

MARKET TESTING: EXAMPLE OF A HOUSEHOLD SURVEY

QUESTIONS TO ASK WHEN INTRODUCING A SATO PRODUCT

Please note: This questionnaire assumes the household being interviewed already has a latrine. Please adjust questions accordingly if this is not the case.

- Basic demographic information on the family:
- Number of people in household
- Ages
- Sources of income?
- What is your source of water?
- How far?
- How much does it cost?
- How long ago did you get your latrine?
- Who uses the latrine?
- Who is responsible for cleaning your latrine?
- Who built your latrine?
- What did it cost you to construct the latrine?
- Where did you purchase the supplies needed?
- Did you consider purchasing any products to improve your latrine, such as a plastic slab, ceramic pan, concrete slab, etc.?
- How long do you expect this latrine to last?
- Have you ever emptied it? If so, how? Who does it?
- What do you think of it? Likes, dislikes?
- If you could improve it, what would you like to do?
- How would you describe the ideal toilet?
- Would you prefer a sitting or squatting toilet? Why?
- How much money would you spend for this ideal toilet?
- Would you prefer a seated toilet or squatting toilet? Why?
- Have you had any problems with your latrine? What were they?
- When you have extra income, how do you spend it? What would you buy if you had an extra \$20 USD?

After documenting the above information, the person or family should be shown the SATO product and asked to discuss the following:

- Collect all initial impressions and comments.
- How do they assume it should be used?
- What would be the benefits?
- What would be the disadvantages, if any?
- How would you install it? Does it look easy to install or difficult? Would you install yourself (i.e. a family member) or hire a handyman?
- How much would you expect to have to pay someone to install it?
- If you wanted to buy such a product, where would you go?
- How much do you think it would cost?
- How much would you be willing to pay?

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