

# ZAMPS 2015 Main Questionnaire

**INTRODUCTION** Good morning/afternoon/evening, my name is.....I am from Topline Research Solutions, a company that specializes in carrying out surveys on various products and services. Today we are conducting an important survey which entails collecting information on what people in Zimbabwe read, listen to and watch in addition to the products and services they utilize. The input from your household is very important. Firstly I need to go through a selection process to identify which person we should speak to. I have to do this because every person in Zimbabwe needs to have an equal chance of being interviewed.

## **SECTION A - SCREENING & RESPONDENT SELECTION**

Respondent screening questionnaire and KISH Grid will be on paper whilst the interview will be on CAPI (Computer-Aided Personal Interview) platform using Dell Tablets (devices)

## **SECTION B - LANGUAGE: All past questions rested**

### *PRESS MAST HEADS*

**GIVE RESPONDENT ALL MAST HEADS SHOW CARD AND READERSHIP DEFINITION CARD**

In the following sections I will be asking you about various newspapers and magazines that you personally have read or paged through or looked through, for at least 2 minutes, a few pages or many, either in any section of the publication or any supplement to it. It does not matter whether it was your own copy or someone else's and it does not matter where you might have read it. Please can you tell me which of these newspapers/magazines you have personally read or paged through in the past 3 months?

For many of the questions I will be asking you I will show you a card with a choice of answers and ask you to call out the answer or point to the answer that applies to you. If it would be easier for you I can read out the possible answers. Please be as frank and accurate as possible on your replies. There are no right or wrong answers.

## **SECTION C - DAILY PRESS**

C1: Which daily Newspapers on this list have you read in the past 3 months? **REFER TO MASTHEADS**

**FOR EACH DAILY NEWSPAPER READ IN THE PAST 3 MONTHS ASK**

C2: Excluding today, when was the last time you personally read or paged through a copy of ....?

C3: Out of these, which **ONE** section of the publication are you most drawn to?

<b>C2. LAST TIME READ</b>	<b>CODE</b>	<b>C3. SECTION</b>	<b>CODE</b>
Yesterday	01	Local News	01
2 days ago	02	Regional News	02
3 days ago	03	Business	03
4 – 7 days ago	04	Entertainment	04
8 – 14 days	05	Sports	05
2 – 4 weeks ago	06	Classifieds	06
5 – 8 weeks ago	07	International	07
9 – 12 weeks ago	08	Editorial Page	08
Can't say/remember	09		
Did not read this paper in the last 3 months	10		

**USE INTERVIEWER REFERENCE CARD FOR C2 -CODES**

		CIRCLE CODE	ENTER CODE	ENTER CODE
		C1	C2	C3
	NEWSPAPER	Read in the last 3 months	When Last Read	Section
1	Chronicle	C01A	C02A-	
2	Herald	C01B	C02B-	
3	H- Metro	C01C	C02C-	
4	NewsDay	C01D	C02D-	
5	Daily News	C01E	C02E-	
6	Southern Eye	C01F	C02F-	
7	ZimMail	C01G	C02G	
9	Others(Specify)	C01H	C02H-	
99	None	C01X		

**SECTION D - WEEKLY PRESS**

D1 Which weekly newspapers from this list have you read in the past 3 months?

**SHOW CARD D2**

FOR EACH WEEKLY NEWSPAPER/MAGAZINE READ IN PAST 3 MONTHS ASK

D2 Excluding today when was the last time you personally read or paged through a copy of ....?

**SHOWCARD D3**

D3 Which **ONE** Section of the publication are you most drawn to?

D2. LAST TIME READ	CODE	D3. SECTION	CODE
Yesterday	01	Local News	01
2 days ago	02	Regional News	02
3 days ago	03	Business	03
4 – 7 days ago	04	Entertainment	04
8 – 14 days	05	Sports	05
2 – 4 weeks ago	06	Classifieds	06
5 – 8 weeks ago	07	International	07
9 – 12 weeks ago	08	Editorial page	08
Can't say/remember	09		
Did not read this paper in the last 3 months	10		

		D1	D2	D3
NEWSPAPER/MAGAZINE		Read in last 3 months	When last read	Section most drawn to
	B-Metro	1		
	Chaminuka	2		
	Connect	3		
	Daily News on Sunday	4		
	Financial Gazette	5		
	Harare Post	6		
	Ilanga	7		
	Indosakusa	8		
	Kwayedza	9		

Mail & Guardian	10		
Manica Post	11		
Masvingo Star	12		
Midlands Observer	13		
Midweek News	14		
Nehanda Guardian	15		
New Farmer	16		
News Leader	17		
Pungwe News	18		
Sunday Mail	19		
Sunday News	20		
Telegraph	21		
The City Courier	22		
The Mirror (Masvingo)	23		
The Patriot	24		
The Southern Times	25		
The Standard	26		
The Times (Midlands)	27		
The Voice	28		
The Zimbabwean	29		
Umthunywa	30		
Weekend Gazette	31		
Weekend Post	32		
Worker	33		
Zimbabwe Independent	34		
None	99		

## SECTION F - MONTHLY PRESS

**F1** Thinking now of newspapers and magazines, which come out once a month, it does not matter which day of the week they come out: Which ones from this list have you read in the past 3 months?

**SHOW CARD F2**

**F2** QUESTION RETIRED

NEWSPAPER/MAGAZINE/ JOURNAL	READ PAST 3 MONTHS (F1)
Bundu Beat	1
Cars & Parts	2
Classifieds	3
Gemazo	4
Half Time	5
Hello Harare	6
Homes	7
Homes & Styles	8
Jewel Zimbabwe	9

Kick Off	10
Ndeipi	11
Outpost	12
Parade	13
PC World/ IT News	14
Skyhost	15
Soccer Time	16
Suburban News	17
The Business Diary	18
The Worker	20
Zimbabwe Travel	21
ZNA Magazine	22
Out of Africa	23
Stitches	24
None	99

## SECTION G – BI-MONTHLY, QUARTERLY, & OTHER PRESS

### **SHOW CARD G1**

**G1** Thinking now of Bi-monthly and quarterly newspapers and magazines that is those that are published once every two or three months, it does not matter which day of the week they come out: Which ones from this list have you read in the past 3 months?

**G2** QUESTIONS RETIRED

<b>NEWSPAPER/MAGAZINE</b>	<b>READ IN PAST 3 MONTHS (G1)</b>
AA Zimbabwe Magazine	1
African Fisherman	2
African Hunter	3
Catholic Church News	4
Chartered Secretary	5
Inspiration Avenue	6
Masvingo Business Directory	7
Zimbabwe Tobacco Today	8
None	99

**OTHER PRESS**

**G3** Which if any regional or international magazines or newspapers did you read in the past three months? By regional or international I mean newspapers and publications that are not published in Zimbabwe. **LIST UP TO FIVE ONLY**

Regional press	Code-M
People	1
You	2
Drum	3
Glamour	4
Bona	5
Car	6
FHM	7
Heat	8
Sunday Times	9
Your Family	10
Soul	11

Regional press	Code-M
Personality	12
Essentials	13
Living & Loving	14
Home & Garden	15
Longevity	16
Cosmopolitan	17
Your baby	18
Your Pregnancy	19
Living & Loving	20
Others	98
None	99

**SECTION H: TELEVISION VIEWING**

**SHOW CARD H1**

**H1** Which of these TV channels have you watched during the past 4 weeks?

**H1b** Which of these TV channels did you watch yesterday?

CHANNEL WATCHED	H1 – CIRCLE CODE	H1b – CIRCLE CODE
ZBC TV1	01	01
Any Satellite Channel	02	02
Video recording of local station	03	03
Video recording of satellite station	04	04
Pre-recorded video	05	05
DVD/ VCD	06	06
ZBC Channel 2	07	07
Other (Specify.....)	98	98
Don't Know	97	97
None	99	99

**SHOWCARD H2**

**H2.** Which are your favourite television programmes on ZBC TV1? SPONTANEOUS MENTION – You may mention up to 5 programmes

PROGRAM	CODE
News @8pm	01
Ezomgidho	02
Woza Friday	03
Mai Chisamba show	04
Prime Gospel Show	05
Local drama	06
Another chance	08
Musical request / The request show	09
YGT (Youth Got Talent)	10
Sport	11
Murimi wanhasi	12
Talking farming	13
Music Calabash	14

News @4:30pm	15
African movies	16
Wrestling	17
Local soccer	18
Cartoons	19
Star Bright	21
Melting Pot	22
International soccer	23
Rhythm City	24
Scandal	25
Current Affairs	26
Zim Dancehall	27
Media watch	28
Sunday News	29
Vharazipi	30
Zimpunked	31
Ndeipi Gen'a	32
Movies	33
Lunch Hour News	34
Health programs	35
Music	36
Game plan	37
Good morning Zimbabwe	38
Action movies	40
Star kids	41
Kapfupi	42
Zvavanhu	43
Isidingo	44
25 – 25 quiz show	46
This is football / Game plan	48
Animal programs	49
New Ziana	50
I do	51
Others	98
None	99

**SHOW CARD H8****IF WATCHED ANY SATELLITE CHANNEL IN THE PAST 4 WEEKS (REFER TO H1) ASK****H4a** Which of these channels did you watch on satellite television in the past 4 weeks?**ASK IF WATCHED SATELITE TV IN H1**

<b>Movie Channels</b>	<b>Code</b>	<b>Free to air Channels</b>	<b>Code</b>
Mnet Movies Premier	1	My TV	56
Mnet Movies comedy	2	Emmanuel TV	57
Mnet Movies Family	3	God TV	58
Mnet Movies Action+	4	Miracle TV	59
Mnet Movies Romance	5	France 24	60
Mnet Movies Showcase	6	Botswana TV (BTV)	61
Mnet Movies Stars	7	Press TV	62
Mnet Action	8	Muvi TV	63
CBS Action	9	<b>General Television</b>	
Turner Movies Classic (TCM)	10	Mnet	64
True Movies 1	11	BBC Entertainment	65
Mnet Movies Zone	12	Fox	66
MGM	13	Sony Entertainment	67
Africa Magic Movies	14	Sony Max	68
Mzansi Bioskop	15		
<b>Series Channels</b>		Kyk net	70
Mnet Series Showcase	16	Africa Magic Entertainment	71
Mnet Series Zone	17	Africa Magic	72
Mundo (dedicated to Latin American Soapies)	18	Africa Magic World	73
CBS Drama	19	Mzansi Magic	74
<b>Lifestyle Channels</b>		Magic World	75
E Entertainment	20	Mzansi Wethu	76
TLC	21	eTV Africa	77
		Ztv 1	78
BBC Lifestyle	23	Universal Channel	79
The Home Channel	24	SABC 1	80
Fashion TV	25	SABC 2	81
Travel Chanel	26	SABC3	82
Food Network	27	<b>Youth Channels</b>	
<b>Documentary Channels</b>		MTV	83
Discovery Showcase HD	28	Cartoon Network	84
National Geographic	29	Boomerang	85
Nat Geo Wild	30	Disney XD	86
Animal Planet	31	Disney Junior	87
BBC Knowledge	32	Disney Channel	88
History	33	C Beebies	89
Discovery World	34	Jim Jam	90
Trace Sports Stars	35	Vuzu	91
		<b>Sport Channels</b>	
		Super Sport Blitz	92
Discovery Channel	38	Super Sport 1-9	93
Comedy Central	39	Super Sport HD 1-7	94
<b>Crime Channels</b>		Super Sport Maximo	95
Fox Crime	40	Super Sport 3 Africa	96
Crime and Investigation Network	41	Super Sport 7 Africa	97
Discovery ID	42	Super Sport Select	98
<b>News Channels</b>		<b>Reality Television</b>	
BBC News	43	Mnet Series Reality	99

CNN International	44	CBS Reality	100
Sky News	45	<b>Religious Channels</b>	
e News Channel	46	1 Gospel	101
SABC News	47	TBN	102
Al Jazeera	48	Rhema TV	103
Russia Today	49	I-TV	104
CCTV News	50	<b>Urban Music Channels</b>	
CNBC Africa	51	MTV Base	105
Bloomberg	52	VH1	106
Business Day TV	53	Trace urban	107
NDTV	54	Channel O	108
Euro News	55	Mzansi Music	109
Nickel	110	YADAH TV	115
Nick Jnr	111	Christ TV	116
Eva	112	ED	117
Zambezi Magic	113	Zee World	118
BET	114	BET2	119
LifeTime	120	Vuzu Amp	121
Fox	122		

**H4b** You have watched satellite television in the past 4 weeks, are you subscribing or you are viewing for free from your own home (i.e. Free to Air)? **SINGLE ANSWER**

Subscribing to DSTV	1
Free viewing/Free to air (FTA)	2
Both	3
No satellite TV at home	4

**KEY : TELEVISION STATIONS**

ZBC TV1	1
Any Satellite Channel	5
Video Of Local Station	6
Video Of Satellite Station	7
Pre-Recorded Video	8
DVD/ VCD	9
ZBC Channel 2	10
Other Station	98

**FOR EACH CHANNEL WATCHED YESTERDAY ASK**

**H6** Please will you think back to yesterday, and tell me at what times you watched ... (MENTION CHANNELS WATCHED ...? CODE EACH 15-MINUTE SEGMENT IN WHICH RESPONDENT WATCHED FOR AT LEAST 5 MINUTES. IF MORE THAN ONE CHANNEL WATCHED IN SEGMENT, CODE ONLY CHANNEL WATCHED THE LONGEST. USE CODE NUMBERS ON THE KEY ABOVE

TIME	CODE-M	TIME	CODE-M	TIME	CODE-M	TIME	CODE-M
05 :00 – 05:15	H601 -	11:00 –11:15	H625 -	17:00 – 17:15	H649 -	23:00 – 23:15	H673 -
05:15 –05:30	H602 -	11:15 –11:30	H626 -	17:15 – 17:30	H650 -	23:15 –23:30	H674 -
05:30 – 05:45	H603 -	11:30 – 11:45	H627 -	17:30 – 17:45	H651 -	23:30 – 23:45	H675 -
05:45 – 06:00	H604 -	11:45 – 12:00	H628 -	17:45 – 18:00	H652 -	23:45 – 00:00	H676 -
06:00 – 06:15	H605 -	12:00 –12:15	H629 -	18.00 – 18:15	H653 -	00:00 –00:15	H677 -
06:15 – 06:30	H606 -	12:15 –12:30	H630 -	18:15 – 18:30	H654 -	00:15 –00:30	H678 -
06:30 – 06:45	H607 -	12:30 – 12:45	H631 -	18:30 – 18:45	H655 -	00:30 – 00:45	H679 -
06:45 – 07:00	H608 -	12:45 – 13:00	H632 -	18:45 – 19.00	H656 -	00:45 – 00:00	H680 -
07:00 – 07:15	H609 -	13:00 –13:15	H633 -	19:00 – 19.15	H657 -	01:00 –01:15	H681 -
07:15 – 07:30	H610 -	13:15 –13:30	H634 -	19:15 – 19:30	H658 -	01:15 – 01:30	H682 -
07:30 – 07:45	H611 -	13:30 – 13:45	H635 -	19:30 – 19:45	H659 -	01:30 – 01:45	H683 -
07:45 – 08:00	H612 -	13:45 – 14:00	H636 -	19:45 – 20:00	H660 -	01.45 – 02.00	H684 -
08 :00 – 08:15	H613 -	14:00 – 14:15	H637 -	20:00 – 20:15	H661 -	02:00 –02:15	H685 -



08:15 – 08:30	H614 -	14:15 –14:30	H638 -	20:15 – 20:30	H662 -	02:15 – 2:30	H686 -
08:30 – 08:45	H615 -	14:30 – 14:45	H639 -	20:30 – 20:45	H663 -	02:30 – 02:45	H687 -
08:45 – 09:00	H616 -	14:45 – 14:00	H640 -	20:45 – 21:00	H664 -	02:45 – 03:00	H688 -
09:00 – 09:15	H617 -	15:00 – 15:15	H641 -	21:00 –21:15	H665 -	03:00 – 03:15	H689 -
09:15 – 09:30	H618 -	15:15 – 15:30	H642 -	21:15 – 21:30	H666 -	03:15 – 03:30	H690 -
09:30 – 09:45	H619 -	15:30 – 15:45	H643 -	21:30 – 21:45	H667 -	03:30 – 03:45	H691 -
09:45 – 10:00	H620 -	15:45 – 16:00	H644 -	21:45 – 22:00	H668 -	03:45 – 04:00	H692 -
10:00 –10:15	H621 -	16:00 – 16:15	H645 -	22:00 –22:15	H669 -	04:00 – 04:15	H693 -
10:15 –10:30	H622 -	16:15 – 16:30	H646 -	22:15 –22:30	H670 -	04:15 – 04:30	H694 -
10:30 – 10:45	H623 -	16:30 – 16:45	H647 -	22:30 – 22:45	H671 -	04:30 – 04:45	H695 -
10:45 – 11:00	H624 -	16:45 – 17:00	H648 -	22:45 – 23:00	H672 -	04:45 – 05:00	H696 -

## SECTION I - RADIO LISTENERSHIP

### SHOW CARD I1

- 11** Which of these radio stations have you listened to during the past 4 weeks?  
**12** Which of these radio stations did you listen to yesterday?

RADIO STATIONS	PAST 4 WEEKS	YESTERDAY
BBC World Service	01	01
National FM	02	02
Power FM	03	03
Radio Zimbabwe	04	04
SFM	05	05
Star FM	06	06
SW Africa	07	07
VOA/Studio 7	08	08
Voice of the People (VOP)	09	09
ZiFM	10	10
Other Station (specify) .....	98	98
Don't Know	97	97
None	99	99

### FOR EACH LOCAL RADIO STATION LISTENED TO YESTERDAY ASK

- 14** Please will you think back to yesterday, and tell me at what times you listened to...(MENTION SERVICE LISTENED TO ..)? CODE EACH 15 MINUTE SEGMENT IN WHICH RESPONDENT LISTENED FOR AT LEAST 5 MINUTES. IF MORE THAN ONE STATION LISTENED IN SEGMENT, CODE ONLY STATION LISTENED THE LONGEST. USE CODE NUMBERS ON KEY ABOVE TO INDICATE STATION

TIME	CODE-M	TIME	CODE-M	TIME	CODE-M	TIME	CODE-M
05 :00 – 05:15	I401 -	11:00 –11:15	I425 -	17:00 – 17:15	I449 -	23:00 – 23:15	I473 -
05:15 –05:30	I402 -	11:15 –11:30	I426 -	17:15 – 17:30	I450 -	23:15 –23:30	I474 -
05:30 – 05:45	I403 -	11:30 – 11:45	I427 -	17:30 – 17:45	I451 -	23:30 – 23:45	I475 -
05:45 – 06:00	I404 -	11:45 – 12:00	I428 -	17:45 – 18:00	I452 -	23:45 – 00:00	I476 -
06:00 – 06:15	I405 -	12:00 –12:15	I429 -	18.00 – 18:15	I453 -	00:00 –00:15	I477 -
06:15 – 06:30	I406 -	12:15 –12:30	I430 -	18:15 – 18:30	I454 -	00:15 –00:30	I478 -
06:30 – 06:45	I407 -	12:30 – 12:45	I431 -	18:30 – 18:45	I455 -	00:30 – 00:45	I479 -
06:45 – 07:00	I408 -	12:45 – 13:00	I432 -	18:45 – 19:00	I456 -	00:45 – 00:00	I480 -
07:00 – 07:15	I409 -	13:00 –13:15	I433 -	19:00 – 19.15	I457 -	01:00 –01:15	I481 -
07:15 – 07:30	I410 -	13:15 –13:30	I434 -	19:15 – 19:30	I458 -	01:15 – 01:30	I482 -
07:30 – 07:45	I411 -	13:30 – 13:45	I435 -	19:30 – 19:45	I459 -	01:30 – 01:45	I483 -
07:45 – 08:00	I412 -	13:45 – 14:00	I436 -	19:45 – 20:00	I460 -	01.45 – 02.00	I484 -
08 :00 – 08:15	I413 -	14:00 – 14:15	I437 -	20:00 – 20:15	I461 -	02:00 –02:15	I485 -
08:15 – 08:30	I414 -	14:15 –14:30	I438 -	20:15 – 20:30	I462 -	02:15 – 2:30	I486 -

08:30 – 08:45	I415 -	14:30 – 14:45	I439 -	20:30 – 20:45	I463 -	02:30 – 02:45	I487 -
08:45 – 09:00	I416 -	14:45 – 14:00	I440 -	20:45 – 21:00	I464 -	02:45 – 03:00	I488 -
09:00 – 09:15	I417 -	15:00 – 15:15	I441 -	21:00 – 21:15	I465 -	03:00 – 03:15	I489 -
09:15 – 09:30	I418 -	15:15 – 15:30	I442 -	21:15 – 21:30	I466 -	03:15 – 03:30	I490 -
09:30 – 09:45	I419 -	15:30 – 15:45	I443 -	21:30 – 21:45	I467 -	03:30 – 03:45	I491 -
09:45 – 10:00	I420 -	15:45 – 16:00	I444 -	21:45 – 22:00	I468 -	03:45 – 04:00	I492 -
10:00 – 10:15	I421 -	16:00 – 16:15	I445 -	22:00 – 22:15	I469 -	04:00 – 04:15	I493 -
10:15 – 10:30	I422 -	16:15 – 16:30	I446 -	22:15 – 22:30	I470 -	04:15 – 04:30	I494 -
10:30 – 10:45	I423 -	16:30 – 16:45	I447 -	22:30 – 22:45	I471 -	04:30 – 04:45	I495 -
10:45 – 11:00	I424 -	16:45 – 17:00	I448 -	22:45 – 23:00	I472 -	04:45 – 05:00	I496 -

## SECTION J - OTHER MEDIA

### ROAD SHOWS:

**J1** Have you personally attended a road show in the past 3 months? **IF NO, GO TO J3.**

YES	1
NO	2

### SHOW CARD J2

**J2** Excluding today when was the last time you attended a road show?

LAST TIME ATTENDED	JO2 CIRCLE CODE-S
Yesterday	1
2 days ago	2
3 days ago	3
4 – 7 days ago	4
8 – 14 days ago	5
3 – 4 weeks ago	6
5 – 8 weeks ago	7
9 – 12 weeks ago	8

### MOBILE PROMOTION UNITS

**J3** Mobile Promotion Units are vehicles that travel around residential and shopping areas. They display advertising and may give information and advertising on products from loud speakers as they move around. Have you personally seen or heard a Mobile Promotion Unit during the past 3 months? **IF NO, GO TO J5.**

SEEN OR HEARD MOBILE PROMOTION UNIT IN PAST 3 MONTHS		
	Yes	No
J05 -	1	2

### SHOW CARD J4

**J4** Excluding today when was the last time you saw or heard a Mobile Promotion Unit?

LAST TIME SAW/HEARD MPU	J04 CIRCLE CODE-S
Yesterday	1

2 days ago	2
3 days ago	3
4 – 7 days ago	4
8 – 14 days ago	5
3 – 4 weeks ago	6
5 – 8 weeks ago	7
9 – 12 weeks ago	8

**INTERNET**

**J5** Do you have access to: a) e-mail? b) Internet/ Website?

J5a -CIRCLE CODE -S		
Email	Yes	No
J08A -	1	2

J5b -CIRCLE CODE-S		
Internet	Yes	No
J08B -	1	2

**J6a** What do you normally access the Internet for?

REASON FOR ACCESSING INTERNET	CODE
Personal Communication	01
Business Communication	02
Personal Research/ information gathering	03
Business Research information	04
Banking Transactions	05
Shopping/Purchasing	06
News ( Local & International)	07
Others Specify	98
.....	

**J6b** Which internet sites/websites do you regularly browse nowadays?

Internet sites	Code
Facebook	01
Yahoo	02
Hotmail	03
Google	04
Twitter	05
YouTube	06
Skype	07
Gmail	08
Soccernet	09
Linked In	10

Internet sites	Code
Newzimbabwe.com	11
ZimOnline.co.za	12
Zimbabwe Situation	13
Herald.co.zw	14
TheStandard.co.zw	15
Fingaz.co.zw	16
ZimIndependent.co.zw	17
Car Junction	18
Classifieds	19
Others	98

### **OUTDOOR ADVERTISING**

**J7** Did you see any out door advertising in the past 4 weeks?

**J7a** IF YES ASK: Did you see any outdoor advertising yesterday?

	J7.Past 4 Weeks	J7a.Yesterday
Yes	01	01
No	02	02

Def.: Outdoor sign or poster you usually see on freeways, highways, streets and on Vehicles etc.,

**IF YES ASK: *SHOW CARD J7b***

**J7b** And what type of outdoor advertising did you see yesterday?

OUTDOOR ADVERTS	CIRCLE CODE -M
Billboards (Stand alone large sign)	1
Hoardings (Painted onto shops)	2
On sides of vehicles/moving vehicles	3
Inside Buses	4
Outside Buses	5
On Bus Shelters	6
Inside Trains	7
On Shopping Trolleys	8
On Rubbish Bins	9
On Area/Suburban Signs	10
TV inside Shop/Bank	11
Neon Sign (outside, inside on top of buildings)	12
Posters	13
Dustbins – Globins	14
Street Pole Advertising	15



## **CINEMA**

### **SHOW CARD J8/J9/J10**

- J8 When was the last time you attended a cinema/ movie show, either in a cinema/ movie house, a community hall/school or outdoor cinema show?
- J9 When was the last time you consulted a telephone directory either for a telephone number or any other use?
- J10 When was the last time you received any direct mail to your household?
- J11 When was the last time you purchased (a) a Lotto Ticket (b) State Lottery Ticket?

	<b>J-8CINEMA</b>	<b>J-9TELEPHONE DIRECTORY</b>	<b>J-10 DIRECT MAIL</b>	<b>J11a: LOTTO</b>	<b>J11b: STATE LOTTERY</b>
1 – 7 days ago	1	1	1	1	1
2 – 6 weeks ago	2	2	2	2	2
7 – 12 weeks ago	3	3	3	3	3
4 – 6 months ago	4	4	4	4	4
7 – 12 months ago	5	5	5	5	5
More than 12 months ago	6	6	6	6	6
Never	99	99	99	99	99

## **AFRICA LSM PREDICTOR & CALCULATION QUESTIONNAIRE**

Item or service title	<b>STEP 1 – Score</b> Circle all that apply
Do you have a Colour TV?	18
Did you access the Internet during the past 4 weeks?	49
Do you have a Satellite dish/ DSTV/Cable TV subscription?	34
Do you have a built in kitchen sink in your household?	31
Do you have a Microwave oven?	32
Did you read a newspaper in the last 7 days?	17
Do you have a video recorder? VCR/ DVD player	18
Do you have a mobile / cell phone with a working line?	16
Do you have an electric iron?	17
Do you have a personal computer for your own personal use at home?	34
Do you have a fixed telephone line at home or an outstanding application for one?	14
Have you watched TV in the last 7 days	17
Do you have access to e-mail?	41
Do you have washing machine?	32
Do you have refrigerator?	20
Do you have a Hi-Fi or music centre?	17
Do you have a Free Standing Deep Freezer?	19
Do you have a Video camera/camcorder?	35
Do you have an account with a Commercial Bank?	15
Do you live in a Brick house/ cluster house/ condominium/flat?	11
Do you have one or more cars in your household?	12
Have you Bought adult clothing in the past six months?	10
<b>Add this every time (constant)</b>	<b>32</b>
<b>Total</b>	

Up to 37	1
38-54	2
55-70	3
71-87	4
88-103	5
104-120	6
121-153	7
154-186	8
187-219	9
220-252	10
253-285	11
286-318	12
319-352	13
353-385	14
386-418	15
419-451	16
452-999	17

## SECTION K: PRODUCT USAGE

**K1 PRODUCT USAGE;** The next section is about products you use in this household. It does not matter whether you do the actual buying yourself or not.

I will give you a set of cards (**SHOW CARDS K2 - PRODUCTS**) each showing the name of a product and ask you to sort the cards in four piles according to your frequency of consumption or usage. The products must be commercially produced, not homemade. Would you consider yourself to be a regular user, occasional user, rare user or do you never use/consume the product?

### KEY – K1

**REGULARLY USED = 1; OCCASIONALLY USED = 2; RARELY USED = 3; NEVER USED = 4**

PRODUCT	ENTER CODE USAGE
Antiseptic	1
Bleach	2
Breakfast cereal	3
Canned foodstuffs	4
Car tyres & tubes	5
Cheese	6
Chewing gum	7
Chocolates	8
Cigarettes	9
Clear beer & lager	10
Coffee	11
Cooking oil	12
Cough & cold remedies	13
Dental products	14
Deodorants	15
Fabric softeners	16
Fizzy drinks	17

PRODUCT	ENTER CODE USAGE
Margarine	30
Mealie meal	31
Fresh Milk	32
Motor batteries	33
Nappies	34
Commercial Opaque Beer	35
Pain killers/analgesics	36
Peanut butter	37
Pet food	38
Petroleum jelly	39
Powdered detergent	40
Ready-to-Drink drinks	41
Salt/Pepper/herb/spices	42
Sauces	43
Seeds	44
Shoe polish	45
Snacks	46



Floor/ furniture polish	18
Flour	19
Gravies, relishes	20
Hair care products	21
Hand body lotions/creams	22
Household cleaners	23
Household paint	24
Ice cream	25
Indigestion remedies	26
Insecticides	27
Laundry bar soap	28
Lavatory cleaners	29
Juices	65
Maheu	66
Rice	67
Jam	68
Chicken	69
Eggs	70

Soups	47
Alcoholic Spirit Beverages	48
Squashes & Syrups	49
Sweets	50
Tampons, pads, sanitary towels	51
Tea	52
Toilet paper	53
Toilet soaps	54
Wines	55
Yoghurt	56
Contraceptives	57
Alcoholic Fruit Beverages/ Ciders	58
Fuel/petrol/Diesel/paraffin	59
Male Condoms	60
Female condoms	61
Crisps	62
Sour milk	63

**SHOW CARD K2;k4;k5**

**K2** At which one of these shops or types of shops do you personally do most of your food and grocery shopping these days? **ONE ANSWER ONLY.**

**K4** At which one of these outlets do you mostly buy your fresh meat? **ONE OUTLET ONLY.**

**K5** And at which one of these outlets do you mostly buy your fresh fruits and vegetables? **ONE OUTLET ONLY**

		K2 -CIRCLE CODE –S MAIN FOOD & GROCERY OUTLET	K4 CODE – S FRESH MEAT OUTLET	K5-CIRCLE CODE- S MAIN FRESH FRUIT & VEGETABLE OUTLET
1	Bon Marche	1	1	1
2	Butchery	2	2	2
4	Choppies	4	4	4
5	Food World (FW)	5	5	5
6	Fruit /Vegetable Shop in High Density	6	6	6
7	Fruit /Vegetable Shop in Low Density	7	7	7
8	General Store	8	8	8
9	Informal trader or hawker	9	9	9
10	Lucky Seven	10	10	10
11	OK	11	11	11
12	Open Market	12	12	12
13	Other city/town supermarket	13	13	13
14	Other high density supermarket	14	14	14
15	Other low density supermarket	15	15	15
16	Petrol station shop	16	16	16
17	Pick n Pay	17	17	17
18	Spar	18	18	18
19	TM	19	19	19
20	Tuckshop	20	20	20
21	Wholesaler	21	21	21

22	Own production	22	22	22
23	Food Lovers Market/ Fruit & Veg City	23	23	23
24			97	97
98	Other (Specify).....	98	98	98
99	None	99	99	99

**PLEASE Note: For any other non-chain supermarket do not just write in names, classify them in above categories**

**SHOW CARD K7/8/9**

- K7 At which type or types of outlet do you normally buy (a) your clothing (b) children's clothing?  
 K8 At which type or types of outlet did you normally buy (a) your shoes (b) children's shoes?  
 K9 At which type or types of outlet did you normally buy your toiletries?

	<b>OUTLET TYPES</b>	<b>YOUR CLOTHING</b>	<b>CHILDREN'S CLOTHING</b>	<b>YOUR SHOES</b>	<b>CHILDREN'S SHOES</b>	<b>YOUR TOILETRIES</b>
1	Departmental store	1	1	1	1	1
2	Clothing chain store	2	2	2	2	2
3	Boutique / Specialty shop	3	3	3	3	3
4	Factory shop	4	4	4	4	4
5	General store	5	5	5	5	5
6	Flea market	6	6	6	6	6
7	Major supermarket chain	7	7	7	7	7
8	Other supermarket	8	8	8	8	8
10	Pharmacy	10	10	10	10	10
11	Wholesaler	11	11	11	11	11
12	Hawker/Informal	12	12	12	12	12
13	Trader	13	13	13	13	13
14	Dressmaker None/Never buy	98	98	98	98	98
15	Other	99	99	99	99	99

**SECTION L - TRAVEL & HOLIDAYS**

All questions rested.

**SECTION M - PERSONAL FINANCIAL SERVICES**

**M1a** Do you have an operating account with a...(mention financial category)?

	Commercial Bank	Building Society	Discount House	Asset Management	Merchant Bank
Yes	1	1	1	1	1
No	2	2	2	2	2

**If there is code "2" in all the categories, skip to QM1d**

**M1b** Here is a list of different financial services, please could you tell me which of them, if any, you personally have or use currently with.. (mention financial category coded "1" in M1a)?

	<b>SERVICES CURRENTLY HELD</b>	<b>Commercial Bank</b>	<b>Building Society</b>	<b>Discount House</b>	<b>Asset Management</b>	<b>Merchant Bank</b>
1	ATM Card	1	1	1	1	1
2	Current Cheque Account	2	2	2	2	2
3	Savings Account	3	3	3	3	3
5	Credit Card	5	5	5	5	5
6	Debit Card	6	6	6	6	6
7	Loan from financial institution	7	7	7	7	7
8	Loan from other source (specify).....	8	8	8	8	8
9	Mortgage	9	9	9	9	9
10	Paid up shares,	10	10	10	10	10

11	fixed deposit account	11	11	11	11	11
12	Post Office savings account	12	12	12	12	12
13	Shares on stock exchange	13	13	13	13	13
14	Unit Trust	14	14	14	14	14
15	Banking Savings club	15	15	15	15	15
16	Credit Union	16	16	16	16	16
17	Money Transfer Service	17	17	17	17	17
18	Telephone Banking	18	18	18	18	18
20	Internet Banking	20	20	20	20	20
21	Overdraft Facility	21	21	21	21	21
98	Other (Specify)	98	98	98	98	98
97	Refused	97	97	97	97	97

**M1c** Which financial institution do you consider to be your primary bank with... **(Mention financial category coded "1" in M1a)**? SINGLE ANSWER PER CATEGORY

FINANCIAL INSTITUTION	Commercial Bank	Building Society	Discount House	Asset Management	Merchant Bank
Agribank	1		1	1	1
Allied Bank	2		2	2	2
BancABC	3		3	3	3
Barclays Bank	4		4	4	4
CABS		5	5	5	5
Capital Bank	6		6	6	6
CBZ	7	7	7	7	7
Ecobank	8		8	8	8
FBC	9	9	9	9	9
Kingdom Bank/ Afriasia	10		10	10	10
MET Bank	11		11	11	11
MBCA	12		12	12	12
NMB	13		13	13	13
POSB	14		14	14	14
Stanbic Bank	15		15	15	15
Standard Chartered Bank	16		16	16	16
Steward Bank	17		17	17	17
ZB Bank	18	18	18	18	18
Others	98	98	98	98	98

**M1d** Which mobile money products operating in Zimbabwe are you aware of or have heard about? **IF NONE SKIP TO M2a OTHERWISE CONTINUE**

**M1e** Which mobile money products are you currently using?

	<b>M1d</b>	<b>M1e</b>
Skwama	1	1
e-mali	2	2
Eco Cash	3	3
Texta-cash	4	4
One Wallet	5	5
Cell card	6	6
Telecash	7	7
Others (specify)	98	98
None	99	99

**SHOW CARD M2**

**M2a** And now here is a list of different types of insurance policies and plans, please can you tell me which of these, if any, you personally have or contribute to?

**M2b** Which companies do you use for ....(mention policies/plans in M2a)?

	Burial society	Life insurance	Endowment policy	Medical aid coverage	Retirement pension /annuity (personal)	Retirement pension (company)	Short term insurance (house, property)	Short term insurance (car)	Whole life policy	Educational Policy	Others (Specify)	None	Refused
<b>M2a</b> Products →	1	2	3	4	5	6	7	8	9	10	98	99	97
<b>M2b</b> ↓													
Acacia	1	1	1	1	1	1	1	1	1	1	1	1	1
Alliance	2	2	2	2	2	2	2	2	2	2	2	2	2
Altfin	3	3	3	3	3	3	3	3	3	3	3	3	3
Aon	4	4	4	4	4	4	4	4	4	4	4	4	4
Capital	5	5	5	5	5	5	5	5	5	5	5	5	5
Cell Insurance	6	6	6	6	6	6	6	6	6	6	6	6	6
Cimas	7	7	7	7	7	7	7	7	7	7	7	7	7
Doves Morgan	8	8	8	8	8	8	8	8	8	8	8	8	8
Eagle	9	9	9	9	9	9	9	9	9	9	9	9	9
Ecolife	10	10	10	10	10	10	10	10	10	10	10	10	10
Fidelity	11	11	11	11	11	11	11	11	11	11	11	11	11
First Mutual	12	12	12	12	12	12	12	12	12	12	12	12	12
Heritage	13	13	13	13	13	13	13	13	13	13	13	13	13
Moonlight	14	14	14	14	14	14	14	14	14	14	14	14	14
NicozDiamond	15	15	15	15	15	15	15	15	15	15	15	15	15
Nyaradzo	16	16	16	16	16	16	16	16	16	16	16	16	16
Old Mutual	17	17	17	17	17	17	17	17	17	17	17	17	17
PSMAS/Premier/PSMI	18	18	18	18	18	18	18	18	18	18	18	18	18
RM	19	19	19	19	19	19	19	19	19	19	19	19	19
Rugg	20	20	20	20	20	20	20	20	20	20	20	20	20
Tristar	21	21	21	21	21	21	21	21	21	21	21	21	21
Vineyard	22	22	22	22	22	22	22	22	22	22	22	22	22
ZIB	23	23	23	23	23	23	23	23	23	23	23	23	23
Zimnat	24	24	24	24	24	24	24	24	24	24	24	24	24
Others	98	98	98	98	98	98	98	98	98	98	98	98	98

## **SECTION N - HOUSEHOLD ITEMS**

### **TELECOMMUNICATION –FIXED/MOBILES PHONES**

**N1a)** Do you have a working fixed telephone line/land line in your home?

**N1b)** Do you have a cell phone or mobile phone with a working line?

**N1c)** Do you have a working CDMA telephone line in your home?

	<b>N1a</b>	<b>N1b</b>	<b>N1c</b>
Yes	1	1	1
No	2	2	2

**IF HAVE A CELLPHONE/MOBILE PHONE IN THE HOME ASK :**

**N2a)** Which cellular network provider(s) are you currently using?

**N2b)** Is this a pre-paid or a contract line?

<b>N2a) NETWORK PROVIDER</b>	<b>N2b) TYPE OF LINE</b>		
	<b>CODE-M</b>	<b>PRE-PAID</b>	<b>CONTRACT</b>
Telecel	1	1	2
Econet	2	1	2
Netone	3	1	2
Africom	4	1	2
Others	98	98	98

## **SECTION O – VEHICLES**

**O1** Do you personally own vehicles?

YES	01	<b>Continue to O2</b>
NO	02	<b>Skip to O3</b>

O2 Which vehicle type/s do you have?

O1 Car type	Code
Audi	01
BMW	02
Daewoo	03
Datsun	04
Ford	05
Honda	06
Hyundai	07
Isuzu	08
Landrover	09
Mazda	10
Mercedes Benz	11
Mitsubishi	12
Nissan	13
Opel	14
Peugeot	15
Renault	16
Toyota	17
Volkswagen	18
Volvo	19
Subaru	20
Jeep	21
Jaguar	24
Vaxhaul	25

## SECTION P – ENERGY SOURCE

**P1** Which are your main sources of energy for...? (**MENTION CATEGORY BELOW**). And which other alternatives do you use?

Energy Sources		Wood	Gas	Electricity	Solar	Paraffin	Candle	Generator	Inverter	Other
A) COOKING	Main	1	2	3	4	5		7	8	98
	Other alternatives	1	2	3	4	5		7	8	98
B) HEATING	Main	1	2	3	4	5		7	8	98
	Other alternatives	1	2	3	4	5		7	8	98
C) LIGHTING	Main	1	2	3	4	5	6	7	8	98
	Other alternatives	1	2	3	4	5	6	7	8	98



## SECTION Q - PERSONAL KEY DEMOGRAPHICS

I have a few questions about you personally. Remember that all the information that we collect is confidential.

**Q1** What is your marital status?

OCCUPATION	CODES
Single or never been married	01
Married or living together	02
Widowed	03
Divorced or separated	04

**Q2** What is your main occupation?

OCCUPATION	CODES
1. Full-time, formal employment	1
2. Part time formal employment	2
3. Informal employed eg vendor	3
4. Self Employed	4
5. Communal Farmer	5
6. House wife	6
7. Student	7
8. Retired	8
9. Unemployed	9

**Q3a** Please give me the amount, which best describes the total monthly income of all the people in your household before tax and other deductions? Take your time to think about it and add all approximate incomes of all household members.

**Q3b** Could you give me your personal total monthly income from formal or informal employment, pensions or investments before tax or any other deductions?

HOUSEHOLD INCOME ENTER - AMOUNT
Q3a
\$.....

Refused = 12

Don't know/Can't Say = 96

PERSONAL INCOME WRITE AMOUNT
Q3b
\$.....

Refused = 12

Don't know/Can't Say = 96

**SHOW CARD Q4**

**Q4** In which of the following age groups does your age fall into? (**INTERVIEWER USE REFERENCE CARDS FOR Q4 CODES**)

AGE GROUP	CODE
15 - 20 Yrs	01
21 – 25 Yrs	02
26 – 30 Yrs	03
31 – 35 Yrs	04
36 – 40 Yrs	05
41 – 45 Yrs	06
46 – 50 Yrs	07
51 – 55 Yrs	08
Above 55 Yrs	09

**Q5** Exact age:

.....
-------

**SHOW CARD Q6** [**SEE INTERVIEWER REFERENCE CARD FOR Q6 CODES**]

**Q6** What is the highest level of education, which you have personally achieved?

LEVEL OF EDUCATION	CODE
No schooling	01
Some secondary	02
Some primary	03
Completed primary school	04
Form 2/ZJC	05
Form 4/O level	06
Form 6/A level	07
Secretarial, artisan or technical certificate or diploma	08
University degree or equivalent	09

## SECTION R - LIFESTYLE/SOCIAL ISSUES

**R1** Which social programmes (programmes aimed at benefiting the Zimbabwean community) sponsored by the international community or NGOs are you aware of?

PROGRAMME CATEGORY	CODE-M
Food aid/food relief/drought relief	1
Anti-cholera campaign	2
Health care	3
Water and sanitation	4
Aids awareness	5
Home based care	6
Education support	7
Child protection	8
Agricultural: Support for Smallholder Farmers	9
Others	98
Don't know	96
None	99

## SECTION S - CLOSING

**S1. RECORD SEX (GENDER) OF RESPONDENT**

**S2. RECORD RACE OF RESPONDENT**

CIRCLE CODE-S		
	Male	Female
<b>S01</b>	1	2

CIRCLE CODE-S			
	Black	White	Others
<b>S02</b>	1	2	3

**S3 TYPE OF AREA – CODE BELOW. IF NOT SURE CHECK WITH YOUR TEAM LEADER**

S3. CODE-S			
	High	Low	
<b>S03</b>	1	2	

**S4a** Which, if any, of the following are sources of income for you personally?

**S4b** And which, if any, of the following are a source of income for your household?

SOURCE OF INCOME	CIRCLE CODE-M S4a Personally	CIRCLE CODE-M S4b Household
Salary/wages from permanent job-received monthly/weekly	1	1
Salary/wages from job-received irregularly	2	2

Money received from other family members	3	3
Money from Government grants	4	4
Money from own business	5	5
Money from rentals	6	6
Money from investments	7	7
Others (Specify)	98	98
No income	99	99

**THANK RESPONDENT FOR TAKING PART**

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