-time. Out of all these 10% are male whereas 90% are female.
- 77.7% of those interviewed said that they would expect their husband / partner to always contribute with house chores. However 13.8% replied that if the female partner was a full-time housewife, they don't expect their male partner / husband to contribute to the house chores.
- The majority of respondents (50.4%) said that they expected their wife to contribute financially to the family. However, 26.5% expected wives to contribute only if the kids have grown up.
- As regards fathers stopping from work to raise children, 45% of those interviewed think that a father should never stop working to raise his children. 38% said that a father should stop working only if the mother has a better pay.
- The absolute majority of those interviewed (61%) indicated that testimonials of couples that are already living this reality would be the best way to go ahead with this marketing campaign as they can relate to the couples
- As regards the format of the programme, 35% of respondents said they prefer discussion programmes in the format of "Xarabank". 18%, on the other hand, prefer educational programmes like "Qalb in Nies" and 12% a TV programme with various stories

Summary of conclusions and recommendations

From the analysis of the survey responses it emerged that a number of key conclusions could be drawn out from the main themes of the survey. The key themes are:-

Culture and Changing Trend

The perception that a female partner/wife should be responsible for children and the male partner/husband is the breadwinners is culturally ingrained. This argument was supported by a number of answers given to various question both in the survey and the focus group. There is however evidence that this perception is changing slowly as both male and female participants agreed that the male partners should help in house chores and female partners help to financially sustain the family unit.

Infrastructure

Respondents to the survey mentioned that that some of the inhibiting factors to female participation in employment are the perception of lack of assistance with children and the lack of child care centres. Such perception could be the result of lack of readily available information for couple seeking these services.

Equality

Equality seems to be a concept that has gained support amongst Maltese citizens. Couples are nowadays expecting both partners to support the family nucleus both financially and by helping at home. There was also strong agreement by those interviewed that decisions on which partner should be the breadwinner should be taken jointly and not by any individual partner on this own.

Marketing Campaign

The main conclusion that came out from all the research done to date by the consortium (including the Delphi group, focus group and survey), is that real testimonials should be used as parents could easily relate to other couples who have gone through the same life experiences.

Recommendations

Address high level policy makers

Support at all level of society to this campaign is paramount to its success. Hence it is also important to make sure that policy makers are also targeted by the campaign. The use of gender based budgeting is recommended so as to bridge gender differences and embrace equality at all levels.

Project must be on-going as it involves culture change

Given that the gendered family roles are ingrained in the Maltese culture, it is recommended that similar campaigns span over a number of years. In promoting culture change it is also recommended that ETC makes parents aware that other couples have managed to find the appropriate work-life balance and that this was not done to the detriment of children.

Use real people and show how they and their children succeeded

It is recommended that for the PR and Marketing campaign, real couples are used instead of actors as all research results have pointed in this direction. People said that they will find it much easier to relate to “normal” people who have successfully dealt with this issue rather than believe made up scenarios which sometimes are not even a true reflection of reality.

Use seal of quality

ETC could initiate a campaign whereby a seal of quality is granted to employers who adopt a number of family friendly measures (similar to the Equality Mark being used to promote equality). This could create a derived demand where more employers would be introducing these measures as more employees start looking for companies having this quality seal.

Develop Website with Web2.0 functionality

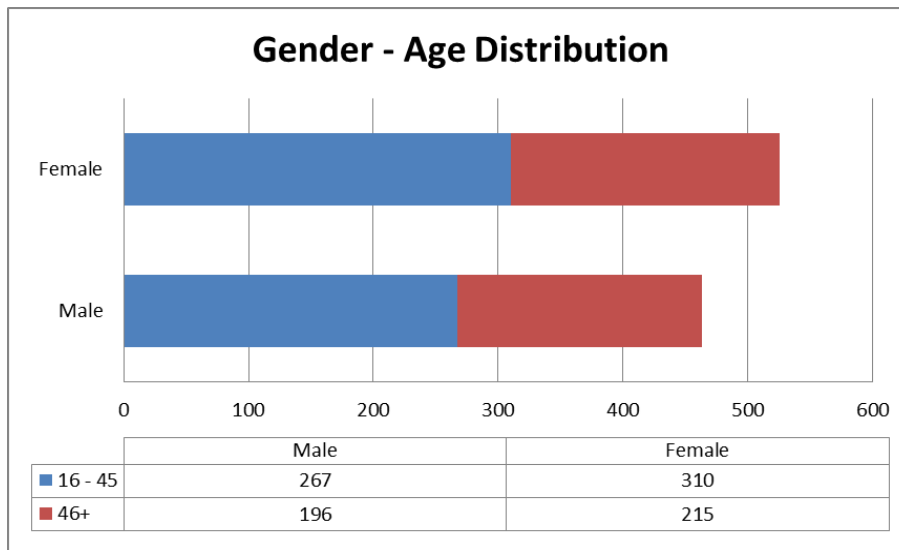
It is recommended that information on anything relating to employment, training, tax incentives and support programmes be made more widely available. In this regard, it would be ideal if ETC could set up a website that has all this information easily explained and readily available.

It is also recommended that ETC makes use of social media and Web2.0, including social networks, and start creating networks of people who would advise and help each other when making life-work related decisions.

RESPONDENTS' PROFILE – ANALYSIS OF DEMOGRAPHICS

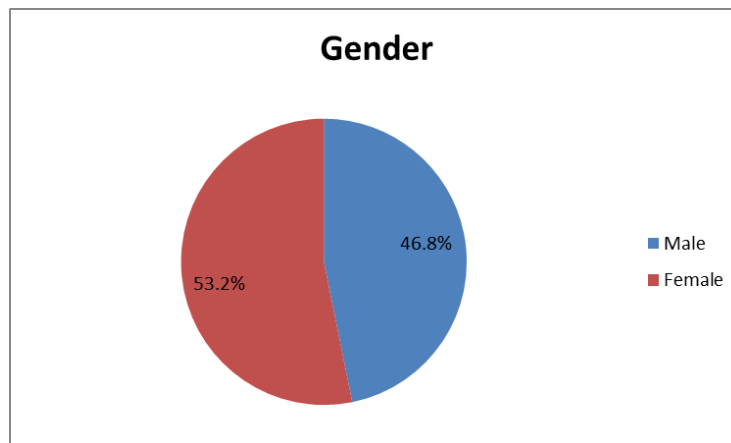
Stratification Criteria

As regards the stratification criteria set out at the start of the research project, the results obtained were closely in line with the project targets. As can be seen from the chart below, both the gender (50% male and 50% female) and age distribution (200 male and 200 female aged 46+) requirements were close to the targets set out at the start of the research.



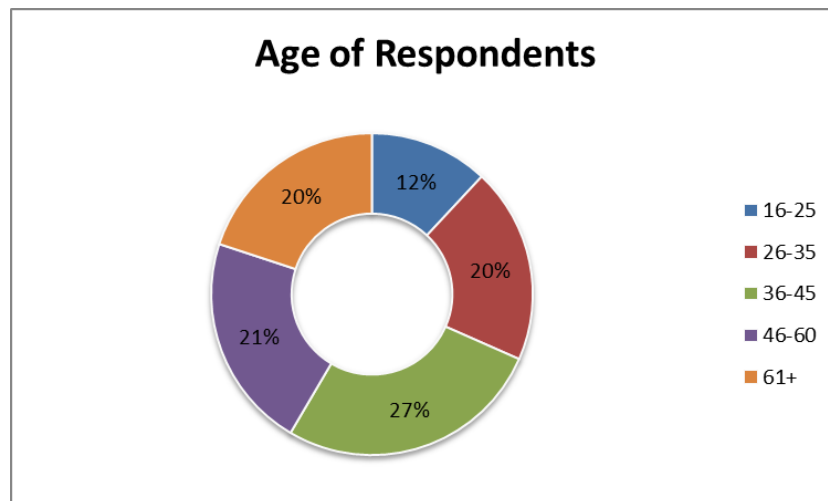
Gender

The composition of the respondents comprised of 46.8% (463) males and 53.2% (525) females.



Age Distribution

Respondents were evenly distributed amongst the age groups set out. The 16-25 group had the lowest respondent representation (12%) whereas the 36-45 one was the one with the highest respondent representation (27%).

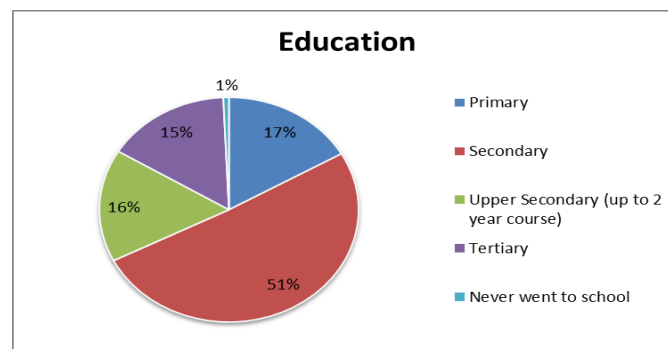


Educational Level Attained

For the purpose of this survey, respondents were questioned for their level of educational. The majority of the respondents (as can be seen from chart below) have reached secondary level of education whilst another 16% attained a tertiary level of education. The latter included those who have obtained a diploma or attended vocational training.

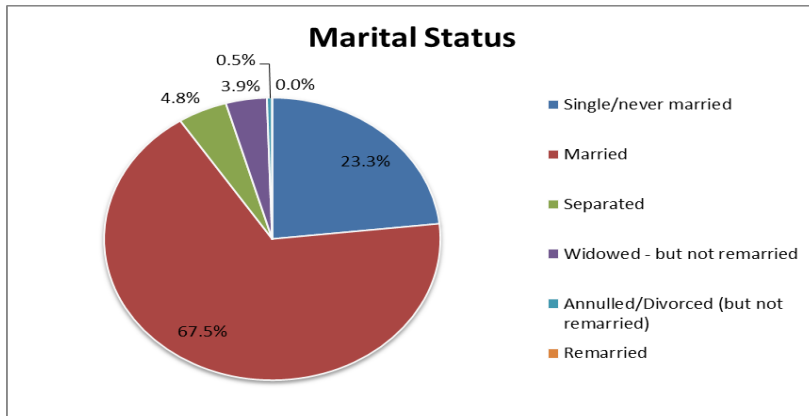
Almost one-fifth (17%) of respondents said they have obtained a primary level of education. Out of these respondents, 73% were aged 61+. The remaining 1% said that they do not have any schooling.

Inference on small percentages should therefore be dealt with care.



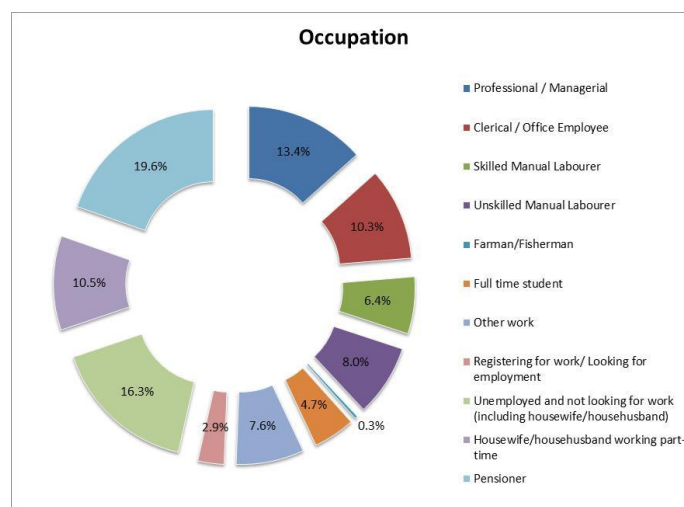
Marital Status

As shown in the chart below, the majority of the respondents (67.5% - 667 respondents) interviewed said they are married. Nearly one fourth of the respondents (23.3%) are either single or never married, whilst a small percentage indicated that they are separated, widowed or got annulment. There were no respondents who indicated that they remarried.

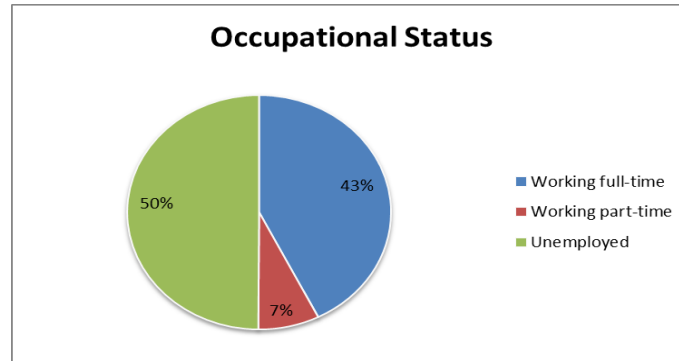


Current Occupation

Respondents were fairly distributed amongst all occupation categories used in the survey. A very interesting point that came out from the surveys was that 294 respondents (or 29.7% of those interviewed), indicated that they are either registering for work and looking for it, unemployed and not looking for work or housewife/husband working part-time. It was also interesting to note that out of those who are either Registering for work, Unemployed (and not looking for work, including housewife/husband) or Housewives/husbands working part-time, 10% are male whereas 90% are female.



Occupational Status



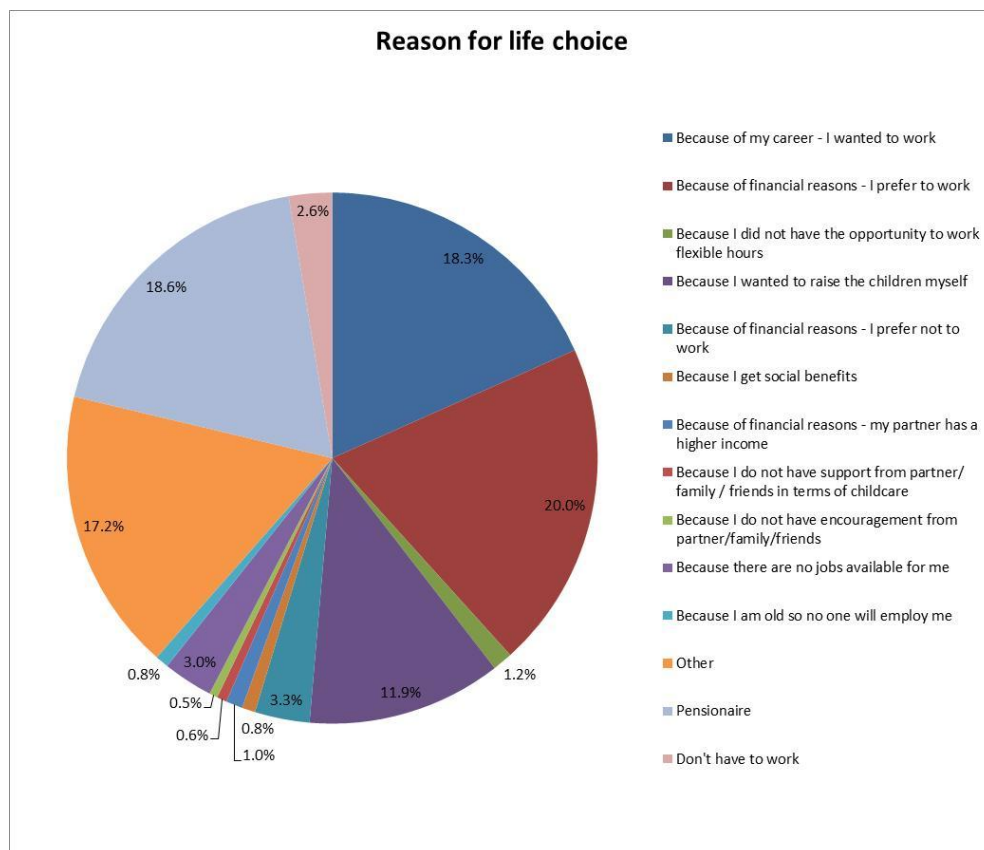
As indicated in the analysis of the previous question, 50% of those interviewed replied that they are unemployed whereas 43% indicated that they are working full time. Only a small percentage of those interviewed (7%) indicated that they are working part-time.

ANALYSIS OF RESPONSES

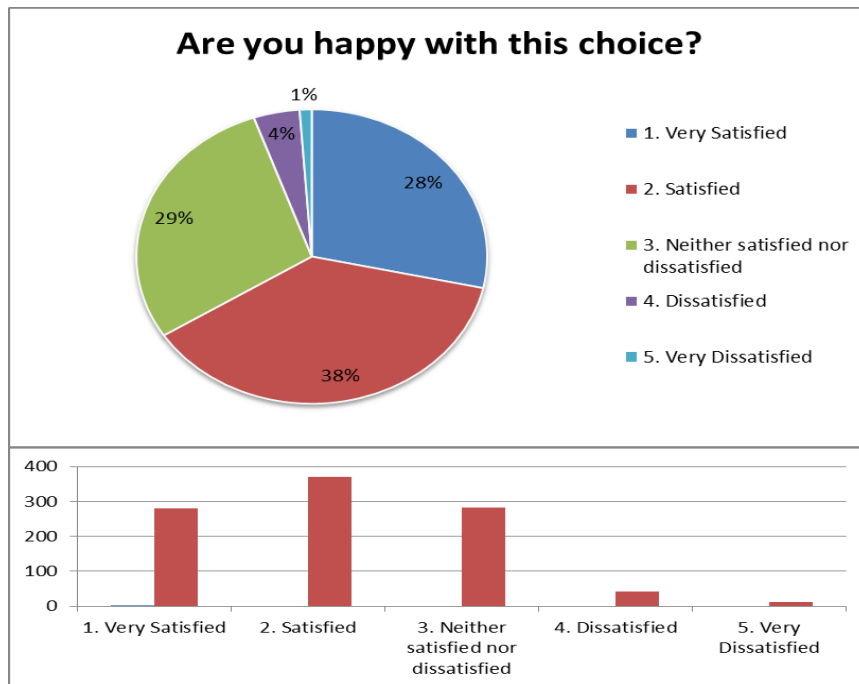
Reasons for Life choice

You mentioned that your principal occupation is (*Current Occupation*), why did you make this life choice?

From the analysis of the answers obtained, it emerges that nearly 40% (38.3%) of respondents have chosen their work either because they have their career in mind or for financial reasons. Another 11.9%, out of which 96% are either Housewives/husbands, said that they chose their current occupation to raise their children themselves. It was interesting to note that a small percentage of those interviewed (4.1%) indicated that they chose their status because they get social benefits or because of financial reasons prefer not to work.



Satisfaction with Life Choices

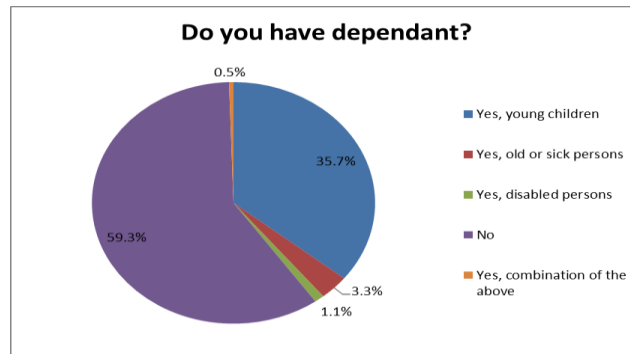


In total, there were 66% of respondents who believe that they are either very satisfied or satisfied with their life choices. Only a small percentage of those interviewed (5%) indicated that they are generally dissatisfied or very dissatisfied with their choice. The remaining 29% feel indifferent with regards to their life choice.

Dependents

Are there persons who are dependent on the household for care, like children aged 15 or under, old or sick persons or disabled persons?

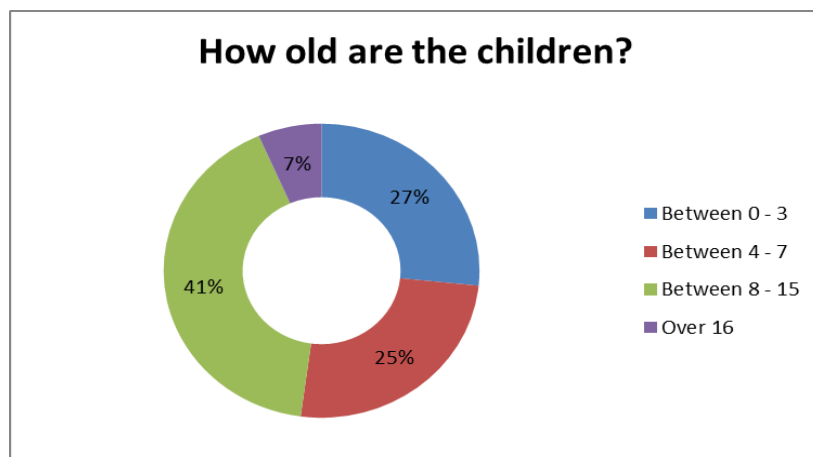
The majority (59.3%) of respondents said that they do not have any dependant. Interestingly, respondents who indicated they have no dependents were evenly distributed amongst all age brackets. The next significant group was represented by those who have young children (35.7%), while only 4.9% indicated that they take care of old, sick and/or disabled persons.



Age of Children

How old are the children?

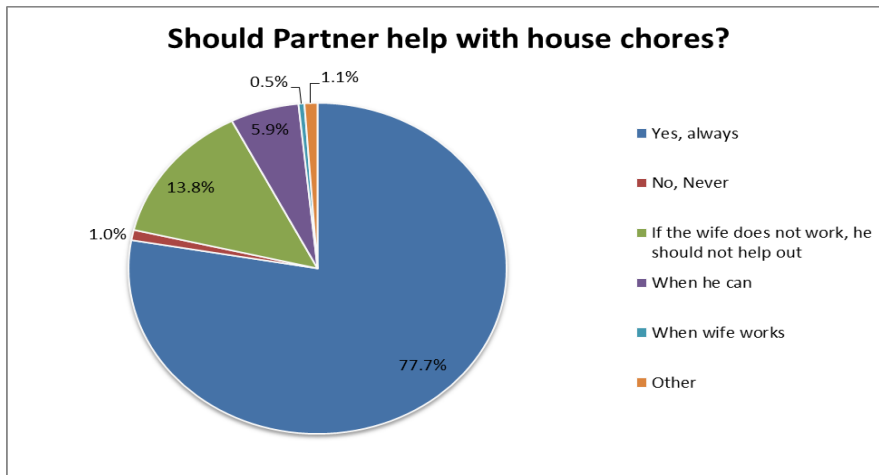
Out of those who indicated they had children, 41% said their children are aged 8 to 15. Only 7% of the respondents reported that they have children aged 16+. The remaining responses were evenly distributed between those who have children aged 0 to 3 and 4 to 7.



Partner contribution to house chores

Should the husband/partner help in the house chores?

The majority of those interviewed (77.7%) had a strong feeling with regards to this question and said that they would expect their husband / partner to always contribute with house chores. It was interesting to note that 13.8% of respondents said that if the female partner was a full-time housewife, they do not expect their partner / husband to contribute to the house chores. Only a very small percentage (1%) said that they do not expect their male partner/husband to contribute irrespective of the situation.

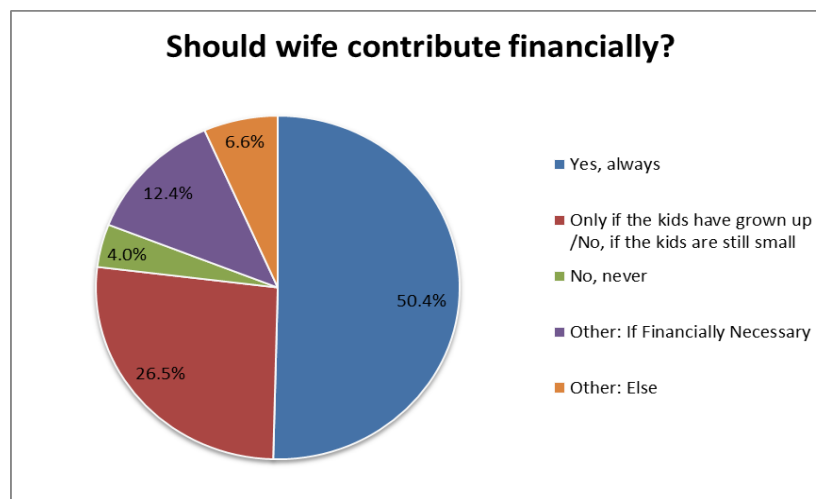


Financial contribution of wife / female partner to family

Should the wife contribute financially through work to the family?

Although the majority of respondents (50.4%) said “yes always”, more than one-fourth of the respondents (26.5%) expect wives/female partners to contribute financially only if the kids have grown up. Focus group findings were in line with this statement. In fact participants on the focus group said they expect both wife and husband to contribute financially. This means that a good number of people still expect wives/female partners to be the child minders of the family while husbands/male partners cover the role of breadwinners.

Another 12.6% of respondents indicated that they would expect wives/female partners to take responsibility and start contributing financially only if it was financially necessary. It was also interesting to note that, 4% of respondents indicated that they do not expect their wife/female partner to contribute financially whatever the circumstances.

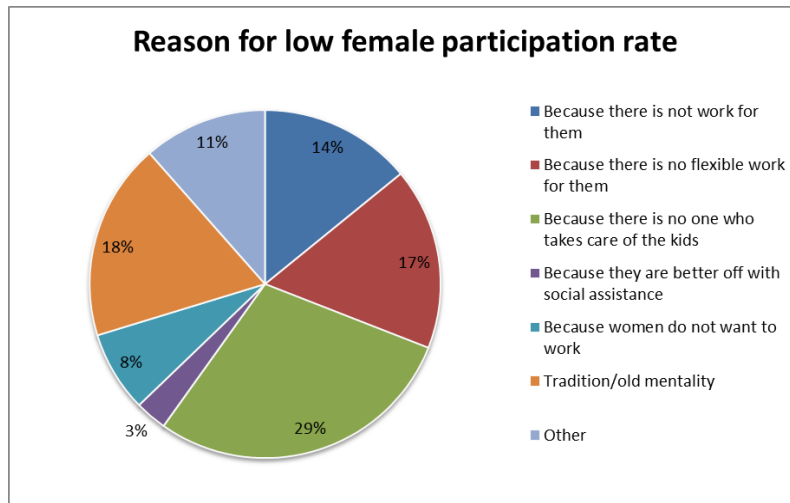


Reason for low female employment rate in Malta

The number of women who are in employment in Malta is the least when compared with women working in all Europe. What do you think is the main reason for this?

Replies to this question were very varied; however it was interesting to note that 31% of those interviewed blamed low female involvement rated on the lack of jobs or the fact that employers do not offer flexitime arrangements. Tied to this last point, 29% of those interviewed blame the lack of assistance with children, such as child care facilities, as the main reason such low employment rate.

The Maltese culture where the woman is seen as the child minder and the man as breadwinner is still prevalent according to 18% of those interviewed and this for them was the determining factor for the low participation rate.

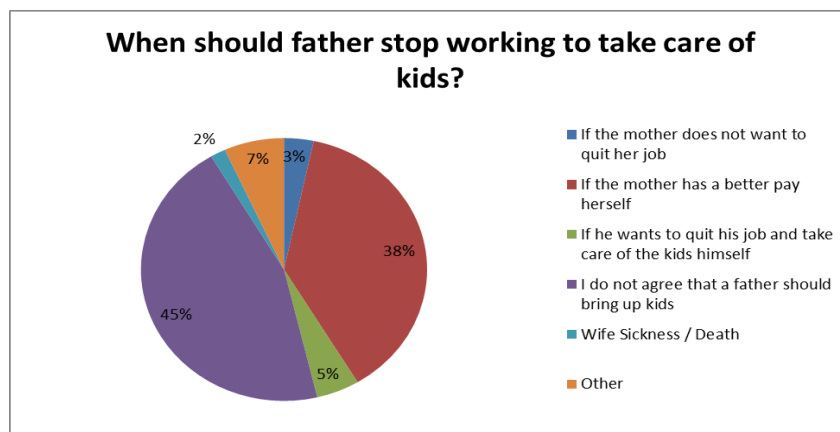


Father/male partner raising children

Under what circumstances do you think a father should stop working to raise kids himself?

Contrasting views emerged from this question. Whereas 45% of those interviewed think that a father/male partner should never stop working to raise his children, 38% where of the opinion that the father/male partner could do so if the mother has a better pay.

This last finding compares well with the findings of the focus group, where respondents commented that the decision of who from the partners should raise children should be based on income. The partner who earns most should be the bread winner whereas the other should be the child minder. It was interesting to note that 45% of those that gave this answer were male whereas 55% were female, meaning that in general this feeling is share by member of both sexes.

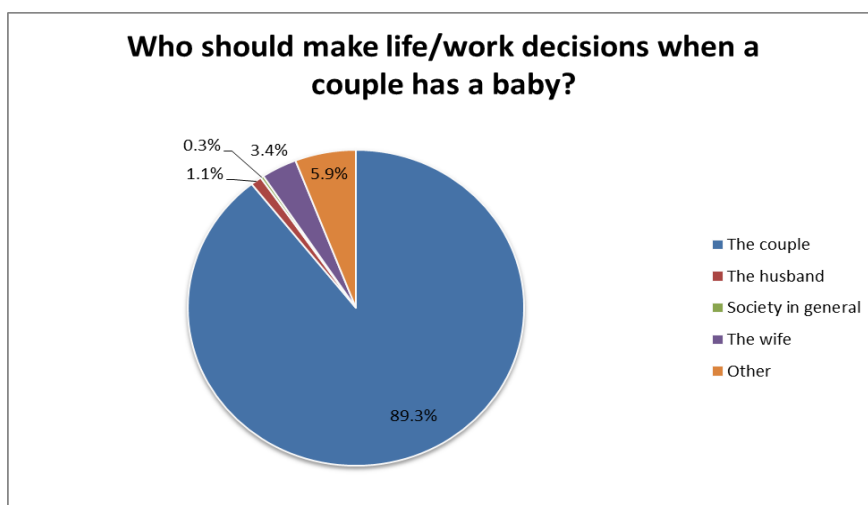


Life/work choices decision marker

When a couple has a baby, who do you think makes the life/work choices?

From all the responses to this questionnaire, close to 90% of respondents agree that couples should take life/work decisions jointly. This is in agreement with the findings from the focus group, where participants said that once children are born, work decisions should be jointly taken by couples.

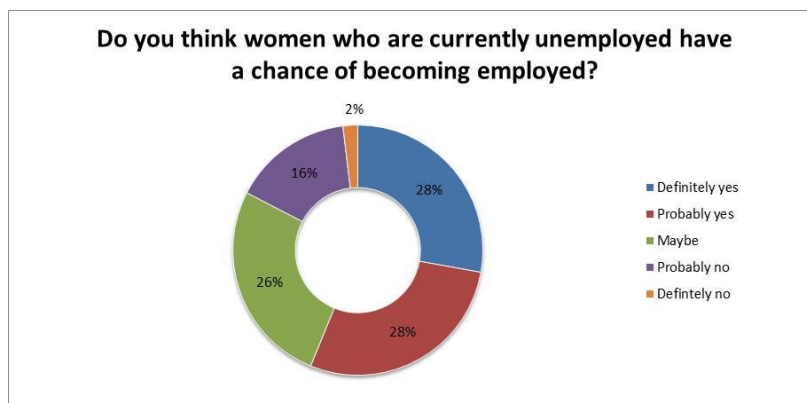
A small percentage of those interviewed chose either the female partner/wife (3.4%) or the husband/male partner (1.1%) as the sole decision maker. It was interesting to note that there were 2.3% more who chose the female partner/wife as decision maker.



Employment opportunities for women

Do you think women who are currently unemployed have a chance at becoming employed?

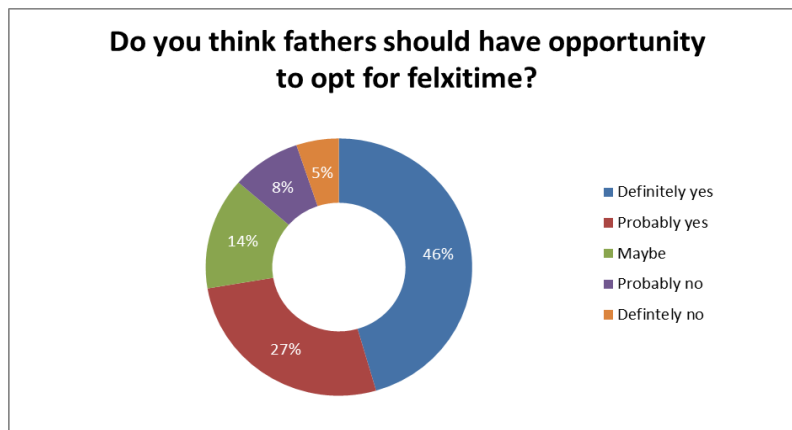
The majority of those interviewed (56%) had a positive attitude towards this statement and said that unemployed women have a chance of getting a job. Only 18% had a pessimistic projection for unemployed woman and think that it is probable or impossible for them to find a job.



Opportunity for fathers/male partner to opt for flexitime

Do you think that fathers should have the opportunity to opt for flexible hours in order to take care of the children or do house chores?

Most of those interviewed (73%) said that the male partner/father should *probably* or *definitely* be given the opportunity to opt for flexitime in order to take care of his family and help at home. Only a small percentage said that the male partner/father *should not probably or definitely* be given this opportunity. It was interesting to note that those who said *probably or definitely no* were equally spread between males and females.

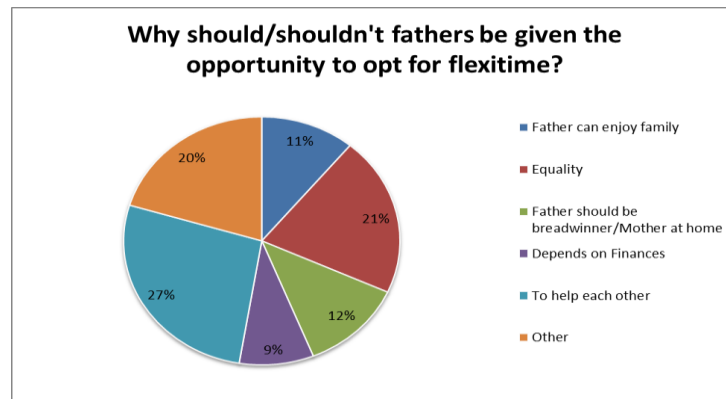


Reason for giving/not giving opportunity to fathers/male partner to opt for flexitime

Why?

This open ended question was designed to try to elicit any emerging feelings towards father/male partner adopting flexitime. In this regard, it was found that 21% of those interviewed quote gender equality as the reason why a father/male partner should be given the opportunity to apply for flexitime.

On the other hand, 27% saw flexitime as an opportunity for both parents, as they can help each other, although 9% said that probably because of financial reasons it wouldn't be possible to make use of these arrangements. It was also noted that 12% of those interviewed, said that they believe in the stereotypes and that mothers/female partners should stay at home whereas fathers/male partners should be the breadwinners.



ANALYSIS OF RESPONSES – CAMPAIGN RELATED

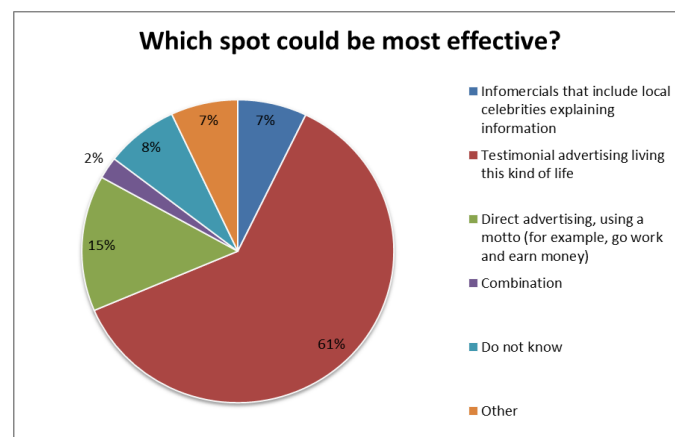
Preferred advertising format

ETC will soon launch a marketing campaign to improve the female employment rate, to change the traditional roles in the family, and become more economically independent. Which one of the following spots do you think would be most effective?

The absolute majority of those interviewed (61%) indicated that testimonials of couples that are already living this reality would be the best way to go ahead with this marketing campaign. This finding was also confirmed from response of participants on the focus group who said that showing success stories of real people who have managed to find a good work-life balance would be the best solution.

15% of those interviewed chose direct advertising with use of slogan as the most effective medium. On the other hand, infomercials were not as popular as they only attracted a 7% response rate. The latter compares well to the findings of the focus group as most participants believed that *“bringing famous personalities in a TV studio is useless, and the target audience will either ignore the programme or perceive it as irrelevant to their situation”*.

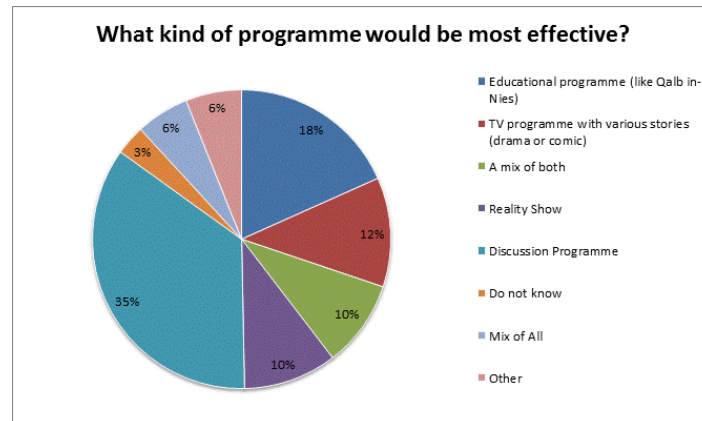
The argument in favour of using real ordinary people instead of actors/famous personalities was also confirmed by academics used in the Delphi group.



TV programme format

ETC will also launch a 13-week TV programme after 8.30pm. What kind of TV programme do you think will be most effective?

Discussion programmes in the format of “Xarabank” was chosen as the best medium by 35% of those interviewed. Responses were then evenly distributed between those preferring educational programmes like “Qalb in Nies” (18%), TV programme with various stories (12%), reality show (10%) and those that prefer a mixture of all.



CONCLUSIONS AND RECOMMENDATIONS

Following the analysis of the survey responses and a comparison to the findings of the focus groups, a number of conclusions and recommendations could be extracted. The conclusions were divided into three main themes, which expanded into more detail below.

Culture and Changing Trend

As expected, both the findings of the focus group and those of the survey revealed that the notion of the female partner/wife as having responsibility for children and the male partner/husband as being the breadwinners is culturally ingrained. This argument came out very clear from the answer to the question of “when a father/male partner should stop working to take care of the children”; where, 45% of those interviewed said that fathers/male partners should never stop working.

However there is evidence that this is slowly changing as 38% of respondents agreed that the father/male partner could stop working if the mother/female partner has a better pay. This also shows that people still expect one of the partners to stop working to take care of the family.

Another element proving this point (slow changing culture) came out from the answers to the questions of whether respondent expect the female partner/wife to contribute financially to the family. In this case, the majority of respondents (50.4%) said that wives/female partners should always help financially. Hence, one can conclude that although the gendered statement that husbands/male partners are breadwinners and wives/female partners are family carers is still prevalent, there is strong evidence that this belief is changing.

Infrastructure

After having analysed the opinion of respondents on working women, the survey sought to identify the inhibiting factors to female participation in employment. From the results it emerged that one of the main inhibiting factors is the perception of lack of assistance with children and lack of child care centres. Participants on the focus group also mentioned that child care centres are very useful as they act as back up and enable the family to be more flexible.

Participants made a point that information about tax incentives and availability of child care centres is also missing. They also said that they would also value childcare centres at their place of work as this would enable them to go to work.

Hence the availability of infrastructure such as private child care facilities and employer sponsored ones would be very welcome and could boost the number of working females. This is also proven by the fact that most of the respondents agreed that wives/female partners should contribute financially to the family thus showing the willingness of females to work should the right conditions exist.

Equality

Equality seems to be a concept that has gained support amongst Maltese citizens. In fact, from the survey responses it became clear that men are increasingly expected to help in home chores (in fact 77.7% expect that) and at the same time females are expected to contribute financially. Even when it comes to flexitime work, 73% said that a father/male partner should probably or definitely be given the opportunity to opt for flexitime in order to take care of family and help at home. This means that males and females are increasingly being seen as equals within the family nucleus and that each one of partners should be involved in the upbringing, house work and financial contribution to the family. The decision of who is to do what is also expected to be taken jointly especially for families with new-borns as 89.3% of respondents indicated.

Marketing Campaign

The main conclusion that came out from all the research done to date by the consortium (including the Delphi group, focus group and survey), is that real testimonials should be used and that ETC should not resort to the use of actors. Participants felt that they could easily relate to other couples living the same situation compared to a made up scenarios.

When it comes to the format of the programme respondents were in favour of from discussion type programmes, educational programmes and stories. Hence a combination of these three formats could be a solution that appeals to most respondents.

RECOMMENDATIONS

Address high level policy makers

As with any other initiative it is very important that changes are encouraged at all levels; i.e. at society, institutional and policy making level. The use of gender based budgeting should be promoted as it seeks to analyse where males and females are the same and where they differ and hence draw up policies in such a way that embraces equality.

The EU has defined gender base budgeting as

“the integration of the gender perspective into every stage of policy processes – design, implementation, monitoring and evaluation – with a view to promoting equality between women and men.”

Hence it is recommended that some of the initiative be also directed towards policy makers in order to encapsulate equality in policy making.

Project must be on-going as it involves culture change

It is widely accepted that this issue needs to be given importance in the coming years as results revealed that although mentality is slowly changing, it needs time and effort to succeed. Although a large portion of those interviewed seem to value equality, they still see the need for one of the parents to stay at home and care for the children. Hence it is important to make parents aware that other couples have managed to work and at the same time bring up their family successfully.

Campaigns should focus on the fact that having both partners working can help families live a better life and at the same time this does not come at the detriment of the children's wellbeing.

It is believed that a number of similar campaigns need to be carried out over a number of years in order to change the culture of the Maltese people.

Use real people and show how they and their children succeeded

It is recommended that for the PR and Marketing campaign, real couples are used instead of actors as all research results have pointed in this direction. People said that they will find it much easier to relate to "normal" people who have successfully dealt with this issue rather than believe made up scenarios which sometimes are not even a reflection of reality. It is recommended that examples of families who have managed to find the right work-life balance and managed to succeed in bring up successful children be shown so that people could start to realise that after all this is possible and not detrimental to the children's' future / well-being

Use seal of quality

A seal of employer family friendly measures could be used (similar to the Equality Mark being used to promote equality) for employers that meet a certain minimum standards such as offering flexitime arrangements to both working fathers/male partner and mothers/female partner and/or subsidising childcare. This would lead more employers to seek the quality seal as more employees will start looking for companies that offer such arrangements. It is essential that if such endorsement is initiated, auditing must be performed on regular interval to make sure that awarded organisations are still abiding to the standards set out in the awarding criteria.

Develop Website with Web2.0 functionality

It is recommended that information is made more widely available to women who wish to return to work and to couples who would like precise information as to how they can avail themselves of tax benefits. Focus group participants commented on the lack of information or worst, on inaccurate information provided, which even led them to lose tax benefits. It is thus recommended that a website is set up with all the details of the project and even with information relating to the issues

being addressed. Information should for example include details about tax benefits for woman returning to work and incentives for families making use of child care facilities, ETC courses available etc.

It is also suggested that Web2.0 functionality be embedded in the website and that an online marketing strategy considered. It is enough to say that as of the day of writing there are 146,780 people in Malta aged 18+ who have a profile on Facebook. Social media could help the campaign to become credible as to spread more word of mouth about the project.