

**REPORT**

**ON**

**KNOWLEDGE, ATTITUDE AND PRACTICE - STUDY AMONG  
RETAILERS, IN THE DESIGNATED HIV/AIDS HIGH RISK  
AREAS IN BANGLADESH**

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## *Executive Summary*

*Social Marketing Company (SMC) engaged Research and Computing Services Private Limited (RCS) to conduct a survey of retailers of designated areas in order to collect specific information relating to knowledge, attitude, practice and sales promotion with respect to use of condom for prevention of STD and AIDS. Retailers included pharmacy and non-pharmacy, and those carrying condoms as well as those not carrying condom.*

The primary objectives of the study are:

To determine knowledge, attitudes, behaviors and practices of the primary target group related to condom use for the protection from STIs including HIV/AIDS,  
To determine the knowledge of sexually transmitted infections, risk practices, and prevention and treatment.

Eventually this study will assist SMC and SMC's advertising agency

To recheck and refine planned retailer interventions, and

To provide a baseline upon which to measure the effectiveness of planned interventions among retailers, transport associations, and factory managers.

The primary target audiences of the research study are:

- *Pharmacy retailers;*
- *Non-pharmacy retailers including petty traders, and*
- *Managers of transport associations and factories.*

*The targeted non-pharmacy retailers are both the carriers and non-carriers of condom. The pharmacy retailers are all carriers. Managers of transport associations and factories were included in this research as they have the opportunity to stock, sell and promote condoms within workplace.*

*Both quantitative and qualitative method, were employed for data collection. Data used in the research was collected in the following three ways:*

*In-depth interview: Here, structured questionnaire was used to interview pharmacy and non-pharmacy retailers. Systematic sampling was used for selection of respondents under this method.*

*Mystery shopping: Here, adolescent data collectors approached condom carriers as condom buyers and afterwards recorded the reaction of the shopkeeper.*

*Focus Group Discussion: Here, focus group discussions were held with representatives from rickshaw pullers' and truck drivers' association, and factory managers. The moderator using a pre-determined FGD guideline conducted the discussion.*



Critical findings of the survey are now given below:

- *Panther tops the sales of pharmacies (98%) while Raja tops the sales of non-pharmacies (78%). Second highest market share among the pharmacies is owned by Sensation (93%) while that in non-pharmacies belongs to Panther (54%).*
- *Among other than SMC condom brands, major market shares among the pharmacies belong to government condoms (23%), Green Love (22%), Carex (20%), Kohinoor (19%) and Titanic (19%).*
- *Among the non-pharmacies, no condom brand other than SMC brand hold major market share. The highest market share of condom brand other than SMC brand among the non-pharmacies is only 4% and that belongs to government condoms.*
- *At the time of interview 93% of the pharmacies had at least one condom brand at stock and 89% had at least one SMC condom brand at stock. The figures for non-pharmacies are 82% and 78% respectively.*
- *Most of the pharmacies had Sensation (80%) at stock while most of the non-pharmacies had Raja (61%) at stock. Only 32% of the pharmacies had Raja at stock while 10% of the non-pharmacies had Sensation at stock.*
- *Other main condom brands that the pharmacies had at stock during the time of interview are government condoms (15%), Carex(15%), Green Love(15%), Kohinoor (12%) and Titanic (12%).*
- *Only 2% of the non-pharmacies were found to have government condoms at stock and insignificant numbers had others.*
- *The average length of period that a pharmacy and a non-pharmacy seller remain without stock of condom are 19 and 32 days respectively.*
- *Major reasons for stock-out reported includes SMC personnel's not visiting the retailer (39%) and Retailers inability to go to market (29%). Scanty supply of condom was reported as another major reason by the non-pharmacies only.*
- *However, majority of the retailers, 75% of pharmacies and 65% of non-pharmacies were out of stock only once in the last 3 months.*
- *Major sources of supply of condom are Company representatives and nearby stockists. About 66% pharmacies and 41% of non-pharmacies rely on company sales representative while 35% of pharmacies and 56% of non-pharmacies rely on nearby stockists.*
- *The field investigators were instructed to record whether a retailer keeps the condom or POP visible in the store despite having it at stock.*
- *Among 85% of the pharmacies Sensation was visible while among 66% and 9% of the shops, Panther and Raja was visible respectively. Among the pharmacies, only in 12% and 18% of the pharmacy shops,*
- *Titanic and Green Love were visible. Among the non-pharmacies, Raja, Panther and Sensation were visible in 74%, 36% and 14% of the shops respectively.*
- *Raja is mainly kept at almirah/rack (68%) while Panther (62%) and Sensation (71%) are mainly kept hanging at the store. 83% of the retailers had no POP visible at their stores. Only 12% and 11% of the pharmacies had Sensation and Panther stickers respectively.*
- *Among the condom buyers buying from pharmacies, 73% buy for family planning and 27% for prevention of STD. This figure is different in the case of non-pharmacies. There, 66% buy for family planning and 34% buy for prevention of*
- *Eighty-eight percent of pharmacies and 65% of non-pharmacies told that most of the buyers are from service holders followed by petty traders and big businessmen.*



- Average length of business of non-carriers interviewed is 7 years. Most of them sell cosmetics (59%), cigarettes (51%), groceries (48%), and betel leaf (46%).
- Major reasons as reported by them for not selling condom is low demand or sale (37%) while 19% do not sell as it is available in nearby shop. Table 15 shows more figures on other reasons.
- When asked whether they could name any STD, 80% of the total sample named Syphilis. Seventy-one percent and 63% of total sample named Gonorrhea and AIDS as major STD.

Thirty-five percent of total sample told that not using condom is the major reason for spreading of STD. However, 50% told that STD spread through mating with infected ones.

Twenty-eight percent of total sample told STD spread because of mating with multiple partners and 30% told that STD is transmitted through mating with CSW without condom.

- Ninety-nine percent of total sample affirmed that STD can be transmitted in mating with infected ones without condom even only for one time.
- Fifty-three percent of total sample told that condom is very effective in prevention of STD. Another 37% think that condom is 'effective' replying to a 5 point scale from 'not effective at all' to 'very effective'.
- Eighty-two percent of respondents think that using condom can prevent STD.
- Thirty-nine percent suggest not mating with infected ones and 28% suggest not mating with other than spouse for prevention of STD.
- Regarding belief in the idea that STD can be washed away with water, savlon, urine, etc., 77% of total sample told that they do not believe in such idea.
- Ninety-two percent of total sample told that one should visit doctor if he is infected with STD.
- Majority of the respondents consider extent of contamination of STD in Bangladesh to be moderate.
- Major social problems that may arise out of STD infection are reported to be as becoming inferior in society/hated by neighbors (36%), and risk of contaminating others (20%).
- Sixty-eight percent told that major economic problem caused by STD is increase of expenditure due to treatment cost and 13% told that income decreases also due to STD.
- Major consequences of STD is seen by respondents as the inability to perform sexual act (43%). Thirteen percent mentioned death and weakening of body as major physiological consequence of STD.
- Ninety-nine percent of total sample told that they are aware of AIDS and on an average, they think that they have almost some knowledge on AIDS.
- However, only 40% of those who are aware of AIDS are aware of HIV.
- Seventy-nine percent of those who are aware of HIV told that HIV is a virus. Relationship between HIV and AIDS as reported include 'HIV is a virus and AIDS a disease (37%), and 'carrying HIV leads to AIDS (31%).
- Major reasons for transmission of AIDS as reported by respondents include mating with infected ones (53%), using infected syringe/needles (43%), and taking infected blood (33%).
- Replying to another question 57% of total sample who think that they know at least a bit on AIDS told that having Syphilis and Gonorrhea increases the risk of AIDS.
- Almost all (99.6%) told that one can get AIDS if he/she mates with infected one without condom even only for once.



- Occupations identified by respondents as risk-prone to AIDS include bus/truck driver (58%), CSW (44%), rickshaw puller (28%), day labor (22%), etc.
- On an average, respondents tend to fully agree that sellers should not discriminate between married and unmarried buyers of condoms.
- However, average respondents tend to partially disagree and not forming any opinion regarding the idea that women are mainly responsible for spread of STD.
- Average respondents tend to fully agree that STDs like Syphilis and Gonorrhea is major social problems. The respondents also tend to agree that AIDS is a major threat for Bangladesh.
- On an average, respondents tend to fully agree that condom plays an effective role in prevention of STD although the prevailing rate of condom usage is not adequate.
- The respondents tend to partially agree with the idea that CSW should be viewed from humanistic angle. Replying to another question, average respondents tend to fully agree that persons visiting CSW regularly should always use condom.
- Average respondents do not have any opinion regarding the idea the risk of AIDS is very low in Bangladesh as it is a conservative country. However, they tend to fully agree that traders should play an increased role in sale/use/promotion of condom for prevention of STD and AIDS.
- 54% of pharmacy told they spontaneously tell their customers about quality of condom while only 23% of non-pharmacy tell spontaneously about quality of condom.
- Major qualities told by them include prevention of STD (44%), does not tear easily (31%), increases satisfaction (24%), etc.
- Seven percent of carriers always tell customers about correct use of condom while 35% tells about it occasionally. Fifty-eight percent of carriers never tell their customers correct use of condom.
- Forty-nine percent of carriers never tell about benefits of using condom. However, 44% tell about it occasionally and 7% always tell about it.
- Seven percent of carriers always tell customers about risk of irregular use of condom while 33% tells about it occasionally. Sixty percent of carriers never tell their customers risk of irregular use of condom.
- Reasons for not telling include customers do not seek advice (41%), seller does not think it essential (24%), etc.
- Fifty-five percent of carriers never tell about role of condom in prevention of STD. However, 37% tell about it occasionally and 8% always tell about it.
- Seventy-eight percent of pharmacy carriers sell condom irrespective of age and 89% of non-pharmacy carriers sell condom irrespective of age.
- Major reasons for not selling condom to every one is the tendency of not selling condom to minors.
- Many pharmacy salespersons usually provide not treatment to STD (37%), some give antibiotic medicine (41%), and others ask to take advice from doctors and VD specialist (12%).
- Most of the pharmacy sales persons who give advice to STD patients advise them to go to doctor (64%)
- When non-carriers are asked to sell condom, 60% of them request the customer to buy from nearby shop and 27% tell that they do not sell condom.
- Thirty-seven percent of the non-carriers told that they are not interested to sell condom in future.



- *Reasons for their lack of interest include availability in nearby pharmacy/shop (37%), low demand (33%), shyness to sell condom (21%), etc.*
- *Eighty-eight percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use promotional items at their own store.*
- *The promotional items they are interested at include signboard (63%), sticker (40%), hanging mobile (32%), display holder (28%), and handout (13%). Sixty-one percent think signboard is most effective promotional tool while 23% consider sticker as most effective.*
- *Ninety-four percent of respondents are interested to participate in trade promotion and 86% are interested to participate in consumer promotion.*
- *Area of services the respondents are interested to participate in consumer promotion include distributing prizes/gifts to buyers (91%), displaying promotional information (67%), and collecting data from buyers (51%).*
- *Only 25% of respondents are currently involved in trade promotion and products for which they are involved include soap (39%), medicine (18%), condom (5%), etc.*
- *Only 19% of respondents are currently involved in consumer promotion and products for which they are involved include soap (42%), fruit drink (13%), condom (14%), etc.*
- *Seventy percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use signboard displaying message that the seller is selling condom.*
- *Fifty-four percents of the shopkeepers sold freely to adolescent mystery shoppers and 13% sold hesitantly. Seventeen percent told they do not sell and 6% told angrily that they do not sell.*
- *Seventy percent of the respondents did not comment while 10% and 9% told respectively that they do not sell in loose quantities and exclaimed what is going on in Ramadan.*
- *All participants in the FGD have heard about condom. Knowledge that they have about condom is that*
  - *condom is a contraceptive*
  - *using condom prevents AIDS*
  - *using condom prevents various diseases*
  - *condom is the only safest means to perform sexual act with CSW or immoral females.*
- *The names of sexually transmitted diseases identified by FGD participants are as follows:*
  - *Syphilis*
  - *gonorrhea*
  - *AIDS*
- *Ways through which STDs like Syphilis and Gonorrhea spread are*
  - *Mating with infected ones*
  - *Sexual act with immoral females*
  - *Using used syringe/needles*
  - *Not using condom during intercourse*
  - *Urinating in a public toilet*
  - *Using dress used by infected ones*



- All respondents affirmed that one can get STD through mating with infected ones even only for once. They also told that condom is very effective in prevention of STD. When asked whether STD can be washed away with savlon, water, urine, etc. they replied in negative.
- All of them have heard about AIDS and identified followings as ways through which AIDS can spread:
  - Mating with immoral females without condom
  - Mating with AIDS patient without condom
  - Using syringe/needles used by AIDS patient
  - Taking blood from infected ones
  - Using dress used by infected ones
  - Mating with overseas residents
  - From homosexuals
- Ninety-eight percent told that there is no effective treatment of AIDS. Two percent told that there is a capsule in Germany which suspends the disease for some time. All of them affirmed that consequence of AIDS is death.
- They also confirmed that mating with AIDS patient without condom only for once would lead to AIDS.
- All of the participants agreed that seller should not discriminate between married and unmarried buyers of condom.
- Eighty-five percent fully disagree that women are mainly responsible for spread of STD/AIDS and all fully agree that prevailing rate of condom usage in Bangladesh is not adequate.
- Everyone told that condom is to be used in the following way. After penis is erected, the air within condom is to be emptied after which condom will be placed by clipping condom head with fingers.
- Usually friends of the participants do not ask to know about STD and condom still then the participants try to talk about these.
- They tell that condom is to be used for illegitimate sex, and not using condom leads to infection and disease. They also advise patients to seek solicitations from VD specialist.
- Steps suggested for promotion of condom are as follows:
  - Social awareness is to be increased
  - Everyone should be made to accept that condom is the only mean to prevent STD
  - Women should be made aware through field workers
  - More movies like Meghla Aakash should be produced
- The FGD participants think that prizes can increase use of condom and they suggested followings for advertisement:
  - Frequent advertisement in radio and television
  - Advertise through frequently used item
  - Make advertisement with VD specialist/doctor
  - Make advertisement with different slogans



## **1 Introduction**

Social Marketing Company (SMC) commissioned Research and Computing Services Private Limited (RCS) to undertake a survey of retailers of designated areas in order to collect specific information relating to knowledge, attitude, practice and sales promotion with respect to use of condom for prevention of STD and AIDS. Retailers included pharmacy and non-pharmacy, and those carrying condoms as well as those not carrying condom.

Relevant information was collected using three techniques, namely in-depth interview of retailers, mystery shopping by adolescent and FGD of leaders of different transport association as well as factory managers. In-depth interviews were conducted by two different questionnaires for retailers carrying condoms (henceforth known as carriers) and retailers not carrying condoms (henceforth known as non-carriers). The survey tools used for in-depth, mystery shopping and focus group discussion (FGD) were approved by SMC prior finalization.



## **2 Background**

### **2.1 Foreword**

Social Marketing Company (SMC) is a private non-profit company engaged in the marketing and distribution of contraceptives and Oral Rehydration Salts (ORS). SMC's current product line includes three condom brands (Raja, Panther and Sensation Dotted), three oral contraceptive pills (Nordette-28, Femicon and Minicon), and injectable contraceptive and a packaged ORS called ORSaline.

Bangladesh has the conditions conducive to rapid, widespread transmission of HIV particularly because of transient working populations, intravenous drug users, the wide availability of commercial sex workers, high rates of sexually transmitted infections, and low condom use rates. In addition to marketing and distributing contraceptives and ORS, SMC is also playing a pivotal role through addressing this situation.

SMC enjoys a 71% condom market share with three brands of condoms in varying stages of their product life cycle and has a widespread sales and distribution network. It also has an existing entree with high-risk targets through the Shurrockkha program with the potential to reach a broader target by linking with SMC condom sales and marketing activities. Given the affordability, widespread availability and the apparent use of SMC condoms, namely, Panther and Raja, by high-risk HIV groups, there is an opportunity for SMC to capitalize on the disease prevention market, above and beyond the current outreach initiatives (Shurrockkha).

### **2.2 Campaign to increase condom use**

A campaign is being planned in order to increase use of condom among mass people including population characterized with high-risk behavior in relation to STD/AIDS. Family Health International (FHI), SMC's collaborating partner, advocates concentrating on high-risk population groups that ultimately protects the whole population and provides for the efficient use of resources in an early intervention setting. The approach focuses on the following four core groups:

- Female Sex Workers (FSW);
- Clients of the female sex workers (the epidemiological "bridge" group to the general population);
- Intravenous injection drug users (IDUs); and
- Men who have sex with men (MSM) including male sex workers (MSW).



In order to effectively reach these primary target groups, it is essential to identify the knowledge, attitudes and practices of retail shopkeepers who interact with these groups through retail transactions of condoms and medications for treatment of sexually transmitted infections (STIs). Retailers, including petty traders, micro traders, as well as managers of rickshaw associations, trucking associations, and factories have the potential to either inhibit prevention activities, by restricting condom access based on age or perceived marital status, or be advocates and promoters of condom use as well as conduits for information about information STIs including HIV.

## **2.3 Objective of the study**

The primary objectives of the study are:

- To determine knowledge, attitudes, behaviors and practices of the primary target group related to condom use for the protection from STIs including HIV/AIDS.
- To determine the knowledge of sexually transmitted infections, risk practices, and prevention and treatment.

Eventually this study will assist SMC and SMC's advertising agency

- To recheck and refine planned retailer interventions, and
- To provide a baseline upon which to measure the effectiveness of planned interventions among retailers, transport associations, and factory managers.

## **2.4 Target audience**

The primary target audiences of the research study are:

- Pharmacy retailers;
- Non-pharmacy retailers including petty traders, and
- Managers of transport associations and factories.

The targeted non-pharmacy retailers are both the carriers and non-carriers of condom. The pharmacy retailers are all carriers. Managers of transport associations and factories were included in this research as they have the opportunity to stock, sell and promote condoms within workplace.



## 3 Methodology

### 3.1 Population

The population of the study consists of non-carrier, carrier of condom and pharmacy and non-pharmacy as well as leaders of transport associations and factory managers. According to SMC, the estimated total number of non-carrier retailers is 5772. Due to unavailability of any estimation of carriers, we conducted a pilot study in high-risk areas in two districts applying scientific methodology to get an idea of the population of the carrier retail outlet (both pharmacy and non-pharmacy),.

In the pilot study we visited each shops and pharmacy and collected data on who are selling condoms in those locations.

Based on findings of the pilot study, we estimated total number of carrier retailers (both pharmacy and non-pharmacy) is 3425.

Finally we estimated the total population for the study is 8797 and the detail break up of estimated population is shown in the following table.

Tables - 3.1  
Total population for the study

Name of the pleases	Estimated Non-carrier retailers	Estimated carriers	Total
<b>Bogra</b>			
Bogra Sadar	169	108	277
Rajshahi Sadar	170	109	279
Sonamosjid Land port area	30	19	49
Hakimpur thana	182	116	298
Joypurhat/Paanchbibi	141	90	231
Saidpur Municipality	170	109	279
Rongpur Sadar	200	128	328
<b>Sub-total</b>	<b>1062</b>	<b>680</b>	<b>1742</b>
<b>Comilla</b>			
Chittagong Metro area	198	127	325
Cox's Bazaar District	235	150	385
Comilla Sadar	202	129	331
Sylhet & Moulavibazar	300	192	492
<b>Sub-total</b>	<b>935</b>	<b>598</b>	<b>1533</b>
<b>Dhaka</b>			
Narayanganj District	309	198	507
Norshingdi District	171	109	280



Tables - 3.1 (cont...)  
Total population for the study

Name of the pleases	Estimated Non-carrier retailers	Estimated carriers	Total
Bhairob Municipality	27	17	44
Ward No 37, 38, 39 of DCC	196	125	321
Gabtolli-Savar	204	131	335
Tongi & Gazipur Municipality	259	134	393
Jamalpur & Dewangonj	254	163	417
Tangail Sadar	207	132	339
Mymensingh Sadar	151	116	267
<b>Sub-total</b>	<b>1778</b>	<b>1125</b>	<b>2903</b>
<b>Khulna</b>			
Jessore District	212	136	348
Khulna Sadar	327	209	536
Begerhat	150	96	246
Mongla (Including port area)	142	91	233
Magura Sadar	158	101	259
Faridpur Sadar	100	64	164
Madaripur Sadar	157	100	257
Daulatdia	100	64	164
Barisal Sadar	150	96	246
Patuakhali Sadar	101	65	166
<b>Sub-total</b>	<b>1597</b>	<b>1022</b>	<b>2619</b>
<b>GRAND TOTAL</b>	<b>5372</b>	<b>3425</b>	<b>8797</b>

### 3.2 Sampling Unit

All individual retailers (carriers and non-carriers, pharmacy and non pharmacy and petty traders) and manager of transport association and factories, from which information are collected are the sampling units of this study.

### 3.3 Sampling Design

The study is qualitative in nature. Here the target audiences are:

- Retailers,
- Pharmacy
- Non-pharmacy including petty traders.
- Managers of transport associations, and factories

The targeted retailers are both carriers and non-carriers of condoms

### **3.3.1 Sampling design for Carrier and Non-carrier (Pharmacy and Non-pharmacy)**

To determine the sample size for any study/population, standard statistical formula used for the study is as follows:

$$n = \frac{p(1-p)z^2}{(\text{error})^2} \times \text{deft}$$

Where n = sample size for the study

p = prevalence of the indicator to be measured 0.5 (to ensure maximum sample size).

z = z-value with 95% confidence = 1.96

error = admissible level of error for the estimate (.07)

deft = design effect. It is the ratio of standard error (or C.I.) for a simple Random Sampling to the standard error (or C.I.) for a cluster sampling.

In this formula we consider p = .5, z = 1.96 i.e. confidence level is 95%, admissible error level = .05, and design effect = 1.25. The justifications of accepting these values are as follows:

- Statistically it is recognized that if p = .5 the estimated sample size is maximum in respect to represent the population.
- It is assumed that .07 admissible errors ensure statically valid comparison between SMC regions as well as between categories of target audiences.
- It important to note that if we accept .05 admissible errors, the estimated sample size would be so huge that it would not be cost efficient. It is also important to note that, even though, we accept 7% admissible error within a zone, the overall admissible error is only 3.5% in national level which is statically efficient sample size in all respect as because it also allows us to compare the estimates between zones as well as between categories (carrier and non-carrier, and pharmacy and non-pharmacy) within a zone. If we allow 5% admissible error at national level, we will have to accept 10% error level at zone level and eventually the estimated sample size would be so small that it would not facilitate statistically sound and valid comparison of the estimates between zones and between categories.
- 95% confidence level of the estimates is well accepted for all studies. This is why we consider 95% confidence level i.e. 5% significance level for the study.
- We believe that even though the differences in target audiences i.e. retailers is not significantly high, but there may have some differences between the pharmacy and non-pharmacy and carrier and non-carrier of condom in terms of their knowledge,



attitude and practice towards their customers i.e. condom users. Considering this difference we assume design effect 1.25.

Considering the objectives of the study, the sampling plan is prepared for each of the SMC zones separately. The estimated sample size is proportionally allocated to each area within the zone. The aggregation of these samples provides the national estimate with much better precision.

After estimating sample size from each zone using above formula, the total number of retailers from each area within a zone is selected proportionally from the estimated population using the following formula

$$n_h = (n/N) * N_h$$

$n_h$  = sample size for  $h^{th}$  area

$N_h$  = population size for  $h^{th}$  area

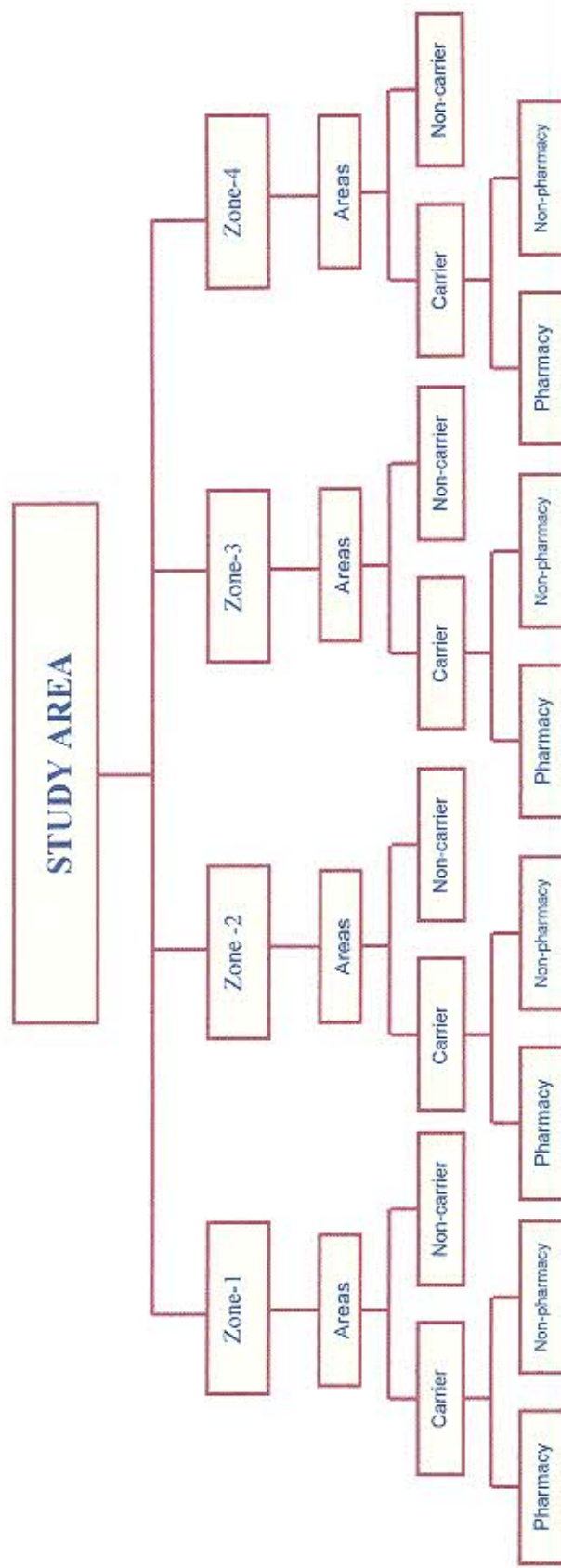
$n$  = total sample size of each zone

$N$  = population size in each zone

Statically the sample size of carrier and no-carriers categories should be calculated using above formula. But as per ToR we took 70% and 30% sample from carrier retailers and non-carriers retailers respectively. As comparison between the pharmacy and non-pharmacy category (among the carrier retailer) in term of KAP is important for the study, we have preferred to select 50% sample from each category. But in case of non-carriers, as the number of pharmacy is very insignificant, we did not consider them in the sample.

The sampling technique is presented graphically in the following page for better understanding.

**Figure - 1**  
**Graphical presentation of Sampling Technique**





### 3.4 Sample size

#### 3.4.1 Sample size for Carrier and Non-carrier (Pharmacy and Non-pharmacy) for in-depth interview

Based on the above formula and analysis our sample size are shown in details:

Table - 3.2  
Detail Sample Size for In-Depth Interview

Zone	Area	Category			Total (4+5)	Total (3+6)
		Non-Carrier (Retailer)	Pharmacy	Non-Pharmacy		
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>Bogra</b>						
Bogra Sadar	1	12	14	14	28	40
Rajshahi Sadar	2	12	14	14	28	40
Sonamosjid Land port area	3	2	3	2	5	7
Hakimpur thana	4	13	15	15	30	43
Joypurhat/Paanchbibi	5	10	12	11	23	33
Saidpur Municipality	6	12	14	14	28	40
Rongpur Sadar	7	14	16	17	33	47
<b>Sub-total</b>		<b>75</b>	<b>88</b>	<b>87</b>	<b>175</b>	<b>250</b>
<b>Comilla</b>						
Chittagong Metro area	1	16	19	18	37	53
Cox's Bazaar District	2	19	22	22	44	63
Comilla Sadar	3	16	19	19	38	54
Sylhet & Moulavibazar	4	24	28	28	56	80
<b>Sub-total</b>		<b>75</b>	<b>88</b>	<b>87</b>	<b>175</b>	<b>250</b>
<b>Dhaka</b>						
Narayanganj District	1	13	15	15	30	43
Norshingdi District	2	7	9	8	17	24
Bhairab Municipality	3	1	2	1	3	4
Ward No 37, 38, 39 of DCC	4	9	9	10	19	28
Gabtol-Savar	5	9	10	10	20	29
Tongi & Gazipur Municipality	6	11	13	13	26	37
Jamalpur & Dewangonj	7	11	13	12	25	36
Tangail Sadar	8	8	10	10	20	28
Mymensingh Sadar	9	6	7	8	15	21
<b>Sub-total</b>		<b>75</b>	<b>88</b>	<b>87</b>	<b>175</b>	<b>250</b>
<b>Khulna</b>						
Jessore District	1	10	12	11	23	33
Khulna Sadar	2	15	18	18	36	51
Bagerhat	3	7	9	8	17	24
Mongla(Including port area)	4	6	8	7	15	21
Magura Sadar	5	8	9	8	17	25
Faridpur Sadar	6	5	5	6	11	16
Madaripur Sadar	7	7	9	8	17	24
Daulatdia	8	5	5	6	11	16
Barisal Sadar	9	7	8	9	17	24
Patuakhali Sadar	10	5	5	6	11	16
<b>Sub-total</b>		<b>75</b>	<b>88</b>	<b>87</b>	<b>175</b>	<b>250</b>
<b>GRAND TOTAL</b>		<b>300</b>	<b>352</b>	<b>348</b>	<b>700</b>	<b>1000</b>

This total number of sample is taken for in-depth interview only.

### 3.4.2 Sample size for Carrier and Non-carrier (Pharmacy and Non-pharmacy) Mystery shopping

We have also conducted mystery shopping by Adolescent Field Enumerator to assess the attitude of the retailers to dispense condoms to them. In case of mystery shopping technique, we conducted all the retailers selected for in-depth interviews.

This mystery shopping technique has allowed us to assess the attitude and practices of retailers towards adolescents, at the same time it has allowed us to verify the findings of in-depth interview.

After careful analysis of population size, sample size for in-depth interview, sampling principles, cost efficiency, nature of study and finally statistical tool, we conducted mystery shopping in all retailers who are carriers of condom.

Detail sample size by category, area, and zone are given below.

Table - 3.3  
Detail Sample Size for Mystery shopping

Zone	Area	Category		
		Carrier (Retailer)		Total (3+4)
		Pharmacy	Non-Pharmacy	
(1)	(2)	(3)	(4)	(5)
Bogra Sadar	1	14	14	28
Rajshahi Sadar	2	14	14	28
Sonamosjid Land port area	3	3	2	5
Hakimpur thana	4	15	15	30
Joypurhat/Paanchbibi	5	12	11	23
Saidpur Municipality	6	14	14	28
Rongpur Sadar	7	16	17	33
<i>Sub-total</i>		88	87	175
Chittagong Metro area	1	19	18	37
Cox's Bazaar District	2	22	22	44
Comilla Sadar	3	19	19	38
Sylhet & Moulavibazar	4	28	28	56
<i>Sub-total</i>		88	87	175
<b>Dhaka</b>				
Narayanganj District	1	15	15	30
Norshingdi District	2	9	8	17
Bhairab Municipality	3	2	1	3
Ward No 37, 38, 39 of DCC	4	9	10	19
Gabtolli-Savar	5	10	10	20
Tongi & Gazipur Municipality	6	13	13	26
Jamalpur & Dewanganj	7	13	12	25
Tangail Sadar	8	10	10	20
Mymensingh Sadar	9	7	8	15
<i>Sub-total</i>		88	87	175



Table - 3.3 (cont.)  
Detail Sample Size for Mystery shopping

Zone	Area	Category		Total (3+4)
		Carrier (Retailer)		
		Pharmacy	Non-Pharmacy	
(1)	(2)	(3)	(4)	(5)
Khulna				
Jessore District	1	12	11	23
Khulna Sadar	2	18	18	36
Bagerhat	3	9	8	17
Mongla(Including port area)	4	8	7	15
Magura Sadar	5	9	8	17
Faridpur Sadar	6	5	6	11
Madaripur Sadar	7	9	8	17
Daulatdia	8	5	6	11
Barisal Sadar	9	8	9	17
Patuakhali Sadar	10	5	6	11
Sub-total		88	87	175
GRAND TOTAL		352	348	700

We believe that this sampling facilitates us to estimates the following issues:

- The overall level of knowledge attitude and practice of retailers in each category (carrier, non-carrier, pharmacy and non-pharmacy), in each area, in each zone and all over the Bangladesh
- Comparison among the zones in respect of knowledge attitude and practice of retailers
- Comparison among the areas within a zone in respect of knowledge attitude and practice of retailers
- Comparison between carrier and non-carrier retailers in each area in respect of knowledge attitude and practice
- Comparison between pharmacy and non-pharmacy retailers within the carrier group in respect of knowledge attitude and practice

### **3.4.3 Sample size for Managers of Transport Association and Factories**

To conduct the FGD we have arrange total 12 FGD, which was held in 4 areas in 4 zones. In each area, 3 FGD was conducted and 1 FGD for manager of Rickshaw Puller and auto rickshaw association, 1 FGD for manager of Truck drivers association and 1 FGD for managers of factories. In Each FGD number of participant was 10. As a result in 12 FGD we have covered  $10 \times 3 \times 4 = 120$  managers. Areas of the zone for FGD were finalized upon consultation with SMC officials.

Table - 3.4  
Sample size for FGD

Zones	Category						Total	
	Managers of Rickshaw Puller and auto rickshaw association		Manager of Truck drivers association		Managers of factories			
	No. of FGD	No. of Participants	No. of FGD	No. of Participants	No. of FGD	No. of Participants	No. of FGD	No. of Participants
Rajshahi Sadar	1	10	1	10	1	10	3	30
Jessor	1	10	1	10	1	10	3	30
Dhaka	1	10	1	10	1	10	3	30
Chittagong	1	10	1	10	1	10	3	30
TOTAL	4	40	4	40	4	40	12	120

### 3.5 Consolidated Sample Size for All categories of Respondents

Table - 3.5  
Consolidated Sample size for the study

Category of Interview Techniques	Number of respondents
In-depth interview	1000
Mystery interview	700
FGD	120 (12 FGD x 10 participants per group)
<b>TOTAL</b>	<b>1820</b>

### 3.6 Selections of the samples

It is important to note that the sample has been drawn from the close proximity of the high-risk areas.

We have used systematic sampling procedure to select non-carrier retailers from each area with each SMC Zone based on list of non-carriers provided by SMC. But in case of carrier retailer, as sampling frame is not available we prepared the sampling frame first then applied systematic sampling procedure to select carrier retailers (Pharmacy and non-pharmacy). Details of selection the respondents are given below:



### **3.6.1 For Carrier**

They had been selected as per following formula

- Complete list of retailer was prepared by Agency for each zone separately according location and areas. This listing was done under direct supervision of Engagement in Charge so that we can avoid the bias error of interviewers.
- Then we divided the total retailers of each area with in a zone by the sample size taken for each area to identify the 'Interval'.
- After that we selected 1 (one) retailer from first group using simple random sampling technique (SRS) who was considered as 1st selected retailer for interviewed.
- The subsequent retailers were selected from corresponding groups by adding the Interval estimated previously.

### **3.6.2 For non-carriers**

They had been selected as per following formula

- Complete list of retailer was available to SMC for each zone separately according location and areas.
- Then we divided the total retailers of each area with in a zone by the sample size taken for each area to identify the 'Interval'.
- Afterwards we selected 1(one) retailer from first group using simple random sampling technique (SRS) who was considered as 1st selected retailer for interviewed.
- The subsequent retailers were selected from corresponding groups by adding the Interval estimated previously.

### **3.6.3 Sample selection for Mystery Shopping**

We had selected the sample using the same principles followed for in-depth interview.

## **3.7 Questionnaire Development**

**Mystery shopping, and in-depth interviews and FGDs all three techniques were adopted for data collection.** We believe that these types of data collection are necessary since this study is interested in gathering information regarding knowledge, attitude and practice of retailers and managers. The questions, guidelines for the mystery shopper and interviews should reflect the areas of inquiry outlined in this document. For example, an adolescent should serve as one of the

mystery shoppers to determine the retailers' attitude towards selling condoms to adolescents. For FGDs we would develop FGD guide for moderator.

Considering these above-mentioned issues questionnaire were developed in accordance with the information required for the study to interview the target audiences. In addition to this, we developed a guideline for mystery shopper interviews. We also developed a guideline for FGDs. In developing the questionnaire and guideline, we have consulted SMC and based on their advice, it have finalized for pretesting. Based on the findings of pre-testing, after necessary modification, questionnaire and guideline was finalized for the study.

Questionnaire, FGD guide and Mystery shopper's questionnaire are attached in the annexure.



## **4 Organization of Research Findings**

The findings of the research have been organized into 3 categories:

1. Findings from in-depth interview;
2. Findings from mystery shopping; and
3. Findings from Focus Group Discussions.

Among the above, findings from in-depth interview have been further categorized into followings:

1. General Findings;
2. Knowledge Related Findings;
3. Attitude Related Findings;
4. Practice Related Findings; and
5. Sales Promotion Related Findings.

Overall findings of the research are presented in the following sections according to the order illustrated below:

Sections 5,6,7, 8 and 9 includes findings from in-depth interview being organized into four groups, namely, General findings, Knowledge related findings, Attitude related findings, Practice related findings, and Sales promotion related findings.

Section 10 includes findings from mystery shopping and section 11 includes findings from Focus Group Discussions. Finally, section 12 includes summary of overall findings.

## 5 General Findings

This section includes general information on the respondents and to some extent on the condom buyers. The carriers interviewed in the research are those retailers, pharmacy or non-pharmacy, who sell at least 1 condom brand in his shop.

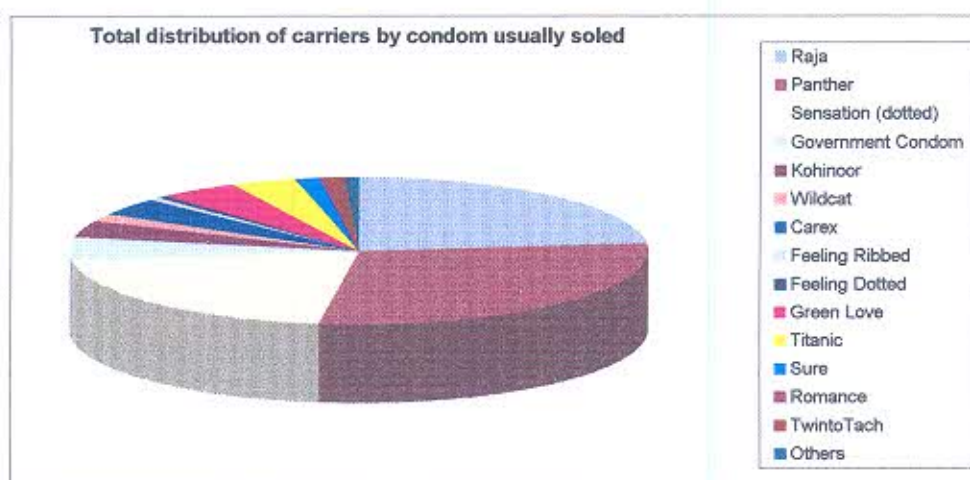
### 5.1 Market share of condom brands

#### 5.1.1 SMC condom brands

Table 1 shows the distribution of carriers by the condom brands they usually sell and from the table it can be seen that

Panther tops the sales of pharmacies (98%) while Raja tops the sales of non-pharmacies (78%).

Second highest market share among the pharmacies is owned by Sensation (93%) while that in non-pharmacies belongs to Panther (54%).



#### 5.1.2 Other condom brands

From the same table, it is found that

Among other than SMC condom brands, major market shares among the pharmacies belong to government condoms (23%), Green Love (22%), Carex (20%), Kohinoor (19%) and Titanic (19%).

Among the non-pharmacies, no condom brand other than SMC brand hold major market share.

The highest market share of condom brand other than SMC brand among the non-pharmacies is only 4% and that belongs to government condoms.

It seems obvious that the seller of other condom brands largely ignore the non-pharmacy selling outlets.



## **5.2 Stocking of condom brands**

### **5.2.1 SMC condom brands**

From Table 2 it is seen that at the time of interview

93% of the pharmacies had at least one condom brand at stock and 89% had at least one SMC condom brand at stock. The figures for non-pharmacies are 82% and 78% respectively.

Most of the pharmacies had Sensation (80%) at stock while most of the non-pharmacies had Raja (61%) at stock. Only 32% of the pharmacies had Raja at stock while 10% of the non-pharmacies had Sensation at stock.

### **5.2.2 Other condom brands**

Other main condom brands that the pharmacies had at stock during the time of interview are government condoms (15%), Carex(15%), Green Love(15%), Kohinoor (12%) and Titanic (12%). Only 2% of the non-pharmacies were found to have government condoms at stock and insignificant numbers had others.

## **5.3 Stock-out patterns of condom brands**

The average length of period that a pharmacy and a non-pharmacy seller remain without stock of condom are 19 and 32 days respectively.

Major reasons for stock-out reported includes

SMC personnel's not visiting the reatiler (39%) and

Retailers inability to go to market (29%).

Scanty supply of condom was reported as another major reason by the non-pharmacies only.

However, majority of the retailers, 75% of pharmacies and 65% of non-pharmacies were out of stock only once in the last 3 months.

## **5.4 Source of supply**

Major sources of supply of condom are Company representatives and nearby stockists. About 66% pharmacies and 41% of non-pharmacies rely on company sales representative while 35% of pharmacies and 56% of non-pharmacies rely on nearby stockists.

## 5.5 Visibility of condoms and POPs at store

The field investigators were instructed to record whether a retailer keeps the condom or POP visible in the store despite having it at stock. Study finds

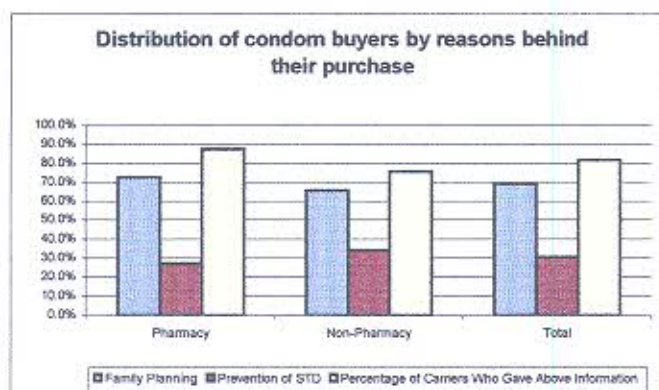
- Among 85% of the pharmacies Sensation was visible while among 66% and 9% of the shops, Panther and Raja was visible respectively. Among the pharmacies, only in 12% and 18% of the pharmacy shops, Titanic and Green Love were visible.
- Among the non-pharmacies, Raja, Panther and Sensation were visible in 74%, 36% and 14% of the shops respectively.
- Raja is mainly kept at almirah/rack (68%) while Panther (62%) and Sensation (71%) are mainly kept hanging at the store.
- 83% of the retailers had no POP visible at their stores. Only 12% and 11% of the pharmacies had Sensation and Panther stickers respectively.

## 5.6 Perceived profile of condom buyers

Information was gathered about retailers' perception that why does a condom buyer buy a condom, what is his age and from which occupation he is from.

### 5.6.1 Reasons for buying condom

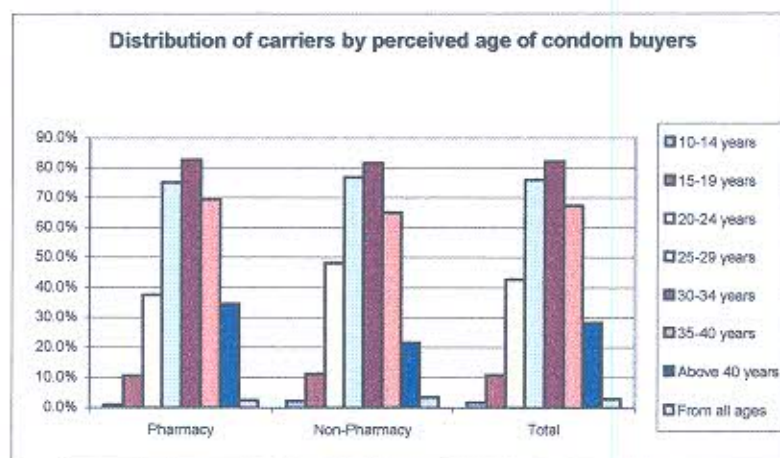
- Among the condom buyers buying from pharmacies, 73% buy for family planning and 27% for prevention of STD.
- This figure is different in the case of non-pharmacies. There, 66% buy for family planning and 34% buy for prevention of





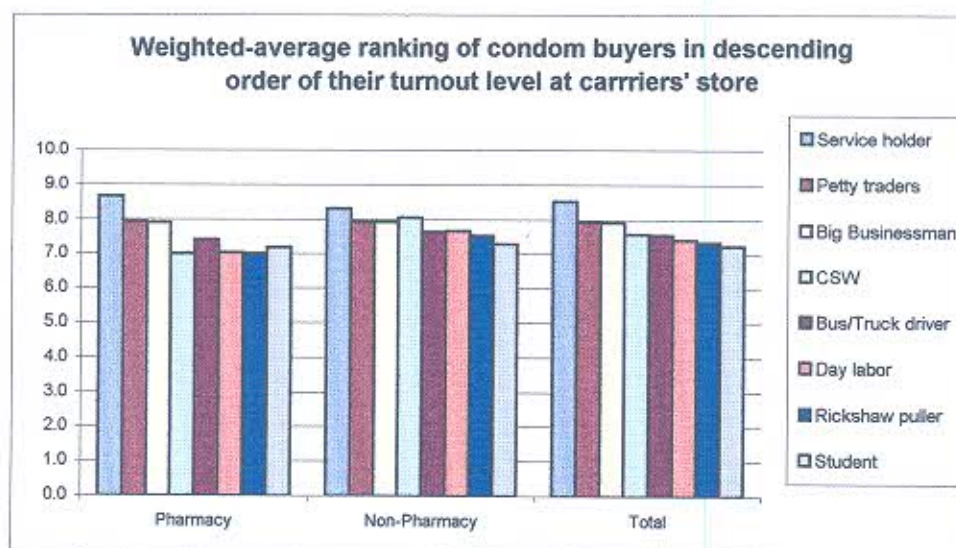
### 5.6.2 Age group of buyers

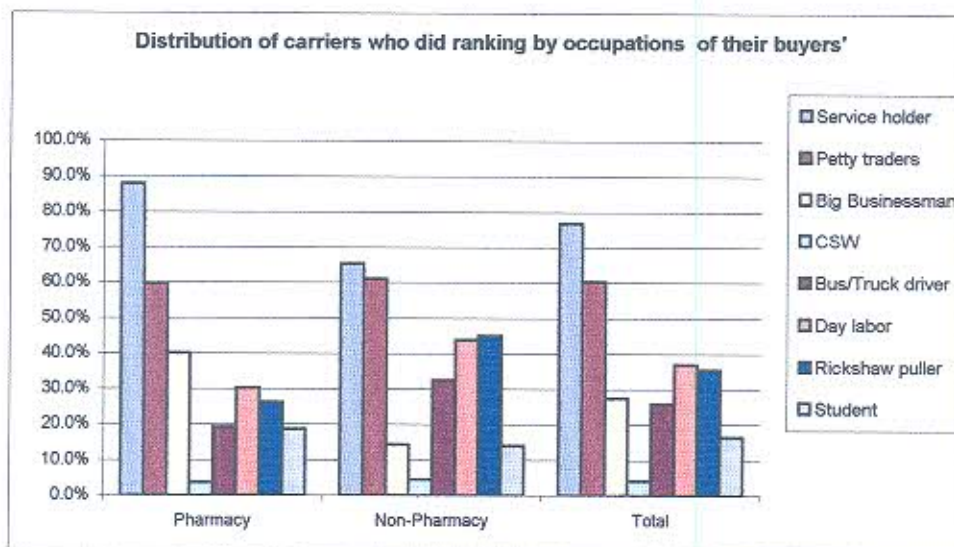
- Age group of buyers from pharmacy and non-pharmacy outlets is from 10 years to more than 40 years. Table 11 shows the turnout level of buyers from different age groups in the shops.



### 5.6.3 Occupations that most buyers come from

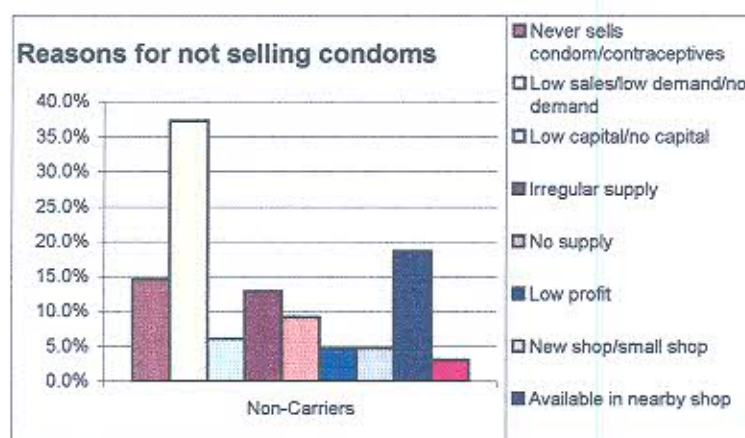
Eighty-eight percent of pharmacies and 65% of non-pharmacies told that most of the buyers are from service holders. Table 12 shows the occupations along with weighted-average rank depicting the turnout level of buyers.





## 5.7 Profile of non-carriers

- Average length of business of non-carriers interviewed is 7 years.
- Most of them sell cosmetics (59%), cigarettes (51%), groceries (48%), and betel leaf (46%).
- Major reasons as reported by them for not selling condom is low demand or sale (37%) while 19% do not sell as it is available in nearby shop. Table 15 shows more figures on other reasons.

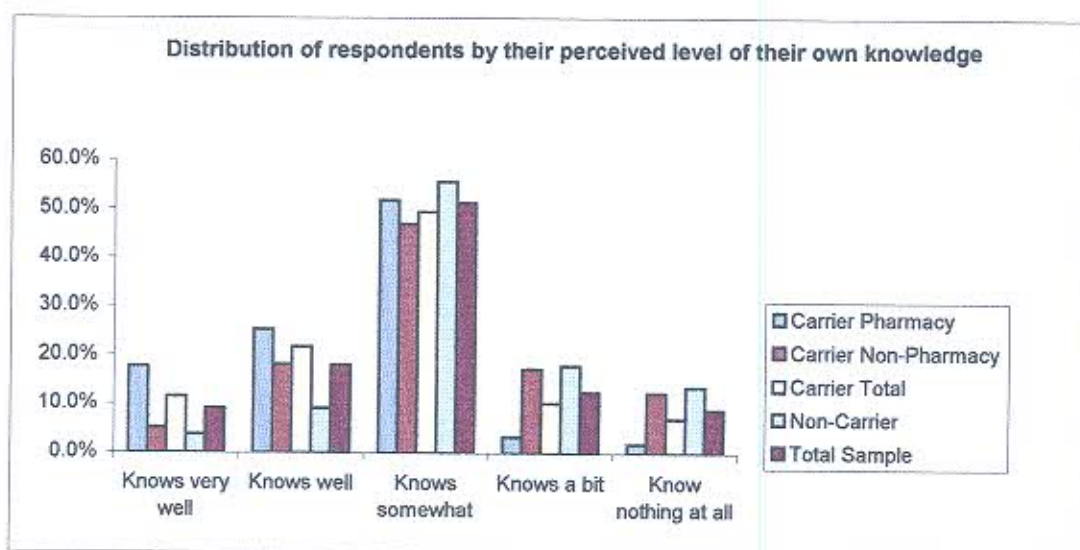




## 6 Knowledge Related Findings

### 6.1 Perceived level of knowledge on condom and STD

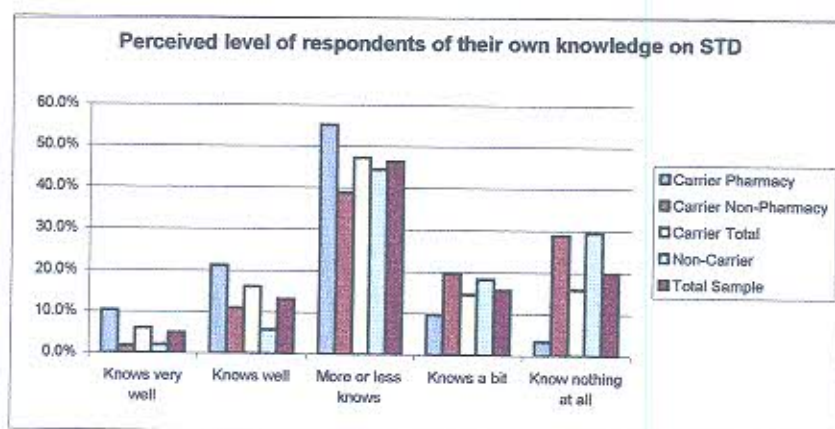
On an average, pharmacy, non-pharmacy and non-carriers think that they have some knowledge on condom. Detail information regarding this aspect is given in Tables 16 and 17. Same is almost true for perceived level of knowledge on STD with the exception that non-pharmacies think that they have less than some knowledge on STD.



#### 6.1.1 Knowledge on specific STD

When asked whether they could name any STD,

- Eighty percent of the total sample named Syphilis.
- Seventy-one percent (71%) named Gonorrhea, and
- Sixty three percent (63%) of total sample named AIDS as major STD.



Tables 18-23 shows distribution of respondents by their responses to questions regarding their knowledge on specific STD.

### 6.1.2 Knowledge on transmission of STD

Thirty-five percent (35%) of total sample told that not using condom is the major reason for spreading of STD.

However, fifty percent (50%) told that STD spread through mating with infected ones.

Twenty-eight percent (28%) of total sample told STD spread because of mating with multiple partners, and

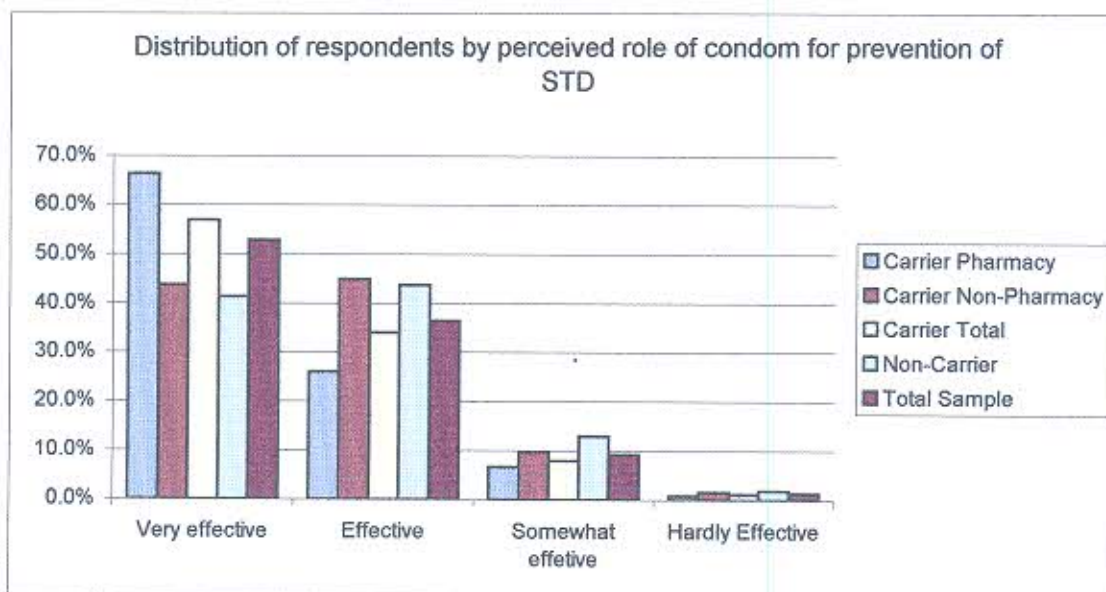
Thirty percent (30%) told that STD is transmitted through mating with CSW without condom.

Replying to another question,

- 99% of total sample affirmed that STD can be transmitted in mating with infected ones without condom even only for one time.

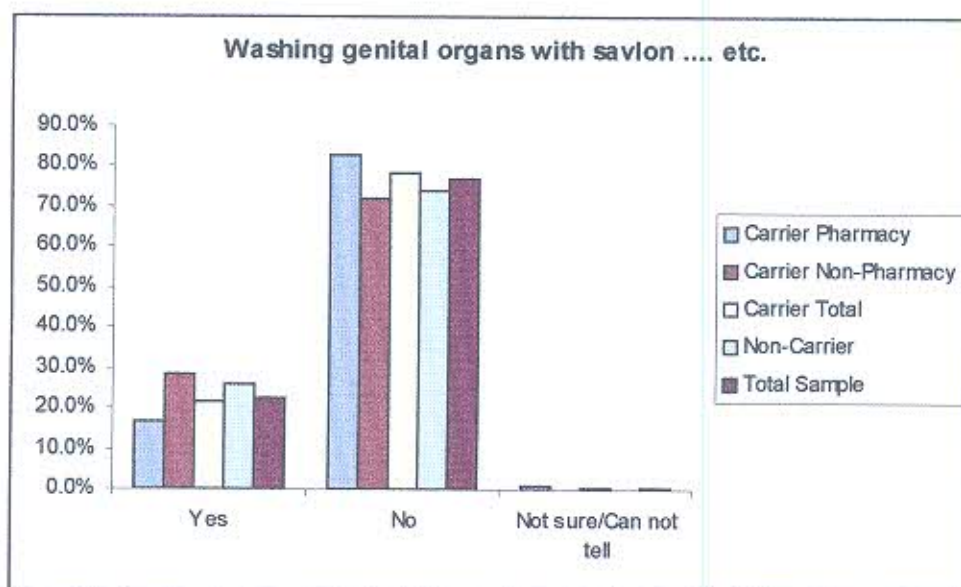
### 6.1.3 Knowledge on prevention of STD

- Fifty-three percent (53%) of total sample told that condom is very effective in prevention of STD.
- Thirty seven percent (37%) think that condom is effective replying to a 5 point scale from 'not effective at all' to 'very effective'.
- Eighty-two percent (82%) of respondents think that using condom can prevent STD.
- Thirty-nine percent (39%) suggest not mating with infected ones, and
- Twenty eight percent (28%) suggest not mating with other than spouse for prevention of STD.





Replying to another question regarding belief in the idea that STD can be washed away with water, savlon, urine, etc.,



- Seventy seven percent (77%) of total sample told that they do not believe in such idea.
- Ninety-two percent (92%) of total sample told that one should visit doctor if he is infected with STD.

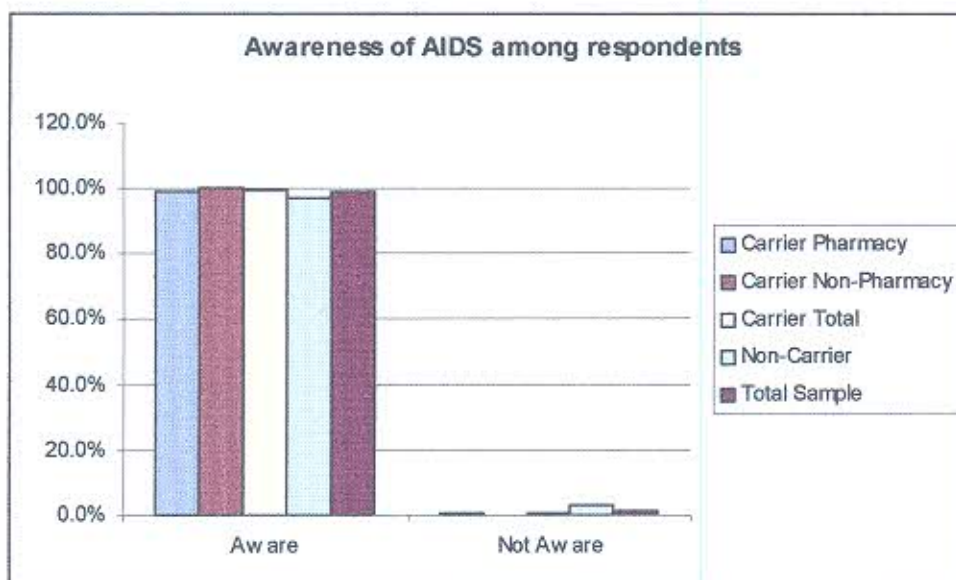
#### **6.1.4 Knowledge on other aspects of STD**

- Majority of the respondents consider extent of contamination of STD in Bangladesh to be moderate.
- Major social problems that may arise out of STD infection are reported to be as becoming inferior in society/hated by neighbors (36%), and risk of contaminating others (20%).
- Sixty-eight percent told that major economic problem caused by STD is increase of expenditure due to treatment cost and 13% told that income decreases also due to STD.
- Major consequences of STD is seen by respondents as the inability to perform sexual act (43%). Thirteen percent mentioned death and weakening of body as major physiological consequence of STD.

## **6.2 Awareness of AIDS and HIV**

- Ninety-nine percent of total sample told that they are aware of AIDS and on an average, they think that they have almost some knowledge on AIDS.
- However, only 40% of those who are aware of AIDS are aware of HIV. Seventy-nine percent of those who are aware of HIV told that HIV is a virus. Relationship

between HIV and AIDS as reported include 'HIV is a virus and AIDS a disease (37%), and 'carrying HIV leads to AIDS (31%).



- Major reasons for transmission of AIDS as reported by respondents include
  - mating with infected ones (53%),
  - using infected syringe/needles (43%), and
  - taking infected blood (33%).
- Replying to another question 57% of total sample who think that they know at least a bit on AIDS told that having Syphilis and Gonorrhea increases the risk of AIDS.
- Fifty-eight percent told that there is no treatment of AIDS and 22% told that the patient should follow doctor's advice. Ninety one percent told that the consequence of AIDS is death.
  - Suggestions for prevention of AIDS include
  - not mating with infected ones (65%),
  - not mating with CSW (36%),
  - using condom while having intercourse with infected ones (46%),
  - not using infected syringe/needles (49%),
  - not taking infected blood (36%), etc.
- Almost all (99.6%) told that one can get AIDS if he/she mates with infected one without condom even only for once.
- Occupations identified by respondents as
  - risk-prone to AIDS include bus/truck driver (58%),
  - CSW (44%),
  - rickshaw puller (28%),
  - day labor (22%), etc.



## **7 Attitude Related Findings**

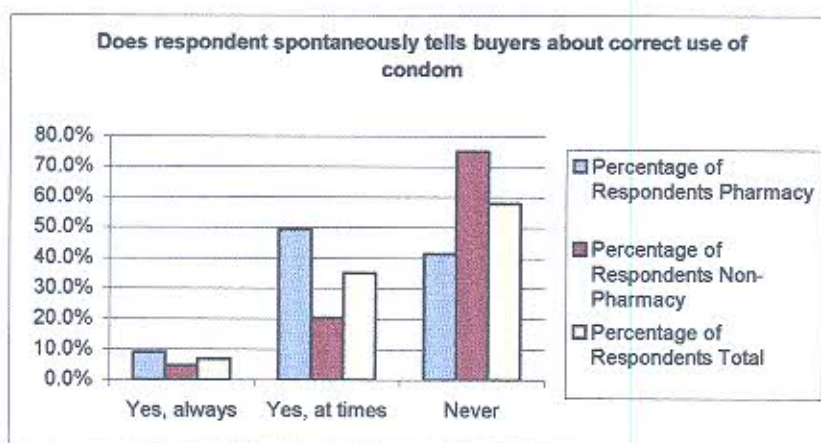
In this section, respondents were asked to answer using a 5 point scale with options including fully agreeing to fully disagreeing with a certain statement. Tables 45-54 present findings obtained from this exercise.

- On an average, respondents tend to fully agree that sellers should not discriminate between married and unmarried buyers of condoms.
- However, average respondents tend to partially disagree and not forming any opinion regarding the idea that women are mainly responsible for spread of STD.
- Average respondents tend to fully agree that STDs like Syphilis and Gonorrhea is major social problems. The respondents also tend to agree that AIDS is a major threat for Bangladesh.
- On an average, respondents tend to fully agree that condom plays an effective role in prevention of STD although the prevailing rate of condom usage is not adequate.
- The respondents tend to partially agree with the idea that CSW should be viewed from humanistic angle. Replying to another question, average respondents tend to fully agree that persons visiting CSW regularly should always use condom.
- Average respondents do not have any opinion regarding the idea the risk of AIDS is very low in Bangladesh as it is a conservative country. However, they tend to fully agree that traders should play an increased role in sale/use/promotion of condom for prevention of STD and AIDS.

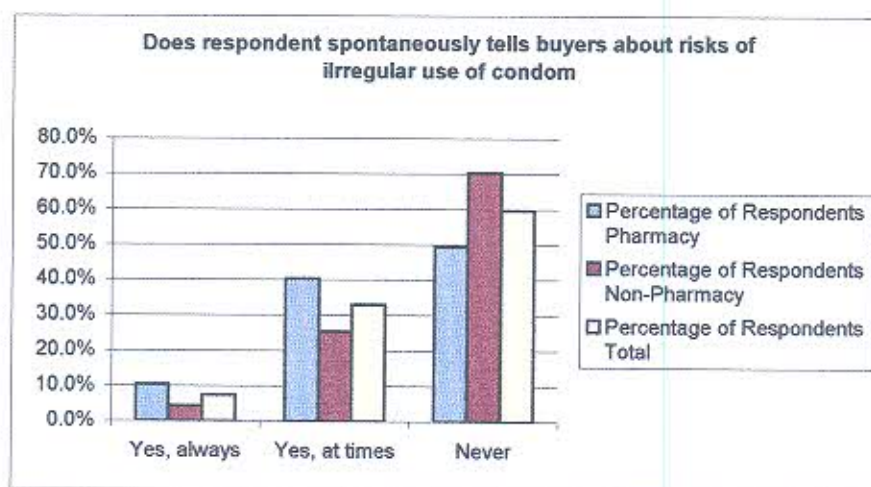
## 8 Practice Related Findings

Finding regarding practice are as follows:

- 54% of pharmacy told they spontaneously tell their customers about quality of condom while only 23% of non-pharmacy tell spontaneously about quality of condom.
- Major qualities told by them include prevention of STD (44%), does not tear easily (31%), increases satisfaction (24%), etc.
- Seven percent of carriers always tell customers about correct use of condom while 35% tells about it occasionally. Fifty-eight percent of carriers never tell their customers correct use of condom.

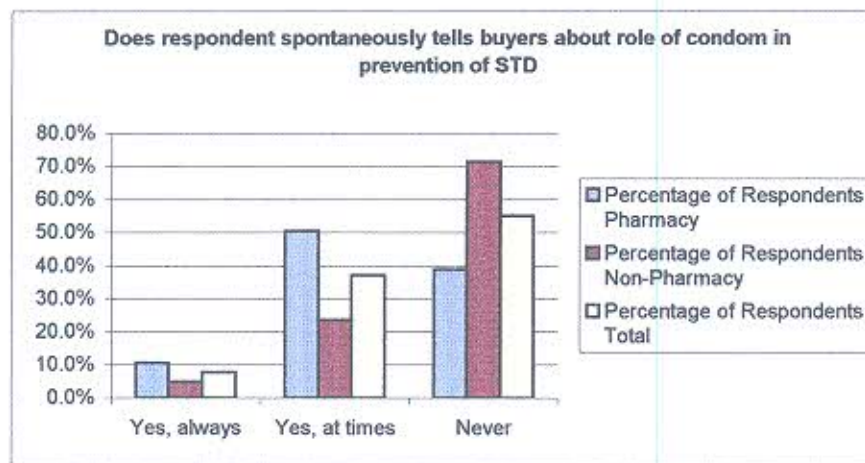


- Forty-nine percent of carriers never tell about benefits of using condom. However, 44% tell about it occasionally and 7% always tell about it.
- Seven percent of carriers always tell customers about risk of irregular use of condom while 33% tells about it occasionally. Sixty percent of carriers never tell their customers risk of irregular use of condom. Reasons for not telling include customers do not seek advice (41%), seller does not think it essential (24%), etc.





- Fifty-five percent of carriers never tell about role of condom in prevention of STD. However, 37% tell about it occasionally and 8% always tell about it.



- Seventy-eight percent of pharmacy carriers sell condom irrespective of age and 89% of non-pharmacy carriers sell condom irrespective of age. Major reasons for not selling condom to every one is tendency of not selling condom to minors.
- 54% of carriers told that they never advise risk-prone to STD to use condoms. Ten percent always advise while 36% advise occasionally.
- The pharmacy salespersons usually provide not treatment to STD (37%), give antibiotic medicine (41%), and ask to take advice from doctors and YD specialist (12%). Most of the pharmacy sales persons who give advice to STD patients advise them to go to doctor (64%)
- When non-carriers are asked to sell condom, 60% of them request the customer to buy from nearby shop and 27% tell that they do not sell condom. Replying to another question, 37% of the non-carriers told that they are not interested to sell condom in future. Reasons for their lack of interest include availability in nearby pharmacy/shop (37%), low demand (33%), shyness to sell condom (21%), etc.

## 9 Sales Promotion Related Findings

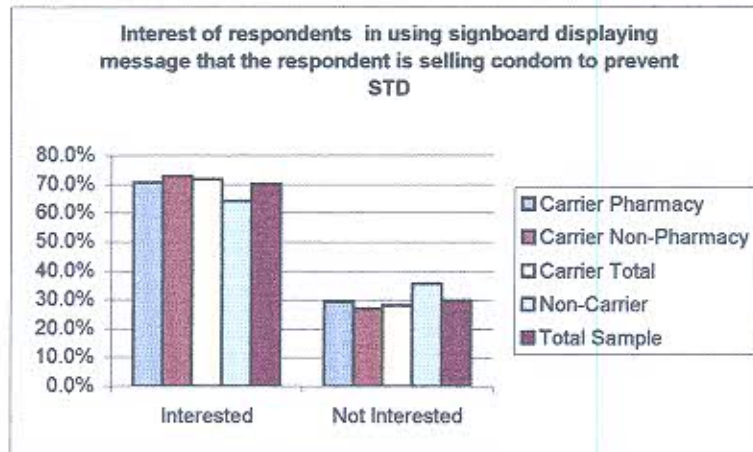
Eighty-eight percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use promotional items at their own store.



- The promotional items they are interested at include
  - signboard (63%),
  - sticker (40%),
  - hanging mobile (32%),
  - display holder (28%), and
  - handout (13%).
- Sixty-one percent think signboard is most effective promotional tool while 23% consider sticker as most effective.
- Ninety-four percent of respondents are interested to participate in trade promotion and
- 86% are interested to participate in consumer promotion. Area of services the respondents are interested to participate in consumer promotion include
  - distributing prizes/gifts to buyers (91%),
  - displaying promotional information (67%), and
  - collecting data from buyers (51%).
- Only 25% of respondents are currently involved in trade promotion and products for which they are involved include
  - soap (39%),
  - medicine (18%),
  - condom (5%), etc.



- Only 19% of respondents are currently involved in consumer promotion and products for which they are involved include
  - soap (42%),
  - fruit drink (13%),
  - condom (14%), etc.
- Seventy percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use signboard displaying message that the seller is selling condom.



## **10 Findings from Mystery Shopping**

### **10.1 Overall immediate behavior and comments of the shopkeepers**

- Fifty-four percents sold freely and 13% sold hesitantly. Seventeen percent told they do not sell and 6% told angrily that they do not sell.
- Seventy percent of the respondents did not comment while 10% and 9% told respectively that they do not sell in loose quantities and exclaimed what is going on in Ramadan.

Tables A1 to A3 show information in this regard.

### **10.2 Behavior and comments of the shopkeepers when they were requested to sell after refusing to sell**

This information is about those sellers who did not sell condoms at first approach of the mystery shoppers. Only 8 out of 700 shopkeepers fall into this category. Tables B1 and B2 present information in this regard.



## **11 Focus Group Discussion Findings**

### **11.1 Rickshaw pullers**

#### **11.1.1 Knowledge**

All participants in the FGD have heard about condom. Knowledge that they have about condom is that

- condom is a contraceptive
- using condom prevents AIDS
- using condom prevents various diseases
- condom is the only safest means to perform sexual act with CSW or immoral females.

The names of sexually transmitted diseases identified by them are as follows:

- Syphilis
- gonorrhea
- AIDS
- Ulcer in genital organs
- Cancer of genital organs

Ways through which STDs like Syphilis and Gonorrhea spread are

- Mating with infected ones
- Sexual act with immoral females
- Using used syringe/needles
- Not using condom during intercourse
- Urinating in a public toilet
- Using dress used by infected ones

All respondents affirmed that one can get STD through mating with infected ones even only for once. They also told that condom is very effective in prevention of STD. When asked whether STD can be washed away with savlon, water, urine, etc. they replied in negative.

All of them have heard about AIDS and identified followings as ways through which AIDS can spread:

- Mating with immoral females without condom
- Mating with AIDS patient without condom
- Using syringe/needles used by AIDS patient
- Taking blood from infected ones
- Using dress used by infected ones
- Mating with overseas residents
- From homosexuals

Ninety-eight percent told that there is no effective treatment of AIDS. Two percent told that there is a capsule in Germany which suspends the disease for some time. All of them affirmed that consequence of AIDS is death.

They also confirmed that mating with AIDS patient without condom only for once would lead to AIDS.

#### **11.1.2 Attitude**

- All of the participants agreed that seller should not discriminate between married and unmarried buyers of condom.
- Eighty-five percent fully disagree that women are mainly responsible for spread of STD/AIDS and
- all fully agree that prevailing rate of condom usage in Bangladesh is not adequate.

#### **11.1.3 Practice**

- Everyone told that condom is to be used in the following way. After penis is erected, the air within condom is to be emptied after which condom will be placed by clipping condom head with fingers.
- Usually friends of the participants do not ask to know about STD and condom still then the participants try to talk about these. They tell that condom is to be used for illegitimate sex, and not using condom leads to infection and disease. They also advise patients to seek solicitations from VD specialist.

#### **11.1.4 Sales Promotion**

Steps suggested for promotion of condom are as follows:

- Social awareness is to be increased
- Everyone should be made to accept that condom is the only mean to prevent STD
- Women should be made aware through field workers
- More movies like *Meghla Aakash* should be produced

They think that prizes can increase use of condom and they suggested followings for advertisement:

- Frequent advertisement in radio and television
- Advertise through frequently used item
- Make advertisement with VD specialist/doctor
- Make advertisement with different slogans



## **11.2 Truck drivers**

### **11.2.1 Knowledge**

Knowledge that they have about condom is that

- condom is a contraceptive
- using condom prevents STD/AIDS
- condom must be used during illegitimate intercourse
- conscious persons use condom
- condom does not provide full security as it tears occasionally

The names of sexually transmitted diseases identified by them are as follows:

- Syphilis
- gonorrhea

Ways through which STDs like Syphilis and Gonorrhea spread are

- Not using condom during intercourse with immoral females and CSW
- Using dress of infected ones
- Using used syringe/needles
- Urinating in a toilet where STD patients urinate

All respondents affirmed that one can get STD through mating with infected ones even only for once. They also told that condom is very effective in prevention of STD. When asked whether STD can be washed away with savlon, water, urine, etc. they replied in negative except 4% who told that washing with urine can help.

All of them have heard about AIDS and identified followings as ways through which AIDS can spread:

- Mating with AIDS patient without condom
- Using syringe/needles used by AIDS patient
- Taking blood from infected ones
- Using dress used by infected ones
- Eating foods eaten by infected ones
- Two or more persons shaving with same blood

All told that there is no effective treatment of AIDS and affirmed that consequence of AIDS is death. They also confirmed that mating with AIDS patient without condom only for once would lead to AIDS except 5% who told that such case may or may not lead to AIDS.

### **11.2.2 Attitude**

- All of the participants agreed that seller should not discriminate between married and unmarried buyers of condom.
- Ninety-five percent fully disagree that women are mainly responsible for spread of STD/AIDS and
- all fully agree that prevailing rate of condom usage in Bangladesh is not adequate.

### **11.2.3 Practice**

- Everyone told that condom is to be used in the following way. After penis is erected, the air within condom is to be emptied after which condom will be placed by clipping condom head with fingers.
- Usually friends of the participants do not ask to know about STD and condom and do not spontaneously talk about these. They tell that condom is the only safest mean for illegitimate sex. They also advise patients to seek solicitations from VD specialist and to use condom in risky places.

### **11.2.4 Sales Promotion**

Steps suggested for promotion of condom are as follows.

- Quality of condom must be ensure so that no one can question the full security of condom
- Awareness should be built for using condom
- Group sessions to be conducted
- Advertisement through music and drama

They think that prizes can increase use of condom and they suggested followings for advertisement:

- Advertise in handbag, key ring, comb, etc.
- Make advertisement through music, drama and project key message

## **11.3 Factory Managers**

### **11.3.1 Knowledge**

Knowledge that they have about condom is that

- condom is a contraceptive
- using condom prevents STD/AIDS

The names of sexually transmitted diseases identified by them are as follows:

- AIDS
- Syphilis
- gonorrhea



Ways through which STDs like Syphilis and Gonorrhea spread are

- Through illegitimate sex
- Eating foods eaten by infected ones
- Using dress of infected ones
- Using used syringe/needles
- Excessive intercourse

All respondents affirmed that one can get STD through mating with infected ones even only for once. They also told that condom is very effective in prevention of STD. When asked whether STD can be washed away with savlon, water, urine, etc. they replied in negative.

All of them have heard about AIDS and identified followings as ways through which AIDS can spread:

- Free sexual act
- Lack of hygiene
- Using syringe/needles used by AIDS patient
- Taking blood from infected ones
- Using dress used by infected ones
- Eating foods eaten by infected ones

All told that there is no effective treatment of AIDS and affirmed that consequence of AIDS is death. They also confirmed that mating with AIDS patient without condom only for once would lead to AIDS.

#### **11.3.2 Attitude**

- All of the participants agreed that seller should not discriminate between married and unmarried buyers of condom.
- Ninety-five percent fully disagree that women are mainly responsible for spread of STD/AIDS and all fully agree that prevailing rate of condom usage in Bangladesh is not adequate.

#### **11.3.3 Practice**

- Everyone told that condom is to be used in the following way. After penis is erected, the air within condom is to be emptied after which condom will be placed by clipping condom head with fingers.
- Usually friends of the participants do not ask to know about STD and condom still then spontaneously talk about these at times. They advise patients to seek solicitations from VD specialist.

#### **11.3.4 Sales Promotion**

Steps suggested for promotion of condom are as follows:

- Mass awareness
- Advertisement through music and drama

They think that prizes can increase use of condom and they suggested followings for advertisement:

- Advertise in signboard, billboard, etc.
- More advertisement through music, drama on radio and television



Focus Group Discussion session with Leaders Rickshaw Pullers Association, Rajshahi



Focus Group Discussion session with Leaders of Truck Drivers Association , Dhaka



## 12 Summary

### 12.1 In-depth Interview

Market share of SMC condom brands were higher than that of non-SMC condom brands. Among the SMC condom brands Panther topped the sales of pharmacy carriers while Raja topped the sales of non-pharmacy carriers. Only 7% of pharmacy and 18% of non-pharmacy were out of stock of condom at the time of interview. It was also found that 75% of pharmacies and 65% of non-pharmacies were out of stock only once in the last 3 months.

Major sources of supply of condom are Company representatives and nearby stockists. About 66% pharmacies and 41% of non-pharmacies rely on company sales representative while 35% of pharmacies and 56% of non-pharmacies rely on nearby stockists.

Among the condom buyers buying from pharmacies, 73% buy for family planning and 27% for prevention of STD. This figure is different in the case of non-pharmacies. There, 66% buy for family planning and 34% buy for prevention of STD. Age group of buyers from pharmacy and non-pharmacy outlets is from 10 years to more than 40 years. Eighty-eight percent of pharmacies and 65% of non-pharmacies told that most of the buyers are from service holders.

Average length of business of non-carriers interviewed is 7 years. Most of them sell cosmetics (59%), cigarettes (51%), groceries (48%), and betel leaf (46%). Major reasons as reported by them for not selling condom is low demand or sale (37%) while 19% do not sell as it is available in nearby shop.

On an average, pharmacy, non-pharmacy and non-carriers think that they have some knowledge on condom. When asked whether they could name any STD, 80% of the total sample named Syphilis. Thirty-five percent of total sample told that not using condom is the major reason for spreading of STD. Replying to another question, 99% of total sample affirmed that STD can be transmitted in mating with infected ones without condom even only for one time. Replying to another question regarding belief in the idea that STD can be washed away with water, savlon, urine, etc., 77% of total sample told that they do not believe in such idea. Ninety-two percent of total sample told that one should visit doctor if he is infected with STD.

Majority of the respondents consider extent of contamination of STD in Bangladesh to be moderate. Major social problems that may arise out of STD infection are reported to be as becoming inferior in society/hated by neighbors (36%), and risk of contaminating others (20%). Sixty-eight percent told that major economic problem caused by STD is increase of expenditure due to treatment cost and 13% told that income decreases also due to STD. Major consequences of STD is seen by



respondents as the inability to perform sexual act (43%). Thirteen percent mentioned death and weakening of body as major physiological consequence of STD.

Ninety-nine percent of total sample told that they are aware of AIDS and on an average, they think that they have almost some knowledge on AIDS. However, only 40% of those who are aware of AIDS are aware of HIV. Seventy-nine percent of those who are aware of HIV told that HIV is a virus. Relationship between HIV and AIDS as reported include 'HIV is a virus and AIDS a disease (37%), and 'carrying HIV leads to AIDS (31%).

Suggestions for prevention of AIDS include not mating with infected ones (65%), not mating with CSW (36%), using condom while having intercourse with infected ones (46%), not using infected syringe/needles (49%), not taking infected blood (36%), etc. Almost all (99.6%) told that one can get AIDS if he/she mates with infected one without condom even only for once.

Occupations identified by respondents as risk-prone to AIDS include bus/truck driver (58%), CSW (44%), rickshaw puller (28%), day labor (22%), etc.

On an average, respondents tend to fully agree that sellers should not discriminate between married and unmarried buyers of condoms. However, average respondents tend to partially disagree and not forming any opinion regarding the idea that women are mainly responsible for spread of STD. Average respondents tend to fully agree that STDs like Syphilis and Gonorrhea is major social problems. The respondents also tend to agree that AIDS is a major threat for Bangladesh. On an average, respondents tend to fully agree that condom plays an effective role in prevention of STD although the prevailing rate of condom usage is not adequate. The respondents tend to partially agree with the idea that CSW should be viewed from humanistic angle. Replying to another question, average respondents tend to fully agree that persons visiting CSW regularly should always use condom. Average respondents do not have any opinion regarding the idea the risk of AIDS is very low in Bangladesh as it is a conservative country. However, they tend to fully agree that traders should play an increased role is sale/use/promotion of condom for prevention of STD and AIDS.

Replying to a question, 54% of pharmacy told they spontaneously tell their customers about quality of condom while only 23% of non-pharmacy tell spontaneously about quality of condom. Major qualities told by them include prevention of STD (44%), does not tear easily (31%), increases satisfaction (24%), etc.

Replying to another question, 54% of carriers told that they never advise risk-prone to STD to use condoms. Ten percent always advise while 36% advise occasionally. The pharmacy salespersons usually provide not treatment to STD (37%), give antibiotic medicine (41%), and ask to take advice from doctors and VD specialist (12%). Most of the pharmacy sales persons who give advice to STD patients advise them to go to doctor (64%)



When non-carriers are asked to sell condom, 60% of them request the customer to buy from nearby shop and 27% tell that they do not sell condom. Replying to another question, 37% of the non-carriers told that they are not interested to sell condom in future. Reasons for their lack of interest include availability in nearby pharmacy/shop (37%), low demand (33%), shyness to sell condom (21%), etc.

Eighty-eight percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use promotional items at their own store. The promotional items they are interested at include signboard (63%), sticker (40%), hanging mobile (32%), display holder (28%), and handout (13%). Sixty-one percent think signboard is most effective promotional tool while 23% consider sticker as most effective.

Ninety-four percent of respondents are interested to participate in trade promotion and 86% are interested to participate in consumer promotion. Area of services the respondents are interested to participate in consumer promotion include distributing prizes/gifts to buyers (91%), displaying promotional information (67%), and collecting data from buyers (51%).

Seventy percent of respondents who either sell condom at present or are interested to sell condom in future told that they are interested to use signboard displaying message that the seller is selling condom.

## **12.2 Mystery Shopping**

Fifty-four percents sold freely and 13% sold hesitantly. Seventeen percent told they do not sell and 6% told angrily that they do not sell. Seventy percent of the respondents did not comment while 10% and 9% told respectively that they do not sell in loose quantities and exclaimed what is going on in Ramadan. Only 8 out of 700 shopkeepers fall into this category. Tables B1 and B2 present information in this regard.

## **12.3 Focus Group Discussions**

Rickshaw pullers, truck drivers and factory managers tend to have the following knowledge about condom:

- condom is a contraceptive
- using condom prevents AIDS
- condom is the only safest means to perform sexual act with CSW or immoral females.

The names of sexually transmitted diseases identified by them are as follows:

- Syphilis
- gonorrhea
- AIDS

Ways through which STDs like Syphilis and Gonorrhea spread are

- Mating with infected ones
- Sexual act with immoral females
- Using used syringe/needles
- Not using condom during intercourse
- Urinating in a public toilet
- Using dress used by infected ones

All respondents affirmed that one can get STD through mating with infected ones even only for once. They also told that condom is very effective in prevention of STD. When asked whether STD can be washed away with savlon, water, urine, etc. they replied in negative.

All of them have heard about AIDS and identified followings as ways through which AIDS can spread:

- Mating with immoral females without condom
- Mating with AIDS patient without condom
- Using syringe/needles used by AIDS patient
- Taking blood from infected ones
- Using dress used by infected ones
- Mating with overseas residents
- From homosexuals

Ninety-eight percent told that there is no effective treatment of AIDS. Two percent told that there is a capsule in Germany, which suspends the disease for some time. All of them affirmed that consequence of AIDS is death. They also confirmed that mating with AIDS patient without condom only for once would lead to AIDS.

All of the participants agreed that seller should not discriminate between married and unmarried buyers of condom. Eighty-five percent fully disagree that women are mainly responsible for spread of STD/AIDS and all fully agree that prevailing rate of condom usage in Bangladesh is not adequate.

Everyone told that condom is to be used in the following way. After penis is erected, the air within condom is to be emptied after which condom will be placed by clipping condom head with fingers.

Usually friends of the participants do not ask to know about STD and condom still then the participants try to talk about these. They tell that condom is to be used for illegitimate sex, and not using condom leads to infection and disease. They also advise patients to seek solicitations from VD specialist.



## **ANNEXURE**

## **DATA TABLES**

## DATA TABLES ON IN-DEPTH INTERVIEW



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## SECTION A. GENERAL INFORMATION (Table 1-15)

CARRIERS

## 1. Distribution of carriers by condoms they usually sell

List of Condoms	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
Raja	46.2%	77.5%	61.6%
Panther	98.3%	54.2%	76.6%
Sensation (dotted)	93.3%	15.6%	55.0%
Government Condom	22.7%	4.0%	13.5%
Kohinoor	18.8%	0.6%	9.8%
Wildcat	6.2%	1.4%	3.8%
Carex	20.2%	0.6%	10.5%
Feeling Ribbed	2.0%	1.7%	1.8%
Feeling Dotted	1.1%	0.6%	0.9%
Green Love	21.6%	1.7%	11.8%
Titanic	18.5%	0.6%	9.7%
Sure	5.9%	1.4%	3.7%
Romance	1.7%		0.9%
TwintoTach	6.2%	0.6%	3.4%
Others	3.1%	0.6%	1.8%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q1a



## 2. Distribution of carriers by condoms they currently have at stock

List of Condoms	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
Raja	31.9%	60.8%	46.2%
Panther	61.3%	30.0%	45.9%
Sensation (dotted)	79.8%	10.4%	45.6%
Government Condom	15.4%	2.3%	8.9%
Kohinoor	12.0%		6.1%
Wildcat	3.9%	0.9%	2.4%
Carex	14.8%	0.3%	7.7%
Feeling Ribbed	1.7%	1.7%	1.7%
Feeling Dotted	0.8%	0.6%	0.7%
Green Love	14.8%	0.6%	7.8%
Titanic	11.8%		6.0%
Sure	3.9%	0.9%	2.4%
TwintoTach	4.5%	0.3%	2.4%
Others	3.4%		1.7%
Have at least one condom brand at stock	93.3%	81.8%	87.6%
Have at least one SMC condom brand at stock	89.1%	78.4%	83.8%
Currently out of stock of condom	6.7%	18.2%	12.4%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q1b

## 3. Distribution of carriers by length of period upto which they were out of stock of condom

Length of Stockout period	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
<=3 days	50.0%	19.0%	27.6%
4 days-1 week	20.8%	12.7%	14.9%
1-2 week	4.2%	11.1%	9.2%
3-4 week	12.5%	25.4%	21.8%
>1 month	4.2%	22.2%	17.2%
Average stockout period in days	19	32	28
<b>Base: (Those who usually sell condom but currently out of stock)</b>	24	63	87

Data Source: Carrier/Q2

## 4. Distribution of carriers by reasons due to which they failed to replenish stock of condom

Reasons for Not Replenishing Stock	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
SMC personnel does not visit	37.5%	39.7%	39.1%
Could not go to market	33.3%	27.0%	28.7%
Lack of capital/small capital	8.3%	4.8%	5.7%
Scanty supply	4.2%	14.3%	11.5%
High price	8.3%	3.2%	4.6%
Low sale	4.2%	9.5%	8.0%
Change of Location/Decoration of Shop	4.2%	1.6%	2.3%
<b>Base: (Those who usually sell condom but currently out of stock)</b>	24	63	87

Data Source: Carrier/Q3



## 5. Distribution of carriers by number of times they were out of stock in the last 3 months

Number of Times Stockout Was Not Replenished	Percentage of Respondents	
	Pharmacy	Non-Pharmacy
One	75.0%	65.1%
Twice	16.7%	11.1%
Thrice	8.3%	15.9%
More than thrice		7.9%
<b>Base: (Those who usually sell condom but currently out of stock)</b>	<b>24</b>	<b>63</b>
		<b>87</b>

Data Source: Carrier/Q4

## 6. Source of condom purchase by carriers

Source of Condom Purchase	Percentage of Respondents	
	Pharmacy	Non-Pharmacy
Company Sales Representative	65.8%	40.6%
Nearby Pharmacy	3.9%	4.3%
Nearby Stockist	34.5%	55.9%
Surockkha Office	0.3%	1.4%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>
		<b>704</b>

Data Source: Carrier/Q.5

## 7. Distribution of carriers by condoms that were noticed/observed by field investigator at the store of the carrier

Condoms That Were Noticed/Observed At Store	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
Raja	9.3%	73.9%	39.1%
Panther	65.8%	35.9%	52.0%
Sensation	85.3%	14.4%	52.7%
Titanic	12.3%	0.4%	6.8%
Green Love	18.3%	2.1%	10.9%
Sure	4.8%	1.8%	3.4%
Carex	3.6%		1.9%
Romance	1.5%		0.8%
Twin Touch	1.8%		1.0%
Others	3.3%	4.2%	3.7%
<b>Base: (Those who currently have condoms at stock)</b>	<b>333</b>	<b>284</b>	<b>617</b>

Data Source: Carrier/Q. 5a/column 2

## 8a. Distribution of carriers by types of visibility of Raja at stores

Visibility of Raja At Store	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
Hanging	35.5%	27.1%	28.2%
Kept in almirah/rack	67.7%	68.1%	68.0%
Both hanging and in almirah/rack		1.9%	1.7%
Lying on floor		1.4%	1.2%
Kept in godown/store		1.9%	1.7%
<b>Base: (Those stores where Raja was observed/noticed by FI)</b>	<b>31</b>	<b>210</b>	<b>241</b>

Data Source: Carrier/Q. 5a/column 3



8b. Distribution of carriers by types of visibility of Panther at stores

Visibility of Panther At Store	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Hanging	63.5%	58.8%	62.0%
Kept in almirah/rack	31.5%	35.3%	32.7%
Both hanging and in almirah/rack	1.4%	2.9%	1.9%
Lying on floor	1.4%		0.9%
Kept in godown/store	1.8%	1.0%	1.6%
Not Visible	2.7%	2.0%	2.5%
<b>Base: (Those stores where Panther was observed/noticed by FI)</b>	<b>219</b>	<b>102</b>	<b>321</b>

Data Source: Carrier/Q. 5a/column 3

8c. Distribution of carriers by types of visibility of Sensation at stores

Visibility of Sensation At Store	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Hanging	70.4%	70.7%	70.5%
Kept in almirah/rack	27.5%	24.4%	27.1%
Both hanging and in almirah/rack	1.1%		0.9%
Lying on floor	1.1%		0.9%
Kept in godown/store	1.4%		1.2%
Not Visible	0.7%		0.6%
<b>Base: (Those stores where Sensation was observed/noticed by FI)</b>	<b>284</b>	<b>41</b>	<b>325</b>

Data Source: Carrier/Q. 5a/column 3

## 9. Distribution of carriers by POPs that were noticed/observed at stores by field investigators

Availability of POPs At Stores	Percentage of Stores Where At Least One Condom Was Available		
	Dhaka	Chittagong	Rashahi
1 Page Calendar		1%	0%
Raja Sticker	2.5%	6.9%	4.7%
Panther Sticker	10.9%	2.9%	7.0%
Sensation Sticker	11.8%	1.2%	6.5%
Nothing	84.0%	83.3%	83.7%
Display Holder	0.6%		0.3%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q.5a/column 4

## 10. Distribution of condom buyers by reasons behind their purchase from the carriers

Perceived Reasons Behind Purchase of Condom	Percentage of Condom Buyers		
	Pharmacy	Non-Pharmacy	Total
Family Planning	72.6%	65.9%	69.5%
Prevention of STD	27.4%	34.1%	30.5%
Percentage of Carriers Who Gave Above Information	88%	76%	82%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q6



11. Distribution of carriers by perceived age of condom buyers (perception of carriers)

Age Group (in years)	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
10-14 years	1.1%	2.3%	1.7%
15-19 years	10.6%	11.2%	10.9%
20-24 years	37.5%	48.1%	42.8%
25-29 years	75.1%	76.9%	76.0%
30-34 years	82.6%	81.6%	82.1%
35-40 years	69.5%	65.1%	67.3%
Above 40 years	34.5%	21.6%	28.1%
From all ages	2.5%	3.5%	3.0%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q. 7

12a. Weighted-average ranking of condom buyers in descending order of their turnout level at carriers' store

Ranking of Occupations From Which Most Buyers Come	Weighted-Average Score	
	Pharmacy	Non-Pharmacy
Service holder	8.7	8.3
Petty traders	7.9	7.9
Big Businessman	7.9	7.9
CSW	7.0	8.1
Bus/Truck driver	7.4	7.6
Day labor	7.0	7.7
Rickshaw puller	7.0	7.5
Student	7.2	7.3

Data Source: Carrier/Q. 8

Legend: Score 9 - Highest Turnout 1- Lowest Turnout (Listing is on the basis of total score)

Note: See Table 12b also

12b. Distribution of carriers who did ranking by occupations of their buyers'

Ranking of Occupations From Most Buyers Come	Percentage of Carriers Who Ranked Respective Occupation	
	Pharmacy	Non-Pharmacy
Service holder	88.0%	65.4%
Petty traders	59.7%	61.1%
Big Businessman	40.1%	14.4%
CSW	3.6%	4.6%
Bus/Truck driver	19.3%	32.6%
Day labor	30.3%	43.8%
Rickshaw puller	26.3%	45.0%
Student	18.8%	14.1%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>
		<b>704</b>

Data Source: Carrier/Q. 8



**NON-CARRIERS**

**13. Length of business of respondents**

Length of Business of Respondents	Non-Carriers
1-2 years	26.1%
3-5 years	27.8%
6-10 years	30.2%
11-15 years	6.1%
16-20 years	4.1%
21-30 years	5.4%
More than 30 Years	0.3%
<b>Average Length of Business in Years</b>	<b>7</b>
<b>Base: (All non-carriers)</b>	<b>295</b>

Data Source: Non-Carrier/Q.1

## 14. List of items usually sold by non-carriers

List of Items	Multiple Response	
		Non-Carriers
Cosmetics		59.0%
Bottle Leaf		45.8%
Cigarette		51.2%
Egg		2.7%
Groceries		47.8%
Bakery items		42.0%
Beverage		34.2%
Milk		5.8%
Orsaline		6.1%
Oil		21.7%
Stationeries		6.1%
Soap		23.7%
Chips		5.1%
Chocolate		5.4%
Tea		13.2%
Others		7.5%
<b>Base: (All non-carriers)</b>		<b>295</b>

Data Source: Non-Carrier/Q.2



## 15. Reasons for not selling condoms

Multiple Response	
Reasons for Not Selling Condoms	Non-Carriers
Never sells condom/contraceptives	14.6%
Low sales/low demand/no demand	37.3%
Low capital/no capital	6.1%
Irregular supply	12.9%
No supply	9.2%
Low profit	4.7%
New shop/small shop	4.7%
Available in nearby shop	18.6%
Others	3.1%
<b>Base: (All non-carriers)</b>	<b>295</b>

Data Source: Non-Carrier/Q.3

## SECTION B. KNOWLEDGE RELATED INFORMATION (Table 16-44 )

16. Distribution of respondents by their perceived level of their own knowledge on condom

Perceived Level of Own Knowledge on Condom	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Knows very well	17.6%	5.2%	11.5%	3.7%	9.2%
Knows well	25.2%	18.2%	21.7%	9.2%	18.0%
Knows somewhat	51.8%	47.0%	49.4%	55.6%	51.3%
Knows a bit	3.4%	17.3%	10.2%	18.0%	12.5%
Know nothing at all	2.0%	12.4%	7.1%	13.6%	9.0%
Mean Score	3.5	2.9	3.2	2.7	3.1
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q. 9 &amp; Non-Carrier/Q. 4

Legend: 5 - Knows very well 1 - Knows nothing at all

17. Distribution of respondents by their perceived level of their own knowledge on STD

Perceived Level of Own Knowledge on STD	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Knows very well	10.4%	1.7%	6.1%	2.0%	4.9%
Knows well	21.3%	11.0%	16.2%	5.8%	13.1%
More or less knows	55.2%	38.9%	47.2%	44.4%	46.3%
Knows a bit	9.8%	19.6%	14.6%	18.3%	15.7%
Know nothing at all	3.4%	28.8%	15.9%	29.5%	19.9%
Mean Score	3.3	2.4	2.8	2.3	2.7
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q. 10 &amp; Non-Carrier/Q. 5

Legend: 5 - Knows very well 1 - Knows nothing at all



18. Distribution of respondents by name of STDs mentioned by them

STDs Named By Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Syphilis	91.9%	74.1%	84.5%	67.8%	80.1%
Gonorrhea	88.4%	61.9%	77.4%	51.9%	70.8%
Chlamydia	2.3%	0.4%	1.5%	1.0%	1.4%
Herpes	1.7%		1.0%		0.8%
AIDS	61.2%	65.6%	63.0%	63.9%	63.3%
Nocturnal Emission (Sapnow Doss)	2.3%	2.8%	2.5%		1.9%
Meho'				2.9%	0.8%
Others	2.0%	2.0%	2.0%	1.0%	1.8%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6

19. Distribution of respondents by symptoms of Syphilis as mentioned by them

Symptoms of Syphilis	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Ulcer in genital organs (code 1)	78.5%	65.6%	73.8%	63.1%	71.5%
Secretions from genital organs (code 2)	36.0%	30.1%	33.8%	29.1%	32.8%
Itching of genital organs (code 3)	23.0%	14.8%	20.0%	17.7%	19.5%
Wider gland penis with thin root (code 4)	1.3%	2.2%	1.6%	2.8%	1.9%
Penis is curve shaped (code 5)	0.9%		0.6%		0.5%
Two or more streams of urine (code 6)	1.6%	1.6%	1.6%	1.4%	1.6%
Burning sensation during urination (code 7)	14.5%	7.1%	11.8%	8.5%	11.1%
Blood infection (code 8)	1.3%		0.8%		0.6%
Body becomes thinner (code 9)	0.9%	2.7%	1.6%	0.7%	1.4%
Immunization systems collapses (code 10)	0.6%	0.5%	0.6%		0.5%
Nocturnal emission (code 11)	0.3%	0.5%	0.4%	0.7%	0.5%
Premature ejaculation (code 12)	2.2%		1.4%	1.4%	1.4%
Inability to perform sexual act (code 13)	1.6%		1.0%	0.7%	0.9%
Body weakens (code 15)	0.6%	1.1%	0.8%	2.1%	1.1%
Pain in body (code 19)	0.6%		0.4%		0.3%
Others	0.9%		0.6%	1.4%	0.8%
<b>Base: (Those who know that Syphilis is one type of STD)</b>	<b>317</b>	<b>183</b>	<b>500</b>	<b>141</b>	<b>641</b>

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6



20. Distribution of respondents by symptoms of Gonorrhea as mentioned by them

Symptoms of Gonorrhea	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Ulcer in genital organs (code 1)	18.4%	19.6%	18.8%	13.9%	17.8%
Secretions from genital organs (code 2)	59.7%	46.4%	55.2%	46.3%	53.5%
Itching of genital organs (code 3)	22.6%	12.4%	19.2%	13.0%	18.0%
Wider gland penis with thin root (code 4)	6.9%	5.2%	6.3%	10.2%	7.1%
Penis is curve shaped (code 5)	1.6%	1.3%	1.5%	1.9%	1.6%
Two or more streams of urine (code 6)	7.5%	3.3%	6.1%	0.9%	5.1%
Burning sensation during urination (code 7)	32.8%	19.6%	28.4%	10.2%	24.9%
Blood infection (code 8)	1.3%		0.9%	3.7%	1.4%
Body becomes thinner (code 9)	2.6%		2.4%	2.8%	2.5%
Immunization systems collapses (code 10)		0.7%	0.2%		0.2%
Nocturnal emission (code 11)	1.0%		0.7%		0.5%
Premature ejaculation (code 12)	2.0%	2.0%	2.0%	1.9%	1.9%
Inability to perform sexual act (code 13)	2.3%	0.7%	1.7%		1.4%
Body weakens (code 15)	1.3%		0.9%	1.9%	1.1%
Others	1.3%		0.9%		0.7%
<b>Base: (Those who know that Gonorrhea is one type of STD)</b>	<b>305</b>	<b>153</b>	<b>458</b>	<b>108</b>	<b>566</b>

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6

21. Distribution of respondents by symptoms of Chlamydia as mentioned by them

Symptoms of Chlamydia	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Ulcer in genital organs (code 1)	25.0%		22.2%		18.2%
Secretions from genital organs (code 2)	12.5%		11.1%		9.1%
Others	25.0%	100.0%	11.1%		18.2%
<b>Base: (Those who know that Chlamydia is one type of STD)</b>	<b>8</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>11</b>

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6

22. Distribution of respondents by symptoms of Herpes as mentioned by them

Symptoms of Herpes	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Ulcer in genital organs (code 1)	16.7%		16.7%		16.7%
Red spot on body (code 17)	16.7%		16.7%		16.7%
<b>Base: (Those who know that Herpes is one type of STD)</b>	6		6		6

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6

23. Distribution of respondents by symptoms of AIDS as mentioned by them

Symptoms of AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Ulcer in genital organs (code 1)	1.4%	2.5%	1.9%	3.8%	2.4%
Secretions from genital organs (code 2)	0.5%	1.9%	1.1%	0.8%	1.0%
Itching of genital organs (code 3)		1.9%	0.8%		0.6%
Wider gland penis with thin root (code 4)	1.4%	1.2%	1.3%		1.0%
Penis is curve shaped (code 5)	1.4%	0.6%	1.1%		0.8%
Two or more streams of urine (code 6)	1.9%	0.6%	1.3%	0.8%	1.2%
Burning sensation during urination (code 7)	1.4%	1.2%	1.3%	2.3%	1.6%
Blood infection (code 8)	3.3%	7.4%	5.1%	8.3%	5.9%
Body becomes thinner (code 9)	29.4%	18.5%	24.7%	17.3%	22.7%
Immunization systems collapses (code 10)	21.3%	4.3%	13.9%	6.8%	12.1%
Nocturnal emission (code 11)					
Premature ejaculation (code 12)	0.9%		0.5%		0.4%
Inability to perform sexual act (code 13)	0.9%	1.2%	1.1%	0.8%	1.0%
Impotency (code 14)	0.9%	0.6%	0.8%		0.6%
Body weakens (code 15)	24.2%	14.2%	19.8%	9.8%	17.2%
Red spot on body (code 17)	0.5%		0.3%	2.3%	0.8%
Fever (code 18)	6.2%	2.5%	4.6%		3.4%
Cough (code 25)	0.9%	1.2%	1.1%		0.8%
Loss of taste for food (code 26)	0.9%	1.2%	1.1%		0.8%
Other	3.8%	1.9%	2.9%	1.5%	2.6%
<b>Base: (Those who know that AIDS is one type of STD)</b>	211	162	373	133	506

Data Source: Carrier/Q. 11 &amp; Non-Carrier/Q. 6



24. Distribution of respondents by perceived ways through which STDs like Syphilis and Gonorrhea can spread

Perceived Ways Through Which STD Can Spread	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Not using condom	38.8%	34.0%	36.8%	30.3%	35.1%
Mating with infected ones	54.5%	46.2%	51.0%	43.3%	49.0%
Mating with multiple partners	32.5%	22.7%	28.4%	27.9%	28.3%
Mating with CSW without condom	33.3%	30.8%	32.3%	23.6%	30.0%
Using syringe/needles of infected ones	12.5%	9.3%	11.1%	5.8%	9.8%
Anal sex					
Oral sex	0.3%	1.2%	0.7%	0.5%	0.6%
Using dress/items used by infected ones	18.8%	18.2%	18.6%	16.3%	18.0%
Interaction with infected ones	3.8%	6.5%	4.9%	4.3%	4.8%
Using blades used by infected ones	2.6%	1.2%	2.0%	1.0%	1.8%
Taking blood of infected ones	7.8%	6.1%	7.1%	2.4%	5.9%
From urine of infected ones	11.3%	6.1%	9.1%	4.3%	7.9%
From masturbation	0.3%	1.2%	0.7%	0.5%	0.6%
From public toilet	1.2%		0.7%	1.0%	0.8%
Lack of cleanliness	0.6%	0.4%	0.5%	0.5%	0.5%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 12 &amp; Non-Carrier/Q. 7

25. Distribution of respondents by perceived risk of STD transmission in mating without condom only for once with infected ones

Can STD Spread If One Mates With Infected One Only Once Without Wihout Condom	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Yes	98.8%	98.0%	98.5%	98.6%	98.5%
No	1.2%	2.0%	1.5%	1.4%	1.5%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 13 &amp; Non-Carrier/Q. 8

26. Distribution of respondents by perceived role of condom for prevention of STD

Perception of Respondents About Role of Condom in Prevention of STD	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Very effective	66.4%	43.7%	56.9%	41.3%	52.9%
Effective	26.1%	44.9%	34.0%	43.8%	36.5%
Somewhat effective	6.7%	9.7%	7.9%	13.0%	9.3%
Hardly Effective	0.9%	1.6%	1.2%	1.9%	1.4%
Not effective					
<b>Mean Score</b>	<b>4.6</b>	<b>4.3</b>	<b>4.5</b>	<b>4.3</b>	<b>4.4</b>
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 14 &amp; Non-Carrier/Q. 9

Legend: 5 - Very effective 1 - Not effective



27. Distribution of respondents by perceived ways for prevention of STD

Perception of Respondents About Ways for Prevention of STD	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Using condom	84.1%	83.8%	84.0%	77.9%	82.4%
Have only one sex partner	7.0%	4.0%	5.7%	1.4%	4.6%
Not mating with infected ones	42.6%	33.2%	38.7%	38.9%	38.8%
Not mating with other than spouse	28.7%	28.7%	28.7%	26.4%	28.1%
Not mating with CSW without condom	8.1%	4.5%	6.6%	4.3%	6.0%
Using sterilized syringe only	8.1%	3.6%	6.3%	3.4%	5.5%
Taking tested blood only	6.1%	3.6%	5.1%	3.8%	4.8%
Follow religious rules	3.2%	1.2%	2.4%	1.0%	2.0%
Increasing awareness about health	3.5%		2.0%	1.9%	2.0%
Not urinating everywhere	0.9%		0.5%	2.4%	1.0%
Take doctor's advice	1.2%	1.2%	1.2%		0.9%
Maintain cleanliness	1.7%	3.6%	2.5%		1.9%
Not using dress of infected ones	1.2%	0.4%	0.8%		0.6%
Others	0.6%	1.2%	0.8%		0.6%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q.15 &amp; Non-Carrier/Q.10

28. Distribution of respondents by perceived extent of contamination of STD in Bangladesh

Perception of Respondents About Extent of Contamination of STD in Bangladesh	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Very high	7.8%	3.6%	6.1%	4.3%	5.6%
High	14.5%	11.7%	13.3%	11.5%	12.9%
Somewhat	45.2%	28.7%	38.3%	23.6%	34.5%
Low	16.5%	16.2%	16.4%	14.9%	16.0%
Very low	4.1%	3.6%	3.9%	2.9%	3.6%
Not sure/Can not tell	11.9%	36.0%	22.0%	42.8%	27.4%
<b>Mean Score</b>	<b>3.1</b>	<b>2.9</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q.16 &amp; Non-Carrier/Q.11

Legend: 5 - Very high 1 - Very low

29. Distribution of respondents by perceived social and economic problems created by STDs like Syphilis and Gonorrhea

Perception of Respondents About Problems Created By STDs like Syphilis and Gonorrhea	Carrier		Total	Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy			
<b>Social Problems</b>					
Become neglected in family	2.6%	2.8%	2.7%	14.9%	5.9%
Becomes inferior in society/hatred by neighbours	40.9%	38.1%	39.7%	24.0%	35.6%
He can contaminate disease to another	24.1%	11.3%	18.8%	3.8%	14.9%
Feels low to spouse	1.4%	0.4%	1.0%	1.4%	1.1%
Family quarrel increases	2.9%	3.2%	3.0%	20.2%	7.5%
Can not live normal life	4.9%	4.0%	4.6%	4.3%	4.5%
Become known as bad person	9.0%	6.9%	8.1%	2.9%	6.8%
May cause harm to offsprings	2.0%	0.4%	1.4%	0.5%	1.1%
Pollutes environment	0.9%	1.2%	1.0%	0.5%	0.9%
Can not do normal work	6.7%	7.3%	6.9%	0.5%	5.3%
May become addicted	0.3%	0.4%	0.3%		0.3%
Does not face much problem	0.9%	0.4%	0.7%		0.5%
Can not tell anyone his problem due to shame	4.9%	2.8%	4.1%		3.0%
Become mentally broken	1.7%	2.0%	1.9%		1.4%
<b>Economic Problems</b>					
Expenses increases due to treatment cost	71.6%	61.9%	67.6%	67.3%	67.5%
Income decreases/diminishes	14.2%	10.9%	12.8%	13.0%	12.9%
Can not tell	2.3%	6.5%	4.1%	1.4%	3.4%
Do not know	2.9%	15.0%	7.9%	17.3%	10.4%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 17 &amp; Non-Carrier/Q. 12



30. Distribution of respondents by perceived physiological consequences of not treating STDs like Syphilis and Gonorrhea

Perception of Respondents About Consequences of Not Treating STDs	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Inability To perform sexual act	51.9%	38.5%	46.3%	34.1%	43.1%
Impotency	4.9%	3.6%	4.4%	1.9%	3.8%
Giving birth to disabled child	2.9%	1.6%	2.4%	0.5%	1.9%
Not having desire to mate	9.9%	8.5%	9.3%	7.2%	8.8%
Itching in genital organs	2.3%	1.6%	2.0%	2.4%	2.1%
Kidney problems	2.3%	0.8%	1.7%	0.5%	1.4%
Death	16.5%	17.4%	16.9%	1.9%	13.0%
Blood infection	1.4%	2.0%	1.7%	8.7%	3.5%
AIDS	3.5%	1.2%	2.5%	2.9%	2.6%
Offsprings may be infected	0.3%		0.2%	18.3%	4.9%
Cancer	4.3%		2.5%	1.0%	2.1%
Body weakens	20.9%	13.0%	17.6%	0.5%	13.1%
Mental imbalance	3.5%	1.2%	2.5%	1.4%	2.3%
Disability	2.3%	0.8%	1.7%	1.0%	1.5%
Spread throughout all over body	2.9%	1.2%	2.2%		1.6%
Others	9.6%	3.2%	6.9%	6.3%	6.8%
Can not tell/do not know	5.5%	25.9%	14.0%		10.4%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 18 &amp; Non-Carrier/Q. 13

31. Does respondent believe in the idea that STDs can be prevented by washing genital organs with savlon, water, urine etc. after mating

Respondent's Belief	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Yes	16.5%	28.3%	21.5%	26.0%	22.6%
No	82.6%	71.7%	78.0%	74.0%	77.0%
Not sure/Can not tell	0.9%		0.5%		0.4%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 19 & Non-Carrier/Q. 14

32. Distribution of respondents by perceived action that one should do upon STD infection

Perception About What One Should Do Upon STD Infection	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Should go to doctor	89.9%	92.7%	91.0%	93.3%	91.6%
Should go to VD specialist	16.5%	5.3%	11.8%	6.7%	10.5%
Should consult health worker	3.8%	3.2%	3.5%	1.9%	3.1%
Should quarantine	0.9%	1.2%	1.0%	0.5%	0.9%
Should remain clean	8.1%	10.1%	9.0%	7.2%	8.5%
Should not spit here and there					
Should refrain from intercourse	11.3%	4.9%	8.6%	4.8%	7.6%
Should be careful	0.6%	0.4%	0.5%	1.0%	0.6%
Should use condom during intercourse	1.2%	1.2%	1.2%		0.9%
Do not know/can not tell		1%	0%	2%	1%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 20 & Non-Carrier/Q. 15



## 33. Awareness of AIDS among respondents

Awareness of AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Aware	99.1%	100.0%	99.5%	97.1%	98.9%
Not Aware	0.9%		0.5%	2.9%	1.1%
<b>Base: (Those who know at least a bit about STD)</b>	<b>345</b>	<b>247</b>	<b>592</b>	<b>208</b>	<b>800</b>

Data Source: Carrier/Q. 21 &amp; Non-Carrier/Q. 16

## 34. Distribution of respondents by perceived level of own knowledge on AIDS

Perception of Respondents About Own Knowledge on AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Knows very well	5.0%	5.3%	5.1%	2.5%	4.4%
Knows well	18.7%	6.5%	13.6%	9.4%	12.5%
Knows somewhat	64.0%	48.6%	57.6%	53.5%	56.5%
Knows less	10.2%	30.4%	18.7%	22.3%	19.6%
Knows nothing at all	2.0%	9.3%	5.1%	12.4%	7.0%
<b>Mean Score</b>	<b>3.1</b>	<b>2.7</b>	<b>3.0</b>	<b>2.7</b>	<b>2.9</b>
<b>Base: (Those who consider themselves aware of AIDS)</b>	<b>342</b>	<b>247</b>	<b>589</b>	<b>202</b>	<b>791</b>

Data Source: Carrier/Q. 22 &amp; Non-Carrier/Q. 17

Legend: 5 - Knows veryt well 1 - Knows nothing at all

## 35. Awareness of HIV among respondents who think that they know about AIDS

Awareness of HIV	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Aware of HIV	63.9%	19.6%	46.2%	20.3%	39.9%
Not Aware of HIV	36.1%	80.4%	53.8%	79.7%	60.1%
<b>Base: (Those who know at least a bit about AIDS)</b>	335	224	559	177	736

Data Source: Carrier/Q. 23 & Non-Carrier/Q. 18

## 36. Perception of respondents about HIV

Perception About HIV	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
HIV is a virus	83.2%	72.7%	81.4%	58.3%	78.6%
Deadly disease	2.3%	2.3%	2.3%	19.4%	4.4%
HIV means AIDS	4.7%	4.5%	4.7%	11.1%	5.4%
A disease	3.7%	13.6%	5.4%	2.8%	5.1%
Hepatitis B	0.9%		0.8%		0.7%
HIV is a vaccine	1.4%		1.2%		1.0%
Syphilis, Gonorrhea etc.	2.3%	6.8%	3.1%	8.3%	3.7%
<b>Base: (Those who consider themselves aware of HIV)</b>	214	44	258	36	294

Data Source: Carrier/Q. 24 & Non-Carrier/Q. 19



37. Perception of respondents about relationship between HIV &amp; AIDS

Perception About Relationships between AIDS & HIV	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
HIV is a virus and AIDS is a disease	40.2%	45.5%	41.1%	8.3%	37.1%
Carrying HIV virus lead to AIDS	33.6%	18.2%	31.0%	27.8%	30.6%
AIDS is a STD	1.4%	2.3%	1.6%	25.0%	4.4%
HIV and AIDS are diseases	6.1%	11.4%	7.0%		6.1%
Not sure/can not tell	17.3%	22.7%	18.2%	38.9%	20.7%
<b>Base: (Those who consider themselves aware of HIV)</b>	<b>214</b>	<b>44</b>	<b>258</b>	<b>36</b>	<b>294</b>

Data Source: Carrier/Q. 25 &amp; Non-Carrier/Q. 20

38. Perceptions of respondents about ways through which AIDS can spread

Perception About Ways Through Which AIDS Can Spread	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Mating with infected ones	70.7%	64.7%	68.3%	1.7%	52.3%
Mating with multiple partners	18.2%	7.6%	14.0%	5.6%	12.0%
Mating with CSW	35.5%	33.9%	34.9%	5.1%	27.7%
Not using condom during intercourse with infected ones	34.9%	33.5%	34.3%		26.1%
Using infected syringe/needles	65.1%	44.2%	56.7%		43.1%
Anal sex	0.3%	0.9%	0.5%		0.4%
Oral sex	0.9%	0.4%	0.7%		0.5%
Kissing AIDS patient	3.0%	1.3%	2.3%		1.8%
Hugging AIDS patient					
Shaking hands with AIDS patient	0.3%	0.9%	0.5%		0.4%
Eating food eaten by AIDS patient	3.0%	8.5%	5.2%		3.9%
Using dress/item used by infected ones	3.0%	8.5%	5.2%		3.9%
Interaction with infected ones	1.5%	2.2%	1.8%		1.4%
Using infected blades	14.3%	9.4%	12.3%		9.4%
Taking infected blood	51.0%	31.3%	43.1%		32.7%
AIDS mother gives birth to AIDS child	6.9%	5.8%	6.4%		4.9%
Through breastfeeding	1.8%	1.3%	1.6%		1.2%
Not sure/Can not tell	1.2%	0.9%	1.1%	7.3%	2.6%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 26 &amp; Non-Carrier/Q. 21

39. Perception of respondents about impact of STDs like Syphilis &amp; Gonorrhea on risk of AIDS

Perception about impact of STD on risk of AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Risk increases	55.9%	49.1%	59.7%	45.2%	56.3%
Risk decreases				0.6%	0.1%
Risk remains same	13.7%	5.4%	10.4%	7.3%	9.6%
Do not know/Can not tell	19.4%	45.5%	29.9%	46.9%	34.0%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 27a &amp; Non-Carrier/Q. 22a

40. Perception of respondents about effective treatment of AIDS

Perception about treatment of AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
No treatment	77.9%	65.6%	73.0%	7.9%	57.3%
Should follow doctor's advice	3.9%	7.6%	5.4%	72.9%	21.6%
Take medicine	1.5%	0.4%	1.1%	0.6%	1.0%
Should refrain from sexual activities	1.2%	0.9%	1.1%		0.8%
Should use good/improved condom	0.6%	0.9%	0.7%		0.5%
Should remain careful about ways leading to AIDS	0.9%	0.4%	0.7%		0.5%
Can not tell/do not know	11.6%	23.2%	16.3%	18.6%	16.8%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 27b &amp; Non-Carrier/Q. 22b

41. Perception of respondents about consequences of AIDS

Perception about consequences of AIDS	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Death	92.5%	88.8%	91.1%	92.7%	91.4%
Cures upon treatment	2.4%	6.3%	3.9%	5.6%	4.3%
Do not know/Can not tell	5.1%	4.9%	5.0%	1.7%	4.2%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 27c &amp; Non-Carrier/Q. 22c



42. Perceptions of respondents about ways for prevention of AIDS

Perception About Ways Through Which AIDS Can Be Prevented	Carrier		Total	Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy			
Not Mating with infected ones	68.4%	62.5%	66.0%	60.5%	64.7%
Not Mating with multiple partners	17.9%	10.3%	14.8%	9.6%	13.6%
Not mating with CSW	37.9%	35.7%	37.0%	32.2%	35.9%
Using condom during intercourse with infected ones	45.4%	46.0%	45.6%	46.9%	45.9%
Not using infected syringe/needles	56.4%	42.4%	50.8%	42.9%	48.9%
Not having Anal sex		0.9%	0.4%	0.6%	0.4%
Not having Oral sex		0.4%	0.2%	0.6%	0.3%
Not hugging AIDS patient	0.9%		0.5%	0.6%	0.5%
Not eating food eaten by AIDS patient	0.6%	2.7%	1.4%	1.1%	1.4%
Not using dress/item used by infected ones	4.2%	5.4%	4.7%	4.0%	4.5%
Not interacting with infected ones	2.4%	3.6%	2.9%	1.1%	2.4%
Not using infected blades	11.9%	8.5%	10.6%	8.5%	10.1%
Not taking infected blood	42.7%	29.5%	37.4%	25.4%	34.5%
rAIDS mother gives birth to AIDS child	3.9%	2.2%	3.2%	2.3%	3.0%
Through following religious instructions	3.0%	3.1%	3.0%	0.6%	2.4%
Increasing awareness about STD	3.9%	2.7%	3.4%	1.7%	3.0%
Taking doctor's advice	0.9%	0.9%	0.9%	0.6%	0.8%
Should remain clean	0.6%	1.8%	1.1%		0.8%
Can not tell/do not know	1.2%	1.3%	1.3%		1.0%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 28 &amp; Non-Carrier/Q. 23

43. Perceptions of respondents about occupations in which risk of AIDS is High (Q 29a)

Perception About Occupations in Which Risk of AIDS Is High	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Bus/Truck Driver	61.8%	58.0%	60.3%	52.0%	58.3%
Rickshaw Puller	29.0%	32.1%	30.2%	21.5%	28.1%
Day Labor	22.4%	25.0%	23.4%	17.5%	22.0%
Student	5.4%	7.1%	6.1%	5.6%	6.0%
Service Holder	3.3%	4.5%	3.8%	6.8%	4.5%
Petty Traders	7.2%	12.1%	9.1%	10.2%	9.4%
Big Business Holders	11.9%	5.4%	9.3%	6.8%	8.7%
CSW	40.3%	41.1%	40.6%	54.8%	44.0%
Those who live abroad	3.9%	1.3%	2.9%	1.1%	2.4%
Illiterate ones	1.2%	1.3%	1.3%	4.0%	1.9%
Unemployed	1.8%	3.1%	2.3%		1.8%
Misceants	2.7%	4.5%	3.4%		2.6%
Not sure/can not tell	3.3%	6.3%	4.5%	6.8%	5.0%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 29a &amp; Non-Carrier/Q. 24a

44. Perception of respondents about risk of AIDS in mating without condom only for once with infected ones

Can AIDS Spread if One Mates With Infected One Only Once Without Wihntout Condom	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Yes	99.4%	100.0%	99.6%	99.4%	99.6%
No	0.6%		0.4%	0.6%	0.4%
<b>Base: (Those who know at least a bit about AIDS)</b>	<b>335</b>	<b>224</b>	<b>559</b>	<b>177</b>	<b>736</b>

Data Source: Carrier/Q. 29b &amp; Non-Carrier/Q. 24b



## SECTION C. ATTITUDE RELATED INFORMATION (Table 45-54)

45. Seller should not discriminate between married and unmarried buyers - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	79.6%	81.3%	80.4%	75.6%	79.0%
Partially agree	5.9%	6.6%	6.3%	6.8%	6.4%
Does not have opinion	3.4%	2.9%	3.1%	4.7%	3.6%
Partially disagree	5.0%	4.6%	4.8%	5.4%	5.0%
Fully disagree	6.2%	4.6%	5.4%	7.5%	6.0%
Mean Score	4.5	4.6	4.5	4.4	4.5
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.30 &amp; Non-Carrier/Q.25

Legend: 5- Fully agree 1 - Fully disagree

46. Women are mainly responsible for spread of STD - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	23.2%	31.7%	27.4%	29.8%	28.1%
Partially agree	9.8%	13.5%	11.6%	13.6%	12.2%
Does not have opinion	2.5%	6.3%	4.4%	7.8%	5.4%
Partially disagree	17.6%	12.1%	14.9%	15.3%	15.0%
Fully disagree	46.8%	36.3%	41.6%	33.6%	39.2%
Mean Score	2.5	2.9	2.7	2.9	2.8
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.31 &amp; Non-Carrier/Q.26

Legend: 5- Fully agree 1 - Fully disagree

47. STDs like Syphilis and Gonorrhea is a major social problem - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	66.1%	53.9%	60.1%	56.3%	59.0%
Partially agree	20.4%	13.3%	16.9%	10.8%	15.1%
Does not have opinion	5.3%	28.8%	16.9%	26.8%	19.8%
Partially disagree	3.9%	3.2%	3.6%	4.4%	3.8%
Fully disagree	4.2%	0.9%	2.6%	1.7%	2.3%
Mean Score	4.4	4.2	4.3	4.2	4.3
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.32 &amp; Non-Carrier/Q.27

Legend: 5- Fully agree 1 - Fully disagree

48. AIDS is a major threat for Bangladesh - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	88.5%	79.8%	84.2%	75.9%	81.8%
Partially agree	7.3%	11.5%	9.4%	12.2%	10.2%
Does not have opinion	1.7%	7.8%	4.7%	8.8%	5.9%
Partially disagree	2.2%	0.3%	1.3%	1.7%	1.4%
Fully disagree	0.3%	0.6%	0.4%	1.4%	0.7%
Mean Score	4.8	4.7	4.8	4.6	4.7
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.33 &amp; Non-Carrier/Q.28

Legend: 5- Fully agree 1 - Fully disagree



## 49. Condom plays an effective role in prevention of STD/AIDS - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	92.7%	83.9%	88.4%	84.7%	87.3%
Partially agree	5.0%	10.4%	7.7%	9.8%	8.3%
Does not have opinion	0.6%	4.9%	2.7%	3.1%	2.8%
Partially disagree	1.1%	0.3%	0.7%	1.4%	0.9%
Fully disagree	0.6%	0.6%	0.6%	1.0%	0.7%
<b>Mean Score</b>	<b>4.9</b>	<b>4.8</b>	<b>4.8</b>	<b>4.8</b>	<b>4.8</b>
<b>Base: (All)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>295</b>	<b>999</b>

Data Source: Carrier/Q.34 &amp; Non-Carrier/Q.29

Legend: 5- Fully agree 1 - Fully disagree

## 50. Prevailing rate of condom usage is not adequate - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	86.0%	73.2%	79.7%	68.8%	76.5%
Partially agree	6.7%	13.0%	9.8%	10.5%	10.0%
Does not have opinion	1.7%	9.8%	5.7%	15.6%	8.6%
Partially disagree	3.1%	1.4%	2.3%	2.0%	2.2%
Fully disagree	2.5%	2.6%	2.6%	3.1%	2.7%
<b>Mean Score</b>	<b>4.7</b>	<b>4.5</b>	<b>4.6</b>	<b>4.4</b>	<b>4.6</b>
<b>Base: (All)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>295</b>	<b>999</b>

Data Source: Carrier/Q.35 &amp; Non-Carrier/Q.30

Legend: 5- Fully agree 1 - Fully disagree

## 51. CSWs should be viewed from humanistic angle - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	50.4%	39.5%	45.0%	42.0%	44.1%
Partially agree	11.2%	11.0%	11.1%	11.9%	11.3%
Does not have opinion	2.0%	4.6%	3.3%	6.8%	4.3%
Partially disagree	8.4%	11.2%	9.8%	8.1%	9.3%
Fully disagree	28.0%	33.7%	30.8%	31.2%	30.9%
Mean Score	3.5	3.1	3.3	3.3	3.3
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.36 &amp; Non-Carrier/Q.31

Legend: 5- Fully agree 1 - Fully disagree

## 52. Persons visiting CSW regularly should always use condom - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	98.0%	94.5%	96.3%	93.9%	95.6%
Partially agree	0.6%	3.5%	2.0%	2.7%	2.2%
Does not have opinion	0.6%	1.4%	1.0%	2.0%	1.3%
Partially disagree	0.3%	0.3%	0.3%	0.7%	0.4%
Fully disagree	0.6%	0.3%	0.4%	0.7%	0.5%
Mean Score	5.0	4.9	4.9	4.9	4.9
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.37 &amp; Non-Carrier/Q.32

Legend: 5- Fully agree 1 - Fully disagree



## 53. Risk of AIDS is very low in Bangladesh as it is a conservative country - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	20.4%	28.2%	24.3%	31.5%	26.4%
Partially agree	21.8%	19.3%	20.6%	13.9%	18.6%
Does not have opinion	3.1%	14.1%	8.5%	12.5%	9.7%
Partially disagree	20.4%	15.3%	17.9%	12.9%	16.4%
Fully disagree	34.2%	23.1%	28.7%	29.2%	28.8%
Mean Score	2.7	3.1	2.9	3.1	3.0
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.38 &amp; Non-Carrier/Q.33

Legend: 5- Fully agree 1 - Fully disagree

## 54. Traders should play an increased role in sale/use/promotion of condom for the purpose of prevention of STD/AIDS - Does respondent agree?

Respondent's Attitude	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Fully agree	93.0%	90.8%	91.9%	89.5%	91.2%
Partially agree	4.2%	6.6%	5.4%	6.1%	5.6%
Does not have opinion	0.3%	1.2%	0.7%	2.0%	1.1%
Partially disagree	1.1%	1.2%	1.1%	1.4%	1.2%
Fully disagree	1.4%	0.3%	0.9%	1.0%	0.9%
Mean Score	4.9	4.9	4.9	4.8	4.9
Base: (All)	357	347	704	295	999

Data Source: Carrier/Q.39 &amp; Non-Carrier/Q.34

Legend: 5- Fully agree 1 - Fully disagree

## SECTION D. PRACTICE RELATED INFORMATION (Table 55-70)

55. Does respondent spontaneously tell buyers about qualities of condom

Does Respondent Spontaneously Tell About Qualities of Condom	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Yes	53.8%	23.1%	38.6%
No	46.2%	76.9%	61.4%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q40

56. Qualities of condoms spontaneously mentioned by respondents

Qualities of Condom	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Does not tear easily	32.8%	26.3%	30.9%
Does not tear at all	10.4%	7.5%	9.6%
Lubricated	6.3%	3.8%	5.5%
Soft	15.6%	12.5%	14.7%
Prevention of STD	43.8%	45.0%	44.1%
Increases satisfaction	26.0%	18.8%	23.9%
Family Planning	1.6%	3.8%	2.2%
<b>Base: (All carriers)</b>	<b>192</b>	<b>80</b>	<b>272</b>

Data Source: Carrier/Q41



57. Does respondent spontaneously tell buyers about correct use of condom

Does Respondent Spontaneously Tell About Correct Use of Condom	Percentage of Respondents	
	Pharmacy	Non-Pharmacy
Yes, always	9.2%	4.6%
Yes, at times	49.3%	20.5%
Never	41.5%	74.9%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>
		<b>704</b>

Data Source: Carrier/Q42

58. Does respondent spontaneously tell buyers about benefits of use of condom

Does Respondent Spontaneously Tell About Benefits from Use of Condom	Percentage of Respondents	
	Pharmacy	Non-Pharmacy
Yes, always	9.8%	4.3%
Yes, at times	56.0%	30.8%
Never	34.2%	64.8%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>
		<b>704</b>

Data Source: Carrier/Q43

59. Does respondent spontaneously tell buyers about risks of irregular use of condom

Does Respondent Spontaneously Tell About Risks of Irregular Use of Condom	Percentage of Respondents	
	Pharmacy	Non-Pharmacy
Yes, always	10.4%	4.3%
Yes, at times	40.3%	25.4%
Never	49.3%	70.3%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>
		<b>704</b>

Data Source: Carrier/Q44

## 60. Reasons for not telling about risks of irregular use of condoms

Reasons of Respondents for Not Telling About Risk of Irregular Use of Condom	Multiple Response		
	Pharmacy	Non-Pharmacy	Total
Does not seek advice	44.9%	38.5%	41.2%
Busy/Do not get time	6.8%	7.4%	7.1%
Does not want to	1.7%	2.0%	1.9%
Does not think essential	17.6%	28.3%	23.8%
Feel shy to	1.1%	0.4%	0.7%
Donot know enough to tell		4.1%	2.4%
<b>Base: (All carriers)</b>	<b>176</b>	<b>244</b>	<b>420</b>

Data Source: Carrier/Q45

## 61. Does respondent spontaneously tells buyers about role of condom in prevention of STD

Does Respondent Spontaneously Tell About Role of Condom in Prevention of STD	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Yes, always	10.6%	4.9%	7.8%
Yes, at times	50.4%	23.6%	37.2%
Never	38.9%	71.5%	55.0%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q46



## 62. Does respondent sell condom to everyone irrespective of age

Does Respondent Sell Condom To Everyone Irrespective of Age	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Yes	77.6%	88.8%	83.1%
No	22.4%	11.2%	16.9%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q47

## 63. Reasons of respondents' not selling condom to everyone irrespective of age

Reasons for Not Selling Irrespective of Age	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Do not sell to minors	47.5%	15.4%	37.0%
Do not sell to unmarried ones	5.0%		3.4%
Minor may become spoilt that is why	2.5%		1.7%
Kids use it as balloon for playing	1.3%	7.7%	3.4%
<b>Base: (All carriers)</b>	<b>80</b>	<b>39</b>	<b>119</b>

Data Source: Carrier/Q47a

## 64. Does respondent advise riskprones to STDs to use condoms

Does Respondent Advise Risk Prones To STDs To Use Condoms	Percentage of Respondents		
	Pharmacy	Non-Pharmacy	Total
Yes, always	14.3%	5.5%	9.9%
Yes, at times	46.2%	24.8%	35.7%
Never	39.5%	69.7%	54.4%
<b>Base: (All carriers)</b>	<b>357</b>	<b>347</b>	<b>704</b>

Data Source: Carrier/Q47b

## 65. Treatments provided by pharmacy carriers to STD patients

Treatments Provided By Pharmacy Carriers	Pharmacy
Tell to take advice from doctor/VD specialist	12.3%
Give antibiotic medicine	40.6%
Give penicillin/ointment	1.7%
Ask to take different taste	1.7%
Do not provide treatment	36.7%
Tell to use condom	1.4%
Give injection	1.1%
Can not tell	4.5%
<b>Base: (All carriers)</b>	<b>357</b>

Data Source: Carrier/Q48

## 66. Does pharmacy carriers give advice also to STD patients

Does Pharmacy Carrier Give Advice	Pharmacy
Yes	95.5%
No	4.5%
<b>Base: (All carriers)</b>	<b>357</b>

Data Source: Carrier/Q49



## 67. Advices provided by pharmacy carriers to STD patients

Type of Advices Provided	Pharmacy
Refrain from illicit intercourse	8.2%
No to use syringe/blade used by other	0.9%
To remain clean	2.6%
To use condom during intercourse	15.5%
To take doctor's advice	63.6%
To live with faithful partner only	0.6%
To live in positive way	7.6%
To refrain from intercourse	8.5%
To take pathological test	1.2%
To drink lot of water	0.6%
<b>Base: (All carriers)</b>	<b>341</b>

Data Source: Carrier/Q50

## 68. What do non-carriers do if buyers ask for condom

Non-Carriers' Response To Buyer's Request for Condom	Non-Carrier
Brings from nearby shop	3.7%
Request to buy from nearby shop	59.7%
Tell that he does not sell condom	26.8%
Such incident never occurred	7.1%
Can not tell	2.7%
<b>Base: (All non-carriers)</b>	<b>295</b>

Data Source: Non-Carrier/Q35

69. Interest of Non-Carrier To Sell Condom In Future

Interest of Non-Carrier To Sell Condom in Future		Non-carriers
Interested		62.7%
Not Interested		37.3%
<b>N</b>		<b>295</b>

N=All Non-Carriers

Data Source: Non-Carrier/Q36

70. Reasons for non-carriers' lack of interest to sell condom in future

Reasons for Not Being Interested To Sell Condom		Multiple Response Non-carriers
Low profit		5.5%
Available in nearby pharmacy/shop		37.3%
Low demand		32.7%
Can not keep without Father/Elder brother's consent		3.6%
Feel shy to		20.9%
Low capital		1.8%
Will change business soon		1.8%
<b>Base: (All non-carriers)</b>		<b>110</b>

Data Source: Non-Carrier/Q36a



## SECTION E. SALES PROMOTION RELATED INFORMATION (Tables 71-81)

71. Interest of respondents to use promotional items at own store

Interest of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Interested	86.8%	86.7%	86.8%	88.6%	87.2%
Not interested	13.2%	13.3%	13.2%	11.4%	12.8%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q.51 &amp; Non-Carrier/Q.37

72. Types of promotional items respondents are interested at

Types of Promotional Items	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Handout	17.1%	9.0%	13.1%	11.0%	12.6%
Signboard	62.3%	63.5%	62.8%	62.2%	62.7%
Dengla/Hanging Mobile	28.4%	32.9%	30.6%	34.8%	31.5%
Display Holder	28.1%	28.2%	28.2%	26.8%	27.9%
Sticker	46.5%	35.2%	40.9%	33.5%	39.4%
<b>Base: (Who are interested to use promotional items)</b>	<b>310</b>	<b>301</b>	<b>611</b>	<b>164</b>	<b>775</b>

Data Source: Carrier/Q.52 &amp; Non-Carrier/Q.38

## 73. Types of promotional items respondents consider most effective

Types of Promotional Items	Multiple Response				
	Pharmacy	Non-Pharmacy	Carrier	Non-Carrier	Total Sample
Handout	8.1%	4.7%		6.7%	6.5%
Signboard	60.6%	60.8%		61.6%	60.9%
Dengla/Hanging Mobile	12.3%	14.6%		20.1%	14.8%
Display Holder	16.8%	20.6%		19.5%	18.8%
Sticker	30.3%	18.3%		16.5%	22.7%
<b>Base: (Who are interested to use promotional items)</b>	<b>310</b>	<b>301</b>	<b>611</b>	<b>164</b>	<b>775</b>

Data Source: Carrier/Q.53 &amp; Non-Carrier/Q.39

## 74. Interest of respondents to participate in trade promotion for prizes

Interest of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Interested	91.9%	95.1%	93.5%	93.5%	93.5%
Not interested	8.1%	4.9%	6.5%	6.5%	6.5%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q.54 &amp; Non-Carrier/Q.40

## 75. Interest of respondents to participate in consumer promotion

Interest of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Interested	86.6%	84.1%	85.4%	89.2%	86.2%
Not interested	13.4%	15.9%	14.6%	10.8%	13.8%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q.55 &amp; Non-Carrier/Q.41



## 76. Areas of services respondents are interested to provide in consumer promotion

Areas of Service	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Collecting data from buyers	55.7%	46.2%	51.1%	51.5%	51.2%
Display Promotional information	72.8%	65.8%	69.4%	60.0%	67.4%
Distributing prizes/gifts to buyers	87.4%	91.4%	89.4%	98.8%	91.4%
<b>Base: (Who are interested to participate in consumer promotion)</b>	<b>309</b>	<b>292</b>	<b>601</b>	<b>165</b>	<b>766</b>

Data Source: Carrier/Q. 56 &amp; Non-Carrier/Q. 42

## 77. Involvement of respondents in trade promotion

Involvement of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Currently involved	16.0%	33.7%	24.7%	25.9%	25.0%
Not involved	84.0%	66.3%	75.3%	74.1%	75.0%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q. 57 &amp; Non-Carrier/Q. 43

78. Products for which respondents are involved in trade promotion

Products	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Soap		55.6%	37.4%	43.8%	38.7%
Toothpaste				18.8%	4.1%
Detergent		7.7%	5.2%	16.7%	7.7%
Beverage		13.7%	9.8%		7.7%
Clock				12.5%	2.7%
Medicine	66.7%		22.4%		17.6%
Cigarette		9.4%	6.3%		5.0%
Condom	19.3%		6.3%		5.0%
Coil		9%	6%		5%
<b>Base: (Who are currently involved in trade promotion)</b>	<b>57</b>	<b>117</b>	<b>174</b>	<b>48</b>	<b>222</b>

Data Source: Carrier/Q.58 &amp; Non-Carrier/Q.44

79. Involvement of respondents in consumer promotion

Involvement of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Currently involved	7.8%	30.0%	18.8%	20.0%	19.0%
Not involved	92.2%	70.0%	81.3%	80.0%	81.0%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q.59 &amp; Non-Carrier/Q.45



## 80. Products for which respondents are involved in consumer promotion

Products	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Soap		53.8%	42.4%	40.5%	42.0%
Fruit drink		9.6%	7.6%	29.7%	12.4%
Tooth paste		4.8%	3.8%		3.0%
Powder Milk		8.7%	6.8%		5.3%
Chips		17.3%	13.6%		10.7%
Condom	82.1%		17.4%		13.6%
<b>Base: (Who are currently involved in consumer promotion)</b>	<b>28</b>	<b>104</b>	<b>132</b>	<b>37</b>	<b>169</b>

Data Source: Carrier/Q. 59 &amp; Non-Carrier/Q. 45

## 81. Interest of respondents in using signboard displaying message that the respondent is selling condom to prevent STD

Interest of Respondents	Carrier			Non-Carrier	Total Sample
	Pharmacy	Non-Pharmacy	Total		
Interested	70.6%	72.9%	71.7%	64.3%	70.2%
Not Interested	29.4%	27.1%	28.3%	35.7%	29.8%
<b>Base: (Who are interested to sell condom in future)</b>	<b>357</b>	<b>347</b>	<b>704</b>	<b>185</b>	<b>889</b>

Data Source: Carrier/Q. 59 &amp; Non-Carrier/Q. 45

## DATA TABLES ON MYSTERY SHOPPING



A1: Overall immediate behavior and comments of the shopkeepers when a mystery shopper (adolescent) wants to buy a condom

Type of Behavior	Overall %	Type of Comments	Overall %
Sells freely	54.43	Why do you want to buy	0.00
Sells hesitantly	12.57	Who has sent you	1.00
Says that does not sell	17.00	Do not sell to all	0.29
Says angrily that does not sell	5.57	Do not sell to minors	0.14
Became furious	0.43	I do not wish to sell	0.00
Says that owner is not present	0.14	Get out	0.29
Did not sell	9.86	Spoiled ones	1.14
		Did not comment	77.00
		I am not the owner, owner is away	1.00
		Advised on correct use	0.00
		Advised on regular use	0.00
		What is going on in Ramzan	0.14
		Does not have at stock	8.86
		Low sales	0.14
		Do not sell in loose quantities	10
% on the Total N	100		100
Total - N	700		700

A2: Type of immediate behavior of the shopkeepers when a mystery shopper (adolescent) wants to buy a condom

Type of Behavior	Division					Total	
	Dhaka %	Rajshahi %	Khulna %	Chittagong %	Barishal %	Sylhet %	%
Sells freely	61.03	66.86	41.67	21.49	42.86	92.73	54.43
Sells hesitantly	19.72	4.00	23.15	3.31	21.43	7.27	12.57
Says that does not sell	12.21	25.71	25.93	11.57	21.43	-	17.00
Says angrily that does not sell	7.04	1.14	8.33	7.44	14.29	-	5.57
Became furious	-	0.57	0.93	0.83	-	-	0.43
Says that owner is not present	-	0.57	-	-	-	-	0.14
Did not sell	-	1.14	-	55.37	-	-	9.86
Total - N	213	175	108	121	28	55	700
% on the Total N	30.43	25.00	15.43	17.29	4.00	7.86	100.00

A3: Type of immediate comments of the shopkeepers when a mystery shopper (adolescent) wants to buy a condom

Type of Behavior	Division					Total	
	Dhaka %	Rajshahi %	Khulna %	Chittagong %	Barishal %	Sylhet %	%
Why do you want to buy	-	-	-	-	-	-	-
Who has sent you	0.47	3.43	-	-	-	-	1.00
Do not sell to all	0.47	0.57	-	-	-	-	0.29
Do not sell to minors	0.47	-	-	-	-	-	0.14
I do not wish to sell	-	-	-	-	-	-	-
Get out	0.47	-	0.93	-	-	-	0.29
Spoiled ones	1.41	-	4.63	-	-	-	1.14
Did not comment	84.51	78.86	83.33	43.80	89.29	96.36	77.00
I am not the owner, owner is away	0.94	0.57	3.70	-	-	-	1.00
Advised on correct use	-	-	-	-	-	-	-
Advised on regular use	-	-	-	-	-	-	-
What is going on in Ramzan	-	0.57	-	-	-	-	0.14
Does not have at stock	11.27	14.29	7.41	-	10.71	3.64	8.86
Low sales	-	0.57	-	-	-	-	0.14
Do not sell in loose quantities	-	1.14	-	56.20	-	-	10.00
Total - N	213	175	108	121	28	55	700
% on the Total N	30.43	25.00	15.43	17.29	4.00	7.86	100.00



**B1: Type of behavior of the shopkeepers who are requested to sale condom after refusing to sale condom immediately**

Type of Behavior	Division						Total %
	Dhaka %	Rajshahi %	Khulna %	Chittagong %	Barishal %	Sylhet %	
Sells freely	-	-	-	100.00	-	-	12.50
Denied to sell	50.00	-	100.00	-	50.00	-	50.00
Says that packet is empty	25.00	-	-	-	-	-	12.50
Became furious and refused to sell	25.00	-	-	-	50.00	-	25.00
Became furious	-	-	-	-	-	-	-
<b>Total - N</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>8</b>
<b>% on the Total N</b>	<b>50.00</b>	<b>-</b>	<b>12.50</b>	<b>12.50</b>	<b>25.00</b>	<b>-</b>	<b>100.00</b>

**B2: Type of comments of the shopkeepers who are requested to sale condom after refusing to sale condom immediately**

Type of Behavior	Division						Total %
	Dhaka %	Rajshahi %	Khulna %	Chittagong %	Barishal %	Sylhet %	
Packet is empty	-	-	-	-	-	-	37.50
Do not sell to all	75.00	-	-	-	-	-	12.50
Do not sell to minors	25.00	-	-	-	-	-	-
I do not wish to sell	-	-	-	-	-	-	-
Get out	-	-	-	-	-	-	-
Spoiled ones	-	-	-	-	-	-	-
Why do you want to buy	-	-	-	-	-	-	-
Who has sent you	-	-	-	-	-	-	-
Did not comment	-	-	-	-	-	-	-
I am not the owner, the owner is away	-	-	100.00	-	50.00	-	25.00
Advised on correct use	-	-	-	-	-	-	-
Do not sell	-	-	-	-	-	-	-
Do not sell in small quantities	-	-	-	100.00	50.00	-	12.50
<b>Total - N</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>8</b>
<b>% on the Total N</b>	<b>50.00</b>	<b>-</b>	<b>12.50</b>	<b>12.50</b>	<b>25.00</b>	<b>-</b>	<b>100.00</b>