



# The Pamro recommended establishment audience measurement questionnaire for Africa

This questionnaire contains the core areas in audience measurement and additional topics can be added depending on each country's needs. Although this questionnaire is highly recommended, it is not prescriptive.

The questionnaire also requires to be customized for your market with respect to language, stations, publications, demographic variables and show cards.

**MQ = Mandatory Questions**

**OQ = Optional Question**

## LANGUAGE SECTION

- MQ1. Could you please tell me which is the main language that you speak at home? **ONE ANSWER ONLY.**
- OQ2. And which other language(s) can you speak?  
**MULTIPLE ANSWERS POSSIBLE. PROBE FULLY.**
- OQ3. And which other language(s) do you understand which you may not necessarily speak?  
**MULTIPLE ANSWERS POSSIBLE. PROBE FULLY.**
- OQ4. You have said that you can speak and or understand the following languages. Could you please tell me all of the languages you are able to read?  
**READ OUT. INTERVIEWER: PLEASE NOTE THAT LANGUAGES MARKED IN L4 MUST APPEAR EITHER ON L1, L2 or L3.**

LANGUAGES	Q1	Q2	Q3	Q4
	Main Language Spoken At Home	Other Language Spoken	Languages understood	Languages understood and can read
PLEASE INSERT ALL RELEVANT LOCAL LANGUAGES HERE				



**CELLPHONE SECTION**

Now I would like to ask you a few questions about cell phones or mobile phones

MQ5a. How many cellphones are there in your household? Please include cellphones that are owned, rented or used by anyone in your household (including your own).

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MQ5b. Do you personally own, rent or have the use of a cellphone?

Yes	No

MQ5c. Please think about the cellphone that you personally use most often. What BRAND/MAKE is it? **ONE ANSWER ONLY**

OQ5d. And to which network is this cellphone linked? Is it linked to ... **ONE ANSWER ONLY**

<b>PLEASE INSERT ALL RELEVANT NETWORKS HERE</b>	
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OQ5e. Are your calls on pre-paid, contract only, or contract with Top-up? **ONE ANSWER**

Pre-paid	
Contract only	
Contract with Top-up	

OQ5f. I am now going to read out a list of cell phone activities. Please tell me when last, if at all, have you done each activity on your cell phone?

	Yesterday	Past 7 days	Past 4 weeks	Longer ago	Never
1. Sent a "Please call me" message					
2. Received a "Please call me" message					
3. Sent SMSs (excluding competition/vote/donation SMSs)					
4. Entered competitions/voted/made donations via SMS					
5. Sent/Received an MMS (e.g. send/receive photos)					
6. Downloaded mobile content to your cellphone (e.g. ringtones, caller tunes, wallpaper)					
7. Listened to music (excluding radio) on your					
8. Take photos with your cellphone					
9. Take video recordings with your cellphone					
10. Watch videos taken by yourself or sent to you by a friend					
11. Do mobile banking on your cellphone					
12. Make payments or transfers on your cellphone					
13. Listen to a radio station on your cell phone					



**MEDIA EQUIPMENT SECTION**

Q6. Could you please tell me which of the following items there are in this household that are in WORKING ORDER?

ITEM	
Personal Computer / Desktop / Laptop	
Satellite dish	
Radio(excluding car radio)	
TV (Colour)	
TV (Black & White)	
PVR	
DVD	
Mobile phone	
Video Cassette Recorder	
Fixed Telephone Line	
iPad / Tablet	
MP3 player / iPod	

**ONLINE SECTION**

Another means of communication and media is the Internet. The next few questions relate to your personal Internet usage. Remember that the Internet can be accessed using a computer, a cellular phone or a tablet.

MQ7a. When last, if at all, have you PERSONALLY accessed the internet?

Yesterday	
Past 7 days	
Past 4 weeks	
Longer ago	SKIP TO Q8
Never	SKIP TO Q8

MQ7b. Which of these devices do you use to access the internet? **MULTIPLE ANSWERS POSSIBLE**

A computer or laptop	
A mobile/cellphone	
An ipad/tablet	

OQ7c. Where have you used the internet in the PAST 4 WEEKS? **MULTIPLE ANSWERS POSSIBLE**

At workplace	
At own home	
At another's home	
At college / University	
At a cyber/internet café where you pay for access	
At a public place where they offer free wifi/access	
At school	
Others (specify)	



OQ7e. I am now going to read out some activities that one can do on a cellphone, or computer or tablet. For each activity you do, if at all, please tell me whether you use a cellphone or computer or tablet. **MULTIPLE ANSWERS POSSIBLE**

	I DO THIS ACTIVITY USING A COMPUTER or TABLET	I DO THIS ACTIVITY USING A CELLPHONE	I DON'T DO THIS ACTIVITY AT ALL
1. Search (e.g. Googling)			
2. E-mail			
3. Banking / transferring money			
4. Access Facebook			
5. Access Twitter			
6. Other social networking e.g. MySpace, LinkedIn, Google Plus, etc.)			
7. Use instant messaging/chat services (e.g. MXit, BBM, WhatsApp, etc.)			
8. Make calls on the internet using Skype, FaceTime, Viber, etc.			
9. Purchase goods or services via the internet e.g. groceries, clothing, etc			
10. Download music			
11. Read a newspaper or magazine			
12. Read/access current news/articles/ news sites			
13. Play games			
14. Dating			
15. Watch television programmes on-line (LIVE)			
16. Watch videos on-line e.g. YouTube			
17. Listen to the radio on-line via a website or APP			
18. Download Apps/Applications			
19. Download a Podcast			
20. Other Internet activities not mentioned previously			

**CINEMA SECTION**

MQ8a. Please tell me: when last did you visit a cinema/movie house? Is it. **ONE ANSWER. ONLY**

MQ8b. Please tell me: when last did you watch a movie in a mobile cinema or viewing centre? Is it. **ONE ANSWER. ONLY**

	A. Cinema house	B. Mobile cinema
YESTERDAY		
1 week ago		
2 – 4 weeks ago		
1 – 3 months ago		
4 – 6 months ago		
7 – 12 months ago		
Longer ago		
Never		



**RADIO SECTION**

By radio listening we mean that you have personally listened to the radio either part of or the whole programme, either on your own set or someone else's either at home or somewhere else

It does not matter how you listened to it – via a radio set, a computer, a cellphone, the television, satellite, or any other means.

MQ9a. You will now be shown lists of radio stations. Which of them, if any, have you personally listened to in the **PAST 4 WEEKS?**

MQ9b. And which of them have you listened to in the **PAST 7 DAYS?**

MQ9c. And now I would like you to think about **YESTERDAY**, that is ... (**MENTION DAY**). Which of these stations, if any, did you personally listen to **YESTERDAY**.

NR	RADIO STATIONS	Q9a.	Q9b.	Q9c.
		PAST 4 WKS	PAST 7 DAYS	YESTERDAY
1.	<b>PLEASE INSERT ALL RADIO STATIONS HERE</b>			
2.				

**IF LISTENED TO RADIO IN PAST 7 DAYS**

OQ9d. In the past seven days, where have you listened to the radio? **MULTIPLE ANSWERS POSSIBLE.**

At own home	
Another Household	
Office/Place of work	
Video den/Hall	
In a bar	
In a restaurant	
In a fast food restaurant	
In a market place	
In hospital	
Internet cafe/Cyber cafe	
In car	
Taxi	
Minibus	
Bus	
Others(specify)	



**TELEVISION SECTION**

And now I would like to ask you a few questions about your TV viewing.

By TV viewing we mean that you personally have watched all or part of a programme - it doesn't matter where you watched it – whether at home or elsewhere or what device you used. I will now show you a list of TV channels or stations

MQ10a. You will now be shown a list of television channels/stations. Which of these, if any, have you personally watched in the **PAST 4 WEEKS**?

MQ10b. And which of these TV channels/stations, if any, have you personally watched in the **PAST 7 DAYS**?

MQ10c. Now I would like you to think about **YESTERDAY**. Which, if any, of these TV channels/stations did you personally watch **YESTERDAY**?

NR	TELEVISION CHANNELS/STATIONS	Q10a.	Q10b.	Q10c.
		PAST 4 WKS	PAST 7 DAYS	YESTERDAY
1.	<b>PLEASE INSERT ALL TV CHANNELS/STATIONS HERE</b>			
2.				

**IF WATCHED TV IN PAST 7 DAYS**

QQ10d. In the past seven days, where have you watched television? **MULTIPLE ANSWERS POSSIBLE.**

At own home	
Another Household	
Office/Place of work	
Video den/Hall	
In a bar	
In a restaurant	
In a fast food restaurant	
In a market place	
In hospital	
Internet cafe/Cyber cafe	
In car - Private	
Taxi	
Minibus	
Bus	
Others(specify)	



MQ10e. Thinking about the household that you currently live in, do you or anyone else in the home pay a monthly subscription for access to any of these pay TV providers?

	Yes	No
PLEASE INSERT ALL PAY TV PROVIDERS HERE		

MQ10f. Does this household you currently live in, have a set-top-box (decoder) in order to watch many Digital Channels (DTT)?

	Yes	No
PLEASE INSERT THE NUMBER OF CHANNELS YOU CAN ACCESS		

**PRINT SECTION**

**ASK ALL RESPONDENTS**

The media industry is interested in measuring people’s readership of newspapers and magazines.

MQ11a. You will be shown the names of newspapers or magazines **METHODOLOGY DEPENDENT**. I would like you to look at all these and tell me whether or not you personally have READ or PAGED THROUGH any of that publication in the PAST 6 MONTHS. **[IF NONE THEN SKIP QUESTION]**

By ‘read or paged through’ we mean that you personally read or paged through all or part of a copy, including any of the separate parts, sections or supplement which may come with it. It does not matter if it was your copy or someone else’s and it does not matter where you read or paged through it. It also does not matter if you or someone else bought it or whether you received it free of charge at your home or elsewhere.

**[RECORD ANSWERS UNDER Q22 IN THE GRID]**

MQ11b. Excluding today, when was the last time you personally read or paged through a copy of .... **(MENTION EACH NEWSPAPER or MAGAZINE MENTIONED IN MQ11a)** Just give the number.

- 1. Yesterday
- 2. 2 days ago
- 3. 3 days ago
- 4. 4 days ago
- 5. 5 days ago
- 6. 6 days ago
- 7. 7 days ago
- 8. 8 - 14 days ago
- 9. 3 - 4 weeks ago
- 10. 5 - 6 weeks ago
- 11. 7 - 8 weeks ago
- 12. 9 - 12 weeks ago
- 13. 4 - 6 months ago

OQ11c. And again thinking of this particular newspaper or magazine .... **(MENTION EACH NEWSPAPER or MAGAZINE MENTIONED IN MQ11a)** whose copy did you read? Just give the number.

- 1. My own copy which I personally bought/subscribed to
- 2. A copy bought or subscribed to by another household member
- 3. A relative or friend’s copy
- 4. An office or work copy
- 5. Other



	MQ11a	MQ11b	OQ11c
	Read in the past 6 months	When # 1 - 13	Origin of copy # 1-5
INSERT ALL NEWSPAPER / MAGAZINE TITLES HERE			

**ASK ANYONE WHO READ A NEWSPAPER**

OQ11e Which of the following newspaper sections do you pay particular attention to, the section you usually read?  
**MULTIPLE ANSWERS POSSIBLE. SHOW CARD.**

Sports	
General Business News	
Local/National News	
International news	
Cartoons	
Obituaries	
Classifieds (Properties, Plots, Rentals)	
Horoscope	
Crossword puzzle	
Foreign exchange	
Stock exchange	
TV and Radio programmes	
Letters to the editor	
Commentary / Editorial	
Relationships	
Jobs	
Gossip	
Question & Answer (Q&A)	
Lifestyle (Celebrity news)	
Lifestyle (Fashion)	
Lifestyle (Music)	
Lifestyle (Movies)	
Lifestyle (Book reviews)	
Lifestyle (Inspiration/Real life stories)	
Weather	
Lotto	
Other (specify)	





**ASK ANYONE WHO READ A MAGAZINE**

OQ11f. Which of the following magazine sections do you pay particular attention to, the section you usually read?  
**MULTIPLE ANSWERS POSSIBLE. SHOW CARD.**

Sports	
General Business News	
Local/National News	
International news	
Cartoons	
Obituaries	
Classifieds (Properties, Plots, Rentals)	
Horoscope	
Crossword puzzle	
Foreign exchange	
Stock exchange	
TV and Radio programmes	
Letters to the editor	
Commentary / Editorial	
Relationships	
Jobs	
Gossip	
Question & Answer (Q&A)	
Lifestyle (Celebrity news)	
Lifestyle (Fashion)	
Lifestyle (Music)	
Lifestyle (Movies)	
Lifestyle (Book reviews)	
Lifestyle (Inspiration/Real life stories)	
Others (specify)	



**OUT OF HOME SECTION**

In addition to newspapers, magazines, radio and television there are other media that carry information and advertising. Now, I would like you to think about advertising that you see when you are out of your home. Here are examples of the different outdoor advertising signs that you might have seen.

- MQ12a. When last, if at all, have you **PERSONALLY** seen..... **(READ OUT 1 TO 8 BELOW)** in the **PAST 4 WEEKS**?
- MQ12b. When last, if at all, have you **PERSONALLY** seen..... **(READ OUT 1 TO 8 BELOW)** in the **PAST 7 DAYS**?
- MQ12c. When last, if at all, have you **PERSONALLY** seen..... **(READ OUT 1 TO 8 BELOW)** **YESTERDAY**?

	MQ12a.	MQ12b.	M12c.
	PAST 4 WEEKS	PAST 7 DAYS	YESTERDAY
1. Billboards at airports (Inside & Outside)			
2. Large billboards			
3. Internally illuminated sign (Citilite)			
4. Building wrap/construction site wrap			
5. On sides of vehicles (other than buses & taxis)			
6. On buses/taxis			
7. On bus shelters			
8. Street Pole adverts			
9. Street Furniture - directional			
10. Dustbins/litterbins			
11. On trailers			
12. Electronic billboards (LED/Digital)			
13. In store			
14. Shopping trolleys			
15. Others (Specify).....			

OQ12d. Using a scale of 1 to 4 where 1 is "Strongly agree" and 4 is "Strongly disagree" please rate to what extent you agree or disagree with the following statements about outdoor billboards?

	1. Strongly Agree	2. Agree	3. Disagree	4. Strongly Disagree
1. Billboards make the environment look colourful				
2. I trust a brand/product that is advertised on a billboard				
3. I will buy a brand/product that is advertised on a billboard				
4. I find brand/product information on a billboard useful				
5. I remember the billboard adverts when I see the product/brand on the shelf in a store				



**COMMUTER SECTION**

MQ13a. Thinking of **PAST 4 WEEKS**, please tell me if you have traveled by any of the following means.....

**(ASK THE SAME FOR THE DIFFERENT TYPES OF TRAVEL, ONE AT A TIME)**

MQ13b. Have you personally travelled by any of the following means in the **PAST 7 DAYS**?

MQ13c. Have you personally travelled by any of the following means **YESTERDAY**?

	<b>MQ13a.</b>	<b>MQ13b.</b>	<b>MQ13c.</b>
	<b>PAST 4 WEEKS</b>	<b>PAST 7 DAYS</b>	<b>YESTERDAY</b>
Bus			
Train			
Car			
Minibus/ Taxi			
Bicycle			
Motorcycle			
Airplane			
Boat/Ship			
By foot / walking			
Others (Specify)			

**ROAD SHOW SECTION**

Let us talk about other media now. Road shows move around from place to place and have live performers entertaining people and introducing or promoting different products on a stage.

OQ14a. Thinking of **PAST 4 WEEKS**, have you personally attended or seen a road show?

OQ14b. Have you personally attended or seen a road show in the **PAST 7 DAYS**?

OQ14c. Have you personally attended or seen a road **YESTERDAY**?

	<b>Q14a.</b>	<b>Q14b.</b>	<b>Q14c.</b>
	<b>PAST 4 WEEKS</b>	<b>PAST 7 DAYS</b>	<b>YESTERDAY</b>
<b>Visited/seen a roadshow</b>			



**LIFESTYLE ACTIVITIES**

THE LIFESTYLE QUESTIONS ARE ALL OPTIONAL AND CAN BE INCLUDED IF RELEVANT TO THE MARKET. THE ACTUAL STATEMENTS AND LIFESTYLE ITEMS ARE EXAMPLES OF WHAT COULD BE INCLUDED BUT MUST BE CHANGED AND ADAPTED TO SUIT SPECIFIC MARKETS.

OQ15a. Which of the following **sports** listed below are you **interested in**?

**ANSWER QUESTIONS 15b AND 15c FOR EACH SPORT/ ACTIVITY YOU TICKED IN 15a:**

OQ15b. During the **past 12 months** which, if any, of these sports or activities **have you participated in**?

OQ15c. And during the **past 12 months**, which of these sports or activities **have you attended**?

	<b>15a INTERESTED IN</b>	<b>15b PARTICIPATED PAST 12 MONTHS</b>	<b>15c ATTENDED PAST 12 MONTHS</b>
Dancing e.g. Traditional, Ballet, Modern, etc.			
Billiards / Pool / Snooker			
Aerobics / Pilates / Yoga			
Walking / Hiking for sport or exercise			
Boxing/ Wrestling			
Gymnastics			
Martial Arts e.g. Judo, Karate			
Athletics			
Basketball/ Netball			
Cricket			
Cycling			
Fishing			
Golf			
Hockey			
Horse Riding			
Hunting / Shooting			
Jogging / Running for sport or exercise			
Motorsport			
Rugby			
Soccer			
Squash			
Swimming			



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Tennis			
Volleyball			
Adventure sports, e.g. Sky diving, Bungee jumping, White water rafting			
Water Sports e.g. Skiing, Sailing, Scuba Diving			
None of these			



**OQ16a.** For the activities listed below, please indicate your **personal frequency of each activity**, if at all:

	WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL		WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Singing, e.g. in a choir						Personally order take-away food to be delivered to your home or place of work					
Bake for pleasure						Gamble at a casino					
Cook for pleasure						Place a bet on horseracing with a bookmaker / bookie or on the tote / TAB					
Knitting/ crochet/ needlework/ tapestry/ sewing/ dressmaking						Buy lottery tickets					
Scrapbooking/ decoupage/ other arts and crafts e.g. beading, pottery, painting, mosaic, etc.						Buy scratch cards					
Have beauty treatments, e.g. manicure, pedicure, facial						Do cross-words/ puzzles					
Visit a hair salon						Use a computer at work					
Go to nightclubs/ discos/ raves						Play games via the Internet					
Use of a computer at home						Play computer/ playstation games (e.g. Playstation, X-box, etc.)					
DIY ("do-it-yourself") activities						Participate in card games					
Home decorating						Play board games, e.g. monopoly, scrabble, chess					
Attend lectures/ studying part-time						Buy DVD discs/ compact discs (CDs)					
Read books (excluding text books)						Buy video/ computer games					
Visit a library						Buy toys/ other games					
Eat in a restaurant / steakhouse, excluding workplace canteens						Gardening: tending to flowers, plants, the lawn, etc.					
						Gardening: growing vegetables, fruit, crops, etc					
						Attend a stokvel/ Gooi-club/ syndicate / society meeting					
						Attend a burial society meeting					
						Attend a funeral					
						Attend traditional gatherings					
						Attend weddings					



List continues in right-hand column





**OQ16a. CONT.** For the activities listed below, please indicate your **personal frequency of each activity**, if at all:

	WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL		WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Attend a gym/ health club						Visit a game reserve					
Participate in other exercise (not at a gym / health club)						Attend a church/ synagogue/temple/mosque or other religious service/ gathering (excluding funerals)					
Go on diet						Shop for pleasure					
Use slimming preparations to try to lose some weight						Attend a book club					
Go to the doctor/ dentist/ clinic/ other health care professional						Have/ attend dinner parties at home/ with friends					
Play a musical instrument						Visit pubs/ bars /shebeens/ taverns					
Bird watch						Have a braai					
Photography						Have a picnic					
Go to the beach						Catch up with work after hours					
Camping						Hire a car					
Caravanning											



**SHOPPING SECTION**

**ASK ALL:**

OQ17a. Thinking of an average month, which ONE of these phrases best describes the way you do your food and grocery shopping? (We are NOT talking here about DAILY purchases, such as bread and milk).

A. Do one bulk shop a month and fill-ups	
B. Shop twice a month / every 2 weeks	
C. Shop weekly or almost weekly	
D. Shop twice a week or almost daily	
E. Others (specify)	

OQ17b. Where do you do usually do your grocery shopping? **MULTIPLE ANSWER POSSIBLE**

Supermarket	
Convenience Stores	
Shops	
Kiosks	
Informal Market	
Cash and Carry/ Trade Centre	
Others (specify)	





**DEMOGRAPHIC SECTION**

DEMOGRAPHIC QUESTIONS ARE MANDATORY BUT MUST BE ADAPTED TO SUIT SPECIFIC MARKETS. IN THIS SECTION WE HAVE USED SOUTH AFRICAN BREAKDOWNS AS EXAMPLES.

**AND NOW I WILL ASK YOU A FEW PERSONAL QUESTIONS.**

DEM1. How many income earners are there in this household?

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DEM2A. Please give me the letter which best describes the **TOTAL MONTHLY HOUSEHOLD INCOME** of all these people before tax and other deductions. Please include **all** sources of income i.e. salaries, pensions, government grants, income from investments, etc.

DEM2B. Please give me the letter which best describes the **TOTAL MONTHLY PERSONAL INCOME** before tax and other deductions. Please include **all** sources of income i.e. salaries, pensions, government grants, income from investments, etc.

				2A HH INCOME	2B PERSONAL INCOME
<b>A</b>	R 1	-	R 499		
<b>B</b>	R 500	-	R 599		
<b>C</b>	R 600	-	R 699		
<b>D</b>	R 700	-	R 799		
<b>E</b>	R 800	-	R 899		
<b>F</b>	R 900	-	R 999		
<b>G</b>	R 1 000	-	R 1 099		
<b>H</b>	R 1 100	-	R 1 199		
<b>I</b>	R 1 200	-	R 1 399		
<b>J</b>	R 1 400	-	R 1 599		
<b>K</b>	R 1 600	-	R 1 999		
<b>L</b>	R 2 000	-	R 2 499		
<b>M</b>	R 2 500	-	R 2 999		
<b>N</b>	R 3 000	-	R 3 999		
<b>O</b>	R 4 000	-	R 4 999		
<b>P</b>	R 5 000	-	R 5 999		
<b>Q</b>	R 6 000	-	R 6 999		
<b>R</b>	R 7 000	-	R 7 999		
<b>S</b>	R 8 000	-	R 8 999		
<b>T</b>	R 9 000	-	R 9 999		
<b>U</b>	R 10 000	-	R 10 999		
<b>V</b>	R 11 000	-	R 11 999		
<b>W</b>	R 12 000	-	R 13 999		
<b>X</b>	R 14 000	-	R 15 999		
<b>Y</b>	R 16 000	-	R 19 999		



<b>Z</b>	R 20 000	-	R 24 999			
<b>ZA</b>	R 25 000	-	R 29 999			
<b>ZB</b>	R 30 000	-	R 39 999			
<b>ZC</b>	R 40 000	-	R 49 999			
<b>ZD</b>	R 50 000	+				
No Household Income						
No Personal income						
REFUSED						

DEM3. Who is the **PRIMARY PURCHASER** or **PURCHASERS** in this household?  
**(The person/people who do MOST of the shopping in the house) MULTIMENTIONS POSSIBLE**

Self	
Husband	
Wife	
Other Female	
Other Male	

DEM4. Could you please tell me what is your marital status?  
**ONE ANSWER ONLY**

Married	
Single	
Divorced/separated	
Widowed	
Living together but not married	
NR/Refused	

DEM5. Could you please tell me how many people in the following age groups live in this household?  
**INTERVIEWER: TICK THE NUMBER OF PEOPLE WITHIN EACH AGE BAND.**

	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9+</b>
15 – 19										
20 – 24										
25 – 34										
35 – 44										
45 – 49										
50 – 54										
55 - 64										
65+										



DEM6. Would you mind telling me your exact age?

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DEM7. Which of the following describes your WORK status? **ONE ANSWER ONLY**

<b>Working</b>	
Working Full-Time	
Working Part Time	
<b>Not Working</b>	
A housewife / househusband not otherwise employed	
A student	
Retired	
Unemployed [ <b>SEEKING A JOB</b> ]	
Unemployed [ <b>NOT SEEKING A JOB</b> ]	
NR/Refused	

DEM8. **IF WORKING FULL or PART TIME** How many different jobs do you have?

One job	
Two jobs	
Three jobs	
4 or more jobs	

DEM9. At present are you self-employed?

Yes	
No	

DEM10. What is your occupation i.e. what type of work do you do?



DEM11. Please give me the letter which best describes your level of education.

EDUCATION		
A	No schooling	
B	Some primary school	
C	Primary school completed	
D	Some high school	
E	Matric (Grade 12) / O Levels	
F	Artisan's certificate obtained	
<b><u>Post Matric (degrees/diplomas/certificates)</u></b>		
G	Technikon diploma/degree completed	
H	University degree completed	



DEM12. Can you please tell me which religious denomination, if any; you belong to or are a member of?  
**ONE ANSWER ONLY**

Anglican	
Apostolic	
Apostolic Faith Mission (AFM)	
Assembly of God	
Bandla LamaNazaretha	
Baptist	
Catholic / Roman Catholic	
Congregational	
Dutch Reformed / Reformed	
Ethiopian	
Greek Orthodox	
Hinduism	
Islam / Muslim	
Jehovah Witness	
Judaism	
Lutheran	
Methodist	
Pentecostal/Charismatic	
Presbyterian	
Seventh-day Adventist	
Zion Christian	
Other Faith	
No Religion	
Refuse	



DEM13. **TYPE OF DWELLING**

House/Cluster House/Town House	
Flat	
Matchbox/Improved Matchbox	
Traditional Hut	
Hostel	
Hotel or Boarding House	
Compound	
Room in Backyard	
Squatter Hut Shack	
Caravan	
Other dwelling	

DEM14. Is this house/flat/dwelling owned or rented?

Owned	
Rented	

DEM15. **GENDER OF RESPONDENT**

Male	
Female	

DEM16. **WATER LAID ON (ASK IF NOT SURE):**

Tap water in house	
Tap water on plot, not in house	
Communal tap water, not on plot or in-house	
No access to tap water	

DEM17. **ELECTRICITY IN HOME (ASK IF NOT SURE):**

Yes	
No	



DEM18. What type of electricity does this household use? **MULTIPLE ANSWERS POSSIBLE**

Mains	
Generator for daily use	
Generator – for use only during load power failures	
Solar	
No electricity	

DEM19. What type of toilet do you have, if any, for this household?

Flush toilet - in house	
Flush toilet - outside	
Communal portable flush toilet	
Non-flush toilet	
None	

**LIVING STANDARD MEASURES [LSMS] SECTION**

**LSMS ARE USED TO DETERMINE THE RESPONDENTS SOCIAL ECONOMIC PROFILE. REFER TO THE LSMS MEASURES OF YOUR SPECIFIC COUNTRY AS PUBLISHED BELOW UNDER THE LIVING STANDARD MEASURES**

**PAN AFRICAN SOCIO-ECONOMIC STATUS**

**We need to decide if we want to include these – LSMs or SESs or both.**

**If we use SESs we need to add the questions as per Neil Higgs and get permission.**

**If we use LSMs we need to include the LSM short list questions.**