Documented Changes rural_crp

Variables that potentially contained personally identifying information were dropped, with alterations made to the variables listed below:

- district: converted to number
- q01_crp to num_houses: categorized
- q09 to age: categorized
- q13 to num_children: categorized
- q15 to edu: categorized

Codebook rural_crp

Number of cases: 78
Number of variables: 55

Variables

Variable name: survey_id

Variable label: Survey identifier
Variable type: String

Number of distinct values:	78
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Variable name: cluster_id

Variable label: Cluster identifier
Variable type: String

Number of distinct values:	78
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Variable name: district

Variable label: District
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
1	District 1	38	48.7%
2	District 2	40	51.3%

Variable name: num_houses

Variable label: Approximate number of houses you visit on an average day [construct]
Variable type: Categorical

Number of distinct values: 3
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
1	Less than 11	37	47.4%
2	11 to 15	21	26.9%
3	More than 15	20	25.6%

Variable name: q02

Variable label: If someone is undecided, what do you say to convince them to buy Wellma?
Variable type: String

Number of distinct values: 58
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Variable name: q02_1

Variable label: Improves health, resulting in fewer visits to the doctor and saves money
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	36	46.2%
1	Yes	42	53.8%

Variable name: q02_2

Variable label: Improves weakness/fatigue/low energy during pregnancy
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	26	33.3%
1	Yes	52	66.7%

Variable name: q02_3

Variable label: It helps with aches and pains during pregnancy
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	60	76.9%
1	Yes	18	23.1%

Variable name: q02_4

Variable label: It prevents miscarriages
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	64	82.1%
1	Yes	14	17.9%

Variable name: q02_5

Variable label: It prevents birth defects
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	64	82.1%

Value	Label	Frequency	Percentage
1	Yes	14	17.9%

Variable name: q02_6

Variable label: It improves milk supply
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	23	29.5%
1	Yes	55	70.5%

Variable name: q02_7

Variable label: It reduces risk of baby being born weak and underweight
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	51	65.4%
1	Yes	27	34.6%

Variable name: q02_8

Variable label: It improves maternal health after delivery/during lactation
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	31	39.7%
1	Yes	47	60.3%

Variable name: q02_9

Variable label: It improves the infant's development and health
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	35	44.9%
1	Yes	43	55.1%

Variable name: q02_10

Variable label: Loyalty program offers (in rural only)
Variable type: Categorical

Number of distinct values: 1
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	78	100.0%

Variable name: q02_77

Variable label: Other
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	75	96.2%
1	Yes	3	3.8%

Variable name: q02_99

Variable label: Don't know
Variable type: Categorical

Number of distinct values: 1
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	78	100.0%

Variable name: q03_a

Variable label: What changes would allow you to improve your first-time Wellma sales?
Variable type: String

Number of distinct values: 21
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Variable name: q03_a_1

Variable label: Free introductory sachet to gain interest/taste it
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	47	60.3%
1	Yes	31	39.7%

Variable name: q03_a_2

Variable label: Lower price
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	10	12.8%

Value	Label	Frequency	Percentage
1	Yes	68	87.2%

Variable name: q03_a_3

Variable label: Different form (bar or porridge)
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	68	87.2%
1	Yes	10	12.8%

Variable name: q03_a_4

Variable label: Additional marketing materials
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	66	84.6%
1	Yes	12	15.4%

Variable name: q03_a_5

Variable label: Additional incentive schemes
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	65	83.3%
1	Yes	13	16.7%

Variable name: q03_a_6

Variable label: No change, Wellma sales are going well
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	77	98.7%
1	Yes	1	1.3%

Variable name: q03_a_7

Variable label: Support/encouragement from the HCP
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	76	97.4%
1	Yes	2	2.6%

Variable name: q03_a_77

Variable label: Other
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	76	97.4%
1	Yes	2	2.6%

Variable name: q03_a_99

Variable label: Don't know
Variable type: Categorical

Number of distinct values: 1
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	78	100.0%

Variable name: q03_b

Variable label: What would it take to ensure PLWs continue to purchase Wellma from you?
Variable type: String

Number of distinct values:	25
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Variable name: q03_b_1

Variable label: Lower price
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	24	30.8%
1	Yes	54	69.2%

Variable name: q03_b_2

Variable label: Different form
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	75	96.2%
1	Yes	3	3.8%

Variable name: q03_b_3

Variable label: Additional marketing materials
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	56	71.8%
1	Yes	22	28.2%

Variable name: q03_b_4

Variable label: Additional incentive schemes
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	60	76.9%
1	Yes	18	23.1%

Variable name: q03_b_5

Variable label: More frequent visits
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	59	75.6%
1	Yes	19	24.4%

Variable name: q03_b_6

Variable label: No change, Wellma sales are going well
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	77	98.7%
1	Yes	1	1.3%

Variable name: q03_b_7

Variable label: Support/encouragement from the HCP
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	70	89.7%
1	Yes	8	10.3%

Variable name: q03_b_77

Variable label: Other
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	72	92.3%
1	Yes	6	7.7%

Variable name: q03_b_99

Variable label: Don't know
Variable type: Categorical

Number of distinct values: 1
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	78	100.0%

Variable name: q03_c

Variable label: What would you recommend to get PLW to consume at least 5 sachets/week?
Variable type: String

Number of distinct values:	25
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Variable name: q03_c_1

Variable label: Lower price
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	21	26.9%
1	Yes	57	73.1%

Variable name: q03_c_2

Variable label: Different form (bar or porridge)
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	68	87.2%
1	Yes	10	12.8%

Variable name: q03_c_3

Variable label: Additional marketing materials
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	59	75.6%
1	Yes	19	24.4%

Variable name: q03_c_4

Variable label: Additional incentive schemes
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	58	74.4%
1	Yes	20	25.6%

Variable name: q03_c_5

Variable label: More frequent visits
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	61	78.2%
1	Yes	17	21.8%

Variable name: q03_c_6

Variable label: No change, Wellma sales are going well
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	76	97.4%
1	Yes	2	2.6%

Variable name: q03_c_7

Variable label: Make it accessible in stores
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	75	96.2%
1	Yes	3	3.8%

Variable name: q03_c_8

Variable label: Support/encouragement from the HCP
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	65	83.3%
1	Yes	13	16.7%

Variable name: q03_c_77

Variable label: Other
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	75	96.2%

Value	Label	Frequency	Percentage
1	Yes	3	3.8%

Variable name: q03_c_99

Variable label: Don't know
Variable type: Categorical

Number of distinct values: 1
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	78	100.0%

Variable name: q05

Variable label: Aside from your job as CRP, do you currently have other ways of earning money?
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	48	61.5%
1	Yes	30	38.5%

Variable name: q07

Variable label: Before working as CRP, did you have any way of earning money?
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
0	No	40	51.3%
1	Yes	38	48.7%

Variable name: age

Variable label: Age [construct]
Variable type: Categorical

Number of distinct values: 4
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
1	Less than 26	22	28.2%
2	26 to 30	21	26.9%
3	31 to 35	19	24.4%
4	More than 35	16	20.5%

Variable name: q10

Variable label: What is your marital status?
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 78
Cases with missing values / total number of cases (percent): 0 / 78 (0%)

Value	Label	Frequency	Percentage
1	Married	60	76.9%
5	Never married	18	23.1%

Variable name: q11

Variable label: Are you currently pregnant and/or lactating?
Variable type: Categorical

Number of distinct values: 3
Number of non-missing cases: 60
Cases with missing values / total number of cases (percent): 18 / 78 (23%)

Value	Label	Frequency	Percentage
1	Yes, Pregnant	9	15.0%
2	Yes, Lactating	8	13.3%
4	No, neither pregnant nor lactating	43	71.7%

Variable name: num_children

Variable label: Number of children you have (not counting in utero) [construct]
Variable type: Categorical

Number of distinct values: 2
Number of non-missing cases: 60
Cases with missing values / total number of cases (percent): 18 / 78 (23%)

Value	Label	Frequency	Percentage

Value	Label	Frequency	Percentage
1	3 or less	32	53.3%
2	More than 3	28	46.7%

Variable name: edu

Variable label: Highest level of education you completed [modify]
Variable type: Categorical

Number of distinct values:	2
Number of non-missing cases:	78
Cases with missing values / total number of cases (percent):	0 / 78 (0%)

Value	Label	Frequency	Percentage
1	Matric pass (grades 9-10) or less	47	60.3%
2	FA/FSC or Undergraduate (Bsc/Bcom) or Masters/PhD	31	39.7%