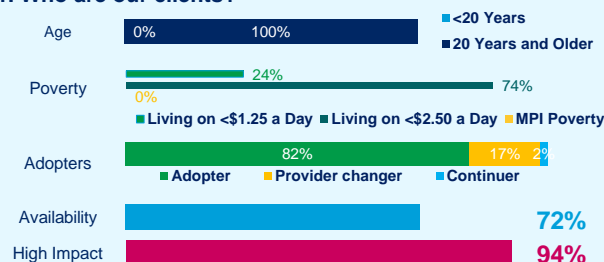


## India (MSI)

## Outreach

2016

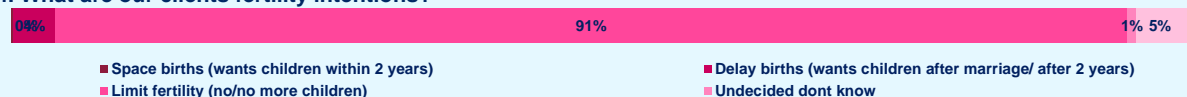
### 1. Who are our clients?



### 2. What proportion of our clients are switching to LAPM?

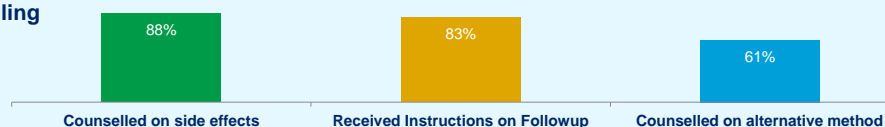


### 4. What are our clients fertility intentions?

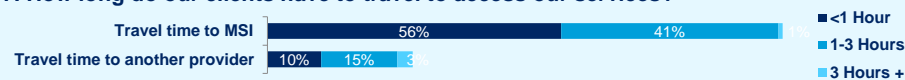


### 5. Family planning counselling

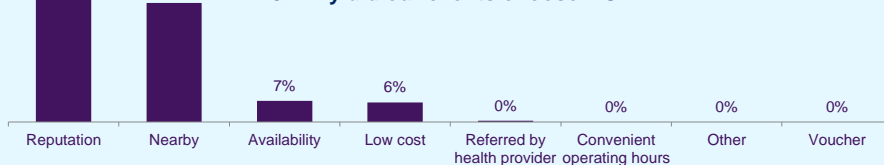
55% received comprehensive counselling



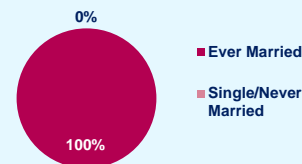
### 7. How long do our clients have to travel to access our services?



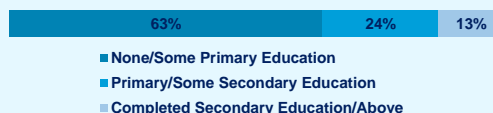
### 8. Why did our clients choose MSI?



### 3. Marital Status



### How educated are our clients?



### How many children do our clients have?

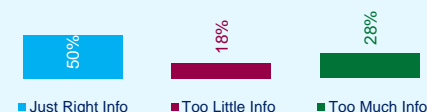
3.2

### 9. Were our clients satisfied with their experience?

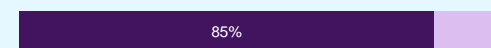


Clients satisfied with overall experience: **96%**

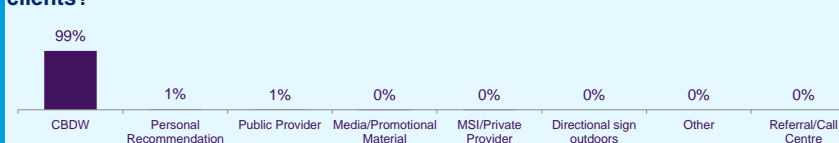
### 10. How did our clients feel about the amount of information received?



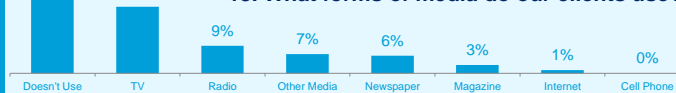
### 11. Do clients feel comfortable asking questions?



### 12. What were the most important sources of information about MSI for our clients?



### 13. What forms of media do our clients use?



**42% of our clients own a mobile phone**