◈ SECTION 1: Consent & Metadata

- **Consent Rate**: % of participants who agreed to take the survey.
- **Enumerator Productivity**: Number of surveys completed per enumerator.
- **Location Distribution**: Number of responses per geographic location.

◈ SECTION 2: Demographic Profile

- **Age Distribution**: Histogram or average/median age.
- **Gender Breakdown**: % Male / Female / Prefer not to say.
- **Occupation Distribution**: % of each occupation category.
- **Average Household Size**..

◈ SECTION 3: Awareness of SBS

- **Awareness Rate**: % who have heard of SBS.
- **Source of Awareness** (multi-select):
    - Frequency of each source (Radio, Social Media, etc.).
    - Most effective channels (ranked by count).
- **Primary Source of Stats Info**: % selecting each source.
- **Familiarity Level by Topic** (Poverty, Census, etc.):
    - % Not/Slightly/Moderately/Very familiar for each topic.
    - Average familiarity score per topic (e.g., 1–4 scale).

◈ SECTION 4: Trust & Use of SBS Data

- **Trust Level Distribution**: % for each level (Not at all → Extremely).
- **Perceived Data Accuracy**: Average % believed accurate.

◈ SECTION 5: Engagement with SBS

- **Event Attendance Rate**: % who attended an SBS event.
- **Platform Usage**:
    - % using each platform (Website, Facebook, Twitter).
    - Total platform engagement.

◈ SECTION 6: Technology & Channels

- **Smartphone Ownership Rate**: % who own smartphones.
- **Internet Usage Frequency**: % in each category (Daily, Weekly, etc.).

⬤ Composite Metrics / Cross-Tab Analysis

- Awareness by Gender / Occupation.
- Trust vs Familiarity Level.