



PUBLIC RELATIONS STRATEGIES AND THE PERFORMANCE OF NATIONAL POPULATION COMMISSION CENSUS EXERCISES IN NIGERIA

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Abstract

This study critically examined the public relations strategies and the performance of National Population Commission census exercises in Nigeria. The specific objectives of the study were to: ascertain the effect of pre-project public relations research on the credibility of census figures by the National Population (NPC) in Nigeria; determine the effect of mass-enlightenment campaigns on the awareness of the target publics of National Population Commission census exercises in Nigeria; examine the potency of two-way communications on the acceptability of the census exercises of National Population Commission in Nigeria; determine the effect of corporate image management of National Population Commission in winning Nigerian publics' trusts and confidence census exercises in Nigeria, and ascertain the extent media relations campaigns of National Population Commission can go in winning Nigerian publics' cooperation and support of census exercises in Nigeria. Explorative survey design was employed in the study. The population of the study was 20,525,843 million people, from which a sample size of 392 was statistically determined. The systematic random sampling technique was used in selecting the sample elements and in administering the questionnaire. The instrument was validated through content and face validity method, while the reliability was done through the Cronbach Alpha statistical tool. The data analysis was done with Likert Mean Scores, the Pearson's Product Moment Correlations (r), Analysis of Variance (ANOVA), and Regression Analysis (R). Results indicate that: Pre-project public relations research is significantly effective for enhanced credibility of census figures from the National Population Commission in Nigeria. Effect of mass-enlightenment campaigns on the awareness of the publics of National Population Commission census exercises in Nigeria is significant. Two-way communications will be significantly effective for public acceptability of census results by the National Population Commission in Nigeria. Corporate image management of National Population Commission will be significantly effective in winning Nigerian publics' trusts and confidence on census exercises in Nigeria. The effect of media relations campaigns of National Population Commission in



winning Nigerian publics' cooperation and support on the census exercises in Nigeria was significant.

Introduction

Increasing globalization alongside the rapid development of media and technology has resulted in a situation that nobody could accurately predict and or anticipate public relations problems. And the inability to accurately predict these public relations problems has led to ineffective communications with the target publics. Every management has a duty and responsibility to manage the organization and its publics, including National Population Commission (NPC) through its functions of planning, organizing, leading, and controlling, hence public relations is considered a management discipline; and no organization worth its name can afford to ignore public relations. According to Jethwaney & Sarkar (2012), public relations is a distinctive management discipline which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep abreast of and effectively utilize change, serving as an early warning system to keep anticipating trends; and uses research and sound ethical communication techniques as its principal tools. The quality of these relationships determines the extent of the success, and is also an important indicator of the long-term contribution that public relations make to their organizational effectiveness towards enhanced performances (Jethwaney & Sarkar, 2012). In order to build relationship with the target publics and maintain it on a high level, public relations specialists use a variety of strategies. Some of the most useful tools include: public relations' research, public relations' education/mass-enlightenment, media relations, corporate image management, and corporate reputation management (Nkwocha, 2016). Others include attendance at public events, press releases, newsletters, social media marketing, advertorials, billboards, brochures and catalogues, and speaking engagements (Nkwocha, 2009).

The National Population Commission (NPC) is the government agency saddled with the responsibility of conducting population census in Nigeria. The act establishing the agency is called NPC Act and was promulgated in 1991. The NPC's challenges in conducting population census in Nigeria, has become a serious worry to all concerned stakeholders in the Nigeria project. The inability of the government and governmental agency saddled with this responsibility of conducting population census since 2006 may be that the agency's lack the true understanding of the importance of accurate census figures to a nation especially in planning and development.

In developed economies like Italy, a 2019 population census employed public relations communications campaign built on what the Italian National Institute of Statistics (2019), called



an integrated, articulated and flexible marketing communications specific plans comprising of: advertising plan, social digital plan, classic and digital public relations plan, press office plan, and the placement plans thereby suggesting that successful census demands a credible image of the implementers, called “trusted members” (U.S. Census Bureau, 2020; US HTC, 2020), census consumers’ or target audiences’ research (UK Office for National Statistics, 2011), public relations plan for winning the support of all stakeholders (U.S. Census Bureau, 2020), media relations plan (Statistics Canada, 2016), advertising plan (U.S. Census Bureau, 2020); social media plans (Italian National Institute of Statistics, 2019), mass education plan (U.S. Census Bureau, 2020, UK Office for National Statistics, 2011), and the census implementation, monitoring and evaluation plan (UK Office for National Statistics, 2011).

The U.S. Census Bureau (2020), aver that every successful census campaign must be designed with persuasive public relations communication tools to convince people to participate in the census and encourage others to do the same. This requires trusted messengers with public-relations attitudes who are considered safe and credible by the people they are engaging (U.S. Census Bureau, 2020; US HTC, 2020). These messengers are essential to having the census information heard, share and accepted, and they will help dispel fears or disinformation that might prevent a successful census (U.S. Census Bureau, 2020). Thus, in its 2020 Census, the U.S. Census Bureau (2020), listed the following five public relations tool kits for a successful census: trusted/credible messengers, digital tools and tested messages, clear identification of the target publics through research, stakeholders’ participation outreach, and a “train the trainer” programs (U.S. Census Bureau, 2020; Elliott, Santos, Martin & Runes, 2020).

As the most populous country in Africa, Nigeria requires a credible, good and articulate census program to ensure that the actual population figures of the nation are known and at public domain, in order to enhance qualitative planning and development. Although Okafor (2007; Ikeji, 2011; Idike & Eme, 2015) aver that past Nigerian governments has never succeeded in conducting population census devoid of controversies, and allegations of manipulations of census figures. According to (Brown & Thaqi, 2013; UNFPA, 2008; Okafor, 2007), population census is the process of planning, enumerating, collecting, compiling and publishing demographic, economic and social data of all persons in a country or delimited territory at a specified period of time. Having failed in past years to conduct a credible and acceptable census devoid of accusations of manipulations of census figures, record doctoring, and controversies, could public relations strategies be actually used as an antidote to effectively conduct a credible and acceptable census and manage the population census challenges plaguing Nigeria?

1. Research Objectives

The broad objective of this study is to ascertain the effect of public relations strategies and the performance of National Population Commission in conducting census exercises in Nigeria. The specific objectives are:



- i. To ascertain the effect of pre-project public relations research on the performance of census by the National Population (NPC) in Nigeria.
- ii. To determine the effect of mass-enlightenment campaigns on the performance of the target publics of National Population Commission census exercises in Nigeria.
- iii. To examine the potency of two-way communications on the acceptability of the census exercises of National Population Commission in Nigeria.
- iv. To determine the effect of corporate image management of National Population Commission in winning Nigerian publics' trusts and confidence census exercises in Nigeria.
- v. To ascertain the extent media relations campaigns of National Population Commission can go in winning Nigerian publics' cooperation and support of census exercises in Nigeria.

2. Review of Related Literature

This study critically assessed other works done by scholars and relevant sources of information on population census, the theories, concepts, and other issues related to this study as well as the public relations strategies and its role in enhancing credible and acceptable census is critically discussed.

i. Conceptual Review

The conceptual framework in this study dwells on public relations concept, public relations research concept, mass enlightenment concept, public relations two-way communications concept, corporate image management concept, media relations concept and social media marketing concept. These are treated as follows:

ii. Public Relations

Public Relations News of New York (2004), opine that public relations is the management function that examines public attitudes, identifies the policies including procedures of an individual or an organization with the public interest, and plans and executes programmes of action to earn public understanding including acceptance. This implies that both individuals and organizations need public relations in their interactions with various publics. Cutlip, Centre & Broom (1994), define public relations as “management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends.” The above definition implies that public relations is a two-way communication process between an organization and its recognized publics that are meant to benefit both parties. In other words, mutual understanding can only come through effective two-way communication. According to the British Institute of Public Relations (BIPR) public relations is “deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics” (Black, 1989). The implication of this is that public relations is not a haphazard endeavor, but a process that is consciously premeditated to achieve a specified



aspiration or purpose, that is usually mutual understanding between an organization and its publics, and it must be planned. “Sustained effort” means that a public relations process, programmes or projects does not end until it has achieved its objectives. Hence, every public relations process, programmes or project must be carried out to coherent end, despite the challenges that may be encountered in the process.

Jefkins (1987) as cited in Uduji (2012) aver that “public relations consist of forms of premeditated exchange of information both inward and outward between an organization and its publics for the purpose of achieving objectives with reference to mutual understanding”. From the above definition, “inward and outward communication” consists of two-way communications that involve the organization and its internal and external publics. However, at the first World Congress of the International Public Relations Associations held in Mexico known as the “Mexican statement” as cited in Uduji (2012), opine that public relations is the art and social science of analyzing trends, predicting their consequences, counseling organization’s leaders as well as implementing a planned programmes of action which serves both the organization and the public interest. This definition suggests that public relations is multi-disciplinary and takes expertise and knowledge from the social sciences and arts. For instance, the survey research method has become very useful in public relations to find out peoples’ perceptions, opinions, attitudes including beliefs in order to predict their behaviour and level of acceptability of the programmes, project / or policy. Public relations, therefore, are used to build relationships with employees, customers, stockholders, voters, or the general public (Al-Jenaibi, 2013).

iii. Public Relations Research

According to Odigbo (2018), research is a scientific exercise, which entails a systematic, planned, organized, objective, formal process of problem identification, gathering data, processing the data, analyzing the data, interpreting the data including generating information for solving the problem identified. However, public relations research is a scientific exercise, which entails a systematic, planned, organized, objective, formal process of identifying a public relations problem, issue or challenges, gathering data on the matter, processing the data, analyzing the data, interpreting the data and generating information for solving the public relations problem, issue or challenges identified. Experts like Okigbo (1999) also assert that every public relations programmes or project starts with research and ends with research. This entails baseline or pre-project research and post-project or evaluative research. Hence, research is an essential element in public relations (Bradley, 2011). This is why the International Public Relations’ Association’s definition of public relations popularly called the ‘Mexican Statement (1978)’ starts by saying that “public relations is the art and social science of analyzing trends,”.

Research is a key to winning public relations practice, communications or marketing efforts, not only in the business world, but also in the non-profit and government sectors like the National Population Commission. Without research, practitioners of public relations, public affairs, promotional, and related communications programmes and activities for their institutions would



be working in the dark, without any guidance or clear sense of direction (Al Neaimi , Al Ramsi, Al Shams & Saeed, 2016). Public relations research, as the name indicates emphasises the entire public relations process, examines the interactions relationship that exists between organizations and their key target publics. For the public relations or public affairs officer, a suitable definition of public relations research is that it is a vital tool for truth and opinion gathering through systematic effort aimed at discovering, confirming and, or understanding through objective appraisal the facts or opinions pertaining to precise problem, situation, or opportunity (Al-Jenaibi, 2013; Institute for Public Relations, para. 1, 2011; Stacks, Melissa & Linjuan, 2015).

iv. Public Relations Mass Enlightenment

The public relations mass enlightenment is a tool by public relations practitioners used in mass education and awareness of target publics over an issue, problem, programmes, project or policy, so as to secure their understanding, approval, acceptance and cooperation towards it. According to Nwosu (1986), the mobilization of mass support for national development through the use of the mass media and other communication modes has become a vital instrument of modern government, especially in the developing countries. Media awareness and enlightenment campaign initiatives in Nigeria in recent times include nationwide campaigns by the Nigerian Police as part of the strategies lined up in the ongoing war against terrorism, as an extensive counter-terrorism project (Peoplesdaily, 2018). The Ebola public enlightenment campaigns were taken to markets, motor parks, churches, schools in all the nooks and crannies of the nation (Vanguard, 2014)

v. Public Relations Two-way Communications

According to Black (2004), every public relations conflict, crisis or problem emanates from either lack of information/communication, poor information/communication or inadequate information/communication, and their solutions lie in effective two-way communication based on truth and full information. Here lies the essence of two-way communications in public relations practice. According to (Grunig and Hunt, 1984; Grunig, 2001; Jacques, 2010), this public relations concept emphasizes that dialogue must occur so that it can be spell-out and understand the position of an organization's publics. Hence, both parties involved may be ignorant of the other's values and understanding if they do not have a dialogue (Grunig, 2001). The suitable technique to be employed here is the accommodative technique. As a form of crisis preparation tool, two-way symmetrical model suggests building communication relationships and alliances with an organization's internal and external publics on a continuing basis before a crisis (Pearson & Clair, 1998; Ulmer et al., 2007; Ulmer, 2001; Jaques, 2010).

vi. Public Relations Corporate Image Management

According to Stuart (1999), the corporate image and identity model is a function of the totality of organisations' corporate culture and corporate strategy. It is the sole determinant of its corporate reputation. Corporate performance on its part is an aspect of corporate culture since the corporate culture will determine how an organisation's publics respond to it. This model agrees in most

part with Alessandri (2001) corporate identity management model, which is also borrowed from theories in psychology as a way of explaining how the process of conditioning builds the desired perceptions in the mind of an organisation's publics. Bick, Jacobson and Abratt (2003), aver that certain elements are critical to the formation of a sound corporate image and identity by an organisation. These include: corporate mission, image, reputation, communication, culture, and environment. Iyamabo (2013) opine that the corporate communication is also very important element that contributes to sound organisational image, reputation and identity.

vii. Public Relations Media Relations

In public relations practice, the goal of media relations is to establish and maintain cordial relationships with media practitioners at all times, and the organisations' publics through friendly media reports. So, media relations resources are important tools in every public relations communication strategy. A wide range of available media resources or channels for use in public relations practice include newspapers, magazines, radio, television, company web pages, blogs, chat rooms, podcasts, social media including videos (Alfonso & Miguel, 2006; (Azdeq.gov, 2015; Melanie, 2014; Taylor & Kent, 2006; McAllister & Taylor, 2007).

3. Theoretical Framework

The theoretical construct for this study hinges on public relations two-way symmetrical communications' model and corporate image management and identity management model as the best options for the success and generally acceptable census in Nigeria.

i. Public Relations Two-Way Symmetrical Communications' Model

Model Name	Type of Communication	Model Characteristics
One-way asymmetrical model	One-way communication	Uses persuasion and manipulation to influence audiences to behave as the organization desires. Do not use research to find out how it public(s) feel about the organization.
Two-way symmetrical model	Two-way communication	Uses communication to negotiate with public, resolve conflict, and promote mutual understanding and respect between the organization and its public(s).

Fig. 2: Grunig's one-way and two-way models of public relations.

Source: Westbrook (1999), The Four Models of Public relations,

<http://iml.jou.ufl.edu/projects/fall99/westbrook/models.htm>



Unlike the one-way symmetrical model where organizations force down anything they wish to communicate down the throats of their publics, the two-way symmetrical public relations is based on research and uses communication to manage conflict and improve understanding with the public(s). The two-way symmetrical model is a public relations philosophy that believes that organizations and their publics should adjust to each other. It focuses on achieving mutual understanding and two-way communication rather than one-way persuasion. That is why the two-way symmetrical model is also called: mixed motives, collaborative advocacy, and cooperative antagonism, because it balances self-interests with the interest of others in a give-and-take process that can waver between advocacy and collaboration (Westbrook, 1999). Hence, this model is termed the most ethical communications because in it, all groups are made part of the resolution of problems.

Thus, the two-way symmetrical model is a “win-win” communication system in which the organization and the public use communication to achieve a decision acceptable to both sides.

4. Methodology

The researchers adopted explorative survey design for the study. The area of study was Nigeria but the research limited to three cities of Enugu, in Enugu state, representing Southeast, Lagos state, representing Southwest, and Abuja, representing the North. The area of the study is Nigeria but the research study is however limited to three cities of Enugu, from the East; Lagos, from the West, and Abuja, from the North. The target population as recorded by the NPC (2016), and FBS (2017), is put at 20,525,843 million people, made up of Enugu (4,411,119), Lagos (12,550,598), and Abuja (3,564,126). Since the population is known, the researchers used Taro Yamane in determining the sample size and 392 respondents were selected as the sample size for this study. Structured questionnaire was used as the main instrument for data collection. Content validity was used to validate the instrument, while the test-retest method was used to affirm the reliability of the instrument.

5. Results and Discussions

After the analysis of the hypotheses, the following results were obtained in this study:

- i. Pre-project public relations research is significantly effective for enhanced credibility of census figures from the National Population Commission in Nigeria.
- ii. The effect of mass-enlightenment campaigns on the awareness of the publics of National Population Commission census exercises in Nigeria is significant.
- iii. Two-way communications will be significantly effective for public acceptability of census results by the National Population Commission in Nigeria.
- iv. Corporate image management of National Population Commission will be significantly effective in winning Nigerian publics' trusts and confidence on census exercises in Nigeria.



- v. The effect of media relations campaigns of National Population Commission in winning Nigerian publics' cooperation and support on the census exercises in Nigeria will be significant.

6. Discussion

The first result of this study shows that pre-project public relations research is significantly effective for enhanced credibility of census figures from the National Population Commission in Nigeria. This finding agrees with (Elliot, Santos, Martin & Runes, 2020; U.S. Census Bureau, 2020; Uk Office for National Statistics, 2011; Okigbo, 1999; Al Neaimi, et al, 2016; Stacks, Melissa & Linjuan, 2015) for a census to be successful, the plan and programmes must begin with a clear identification of the target publics through research, operated by trusted/credible messengers, delivered through digital tools and tested messages.

The second findings to this study reveal that the effect of mass-enlightenment campaigns on the awareness of the publics of National Population Commission census exercises in Nigeria is significant. This result is in tandem with the opinion of the (U.S. Census Bureau, 2020; UK Office for National Statistics, 2011; Italian National Institute of Statistics, 2019; Canadian Bureau of Statistics, 2016), which asserts that the mass-enlightenment campaigns should include media relations packages, and mass advertising packages that every successful census exercise must be packaged with mass education plan and campaign.

The third findings to this study indicate that two-way communications will be significantly effective for public acceptability of census results by the National Population Commission in Nigeria. This result is supported by (Black, 2004; Grunig & Hunt, 1984; Grunig, 2001; Pearson & Clair, 1998; Ulmer et al., 2007; Ulmer, 2001; Jaques, 2010) which holds that every public relations conflict, crisis or problem emanates from either lack of information/communication, poor information/communication or inadequate information/communication, and their solutions lie in effective two-way communication based on truth and full information.

The fourth result of this study indicates that corporate image management of the National Population Commission will be significantly effective in winning Nigerian publics' trusts and confidence on census exercises in Nigeria. This result finds support in the stand of (U.S. Census Bureau, 2020; US HTC, 2020; UK Office for National Statistics, 2011; Alfonso & Miguel, 2006), that every successful census campaign requires trusted messengers with public-relations attitudes who are considered safe and credible by the people they are engaging.

The fifth result of this study indicates that the effect of media relations campaigns of the National Population Commission in winning Nigerian publics' cooperation and support on the census exercises in Nigeria will be significant. This result agrees with Alfonso & Miguel (2006), that media relationships are enhanced when public relations professionals conduct research to



become familiar with what media organizations cover, and also get to know the audience of every particular media channel.

7. Conclusion

Every country, including Nigeria requires a good and articulate census figure that will be acceptable to all citizens and the international community. Acceptable and successful population figures of any nation are known to enhance qualitative planning and national development. This is, however, will be made possible through post-census public relations research or target audiences' research, a credible image of the implementers, effective two-way communication for building mutual understanding, mass enlightenment campaign through diverse media channels, coupled with effective census monitoring and evaluation plan. This is the only way to convince all Nigerians to participate in any census exercise and encourage them to willingly accept the result afterwards. Then and only then, will we have a credible tool for successful national planning and development.

8. Recommendations

Based on the findings of this study, the following recommendations are proffered:

1. The National Population Commission of Nigeria should give pre-project public relations research a priority place in its operations, so as to boost its public perceptions and credibility among the local and international publics.
2. More mass-enlightenment campaigns should be initiated through diverse media channels by the NPC, to increase Nigerian publics' awareness of the Commission's census exercises in Nigeria.
3. The National Population Commission of Nigeria should improve its two-way communications and feedback system in order to ensure public acceptability of census results by the Commission.
4. The National Population Commission of Nigeria should use strategic corporate image management to shore up its public perceptions and thus win Nigerian publics' trusts and confidence on census exercises in the country.
5. The National Population Commission of Nigeria should employ state-of-the-arts and international-best-practices media relations strategies in winning the cooperation and support on the international and local mass media in all its census exercises in the country.



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APPENDIX

Data Presentation and Analysis

A total of 392 copies of the questionnaire were distributed, but 377 copies representing 96.17% were correctly filled and returned and as such, were used for further analysis.

4.3 Test of Hypotheses

Hypothesis 1

H₀: Pre-project research is not significantly effective for enhanced credibility of census figures from the National Population Commission in Nigeria.

H₁: Pre-project research is significantly effective for enhanced credibility of census figures from the National Population Commission in Nigeria.

Test Statistics = Multiple Linear Regression Analysis

TEST TABLE 1

Model Summary showing the relationship between pre-project research variables and credible/acceptable census in Nigeria

Model	R	Adjusted		Std. Error of the Estimate
		R Square	R Square	
1	.902 ^a	.814	.810	2.96588

a. Predictors: Pre-opinion tracking, pre-project planning and packaging, pre-project research.

TEST TABLE 2

ANOVA^a showing the relationship between pre-project research variables and credible census in Nigeria

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5759.441	3	1919.814	218.249	.000 ^b
Residual	1319.468	150	8.796		
1 Total	7078.909	153			

a. Dependent variable: Performance (Credible/Acceptable Census)

b. Predictors: Pre-opinion tracking, pre-project planning and packaging, pre-project research.



TEST TABLE 3

Coefficients^a showing the relationship between pre-project research variables and credible/acceptable census in Nigeria

Model	Unstandardized coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	.876	.861			1.018	.310
Opinio tracking	.892	.119	.465		7.466	.000
Planning	.741	.118	.385		6.299	.000
1 Pre-Research	.303	.075	.163		4.023	.000

a. Dependent variable: Performance (Credible/acceptable census)

Hypothesis 2

H₀: The effect of mass-enlightenment campaigns on the awareness of the publics of National Population Commission census exercises in Nigeria is not significant.

H₁: The effect of mass-enlightenment campaigns on the awareness of the publics of National Population Commission census exercises in Nigeria is significant.

Test Statistics = Multiple Linear Regression Analysis

TEST TABLE 4

Model Summary showing the relationship between mass-enlightenment campaigns and the awareness of the publics of National Population Commission census exercises in Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.217 ^a	.047	.028	6.70636

a. Predictors: Pre-census mass enlightenment, Post- census mass enlightenment, mass-education.

TEST TABLE 5

ANOVA^a showing the relationship between mass-enlightenment campaigns and the awareness of the publics of NPC on census exercises in Nigeria

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	332.619	3	110.873	2.465	.065 ^b
Residual	6746.290	150	44.975		
Total	7078.909	153			

a. Dependent Variable: Performance (Census Awareness)

b. Predictors: Pre-census mass enlightenment, Post- census mass enlightenment, mass-education.

TEST TABLE 6

Coefficients^a showing the relationship between mass-enlightenment campaigns and the awareness of the publics of NPC on census exercises in Nigeria

Model	Unstandardized coefficients	Std. Error	Standardized Coefficients	Beta	T	Sig.
(Constant)	18.647	1.370			13.615	.000
Enlightenment	-.576	.551	.223		-1.045	.298
Enlightenment	.915	.337	.336		2.717	.070
1 Education	-.069	.472	-.029		-.145	.885

a. Dependent Variable: Performance (Census Awareness)

Hypothesis 3

H₀: Two-way communications will not be significantly effective on public acceptability of census results by the National Population Commission in Nigeria.

H₁: Two-way communications will be significantly effective on public acceptability of census results by the National Population Commission in Nigeria.

Test Statistics = Multiple Linear Regression Analysis

Test Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.053 ^a	.001	-.007	.153

Predictors: (Constant), Public acceptability of census results.

Test Table 8: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.002	3	.002	.191	.677 ^b
	Residual	1.859	79	.025		
	Total	1.956	95			

Dependent Variable: Two-way communications -- Predictors: (Constant), Public acceptability of census results.

Test Table 9:

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.066	.061	19.119	.000
	Public acceptability of census results	-.011	.055	-.047	.677



Hypothesis 4

H₀: Corporate image management of National Population Commission will not be significantly effective in winning Nigerian publics' trusts and confidence on census exercises in Nigeria.

H₁: Corporate image management of National Population Commission will be significantly effective in winning Nigerian publics' trusts and confidence on census exercises in Nigeria.

Test Statistics = Multiple Linear Regression Analysis

Test Table 10:

Model Summary showing the relationship between corporate image management of NPC and winning Nigerian publics' trusts and confidence

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.847	.844	2.68505

a. Predictors: Image audit, image management, reputation management



TEST TABLE 11

ANOVA^a showing the relationship between corporate image management of NPC and winning Nigerian publics' trusts and confidence

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5997.488	3	1999.163	277.297	.000 ^b
Residual	1081.421	150	7.209		
1 Total	7078.909	153			

a. Dependent Variable: Performance

b. Predictors: corporate image audit, corporate image management, corporate reputation management

TEST TABLE 12

Coefficients showing the relationship between corporate image management of NPC and winning Nigerian publics' trusts and confidence

Model	Unstandardized coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	-1.184	.837		-1.414	.160
Image audit	1.804	.115	.818	15.718	.000
Image mgt	.073	.098	.037	.738	.461
1 Reputation mgt	.244	.077	.123	3.170	.002

a. Dependent Variable: Performance

Hypothesis 5

H₀: The effect of media relations campaigns of National Population Commission in winning Nigerian publics' cooperation and support on the census exercises in Nigeria will not significant.

H₁: The effect of media relations campaigns of National Population Commission in winning Nigerian publics' cooperation and support on the census exercises in Nigeria will be significant.

Test Statistics = Multiple Linear Regression Analysis

Test Table 13:

Model Summary showing the relationship between media relations campaigns of NPC and winning Nigerian publics' cooperation and support

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 ^a	.847	.844	2.68505

a. Predictors: Healthy press relations, positive press, press interactive sessions

TEST TABLE 14

ANOVA^a showing the relationship between media relations campaigns of NPC and winning Nigerian publics' cooperation

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5997.488	3	1999.163	277.297	.000 ^b
Residual	1081.421	150	7.209		
1 Total	7078.909	153			



a. Dependent Variable: Performance

b. Predictors: Healthy press relations, positive press, press interactive sessions.

TEST TABLE 15

Coefficients showing the relationship among corporate image management of NPC and winning Nigerian publics' trusts and confidence

Model	Unstandardized coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	-1.184	.837			-1.414	.160
Healthy Press						
Rel	1.804	.115	.818		15.718	.000
Positive Press	.073	.098	.037		.738	.461
1 Interactive ses.	.244	.077	.123		3.170	.002

a. Dependent Variable: Performance