AWARENESS OF WHERE TO ACCESS SERVICE

Output indicator

Indicator Phrasing

English: % of respondents who know where to access [specify the promoted service]

French: % de répondants qui savent où accéder à [spécifiez le service]

Portuguese: % de inquiridos/as que sabem onde aceder a [especifique o serviço]

Czech: % respondentů, kteří znají místního poskytovatele [uveďte danou službu]

What is its purpose?

The indicator measures respondents' awareness of where they can access (for free or paid) a service that is crucial for their lives and livelihoods, such as veterinary services, repairs of water pumps or specific advice. It helps you understand the effectiveness and reach of any promotional activities or initiatives to strengthen the marketing competencies of supported service providers.

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* [specify the service]*?*

A1: yes / no

(ask only if the previous answer is YES)

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

A2:

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 how to access the given service (i.e. answers to both Q1 <u>and</u> Q2 were YES) by the total number of interviewed respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by gender, [wealth](#), respondent's location, and other relevant criteria.

Important Comments

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

E-Questionnaire

- [XLS form for electronic data collection - indicator Awareness of Where to Access Service](#)