

**GTZ SUN Energy: Impact Study of Mirte Improved Biomass Injera Stoves**

**Stove Producers Sub-universe Survey Questionnaire**

**1. Background Information:**

- 1.1. Name of Producer: \_\_\_\_\_  
1.2. Name of Town: \_\_\_\_\_  
1.3. Name of Kebele: \_\_\_\_\_  
1.4. House Number: \_\_\_\_\_  
1.5. Telephone Number (if available): \_\_\_\_\_

**2. Demographic Characteristics of Producers:**

2.1. Age of producer

- 2.1.1. Less than 20 years /\_\_\_\_\_/
- 2.1.2. 20 to 39 /\_\_\_\_\_/
- 2.1.3. 30 to 40 /\_\_\_\_\_/
- 2.1.4. 41 and above /\_\_\_\_\_/

2.2. Gender

- 2.2.1. Male /\_\_\_\_\_/
- 2.2.2. Female /\_\_\_\_\_/

2.3. Level of education

- 2.3.1. No formal education /\_\_\_\_\_/
- 2.3.2. Traditional or read & write /\_\_\_\_\_/
- 2.3.3. Primary school /\_\_\_\_\_/
- 2.3.4. Senior secondary (H. School) /\_\_\_\_\_/
- 2.3.5. College (Certificate/Diploma) /\_\_\_\_\_/
- 2.3.6. University Degree and above /\_\_\_\_\_/

2.4. Marital status

- 2.4.1. Single /\_\_\_\_\_/
- 2.4.2. Married /\_\_\_\_\_/
- 2.4.3. Divorced /\_\_\_\_\_/
- 2.4.4. Widowed /\_\_\_\_\_/

2.5. Number of people living in producers home

- 2.5.1. Children (under 18 years) \_\_\_\_\_ (write the number)
- 2.5.2. Adults (18 years and above) \_\_\_\_\_ (write the number)

**3. Information on Mirte Stove Business:**

3.1. Year Mirte production was started \_\_\_\_\_ (write year in Eth. Calendar)

3.2. Number of employees (non-family members) by gender

3.2.1. Male \_\_\_\_\_ (write number)

3.2.2. Female \_\_\_\_\_ (write number)

3.3. Number of family members involved in the business by gender

3.3.1. Male \_\_\_\_\_ (write number)

3.3.2. Female \_\_\_\_\_ (write number)

3.4. Number of intermediaries (sales or commission agents) involved in marketing Mirte stoves by gender

3.4.1. Male \_\_\_\_\_ (write number)

3.4.2. Female \_\_\_\_\_ (write number)

3.5. Will you continue to be engaged in the Mirte business in the future?

3.5.1. Yes /\_\_\_\_\_/

3.5.2. No /\_\_\_\_\_/

3.6. If the answer to (3.5) above is 'No', please explain the reason.

\_\_\_\_\_

3.7. What do you think are the main reasons for some producers to quit the Mirte business in your home town?

3.7.1. Reason one: \_\_\_\_\_

3.7.2. Reason two: \_\_\_\_\_

3.7.3. Reason three: \_\_\_\_\_

3.8. Do you think demand for the Mirte stove is currently growing in your home town?

3.8.1. Yes /\_\_\_\_\_/

3.8.2. No /\_\_\_\_\_/

3.9. If the answer to (3.8) above is 'No' what (more) do you think should be done to create such demand?

\_\_\_\_\_

**4. Information on Effectiveness of Promotion Tools:**

4.1. Please tell me the types and effectiveness of the different promotion tools that the GTZ SUN Energy project had launched in your home town in the past (thick as many as appropriate, and indicate the degree of their effectiveness by ranking)

<u>Promotion Tools</u>	<u>Response</u>		<u>Effectiveness (Rank top 5)</u>	
	Yes	No	Aware- ness	Purchase decision
4.1.1. Posters	/____/	/____/	_____	_____
4.1.2. Leaflets	/____/	/____/	_____	_____
4.1.3. TV Animated	/____/	/____/	_____	_____
4.1.4. TV Non-animated	/____/	/____/	_____	_____
4.1.5. TV Drama	/____/	/____/	_____	_____
4.1.6. TV Program	/____/	/____/	_____	_____
4.1.7. Radio Clips	/____/	/____/	_____	_____
4.1.8. Radio Program	/____/	/____/	_____	_____
4.1.9. Billboards	/____/	/____/	_____	_____
4.1.10. Signboards	/____/	/____/	_____	_____
4.1.11. Stove Demos	/____/	/____/	_____	_____
4.1.12. Bazaar	/____/	/____/	_____	_____
4.1.13. Bulletin – Exh.	/____/	/____/	_____	_____
4.1.14. Bulletin – Grad.	/____/	/____/	_____	_____
4.1.15. Newspapers	/____/	/____/	_____	_____
4.1.16. Bus Advert	/____/	/____/	_____	_____
4.1.17. Matches	/____/	/____/	_____	_____
4.1.18. Stage Drama	/____/	/____/	_____	_____
4.1.19. Subsidy Coupon	/____/	/____/	_____	_____
4.1.20. Other (specify) _____	/____/	/____/	_____	_____

4.2. In your opinion, which of the following are the most important factors that convinced consumers to purchase the Mirte stove in the past?

<u>Factors</u>	<u>Ranking</u>		
	<u>First</u>	<u>Second</u>	<u>Third</u>
4.2.1. Product quality (fuel saving)	_____	_____	_____
4.2.2. Promotion (commercials)	_____	_____	_____
4.2.3. Pricing (affordability, subsidy)	_____	_____	_____
4.2.4. Word of mouth (seeing is believing)	_____	_____	_____
4.2.5. Producers individual effort (persuasion)	_____	_____	_____
4.2.6. Other (specify) _____	_____	_____	_____

4.3. Do you have a Mirte stove installed for yourself?

- 4.3.1. Yes /\_\_\_\_/
- 4.3.2. No /\_\_\_\_/ If no, why? \_\_\_\_\_

4.4. Please explain to me which ones of the following methods are more useful in convincing customers to come and buy Mirte from your shop?

<u>Method</u>	<u>Rank</u>		
	First	Second	Third
4.4.1. Referrals	_____	_____	_____
4.4.2. Own effort and promotion	_____	_____	_____
4.4.3. Project promotion tools	_____	_____	_____
4.4.4. Other (specify) _____	_____	_____	_____

4.5. Have you ever received a feed-back from your customer about the quality and performance of your stoves?

4.5.1. Yes /\_\_\_\_\_/ If yes, please explain \_\_\_\_\_

4.5.2. No /\_\_\_\_\_/

4.6. Do you provide information, leaflets and posters to your customers on the correct installation and uses of the Mirte stoves?

4.6.1. Yes /\_\_\_\_\_/

4.6.2. No /\_\_\_\_\_/

## 5. Information on Impacts of Mirte Business on Producers:

5.1. Please answer the following changes, if any, in your life styles or living standards by comparing your own situation BEFORE and AFTER entering the Mirte stove business.

<u>Conditions</u>	<u>Situation After Mirte Business</u>			Notes
	Better	Same	Worse	
5.1.1. Housing	/_____/	/_____/	/_____/	_____
5.1.2. Land ownership	/_____/	/_____/	/_____/	_____
5.1.3. Livestock	/_____/	/_____/	/_____/	_____
5.1.4. Financial credit	/_____/	/_____/	/_____/	_____
5.1.5. Community networks	/_____/	/_____/	/_____/	_____
5.1.6. Afford school expenses	/_____/	/_____/	/_____/	_____
5.1.7. Afford medical expenses	/_____/	/_____/	/_____/	_____
5.1.8. Extended family obligation	/_____/	/_____/	/_____/	_____
5.1.9. Clothing expenses	/_____/	/_____/	/_____/	_____
5.1.10. Food intake (family)	/_____/	/_____/	/_____/	_____
5.1.11. Monthly income (amount)	/_____/	/_____/	/_____/	_____
5.1.12. Business skills (specify)	/_____/	/_____/	/_____/	_____

5.2. Please list other major purposes that your earnings from Mirte stove business are used for.

5.2.1. Purpose one: \_\_\_\_\_

5.2.2. Purpose two: \_\_\_\_\_

5.2.3. Purpose three: \_\_\_\_\_

5.3. Please list other benefits that you have gained from Mirte stove business.

5.3.1. Benefit one: \_\_\_\_\_

5.3.2. Benefit two: \_\_\_\_\_

5.3.3. Benefit three: \_\_\_\_\_

5.4. Please tell me the major problems in the Mirte stove business.

5.4.1. Problem one: \_\_\_\_\_

5.4.2. Problem two: \_\_\_\_\_

5.4.3. Problem three: \_\_\_\_\_

5.5. Comments, suggestions, observations:

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