

INFORMATION THROUGH THE PREFERRED CHANNEL

Process indicator

Indicator Phrasing

English: % of the target population receiving information through their preferred channel

French: % de la population cible recevant des informations par leur biais préféré

Portuguese: % da população alvo que recebe informação através do seu canal preferido

Czech: % cílové populace dostávající informace jimi preferovanou cestou

What is its purpose?

The indicator measures the proportion of the target group members who are receiving information about humanitarian or development programmes, available assistance/services, or their rights through their preferred communication channel, such as group meetings, text messages, or an information board. It does not consider the source of the information.

How to Collect and Analyse the Required Data

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

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

Q1: [Specify the organization's name] *often shares various information with people about [specify: the aid it provides / their rights / etc.]. There are different ways through which it can provide such information. What is your preferred way of receiving such information?*

A1: [adjust the list based on the context you operate in]

- 1) through someone who comes and tells me the information
- 2) through attending a group meeting
- 3) from an information board
- 4) from a text message
- 5) from a radio
- 6) from a loudspeaker announcement
- 7) from a leaflet

8) from an email

9) from the social media

10) other – specify:

[Probe: *Do you prefer receiving information through any other ways?*]

Q2: *In the past* [specify the period – e.g. a month], *how did you receive information from* [specify the organization's name] *about* [specify the same topic as above]?

A2: [multiple answers possible; adjust the list based on the context you operate in]

1) through someone who comes and tells me the information

2) through attending a group meeting

3) from an information board

4) from a text message

5) from a radio

6) from a loudspeaker announcement

7) from a leaflet

8) from an email

9) from the social media

10) other – specify:

[Probe: *Did you receive information in any other ways?*]

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

- count the number of people who received the given information through at least one of their preferred channels (i.e. at least one of the answers to Q2 is the same as to Q1)

- divide this number by the total number of respondents (exclude those who during the surveyed period did not receive any information)

- multiply the result by 100 to convert it to a percentage

Disaggregate by

[Disaggregate](#) the data by gender, age group, disability, and other relevant criteria.

Important Comments

- 1) This indicator focuses purely on the preferred channels, irrespective of by whom they are used. **Always complement this indicator with data on which sources of information the respondents trust the most** (regarding the type of information you asked about). Take advantage of the [guidance provided on this site](#).
- 2) It is highly recommended to **include the first question in baseline surveys**, as the data helps you ensure that relevant information is communicated through the most preferred channels.
- 3) It is recommended that you include (after Q1) an **additional question asking why the respondent prefers the channel(s) s/he mentioned**. Such information can help you with deciding on which channels to use.