

## “BASELINE SURVEY FOR SOCIO-ECONOMIC IMPACT EVALUATION OF MOBILE PHONES IN MYANMAR”

respondent ID, interview details (date, time, location, etc), GPS location if possible; type (sampled or replacement); SEC [using CWE details] to be determined and recorded; interview languages; interview status [complete, incomplete, discarded],

I. Specifications for location	
Details for Contact	Specification Code
Name _____	State/Region _____  __ __
Address _____	Township _____  __ __
_____	Urban/Rural - 1. Urban 2. Rural  __
_____	Town/Sub-township _____  __
_____	Ward/Village Tract _____  __ __ __
_____	Street/ <b>Block*Cluster</b> /Village _____  __ __
Phone No. _____	Sample household number _____  __ __
	This is 1. Initial sample hhd 2. Replaced hhd  __

Household head is a person making the main decisions in the household. Please contact him/her for interview.

- If not available, then housewife or the person second most knowledgeable about the household members.
- If not available, then house should be revisited at a later time (the time of day being different to the time that the first visit is made; ideally, interviewer needs to inquire from other members at what time the relevant person will be home).

### Screening Questions

**sc1** Are you the household head? By household head, I mean the person who makes the main/most important decisions in the house.

Yes.....1 >> c101

No.....2 >> Ask next question

**sc2** Are you the spouse of the household head?

Yes.....1 >> c101

No.....2

**sc3** Are you able to accurately tell me about the details (age, educational level, occupation, earnings, etc) of the other household members?

- Yes.....1 >> c101  
 No.....2 >> Thank and terminate. Ask to speak to household head, if not available, spouse of household head; if not available, find out when either of them will be available and revisit at that time.

**sc4** Record reason WHY household head not available/spoken to

- Not available.....1  
 Refused.....2  
 Other \_\_\_\_\_.....3

## 1. Characteristics of household members

**c100** Interviewer: Record number of attempts that have been made to meet with this household respondent [*Record number*]

No. of attempts that have been made \_\_\_\_\_

*(To be asked from HOUSEHOLD HEAD OR SPOUSE OF HOUSEHOLD HEAD OR SUITABLE REPRESENTATIVE of the HOUSEHOLD)*

**c101** How many people in total live in this household? This includes one person (i.e. single household) or a group of two or more (i.e. a multi-person household) persons living together who make common provisions for food and other essentials for living [*Record number*]

No. of household members \_\_\_\_\_

I will now ask you some information about the people living in this household, as mentioned earlier.

Please tell me the names and following details all the people who live in this house, starting with the head of the household.

As mentioned earlier, by household head, I mean the person who makes the main/most important decisions in the house.

### Ask for each household member (in Roster)

**c102a** Name of the household member \_\_\_\_\_

**c102b** Record whether [name] is current household respondent.

- Current respondent.....1  
 Not current respondent.....0

**c102c** Gender of [name]

- Male.....1  
 Female.....2

**c102d1** What's the age of [Name] at last birthday?

*Put '0' if [name] is infant and put '95' if [name] is 95 years or older.*

\_\_\_\_\_ years

**c102d2** Ask if the child is under 1 year. What's the age of [Child's Name] in months?

*Put '0' if age of [child's name] under 1 month.*

\_\_\_\_\_ months

**c103** What is the relationship of [Name] with the HH head?

1. Household head.....1
2. Spouse.....2
3. Children.....3
4. Son-in-law /Daughter-in-law.....4
5. Grandchild/ Great grandchild.....5
6. Parents / Parents-in-law.....6
7. Sibling.....7
8. Grandfather/ Grandmother .....8
9. Others – Relative.....9
10. Adopted son/daughter.....10
11. Others – Non-relative .....11

**Ask for those aged 14 years and above**

**c104** What is the marital status of [name]?

- Single.....1
- Married .....2
- Separated/ Divorced .....3
- Widowed.....4
- Other .....5

**Ask for those aged 5 years and above**

**c105a** Has [Name] ever had any years of schooling?

- Yes.....1
- No.....2 >> c106a

**c105b** Is [Name] studying full time or part time now?

- Yes, full time.....1
- Yes, part time.....2
- No, not at all .....3

**c105c** What is the highest exam for class/ degree that [Name] has passed?

Grade 1 (Kindergarten, Pre-primary) .....	1
Grade 2 (1 <sup>st</sup> std., Primary) .....	2
Grade 3 (2 <sup>nd</sup> std., Primary) .....	3
Grade 4 (3 <sup>rd</sup> std., Primary).....	4
Grade 5 (4 <sup>th</sup> std., Primary).....	5
Grade 6 (5 <sup>th</sup> std., Middle school) .....	6
Grade 7 (6 <sup>th</sup> std., Middle school) .....	7
Grade 8 (7 <sup>th</sup> std., Middle school) .....	8
Grade 9 (8 <sup>th</sup> std., Middle school) .....	9
Grade 10 (9 <sup>th</sup> std., High school) .....	10
Grade 11 (10 <sup>th</sup> std., High school).....	11
University/College classes (Tertiary).....	12
Vocational trainings.....	13
Diploma (Tertiary) .....	14
Bachelor's Degree (BSc/ BA).....	20
Graduate of an institute/ post graduate diploma .....	30
Master's/ PhD.....	40

**c106a** What is main activity of [name] during the last 6 months?

Full time political/ social related high rankers and associates .....	10
Employer/ Business owner <u>with employed</u> person	
- farmer/ fisherman (agri./ livestock/ fishery/ forestry) .....	21
- with 1 – 4 employees in non-agriculture.....	22
- with 5 – 10 employees in non-agriculture .....	23
- with more than 10 employees in non-agriculture.....	24
Self-employed persons (Not employee and no employed person)	
- farmer/ fisherman (agri./ livestock/ fishery/ forestry) .....	31
- in trading (wholesale/ retail & repairs) .....	32
- with respect to food.....	33
- in services and others .....	34
Government employee	
- equivalent to professional/ officer level and higher ranks .....	41
- equivalent to deputy officer and lower ranks .....	42
Employee of company/ private business/ ngo	
- equivalent to professional/ officer level and higher ranks .....	51
- equivalent to deputy officer and lower ranks .....	52
Casual worker (Work any job, no fixed employer)	
- related to agriculture/ livestock/ fishery & forestry.....	61
- not related to agriculture/ livestock/ fishery & forestry.....	62
Unpaid family workers	
- related to agriculture/ livestock/ fishery & forestry.....	71
- not related to agriculture/ livestock/ fishery & forestry.....	72
Fulltime housewife (Unpaid housework) .....	81 >> t106d

Full-time learning (Student).....	82 >> t106d
Sought job, got no job.....	91 >> t106d
Did not work and didn't seek job .....	92 >> t107b
Full-time devotion in religion.....	93 >> t107b
Not able to work (Unhealthy/ Disabled).....	94 >> t107b
Old aged and don't work (Pension/ supports/ allowance).....	95 >> t107b

**c106b** How do you earn mainly? Is it by profit/ daily wages/ contract earning/ salary?

Daily wage .....	1 >> continue
Contract earning/ piece rate.....	2 >> t106d
Weekly/ fortnightly salary .....	3 >> t106d
Monthly salary.....	4 >> t106d
Profit/ dividends/ interests.....	5 >> t106d
Other .....	6 >> t106d
In kind/ no earning in cash .....	7 >> t106d

**c106c** How much do you usually earn for a full day/s work?

\_\_\_\_\_ Kyats

**t106d** Apart from this main activity, did [Name] work any (other) job in the past 6 months?

Yes.....	1
No.....	2

**Ask for those who might be economically active in the past 6 months (c106a <= 62)**

**c107a** Is [Name] main income earner (the person who makes the highest contribution towards household expenses) in the household?

Yes.....	1
No.....	2

**t107b** Is [Name] housewife (the person who is mainly responsible for household chores – cooking, buying food for household consumption, washing clothes and housekeeping, but not domestic servants) in the household?

Yes.....	1
No.....	2

## 2. House and living status

### Type of house and ownership

**c201a** Record the type of house.

Condominium.....	10
Flat/apartment with parquet/tongue-and-groove plank flooring .....	21
Common flat/apartment.....	22

Highly renovated brick-house .....	31
Common brick-house/ Brick nogging house.....	32
Semi brick-house/ Semi brick nogging house.....	40
House with plank floor and wall/ wooden house.....	50
Wooden pillar and bamboo-mat wall house (last min 4 years).....	60
Safe hut built with rudimentary materials (last min 2 years).....	70
Unsafe hut lasting 1 year .....	80
Others (Specify _____).....	90

**t201b** How many rooms are there in this house that your household occupy for living, including bedrooms, living rooms, and rooms used for household business? (Do not count toilets, kitchens, balconies and corridors.)

\_\_\_\_\_ rooms

**t201c** Is this house owned by your household or collectively owned or staff housing or rented?

Owned by our household.....	1
Free of charge (live at parents/ relatives/ friend's house).....	2
Rented.....	3
Housing for Government employees .....	4
Housing provided by private business/industry .....	5
Others (Specify _____).....	6

## Electricity

**c202a** Does your household have access to government electric power supply or other electric power supply?

Yes, has access to government electric power supply .....	1
Yes, has access to other electric power supply.....	2
Yes, both .....	3
No.....	4 >> c203a

**c202b** Let me know if the source of electricity is owned by this household or neighbor's or rented?

Household .....	1
Neighbor.....	2
Rented.....	3

**c202c** How many hours did this household have electricity in the past 24 hours?

\_\_\_\_\_ hours in the past 24 hours

## Lighting

**c203a** What is the main source of lighting for your household in the last month? What other sources does your household also use? (**Record 1 for main source and following numbers for other sources.** )

Government owned electric power supply .....	1
Commercialized privately owned electric power/generator .....	2
Own generator .....	3
Solar power (Solar panel) .....	4

Car battery.....	5
Rechargeable battery.....	6
Kerosene, diesel.....	7
Candle .....	8
Others (Specify _____).....	9

### Fuel for cooking

**t204a** What is the main fuel for your household cooking in the last month? What other fuel does your household also used? **(Record 1 for main source and following numbers for other sources. )**

Government owned electric power supply.....	1
Commercialized privately owned electric power/generator.....	2
Gas .....	3
Kerosene, diesel.....	4
Bio-gas.....	5
Charcoal/ Briquette .....	6
Wood/ Firewood .....	7
Coal .....	8
Others (Specify _____).....	9

### Drinking water

**t205a** What was the main source of drinking water for your household in the last month?

Purchase bottled water .....	1
Tap water (City Development Committee).....	2
Artesian well .....	3
Tap water for public use .....	4
Well (with brick inside wall) .....	5
Well (without brick inside wall) .....	6
Rain water/ piped water from spring/ mountain water source.....	7
Lake water/dam water.....	8
River water/stream water/canal water.....	9
Buy water (from private/ public supplier).....	10
Others (Specify _____).....	11

### Bathroom and toilet/latrine

**t206a** Do you have bathroom(s) in your house? **If "Yes"** - How many bathrooms? **(If "No" record "Zero (0)")**

No. of bathrooms: \_\_\_\_\_

**t206b1** Do you have toilet/latrine in your house? **If "Yes"** - How many toilets/latrines? **(If "No" record "Zero (0)")**

No. of toilets/ latrines: \_\_\_\_\_

**t206b2** What type of toilet/latrine do you **mainly** use in your home?

Sitting type flush toilet.....	1
--------------------------------	---

Squatting type flush toilet with a ceramic/cement bowl .....	2
Other hand-flush toilet/ safe latrine .....	3
Open-pit/open wooden box type latrine .....	4
Latrine without a pit .....	5
Others (Specify _____).....	6

**I207a** How long does it take you to access the following places from your residence in terms of time by walking)? (**Record in minutes. If "Don't know", write down 9996**)

**No. of minutes**

Nearest grocery/convenience store.....	[ ____ ]
Nearest place to access public transport .....	[ ____ ]
Nearest medical facility.....	[ ____ ]
Nearest market .....	[ ____ ]
Nearest post office .....	[ ____ ]
Nearest bank branch.....	[ ____ ]
Nearest place to top-up your mobile phone/purchase airtime (IF APPLICABLE) .....	[ ____ ]

### Household goods

**t208a** Do your household own working/ functioning [item]? If "Yes", how many of working/ functioning pieces does your household own? (**Ask for each item. If "No", record "Zero (0)".**)

**No. of items owned**

**1. Furniture and essentials**

Teak/ wooden settee set .....	11 [ ____ ]
Sofa settee set.....	12 [ ____ ]
Wardrobe .....	13 [ ____ ]
Teak, pressed-board, iron bed .....	14 [ ____ ]

**2. TV/Video**

CRT TV .....	21 [ ____ ]
LCD/ LED TV (up to 25 in) .....	22 [ ____ ]
LCD/ LED TV (26 in and above) .....	23 [ ____ ]
CD/ DVD/ EVD/ Blue Rays Disc Player .....	24 [ ____ ]

**3. Pay TV channels**

Myawaddy digital receiver .....	31 [ ____ ]
4 HD/ 5 Network.....	32 [ ____ ]
Sky Net .....	33 [ ____ ]
Other international satellite TV receiver.....	39 [ ____ ]

**4. Other A/V instruments**

Home Theatre System .....	41 [ ____ ]
Radio-Cassette player/Radio.....	42 [ ____ ]



Camera (Any type).....	43 [ ___ ]
<b>5. Computer and ICT (Functioning items)</b>	
Desktop computer.....	51 [ ___ ]
Notebook, laptop computer .....	52 [ ___ ]
Tablet computer.....	53 [ ___ ]
Mobile phone (no. of handsets in household) .....	54 [ ___ ]
Line phone.....	55 [ ___ ]
Internet connection (excl. via mobile phone) .....	56 [ ___ ]
Printer .....	57 [ ___ ]
Active SIM card.....	58 [ ___ ]
<b>6. Other household goods</b>	
Electric iron .....	61 [ ___ ]
Electric fan.....	62 [ ___ ]
Air conditioner.....	63 [ ___ ]
Washing machine.....	64 [ ___ ]
Refrigerator .....	65 [ ___ ]
<b>7. Kitchen electric utensils</b>	
Rice cooker .....	71 [ ___ ]
Electric pot/electric pan.....	72 [ ___ ]
Microwave oven .....	73 [ ___ ]
Iron induction coil stove .....	74 [ ___ ]
Gas stove / oven.....	75 [ ___ ]
Other electric kitchen utensils .....	76 [ ___ ]
<b>8. Transport vehicles</b>	
Bicycle/electric bicycle.....	81 [ ___ ]
Motorcycle/Three-wheeled car (Petrol/electric, all).....	82 [ ___ ]
Car (Sedan/ Wagon/ Van/ Pick-up/ SUV) .....	83 [ ___ ]
Tractor/ any agriculture vehicle.....	84 [ ___ ]
Cart (Pony cart, bullock cart, etc.).....	85 [ ___ ]
Boat/ Sampan .....	86 [ ___ ]
Motorboat/ outboard motorboat.....	87 [ ___ ]
Pick-up/ Truck/ Lorry/ Other heavy duty vehicle.....	88 [ ___ ]

### TV Sets

**t209a** How many functioning TV sets are there in your household? (If no functioning TV set, put '0' and >> t210a)

\_\_\_\_\_ Functioning TV sets

**For each TV set owned by the household, ask the following questions. (Ask in Roster)**

**t209b1** What is the brand?

Chan Hong .....	1
Daewoo .....	2
Fuji.....	3
LG .....	4
Media .....	5

Nibban.....	6
Panasonic.....	7
Plummy.....	8
Sakura.....	9
Samsung.....	10
Samsonic.....	11
Sanyo.....	12
Sharp.....	13
Sony.....	14
T-Home.....	15
Toshiba.....	16
Other.....	21

**t209b2** What type it is, CRT or LCD/ LED?

CRT.....	1
LCD/ LED.....	2

**t209b3** What size it is?

\_\_\_\_\_ inches

**t209b4** How long (years) was it been with your household? (if less than 1, put "0")

\_\_\_\_\_ years

### **Refrigerator**

**t210a** How many functioning refrigerators are there in your household? (If no functioning refrigerator, put '0' and >>  
t211a)

\_\_\_\_\_ Functioning refrigerators

**For each Refrigerator owned by the household, ask the following questions.**

**t210b1** What is the brand?

Akira.....	1
Daewoo.....	2
Elba.....	3
Fuji.....	4
Hitachi.....	5
LG.....	6
Media.....	7
Mitsubishi.....	8
Nibban.....	9
Panasonic.....	10
Samsung.....	11
Samsonic.....	12
Sanyo.....	13

Sharp.....	14
Sony.....	15
Toshiba.....	16
Other.....	21

**t210b2** What type it is, one door or more than one door?

One door.....	1
More than one door.....	2

**t210b4** How long (years) was it been with your household? (if less than 1, put "0")

\_\_\_\_\_ years

**Air Conditioner**

**t211a1** How many air conditioner are there in your household? (If no functioning air conditioner, put '0' and >> t212a)

\_\_\_\_\_ Functioning air conditioner

**t211a2** Of those air conditioner, how many air conditioner are owned by your household?

\_\_\_\_\_ owned functioning air conditioner

**t211a3** How many times did your household purchase those air conditioner owned by your household?

\_\_\_\_\_ times

**For each air conditioner owned by the household, ask the following questions.**

**t211b1** What is the brand?

Aux.....	1
Chigo.....	2
LG.....	3
Media.....	4
Mitsubishi.....	5
Panasonic.....	6
Samsung.....	7
Sanyo.....	8
Sony.....	9
TCL.....	10
Toshiba.....	11
Other.....	21

**t211b2** What type it is, split type or window type of tower type?

Window type.....	1
Split type.....	2
Tower/ stand type.....	3

**t211b4** How long (years) was it been with your household? (if less than 1, put "0")

\_\_\_\_\_ years

**Washing Machine**

**t212a** How many functioning washing machine are there in your household? (If no functioning washing machine, put '0' and >> t213a)

\_\_\_\_\_ Functioning washing machine

**For each washing machine owned by the household, ask the following questions.**

**t212b1** What is the brand?

- Aliexpress.....1
- Elba .....2
- LG .....3
- Media .....4
- Mitsubishi .....5
- Nibban .....6
- Panasonic.....7
- Sakura .....8
- Samsung.....9
- Sango .....10
- Shan Hong.....11
- Sharp .....12
- Sony.....13
- TCL .....14
- Toshiba .....15
- Other .....21

**t212b2** What type it is, manual or auto?

- Manual.....1
- Automatic .....2

**t212b4** How long (years) was it been with your household? (if less than 1, put "0")

\_\_\_\_\_ years

**Car for Home Use (Sedan/ Wagon/ Van/ Pick-up/ SUV)**

**t213a1** How many passenger cars owned by your household? (If no car, put '0' and >> t3a01a)

Number of cars \_\_\_\_\_

**t213a2** How long have your household been owning a passenger car?

\_\_\_\_\_ years

**For each car owned by the household, ask the following questions.**

**t213b1** What is the brand and model?

Cherry.....1  
 Ford.....2  
 Honda .....3  
 Mitsubishi .....4  
 Nissan.....5  
 Suzuki.....6  
 Ta Ta .....7  
 Toyota .....8

**t213b2** What type of car it is?

Sedan/ Saloon.....1  
 Van/ Super roof.....2  
 Station Wagon/ Hi-Ace/ Super Custom.....3  
 Pick-up/ Light truck.....4  
 SUV/ 4WD/ Off-road.....5  
 Sport.....6  
 Other.....7

**t213b2** What model (year) it is?

Model (Year) \_\_\_\_\_

**t213b4** What type of fuel does it use?

Petrol.....1  
 Octane (92/ 95).....2  
 Diesel.....3  
 Premium Diesel.....4  
 Other.....5

**t213b5** What type of license of this car?

Black plate .....1  
 Red plate.....2  
 Other.....3

### 3. Household expenditure and Income

#### 3a. Household Expenditure

Ask these questions to the housewife

**t3a01a** Where do you purchase food for household consumption most?

- Not purchase, we consume more from own production.....1
- Shops/ vendors in the village (no market).....2
- Near by street market/ market in the village .....3
- Municipal market/ wet market.....4
- Super market/ shopping center .....5
- Other .....6

**t3a01b** In the past 7 days, how many times do you purchase food for household consumption?

\_\_\_\_\_ times in the past 7 days

#### *Rice and staple food*

**t3a02a** Does your household eat rice as main staple food?

- Yes.....1
- No.....2

**t3a02b** How does your household acquire rice (other staple food) for consumption?

- Purchase in cash or in kind .....1
- Consumption from household production/ received as gifts .....2
- Both .....3

**t3a02c** How many cans (cups) of rice (other staple food) does you cook for household members in a normal day?

\_\_\_\_\_ cans

**t3a02d** What is the price per Pyi of rice (other staple food) that your household consume?

\_\_\_\_\_ Kyat per Pyi (1 Pyi = 8 cans)

**t3a02e** How often does your household purchase/ acquire rice (other staple food)?

- Daily/ almost daily .....1
- 2 – 4 times a week .....2
- Once a week.....3
- 2 – 3 times a month.....4
- Once a month.....5
- Less often than once a month .....6

#### *Edible oil*

**t3a03a** How does your household acquire edible oil for consumption?

- Purchase in cash or in kind .....1
- Consumption from household production/ received as gifts .....2

Both .....3

**t3a03b** What sort of edible oil does your household consume most?

Groundnut oil .....1  
 Sesame oil.....2  
 Mustard seed oil.....3  
 Groundnut/ Sesame oil mixed with palm oil.....4  
 Palm oil.....5  
 Soy bean oil.....6  
 Sunflower seed oil.....7  
 Other vegetable oil.....8  
 Animal fat.....9

**t3a03c** Does it branded one or not?

Branded .....1  
 Unbranded .....2 >> t3a03e

**t3a03d** What brand of edible oil does your household consume most?

Ah May Htwar.....1  
 Arsha Thar.....2  
 Brolio .....3  
 DD .....4  
 Diamond Mountain .....5  
 Global.....6  
 Golden Crown .....7  
 Hitech.....8  
 Mayzin.....9  
 Mya .....10  
 Myin Chan.....11  
 Ngwe Thazin Min .....12  
 Polar.....13  
 Saji.....  
 Shwe.....14  
 Shwe Khid .....15  
 Shwe Popa.....16  
 Shwe Sin Moe.....17  
 Shwe Sin Nandaw.....18  
 Suna.....  
 Thin.....19  
 Tun .....20  
 Yangon.....21  
 Zwe .....22  
 Other local branded edible oil .....31  
 Other foreign branded edible oil .....41

**t3a03e** How many Ticals of edible oil did your household members consume in the past 30 days?

\_\_\_\_\_ Ticals (1 Kg = 1000 gram = 63 Ticals)

**t3a03f** What is the price per Viss of edible oil that your household consume?

\_\_\_\_\_ Kyat per Viss (100 Ticals)

### *Other household consumption expenditures*

**t3a04** How does your household acquire food for household consumption?

Purchase in cash or in kind .....1

Consumption from household production/ received as gifts .....2

Both .....3

CIID	CIName	Refp	t3a05a	t3a05b
Item code	Particular	Reference period (in the past ...)	Does your household have ... [Particular] expense in the past ... [Ref. period]? Yes.....1 No.....2 >> next item	What is total (both purchase and non-purchase) expense (Kyat) of ... [Particular] in the past ... [Ref. period] for all household members?
<b>Food, beverages and tobacco</b>				
103	Meat (fresh & dried)	7 days	1. Yes 2. No	
104	Eggs	7 days	1. Yes 2. No	
105	Fish, prawn and seafood (fresh & dried)	7 days	1. Yes 2. No	
106	Ngapi, Nganpyaryay & other fish products	7 days	1. Yes 2. No	
107	Pulses, beans, seeds and nuts	7 days	1. Yes 2. No	
108	Vegetables, roots and tubers	7 days	1. Yes 2. No	
109	Processed meat and canned food	7 days	1. Yes 2. No	
110	Fruits	30 days	1. Yes 2. No	
111	Onion, garlicks and dried chilly	30 days	1. Yes 2. No	
112	Chicken powder and other taste powder	30 days	1. Yes 2. No	
113	Salt, MSG, spices and condiments	30 days	1. Yes 2. No	
114	Pickles mustard, Soy bean paste (Pe Boke), Tofu ... etc (Shan traditional ready made food)	30 days	1. Yes 2. No	
115	Instant noodle	30 days	1. Yes 2. No	
116	Buy meals from restaurant	30 days	1. Yes 2. No	
121	Health food drinks/ Malted food drinks (Ovaltine, Horlicks, Milo ... etc.)	30 days	1. Yes 2. No	
122	Milk powder	30 days	1. Yes 2. No	
123	Coffee/ Tea/ Milk drinks at home	30 days	1. Yes 2. No	
124	Soft drinks/ Cordial/ Syrups drink at home	30 days	1. Yes 2. No	
125	Bread/ Biscuit/ Cookies/ Cakes and related fast food	30 days	1. Yes 2. No	
126	Other expenses on food eating outside home	7 days	1. Yes 2. No	
127	Pocket money for children	7 days	1. Yes 2. No	



CIID	CIName	Refp	t3a05a	t3a05b
Item code	Particular	Reference period (in the past ...)	Does your household have ... [Particular] expense in the past ... [Ref. period]? Yes.....1 No.....2 >> next item	What is total (both purchase and non-purchase) expense (Kyat) of ... [Particular] in the past ... [Ref. period] for all household members?
131	Alcoholic beverages (beer, hard liquor, wine, rice wine ... etc)	30 days	1. Yes 2. No	
141	Tobacco (cigarette, cheroot, chewing betel)	1 day	1. Yes 2. No	
<b>Regular monthly nonfood expenditure</b>				
211	Electricity bill	1 month	1. Yes 2. No	
212	Candle, battery, kerosene, diesel for lighting	1 month	1. Yes 2. No	
213	Gas	1 month	1. Yes 2. No	
214	Charcoal, firewood and other fuel for cooking (excl. electricity)	1 month	1. Yes 2. No	
215	Water for drinking and domestic use	1 month	1. Yes 2. No	
221	House cleansing products (insecticide, tissue and floor cleansing)	1 month	1. Yes 2. No	
222	Detergent (bar/ powder/ paste/ liquid)	1 month	1. Yes 2. No	
223	Body soap/ Shower cream	1 month	1. Yes 2. No	
224	Shampoo/ conditioner	1 month	1. Yes 2. No	
225	Facial soap/ cleansing cream/ foam	1 month	1. Yes 2. No	
231	Thanakha (any form)	1 month	1. Yes 2. No	
232	Facial cream/ Body lotion/ Make-up and cosmetics/ Roll-on/ Deodorant/ Body Spray	1 month	1. Yes 2. No	
233	Hair oil/ cream/ gel/ spray ... etc.	1 month	1. Yes 2. No	
234	Hair cut/ Hair styling and visiting beauty parlor/ spa	1 month	1. Yes 2. No	
241	Daily travel (Bus/ Train/ Taxi/ Trishaw)	1 month	1. Yes 2. No	
242	Fuel for motor cycle/ car for daily travel	1 month	1. Yes 2. No	
251	Telephone bill and top-up expenses	1 month	1. Yes 2. No	
252	Internet and other communication (except internet using mobile phone connection)	1 month	1. Yes 2. No	
261	Paid TV expenses	1 month	1. Yes 2. No	
262	Purchase of VCD/ EVD and cinema attending	1 month	1. Yes 2. No	
263	Playing TV/ computer/ network games	1 month	1. Yes 2. No	
264	Purchase of Newspaper/ Journal/ Magazine and other books	1 month	1. Yes 2. No	
265	Expenses on playing sports/ gyms	1 month	1. Yes 2. No	
271	Regular use medicines (Vitamins, Supplements and related medicines)	1 month	1. Yes 2. No	
281	Regular religious and social donations and contributions	1 month	1. Yes 2. No	

CIID	CIName	Refp	t3a05a	t3a05b
Item code	Particular	Reference period (in the past ...)	Does your household have ... [Particular] expense in the past ... [Ref. period]? Yes.....1 No.....2 >> next item	What is total (both purchase and non-purchase) expense (Kyat) of ... [Particular] in the past ... [Ref. period] for all household members?
<b>Other non-regular nonfood expenditure</b>				
311	Education and learning (School/ University/ Tuition/ Training ... etc.)	1 year	1. Yes 2. No	
321	All health and treatment related expenses for cure	1 year	1. Yes 2. No	
331	Shoes and slippers	1 year	1. Yes 2. No	
332	Clothing of all kind including tailoring	1 year	1. Yes 2. No	
333	Bags, hand bags, watches, glasses, accessories and fancies ... etc.	1 year	1. Yes 2. No	
341	Domestic travels	1 year	1. Yes 2. No	
342	International travels	1 year	1. Yes 2. No	
351	House rent	1 year	1. Yes 2. No	
352	House repairs and maintenance	1 year	1. Yes 2. No	
361	Purchase of furniture, bed and accessories, cooking and dining utensils	1 year	1. Yes 2. No	
362	Purchase of TV, Video, paid TV receivers, camera and other audio visual instruments	1 year	1. Yes 2. No	
363	Purchase of computer, laptop and tablets	1 year	1. Yes 2. No	
364	Purchase of mobile phones	1 year	1. Yes 2. No	
365	Purchase of household electronic and electrical products (Refrigerator, Air-Con, Washing Machine, oven, cookers and other kitchen electric products)	1 year	1. Yes 2. No	
366	Purchase of new/ additional car and/or additional expense on changing old car with a new one	1 year	1. Yes 2. No	
367	Purchase of new/additional motor cycle/ bicycle and/or additional expense on changing old motor cycle with a new one	1 year	1. Yes 2. No	
368	Purchase of gold and jewelry and/or additional expense on changing the old jewelry with a new one	1 year	1. Yes 2. No	
371	Maintenance and repairs of car	1 year	1. Yes 2. No	
372	Maintenance and repairs of motorcycle	1 year	1. Yes 2. No	
381	Attending live show, concert	1 year	1. Yes 2. No	
382	Lottery tickets (any)	1 year	1. Yes 2. No	

CIID	CIName	Refp	t3a05a	t3a05b
Item code	Particular	Reference period (in the past ...)	Does your household have ... [Particular] expense in the past ... [Ref. period]? Yes.....1 No.....2 >> next item	What is total (both purchase and non-purchase) expense (Kyat) of ... [Particular] in the past ... [Ref. period] for all household members?
391	Non-regular religious and social donations and contributions	1 year	1. Yes 2. No	
392	Transfer of money to household members who is living in other town and/or country for learning or working/ seeking job	1 year	1. Yes 2. No	

**I3a06** How does this household send money to family members and friends who are living in another town and/or country for learning or working/ seeking job?

- Take it and go deliver it .....1  
send it through a bus driver .....2  
send it through a courier service .....3  
send it through someone known from this area .....4  
send a cheque which must be cashed at/deposited at a bank .....5  
send it through the bank or money transfer service  
(e.g., Western Union, etc) .....6  
send it through the post office .....7  
send it through mobile money .....8  
send it through a hundi [local name] service .....9  
Other (Please specify \_\_\_\_\_) .....  
No need to send money .....20

### *Detergent (powder/ paste/ cream/ liquid/ bar)*

Now let me ask about usage of detergent powder/ paste/ cream/ liquid/ bar, dish washing liquid or hand washer.

PCD	Product	t3a07a	t3a07b	t3a07c	t3a07d	t3a07e
	Product Names	Does your household use [product]? Yes .....1 No .....2 >> next	How long (Years) has your household been using [product]? <b>(Put "0" if less than 1 year)</b>	In the past 30 days, how many times did your household purchase [product]? <b>(Put "0" if the household did not purchase in the past 30 days.)</b>	How many packets/ bottles does your household buy <u>per</u> <u>time</u> ?	What is the price of ... packet/ bottle?
1	Detergent powder	1. Y 2. N				
2	Detergent paste/ cream	1. Y 2. N				

PCD	Product	t3a07a	t3a07b	t3a07c	t3a07d	t3a07e
	Product Names	Does your household use [product]? Yes ..... 1 No ..... 2 >> next	How long (Years) has your household been using [product]? <b>(Put "0" if less than 1 year)</b>	In the past 30 days, how many times did your household purchase [product]? <b>(Put "0" if the household did not purchase in the past 30 days.)</b>	How many packets/ bottles does your household buy <u>per</u> <u>time</u> ?	What is the price of ... packet/ bottle?
3	Detergent liquid	1. Y 2. N				
4	Detergent bar	1. Y 2. N				
5	Dish washing liquid	1. Y 2. N				
6	Hand washer	1. Y 2. N				

**t3a07e** Where do you purchase them most?

- Traditional shops/ stores in the ward/ village.....1  
Near by street market/ market in the village .....2  
Municipal market/ wet market.....3  
Modern retail store like abc, city express, g&g, 702) .....4  
Super market/ shopping center .....5  
Other .....6

**t3a08a** In the past 3 months, what detergent brand is your household's most often brand (MOB)?

- Arial.....1  
Breeze .....2  
BSC .....3  
Dixan.....4  
Eco.....5  
E-Lan.....6  
Ezee.....7  
Fab .....8  
Fineline .....9  
Fuji.....10  
Gold .....11  
Good Maid .....12  
Hi Class .....13  
Jasmine.....14  
Kao .....15  
Laurel.....16  
Oki.....17  
OMO.....18

Pao.....	19
Pro.....	20
Rainbow.....	21
USA.....	22
Win.....	23
X-tra.....	24
Other.....	31
Don't know the brand (loose pack/ repacked).....	41

**t3a08e** What other brands did your household also used in the past 3 months? [MR]

Arial.....	1
Breeze.....	2
BSC.....	3
Dixan.....	4
Eco.....	5
E-Lan.....	6
Ezee.....	7
Fab.....	8
Fineline.....	9
Fuji.....	10
Gold.....	11
Good Maid.....	12
Hi Class.....	13
Jasmine.....	14
Kao.....	15
Laurel.....	16
Oki.....	17
OMO.....	18
Pao.....	19
Pro.....	20
Rainbow.....	21
USA.....	22
Win.....	23
X-tra.....	24
Other.....	31
Don't know the brand (loose pack/ repacked).....	41

**t3a08e** How long has your household been using ..... (brand) as most often brand (MOB)? *(Put "0" if less than 1 year)*

\_\_\_\_\_ year(s) and \_\_\_\_\_ months

**t3a08f** Before your household has been using the [MOB] most, which brand did your household used most (Previous Brand - PB)?

Arial.....	1
Breeze.....	2
BSC.....	3

Dixan.....	4
Eco.....	5
E-Lan.....	6
Ezee.....	7
Fab .....	8
Fineline .....	9
Fuji.....	10
Gold .....	11
Good Maid .....	12
Hi Class .....	13
Jasmine.....	14
Kao.....	15
Laurel.....	16
Oki.....	17
OMO.....	18
Pao.....	19
Pro.....	20
Rainbow.....	21
USA.....	22
Win.....	23
X-tra.....	24
Other.....	31
Don't know the brand (loose pack/ repacked).....	41

**3b. Household Income**

***Agriculture and Livestock***

**c3b01a1** Does your household own one or more agriculture/ livestock breeding farm?

Yes.....1  
 No.....2 >> c3b01c1

**c3b01a2** How many acres of agriculture land does your household own?

\_\_\_\_\_ acres (1 acre = 43560 sq. ft.)

**c3b01b1** Did you lease your household-owned agriculture land?

Yes.....1  
 No.....2 >> c3b01c1

**c3b01b2** How much does your household receive as rental fees?

Rental fees received \_\_\_\_\_ Kyat

**c3b01c1** Did your household cultivate in the last 12 months?

Yes.....1  
 No.....2 >> c3b02a

**c3b01c2** How many crops did you cultivated in the past 12 months?

No. of crops cultivated in the past 12 months \_\_\_\_\_

**c3b01c3** Please answer a few details about each crop that your household cultivated in the past 12 months?

Sr	a	b	c	d	e	f
	Name of crop	Acre cultivated	Cost of cultivation per acre	Total yields	Unit of measure	Price per unit

**c3b02a** Did your household breed any livestock animal/s in the last 12 months?

Yes.....1  
 No.....2 >> c3b03a

**c3b02b** How many kinds of livestock breeding animal did your household raised in the past 12 months?

\_\_\_\_\_

**c3b02c** Please answer a few details about each livestock breeding animal that your household raised in the past 12 months?

	a	b	c	d
Sr	Name of animal	Current number of animal	Total cost in the past 12 months	Total income (including increased value and consumption for household consumption) in the past 12 months

### ***Non-agriculture business***

**c3b03a** Did your household run any businesses over the last 12 months?

Yes.....1  
No.....2 >> c3b04a

**c3b03b** How much net income/profit did your household make from the business in the last 12 months?

Business Income \_\_\_\_\_ Kyat

### ***Salary and wage earning***

**c3b04a** Does your household have any person who earns salary, wage income or pension in the last month?

Yes.....1  
No.....2 >> c3b05a

**c3b04b** How much salary, daily wages, piecework income, pension income in total did your household members earn in the last month?

Household total salary, wage income and pension \_\_\_\_\_ Kyat

### ***Income from leasing house(s)/ room(s)***

**c3b05a** Does your household own any other house?

Yes.....1  
No.....2

**c3b05b** Did your household lease other house(s) and/or room(s) of this house to other person/ family in the last 12 months?

Yes.....1  
No.....2 >> l3b06a

**c3b05c** How much rent did your household earns in total in the past 12 months?



Salary and wages income \_\_\_\_\_ Kyat

**Remittances (Local/ International)**

**I3b06a** Are there any immediate family members who have migrated to other parts of Myanmar (outside of this town or village)?

- Yes.....1
- No.....2

**c3b06b** Did your household receive any local remittances in the last 12 months?

- Yes.....1
- No.....2 >> c3b06e

**c3b06c** How much local remittances did your household receive in the past 12 months?

Local remittances: \_\_\_\_\_ Kyat

**I3b06d** Are there any immediate family members who have migrated abroad?

- Yes.....1
- No.....2

**c3b06e** Did your household receive any remittance from abroad in the last 12 months?

- Yes.....1
- No.....2 >> c3b07a

**c3b06f** How much remittances from abroad did your household receive in the past 12 months?

Remittances from abroad: \_\_\_\_\_ Kyat

**I3b06g** How do they send the money to the household?

- They bring it when they come home.....1
- They send it through a bus driver.....2
- They send it through a courier service.....3
- They send it through someone known from this area.....4
- They send a cheque which must be cashed at/  
deposited at a bank.....5
- They send it through the bank or money transfer service  
(e.g., Western Union, etc) .....6
- They send it through the post office .....7
- They send it through mobile money .....8
- They send it through a hundi [local name] service .....9
- Other (Please specify \_\_\_\_\_).....

**Interests and dividends**

**c3b07a** Did your household earns interest from any bank account and/or by lending money to other(s)?

- Yes.....1

No.....2 >> c3b07c

**c3b07b** How much interest did your household earn in the last 12 months?

Interests \_\_\_\_\_ Kyat

**c3b07c** Did your household earn dividends due to any investment/ shares?

Yes.....1

No.....2 >> c3b08a

**c3b07d** How much dividends did your household earn in the last 12 months?

Dividends \_\_\_\_\_ Kyat

***Lottery winning, inheritance and other income n.e.s***

**c3b08a** Did your household win any lottery and/or received any other income other than specified above?

Yes.....1

No.....2 >> select one respondent by Kish Grid

**c3b08b** How much such income did your household earn in the last 12 months?

Lottery and/or other income \_\_\_\_\_ Kyat

**INTERVIEWER TO SAY**

We are conducting this survey among individuals who are between the ages of 15- 65 years.

In order to select an individual from your household for this survey, please tell me the name and age of all those who are between 15- 65 in your household.

**KISH GRID - ALL MEMBERS OF A HOUSEHOLD AGED 15- 65 YEARS WILL BE INCLUDED AND A RESPONDENT WILL BE SELECTED THROUGH THE KISH GRID.**

**INT: LIST DOWN NAMES AND AGE OF MEMBERS OF THE HOUSEHOLD. START LISTING FROM THE ELDEST TO YOUNGEST MEMBER IN THE HOUSEHOLD WITH IN REQUIRED AGE GROUP.**

**TAKE THE LAST DIGIT OF THE QUESTIONNAIRE NUMBER AND THE TOTAL NO OF 15 – 65 YEARS OLD HOUSEHOLD MEMBERS.**

**REFER TO THE KISH GRID GIVEN BELOW. THE FIRST COLUMN INDICATES THE TOTAL NO OF 15 – 65 YEARS OLD HOUSEHOLD MEMBERS. CIRCLE THE NO.**

**THE COLUMN ON THE RIGHT IS WHERE THE LAST DIGIT OF THE QUESTIONNAIRE NO SHOULD BE CIRCLED.**

**IDENTIFY THE INTERSECTION OF THE TWO CIRCLED NUMBERS. THE NO IN THE INTERSECTING CELL SHOULD BE REFERED BACK TO THE NAME LIST.**

**INDIVIDUAL BELONGING TO THE INTERSECTING CELL NO IS THE SELECTED RESPONDENT.**

No. of person Aged	Name	Age (completed year)	Take Last Digit of Household No.										
			1	2	3	4	5	6	7	8	9	0	
1			1	1	1	1	1	1	1	1	1	1	1
2			1	2	1	2	1	2	1	2	1	2	2
3			3	1	2	3	1	2	3	1	2	3	3
4			1	2	3	4	1	2	3	4	1	2	2
5			4	5	1	2	3	4	5	1	2	3	3
6			2	3	4	5	6	1	2	3	4	5	5
7			1	2	3	4	5	6	7	1	2	3	3
8			7	8	1	2	3	4	5	6	7	8	8
9			6	7	8	9	1	2	3	4	5	6	6
10			7	8	9	10	1	2	3	4	5	6	6
11			2	3	4	5	6	7	8	9	10	11	11
12			4	5	6	7	8	9	10	11	12	1	1
13			7	8	9	10	11	12	13	1	2	3	3
14			11	12	13	14	1	2	3	4	5	6	6
15			6	7	8	9	10	11	12	13	14	15	15
16			12	13	14	15	16	1	2	3	4	5	5
17			8	9	10	11	12	13	14	15	16	17	17
18			16	17	18	1	2	3	4	5	6	7	7
19			10	11	12	13	14	15	16	17	18	19	19
20			20	1	2	3	4	5	6	7	8	9	9

**THE SELECTED RESPONDENT WILL NEED TO ANSWER FROM HERE ONWARDS. IF RESPONDENT IS NOT AVAILABLE THEN FIX AN APPOINTMENT AND REVISIT.**

**INTERVIEWER TO REVISIT THE HOUSE ATLEAST THRICE BEFORE TERMINATING THE HOUSE ON THE NON AVAILABILITY OF THE RESPONDENT**

## 4. Respondent's profile

**c401** Write down the name of the respondent (15 – 65 year) selected by Kish Grid procedure.

Name \_\_\_\_\_

**c402** What is main activity of [name] during the last 6 months?

### **Law makers**

Law maker/ parliament member, party leader and ministers.....11

Tribe leader/ head of ethnic group .....12

### **High rank officials (Govt./ Private)**

Govt. High Officials (Asst. Director or equivalent and above) .....21

Director/ Senior Manager of company .....22

### **Middle/ Junior Officers/ Managers (Govt./ Private)**

Govt. Officers/ Deputy Officers or equivalent.....31

Asst. Manager/ Deputy Manager/ Manager/ Executives of  
private business .....32

### **Professionals/ Technicians**

Doctor, Engineer, Asst. Lecturer/ Lecturer/ Professor,  
technician/ consultants and all other professionals (programmer/  
designer/ beautician ... etc.).....41

Technician and associates .....42

Tutors/ Teachers of basic education (including tuition).....43

Nurse and nursing associated workers .....44

### **Business owners/ Self-employed**

Farmers/ livestock breeder/ fisherman/ logger (agri./ livestock/  
fishery/ forestry) .....51

Mill owner/ Trader/ Warehouse owner/ Wholesale and retail  
shop owner/ petty trader/ Workshop owner/ Repair shop  
owner ... etc. (production/ trading & repair).....52

Business owners of construction/ Building contractor/  
transport & communication .....53

Hotel/ Inn/ Guest House owner .....54

Restaurant, Beer shop, Coffee shop, Teashop,  
Food stall ... etc. owners.....55

Owner of hospital/ clinic/ school/ tuition .....56

Owner of other service businesses .....57

Self-employed person in other businesses.....58

### **Skilled labor, clerical, sales and services related workers**

Skilled labor (taxi/car driver/ handy craft/ tailor/ barber ... etc.),  
machine operator and related workers.....61

Clerical and related service workers.....62

Production/ handy craft & repair laborer.....63

Carpenter/ mason/ motor cycle driver/ trishaw driver .....64

Food seller/ street vendor/ hawker .....65

Other sales and related service workers .....66

Other services related workers .....67

**Elementary occupations**

Cleaning/ Washing and Domestic chores .....71

Other elementary services related workers .....72

Laborers in Agri./ livestock/ fishery/ forestry .....73

Elementary physical related workers.....74

Fulltime housewife (Unpaid housework) .....81 >> c404a

Full-time learning (Student).....82 >> c404a

Sought job, got no job .....91 >> c404a

Did not work and didn't seek job .....92 >> c404a

Full-time devotion in religion.....93 >> c404a

Not able to work (Unhealthy/ Disabled).....94 >> c404a

Old aged and don't work (Pension/ supports/ allowance).....95 >> c404a

**c403a** How do you earn mainly? Is it by profit/ daily wages/ contract earning/ salary?

Daily wage .....1 >> continue

Contract earning/ piece rate.....2 >> c404a

Weekly/ fortnightly salary .....3 >> c404a

Monthly salary .....4 >> c404a

Profit/ dividends/ interests.....5 >> c404a

Other .....6 >> c404a

In kind/ no earning in cash .....7 >> c404a

**Ask if the respondent is daily wage earner.**

**c403b** How many days did you work in the last 30 days. (Put '0' if respondent totally not work.)

\_\_\_\_\_ days

**c403b** What is the ideal number of days in a month for which you would like to have work?

\_\_\_\_\_ days

**c403c** How much did you earned in the past month?

\_\_\_\_\_ Kyat

**Ask all respondents.**

**c404a** Do you personally have an email address?

Yes.....1

No.....2

**c404b** Does any other household member have an email address?

Yes.....1

No.....2

**c404c** Do you personally have any social media account such as facebook, linkedin, gtalk, skype, vibre, google+, google hangout?

Yes.....1  
 No.....2

**c405a** Do you personally have a bank account/s?

Yes.....1  
 No.....2 >> c405c

**t405b** Which of the following bank do you have bank account? [MR]

Asia Green Development (AGD) Bank .....1  
 Asia Yangon Bank.....2  
 Ayeyarwady Bank .....3  
 Co-operative Bank .....4  
 First Private Bank .....5  
 Innwa Bank .....6  
 Kanbawza Bank.....7  
 M.O.B (Myanmar Oriental Bank) .....8  
 Myanma Agricultural Bank.....9  
 Myanma Foriegin Trade Bank .....10  
 Myanmar Apex Bank .....11  
 Myanmar Citizens' Bank .....12  
 Myanmar Economic Bank .....13  
 Myanmar Investment & Commerical Bank .....14  
 Myanmar Livestock & Fisheries Bank .....15  
 Myawady Bank .....16  
 Sipin Tharyar Yay Bank .....17  
 Tun Foundation Bank.....18  
 United Amara Bank.....19  
 World's Treasure Bank .....20  
 Yoma Bank.....21  
 Other .....31

**c405c** Does any other household member have a bank account?

Yes.....1  
 No.....2

**c406a** Do you personally have debit/ credit card?

Yes.....1  
 No.....2

**c406b** Does any other household member personally have debit/ credit card?

Yes.....1  
 No.....2

## 5. ICT Use

- I501** When did you last use a phone to take or receive a call? It could be through your own phone, a neighbour's phone, a friend's phone, communication kiosk/shop or any other. It also need not be paid for?
- |                                |           |
|--------------------------------|-----------|
| In the last hour.....          | 1         |
| Earlier today.....             | 2         |
| yesterday.....                 | 3         |
| During the last one week ..... | 4         |
| During the last month .....    | 5         |
| During the last year.....      | 6         |
| Can't Remember.....            | 7         |
| Never.....                     | 8 >> I601 |
- I502a** What type of phone did you make or receive your last phone call from?
- |                            |   |
|----------------------------|---|
| Fixed (landline).....      | 1 |
| Mobile (GSM or CDMA) ..... | 2 |
- I502b** Who owns the phone that you used?
- |  |   |
|--|---|
| Me (personal phone).....   | 1 |
| The household (common phone).....  | 2 |
| Another household member .....   | 3 |
| Public access phones (E.g. Public pay phone booths,<br>telecommunication centers/ nearby shop, public call offices,<br>roadside booths, private pay phone booths)..... | 4 |
| A friend's or relative (who is not a neighbor) .....   | 5 |
| A neighbor (can include friend or relative).....   | 6 |
| My work place / Office phone/employer .....  | 7 |
| Other .....  | 8 |
- I502c** For what purpose was this call?
- |  |   |
|--|---|
| Social purposes / keeping in touch.....                          | 1 |
| Livelihood-related.....  | 2 |
| Coordination of some other activity (excluding livelihood) ..... | 3 |
| Emergency communication .....                                    | 4 |
| Other (please specify) .....                                     | 5 |
- I503** Do you get mobile signal from any mobile network in any place in your house or garden (i.e., within the boundaries of the property on which you reside)? Even if signal is poor quality, or variable; as long as there is some signal to your knowledge.
- |                  |   |
|------------------|---|
| Yes.....         | 1 |
| No.....          | 2 |
| Don't know ..... | 3 |
- I504** Which of the following describes your status of mobile phone ownership?
- |   |           |
|---|-----------|
| Own neither functioning mobile handset or an active SIM card..... | 1 >> I527 |
|---|-----------|

- Own a functioning mobile handset with an active SIM card(s).....2 >> I505
- Own only a functioning mobile handset(s) with no active SIM .....3 >> c514
- Own only an active SIM card(s) .....4 >> I505

**To be asked from ACTIVE SIM CARD owners (answered '2' or '4' in I504)**

**I505** How many active SIM cards you have in total? (SIM cards that you have used in the last 30 days) [Record number]

Number of active SIM cards \_\_\_\_\_

SIMID	t506a	c506b	c506c
	Starting with your primary SIM card, May I know the first 2 numbers of your SIM card after "09"? (Write down the first 2 number).  By 'primary' I refer to the SIM/mobile connection which you use most often.	When was it purchased/ received? Please tell me approximate month and year.	How much did you pay for it? Write down "Don't know" if respondent do not know. record 00000 if received for free.
1			
2			
3			
4			
5			

**I507a** Is any of these your first mobile SIM card?

- Yes.....1 >> I508a
- No.....2

**I507b** If none of these are your first mobile SIM card, when did you obtain your first ever mobile phone connection? [record month and year separately]

\_\_\_\_\_ Month \_\_\_\_\_ Year

**I508a** What is the name of your primary service provider? By 'primary' I refer to the SIM/mobile connection which you use most often.

- MPT.....1
- Telenor.....2
- Ooredoo.....3
- Don't know .....4

**I508b** How did you obtain your primary SIM/mobile connection?

- Won in a SIM lottery .....1
- Got it from someone else who won it in a SIM lottery.....2
- Bought it from a retail shop.....3
- Someone gave it to me so I don't know how they got it.....4



- I508c** What billing type is your primary/most used SIM card?
- Prepaid.....1 >> I509
  - Postpaid .....2 >> I510b
  - Don't know .....3

- I509** How do you top-up or reload your prepaid balance on your phone? [MR]
- Top-up cards/scratch cards .....1
  - SMS top-up or reload from a shop/agent/dealer .....2
  - SMS top-up or reload from others (family members/friends) .....3
  - Internet top-ups or reload .....4
  - I don't know how.....5
  - Other (Specify) .....6

**I510a** On average what was the total amount of top-ups/reloads that you purchased in the last 1 month? That is for all your mobile connections [Record amount in Kyat]

\_\_\_\_\_ Kyat >> I511

**I510b** [postpaid subscribers only]

Could you tell me how much you spent last month for mobile phone subscriptions, airtime, subscriptions or other?

[Record amount in Kyat]

\_\_\_\_\_ Kyat

- I511** How would you rate the quality of the signal received on average, on a scale of 1-5:
- very poor.....1
  - poor .....2
  - satisfactory .....3
  - good .....4
  - excellent .....5

**I512** On average, how often do you face the following problems with respect to the quality of the signal when trying to make a phone call from your mobile? Please rate the frequency that you face this problem on the following scale:

		Never	Occasionally	Sometimes	Quite often, but not always	Always
a	Have to move around to get mobile signal	1	2	3	4	5
b	Network is busy or is not available	1	2	3	4	5
c	Sound is not clear on phone calls/cannot hear the other person	1	2	3	4	5
d	Calls are dropped before I'm done	1	2	3	4	5
e	Other (pls specify) _____	1	2	3	4	5

**I513a** Most of the time, when you try to make a phone call, is it successful on the first try?

Yes.....1  
 No.....2  
 Don't know.....3

**I513b** On average, how many times does it take before your call is successful? [record number of times]

\_\_\_\_\_ Kyat

**To be asked from those who own MOBILE HANDSET (answered '2' or '3' in I504)**

**c514** How many number of functioning smart/ analog handset do you own Put "0" if respondent does not own either.

No. of smart handset own: \_\_\_\_\_

No. of analog handset own: \_\_\_\_\_

**I515a** When did you obtain your primary mobile phone handset? ? By 'primary' I refer to the handset which you use most often. [record month and year separately]

\_\_\_\_\_ Month \_\_\_\_\_ Year

**I515b** Is this your first mobile handset?

Yes.....1 >> I516

No.....2

**I515c** If this is not your first mobile handset, when did you obtain your first mobile phone handset? [record month and year separately]

\_\_\_\_\_ Month \_\_\_\_\_ Year

**I516** How much did you spend to buy the mobile handset (without cost of SIM card)? [Record Kyat amount in Kyat; record 00000 if received as a gift]

Price of handset \_\_\_\_\_

**I517** What are the features your phone has?

		Yes	No	Don't know
1	Color Screen	1	2	3
2	Touch Screen	1	2	3
3	SMS (text message)	1	2	3
4	Internet browser	1	2	3
5	Applications ('apps')	1	2	3
6	Camera (for photos/videos)	1	2	3
7	Radio	1	2	3
8	Dual SIM capability	1	2	3
9	Wi-fi	1	2	3

		Yes	No	Don't know
10	File transfer capability Bluetooth /USB	1	2	3
11	Torch	1	2	3

**I518** What are you using your mobile phone for?

		Yes	No
1	Taking phone calls (via your network provider, not any other calling application)	1	2
2	Receiving phone calls (via your network provider, not any other calling application)	1	2
3	For missed calls	1	2
4	For text messaging (SMS)	1	2
5	For using chat/instant messaging applications (e.g., Whatsapp, WeChat, Facebook Messenger, Line, etc)	1	2
6	For calling applications (e.g. calls using Viber, Skype, etc)	1	2
7	To use Facebook application (not through browser)	1	2
8	To access other social-networking or blog applications (Twitter, LinkedIn, Orkut, MySpace, etc.) (not through browser)	1	2
9	For mobile money (sending/receiving talk time) applications (not through browser)	1	2
10	To use Wikipedia application (not through browser)	1	2
11	To download/use any other mobile application ('app')	1	2
12	For using the Internet/web through a browser	1	2
13	For email	1	2
14	To listen to music	1	2
15	To watch online video content (streaming)	1	2
16	For sharing content (pictures/video/music, etc)	1	2
17	To play games	1	2
18	To access mobile money or banking services	1	2
19	To receive updates, such as breaking news updates, sports updates etc	1	2

**I519** Does your mobile service provider provide any 'free' content through your mobile service plan? i.e., any applications or websites for which your airtime/credit balance is not deducted, or you do not incur data charges for (at least up to a certain limit). These could include applications such as Facebook-Zero, Wikipedia-Zero, as well as other free downloads such as music, pictures, video, etc. [MR]

- Yes – Wiki-zero .....1  
 Yes – Facebook-zero .....2  
 Yes – certain music/songs/ring tones I can listen to/  
 download for free .....3  
 Yes – certain pictures/video I can download/view for free .....4  
 Yes - other types of content: [Please specify] .....5  
 None.....6 >> I527  
 Don't know .....7 >> I527

- I520** Do you use any of these applications/services? [MR]
- Yes – Wiki-zero .....1  
 Yes – Facebook-zero .....2  
 Yes – certain music/songs/ring tones I can listen to/  
 download for free .....3  
 Yes – certain pictures/video I can download/view for free .....4  
 Yes - other types of content: [Please specify] .....5  
 No.....6
- I521** Does your use of these free services ever exceed the total amount provided for free?
- Yes.....1  
 No.....2  
 Don't know.....3
- I522** How important was this free content in your selection of a mobile phone service provider?
- Very important / main reason .....1  
 Moderately important .....2  
 Least important.....3  
 Not important at all .....4
- I523** [for those who are using internet or other applications on mobile]  
 You seem to be using your mobile for data (applications and internet); How would you rate the quality of the data (internet) connection that you usually use on average, on a scale of 1-5:
- very poor.....1  
 poor .....2  
 satisfactory .....3  
 good .....4  
 excellent .....5
- I524** Most of the time, is the data network available on first try?
- Yes.....1  
 No.....2  
 Don't know.....3
- I525** On average, how long does it take to load a search page (e.g., Google) [record number of seconds]
- \_\_\_\_\_ seconds
- I526** Most of the time, Is it possible to have a 3 minute call (e.g., using Viber or Skype or some other internet calling application) with no major disruptions or drops in clarity?
- Yes.....1  
 No.....2  
 Don't know.....3

**To be asked from those who OWN NEITHER MOBILE HANDSET NOR AN ACTIVE SIM CARD (answered '1' in I504)****I527** Why don't you have a mobile phone connection? [MR]

- I cannot afford a handset .....1
- I cannot afford a SIM card.....2
- I don't know how to use a mobile/too complicated .....3
- No mobile coverage where I live .....4
- No electricity where I live to charge the mobile phone .....5
- I have no use for it / don't need one.....6
- My phone is broken .....7
- My phone got stolen .....8
- Other please specify:.....9

**I528** Do you plan to get a mobile phone in the future? If yes when?

- No.....1
- Within the next month.....2
- Within the next 6 months.....3
- Within the next year.....4
- Later than a year.....5
- Not decided when .....6

**To be asked from ALL HOUSEHOLD MEMBERS SELECTED USING KISH GRID****I529** Have you used a computer from any location in the last 12 months? This can include a desktop, laptop or tablet (tab) computer

- Yes.....1
- No.....2
- Can't remember when, but I have used one before .....3
- Don't know what a computer is .....4

**I530** Have you used the Internet through a browser (e.g., UC Browser, Opera, , Chrome, Mozilla Firefox, Dolphin, Internet Explorer etc) on a tab, computer or mobile phone in the last 12 months?

- Yes.....1 >> I531
- Can't remember when, but I have used one before .....2 >> I531
- No.....3 >> I601
- I haven't heard of internet.....4 >> I601

**I531** You mentioned that you have used the internet. Which one of these statements best describes your internet usage?

- All day .....1
- At least once a day .....2
- At least once a week .....3
- At least once a month.....4
- Less than once a month.....5
- Don't know.....6

- I532** Where do you use the internet most frequently? [MR]
- Any place via a mobile phone .....1
  - Any place via tablet computer .....2
  - Computer at home .....3
  - Computer at work.....4
  - Computer at place of education .....5
  - Computer at another persons' home .....6
  - Computer at community internet access facility .....7
  - Computer at commercial internet access facility.....8

**[Ask if any of the answer in I532 is code 7 or 8.]**

- I533** How long does it take to reach this Internet access facility, if you were to go walking? [Record minutes]
- \_\_\_\_\_ minutes

- I534** Where did you first use the internet from? That is the internet through a browser.
- Mobile phone.....1
  - Tablet computer .....2
  - Desktop/laptop computer.....3
  - Can't remember Don't know .....4

- I535** How often do you use the internet through a browser or computer for the following purposes? (read out statements)

		Never	Occasionally	Weekly	Daily
1	Looking for information	1	2	3	4
2	Reading the news	1	2	3	4
3	Facebook	1	2	3	4
4	Twitter	1	2	3	4
5	Other social networking and blog applications (e.g. LinkedIn, Google+, Orkut, MySpace, etc.)	1	2	3	4
6	To make Internet calls (e.g. calls using Viber, Skype, etc) –voice or video	1	2	3	4
7	For using chat/instant messaging applications (e.g., Whatsapp, WeChat, Facebook Messenger, Line, etc)	1	2	3	4
8	Email	1	2	3	4
9	Watching online video content (streaming)	1	2	3	4
10	Downloading pictures, music video content	1	2	3	4
11	Playing or downloading games	1	2	3	4
12	Downloading software and applications	1	2	3	4
13	Purchasing or ordering goods or services	1	2	3	4
14	Accessing online government services	1	2	3	4
15	Accessing other online services (e.g., banking)	1	2	3	4

## 6. INFORMATION SOURCES, NEEDS AND ACCESS – Part A

### ASK ALL

**I601** How frequently do you communicate with people living outside of your town or village? [can be for any purpose, e.g., social, business, etc, through any mode, e.g., phone, letter, etc]

Many times in a day .....	1
Daily.....	2
Weekly.....	3
Monthly.....	4
Less than once a month.....	5
Never.....	6
Don't know.....	7

**I602** How do you generally communicate with these people that outside of your town or village? [can be for any purpose, e.g., social, business, etc, through any mode, e.g., phone, letter, etc] [though some applications may permit multiple methods of communication – e.g., Viber chat/messaging vs Viber calls, responses should be recorded separately indicating which type of method is used by the respondent]

In-person visits.....	1
Phone calls.....	2
SMS .....	3
Chat/messaging (excluding calls) (e.g., WhatsApp, Viber, WeChat, Line, etc) .....	4
Internet calls (e.g. calls using Viber, Skype, etc).....	5
Email .....	6
Internet .....	7
Social media applications (Facebook, Twitter, Google+ etc) .....	8
Post.....	9
Telegram .....	10
Fax.....	11
Other (please specify) .....	12

**I603** If you had to communicate an urgent message, for example, regarding the sudden hospitalization of a friend or your neighbor, to someone in a neighboring town or village, how would you do this?

Go there and communicate the message in person.....	1
Send someone else to communicate the message .....	2
Call them via mobile phone.....	3
Call them via landline.....	4
Ask someone else to call them.....	5
Send an SMS/text message .....	6
Ask someone else to send an SMS/text message .....	7
Ask someone else to call them .....	8
Call or text via Viber or some other mobile application.....	9
Send a telegram.....	10

Send a fax .....11  
 Send an email.....12  
 Wait until you met them next to tell them .....13  
 Other \_\_\_\_\_.....14

**1604** How long in total would it take for the message to get through to them using the mode that you just stated? I.e., from the time that you set out to send it, until the time that the person receives it [this will include any travel time that is incurred to ensure the message reaches the person] [record verbatim, number of minutes / hours / days / weeks / months separately; to be entered as separate variables]

\_\_\_\_\_ minutes

\_\_\_\_\_ hours

\_\_\_\_\_ days

\_\_\_\_\_ weeks

\_\_\_\_\_ months

**1604** Would you incur any costs in sending such messages? If so, please specify the amounts in Kyat and the nature of the cost. [record amount in Kyat]

Cost of phone call \_\_\_\_\_

Cost of SMS \_\_\_\_\_

Mobile data charges \_\_\_\_\_

Transport cost (including the return-trip cost if applicable) \_\_\_\_\_

Telegram/fax charges \_\_\_\_\_

Cost of sending the message charged by a person for performing the service [note: this excludes any of the above-mentioned costs] \_\_\_\_\_

Other \_\_\_\_\_

**1605** Of all your family, friends and business acquaintances, on a scale of 0 to 10 , how many would you say currently have a mobile phone?

		none	half								all	DK	
1	Family members	0	1	2	3	4	5	6	7	8	9	10	[ ]
2	Friends	0	1	2	3	4	5	6	7	8	9	10	[ ]



		none	half										all	DK
3	Business/ work contacts	0	1	2	3	4	5	6	7	8	9	10	[ ]	

**I606** Of all your family, friends and business acquaintances, on a scale of 0 to 10, how many would you say currently use an online social network like Facebook, Twitter, LinkedIn, Orkut, MySpace, Google+, etc?

		none	half										all	DK
1	Family members	0	1	2	3	4	5	6	7	8	9	10	[ ]	
2	Friends	0	1	2	3	4	5	6	7	8	9	10	[ ]	
3	Business/ work contacts	0	1	2	3	4	5	6	7	8	9	10	[ ]	

**I607** I'd like to ask you now about your typical day-to-day information needs now. Some people require different types of information for their day-to-day activities, for example, how to do something, where to buy something, where to get the best prices, news, health-related information, etc. Please tell me, of the following types of information which do you consider to be the THREE most important to you in relation to your day-to-day activities. [READ OUT INFORMATION TYPE]

		Most important	Second most important	Third most important
<b>General information and news</b>				
a	Information on where to get every day household goods and services and how much they cost (not business-related)	1	1	1
b	Information on how to do or make things	2	2	2
c	Community news, about things happening in your ward/village	3	3	3
d	Local news, about important things happening in _____ [interviewer to insert name of state/region]	4	4	4
e	National news, about important things happening in Myanmar	5	5	5
f	International news, about important things happening in other countries	6	6	6
g	Weather information	7	7	7
<b>Work/ job related information</b>				
h	Information on job opportunities	8	8	8
i	Price information related to your line of work (e.g., market prices for your goods/services, input prices, etc_	9	9	9
j	Other market information (supplier/customer information, market locations, etc)	10	10	10
k	New skills and ways of doing things that you can learn to enhance your earning capabilities	11	11	11
l	Current news and updates about or related to your sector	12	12	12
m	Information on sources of finance (formal and informal	13	13	13

		Most important	Second most important	Third most important
	sources, the cost involved, etc.)			
<b>Government-related information</b>				
n	Information on government services and documents	14	14	14
o	Information on government programs, laws and policies.	15	15	15
<b>Education and health related information</b>				
p	Information on education opportunities for yourself or your children	16	16	16
q	Information used in your or your children's education	17	17	17
r	Information on where to find healthcare (doctors, hospitals, medications etc	18	18	18
s	Health tips and information	19	19	19
<b>Leisure /entertainment information</b>				
t	Sports information	20	20	20
u	Crime information	21	21	21
v	Astrology information	22	22	22
w	Beauty tips	23	23	23
x	Other entertainment information (e.g., TV, movie updates, etc)	24	24	24

Now I'm going to ask you a few questions relating to the most important type of information that you mentioned; please answer each question in relation to that kind of information.

**I608** From who do you usually obtain that kind of information? [MR]

- Friends/family .....1  
Neighbor .....2  
Work/business contacts/colleagues.....3  
Teachers/school .....4  
Hospitals/clinics.....5  
Shop keepers/service providers .....6  
Mass media (Radio, TV, Newspapers, Journals/magazines)  
or the Internet .....7  
News/information alert service which I subscribe to .....8  
Quarter/ward/village administrator .....9  
Local political leader/representative .....10  
Government institutions .....11  
Through NGOs/ SHGs.....12  
Trade / industry associations/groups .....13  
No specific person or organization.....14  
Other (please specify) .....15

**I609** Through which mode do you most often obtain that kind of information?

- Face-to-face conversations .....1  
Call via mobile phone .....2

Call via landline .....3  
 SMS from someone I know.....4  
 SMS alert which I have subscribed to.....5  
 Newspaper .....6  
 Journal/periodical .....7  
 Bulletin boards (e.g. at market, community center, etc).....8  
 Public meeting .....9  
 Radio .....10  
 TV .....11  
 internet .....12  
 Email .....13  
 Mobile phone apps .....14  
 Other \_\_\_\_\_(please specify) .....15

**1610** How long does it usually take you to obtain that information? I.e., from the time that you reach out/begin to seek it, until the time that you receive it. This can include any travel time that may be incurred. [record verbatim, number of minutes / hours / days / etc separately; to be entered as separate variables]

\_\_\_\_\_ minutes  
 \_\_\_\_\_ hours  
 \_\_\_\_\_ days  
 \_\_\_\_\_ weeks  
 \_\_\_\_\_ months

**1611** If you have to travel to obtain this information, how much of the time taken to obtain the information is travel time? [record verbatim, number of minutes / hours / days separately; to be entered as separate variables]

\_\_\_\_\_ minutes  
 \_\_\_\_\_ hours  
 \_\_\_\_\_ days

**1612** Do you incur any costs in obtaining that information? If so, please specify the amounts in Kyat and the nature of the cost. [Record amount in Kyat; if type of cost is known, but actual amount is unknown, code 999999 in the relevant line]

Cost of the information [Note: this excludes subscription fees for any regular updates/services/more than one piece of information] \_\_\_\_\_

Subscription fees for any regular information updates/services [where the payment is for more than one-time information ] \_\_\_\_\_

Cost of the newspaper/journal/magazine \_\_\_\_\_

Transport cost (including the return-trip cost if applicable) \_\_\_\_\_

Cost of phone call \_\_\_\_\_

Cost of SMS \_\_\_\_\_

Data charges \_\_\_\_\_

Other \_\_\_\_\_

**I613** Do you think that you require more information than you currently have access to?

- Yes.....1
- No.....2
- Don't know.....3

**I614** Do you think that you receive information on this kind of information quickly enough?

- Yes.....1
- No.....2
- Don't know.....3

## 7. Respondent's media habit, life style & consumption of tobacco and alcoholic beverages

### TV Viewing

**c701a** Have you watched TV in the past 7 days?

- Yes.....1  
 No.....2  
 Never.....3 >> t702a

**t701b** On average, how many days do you watch TV in a week?

No. of days \_\_\_\_\_

**t701c** On a typical day, how many hours do you watch TV?

No. of hours \_\_\_\_\_

**t701d2** Does your household subscribe paid TV channels?

- Yes.....1  
 No.....2 >> t701e

**t701d2** Which of these paid TV stations is your household viewing?

- 4 HD.....1  
 5 Network.....2  
 Sky Net.....3

**t701d3** Which of these channels is your household currently subscribing (paying)?

- 4 HD.....1  
 5 Network.....2  
 Sky Net.....3

**t701e** Which TV channels did you watch in the past 7 days?

- MRTV.....1  
 MWD.....2  
 MRTV-4.....3  
 Channel 7.....4  
 MWD Documentary.....5  
 Mntv.....6  
 Mitv.....7  
 Small orange satellite dish/ receiver.....8  
 Small black satellite dish/ receiver.....9  
 Other satellite dish/ receiver.....10

TCD		<b>t701f1</b>	<b>t701f2</b>
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	Time of the day	In the past 7 days, which time of the day do you usually watch TV in the <u>weekdays</u> ?	In the past 7 days, which time of the day do you usually watch TV in the <u>weekends</u> ?
1	6 – 7 a.m	1. Yes 2. No	1. Yes 2. No
2	7 – 8 a.m	1. Yes 2. No	1. Yes 2. No
3	8 – 9 a.m	1. Yes 2. No	1. Yes 2. No
4	9 – 10 a.m	1. Yes 2. No	1. Yes 2. No
5	10 – 11 a.m	1. Yes 2. No	1. Yes 2. No
6	11 a.m – 12 noon	1. Yes 2. No	1. Yes 2. No
7	12 noon – 1 p.m	1. Yes 2. No	1. Yes 2. No
8	1 – 2 p.m	1. Yes 2. No	1. Yes 2. No
9	2 – 3 p.m	1. Yes 2. No	1. Yes 2. No
10	3 – 4 p.m	1. Yes 2. No	1. Yes 2. No
11	4 – 5 p.m	1. Yes 2. No	1. Yes 2. No
12	5 – 6 p.m	1. Yes 2. No	1. Yes 2. No
13	6 – 7 p.m	1. Yes 2. No	1. Yes 2. No
14	7 – 8 p.m	1. Yes 2. No	1. Yes 2. No
15	8 – 9 p.m	1. Yes 2. No	1. Yes 2. No
16	9 – 10 p.m	1. Yes 2. No	1. Yes 2. No
17	10 – 11 p.m	1. Yes 2. No	1. Yes 2. No
18	11 – 12 midnight	1. Yes 2. No	1. Yes 2. No
19	Midnight – 6 a.m next morning	1. Yes 2. No	1. Yes 2. No

**t701g** Which of the following news channels did you watch in the past 7 days?

- MRTV news.....1  
MWD news.....2  
MRTV 4/ 4 HD local news.....3  
Sky Net local news.....4  
BBC Myanmar News.....5  
DVB News.....6  
Other local news.....7

## Video Viewing

**t702a** Have you watched Video in the past 7 days?

- Yes.....1  
No.....2  
Never.....3 >> c703a

**t702b** On average, how many days do you watch Video in a week?

No. of days \_\_\_\_\_

**t702c** On a typical day, how many hours do you watch Video?

No. of hours \_\_\_\_\_

**t702d** Which types of video did you watch in the past 7 days?

Drama.....	1
Action.....	2
Comedy.....	3
Mystery.....	4
Horror.....	5
MTV.....	6
Other.....	7

## Radio listening

**c703a** Have you listened to radio in the past 7 days?

Yes.....	1
No.....	2
Never.....	3 >> c704a

**t703b** On average, how many days do you listen to radio in a week?

No. of days \_\_\_\_\_

**t703c** On a typical day, how many hours in total do you listen to radio?

No. of hours \_\_\_\_\_

**t703d** Which radio stations did you listen in the past 7 days?

Bagan FM.....	1
BBC.....	2
Cherry FM.....	3
City FM.....	4
Mandalay FM.....	5
Myanmar Radio Station.....	6
Padamyar FM.....	7
Pyin Sa Waddy FM.....	8
RFA.....	9
Shwe FM.....	10
Thazin FM.....	11
VOA.....	12
Other.....	21

## Daily Newspaper

**c704a** Have you read daily newspaper in the past 7 days?

Yes.....	1
No.....	2
Never.....	3 >> c705a

**t704b** On average, how many issues of daily newspaper did you read in a week?

No. of issues read in a week \_\_\_\_\_

**t704c** Which of the following daily newspaper did you read in the past 7 days?

7 Day Daily .....	1
Democracy Today .....	2
Mizzima daily.....	3
Myanmar Ahlin.....	4
Myawaddy .....	5
New Light of Myanmar (English).....	6
The Daily Eleven.....	7
The Global New Light of Myanmar .....	8
The Messenger.....	9
The Mirror.....	10
The Pyi Myanmar Daily.....	11
The Right Time.....	12
The Voice Daily .....	13
Union Daily.....	14
Other.....	21

## Weekly Journal

**c705a** Have you read weekly journals in the past 7 days?

Yes.....	1
No.....	2
Never.....	3 >> c706a

**t705b** On average, how many issues of weekly journals did you read in a week?

No. of issues read in a week \_\_\_\_\_

**t705c** Which of the following weekly journal did you read in the past 7 days?

7 Day News .....	1
7 Day Sports.....	2
90 Minutes.....	3
Computer User.....	4
First Eleven.....	5
Forever.....	6
Good Health.....	7
Health Digest.....	8
Hmu Khin .....	9



Hmu Khin Thatin.....	10
In Arr.....	11
Internet.....	12
Manor Maya.....	13
Modern.....	14
Naing Ngan Takar Yay Yar .....	15
Olympic .....	16
Our Village.....	17
Popular .....	18
Premier Eleven.....	19
Pyi Myanmar.....	20
Shwe Tine.....	21
Snap Shot.....	22
The Crime.....	23
The Flower News .....	24
The Irrawaddy.....	25
The Myanmar Times (Myanmar) .....	26
The Opportunity .....	27
The Rays of Light.....	28
The Voice .....	29
The Yangon Times.....	30
Weekly Eleven News .....	31
Zay Kwet.....	32
Other.....	41

## Monthly Magazines

**c706a** Have you read monthly magazines in the past 30 days?

Yes.....	1
No.....	2
Never.....	3 >> c707

**t706b** On average, how many issues of monthly magazines did you read in a month?

No. of issues read in a month \_\_\_\_\_

**t706c** Which of the following monthly magazines did you read in the past 30 days?

Ah Pyo Sin.....	1
Chip.....	2
Family.....	3
Fashion.....	4
Fashion Image.....	5
Gan Be Ya.....	6
Hmu Khin .....	7
Idea .....	8
Life Style.....	9
Myanmar People .....	10

Myin Kwin .....	11
Nat Khata Yaung Chi.....	12
Tharaphu.....	13
Wellness.....	14
Other.....	21

## Lifestyle

**c707** Do you usually go to ..... [place/ outlet/ activity]? *If "yes", ask.* How often do you go there in the past 30 days?

TCD	place/ outlet/ activity	Daily/ almost daily	2 – 4 times a week	Once a week	2 – 3 times a month	Once a month	Less often than once a month	No, not used to go
1	Teashop	1	2	3	4	5	6	7
2	Food court	1	2	3	4	5	6	7
3	Watching football matches outside home	1	2	3	4	5	6	7
4	Cold drink shop	1	2	3	4	5	6	7
5	Food stall	1	2	3	4	5	6	7
6	Coffee shop	1	2	3	4	5	6	7
7	Restaurant	1	2	3	4	5	6	7
8	High-end restaurant	1	2	3	4	5	6	7
9	Beer shop	1	2	3	4	5	6	7
10	Wet market	1	2	3	4	5	6	7
11	Shopping mall/ center	1	2	3	4	5	6	7
12	Beauty parlor	1	2	3	4	5	6	7
13	Cinema	1	2	3	4	5	6	7
14	Gyms	1	2	3	4	5	6	7
15	Walking/ jogging	1	2	3	4	5	6	7
16	Playing golf/ tennis/ swimming	1	2	3	4	5	6	7
17	Playing other sports	1	2	3	4	5	6	7

## Usage of Tobacco products (18 years and above respondents)

**t708a** Do you smoke or chew betel nut?

Yes.....1

No.....2 >> t710a

PCD	Product	t708b	t708c	t708d	t708e
-----	---------	-------	-------	-------	-------

	Product Names	Do you use [product] daily? Yes ..... 1 No ..... 2 >> next	How long (Years) has you using [product]? ( <b>Put "0" if less than 1 year</b> )	How many number of [product] do you smoke/chew <u>per day</u> ?	How much do you normally spend (Kyat) <u>per day</u> ?
1	Cigarette	1. Y 2. N			
2	Cheroot	1. Y 2. N			
3	Chewing betel	1. Y 2. N			

**t709a** Record yourself whether the respondent smoke cigarette.

Yes ..... 1  
No ..... 2 >> t710a

**Ask those who smoke cigarette.**

**t709b** Where do you purchase cigarette most?

Chewing betel shop/ hawker/ miscellaneous shop ..... 1  
Teashop/ Coffee shop ..... 2  
Restaurant/ Dinner outlet ..... 3  
Beer shop/ beer station ..... 4  
KTV/ Hotel/ Bar/ Night Club ..... 5  
Traditional convenient store/ grocery shop ..... 6  
General store ..... 7  
Modern trade store (like abc, city express, g&g, 702)/ Mini-Mart ..... 8  
Super market/ shopping center ..... 9  
Other (specify \_\_\_\_\_) ..... 10

**t709c** What is your most often brand (MOB)?

555 ..... 1  
Boss ..... 2  
Classy ..... 3  
Diamond ..... 4  
Duya ..... 5  
Flavour ..... 6  
Khabaung ..... 7  
London ..... 8  
Lucky Strike ..... 9  
Marlboro ..... 10  
Mild Seven ..... 11  
Premium Gold ..... 12  
Red Ruby ..... 13  
Valiant ..... 14  
Winston ..... 15  
Other ..... 21

**t709d** What other brands did you smoke in the past 30 days?

555 .....	1
Boss.....	2
Classy.....	3
Diamond.....	4
Duya .....	5
Flavour .....	6
Khabaung.....	7
London.....	8
Lucky Strike .....	9
Marlboro .....	10
Mild Seven.....	11
Premium Gold .....	12
Red Ruby.....	13
Valiant .....	14
Winston .....	15
Other .....	21

**t709e** How long have you been smoking ..... (brand) as most often brand (MOB)? (*Put "0" if less than 1 year*)

\_\_\_\_\_ year(s) and \_\_\_\_\_ months

**t709f** Before you smoke [MOB] most, which brand did you smoke most (Previous Brand - PB)?

555 .....	1
Boss.....	2
Classy.....	3
Diamond.....	4
Duya .....	5
Flavour .....	6
Khabaung.....	7
London.....	8
Lucky Strike .....	9
Marlboro .....	10
Mild Seven.....	11
Premium Gold .....	12
Red Ruby.....	13
Valiant .....	14
Winston .....	15
Other .....	21

### Drinking alcoholic beverages (18 years and above respondents)

**t710a** Do you drink any alcoholic beverages?

Yes.....	1
No.....	2 >> I801a

PCD	Product	t710b	t710c	t710d	t710e	t710f
	Product Names	Do you drink [product]? Yes ..... 1 No ..... 2 >> next	How long (Years) has you drinking [product]? <i>(Put "0" if less than 1 year)</i>	In the past 30 days, how many times did you drink [product]? <i>(Put "0" if respondent did not drink in the past 30 days.)</i>	How many [unit] do you normally drink <u>per time</u> ?	What is price (Kyat) per unit of [product]?
1	Beer (Cup/ Can)	1. Y 2. N				
2	Wine (Bottle)	1. Y 2. N				
3	Traditional wine (Bottle)	1. Y 2. N				
4	Whisky (Peg)	1. Y 2. N				
5	Rum (Peg)	1. Y 2. N				
6	Other hard liquor (peg)	1. Y 2. N				

### Whisky

**t711a** Do you drink whisky at least once a week?

Yes ..... 1  
No ..... 2 >> t712a

**t711b** Where do you drink whisky most?

Restaurant/ Dinner outlet ..... 1  
Beer shop/ beer station ..... 2  
KTV/ Hotel/ Bar/ Night Club ..... 3  
Home/ Friend's home ..... 4  
Work ..... 5  
Other (specify \_\_\_\_\_) ..... 6

**t711c** Thinking back last 10 times of drinking, how many times did you drink at [place]?

Restaurant/ Dinner outlet ..... \_\_\_\_\_ times  
Beer shop/ beer station ..... \_\_\_\_\_ times  
KTV/ Hotel/ Bar/ Night Club ..... \_\_\_\_\_ times  
Home/ Friend's home ..... \_\_\_\_\_ times  
Work ..... \_\_\_\_\_ times

Other ..... \_\_\_\_\_ times

**t711d** Where do you buy whisky for drinking at home or other off-premise places?

Liquor shop .....1  
 Traditional convenient store/ grocery shop .....2  
 General store .....3  
 Modern trade store (like abc, city express, g&g, 702)/ Mini-Mart....4  
 Super market/ shopping center .....5  
 Other (specify \_\_\_\_\_).....6

**t711e** What is your most often brand (MOB)?

Bag Piper .....1  
 Chivas Regal.....2  
 Den 5.....3  
 Grand Royal (Black).....4  
 Grand Royal (Gold) .....5  
 High Class .....6  
 High Commissioner.....7  
 Johnny Walker Black Label.....8  
 Johnny Walker Red Label .....9  
 Johnny Walker – Gold/ Blue label.....10  
 Label 5.....11  
 Myanmar Whisky.....12  
 Royal Club.....13  
 Other Imported Whisky.....14  
 Other Local Whisky.....15

**t711f** What other brands did you drink in the past 30 days?

Bag Piper.....1  
 Chivas Regal.....2  
 Den 5.....3  
 Grand Royal (Black).....4  
 Grand Royal (Gold) .....5  
 High Class .....6  
 High Commissioner.....7  
 Johnny Walker Black Label.....8  
 Johnny Walker Red Label .....9  
 Johnny Walker – Gold/ Blue label.....10  
 Label 5.....11  
 Myanmar Whisky.....12  
 Royal Club.....13  
 Other Imported Whisky.....14  
 Other Local Whisky.....15

**t711g** How long have you been drinking ..... (brand) as most often brand (MOB)? (*Put "0" if less than 1 year*)  
 \_\_\_\_\_ year(s) and \_\_\_\_\_ months

**t711h** Before you have been drinking the [MOB] most, which brand did you drink most (Previous Brand - PB)?

Bag Piper.....	1
Chivas Regal.....	2
Den 5.....	3
Grand Royal (Black).....	4
Grand Royal (Gold).....	5
High Class.....	6
High Commissioner.....	7
Johnny Walker Black Label.....	8
Johnny Walker Red Label.....	9
Johnny Walker – Gold/ Blue label.....	10
Label 5.....	11
Myanmar Whisky.....	12
Royal Club.....	13
Other Imported Whisky.....	14
Other Local Whisky.....	15

### *Beer/ Stout*

**t712a** Do you drink beer/stout at least once a week?

Yes.....	1
No.....	2 >> I801a

**t712b** Where do you drink beer/stout most?

Restaurant/ Dinner outlet.....	1
Beer shop/ beer station.....	2
KTV/ Hotel/ Bar/ Night Club.....	3
Home/ Friend's home.....	4
Work.....	5
Other (specify _____).....	6

**t712c** Thinking back last 10 times of drinking, how many times did you drink at [place]?

Restaurant/ Dinner outlet.....	_____ times
Beer shop/ beer station.....	_____ times
KTV/ Hotel/ Bar/ Night Club.....	_____ times
Home/ Friend's home.....	_____ times
Work.....	_____ times
Other.....	_____ times

**t712d** Where do you buy beer/stout for drinking at home or other off-premise places?

Liquor shop .....	1
Traditional convenient store/ grocery shop .....	2
General store .....	3
Modern trade store (like abc, city express, g&g, 702)/ Mini-Mart....	4
Super market/ shopping center .....	5
Other (specify _____).....	6

**t712e** What is your most often brand (MOB)?

ABC .....	1
Bavaria 8.6 .....	2
Budweiser .....	3
Cheng.....	4
Corona .....	5
Dagon .....	6
Heineken.....	7
Mandalay .....	8
Myanmar.....	9
Sanmigual.....	10
Singer .....	11
Skol .....	12
Tiger.....	13
Other .....	21

**t712f** What other brands did you drink in the past 30 days?

ABC .....	1
Bavaria 8.6 .....	2
Budweiser .....	3
Cheng.....	4
Corona .....	5
Dagon .....	6
Heineken.....	7
Mandalay .....	8
Myanmar.....	9
Sanmigual.....	10
Singer .....	11
Skol .....	12
Tiger.....	13
Other .....	21

**t712g** How long have you been drinking ..... (brand) as most often brand (MOB)? (*Put "0" if less than 1 year*)

\_\_\_\_\_ year(s) and \_\_\_\_\_ months

**t712h** Before you have been drinking the [MOB] most, which brand did you drink most (Previous Brand - PB)?

ABC .....	1
-----------	---



Bavaria 8.6 .....	2
Budweiser .....	3
Cheng.....	4
Corona .....	5
Dagon .....	6
Heineken.....	7
Mandalay .....	8
Myanmar.....	9
Sanmiguel.....	10
Singer .....	11
Skol .....	12
Tiger.....	13
Other .....	21

## 8. INFORMATION SOURCES, NEEDS AND ACCESS – Part B

### ASK ALL

#### National Land Use Policy

**I801a** Have you heard of the Myanmar National Land Use Policy?

- Yes.....1  
 No.....2 >> I802a

**I801b** Do you know what the current status of it is? I.e., is it being discussed, or approved, implemented, discarded, etc

- Discussed .....1  
 Approved .....2  
 Being implemented .....3  
 Discarded .....4  
 Don't know .....5

**I801c** Is it an issue that affects you directly currently, or may do so in the future?

- Yes.....1  
 No.....2  
 Don't know .....3

**I801d** When did you first get to know about it? [record month and year]

\_\_\_\_\_ month and \_\_\_\_\_ year

**I801e** How did you first hear about it?

- From someone I know (in person).....1  
 From someone I know via phone (call/SMS/other) .....2  
 From Quarter/Ward/Village leader.....3  
 From Local political leader/representative.....4  
 From Government institutions .....5  
 From Trade / industry associations/groups.....6  
 From NGO/SHG .....7  
 Newspaper .....8  
 Periodical/journal.....9  
 Bulletin boards (e.g. at market, community center, etc).....10  
 Radio .....11  
 Public meeting .....12  
 TV .....13  
 Internet.....14  
 Email .....15  
 Mobile phone apps (e.g., news alert, news app, etc).....16  
 Other \_\_\_\_\_(please specify).....17  
 Can't remember.....18

**I801f** Once you heard about it, did you try to find out more information on it?

Yes.....	1
No.....	2 >> I801i
Don't know.....	3

**I801g** How did you find more information on it? [MR]

From someone I know (in person).....	1
From someone I know via phone (call/SMS/other) .....	2
From Quarter/Ward/Village leader.....	3
From Local political leader/representative.....	4
From Government institutions .....	5
From Trade / industry associations/groups.....	6
From NGO/SHG.....	7
Newspaper .....	8
Periodical/journal.....	9
Bulletin boards (e.g. at market, community center, etc).....	10
Radio .....	11
Public meeting .....	12
TV .....	13
Internet.....	14
Email .....	15
Mobile phone apps (e.g., news alert, news app, etc).....	16
Other _____(please specify).....	17
Can't remember.....	18

**I801h** Did you have to incur any costs in searching for such information? If so, please specify the amounts in Kyat and the nature of the cost. [Record amount in Kyat; if type of cost is known, but actual amount is unknown, code 999999 in the relevant line]

Cost of obtaining information charged by a person for performing the service [note: this excludes any of the below-mentioned costs] \_\_\_\_\_

Transport cost (including the return-trip cost if applicable) \_\_\_\_\_

Cost of phone call \_\_\_\_\_

Cost of SMS \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**I801i** Do you think that you require more information than you currently have access to on this topic?

Yes.....	1
No.....	2

Don't know.....3

**I801j** Do you think that you receive information on this topic quickly enough?

Yes.....1

No.....2

Don't know.....3

## Football Matches

**I802a** Are you interested in football?

Yes.....1

No.....2 >> I803a

**I802b1** What is your favorite football team?

Favorite football team \_\_\_\_\_

**I802b2** Do you know when the last [favorite team] game was played?

Yes.....1

No.....2

**I802c** What was the result of the game?

[favorite team] won .....1

[favorite team] lost.....2

It was a draw.....3

I don't know .....4

**I802d** When did you find out the score of the game? [record '1' if they found out as it happened; else record day and approximate time that they found out]

As it happened /instantaneously

Day:

Time:

**I802e** How do you obtain football scores/results?

From someone I know (in person).....1

From someone I know via phone call.....2

From someone I know via SMS or other mobile message .....3

Betting agent/ shop .....4

Newspaper .....5

Periodical/journal.....6

Bulletin boards (e.g. at market, community center, etc).....7

Radio .....8

TV .....9

Internet.....	10
Email .....	11
Mobile phone apps (e.g., news alert, news app, etc).....	12
Other (please specify) .....	13

**I802f** What do you pay to obtain this information?[Record amount in Kyat as appropriate]

Monthly fee: \_\_\_\_\_ Kyat  
 Fee per score: \_\_\_\_\_ Kyat

No specific expense

**I802g** Do you think you receive your football scores/results quickly enough?

Yes.....1  
 No.....2  
 Don't receive them.....3  
 Don't know.....4

## Lotteries

**I803a** Are you interested in playing the lottery?

Yes.....1  
 No.....2 >> I804a

I would like to ask you more about playing lotteries such as National lottery, two-digit lottery and three-digit lottery. The objective of asking following questions is we would like to understand your usual reaction to the subject you are interested in. I guarantee you that your responses will be totally confidential, will be amalgamated with thousands of others' responses across MM, they won't be identified, no legal implications.

**I803b1** Will you answer a few more detailed questions with respect to playing the lottery?

Yes.....1  
 No.....2 >> I804a  
 Seems uncomfortable.....3 >> I804a  
 No response.....4 >> I804a

**I803b2** Which type of lottery do you play?

National (government) lottery.....1  
 Two-digit lottery.....2  
 Three digit lottery.....3  
 Other.....4

**Ask if the respondent play Two-digit lottery.**

**I803c** Did you play yesterday's/the weekday's lottery?

Yes.....1  
 No.....2

**1803d** What was the last winning numbers? [record digits]

|\_|\_|\_|\_|

**1803e** When did you find the lottery results? [record '1' if they found out as it happened; else record day and approximate time that they found out]

As it happened /instantaneously

Day: \_\_\_\_\_

Time: \_\_\_\_\_

**Ask the respondent who plays any lottery.**

**1803f** How do you usually obtain lottery results?

- From someone I know (in person).....1
- From someone I know via phone call.....2
- From someone I know via SMS or other mobile message.....3
- Betting agent/ shop .....4
- Newspaper .....5
- Periodical/journal.....6
- Bulletin boards (e.g. at market, community center, etc).....7
- Radio .....8
- TV .....9
- Internet.....10
- Email .....11
- Mobile phone apps (e.g., news alert, news app, etc).....12
- Other (please specify) \_\_\_\_\_ .....13

**1803g** What do you pay to obtain this information? [Record amount in Kyat as appropriate]

Monthly fee: \_\_\_\_\_ Kyat

Fee per score: \_\_\_\_\_ Kyat

No specific expense

**1803h** Do you think you receive your football scores/results quickly enough?

- Yes.....1
- No.....2
- Don't receive them .....3
- Don't know.....4

**General Election**

**1804a** Do you know the date of the next general election will be held in Myanmar?

- October 2015.....1
- November 2015.....2
- Other .....3

Don't know the date .....	4
Not aware of next general election at all .....	5

**1804b** Is the general election a topic that you are interested in following?

Yes.....	1
No.....	2 >> I901

**Ask those who are interested:**

**1804c** How do you usually get news about the general election?

From someone I know (in person).....	1
From someone I know via phone (call/SMS/other) .....	2
From Quarter/Ward/Village leader.....	3
From Local political leader/representative.....	4
From Government institutions .....	5
From Trade / industry associations/groups.....	6
From NGO/SHG.....	7
Newspaper .....	8
Periodical/journal.....	9
Bulletin boards (e.g. at market, community center, etc).....	10
Radio .....	11
Public meeting .....	12
TV .....	13
Internet.....	14
Email .....	15
Mobile phone apps (e.g., news alert, news app, etc).....	16
Can't remember.....	17
I don't get any information.....	18
Other _____(please specify).....	19

**1804d** Do you think that you require more information than you currently have access to on this topic?

Yes.....	1
No.....	2
Don't know.....	3

**1804e** Do you think that you receive information on this topic quickly enough?

Yes.....	1
No.....	2
Don't know.....	3

## 9. PERCEIVED IMPACT OF ICTs

**To be asked from HOUSEHOLD MEMBERS who have been selected using Kish grid who HAVE USED A PHONE BEFORE (answered '1' – '7' in I501)**

**I901** To what extent has your usage and access of a mobile improved the following, if at all? This can include mobile use through voice or data, and need not have been your own mobile. Please give answer with the help of this scale:

		No change	A little improved	Somewhat improved	Quite improved	Improved greatly	Don't know	Refused
1	Your economic/financial status or well being	1	2	3	4	5	[ ]	[ ]
2	Your level of knowledge and skills	1	2	3	4	5	[ ]	[ ]
3	Your social and familial relations and relationships	1	2	3	4	5	[ ]	[ ]
4	Your emotional well-being and happiness	1	2	3	4	5	[ ]	[ ]

Code 96 for don't know; 97 for refused/ no response.