

## **Indicator 4. Survey of Consumer Durables**

The evaluation team will conduct a survey of select consumer durables using resource maps. Participatory methods will be used to construct and fill in these maps. Change will be determined through repeated surveys using the same resource maps, several years apart.

### **TEAM MEMBERS (NUMBER AND SKILLS)**

1. Social Scientist. The social scientist will assess the level of consumer wealth in the watershed. He will do this using pictorial surveys in the participatory sessions.
2. One Assistant. The social scientist will probably need to have an assistant present to take notes during the participatory discussions. Leading a discussion and taking good notes at the same time is almost impossible.
3. An Artist. If at all possible, one of the team members should be hired with an eye towards a minimal level of artistic ability. This person will draw the pictorial surveys.

### **NECESSARY TOOLS AND SUPPORT**

1. Large sheets of poster-like paper for the pictorial surveys.
2. Coloured pens to draw the surveys, and to fill them in.
3. In order to make contracts in the selected villages the investigator must arrive with a representative of the local NGO or state department.

### **FREQUENCY OF USE**

The data for this indicator will be collected during periodic evaluations.

### **TOTAL TIME REQUIRED TO USE INDICATOR**

It is difficult to pinpoint how long it takes to use this indicator because it is executed during the participatory sessions, along with many other indicators. A survey of ten items should take thirty to sixty minutes.

### **SEQUENCY OF USE**

This indicator should be implemented towards the end of the field visit when the other participatory work is over.

### **SAMPLING**

If possible, multiple surveys of consumer durables need to be conducted in the selected villages. Each session should focus on a different segment of the village community (e.g. men, women, lower caste, upper caste). This could be difficult, given how exhausting participatory sessions can be.

## DATA MATRIXES AND QUESTIONNAIRES

### *SAMPLE DATA MATRIX*

Village name(hamlet name):

Date:

Investigator

Guides:

Names and identify of the participants:

Translator:

1. 5.
2. 6.
3. 7.
4. 8.

Consumer Good	# in the village	Confidence Level of Response*	# Before*	Confidence Level of Response
Good A				
Good B				
Good C				

“This information is to be gathered during the participatory session, when the survey is conducted again in a few years, this question will not be asked as previous rates of onwership will already be known.

\* The investigator must rate his degree of confidence that the answers are correct. This rating will be obtained through listening to the confidence of the respondants' answers and their body language. Ratings are “++” (very confident)m “+”

### ADDITIONAL QUESTIONS TO BE ASKED

1. How else do people spend their money?
2. How has this changed in the last \_ years?
3. Why do we see the changes in onwership patterns that we do?
4. Where have people managed to find the resources to purchase the additional goods?

### DATA ANALYSIS

1. Compare ownership rates between the various villages and watersheds.
2. Calculate changing ownership rates for the various consumer durables.

### FINAL PRESENTATION OF RESULTS

1. Present the following ownership matrix, first for the individual villages and hamlets, then in an aggregate matrix.

*SAMPLE REPORT MATRIX*

Village name (hamlet name):

Date :

Consumer Good	# in the Village		Confidence Level		# Two Years Ago		Confidence Level		Percentage Change	
	Vill. A	Vill. B	Vill. A	Vill.- B	Vill.- A	Vill.- B	Vill.- A	Vill.- B	Vill. A	Vill.- B
Good A										
Good B										
Good C										

1. Interpret the data.
2. Include the interpretations that the beneficiaries themselves offered of the data, especially regarding change and sources of income.