
Subject: Addition: Branded Condoms Question
Posted by [cbroxtan](#) on Fri, 11 Apr 2014 21:24:00 GMT
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Please consider adding a question regarding utilization of different condom brands. This addition would be included in the section of Questions 615 to 634.

This question would be "Which brand of condom did you use at your last sexual intercourse?" Interviewers should include pictures of context-specific brands (commercial, socially marketed, generic) when asking this question. This question has been included in some DHS surveys previously and the information it has yielded is extremely useful for Total Market Approach analyses. By revealing the source of supply of condoms for different segments of the population, we are able to determine whether donor-funded efforts to target subsidized condoms to lower-income groups and other risk populations is working.

This suggested addition is a high priority for the condom use section. As USAID and other donors move towards greater sustainability of our condom programming, it will be important for us to understand utilization of condoms within the total market for condoms. This allows us to better segment the market for condoms within a total market approach and to plan appropriate distribution and marketing for condoms that does not crowd out the private sector.

This data should be collected in all countries with a generalized HIV epidemic defined as an HIV prevalence over 1%.
