

# AWARENESS OF HOW TO ACCESS A PROMOTED PRODUCT / SERVICE

Output indicator

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## Indicator Phrasing

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

## What is its purpose?

The indicator measures the extent to which the target group members are aware of where they can access a certain product / service that can help them to improve their livelihoods, such as seeds, veterinary services, fair loans or solar panels.

## 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)

#### In cases where you ask about a **PRODUCT**:

**Q1:** Do you know of any place where you can buy [specify the product; if possible also show a photo of it to avoid misunderstanding]?

**A1:** yes / no

(ask the following question only if the previous answer is YES)

**Q2:** Where exactly is that place?

**A2** select one of the following:

- 1) yes, the person can name a specific shop / market stall
- 2) no, the person cannot name a specific shop / market stall

#### In cases where you ask about a **SERVICE**:

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

**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
- 2) No, the person does not know exactly how to contact the service provider

To **calculate the indicator's value**, divide the number of respondents who knew where to locally purchase the given product / access the given service (i.e. answers to both Q1 and Q2 were YES) by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

## Disaggregate by

Disaggregate the data by gender and location.

## Important Comments

1) When a person says that s/he knows where a product is sold, ensure that the data collector always verifies whether s/he really has a specific shop or seller in mind (as opposed to just knowing that the product is, for example, sold somewhere in a provincial town or somewhere at a district market). The same applies when a person says that s/he used a certain service.