

Baseline Survey
Behavior Change Communication Intervention:
Mediae and Population Service Kenya
Kenya
FINAL VERSION

MA- Multiple answers allowed. SA - Single answer only

A. Socio Economic Information			
A0.1	Please select the language this survey is being carried out in.	1	English
		2	Swahili
		3	Other
A0.2	HHID		
A0.3	Cell phone number		
A0.4	Date	dd:mm:yy	
A0.5	Time	hh:mm	
A1	Sex	1	Male
		2	Female
A2	Relation to household head	1	Head
		2	Spouse
		3	Child
		4	Parent
		5	Grandchild
		6	Grandparent
		7	Sibling
		8	Daughter or son-in-law
		9	Employee
		99	Other [describe]
A3	Marital status	1	Married
		2	Single
		3	Separated
		4	Divorced

		5	Widowed
		6	Living together
		99	Other [describe]
A4	What is the highest level of education that you reached?	1	No formal education
		2	Primary/elementary incomplete
		3	Primary/elementary complete
		4	Secondary/high school incomplete
		5	Secondary/high school complete
		6	Vocational/technical School
		7	College / university (undergraduate)
		8	Postgraduate
		99	Other [describe]
A5	Do you have paid work outside of the home?	1	Yes
		0	No [skip to QA9]
A6	What kind of occupation are you involved in? [SA]	1	Director, owner of large to medium company
		2	Director, owner of small company
		3	Senior manager in large to medium company
		4	Senior manager in small company
		5	Manager in large to medium company
		6	Manager in small company
		7	Merchant/ businessman (owner of large size company)
		8	Merchant/ businessman (owner of medium size company)
		9	Owner of very small companies/ merchants
		10	High government officials
		11	Low government officials
		12	Professional self employed
		13	Professional employee in private sector
		14	Professional employee in public sector
		15	Officer in armed forces/ police

		16	Non-commissioned officer
		17	Teacher
		18	University professor
		19	Employee in private company
		20	Supervisor of salespeople or other employees
		21	Technician or technical assistant
		22	Artisans self employed
		23	Tailors self employed
		24	Owners of groceries or kiosks/ shopkeepers
		25	Farmer
		26	Driver/Taxi driver/tour guide
		27	Housewife
		28	Student
		29	Clerk, Secretary, PA
		30	Creative (e.g. designer, writer)
		31	Salesman/woman
		32	Consultant
		33	Personal services (household/repair/laundry)
		34	Health / Beauty industry
		35	Manual worker
		36	Retired
		77	Don't know
		88	Refused
		99	Other
A7	On what basis are you paid? [Read out options. SA]	1	Per sale/ task completed from employer
		2	Self employed
		3	Daily cash
		4	Weekly cash
		5	Monthly directly into bank
		6	Not currently paid as retired or unemployed
		77	Refused

		88	Don't know
		99	Other [describe]
A8	Are you the primary earner in the home?	1	Yes [skip to Q12]
		0	No
A9	What is the highest level of education that the primary earner for this household reached?	1	No formal education
		2	Primary/elementary incomplete
		3	Primary/elementary complete
		4	Secondary/high school incomplete
		5	Secondary/high school complete
		6	Vocational/technical School
		7	College / university (undergraduate)
		8	Postgraduate
		99	Other [describe]
A10	What is the primary earner's occupation? [SA]		[Use codes]
A11	On what basis is the primary earner paid?	1	Per sale/ task completed from employer
		2	Self employed
		3	Daily cash
		4	Weekly cash
		5	Monthly directly into bank
		77	Refused
		88	Don't know
		99	Other [describe]
A12	How many children under 1 yr live in this home?		[infants]
A13	How many people under the age of 14 usually eat an evening meal in this household?		[people]
A14	How many people 14 years or older usually eat an evening meal in this household?		[people]
A15	[Notes or observations on Section A]		

FILTER FOR INVOLVMENT IN COOKING.

If the participant has been flagged as someone who cooks less than 3 times per week ODK will flag the following message: Please ensure the person who does most of the cooking is present for questions B1-B13
[Please read: I am going to ask you about the stoves types that you own, and are in working order. These are the stoves, fires or grills you have used in the last MONTH.]

B. Stove and fuel use patterns

B0	<i>[Is a maid helping the main participant answer questions 1-14?]</i>	1	Yes
		0	No
B1	<p>What is the first type of stove you own? <i>[Remind them it needs to be in working order]</i></p> <p>[stove codes]</p>	1	Three stone fire
		2	Metal charcoal stove
		3	Ceramic charcoal stove
		4	Kenyan Ceramic Jiko (KCJ)
		5	Modified three stone fire
		6	LPG
		7	Electric
		8	Kerosene
		9	Jiko Bora: Ecozoom
		10	Jiko Fresh Ecozoom
		11	Jiko Dura Ecozoom
		12	BURN Jikokoa
		13	BURN Kuniokoa
		14	Envirofit SuperSaver wood
		15	Envirofit Smartsaver wood
		16	Envirofit SuperSaver charcoal
		17	Envirofit Smartsaver charcoal
		18	Envirofit CH5200: Charcoal
		19	Envirofit G3300:Wood
		20	SAFI Ethanol stove
22	Biolite Homestove		
23	Wisdom Stove		
33	Jikokoa' but does not know who makes it.		
44	The participant cannot recall the name but it is a new type of wood stove.		
55	The participant cannot recall the name but it is a new type of charcoal stove.		
66	Don't do this task		
77	Don't know		
88	Refused		
B1.1	<p>What fuel or fuels do you use on this stove at this time of year?</p> <p>[fuel codes]</p>	1	Wood
		2	Charcoal
		3	Kerosene
		4	LPG

		5	Electricity
		6	Pellets
		7	Ethanol
		8	Crop residue
		77	Don't know
		88	Refused
B1.2	How many of this type of stove do you own?		
B1.3	Where do you mostly use this stove at this time of year? [location codes]	1	Inside main house
		2	Inside a building separate from the main house.
		3	On a veranda or porch
		4	Outside
		5	Don't use this stove or fire in the rainy season
		77	Don't know
		88	Refused
B1.4	Where do you mostly use this stove during the rainy season?		[use location codes]
B1.5	Do you own any other stove types that are in working order?	1	Yes
		0	No [go to QB1.5.1]
B1.2.1	What is the second type of stove you own? [Remind them it needs to be in working order]		[use stove codes]
B1.2.2	What fuel or fuels do you use on this stove at this time of year?		[use fuel codes]
B1.2.3	How many of this type of stove do you own?		
B1.2.4	Where do you mostly use this stove at this time of year?		[use location codes]
B1.2.5	Where do you mostly use this stove during the rainy season?		[use location codes]
B1.2.6	Do you own any other stove types that are in working order?	1	Yes
		0	No [go to QB1.5.1]
B1.3.1	What is the third type of stove you own? [Remind them it needs to be in working order]		[use stove codes]
B1.3.2	What fuel or fuels do you use on this stove at this time of year?		[use fuel codes]
B1.3.3	How many of this type of stove do you own?		
B1.3.4	Where do you mostly use this stove at this time of year?		[use location codes]
B1.3.5	Where do you mostly use this stove during the rainy season?		[use location codes]

B1.3.6	Do you own any other stove types that are in working order?	1	Yes
		0	No [go to QB1.5.1]
B1.4.1	What is the fourth type of stove you own? [Remind them it needs to be in working order]		[use stove codes]
B1.4.2	What fuel or fuels do you use on this stove at this time of year?		[use fuel codes]
B1.4.3	How many of this type of stove do you own?		
B1.4.4	Where do you mostly use this stove at this time of year?		[use location codes]
B1.4.5	Where do you mostly use this stove during the rainy season?		[use location codes]
B1.5.1	Please take a photo of the stoves in the kitchen. Do not include images of the participant.		
B1.6.1	Please take a photo of the stoves in the kitchen. Do not include images of the participant.		
B1.7.1	Please take a photo of the stoves in the kitchen. Do not include images of the participant.		
B2	Which stove or fire would you say is your main or primary stove? [SA]		[use stove codes]
B3	If any, which features do you LIKE about this stove or fire? [Do not prompt. MA]	1	Cooks fast
		2	Saves fuel
		3	Takes large pots
		4	Portable
		5	Can be used indoors
		6	Low cost to buy
		7	Durable
		8	Easily available
		9	Reduces/less smoke when cooking
		10	It looks modern
		11	It keeps my kitchen clean
		12	Likes nothing
		77	Refused
		88	Don't know
		99	Other [describe]
B4	If any, which features do you DISLIKE about this stove or fire? [Do not prompt. MA]	1	Need to constantly tend the fire
		2	Takes a lot of fuel
		3	Too much smoke
		4	Needs small pieces of wood to work

		5	Needs very dry wood to work
		6	Is not portable
		7	Makes kitchen /utensils dirty
		8	High risk of burns and scalds
		9	Uses a lot of fuel
		10	No dislikes
		77	Refused
		88	Don't know
		99	Other [describe]
B5	Which stove(s) or fire do you usually use for breakfast? [MA]		[Use stove codes]
B6	Lunch? [MA]		[Use stove codes]
B7	Supper? [MA]		[Use stove codes]
B8	Hot drinks? [MA]		[Use stove codes]
B9	Cooking slow cooking dishes such as beans or githeri [MA]		[Use stove codes]
B10	Heating bathing water? [MA]		[Use stove codes]
B11.1	Do you ever use more than one stove AT THE SAME TIME?	1	Yes
		0	No [skip to Q12.1]
B11.2	What are the usual reasons you use more than one stove at the same time? [MA. DO NOT PROMPT]	1	To cook quicker
		2	The foods need different cooking techniques
		3	Cooking more than one dish or drink at the same time
		4	Different sized pots need different stoves
		5	Prefer the taste of food on a certain stove.
		6	One of the fuels is expensive so use only for a limited time
		7	One of the fuels is hard to get so want to use only for a short time.
		77	Refused
		88	Don't know
		99	Other [describe]
B12.1	In a typical week at this time of year, how much do you spend on charcoal for use on your stove per WEEK? [If they don't buy charcoal enter 99]		KSH

B12.2	In a typical week at this time of year, how much do you spend on wood for use on your stove per WEEK? <i>[If they don't buy wood enter 99]</i>		KSH
B12.3	In a typical week at this time of year, how much do you spend on kerosene for use on your COOKING stove per WEEK?		KSH
B12.4	How much do each of your LPG cylinders cost to refill?	[filter: only ask if mentioned LPG stoves in QB1]	KSH
B12.5	How long do each of these cylinders usually last at this time of year?	[filter: only ask if mentioned LPG stoves in QB1]	
B13	In a typical week at this time of year how much time per WEEK does it take to collect wood fuel for your stove or fire?		[Time per Week]
MAIN PARTICIPANT TO ANSWER FOLLOWING QUESTIONS			
B14	Do you think any of your cook stoves or fires cause any problems for you or your family?	1	Yes
		0	No [skip B17]
B15	Which of your stoves cause you problems? [MA]		[Use stove codes]
B16	What problems does that stove cause? [MA. Repeat for each stove mentioned above]	1	Makes us cough
		2	Makes eyes sting/tear
		3	Unsafe for children as they get burnt
		4	Unsafe for cooks as they get burnt
		5	Can cause a house fire
		6	Causes headaches
		77	Refused
		88	Don't know
ONLY HOUSEHOLDS CURRENTLY OWNING A STOVE CLASSED AS MODERN BY QB1: FILTER TO BE SET UP IN ODK. MAIN PARTICIPANT TO ANSWER FOLLOWING QUESTIONS			
B17	Do you think your <i>[insert name of 'improved' stove they reported to have]</i> has changed the amount of smoke in your house? [Please repeat for each stove]	1	Yes
		0	No [skip B19]
		88	Don't know
B18	In what way has it changed the amount of smoke in the house? [read options SA]	1	A lot more smoke
		2	A bit more smoke

		3	A bit less smoke
		4	A lot less smoke
		77	Refused
		88	Don't know
		99	Other [describe]
B19	Do you think your <i>[insert modern stove name]</i> stove has changed the amount of fuel you use for cooking? [SA] <i>[Please repeat for each stove]</i>	1	Yes
		0	No [skip B20]
B20	How has the amount of fuel changed?	1	A lot more fuel
		2	A bit more fuel
		3	A bit less fuel
		4	A lot less fuel
		77	Refused
		88	Don't know
		99	Other [describe]
Filter: only those HH who NOT CURRENTLY OWNING A STOVE CLASSED AS MODERN in B1 Please Show visual Aid A. Please give the participant time to look at, but not study visual aid A. We are just wanting them to understand the types of stoves we are talking about.			
B21	Have you ever owned a cookstove like one of these? <i>[Please show Visual Aid A]</i>	1	Yes
		0	No [skip to B25]
B22	What was the name of the stove you had?		[use stove codes]
B23	Why do you no longer have this stove? [MA Do not prompt]	1	It broke and could no longer be used
		2	I gave it to a family member
		3	I could no longer afford the re-payments so returned the stove.
		4	I could not get the fuel needed
		5	I could not afford the fuel needed.
		77	Refused
		88	Don't know
		99	Other [describe]
B24	[if #1 to QB23] Why did you not get the stove repaired?		
B25	Where can you purchase one of these stoves? [MA. DO NOT PROMPT]	1	Supermarkets
		2	Equity Foundation agent
		3	Livelihoods
		4	iSMART
		5	SACCO

		6	Living Goods
		77	Refused [skip to Q27]
		88	Don't know [skip to Q27]
		99	Other [describe]
B25.1	If answer to B25 is 1: Which supermarkets?	1	Clean Shelf Supermarket
		2	Naivas Supermarket
		3	Nakumett Supermarket
		4	Tuskys Supermarket
		5	Quickmart – Nairobi
		6	Tumaini Supermarket – Nairobi
		7	Self Ridges Supermarket – Nairobi
		8	Yatin Supermarket – Kisumu
		77	Refused
		88	Don't know
B26	How far do you have to travel to get to this place?		[Km]
B27	Do you know of different ways you could pay for a stove like this?	1	Cash in one payment
		2	Cash installments
		3	SACCO
		4	Bank loans
		5	Chamaa purchases
		6	Hire purchase
		7	M-Pesa
		77	Refused
		88	Don't know
		99	Other
B28	Do you think a stove like this would have any benefits for you and your family?	1	Yes
		0	No [skip to Q30]
B29	What benefits would a stove like this have for you and your family? [MA Do not prompt. Encourage multiple answers]	1	Cooking would be faster
		2	We would save fuel
		3	It would make our kitchen modern
		4	It would keep our kitchen clean
		5	Our health would be improved due to less smoke
		6	Lower risk of burns

		77	Refused
		88	Don't know
B30	What stove type would you have if you could have any? [MA. DO NOT PROMPT]		[Use stove codes]
B31	Why would you choose this stove? [MA DO NOT PROMPT. THIS WILL BE REPEATED FOR EACH STOVE TYPE CHOSEN IN QUESTION 18]	1	It is produces less smoke
		2	It is modern
		3	It cooks fast
		4	It will keep my kitchen and pots clean
		5	It saves fuel
		6	It saves money
		7	It lights very easily and quickly
		8	The fuel is easy to find and purchase
		77	Refused
		88	Don't know
		99	Other [describe]
B32	What is stopping you from purchasing that stove? [MA DO NOT PROMPT. THIS WILL BE REPEATED FOR EACH STOVE TYPE CHOSEN IN QUESTION 18]	1	I do not have the money
		2	I don't know where to buy it
		3	I cannot get to where they sell it
		4	The person who makes decisions in the house doesn't think it is worth it
		5	I can't find the fuel for that stove
		6	I can't afford the fuel for that stove
		77	Refused
		88	Don't know
		99	Other

C. Roles and gender norms					
Please tell me if you think the following tasks are generally mostly a male task, mostly a female task, or equally shared. [Please use visual aid B to help the respondent answer this question]					
1	Mostly male	66	Task not carried out	99	Other [describe]
2	Mostly female	77	Refused		
3	Equally divided	88	Don't know		
C1	Cooking meals [SA]				[Use codes]
C2	Cleaning the stove [SA]e				Use codes]
C3	Repairing the stove [SA]				Use codes]

C4	Collecting/buying cooking fuel [SA]		Use codes]
C5	Making decisions on the children's education and health care. [SA]		Use codes]
C6	Bringing money into the home [SA]		Use codes]
C7	Arranging loans with a bank or micro finance organizations. [SA]		Use codes]
	<i>[Notes or observations from Section C]</i>		

<p>FILTER FOR DECISION MAKER.</p> <p>If the participant has been flagged as someone who has NO involvement in large household purchases ODK will flag the following message: Please ask to speak with the person who is involved in making large household purchases.</p> <p><i>[Please note if it is a person different to the main participant a pop up window will be used to collect basic demographic and gender role perceptions data on this new decision maker].</i></p>			
D.00	Household ID Number Check		HHID #
D.01	Time		[hh:mm:ss]
D. Decision Making for Large Household Purchases			
D0.2	<i>Make sure you are now talking to a person who is involved in decisions of purchases of larger household items such as those costing KSH3000 or more in any way.</i>	1	Same person who answered sections A-C
	<i>Is it the same person who you completed sections A-C with or a new decision maker?</i>	2	A new person, as the other participant is in no way involved in decisions of purchases over KSH3000
D1	Do you make decisions on large household purchases such as those of 3000 KSH or more, alone or do you usually involve someone else?	1	Make them alone
		2	Involve someone else
D2	Who do you usually make the decisions with?	1	I do with my spouse
		2	I do with my siblings
		3	I do with my parents
		77	Refused

		88	Don't know
		99	Other [describe]
D3	Whenever you plan to purchase a large household item (over 3000 KSH) what sources of information do you use when choosing which product or brand to buy? [MA Do not prompt]	1	From a family/friend who lives in the community
		2	From a family/friend who lives outside the community
		3	From an event, i.e. a market demonstration held in the community
		4	From a hospital or healthcare facility
		5	From a self-help group and chamas
		6	From a local political leader
		7	From a religious leader
		8	From a newspaper
		9	From a poster or other print material
		10	From TV
		11	From radio
		12	From the Internet: Computer
		13	From the Internet: Mobile Phone
		14	Via SMS/text message
		16	Community Health Worker
		17	Community Based Organization
		18	It's the same stove I have used for years
		77	Refused
		88	Don't know
		16	Community Health Worker
D4	How would you normally pay for purchases of this value or more? [SA]	1	Cash in one payment
		2	Cash installments
		3	SACCO
		4	Bank loans
		5	Chama purchases
		6	Hire purchase
		7	M-Pesa
		77	Refused

		88	Don't know
		99	Other
D5	How long ago did you last purchase a new stove? [If stove is a three-stone fire and they don't purchase enter a 999. In this case a skip took the participant to Section E]		[MONTHS]
D6	What type of stove was it? [SA]		[Use stove codes]
D7	How much did this stove cost?		[KSH]
D8	How did you pay for this stove? [SA]	1	Cash in one payment
		2	Cash installments
		3	SACCO
		4	Bank loans
		5	Chamaa purchases
		6	Hire purchase
		7	M-Pesa
		77	Refused
		88	Don't know
D9	Why did you buy a new stove? [DO NOT PROMPT. MA]	1	Replacing an old one that broke
		2	Wanted a stove that cooked faster
		3	Wanted a cleaner stove
		4	My friend / family member recommended it
		5	Other people in the community bought one
		6	Needed an extra stove
		77	Refused
		88	Don't know
		99	Other [describe]
D10	Who made the decision to buy this stove? [DO NOT PROMPT. MA]	1	I did alone
		2	I did with my spouse
		3	I did with my parents
		4	I did with my sibling
		77	Refused
		88	Don't know
		99	Other [describe]

D11	How did you learn about this stove? [MA DO NOT PROMPT. NOTE THESE ARE SALES EXPOSURE CODES]	1	From a family/friend who lives in the community
		2	From a family/friend who lives outside the community
		3	From an event, i.e. a market demonstration held in the community
		4	From a hospital or healthcare facility
		5	From a self-help group and chamas
		6	From a local political leader
		7	From a religious leader
		8	From a newspaper
		9	From a poster or other print material
		10	From TV
		10.1	IF RESPONSE 10 INDICATED, ASK WHAT TV CHANNEL_____
		10.2	IF RESPONSE 10 INDICATED, ASK WHAT TV PROGRAMME_____
		11	From radio
		11.1	IF RESPONSE 11 INDICATED, ASK WHAT RADIO STATION_____
		12	From the Internet
		12.1	IF RESPONSE 12 INDICATED, ASK WHAT WEB SITE or APP_____
		13	From mobile phone
		13.1	IF RESPONSE 13 INDICATED, ASK WHAT WEB SITE OR APP_____
		14	Via SMS/text message
		15	From the Kenya Kitchen Facebook page
16	Community Health Worker		
17	Community Based Organization		
18	It's the same type of stove I have used for many years		
77	Refused		
88	Don't know		
99	Other		
D12	What features of this stove made you choose to buy it? [MA DO NOT PROMPT]	1	It was low cost
		2	It was easily accessible
		3	It uses the fuel we like to use
		4	It uses the only fuel we can access
		5	It saves fuel
		6	It is a clean stove

		7	It is portable
		8	It looks modern
		9	It cooks quickly
		10	It is easy to light
		11	It takes large pots
		12	It is durable
		13	I am familiar with it/ am used to it.
		77	Refused
		88	Don't know
		99	Other

E. Sources of information			
E1	Do you ever watch TV?	1	Yes
		0	No [Skip to E8]
E2	How many days have you watched TV in last 7 days?		[days]
E3	On average, how many hours per day do you watch TV on week days?		HOURS. Note: This is active watching
E4	On average, how many hours per day do you watch TV on weekends?		HOURS. Note: This is active watching
E5	Is the TV you usually watch in your home or elsewhere?	1	At home
		2	Elsewhere [sub question if selected: how far do you have to travel to watch this TV [m]
		77	Refused
		88	Don't know
		99	Other [describe]
E6	Which TWO TV channels do you watch most frequently? [MA]	1	Citizen TV
		2	NTV
		3	Inooro
		4	KTN
		5	KBC
		6	KASS
		7	Kiss TV
		8	GBS
		9	Family TV
		10	K24 TV

		66	Only ever watch ONE channel
		77	Refused
		88	Don't know
		99	Other [describe]
E7	Do you regularly watch any of the following TV programs/shows [Read list and mark 1=yes or 2= no]	7.1	Machachari
		7.2	Tahidi High
		7.3	XYZ Show
		7.4	Shamba Shape Up.
E8	Do you ever listen to the radio?	1	Yes
		0	No [Skip E13]
E9	How many days have you listened to radio in last 7 days?		[days]
E10	On average, how many hours per day do you listen to the radio on week days?		HOURS. Note: This is active listening.
E11	On average, how many hours per day do you listen to the radio on weekends?		HOURS. Note: This is active listening.
E12	Which TWO radio stations do you listen to most frequently?	1	Citizen Radio
		2	Radio Maisha
		3	Jambo Radio
		4	Classic RM
		5	Kiss FM
		6	QFM
		7	Kameme FM
		8	Inooro FM
		9	Radio Taifa
		10	Mulembe FM
		11	Ramogi RM
		12	Laki Victoria FM
		13	Coro FM
			77
	88	Don't know	
E13	Do you ever use the internet either on a computer or a smartphone?	1	Yes
		0	No [Skip to E19]
E14	How often do you use the internet either on a computer or a smartphone?	1	Almost all the time
		2	Several times per day
		3	Once a day
		4	4-6 times per week
		5	2-3 times per week
		6	Once a week

		7	Less than weekly
		77	Refused
		88	Don't know
		99	Other [describe]
E15	On average, how many hours per day do you browse the internet on week days?		[Hours]
E16	How many of these hours browsing the internet was for reasons other than work or education/school?		[Hours]
E17	On average, how many hours per day do you browse the internet on weekends?		[Hours]
E18	How many of these hours browsing the internet was for reasons other than work or education/school?		[Hours]
E19	Do you have a mobile phone?	1	Yes, smart phone
		2	Yes, not smart phone
		0	No [skip to E22]
E20	On average, how often do you use your mobile phone? [SA]	1	Almost all the time
		2	Several times per day
		3	Once a day
		4	4-6 times per week
		5	2-3 times per week
		6	Once a week
		7	Less than weekly
		77	Refused
		88	Don't know
E21	For which of the following do you use your mobile phone? [Read list. MA]	1	Make phone calls
		2	Make video calls such as facetime, skype.
		3	Send and receive text messages
		4	Browse or surf the Internet
		5	Send/read emails
		6	Use apps
		7	Mobile money transfer
		77	Refused
		88	Don't know
E22	Do you ever use social media such as Facebook, WhatsApp?	1	Yes
		0	No [Skip to section F]

E23	How often do you use social media such as Facebook, WhatsApp? [SA]	1	Almost all the time
		2	Several times per day
		3	Once a day
		4	4-6 times per week
		5	2-3 times per week
		6	Once a week
		7	Less than weekly
		77	Refused
		88	Don't know
		99	Other [describe]
E24	Which apps on social media do you access regularly i.e. at least once per week. [MA Do not prompt]	1	Facebook
		2	WhatsApp
		3	Myspace
		4	Twitter
		5	LinkedIn
		6	Instagram
		7	Pinterest
		8	Digg
		9	Snapchat
		10	WeChat
		11	None
		77	Refused
		88	Don't know
99	Other [describe]		

F. Exposure to Clean Cook Marketing			
F1	Before this survey had you heard, seen or been told any information about new cookstoves such as these? [<i>Show Visual Aid A</i>]	1	Yes
		0	No [end survey]
F2	Can you name me any stoves like these that you have you heard about? [<i>MA Do not prompt</i>]	9	Jiko Bora: Ecozoom
		10	Jiko Fresh Ecozoom
		11	Jiko Dura Ecozoom
		12	Burn Jikoko
		13	BURN Kuniokoa

		14	Envirofit SuperSaver wood
		15	Envirofit Smartsaver wood
		16	Envirofit SuperSaver charcoal
		17	Envirofit Smartsaver charcoal
		18	Envirofit CH2200: Charcoal
		19	Envirofit G3300: Wood
		20	SAFI Ethanol stove
		21	Moto Safi
		22	Biolite Homestove
		23	Wisdom Stove
		33	“Jikokoa”, but doesn’t know who makes it
		44	The participant cannot recall the name but it is a new type of wood stove
		55	The participant cannot recall the name but it is a new type of charcoal stove
		77	Refused
		88	Don’t know
		99	Other [describe]
F3	How have you come to hear about or see this information? [MA DO NOT PROMPT]	1	[Use sales exposure codes – see Q D11]
F4	What was the main point of these messages? [MA DO NOT PROMPT]	1	Traditional cooking stoves are bad for your health and that of your family
		2	Traditional cooking stoves are bad for the wider environment- deforestation and air pollution.
		3	Traditional stoves use a lot of fuel which takes time to collect or a lot of money to buy.
		4	Traditional stoves make your kitchen and house dirty.
		5	The new stove reduces smoke
		6	The new stove is better for my health
		7	‘Modern stoves save lives’
		8	The new stove lets you ‘Cook twice as fast with half the charcoal’
		9	The new stove ‘saves money’
		10	The new stove is ‘the smart cooking solution for modern mums’.
		11	That the new stoves are ‘Modern Jikos for modern kitchens’
		12	Better cooking for better life

		13	Reduce the cost of charcoal
		14	The new stoves cook faster giving you more time
		15	The new stoves use less fuel
		16	The new stoves reduce smoke and soot which means you have a clean and attractive kitchen.
		17	The new stoves make your home look modern.
		18	The new stoves can be bought locally at supermarkets
		19	The new stoves can be bought locally through savings co-operatives such as SACCOs.
		20	I can get a loan to buy a clean and efficient jiko.
		77	Refused
		88	Don't know
		99	Other
<p><i>Please tell me if you strongly agree, agree, disagree, or strongly disagree with each of the following statements. When you think of these messages you think.</i></p>			
F5	Traditional cooking stoves are bad for my health and that of my family	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other
F6	The new cookstoves like these [show visual aid A] use less fuel which saves you money and/ or time.	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other
F7	The new cookstoves likes these [show visual aid A] would make my kitchen more smart and modern.	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other
F8	I would like to help tell people in my	1	Strongly agree

	community about the importance of cleaner more efficient cooking	2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other
F9	Are you planning on buying a cookstove like this in the next month?	1	Yes [skip to QF10]
		2	No
		3	Yes, but not in the next month
		4	Don't know
		88	Refused
F9.1	Why are you not planning on getting one in the next month?	1	I don't have the money
		2	I don't know where to get one
		3	I will wait until my current stove breaks
		77	Don't know
		88	Refused
<i>READ: Now I want to ask you some questions about specific adverts or leaflets you may have seen. I will show you images from these specific ads and ask if you have seen them, and your thoughts about any of them that you have seen.</i>			
<i>[Please show Visual Aid C]</i>			
F10	How frequently have you seen this ad or something similar before today?	1	Many times
		2	Only once or twice
		3	Never before
F11	Where have you seen [heard] this advert? [MA Do not prompt]	1	Outdoor poster or billboard
		2	At a market demonstration
		3	At a health facility
		4	On the internet: computer
		5	On the internet: mobile phone
		6	At a community event
		7	At a supermarket
		77	Refused
		88	Don't know
		99	Other

READ: The next questions are about the advert I just showed you. Indicate how much you agree or disagree with the following statements:

F12	This advert is persuasive. Would you say you... <i>[read out list of options. SA]</i>	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other [describe]
F13	This advert grabbed my attention. Would you say you... <i>[read out list of options SA]</i>	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other [describe]
F14	The advert gave me good reasons to talk to my family about the benefits of these new cookstoves? Would you say you... <i>[read out list of options SA]</i>	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other [describe]
F15	I liked this advert. Would you say you... <i>[read out list of options SA]</i>	1	Strongly agree
		2	Agree
		3	Disagree
		4	Strongly disagree
		77	Refused
		88	Don't know
		99	Other [describe]
F16	Did you talk to your friends and other adult family members about this advert?	1	Yes
		0	No

[Repeat questions 10-16 for visual aids D-F]

[Repeat questions 10-16 for BURN TV ad and BURN and EcoZoom radio clip according to location. The mass media questions also asked which radio or TV channel the clip was seen/ heard on.]

