An Assessment/ Evaluation report of the Iodized Salt Consumer Education Campaign

Prepared for

unicef

Prepared by

MMRD Research Services

Part One

Date - 28 June 2000
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<th>Page No.</th>
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<td>81</td>
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<td>100</td>
</tr>
<tr>
<td>10</td>
<td>Teachers &amp; Students</td>
<td>103</td>
</tr>
<tr>
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<td>115</td>
</tr>
<tr>
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<td>119</td>
</tr>
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</tr>
</tbody>
</table>
A multi-media communication campaign to educate consumers and promote the consumption of iodized salt was launched in late December 1998 and early 1999 by UNICEF. The campaign was designed to support the goal of achieving Universal Salt Iodization (USI) in Myanmar by the end of year 2000.

Designed by an advertising agency, the campaign promoted the purchase and consumption of iodized salt through the use of mass media and traditional communication channels. The main theme was to improve the quality of life and well being of the consumer who consumed iodized salt.

The target groups were:
- Consumers (mainly women who are decision makers for household and health matters)
- Salt producers
- Salt distributors and retailers
- Teachers and students
- Ministry of Mine's Zonal officers and State/Division Health Directors
- Mid-level government functionaries
BACKGROUND cont'd

- A variety of media channels were chosen. The soft launch was made in mid December 1998 when MRTV began telecasting the two TV PSAs and aired the radio jingles. The print ad began from February issues for four months. The government made the official launch on 25 April 1999 at the National Iodine Deficiency Elimination Day when iodized salt was distributed to all 16 States and Divisions and billboards were installed at strategic points in cities and towns in Myanmar.

OBJECTIVES

- The objective of this research is to assess and evaluate the Iodized Salt Consumer Education Campaign which is a multi-media communication campaign to educate consumers and promote the consumption of iodized salt with the goal of achieving Universal Salt Iodization in Myanmar by the end of year 2000.
In addition a detailed analysis was made:

- To assess the general media habit of consumers
- To assess the level of campaign awareness and to gauge whether the chosen media are effective
- To assess the general knowledge of consumers relating to iodized salt
- To assess the general salt usage of consumers
- To test the salt using at home, retailers and producers
- Teachers and students involvement
- Retailers participation and opinions
- Foodstuffs participation and opinions
- Producers participation and opinions
- Health experts and Zonal Officers participation and opinions
- To evaluate is the campaign effective and to extract the weakness of the campaign to modify in the future planning
RESEARCH MATERIALS

- Since the campaign covered different target groups, this research is designed to cover all the target groups.

- The details are as follows:
  
  • **Consumer Survey (N=1200)**
    - A questionnaire was developed and approved by UNICEF comprising of 4 parts and lasting on average 35 minutes. Respondent criteria was main decision maker for cooking.
    - Stratified three-stage random sampling procedure was employed.
  
  • **Personal Interview with Students 8-12 years (N=212)**
    - A questionnaire was developed and approved by UNICEF comprising 2 parts and lasting 15 minutes.
    - Quota sample (based on the population of each stratum) in the selected survey townships
  
  • **Personal Interview with Teachers (N=58)**
    - A questionnaire was developed and approved by UNICEF comprising 3 parts and lasting 20 minutes.
    - Quota sample in the selected survey townships (2 or 3 primary assistant teachers per selected townships)
  
  • **In-depth Interview with State/Division Health Directors (N=11)**
    - Questionnaire was sent by post or was completed face to face.
RESEARCH MATERIALS cont’d

- **In-depth Interview with Mid-level Govt. Functionaries, TMO and GP (N=40; 20 TMOs and 20 GPs)**
  - Quota sample in the selected survey townships (1 to 2 respondents per township is interviewed.)

- **In-depth Interview with Ministry of Mine Zonal Officers**
  - All 5 zonal officers are interviewed.

- **In-depth Interview with Producers (N=31)**
  - A questionnaire was developed and approved by UNICEF comprising of one section and lasting 20 minutes.
  - Quota sample with 14 from Yangon Division, 9 from Ayeyarwaddy Division, 3 from Rakhine State and 5 from Mon State are interviewed.

- **Personal Interview with Retailers (N=94)**
  - A questionnaire was developed and approved by UNICEF comprising of one section and lasting 15 minutes.
  - Quota sample in the selected survey townships (3 or 4 retailers per survey township)

- **Personal Interview with Foodstuffs (N=112)**
  - A questionnaire was developed and approved by UNICEF comprising of one section and lasting 15 minutes.
  - Quota sample in the selected survey townships (3 or 5 outlets per survey township)
Sampling Design

Universe All the townships (96% of total Myanmar households) where MMI had implemented this multi-media communication campaign

<table>
<thead>
<tr>
<th></th>
<th>Household proportion in Universe</th>
<th>Allocated Sample to conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
<td>Rural</td>
</tr>
<tr>
<td>Yangon Division</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>North East Myanmar (NEM)</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>North West Myanmar (NWM)</td>
<td>2%</td>
<td>13%</td>
</tr>
<tr>
<td>Middle Myanmar (MM)</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>Southern Myanmar (SM)</td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Coastal Myanmar (CM)</td>
<td>3%</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total sample conducted in survey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
</tr>
<tr>
<td>Yangon Division</td>
<td>128</td>
</tr>
<tr>
<td>North East Myanmar (NEM)</td>
<td>77</td>
</tr>
<tr>
<td>North West Myanmar (NWM)</td>
<td>94</td>
</tr>
<tr>
<td>Middle Myanmar (MM)</td>
<td>152</td>
</tr>
<tr>
<td>Southern Myanmar (SM)</td>
<td>152</td>
</tr>
<tr>
<td>Coastal Myanmar (CM)</td>
<td>96</td>
</tr>
<tr>
<td>Total</td>
<td>699</td>
</tr>
</tbody>
</table>

- The results in the tabulations and the report are adjusted to reflect Household proportion in Universe.
- The confidence level of total sample (1231) is 90% at +/- 2.5%.
**Sampling Design**

**Fieldwork Summary for Consumer Survey**

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Detail Findings</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Total townships survey conducted</td>
<td>23</td>
<td>23</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>Total wards/village survey conducted</td>
<td>110</td>
<td>61</td>
<td>49</td>
</tr>
<tr>
<td>3.1</td>
<td>Total Households try to contact according to the list</td>
<td>1693</td>
<td>100%</td>
<td>953 100%</td>
</tr>
<tr>
<td>3.2</td>
<td>Total Households successfully contacted</td>
<td>1288</td>
<td>76%</td>
<td>711 75%</td>
</tr>
<tr>
<td>3.3</td>
<td>Household contacted (unsuccessful)</td>
<td>405</td>
<td>24%</td>
<td>242 25%</td>
</tr>
<tr>
<td></td>
<td>Household cannot find</td>
<td>126</td>
<td>7%</td>
<td>71 7%</td>
</tr>
<tr>
<td></td>
<td>Non Household</td>
<td>33</td>
<td>2%</td>
<td>20 2%</td>
</tr>
<tr>
<td></td>
<td>House Locked</td>
<td>157</td>
<td>9%</td>
<td>96 10%</td>
</tr>
<tr>
<td></td>
<td>Household refused</td>
<td>18</td>
<td>1%</td>
<td>16 2%</td>
</tr>
<tr>
<td></td>
<td>Others (for House)</td>
<td>71</td>
<td>4%</td>
<td>39 4%</td>
</tr>
<tr>
<td>3.4</td>
<td>Total Respondents successfully interviewed</td>
<td>1231</td>
<td>96%</td>
<td>668 94%</td>
</tr>
<tr>
<td>3.5</td>
<td>Respondent interviewed (unsuccessful)</td>
<td>57</td>
<td>4%</td>
<td>43 6%</td>
</tr>
<tr>
<td></td>
<td>Respondent cannot contact</td>
<td>34</td>
<td>3%</td>
<td>23 3%</td>
</tr>
<tr>
<td></td>
<td>Respondent refused</td>
<td>8</td>
<td>1%</td>
<td>7 1%</td>
</tr>
<tr>
<td></td>
<td>Others (Respondent)</td>
<td>15</td>
<td>1%</td>
<td>13 2%</td>
</tr>
</tbody>
</table>

Survey period: 30th April to 24th May
# Profile Of Household Respondent

Household Proportion in Universe & Average Household Members (Q39)

<table>
<thead>
<tr>
<th>Total</th>
<th>Avg. Household members</th>
<th>Number of Generations in Household</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>5.64</td>
<td>(n)=respondents</td>
</tr>
</tbody>
</table>

## By Urban/ Rural

<table>
<thead>
<tr>
<th>Urban (699)</th>
<th>Rural (532)</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avg. Household members</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.81</td>
</tr>
<tr>
<td>5.56</td>
</tr>
</tbody>
</table>

## By Stratum

<table>
<thead>
<tr>
<th>YGN Div.</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>(160)</td>
<td>(152)</td>
<td>(185)</td>
<td>(243)</td>
<td>(305)</td>
<td>(186)</td>
</tr>
<tr>
<td>12%</td>
<td>11%</td>
<td>15%</td>
<td>21%</td>
<td>26%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avg. Household members</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.84</td>
</tr>
<tr>
<td>6.38</td>
</tr>
<tr>
<td>5.75</td>
</tr>
<tr>
<td>5.63</td>
</tr>
<tr>
<td>5.12</td>
</tr>
<tr>
<td>5.68</td>
</tr>
</tbody>
</table>

- The sample was adjusted to 29% urban and 71% rural which was extrapolated on 1993 population data.
- 12% of the households is in Yangon Division, 26% is in Southern Myanmar (SM) with the most and 11% is in North East Myanmar (NEM) which was the least.
- The average respondents' number of household members is 5.64 with 5.81 in urban and 5.56 in rural.
- 61% of respondents' household have 2 generations and 30% are with three generations.
### Profile Of Household Respondent

#### The main source of household earning (Q41)

<table>
<thead>
<tr>
<th></th>
<th>Total (1231)</th>
<th>Urban (699)</th>
<th>Rural (532)</th>
<th>YGN Div. (160)</th>
<th>NEM (152)</th>
<th>NWM (185)</th>
<th>MM (243)</th>
<th>SM (305)</th>
<th>CM (186)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gov: / Private Staffs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Agriculture Sector</strong></td>
<td>9%</td>
<td>22%</td>
<td>4%</td>
<td>29%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Business Owners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Temporary workers</strong></td>
<td>17%</td>
<td>29%</td>
<td>12%</td>
<td>31%</td>
<td>17%</td>
<td>10%</td>
<td>9%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Retailers</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dependent</strong></td>
<td>36%</td>
<td>26%</td>
<td>48%</td>
<td>25%</td>
<td>43%</td>
<td>47%</td>
<td>44%</td>
<td>23%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Average Earners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q.40</strong></td>
<td>2.23</td>
<td>2.06</td>
<td>2.31</td>
<td>1.95</td>
<td>2.25</td>
<td>2.40</td>
<td>2.58</td>
<td>2.09</td>
<td>2.06</td>
</tr>
</tbody>
</table>

- 36% of Myanmar households earns mainly from agriculture sectors followed by temporary workers 20%. Business owners and retailers are 17% each.
- The average number of earners is 2.23 and there is slightly more earners in rural with 2.31 compared to 2.06 in urban. Middle Myanmar (MM) was found to be highest with 2.58 earners and Yangon Division was found to be lowest with 1.95.
The average monthly household income is Kyats 17,037 and average monthly household expenditure is Kyats 12,721 in total.

There is a significance difference between urban/rural income around 1.5 times more. With more income being generated in Yangon. The survey does not take into account respondents internal productions.
Most of the households with monthly household income of KS 12,500 and under have no extra money. A significance differences of average monthly household income by household main earning source was found with highest in retailers (KS 25,110) and lowest in temporary workers (KS 9,553).
Profile Of Household Respondent

Household Product Ownership (Q44)

(a). Home Electrical Appliances

<table>
<thead>
<tr>
<th>Product</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric fan</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Air conditioner</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Rice cooker</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Washing machine</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Hot plate</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Gas stove/oven</td>
<td>4%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Electric iron</td>
<td>4%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

(b). Audio / Visual Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour TV</td>
<td>35%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>B&amp;W TV</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>VCR</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>Radio</td>
<td>4%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Radio cassette</td>
<td>9%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Hi-Fi Stereo</td>
<td>13%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Cassette system</td>
<td>4%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>Cassette walkman</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Pocket size</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Personal radio</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Don’t have any</td>
<td>48.4%</td>
<td>27.6%</td>
<td>57.0%</td>
</tr>
<tr>
<td>mentioned products</td>
<td>Total</td>
<td>Urban</td>
<td>Rural</td>
</tr>
</tbody>
</table>

(c). Telecommunication, Transportation & Others

- Personal computer: 0.2%
- Telephone without fax: 1.9%
- Telephone with fax: 0.2%
- Cellular/ mobile phone: 0.2%
- Single lens reflex camera: 0.7%
- Compact camera: 0.3%
- Motorcycle: 3.2%
- Motor car: 1.5%
- High class watch (Europe): 0.2%
- Home satellite dish: 0.2%

- 48% of the households did not have any mentioned product in total and 28% and 57% in urban and rural respectively.
- Among audio visual products, 30% own radio cassette followed by 16% colour TV, 9% VCR and Hi-fi each, 7% B&W TV and 5% radio.

PROJECT ISCEC prepared by MMRD June 28, 2000
**Profile Of Household Respondent**

### Housing Type and Structure (Q45)

<table>
<thead>
<tr>
<th>Detached 2-3 stories house</th>
<th>Bungalow/ detached single story</th>
<th>Semi-detached</th>
<th>Single/1 Story terrace</th>
<th>2/3 Stories terrace</th>
<th>Flat</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>53%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>34%</td>
<td>68%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
</tr>
</tbody>
</table>

- **Roof**
  - Brick tile/ Asbestos: 2%
  - Tin roof: 59%
  - Thatch: 33%
- **Wall**
  - Brick: 20%
  - Wood: 24%
  - Bamboo: 41%
- **Floor**
  - Plank/ Parquet on brick: 2%
  - Brick: 8%
  - Wood: 57%
  - Brick and Wood: 13%
  - Bamboo: 16%
- **Shop**
  - Shop attached: 17%
  - Non shop attached: 83%

- **Majority of housing type is bungalow/ detached single story house 64%, mainly made by thatch roof, bamboo wall & wooden floor, followed by detached 2 to 3 stories house 30%, mainly made by tin roof, bamboo wall, wooden floor.**
**Profile Of Household Respondent**

<table>
<thead>
<tr>
<th>Sex (Q29)</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7%</td>
<td>93%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age (Q30)</th>
<th>65 + years</th>
<th>50 - 64 years</th>
<th>40 - 49 years</th>
<th>30 - 39 years</th>
<th>Under 30 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Urban</td>
<td>8%</td>
<td>19%</td>
<td>8%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Rural</td>
<td>26%</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>YGN</td>
<td>24%</td>
<td>26%</td>
<td>23%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Div</td>
<td>23%</td>
<td>21%</td>
<td>31%</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>NEM</td>
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- 93% of respondents are female since this survey target was responsible person or decision maker on cooking food.
- About three fourths are 30 years and above.
- 73% are married with children and 29% are married with youngest child 5 years and under.

Base: 1231 699 532 160 152 185 243 305 186

*PROJECT ISCEC prepared by MMRD  June 28, 2000*
In terms of education level, 53% of respondents finished at least primary school level and 18% are illiterate. As expected there is higher illiteracy in the rural area and in North East Myanmar it was very high with 40% followed by middle Myanmar.
When checking the reading skills of the respondents, those who completed at least middle school could correctly read the statements.
In terms of occupation, most of the respondents were full time housewives 38% followed by retailers/business owners and unskilled labour 18% each.

The respondents in the Yangon and Coastal Myanmar had very high proportion of full time housewife.

69% of the respondents were Bamar and 25% are Myanmar indigenous.
56% of household respondents regularly go to general practitioners for their medical attention.

The more educated had a higher habit of going to see a GP.

North West Myanmar had the least habit of going to see a GP.
Executive Summary

Current Respondent Media Habits

Television is by far the best media vehicle with 66% of respondents coverage. The next closest vehicle was daily newspaper and radio with 23%. Of the 34% of respondents who do not watch television 21% (7% total) listen to radio. In general it is possible to reach 73% of the respondents by using television and radio vehicle.

**Television**
- Coverage of television in urban areas is 76% and rural areas is 62%. Of the two television channels watching Myawady (MWD) yesterday was 27% and MRTV 20% watched past week for both channels was 55%.

**Radio**
- 35% in urban and 31% rural (32% total) listen to radio yesterday.

**Print**
- 34% urban and 16% rural (22% total) read monthly magazines.
- 33% of urban and 10% rural respondents (20% total) read daily newspaper yesterday.
- 30% of urban and 16% of rural respondents (20% total) read weekly journals.
Executive Summary

Iodised Salt advertising campaign awareness

- 62% of respondents were aware of the campaign with 76% in urban and rural 56%. Yangon and southern Myanmar had the highest awareness levels with 79% and 77%. The least aware areas was coastal Myanmar with 33%.
- Apart from the 65 year old and above there were over 60% awareness among the other age groups.
- There was a definite relation between awareness level and education as only 29% of respondents who were illiterate were aware of the campaign as opposed to 90% awareness with those who have completed at least middle school. As education levels become lower awareness levels become lower.

Source of awareness

- Of those that were aware of the campaign 66% stated that television was their source of awareness followed by word by mouth with 24% and small billboard 11%, radio 6%, posters 6%, branded vehicles 6%, signage 4%, monthly magazine 3% and weekly journal 2%.
Major campaign recall

- The main recall from Television was the performers in the commercial with 36%. The next most recall is documentary play with performers with 8%. Recall which were health related such as prevent goitre, good for health, eat I.S daily was about 30% and those that was performer related was 44% and brand related was 5%.

- Those that did not have any recall from television (respondents that said they did not remember) was 21%.

- Respondents who mentioned word by mouth stated that health related issues were 67% with prevention of goitre being 30% followed by good for health 22%.

- Respondents who were aware of small billboards stated that health related issues were 61%. Eat iodised salt recall was 35% and good for health was 11%.

- Recall message from radio was 62% health related with “is good for health” 23%.
Aided advertising awareness

- 30% of the respondents (14% urban and 37% rural) mentioned that they did not know any advertisements when asked the aided advertising awareness with visual aided show cards.

- The major mentioned aided advertising awareness were “TV commercial with song” 41%, “small billboard” 39%, “TV commercial with dialog” 37%, “signage – iodised salt sold here” 35%, “poster” 31% and “Signage – we use iodised salt only” 27%.
Executive Summary

General Knowledge relating to Iodised Salt

- 43% of all the respondents stated that they did not know the benefits of eating iodised salt.
- 36% of the respondents first mentioned (42% total mentioned) preventing goitre as the major benefit of iodised salt, followed by “is good for health” 12% (18% total) those that mentioned preventing “Mental retardation” was 7% (15% total).
- 59% of all the respondents did not know the symptoms of lack of iodine. Only 26% mentioned “Suffering from goitre” and 8% mentioned bearing a retardant baby and could be mental retardation.
- 60% of all the respondents did not know the possible illness to baby during pregnancy.
- Only 29% mentioned “bearing a retardant baby” and 10% mentioned “Could be mental retardation.”
Executive Summary

Perception of salt usage

- 39% of the respondents (18% urban and 48% rural) used normal salt only and 36% used both while 23% (40% urban and 16% rural) used iodised salt only.
- When asking about the reasons of using iodised salt only, 56% mentioned “good for health/ getting no disease” followed by 11% “prevent goitre” and 10% “good taste/ like it”.
- The main reason for using both salts was 77% “buy/ use what is available”.
- When asking about the reasons of NOT using iodised salt (only normal salt users), the main reason was “not familiar with iodised salt” 41% followed by “don’t know the pros and cons of iodised salt” 28%.
- When asking respondents who do not use iodised salt, 80% said that they want to use it in cooking and 20% did not want to use it since they were just familiar with normal salt only (62%).
Executive Summary

Salt Usage

- 38% of the respondents (63% urban and 27% rural) regularly purchase branded plastic pack, 32% (21% urban and 37% rural) purchase unbranded plastic pack and 30% (15% urban and 36% rural) purchase by weight.
- 84% of the respondents buy salt at least once a month.
- 49% of the respondents used to purchase salt from wet market while 43% from the grocery shop which is located in the ward/village.
- 19% of the respondents mentioned that they were suggested to buy iodised salt by retailers.
- 37% of the respondents have 8-13 years old students in their homes. 34% of them mentioned that they were requested to use iodised salt by the students.
- Regarding salt availability in the market, 55% of the respondents (81% urban and 44% rural) mentioned both iodised salt and normal salt.
- 56% of the respondents (38% urban and 63% rural) cannot differentiate between iodised salt and normal salt while 16% mentioned that they differentiate with labels, followed by 11% said that IS is white and fine.
- Of those who use iodised salt, 83% said that iodised salt is available at their outlets.
- When testing the salt used for cooking at home with test kit, only 17% were found 0 PPM, 27% were around 7 PPM and 56% had at least 15 PPM.
Executive Summary

Teachers & Students

- 97% of the teachers were aware of iodised salt campaign. Main sources were Television (72%), followed by poster (24%), small billboard (22%) and word by mouth (10%).

- 73% of the students were aware of iodised salt campaign. Main sources were Television (87%), followed by small billboard (11%) and word by mouth (9%).

- When asked about benefits of the eating iodised salt, 90% of the teachers and 37% of the students mentioned “prevent suffering from goitre” and 60% of the teachers and 24% of the students mentioned “prevent from mental retardation”.

- Regarding awareness of government activities relating iodised salt, 83% of teachers said “YES”. Of them, main recall contents were “departmental organisation holds educational programme” (33%) and “Urge/ educate through radio and TV” (33%).

- 78% of teachers were involved in the activities. Of them, 62% said that “they requested parents/ students to consume iodised salt” and 24% have used test kit to demonstrate.

- 40% of students said that they were aware of relating iodised salt from school or teachers and 51% of students had been tested “goitre test” in school.

- 81% of teachers and 61% of students said they requested their homes to use iodised salt.
Executive Summary

Foodstuffs (Restaurants, food stalls etc)

- 81% of the sampled outlets did not have any POP/POS. Only 13% were equipped with signage and 12% with posters.
- 55% of outlets use iodised salt only, and 29% use normal salt and the remaining 16% were using both salts.
- Among outlets which used only iodised salt, 32% mentioned that their customers requested them to use iodised salt when ordering foods.
- Most of the outlets purchased salt from wet market and 82% said that iodised salt was available at their regular shops.
- When asked about benefits of eating iodised salt, 50% of outlets mentioned “prevent suffering from goitre”, followed by 26% “good for health” and 17% “prevent from mental retardation”.
- Concerning opinion on universal iodization in Myanmar with rating, 11% of outlets mentioned “successful very much” while 79% was “successful”.
Executive Summary

Retailers

- 76% of sampled retail outlets did not have any POP/POS. 16% were equipped with signage and 15% with posters.
- When checking stock on visit, iodised salt branded 50 tickles pack were found in 73% of retail outlets. 44% of retailers said that they usually recommend to use iodised salt to consumers.
- Test result of iodised salt in retail outlets indicated that 33% of them were found 30+ PPM, 43% between 15 to 30 PPM and 15% around 15 PPM.
- When asked about benefits of eating iodised salt, 76% of retailers mentioned “prevent suffering from goitre”, followed by 23% “good for health” and 22% “prevent from mental retardation”.
- Concerning opinion on universal iodization in Myanmar with rating, 11% of retailers mentioned “successful very much” and 76% was “successful”.

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Executive Summary

Township Medical Officers (TMO) and General Practitioners (GP)

- For the mid-level government functionaries and clinical doctors, the survey included 20 TMOs and 20 GPs.
- Since iodization of Salt is the concern of public health, TMOs and GPs are found to be responsible and are involved in the campaign.
- The major activities they had done were –
  - health talks and education campaign among public
  - urge and give health education to clinic patients and the people-around to consume iodized salt
  - give health education to the students and the people through teachers and the health staffs like nurses, midwives and red cross members to make suitable inspection and lab-tests of salts in villages
- The results of the experiences of the both TMOs and GPs are - taking of iodized salt prevents goiter, promotes physical and mental development of children, and prevents baring from retardant babies.
- Both TMOs and GPs have experienced a significant reduction in goitre patients.
- There is no side effect from taking iodized salt, but toxic goitre can occur in a very rare case.
Executive Summary

Township Medical Officers (TMO) and General Practitioners (GP)

- All most all the TMOs and three fourths of GPs have confidence on the success of the campaign.

- The main reasons were 22 respondents (13 TMOs and 9 GPs) said that “most of the people know iodized salt and have health knowledge about Iodine” followed by 17 respondents (11 TMOs and 6 GPs) mention that “most of the people have awareness of the various health educational programmes” and 14 respondents (7 each of TMOs’ and GPs’) expressed that “media advertisement and other educational programmes like health talks & TV series are well-known and effective for sending message to public”.

- The following suggestions were from the respondents.
  - more cooperation is needed between the organization and the departments concerned.
  - the educational campaign should be concentrated more on the hilly regions than on the coastal areas.
  - include a course to be taught at schools.
  - An occasional consumer survey on iodized salt.
Executive Summary

Producers

- The survey included 31 salt producers and samples were chosen in each salt production area to reflect the universe. There were 14 from Yangon division, 9 from Ayeyarwaddy, 3 from Rakhine and 5 from Mon.

- Among producers, 21 factories produced iodized salt only and 10 produced both salts. Average production ratio per annum of iodized and normal salt was found 90% to 10% respectively.

- When tested the iodized salts in factories with test kits, the results were shown 30 and above PPM in 10 factories, between 15 to 30 PPM in 16 factories, around 15 PPM in 2 factories and around 7 PPM only 1 factory.

- The low PPM factories were found in other areas like "Rakhine", "Mon" and "Ayeyarwaddy".

- Current average production rate for sample factories is around 8,500 visses per day (minimum of 1000 and maximum of 50,000) and they are using 2 Potassium Iodate sprayers on average.

- When asked whether they have future plans to increase productivity, 24 of them responded "NO".
Executive Summary

Producers

- Regarding awareness of government’s activities to promote iodized salt consumption, all respondents answered “YES” except one respondent from Myaung Mya. Key recalls were –
  - TV educational programs including advertisements, features and health talks
  - Inspection conducted by MSMCE at salt factories and markets
  - Fixing posters/ billboards/ signage
  - Instruction of MSMCE to produce iodized salt only and to add Potassium Iodate at instructed ratio
  - Training of iodized salt production/ lab-testing & providing lab apparatus by MSMEC
  - Educational health talks in public, etc

- When asked about their understanding upon iodized salt promotional activities, 21 respondents said that the purpose of the activities is “to prevent and reduce goiter” and “to help physical and mental development of children”. 16 respondents also mentioned “to promote iodized salt consumption” while 8 responded that “the activities were directed to normal births for pregnant mothers”.

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Executive Summary

Producers

- 29 out of 31 producers said that they have responsibility in this campaign. 19 of them mentioned that "producing standardised iodised salt is the main responsibility for all producers".

- Regarding POP/POS distribution in salt factories, 27 out of 31 factories were found having at least one material. The most common POP/POS were "signboard with the clock" in 22 factories.

- Availability of Potassium Iodate
  - Potassium Iodate (KIO3) is available at MSMCE as much as production capacity. The producers mentioned that Potassium Iodate was distributed free of charge previously and now MSMCE sold it in dollars (equivalent of kyats at market rate).

- Problems encountered in production
  - Half of the respondents put forward that the production cost of iodized salt was high because of costly Potassium Iodate input. And other key issues were mentioned as - "facing scarcity of crude salt" by one third of respondents and "inaccuracy of iodine content due to the lack of automatic timer machines" by one fifth.
Executive Summary

Producers

- Quality control
  - 13 out of all respondents (12 from Yangon) mentioned that they control iodized salt quality by maintaining iodine content of 40-60 PPM in every production. One fourth of producers also mentioned that they performed lab-tests on iodized salt production, regular inspection by officials and take 5 to 10 seconds for spraying of Potassium Iodate liquid into salt.

- Difficulties in distribution
  - Over half of the respondents said that they rarely have problems in distribution since they have regular orders from their customers. Some of the producers mentioned that they have some difficulties in transportation.

- Regarding producers' opinion on achievement of the campaign, 24 out of total respondents expressed the campaign would be “successful” and 4 producers rated as “successful very much”.

- When asked the reasons why they expressed “successful”, 17 producers said that they think because of –
  - more consumers have been using iodized salt since they are getting more knowledge about iodized salt
  - TV educational programs including advertisements, Tele-plays and health talks are effective in educating the consumers and
  - have very strong attribution since all salt factories were being instructed to produce iodized salt only.
Executive Summary

Ministry of Mines Zonal Officers

- The survey included all 5 zonal officers.
- Since they all are zonal officers, they were highly aware of government’s activities and participated in the activities with the objective to achieve the Universal Salt Iodization at the end of year 2000.
- All officers except from Sagaing mentioned that they have the instructions and suggestions given to salt producers in order to get enough iodine for all citizens and all domestic animals by producing quality iodized salt.
- 4 officers also mentioned that they are responsible for “inspecting and monitoring at the salt factories including government owned” and other responses given are as follows.
  - Providing technological know-how to producers.
  - External Q.C – conducting laboratory tests of salt samples that the factories produced at MSMCE office.
  - Training of IS production & lab-tests have been provided for salt producers.
Executive Summary

Ministry of Mines Zonal Officers

- Availability of Potassium Iodate
  - MSMCE is supplying enough Potassium Iodate to the producers by the assistance of UNICEF. And they might not have any problem to provide Potassium Iodate since MSMCE keeps KIO₃ stocks for the next 2 years.

- Problems encountered with salt producers
  - Facing problems on the price of the Potassium Iodate
  - Producers reduce (claim) their actual production so as to purchase less amount of Potassium Iodate.

- Iodized salt quality control
  - All officers except one from Sagaing mentioned that the monitoring teams of MSMCE have regular inspection and supervision on private salt factories. According to their responses concerning iodized salt Q.C, the MSMCE has provided the training regarding the IS production and lab-test to producers, and lab-apparatus.

- Iodized salt quality control in the market
  - In general, the iodized salt quality control in the market is being monitored monthly by health departments with assistance of municipal according to the responses of the officers.
Executive Summary

Ministry of Mines Zonal Officers

- Any difference in the quality control of production and distribution
  - Since Potassium Iodate can loose from high moisture contents and dissolve away with water so a systematic distribution procedure should be indicated to the producers and dealers.

- Regarding zonal officers' opinion on achievement of the campaign, 3 officers expressed the campaign would be "successful" and 2 officers rated as "successful very much".

- The reasons for success were –
  - more consumers have been using iodized salt since they are getting more knowledge about iodized salt
  - since most of the producers were producing only iodized salt
  - because of the multi-departmental coordination of the official concerns
  - TV educational programs including advertisements, Tele-plays and health talks are effective in educating the consumers
Executive Summary

Health Directors

- The survey also included the opinion of 11 health directors.
- Since all respondents in this section are the state and divisional heads of health departments, it is certain that they all have well involvement in iodized salt campaign and high awareness of the activities.
- The significant activities that they mentioned are as follows.
  - Inspecting and monitoring the IS consumption, production, and distribution to achieve USI in Myanmar by the end of 2000.
  - Promotion of IS in order to prevent IDD and its related diseases.
  - TV media education programs such as ads, tele-play, health talks and discussion.
  - Putting ads in press and outdoor media
  - Conducting IS consumer education, health campaign, workshops, training for teachers, and IDD survey at schools by departments concerned.
- Regarding the understanding on IS campaign, since they all are senior medical officers and responsible for community health, they know and understand well on the ultimate objective of this campaign.
Health Directors

In relation with the role and responsibility concerning iodized salt promotion campaign, they all mention that they are responsible for this campaign. Their significant responses can be expressed as below.

- Giving health education and knowledge to public, teachers and students to promote iodized salt consumption.
- Conducting iodized salt consumer survey and goiter survey.
- Monitoring at iodized salt factories, households and retail shops, and inspecting school health.
- Conducting various education & promotion activities, workshops and trainings in cooperation with NGOs, public, organizations and authorities concerned.
- Township, district and state/divisional level IDD control committees are formed and the public health programs are implemented under the control of these committees.
- Co-operating and assisting for getting availability of iodized salt with reasonable price.
- Health education has to be conducted according to knowledge level, customs and traditions of local people.
- Distribution of iodized salt education videotapes in four different racial languages.
Executive Summary

Health Directors

- Regarding question about increasing or decreasing of goiter patients, all respondents mentioned that the number of goiter patients has considerably decreased to below 10%.
- When asked about side effects of eating iodized salt, All respondents mentioned that there were no side effects, almost nil and no significance and only one personnel talked about suffering from toxic goiter as a side effect.

Suggestion of health directors

- The significant suggestions that they mentioned were -
  - More education programs (on television, print and press media) need to be done since those are most attractive for the public.
  - All retailers and producers from Yangon and other regions should be educated and convinced more in effective ways.
  - Selling normal salt in the market should be controlled by official concerned.
  - More public health education, health talks, workshops and training should be conducted until achieving goal of iodized salt campaign.
  - More co-operation and assistance might be needed to be provided by officials concerned including distribution, production and pricing of iodised salt, etc.
Media Habits

- Summary of Media Habit by Area, Age & Education Level
- Printed Media Reading Habit
  - Daily Newspaper
  - Weekly Journal
  - Monthly Magazine
- Audio Visual Media Habit
  - Television
  - Radio
- Outdoor Media Awareness
Media Habits

Summary of Media Habits by Urban/ Rural

- Usage of Television is about 3 times more than any other media 66%.
- Readership of printed media is around 20% with twice as more urban readers than there are in Rural areas 34% to 16%
- Radio listening habit was more among the rural than urban.

PROJECT ISCEC prepared by MMRD June 28, 2000
Media Habits

Summary of Media Habits by Stratum

- By stratum, printed media indicated that the respondents from YGN, NWM and SM read Daily Newspaper, Journals as well as Magazines rather than other regions during past 12 months.
- Viewership of Television showed that around 80% of YGN and SM respondents used to watch TV while 55% and 54% watched in NWM and CM respectively.

PROJECT ISCEC prepared by MMRD June 28, 2000
In general, in terms of age breakdown, younger people have the greater interest to the informational Media except Radio, which is friendly with older respondents.
Summary of Media Habits by Education Level

- Education levels and media habits are definitely linked with higher levels showing higher media incidence.
- Less educated level or illiterate people are more interested in watching Television and listen to radio.

PROJECT ISCEC prepared by MMRD June 28, 2000
## Media Habits

### Printed Media Reading Habit (Daily Newspaper)

#### Readership in Past 12 Months (Q1a)

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#### Base: All Respondents

#### Reading Newspaper (Total Spontaneous Mentioned) (Q1b)

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<td>0%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>26%</td>
<td>16%</td>
<td>32%</td>
<td>15%</td>
<td>11%</td>
</tr>
</tbody>
</table>

- 57% of YGN respondents who read newspaper were found to read Newspaper daily. Kyaymon is more popular with YGN Division respondents but Myanma Ahlin is quite well known with SM and CM respondents.

**PROJECT ISCEC prepared by MMRD  June 28, 2000**
**Media Habits**

**Printed Media Reading Habit (Weekly Journal)**

**Readership in Past 12 Months (Q2a)**

- Yes: 20%
- No: 80%

**Weekly Journal Reading Incidence (Q2c)**

- Before past week: 60%
- Within past week: 40%

Base: All Respondents

**Top 10 Reading Weekly Journals (Total Spontaneous Mentioned) (Q2b)**

<table>
<thead>
<tr>
<th>Journal Name</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWMM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hmukhin Thadin</td>
<td>46%</td>
<td>47%</td>
<td>45%</td>
<td>51%</td>
<td>46%</td>
<td>49%</td>
<td>38%</td>
<td>52%</td>
<td>13%</td>
</tr>
<tr>
<td>Arrkasar Journal</td>
<td>21%</td>
<td>16%</td>
<td>24%</td>
<td>22%</td>
<td>14%</td>
<td>15%</td>
<td>20%</td>
<td>31%</td>
<td>3%</td>
</tr>
<tr>
<td>Hmukhin Shudaunt</td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>23%</td>
<td>9%</td>
<td>19%</td>
<td>6%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Zay Kywat</td>
<td>9%</td>
<td>16%</td>
<td>3%</td>
<td>27%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
<td>13%</td>
</tr>
<tr>
<td>Yokeshin Thadin Sin</td>
<td>7%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Popular Journal</td>
<td>7%</td>
<td>11%</td>
<td>5%</td>
<td>11%</td>
<td>9%</td>
<td>4%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Shwe Thway</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>1%</td>
<td>9%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Ta-Ke Phyit Yat Hmukhin</td>
<td>4%</td>
<td>8%</td>
<td>1%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Inn-Arr Journal</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td>0%</td>
<td>9%</td>
<td>6%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Thadin Hiwar</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>0%</td>
</tr>
</tbody>
</table>

- Of those who read weekly journal, 40% read during a week.
- 71% of readers from YGN read weekly journal during a week followed by SM 45% and NWM at 31%.
- Hmukhin Thadin is quite popular in every regions. Arrkasar journal is more popular in SM.
Of those who read monthly magazines, 57% read during a month.

74% from YGN read magazines during a month followed by SM 61% and other regions have around 50% of reading incidence during a month except NEM receiving 37% incidence.
**Media Habits**

Audio Visual Media Usage (Television)

**Television Viewing (Q4a)**

- More than 50% of YGN respondents viewed TV yesterday for both MRTV and MWD followed by SM at 22% MRTV and 23% MWD.
- Within past week, about 90% of YGN and 60% of SM people viewed both stations and other region viewed around 50% except CM.
- MWD seems to have slightly higher viewer ship.

**Television Viewing Incidence – Viewed Yesterday (Q4cd)**

<table>
<thead>
<tr>
<th></th>
<th>MRTV</th>
<th>MWD</th>
<th>Not watch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>67%</td>
<td>64%</td>
<td>83%</td>
</tr>
<tr>
<td>YGN Div</td>
<td>20%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>NEM</td>
<td>55%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>NWM</td>
<td>17%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>MM</td>
<td>20%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>SM</td>
<td>33%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>CM</td>
<td>61%</td>
<td>6%</td>
<td>84%</td>
</tr>
</tbody>
</table>

**Television Viewing Incidence – Viewed Within Past Week (Q4cd)**

<table>
<thead>
<tr>
<th></th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>55%</td>
<td>29%</td>
<td>4%</td>
<td>33%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>YGN Div</td>
<td></td>
<td>4%</td>
<td>38%</td>
<td>42%</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>NEM</td>
<td></td>
<td>33%</td>
<td>35%</td>
<td>46%</td>
<td>52%</td>
<td>63%</td>
</tr>
<tr>
<td>NWM</td>
<td></td>
<td>33%</td>
<td>38%</td>
<td>45%</td>
<td>44%</td>
<td>23%</td>
</tr>
<tr>
<td>MM</td>
<td></td>
<td>42%</td>
<td>46%</td>
<td>52%</td>
<td>50%</td>
<td>42%</td>
</tr>
<tr>
<td>SM</td>
<td></td>
<td>45%</td>
<td>44%</td>
<td>44%</td>
<td>60%</td>
<td>42%</td>
</tr>
<tr>
<td>CM</td>
<td></td>
<td>41%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>41%</td>
</tr>
</tbody>
</table>

*Base: All Respondents*

*Base: All Television Viewers*
Radio Listening (Q5a)

- Yes: 23%
- No: 77%

Base: All Respondents

Radio Listening Incidence (Q5cd)

<table>
<thead>
<tr>
<th></th>
<th>YESTERDAY</th>
<th>PAST WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>74%</td>
<td>90%</td>
</tr>
<tr>
<td>Urban</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Rural</td>
<td>35%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Base: Those who are Radio listeners

Indigenous Radio Programme Listening by Area (Q5e)

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kachin</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>0%</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Rakhine</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>16%</td>
</tr>
<tr>
<td>Kayin (Sakaw)</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>7%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>7%</td>
<td>0%</td>
</tr>
<tr>
<td>Kayin (Poe)</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Shan</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>16%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Kayar</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Mon</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Chin</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Not listen</td>
<td>82%</td>
<td>80%</td>
<td>82%</td>
<td>79%</td>
<td>71%</td>
<td>83%</td>
<td>92%</td>
<td>78%</td>
<td>83%</td>
</tr>
</tbody>
</table>

- Rural areas habits to radio are similar to urban areas. This media is relatively untapped and has room for development.
Media Habits

Outdoor Media Awareness (Q6)

- Poster: 54% (First mention) 51% (Spontaneous total) 32% (Total aided mention)
- Billboard: 47% (First mention) 43% (Spontaneous total) 24% (Total aided mention)
- Signage: 2% (First mention) 2% (Spontaneous total) 0% (Total aided mention)
- Branded car: 6% (First mention) 1% (Spontaneous total) 0% (Total aided mention)
- Shop kit: 1% (First mention) 3% (Spontaneous total) 0% (Total aided mention)
- Sunshade: 3% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Painted ferry boat: 2% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Shopping plastic bag: 0% (First mention) 1% (Spontaneous total) 0% (Total aided mention)
- Painting buses: 3% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Bus stop: 1% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Light boxes: 0% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Small flags: 0% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Painting rail coach: 0% (First mention) 0% (Spontaneous total) 0% (Total aided mention)
- Don't know: 1% (First mention) 0% (Spontaneous total) 5% (Total aided mention)

Base: All Respondents

Spontaneous Total Mentioned Awareness by Education Level (Q6)

- Total: 79%
- A Graduate: 57% (32% first mention, 51% spontaneous total, 15% total aided mention)
- B High school grad./ diploma/ vocational: 51% (52% first mention, 51% spontaneous total, 3% total aided mention)
- C Completed middle school: 43% (60% first mention, 68% spontaneous total, 3% total aided mention)
- D Completed primary school: 21% (12% first mention, 17% spontaneous total, 2% total aided mention)
- E Primary school & no formal education: 8% (8% first mention, 7% spontaneous total, 3% total aided mention)
- F Illiterate: 4% (8% first mention, 15% spontaneous total, 3% total aided mention)

- Awareness of outdoor media was good with nearly 50% recognition with this media.
- Posters was the most popular followed by billboards.

PROJECT ISCEC prepared by MMRD June 28, 2000 Page 53
Iodized Salt Advertising Awareness

- General Awareness
- Spontaneous Sources of Advertising Awareness
- Recall Contents from Major Mentioned Sources
- Aided Advertising Awareness
62% of Consumers were aware of I.S Ads spontaneously.

Awareness of I.S Ads was relatively high in Yangon Division and Southern Myanmar areas. Coastal Myanmar awareness was the lowest.

Awareness of I.S Ads with the lower educated consumers was very low (29%) and there was a definite correlation with awareness and education.
### Iodized Salt Advertising Awareness

#### Spontaneous Awareness Sources of Iodized Salt Ads (Q8)

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>Word by Mouth</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>Small Billboard</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>Radio</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Poster</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>Painted buses/rail coach/ferry boat</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Signage</td>
<td>2%</td>
<td>98%</td>
</tr>
<tr>
<td>Monthly Magazine</td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td>Weekly Journal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping Plastic Bag</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunshade</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small flags</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>7%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Television is by far the highest source of awareness (66%) for consumers who are aware of I.S. Ads.

Word by mouth was the next source of awareness with 24%, and then Small billboard 11%

Generally all the other media source was low in terms of spontaneous recognition.

This could indicate that the impact value / stands out more values was not so strong.

Base: Those who aware of I.S Ads. (824)
Iodized Salt Advertising Awareness

Total Recall Contents from All Sources of Ads Awareness

- Of those respondents who were aware of the campaign, 69% (90% urban and 58% rural) of the respondents could recall the advertising and messages included in the campaign.
- The major messages take out were “mentions performers” 28% and “good for health” 14%.
- The recall contents which accounted 36% total (40% urban and 33% rural) were came out from government activities with 18% mentioned “prevent goiter”.

Government Activities Total Recall
- Total 36%
  - Urban 40%
  - Rural 33%
  - Prevent goiter
    - Documentary play with performers (Soe Shwe and others)
    - I.S. is better than N.S.
    - Mention how actor/actress performs
    - Interview with doctors/professors
    - Documentary play with performers (Mos and others)

Campaign Total Recall
- Total 69%
- Urban 90%
- Rural 58%
  - Mentions performers
    - It is good for health.
    - Eat I.S. daily.
    - Eat I.S. everyday, Health and Intelligence for All.
    - Read the warning statements
    - I.S. sold here.

PROJECT ISCEC prepared by MMRD June 28, 2000
the content of the TV related media.
- The main source could not remember
  21% of those who watched television as
  a recall of the two performers
  in general, the leading two performers
  are always in the most popular TVCs.
  Performers get more impact
  should be made to the quality of the
  performers, serious considerations
  since the respondents mentioned the
  those that were health related.
- The most popular recall content was the

Recall Contents from Television (49)

Base: Those who aware of

Government Activities
- Do not Remember
- Rockey Health’s Ads
- Performers (Moscov and others)
- Documentory play with
- Preventing (Professors)
- Interview with doctors/
- Documentory play with
- Access Performers
- Mention how actor
- Performers (some swerve)
- Documentory play with
- And intelligence for all
- Eat 1.5, everyday, Health
- Eat 1.5, daily
- It is good for health
- Mentions Performers

66% 56%
54% 4%
34% 36%
36% 36%
21% 21%
10% 10%
9% 9%
8% 8%
7% 7%
6% 6%
4% 4%
3% 3%
2% 2%
1% 1%

From TVC
- 1.5 Ads. (824)

Total
- 1st Mention
- 2nd Mention

<table>
<thead>
<tr>
<th>Recall Contents from Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iodized Salt Ads Awareness</td>
</tr>
<tr>
<td>Iodized Salt Advertising Awareness</td>
</tr>
</tbody>
</table>

Base: Those who aware of television ads
Iodized Salt Advertising Awareness

Iodized Salt Ads Awareness from Word by Mouth

Recall Contents from Word by Mouth (Q9)

- Prevent goiter
- It is good for health.
- I.S. is better than N.S.
- Eat I.S. everyday, health and intelligence for all.
- Eat I.S. daily.
- Mentions performers
- Do not remember

Base: Those who aware of I.S Ads. (824)

- "Eating I.S can prevent goiter disease" message (33%) was the Main recall content from those who were aware from word by mouth. Good for health was 24%.
- Recall contents on prevent goiter main source was from TV health talks and documentaries.
- 31% do not remember any content.
Iodized Salt Advertising Awareness

Iodized Salt Ads Awareness from Small Billboard

Recall Contents from Small Billboard (Q9)

- Eat I.S. daily. 35% 35%
- Mentions performers 16% 16%
- It is good for health. 11% 11%
- Read the warning statement 7% 8%
- Prevent goiter 5% 7%
- Eat I.S. everyday, Health and Intelligence for All. 6% 6%
- Do you want a healthy, happy family? Eat I.S. daily 2% 2%
- We use I.S. only. 2% 2%
- Children will be well nourished/ mentally well developed 0% 1%
- Do not remember 15% 15%

Base: Those who aware of I.S Ads. (824)

“Eating I.S daily” (35%) message is significantly recalled from Small billboard followed by the Performers at 16% and “I.S is good for health” at 11%.

Do not remember was one of the lowest with 15%.
Iodized Salt Advertising Awareness

Iodized Salt Ads Awareness from Radio

In total spontaneous recall, "Eating I.S daily" and "I.S is good for health" messages are significantly recalled from Radio messages at 23%.

Recall Contents from Radio (Q9)

- It is good for health. [23%]
- Eat I.S. everyday, Health and Intelligence for All. [23%]
- Prevent goitre [15%]
- Radio jingle [9%]
- Eat I.S. daily. [10%]
- Children will be well nourished/ mentally well developed [1%]
- Do not remember [28%]

Base: Those who aware of Radio Ads

PROJECT ISCEC prepared by MMRD June 28, 2000
Iodized Salt Advertisements Awareness

Iodized Salt Ads Awareness from Poster

Recall Contents from Poster (Q9)

- Mentions performers: 27%
- Eat I.S. daily: 14%
- It is good for health: 14%
- Prevent goiter: 11%
- Read the warning statement: 7%
- Eat I.S. everyday, Health and Intelligence for All: 7%
- I.S. sold here: 4%
- Children will be well nourished/mentally well developed: 1%
- Do not remember: 15%

Base: Those who aware of I.S Ads. (824)

- Most of the people mentioned that they recalled the Performers 31% who played for I.S Ads.
- "Eating I.S daily" and "I.S is good for health" 14% messages are also recalled from Poster Ads followed by "Prevent suffering from goiter" at 12%.
Iodized Salt Advertising Awareness

Recall Contents from Buses/ Painted Ferry Boat/ Rail Coach (Q9)

- Eat I.S. daily. [34%]
- Do you want a healthy, happy family? Eat I.S. daily [11%]
- It is good for health. [10%]
- Prevent goiter [5%]
- Mentions performers [2%]
- Read the warning statement [1%]
- Do not remember [41%]

Base: Those who aware of I.S Ads. (824)

"Eating I.S daily" 34% message is quite well known from various sources such as Painted Buses, painted ferry boats, Rail Coach.
70% of Consumers were aware of I.S Ads in aided mention.

Yangon division and southern Myanmar had the highest awareness.

In terms of age and Educational level, the aided awareness of I.S Ads is remarkably high for younger respondents and the respondents who have at least middle school education and above.
30% of the respondents were not aware of iodized salt advertisement even though all the advertisements were visual aided with show cards.

Over 50% of Urban respondents were aware of TVC Ads though only 30% of Rural people were aware of it.

Apart from the TV commercials, the other mentioned aided advertising awareness were "small billboard" 39%, "signage – iodized salt sold here" 35%, "poster" 31% and "Signage – we use iodized salt only" 27%.
Iodized Salt Advertising Awareness

Respondents Profile - Aided Advertising Awareness - “Don’t Know”

By Urban/Rural

- Don't Know: 314
- Rural: 86%
- Urban: 14%

By Stratum

- CM: 22%
- SM: 16%
- MM: 25%
- NWM: 21%
- NEM: 12%
- YGN Div.: 3%

By Education

- Illiterate: 38%
- Primary & no formal: 37%
- Completed primary school: 25%
- Completed middle school:
- High school graduate/ Diploma/ Vocational:
- Graduate:

By Age

- 65 + years: 21%
- 50 - 64 years: 24%
- 40 - 49 years: 24%
- 30 - 39 years: 16%
- Under 30 years: 15%

Don't Know

Base: All Respondents

- Those that did not know any of the aided advertising awareness were generally from the rural areas and under educated.

Base: Those who says “Don’t Know” in Aided Ads Awareness

PROJECT ISCEC prepared by MMRD June 28, 2000 Page 66
Nearly 60% from YGN and around 45% from SM were aware of TVC Ads.

Awareness of I.S Ads has no difference among High school level and Graduate level.

Around 60% of I.S users were aware of TVC Ads as well as small Billboards.
Iodized Salt Advertising Awareness

Aided Iodized Salt Advertising Awareness (Q11)

- **Signage 'Iodized salt sold here.'**
  - By Stratum
    - 59% 34% 30% 21% 48% 18%
  - By Education
    - 71% 73% 65%
  - By Salt Usage Perception
    - 58% 46% 12% 17%

- **Poster**
  - 41% 38% 26% 25% 36% 21%

- **Signage 'We use Iodized salt only.'**
  - Base:
    - YGN 160 152 185 243 305 186
    - A 67 72 169 302 211
  - A 46% 35% 10% 1%
  - B 41% 16% 22% 17% 13%
  - C 52% 65% 54% 31% 18%
  - D 31% 18% 5%
  - E 46% 35% 10% 1%
  - F 49% 53% 62%
  - IS 353 490 369 19
  - Both 211
  - NS 19

- NEM people were aware of Posters 38% rather than Signage.
- Higher educational levels were aware of more Signage than Posters.
Iodized Salt Advertising Awareness

Aided Iodized Salt Advertising Awareness (Q11)

- **Signage 'Eat iodized salt everyday, Health and Intelligence for All.'**
  - By Stratum
    - 46%
    - 20% 20%
    - 14% 29% 18%
  - By Education
    - 49% 55% 59%
    - 26% 13% 6%
  - By Salt Usage Perception
    - 43% 32% 7% 8%

- **Sunshade**
  - 35%
  - 10% 19% 21% 31% 13%
  - 33% 47% 43% 27% 14% 7%
  - 35% 29% 10% 9%

- **Painting buses**
  - 45%
  - 7% 14% 19% 29% 8%
  - 43% 52% 37% 24% 12% 7%
  - 36% 26% 8% 5%

Base: YGN 160  NEM 152  NWM 185  MM 243  SM 305  CM 186  A 67  B 72  C 169  D 402  E 310  F 211  IS 353  Both 490  NS 369  DK 19

- By Stratum, awareness of I.S Ads was relatively high in Yangon Division and Southern Myanmar areas. However, Costal Myanmar has poor awareness relating on I.S Ads.
- From salt usage point of view, it was mentioned that only I.S users and both users have realized I.S Ads more.
Iodized Salt Advertising Awareness

Aided Iodized Salt Advertising Awareness (Q11)

Shopping plastic bag

By Stratum

- 22% for Stratum A
- 13% for Stratum B
- 11% for Stratum C
- 23% for Stratum D
- 10% for Stratum E

By Education

- 28% for A
- 38% for B
- 28% for C
- 24% for D
- 16% for E

By Salt Usage Perception

- 26% for A
- 27% for B

Advertisement in journal and magazine

- 27% for A
- 19% for B
- 19% for C
- 14% for D
- 23% for E

Radio jingles

- 10% for A
- 6% for B
- 12% for C
- 6% for D
- 13% for E

Base:

- YGN: 160
- NEM: 152
- NWM: 185
- MM: 243
- SM: 305
- CM: 186

A: Graduate
B: High school grad./ diploma/ vocational
C: Completed middle school
D: Completed primary school
E: Primary school & no formal education
F: Illiterate

SM and NWM respondents were aware of Radio Jingles more than YGN people.
## Iodized Salt Advertising Awareness

### Comparison of ISCE Material Status Report of MMI and Aided Advertising Awareness

<table>
<thead>
<tr>
<th></th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
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</thead>
<tbody>
<tr>
<td><strong>Small Billboard</strong></td>
<td>Aided Awareness</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
<td>18%</td>
<td>29%</td>
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<tr>
<td></td>
<td>Installation</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
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<tr>
<td></td>
<td>Awareness Level</td>
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<td>5%</td>
<td>12%</td>
<td>19%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>Installation</td>
<td>13%</td>
<td>13%</td>
<td>16%</td>
<td>14%</td>
<td>18%</td>
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<tr>
<td></td>
<td>Awareness Level</td>
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<td>0.40</td>
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<td>1.94</td>
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<td>14%</td>
<td>13%</td>
<td>17%</td>
<td>30%</td>
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<tr>
<td></td>
<td>Installation</td>
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<td>20%</td>
<td>15%</td>
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<td>12%</td>
<td>35%</td>
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<tr>
<td></td>
<td>Installation</td>
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<td>13%</td>
<td>15%</td>
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<td>22%</td>
<td>7%</td>
<td>12%</td>
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<td>39%</td>
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<tr>
<td></td>
<td>Installation</td>
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<td>13%</td>
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<tr>
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<td>14%</td>
<td>13%</td>
<td>15%</td>
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</table>

- **Awareness Level = Aided Awareness/ Installation.**
- It was found that north east Myanmar and north west Myanmar respondents had low awareness level and southern Myanmar had highest awareness level of small billboard, sunshade, poster, Signage – IS sold here, Signage – we use IS only and flag.

*PROJECT ISCEC prepared by MMRD  June 28, 2000*
## Iodized Salt Advertising Awareness

### Comparison of Spontaneous Mentioned Ads Awareness and Aided Awareness

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
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<tr>
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<td>35%</td>
<td>15%</td>
<td>37%</td>
<td>10%</td>
<td>15%</td>
<td>18%</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Aided Awareness</td>
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<td>62%</td>
<td>40%</td>
<td>64%</td>
<td>40%</td>
<td>35%</td>
<td>43%</td>
<td>58%</td>
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<tr>
<td><strong>Radio</strong></td>
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<td>10%</td>
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<td>10%</td>
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<td>Sp. Total</td>
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</tr>
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<tr>
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<tr>
<td>Aided Awareness</td>
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<td>35%</td>
<td>17%</td>
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<td>10%</td>
<td>19%</td>
<td>21%</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Poster</strong></td>
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<td>2%</td>
</tr>
<tr>
<td>Aided Awareness</td>
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<td>40%</td>
<td>27%</td>
<td>41%</td>
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<td>26%</td>
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</tr>
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<td>69%</td>
<td>39%</td>
<td>34%</td>
<td>28%</td>
<td>52%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Shopping Bags</strong></td>
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<tr>
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<td>28%</td>
<td>16%</td>
<td>22%</td>
<td>13%</td>
<td>11%</td>
<td>23%</td>
<td>30%</td>
<td>10%</td>
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<tr>
<td><strong>Flags</strong></td>
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<td><strong>Painted Ads</strong></td>
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<td>9%</td>
<td>14%</td>
<td>21%</td>
<td>46%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*PROJECT ISCEC prepared by MMRD  June 28, 2000*
Iodized Salt Advertising Awareness

- **Total Spontaneous Awareness**: 63% for Detergent-OSO Ads, 46% for Iodized Salt Ads.
- **Aided Awareness**: 73% for Detergent-OSO Ads, 70% for Iodized Salt Ads.

**Survey Source**
- Media Index
- Iodized Salt Consumer Evaluation Campaign

**Survey period**
- Nov/Dec 1998
- 30th Apr – 24th May 2000

**Ads Spends & Spots (1998)**
- **MRTV**: K 6,719,000 (321 Spots)
- **MWD**: K 7,315,680 (273 Spots)

- **MRTV**: K 4,248,000 (275 Spots)
- **MWD**: K 1,770,800 (118 Spots)
General Knowledge Relating Iodized Salt

- Benefits of Eating Iodized Salt
- Possible Illness to a person who lacks iodine
- Possible Causes to a Baby if Mother Lacks Iodine During Pregnancy
General Knowledge Relating Iodized Salt

Benefits of Eating Iodized Salt (Q10a)

- Prevent suffering from goitre: 36% Prevent from goiter disease
- It is good for health: 42% It is good for health
- Prevent from mental retardation: 12% Prevent from mental retardation
- Prevent hypertension: 7% Prevent hypertension
- Make the body strong: 1% Make the body strong
- Prevent bearing from retardant baby: 2% Prevent bearing from retardant baby
- Don't know: 43%

Spontaneous Total Mention by Area (Q10a)

- Prevent suffering from goitre: □ 42%
- It is good for health: □ 42%
- Prevent from mental retardation: □ 62%
- Don't know: □ 51%

Total (1231)

Urban (699) Rural (532)

Prevent from goiter disease” is gained the highest position at 42% followed by “It is good for Health” at 18%.

The respondents from YGN and SM region were found to have more knowledge about the benefit of eating I.S rather than other regions. 65% of CM people don’t know about it.
**General Knowledge Relating Iodized Salt**

**Spontaneous Total Mention by Education and Salt Usage Perception (Q10a)**

- Prevent suffering from goitre.
- It is good for health.
- Prevent from mental retardation.
- Don't know

<table>
<thead>
<tr>
<th></th>
<th>Prevent suffering</th>
<th>It is good for health</th>
<th>Prevent from mental retardation</th>
<th>Don't know</th>
</tr>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td>82%</td>
<td>58%</td>
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<td>18%</td>
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<td><strong>B</strong></td>
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<td>8%</td>
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<td>50%</td>
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<td><strong>F</strong></td>
<td>10%</td>
<td>2%</td>
<td>13%</td>
<td>78%</td>
</tr>
</tbody>
</table>

**Only IS**

|                | 70%               | 22%                   | 12%                             | 25%        |

**Both**

|                | 54%               | 23%                   | 22%                             | 29%        |

**Only NS**

|                | 17%               | 11%                   | 4%                              | 71%        |

**DK**

|                | 15%               | 85%                   | 4%                              | 19%        |

*Base: 353*

- In terms of Education, it can be easily seen that people with higher Education have more knowledge. However, there is not much difference between High School and University Graduates.

- By salt usage, in general, I.S users have known about the benefit of eating I.S.
When a person lacks iodine, majority of respondents stated that he or she may suffer goiter disease at 26% followed by “feeling not well / getting weak” at 9% and “Bearing a retardant baby” at 8%.

On average, over 40% of the respondents have known about the possible diseases because of lack of iodine.
General Knowledge Relating Iodized Salt

Spontaneous Total Mention by Education and Salt Usage Perception (Q10b)

- Suffering from goitre
- Could be mental retardation
- Feeling not well/weak
- Don't know

88% of Graduates mentioned that "Suffering from goiter", 62% from High School level and 51% from middle school level stated that it was due to the lack of iodine.

- Over 60% of IS users and 52% of Both users have known about that knowledge.

Base: 353 490 369 19

A  Graduate  =  67
B  High school grad./ diploma/ vocational  =  72
C  Completed middle school  =  169
D  Completed primary school  =  402
E  Primary school & no formal education  =  310
F  Illiterate  =  211
General Knowledge Relating Iodized Salt

Possible Illness to a Baby if Mother Lacks Iodine (Q10c)

- Bearing a retardant baby: 25% (29%)
- Could be mental retardation: 6% (10%)
- Weak/ Poor health: 6% (7%)
- Suffering from goitre: 1% (2%)
- Pneumonia/ Hepatitis: 2% (2%)
- Bearing a cretin baby: 1% (1%)
- Don't know: 60%

Spontaneous Total Mention by Area (Q10c)

- Bearing a retardant baby: 29%
- Could be mental retardation: 60%
- Weak/ Poor health: 44%
- Don't know: 23%

Total (1231)

Urban (699)
Rural (532)

- YGN Div. 160
- NEM 152
- NWM 185
- MM 243
- SM 305
- CM 186

- 1st mention
- Sp. Total

- During pregnancy, if mother lacks iodine "Bearing a retardant baby" was stated most at 29% followed by "Could be mental retardation at 10%.
- 60% of all respondents don't know about that knowledge.
General Knowledge Relating Iodized Salt

Spontaneous Total Mention by Education and Salt Usage Perception (Q10c)

- Over 80% of both University and High School graduates have known about that knowledge.
- Where over 60% of at least High school level mentioned that “Bearing a retardant baby” and around 40% stated that “Could be mental retardation”.
- 67% of only I.S users and 50% of both users have known about that knowledge.
Salt Usage

- General Salt Usage
  - Purchasing Behaviour
  - Influence of Students at Home and Recommendation of Retailers
  - Knowledge on Availability of Salt in the Market
  - Perception of Differentiation between Iodized Salt and Normal Salt

- Perception of Salt Usage
  - Reasons for Using Iodized Salt Only
  - Reasons for Using Both Iodized Salt and Normal Salt
  - Reasons for Not Using Iodized Salt
  - Desire to Use Iodized Salt for ONLY NORMAL SALT USERS
    - Reasons for Do Not Want to Use Iodized Salt

- Other Issues Relating Iodized Salt
  - Time Span using Iodized Salt, Price Differential, Iodized Salt Availability at the Shop of Purchase
### Salt Usage

#### Type of Salt Package Purchase for Cooking by Key Factors (Q15)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN Div.</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unbranded -</td>
<td>30%</td>
<td>15%</td>
<td>36%</td>
<td>7%</td>
<td>25%</td>
<td>36%</td>
<td>12%</td>
<td>29%</td>
<td>72%</td>
<td>12%</td>
<td>14%</td>
<td>23%</td>
<td>33%</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>- buy by weight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>67</td>
<td>72</td>
<td>169</td>
<td>402</td>
<td>310</td>
<td>211</td>
</tr>
<tr>
<td>Unbranded</td>
<td>32%</td>
<td>63%</td>
<td>37%</td>
<td>86%</td>
<td>57%</td>
<td>59%</td>
<td>70%</td>
<td>45%</td>
<td>17%</td>
<td>11%</td>
<td>73%</td>
<td>77%</td>
<td>67%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>plastic pack</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>67</td>
<td>72</td>
<td>169</td>
<td>402</td>
<td>310</td>
<td>211</td>
</tr>
<tr>
<td>(Repack)</td>
<td>38%</td>
<td>63%</td>
<td>27%</td>
<td>57%</td>
<td>67%</td>
<td>49%</td>
<td>39%</td>
<td>8%</td>
<td>18%</td>
<td>36%</td>
<td>15%</td>
<td>9%</td>
<td>11%</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Branded</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16</td>
<td>15</td>
<td>185</td>
<td>243</td>
<td>305</td>
<td></td>
</tr>
<tr>
<td>plastic pack</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Base:** 1231  
699  532  
160  152  185  243  305  186

#### Ads Awareness

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only IS</td>
<td>23%</td>
<td>41%</td>
</tr>
<tr>
<td>Both</td>
<td>50%</td>
<td>17%</td>
</tr>
<tr>
<td>Only NS</td>
<td>17%</td>
<td>56%</td>
</tr>
<tr>
<td>DK</td>
<td>1%</td>
<td>16%</td>
</tr>
</tbody>
</table>

#### Perception of Usage

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Graduate</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>High school grad./ diploma/ vocational</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Completed middle school</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Completed primary school</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Primary school &amp; no formal education</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Illiterate</td>
<td></td>
</tr>
</tbody>
</table>

38% of the respondents regularly purchase salt in branded packs, 32% use unbranded plastic packs and 30% buy by weight.

63% of urban, 86% of Yangon Division and 57% in NEM, about 70% of respondents who had completed middle school education, 50% of respondents who are aware of IS ads and 97% of only IS users regularly purchase branded packs for cooking.

70% of the MM respondents use unbranded plastic packs.

72% of the CM where salt factory are situated, respondents buy by weight.

About 70% of respondents whose education level is completed primary school and under do not use branded packs.
### Salt Usage

#### Salt Purchasing Frequency by Key Factors (Q16)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less often than once a month</td>
<td>17%</td>
<td>9%</td>
<td>20%</td>
<td>6%</td>
<td>17%</td>
<td>11%</td>
<td>14%</td>
<td>20%</td>
<td>32%</td>
</tr>
<tr>
<td>Once a month</td>
<td>34%</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
<td>34%</td>
<td>33%</td>
<td>40%</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>2 – 3 times a month</td>
<td>36%</td>
<td>39%</td>
<td>34%</td>
<td>48%</td>
<td>35%</td>
<td>41%</td>
<td>33%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>At least once a week</td>
<td>14%</td>
<td>18%</td>
<td>11%</td>
<td>15%</td>
<td>21%</td>
<td>16%</td>
<td>13%</td>
<td>12%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: 1231

#### Perception of Usage

<table>
<thead>
<tr>
<th></th>
<th>IS</th>
<th>Both</th>
<th>NS</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only</td>
<td>10%</td>
<td>16%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Both</td>
<td>29%</td>
<td>37%</td>
<td>52%</td>
<td>24%</td>
</tr>
<tr>
<td>Only</td>
<td>30%</td>
<td>35%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>DK</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Base: 1231

#### Type of Shop Buying Salt Mostly (Q27)

<table>
<thead>
<tr>
<th>Shop Type</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop in the wet market</td>
<td>49%</td>
<td>59%</td>
<td>44%</td>
<td>44%</td>
<td>67%</td>
<td>58%</td>
<td>48%</td>
<td>56%</td>
<td>30%</td>
</tr>
<tr>
<td>Grocery shop in the ward/village</td>
<td>43%</td>
<td>35%</td>
<td>46%</td>
<td>29%</td>
<td>29%</td>
<td>48%</td>
<td>41%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Others</td>
<td>19%</td>
<td>5%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
<td>1%</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: 1231

- About one third of the respondents regularly purchase salt in a monthly basis and 2-3 times a month.
- About half of the respondents buy salt in the wet market in total.
Students aged 8-13 years were living in 37% of the respondents' houses. Of those respondents houses, 34% claimed that the students asked to used iodized salt in cooking.

On the retailer side, 19% of respondents claimed that their retailers recommended to buy iodized salt.
The availability of salt in the market was 55% both IS and NS, 4% only IS and 29% only NS. But 12% of respondents do not know what is available in the market.

15% of rural, 24% of MM, 23% of CM and 15% NWM respondents do not know type of salt available in the market.

It should be also noted that the respondents who do not know the type of salt available in the market are in the low education level with highest completed middle school.

54% of the CM respondents followed by 38% in NWM and 36% in MM mentioned that only normal salt was available in the market.
Salt Usage

Differentiation between Iodized salt and Normal Salt (Q19)

- I.S. is with label and N.S. is no label (15% of respondents)
- I.S. is white and fine and N.S. is brown and rough (10% of respondents)
- I.S. is small crystal and N.S. is big crystal (7% of respondents)
- I.S. is less salty and N.S. is salty (4% of respondents)
- I.S. is salty and N.S. is less salty (2% of respondents)
- Can feel a single crystal of I.S., can't feel N.S. (fine) (2% of respondents)
- I.S. is with label and N.S. is sold by weight (2% of respondents)
- I.S. is brown and N.S. is white (1% of respondents)
- Separate by medicine (1% of respondents)
- Don't know (56% of respondents)

56% of the respondents do not know how to differentiate between iodized salt and normal salt.

Their main perception of differentiation method are as follows:
- I.S. is with label and NS has no label (15% TOM and 16% total)
- I.S. is white and fine and NS is brown and rough (10% TOM and 11% total)
Salt Usage

Spontaneous Total Mention by Education and Salt Usage Perception (Q19)

- I.S. - labeled and N.S. - no label
- I.S. - small crystal and N.S. - big crystal
- Don't know
- I.S. - white/ fine and N.S. - brown/ rough
- I.S. - less salty and N.S. - salty

<table>
<thead>
<tr>
<th></th>
<th>Only IS</th>
<th>Both</th>
<th>Only NS</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>24%</td>
<td>4%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>B</td>
<td>24%</td>
<td>8%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>C</td>
<td>14%</td>
<td>4%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>D</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>E</td>
<td>52%</td>
<td>12%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>F</td>
<td>80%</td>
<td>7%</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 353  490  369  19

- It can be easily found that the higher education level respondents know more about how to differentiate between iodized salt and normal salt.

PROJECT ISCEC prepared by MMRD June 28, 2000 Page 87
In terms of regular salt usage, 35% of respondents mentioned I.S. and 58% stated N.S. 12% of I.S users use N.S occasionally and 19% of N.S users use I.S occasionally. According to their perception, 23% became only I.S users, 36% use both, 39% use only N.S and the rest 2% mentioned that they don't know what type of salt they use.
More than 60% of MM and CM followed by 43% of NWM respondents perceived that they are using only N.S.

- Awareness of I.S Ads could also be affected in salt usage indicating that people who are aware of I.S Ads use more I.S salt than those who are not aware of it.
- It can be easily found that the people with lower education used N.S more.
Salt Usage

Reasons for Using Iodized Salt Only (Q21b)

- Good for health/ getting no disease 56%
- Prevents goitre 14%
- Good taste/ like it 10%
- Due to advertisement 12%
- Easy to buy 6%
- Due to the instruction of departmental clinic/ doctor 10%
- I.S. only is sold 8%
- Helps mental development 8%
- Difficult crush rough salt 4%
- The children urge 5%
- Familiar with this 3%
- It is dry 3%
- Don't know what to say 3%

Base: Only I.S user (353)

Among only I.S users, 56% mentioned that the reason is "Good for health & prevent diseases" followed by "Prevent Goiter" at 11% and "Good taste and like it" at 10% in Top of Mind answers.

PROJECT ISCEC prepared by MMRD June 28, 2000
Salt Usage

Reasons for Using Iodized Salt Only by Key Factors (Q21b)

- Good for health/getting no disease
- Prevents goitre
- Good taste/like it
- Due to advertisement
- Easy to buy

Urban
- 64%
  - 13% Good for health
  - 7% Prevents goitre
  - 8% Good taste
  - 16% Due to advertisement
  - 3% Easy to buy

Rural
- 57%
  - 5% Good for health
  - 16% Prevents goitre
  - 13% Good taste
  - 5% Due to advertisement
  - 7% Easy to buy

YGN
- 59%
  - 6% Good for health
  - 11% Prevents goitre
  - 7% Good taste
  - 17% Due to advertisement
  - 17% Easy to buy

NEM
- 54%
  - 5% Good for health
  - 16% Prevents goitre
  - 17% Good taste
  - 11% Due to advertisement
  - 11% Easy to buy

NWM
- 47%
  - 7% Good for health
  - 4% Prevents goitre
  - 0% Good taste
  - 7% Due to advertisement
  - 13% Easy to buy

MM
- 72%
  - 16% Good for health
  - 4% Prevents goitre
  - 7% Good taste
  - 13% Due to advertisement
  - 2% Easy to buy

SM
- 75%
  - 1% Good for health
  - 9% Prevents goitre
  - 1% Good taste
  - 2% Due to advertisement
  - 8% Easy to buy

CM
- 39%
  - 6% Good for health
  - 9% Prevents goitre
  - 1% Good taste
  - 4% Due to advertisement
  - 9% Easy to buy

- 63%
  - 15% Good for health
  - 13% Prevents goitre
  - 7% Good taste
  - 11% Due to advertisement
  - 4% Easy to buy

- 45%
  - 10% Good for health
  - 4% Prevents goitre
  - 6% Good taste
  - 11% Due to advertisement
  - 7% Easy to buy

A: Graduate
B: High school grad./diploma/vocational
C: Completed middle school
D: Completed primary school
E: Primary school & no formal education
F: Illiterate

Base: Only I.S user

- Urban respondents gave more reasons than rural.
- 29% from NWM stated that they are using I.S due to advertisement.
### Salt Usage

#### Reasons for Using Both Iodized Salt and Normal Salt (Q21d)

<table>
<thead>
<tr>
<th>Reasons</th>
<th>1st mention</th>
<th>Sp. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy/use what is available</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Use for health</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>N.S. is easy to buy</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>I.S. is better</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>N.S. is cheaper</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>N.S. is saltier than I.S.</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>N.S. becomes wet, I.S. keeps dry</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Prevent goitre</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Easy to buy I.S.</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>I.S. is not available</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Don't know what to say</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Among Both users, majority answered that the reason is depending on the availability of salt. As for the I.S, 11% mentioned that the reason is "Use for health". Cheaper price is the other reason for N.S.
## Salt Usage

### Reasons for Using Both Iodized Salt and Normal Salt by Key Factors (Q21d)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy/use what is available</td>
<td>84%</td>
<td>76%</td>
<td>83%</td>
<td>97%</td>
<td>79%</td>
<td>90%</td>
<td>67%</td>
<td>71%</td>
</tr>
<tr>
<td>Use for health</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>N.S. is easy to buy</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>I.S. is better</td>
<td>10%</td>
<td>11%</td>
<td>2%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>18%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Urban vs. Rural

- Urban: 84% Yes, 10% No, 10% YGN, 3% NEM, 6% NWM, 3% MM, 2% SM, 2% CM
- Rural: 84% Yes, 6% No, 3% YGN, 6% NEM, 3% NWM, 6% MM, 2% SM, 2% CM

### YGN vs. NEM vs. NWM vs. MM vs. SM vs. CM

- YGN: 85% Yes, 10% No, 6% A, 2% B, 13% C, 6% D, 0% E, 4% F
- NEM: 73% Yes, 10% No, 1% A, 3% B, 3% C, 10% D, 3% E, 5% F
- NWM: 78% Yes, 6% No, 12% A, 0% B, 6% C, 1% D, 6% E, 1% F
- MM: 81% Yes, 8% No, 1% A, 2% B, 8% C, 1% D, 1% E, 1% F
- SM: 81% Yes, 8% No, 1% A, 2% B, 8% C, 1% D, 1% E, 1% F
- CM: 84% Yes, 6% No, 3% A, 3% B, 6% C, 2% D, 2% E, 2% F

### Base: Both I.S and N.S user

- Level of education doesn't effect the reasons of using both I.S. and N.S.

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**PROJECT ISCEC** prepared by **MMRD**  
June 28, 2000  
Page 93
Salt Usage

Reasons for Not Using Iodized Salt (Q26a)

- Not familiar with I.S. 41% 42%
- Don't know the pros and cons of I.S. 28% 33%
- I.S. is not sold 9% 16%
- N.S. is easy to buy 8% 9%
- N.S. is cheap 3% 3%
- Think the salts are the same 2% 2%
- Don't like the taste 1% 1%
- Afraid to get disease 0% 0%
- Having no disease 0% 0%
- Don't know what to say 7% 7%

• The main reason for not using iodized salt is "Not familiar with I.S" 42% followed by "they don't know the pros and cons of I.S" at 33%.
• The other reason is less availability of I.S.
Salt Usage

Reasons for Not Using Iodized Salt by Key Factors (Q26a)

- Not familiar with I.S.
- Don't know the pros and cons of I.S.
- I.S. is not sold
- N.S. is easy to buy

Over 40% of both urban and rural respondents were not familiar with I.S.
36% of Rural people mentioned that they don't know the pros and cons of I.S. 45% of NWM, 50% of MM and 26% of CM respondents also mentioned the same.
## Salt Usage

### Desire to Use Iodized Salt in Cooking by Key Factors (Q26b)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN Div</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
<th>Under 30</th>
<th>30 - 39</th>
<th>40 - 49</th>
<th>50 - 64</th>
<th>65 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>20%</td>
<td>26%</td>
<td>20%</td>
<td>38%</td>
<td>37%</td>
<td>14%</td>
<td>8%</td>
<td>42%</td>
<td></td>
<td>19%</td>
<td>18%</td>
<td>21%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>Yes</td>
<td>80%</td>
<td>74%</td>
<td>80%</td>
<td>63%</td>
<td>63%</td>
<td>36%</td>
<td>92%</td>
<td>58%</td>
<td></td>
<td>81%</td>
<td>82%</td>
<td>79%</td>
<td>75%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Base: Only N.S user and user-D.K salt type (388)

- Of those who do not use I.S., 80% were found to have desire to use I.S in cooking.
- About 90% of NWM and SM respondents want to use I.S but around 40% of YGN, NEM and CM people don’t want to use I.S.

### Ads Awareness

- Yes: 11%
- No: 26%

### Education Level

- A: Graduate
- B: High school grad./ diploma/ vocational
- C: Completed middle school
- D: Completed primary school
- E: Primary school & no formal education
- F: Illiterate

Caution* Very small base for Yangon people, High school graduate and Graduated people.
Salt Usage

Reasons for Do Not Want to Use Iodized Salt (Q26c)

- Familiar with N.S. only 62%
- Don't like 6%
- I.S. is difficult to buy, N.S. is available 5%
- I.S. is expensive 5%
- Only trust in N.S. 5%
- Afraid to use 4%
- Don't know what to say 6%
- 15% do not mention any reasons.

Base: Only N.S user and user-D.K salt type

Of those who do not use I.S., only 20% don't want to use iodized Salt.
The main reason is that they are familiar with Normal Salt only (62%).
15% do not mention any reasons.

Base: Those who do not want to use I.S.
### Salt Usage

#### Time Span Using Iodized Salt Regularly/ Occasionally (Q22)

<table>
<thead>
<tr>
<th>Time Span</th>
<th>Total</th>
<th>Urban</th>
<th>Rural</th>
<th>YGN</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 3 years</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 - 3 years</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 2 years</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 months - 1 year</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 6 months</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Only I.S user and Both user (843)

#### Ads Awareness

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>3%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>21%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24%</td>
<td>34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27%</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11%</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Education Level

<table>
<thead>
<tr>
<th>A Graduate</th>
<th>B High school grad./ diploma/ vocational</th>
<th>C Completed middle school</th>
<th>D Completed primary school</th>
<th>E Primary school &amp; no formal education</th>
<th>F Illiterate</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>14%</td>
<td>12%</td>
<td>22%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>33%</td>
<td>32%</td>
<td>25%</td>
<td>24%</td>
<td>34%</td>
<td>31%</td>
</tr>
<tr>
<td>18%</td>
<td>25%</td>
<td>15%</td>
<td>34%</td>
<td>32%</td>
<td>23%</td>
</tr>
<tr>
<td>11%</td>
<td>25%</td>
<td>18%</td>
<td>5%</td>
<td>7%</td>
<td>22%</td>
</tr>
</tbody>
</table>

- 67% of I.S user use I.S at least one year.
- 78% of Yangon respondents use I.S at least one year.
- Higher educational level use I.S earlier than the lower ones.
Salt Usage

Price Differential (Q23)

- Don't know: 16%
- No: 18%
- Yes: 66%

Base: Only I.S user and Both user (843)

Iodized Salt Availability (Q24)

- No: 17%
- Yes: 83%

Base: Only I.S user and Both user (843)
Salt Tested Result

- At the Respondent's Home
- At the Producers
- At the Retailers
- At the Foodstuff Shops
In total, 83% of the salt were iodized at least 7 PPM. It was found that salt from CM and SM contained 34% and 25% of 0 PPM respectively.
Salt Tested Result

Salt Tested Result (Q46) - Producers

- 30 and above PPM
- Between 15 and 30 PPM
- Around 15 PPM
- Around 7 PPM
- No (0 PPM)

Foodstuffs (Q46)

- 30 and above PPM
- Between 15 and 30 PPM
- Around 15 PPM
- Around 7 PPM
- No (0 PPM)

Salt Tested Result (Q46) - Retailers

- 30 and above PPM
- Between 15 and 30 PPM
- Around 15 PPM
- Around 7 PPM
- No (0 PPM)

- Test result of the iodized salt showed at least 15 PPM in 90% of salt factories.
- In the retail shops, 90% of the iodized salt and 45% of the normal salt contained at least 15 PPM.
- In the foodstuff shops, 79% of the iodized salt and 36% of the normal salt contained at least 15 PPM.
Teachers & Students

- Profiles of Teachers and Students
- Media Habits
- Iodized Salt Advertising Awareness
- General Knowledge Relating Iodized Salt
- Awareness of Government Activities and Other Issues Relating Iodized Salt
  - Teachers Involvement
  - Students’ response
  - Had Goitre Test
  - Effectiveness
- Level of Campaign Success and Reasons
**Respondent Profile - Teachers**

**Sex (Q29)**
- Male: 5%
- Female: 95%

**Age Group (Q30)**
- Over 45: 19%
- 41 - 45: 19%
- 36 - 40: 16%
- 31 - 35: 19%
- 26 - 30: 17%
- 20 - 25: 10%

**Educational Level (Q33)**
- Some high school (9 std. passed): 5%
- High School Graduated (10 std. passed): 14%
- Studying in University/College: 12%
- Graduated from University/College: 69%
- Total: 100%

---

**Respondent Profile - Students**

**Sex**
- Male: 54%
- Female: 46%

**Educational Level**
- 12 years: 19%
- 11 years: 29%
- 10 years: 18%
- 9 years: 18%
- 8 years: 17%
- 5-6 standard: 30%
- 3-4 standard: 49%
- 0-2 standard: 20%
- Total: 100%
### Teachers & Students

#### Media Habits - Teachers

<table>
<thead>
<tr>
<th>Media Habit</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Newspaper</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>Weekly Journal</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>Monthly Magazine</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>Television</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>

#### Media Habits - Students

<table>
<thead>
<tr>
<th>Media Habit</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Newspaper</td>
<td>27%</td>
<td>73%</td>
</tr>
<tr>
<td>Weekly Journal</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Monthly Magazine</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Television</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Radio</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

### Outdoor Media – Total Spontaneous Mention

- **Poster**: 64% Total, 70% Rural
- **Billboard**: 52% Total, 40% Rural
- **Signage (POP/POS)**: 61% Total, 0% Rural
- **Branded car**: 58% Total, 15% Rural
- **Don't know**: 2% Total, 0% Rural

#### Total
- **64% Total, 70% Rural**

#### Urban
- **52% Total, 40% Rural**

#### Rural
- **61% Total, 0% Rural**

---

*PROJECT ISCEC prepared by MMRD June 28, 2000 Page 105*
**Teachers & Students**

### Iodized Salt Advertising Awareness - Teachers

**Awareness of Iodized Salt Ads (Q7)**

- **Yes** 97%
- **No** 3%

**Base:** All Respondents (58)

#### Sources of Awareness of Iodized Salt Ads (Q8)

- **Television** 72%
- **Poster** 24%
- **Small Billboard** 22%
- **Word by mouth** 14%
- **Monthly Magazine** 10%
- **Radio** 9%
- **Weekly Journal** 5%
- **Sunshade** 2%
- **Others** 9%

- **97%** (56 out of 58) of Teachers were aware of iodized salt advertising.
- **Key sources** were television 72%, poster 24% and small billboard 22%.

### Iodized Salt Advertising Awareness - Students

**Awareness of Iodized Salt Ads (Q7)**

- **Yes** 73%
- **No** 27%

**Base:** Those who aware of I.S. Ads (160)

#### Sources of Awareness of Iodized Salt Ads (Q8)

- **Television** 87%
- **Poster** 7%
- **Small Billboard** 11%
- **Word by mouth** 9%
- **Monthly Magazine** 1%
- **Radio** 1%
- **Weekly Journal** 3%
- **Sunshade** 1%
- **Others** 3%

- **73%** of students were aware of iodized salt advertising and main sources were television 87%, small billboard 11% and word by mouth 9%.
In the aided awareness

- teachers recalled a lot of advertisements which were included in campaign.
- Students' most recalled advertisements were "TVC2 (SONG), "TVC1 (DIALOG) and small billboards.
Benefits of Eating Iodized Salt (Q10a) - Teacher

- Prevent suffering from goitre: 90%
- Prevent from mental retardation: 61%
- Prevent bearing from a retardant baby: 16%
- Don't affect pregnancy: 5%
- It is good for health: 3%
- Make the body strong: 3%

Benefits of Eating Iodized Salt (Q10a) - Students

- Prevent suffering from goitre: 60%
- Prevent from mental retardation: 28%
- Prevent bearing from a retardant baby: 17%
- Don't affect pregnancy: 4%
- It is good for health: 7%
- Make the body strong: 1%

In every stratum, students from Urban areas have more knowledge than the rural areas. Students from YGN Div: and SM have more knowledge about the benefits of eating iodized salt especially prevention from goiter.
Possible Illness when Iodine Lacks (Q10b) - Teacher

- Suffering from goitre: 66%
- Feeling not well/ weak: 29%
- Bearing a cretin baby: 14%
- Could be mental retardation: 5%
- Polio: 5%
- Don't know: 2%
- Bearing a retardant baby: 3%
- Physical defects: 3%

66% 71% 55% 55% 30%

Total Urban Rural

Possible Illness when Iodine Lacks (Q10b) - Students

- Suffering from goitre: 58%
- Feeling not well/ weak: 45%
- Bearing a cretin baby: 5%
- Could be mental retardation: 2%
- Polio: 11%
- Don't know: 8%
- Bearing a retardant baby: 7%
- Physical defects: 11%

80%

Total Urban Rural

Regarding possible illness when a person is lack of iodine -
- Teachers' most mentioned statements were "suffering from goitre' and "mental retardation".
- 58% of students said "don't know" and 31% of students mentioned "suffering from goitre".

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When asked about possible causes to baby if mother lacked of iodine during pregnancy -

- 64% of teachers mentioned "bearing a retardant baby" and 50% mentioned "mental retardation".
- Again, 69% of students answered "don't know" and only 18% of students mentioned "bearing a retardant baby."
Awareness of Govt. Activities Relating Iodized Salt - Teachers

Recall contents (T2)
- Departmental organization holds educational programme
- Urge/educate through radio and TV
- Advertisements/billboards
- Open health training
- Made medical check-up
- Tell to use I.S. and test the salt
- Told the schools to give oral dose of iodine concentrated
- Don't remember

Understanding of Govt. Promotion (T3)
- Good for health 33%
- Mental development for the children 33%
- Prevent goitre 16%
- Help body development 5%
- Don't know 3%

Done activities to Students (T4)
- Tell parents/ students to consume I.S.
- Show the sample packs of I.S. to encourage them to eat
- Treat the children with iodine solution/tablet
- Sell I.S. at school
- Experiment with the solution provided by UNICEF

Used Test Kit (T6)
- Yes 24%
- No 76%

Base: All Respondents (58)

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40% of students mentioned that they aware of iodized salt information from their school and/or teachers.

In total, 51% of students said that they were checked goiter test in school.

Comparing between strata, coastal Myanmar had more goiter test in the school even though the students from this area have least recall of awareness about iodized salt in their school.
81% of teachers and 61% of the students said that they asked their home to use iodized salt.

93% of teachers and only 53% of student could mention the type of salt using in their home.
When asked about success level of the campaign -
- 19% of the teachers stated “successful very much” while 78% said “successful”.
- And main reasons of the successes were given “growing number of iodized salt consumers” followed by “educating and advertising through TV”.

Base: All Respondents (58)
Foodstuffs

- Profiles
- General Salt Usage and Purchasing Habit
- General Knowledge Relating Iodized Salt
- Level of Campaign Success and Reasons
**Foodstuffs**

**Respondent Profile – Foodstuffs**

**Sex (Q29)**
- Male 33%
- Female 67%

**Age Group (Q30)**
- Over 35: 51%
- 20 - 35: 49%

**Educational Level (Q33)**
- Illiterate: 4%
- Primary and No formal: 16%
- Completed Primary School: 31%
- Completed middle school: 29%
- High School Graduate/Diploma: 5%
- Graduate: 15%

**Type of Shop (Q0)**
- Myanmar light food shop: 34%
- Myanmar heavy meal shop: 28%
- Chinese/Shan orianted noodle shop: 17%
- Chinese small restaurant: 12%
- High class restaurant: 10%

**Any POP/ POS Checked (R11)**
- Sunshade: 81%
- Signage: 84%
- Small Flag: 95%
- Poster: 67%
- Others: 13%
- None: 12%

**Base:** All Respondents (112)

---

**Base:**
- Total: 112
- Myanmar meal shop: 31
- Myanmar light food shop: 38
- Others: 43

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Foodstuffs

Regular Usage of Salt (R1)
- Both iodized & normal salt: 16% (TOTAL), 8% (YGN), 23% (NEM), 12% (NWM), 14% (MM), 6% (SM), 6% (CM)
- Normal salt only: 29% (TOTAL), 83% (YGN), 15% (NEM), 41% (NWM), 47% (MM), 21% (SM), 29% (CM)
- Iodized salt only: 55% (TOTAL), 1% (YGN), 62% (NEM), 47% (NWM), 54% (MM), 65% (SM), 0% (CM)

Customers Asked to use iodized Salt for cooking (R9a)
- Yes: 32% (TOTAL), 94% (YGN), 6% (NEM), 22% (CM)
- No: 68% (TOTAL), 4% (YGN), 94% (NEM), 78% (CM)

Sources of buying Salt (R6)
- Other: 15% (TOTAL), 15% (YGN), 35% (NEM), 18% (NWM), 7% (MM), 32% (SM), 2% (CM)
- From the wet market: 74% (TOTAL), 89% (YGN), 77% (NEM), 80% (NWM), 64% (MM), 53% (SM), 12% (CM)
- From wholesalers/distributors: 11% (TOTAL), 11% (YGN), 8% (NEM), 7% (NWM), 28% (MM), 12% (SM), 0% (CM)

Asked iodized Salt for purchase (R9b)
- Only I.S.: 94% (TOTAL), 94% (YGN), 81% (NEM), 87% (NWM), 93% (MM), 87% (SM), 13% (CM)
- Only N.S.: 6% (TOTAL), 6% (YGN), 19% (NEM), 29% (NWM), 7% (MM), 13% (SM), 87% (CM)
- Both: 81% (TOTAL), 19% (YGN), 19% (NEM), 71% (NWM), 47% (MM), 13% (SM), 0% (CM)

Availability of Iodized Salt at a Particular Shop / Dealer (R7)
- No: 18% (TOTAL), 6% (YGN), 8% (NEM), 29% (NWM), 13% (MM), 7% (SM), 53% (CM)
- Yes: 82% (TOTAL), 94% (YGN), 92% (NEM), 71% (NWM), 87% (MM), 93% (SM), 47% (CM)

Base: 112

PROJECT ISCEC prepared by MMRD June 28, 2000
Benefits of Eating Iodized Salt (Q10a)

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Total</th>
<th>Only I.S.</th>
<th>Only N.S.</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent suffering from goitre.</td>
<td>50%</td>
<td>58%</td>
<td>28%</td>
<td>61%</td>
</tr>
<tr>
<td>It is good for health.</td>
<td>26%</td>
<td>26%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Prevent from mental retardation.</td>
<td>17%</td>
<td>16%</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Prevent bearing from a retardant baby</td>
<td>5%</td>
<td>10%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Don't affect pregnancy</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Prevent cancer/ tumour</td>
<td>2%</td>
<td>0%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Make the body strong</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>Prevent hepatitis/ fatty liver</td>
<td>1%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Don't know</td>
<td>30%</td>
<td>24%</td>
<td>50%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Extend Upon Campaign Successful (T7)

- Success: 11%
- Not much: 11%
- Almost all shops: 78%

Reasons for Extend Upon Campaign Successful (T8)

- Growing number of consumers (of I.S.): 46%
- Fit for health: 21%
- Became popular: 17%
- Holding educational programme/lectures: 13%
- Educating and advertising through TV: 10%
- Prevent goitre: 4%
- Widespread advertisements/voluminous advertisements: 4%
- Almost all shops are selling I.S.: 3%
- Don't know what to say: 10%
Retailers

- Profiles
- On Visit Stock Checking of Salt
- Salt Selling Experiences
  - Highest Demand Salt Type
  - Iodized Salt Shortage when Customer Asked
- Retailers’ Salt Purchasing Experience
- General Knowledge Relating Iodized Salt
- Level of Campaign Success and Reasons
# Retailers

## Stock on Visit (R2)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>YGN Div.</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.S. N.S.</td>
<td>I.S.</td>
<td>N.S.</td>
<td>I.S.</td>
<td>N.S.</td>
<td>I.S.</td>
<td>N.S.</td>
<td>I.S.</td>
</tr>
<tr>
<td>I.S. Branded - 50 tickles</td>
<td>73%</td>
<td>5%</td>
<td>80%</td>
<td>3%</td>
<td>91%</td>
<td>-</td>
<td>64%</td>
</tr>
<tr>
<td>I.S. Branded - 25 tickles</td>
<td>2%</td>
<td>2%</td>
<td>14%</td>
<td>6%</td>
<td>-</td>
<td>9%</td>
<td>-</td>
</tr>
<tr>
<td>I.S. Unbranded plastis pack - 1 viss</td>
<td>1%</td>
<td>17%</td>
<td>-</td>
<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>I.S. Unbranded plastis pack - 50 tickles</td>
<td>3%</td>
<td>19%</td>
<td>3%</td>
<td>11%</td>
<td>-</td>
<td>45%</td>
<td>9%</td>
</tr>
<tr>
<td>I.S. Unbranded plastis pack - 25 tickles</td>
<td>3%</td>
<td>10%</td>
<td>3%</td>
<td>11%</td>
<td>-</td>
<td>-</td>
<td>15%</td>
</tr>
<tr>
<td>I.S. Unbranded plastis pack - 10 tickles</td>
<td>1%</td>
<td>10%</td>
<td>-</td>
<td>11%</td>
<td>-</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>I.S. Unbranded plastis pack - 5 tickles</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>I.S. Unbranded - by weight</td>
<td>3%</td>
<td>13%</td>
<td>6%</td>
<td>3%</td>
<td>-</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>AVERAGE STOCK (IN VISS)</td>
<td>29</td>
<td>15</td>
<td>26</td>
<td>7</td>
<td>30</td>
<td>11</td>
<td>68</td>
</tr>
</tbody>
</table>

## Recommended to the Customers (R8)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>YGN Div.</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>56%</td>
<td>44%</td>
<td>69%</td>
<td>31%</td>
<td>45%</td>
<td>55%</td>
<td>31%</td>
</tr>
<tr>
<td>Yes</td>
<td>44%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: 94

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*PROJECT ISCEC prepared by MMRD June 28, 2000*
Retailers

Highest Demand (R5)

- Normal salt - branded plastic pack: 3% 14%
- Iodized salt - unbranded plastic pack: 17%
- Normal salt - in weight: 64%
- Normal salt - unbranded plastic pack: 91%
- Iodized salt - branded plastic pack: 2% 64%

Average Daily Sale (R10)

<table>
<thead>
<tr>
<th>Average (Ks.)</th>
<th>7515</th>
<th>7003</th>
<th>10345</th>
<th>6273</th>
<th>5769</th>
<th>13500</th>
<th>3458</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over K 15000</td>
<td>13%</td>
<td>11%</td>
<td>18%</td>
<td>9%</td>
<td>8%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>K 9001 - 15000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K 5001 - 9000</td>
<td>15%</td>
<td>26%</td>
<td>18%</td>
<td>9%</td>
<td>8%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>K 4001 - 5000</td>
<td>10%</td>
<td>6%</td>
<td>27%</td>
<td>8%</td>
<td>8%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>K 3001 - 4000</td>
<td>26%</td>
<td>23%</td>
<td>45%</td>
<td>36%</td>
<td>8%</td>
<td>8%</td>
<td>33%</td>
</tr>
<tr>
<td>K 1501 - 3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K 1500 and Under</td>
<td>18%</td>
<td>17%</td>
<td>9%</td>
<td>91%</td>
<td>15%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Total: 34% 66%

YGN Div.: 23% 77%
NEM: 64% 36%
NWM: 45% 55%
MM: 23% 77%
SM: 42% 58%
CM: 33% 67%

Asked for Iodized Salt when it is out of Stock (R9a)

Yes: 34%
No: 66%

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Retailers

Salt Regularly Purchased for Resale (R1)

- Both iodized & normal salt: 49%
- Normal salt only: 15%
- Iodized salt only: 36%

Sources of buying Salt (R6)

- Other: 30%
- From the shop in wet market: 41%
- From the wholesalers: 37%
- From direct distribution: 18%
- From the factory: 9%

Availability of Salt at a Particular Shop / Dealer (R7)

- Don't know: 83%
- No: 94%
- Yes: 73%

Base: 94

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Benefits of Eating Iodized Salt (Q10a)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>YGN Div.</th>
<th>NEM</th>
<th>NWM</th>
<th>MM</th>
<th>SM</th>
<th>CM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent suffering from goitre.</td>
<td>76%</td>
<td>80%</td>
<td>64%</td>
<td>64%</td>
<td>85%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>It is good for health.</td>
<td>23%</td>
<td>40%</td>
<td>9%</td>
<td>9%</td>
<td>31%</td>
<td>0%</td>
<td>17%</td>
</tr>
<tr>
<td>Prevent from mental retardation.</td>
<td>22%</td>
<td>14%</td>
<td>27%</td>
<td>18%</td>
<td>46%</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Don't know</td>
<td>16%</td>
<td>6%</td>
<td>36%</td>
<td>18%</td>
<td>8%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Level of Campaign Success and Reasons (T7 & T8) - Teacher

- Growing number of consumers (of I.S.)
- Became popular
- Sales of N.S.s fall while I.S.'s growing
- Fit for health
- Holding educational programme/lectures
- Prevent goitre

Base: All Respondents
Conclusion & Recommendations

Overall Result

- The Iodised Salt consumer education campaign can be regarded as successful due to the following results and observations.
- The majority of the people who are involved in the campaign whether they be retailers, producers, doctors or teachers stated unanimously that they thought the campaign was successful.
- 62% of the sample respondents mentioned spontaneously that they were aware of the campaign. When prompted the awareness of the campaign reached 70%. Of those that were not aware of the campaign over 80% were under educated and were either illiterate or only completed some primary school education.
- Given the media opportunities available (limited TVC access) the campaign did well in obtaining the awareness levels when the advertising value worth of the campaign is compared with other well known brands in the market.

Most effective media vehicle

- Television played a crucial role in promoting the campaign and is responsible for nearly half of the respondents major source of awareness. The three most effective programmes on television were the two television commercials followed by the documentary plays.
Conclusion & Recommendations

- Television effectiveness could have been further improved if the more popular station Myawady could have been used. Further considerations are the time slots that were utilised in the majority of the cases, this was not the best time slot. TVC campaign effectiveness could be improved in terms of better audience ratings if proper media plans could have been utilised.

- One of the respondents major recall of the television commercial was the performers. In Myanmar performers or talents plays a crucial part in TV advertising (A certain talent can be in 8 TVC’s continuously) and a lot of recognition value is given to the top talents. For future TVC the usage of the best talents available (Such as Htet Htet Moe Oo and Dway) would have given better consumer recognition. Among the two TVC the one with the song was more popular.

- The next most effective vehicle was word by mouth, the strong messages that were recalled was “prevent goitre” and “is good for health”. The source of this word by mouth could have been from public education programmes and documentaries. Generally if source of awareness “word by mouth” is high than there is some value given towards the topic and campaign by the respondents.

- Small billboards effectiveness was good with 40% of the respondents awareness. The billboards were especially effective in the urban areas with nearly 60% awareness.
In general the optimum size for billboards is 10M by 4M. Those used in the campaign were 2.5M by 1M although there were around 500 erected. It is agency experience that larger billboards may have been more effective. For instance one of the best known brands with the strongest awareness has 25 large billboards distributed in the major cities only. This sort of decision is very much cost based and dependant on budget.

In total there were about six POS / POP produced and they had good recall awareness especially the “Iodised Salt is Sold here”. It should be noted that any form of POS / POP faces a lot of competition from other brands and most outlets are very cluttered with many many posters and other POS / POP materials.

The campaign though did have a good set of variance of POS/POP materials and general recognition by consumers was good. Nearly all the POS/POP was print related and it’s last life could be low (easily replaced). For future campaigns more permanent POS/POP should be consider such as tissue boxes, open/close signs, menu holders and clocks etc.

The poster recall rate was more based on the performers rather than the desired copy. Unlike the small billboards in which the “Eat IS daily” had a higher recall. Future poster campaigns should emphasise more on Copy than Talent.
Conclusion & Recommendations

- Painted bus recall was better than the painted ferry and rail coach and can be regarded as effective.
- Even though 3.6 million daily shopping bags were distributed aided awareness is only 20% which is quite low in terms of cost effectiveness.
- Print advertisements awareness through magazines and journal was reasonable and could have been used more.
- When compared to Television radio acknowledgement was not as high TV and the message off take was poor.

Other observations

- The majority of respondents who did not know about the campaign was under educated (had less than middle school education).
- The campaign major recall was disappointing as there was more recognition given to performers and the effectiveness of the campaign message could have been better acknowledged. This could be due to the fact that over 30% of the respondents could not properly read the main message “Eat Iodised Salt everyday, healthy, strong and intelligence for all”. There was also another message which was “Do you want a healthy happy family? eat Iodise salt daily”.

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Conclusion & Recommendations

- In light of respondents education levels a simpler, concise and easy to remember main message slogan should be considered rather than having multiple slogans currently in use.
- The logo did not stand out as not one respondent mentioned the fact that the logo was a ceremonial badge (Rosette).
- Future campaigns should consider the consumers who are not well educated.

General Knowledge

- Activities at the personal level e.g. Health Talks, education, briefing by medical experts, health assistance and teachers must have been effective because over 42% mentioned the benefits of iodised salt prevent goitre. This message is not in any of the promotional items.
- The least known benefits (60%) of iodised salt were possible illness to baby if the mother lacks iodine during pregnancy. This aspect should be a focus of attention for the next campaign.
- Iodised Salt benefits should be a continual part of the education syllabus within the basic education system.
Conclusion & Recommendations

Salt Usage

- About 60% of consumers are using iodised salt knowingly despite the total iodised users tested in the survey are 83% (at least 7 PPM was found in test). This could be the result of producers who are instructed to produce iodised salt only.

- However, in salt producing areas mostly outside Yangon division, normal salt is still available.

- One of the key elements for the success of the campaign is highly attributed to the production of iodised salt for which the producers should be given incentives.

- In summary the campaigns further success to have universal salt iodization in Myanmar at the end of year 2000 lies basically in two factors.
  - 1. Consumers demand for iodised salt.
  - 2. Salt Producers being motivated to iodised salt.
Spontaneous consumer awareness is already over 60% and aided awareness is over 70%. Awareness levels with educated consumers is excellent and has lead to consumers acceptance and insistence for iodised salt. All that is needed to complete the programme is to maintain the campaign and put more emphasis on developing awareness with the lower educated consumers.

Success with developing awareness with the lower educated consumers will eventually lead to major demand for iodised salt.

With more acceptance and demand for iodised salt producers will be more motivated to universally iodise salt.

THANK YOU FOR YOUR KIND ATTENTION