



Survey of Services 2013

Training and Field Manual



**SURVEY OF SERVICES
2013
TRAINING AND FIELD MANUAL**

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LIST OF ACRONYMS

ACBF	African Capacity Building Foundation
COD	Census of Distribution
SS	Survey of Services
GDP	Gross Domestic Product
IPP	Intellectual Property Products
ISIC	International Standard Industrial Classification of All Economic Activities
NPI	Non-Profit Institution (NPI)
NPISH	Non-Profit Institutions Serving Households
SERA	Strategic Economic Research and Analysis
USAID	United States Agency for International Development
VAT	Value Added Tax
ZIMSTAT	Zimbabwe National Statistics Agency

Chapter One: Introduction

The Survey of Services manual is designed for use by enumerators and supervisors during training and fieldwork.

1.1 Survey of Services (SS)

The 2013 Survey of Services (SS) is the first of its kind to be conducted in the country. Prior to the 2013 SS, ZIMSTAT conducted a Census of Distribution (COD) in 1980/81. The focus of the Census of Distribution was on retail; wholesale; hotel and catering; and, the personal and household services trades. The Survey of Services is therefore an expansion of the Census of Distribution covering sampled resident establishments whose main activity is classified as services according to the International Standard Industrial Classification of All Economic Activities (ISIC) Revision 4. These establishments should be either registered and/or licensed by any arm of government such as the Registrar of Companies, Registrar of Co-operative Societies, Zimbabwe Revenue Authority (ZIMRA), Local Authorities and the National Social Security Authority (NSSA) among others.

1.2 Objectives of the Survey of Services

The primary objective of the SS is to produce up-to-date statistics on the directions and magnitude of the expansion evident in the services sector and; the changes in the cost structure and profitability that this has brought. The survey is designed to provide benchmark data on:

- (a) The size and characteristics of establishments in the service sector.
- (b) Turnover and expenditure in the services sector.
- (c) Investment in the services sector
- (d) Taxation on services
- (e) Number of people (by sex) engaged by industry

- (f) Compensation of employees (wages and salaries and other employee benefits) by sex

1.3 Uses of the SS Information

Various uses can be made of the Survey of Services results. These include:

- (a) Estimating the contribution of the services sector to the country's Gross Domestic Product (GDP)
- (b) Providing reliable primary data for use in the compilation of input-output tables and national accounts statistics.
- (c) Providing information for use in formulating policies for economic planning
- (d) Providing information for use in monitoring and evaluation of various development programmes
- (e) Providing a frame for future service-related censuses and surveys
- (f) Producing weights for the Index of Services

In addition, the information is used by private sector and the general public in research and marketing projects.

1.4 Method of Data Collection

In collecting data for the SS, a self-enumeration method will be used. The method requires respondents to complete questionnaires on their own. Completed questionnaires shall be returned to ZIMSTAT either by e-mail, by post or by handing over to ZIMSTAT field staff. Field staff will be required to follow-up on all unreturned questionnaires during and after the survey period.

1.5 The Unit of Inquiry

The establishment is the statistical unit for which information on the Survey of Services will be collected. An establishment is an enterprise or part of an enterprise that is situated in a single location and is engaged in one or predominantly one kind of economic activity.

1.6 The Survey of Services reference Period

The reference period for which data will be collected on the Survey of Services is the 2013 calendar year (i.e. 1 January 2013 – 31 December 2013). Returns covering a period less than twelve months are acceptable in cases where a business started operations within the reference period. If accounts for the period in question have not been prepared or finalized, estimates should be provided. Unaudited figures are also acceptable.

1.7 Authority to Collect Data

The 2013 Survey of Services is to be conducted under the Census and Statistics Act Chapter 10.29 of 2007 which empowers ZIMSTAT to conduct censuses and surveys.

1.8 Confidentiality of Information

Under the provisions of the Census and Statistics Act, ZIMSTAT is prohibited by law from publishing any statistics that would divulge information relating to any identifiable business without the prior written consent of the concerned establishment. Hence, data recorded on the questionnaires will be treated in strict confidence, be used for statistical purposes only and, shall be published in aggregate form.

1.9 Scope and Coverage

The Survey of Services covers sampled establishments that were resident in Zimbabwe and mainly engaged in the rendering of services between 1 January 2013 and 31 December 2013. The establishments should fall under any of the following categories as classified by the International Standard Industrial Classification of All Economic Activities (ISIC) Revision 4:

1.9.1 Wholesale and retail trade; repair of motor vehicles and motorcycles:

The category includes wholesale and retail sale (i.e. sale without transformation) of any type of goods, the rendering of services incidental to the sale of these goods and, the repair of motor vehicles and motorcycles. *Examples are Mohammed Mussa Wholesalers, Metro Peach, OK, CMED and General Dealers*

1.9.2 Transportation and storage activities: in this category is found the provision of passenger or freight transport by rail, pipeline, road, water or air and the associated activities such as terminal and parking facilities, cargo handling, storage etc. This category also includes postal and courier services. *Examples are Bak Storage, Manica Freight, Mitchell Cotts*

1.9.3 Accommodation and food service activities: this category includes the provision of short-stay accommodation for visitors and other travellers and, the provision of complete meals and drinks fit for immediate consumption. *Examples are Holiday Inn, Rainbow Towers, Zvavahera Lodge*

1.9.4 Information and communication activities: the section includes the production and distribution of information and cultural products; provision of the means to transmit or distribute these products; information technology activities and the processing of data and other information service activities. *Examples are Econet, Telecontract, Complink Systems*

1.9.5 Financial and insurance activities: included in this category are the banking, insurance, reinsurance, pension funding, financial support services and; activities of holding companies, trusts, funds and similar financial entities. *Examples are Stanbic, Old Mutual, Premier Services Medical Aid Society, CBZ Life*

1.9.6 Real estate activities: this category involves acting as leasers, agents and/or brokers in selling, buying or renting of real estate; providing other real estate services such as appraising real estate; and, the building of structures combined with maintaining ownership or leasing of such structures. *Examples are Robert Root. Gabriel Real Estate, Knight, Frank and Rutley*

1.9.7 Professional, scientific and technical activities: these activities require a high degree of training, and make specialized knowledge and skills available to users. Examples are accounting, bookkeeping, engineering and auditing activities *Examples are Ernst and Young and Price waterhouse*

1.9.8 Administrative and support service activities: this includes a variety of activities that support general business operations. Examples are security and landscape activities.

1.9.9 Public administration and defence; compulsory social

security activities: These are activities of a governmental nature such as legislative activities, taxation, national defence, public order and safety, immigration services, foreign affairs, administration of government programmes and, compulsory social security activities. *Examples are Ministry of Finance, NSSA*

1.9.10 Education:

this category includes education (public or private) at any level or for any profession. Examples are adult education, literacy programmes, military schools, academies, prison schools and, special education for the physically or mentally handicapped pupils. *Examples are Watershed College, Kutama Mission, Gillingham Primary School, Jairos Jiri School*

1.9.11 Human health and social work activities:

this section includes the provision of health and social work activities ranging from health care provided by trained medical professionals in hospitals and other facilities to, social work activities without any involvement of health care professionals.

1.9.12 Arts, entertainment and recreation activities:

this includes a wide range of activities to meet varied cultural, entertainment and recreational interests of the general public, including live performances, gambling and sporting activities.

1.9.13 Other service activities:

this section includes the activities of membership organizations, the repair of computers and personal and household goods and a variety of personal service activities not covered elsewhere in the classification.

1.9.14 *Activities of extra territorial organisations and bodies:*

activities of extraterritorial organizations and bodies such as the United Nations and the specialized agencies of the United Nations system, regional bodies, the International Monetary Fund and the World Bank.

Chapter Two: Sample Design

Chapter Three: Roles of Field and Head Office Staff

When conducting a survey, both field and head office staff play important roles in seeing its successful implementation. Their duties before, during and after data collection are as explained below.

The Enumerator

Enumerators form the primary interface between data suppliers (establishments) and the Agency. Activities expected of the enumerator before, during and after data collection are as mentioned below:

2.1.1 Before Data Collection

- ❖ Attending a training of enumerators' workshop so as to learn the work procedures etc.
- ❖ Publicizing the survey in his/her area of work
- ❖ Collecting survey materials
- ❖ Reconnaissance, that is, familiarisation with his/her area of work
- ❖ Preparing the itinerary and, where necessary, make appointments accordingly
- ❖ Continue with the reading of the manual in order to fully comprehend the SS concepts

2.1.1.1 Preparation of fieldwork itinerary

It is important that field visits be performed economically. In preparing an itinerary for the day, all establishments located within the same industrial area, the same street and as close together as possible should be visited first. A poorly prepared itinerary wastes resources (time, money and fuel) due to movements to and fro between industrial sites that are distances apart.

For instance, suppose you are in Harare, where two of the establishments that you need to visit are in Msasa and three in Southerton. Without a properly planned itinerary, one may visit one of the establishments in Msasa and proceeds to Southerton. On realizing that an establishment has been left out in Msasa, the enumerator has to go back to Msasa to cover that establishment. This results in poor planning and inefficient use of resources.

2.1.2 During Field Work

- ❖ Identifying establishments
- ❖ Despatching questionnaires and noting down despatch dates.
- ❖ Noting down appointment dates for collecting the completed questionnaire. *Please keep your appointment to maintain a good reputation*
- ❖ Recording any changes pertaining to the principal activity of the establishment
- ❖ Alerting the team leader of any problems encountered during data collection
- ❖ Recovering the questionnaires and checking for completeness before leaving the establishment. *A check checklist should be used to ensure all sections of the questionnaire have been completed.*
- ❖ Schedule for call-backs
- ❖ If establishment has responded electronically, ask for the date this was done and confirm with the SS section.
- ❖ Fill in your details on the last page and sign if you are satisfied with the questionnaire.

2.1.2.1 The actual conduct of fieldwork

Since the enumerator and contact person are strangers to each other, one of the enumerator's main tasks is to establish rapport. Your first

impression will of course influence the respondent's willingness to cooperate. Always put on an appropriate dress code and be cordial when introducing yourself. Make sure you have your official identity card and introductory letter with you. Once you have gained access to the contact person, the following introduction is suggested:

My name is _____. I am a representative of the ZIMSTAT. I am here to leave a Survey of Services questionnaire for the year 2013 for you to complete. I will be returning to collect the completed questionnaire indays.

All the information you provide in this questionnaire is strictly confidential and will be published in aggregated form in the SS report where no individual company or enterprise data can be identified. Please do not hesitate to ask for assistance when completing the questionnaire.

In most cases the respondent will need assistance on some of the items in the questionnaire. It is the enumerator's duty to offer the required assistance. This is the reason why you must be conversant with all sections of the SS questionnaire together with the concepts and definitions..

2.1.2.2 *Dealing with Refusals*

Since one of the purposes of the SS is to come up with information depicting the performance of the services sector against the whole economy, refusals pose a serious problem in achieving this. Hence, enumerators should do their best in trying to eliminate any refusals to the Survey. Refusals can either be complete (resulting from no response to any question in the questionnaire) or partial (resulting from refusal to respond to some of the questions). Since the survey is economic in nature, a refusal to respond to financial questions results in what we can term a *serious partial error*. Refusals may be due to the following: respondent failing to understand the questionnaire; respondent does not know the importance of the data being collected; respondent does not

have full knowledge of the legislation governing the collection and dissemination of statistics.

Hence, the enumerator should make every effort to ensure data is obtained from establishments by explaining well the objectives of the survey; uses of the information obtained and the legislation and stress the issue of confidentiality of information. After efforts to persuade the establishment to provide information have failed, the matter can be brought to the attention of the team leader who in turn, should try and persuade the establishment, failure of which the case should be taken up to the provincial supervisor.

2.1.3 Post data collection period

After the survey period the enumerator should ensure that he/she:

- ❖ Compiles and submits a written report on the survey proceedings and outcome to the team leader (giving some recommendations where needed).
- ❖ Arranges questionnaires in order before handing them over to the team leader
- ❖ Submits all questionnaires (completed and blank) to the team leader.
- ❖ Checks the number of questionnaires that he/she has against the register to see if no company has been omitted.
- ❖ Attends to any queries from the questionnaire raised by the team leader.

Important:

- ✓ Explain well the purpose of the survey so as to gain understanding and cooperation from respondents.
- ✓ Assure respondents that all information recorded in questionnaires will be kept under strictest confidence and used solely for statistical purposes.

- ✓ Check each section of the completed questionnaire for any mistakes or omissions and rectify them before leaving the establishment.
- ✓ Conduct survey work according to instructions.
- ✓ Consult the team leader early if facing difficulties.
- ✓ Have your identity card and introductory letter with you each time you visit establishments.
- ✓ Pay special attention not to divulge any information obtained to unauthorized persons including your family members.
- ✓ Keep filled in questionnaires securely during the round of visits and at home.
- ✓ Always remember to express *gratitude* after obtaining questionnaires from establishments.
- ✓ Be cautious not to be involved in any accident or crime
- ✓ Ensure the geo-code is correctly completed
- ✓ Ensure Business Number has been supplied
- ✓ ***Be smartly dressed to suit the environment***

2.1. The Team Leader

Team leaders also play an important role in the data collection process. They are point of contact between enumerators and supervisors. They ensure timely collection of data by directly supervising enumerators in their respective areas of work. The quality of data obtained to a greater extent will depend on the quality of the team leader's supervision.

Each team leader should be well informed about all the details of the SS questionnaire including the manual and how to complete the questionnaire. He/she is also required to know details regarding areas from which enumerators will be operating and their contact details.

Always bear in mind that "*close supervision is the key to a successful survey.*" For this reason, close supervision of the enumerator's work should be an integral and important part of every census or survey which aims at collecting quality data.

2.1.1. Before Data Collection

Field contact between the team leader and the enumerator must be established. The enumerator should know where and how to get in touch with his or her team leader and vice versa. Before data collection the team leader should:

- ❖ Attend the training of enumerator's workshop
- ❖ Familiarize with the areas assigned to enumerators under his/her control.
- ❖ Publicise the survey.
- ❖ Visit all areas under his/her supervision to check if enumerators have carried out the survey preparatory work according to instructions.
- ❖ Ensure each enumerator has prepared his/her itinerary and, where necessary, have made appointments accordingly.
- ❖ Prepare a work-plan describing his/her movements in the areas where he/she will be supervising. (A copy of the work-plan should be given to the Provincial Supervisor.)
- ❖ Distribute survey materials to enumerators.
- ❖ Respond to any question the enumerator may have regarding the survey.

The team leader should express it upon all enumerators that a high standard of work is expected and that checks exist to make sure that accuracy is achieved.

Note: It should be remembered however that no instructions will cover every eventuality. There will be occasions when one has to use his/her own discretion. Please ensure any action taken does not compromise the results of the survey.

2.1.2. During Data Collection

- ❖ The team leader should take along with him/her additional supplies of questionnaires and other survey materials.
- ❖ If extra questionnaires or other materials are given out to enumerators, the numbers issued out should be noted down.
- ❖ Enumerators should sign to acknowledge receipt of materials.
- ❖ Ask enumerators if they are experiencing any problems or refusals. It is the team leader's responsibility to convince establishments to complete the questionnaires. Failure of which the case has to be immediately brought to the attention of the provincial supervisor.
- ❖ The team leader should maintain high levels of discipline and ensure that assigned duties are carried out fully.
- ❖ The team leader should ensure that questionnaires without defects are despatched to each services establishment in the area.
- ❖ Check and review completed questionnaires for completeness and consistency.
- ❖ Check on all work diaries for enumerators.
- ❖ Stand-in for ill enumerators.
- ❖ Quality control of questionnaires: The team leader should check on both coverage and content errors. Coverage errors occur whenever establishments are missed whilst content errors occur when the information collected has some missing values. Please note that checks made during data collection are primarily aimed at improving the data collection process as it is taking place. To help the team leader in this work, a Quality Control Form (Appendix 2) has been provided.
- ❖ Fill in your details on the last page and sign if you are satisfied with the questionnaire.

2.1.3. After Data Collection

- ❖ Collect all questionnaires and other survey documents from the enumerators.
- ❖ Ensure that all questionnaires issued to enumerators are accounted for.
- ❖ Arrange questionnaires in order and perform the necessary checks.
- ❖ Compile and submit a written report to the Provincial Supervisor (providing recommendations where need be).

The Provincial Supervisor

As enumerators are accountable to team leaders for the work done, team leaders are also accountable to provincial supervisors for the efficient conduct of the survey in their areas. Provincial supervisors ensure timely collection of the survey data by direct supervision of team leaders. Since the provincial supervisor is responsible for both the administrative and technical aspects of the survey, he/she has to plan well before the survey on how best data can be collected within the province. Details of the provincial supervisor's duties before, during and after data collection are as summarized below:

- ❖ Attend both the training of trainers and the training of enumerator's workshop.
- ❖ Publicize the survey at province level.
- ❖ Ensure realistic itineraries of all team leaders based on the enumerators' itineraries have been submitted.
- ❖ Visit districts on a regular basis so as to monitor progress and check on the quality of data being collected.
- ❖ Implement on-the-spot checking strategy by visiting establishments to ensure that the appropriate questionnaires were administered.

- ❖ Edit/check and review completed questionnaires for completeness and consistency.
- ❖ Help solve problems to do with the understanding of concepts, difficult respondents and refusals.
- ❖ Ensure the survey received adequate publicity.
- ❖ Check on all work diaries of team leaders.
- ❖ Maintain high levels of discipline and ensure that assigned duties are carried out fully.
- ❖ Quality control of questionnaires. Supervisors have a special responsibility of ensuring high quality of work is produced within their provinces.
- ❖ Collect all questionnaires and other survey documents from the team leaders ensuring all questionnaires issued have been accounted for.
- ❖ Submit questionnaires to head office on time for data processing.
- ❖ Compile and submit a written report to Head Office.
- ❖ Fill in your details on the last page and sign if you are satisfied with the questionnaire.

Head Office Personnel

Head office personnel is generally involved in the design, planning and implementation of the survey and coordinating and monitoring both field and office activities involved. A summary of their duties is as given below:

2.4.1 The Technical Team

- ❖ Design of survey instruments e.g. questionnaires, field and training manuals, completion notes etc.
- ❖ Ensure survey materials are procured on time
- ❖ Ensure training venues are secured on time

- ❖ Publicity at national level (press releases, radio and television advertising, post publicity material on the ZIMSTAT website)
- ❖ Conduct the training of the trainers workshop
- ❖ Train enumerators survey concepts and how to complete the questionnaires
- ❖ Producing both training of trainers and training of enumerators reports
- ❖ Ensure adequate survey materials are despatched to the provinces on time.
- ❖ Ensure necessary resources are adequately provided for the efficient running of the survey
- ❖ Ensure all questionnaires received from the provinces are accounted for
- ❖ Attending to problems or issues that may arise from the provinces
- ❖ Ensure correct coding and editing of all questionnaires
- ❖ Supervise the data collection process
- ❖ Supervise the data processing process (*coding/ editing, data entry and data cleaning*)
- ❖ Produce the Survey of Services report
- ❖ Disseminate the Survey of Services results to the general public.

2.4.2 Data Processing Team

- ❖ Despatch of questionnaires to the provinces
- ❖ Receipt of questionnaires from the provinces
- ❖ Coding and editing
- ❖ Data entry
- ❖ Data cleaning
- ❖ Table generation

Chapter Four: Completing the Survey of Services Questionnaire

This chapter of the manual is designed to guide the enumerator on how the Survey of Services questionnaire should be completed.

Acknowledgement of Receipt Form

The respondent should acknowledge receipt of the questionnaire by signing the Acknowledgement of Receipt of questionnaire form.

Section 1: General Information

This part of the questionnaire is intended to gather details on the identity of the establishment which include: the legal name of the establishment, physical location, postal address, telephone number, website and e-mail address. The physical address is useful in identifying establishments and classifying them by geographical regions. Website and e-mail addresses should be the official contacts of the establishment and not those of contact person(s).

Establishment particulars are also important in cases of further inquiries regarding the data provided by an establishment and, for future correspondence.

Note that we have three types of the SS questionnaire. We have SS1 (Long) which is for large establishments, SS2 (Medium) for medium size enterprises and SS1 (Short) for small establishments.

- The medium questionnaire (SS2) does not have a section on Exports and Imports during 2013 which is in the long questionnaire (SS1).
- The short questionnaire (SS3) does not have the section on Exports and Imports during 2013 which is in the long questionnaire (SS1).
- The short questionnaire (SS3) does not have the section on hours worked which is common in both SS1 and SS2.
- SS3 does not have the section on Room Units and Bed Nights which is common in both SS1 and SS2.

In this section we are, therefore, going explain about how to complete the Survey of Services SS1 (LONG) questionnaire because it is the most detailed one.

Ensure all the required details including the establishment's physical address have been provided. Wherever you are required to fill in the spaces provided, please write in print form.

Item 1.1: What is the Legal or Registered name of the establishment?

The full Legal or Registered name of the establishment should be printed in the space provided. *Legal or registered name is the name that is recognized by law and should be the name on the legal documents of the establishment.*

- **Establishment:** An establishment is an enterprise or part of an enterprise that is situated in a single location and in which one or predominantly one kind of economic activity is carried out. An establishment is usually identified with an individual workplace in which a particular kind of productive activity is carried out, for instance a shop, transport depot, bank or clinic.

- **Enterprise:** An enterprise is defined as an institutional unit engaged in the production of goods and/or services. An institutional unit is an economic entity that is capable in its own right of owning assets, incurring liabilities and engaging in economic activities and in transactions with other entities.

Items 1.2: What is the Trading Name of the establishment?

Record the full trading name of the establishment. *Trading Name is the name which is mostly used by the establishment and the establishment is, in most cases, called by that name. It is possible to have the Trading Name being the same as the Legal Name of the establishment.*

Item 1.3: What is the physical address from which the establishment operates?

Write the full and correct physical address of the establishment. State floor number, building name, street number and street address where applicable. There should be a Business Area Name for each establishment (e.g. Mupatsi Township, Graniteside, and Kotwa Growth Point).

Item 1.4: What is the postal address of the establishment?

Record the postal address in the space provided.

Item 1.5: What are the Landlines, Cell and Fax Numbers used by the establishment?

Record accurately these numbers for easy contact with the establishment during and after data collection.

Item 1.6: What are the E-mail and Website addresses used by the establishment?

Space is provided for recording these addresses.

Item 1.7: Is the establishment registered with the Registrar of Companies?

Circle the appropriate response code, that is, either 1 or 2 for “Yes” or “No” respectively. When the response is “No” you are instructed to go to Q 1.10.

Item 1.8: If “Yes in Q 1.7, when was the establishment registered with the Registrar of Companies?

Record the date as 2 digits for the day, 2 digits for the month and 4 digits for the year of registration in the corresponding boxes provided.

Item 1.9: If “Yes” in Q 1.7, what is the establishment’s Registration number?

Record neatly in the boxes provided.

Item 1.10: Does the establishment have a valid Licence from a local authority?

The response is either “Yes” or “No” circle the appropriate code, either 1 or 2. If the response is “No” you are instructed to go to Q 1.12.

Item 1.11: If “Yes” in Q 1.10, what is the establishment’s current Licence Number?

Record the number in the boxes provided.

Item 1.12: Does the establishment have a Tax/Business Partner Number?

Circle the appropriate response code. If the response is “No” you are instructed to go to Q 1.14.

Item 1.13:If “Yes” in Q 1.12, what is the establishment’s Tax/Business Partner Number?

A Tax/Business Partner Number is the business’ identification number given to establishments that are registered with ZIMRA. The number should be recorded in the boxes provided.

Item 1.14:Does the establishment have a NSSA Number?

Circle the appropriate code, either a “Yes” or “No”. If the response is “No” you are instructed to go to Q 1.16.

Item 1.15:If “Yes” in Q 1.14, what is the establishment’s NSSA Number?

Neatly record the number in the boxes provided.

Item 1.16:Is this establishment owned by another enterprise?

Circle the appropriate code. If the response is “No” go to Q 1.20.

Item 1.17:If “Yes” in Q 1.16 above, what is the name of the parent enterprise that owns this establishment?

Print the name of the parent enterprise in the space provided.

Item 1.18:Does the parent enterprise own other establishments in Zimbabwe apart from this one?

Circle the appropriate code. If the response is either “No” or “Don’t Know” go to Q 1.20.

Item 1.19:If “Yes” in Q 1.18 above, how many establishments in this country are under the control of the parent enterprise?

Record the number in the boxes provided.

Item 1.20: To which of the following institutional sectors should the establishment be classified?

An appropriate response code should be circled.

An institutional sector is formed from a group of institutional units which are based on principal functions, behaviours and objectives. An institutional unit may be defined as an economic entity that is capable in its own right of owning assets, incurring liabilities and engaging in economic activities and in transactions with other entities. There are two main types of units in the real world namely persons or groups of persons in the form of households, and legal or social entities. All resident institutional units are allocated to one and only one sector as follows:

- 1 *Financial Corporation:*** This category is for private and public companies engaged in financial intermediation e.g. banks, investment funds, insurance companies and non- government pension funds.
- 2 *Non-Financial Corporation:*** This category is for public or private companies whose main activity is the production of goods and services that are non- financial.
- 3 *General Government:*** This category Includes establishments that are controlled by the central and local government including, parastatals, social security funds, and Non-Profit Making institutions mainly financed by the government and/or local authorities.
- 4 *Household:*** This category includes all household businesses, sole proprietorships and partnerships that do not have an independent legal status.

5 *Non-Profit Institution Serving Households:* This category includes charity organizations, trade unions, churches, religious societies, political organization, sports and other clubs.

Item 1.21: What is the establishment's type of ownership?

Among the ten options, circle the appropriate code. The ten response categories are as follows:

1 *Sole Proprietorship:* This is a type of business entity that is owned and run by one individual and in which there is no legal distinction between the owner and the business. The owner of the business has unlimited liability for the debts incurred by the business.

Note: A husband and wife can be classified as a sole proprietorship if they are not registered as a partnership.

2 *Private Limited Company:* This is a private corporation established to undertake a business with the objective of making a profit. The shareholders of the corporation have control over the corporation's operations. A private Limited Company is registered with limited liability i.e. the corporation is treated as a separate legal entity from its owners with the shareholders of the company not personally liable for any of the debts of the company.

3 *Partnership:* This refers to a group of individuals who agree to contract and carry out a business with the objective of making a profit. The business is managed by all or anyone acting for all parties. A trading partnership must comprise at least two members and should not exceed a maximum of twenty members. For the Survey of Services, only registered partnerships are to be put into this category.

4 *Cooperative:* Cooperatives are set up by producers for purposes of marketing their collective output. The profits of such cooperatives are distributed in accordance with their agreed rules and not necessarily

in proportion to shares held, but effectively they operate like corporations.

5 Public Limited Company: A Public Limited Company is also a private corporation established with limited liability by a minimum of two persons to operate the business with the objective of making a profit. The shares in a Public Limited Company are openly held and, in the case of a company listed on the Stock Exchange, the shares are freely transferable.

6 Central Government: Examples are government ministries, departments, schools and hospitals

7 Local government: These are municipalities, town councils and rural district councils

8 Parastatal: This is a legal entity established by a statutory act to undertake commercial activities on behalf of the government e.g. Grain Marketing Board.

9 Non-Profit Making Institution: A non-profit institution (NPI) is a legal or social entity created for the purpose of producing goods and services whose status does not permit it to be a source of income, profit or other financial gain for the units that establish, control or finance them. The NPI has no shareholders with a claim on the profits or equity and its members are not entitled to a share in any profits or surplus generated by its productive activities. Examples of NPI's are political parties, USAID and Musasa project

10 Other: If an establishment's type of ownership cannot fall under any of the nine categories mentioned above put it under "other" and specify the type of ownership.

Item 1.22: What was the period in which the establishment was in operation during the 2013 calendar year?

Fill in the corresponding boxes provided. The first two boxes are for the day, the second two boxes are for the month and the year is 2013. If establishment operated for a full calendar year go to Q 1.26.

Item 1.23:What was the reason why the establishment was not in operation for a full calendar year?

There are 6 response categories, circle the appropriate code.. Besides providing information on the activity status of the establishment, this item also helps in interpreting the returns submitted by establishments that are affected by seasonal factors and those submitted by establishments that began or ceased operations during the reference period. The meaning of each response category is given below:

- 1. *New business:*** This is a business that started operations during 2013
- 2. *Sold or leased to another operator:*** If establishment was sold or leased to another company or organization the day, month and year when the change occurred should be stated. The name and contact details of the new owner should be provided. The respondent should complete all items for the portion of 2013 prior to the change of operator.
- 3. *Ceased operations:*** If establishment has gone out of business or closed and, does not intend to reopen the day, month and year when the establishment ceased operations should be provided and the respondent should complete all items for the portion of 2013 prior to ceasing operations.

4. Temporarily or seasonally inactive: Although not conducting business at the end of 2013, the establishment will eventually reopen and conduct its business.

5. Other specify

If establishment has ceased operations or was sold or leased to another operator, the name and contact details of the new owner should be provided in Q 1.25.

Item 1.24: If establishment has ceased operations or sold or leased to another operator, please indicate the date event occurred in the boxes provided.

The first 2 boxes are for the day, second 2 boxes are for the month and the last 4 boxes are for the year.

Item 1.25: If there was a change of operator could you please state the name and contact details of the new owner?

If establishment has ceased operations or was sold or leased to another operator, the name and contact details of the new owner should be provided.

Item 1.26: Is establishment male or female owned?

Note that this question applies to Sole Proprietorships, Private Limited companies, Partnerships and Co-operatives.

Item 1.27: What was the establishment's main kind of economic activity during 2013?

This item is useful in classifying an establishment according to its principal kind of economic activity. Describe clearly in two or more words, e.g. "Providing Accommodation", "Secondary School Education", "Retailing School Uniforms", "Hair Plating", "Transporting Passengers", etc.

- The **Main Economic Activity** is the economic activity in which the establishment was mainly engaged in or derived most of its income in 2013.
- An **Economic Activity** refers to the productive activity which leads to the production of goods and/or services at a specific location.

Section 2: Owners, Persons Engaged and Compensation of Employees: Note that items 2.1 to 2.3 apply to Sole Proprietorships, Private Limited companies, Partnerships and Co-operatives only.

i. **Persons engaged**

Item 2.1: How many Business Owners, did the establishment have as at 31 December 2013?

Item 2.2: How many Working Proprietors/ Active Business Partners did the establishment have as at 31 December 2013?

- ***Working proprietors:*** This item refers to owners who are actively engaged in the work of the establishment and receive wages and salaries. In private corporations working proprietors may be shareholders receiving salaries for the services they offer to the establishment as managers. A working proprietor can also be the sole owner of the business.
- ***Active business partners:*** This item refers to a group of persons of a common profession who pool their resources to form an establishment in partnership. They provide the labour inputs themselves and usually share the profits they derive from the productive activities of the establishment. Thus their role is dual in that they provide assets and other resources to the establishment as entrepreneurs and their expertise and skills as employees.

Note: Working proprietors and active business partners: sleeping partners and inactive members of the proprietor's family are excluded unless they participate in the control and management of the business.

Item 2.3: How many Contributing Family Workers did the establishment have as at 31 December 2013?

- **Contributing/Unpaid family workers:** This item refers to all persons living in the household of the proprietor(s)/owners of the establishment who work in the establishment without regular pay (that is, without an agreed amount to be paid for work done) irrespective of the number of hours worked during the reference period. Family workers who receive pay for work performed should be classified as employees.

Note: This category is not applicable to limited companies or public corporations the ownership of which is represented by equity shares.

Item 2.4: How many employees by stated categories did the establishment have as at 31 December 2013?

All persons engaged in this establishment should be reported as categorized. The number of persons reported should include persons on short-term leave such as sick leave or annual leave, vacation leave, maternity leave and also persons on strike.

(Record in the space provided. Ensure the totals in this section tally with the breakdown)

- **Full-time employees**

These are persons who are employed on an on-going basis until the employer or employee ends the employment relationship

- **Part-time employees**

These are employees who work regular hours each week and are entitled to the same benefits as a full-time employees, but on a pro rata basis (i.e. based on the number of hours worked)

- **Casual employees**

These are persons who have no guaranteed hours of work, usually work irregular hours, don't get paid sick or annual leave and can end employment without notice

- **Employees directly in production work**

These are employees directly involved in the production of services. Examples are: teachers, doctors, counsellors, waiters, programmers, enumerators, tour guides, hairdressers, bank tellers, shopkeepers etc.

- **Support Staff**

Support staff these are employees responsible for routine office tasks that other employees are too busy to handle. Examples are messengers, receptionists etc.

- **Leased in employees**

This item comprises of persons supplied to the establishment for a fee by an employment agency or similar organizations. The employees are not supervised by the establishment and not the employment agency which is providing them. These employees appear on the employment agency's payroll rather than on the payroll of the establishment paying the fee security guards hired from another company.

Item 2.5: What was the total value of *salaries/wages* (in cash or in kind) and other benefits paid to employees during the year ended 31 December 2013? (Record values in US\$)

Payments in cash or in kind made to members of staff who resigned or were discharged from work during the calendar year 2013 should be

included. Some elements of labour cost such as the cost of uniforms for employees, training cost, business travels, cost of canteen and other food services are not included in the compensation of employees. Wages in kind should be imputed to local value in US\$.

Ensure the totals in this section tally with the breakdown

Note: Directors of incorporated enterprises who are paid solely for their attendance at Board of Directors' Meetings, persons on indefinite leave, military leave or on pension should also be excluded.

Item 2.5e: What was the total value of employer's contribution to pension, medical aid and other social insurance funds during 2013?

Section 3: Other Expenditure During 2013

This section captures other business related expenditure during the calendar year ended 31 December 2013.

Note:

- Goods received by the establishment from other establishments of the same enterprise should be valued as if purchased.
- Deductible Value added tax should be excluded.
- Deductible Value Added Tax (VAT) should be excluded.
- Amounts paid for the installation and major repairs of capital goods should be recorded under the section on capital assets.
- Repair and maintenance costs of employee-occupied dwellings should be recorded under the section on capital assets.
- The value of outright purchases of patents, copyrights, trademarks and franchises should be recorded under the section on capital assets.

Item 3.1: Total cost of raw materials and supplies except gas, fuels and electricity

Item 3.2: Total cost of gas, fuels and electricity purchased

Item 3.3: Total cost of water and sewerage services

Item 3.4: Total cost of maintenance, repairs and installations

Item 3.5: Rent/Rental payments.

Note:

- Rent is the payable by the establishment for the use of land.
- Rental is the amount payable by the establishment for buildings and other structures, transport equipment and other machinery.

Item 3.6: Total other expenditure items.

This item includes cost of goods purchased for resale, payment for contract and commission work done on establishment, bank charges, legal services, travelling and subsistence expenses, royalties, patents, copyrights and franchise fees, and interests paid

Note:

- Goods purchased/bought for resale are goods acquired by enterprises, such as wholesalers or retailers, for the purpose of reselling without further transformation to customers.
- A Franchise is an agreement between two companies giving one (the franchisee) the right to market a good and/or service using the trademark and trade name of another company (the franchisor)
- A patent is a right granted by government to the owner of an invention that prevents others from making, using, importing or selling the invention without his permission.
- A dividend is a payment made by a company to its shareholders, usually as a distribution of profits.
- A Copyright grants the creator of an original work exclusive rights to its use and distribution with the intention of enabling the creator of intellectual wealth (e.g. the

photographer of a photograph or the author of a book) receive compensation for their work and be able to financially support themselves.

- A royalty is a payment to the legal owner for the use of patents, copyrighted works, franchises or natural resources. In most cases, royalties are designed to compensate the owner for the asset's use, and are legally binding.

Item 3.7: Of the total expenditure incurred in 2013, how much or what percentage was used in purchasing of goods/services via the internet or online system?

Section 4: Income During Year 2013

This section covers all business related income that accrued to the establishment for the calendar year ended 31 December 2013.

Note:

1 All values should be recorded in US dollars. If any other currency was used, the local market conversion rate should be used to convert to US dollars.

2 The following items are to be included when recording income items:

- i. Transport charges, packaging, etc. passed on to the customer even if these charges are listed separately on the invoice.
- ii. Goods withdrawn by owners of the establishment for their own use
- iii. Goods transferred to other establishments of the same parent enterprise

3 The following items are to be excluded when recording income items:

- i. Value-added tax (VAT) and other similar deductible taxes directly linked to sales which are collected from customers and paid directly to government.
- ii. Price rebates, discounts and similar allowances
- iii. Duties and taxes on goods and services invoiced by the establishment.
- iv. Value of returned packaging.
- v. Revenue from the sale of land, capital goods, patents and licences since these are captured under the section on fixed assets.

Item 4.1: What was the value of income received from the establishment's main and secondary activities during 2013?

- **Main Economic Activity:** This is the economic activity in which establishment was mainly engaged in or derived most of its income in 2013.

- **Secondary activities:**

Secondary activities are other economic activities that establishment was also engaged in on the same location with the main activity during 2013.

Note: The descriptions of both the main and secondary activities should be given in two or more words clearly in the spaces provided, The values of income obtained from the activities should be clearly stated in US\$. If the responded cannot give the values of income separately, the total value of activity income should be given together with the percent contributions of each activity.

Ensure that the total tallies with breakdowns.

Other income received

The items that fall under this category are income from goods purchased for resale, income for rent and land, rental income received for letting dwellings and other buildings, rental income received for vehicles, rental income received for machinery, plant and equipment, commissions and fees from selling goods and services on account of others, maintenance, repair and installation services, income from royalties, patents, copyrights and franchise fees receivable, remittances, donations, gifts or grants received, interest received, dividends and other investment income received and other income items not elsewhere classified.

The values should exclude value added tax and other deductible taxes, price rebates, discounts and other allowances.

Ensure totals tally with breakdowns given.

Note: Revenue from the outright sale of patents and licences and revenue from the sale of land and used capital goods should be excluded since these are captured under fixed assets.

Section 5: Subsidies and other incentives during 2013

Item 5: What was the value of subsidies and incentives received by the establishment during the year 2013?

A subsidy is money paid by the government to the establishment to help keep the price of a commodity or service low. This section is divided as into the following:

Item 5.1 Government subsidies

Item 5.2 Tax rebates and imports discounts

Item 5.3 Other incentives on production

Ensure totals do agree with breakdown given.

Section 6: Taxes Paid in 2013

6. What was the value of taxes and custom duties paid by the establishment during 2013?

This section is divided as into the following:

Item 6.1: Value Added Tax (VAT)

Item 6.2: Customs and Excise duties

Item 6.3: License fees, permits, carbon tax, levies and other related fees

- **Customs duties:** These are taxes on goods and services that become payable at the moment when those goods and services

cross the national or customs frontiers or when those services are delivered by non-resident institutions.

- **Value added tax** (VAT) is a tax on goods or services collected in stages by enterprises but that is ultimately charged in full to the final purchasers.
- **Other taxes** and fees include: business and professional licenses, capital gains tax, stamp duty, taxes on international transactions and real estate taxes.

Ensure totals do agree with breakdowns given.

Section 7: Exports and imports of goods and services

Ensure amounts given on this section are part of the total income/ expenditures recorded.

- **Exports of services:** This consists of all services rendered by resident units to non-residents units e.g. consultancy services and transport services.
- **Imports of services:** This consist of all services rendered by non-resident units to resident units

Section 8: Inventories

Inventories are produced assets that consist of goods and services, which came into existence in the current period or in an earlier period, and that are held for sale, use in production or other use at a later date.

Note:

- All inventories owned by the parent enterprise and held by, or under the control of the establishment in question should be included..

- Inventories held in bonded stores or public warehouses; on consignment; in transit and; materials being manufactured, processed or assembled on commission by others should be included.
- Materials owned by other establishments but held by the establishment in question for processing should be excluded. Inventories held overseas should be included as the economic ownership rests with the establishment holding the inventory.

Ensure totals in this section tally with breakdown

Section 9: Capital Expenditure

This section requires information on the value of transactions in fixed assets. It includes major additions, alterations and improvements to existing fixed assets which extend their normal economic life or raise their productivity. Fixed assets are durable goods expected to have a productive life of more than one year and intended for use by the establishment. These include:

Residential buildings: Residential buildings are structures that are used entirely or primarily as dwelling units, including any associated structures, such as garages, and all permanent fixtures customarily installed in dwelling units. Houseboats, barges, mobile homes and caravans used as principal dwelling units of households are also included.

- ***Non-residential buildings:*** Examples of non-residential buildings are warehouses, clinics, banks and shops.

Other structures: Other structures include such structures as roads, car parks and sewer drains to mention a few, other than buildings.

Land improvements: These are the result of actions that lead to major improvements in the quality or productivity of land, or prevent its deterioration. These are also treated as fixed capital formation. Examples are land clearance, land contouring and drilling of boreholes. The value of natural land before improvement is not included.

Transport, other machinery and equipment

- Transport equipment consists of motor vehicles, trailers, ships, aircraft, motorcycles, bicycles, etc.
- Other machinery and equipment consists of computers, laptops and their peripherals; calculators, electrical machinery and apparatus, radios, televisions; medical appliances; clocks etc.
- ***Plantations and Orchards:*** These are mature trees, shrubs, etc. produced on own-account. The value may be approximated, using the value of costs incurred in their production during the period: for example, the costs of preparing the ground, planting, staking, protection from weather or disease, pruning, training, etc., until the tree reaches maturity and starts to yield a product.

Disposals consist of trees, shrubs, etc., sold or otherwise transferred to other units plus those cut down before the end of their service lives. Exceptional losses of trees due to drought or other natural disasters such as drought, cyclones and cold are not included under disposals. *Immature orchards and plantations are treated as work in progress.*

Research and (experimental) development (R&D): Research and development refers to a wide range of activities designed to gather new knowledge leading to the development of new products or processes.

Computer software and databases: consists of computer programs, program descriptions and supporting materials for both systems and applications software.

Entertainment, literary and artistic originals: consist of the original films, sound recordings, manuscripts, tapes, models, etc., on which drama performances, radio and television programming, musical performances, sporting events, literary and artistic output etc. are recorded or embodied.

Copyrights: this is a form of protection provided to the authors of "original works of authorship" including literary, dramatic, musical, artistic, and certain other intellectual works, both published and unpublished. A copyright provides the author the exclusive right to reproduce or sell the work.

Franchise: this is a type of license a franchisee acquires to allow him/her have access to the franchisor's proprietary knowledge, processes and trademarks in order to allow the franchisee to sell a product or, provide a service under the business's name. In exchange for gaining the franchisee, the franchisee usually pays the some fees to the franchisor.

Patent: a patent for an invention is the grant of a property right to the inventor to exclude others from making, using, offering for sale, selling or importing the invention.

Trademark: this is "any word, name, including brand names, symbols, logos, or device used to distinguish products or services from the goods of others" and is protected by law. Trademark rights may be used to prevent others from using a confusingly similar mark, but not to prevent

others from making the same goods or from selling the same goods or services under a clearly different mark..

Others: this category includes all assets that were not in the categories provided. Please specify if any.

Depreciation

Depreciation represents loss or diminution of the value of an asset consequent upon wear and tear, obsolescence or permanent fall in market value.

Amortization

This is the loss or diminution of the value of an intangible asset.

If the depreciation/amortization value cannot be given by asset please provide the total depreciation value

Note:

- Fixed assets acquired through barter should be valued at their estimated basic prices plus any taxes payable and costs of ownership transfer.
- All acquisitions of assets by the establishment, whether obtained from other establishments or produced by its employees should be included.
- Assets acquired free of charge should be valued as though purchased. Assets produced by the establishment for its own use should be value at production cost (that is, material plus labour cost)
- The value of assets disposed during the year should be recorded regardless of their condition.
- Major improvements and repairs to existing assets which extended their normal economic life or raise their productivity are to be reported and not current repairs and maintenance.
- Imported assets should be recorded under new assets even if they have been in use in the country of origin.

Item 9.1: What was the Gross Value of the listed assets as at 1 January 2013?

Record the value of assets in US\$ in the space provided.

Item 9.2: What was the Value of Acquisitions for the listed assets during the year 2013?

- New Assets include imported assets even if they have been in use in their country of origin.
- Used Assets are second hand assets acquired from within the country
- Self-produced assets are used assets produced on own account

Item 9.3: What was the Value of disposals of the listed assets during the year 2013?

Item 9.4: What was the value of improvements and major repairs for the listed assets during the year 2013?

Item 9.5: What was the Depreciation/Amortization Value of the listed assets for 2013?

Depreciation: Depreciation represents loss or diminution of the value of an asset consequent upon wear and tear, obsolescence or permanent fall in market value.

Amortization: This is the loss or diminution of the value of an intangible asset. Amortization is sometimes used interchangeably with depreciation.

Note: Depreciation/amortization values cannot be given by asset; total depreciation value should be given.

Section 10: Hours Worked

10. What was the average number of hours worked per person per week during 2013?

The average number of hours worked per person per week should be given as categorized.

Number of hours worked, is an important data item used for labour analysis; conversion of part-time employees into full-time equivalent; study of productivity and calculation of a number of aggregates per hour worked.

Section 11: Room Units and Beds

This section is applicable to establishments under accommodation services only.

- A room night is one hotel room occupied for one night.
- A bed night is one person for one night

Section 12: Contact Details

Ensure details of the person to whom all queries should be addressed have been provided.

Section 13: Declaration

Please ensure that the declaration is signed.

APPENDIX 1: The Geo-code System

Prov.	Dist.		Ward		Sector		Est. No.		Year			
									2	0	1	3

Province

The first digit (1) defines the province to which an area belongs. Provinces in this case refer to the ten existing provinces. Below is a code list for provinces only:

0 = Bulawayo

1 = Manicaland

2 = Mashonaland Central

3 = Mashonaland East

4 = Mashonaland West

5 = Matabeleland North

6 = Matabeleland South

7 = Midlands

8 = Masvingo

9 = Harare

District

The second and third digits (2 & 3) define the Rural and Urban Council Areas within each province. Within each province there is an administrative district serial numbered from 01 continuing alphabetical order until all districts in a province have been assigned codes.

Urban Council Areas are given separate codes in the “district block” of the geo-code system. The serial codes to be given within a province would start from 21 and continue upwards until all such areas have been covered

Ward

All wards within a given Rural District/Urban Council are given a serial code starting with 01 and continuing upwards until all wards have been covered.

Sector

This gives the land use type of area that is covered by the particular EA. The codes are as follows:

1 = Communal Land

2 = Small Scale Commercial Farming Area

3 = Large Scale Commercial Farming Area

41= Old Resettlement Area

42= A1 Farms

43= A2 Farms

5 = Urban Council Area

6 = Administrative Centres (Districts)

7 = Growth Point

8 = Other Urban areas e.g. mine

9 = State land e.g. national park

0 = Special Category EA-Army Camp

Establishment Number

Establishments are numbered serially within a district.

APPENDIX 2: Quality Control Form

Prov.	Dist.	Ward	Sector	E. A.	Group Ent. No.	Ent. No.	Est. No.	<u>Year</u>							
												2	0	1	3

	Tick (√)
1. Was the identification section completed correctly?	
2. Was the section on establishment background completed correctly?	
3. Was the main economic activity described clearly?	
4. Was the section on persons engaged completed and, do the totals agree with the breakdown?	
5. Was the section on compensation of employees completed and do the totals agree with the breakdown?	
6. Was the section on expenditure completed and, do the totals agree with the breakdown?	
7. Was the section on income completed and, do the totals agree with the breakdown?	
8. Was the section on subsidies and other incentives received completed and do the totals agree?	
9. Was the section on taxes paid completed and do the totals agree?	
10. Was the section on exports and imports of goods and services completed?	
11. Was the section on inventories completed and do totals agree with the breakdown?	
12. Was the section on capital expenditure completed and do the totals agree with the breakdown?	
13. Was the section on average number of hours completed?	
14. Was the section on room units and beds completed?	
15. Was the section on contact details completed?	
16. Was the declaration signed and dated?	
<p>Comments.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>Name of Enumerator.....Date.....</p> <p>Name of Team Leader.....Date.....</p> <p>Name of Supervisor.....Date.....</p>	/16

APPENDIX 3: SS2013 Visit Record Form

IDENTIFICATION	Prov.	Dist.	Ward	Sector	Est. No	Year

Interviewer Name	
-------------------------	--

	VISIT 1	VISIT 2	VISIT 3	VISIT 4	FINAL CODE
Date: dd/mm/yy					
Questionnaire Result					
Field Notes					

RESULT CODES	
1	Questionnaire Dispatched
2	Questionnaire Dispatched and Completed
3	Questionnaire Completed
4	Questionnaire Incomplete
5	Unoccupied/ Vacant/ Abandoned
6	No One Available
7	Company Not Found
8	Refused
9	Postponed
10	Other (Specify)

