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Central America (2011): MAP Study, Evaluating the Coverage, Quality of Coverage, and Market Penetration of Condoms and Lubricants in High-Risk Areas in Belize, Guatemala, El Salvador, Nicaragua, Costa Rica and Panama

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Investigation Division of PSI
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CONTENT

| | |
|---|------------|
| SUMMARY | 1 |
| FINDINGS | 5 |
| COVERAGE | 5 |
| QUALITY OF COVERAGE | 7 |
| PENETRATION | 10 |
| OTHER FINDINGS | 12 |
| LIMITATIONS | 15 |
| METHODOLOGICAL AND PROGRAMMATIC RECOMMENDATIONS | 17 |
| | |
| ANNEX 1: List of Red Zones from the Sample of 2011 | i |
| ANNEX 2: Survey | iv |
| ANENX 3: Other Marketing Results | xiv |

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SUMMARY

BACKGROUND

PASMO (Panamerican Social Marketing Organization) is an affiliate of Population Services International (PSI) based in Guatemala and with activities in the seven countries of the Central American Region. One of their programs is to deal with the prevention of HIV simultaneously and comprehensively, associated with the Combined Prevention Program of the United States Agency for International Development (USAID). Since 1997 has distributed VIVE condoms and lubricants in order to increase its availability, to raising the number of business that sell the product in areas of high risk of HIV in the region and to encourage the entry of other brands of condoms. For more information go to <http://www.asociacionpasmo.org>.

OBJECTIVES OF THE INVESTIGATION

MAP studies (Measuring Access and Performance) evaluate the availability of a product assessing if it is in compliance with the standards previously defined. The goal is to increase the efficiency in the distribution of a product. The key objectives of MAP 2011 survey in Central America were to monitor, (1) the coverage and quality of coverage of condoms and lubricants in areas of high risk of HIV in the region; and (2) the penetration of these products. Last MAP performed in Guatemala, El Salvador and Nicaragua, was in 2010 and in Costa Rica, Panama and Belize in 2009. In 2011 was the fifth and fourth round, respectively. Honduras was not included in this year's research. The next round of calculation is planned for 2013.

METHODOLOGY

Map methodology uses Lot Quality Assurance Samples (LQAS). A Sample of 19 high-risk areas (HRA) of HIV was randomly selected by country, from a list (universe) made by the local programs from PASMO, according to their experience. In Guatemala, for the first time, the study was performed in all detected areas (census) as a pilot study. The audit was made in the drugstores channel like drugstores, traditional businesses channel, (local stores, supermarkets, minimarkets, etc.) high risk businesses channel

(brothels, bars, discotheques, etc.) and other businesses channel (restaurants, stores, etc.). The person in charge was interviewed using a structured survey. For the analysis, businesses classified in the channel “other”, which generally are not included in the national strategies, were excluded. The majority of indicators were built from the question: “If they had condoms the day of the interview? The field study took place in July/August 2011. For more information, you can request a copy of the design of the study at investigacion@pasmoca.org.

High Risk Zone: *geographic space where Men having Sex with Men (MSM) and/or Female Sex Workers (FSW) gather to work or to socialize.*

Coverage: *proportion of high-risk zones that meet a standard. For the analysis, all business (channel “other”), have been excluded such as restaurants, stores, boutiques, etc.*

Quality of Coverage: *it is a more restrictive standard, where a business is required to carry the evaluated product and also to comply with another feature of quality previously defined. According to this definition, the quality of coverage cannot be greater than the number of coverage.*

Penetration: *net rate of business that had the evaluated product on the day of the interview.*

FINDINGS IN REGIONAL HIGH RISK ZONES

- ∴ The coverage of condoms for high-risk areas dropped from the previous round. This means that, geographically, fewer high-risk zones have a minimum of businesses handling this category.
- ∴ Since the coverage in areas of high risk is low, the quality of coverage is even lower. The proportion of areas with condoms in display or with promotion material is less than 20%.
- ∴ The percentage of business that had condoms the day of the visit and that informed they had no shortage of product last month is similar to the level of coverage. In other words, there are a few areas with the desired amount of selling points of condoms enabled, but those that are covered are well attended since they are not short of supplies.
- ∴ In general, more than half of high-risk areas of the region have at least a place that carries water-based lubricants. This number could be higher, but is being adversely affected by the results of Costa Rica and Belize that have found barriers in their distribution.
- ∴ Above 60% of high-risk areas in Guatemala, El Salvador, Costa Rica and Panama have at least a place to sell condoms after midnight, the time when more sexual encounters and hook up activities occur. In Nicaragua and Belize, the rate is less than 40%, there are less open business and mostly classified as channel of high-risk (sites of commercial sex or hook up, as brothels, closed houses, pensions, etc.).
- ∴ The percentage of business that had condoms the day of the visit (penetration) in high-risk areas was also less than the previous calculation. This means that there are fewer businesses handling the category. Although the percentage of businesses in high-risk areas that had lubricants the day of the visit was higher compared with the previous audit, this number is still below 13 %.

MAIN RECOMMENDATIONS

- ∴ To lend support to national strategies of condoms in countries that already have one and impel the creation in those who still do not have one. To do this, it is important that all participants involved in the comprehensive prevention of HIV, including those organizations engaged in the distribution of condoms, work with a unified and classified list of high-risk areas.
- ∴ To coordinate the distribution of condoms in high-risk areas, in such a way that the efforts between the different institutions are optimized, reducing the cost of distribution and increasing the coverage. To accomplish this, it is necessary to establish clear and measurable goals by zone and financial controller. It is recommended to use existing distribution networks and business partners that are already visiting remote areas.
- ∴ This and other distribution studies, not only in high-risk areas, manifest the lack of penetration of the non-traditional channel which represents the majority of businesses, therefore it is recommended to open points by raising awareness with their owners and managers, as well as implementing stock keeping units of sale that are more appealing (smaller than a dispenser), and analyze credit programs directed to these businesses to increase the number handling the category.
- ∴ To increase the demand of condoms in business, through the effective distribution of free condoms in low socioeconomic levels and high risk businesses, leaving the commercial distribution for the high and mid socioeconomic levels as well as through drugstores and non-traditional channels. Also continue with communication campaigns to attract users and destigmatize all businesses handling this category.
- ∴ To provide information, education, communication and display of the product, along with the opening of points of sale, so that the users know about the availability of condoms and to promote its correct use.
- ∴ To take advantage of the places that already sell condoms to promote the use of lubricants since there is still a difference in the penetration of the two and the use of the second lessens the risk of rupture and transmission of STI and HIV.

FINDINGS

COVERAGE

Coverage is defined as the proportion of high risk zones that comply with a standard. For this analysis, all business (channel “other”), such as restaurants, stores, boutiques, etc., have been excluded

∴ Condoms coverage

Three minimum standards were set: that at least 35 %, 50% and 75% of the businesses should have condoms the day of the interview. With the lower standard, only Guatemala had an increase from last round, rising from 40% to 46% the number of red zones that met the 35% of their businesses having condoms the day of the visit. In all the other countries and in all the other standards there were no increments. With the 75% standard, the level of coverage in the year 2011 was no more than 40% in any country, while the 50% standard no more than 60%, and with the 35% standard, only Panama surpasses higher standards of 60%.

Table 1: Trend of the coverage of condoms, by country (supervisory area) in the Central American Region (2007 - 2011)

| Country | 35% | | | | | 50% | | | | | 75% | | | | |
|-----------------|--------------|--------------|--------------|--------------|-----------------|--------------|--------------|--------------|-------------|----------------|--------------|--------------|--------------|--------------|-----------------|
| | 2007 | 2008 | 2009 | 2010 | 2011 | 2007 | 2008 | 2009 | 2010 | 2011 | 2007 | 2008 | 2009 | 2010 | 2011 |
| Guatemala | 5 (40%) | 1 (20%) | 5 (40%) | 5 (40%) | 18 (46%) (+) | 2 (25%) | 0 (<20%) | 3 (30%) | 2 (25%) | 4 (10%) (-) | 5 (40%) | 1 (20%) | 5 (40%) | 5 (40%) | 0 (0%) (-) |
| El Salvador | 11 (70%) | 8 (55%) | 12 (75%) | 5 (40%) | 2 (25%) (-) | 6 (45%) | 3 (30%) | 9 (60%) | 2 (25%) | 2 (25%) (=) | 11 (70%) | 8 (55%) | 12 (75%) | 5 (40%) | 0 (<20%) (-) |
| Nicaragua | 3 (30%) | 2 (25%) | 7 (50%) | 2 (25%) | 1 (20%) (-) | 0 (<20%) | 0 (<20%) | 4 (35%) | 0 (<20%) | 0 (<20%) | 3 (30%) | 2 (25%) | 7 (50%) | 2 (25%) | 0 (<20%) (-) |
| Costa Rica | 12 (75%) | 17 (>95%) | 17 (>95%) | n/a | 9 (60%) (-) | 7 (50%) | 11 (70%) | 16 (95%) | n/a | 9 (60%) (-) | 3 (30%) | 2 (25%) | 5 (40%) | n/a | 5 (40%) (=) |
| Panamá | 12 (75%) | 18 (>95%) | 16 (95%) | n/a | 13 (80%) (-) | 11 (70%) | 15 (90%) | 15 (90%) | n/a | 9 (60%) (-) | 2 (25%) | 9 (60%) | 2 (25%) | n/a | 0 (<20%) (-) |
| Belice | 10 (65%) | 15 (90%) | 13 (80%) | n/a | 4 (35%) (-) | 10 (65%) | 14 (85%) | 10 (65%) | n/a | 3 (30%) (-) | 7 (50%) | 5 (40%) | 7 (50%) | n/a | 2 (25%) (-) |
| regional | 43.5% | 46.3% | 54.5% | 17.4% | 30.0% | 27.7% | 31.0% | 42.0% | 4.6% | 20.3% | 27.5% | 22.2% | 34.7% | 17.4% | 6.7% |

- To read the table: number of zones that meet the standard (percentage of coverage) (comparison with previous round, in the case of 2011).
- In the column of 2011 a symbol has been added, comparing the coverage of the last calculation (+)= the coverage increases; (-)= drops; (=) = remains the same; without a symbol=it is not possible to make a comparison.
- To calculate the percentages of coverage, the LQAS table was used. In the case of Guatemala 2011, the LQAS table was not used due that a census of the total of high risk zones was performed (n=N). The number of zones by country for each year can be found in Annex 1. The regional total corresponds to the weighted average of the coverage without using the LQAS table (number of zones that meet the standard/n), using the total number of zones per country (N) as “weight”. (GUA n=39); (ELS n=19 N=37); (NIC n=19 N=64); (CR n=19 N=42); (PAN n=19 N=57); (BCE n=19 N=133).

∴ Lubricants

Table 2: Lubricants coverage by country (supervisory area) in the Central American Region (2007 - 2011)

| Country | at least un place in the zone | | | | |
|-----------------------|-------------------------------|--------------|--------------|--------------|---------------|
| | 2007 | 2008 | 2009 | 2010 | 2011 |
| Guatemala | 15 (90%) | 16 (95%) | 9 (60%) | 15 (90%) | 37 (95%) (+) |
| El Salvador | 17 (>95%) | 11 (70%) | 13 (80%) | 14 (85%) | 19 (>95%) (+) |
| Nicaragua | 18 (>95%) | 10 (55%) | 9 (60%) | 10 (65%) | 12 (75%) (+) |
| Costa Rica | 9 (60%) | 14 (85%) | 12 (75%) | n/a | 5 (40%) (-) |
| Panamá | 15 (90%) | n/a | 18 (>95%) | n/a | 16 (95%) (-) |
| Belice | 4 (35%) | 9 (60%) | 2 (25%) | n/a | 4 (35%) (+) |
| Regional Total | 72.6% | 64.5% | 54.4% | 62.7% | 53.9% |

- To read the table: number of zones that meet the standard (percentage of coverage) (comparison with previous round, in the case of 2011).
- In the column of 2011 a symbol has been added, comparing the coverage of last calculation (+)= the coverage increases; (-)= drops; (=) = remains the same; without a symbol=it is not possible to make a comparison.
- To calculate the percentages of coverage the LQAS table was used. In the case of Guatemala 2011, the LQAS table was not used due that a census of the total of high risk zones was performed (n=N).
- The regional total corresponds to the weighted average of the coverage without the use of the LQAS table (number of zones that meet the standard/n), using the total number of zones per country (N) as "weight". (GUA n=39); (ELS n=19 N=37); (NIC n=19 N=64); (CR n=19 N=42); (PAN n=19 N=57); (BCE n=19 N=133).

The standard used to evaluate the coverage of high risk zones was that, at least one business of the area should sell lubricants. Under this condition, the coverage of lubricants increased in all the countries of the region, with the exception of Costa Rica and Panama where there was a decrease. The highest coverage was in El Salvador where more than 95% of the red zones had at least a place that sold lubricants.

QUALITY OF COVERAGE

The quality of the coverage refers to a more restrictive standard, where a business is required to carry the evaluated product and also to comply with another feature of quality previously defined. According to this definition, the quality of coverage cannot be greater than the number of coverage. That is the reason why the value of the quality of coverage is generally less than the value of the coverage itself. The estimates in 2011 were adjusted to this definition, and therefore there is a difference in the calculation of previous years and cannot be compared with the ones in the actual report. Each of the paragraphs explains the standard used, which was also different from the ones used in previous years. For the analysis of the quality of coverage, all businesses classified as channel “others” were excluded and not included in the distribution and sales strategies. The list of businesses that make up each channel can be found in Annex 2 (survey).

Table 3: Quality of the coverage of condoms by country (supervisory area) in the Central American Region (July/August 2011)

| Country | QUALITY OF COVERAGE Standard: 35% of businesses have condoms and additionally have the following feature | | |
|-----------------------|---|--------------------|---|
| | Visible Material of information, education and communication (IEC) | Condoms in display | No out of stock condoms during last month |
| Guatemala | 0 (0%) | 0 (0%) | 13 (33%) |
| El Salvador | 0 (<20%) | 1 (20%) | 2 (25%) |
| Nicaragua | 0 (<20%) | 0 (<20%) | 1 (20%) |
| Costa Rica | 1 (20%) | 1 (20%) | 9 (60%) |
| Panama | 0 (<20%) | 2 (25%) | 13 (80%) |
| Belice | 0 (<20%) | 2 (25%) | 3 (30%) |
| Regional Total | 0.6% | 6.5% | 26.8% |

- To calculate the percentages of coverage, the LQAS table was used. In the case of Guatemala 2011, the LQAS table was not used due that a census of the total of high risk zones was performed (n=N).
- In the year 2011 the calculation of the quality of coverage was adjusted to the definition of the term according to the PSI standards, PSI, therefore it is not comparable to previous years in which was coverage of each element of quality was presented.
- To calculate the regional total (1) the rate of zones that complied with the expected standard was calculated (without the use of the table LQAS), (2) The result was weighted by country according to the total of zones identified in each, for this year. (GUA n=39 N=39); (ELS n=19 N=37); (NIC n=19 N=64); (CR n=19 N=42); (PAN n=19 N=57); (BCE n=19 N=133).

∴ IEC

The quality of coverage of IEC refers to those high risk areas where 35% of the businesses had condoms the day of the visit and additionally had information, education and behavior material, either of HIV/AIDS or branded or generic condoms. Therefore we can see that only in Costa Rica, one of the areas from the sample, met this requirement, therefore the LQAS analysis determined that 20% of the areas in that country meet the standard. In the rest of the countries, less than 20% met the standard.

∴ Display

The quality of coverage of the display refers to those high-risk areas where 35% of the businesses had condoms the day of the visit and they also had condoms in display. Both the IEC material and the display, increase the perception about the availability. In Panama and Belize, two zones met the standard, therefore it can be said that 25% of the red zones in those countries meet the standard, while in the rest of the countries, the percentages of zones meeting that standard is lower.

∴ **No stock out**

The quality of coverage of no stock out refers to those high-risk areas where 35% of the businesses had condoms the day of the visit and also did not run out of the product in the month prior to the interview (stock out). In general the percentage of quality of coverage is very similar to the percentage of coverage, showing that there has been little shortage in the supply. To increase the quality of coverage it would be necessary to increase the number of businesses that handle the category and keep them well stocked.

⚡ Schedule

For the quality of coverage of the schedule a different approach to the one used in IEC/display/no stock out, was used. The standard refers to those high-risk areas where there is at least a business that sells condoms and that is open between midnight and 6 am. In Panama, 90% of the high risk zones meet this standard. Belize has the lowest number, only one zone had a place selling condoms after midnight, this represents 20% of the zones from the country, according to the LQAS methodology. See the following table.

Table 4: Quality of coverage of Schedule of condoms by country (supervisory area) in the Central American Region (July/August 2011)

| Country | Standard: at least one business had condoms and open after midnight |
|-----------------------|---|
| Guatemala | 29 (74%) |
| El Salvador | 10 (65%) |
| Nicaragua | 4 (35%) |
| Costa Rica | 10 (65%) |
| Panamá | 15 (90%) |
| Belize | 1 (20%) |
| Regional Total | 36.4% |

- To read the table: there is a number outside the parenthesis of the zones that meet the standard (in the parenthesis, the percentage of coverage according to the LQAS table).
- To calculate the percentages of coverage, the LQAS table was used, in Guatemala, a census of the total of high risk zones was performed (n=N).
- In the year 2011 the calculation of the quality of coverage was adjusted to the definition of the term according to PSI standards, PSI, therefore it is not comparable to previous years in which the coverage of each element of quality was presented.
- To calculate the regional total (1) the rate of zones that complied with the expected standard was calculated (without using the LQAS table), (2) the result was weighted by country according to the total of zones identified in each one, for this year. (GUA n=39 N=39); (ELS n=19 N=37); (NIC n=19 N=64); (CR n=19 N=42); (PAN n=19 N=57); (BCE n=19 N=133).

PENETRATION

Penetration refers to the net rate of businesses that had the evaluated product the day of the interview. The following table shows the trend of condoms and lubricants over the years. For the analysis of the quality of coverage, all businesses classified in the channel “others”, were excluded and not included in the distribution and sales strategies. The listing of businesses that make up each channel can be found in Annex 2 (survey).

Table 5: Trend of the penetration of condoms by country (supervisory area) in the Central American Region (2007-2011)

| Country | 2007 | 2008 | 2009 | 2010 | 2011 |
|-----------------------|--------------|--------------|--------------|--------------|--------------|
| Guatemala | 31.3% | 19.6% | 27.2% | 23.6% | 30.1% (+) |
| El Salvador | 38.0% | 31.2% | 38.7% | 28.9% | 22.7% (-) |
| Nicaragua | 20.1% | 23.6% | 25.8% | 18.9% | 11.0% (-) |
| Costa Rica | 36.2% | 50.9% | 53.9% | n/a | 13.6% (-) |
| Panamá | 47.9% | 60.3% | 52.0% | n/a | 46.7% (-) |
| Belice | 51.3% | 62.4% | 54.3% | n/a | 26.5% (-) |
| Total regional | 33.2% | 32.6% | 37.8% | 23.7% | 25.5% |

- Penetration is the net rate of businesses that have the product the day of the interview.
- In the column of 2011, a symbol was added comparing the penetration with the last calculation, this could be in 2010 or 2009: (+)= coverage goes up; (-)= drops; (=) = remains the same.
- In 2010, the calculation was not performed in Costa Rica, Panama or Belize, therefore N/A means “not applicable”.

The penetration was higher in 2011, in Panama, 46.7 % of the businesses had condoms the day of the interview. However, this number is less than what was recorded in the previous indicator for this country (2009). The lowest penetration was in Nicaragua with 11.0 %, this number also was lower than the previous calculation (2010). The regional penetration is 25.5 %.

Table 6: Trend of the penetration of lubricants by country (supervisory area) in the Central American Region (2007 - 2011)

| Country | 2007 | 2008 | 2009 | 2010 | 2011 |
|-----------------------|-------------|-------------|-------------|-------------|-------------|
| Guatemala | 7.1% | 6.2% | 5.4% | 8.7% | 11.3% (+) |
| El Salvador | 8.1% | 7.7% | 5.4% | 12.1% | 10.3% (-) |
| Nicaragua | 4.5% | 5.5% | 3.3% | 3.6% | 4.8% (+) |
| Costa Rica | 5.7% | 16.5% | 17.8% | n/a | 2.4% (-) |
| Panamá | 16.4% | 23.7% | 22.9% | n/a | 13.1% (-) |
| Belice | 5.0% | 8.2% | 0.9% | n/a | 5.3% (+) |
| Total regional | 7.4% | 9.2% | 8.1% | 8.1% | 9.2% |

- Penetration is the net rate of businesses that have the product the day of the interview.
- In the column of 2011, a symbol was added comparing the penetration with the last calculation, this could be in 2010 or 2009: (+)= coverage goes up; (-)= drops; (=) = remains the same.
- In 2010, the calculation was not performed in Costa Rica, Panama or Belize, therefore N/A means “not applicable”.

The penetration of lubricants is less than the penetration of condoms, since it is a less known product and it is not part of all prevention programs. However, the use of lubricants along with condoms lessens the friction and thus the chance of rupture of the condom. The countries with the highest percentage of businesses that handle this product are Panama and Guatemala, with a 13.1 % and 11.3 %, respectively. To increase the coverage as well as the penetration, it is necessary to have more points of sale in all red zones handling this category.

OTHER FINDINGS

Characteristics of the Sample

Due to the fact that many of the findings presented in the following pages are crossed by the channel of distribution or socioeconomic level (SEL) where the businesses are classified, it is necessary to present the composition of samples by country and characteristic. Despite the fact that the methodology does not allow the inference to the universe from the penetration, it is a good indicator of the situation in the country. The classification was done by the field staff and based on previous trainings and parameters presented in the measuring instrument (Annex 2). For all the analysis, all businesses classified in the channel “others” were excluded, the list is in Annex 2 (survey). The following table shows the composition of the sample in each country according to channel and level.

Table 7: Composition of the sample in high risk zones, by country (supervisory area) in the Central American Region (July/August 2011), divided by channel of distribution y socioeconomic level (SEL)

| Country | channel | | | | SEL | | | |
|-----------------------|------------------------|-------------------------|-------------------------|--------------------------|-----------------------|-------------------------|-------------------------|------------------------|
| | Drugstore | Non-traditional | High Risk | Total país | High | Middle | Low | Total país |
| Guatemala | 221 (18.7%) | 475 (40.2%) | 485 (41.1%) | 1181 (100.0%) | 13 (1.1%) | 510 (43.2%) | 658 (55.7%) | 1181 (100%) |
| El Salvador | 145 (14.4%) | 435 (43.3%) | 425 (42.3%) | 1005 (100.0%) | 39 (3.9%) | 415 (41.5%) | 545 (54.6%) | 999 (100%) |
| Nicaragua | 29 (6.0%) | 294 (61.0%) | 159 (33.0%) | 482 (100.0%) | 31 (6.6%) | 74 (15.6%) | 368 (77.8%) | 473 (100%) |
| Costa Rica | 10 (2.2%) | 374 (81.1%) | 73 (16.0%) | 457 (100.0%) | 14 (3.1%) | 159 (35.6%) | 274 (61.3%) | 447 (100%) |
| Panamá | 66 (14.2%) | 132 (28.4%) | 267 (57.4%) | 465 (100.0%) | 36 (7.8%) | 162 (34.9%) | 266 (57.3%) | 464 (100%) |
| Belice | 8 (7.1%) | 47 (47.4%) | 58 (51.3%) | 113 (100.0%) | 12 (10.8%) | 74 (66.7%) | 25 (22.5%) | 111 (100%) |
| Total regional | 479 (12.9%) | 1757 (47.4%) | 1467 (39.6%) | 3703 (100.0%) | 145 (3.9%) | 1394 (37.9%) | 2136 (58.1%) | 3675 (100%) |

- Penetration is the net rate of businesses that have the product the day of the interview.
- The difference in the totals by country, compared with the previous table is due that some businesses, even though was classified according to the channel, and was not classified by the socioeconomic level.

The red zones of the sample in Central America were composed by 47.4 % of businesses of the non-traditional channel (convenience stores, groceries, supermarkets, gas stations, billiards, street vendors), 39.6 % of businesses in high-risk channels (bars, liquor stores, discotheques, motels, pensions, brothels, closed door houses, massage parlors) and 12.9% in the drugstores channel. However there are some significant

differences by country that help understand the results of the penetration and are presented in the following section.

Note: In Panama, most of the businesses are classified as high risk. It is also to be considered that in Costa Rica was found only 2.2 % of drugstores, the lowest of the region.

In regard to the distribution by socioeconomic level (SEL), the table shows that the red zones of the region are composed by a majority (58.1 %) of low socioeconomic level, according to the classification of the study (see Annex 2). The businesses of a high SEL, make up only 3.9 % of the sample.

∴ Penetration by channel and socioeconomic level

Table 8: Penetration of condoms by country (supervisory area) in the Central American Region (July/August 2011), divided by channel of distribution and socioeconomic level (SEL)

| Country | channel | | | SEL | | |
|-----------------------|--------------|-----------------|--------------|--------------|--------------|--------------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| Guatemala | 80.5% | 12.4% | 24.3% | 61.5% | 39.6% | 22.0% |
| El Salvador | 95.9% | 8.5% | 12.2% | 66.7% | 33.5% | 11.6% |
| Nicaragua | 82.8% | 5.1% | 8.8% | 22.6% | 20.3% | 8.4% |
| Costa Rica | 100.0% | 7.2% | 34.2% | 28.6% | 17.0% | 11.3% |
| Panamá | 98.5% | 62.9% | 25.8% | 36.1% | 37.0% | 54.1% |
| Belice | 62.5% | 34.0% | 15.5% | 33.3% | 25.7% | 28.0% |
| Total regional | 87.9% | 13.5% | 19.6% | 42.8% | 33.1% | 19.7% |

* Penetration is the net rate of businesses that have the product the day of the interview.

The penetration of condoms is higher in the channel “drugstores”, since condoms are generally handled as medical products. The penetration of this channel may have influence in the general numbers, as it is in two countries with the lowest proportion of drugstores (Costa Rica and Nicaragua) where the penetration in general is lower.

The penetration of the non-traditional channel (stores, supermarkets, etc.) is the lowest, in spite of being the channel with more businesses. Being the largest channel also affects the numbers in general, as is the case of Panama and Belize, where this channel has the highest percentage and also the penetration is the highest in the region.

An interesting outcome of the activities in the high-risk channel happens in Costa Rica. The penetration of the category of this channel is the highest and it is also the smallest channel in the country, resulting in the second lowest penetration of the region.

In the penetration of the business by socioeconomic characteristics, there is a greater penetration in businesses of high level and the lowest in the business of SEL low, with the exception of Panama. In this country the penetration is higher in the low level that is also the largest level, resulting in the higher penetration of the region. In contrast, Nicaragua, has a low penetration in this channel representing 78% of the businesses, therefore it is the lowest penetration in the region.

Table 9: Penetration of lubricants by country (supervisory area) in the Central American Region (July/August 2011), divided by channel of distribution and socioeconomic level (SEL)

| Country | Channel | | | SEL | | |
|-----------------------|--------------|-----------------|-------------|--------------|--------------|-------------|
| | Drug store | Non-traditional | High Risk | High | Middle | Low |
| Guatemala | 37.1% | 0.8% | 9.9% | 38.5% | 13.3% | 9.3% |
| El Salvador | 60.0% | 1.6% | 2.4% | 41.0% | 14.0% | 5.5% |
| Nicaragua | 37.9% | 0.3% | 6.9% | 12.9% | 6.8% | 3.8% |
| Costa Rica | 70.0% | 0.5% | 2.7% | 7.1% | 3.1% | 1.8% |
| Panamá | 84.8% | 1.5% | 1.1% | 13.9% | 13.0% | 13.2% |
| Belice | 75.0% | 0.0% | 0.0% | 0.0% | 6.8% | 4.0% |
| Total regional | 52.0% | 0.9% | 5.0% | 21.4% | 11.6% | 6.8% |

• Penetration is the net rate of businesses that have the product the day of the interview.

The penetration of lubricants is higher in the channel of drugstores and lower in the non-traditional. In the latter only a 0.9 % regionally had some lubricants on the day of the interview. Penetration in the business of high level is almost twice the rate in businesses in the middle level and three times in the low level.

LIMITATIONS

MAP studies provide measures of the coverage using the geographical area as the unit of analysis. Be aware that the methodology LQAS is an assessment of an assumption that does not cast precise measures of the coverage of a supervisory area (a country, in this case): areas are classified as covered or not covered effectively.

The standard of 75% of coverage was established on the basis of the study of distribution by Nielsen in 2006, with a different methodology. This standard has proven difficult to achieve.

The following are some limitations found in the field:

- ∴ The census included many business categorized in the channel “other”, ice-cream shops, clothing stores, etc. These businesses do not meet the criteria for the distribution strategy of condoms and were excluded from the analysis.
- ∴ There are many interpretations of the meaning of point of high-risk and high-risk zone is, e.g. some see it as where the sexual transaction happens and others where the sexual act takes place. Or some high-risk zones are very small and do not have risk activities. This has an effect on the coordination of education, distribution and measurement activities of the product availability.
- ∴ It was found that some areas were wrongly defined or overlapping or didn't have a point of sale in the vicinity and the only risk area was a park or a street that didn't have a person “in charge” of the instrument. This has an impact on the level of the indicators, in zones with few points of sales the percentages are difficult to estimate. For example: is not the same the penetration in a zone with just one business that has condoms, this means a penetration of 100% as to a zone with just one business from a total of 100, that has condoms, meaning in this case a penetration of 1%.
- ∴ Since commercial sex is illegal, there is some denial in some businesses of high risk to accept that this is real and therefore to answer some of the questions. Hence the data can mislead the information about the level of penetration in the channel of high-risk.
- ∴ Some questions are based on the criterion of the investigator, as is the case of the classification of socioeconomic level, or the detection of “hidden” business of high risk

like beauty parlors or restaurants. This requires a lot of training and monitoring and even then, the assessment is subjective.

- ∴ Due to the insecurity in the region, many businesses do not feel safe answering the instruments. Additionally the product category could cause embarrassment to answer the questions, especially in the non-traditional channel and channel others.
- ∴ It has been detected in Belize and Panama a large number, not determined of non-traditional businesses, whose owners are Chinese and serve the public frequently making hand signals, in this case the instrument cannot be completely applied.
- ∴ The non-traditional channel in high-risk zones usually had a lot of traffic of people moving around, interrupting the interview in order to continue with their activities, therefore taking too much time to finish or the respondent just preferred to stop it.

METHODOLOGIC AND PROGRAMMATIC RECOMMENDATIONS

Programmatically recommended:

- ∴ Clearly define the meaning of point of risk and high-risk zone, using qualitative and quantitative terms and in collaboration with other organizations, create a list and a training program.
- ∴ Work in developing and maintaining the amount of points of sales, to increase the coverage, penetration and perception of the availability.
- ∴ Review the goals and incentives strategies to determine if the approach is on volume.
- ∴ Emphasize on the elaboration of material and display for the points of sale mainly in high risk channels.
- ∴ Increase the number of points of sales in low socioeconomic levels, raising the equity with these groups.
- ∴ Consider the strategies for the highest number of businesses in high risk zones in the non-traditional channel which is precisely the one with the lowest penetration.
- ∴ Promote sales and usage of lubricants in conjunction with condoms this reduces friction and the risk of breaking the latex.
- ∴ Focus on the availability of free condoms in the channel of high-risk and in low socioeconomic levels.
- ∴ Support the opening of new business with programs of Information, Education and Communication material (IEC).
- ∴ Promote the display of condoms in businesses handling high risk channels.
- ∴ Increase the availability of condoms after midnight, when most of the risk activities of HIV take place, the penetration in high risk businesses and in low socioeconomic levels must be increased.
- ∴ Consider always, developing strategies to promote equality of coverage.

Related to the methodology, it is recommended to:

- ⌘ Review the supervisory areas of the following rounds to be able to make specialized recommendations by country.
- ⌘ Review the standard of coverage for lubricants, which should be in response to the programmatic goals.
- ⌘ Create benchmark goals to assess the coverage and penetration. These should respond accordingly to local and regional goals.
- ⌘ Review and define the standards of quality of the coverage to determine if these respond to the strategic goals.
- ⌘ Consider the possibility to have a census in zones, based on the experience in Guatemala, this refines the results since it did not involve a LQAS analysis and also provides the opportunity to make lists and maps of all the businesses, and to have a follow-up of sales and distribution strategies.
- ⌘ Perform cross measurements of condom possession in target populations with supervisory studies (TRaC) and MAP to determine if there is an association between this and the penetration.
- ⌘ Investigate and classify qualitatively, businesses in high risk areas, by country and identify the barriers found when handling the category, especially in the non-traditional channel.

Annex 1: List of High Risk Zones in the Sample

Table 10: Quantity of high risk zones (universe, N) by country (supervisory area) in the Central American Region (2007 - 2011)

| Country | 2007 | 2008 | 2009 | 2010 | 2011 |
|-----------------------|------------|------------|------------|------------|------------|
| Guatemala | 68 | 68 | 48 | 48 | 39 |
| El Salvador | 56 | 56 | 54 | 68 | 37 |
| Nicaragua | 61 | 61 | 162 | 152 | 64 |
| Costa Rica | 43 | 43 | 53 | n/a | 42 |
| Panamá | 44 | 44 | 47 | n/a | 57 |
| Belize | 37 | 37 | 37 | n/a | 133 |
| Total regional | 309 | 309 | 401 | 268 | 372 |

- The universe of zones was determined using a diagnosis developed by PASMO based on their experiences and activities.
- From all the years and all the countries a sample of 19 zones was chosen randomly, except in Guatemala in 2011, due that a census of the high risk zones was made (n=N).

GUATEMALA

| Name | Address/Reference | Department |
|---|--|----------------|
| Puerto Barrios | Calzada Justo Rufino Barrios Calle principal a los alrededores del cementerio general Entrada Puerto Barrios | Izabal |
| Sanarate | Carretera al atlántico del KM. 55 al 59 | El Progreso |
| Barberena | de 1a. A 5ta. Calle entre 1a. Y 5ta. Av. | Santa Rosa |
| Chiquimulilla | de 2da. A 4ta. Calle entre 2da. Y 3a. Av. | Santa Rosa |
| Escuintla | de 3era a 8a calle entre 5ta y 6ta avenida zona 1 | Escuintla |
| Puerto de San José | De Avenida 30 de Junio a Avenida del Comercio A entre 6ta y 9a calle | Escuintla |
| Santa Lucía Cotzumalguapa | de 1a. A 5ta. Calle entre 1a. Y 5ta. Av. Zona 1 | Escuintla |
| Nueva Concepción | Calle Nicaragua | Escuintla |
| La Gomera | De 4a a 5ta calle entre 1era y 3era avenida | Escuintla |
| Retalhuleu | De 8a a 9a avenida entre 7a y 8a calle zona 1 | Retalhuleu |
| Zona 1 Mazatenango | de 9 a 12 calle entre 1era y 4ta avenida zona 1 | Mazatenango |
| Cuyotenango | Salida a Centro Uno la Maquina zona de bares aproximadamente 3 cuadras de la autopista | Mazatenango |
| San Antonio Suchitepequez | 5ta calle entre 1era y 2da avenida | Mazatenango |
| Chimaltenango | Carretera Interamericana de 2da. A 5ta. Calle | Mazatenango |
| Malacatan | de 7a 3era avenida entre 4ta y 5ta calle zona 1 | San Marcos |
| Tecún Uman | De 3era a 8a Avenida entre 4ta y 5ta calle zona 1 | San Marcos |
| Zona de alto riesgo zona 2 | de 10ma a 5ta calle entre 2da a 7av zona 2 | Quetzaltenango |
| Zona de Pensiones 2 | de 2da a 1era calle entre 14 y 9na av zona 1 | Quetzaltenango |
| Vía Pública TCS | de 3a. A 5a. Avenida entre 20 y 14 calle zona 1 | Guatemala |
| Vía Pública TCS | de 7a. A 11. Avenida entre 14 y 19 calle zona 1 | Guatemala |
| Vía Pública TCS | De Avenida Elena a 2da Avenida entre 14 y 19 calle zona 1 | Guatemala |
| Vía Pública TCS | De 9 a 10 Avenida A entre 1era y 3era Calle zona 1 | Guatemala |
| Cerrito del Carmen | de 4ta a 1era calle entre 9na a 13 avenida zona 2 | Guatemala |
| Cerrito del Carmen | de 1era a 3ta calle entre 10 Avenida "A" a 12 Avenida zona 1 | Guatemala |
| La línea zona 1 | Avenida del Ferrocarril entre 7 a 10 calle zona 1 | Guatemala |
| Zona de alto riesgo Zona 6 | de 16 a 21 av. Entre 4ta y 8va calle zona 6 | Guatemala |
| Zona de alto riesgo la Florida | De 5ta a 7a avenida de Calzada San Juan a 2da calle zona 19 la Florida | Guatemala |
| Zona de alto riesgo zona 7 | De 2da a 7a Avenida entre Auto Vía Mixco, 1era calle a 6ta Calle A zona 7 | Guatemala |
| Zona de alto riesgo zona 8 | de Av. Bolívar a 5av entre 41 calle a 38 calle zona 8 | Guatemala |
| Zona de alto riesgo zona 8 | de Av Bolívar a 5av entre 31 y 33 calle zona 8 | Guatemala |
| Zona de alto riesgo zona 12 | de 9na calle a 4ta calle entre 12 av a 7av zona 12 | Guatemala |
| Sector mercado el guarda zona 11 | de 1era a 5ta av entre 0 a 4ta calle zona 11 | Guatemala |
| Sector Terminal Zona 4 | de 6ta a 9na calle entre 6ta y 4ta avenida zona 4 | Guatemala |
| Zona 11 | De 9 a 11 Calle entre 4ta y 9a avenida zona 11 | Guatemala |
| Sector Cafesa zona 9 | De 4ta a Avenida la Castellana entre 8va a 12 calle zona 9 | Guatemala |
| Amatitlan | de 0 a 3a. Calle entre 0 avenida a 5ta. Av. | Guatemala |
| Mixco | Calz Roosevelt a Calz Mateo Flores de 39 Avenida zona 11 a 45 calle zona 3 de Mixco | Guatemala |
| San José Pinula | de avenida principal a 3a. Av. Entre 1a. Y 3a. Calle | Guatemala |
| Coatepeque | De 4ta a 5ta avenida entre 4ta y 9a calle zona 1 | Quetzaltenango |

EL SALVADOR

| Name | Address/Reference | Department |
|--|--|--------------|
| San Francisco Menendez | Puente Arce Cara Sucia | Ahuachapán |
| Calle sin Ley | 4ª calle poniente y pasaje salaverria Barrio Veracruz | Sonsonate |
| Mercado de Chalchuapa y Alrededores | 1ª. Avenida norte y 6ª calle Oriente | Santa Ana |
| PARQUE CENTENARIO | 5ª Avenida norte. 12 Avenida Norte y 9ª Calle Oriente. Intersección 20 Avenida Norte y Alameda Juan Pablo II. Avenida independencia y 20 Avenida Norte. | San Salvador |
| MERCADO CENTRAL Y ALREDEDORES | Av. Isidro Menéndez | San Salvador |
| BOULEVARD LOS HEROES | 1ª Avenida Sur y 10ª Calle Oriente 49 Av. Sur y boulevard los héroes Av. Los Andes Colonia Miramonte Calle Aurora y 27 Calle Poniente 29 Calle Poniente, Colonia Layco | San Salvador |

| | | |
|---|---|--------------|
| PASEO GENERAL ESCALON. | 75 Av. Norte y paseo general Escalón 77 Avenida Norte Y pasaje los pinos | San Salvador |
| APOPA | Desde las fuentes Beethoven hasta redondel Masferrer Calle Leonardo Azcunaga y 24 Avenida Norte | San Salvador |
| NUEVA CONCEPCION | Carretera troncal del norte y calle a Quezaltepeque 1ª Av. Sur Calle al hospital, Alrededores de la cancha municipal de La Nueva concepcion | San Salvador |
| CUSCATLAN COJUTEPEQUE | Carretera panamericana Km 35 entrada a Cojutepeque 3ª Calle Oriente y 2ª Av. Sur Barrio El Centro frente al parque y zona del mercado | Cuscatlan |
| SAN VICENTE | Calle al lago Barrio El Calvario 3ª Calle Poniente y Av. José Simeón Cañas, Zona del parque central Calle La Lorenzana, salida a Zacatecoluca (conocida como calle a Amapulapa) | San Vicente |
| SENSUNTEPEQUE | Avenida Doroteo Vasconcelos (Zona El Ramalazo) 5ª Calle Oriente, Barrio Los Remedios | Cabañas |
| ILOBASCO | 4ª Calle Oriente y 2ª Avenida Sur Barrio El Centro frente a Iglesia católica 3ª Calle Poniente, Barrio El Ángel, frente a Cine Palace (Ilobasco) Kilometro 42 1/2, calle a ilobasco principal Calle Perdomo, a 100 metros del Pollo Campero (Ilobasco) | Cabañas |
| LA HERRADURA | Carretera panamericana Km 51, desvío a Santo Domingo Calle secundaria , atrás del mercado San Luis la Herradura Colonia El Majahual parada El Mango, por unidad de salud, La Herradura | La Paz |
| ZONA SAN LUIS TALPA | Calle a la Costa del sol pasaje 1 , cantón las isletas, San Pedro Masahuat Calle Principal salida a hacienda Santa Clara, por los juzgados, San Luis Talpa | La Paz |
| Santa Rosa | Carretera a cangrejera entrada a San Luis Talpa, por unidad de salud Calle Ruta Militar, centro comercial Plaza de Oriente (La Tapa) y salida a Santa Rosa de Lima (Zona de Moteles y gasolinera) | San Miguel |
| LA TERMINAL Y EL PIRULIN SAN MIGUEL | 4ª Calle Oriente (Terminal de Buses) y 6ª Av. Norte Bis Parque Guzmán (4ª Av. Norte y 2ª Calle Oriente) Calle Siramá y 6ª Av. Norte | San Miguel |
| LA PRINCIPAL LA UNION | 10ª Calle Oriente Barrio La Cruz Carretera panamericana entrada a La unión, Conchagua Calle Gral. Menéndez y 3ª Av. Sur Barrio Las Flores, zona del parquecito y calle a Cutuco | La Union |
| EL PARQUECITO Y ALREDEDORES USULUTÁN | Calle General Cabañas y 3ª Calle Oriente, por la estación y local de cruz roja 5ª Calle Poniente Barrio El Calvario 3ª Calle Oriente y Av. Grimaldi Carretera del Litoral entrada a Usulután (Zona Univ. Gerardo Barrios, desvío a Sta María) Calle A Santa Elena (Zona de Moteles, Night Club Y gasolinera) | Usulután |

NICARAGUA

| <i>Name</i> | <i>Address/Reference</i> | <i>Departament</i> |
|-------------|--|--------------------|
| CH-Zona #1 | Del parque santa ana 1c al norte | Chinandega |
| CH-Zona #4 | La petronic el viejo 7c arriba 1/2 al norte | Chinandega |
| CH-Zona #6 | contiguo a la Alcaldia de Corinto | Chinandega |
| LE-Zona #3 | barrio la arrocera 1c arriba | León |
| MG-Zona #11 | Mercado Oriental, De la Iglesia El Calvario 1c arriba, 25 vrs al lago | Managua |
| MG-Zona #13 | carretera norte frente a distribuidora universal | Managua |
| MG-Zona #17 | Frente a Burger King, Carretera a Masaya | Managua |
| MG-Zona #18 | Mercado Oriental | Managua |
| MG-Zona #5 | Semaforos del M. Israel Lewites 1c abajo M/D | Managua |
| MG-Zona #8 | costado este de donde fue el cine mexico | Managua |
| MG-Zona #9 | gasolinera uno mercado mayoreo 1c al este mano derecha | Managua |
| MT-Zona #3 | del puente grande sebaco 2c al este | Matagalpa |
| MT-Zona #4 | De la ESSO las marías 400mts al este salida a san Ramon | Matagalpa |
| MY-Zona #8 | frente a los tanques de monisa de la rotonda masaya las flores 3c al sur | Masaya |
| NS-Zona #1 | Mercado municipal 5c al norte 1c al este | Nueva Segovia |
| RV-Zona #2 | esquina sur este semaforo del mercado | Rivas |
| RV-Zona #6 | frente al Bar el refugio | Rivas |
| RV-Zona #8 | de la disco crazy crab 45mts al este calle el pantanal | Rivas |
| ES-Zona #3 | De la ESSO esteli carretera panamericana salida norte 7c al este 1c al norte | Estelí |

COSTA RICA

| <i>Name</i> | <i>Address/Reference</i> | <i>Departament</i> |
|---|--|--------------------|
| Mercado Central | De la calle 8 a calle 12 Avenida 1 | San Jose |
| Mercado Paso La Vaca | Avenida 7 a la 11, calle 10 a la 14 | San Jose |
| Mercado Coca Cola | Avenida 1 a la 3, calle 18 a la 22 | San Jose |
| Cristo Rey (Estación del Pacifico) | De la calle 8ª la calle 2 de la avenida 22 a la avenida 24 | San Jose |
| Barrio La California (Hispalis) | Avenida Central y avenida 1, calle 23 a la 21 | San Jose |
| Motel Brunca | Barrio Universidad carretera a Rivas | San José |
| Mercado central | Avenida 1 y calle 4 | Alajuela |
| Cabinas Rancho Grande.- Cabinas Acuario – Las Sirenitas | Bo San Jose de Alajuela carretera a Grecia | Alajuela |
| Night Club Tabú | Venecia de San Carlos | Alajuela |
| Cabinas la Fuente | Carrizal de Puntarenas | Puntarenas |
| Bar. las Brisas | Esparza de Puntarenas | Puntarenas |
| Cabinas Algo Diferente | El Roble de Puntarenas | Puntarenas |
| Cabinas Las Piscinas (Ctro Turístico Nelly) | Del mercado central 400 mts al norte y 100 al este | Puntarenas |
| Limón Centro | Avenida 2 y calle 4 | Limón |
| Bar. Lalos | Siquirres Centro | Limón |
| Cabinas Quintas de la región | Guapiles Centro | Limón |

| <i>Name</i> | <i>Address/Reference</i> | <i>Departament</i> |
|---------------------------|---|--------------------|
| Bar. 2001 - | De Liberia 8 Km. con dirección a la comunidad de la Cruz camino a la Frontera con Nicaragua | Guanacaste |
| Night Club Ricuras | La Mansión de Nicoya | Guanacaste |
| Bar. los Laureles | Diagonal Universidad Latina Santa Cruz | Guanacaste |

PANAMÁ

| <i>Name</i> | <i>Address/Reference</i> | <i>Departament</i> |
|----------------------------|---|--------------------|
| El Dorado #3 | Plaza MirageEn el Centro Comercial al lado de Movistar y cerca del Palacio Dorado | Panamá |
| El Dorado #5 | Centro Comercial el DoradoAl frente de Blockbuster y cerca a Dominos Pizza. | Panamá |
| Tumba Muerto #2 | Desde la Plaza Montesinos hasta la Discoteca Glam (Ya no Existe) | Panamá |
| Transistmica N° 2 | Desde McDonal hasta la cerveceria NacionalCerca del Colegio La Salle y Frente a Motores Colpan | Panamá |
| Via Venetto #2 | Desde Cable & Wireless hasta Iglesia del CarmenVia España calle principal frente al Hotel Continental | Panamá |
| Bella Vista #1 | Calle Uruguay hasta la salida de Calle 50Entrando por la Contrloría y Discoteca People | Panamá |
| Bella Vista #3 | Desde Tribunal Electoral hasta el Hotel CentroamericanoPor el Almacen Lumicentro y el antiguo Colegio Fleming antes del Municipio Nuevo | Panamá |
| Santa Ana #1 | Desde la Plaza 5 de Mayo hasta el Parque de Santa AnaPor el Palacio Legislativo y toda la peatonal | Panamá |
| Santa Ana #2 | Desde el Palacio Legislativo hasta el Bar la Cueva del Zorro en calle KDetrás del Rest. Pio Pio de la 5 de mayo y por la bajada de calle 18 Central | Panamá |
| Santa Ana #5 | Desde la esquina del Restaurante Napolis hasta Bar Tropical. | Panamá |
| Justo Arosemena | Desde calle 25 Calidonia hasta el Hospital Bella VistaPor el Edificio Poly y por el Parque Porras | Panamá |
| Pedregal # 2. | Desde el Cuadro de Futbool de pedregal hasta Industria Panasal | Panamá |
| COLON Bolivar | Desde Calle 10 y Bolivar hasta Calle 12 y BolivarPor el Café Nacional y el Bar la Olimpia | Colón |
| Chitré | Desde Cable & Wireless hasta Edemet Edechi | Herrera |
| Penonomé | Desde la Calle del Mercado Público hasta la Cantina Amanecer | Coclé |
| Chiriquí - David #1 | Vía que conduce a playa la Barqueta. Barriada el Mirador | Chiriquí |
| Chiriquí - David #3 | Barrio Manuel Q. Villarreal. Desde la Policlínica hasta el Hospital Chiriquí | Chiriquí |
| Chiriquí - David #4 | Mercado Público. Desde el Almacen Zhu Chong hasta el Supermercado Hermanos Pinzón. | Chiriquí |
| Chiriquí - David #5 | Ciudad de David, centro. Desde el Cuartel de Bomberos hasta el Hotel Nacional | Chiriquí |

BELICE

| <i>Name</i> | <i>Address/Reference</i> | <i>Departament</i> |
|-----------------------------|----------------------------|--------------------|
| bachelors Inn | 5932 Bachelors avenue | Belize |
| Mj Entertainment | Princess Margrate Drive | Belize |
| Island Queen | Barrack Road | Belize |
| Battelfiend park | Albert Street | Belize |
| Lion King Bar | Euphates Avenue | Belize |
| Olympic bar | Orange Street | Belize |
| youth Hostel | Hattyville | Belize |
| NICH Parking Lot | Regent Street | Belize |
| youth for the Future | Youth for the future Drive | Belize |
| club next | princess Hotel | Belize |
| Red Zone Bar | Vernon Street | Belize |
| Di split | Caye Caulker | Belize |
| El rancho | 47 mile western Highway | Cayo |
| MayGordon Park | Universtity Blvd | Cayo |
| Tunnel Bar | Lover Lane | Orange Walk |
| Bus stop georgeville | George Town | Stann Creek |
| Club C | George Price Blvd | Stann Creek |
| Meluches Bar | andrews Street | Cayo |
| bare foot | Placenia | Stann Creek |

Annex 2: Survey

| | | |
|---|----|---------------|
| CENTRAL AMERICA (2011): Availability of Condoms and Lubricants in Red Zones in Belize, Guatemala, El Salvador, Nicaragua, Costa Rica and Panama. Round 5 | A1 | Survey No: |
| | A2 | GPS No.: |
| | A3 | Point No.: |
| | A4 | Coordinate W: |
| | A5 | Coordinate N: |
| NOTE: Even if the respondent does not respond to the survey, it is important to fill section "A" | | |
| A6. Interviewer, type in the name the business has in its exterior sign: | | |
| A6.1 Interviewer, write the address of the business: | | |
| A8. Start time (write the time in military format): | | |

Interviewer: make sure to interview the owner, manager, director, and supervisor, person in charge or sales person so he/she is able to respond about the products sold in the local and in stock.

Good morning/afternoon/evening, my name is (**interviewer: say name and show identification**), I am working with CID Gallup in a health study. We are making a survey of all the businesses in the vicinity to evaluate if there are condoms and lubricants in this area in order to improve the availability and access to the products. Your participation is voluntary, there are no personal questions and the research has no identified risks, however you may choose not to participate. All answers will be confidential and used only in the analysis of this study. If you need more information, I will be happy to provide you with the contact information in case you have any doubt. The survey is quite short and we are asking for the collaboration of all the businesses of this area. Are you ready (a) to answer a few questions?

| visit 1 | | visit 2 | | visit 3 | |
|---|---------------------|---------------|---------------------|----------------|---|
| A8.1 Date: | / /2011 | A9.1 Date: | / /2011 | A10.1 Date: | / /2011 |
| A8.2 Time: | : hrs | A9.2 Time: | : hrs | A10.2 Time: | : hrs |
| A8.3 Results: | 0. Done | A9.3 Results: | 0. Done | A10.3 Results: | 0. Done |
| | 1. Rejected | | 1. Rejected | | 1. Rejected |
| | 2. Requests revisit | | 2. Requests revisit | | 2. Requests revisit |
| | 3. Interrupted | | 3. Interrupted | | 3. Interrupted |
| A10.4 If after the 3rd visit it is not possible to do the survey, write down if there were condoms in the site on the day of the interview: | | | | | 0. No 1. Yes 99. Not possible to observe |

Schedule (write the time in military format 00:00 hrs)

| | | | |
|----|--|-------|--------|
| B1 | Is this business open 24 hours? If the answer is "Yes" go to B4 | 0. No | 1. Yes |
| B2 | Then, at what time do you usually open? | : | hrs |
| B3 | At what time do you close? | : | hrs |

Traffic of people (write the exact amount of people asking requesting, if any type of customer is not helped write "0")

| | | |
|----|---|--|
| B4 | In a good day, how many costumers come to your business, approximately? | |
| B5 | From this number, how many are female sex workers? | |
| B6 | And from this number, how many are homosexual men? | |

Distributor (ask every one)

| | | | |
|----|--|-----------|--------|
| B7 | Do you sell Alka Seltzer in this shop? If the answer is "no" go to C1 | 0. No | 1. Yes |
| B8 | Where do you buy them? Write the name, open question. If "Ns/nr" go to C1 | | |
| | | 99. Ns/nr | |
| B9 | Is this a distributor, wholesaler, retailer or any other kind of seller? | | |
| | 1. Distributor (seller that goes to your business to sell a product) | | |
| | 2. Wholesaler (wholesaler that you have to go to purchase the product) | | |

- 3. Retailer (other type of store or business that buy in small amounts)
- 4. Other type (any other type of seller, it is not necessary to specify, just write it down)

Condoms

Free condoms

C1 During the last months, have you had condoms to give out for free to your costumers? **If the answer is “no” go to C3** 0. No 1. Yes

C2 What brands? **PRM**

| | |
|--|---|
| 1 Condon without brand (no logo) 2 Durex 3 Excite 4 M 5 Masculan 6 Scudo Natural 7 Scudo Oro 8 Trojan | 9 VIVE Amor 10 VIVE Colors 11 VIVE Mas 12 VIVE Original 13 Other, specify brand: 14 Other, specify brand: 15 Other, specify brand: |
|--|---|

Condomes a la venta

C3 In the last six month have you sold condoms in this shop? **If the answer is “no”, go to C23** 0. No 1. Yes

| | C5. Do you sell this brand in boxes? (only the ones mentioned in C4) | C6. At what price? (write the Price of the package in local currency if those mentioned in C5) | C7. And by unit? (only for those mentioned C4) | C8. What price? (write the price of the unit in local currency. for those mentioned in C7) |
|----------------------------------|--|--|--|--|
| 1 Condom with no brand (no logo) | 1. Yes | | 1. Yes | |
| 2 Durex | 1. Yes | | 1. Yes | |
| 3 Excite | 1. Yes | | 1. Yes | |
| 4 M | 1. Yes | | 1. Yes | |
| 5 Masculan | 1. Yes | | 1. Yes | |
| 6 Scudo Natural | 1. Yes | | 1. Yes | |
| 7 Scudo Oro | 1. Yes | | 1. Yes | |
| 8 Trojan | 1. Yes | | 1. Yes | |
| 9 VIVE Amor | 1. Yes | | 1. Yes | |
| 10 VIVE Colors | 1. Yes | | 1. Yes | |
| 11 VIVE Mas | 1. Yes | | 1. Yes | |
| 12 VIVE Original | 1. Yes | | 1. Yes | |
| 13 Other, specify brand | 1. Yes | | 1. Yes | |
| 14 Other, specify brand | 1. Yes | | 1. Yes | |
| 15 Other, specify brand | 1. Yes | | 1. Yes | |

C9 Which is the best selling brand? **Do not read the options**

| | |
|--|--|
| 1 Condóm with no brand (no logo) 2 Durex 3 Excite 4 M 5 Masculan 6 Scudo Natural 7 Scudo Oro 8 Trojan | 9 VIVE Amor 10 VIVE Colors 11 VIVE Mas 12 VIVE Original 13 Other, specify brand: 14 Other, specify brand: 15 Other, specify brand : |
|--|--|

C10 On a good day, how many condoms do you sell? **Include all brands, write the answers in units of condoms, if the respondents give the number in boxes, convert that to units.**

C11 From this amount, how many condoms are from the brand you said was sold the most? **Refresh the answer he/she gave you C9**

or provided water-based lubricants to customers in this business? **If the answer is “no”, go to D7**

| |
|--|
| |
|--|

| | |
|---|---|
| <p>D3. Which brands of water based lubricant do you sell regularly? Check the brands that PRM mentions. Use the codes specified at the end of this document. By Country</p> | <p>D4. What is the price? (state the price in local currency, for those mentioned in D3)</p> |
| 1. Combo Pack VIVE | |
| 2. Durex/ Durex Play | |
| 3. KY | |
| 4. Lubricant without brand (genérico) | |
| 5. Multi O | |
| 6. VIVE Lub tube | |
| 7. VIVE Lub packet | |
| 8. Other (specify) | |
| 9. Other (specify) | |

D5 Do you have lubricants available today, to sell, give out for free or provide to customers? **If the answer is “no” go to E1**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

D6 In these last 4 weeks have you stocked out of lubricants at anytime? **After this question go to E1**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

For those who answered they don't sell or give out lubricants

D7 Have you have sold at any time water based lubricants?

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

D8 Will you be willing to sell water based lubricants in the future?

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

POP Material and promotions

HIV Material

E1 Have you had in your business any publishing material to display, promote or inform with prevention messages for HIV/AIDS in the last six months **If the answer is “yes” go to E3**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

E2 At anytime a salesperson or educator have offered it to you? **After asking this go to E5**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

E3 Which material? **Spontaneous, do not read the options. PRM. Classify**

| |
|--|
| 1. Promotional (local use, owners or employees) (Cups, key holders, t-shirts) 2. Informative (give information to the customers) (twofold and tripanel brochures, flyers, posters) 3. Display (display the product to the customers) (calendars, displays, mobiles, talkers, flags, decals, watches, cup holders, painted walls, “table tent”, bags) |
|--|

E4 Is this material useful to sell condoms?

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

VIVE Condoms Material

E5 Have you had in your business, in the last six months any publishing material to display, promote or inform with messages of condoms and lubricants VIVE? **Show the catalog. If the answer is “yes” go to E7**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

E6 At anytime a salesperson or educator have offered it to you? **After asking this go to E9**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

E7 Which material? **Spontaneous, do not read the options. PRM. Classified**

| |
|--|
| 1. Promotional (local use, owners or employees) (Cups, key holders, t-shirts) 2. Informative (give information to the customers) (twofold and tripanel brochures, flyers, posters) 3. Exhibits (display the product to the customers) (calendars, displays, mobiles, talkers, flags, decals, watches, cup holders, painted wall, “table tent”, bags) |
|--|

E8 Is this material useful to sell condoms?

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

Other brands of condoms and lubricants material

E9 Have you had in your business, in the last six months any publishing material to display, promote or inform with messages of other brand of condoms and lubricants that is not VIVE? **If the answer is “yes” go to E11**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

E10 Has a salesperson or educator offered it to you at any time? **After asking this**

| | |
|-------|--------|
| 0. No | 1. Yes |
|-------|--------|

go to **E13**

E11 Which material? **Spontaneous, do not read the options. PRM. Classify**

| | |
|---|--|
| 1. Promotional (local use, owners or employees) (Cups, key holders, t-shirts) | |
| 2. Informative (give information to the customers) (twofold and tripanel brochures, flyers, posters) | |
| 3. Displays (display the product to the customers) (calendars, displays, mobiles, talkers, flags, decals, watches, cup holders, painted wall, "table tent", bags) | |

E12 Is this material useful to sell condoms? 0. No 1. Yes

Material for the Promotion "Tienes Pídelo"

E13 Have you had in your business, in the last six month any publishing material to display, promote or inform with messages of the promotion "Tienes Pídelo"? **If the answer is "yes" go to E11**

| | |
|--------------|--|
| 0. No 1. Yes | |
|--------------|--|

E14 Has a person or educator offered it to you at any time? **After asking this go to E13**

| | |
|--------------|--|
| 0. No 1. Yes | |
|--------------|--|

E15 Which material? **Spontaneous, do not read the options. PRM. Classify**

| | |
|---|--|
| 1. Promotional (local use, owners or employees) (Cups, key holders, t-shirts) | |
| 2. Informative (give information to the customers) (twofold and tripanel brochures, flyers, posters) | |
| 3. Displays (display the product to customers) (calendars, displays, mobiles, talkers, flags, decals, watches, cup holders, painted wall, "table tent", bags) | |

E16 Is this material useful to sell condoms? 0. No 1. Yes

Information of the business and respondent

F1 To finish the survey, What is the name of this business?

F2 What is the exact address of this place? **Even if the interviewed doesn't know the address, filling this line is a must**

F3 Can you give the telephone number of the business?

F4 Can you give your name? It will be used only by my supervisors to verify my work, if necessary.

Sex worker in the premises. Note: only ask if the business is classified as "High risk"

F5 The following is a confidential question, it will only be used to retrieve information of the area, and never will be used out of the analysis of this study. Are there sex workers in this business? **If the answer is "no" or "ns/nr" go to G1**

F6 How many? Write down the exact number they say.

Here we finish the survey, thank you for your time and collaboration. Now I need to take some notes about the advertising material and products displayed in this place. If you don't have any inconvenient I will take some notes.

G1 **Take note:** Was it possible to make the observations? **If it was not possible go to H1**

Interviewer: In the following section the questions are not to be asked to the person in charge but observations that you must make with the visible material. Some sections must be filled only for some of the business specified in the instructions.

Visibility of products and materials

Display of promotional material or informative: observe and fill for all the businesses

G2 Is there any display, promotional or informative material, visible in the place, of any product or brand? **Include any brand of any type of product**

| | | |
|--|--------------|---|
| G3. Is there <u>visible</u> promotional or informative material of...? | | G4. If the answer is “yes”, take note of what type of PRM. |
| 1. Prevention messages of HIV / AIDS | 0. No 1. Yes | 1. Promotional 2. Informative 3. Display |
| 2. Condoms and lubricants VIVE | 0. No 1. Yes | 1. Promotional 2. Informative 3. Display |
| 3. Condoms (any brand different from VIVE) | 0. No 1. Yes | 1. Promotional 2. Informative 3. Display |
| 4. Promotion Material of “Tienes Pídelo” | 0. No 1. Yes | 1. Promotional 2. Informative 3. Display |

Interviewer: This section must be filled for those businesses that usually give out or sell condoms, that is to say they have answered “yes” in question C1 or “yes” in question C3.

| | | |
|----|---|--------------|
| G5 | Are there VIVE condoms displayed in the place? | 0. No 1. Yes |
| G6 | Is there a display of other brands of condoms in the place? | 0. No 1. Yes |

Interviewer: This section must be filled for those businesses that have condoms available on the day of the visit (see question C13).

| | | |
|----|---|---------------------------------|
| G7 | Are the condoms of any brand, at sight in the place? | 0. No 1. Yes |
| G8 | Make notes of the number of “faces” of each product on display (front of the products on display) | |
| | 1 Condóm with no brand (no logo) | 9 VIVE Amor |
| | 2 Durex | 10 VIVE Colors |
| | 3 Excite | 11 VIVE Mas |
| | 4 M | 12 VIVE Original |
| | 5 Masculan | 13 Other, specify brand: |
| | 6 Scudo Natural | 14 Other, specify brand: |
| | 7 Scudo Oro | 15 Other, specify brand: |
| | 8 Trojan | |

Interviewer: This section must be filled for those businesses that have lubricants available on the day of the visit (see question D4).

| | | |
|-----|---|-----------------------------|
| G9 | Are the lubricants of any brand, at sight in the place? | 0. No 1. Yes |
| G10 | Make notes of the number of “faces” of each product on display (front of the products on display) | |
| | 1. Combo Pack VIVE | 5. Multi O |
| | 2. Durex/ Durex Play | 6. VIVE Lub tubo |
| | 3. KY | 7. VIVE Lub Sobre |
| | 4. Lubricante sin marca (genérico) | 8. Other (specify) |

Carrying of condoms by SW

Interviewer: This section must be filled only for businesses classified as “High risk” (bars, liquor stores, discotheques, motels, pensions, brothels, close door houses, massage parlors). The question must be made to the SW present in and out of the place, not to those who are buying or have just bought products.

| | | |
|----|---|--------------|
| H1 | Was there male or female SW in the place of the interview? IF the answer is “no” go to A11 | 0. No 1. Yes |
|----|---|--------------|

H2 **Ask to a male or female sex worker, in the place:** Good morning / afternoon / evening, my name is (**interviewer: say your name and show identification**), I am working with CID Gallup in a study of health. We are making a survey to the businesses, customers and workers of the surrounding area to assess if there are condoms and lubricants in this area, with the purpose of improving the availability and access to those products. Since you are in one of these businesses I would like to ask you two non personal questions. You are not at risk by answering, however you may choose not participate, your answer is voluntary. Your answers will be confidential and will be used only in the analysis of this study. If you need more information I will be happy to give you the contacts data so you can clarify your doubts. Could you tell me If, you have condoms for your personal use at this moment?

0. No 1. Yes

H3 Do you have water based lubricants for your personal use at this moment?

0. No 1. Yes

| Business Classification | | |
|--------------------------------|--|--------------------------------|
| A11. Channel. RU | A12. Point of sale Type. RU | |
| 1. Drugstore | 11. Drugstore | 12. Drugstores chains |
| 2. Non-traditional | 21. Convenience Store | 25. Local Store |
| | 22. Grocery | 26. Billiards |
| | 23. Supermarkets | 27. Street vendor (chiclero) |
| | 24. Gas station | 28. Other (specify) |
| 3. High risk | 31. Bar | 36. Pension |
| | 32. Cantina | 37. Brothel |
| | 33. Liquor store | 38. Closed door house |
| | 34. Discoteque | 39. Massage parlor |
| | 35. Motel | |
| A13 | Socioeconomic Level of the place (as per description, see card) | 1. High 2. Middle 3. Low |
| A14 | Was this business within the limit zone of the original High risk? | 0. No 1. Yes |

A15. NOTES:

A16 Ending time of the interview (**take note of the time in military format**):

Certification:

| | | |
|-----|--|--------------|
| A25 | I certify that I have interviewed the person whose name appear written in this survey and the answers presented here were issued by him / her – Any variation could be considered a serious matter and can be penalized by our laws. | 0. No 1. Yes |
| | Sign: Identification number: | |
| A26 | I did supervise and approved this survey, it is of the quality required by CID GALLUP Latin America and I authorize the payment | 0. No 1. Yes |
| | Sign: Code | |
| A27 | Coder | |
| A28 | Data Entry | |

Data of the High risk zone (filled out by the agency with real data)

| | | |
|-----|-------------------------------------|--|
| J15 | Name of the High risk zone | |
| J16 | Code of the High risk zone | |
| J17 | Address of the High risk zone | |
| J18 | Suburb / zone of the High risk zone | |
| J19 | City of the High risk zone | |

| | | |
|-----|--|-----------------------------------|
| J20 | Department of the High risk zone | |
| J21 | Country of the High risk zone | |
| J22 | Amount of points of sale of the High risk zone | |
| J23 | Total amount of points of sale in the zone (TOTAL) | |
| J24 | Was this zone visited in the previous MAP? | 0. No 1. Yes |

CLASSIFICATION OF THE BUSSINESS SOCIOECONOMIC LEVEL

| BSL HIGH | BSL MIDDLE BSL | BSL LOW BSL |
|---|---|--|
| Customers are people with high income, well dressed, who own cars of recent models | Customers with middle income, modestly dressed, some of them with cars, not always of recent models. | Customers with very low income, with eventual jobs (construction workers, carpenters, etc.), walk in customers. |
| Surrounding places with green areas, places with wide sidewalks, scarce heavy vehicular or pedestrian traffic. | Surrounding places are mainly commercial type, heavy vehicular traffic and pedestrian. With some delinquency index. | Surrounding places might not be paved. The place is located in marginal areas, with high delinquency indexes. |
| Roomy place, there is enough space for parking of clients' cars. The front and details have fine finishes. | Medium size place, no parking space for a large amount of vehicles. The front is modest, and in good conditions. | Small place, with no parking space. The front is in poor condition. |
| Ceramic floor, furniture of good quality or luxurious; luxurious and fine ornamentation. Additional equipment, (TV, sound, air conditioning, cash registers) in enough quantities and in good conditions. Basic services (water, toilets, drainages) in perfect conditions. | Granite floor, furniture in good state, without a lot of ornamentation. Additional equipment (TV, sound, air conditioning, cash registers) in quantities that are insufficient and in regular conditions. Basic services (water, bathrooms with drainage system) work regularly without problems. | Cement floor or dirt floor. Plastic furniture, or in precarious conditions. Shortage or lack of additional equipment, (TV, sound, air conditioning, cash registers) regularly in bad conditions. Basic services (water, bathrooms, drainages) under precarious conditions. |
| Enough number of security and service personnel, properly uniformed, quality attention to the public. | Scarce personnel of security and few service personal of service, with simple uniforms. The attention to the public can be slow and not too personalized. | There is no security personnel and scarce service personnel, generally without uniforms. The attention to the public is slow and of poor quality. |

| Condoms | | Country | | | | | |
|---------|-----------------------------------|---------|-----|-----|----|-----|-----|
| Code | Brand | GUA | ELS | NIC | CR | PAN | BZE |
| 1 | Generic condom (no brand/no logo) | x | x | x | x | x | x |
| 2 | VIVE Amor | x | x | | x | | x |
| 3 | VIVE Original | x | x | x | x | x | x |
| 4 | VIVE Colors | x | x | x | x | x | x |
| 5 | VIVE Más | x | x | x | x | x | x |
| 6 | Combo Pack Vive | x | x | x | x | | x |
| 7 | Combo Mix Vive | | x | x | | x | |
| 10 | Amore Mio | | | | x | | |
| 11 | Bareback | | | | | | x |
| 12 | Barón | | | x | x | | |
| 13 | Bodyguard | | | x | | | |
| 14 | Camaleón | | | | x | x | |
| 15 | Condor | | x | | | | |
| 16 | COOL | | | x | | | x |
| 17 | Durex | x | x | x | x | x | x |
| 18 | Erotica | | | | | | x |
| 19 | Excite | x | | | | | |
| 20 | Forrito | | | | | x | |
| 21 | Guardián | | x | | | | |
| 22 | IDA | | | x | | | |
| 23 | IPPF | | x | | | | |
| 24 | Kamasutra | | | | x | | |
| 25 | Lifestyle | | | x | | | x |
| 26 | Long Love (Unidus) | | x | | | | |
| 27 | Condón M | x | x | x | x | x | x |
| 28 | Masculan | x | x | | x | x | |
| 29 | Max Pro | | | | | x | |
| 30 | Midnight | | | | | | x |
| 31 | Natural Sensation | | x | | | | |
| 32 | Panther | | x | | | | x |
| 33 | Pasión | | x | | | | |
| 34 | Piel | | x | | x | | |
| 35 | Preventor | | x | x | x | x | |
| 36 | Prime | | x | | x | | |
| 37 | Profamilia | | x | x | x | | |
| 38 | Romantec | | | x | | | |
| 39 | Rough Rider | | x | | | | x |
| 40 | Scudo natural | x | x | | | | |
| 41 | Scudo oro | x | x | | | | |
| 42 | Te Amo | | | | | x | |
| 43 | Trojan | x | x | x | x | x | x |
| 44 | Wet & Wild | | | | | | x |
| 45 | Xcite | x | | | | | |
| 46 | Young Lover | | | | x | | |

| Condoms | | Country | | | | | |
|---------|-----------------|---------|-----|-----|----|-----|-----|
| Code | Brand | GUA | ELS | NIC | CR | PAN | BZE |
| 90 | Other (specify) | x | x | x | x | x | x |
| 91 | Other (specify) | x | x | x | x | x | x |
| 92 | Other (specify) | x | x | x | x | x | x |

| Lubricants | | Country | | | | | |
|------------|--|---------|-----|-----|----|-----|-----|
| Code | Brand | GUA | ELS | NIC | CR | PAN | BZE |
| 1 | Generic Lubricant (no brand / no logo) | x | x | x | x | x | x |
| 2 | VIVE Lub sobre | x | x | x | x | x | x |
| 3 | VIVE Lub tubo | x | x | x | x | x | x |
| 4 | Combo Pack VIVE | x | x | | x | | x |
| 5 | Combo Mix VIVE | | x | x | | x | |
| 10 | Calox | | | | | x | |
| 11 | Camaleón Gel íntimo | | | | x | | |
| 12 | Cupido | | | | | x | |
| 13 | Play (Durex) | x | x | x | x | x | x |
| 14 | KY (Johnson & Johnson) | x | x | x | x | x | x |
| 15 | KY Warming (Johnson & Johnson) | x | x | x | x | x | x |
| 16 | KyS | | | | x | | |
| 17 | Lubricant D-B | | x | | | | |
| 18 | Masculan | | | | x | | |
| 19 | Multi O gel | x | x | x | x | x | |
| 20 | Scudo | x | | | | | |
| 21 | Stein | | | | x | | |
| 22 | Sukia | | | | | x | |
| 90 | Other (specify) | x | x | x | x | x | x |
| 91 | Other (specify) | x | x | x | x | x | x |
| 92 | Other (specify) | x | x | x | x | x | x |

Annex 3: Other marketing results

∴ Comparative penetration with a product over the counter (OTC)

One of the goals of the distribution of condoms is to view them as a product of “personal care” more than a medical product. In order to compare its penetration with other products of massive distribution sold without a medical prescription (over the counter), businesses were asked if they sold the product Alka Seltzer.

Table 11: Penetration of OTC (Alka Seltzer) by country (supervisory area) in the Central America Region (July/August 2011), divided by distribution channel and socioeconomic level (SEL)

| Country | Channel | | | SEL | | |
|-----------------------|--------------|-----------------|-------------|--------------|--------------|--------------|
| | Drugstore | Non-traditional | High risk | High | Middle | Low |
| Guatemala | 78.3% | 75.4% | 8.2% | 76.9% | 56.7% | 41.3% |
| El Salvador | 86.2% | 29.4% | 2.1% | 56.4% | 31.8% | 19.8% |
| Nicaragua | 96.6% | 48.6% | 5.0% | 22.6% | 35.1% | 39.7% |
| Costa Rica | 100.0% | 7.5% | 23.3% | 21.4% | 17.0% | 9.1% |
| Panamá | 93.9% | 67.4% | 2.6% | 22.2% | 24.7% | 41.4% |
| Belice | 50.0% | 23.4% | 3.4% | 16.7% | 16.2% | 12.0% |
| Regional total | 83.9% | 43.1% | 5.7% | 35.9% | 37.7% | 31.1% |

• Penetration is the net percentage of businesses that have the product on the day of the interview

Regionally, the penetration of condoms is sufficiently similar to that of OTC selected in the channel drugstores: 87.9% vs. 83.9% (charts 8 and 10 respectively). In non-traditional channels, Alka Seltzer has a higher penetration: 13.5% vs. 43.1%. And on high risk it's the opposite: 19.6% vs. 5.7%. As for the businesses by socioeconomic level, it is observed in the low level, that OTC leads by a large difference over condoms: 31.1% vs. 6.8%, respectively

∴ Penetration of free condoms

Table 12: Penetration of free condoms of any type, generic (no logo) or with a brand, in the last six months, by country (supervisory area) in the Central America Region (July/August 2011), divided by channel and socioeconomic level (SEL)

| Country | Channel | | | SEL | | |
|--------------------------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| <i>Any type</i> | | | | | | |
| Guatemala | 5.4% | 1.3% | 22.7% | 0.0% | 8.2% | 13.1% |
| El Salvador | 6.2% | .9% | 32.2% | 15.4% | 14.5% | 15.4% |
| Nicaragua | 10.3% | 1.7% | 30.8% | 35.5% | 17.6% | 9.0% |
| Costa Rica | 0.0% | 1.1% | 23.3% | 0.0% | 5.0% | 4.7% |
| Panamá | 6.1% | 6.8% | 7.5% | 11.1% | 5.6% | 7.5% |
| Belice | 25.0% | 6.4% | 17.2% | 0.0% | 13.5% | 20.0% |
| <i>Generics (without logo)</i> | | | | | | |
| Guatemala | 1.4% | 0.0% | 4.9% | 0.0% | 1.8% | 2.7% |
| El Salvador | 2.8% | 0.5% | 27.1% | 5.1% | 11.6% | 13.0% |
| Nicaragua | 6.9% | 1.4% | 22.6% | 19.4% | 12.2% | 7.3% |
| Costa Rica | 0.0% | 0.8% | 5.5% | 0.0% | 0.6% | 2.2% |
| Panamá | 0.0% | 0.8% | 1.5% | 0.0% | 0.0% | 1.9% |
| Belice | 0.0% | 2.1% | 15.5% | 0.0% | 8.1% | 16.0% |
| <i>With Brand(Any)</i> | | | | | | |
| Guatemala | 1.4% | 0.2% | 5.4% | 0.0% | 2.2% | 2.9% |
| El Salvador | 4.1% | 0.5% | 9.6% | 12.8% | 6.0% | 3.5% |
| Nicaragua | 3.4% | 0.3% | 13.2% | 22.6% | 8.1% | 2.7% |
| Costa Rica | 0.0% | 0.5% | 19.2% | 0.0% | 5.0% | 2.9% |
| Panamá | 6.1% | 5.3% | 5.6% | 11.1% | 4.3% | 5.6% |
| Belice | 25.0% | 4.3% | 5.2% | 0.0% | 5.4% | 12.0% |

* Penetration is the net number of businesses that have given free condoms over the total of the businesses.

Businesses were asked if they had condoms to give out for free in the last six months and if these were of some brand or generic. By channel, a greater penetration of free condoms occurred in the high risk. By socioeconomic level, they are mainly in the low and middle levels. It is noticeable that certain businesses of the high level also have condoms to give out for free such is the case of El Salvador, Nicaragua and Panama. However, also the free branded condoms have a greater penetration in this level, in those countries which suggests that it is about a promotional product.

∴ Sale of condoms in the last 6 months

It was asked in the survey, if in the last 6 months they had sold condoms, regardless if they had them the day of the visit. The results are shown in the following table.

Table 13: Businesses that have sold condoms of any type, generics (no logo) and with brand, by country (supervisory area) in the Central America Region (July/August 2011), divided by distribution channel and socioeconomic level (SEL)

| Country | Channel | | | SEL | | |
|--------------------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| <i>Any type</i> | | | | | | |
| Guatemala | 75.1% | 15.2% | 25.6% | 84.6% | 39.8% | 22.5% |
| El Salvador | 96.6% | 8.5% | 12.5% | 66.7% | 33.5% | 11.9% |
| Nicaragua | 89.7% | 5.8% | 9.4% | 22.6% | 23.0% | 9.2% |
| Costa Rica | 100.0% | 7.8% | 38.4% | 28.6% | 18.2% | 12.4% |
| Panamá | 98.5% | 64.4% | 26.6% | 38.9% | 37.7% | 54.5% |
| Belice | 100.0% | 40.4% | 19.0% | 33.3% | 33.8% | 36.0% |
| <i>Generic (no logo)</i> | | | | | | |
| Guatemala | 0.9% | 1.5% | 5.4% | 0.0% | 2.2% | 3.6% |
| El Salvador | 2.8% | 0.0% | 3.5% | 0.0% | 2.9% | 1.3% |
| Nicaragua | 0.0% | 0.0% | 2.5% | 0.0% | 1.4% | .8% |
| Costa Rica | 0.0% | 0.0% | 1.4% | 0.0% | 0.0% | .4% |
| Panamá | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Belice | 0.0% | 0.0% | 5.2% | 0.0% | 1.4% | 8.0% |
| <i>With brand (any)</i> | | | | | | |
| Guatemala | 77.8% | 14.9% | 19.2% | 76.9% | 39.0% | 19.3% |
| El Salvador | 94.5% | 8.5% | 9.9% | 64.1% | 32.3% | 10.5% |
| Nicaragua | 89.7% | 5.8% | 8.8% | 22.6% | 23.0% | 9.0% |
| Costa Rica | 100.0% | 7.8% | 38.4% | 28.6% | 18.2% | 12.4% |
| Panamá | 98.5% | 62.1% | 25.1% | 38.9% | 36.4% | 53.0% |
| Belice | 100.0% | 40.4% | 15.5% | 33.3% | 33.8% | 28.0% |

The percentages are a net proportion of the number of businesses that have sold condoms over the totality of businesses

Drugstores continue to be the channel that reports a higher percentage, although the number of businesses is higher in the non-traditional channel. When analyzing the businesses by socioeconomic level, it is noticeable that in Belize the numbers are very similar, suggesting a fair level of similar strata.

Businesses that didn't sell condoms in the last six months were asked if they had sold them in the past. This number shows those points of sale that got lost as a category. The results are presented in the following table.

Table 14: Businesses that have not sold condoms in the last six months but they sold them in the past, by country (supervisory area) in the Central America Region (July / August 2011), divided by distribution channel and socioeconomic (SEL) level

| Country | channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| Guatemala | 44.4% | 1.1% | 3.4% | 6.5% | 2.4% | 1.9% |
| El Salvador | 40.0% | 0.8% | 2.4% | 0.0% | 2.2% | 1.7% |
| Nicaragua | 66.7% | 2.2% | 4.9% | 12.5% | 8.8% | 2.1% |
| Costa Rica | | 0.3% | 6.7% | 0.0% | 0.8% | 1.3% |
| Panamá | 0.0% | 0.0% | 2.0% | 4.5% | 0.0% | 2.5% |
| Belice | | 7.1% | 8.5% | 12.5% | 6.1% | 12.5% |

- The percentages are a net proportion of businesses that don't sell condoms but have sold them in the past
- This evaluation was made on those that didn't sell condoms in the previous six months of the visit
- The squares that don't have a number are due that there was not any business of this type that had not sold condoms in the last six months

In Costa Rica only 7.8% of the non-traditional channels reported selling condoms in the last six months. Therefore 92.2% had not, it is a simple subtraction. From that 92.2% only 0.3% had sold them in the past. Although this channel constitutes 81.1% of the businesses in areas of high risk, the percentages are so low that they suggest that it is not worthwhile the recovery of the portfolio of customers but to open new points.

Table 15: Readiness to sell condoms in the future of those businesses that have never sold condoms, by country (supervisory area) in the Central American Region (July / August 2011), divided by distribution channel and socioeconomic (SEL) level

| Country | Channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| Guatemala | 5.5% | 17.6% | 19.4% | 0.0% | 15.0% | 19.2% |
| El Salvador | 0.0% | 9.0% | 14.5% | 15.4% | 10.9% | 12.1% |
| Nicaragua | 33.3% | 20.6% | 27.8% | 25.0% | 33.3% | 21.9% |
| Costa Rica | | 7.2% | 24.4% | 0.0% | 5.4% | 12.1% |
| Panamá | 0.0% | 25.5% | 17.3% | 18.2% | 17.8% | 19.8% |
| Belice | | 28.6% | 27.7% | 12.5% | 28.6% | 37.5% |

- The percentages are a net proportion of business with a readiness to sell condoms in the future. This evaluation was made on those businesses that have never sold condoms.
- The columns that don't have a number are due that there was not any business of this type that had never sold condoms that does not have a number is because

The places that never sold condoms were asked if they would be willing to sell them in the future. In Belize only 36.0% of the businesses of low socioeconomic level had sold condoms, therefore 64.0% has not. Of that 64.0%, only 12.5% had. The remaining 87.5% has never sold condoms, but 37.5% was interested in selling them in the future.

Businesses that had never sold and were not willing to sell in the future were asked for their reasons. There were multiple answers, except in Guatemala that only registered

one answer. It is to be noted that while the more segregated the answer, the less the number of cases within the percentages, therefore it is recommended to take this fact like a description of the sample that should be explored by qualitative investigations. This is the reason that only regional data is presented.

Table 16: Reasons given for not selling condoms by those that have never sold and don't want to do it in the future, in the Central American Region (July / August 2011), by distribution channel and socioeconomic (SEL) level

| Reason | Channel | | | SEL | | |
|---|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| It does not sell/not profitable | 15.8% | 17.7% | 17.6% | 7.9% | 17.2% | 18.4% |
| Don't have a provider | 0.0% | 1.3% | 1.2% | 3.2% | 0.9% | 1.4% |
| Because of my religion | 21.1% | 5.8% | 0.6% | 4.8% | 3.4% | 4.0% |
| It doesn't go with my business | 31.6% | 60.3% | 39.7% | 63.5% | 54.4% | 49.5% |
| The FSW have their own | 5.3% | 0.9% | 14.4% | 0.0% | 6.6% | 6.7% |
| The customers have their own | 0.0% | 0.0% | 6.7% | 3.2% | 2.6% | 2.8% |
| There is a place close by that sells them | 10.5% | 10.4% | 10.2% | 9.5% | 8.5% | 11.4% |
| Other | 15.8% | 3.6% | 9.6% | 7.9% | 6.5% | 5.8% |

- The percentages are a net proportion of businesses that gave reasons, the question was of multiple answers, and Guatemala was an exception that gave only one answer.
- The most frequent answers were included in this table.
- This evaluation was made of those that never sold condoms and don't intend on selling in the future.

The reasons most of the countries gave were that condoms don't go with their type of business or their customers. This statement is a sample of the existing social norm, and the low perception of the risks. It is considered that the number of people that responded this question was very low, therefore it is representative of the universe but rather is just useful to give a general idea.

∴ Penetration of free or sold generic condoms

As the generic condom is mentioned in the above table and since it can be given out for free or sold, this table includes any of the two conditions to achieve the penetration of this condom. It is understood by generic; a condom without a brand identifying it.

Table 17: Penetration of generic condoms in the last six months, either sold or given, by country (supervision area) in the Central American Region (July / August 2011), divided by distribution channel and socioeconomic (SEL) level

| Country | Channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High Risk | High | Middle | Low |
| Guatemala | 2.3% | 1.5% | 10.1% | 0.0% | 3.9% | 6.2% |
| El Salvador | 5.5% | 0.5% | 29.2% | 5.1% | 13.3% | 14.1% |
| Nicaragua | 6.9% | 1.4% | 23.9% | 19.4% | 12.2% | 7.9% |
| Costa Rica | 0.0% | 0.8% | 6.8% | 0.0% | 0.6% | 2.6% |
| Panamá | 0.0% | 0.8% | 1.5% | 0.0% | 0.0% | 1.9% |
| Belice | 0.0% | 2.1% | 19.0% | 0.0% | 9.5% | 20.0% |

* Penetrations is the net proportion of the number of businesses that have given condoms, over the totality of businesses

The penetration of the generic condom is greater in businesses of high risk in all the countries. As for SEL, in El Salvador and Nicaragua, it even appears in businesses classified as high level. Panama is the country with less penetration of generic condoms.

∴ Quality elements

To be able to improve the quality of the coverage, an investigation of the penetration of the evaluated elements was performed. These are presented in the following table.

Table 18: Penetration of IEC material by country (supervisory area) in the Central American Region (July / August 2011), divided by distribution channel and socioeconomic level (SEL).

| Country | Channel | | | SEL | | |
|-----------------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non Tradicional | High Risk | High | Middle | Low |
| <i>Any type</i> | | | | | | |
| Guatemala | 39.4% | 28.6% | 27.2% | 46.2% | 28.0% | 31.3% |
| El Salvador | 27.6% | 1.6% | 28.0% | 23.1% | 13.7% | 18.3% |
| Nicaragua | 13.8% | 1.7% | 6.9% | 9.7% | 6.8% | 3.3% |
| Costa Rica | 30.0% | 6.4% | 19.2% | 0.0% | 10.7% | 8.8% |
| Panamá | 22.7% | 12.9% | 5.6% | 13.9% | 13.6% | 7.5% |
| Belice | 37.5% | 21.3% | 10.3% | 0.0% | 23.0% | 8.0% |
| <i>HIV or Condoms</i> | | | | | | |
| Guatemala | 26.7% | 5.3% | 21.6% | 46.2% | 16.5% | 15.0% |
| El Salvador | 27.6% | 1.4% | 27.5% | 23.1% | 13.5% | 18.0% |
| Nicaragua | 13.8% | .0% | 3.1% | 3.2% | 4.1% | 1.4% |
| Costa Rica | 20.0% | .0% | 4.1% | .0% | 1.3% | 1.1% |
| Panama | 12.1% | 2.3% | .7% | 5.6% | 2.5% | 2.6% |
| Belice | 37.5% | 2.1% | 6.9% | .0% | 10.8% | .0% |

* Penetration is the net percentage of businesses that have the material on the day of the interview

* This evaluation was made on the totality of businesses of the sample

The penetration of the IEC material is greater in drugstores, followed by high risk. There is a less penetration of this material in the non-traditional, a reason could be that the penetration of condoms in that channel is already low and the businesses generally don't

include products that they don't sell. Comparing with any type of material of products that are sold, in El Salvador the numbers are very similar, suggesting that they have the product in most of businesses that allow it.

Table 19: Percentage of businesses that had the condoms displayed (visible) by country (supervisory area) in the Central American Region (July / August 2011), among those that had condoms the day of the visit (penetration), divided by distribution channel and socioeconomic (SEL) level

| Country | Channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High risk | High | Middle | Low |
| Guatemala | 64.0% | 55.9% | 6.8% | 37.5% | 51.5% | 33.1% |
| El Salvador | 69.8% | 73.0% | 3.8% | 84.6% | 52.5% | 49.2% |
| Nicaragua | 58.3% | 53.3% | 21.4% | 57.1% | 53.3% | 41.9% |
| Costa Rica | 80.0% | 48.1% | 4.0% | 50.0% | 40.7% | 29.0% |
| Panamá | 80.0% | 12.0% | 5.8% | 53.8% | 36.7% | 25.7% |
| Belice | 80.0% | 93.8% | 55.6% | 75.0% | 78.9% | 85.7% |

- The percentages are a net proportion of businesses that had in display the products on the day of the visit
- This evaluation was made on those businesses that had condoms on the visit day (penetration)

The businesses that had condoms in display, on a greater proportion the day of the interview were drugstores and the traditional channel. In spite of the fact that on the high risk is where it is expected to be more visible, it is there where the display of condoms is much less. As the experience shows, it is because people steal the goods. However, if it already had a low penetration and the products are not displayed, the perception of availability becomes even less. In businesses of low socioeconomic level the tendency is to display the product much less, since they don't want to be associated to the sexual trade and their clients also may steal the product.

Table 20: Percentage of businesses that were left without condoms in the previous month to the interview (stock out) by country (supervisory area) in the Central American Region (July / August 2011), among those that have sold condoms in the last 6 months although they don't have them on the day of the visit, divided by distribution channel and socioeconomic (SEL) level

| Country | Channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High risk | High | Middle | Low |
| Guatemala | 16.9% | 36.1% | 25.8% | 27.3% | 21.7% | 26.4% |
| El Salvador | 5.0% | 2.7% | 9.4% | 0.0% | 6.5% | 6.2% |
| Nicaragua | 11.5% | 17.6% | 13.3% | 0.0% | 11.8% | 17.6% |
| Costa Rica | 10.0% | 20.7% | 14.3% | 25.0% | 17.2% | 14.7% |
| Panamá | 0.0% | 4.7% | 5.6% | 7.1% | 4.9% | 2.1% |
| Belize | 37.5% | 31.6% | 18.2% | 0.0% | 36.0% | 22.2% |

Percentages are a net proportion of the businesses that were stock out the month before the interview

- This evaluation was made on those that sold condoms in the last 6 months

Businesses that sold condoms in the last six months were asked if they were low on the product at some point. Also were included those that sold condoms in the last six months but didn't have any the day of the visit. Guatemala had the highest amount of stock outs in all the channels, followed by Belize. Looking at the socioeconomic levels, the middle level in Belize had the highest amount of stock outs. However, analyzing other levels, the high level didn't have stock outs, meaning that this level is being visited and provided probably because this level of businesses have the highest sales or have distributors assigned to them. This is the same case of El Salvador and Nicaragua.

Table 21: Causes why they were left without condoms in the previous month to the interview (stock out) by country (supervisory area) in the Central American Region (July / August 2011), among those that reported a stock out.

| Country | GUA (n=24) | ELS (n=13) | NIC (n=10) | CR (n=11) | PAN (n=7) | BCE (n=10) |
|----------------------------|---------------|---------------|---------------|--------------|--------------|---------------|
| Provider Problems | 54.2% | 53.8% | 20.0% | 27.3% | 71.4% | 20.0% |
| Sales higher than expected | 25.0% | 30.8% | 50.0% | 63.6% | 28.6% | 70.0% |

- Percentages are a net proportion of the businesses that gave this answer, there were multiple answers except in Guatemala that gave only one answer
- Among provision problems, the answers registered were: The salesperson has not come / I do not have where to buy / I do not where to buy
- The table shows the most frequent answers
- This evaluation was made on those that reported a *stock out*

Businesses that had shortage of the product were asked the reason for this situation. The answers given the most are shown in the table above. In El Salvador, 13 businesses reported having problems with the distributor or being provided. In Belize 70% attributed it to a good sale above the normal

Table 22: Percentage of businesses that remain open after midnight or are open 24 hours, by country (supervisory area) in the Central American Region (July / August 2011), by distribution channel and socioeconomic level (SEL)

| Country | channel | | | SEL | | |
|-------------|-----------|-----------------|-----------|-------|--------|-------|
| | Drugstore | Non-traditional | High risk | High | Middle | Low |
| Guatemala | 5.4% | 7.4% | 30.1% | 38.5% | 16.9% | 15.5% |
| El Salvador | 2.1% | 1.4% | 9.4% | 20.5% | 5.8% | 3.1% |
| Nicaragua | 0.0% | .3% | 15.7% | 29.0% | 14.9% | 1.6% |
| Costa Rica | 0.0% | .5% | 31.5% | 21.4% | 6.3% | 4.4% |
| Panamá | 16.7% | 17.4% | 44.6% | 38.9% | 36.4% | 30.1% |
| Belice | 12.5% | 0.0% | 12.1% | 8.3% | 6.8% | 8.0% |

- The percentages are a net proportion of businesses that remain open after midnight or open 24 hours
- This evaluation was made on the total amount of businesses of the sample

The table above shows the percentages of businesses that remain open after midnight. Those are the high socioeconomic levels, presumably because they have security. As for channels, those of the High risk are the ones that proportionally remain opened longer. It is important to consider this, since the activities of risk (commercial sex, hook ups) usually happen during the night; therefore is desirable to have condoms and lubricants available in that moment.

∴ Carrying condoms by sex workers

In has been inferred in other occasions that many businesses don't have condoms because the sex workers or the clients have them, since 2009 it was included in the survey a question addressed to sex workers, if there was one of them near those establishments of high risk that didn't carry condoms. It must be explained that this question in no way is appropriate to make conclusions at a national level or even at area level, since the study was not designed to investigate if they carry condoms, the subject of study was not sex workers and the number of effective answers was very low. With these numbers the intention is just to have additional information and not a general aspect of carrying condoms.

Table 23: Frequencies and percentages of female sex workers (FSW) that carried condoms in businesses in high risk channels that didn't have condoms the day of the visit, by Country (supervisory area) in the Central American Region (July / August 2011)

| Country | Carrying condoms |
|---------------------|------------------|
| Guatemala (n=112) | 93(83.0%) |
| El Salvador (n=132) | 118 (89.4%) |
| Nicaragua (n=17) | 17 (100.0%) |
| Costa Rica (n=8) | 5 (62.5%) |
| Panamá (n=192) | 11 (5.7%) |
| Belice (n=9) | 6 (66.7%) |

- Percentages are a net proportion of FSW that were carrying condoms
- This evaluation was made in high risk businesses that didn't have condoms the day of the visit and there was a FSW close by.

In Guatemala, 93 workers of 112 (83.0%) that were interviewed carried condoms. It is noticeable that in all the countries, this percentage is above 60% except in Panama. There, only 5.7% of the sex workers (11/192) had condoms; however it is the country that also showed a better penetration and coverage.