

Effectiveness Survey of Publicity & Public Education Campaign (Third Round) Final Report

Executive Summary

Introduction

In order to collect information on the current gender-related situation and to measure the effectiveness of the publicity and public education campaign launched by Women's Commission, a three-round survey was commissioned to collect the required information and to measure the impact of the publicity and public education campaign on the general public over time. The major findings for the third round of the survey are highlighted as below.

Awareness and Recognition of the Women's Commission

- After the whole publicity and public campaign launched by the Commission, significant improvement was observed in terms of the public awareness of the Commission as demonstrated from:
 - " recognition of the logo increased from 10.7% to 16.1% among the general public;
 - " those who claimed they were aware of the logo, more than one-third (37.0%) were able to name the Commission correctly as compared to only one-quarter (24.0%) in the second round;
 - " among those who were not aware of Women's Commission's logo, more than one-third (38.6%) claimed they had heard of Women's Commission when prompted which was significantly higher as compared to the second round.
- In total, more than one-half (55.1%) of the people aged 15 and above were aware of Women's Commission after the whole publicity and public education campaign was launched. This percentage was significantly higher when compared to less than one-quarter (21.8%) of the people aware of the Commission in the first round of the study.
- Most of the people (more than 70%) were aware of the responsibilities of the Commission except for the responsibility of keeping under review, in the

light of women's needs, services delivered within and outside the Government and to identify priority areas for action, and monitor the development of new or improved services where only slightly more than half of the people (53.5%) were aware of it.

- However, it is noteworthy that still more than two-fifths of the people misunderstood that the Commission was responsible for “granting fund to women's groups to provide services” (46.0%), “implementing legislation on gender inequality” and “providing services to women directly” (at 44.9 each%). Therefore, more promotional work may be necessary for promoting the responsibilities of the Commission such that the general public could have a better understanding of the Commission and its work.

Effectiveness of the Publicity Campaign

- Of the people who were aware of Women's Commission, majority of them got to know about the Commission from the TV, in particular from the announcements in the public interest (API) on TV (62.2%), followed by the drama series “Women with Dreams” (12.2%). The radio and news coverage / newspaper supplements were of equal importance with more than one-tenth of the people claimed as their source of awareness of the Commission (14.9% and 14.3% respectively).
- In terms of the effectiveness of the different advertisements, it was observed that majority of the people agreed that the message delivered from TV, radio and print ad was positive and they agreed to the message delivered as well. These percentages of agreement were significantly higher than the second round demonstrating that the advertisements were more effective in delivering the message to the target audience as compared to those earlier.
- However, still more than one-half of the people considered the message delivered was not related to them and even less people considered the ad could attract their attention and arouse their interest. Therefore, more relevant theme / topics of the advertisements should be considered in order to capture the audience's attention and arouse their interest.
- After a series of publicity and public education campaign, in summary, it was found that the overall extent of gender stereotyping had improved, in particular those who were aware of WoC's advertisements / promotional activities were observed to have a less extent of gender stereotyping as compared to those who were not aware of any advertisements / promotional activities.

- However, the awareness of the concept of gender mainstreaming was still relatively low. Further promotion on this concept may be required as majority of the public found the concept necessary for the Government to implement upon explaining the concept to them during the interview.

Gender Stereotyping

- Of the different statements being tested among the general public to gauge their inclination of gender stereotyping, it was observed that gender stereotyping was getting less prominent in home and academic setting as compared to the previous rounds.
- Nevertheless, still close to one-fifth (17.2%) of the people considered “women are relatively less capable of making decision than men” and disagreed that “Hong Kong needs to have more women to act as community or organization leaders” (18.4%). Furthermore, about one-third of the people (34.0%) considered that “men are more knowledgeable about politics than women”. Therefore, Women’s Commission may need to make more effort to promote the equality of the two sexes such that this kind of the intrinsic gender prejudice could be improved.
- While it was more evident that males have the gender stereotyping in the political arena, females on the other hand tended more to agree that “mothers are responsible for taking care of children while fathers are not”. This is possibly due to the long culture of Chinese that women should take care of the family rather than men.
- In terms of the opinion of whether it was acceptable for men or women to work on some specific occupations, it was observed that for most of the occupations, more than half of the people considered that the jobs were acceptable for both men or women except for construction worker and electrical technician for which the general public still considered these occupations were more suitable for men only.
- Throughout the three rounds of the survey, an overall index (ranged from 0 to 100) was computed based on the attitudes of the public towards the issue of gender stereotyping. For this round of the survey, the overall index was 41, which was lower than the previous two rounds demonstrating that the extent of gender stereotyping had improved over the year.
- In this round of the study, people were asked to what extent they thought the different channels / experiences would affect their attitudes towards gender stereotyping. It was observed that close to one-fifth (18.4%) of the people considered working environment (including the interactions superior

and colleagues) would definitely affect their attitudes towards gender stereotyping, followed by the school life and school textbooks (at 13.9% each).

- While more than half of the people considered that gender stereotyping did not affect their behaviour in daily life, relatively more people claimed it affected their sports activities (43.8%) and their social life (40.3%).

Gender Mainstreaming

- The concept of gender mainstreaming was still not popular as only 5.6% of the people claimed having heard of it before. Nevertheless, after they were explained on the concept, majority of the people (80.7%) considered it very / quite necessary to introduce gender mainstreaming when the Government formulated its policy and legislation.

Empowerment of Women

- While more people considered that women definitely could fully realize their potential as compared to the previous two rounds (from 16.8% in previous round to 27.9% in the latest round), still about 14.1% of the people considered the opposite.
- The main reasons suggested by those who considered women could not fully realize their potential included: “existence of sex discrimination” (45.1%), “need to take care of children” (30.6%) and “limitation in physical condition” (23.2%).
- Among the females who considered women had not fully realized their potential, more than one-quarter (28.4%) had taken action to enhance their own ability while the other of the females did not take any action despite that they thought women had not fully realized their potential.
- Among those females who had taken action to enhance their own ability, more than half of them (59.0%) further their study or attended training courses and about one-third (30.7%) claimed they spent more time on reading and 30.5% claimed they participated more sports activities.
- Of the females who attended or intended to attend courses to enhance their own ability, the first priority of concern that might affect their decision was “usefulness to career” (41.2%), followed by “having certificate / professional recognition” (21.5%) and “personal interest” (14.2%).
- “Violence against women” (63.8%) was the top priority of issues that need to be addressed by the government in order to enhance women’s ability.
- All the females were asked on their major concern(s) in the coming 5 to 10 years. It was observed that most of the females (77.1%) mentioned “the

health problem” as their major concern, followed by “the economical ability” (62.5%) and “the family” (57.6%). When they were asked to rank the priority of concerns, still more than two-fifths (41.9%) of the females concerned about their health¹, followed by “the family” (20.1%) and “the employment” (17.8%).

¹ One of the reasons that many females were concerned about their health was likely due to the survey being conducted in July which was after the SARS outbreak.