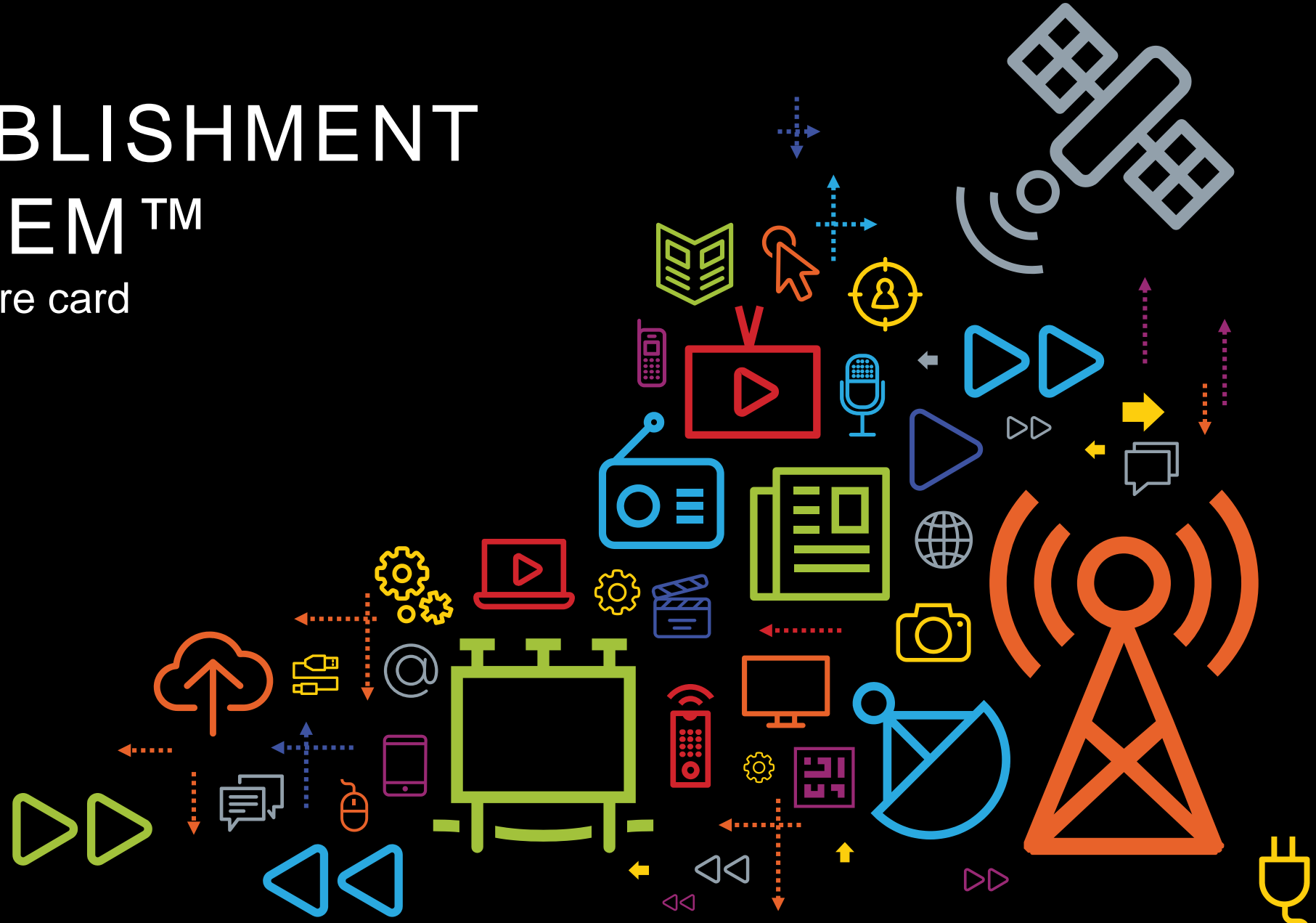


KANTAR TNS.

THE ESTABLISHMENT SURVEY SEM™

Questionnaire and score card

July 2019



There are three SEM question versions

SEM 2018

The most **comprehensive** question, providing the most **accurate** output where each person gets a score from 0-100



Slick-SEM-5



Shorter question battery that **predicts** which of the **5 supergroups** a person falls into

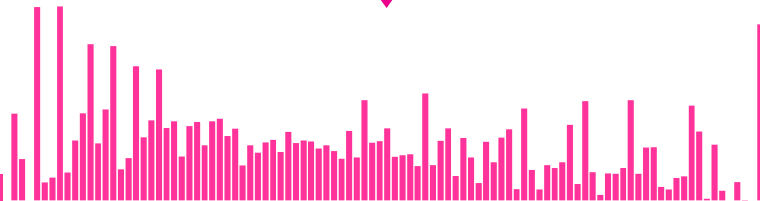


Slick-SEM-3







Shorter question battery that **predicts** which of the **3 supergroups** a person falls into

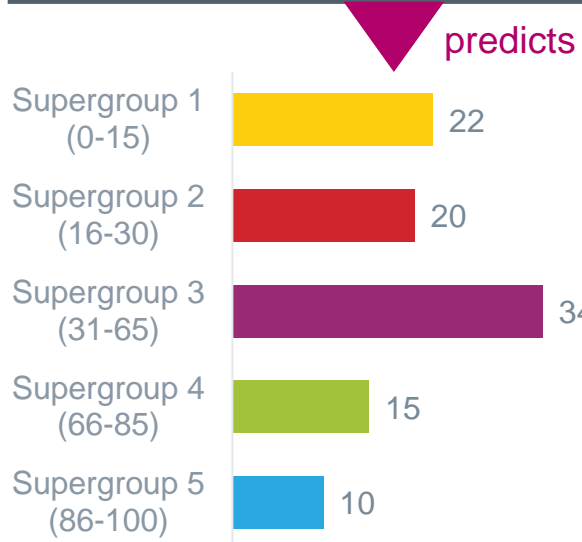
SEM 2018: 14 input variables

-  Built-in kitchen sink
-  Water source/Hot running water
-  Type of toilet
-  Motor car
-  Microwave oven
-  Washing machine
-  Deep freezer which is free standing / Side-by-side fridge and freezer
-  Floor polisher or vacuum cleaner
-  Type of roof material
-  Type of floor material
-  Number of sleeping rooms
-  Home security service
-  Post office near where you live
-  Police station near where you live








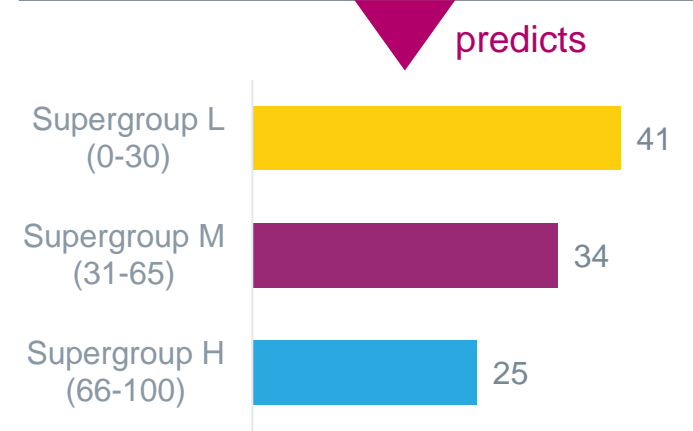
Slick-SEM-5: 6 items to predict the 5 supergroups

-  Built-in kitchen sink
-  Flush toilet inside the home
-  Microwave oven
-  Motor car
-  Home security service
-  Post office near where you live



Slick-SEM-3: 5 items to predict the 3 supergroups

-  Built-in kitchen sink
-  Flush toilet inside the home
-  Microwave oven
-  Motor car
-  Hot running water from a geyser



Note: The numbers in brackets refer to the actual SEM score (as calculated when using the full SEM solution).

SEM 2018 vs. Slick-SEM

	SEM 2018	Slick-SEM-5	Slick-SEM-3
Questionnaire inputs	14	6	5
Outputs	Score 0-100 (continuum)	5 supergroups	3 supergroups
Accuracy	100%	72% predictive accuracy	84% predictive accuracy
Flexibility of analysis	<p>✓ Yes – you can slice and dice the scores in any way that suits your needs... using the 20/10/5/3 group outputs, or you can stipulate your target market is e.g. score 73-100</p>	✗	✗
Ideal for mobile	✗	✓	✓
Suitable for screening/ recruitment purposes	✓	✓	✓

SEM 2018



SEM 2018 questionnaire

SEM 2018

Q1. Which of the following do you have in your household?

Read out.

Single mention per statement.

		Yes	No
1	Built-in kitchen sink	-1	-2
2	Tap water inside your home, or store-bought water for use in your home	-1	-2
3	Hot running water from a geyser	-1	-2
4	Flush toilet inside the home	-1	-2
5	Home security service	-1	-2
6	Motor car	-1	-2
7	Fridge or combined fridge/freezer	-1	-2
8	Side-by-side fridge and freezer	-1	-2
9	Deep freezer which is free standing	-1	-2
10	Microwave oven	-1	-2
11	Floor polisher or vacuum cleaner	-1	-2
12	Washing machine	-1	-2
13	Roof tiles or concrete roofing	-1	-2
14	None, earth or dung flooring	-1	-2
15	Cement, concrete or raw wood flooring	-1	-2
16	Finished floor with parquet, carpet, tiles or ceramic flooring	-1	-2
17	None or one sleeping room	-1	-2
18	Two sleeping rooms	-1	-2
19	Three or more sleeping rooms	-1	-2

Scripter notes:

Respondent must answer YES to at least one of statements 14, 15, 16 above.

One (and only one) of statements 17, 18, 19 must be answered as a YES.

Q2. Which of the following do you have near where you live?

Read out.

Single mention per statement.

		Yes	No
1	A post office	-1	-2
2	A police station	-1	-2

SEM 2018 questionnaire – screener version

SEM 2018 (Screener version)

Q1. Which of the following do you have in your household?

Read out.

Circle the applicable scores.

		Yes	
1	Built-in kitchen sink	8	
2	Tap water inside your home, or store-bought water for use in your home	5	Count the highest score here (count only one of these scores)
3	Hot running water from a geyser	7	
4	Flush toilet inside the home	7	
5	Home security service	9	
6	Motor car	8	
7	Fridge or combined fridge/freezer	0	Count only one of these scores
8	Side-by-side fridge and freezer	6	
9	Deep freezer which is free standing	6	
10	Microwave oven	7	
11	Floor polisher or vacuum cleaner	8	
12	Washing machine	8	
13	Roof tiles or concrete roofing	8	
14	None, earth or dung flooring	0	Answer at least one of these (count the highest score here)
15	Cement, concrete or raw wood flooring	2	
16	Finished floor with parquet, carpet, tiles or ceramic flooring	8	
17	None or one sleeping room	0	Answer only one of these
18	Two sleeping rooms	3	
19	Three or more sleeping rooms	6	

Q2. Which of the following do you have near where you live?

Read out.

Circle the applicable scores.

		Yes
1	A post office	5
2	A police station	5
3	Neither of these	0

DETERMINE WHICH SEM GROUP THE RESPONDENT FALLS INTO:

Add up the all scores from Q1+Q2 and then determine which SEM segment the respondent falls into using the tables below.

Total score from Q1	
Total score from Q2	
Total SEM score (out of 100)	

SEM 10 group solution:

Total SEM score	SEM segment
Score 0-10	SEM 1
Score 11-20	SEM 2
Score 21-30	SEM 3
Score 31-40	SEM 4
Score 41-50	SEM 5
Score 51-60	SEM 6
Score 61-70	SEM 7
Score 71-80	SEM 8
Score 81-90	SEM 9
Score 91-100	SEM 10

SEM 5 supergroup solution:

Total SEM score	SEM supergroup
Score 0-15	Supergroup 1
Score 16-30	Supergroup 2
Score 31-65	Supergroup 3
Score 66-85	Supergroup 4
Score 86-100	Supergroup 5

SEM 3 supergroup solution:

Total SEM score	SEM supergroup
Score 0-30	Supergroup L
Score 31-65	Supergroup M
Score 66-100	Supergroup H

SEM 2018 score card

Variable:	Items:	Score
Post office	Post Office near where you live	5
	No Post Office near where you live	0
Police station	Police station near where you live	5
	No Police Station near where you live	0
Kitchen sink	Built-in kitchen sink	8
	No Built-in kitchen sink	0
Home security	Home security service	9
	No Home security service	0
Motor car	Motor car	8
	No Motor car	0
Freezer	Deep freezer which is free standing OR Side-by-side fridge and freezer	6
	No Deep freezer which is free standing/Side-by-side fridge and freezer	0
Microwave oven	Microwave oven	7
	No Microwave oven	0
Vacuum cleaner	Floor polisher or vacuum cleaner	8
	No Floor polisher or vacuum cleaner	0
Washing machine	Washing machine	8
	No Washing machine	0

Variable:	Items:	Score
Flooring	Finished floor with parquet, carpet, tiles, ceramic, etc.	8
	Cement, concrete, raw wood, etc.	2
	None, earth, dung, etc.	0
Water	Hot running water from a geyser	7
	Tap water inside the house/Store bought water	5
	Outside the house, on your property/Outside the house, shared with neighbours	0
Toilet	Flush toilet inside the house	7
	Flush toilet outside the house/Pit toilet outside the house/Portable toilet outside the house/Other	0
Roofing	Concrete/Tiles	8
	Thatch or grass/Shingles/Plastic sheets/Multiple materials/Asbestos/Other/Metal, tin or zinc	0
Sleeping rooms	None or one sleeping room	0
	Two sleeping rooms	3
	Three or more sleeping rooms	6
		100

Each respondent is given a score from 0 – 100.

Within a variable, the higher of the two scores will apply if both items are in home:

Within the **Flooring** variable, a respondent will be given a score of 8 if they have a *Finished floor AND Cement, concrete, raw wood* flooring (they will not be given a score of 8+2=10).

Within the **Water** variable, a respondent will be given a score of 7 if they have *Hot running water from a geyser AND Tap water inside the house* (they will not be given a score of 7+5=12).

Slick-SEM-5 questionnaire

SEM 2018: Slick-SEM-5

Q1. Which of the following do you have in your household?

Read out.

Single mention per statement.

		Yes	No
1	Built-in kitchen sink	-1	-2
2	Flush toilet inside the home	-1	-2
3	Microwave oven	-1	-2
4	Motor car	-1	-2
5	Home security service	-1	-2







Q2. Do you have a post office near where you live?

Single mention.

		Yes	No
1	A post office	-1	-2

Slick-SEM-5 decision tree for screening purposes

Which of the following do you have in your household?

			SEM Supergroup:
 Built-in kitchen sink	Motor car 	Home security service 	5
		No home security service	4
	No motor car		
No built-in kitchen sink	Microwave oven 	Flush toilet inside 	3
		No flush toilet inside	2
	No microwave oven	Post office near where you live 	2
		No Post office near where you live	1

Slick-SEM-5 classification rules

Data to be segmented in order of SEM priority – starting from SEM Supergroup 5 (86-100) down to SEM Supergroup 1 (0-15):

SEM Supergroup 5

Built-in kitchen sink YES
AND
Motor car YES
AND
Home security service YES

SEM Supergroup 4

Built-in kitchen sink YES
AND
Motor car YES
AND
Home security service NO

SEM Supergroup 3

Built-in kitchen sink YES
AND
Motor car NO

SEM Supergroup 2

Built-in kitchen sink NO
AND
Microwave YES
AND
Flush toilet inside NO

SEM Supergroup 1

Built-in kitchen sink NO
AND
Microwave NO
AND
Post office NO

OR:

Built-in kitchen sink NO
AND
Microwave YES
AND
Flush toilet inside YES

OR:

Built-in kitchen sink NO
AND
Microwave NO
AND
Post office YES

SLICK-SEM-3



Slick-SEM-3 questionnaire

SEM 2018: Slick-SEM-3

Q1. Which of the following do you have in your household?






Read out.

Single mention per statement.

		Yes	No
1	Built-in kitchen sink	-1	-2
2	Flush toilet inside the home	-1	-2
3	Microwave oven	-1	-2
4	Motor car	-1	-2
5	Hot running water from a geyser	-1	-2

Slick-SEM-3 decision tree for screening purposes

Which of the following do you have in your household?

			SEM Supergroup:
 Built-in kitchen sink	Motor car 	Hot running water from a geyser 	H
		No hot running water from a geyser	M
	No motor car		
No built-in kitchen sink	Flush toilet inside 	Microwave oven 	M
		No microwave oven	L
	No flush toilet inside		

Slick-SEM-3 classification rules

Data to be segmented in order of SEM priority – starting from SEM Supergroup H (66-100) down to SEM Supergroup L (0-30):

SEM Supergroup H

Built-in kitchen sink YES
AND
Motor car YES
AND
Hot running water YES

SEM Supergroup M

Built-in kitchen sink YES
AND
Motor car YES
AND
Hot running water NO

OR:

Built-in kitchen sink YES
AND
Motor car NO

OR:

Built-in kitchen sink NO
AND
Flush toilet inside YES
AND
Microwave YES

SEM Supergroup L

Built-in kitchen sink NO
AND
Flush toilet inside YES
AND
Microwave NO

OR:

Built-in kitchen sink NO
AND
Flush toilet inside NO