



Healthy lives. Measurable results.

MAP SUMMARY REPORT PSI DASHBOARD

CAMBODIA (2009): MAP STUDY EVALUATING THE AVAILABILITY OF PSI BIRTH- SPACING AND ABORTION PRODUCTS AND SERVICES. FIFTH ROUND.

Sponsored by:



KfW Entwicklungsbank – German Development Bank

PSI's Four Pillars

Bottom Line Health Impact * Private Sector Speed and Efficiency * Decentralization, Innovation,
and Entrepreneurship * Long-term Commitment to the People We Serve

Research & Metrics
Population Services International
1120 Nineteenth Street NW, Suite 600
Washington, D.C. 20036

**CAMBODIA (2009): MAP STUDY EVALUATING THE
AVAILABILITY OF PSI BIRTH-SPACING AND ABORTION
PRODUCTS AND SERVICES.**

Fifth Round.

PSI Research & Metrics
2010

© Population Services International, 2010

Contacts:

Ms. Dianna Long
Strategic Information Department Director
#29, Street 334, Boeung Keng Kang I, Chamcar Mon, Phnom Penh,
Kingdom of Cambodia
P +855-23-210-814 E dianna@psi.org.kh

Ms. Khim Sotheary
Research Manager
#29, Street 334, Boeung Keng Kang I, Chamcar Mon, Phnom Penh,
Kingdom of Cambodia
P +855-23-210-814 E ksotheary@psi.org.kh

Suggested citation of this work:

PSI Research Division, Cambodia (2009): MAP Study Evaluating the Availability of PSI Birth-Spacing and Abortion Products and Services. 5th Round. 2010.
<<http://www.psi.org/resources/publications>>.

TABLE OF CONTENTS

SUMMARY.....	4
FINDINGS.....	7
COVERAGE OF HORMONAL CONTRACEPTIVES AND CONDOMS.....	7
COVERAGE OF ABORTION PRODUCTS AND SERVICES.....	9
QUALITY OF COVERAGE OF PSI BIRTH-SPACING PRODUCTS.....	10
PENETRATION OF BIRTH-SPACING PRODUCTS.. ..	14
OTHER FINDINGS.....	16
LIMITATIONS.....	23
PROGRAMMATIC RECOMMENDATIONS.....	24

APPENDIX 1: List of Sampled Areas

APPENDIX 2: Coverage and Quality of Coverage Definitions

APPENDIX 3: Additional Tables

ACKNOWLEDGEMENTS

This report represents the work of many individuals. This research was supported by Kreditanstalt für Wiederaufbau (KfW) and conducted by PSI/Cambodia's Strategic Information Department, PSI/Cambodia: Khim Sotheary (RH Research Manager), and Math Toma (RH Research Coordinator) with technical assistance from Dianna Long (Strategic Information Department Director), Gary Mundy (Regional Researcher, Southeast Asia) and Bram Piot (MAP & GIS Coordinator). Input was received from PSI/Cambodia's executive and program staff: Chris Jones (Country Representative), Alysha Beyer (Senior Technical Advisor), Buth Lorn (Sale and Distribution Director), Heng Keng (Health Service Department Director), Dan Borapich (Communication and Marketing Director) and other relevant staff. Data collection was conducted by Green Goal Limited. Data analysis was conducted by Khim Sotheary and Math Toma. The report was written by Bram Piot.

SUMMARY

BACKGROUND

PSI/Cambodia has been implementing a social marketing program since December 1993. The program's intervention is threefold: 1) to prevent the spread of HIV/AIDS and other sexually-transmitted diseases, 2) to promote birth spacing on a national level, and 3) to contribute to the reduction of mortality and morbidity due to malaria in endemic areas of Cambodia. The objectives of the first and second interventions are to increase the availability of affordable and quality HIV prevention and birth spacing products throughout Cambodia, and to increase the awareness of marketed product brands among populations at risk of HIV and populations in need of birth spacing commodities. These products include Number One Condoms, OK Condoms, OK Plus Lubricants and the hormonal contraceptives OK Pill and OK Injection.

RESEARCH OBJECTIVES

MAP studies allow programmers to make an assessment of product availability and accessibility using pre-defined criteria for coverage, quality of coverage and access. The main objective of this fifth round of the MAP survey was to determine the availability of PSI's birth spacing products and services, with specific objectives being to:

1. determine the coverage and quality of coverage of PSI's birth spacing products,
2. estimate PSI's birth spacing product market penetration, and
3. measure the coverage of non-PSI's birth spacing products.

The study was designed to make comparisons possible between three supervision areas: Phnom Penh, other urban areas, and rural areas. The report presents the findings for hormonal contraceptives and condoms for birth-spacing purposes. Because PSI intends to launch a socially marketed medical abortion product on the Cambodian market, we measured the availability of medical and surgical abortion services in the study sites.

METHODOLOGY

The MAP methodology employs the Lot Quality Assurance Sampling (LQAS) technique to draw a random sample of 19 small geographic areas in each of the supervision areas (strata: Phnom Penh, other urban areas, rural areas). This assessment determines the proportion of each supervision area in which a product is available according to predefined minimum standards. In addition to providing the basic measure of geographic coverage, the methodology also determines product "quality of coverage", i.e. the proportion of areas in which a product is available and where it conforms to additional minimum standards: absence of expired products, presence of promotion materials, visibility of the product, correct storage

conditions, and adherence to the recommended retail price. All eligible outlets in the selected sites were audited on the presence of each product (enabling market penetration estimates), and additional information was collected on the range of quality standards.

MAIN FINDINGS

- ∴ The coverage of OK Pill and OK Injection is generally increasing, reaching high levels in Phnom Penh and in other urban areas; availability remains average in rural areas.
- ∴ Condom availability also increased, particularly in urban areas where (as in the capital city) OK and Number One condoms are very widely available (>95% coverage). Condom coverage appears to be stable in rural areas. Overall, the PSI products are by far the most common and the most popular birth-spacing brands in Cambodia.
- ∴ Abortion products and services are available in about half of urban sites, but their coverage is low in rural areas.
- ∴ Market penetration findings are consistent with the coverage results, with the highest levels being found in Phnom Penh and other urban areas (where penetration increased for all products). Penetration rates were always higher in traditional than in non-traditional outlets. The lowest rates were seen for OK condom in rural areas (9%).
- ∴ Quality of coverage: overall, adherence to PSI quality standards is adequate. Compared to previous years, the availability of promotional items has increased and price adherence has improved – a result of the adjustment of the recommended retail prices. The standard that is least adhered to is correct storage mode in rural areas.

PROGRAMMATIC RECOMMENDATIONS

- ∴ Ensure that current high coverage levels of OK Pill are maintained by opening new outlets across all three geographic areas to counter-balance the usual drop-out rates.
- ∴ The distribution system of OK injection was recently transferred to a national distributor; current coverage of the product can be maintained if there is closer collaboration between sales representatives and the national distributor, and if active outlets are referred to the new distributor.
- ∴ The program strategy for condoms to increase coverage in priority prevention areas through a greater focus on high risk outlets should be maintained.
- ∴ PSI's program strategy for medical abortion is to increase consumer choice for safe and validated products. The introduction of Medabon will be a great opportunity to contribute to

a reduction in the maternal mortality rates to which unsafe abortions are a contributing factor.

- ∴ Quality of coverage criteria were met for most standards, except for those relating to the correct storage mode of products and appropriate promotional materials.
 - The Ministry of Health no longer allows the display of promotional materials in either traditional or non-traditional outlets; PSI/Cambodia should seek assistance from the MoH to obtain specific permission for outlets to display its advertising materials.
 - PSI sale representatives and the new distributor should collaborate to provide basic training on how to display OK Injection properly, particularly in rural areas, and should follow up to ensure that quality standards are being adhered to.

FINDINGS

COVERAGE OF HORMONAL CONTRACEPTIVES AND CONDOMS

In this study, coverage minimum standards vary from one product to another and were tailored to the geographic unit of analysis that is used in each type of supervision area (Phnom Penh, medium urban, and rural). For example, a rural area is considered as “covered” by OK Pill when at least one official outlet (traditional/non-traditional) in the village sells the product. In all cases, coverage is defined as the proportion of geographic areas in which a product is considered as sufficiently available, according to predefined minimum standards. Full definitions are listed in annex 1. Note that the national averages are weighted values, based on the size of each supervision area; because Cambodia is a very rural country, the LQAS findings for rural areas count for a substantial part of the national average.

Table 1 – PSI Birth-Spacing Product Coverage by Supervision Area, 2008 - 2009

Supervision Area	Nb of EAs	Coverage of PSI Birth Spacing Products from 2008 to 2009						
		OK Pill		OK Injection		Number One Condom		OK Condom
		2008	2009	2008	2009	2008	2009	2009
Phnom Penh	19	15 (90%)	18 (>95%)	11 (70%)	11 (70%)	17 (>95%)	17 (>95%)	17 (>95%)
Rural	19	7 (50%)	10 (65%)	5 (40%)	4 (35%)	6 (45%)	7 (50%)	5 (40%)
Urban	19	14 (85%)	19 (>95%)	9 (60%)	16 (95%)	13 (80%)	18 (>95%)	18 (>95%)
Average ¹		40.7%	57.5%	28.6%	27.3%	35.7%	42.8%	33.4%

On average, the PSI OK Pill is available in 57% of geographic areas across the three supervision areas, a marked increase compared to the previous round (41% in 2008). Coverage in all areas appears to have improved, the product being nearly universally available in Phnom Penh and other urban areas. Nationwide, the OK injectable contraceptive can be found in about 3 out of 10 areas, which is similar to the 2008 results. However, findings suggest an increase in urban areas, but availability remains low in rural sites.

¹ The national average is a weighted value that estimates the total proportion of geographic areas in which a product is available according to minimum standards. Because the relative weight of rural areas in Cambodia is much more important than those of urban areas, national averages are generally low: the lower rural coverage rates have a stronger impact on the overall average. Average coverage is calculated as a direct percentage, which explains discrepancies with the LQAS coverage estimates. The measure makes it easier to detect coverage changes over time.

Male condoms are widely available in urban areas and in about half of rural areas. The increase in overall average coverage is mainly due to improved coverage in urban areas outside Phnom Penh (where coverage remains stable at a very high level). Both OK and Number One brands show similar levels of availability, though the latter is better represented in rural areas.

As in previous rounds, the availability of other birth-spacing products, from both the public and private sectors, was also measured. Detailed findings are shown in Annex 3 (Additional Tables, A1a to A1c). The most commonly found other oral pills were Diamond Lady in all three supervision areas, and the brands Diane 35, Jasmin, and “Chinese monthly pill” were frequently encountered in Phnom Penh and other urban areas – though none of these reach the same levels as OK Pill.

Injectable contraceptives other than the OK brand were virtually absent from rural areas and coverage was very low in urban sites. Diamond Lady / Srey Pich, Depo M, and DEPO were encountered most frequently.

In total, nine commercial male condom brands were found, most frequently in urban areas but never as commonly as the PSI products; Okamoto was the most common brand (11 out of 19 sites in Phnom Penh, and 8 out of 19 in other urban areas), followed by Kamasutra, Romantic Love Rubber, and Durex. The five other brands were encountered in very small numbers. A single rural village had one outlet selling a commercial condom brand (Romantic love rubber).

COVERAGE OF ABORTION PRODUCTS AND SERVICES

The coverage of medical abortion products is defined as the proportion of geographic areas (within a supervision area) where there is at least one official outlet (traditional or non-traditional) that carries medical abortion products. For surgical abortion services, it is the proportion of areas where there is at least one traditional outlet (clinical pharmacy/ private cabinet) that offers the service.

Table 2 – Medical and Surgical Abortion Coverage by Supervision Area, 2009

Supervision area	Nb of EAs	Medical Abortion	Surgical Abortion
Phnom Penh	19	8 (55%)	5 (40%)
Rural	19	2 (25%)	4 (35%)
Urban	19	9 (60%)	10 (65%)
Average		14.3%	24.0%

Medical abortion products were found to be available in 14% (medical abortion) to 24% (surgical abortion) of all sites, with above average coverage in Phnom Penh (medical abortion) and other urban areas (medical and surgical). Rural coverage is lower for both services.

Details on the different medical abortion products may be found in table 7b (price analysis). For surgical abortion services, the following different types were offered in the outlets in our study sites:

Table 2b –Surgical Abortion Services by Supervision Area, 2009

Type	PP n=14	Urban n=31	Rural n=9
MVA	92.8% (13)	100% (31)	100% (9)
D&C	52.1% (8)	67.7% (21)	22.2% (2)
D&E	7.1% (1)	3.2% (1)	0

QUALITY OF COVERAGE OF PSI BIRTH-SPACING PRODUCTS

Overall, adherence to PSI's quality of coverage standards is usually high: wherever a product is available, there is often at least one outlet where it is sold at the correct price, it is stored in a visible location and according to correct storage mode, it is not expired, and promotion materials ("sold here" signs) are displayed. OK Injection generally obtains the lowest quality of coverage scores. These findings are largely in line with the results from the previous round.

Table 3 – Birth-Spacing Products Overall Quality of Coverage by Supervision Area, 2009

Supervision Area	Nb of EAs	OK Pill		OK Injection		Number One Condom		OK Condom
		2008	2009	2008	2009	2008	2009	2009
Phnom Penh	19	13 (80%)	17 (>95%)	7 (50%)	5 (40%)	16 (95%)	15 (90%)	16 (95%)
Rural	19	5 (40%)	8 (55%)	3 (30%)	4 (35%)	2 (25%)	4 (35%)	2 (25%)
Urban	19	10 (65%)	17 (>95%)	6 (45%)	10 (65%)	11 (70%)	14 (85%)	15 (90%)

The above summary table is a combination of all five quality standards, indicating the estimated proportion of geographic areas where at least one outlet has unexpired products and meets any other two quality criteria (see definitions under Annex 2).

Tables 4a, 4b, 4c – Birth-Spacing Products Quality of Coverage by Supervision Area, 2009

Criteria	Phnom Penh						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
POS materials are visibly displayed	7 (50%)	5 (40%)	5 (40%)	1 (20%)	7 (50%)	6 (45%)	12 (75%)
Product is stored at visible place	13 (80%)	15 (90%)	8 (55%)	7 (50%)	15 (90%)	15 (90%)	14 (85%)
Price is in accordance with recommended price	3 (30%)	18 (>95%)	3 (30%)	1 (20%)	17 (>95%)	11 (70%)	15 (90%)
Product is not expired	15 (90%)	17 (>95%)	11 (70%)	10 (65%)	17 (>95%)	16 (95%)	17 (>95%)
Product is properly stored	12 (75%)	16 (95%)	7 (50%)	10 (65%)	12 (75%)	16 (95%)	16 (95%)

Criteria	Urban						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
POS materials are visibly displayed	5 (40%)	10 (65%)	2 (25%)	5 (40%)	5 (40%)	10 (65%)	15 (90%)
Product is stored at visible place	13 (80%)	19 (>95%)	7 (50%)	12 (75%)	12 (75%)	15 (90%)	15 (90%)
Price is in accordance with recommended price	2 (25%)	19 (>95%)	3 (30%)	4 (35%)	10 (65%)	11 (70%)	17 (>95%)
Product is not expired	14 (85%)	19 (>95%)	8 (55%)	12 (75%)	13 (80%)	16 (95%)	16 (95%)
Product is properly stored	12 (75%)	18 (95%)	6 (45%)	10 (65%)	11 (70%)	16 (95%)	14 (85%)

Criteria	Rural						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
POS materials are visibly displayed	1 (20%)	0 (<20%)	1 (20%)	4 (35%)	1 (20%)	7 (50%)	1 (20%)
Product is stored at visible place	6 (45%)	8 (55%)	2 (25%)	2 (25%)	3 (30%)	4 (35%)	4 (35%)
Price is in accordance with recommended price	0 (<20%)	7 (50%)	0 (<20%)	1 (20%)	4 (35%)	2 (25%)	2 (25%)
Product is not expired	7 (50%)	9 (60%)	5 (40%)	4 (35%)	6 (45%)	5 (40%)	5 (40%)
Product is properly stored	5 (40%)	6 (45%)	3 (30%)	2 (25%)	1 (20%)	4 (35%)	2 (25%)

Promotion materials

Findings suggest that the presence of promotional items increased for all products in rural and in urban areas, though not in Phnom Penh where it probably remained at the same level (OK Pill, Number One) or decreased (OK Injection) compared to 2008.

Visibility

Visibility is largely in line with the coverage findings, indicating that wherever a PSI product is available it is also stored in a visible location within the outlet. Only OK Injection appears to be

regularly stored in places that are not visible to the customers of the shops where this product is sold.

Price

Following an adjustment of the recommended retail price of PSI's birth spacing products², the adherence to the OK Pill price level has much increased compared to the previous round. In contrast, OK Injection is sold above the RRP in the majority of places where it is available. Adherence is fairly high for both condom brands in urban areas and in Phnom Penh, but remains low in rural areas. See also the separate price analysis in the section "Other Findings" in this report.

Expiry date

Very few expired products were found during the survey, resulting in satisfactory results for this standard, for all products and in all supervision areas. The only product and area for which several places sold expired items was OK Injection in urban areas.

Storage conditions

Storage conditions were generally well respected, particularly for OK Pill and for condoms in both urban supervision areas. This standard is comparatively less well adhered to in rural areas, where about half of the villages in which PSI products are available have outlets that adhere to the storage standards.

Surgical Abortion Training

Though this standard is not defined as a quality of coverage measure, we asked providers of surgical abortion services whether they had received any training during the past two years, as this is seen as an important quality of service factor. Around half of urban (Phnom Penh and other towns) and two-thirds in rural providers responded that they had received training on surgical abortion.

Table 4d – Providers Trained on Surgical Abortion in the last 2 years, by Supervision Areas, 2009

² In 2009, the price of Number One condom was changed from 500 riel in 2008 to 1000 riel, and OK Pill changed from 700 riel to 1000 riel.

Answer	Phnom Penh n=14	Urban n=31	Rural n=9
Yes	50%	52%	66.70%
No	50%	48.40%	33.30%

PENETRATION OF BIRTH-SPACING PRODUCTS

The market penetration rate of a product is measured as the percentage of outlets where the product is usually sold.

Tables 5a and 5b – OK Pill and OK Injection Penetration by Supervision Areas, 2009

Supervision Area	Penetration of OK Oral Contraceptives, 2006 to 2009											
	2006			2007			2008			2009		
	Trad.	Non Tr.	Total	Trad.	Non Tr.	Total	Trad.	Non Tr.	Total	Trad.	Non Tr.	Total
Phnom Penh	72%	9%	32%	77%	7%	18%	77%	37.7%	57.5%	79%	31%	58.6%
Rural	6-45%	3-9%	0-13%	44%	10%	15%	27.6%	21.2%	24.2%	38.5%	22.7%	27.2%
Urban	63%	11%	35%	69%	8%	17%	40.4%	12%	21.7%	62.2%	23.6%	33.8%

Supervision Area	Penetration of OK Injection, Traditional Outlets, 2006 to 2009			
	2006	2007	2008	2009
Phnom Penh	32%	38%	33.1%	45.7%
Rural	0-24%	24%	25%	19.2%
Urban	35%	39%	21.2%	40.7%

In Phnom Penh and in rural areas, the proportion of outlets that sell OK Pill remains at a similar level to the 2008 results. However, a marginal increase is noted among traditional outlets while the penetration rate for non-traditional outlets decreased slightly. The increase was more marked in other urban areas (22% to 34%), in both categories of outlets.

The market penetration of OK Injection showed a substantial increase in Phnom Penh and in other urban areas and is now similar to or even above the 2007 levels, following the decrease noted in 2008. One in five rural traditional outlets sell the product, as compared to one in four during previous years.

Table 5c – Male Condom Penetration by Supervision Area, 2009

Supervision Area	Penetration of PSI Male Condoms, 2008 - 2009								
	Number One Condom						OK Condom		
	2008			2009			2009		
	Trad.	Non Tr.	Total	Trad.	Non Tr.	Total	Trad.	Non Tr.	Total
Phnom Penh	64.2%	27.4%	45.9 %	53.8 %	16.8%	38.1 %	52.4 %	30.3%	43.0 %
Rural	20.7%	12.1%	16.1 %	34.6 %	7.6%	15.2 %	19.2 %	4.5%	8.7%
Urban	35.4%	7.3%	16.9 %	45.3 %	11.7%	20.6 %	45.9 %	11.9%	20.9 %

Compared to the previous round, Number One condoms were found in lower proportions in Phnom Penh outlets in 2009, but showed an increase in other urban areas and remained fairly constant in rural outlets. Improved penetration rates were mostly seen in traditional outlets in rural and in urban areas and to a lesser extent in non-traditional urban outlets. Overall, nearly 40% of all Phnom Penh outlets sell this condom brand, compared to 20% in other urban areas and 15% in rural areas.

OK Condom penetration rates were similar in Phnom Penh and in other urban areas (43 and 21%, respectively), but markedly lower in rural areas (9%). The rates were, again, consistently higher for traditional outlets.

The market penetration of non-PSI contraceptives is generally very low; details are provided in tables A2a to A2c (Annex 3).

OTHER FINDINGS

Brand popularity

A measure of “brand popularity” was derived from the interviews with retailers, based on a question about the bestselling brand of contraceptives. Caution should be taken when interpreting these results because this is a subjective measure, and because the denominator (number of retailers) may be small in some areas, particularly in rural villages.

Tables 6a and 6b – Brand Popularity of Hormonal Contraceptives, by Supervision Area, 2008 – 2009

Oral Contraceptives	Best Selling Brands: OC Pills, 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
OK Pill	75.9%	88.7%	73.3%	48.6%	36.4%	85.8%
Diamond Lady	17.2%	5.6%	26.7%	48.6%	61.4%	10.8%
Diane_35	3.4%	3.3%	0%	0%	0%	1.7%
Jasmin	1.1%	0%	0%	0%	0%	0%
Nor Levo	1.1%	0%	0%	0%	0%	0%
Jan	1.1%	0%	0%	0%	0%	0%
Chinese (monthly) pill	0%	0.9%	0%	2.9%	2.3%	0.9%
Chinese brand name	0%	0.9%	0%	0%	0%	0.9%
Other	0%	0%	0%	0%	0%	0.9%

Injectables	Best Selling Brands: Injectables, 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
OK injection	41.7%	89.9%	0%	53.8%	20%	83.8%
Depo Provera	25%	0%	33.3%	0%	13.3%	0%
Diamond Lady / Srey Pich	8.3%	4%	33.3%	38.5%	20%	8.8%
Depo-M	16.7%	4%	0%	7.7%	26.7%	2.5%
DEPO	0%	2%	0%	0%	0%	5%

As shown in the above tables, both OK Pill and OK Injection are the best selling hormonal contraceptives within their category, and their popularity is generally on the increase. Diamond Lady comes second though it appears to be just as popular in rural areas as the PSI brand.

Table 6c – Brand Popularity of Male Condoms, by Supervision Area, 2008 - 2009

Other male condoms	Best Selling Brands: Male Condoms, 2008 - 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Number One	75%	32.5%	14.3%	57.9%	23.3%	44.4%
Number One Plus	0%	6.7%	0%	0%	0%	4.1%
OK Condom	-	50.7%	-	26.3%	-	41.8%
OK Plus	-	3.8%	-	0%	-	4.1%
Okamoto	8.3%	2.9%	0%	0%	16.7%	1.5%
Tech	5.6%	0%	0%	0%	3.3%	0%
TTKLIA	2.8%	0%	0%	0%	6.7%	0%
Protector	0%	1%	14.3%	5.3%	26.7%	1.5%
Blend condom	0%	0%	14.3%	0%	0%	0%
Honeymoon	0%	0%	0%	0%	3.3%	0.5%
Kamasutra	0%	0%	0%	0%	0%	0.5%
Durex	0%	0%	0%	0%	0%	0.5%
No brand name (public sector)	0%	0.5%	0%	5.3%	0%	0.5%
China (condom)	0%	1.4%	0%	0%	0%	0%
Hello	0%	0.5%	0%	5.3%	0%	0%
Coronet	0%	0%	0%	0%	0%	0.5%
Other	0%	0%	28.6%	0%	6.6%	0%

PSI condoms remain by far the most popular male condom brands in Cambodia, with a combined popularity “score” of up to 95%. The recently rebranded OK condoms have rapidly become very popular, particularly in the capital city and in other urban areas.

Price

Table 7a – Price (Mean, Maximum, Minimum; in Riel*) of PSI Birth-Spacing Products, by Supervision Area, 2006– 2009

Supervision Area	Measure	OK Pill				OK Injection				Number One Condom		OK Condom
		2006	2007	2008	2009	2006	2007	2008	2009	2008	2009	2009
Phnom Penh	Mean	939	963	1014	1003	2646	1970	2475	3215	606	766	605
	Maximum	1500	2000	3000	2200	7000	5000	6000	6000	1500	5000	1500
	Minimum	700	500	500	500	1000	1000	1000	500	300	300	200
Urban	Mean	927	980	991	1086	1703	1701	2289	2471	585	806	613
	Maximum	1200	1800	1500	2500	5000	5000	6000	7000	2000	2500	2000
	Minimum	500	700	700	500	900	1000	1000	500	300	300	300
Rural	Mean	906	1033	1067	1128	1683	2000	2217	2000	880	821.4	600
	Maximum	1500	1500	1500	2000	3000	3000	3000	3000	2000	2000	800
	Minimum	500	700	900	500	1000	1500	1300	1000	500	500	500

*1000 Riel ≈ US\$0.24 (January 2010)

Compared to the previous year, the retail price of OK Pill remained stable in Phnom Penh and saw moderate increases (6 to 10%) in other urban areas and in rural areas. These increases remain below the estimated 2008-2009 inflation rate of 19.7%³ – a much more substantial level than in previous years. The product is, on average, slightly more expensive in the rural outlets.

Customers pay around 3200 Riel in Phnom Penh and 2500 in other urban areas for OK Injection – increases of up to 30% and 8%, respectively. As usual, prices vary a lot from one shop to another, with maxima of 6000 and 7000 KHR.

The price of Number One condoms has seen increases in Phnom Penh (+26%) and in provincial urban areas (+38%), but probably remained stable in rural areas. On average its price is lowest in the capital city (mean: 766 KHR) but this is also where the variance is most important, some retailers selling Number One at prices well above average. The mean retail price of Number One is similar in other urban areas and in rural areas. Variations in retail price of OK Condom appear to be less important and its mean price remains constant throughout the three strata.

³ Source: Index Mundi, http://indexmundi.com/cambodia/inflation_rate_consumer_prices.html

Table 7b – Price (in USD) of Medical Abortion Products, by Supervision Area, 2009

Name of product	Brand name	Phnom Penh	Urban	Rural
Mifepristone only	Mifepristone 25 mg	5\$ (n=1)	10\$ (n=1)	-
	Mifestad 10 (mg)	-	8\$ (n=1)	11\$ (n=1)
	Stada	Min: 8\$ (n=1)	-	-
	Beijing Zizhu	Max: 12\$ (n=1)	-	-
Misoprostol only (Cytotex...)	CYTOTEX (b/60tabs)	24\$ (n=1)	Min: 2\$ (n=1)	10\$ (n=1)
	Misoprostol tablet	-	Max: 8\$ (n=1)	-
	Misoprostol Stada	5\$ (n=1)	-	-
	Misoprostol Stada 200mg	-	3\$ (n=1)	-
Both Mife and Miso	Chinese medicine for abortion	Mean: 8.4\$ (n=17) Min.: 3\$ Max.: 18\$	Mean: 8.8\$ (n=13) Min.: 3\$ Max.: 18\$	- - -

The retail price of medical abortion products ranges from \$2 to \$24, and even within a same brand (“Chinese medicine”) there are important variations. The small number of products for which a price was noted does not allow for any meaningful comparisons between supervision areas or between products.

Table 7c – Fee (in USD) charged for 1st Trimester Surgical Abortion, by Supervision Area, 2009

Measure	Phnom Penh (n=14)	Urban (n=31)	Rural (n=9)
Mean	54.93\$	41.03\$	16.9\$
Maximum	250\$	160\$	25\$
Minimum	20\$	10\$	8\$

Surgical abortion services are markedly more expensive in Phnom Penh (\$55 on average), with maximal prices up to 10 times higher than in rural areas, where the average price is \$17. The range of prices is important especially in Phnom Penh (\$20 - \$250) and in other urban areas (\$10 - \$160).

Intention to stock PSI products

“Intention to stock” is a measure of the proportion of outlets that currently do not sell a product and that indicate an interest in starting to sell it. Although this is a subjective indicator and there may be a “social” bias due to a willingness to please the interviewer, these results give an idea of the potential of further expansion of our coverage.

Tables 8a to 8c – Intention to Stock PSI Birth Spacing Products, by Supervision Area, 2008 – 2009

Supervision Area	OK Pill					
	2008			2009		
	T	NT	Total	T	NT	Total
Phnom Penh	38.2%	27.5%	30.4%	11.9%	11.2%	11.4%
Rural	20%	7.7%	13%	31.3%	8.2%	13.8%
Urban	34.5%	14.4%	19.6%	14.1%	3.9%	5.4%

Supervision Area	OK Injection					
	2008			2009		
	T	NT	Total	T	NT	Total
Phnom Penh	31.3%	9.9%	18.7%	14%	3.9%	8.2%
Rural	32%	0%	14%	23.8%	3.2%	8.4%
Urban	23.4%	9.6%	13.6%	12.1%	1.3%	3.1%

Supervision Area	Number One Condom						OK Condom		
	2008			2009			2009		
	T	NT	Total	T	NT	Total	T.	N.T	Total
Phnom Penh	30.2%	9.4%	16.4%	15.5%	13.5%	14.3%	10.1%	10.5%	10.3%
Rural	27.3%	6.9%	15.7%	0.0%	8.6%	6.7%	14.3%	9.8%	11.0%
Urban	29.0%	10.2%	15.1%	10.8%	2.1%	3.7%	7.6%	3.1%	3.9%

For all products and in most areas there is a decrease in willingness to stock, which is probably due to the fact that an increasing number of outlets are now stocking PSI products – suggesting that we are getting closer to a “saturation” point. However, there seems to still be many opportunities for improving the availability: for example, up to a third of rural traditional outlets that do not currently sell OK Pill (and a quarter for OK Injection) indicate that they are interested in starting to sell the product.

When asked about medical abortion, about one in five Phnom Penh outlets (traditional: 28%, non-traditional: 10.5%) indicated that they were interested, compared to 5% in provincial town centers (TO: 12%, NTO: 2.5%) and 12% (TO: 27%, NTO: 6%) in rural areas.

Stock and sales volumes of PSI products

As in 2008, quantities in stock were recorded so as to gain better insights in the amount of each product that exists in outlets. Minimum values of “0” refer to outlets that were out of stock at the time of survey. Table 10 shows the amount of product sold within the week prior to the survey, for each product. In both cases, findings are sometimes difficult to interpret because of the small denominator, in particular for OK Injection and, for all products, for rural areas.

Table 9 – Quantities in Stock of PSI Birth Spacing Products, by Supervision Area, 2008 – 2009

Supervision Area	Measure	OK Pill		OK Injection		Number One Condom		OK Condom
		2008	2009	2008	2009	2008	2009	2009
Phnom Penh	Mean	38.3	42.6	10.7	7.3	120.9	45.7	72.5
	Maximum	2400	2880	60	48	3125	1250	948
	Minimum	1	0	1	0	1	0	0
Urban	Mean	52.8	42.6	13.3	13	115.1	156.1	191.7
	Maximum	1700	1800	120	70	879	3750	4818
	Minimum	0	0	0	0	1	0	0
Rural	Mean	21.3	12.8	4.5	13.9	21.6	44.9	0
	Maximum	100	60	10	50	75	450	0
	Minimum	1	0	1	1	0	0	0

Table 10 – Quantities of PSI Birth Spacing Products Sold in Last 7Days, by Supervision Area, 2008 – 2009

Supervision Area	Measure	OK Pill		OK Injection		Number One Condom		OK Condom
		2008	2009	2008	2009	2008	2009	2009
Phnom Penh	Mean	6	6.6	2.7	1.6	11.2	6.8	8
	Maximum	70	288	40	24	200	75	60
	Minimum	0	0	0	0	0	0	0
Urban	Mean	9.8	4.2	3.4	1.7	4.9	7.3	8.6
	Maximum	100	60	40	10	50	125	210
	Minimum	0	0	0	0	0	0	0
Rural	Mean	4.2	1.4	3.2	3	5.9	2.1	2.6
	Maximum	15	5	15	14	25	10	10
	Minimum	0	0	0	0	0	0	0

Average quantities in stock were generally higher for OK Pill than for OK Injection, and OK Condom was often stocked in larger quantities than Number One. No consistent differences with the 2008 figures were noted, both for stock volumes and for sales volumes.

Table A3 (Annex 3) gives an overview of the average length of stock-outs: for all products, whenever a stock-out was experienced this generally lasted for less than 10 days.

Source and Frequency of Supply of PSI products

In Phnom Penh and in other urban areas, the majority of outlets continue to stock their products through from PSI sales agents (even increasingly so compared to the previous round). Pharmacies and markets are equally important sources of supply, especially in rural areas. For medical abortion, wholesalers and pharmacies were the main sources of supply. Few differences between supervision areas and between products are noted. See tables A4a to A4d in Annex 3.

Hormonal contraceptives and male condoms are most frequently restocked on a biweekly or monthly basis, with few differences existing between supervision areas and between products. As in 2008, these two supply frequencies were mentioned by about 50% to 75% of all outlets that sell PSI birth-spacing products (Tables A5a to A5c).

Reasons for not selling PSI products

As in the previous rounds, the two main reasons why outlets do not sell a PSI birth-spacing product consistently remain a (perceived) lack of demand and the fact that the product is not in line with the main business of the shop. The reasons “too expensive to sell” and “can’t find to sell” are, again, very rarely cited as reasons for not selling a product. The detailed findings for this variable are included under Annex 3 (tables A6a to A8c).

The four main reasons why medical abortion is not available in an outlet are: 1) lack of demand, 2) “business not related”, 3) “don’t want to manage side effects”, and 4) the practice is seen as a sin (see details in Table A9).

LIMITATIONS

MAP studies provide measures of coverage with geographic areas used for the denominator. The reader is reminded that the Lot Quality Assurance Sampling (LQAS) is a hypothesis test that doesn't produce precise measurements of coverage at the supervision area level: areas are classified as "adequately" or "inadequately" covered.

The following were field challenges encountered that affected the sampling strategy;

- Some non-traditional outlets, especially in Phnom Penh, were closed during the survey period as they were afraid of inspections from the Ministry of Health.
- PSI's point-of-sale materials were not visible in most outlets because of the prohibitive condom policy of the Ministry of Health.
- Some outlets did not give much information on non-PSI condom brands, saying they were too busy. This may be a reason affecting the coverage results for these other male condom brands.
- About 10% of the total number of outlets that were visited refused to cooperate from the start or dropped out during the survey. The main reasons were that the outlet owners were too busy, the outlets were locked/closed even after 2 call-back visits, and some did not want us to check their birth spacing products.

PROGRAMMATIC RECOMMENDATIONS

Based on the findings of this survey, the following programmatic recommendations should be considered:

- The coverage of OK Pill has increased remarkably, reaching high levels in all three geographic areas. The sale teams need to ensure that this high coverage level is maintained by opening new outlets across all three geographic areas. This is to balance the outlets that drop out each year.
- The coverage of OK injection is increasing in urban areas but remains stable in Phnom Penh and in rural areas. The distribution system of OK injection is currently handled by a national distributor⁴; two recommendations should be considered in order to maintain⁵ current coverage of OK injection:
 1. There should be closer collaboration between sales representatives and the national distributor.
 2. Within the current coverage of the distributor, the distributor is not able to reach all outlets as sales representatives did in the past. Thus, PSI sales representatives should refer active outlets to the current distributor to ensure that the product remains available throughout the country.
- Coverage of OK condom and Number One condom in urban areas including Phnom Penh are high, but coverage is lower in rural areas. However, the program strategy is to increase coverage in priority prevention areas through a greater focus on high risk outlets. The program is not trying to increase coverage in general areas.
- The coverage of medical abortion products is 55%-60% in Phnom Penh and in other urban areas. However, these coverage figures were calculated taking into account *all*

⁴ A qualified national distributor was contracted to distribute OK Injection and Medabon (MA product) from February 2010. Reasons for handling distribution channel to the national distributor are transition sales/ distribution toward a sustainable, market-driven, low-cost distribution system that leverages existing systems and networks.

⁵ We can try to maintain the current coverage of OK injection only. It is not possible to recommend increasing the coverage of OK injection as the current distributor, which we handed over to, has distributed to only 96 districts across the whole country while in the past, with our own distribution system we distributed to 183 districts.

MA products from a range of manufacturers. Some of these products may not meet safety standards. PSI's program strategy is to increase consumer choice for safe and validated medical abortion products. The introduction of Medabon will be a great opportunity to contribute to a reduction in the maternal mortality rates to which unsafe abortions are a contributing factor.

- Quality of coverage criteria were met for most standards, except for those relating to the correct storage mode of products and appropriate promotional materials:
 1. The display of promotional items remains low and should be increased in all areas and for all products. One of the reasons is that the Ministry of Health (MoH) no longer allows the display of promotional materials in either traditional or non-traditional outlets. One solution may be for PSI/Cambodia to seek assistance from the MoH to obtain a specific permission for outlets to display advertising materials.
 2. Incorrect storage conditions of OK Injection are a problem in rural areas as only a few outlets are aware of how to properly store the product. There should be a greater cooperation between PSI sale representatives and the current distributor, ensuring that there is a provision of basic training on how to display OK Injection properly. They should then subsequently follow up with outlet owners to ensure that quality standards are being adhered to.

Appendix 1: List of Sampled Areas

Phnom Penh Sangkats selection for BS MAP 09 (source: census 2008)

Nº	Province	District	Commune	Total Pop of commune	Commune (1/4)
1	Phnom Penh	Chamkar Mon	Oulampik	7,110	Oulampik (Btw North and East)
2	Phnom Penh	Chamkar Mon	Tumnob Tuek	12,961	Tumnob Tuek (Btw South and West)
3	Phnom Penh	Chamkar Mon	Tuol Tumpung Muoy	9,204	Tuol Tumpung Muoy (Btw East and South)
4	Phnom Penh	Chamkar Mon	Boeng Trabaek	7,842	Boeng Trabaek (Btw North and East)
5	Phnom Penh	Chamkar Mon	Phsar Daeum Thkov	16,684	Phsar Daeum Thkov (Btw West and North)
6	Phnom Penh	Doun Penh	Phsar Chas	6,757	Phsar Chas (Btw East and South)
7	Phnom Penh	Prampir Meakkakra	Ou Ruessei Ti Muoy	7,987	Ou Ruessei Muoy (Btw North and East)
8	Phnom Penh	Prampir Meakkakra	Ou Ruessei Ti Pir	8,233	Ou Ruessei Pir (Btw North and East)
9	Phnom Penh	Prampir Meakkakra	Monourom	11,093	Monourom (Btw South and West)
10	Phnom Penh	Prampir Meakkakra	Boeng Prolit	9,156	Boeng Prolit (Btw West and North)
11	Phnom Penh	Tuol Kouk	Tuek L'ak Pir	10,678	Tuek L'ak Pir (Btw North and East)
12	Phnom Penh	Tuol Kouk	Phsar Daeum Kor	12,853	Phsar Daeum Kor (Btw South and West)
13	Phnom Penh	Dangkao	Chaom Chau	12,853	Chaom Chau (Btw West and North)
14	Phnom Penh	Dangkao	Prey Sa	7,664	Prey Sa (Btw East and South)
15	Phnom Penh	Dangkao	Prateah Lang	3,879	Prateah Lang (Btw East and South)
16	Phnom Penh	Mean Chey	Stueng Mean Chey	137,280	Stueng Mean Chey (Btw East and South)
17	Phnom Penh	Mean Chey	Nirouth	17,447	Nirouth (Btw South and West)
18	Phnom Penh	Ruessei Kaev	Phnom Penh Thmei	27,722	Phnom Penh Thmei (Btw North and East)
19	Phnom Penh	Ruessei Kaev	Preaek Ta Sek	6,584	Preaek Ta Sek (Btw North and East)

Rural areas selection for BS MAP 09 (source: Census 2008)

Nº	Province	District	Commune	Village	Type	TOTAL_POP
1	Kampong Thom	Prasat Sambour	Koul	Bak Srei	Rural	827
2	Siemreap	Srei Snam	Slaeng Spean	Thlok	Rural	960
3	Prey Veng	Kanhchriech	Kouk Kong Kaeu	Kouk Krasang	Rural	787
4	Oddar Meanchey	Samraong	Koun Kriel	Chhuk Meas	Rural	675
5	Kampong Cham	Stueng Trang	Dang Kdar	Phum Ou Pir	Rural	1285
6	Prey Veng	Kampong Trabaek	Cham	Roung	Rural	2327
7	Siemreap	Banteay Srei	Khnar Sanday	Prei	Rural	830
8	Kampot	Chum Kiri	Srae Knong	Prey Khmau	Rural	924
9	Prey Veng	Me Sang	Trapeang Srae	Meun Poan	Rural	792
10	Kandal	Kandal Stueng	Trea	Trapeang Sva	Rural	785
11	Siemreap	Varin	Svay Sa	Ou	Rural	796
12	Battambang	Bavel	Bavel	Prey Totueng Pir	Rural	1299
13	Kampong Thom	Sandan	Sandan	Chhuk	Rural	322
14	Kandal	Mukh Kampul	Ruessei Chrouy	Preaek Yeay Hin Muoy	Rural	1513
15	Kampong Chhnang	Sameakki Mean Chey	Krang Lvea	Chumteav Chraeng	Rural	1374
16	Koh Kong	Srae Ambel	Chi Kha Kraom	An Chh'aeut	Rural	632
17	Kandal	Leuk Daek	Preaek Dach	Preaek Dach	Rural	2918
18	Takeo	Tram Kak	Popel	Trav Aem	Rural	995
19	Pursat	Kandieng	Svay Luong	Ka Kou	Rural	305

Urban Communes selection for BS MAP 09 (source: census 2008)

N° of Cluster	PROVINCE_NAME	DISTRICT_NAME	COMMUNE_NAME	VILLAGE_NAME	TOTPOP of villages	Distance fr. Selected Village
Cluster 1	Pursat	Sampov Meas	Phteah Prey	Dangkear	574	
				Kbal Hong		1.90 km
				Chamkar Chek Cheung		2.00 km
Cluster 2	Battambang	Thma Koul	Kouk Khmum	Kouk Khmum	944	
				Kandal Cheung		0.20 km
				Kandal Tboundg		0.50 km
Cluster 3	Stung Treng	Stueng Traeng	Stueng Traeng	Reacheanukoul	5015	
				Kandal		2.80 km
				Trapeang Pring		3.50 km
Cluster 4	Kampot	Kampong Bay	Andoung Khmaer	Tvi Khang Cheung	2360	
				Tvi Khang Tboundg		0.50 km
				Andoung Khmaer		1.00 km
Cluster 5	Koh Kong	Smach Mean Chey	Smach Mean Chey	Phum Ti Bei	3466	
				Phum Ti Muoy		0.40 km
				Stueng Veaeng		0.50 km
Cluster 6	Siemreap	Siem Reab	Kouk Chak	Nokor Krau	2375	
				Kouk Beng		2.50 km
				Kouk Chan		4.50 km
Cluster 7	Kandal	Ta Khmau	Preaek Hou	Preaek Hour Kaeut	2453	
				Preaek Hour Lech		1.00 km
				Battachi		1.20 km
Cluster 8	Banteay Meanchey	Serei Saophoan	Kampong Svay	Pongro	3117	
				Phum Pir		1.20 km
				Kang Va		1.70 km
Cluster 9	Kampong Cham	Cheung Prey	Soutip	Sou Tip	1453	
				Doun Dom		0.80 km
				Boeng Chrouy		1.60 km
Cluster 10	Sihanoukville	Mittapheap	Sangkat Buon	Phum Muoy	6784	
				Phum Pir		0.50 km
				Phum Bei		0.80 km
Cluster 11	Battambang	Bat Dambang	Chamkar Samraong	Chamkar Samraong Muoy	4879	
				Chamkar Samraong Pir		1.00 km
				Phka Sla		1.20 km
Cluster 12	Kampong Thom	Stueng Saen	Kampong Roteh	Kampong Thum	3165	
				Damrei Choan Khla		0.40 km
				Phum Prampir		0.80 km
Cluster 13	Kandal	Kien Svay	Veal Sbov	Veal Sbov	1411	
				Svay Ta Ok		0.50 km
				Kdei Ta Koy		0.70 km
Cluster 14	Kampong Speu	Chbar Mon	Chbar Mon	Phnum Dei	511	
				Prey Sloek		0.80 km
				Sambuor		1.00 km
Cluster 15	Banteay Meanchey	Mongkol Borei	Ruessei Kraok	Phasi Sra	612	
				Pralay Luong Leu		0.40 km
				Luong		0.50 km
Cluster 16	Takeo	Doun Kaev	Roka Khnong	Phsar Ta Kao	1016	
				Phum Bei		1.00 km
				Louri		1.20 km
Cluster 17	Oddar Meanchey	Samraong	Samraong	Ou Kravan	553	
				Kouk Kor		0.80 km
				Chhuk		1.00 km
Cluster 18	Sihanoukville	Mittapheap	Sangkat Bei	Phum Pir	4919	
				Phum Bei		1.00 km
				Phum Muoy		2.00 km
Cluster 19	Banteay Meanchey	Ou Chrov	Paoy Paet	Baliley	24322	
				Kbal Spean		1.00 km
				Kilou Lekh Buon		2.00 km

Appendix 2: Coverage and Quality of Coverage Definitions

a. Birth Spacing products in rural areas

Coverage

- OK Pill and other OC Pills: at least 1 official outlet (traditional/non-traditional) in the village carrying the product.
- OK Injection and other Injectables: at least 1 traditional outlet (only clinical pharmacy/ pharmacy/mobile provider/private cabinet) in the village carrying the product.
- Male condoms: at least 1 official outlet (trad./non-trad.) in the village carrying the product.
- Medical abortion: at least 1 official outlet (trad./non-trad.) in the village carrying the product.
- Surgical abortion service: at least 1 traditional outlet (clinical pharmacy/ private cabinet) in the rural communes, where the selected villages are located, offering the service

Quality of Coverage

- OK Pill, OK Injection, Number One and OK condoms are not expired
- POS materials displayed at outlets where PSI birth spacing products are available
- OK Pill, OK Injection, Number One and OK condoms are stored in a visible place in the outlet
- The price of OK Pill, OK Injection, Number One and OK condoms is in accordance with the recommended price level
- OK Pill, OK Injection, Number One and OK condoms are properly displayed (out of direct sunlight, out of wet place, and they are in right position)

An outlet is considered to meet quality of coverage if the product is not expired and any other two quality criteria are met.

Note: quality standards are the same for the other supervision areas

b. Birth Spacing products in provincial urban communes

Coverage

- OK Pill and other OC Pills: there must be at least 1 official outlet (traditional/non-traditional) carrying the product in a cluster of 3 villages within an urban commune.
- OK Injection and other Injectables: there must be at least 1 traditional outlet (only clinical pharmacy/pharmacy/mobile provider/private cabinet) carrying the product in a cluster of 3 villages within an urban commune.
- Male condoms: There must be at least 1 official outlet (trad./non-trad.) carrying condoms in a cluster of 3 villages within an urban commune.
- Medical abortion: There must be at least 1 official outlet (trad./non-trad.) carrying MA in a cluster of 3 villages within an urban commune.
- Surgical abortion service: there must be at least 1 traditional outlet (clinical pharmacy/ private cabinet) in the urban communes, where the selected clusters are located, offering the service

c. Birth Spacing products in Phnom Penh

Coverage

- OK Pill and other OC Pills: there must be at least 1 official outlet (traditional/non-traditional) per ¼ Sangkat carrying the product
- OK Injection and other Injectables: there must be at least 1 traditional outlet (only clinical pharmacy/pharmacy/mobile provider/private cabinet) per ¼ Sangkat carrying the product
- Male condoms: There must be at least 1 official outlet (trad./non-trad.) per ¼ Sangkat carrying condoms
- Medical abortion: There must be at least 1 official outlet (trad./non-trad.) per ¼ Sangkat carrying MA products.
- Surgical abortion service: there must be at least 1 traditional outlet (clinical pharmacy/ private cabinet) per ¼ Sangkat offering the service

Appendix 3: Additional Tables

Tables A1a to A1 c: Non-PSI Birth Spacing Products Coverage by Supervision Area, 2008 - 2009

Other OC Pills	Coverage of Non-PSI OC Pill in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Diamond Lady	12 (75%)	11 (70%)	5 (40%)	9 (60%)	12 (75%)	15 (90%)
Chinese monthly pill	12 (75%)	10 (65%)	1 (20%)	1 (20%)	4 (35%)	4 (35%)
Stediril	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Diane_35	8 (55%)	12 (75%)	0 (<20%)	0 (<20%)	2 (25%)	6 (45%)
Jasmin	5 (40%)	9 (60%)	0 (<20%)	0 (<20%)	0 (<20%)	3 (30%)
Minidril	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)
Microval	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)
Cyclo Procinova	0 (<20%)	2 (25%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Others	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)

Other Injectables	Coverage of Non-PSI Injectables in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Diamond Lady / Srey Pich	1 (20%)	3 (30%)	0 (<20%)	1 (20%)	2 (25%)	2 (25%)
Depo M	3 (30%)	5 (40%)	0 (<20%)	1 (20%)	7 (50%)	2 (25%)
Depo Provera	3 (30%)	0 (<20%)	1 (20%)	0 (<20%)	3 (30%)	0 (<20%)
Contracep	0 (<20%)	0 (<20%)	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)
Depo -V	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)	0 (<20%)	0 (<20%)
DEPO	0 (<20%)	2 (25%)	0 (<20%)	0 (<20%)	0 (<20%)	4 (35%)

Other male condoms	Coverage of male condoms in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Viva	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	2 (25%)	0 (<20%)
Trojan	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Romatic	4 (35%)	0 (<20%)	0 (<20%)	0 (<20%)	3 (30%)	0 (<20%)
Protector	1 (20%)	4 (35%)	1 (20%)	0 (<20%)	7 (50%)	0 (<20%)
Skinlove	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	2 (25%)	0 (<20%)
Honeymoon	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)	1 (20%)
Gold condom	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)	0 (<20%)
Rhydom	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Okamoto	11 (70%)	11 (70%)	0 (<20%)	0 (<20%)	4 (35%)	8 (55%)
Strast	4 (35%)	1 (20%)	0 (<20%)	0 (<20%)	1 (20%)	1 (20%)
Contraceptive	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Hello	0 (<20%)	1 (20%)	0 (<20%)	0 (<20%)	1 (20%)	0 (<20%)
Kamasutra	5 (40%)	2 (25%)	0 (<20%)	0 (<20%)	3 (30%)	6 (45%)
Durex	0 (<20%)	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	4 (35%)
Romantic love rubber	0 (<20%)	4 (35%)	0 (<20%)	1 (20%)	0 (<20%)	2 (25%)
Faire	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	1 (20%)
Milanziang Yue	3 (30%)	1(20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Espire	1 (20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)
Others	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)	0 (<20%)

Tables A2a to A2c: Non-PSI birth spacing products market penetration, 2008 - 2009

Other OC Pills	Penetration of other OC pills in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Diamond Lady / Srey Pich	16.3%	19.7%	15.9%	25%	9.6%	9.1%
Chinese monthly pill	12.2%	9.9%	1.6%	1.1%	2.8%	1.4%
Stediril	0.3%	0%	0%	0%	0%	0%

Diane_35	5.4%	6.6%	0%	0%	0.7%	2.6%
Jasmin	2.4%	4.9%	0%	0%	0.7%	1.4%
Minidril	0%	0%	0%	0%	0%	0.2%
Microval	0%	0%	0%	0%	0%	0.2%
PREME	0%	0.3%	0%	0%	0%	0%
Cyclo Procinova	0%	0.5%	0%	0%	0%	0%
Mifestad	0%	0.3%	0%	0%	0%	0%
China brand name	0%	0.8%	0%	0%	0%	0.8%

Other Injectables	Penetration of other injectables in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Diamond Lady / Srey Pich	1%	2.2%	5%	6.5%	1.9%	1.4%
Depo-M	1.4%	2.7%	0%	1.1%	2.4%	0.5%
Depo Provera	1.7%	0%	1.4%	0%	1%	0%
Contracep	0%	0.3%	1.4%	0%	0%	0%
Depo-V	0%	0%	0%	1.1%	1%	0%
DEPO	0%	1.1%	0%	0%	0%	1.2%

Other Male Condoms	Other male condoms currently sell in 2009					
	Phnom Penh		Rural		Urban	
	2008	2009	2008	2009	2008	2009
Trojan	0.3%	0%	0%	0%	0%	0%
Romantic	1.7%	0%	0%	0%	1.4%	0%
Protector	0.3%	1.4%	0.5%	3.3%	3.8%	0.6%
Skinlove	0.3%	0%	0%	0%	0.7%	0.4%
Honeymoon	0%	0%	0%	0%	0.3%	0.2%
Gold condom	0%	0%	0%	0%	0.3%	0%
Rhydom	0.3%	0%	0%	0%	0%	0%
Okamoto	7.8%	6.6%	0%	0%	3.8%	2.2%
Strast	1.7%	0.3%	0%	0%	0.3%	0.2%
Contraceptive	0.3%	0%	0%	0%	0%	0%
Hello	0%	0.3%	0%	1.1%	0.3%	0.2%
Kamasutra	2.7%	0.5%	0%	0%	1.7%	2.2%
Durex	0%	0.3%	0%	0%	0%	1.1%
Romantic love rubber	0%	1.4%	0%	1.1%	0%	0.6%
Faire	0%	0%	0%	0%	0%	0.2%
Super Dragon	0%	0%	0%	0%	0%	0.5%
Number One Plus	0%	8.0%	0%	1.1%	0%	0%
OK Plus	0%	9.6%	0%	0%	0%	0%

Other brand from health centre	0%	0.3%	0%	2.2%	0%	0%
Milanziang Yue	0%	0.8%	0%	0%	0%	0%
Espire	0%	0.3%	0%	0%	0%	0%
Other	0%	0%	0.5%	0%	1.7%	0%

Table A3: Length of Stock-Outs of PSI Products, by Supervision Area, 2009

Supervision Area	Number of days or months that are Out of Stock, 2009				
	# of days	OK Pill N=18	OK Injection N=16	Number One Condom N=22	OK Condom N=10
Phnom Penh	< 10 days	72.2%	62.5%	45.4%	80%
	10 - 30 days	27.8%	31.2%	45.4%	10%
	1 - 3 months	0%	6.2%	9.1%	10%
		N=23	N=12	N=18	N=10
Urban	< 10 days	69.6%	58.3%	50%	50%
	10 - 30 days	17.4%	25%	22.2%	20%
	1 - 3 months	13%	16.7%	22.2%	30%
	> 3 months			5.6%	
		N=5	N=0	N=5	N=0
Rural	< 10 days	20%	n/a	60%	n/a
	10 - 30 days	60%	n/a	20%	n/a
	1 - 3 months	20%	n/a	0%	n/a
	> 3 months	0%	n/a	20%	n/a

Tables A4a to A4c: Sources of Supply of PSI Birth Spacing Products, by Supervision Area, 2008 – 2009

Supplier	Phnom Penh						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
Wholesaler	10.1%	5.1%	7.7%	3.1%	9%	5.8%	3.2%
Market	13.6%	10.3%	15.4%	7.2%	12.8%	5%	3.8%
Pharmacy	32.5%	36.9%	9.6%	27.8%	21.8%	27.3%	24.8%
Distributor / Company	0.6%	0.5%	1.9%	0%	1.5%	1.4%	1.3%
PSI Sales agent	39.1%	47.2%	57.7%	61.9%	47.4%	60.4%	66.9%
NGO / UHN	4.1%	0%	7.7%	0%	7.5%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%

Supplier	Rural			
	OK Pill	OK Injection	Number One	OK

					Condom		Condom
	2008	2009	2008	2009	2008	2009	2009
Wholesaler	0%	16%	10%	0%	10%	14.3%	0%
Market	13.3%	8%	20%	0%	20%	7.1%	25%
Pharmacy	33.3%	56%	40%	71.4%	30%	35.7%	37.5%
Distributor / Company	13.3%	4%	0%	0%	10%	0%	0%
PSI Sales agent	40%	16%	30%	28.6%	30%	42.9%	37.5%
NGO / UHN	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%

Supplier	Urban						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
Wholesaler	8.1%	0.9%	4.5%	0%	6.1%	1.5%	0.7%
Market	19.4%	16.4%	9.1%	4.2%	12.2%	4.5%	3.7%
Pharmacy	25.8%	45.5%	13.6%	25%	18.4%	35.1%	25.7%
Distributor / Company	6.5%	0.5%	18.2%	1.4%	12.2%	3.0%	2.2%
PSI Sales agent	33.9%	36.4%	45.5%	69.4%	40.8%	53.7%	61%
UHN / NGO	6.5%	0.5%	9.1%	0%	10.2%	2.2%	2.9%
Other	0%	0%	0%	0%	0%	0%	3.7%

Table A4d: Source of Supply of Medical Abortion, by Supervision Area, 2009

Supplier	Phnom Penh	Urban	Rural
Wholesaler	27.8%	18.2%	50%
Pharmacy	50%	72.7%	50%
National distributor / Company	11.1%	9.1%	0%
Sales agent	0%	0%	0%
Other	11.2%	0%	0%

Tables A5a to A5c: Frequency of Supply of PSI Birth Spacing Products, by Supervision Area, 2008 – 2009

Frequency	Phnom Penh						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
Every day	0.6%	0%	1.9%	0%	0%	0%	0%
Every 2 or 3 days	4.2%	0%	0%	0%	2.3%	1.4%	0.6%
Every 4 to 5 days	0%	1.4%	0%	0%	0%	0%	0%
Every week	0%	4.7%	5.8%	3.1%	3.8%	1.4%	1.3%
Three times a month	0%	0%	0%	1.0%	0%	0.7%	1.3%
Every 2 weeks/Twice a month	22.4%	28%	17.3%	24.7%	17.5%	9.4%	12.7%
Once a month	47.3%	47.2%	57.7%	45.4%	45.5%	36.7%	48.4%
Every one month and half	0.6%	0%	0%	0%	0.8%	0%	0%
Every 2 months	9.7%	0%	9.6%	0%	13.6%	0%	9.6%
Every 3 months	9.1%	5.6%	3.8%	12.4%	6.1%	0.7%	13.4%
Every 4 months	0%	0%	0%	2.1%	1.5%	0%	0%
Every 5 months	3%	0%	1.9%	0%	3.8%	0%	0%
Every 6 months	2.4%	4.2%	1.9%	4.1%	4.5%	10.1%	3.2%
Once a year	0.6%	1.4%	0%	0%	0.8%	2.2%	0%
Rarely	0%	0%	0%	0%	0%	4.3%	0%
Irregular	0%	4.7%	0%	1%	0%	0%	5.7%
This is the first time	0%	2.8%	0%	0%	0%	0%	1.9%
Not sure	0%	2.8%	0%	0%	0%	0%	0%
Other	0%	0%	0%	6.1%	0%	1.4%	1.9%

Frequency	Rural						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
Every 2 or 3 days	13.3%	4%	0%	0%	0%	0%	0%
Every 4 to 5 days	0%	4%	0%	0%	0%	0%	0%
Every week	13.3%	4%	10%	14.3%	10%	0%	0%
Every 2 weeks/Twice a month	66.7%	44%	40%	57.1%	10%	28.6%	25%
Once a month	0%	36%	30%	28.6%	30%	28.6%	37.5%
Every 2 months	0%	0%	0%	0%	0%	0%	25%
Every 3 months	0%	0%	10%	0%	10%	21.4%	0%
Every 5 months	0%	0%	0%	0%	10%	0%	0%
Every 6 months	6.7%	4%	10%	0%	20%	21.4%	12.5%
Once a year	0%	0%	0%	0%	10%	0%	0%
Irregular	0%	4%	0%	0%	0%	0%	0%

Frequency	Urban						
	OK Pill		OK Injection		Number One Condom		OK Condom
	2008	2009	2008	2009	2008	2009	2009
Every 2 or 3 days	4.8%	1.8%	4.5%	1.4%	2%	0%	0%
Every 4 to 5 days	0%	0.9%	0%	0%	0%	0%	0%
Every week	9.7%	5.5%	0%	4.2%	4.1%	2.2%	1.5%
Every 2 weeks/Twice a month	22.6%	28.6%	22.7%	23.6%	18.4%	6%	5.1%
Once a month	43.5%	38.6%	40.9%	34.7%	44.9%	29.9%	43.4%
Every one month and half	3.2%	0.0%	0%	0%	0%	0%	0%
Every 2 months	3.2%	0.0%	4.5%	0%	2%	0%	18.4%
Every 3 months	4.8%	7.3%	9.1%	11.1%	10.2%	23.9%	8.1%
Every 4 months	3.2%	0%	0%	4.2%	0%	0%	0%
Every 5 months	1.6%	0%	4.5%	0%	2%	3%	0%
Every 6 months	1.6%	10.5%	9.1%	11.1%	10.2%	13.4%	9.6%
Once a year	3.2%	0.9%	0%	2.8%	4.1%	10.4%	0.7%
Rarely	0%	0%	0%	0%	0%	3%	0%
Irregular	0%	4.5%	0%	5.6%	0%	0%	8.1%
This is the first time	0%	1.4%	0%	0%	0%	0.7%	3.7%
Not sure	0%	0%	0%	0%	0%	6%	0%
Other	0%	0%	0%	1.4%	2%	0%	1.5%

Table A5d: Frequency of Supply of Medical Abortion, by Supervision Area, 2009

Frequency	Phnom Penh	Urban	Rural
Every week	4%	9.1%	0%
Twice a month	4%	4.5%	50%
Once a month	32%	45.5%	50%
Every two months	0%	4.5%	0%
Every three month	8.0%	9.1%	0%
Every six months	16%	9.1%	0%
Once a year	0%	13.6%	0%
Irregular	16%	4.5%	0%
This is the first time	8%	0%	0%

Other	12%	0%	0%
-------	-----	----	----

Tables A6a to A6c: Reasons why Retailers do not sell PSI Birth Spacing Products, Phnom Penh, Cambodia, 2006 to 2009

Reason	Phnom Penh											
	OK Pill											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
	158	2589	2747	136	2930	3066	34	91	125	44	107	151
Too expensive	0.0%	0%	0%	1.5%	0%	0.1%	2.9%	3.3%	3.2%	0%	0%	0%
Not available	3.2%	0.8%	0.9%	0.7%	0.8%	0.8%	0%	0%	0%	2.3%	2.8%	2.6%
No demands	74.1%	76.4%	76.3%	75.7%	59.7%	60.4%	38.2%	61.5%	55.2%	47.7%	76.6%	68.2%
Business not related	13.3%	24.9%	24.2%	13.2%	58.8%	56.8%	44.1%	11%	20%	47.7%	29.9%	35.1%
Others	13.9%	6.1%	6.6%	14.0%	1.9%	2.4%	20.6%	23.1%	22.4%	23.7%	8.9%	13.3%

Reason	Phnom Penh											
	OK Injection											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
	361	2784	3145	367	3134	3501	99	142	241	114	154	268
Too expensive	0.0%	0%	0%	0%	0%	0%	2%	0.7%	1.2%	0%	0%	0%
Not available	3.3%	0.5%	0.8%	2.2%	0.3%	0.5%	1%	0.7%	0.8%	2.6%	1.9%	2.2%
No demands	87.3%	71.2%	73.1%	82.8%	53.8%	56.9%	34.3%	43.7%	39.8%	60.5%	64.3%	62.7%
Business not related	5.5%	32.3%	29.2%	10.6%	65.8%	60%	19.2%	26.1%	23.2%	28.9%	48.1%	39.9%
Others	6.1%	5.7%	5.7%	9%	1.9%	2.6%	46.5%	30.3%	36.9%	17.7%	8.9%	12.6%

Reason	Phnom Penh									
	Number One Condom						OK Condom			
	2008			2009			2009			
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	
	53	106	159	97	129	226	100	108	208	
Too expensive	0.0%	0%	0%	4.1%	1.6%	2.7%	1%	0.9%	1%	
Not available	0.0%	0.9%	0.6%	5.2%	6.2%	5.8%	4%	3.7%	3.8%	
No demands	47.2%	68.9%	61.6%	75.3%	85.3%	81%	72%	85.2%	78.8%	
Business not related	20.8%	4.7%	10.1%	15.5%	7.8%	11.1%	20%	11.1%	15.4%	
Others	26.4%	22.6%	23.9%	10.3%	10.1%	10.2%	10%	8.4%	9%	

Tables A7a to A7c: Reasons why Retailers do not sell PSI Birth Spacing Products, Urban Areas, Cambodia, 2006 to 2009

Reason	Urban											
	OK Pill											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
	84	1191	1275	70	1247	1317	59	168	227	65	365	430
Too expensive	0.0%	0.1%	0.1%	1.4%	0.1%	0.2%	0%	0.6%	0.4%	0%	0.3%	0.2%

Not available	1.2%	0.5%	0.5%	5.7%	0.6%	0.8%	5.1%	2.4%	3.1%	1.5%	0.8%	0.9%
No demands	84.5%	83.5%	83.5%	72.9%	51.8%	52.9%	49.2%	61.9%	58.6%	73.8%	91.5%	88.8%
Business not related	9.5%	24.4%	23.5%	8.6%	68.8%	65.6%	10.2%	25.0%	21.1%	13.8%	7.9%	8.8%
Others	14.3%	5.2%	5.8%	30%	5.9%	7.1%	35.6%	20.8%	24.7%	15.4%	2.5%	4.4%

Reason	Urban											
	OK Injection											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
	144	1315	1459	139	1359	1498	78	190	268	102	476	578
Too expensive	0.0%	0%	0%	0%	0%	0%	1.3%	0.5%	0.7%	0%	0.2%	0.2%
Not available	2.8%	0.1%	0.3%	2.2%	0.3%	0.5%	6.4%	0.5%	2.2%	2.9%	0%	0.5%
No demands	92.4%	79.2%	80.5%	74.8%	34.3%	38.1%	57.7%	56.3%	56.7%	67.6%	83.6%	80.8%
Business not related	6.9%	31.1%	28.7%	19.4%	82.1%	76.3%	10.3%	39.5%	31%	11.8%	15.1%	14.5%
Others	8.3%	4.7%	5.1%	15.8%	6.1%	7.0%	29.5%	18.4%	21.6%	21.5%	5.6%	6%

Reason	Urban								
	Number One Condom						OK Condom		
	2008			2009			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
	64	177	241	94	422	516	93	421	514
Too expensive	4.7%	0.6%	1.7%	1.1%	0.2%	0.4%	1.1%	0.7%	0.8%
Not available	7.8%	0.6%	1.7%	3.2%	0.5%	1%	1.1%	1%	1%
No demands	75.0%	87.6%	84.2%	84%	93.4%	91.7%	82.8%	92.2%	90.5%
Business not related	0.0%	14.1%	10.4%	6.4%	5.7%	5.8%	6.5%	5.2%	5.4%
Others	12.7%	5.6%	7.5%	5.4%	1.5%	2.4%	11.9%	3.3%	5%

Tables A8a to A8c: Reasons why Retailers do not sell PSI Birth Spacing Products, Rural Areas, Cambodia, 2006 to 2009

Reason	Rural											
	OK Pill											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
N	66	612	678	14	118	132	21	26	47	16	51	67
Too expensive	1.5%	0.3%	0.4%	0%	0%	0%	0%	0%	0%	0%	2.0%	1.5%
Not available	7.6%	0.8%	1.5%	7.1%	3.4%	3.8%	0%	0%	0%	0%	3.9%	3%
No demands	81.8%	85.1%	84.8%	64.3%	51.7%	53%	52.4%	53.8%	53.2%	68.8%	72.5%	71.6%
Business not related	4.5%	20.9%	19.3%	7.1%	66.1%	59.8%	14.3%	26.9%	21.3%	6.3%	15.7%	13.4%
Others	10.6%	5.9%	6.3%	35.7%	7.6%	10.6%	28.6%	29.6%	27.7%	26.8%	11.8%	15.1%

Reason	Rural											
	OK Injection											
	2006			2007			2008			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
N	79	638	717	19	131	150	27	32	59	21	64	85
Too expensive	0.0%	0%	0%	0%	0%	0%	0%	3.1%	1.7%	4.8%	0%	1.2%

Not available	3.8%	0.2%	0.6%	0%	0.8%	0.7%	3.7%	9.4%	6.8%	0%	1.6%	1.2%
No demands	88.6%	82.9%	83.5%	68.4%	37.4%	41.3%	25.9%	53.1%	40.7%	52.4%	64.1%	61.2%
Business not related	6.3%	25.9%	23.7%	26.3%	84%	76.3%	25.9%	34.4%	30.5%	4.8%	21.9%	17.6%
Others	8.9%	5.6%	6%	21.1%	7.6%	9.3%	51.9%	15.6%	32.2%	38.2%	14.1%	20%

Reason	Rural								
	Number One Condom						OK Condom		
	2008			2009			2009		
	T.	N.T	Total	T.	N.T	Total	T.	N.T	Total
N	23	29	52	17	61	78	21	63	84
Too expensive	0.0%	3.4%	1.9%	0%	1.6%	1.3%	4.8%	3.2%	3.6%
Not available	0.0%	0%	0%	0%	1.6%	1.3%	4.8%	1.6%	2.4%
No demands	87.0%	79.3%	82.7%	82.4%	77%	78.2%	71.4%	76.2%	75%
Business not related	4.3%	17.2%	11.5%	5.9%	13.1%	11.5%	4.8%	12.7%	10.7%
Others	8.7%	6.9%	7.7%	17.7%	8.1%	10.4%	19.1%	8.0%	10.8%

Tables A9: Reasons why Retailers do not sell Medical Abortion, Cambodia, 2009

Reason	Phnom Penh			Urban			Rural		
	NT	TO	Total	NT	TO	Total	NT	TO	Total
Too expensive	0%	0%	0%	0.8%	3.9%	1.6%	0%	0%	0%
Not available	0%	3.7%	2.1%	0%	1.3%	0.3%	1.6%	3.8%	2.2%
No demands	48.2%	19.3%	31.6%	71.7%	27.6%	61%	51.6%	46.2%	50%
Business not related	42.4%	22.5%	31%	20.1%	11.2%	17.9%	23.4%	3.8%	17.8%
Afraid of sin	19.4%	22.5%	21.2%	9.3%	23.7%	12.8%	6.3%	26.9%	12.2%
Think it is illegal	8.6%	9.1%	8.9%	1.5%	4.6%	2.2%	3.1%	3.8%	3.3%
Don't want to manage side effects	20.9%	34.8%	28.8%	13.5%	38.2%	19.5%	7.8%	11.5%	8.9%
Others	14.4%	18.5%	16.8%	6.3%	13.3%	8.1%	20.3%	22.9%	21.1%