



MEDIA STAKEHOLDER ANALYSIS QUESTIONNAIRE

Date: _____

ID Number _____

City _____

Introduction

We are from _____, and we are interviewing individuals on behalf of _____ to explore the opinions of important media actors who are interested in sharing information about family planning, particularly among the urban poor. As an important actor, it is crucial for us to obtain your opinion/ that of your organization (or media source). The information obtained through these interviews will be for the direct use of our team, and will be presented among our team without identifying individual opinions. We ask that you to help us obtain an accurate representation, by responding to the following questions without bias.

General Questions

1	What is your name?	
2	How many children do you have?	
3	Do you plan to have more?	
4	Have you heard of family planning?	
5	What contraceptive methods do you know about?	
6	What is your cultural perspective about family planning?	
7	What is your religious perspective about family planning?	
8	Are there economic implications of family planning?	
9	Out of the following methods, which one do you prefer: <ul style="list-style-type: none"> a) Oral contraceptive pills b) Female sterilization c) Vasectomy d) Injectable contraceptives e) Lactational Amenorrhea Method (LAM) f) Diaphragm with spermicide g) Condoms h) Contraceptive implants i) Fertility awareness method 	



	j) Intrauterine devices (IUDs) k) Withdrawal method	
10	Would you encourage family members to use family planning?	
11	What are your general comments about family planning?	

Media-specific Questions

1	Which media house do you work with?	
2	How many years of experience do you have in the media?	
3	What do you know about family planning?	
4	Has your media organization ever advocated for or against family planning?	
5	What are the ways your media organization could assist in the spread of information about family planning?	
6	Are you interested in including more about family planning in your articles (or other media pieces)?	
7	Other comments?	
8	Who else do you recommend we speak with?	

This tool was adapted from the Nigerian Urban Reproductive Health Initiative's Stakeholder Analysis Questionnaire. <https://tciurbanhealth.org/wp-content/uploads/2017/06/Stakeholder-Analysis-Questionnaire.pdf>