

PERCEIVED APPROVAL

Output indicator, Process indicator

Indicator Phrasing

English: % of [specify the target group] who believe that people who are important to them approve of them [specify the practice]

French: % de [spécifier le groupe cible] qui pensent que les personnes qui comptent pour eux approuvent leur pratique de [spécifier la pratique]

Portuguese: % de [especifique o grupo-alvo] que acreditam que as pessoas que são importantes para eles aprovam [especifique a prática]

Czech: % [určete cílovou skupinu], kteří věří, že lidé na jejichž názoru jim záleží souhlasí s tím, že [určete propagovanou praktiku, kterou má cílová skupina využít]

What is its purpose?

This indicator measures the extent to which the target group members believe that their social network approves or disapproves of them practicing a given behaviour. People who perceive that their family, friends or community members approve of them practicing a given behaviour are more likely to adopt it (or sustain it) than those who do not feel their approval.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of the target group members:

RECOMMENDED SURVEY QUESTION (Q) AND POSSIBLE ANSWERS (A)

Q1: *Do you think that your [specify the person(s)] approve of you [specify the behaviour]?*

A1: yes / no / doesn't know

To **calculate the indicator's value**, divide the number of respondents who reply "yes" by the total number of respondents (exclude those who do not know). Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data depending on your target group and the focus of your intervention.

Important Comments

1) **Different people might have different attitudes** to the behaviour in question. For example, while friends might approve of it, the wider community might not approve of it. Therefore, consider:

- using the results of your [formative research](#) to identify those people who are **least likely** to agree (e.g. husbands) and focus this indicator on them
- alternatively, you can use the same question to ask separately about different groups of people (i.e. assessing whether they believe that the spouse approves / relatives approve / community members approve, etc.)

2) It is important that the data collectors **understand that “approve” in this case implies the idea of being “in favour of....”**. It does not mean “give permission” or “allow”. Translators should use care when selecting the word to convey the meaning of this word.

3) The guidance for this indicator was amended from the information provided by MEASURE Evaluation’s indicator database.

E-Questionnaire

- [XLS form for electronic data collection - indicator Perceived Approval](#)