



PAMRO HARMONISED QUESTIONNAIRE

FOR AN ESTABLISHMENT AUDIENCE MEASUREMENT FOR AFRICA

August 2015

Introduction

- Harmonisation was borne out of a need to fulfil PAMRO's objective of creating a single comparable database and Establishment audience measurement across the continent of Africa.
- The Establishment Survey is to be used for Demographic profiling and modelling including level of education, Media consumption, as an Inter-Media comparative tool and for lifestyle activities. It can also be used as a hub for other surveys and a sampling framework.
- The challenge is determining the size of the market in the absence of Census or other such data.
- The PAMRO Harmonised questionnaire has been developed for use by PAMRO members at no charge and is one of the added benefits of belonging to this organisation.

The Harmonised Questionnaire

- The questionnaire is fairly detailed down to Print titles and sections [Sport, General Business News, Classifieds etc], TV and Radio channels and stations, Out of Home types and seen or attended a Roadshow.
- There is a commuter section including modes of transport
- A section on lifestyle activities is comprehensive: From personal activities at home to attending functions or events.
- The Media Equipment section includes items in the household that are in working order: TV (Colour or Black & White), Personal computer (Desktop / Laptop), iPad / Tablet, DVD Player, Fixed telephone line etc.

The Harmonised Questionnaire

- The questionnaire requires you to customise it for your market with respect to language, stations, publications, cellphone options, demographic variables and showcards.
- It will enable, particularly, Multi-National clients to be able to analyse and trend data across the continent and use it with confidence knowing that the questions and measurements are comparable. It is envisaged that this will ultimately lead to Multi-Nationals having the trust and confidence to invest in and use research more intensely.

The Harmonised Questionnaire

- Africa's media landscape is a rapidly changing one. New technologies have enabled Africans to access multiple platforms, with the result that media research methodologies have had to evolve at an even faster rate. Perhaps the biggest influencer is how cell phones and smart phones have changed the media landscape as a primary source of information, commercial transactions and entertainment.
- The survey adopts these trends and is inclusive of a large section on cellphone usage and Online access.
- It will future-proof countries moving into the digital age.

The Harmonised Questionnaire

- We have developed a section on cellphone usage inclusive of: Own /rent a cellphone, make, network and activities such as messaging, downloading mobile content, listened to music, taking photos and banking
- Online Section: Personally accessed the internet, device used, place of access and activities

The Harmonised Questionnaire

- The main body of the questionnaire is prescriptive in terms of the questions to ensure the data is comparable across regions with specific titles and channels added by country.
- The second half talks to a Segmentation model and to determine the respondents' social economic profiles . This is to be determined by country as to whether they want to they want to adopt the current LSM model or the PAMRO SES Model as developed by Neil Higgs and TNS.
- Whichever model employed, one could trend data over a few years to understand the shifts in the economic climate.

The Harmonised Questionnaire

- Each country adopting this Establishment Survey questionnaire would appoint their own Research house in order to conduct the survey.
- They, together, would determine the methodology employed to gather the data. A mobile phone version has been developed.
- It doesn't matter how sophisticated the methodology, the reliability of any research still depends on a good sample. That is in the hands of the Research House. It is imperative that the sampling framework developed is of sound measures as this forms the hub for other currency surveys.

The Harmonised Questionnaire

- Funding would have to be sourced to implement the research. This could be a collaboration between Multi-National clients, agencies and the Research House.
- The Harmonised Questionnaire has been translated into French and Arabic and will soon be translated into Portuguese.
- The research results would be given to software suppliers and providers for access and analysis to ensure the data is widely available.
- The Questionnaire will be posted on the PAMRO website, password protected for exclusive use by PAMRO members.