

## ACCESS TO SERVICES/PRODUCTS

Output indicator

---

### Indicator Phrasing

**INDICATOR PHRASING:** number of target group members who know how to access the promoted service/product

**Français:** to be added later

### What is its purpose?

The indicator measures respondents' awareness of where they can purchase (or freely access) a service or product that is crucial for their livelihoods, such as veterinary services, agronomic advice or tools, vegetables seeds, spare parts for water pumps, etc.

### How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of your target group members:

#### RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

**Q1:** Do you know any person or company that offers [specify the service / product]?

**A1:** yes / no

(ask only if the previous answer is YES)

**Q2:** How can you contact the person/ company?

**A2** Select one of the following:

- 1) yes, the person knows exactly how to contact the service provider / seller
- 2) no, the person does not know exactly how to contact the service provider / seller

To **calculate the indicator's value:**

- Divide the number of respondents who knew how to access the given service / product by the total number of respondents
- Multiply the resulting number by 100 to convert it to a percentage
- Multiply the percentage by the total number of the target group members
- The resulting number is the “number of target group members who know how to access the promoted service/product”

**See example:** 170 respondents knowing how to access the given service / product divided by a total of 340 interviewed respondents equals 0.5. This multiplied by 100 equals 50%. If the total number of the target group members is 6,000, then 50% out of 6,000 people equals to 3,000 target group members knowing how to access the given service / product.

## Disaggregate by

Disaggregate the data by the respondents’ gender, location and wealth category.

## Important Comments

1) Consider **verifying whether the person really has the ability to contact the service provider / seller** or just says that s/he is able to do so (for example, you can ask for the phone number or the exact location).