Practical Guide #1

Model Protocol For Tracking Promotional Campaigns

SOMARC

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Published by:
SOMARC/The Futures Group
1101 14th Street, NW
Washington, DC 20005

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Introduction

A tracking study was undertaken to investigate the effects of an advertising campaign to promote the DuaLima condom in three cities in Indonesia. This study consisted of a pre- and post-test assessment of a trial roll-out of a new product and was conducted during April-August 1986.

Assumptions Underlying The Dualima Tracking Study

In initiating this study and designing the instrument, certain assumptions were made regarding the objectives of this research. The research objectives were stated as:

- Providing information that would guide the introduction of DuaLima into the critical Jakarta market and, later, into national coverage
- Establishing year one marketing goals for DuaLima
- Evaluating the current DuaLima marketing strategy against specific marketing objectives which had been set for the brand.

More specifically, this involves providing information regarding the following:

- *Product*—to determine if any product problems exist in terms of user dissatisfaction and if levels of repurchase intent are satisfactory
- *Price*—to determine if the product is selling at a uniform, controlled price and if that price is appropriate for the target market.
- *Place*—to determine if the product is staying within the established distribution network; to evaluate which form of retail outlet is most responsible for consumer purchases; to assess whether any problems exist with respect to availability and product visibility. (Note: issues of distribution stockpiling are assisted via the retail audit.)
- *Promotion*—to assess the impact of the current campaign in terms of consumer awareness, attitudes, trial, brand, and category image; to assess the relative impact of different media channels.

It is important to note that since data on the prevalence of contraceptive usage are available elsewhere, this study was not intended to address such general issues. Rather, through adopting a more tightly defined focus, the present study sought to provide answers that would address the specific issues related to planning a national roll-out of the DuaLima condom.

In order to address these specific questions, the target audience for the tracking study was carefully defined and matched that of the target audience for the campaign. This audience was determined to be a randomly selected sample of:

- Males aged 18-49.
- In the lower socioeconomic classes (Classes C, D, and E).
- Who were not currently trying to have a child.

To select a sample that would provide information on DuaLima's performance within meaningful market segments, three subsamples were chosen:

- Current condom users—married.
- Non-users of any reliable contraceptive method—married.
- Bachelors (condom usage undetermined).

It is important to note that although the sample was randomly selected, it was not a national probability sample. While the findings here are representative of the quota groups from which the subjects were drawn, these data are not projectable to the entire population.

Tracking Study Method

In performing this study, personal interviews were conducted employing two waves of house-to-house interviews in a pre-test/post-test design. A matched quota sample was used for Wave I versus Wave II.

A total of 1,983 interviews were conducted:

	Sample Sizes	Launch Date	Pre-Wave Interviewing	Post-Wave Interviewing
Surabaya	660	April 10	April 5-May 9	July 31-August 25
Bandung	657	April 2	April 8-May 17	July 31-August 25
Medan	666	April 2	April 8-May 17	July 31-August 25

Due to the difficulty of finding condom users, pre-wave interviewing took longer than anticipated to complete. As a result, pre-wave interviewing extended into product launch and, therefore, the pre-wave data do not provide a "clean" baseline. We can however, assume that awareness of DuaLima would have been zero prior to the launch because it is a new product.

Advertising Campaign

The campaign tracked by this study was based on a number of avenues for media outreach, including:

- Radio (see Appendix A for sample jingle)
- Newspaper (see Appendix B for sample ad)
- Billboards
- Posters and other POP material
- Cinema.

Although no television advertisements were done, the publicity surrounding the introduction of DuaLima to the marketplace resulted in a number of television placements. Questions asked in the protocol were, therefore, comprehensive in covering all potential outreach methods, even if not used by specific design.

The Tracking Study

During the development of the questionnaire, the issue of standardization arose in relation to the gathering of data. Training interviewers to perform in a standardized manner was seen as a major priority in the present drive to collect systematic data. The potential problems introduced by lack of interviewer preparation can be overcome with adequate training. It also is important to recognize that instructing interviewers regarding the proper screening of respondents is the initial step toward ensuring a valid sample.

Measurement Areas

I. Awareness of Contraceptive Methods

This section provides a frame of reference for brand awareness levels and enables management to determine if the advertising activity is raising consciousness about contraception in general and the category of condoms as a whole.

II. [illegible]

This section provides management with a continuous measure of advertising b[illegible]ld for the brand, a frame of reference against competitive brands, and one means of diagnosing sales figures for the brand.

III. [illegible]

This section provides general information about condom usage patterns such as level of trial, regular brand preferences, units used, past and future usage. Perspective is provided by comparing levels obtained for the test brand to those of the competition.

[illegible]

This section provides management with information about source of supply, pack size and units purchased, and the purchase decision process.

V. [illegible]

This section provides management with feedback concerning the level and nature of the campaign's impact and the general impressions that it has created for the brand. It also provides a means of evaluating the relative impact of various media channels.

VI. [illegible]

This section provides a relative appraisal of the image that is being created for the test brand vis-a-vis competitive brands; it enables management to determine where the brand is perceptually strong or weak, and whether it is meeting specific image-related objectives that have been set for it.

VII. [illegible]

This section provides management with the ratings of satisfaction and repurchase intent levels achieved among triers of the test brand.

VIII. Image of [illegible]

This section provides management with an indication of the level and nature of changes in image and attitude toward the product category as a whole.

Wording of the Instrument and Suggested Revisions

Appendix C provides the actual wording used in the tracking study protocol. With hindsight, several questions were targeted as needing revision. Major sections of the tracking study protocol are described in the following pages. Revisions have been noted, as required. Placement of these revisions has been indicated with an asterisk on the attached survey sample.

- Awareness of Contraceptive Methods (Questions 5a-5f)

  Add Question 5g (If more than one method has been tried previously), "Which of these methods have you tried most recently?"

  Q5g will allow researchers to produce a more tightly defined profile of contraceptive switching behavior. It will, for example, be possible to see the methods from which switchers are being pulled most directly.

  An additional follow-up question, "Has this trial been within the past ——— months?," will allow a view of the recency of the switch.

- Awareness of Condom Brands (Questions 6a-6c)

  No changes necessary

- Use of Condoms (Questions 6d-6f, 11g, 12a, 12d, 13a, 13b, and14)

  Add question before 6e: (If more than one brand has been tried previously), "Which of these brands have you tried most recently?"

  As before, this question will allow researchers to produce a more tightly defined profile of switchers. It will, for example, be possible to see whether DuaLima is pulling switchers more from Kingtex or Young-Young, etc.

  An additional follow-up question, "Has this trial been within the past ——— months?," will again enrich the switcher profile regarding whether the user is a recent switcher or a long-term switcher

  Wording of Q11g should be changed to allow for answers from infrequent users and noncontraceptors (e.g., "Do you usually buy condoms on a weekly basis, monthly basis, or some other time span?") (If other, write in) "On average how many condoms do you use per (Circle one) week/month/other?"

  Add Questions 12e, 13c, and 14a: "How likely would you be to use any method of contraception in the future? Definitely use, Possibly use, Neither, Possibly won't use, Definitely won't use."

  A question such as this regarding general intent will allow researchers to view the impact of the campaign on overall attitudes toward contraceptive use.

- Condom Purchasing Behavior (Questions 11a, 11b, 11e, and 11f)

  No changes necessary

- Advertising Awareness (Questions 6g, 6h, 16a-16d)

  Questions 6g and 6h: The total sample should be asked these questions. The filter that applies to Q6e and Q6f is *not* appropriate here.

- Image of Condom Brands (Question 7a)

  Question 7a should be rewritten such that respondents answer the attribute question for each brand of which they are aware. This new format will allow a direct comparison of the test brand to other brands for each attribute. The analyses for this question should be based on percent of respondents aware of brand.

  The following revision of Q7a would provide for these direct comparisons: I'd like to get the impressions that you have of different condom brands. Based on your experience with each brand that I will name or any general impressions of the brand, please tell me if you think the brand is excellent, very good, good, fair, or poor (show card) on each of the following statements. Let's start with (use

brands named by subject in Q6a/6b/6c. Repeat all statements for each brand. Rotate statements. Start with show card.)

- Evaluation of DuaLina Condoms (Questions 15a-15h, 17d, 17e, and 18)

  No changes necessary

- Image of Condom (Questions 8, 9, 10a, and 10c)

  No changes necessary

- Demographics (Questions 1, 2, 3, 19a-19f, and 20)

  Consistent use of demographics across studies is an important consideration in providing a consistent basis for comparisons. SOMARC will need to review the demographics presently used across studies in light of ongoing needs to determine how these questions should be phrased. For example, research in the Dominican Republic has recently developed a profile of questions aimed at defining classes A,B, C, and D. The application of these "same" demographics or the construction of analogous measures across countries is an important issue for the development of future research instruments.

Summary

In sum, all questions placed on the tracking instrument must be driven by the objectives of the research. It is critical to clarify these objectives prior to developing the survey instrument and to keep them in mind throughout. The questions developed should be:

- Related directly to the research objectives
- Phrased in a clear and unambiguous manner
- Based on obtaining scalar data, as appropriate
- Directed at the appropriate respondent base through use of filter questions, as needed
- Analyzed with the appropriate respondent base
- Able to provide for direct comparisons of the test brand against others, as required
- Consistent across studies to allow for comparisons across campaigns.

Use of the present protocol or parts thereof for future SOMARC tracking studies will serve to establish an ongoing data base to provide insights across, as well as within, projects. These comparisons will encourage a broader perspective in the analysis of issues related to promoting increased contraception in developing countries.

Appendices

Appendix A
Sample Radio Jingle

JINGLE	—Condom DuaLima the symbol of Father's responsibility —Condom DuaLima Creates a happy Family
MVO	Yes, my family is happy because I immediately take up Family Planning using Condom at the moment the first child is born. With a regulated distance of pregnancy care for the child more assured, I can even work harder for a brighter future
JINGLE	Condom DuaLima
MVO	Use Condom DuaLima Condom of Indonesian Family

Appendix B
Sample Press Ad

HEADLINE	"My family is happy" "I immediately take up Family Planning using Condom DuaLima the moment the first child is born."
SUBHEAD	"Care for the child is more assured. I can even work harder For a brighter future, use Condom DuaLima
BODYCOPY	Condom DuaLima has been invented by experts to help married couples in spacing the pregnancy. Condom DuaLima contains lubricant, it's super thin but anti-leakage and long-lasting. The size is made to fit the Indonesian males. Condom DuaLima puts priority on the mutual enjoyment, intimacy and feeling of security in husband and wife relationship. Therefor, to space the pregnancy put Condom DuaLima in the priority list.
CAPTION	Use the sign-language "2" and "5" to make it easier for you in purchasing Condom DuaLima.
FLASH	Electronically tested and super thin

Appendix C
Tracking Study Protocol

Issue #
Questionnaire Number
Job Number
Interviewer Number
Supervisor Number

SURABAYA	1	V4
BANDUNG	21	
MEDAN	3	

INTRODUCTION: Good morning/afternoon/evening. My name is
I am an interviewer from SURVEY RESEARCH INDONESIA
who conducts all kinds of surveys.
Today we are doing a survey on birth control.

NAME OF RESPONDENT:
ADDRESS:

NAME OF INTV'R:
DATE OF INTV'W:

SCREENING QUESTIONS

! Are you currently married? Have you ever been married?

Currently married	1 V5
Bachelor	2 Panel III
Ever married/not anymore	3 Terminate

SHOW CARD

! Looking at this card, in which age group do you belong?

18-20	1 V6
21-25	2
26-30	3
31-35	4
36-39	5
40-49	6
50 +	7 Terminate

QUALITY CONTROL	NAME	DATE	PARAF	REMARKS
INTERVIEWER				
SUPV. CHECK I				
SUPV. CHECK II				
RECALL/VERIFY				
CODER				
PUNCHER				

SHOW CARD

. What is your average monthly expenditure for food, clothing, transportation, electricity, tuition fee, etc.?

Up to RP 30,000	1 V7
RP 30,001-50,000	2
Rp 50,001-75,000	3
Rp 75,001-100,000	4
Rp 100,001 +	5 Terminate

ASK ALL CURRENTLY MARRIED RESPONDENTS

4a. I would like you to read this card, then please indicate in which category do you and your wife belong?

We would like to have a baby now	1 V8 Terminate
We would like to have another baby but not now. Now we join KB to delay child birth	2 Go to Q.4b.
We have enough children and don't want another child. But we do not use contraceptives yet	3 Go to Q.5 Panel II
We have enough children and we are now practicing birth control/use contraceptives	4 Go to Q.4b.
We have not yet considered how many children we would like to have but we are now practicing birth control/use contraceptives	5 Go to Q.4b.
We do not use contraceptives and although we are not trying to have another baby, we would be happy if we get another one	6 Go to Q.5 Panel II

IF ANSWER IS CODED 2, 4 AND 5, ASK

b. What do you use to prevent childbirth? What contraceptive method do you/your wife use? (DO NOT PROMPT)

Pill	1	V9 Terminate
IUD	2	
Condom	3	Quota/Panel I
Injectibles	4	Terminate
Tubectomy	5	
Vasectomy	6	
Norplant	7	
Vaginal spray	8	
Abortion	9	
Jamu	10	Continue, Panel II
Massage	11	
Rhythm	12	
Coitus Interuptus	13	
Abstention	14	
Others	15	

IF CURRENTLY USE CONTRACEPTIVES OTHER THAN CONDOMS, TERMINATE INTERVIEW

MAIN QUESTIONNAIRE

Thinking about various KB methods, i.e. methods to prevent childbirth, which method comes first to your mind? (SINGLE)

What other KB methods do you know of? Anything else? (PROBE ONLY ONCE) (MULTIPLE)

Have you heard of ... (READ OUT KB METHOD NOT MENTION IN Q.5a AND b.) - *ASK Q.5d, e, f ONLY TO CURRENTLY MARRIED RESPONDENTS - BACHELORS GO TO Q.6*

You mentioned that you/your wife use/do not use ... (READ OUT KB METHOD USED). Is that correct? (SINGLE)

Is there any other KB method that you also use now? (MULTIPLE)

Which KB methods, if any, have you tried although you may not use it anymore now? (MULTIPLE)

METHODS	Q.5a. 1st Mentioned (S)	Q.5b. Others (M)	Q.5c. Ever Heard (AIDED)	Q.5d. Main Method (S)	Q.5e. Other Method (M)	Q.5f. Ever Used
Pili	1 V10	1 V11	1 V12	1 V13	1 V14	1 V15
IUD	2	2	2	2	2	2
Condom	3	3	3	3	3	3
Injectible	4	4	4	4	4	4
Tubectomy	5	5	5	5	5	5
Vasectomy	6	6	6	6	6	6
Norplant	7	7	7	7	7	7
Vaginal spray	8	8	8	8	8	8
Abortion	8	8	8	8	8	8
Jamu	9	9	9	9	9	9
Massage	10	10	10	10	10	10
Rhythm	11	11	11	11	11	11
Coitus Interuptus	12	12	12	12	12	12
Abstention	13	13	13	13	13	13
Others	14	14	14	14	14	14

ASK ALL AWARE OF CONDOMS (Q.5c.)

6. You mentioned earlier that you have heard of condoms as a family planning method.

   a. Thinking about condoms, what brand comes first to your mind?

   b. What other brands do you recall? Any other? (PROBE ONLY ONCE)

   c. Have you heard of ... (READ OUT BRANDS NOT MENTIONED)

   d. Which brands, if any, have you tried?
   ASK ALL CURRENT USERS/EVER USED CONDOMS (CHECK Q.4b., CODE 3)

   e. Which brand do you currently use most often?

   f. What other brands do you sometimes use currently?

   g. Have you seen/heard condom ads in the past 3 months? Which condom brands have you seen advertised? (RECORD ALL BRANDS)

   h. You mentioned having seen ... (BRAND ADVERTISED). Advertising can be done in several ways, i.e. in newspapers, magazines, radio, cinema, TV, direct mail, billboard, poster, sticker, etc. Where did you see the ad for ... (BRAND MENTIONED IN Q.6g.)

	Q.6a. First Mention	Q.6b. Other Brands	Q.6c. Aware (Aided)	Q.6d. Ever Tried	Q.6e Most Often Used	Q.6f. Some Times Use	Q.6g AD. Ever Seen	Newspaper	Magazine	Radio	Cinema	T.V.	Mail	Billboard	Poster	Sticker
Kingtex	1 V16	1 V17	1 V18	1 V19	1 V20	1 V21	1 V22	1	2	3	4	5	6	7	8	9 V23
Young Young	2	2	2	2	2	2	2	1	2	3	4	5	6	7	8	9 V24
Jellia Ultra	3	3	3	3	3	3	3	1	2	3	4	5	6	7	8	9 V25
Rogenhat	4	4	4	4	4	4	4	1	2	3	4	5	6	7	8	9 V26
DuaLima	5	5	5	5	5	5	5	1	2	3	4	5	6	7	8	9 V27
Zero 0	6	6	6	6	6	6	6	1	2	3	4	5	6	7	8	9 V28
New Sampoon	7	7	7	7	7	7	7	1	2	3	4	5	6	7	8	9 V29
Delia	8	8	8	8	8	8	8	1	2	3	4	5	6	7	8	9 V30
Janitex	9	9	9	9	9	9	9	1	2	3	4	5	6	7	8	9 V31
Seven Gold	10	10	10	10	10	10	10	1	2	3	4	5	6	7	8	9 V32
Varisi	11	11	11	11	11	11	11	1	2	3	4	5	6	7	8	9 V33
Super Skin	12	12	12	12	12	12	12	1	2	3	4	5	6	7	8	9 V34
Tops	13	13	13	13	13	13	13	1	2	3	4	5	6	7	8	9 V35
Other	14	14	14	14	14	14	14	1	2	3	4	5	6	7	8	9 V36

ASK ALL

Here is a list of condom brands. Some of them you may have heard of and some you may not have heard of. Please tell me which brand(s) are most suitable for the statements that I am going to read out. You may mention several brands for each statement or none at all. Which brands do you think are suitable for ... (EASY TO OBTAIN). *REPEAT FOR EACH STATEMENT—ROTATE, START WITH (✔)*

SHOW CARD

	King Tex	Young Young	Zero-0	Jellia	Rogenhat	Super Skin	DuaLima	Tops	None	
Easy to obtain	1	2	3	4	5	6	7	8	9	V37
Right size	1	2	3	4	5	6	7	8	9	V38
Leakproof	1	2	3	4	5	6	7	8	9	V39
Thin	1	2	3	4	5	6	7	8	9	V40
Moderate price	1	2	3	4	5	6	7	8	9	V41
Many advert'ments	1	2	3	4	5	6	7	8	9	V42
Attractive pack	1	2	3	4	5	6	7	8	9	V43
Good quality	1	2	3	4	5	6	7	8	9	V44

Overall which brand do you find most appealing?

BRAND: V45

SHOW CARD

Now I would like to ask a few general questions about condoms, i.e. a few general things about condoms. I will show you these cards and I would like you to give your opinion on condoms. How would you rate condoms using a 1 to 5 point scale, where 5 means *good* and 1 means *poor*.

Decrease pleasure	1 2 3 4 5	Does not decrease pleasure	V46
Repulsive	1 2 3 4 5	Not repulsive	V47
Not hygienic	1 2 3 4 5	Hygienic	V48
Old fashioned	1 2 3 4 5	Modern	V49
Offensive	1 2 3 4 5	Not offensive	V50
Unreliable	1 2 3 4 5	Reliable	V51
Bad	1 2 3 4 5	Good	V52
Laughable	1 2 3 4 5	Serious	V53
Not natural	1 2 3 4 5	Natural	V54
Impractical/difficult to use	1 2 3 4 5	Practical/easy to use	V55
Not safe	1 2 3 4 5	Safe	V56

9. Now I would like you to evaluate the following statements and please tell me whether you agree or disagree with each statement. Do you very much or somewhat agree or disagree?

ROTATED-READ OUT
SHOW CARD

Condom

	Agree	Somewhat Agree	Neither	Somewhat Disagree	Disagree	Don't Know
Never leaks	1	2	3	4	5	6 V57
Decrease pleasure	1	2	3	4	5	6 V58
Easily falls off	1	2	3	4	5	6 V59
Hindrance	1	2	3	4	5	6 V60
No side-effect	1	2	3	4	5	6 V61
Difficult to put on	1	2	3	4	5	6 V62
Embarrassing to use	1	2	3	4	5	6 V63
Difficult to dispose	1	2	3	4	5	6 V64

10.a *CONDOMS ARE:*

	Agree	Somewhat Agree	Neither	Somewhat Disagree	Disagree	Don't Know
Good for spacing	1	2	3	4	5	6 V65
Embarrassing to buy	1	2	3	4	5	6 V66
Show responsibility	1	2	3	4	5	6 V67
Suitable to control the right spacing between childbirth	1	2	3	4	5	6 V68

b You mentioned DuaLima. How would you rate DuaLima in terms of ...?

	Agree	Somewhat Agree	Neither	Somewhat Disagree	Disagree	Don't Know
Good for spacing	1	2	3	4	5	6 V69
Embarrassing to buy	1	2	3	4	5	6 V70
Show responsibility	1	2	3	4	5	6 V71
Suitable to control the right spacing between childbirth	1	2	3	4	5	6 V72

Here are a few things that people say about condoms. Which of these statements do you agree with?

How about DuaLima condoms? (READ OUT)

CONDOM	Q.10c. Agree	Q.10d. Agree
Usually used by married men	1 V73	1 V74
Sometimes used during courtship	2	2
Used by playboys	3	3
Used with prostitutes	4	4
Used to prevent disease	5	5
Used by ordinary people	6	6

ASK ALL USERS EVER USED (Q.5f., 4b, 6d.)

Where did you obtain/buy the condom that you last used? And where do you usually buy it?

	Last	Usually
Apotik	1 V75	1 V76
Drug Store	2	2
Shop	3	3
Puskesmas	4	4
Clinic	5	5
Office	6	6
Other (Specify)	7	7

How many pieces did you last buy/obtain?

_____ V77

How many pieces does each pack contain?

1	1 V78
3	2
6	3
12	4

d. What brand did you buy/obtain?

Kingtex	1 V79	Zero 0	8
Young Young	2	New Sampoon	9
Jellia Ultra	3	Delia	10
Rogenhat	4	Janitex	11
DuaLima	5	Seven Gold	12
Tops	6	Varisi	13
Super Skin	7	Other _____ (Specify)	14

Who actually bought or obtained the condoms?

Self	1 V80
Wife	2
Other ..... (Specify)	3

Who decided to buy condom?

Self	1 V81
Wife	2
Husband & wife	3
Advice from others	4

On average how many condoms do you use every month?

..... Condoms V82

Have you experienced any difficulty in obtaining condoms?

Yes	1 V83
No	2

IF "YES"

What problems did you experience?

..... V84

.....

ASK ALL CURRENT USERS (Q.4b CODE 3)

Do you use condoms every time you have intercourse or only occasionally?

Every time	1 V85
Occasionally	2

Do you/your wife also use other KB methods?

Yes	1 V86
No	2

IF "YES"

What other method do you use?

..... V87

SHOW CARD

How likely would you be to continue using condoms in the future?

Definitely continue	1 V88
Probably continue	2
Neither	3
Possibly discontinue	4
Definitely discontinue	5

ASK ALL WHO EVER USE, BUT DO NOT USE NOW (Q.5f, 6d.)

13a. You said that you have used condoms but not anymore. Why don't you use it anymore now?

..... V89

.....

SHOW CARD

b. How likely would you be to use condoms again in the future?

Definitely use	1 V90
Possibly use	2
Neither	3
Possibly won't use	4
Definitely won't use	5

ASK ALL NON-USERS/NEVER USE

SHOW CARD

14. How likely would you be to use condoms in the future?

Definitely use	1 V91
Possibly use	2
Neither	3
Possibly won't use	4
Definitely won't use	5

ASK ALL WHO HAVE TRIED DUALIMA

15a. You mentioned that you have tried DuaLima. How would you rate this condom?

Like very much	1 V92
Like a little	2
Average	3
Don't like a little	4
Don't like at all	5

b. Why do you say that? Any other reason? (PROBE PRODUCT'S SPECIFIC FEATURES)

..... V93

.....

.....

c. How likely would you be to buy DuaLima in the future?

Definitely buy	1 V94
Probably buy	2
Neither	3
Probably not buy	4
Definitely not buy	5

d. How are you going to use DuaLima? (READ OUT)

Use only Dualima in the future	1 V95
Use DuaLima *and* other brands	2
Use other brands and not DuaLima	3
Other (Specify)	4

e. Now that DuaLima is available would you be using condoms more, same or less than usual?

Use more	1 V96
Same	2
Use less	3

f. How did you obtain DuaLima?

Buy	1 V97
Received free sample	2
Both	3

IF "BUY", ASK

g. How much did you pay for DuaLima? How many pieces does the pack contain?

Paid	RP	V98
Content	.....	V99
Price per 1 condom	RP	V100

h. Is the price...?

Very expensive	1 V101
Expensive	2
Average	3
Cheap	4
Very cheap	5

16. You mentioned that you have seen/heard DuaLima advertised.

a. What do you recall about the ad that you have seen/heard? What does the ad say? Anything else?

..... V102

.....

b. What do you recall about the illustration? Anything else?

..... V103

.....

c. What does the ad say about the product? Anything else?

..... V104

.....

SHOW CARD

d. From your impression of this ad, how would you rate DuaLima compared to other brands?

Much better	1	V105
Somewhat better	2	
Same	3	
Not as good	4	
Poor	5	

ASK ALL

Now I would like you to look at the ad. (SHOW AD.)

a. Have you seen this ad before?

Yes	1	V106
No	2	

SHOW CARD

b. How much do you like this ad?

Like very much	1	V107
Like a little	2	
Neither	3	
Don't like a little	4	
Don't like at all	5	

c. In your opinion which is the main part of this ad? What is the main message of this ad?

_____ V108

_____

_____

d. What is the main benefit of DuaLima?

_____ V109

_____

_____

e. What, if any, do you most like about DuaLima?

_____ V110

_____

_____

f. What, if any, do you not like or do you think is offensive of this ad? Which part? Why? Anything else?

V111

SHOW CARD

g. How likely would you be to buy DuaLima in the future?

Definitely buy	1	V112
Probably buy	2	
Neither	3	
Probably not buy	4	
Definitely not buy	5	

SHOW CARD

18. Here is a list of benefits offered by DuaLima. Please give me 3 benefits from this list which you feel are most important for you?

Helps you space childbirth	1	V113
Contains lubrication	2	
Super thin	3	
Ensures better future for children	4	
Leakproof	5	
Last longer	6	
Ensures family's happiness	7	
Ensures brighter future	8	
Suitable size	9	
Increase intimacy/pleasure	10	
Safe feeling	11	
Give husband more time/feels free	12	
KB is the responsibility of father	13	
Sign language	14	

DEMOGRAPHICS

19a How long have you been married?

_____ Years V114

b. How many children do you have now?

_____ children V115

c. How many more do you want?

_____ children V116

d. What is your religion?

Moslem	1	V117
Christian	2	
Other	3	

e. What highest education have you completed?

No formal education	1	V118
Primary School not finished	2	
Primary School finished	3	
Junior High School	4	
Senior High School	5	
Academi/University	6	

f. Which of these items do you own?

B/W TV	1	V119
Colour TV	2	
Video	3	
Tape recorder	4	
Radio	5	
Motor cycle	6	
Bicycle	7	
Refrigerator	8	
Sewing machine	9	
Gas stove	10	
Kerosene stove	11	

20. What is your main occupation?

Professional/Managerial/Executive/Army Officer/Police	1	V120
Assistant Manager/Section Head	2	
Clerical/junior staff	3	
Big entrepreneurs (more than 5 employees)	4	
Small entrepreneur (less than 5 employees)	5	
Skilled labour/craftsman	6	
Labourer	7	
Agriculture farmer/fisherman	8	
Student	9	
Housewife	10	
Retired	11	
Unemployed	12	
Refused	13	