

	Divorced	4	
	Separated	5	
PD5	ASK ALL: For statistical purposes, I need to confirm which ethnic group you belong to. Is it...?		
	Black	1	CONTINUE
	White	2	
	Indian or Asian	3	
Coloured	4		
PD6	ASK ALL: Can you please tell me which languages you can read and understand? MMO. DO NOT READ OUT.		
PD7	ASK FOR ANSWERS IN PREVIOUS QUESTION IF 2 OR MORE ANSWERS GIVEN: Could you please tell me which language you speak most often?		
	Afrikaans		
	Chinese		
	Dutch		
	English		
	French		
	German		
	Gujerati		
	Hindi		
	Ndebele		
	North Sotho/Pedi		
	Portuguese		
	Shona		
	Tamil		
	Telegu		
	Urdu		
Venda			
Zulu			
	Other (specify)		

LSM

LSM 1	ASK ALL: Which of the following, if any, do you personally own or have access to? MMO. READ OUT.		
	Computer games	1	CONTINUE
	Car TV/car DVD player	2	
	Handheld portable TV (with live feed)	3	
	Digital camera (does not take film and not cellphone)	4	
	Video camera	5	
	Apple iPod	6	
	MP3/MP4/Digital media player/iRiver	7	
	Portable DVD player	8	
	Portable gaming device (PSP or Nintendo)	9	
	Gaming console (Wii, PlayStation, Xbox)	10	
	Portable CD player (Sony Discman)	11	
	Tablet (Apple iPad, Samsung Galaxy Tab, HTC Flyer, Blackberry Playbook)	12	
	eReader (Kindle or Nook)	13	
	Digital Home Assistant (Google Now, Siri, Alexa)	14	
None of these	15		

MEDIA SECTION

NB! Media section questions to be randomised.

FQ1	ASK ALL [SHOWCARD WHEN LAST]: Please tell me when last, apart from today, did you ...? READ OUT.						
		1	2	3	4	5	6
		Yes terd ay	In the PA ST 7 day s	In the PA ST 4 wee ks	In the PA ST 6 mo nth s	Lon ger tha n 6 mo nth s ago	Never
	Go to the cinema	1					
	Read or page through a newspaper on paper OR online	2					
Read or page through a magazine on paper OR online	3						

	Read or page through a STORE magazine on paper OR online	4						
	Watch traditional TV	5						
	Listen to radio	6						
	Leave your home to go somewhere	7						
	Use a cellphone	8						
	Access the internet	9						
	Stream content (Netflix, Showmax)	10						
	ASK ALL [SHOW CARD MEDIA DEVICES]: Which of the following equipment/devices, if any, do you currently have in your home?							
FQ2	Ordinary cellphone – used only for calls and SMS; it has no internet capability	1	CONTINUE					
	Feature phone [not a smartphone] – a cellphone that can access the internet. It has no touchscreen.	2						
	Smartphone – a cellphone that has a touchscreen and that can access the internet	3						
	Desktop computer or laptop	4						
	eReader	5						
	Games console	6						
	Radio set [or hi-fi with radio]	7						
	Smartwatch [a mobile device with a touchscreen display designed to be worn on the wrist]	8						
	Tablet	9						
	Ordinary home telephone line (Telkom or Neotel)	10						
	TV set	11						
	Decoder [DStv, Top TV, etc. decoder]	12						
	Wi-Fi or fibre [high speed internet]	13						
	VOIP phone	14						
	Media player	15						
	None of these	16						
	ASK ALL [SHOW CARD MEDIA DEVICES]: Which equipment/devices have you personally used in the PAST 4 WEEKS?							
FQ3	Ordinary cellphone – used only for calls and SMS; it has no internet capability	1	CONTINUE					
	Feature phone [not a smartphone] – a cellphone that can access the internet. It has no touchscreen.	2						
	Smartphone – a cellphone that has a touchscreen and that can access the internet	3						
	Desktop computer or laptop	4						
	eReader	5						
	Games console	6						
	Radio set [or hi-fi with radio]	7						
	Smartwatch [a mobile device with a touchscreen display designed to be worn on the wrist]	8						
	Tablet	9						
	Ordinary home telephone line (Telkom or Neotel)	10						
	Smart TV set	11						
	Decoder [DStv, Top TV, etc. decoder]	12						
	Wi-Fi or fibre [high speed internet]	13						
	VOIP phone	14						
	Media player	15						
	None of these	16						
CINEMA								
A1	ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1 [SHOWCARD FREQUENCY]: How often do you generally go out to watch a movie at the cinema? SMO. DO NOT READ OUT.							
	Very Frequently: At least twice a month	1	CONTINUE					
	Frequently: Every month	2						
	Regularly: Once every 2 to 3 months	3						
	Occasionally: Once every 4 to 6 months	4						
	Seldom: Around once a year	5						
Less often	6							
A2	ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1: Which cinema chain do you go to most often? SMO. READ OUT.							

	Ster-Kinekor	1	CONTINUE
	Nu Metro	2	
	Movies @	3	
	Cine Centre	4	
	Epic Cinemas	5	
	Other (specify)	6	
	I don't care, I go where it is convenient	7	

A3A	ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1 [PROMPT IF COST EXCEEDS R2000]: How much does an average cinema outing cost you? We are asking how much it costs you personally in total for the cinema experience only (including payments for other people) – that is movie tickets [all the tickets you personally pay for], popcorn, drinks, sweets, food and 3D glasses (excluding all food or items bought outside the cinema)? OPEN-ENDED. NUMERICAL FIGURE.		
	1	

A3B	ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1: When you go on a cinema outing, how many people usually go? OPEN-ENDED. NUMERICAL FIGURE.		
		

A4	ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1 [SHOWCARD LOYALTY]: Which of the cinema loyalty programmes, if any, do you use for cinema? MMP. DO NOT READ OUT.		
	Clicks Club Card	1	CONTINUE
	Discovery Vitality	2	
	Edgars	3	
	Thank U	4	
	Momentum Multiply	5	
	Nu Metro	6	
	Ster-Kinekor	7	
	Vodacom Reward	8	
	Other (specify)	9	
None	10		

PRINT

INTRODUCTION: I am now going to ask you some questions about your reading habits. By reading we mean that you have personally read, paged through or viewed all or any part of these, for one minute or longer. This includes newspapers, online news sites, magazines or online magazine content.

Z1	ASK ONLY IF CODE 1 TO 4 IN TOPIC 2 IN FQ1 [SHOWCARD NEWSPAPERS LIST]: Which of these NEWSPAPERS did you read either online or on paper in the PAST 3 MONTHS? MMP. DO NOT READ OUT.		
	Beeld	1	CONTINUE
	Business Day	2	
	Cape Argus	3	
	City Press	4	
	Daily Dispatch	5	
	Daily Dispatch Weekend Edition	6	
	Daily News	7	
	Daily Sun	8	
	Daily Voice	9	
	Diamond Fields Advertiser	10	
	Die Burger	11	
	Ilanga	12	
	Ilanga LangeSonto	13	
	Isolezwe	14	
	Isolezwe Gauteng	15	
	Isolezwe lesiXhosa	16	
	Isolezwe ngeSonto	17	
	Isolezwe ngoMqibelo	18	
	Mail & Guardian	19	
POST	20		
Pretoria News	21		
Rapport	22		
Saturday Citizen	23		

	Saturday Star	24	
	Soccer Laduma	25	
	Son	26	
	Son op Sondag	27	
	Sowetan	28	
	Sunday Sun	29	
	Sunday Times	30	
	Sunday Tribune	31	
	Sunday World	32	
	The Citizen	33	
	The Herald	34	
	The Independent on Saturday	35	
	The Mercury	36	
	The Star	37	
	The Sunday Independent	38	
	The Witness	39	
	Volksblad	40	
	Weekend Argus: Saturday Edition	41	
	Weekend Argus: Sunday Edition	42	
	Weekend Post	43	
	Weekend Witness	44	
	Other (specify)	45	
Z2	ASK FOR ANSWERS IN Z1 [SHOWCARD PLATFORM]: In which ways have you personally read <Insert all publications mentioned in Z1 above> in the PAST 3 MONTHS? MMP. DO NOT READ OUT.		
	On paper	1	CONTINUE
	On a cellphone	2	
	On a computer (desktop/laptop)	3	
	On a tablet	4	
	On another device	5	
Z3	ASK ONLY IF CODE 1 TO 4 IN TOPIC 3 IN FQ1 [SHOWCARD MAGAZINES]: Which of these MAGAZINES did you read either online or on paper in the PAST 3 MONTHS? MMP. DO NOT READ OUT.		
	Baba & Kleuter	1	CONTINUE
	Baby's and Beyond	2	
	Bike SA	3	
	Bona	4	
	Business Brief	5	
	Car	6	
	Caravan & Outdoor Life/Kamp & Karavaan	7	
	Condé Nast House & Garden	8	
	Cosmopolitan	9	
	Destiny Magazine	10	
	Driven Magazine	11	
	Drum	12	
	Eat Out	13	
	Elle	14	
	Elle Decoration	15	
	Entrepreneur	16	
	Essentials	17	
	Fairlady	18	
	Farmer's Weekly	19	
	Financial Mail	20	
	Finweek	21	
	Food and Home Entertaining	22	
	Forbes Africa	23	
	Game & Hunt/Wild & Jag	24	
	Getaway	25	
	Glamour	26	
	Go! Drive & Camp/Weg! Ry & Sleep	27	
	Good Housekeeping/Goeie Huishouding	28	
	GQ	29	
Habitat	30		

	Home/Tuis	31	
	House & Leisure	32	
	HUISgenoot	33	
	Idees/Ideas	34	
	Kick Off	35	
	Kuier	36	
	Landbou weekblad	37	
	Lesiure Wheels	38	
	LiG	39	
	Living AND Loving	40	
	Magnum	41	
	Men's Health	42	
	Modern Athlete	43	
	Mother & Child	44	
	Move!	45	
	Noseweek	46	
	People	47	
	Personal Finance	48	
	Popular Mechanics	49	
	Rooi Rose	50	
	Runner's World	51	
	SA 4X4	52	
	SA Country Life	53	
	SA Cricket	54	
	SA Garden and Home	55	
	SA Hotrods	56	
	SA Rugby	57	
	Sarie	58	
	Sarie Kos	59	
	Sarie Woon	60	
	Speed and Sound	61	
	Stuff	62	
	Super Bike	63	
	The Garden/Die Tuinier	64	
	The Great Outdoors Guide/Die Groot Buitelewegids	65	
	True Love	66	
	Tuis Opknop/Home Renovations	67	
	Tuis Verf/Tuis Paint	68	
	Tuis Werf/Tuis Yard	69	
	Tvplus	70	
	Very Interesting (former Braintainment)	71	
	Visi	72	
	Vroue Keur	73	
	Weg! Namibië/Go! Namibia	74	
	Weg!/Go!	75	
	Weg!/Go! Platteland	76	
	Wildland Magazine	77	
	Woman and Home	78	
	Women's Health	79	
	You	80	
	YOUR Baby	81	
	YOUR Family	82	
	YOUR Pregnancy	83	
	Other (specify)	84	
Z4	ASK FOR ANSWERS IN Z3 [SHOWCARD PLATFORM]: On which platform did you read <Insert all publications mentioned in Z3 above> in the PAST 3 MONTHS? MMP. DO NOT READ OUT.		CONTINUE
	On paper	1	
	On a cellphone	2	
	On a computer (desktop/laptop)	3	
	On a tablet	4	
	On another device	5	

Z5	ASK ONLY IF CODE 1 TO 4 IN TOPIC 4 IN FQ1 [SHOWCARD STORE MAGAZINES]: Which of these STORE MAGAZINES did you read either online or on paper in the PAST 3 MONTHS? MMP. DO NOT READ OUT	
	Ackermans	1
	Edgars Club	2
	Fresh Living (Pick n Pay)	3
	Jet Club	4
	Other (specify)	5
CONTINUE		
Z6	ASK FOR ANSWERS IN Z5 [SHOWCARD PLATFORM]: In which ways have you personally read <Insert all publications mentioned in Z5 above> in the PAST 3 MONTHS? MMP. DO NOT READ OUT.	
	On paper	1
	On a cellphone	2
	On a computer (desktop/laptop)	3
	On a tablet	4
	On another device	5
CONTINUE		
Z7	ASK ONLY FOR ALL ANSWERS IN Z1, Z3 AND Z5: Not counting today, when last did you personally read or page through a paper copy of <INSERT PAPER COPY OF NEWSPAPER/MAGAZINE/STORE MAGAZINE>?	
	Yesterday	1
	2 days ago	2
	3 days ago	3
	4 days ago	4
	6 days ago	5
	7 days ago	6
	8 days - 2 weeks ago	7
	3-4 weeks ago	8
	5-6 weeks ago	9
	7-8 weeks ago	10
	9-10 weeks ago	11
	4-6 months ago	12
	7-12 months ago	13
	Not applicable	14
CONTINUE		
Z9	ASK IF CODE 1 TO 4 IN TOPIC 2 IN FQ1: In the PAST 4 WEEKS, have you received or read any newspaper with an insert? (By insert we mean a separate advertisement put in a newspaper or similar publication.) SMO.	
	Yes	1
	No	2
CONTINUE		
GO TO C1 IF CODE 1 TO 4 IN TOPIC 5 IN FQ1		
Z10	ASK IF 1 IN Z9: Did you read the inserts in the newspaper? SMO.	
	Yes	1
	No	2
CONTINUE		
GO TO C1 IF CODE 1 TO 4 IN TOPIC 5 IN]		
Z11	ASK IF 1 IN Z10: On a scale of 1 to 5, where 5 is very important and 1 is not important at all, how important is the information in the insert in defining your shopping list?	
	1	1
	2	2
	3	3
	4	4
	5	5
CONTINUE		
GO TO C1 IF CODE 1 TO 4 IN TOPIC 5 IN FQ1		
Z12	ASK IF 4 OR 5 IN Z11: Is there another method of finding the information available in inserts that you prefer? SMO. READ OUT.	
	Online	1
	In-store	2
	Other (specify)	3
CONTINUE		
TELEVISION		
C1	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: How many TV sets do you have in your home that are in working condition, that is, they can be switched on right now? RECORD NUMBER.	
	Number
C2	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: You said you have <MENTION NUMBER OF TV SETS IN C1> TV sets in working order in your household. How many of these TV sets are:	
	(a) Standard sets (not a flat screen)?	
	(b) Plasma/LCD/LED/flat screen?	
	(c) Smart TV sets?	
	(d) Media box sets?	
RECORD NUMBER		

	Standard sets (not a flat screen)	Breakdown must total answer in C1. CONTINUE
	Plasma/LCD/LED/flat screen	
	Smart TV sets	
	Media box sets	
C3	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1 [SHOW CARD TV SERVICES]: Which of these satellite services, if any, does your household currently receive? MMO. DO NOT READ OUT.		
	DStv	1	CONTINUE
	Freevision	2	GO TO C13A
	Openview HD	3	GO TO C4B
	StarSat (previously TopTV)	4	GO TO C11A
	None	5	GO TO C10A
C4A	ASK ONLY IF 1 IN C3: Do you currently have a DStv PVR decoder actively IN USE in your household? This allows you to pause, rewind, fast forward, slow-mo [slow down] and record programmes that you can play back at any time you want. SMO.		
	Yes	1	GO TO C5
	No	2	GO TO 9A
C4B	ASK ONLY IF 3 IN C3 [FILTER ACCORDING TO RIGHT DECODER]: Do you currently have an Openview memory stick actively IN USE in your household? This allows you to pause, rewind, fast forward, slow-mo [slow down] and record programmes that you can play back at any time you want. SMO.		
	Yes	1	GO TO C6D
	No	2	GO TO C12A
C5	ASK ONLY IF 1 IN C4A [SHOW CARD PVR]: Which type of DStv PVR decoder is currently actively IN USE in your household? MMO. DO NOT READ OUT.		
	HD PVR	1	CONTINUE
	SD PVR	2	
	Explora 1	3	
	Explora 2	4	
Other (specify)	5		
C6A	ASK ONLY IF 1 IN C4A: Have you watched any programme via the "DStv Catch Up" service in the PAST 4 WEEKS? (This is where certain programmes are made available on your decoder by DStv for a couple of days after the original broadcast.) SMO.		
	Yes	1	CONTINUE
	No		GO TO C9A
C6B	ASK ONLY IF 1 IN C6A [FILTER ACCORDING TO RIGHT DECODER]: How often in the PAST 4 WEEKS have you watched a programme via "DStv Catch Up" service? SMO. READ OUT.		
	Three or more times a week	1	CONTINUE
	About twice a week	2	
	About once a week	3	
	Less often than once a week	4	
C6C	ASK ONLY IF 1 IN C6A [FILTER ACCORDING TO RIGHT DECODER]: How do you access the "DStv Catch Up" service? MMO. READ OUT.		
	TV	1	CONTINUE
	Computer	2	
	Mobile	3	
C6D	ASK ONLY IF 3 IN C4B: Have you watched any programme via the "Openview memory stick" service in the PAST 4 WEEKS? (This is where certain programmes are made available on your decoder by DStv for a couple of days after the original broadcast.) SMO.		
	Yes	1	CONTINUE
	No	2	GO TO C12A
C6E	ASK ONLY IF 1 IN C6D [FILTER ACCORDING TO RIGHT DECODER]: How often in the PAST 4 WEEKS have you watched a programme via Openview memory stick? SMO. READ OUT.		
	Three or more times a week	1	CONTINUE
	About twice a week	2	
	About once a week	3	
	Less often than once a week	4	
C6F	ASK ONLY IF 1 IN C6D [FILTER ACCORDING TO RIGHT DECODER]: How do you access the Openview memory stick service? MMO. READ OUT.		
	TV	1	CONTINUE
	Computer	2	
	Mobile	3	

C6G	ASK IF 1 IN C6A OR C6D: When do you usually catch up? SMO. READ OUT.			
	During the week	1	CONTINUE	
	During the weekend	2		
	Weekend marathon session	3		
C7A	ASK ONLY IF 1 IN C4A: Have you rented a movie via DStv Box Office in the PAST 4 WEEKS? SMO.			
	Yes	1	CONTINUE	
No	2			
C7B	ASK ONLY IF 1 IN C7A: How many movies did you rent via DStv Box Office in the PAST 4 WEEKS? OPEN- ENDED. NUMERICAL FIGURE.			
.....				
C7C	ASK ONLY IF 1 IN C7A: How many movies did you rent via DStv Box Office in the PAST 7 DAYS? SMO.			
	None	1	CONTINUE	
	1	2		
	2	3		
	3 or more	4		
ASK ONLY IF 1 IN C7A: What day of the week did you rent? MMO. READ OUT.				
C7D	Monday	1	CONTINUE	
	Tuesday	2		
	Wednesday	3		
	Thursday	4		
	Friday	5		
	Saturday	6		
	Sunday	7		
	C8	ASK ONLY IF 1 IN C4A: How do you view TV programmes most often? SMO. READ OUT.		
I mostly view live or in real time		1	CONTINUE	
I mostly watch recorded or catch TV at another time	2			
C9A	ASK ONLY IF 1 IN C3 [SHOWCARD DSTV CHANNELS]: Which DStv television channels, if any, have you watched in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
C9B	ASK ONLY FOR ANSWERS IN C9A [SHOWCARD DSTV CHANNELS]: Which DStv television channels, if any, have you watched in the PAST 7 DAYS? MMO. DO NOT READ OUT.			
C9C	ASK ONLY FOR ANSWERS IN C9B [SHOWCARD DSTV CHANNELS]: And now I am going to ask you about YESTERDAY. Which DStv television channels, if any, did you watch YESTERDAY? MMO. DO NOT READ OUT.			
	100	Dish on TV	1	CONTINUE
	101	M-Net	2	
	103	1Magic	3	
	104	M-Net Movies Premiere	4	
	105	M-Net Movie Smile	5	
	106	M-Net Movies Action+	6	
	108	SundanceTV	7	
	109	M-Net Movies Blackout	8	
	110	M-Net Movies Action	9	
	111	M-Net Movies All Stars	10	
	112	Studio Universal	11	
	115	M-Net City	12	
	116	Vuzu	13	
	117	Universal TV	14	
	118	Telemundo	15	
	119	BBC First	16	
	120	BBC Brit	17	
	121	Discovery Channel	18	
	122	Comedy Central	19	
	123	ITV Choice	20	
	124	E! Entertainment	21	
	125	FOX	22	
	126	FOX Life	23	
	127	Ginx eSports TV	24	
	128	WWE Channel	25	
	129	BET	26	
	130	MTV	27	
131	Lifetime	28		

132	CBS Reality	29
135	TLC Entertainment	30
136	Discovery Family	31
137	TNT Africa	32
138	eMovies	33
139	M-Net Movies Zone	34
140	e-Movies Extra	35
141	EVA English	36
144	kykNet	37
145	kykNet & Kie	38
146	kykNET Nou!	39
147	VIA	40
152	AfricaMagic Epic	41
153	Africa Magic Urban	42
154	Africa Magic Family	43
155	Real Time	44
156	SABC Encore	45
157	MojaLove	46
161	Mzansi Magic	47
163	Mzansi Wethu	48
164	Mzansi Bioskop	49
166	Zee Workd	50
167	Star Life	51
168	ROK	52
170	CBS Justice	53
171	Investigation Discovery	54
173	TV Mall	55
174	BBC Lifestyle	56
175	Food Network	57
176	The Home Channel	58
177	HGTV	59
178	Fashion One	60
179	Travel Channel	61
180	People's Weather	62
181	National Geographic	63
182	National Geographic WILD	64
184	BBC Earth	65
185	Curiosity Stream HD	66
186	HISTORY	67
189	Ignition	68
190	Spice TV	69
191	SABC 1	70
192	SABC 2	71
193	SABC 3	72
194	e.tv	73
195	e.TV Extra	74
198	Ultimate Love	75
200	Supersport Blitz	76
201	Supersport 1	77
202	Supersport 2	78
203	Supersport 3	79
204	Supersport 4	80
205	Supersport 5	81
206	Supersport 6	82
207	Supersport 7	83
208	Supersport 8	84
209	Supersport 9	85
210	Supersport 10	86
211	Supersport 11	87
212	Supersport 12	88
213	Supersport 13	89

235	Supersport MáXimo 1	90
238	Supersport Play	91
239	TellyTrack	92
241	Supersport Events	93
242	Supersport 15	94
251	Soweto TV	95
260	Bay TV	96
261	1 KZN	97
262	Tshwane TV	98
263	Cape Town TV	90
265	GauTV	91
292	Lesotho TV	92
299	NTAi	93
301	Cartoon Network	94
302	Boomerang	95
303	Disney	96
304	Disney XD	97
305	Nickolodeon	98
306	Cbeebies	99
307	Nick Jr	100
308	NickTOONS	101
309	Disney Junior	102
310	JimJam	103
311	eToonz	104
313	PSB Kids	105
319	Mindset	106
320	Channel O	107
321	Mzansi Magic Music	108
322	MTV Base	109
323	MTV Music 24	110
325	TRACE Urban	111
326	TRACE Africa	112
327	SOUNDCITY	113
331	One Gospel	114
332	TRACE Gospel	115
340	Dumisa	116
341	FAITH	117
342	Daystar	118
343	TBN Africa	119
347	iTV Networks	120
390	Emmanuel TV	121
400	BBC World News	122
401	CNN International	123
102	Sky News	124
403	eNCA	125
404	SABC News	126
405	Newzroom Afrika	127
406	Al Jazeera	128
407	Russia Today	129
408	Parliamentary Service	130
409	CGTN News	131
410	CNBC Africa	132
411	Bloomberg	133
412	Business Day TV	134
413	NDTV247	135
414	EuroNews	136
430	RAI Italia	137
431	BVN	138
437	TV5 Monde Afrique	139
446	Deutsche Welle	140
447	CCTV 4	141

	507	Telemundo	142	
	508	EVA Portuguese	143	
	515	TV Record	144	
	517	SIC Internacional Africa	145	
	525	RTP Internacional	146	
	701	TV Moçambique Internacional	147	
	901	M-Net Plus 1	148	
	None/not sure		149	
C10A	ASK ONLY IF 5 IN C3 [SHOWCARD FREE CHANNELS]: Which of the free channels available have you personally watched in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
C10B	ASK ONLY FOR ANSWERS IN C10A [SHOWCARD FREE CHANNELS]: Which of the free channels available have you personally watched in the PAST 7 DAYS?. MMO. DO NOT READ OUT.			
C10C	ASK ONLY FOR ANSWERS IN C10B [SHOWCARD FREE CHANNELS]: Which of the free channels available did you personally watch YESTERDAY? MMO. DO NOT READ OUT.			
	SABC 1		1	CONTINUE
	SABC 2		2	
	SABC 3		3	
	SABC News		4	
	SABC Encore		5	
	e.TV		6	
	e.TV News		7	
	eMovies		8	
	eMovies Extra		9	
	eReality		10	
	eToonz (HD)		11	
	GauTV		12	
	itv		13	
	1KZN		14	
	Bay TV		15	
	Cape Town TV		16	
	Soweto TV		17	
	Tshwane TV		18	
	Glow TV		19	
	Deen TV		20	
	Nongoma TV		21	
	MYtv		22	
None/not sure		23		
C11A	ASK ONLY IF 4 IN C3 [SHOWCARD STARSAT CHANNELS]: Which of the channels available on StarSat have you personally watched in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
C11B	ASK ONLY FOR ANSWERS IN C11A [SHOWCARD STARSAT CHANNELS]: Which of the channels available on StarSat have you personally watched in the PAST 7 DAYS? MMO. DO NOT READ OUT.			
C11C	ASK ONLY FOR ANSWERS IN C11B [SHOWCARD STARSAT CHANNELS]: Which of the channels available on StarSat did you personally watch YESTERDAY? MMO. DO NOT READ OUT.			
	305	Baby TV	1	CONTINUE
	699	Canal J	2	
	849	CCTV 5	3	
	308	Da Vincl	4	
	248	ESPN	5	
	249	ESPN 2	6	
	517	Emmanuel	7	
	367	EWTN	8	
	250	Fuel TV	9	
	361	God	10	
	362	Inspiration TV	11	
	366	IQRAA	12	
	303	JimJam	13	
	723	KTO	14	
	716	MCM Top	15	
	309	Mindset	16	
323	Nigezie	17		

	360	ST Gospel	18	
	300	ST Kids	19	
	324	ST Naija	20	
	322	ST SA Music	21	
	321	ST Soul	22	
	241	ST Sports 1 HD	23	
	243	ST Sports 2 HD	24	
	245	ST Sports 3 HD	25	
	332	Stingray Classica	26	
	541	Sunna TV	27	
	None/not sure		28	
C12A	ASK ONLY IF 3 IN C3 [SHOWCARD OPENVIEW CHANNELS]: Which of the channels available on OpenView have you personally watched in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
C12B	ASK ONLY FOR ANSWERS IN C12A [SHOWCARD OPENVIEW CHANNELS]: Which of the channels available on OpenView have you personally watched in the PAST 7 DAYS? MMO. DO NOT READ OUT.			
	ASK ONLY FOR ANSWERS IN C12B [SHOWCARD OPENVIEW CHANNELS]: Which of the channels available on OpenView did you personally watch YESTERDAY? MMO. DO NOT READ OUT.			
C12C	101	SABC 1	1	CONTINUE
	102	SABC 2	2	
	103	SABC 3	3	
	104	e.TV (HD)	4	
	105	eExtra (HD)	5	
	106	eMovies (HD)	6	
	107	eMovies Extra (HD)	7	
	108	eReality (HD)	8	
	109	Rewind	9	
	110	Star Life (HD)	10	
	115	Fight Sports (HD)	11	
	120	News & Sports (HD)	12	
	121	BBC World News	13	
	130	eToonz (HD)	14	
	134	Mindset	15	
140	Glow TV	16		
	Other/not sure		17	
C13A	ASK ONLY IF 2 IN C3 [SHOWCARD FREEVISION CHANNELS]: Which of the channels available on Freevision have you personally watched in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
C13B	ASK ONLY FOR ANSWERS IN C13A [SHOWCARD FREEVISION CHANNELS]: Which of the channels available on Freevision have you personally watched in the PAST 7 DAYS? MMO. DO NOT READ OUT.			
	ASK ONLY FOR ANSWERS IN C13B [SHOWCARD FREEVISION CHANNELS]: Which of the channels available on Freevision did you personally watch YESTERDAY? MMO. DO NOT READ OUT.			
C13C	SABC 1		1	CONTINUE
	SABC 2		2	
	SABC 3		3	
	SABC News		4	
	e.TV		5	
	Sa Channel		6	
	Zulu TV		7	
	SA Channel		8	
	MyNews Channel		9	
	TVC News		10	
	France 24		11	
	Mindset Learn		12	
	Mindset Health		13	
	Alex TV		14	
	GauTV		15	
	itv		16	
	1KZN		17	
	Bay TV		18	
	Cape TV		19	
	Soweto TV		20	
Tshwane TV		21		

	Glow TV	22	
	Deen TV	23	
	Nongoma TV	24	
	MYtv	25	
	God Never Fails TV	26	
	RLW	27	
	Breathru TV	28	
	New Generation TV	29	
	Abel Damina Ministries	30	
	The Synagogue Church – Emmanuel TV	31	
	Daystar	32	
	Starcross TV	33	
	Angel Television Africa	34	
	Kruiskyk	35	
	Telilah, Spirit Word	36	
	Redeemed Church of God	37	
	Ezekiel TV, Christ Embassy	38	
	CTV	39	
	World Restoration Services	40	
	Unity Broadcasting Network	41	
	Manifest Sons of God	42	
	Isambulo	43	
	Homebased TV	44	
	MYNews	45	
	TVC News	46	
	France 24	47	
	None/not sure	48	
C14	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: Thinking about YESTERDAY [IF “YESTERDAY” IS SATURDAY OR SUNDAY, CAPI TO PROMPT A RANDOMLY SELECTED WEEKDAY OF LAST WEEK], can you please tell me at what times you watched any TV? MMP. TIME SLOT SELECTION.		
		
C15	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: Now thinking about last SATURDAY, at what times did you watch TV? MMP. TIME SLOT SELECTION.		
		
C16	ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: And thinking about last SUNDAY, at what times did you watch TV? MMP. TIME SLOT SELECTION.		
		
RADIO			
INTRODUCTION: And now I would like to ask you a few questions about radio. By radio listening we mean that you have personally listened to the radio - but it does not matter where you listened to it or for how long.			
C18	ASK IF CODE 1 TO 4 IN TOPIC 6 IN FQ1 [SHOWCARD RADIO LIST]: Which radio stations have you personally listened to in the PAST 4 WEEKS? MMO. DO NOT READ OUT.		
C19	ASK FOR ANSWERS IN C18 [SHOWCARD RADIO LIST]: And which have you personally listened to in the PAST 7 DAYS? MMO. DO NOT READ OUT.		
C20	ASK FOR ANSWERS IN C19 [SHOWCARD RADIO LIST]: Which radio stations did you personally listen to YESTERDAY? MMO. DO NOT READ OUT.		
	100.1 7441 FM	1	CONTINUE
	100.5 FM Radio	2	
	107.7 FM	3	
	2 Oceans Vibe Radio	4	
	5FM	5	
	702 Talk Radio	6	
	70 Vibe FM	7	
	90.6 FM	8	
	947	9	
	99.3FM Kosmos Stereo	10	
	Actonville FM	11	
	Afroliveradio	12	

Agangang FM	13
Algoa FM	14
All Jazz Radio	15
ARC Life Radio	16
Barberton Community Radio	17
Beat Bangaz Radio	18
Big Indie Giant Radio	19
Boervolk Radio	20
Bok Radio	21
Bosveld Stereo	22
Botlokwa Community Radio Station	23
Bush Radio	24
Caledon FM	25
Cape Talk	26
Capital Live South Afrika	27
Capricorn FM	28
CAPS	29
Carr Radio	30
Cassette Radio	31
ChaiFM	32
Chisomo Radio	33
Choice FM	34
Classic FM	35
Coastal Radio	36
CUT FM	37
Dexterity Radio	38
DYR – Durban Youth Radio	39
East Coast Gold	40
East Coast Radio	41
Eastern Highveld FM	42
eBizRadio.com	43
East Rand Stereo	44
Eden FM	45
Ekurhuleni FM	46
Eldos FM	47
Emalaheni FM	48
EMB FM	49
Energy FM	50
Fashion District Radio	51
Fine Music Radio	52
Gagasi FM	53
Giyani Community Radio	54
GY FM	55
Gold FM	56
Good Hope FM	57
Greater Lebowakgomo Community Radio	58
Greater Tzaneen Community Radio	59
Groot FM	60
Greater Lebowakgomo Community Radio	61
Greater Tzaneen Community Radio	62
Heartbeat FM	63
Heavyhops	64
Heita FM	65
Hellenic Radio	66
Hindvani Radio	67
Highway Radio	68
Hlanganani FM	69
Hot 91.9 FM	70
House Afrika Radio	71
House Frequency	72
Hillbrow Radio	73

IFM	74
Ikwewezi FM	75
Impact Radio	76
Impala FM	77
Inanda 88.4 FM	78
Izwelenala FM	79
Izwi Lomzansi FM	80
Jacaranda FM	81
JAM City Radio	82
Jozi FM	83
Kangala Community Radio Services	84
Kasi FM	85
Kaya FM	86
Keith Ngesi Radio	87
KFM 94.7	88
Kings's Love	89
Kitso FM	90
Koepel Stereo	91
Kofifi FM	92
Kopanong FM	93
Kovsie FM	94
Kriel Info Radio	95
Kruiskyk	96
Kurara FM	97
Kynsna FM	98
KZN Capital 104FM	99
Lekker FM	100
Lephalale FM	101
Lentswe Community Radio	102
Lesedi FM	103
Lethabilie Community Radio	104
Ligwa Community Radio	105
Ligwalagwala FM	106
Lichvaal Stereo	107
Life FM	108
Link FM	109
LM Radio	110
Lotus FM	111
Luister FM!	112
Madibeng FM	113
Mafikeng Community Radio 96.7	114
Magic 828 AM	115
Makhado FM 107.3	116
Mala FM 101	117
Mash FM Stereo	118
Metro FM	119
Medfm	120
MFM 92.6	121
Mkhondo FM	122
Modiri FM	123
Mohodi Community Radio 98.8 FM	124
Mohokare Community Radio	125
Mokopane Community Radio Station	126
Moletsi Community Radio Station	127
Moretele Community Radio 106.6 FM	128
Mosupatsela FM Stereo	129
Motheo FM	130
Motsitle FM	131
Moutse Community Radio Station	132
Mozolo fm 98.2	133
Mix FM	134

Mmabatho FM	135
Motsweding FM	136
Munghana Lonene FM	137
Musina FM (104.0FM)	138
Mutha FM	139
Mzansi Connect Radio Station	140
Naledi FM	141
New Vision Radio	142
NFM 98.1 FM	143
Nkomazi FM	144
North West FM	145
Nqubeko FM	146
NWU FM	147
OFM	148
One FM	149
Overvaal Stereo	150
Phalaborwa FM (PFM)	151
Phalaphala FM	152
Platinum Gold Radio	153
Power FM	154
Pretoria FM	155
Prophetic Channel Radio	156
PubRock Radio	157
PUKfm	158
Purpose FM	159
QwaQwa Radio	1560
Radio 2000	161
Radio 786	162
Radio Alpha FM (Alfa-Alfa)	163
Radio Bushbuckridge	164
Radio CCFM 107.5 FM	165
Radio DISA	166
Radio Ermelo	167
Radio Expat SA	168
Radio Free Tankwa	169
Radio Hartklop	170
Radio Helderberg	171
Radio Houtstok	172
Radio Islam	173
Radio Joyful	174
Radio Kaboesna	175
Radio KC 107.7	176
Radio Khwezi	177
Radio Kragbron	178
Radio Kuber Kontrei	179
Radio Laeveld	180
Radio Life & Style	181
Radio Mafisa	182
Radio Maluti	183
Radio Matlosana	184
Radio Miles Away	185
Radio NFM	186
Radio Orania	187
Radio Panorama 107.6 FM	188
Radio Pulpit	189
Radio Riverside	190
Radio Rosestad	191
Radio Steez	192
Radio Teemaneng Stereo	193
Radio Today	194
Radio Turf	195

Radio Veritas	196
Radio Werelywyk	197
Radio West Coast	198
Rainbow FM	199
Rainbow Gospel Radio	200
RA Rock	201
Rehoboth Radio	202
Republic Radio	203
Remnant Tunes	204
Revival FM	205
Rfm 103	206
Rise FM	207
The Rock FM	208
Royal Active Radio	209
RSG	210
SAfm	211
SA Music Library	212
Salaamedia	213
Secunda FM	214
Sekgosese Community Radio	215
Sekhukhune Community Radio (SK FM)	216
Setsoto FM Stereo	217
SFM Streek Radio	218
Sirius FM	219
Smile 90.4 FM	220
Soul Train FM	221
Springbok Radio	222
Standerton Info Radio	223
Star FM	224
StileFM	225
Sunshine 100.6 FM	226
Thabazimbi Radio Station	227
Thobela M	228
Touch HD	229
Transafricaradio	230
Tru FM	231
Tubatse FM	232
Tuks FM	233
Tygerberg 104 FM	234
UB FM Live	235
Ubuthebe FM Live	236
UCT Radio 104.5	237
Ukhzoi FM	238
Ulwazi FM 88.9	239
UNISA Radio	240
Univen Community Radio	241
Vaaltaar FM	242
Valley FM	243
Viper-Oceania Sound Revolution	244
Village FM	245
VOW Voice of Wits	246
Voice	247
Voice of the Cape	248
Voice of Tembisa	249
VOW Voice of Wits	250
Vuka Online Radio	251
Vuma FM	252
Waterberg Stereo	253
Wave FM	254
Whale Coast FM	255
WhatsUpRadio	256

Wild Coast 98.6 FM	257	
X-K FM 107.9	258	
YFM	259	
Zebediela Community Radio	260	
Zone Radio	261	
None	262	
Other (specify)	264	

SECTION 2: MAPS FACE-TO-FACE QUESTIONNAIRE 2020

Questionnaire Number			
TRAVEL OUTDOOR			
D1	ASK IF CODE 1 OR 2 IN TOPIC 7 IN D1: I am now going to ask you about outdoor advertising. On an average day, approximately how much time do you spend travelling? Please include all the time spent travelling regardless of the mode of transport.		
			MONDAY TO FRIDAY
			SATURDAY & SUNDAY
	Less than 15 minutes	1	CONTINUE
	15-29 minutes	2	
	30-59 minutes	3	
	1-1.5 hours	4	
	1.5-2 hours	5	
2-3 hours	6		
More than 3 hours	7		
D2	ASK IF CODE 1 OR 2 IN TOPIC 7 IN D1 [SHOWCARD PLACES]: Which of the following places did you travel to? DO NOT READ OUT.		
			MONDAY TO FRIDAY
			SATURDAY & SUNDAY
	Place of work	1	CONTINUE
	Place of education	2	
	Shops or shopping centre	3	
	Visiting family or friends	4	
	Airport	5	
	Gym, sports club, sporting event, golf course, etc.	6	
	Hospital, clinic or doctor's rooms	7	
Other (specify)	8		
None	9		
D3	ASK IF CODE 1 OR 2 IN TOPIC 7 IN D1 [SHOWCARD TRANSPORT]: What method of transport do you usually use to travel with the most? DO NOT READ OUT. SMO.		
	Bus/Bus Rapid Transit (BRT)	1	CONTINUE
	Car	2	GO TO D5C
	E-hailing service (Uber, Taxify, Bolt, etc.)	3	
	Metered taxi	4	
	Motorcycle/scooter	5	GO TO D5E
	Minibus taxi	6	
	Walking	7	GO TO D5G
	Train (Metrorail)	8	GO TO D5I
Gautrain	9		
D4A	ASK IF 1 IN D3: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? MMO. READ OUT.		
D4B	ASK FOR ANSWERS IN D4A: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 7 DAYS? MMO. READ OUT.		
		YES	NO
	Billboards on the side of the road	1	GO TO U1
	Digital billboards on the side of the road	2	
	Billboards outside or inside taxi ranks	3	
	Digital screens OUTSIDE or inside taxi ranks	4	
	Billboards near or OUTSIDE an airport	5	
	Billboards or signs INSIDE an airport	6	
	Digital billboards or signs INSIDE an airport	7	
	Branding or advertising on the OUTSIDE of taxis	8	
	Branding or advertising on the OUTSIDE of buses	9	
	Branding or advertising on the INSIDE of buses	10	
	Building wraps / construction site wraps	11	
	Bus shelters	12	
	Dustbins on the side of the road	13	
	Trailers on the side of the road	14	

	Street poles or street name signage	15		
	None	16		
D4C	ASK IF 2, 3, 4 OR 5 IN D3: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? MMO. READ OUT.			
D4D	ASK FOR ANSWERS IN D4C: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 7 DAYS? MMO. READ OUT.			
			YES	NO
	Billboards on the side of the road	1	GO TO U1	
	Digital billboards on the side of the road	2		
	Billboards outside or inside taxi ranks	3		
	Digital screens OUTSIDE or inside taxi ranks	4		
	Billboards near or OUTSIDE an airport	5		
	Billboards or signs INSIDE an airport	6		
	Digital billboards or signs INSIDE an airport	7		
	Branding or advertising on the OUTSIDE of buses	8		
	Branding or advertising on the OUTSIDE of taxis and minibuses	9		
	Building wraps / construction site wraps	10		
	Bus shelters	11		
	Dustbins on the side of the road	12		
	Trailers on the side of the road	13		
	Street poles or street name signage	14		
	None	15		
D4E	ASK IF 6 IN D3: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? MMO. READ OUT.			
D5F	ASK FOR ANSWERS IN D4E: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 7 DAYS? MMO. READ OUT.			
			YES	NO
	Billboards on the side of the road	1	GO TO U1	
	Digital billboards on the side of the road	2		
	Billboards outside or inside taxi ranks	3		
	Digital screens OUTSIDE or inside taxi ranks	4		
	Billboards near or OUTSIDE an airport	5		
	Billboards or signs INSIDE an airport	6		
	Digital billboards or signs INSIDE an airport	7		
	Branding or advertising on the OUTSIDE of buses	8		
	Branding or advertising on the OUTSIDE of taxis and minibuses	9		
	Branding or advertising on the INSIDE of taxis and minibuses	10		
	Building wraps / construction site wraps	11		
	Bus shelters	12		
	Dustbins on the side of the road	13		
	Trailers on the side of the road	14		
	Street poles or street name signage	15		
	None	16		
D4G	ASK IF 7 IN D3: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? MMO. READ OUT.			
D4H	ASK FOR ANSWERS IN D4G: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 7 DAYS? MMO. READ OUT.			
			YES	NO
	Billboards on the side of the road	1	GO TO U1	
	Digital billboards on the side of the road	2		
	Digital screens OUTSIDE or inside taxi ranks	3		
	Billboards near or OUTSIDE an airport	4		
	Billboards or signs INSIDE an airport	5		

	Digital billboards or signs INSIDE an airport	6		
	Branding or advertising on the OUTSIDE of taxis and minibuses	7		
	Branding or advertising on the OUTSIDE of buses	8		
	Building wraps / construction site wraps	9		
	Bus shelters	10		
	Dustbins on the side of the road	11		
	Trailers on the side of the road	12		
	Street poles or street name signage	13		
	None	14		
D4I	ASK IF 8 OR 9 IN D3: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? MMO. READ OUT.			
D4J	ASK FOR ANSWERS IN D4I: I am now going to ask you about different outdoor advertising signs. This includes billboards and advertising on the side of taxis or bus shelters and in many other places. Which of these outdoor advertising signs, if any, did you see IN THE PAST 7 DAYS? MMO. READ OUT.			
			YES	NO
	Billboards near or OUTSIDE an airport	1	GO TO U1	
	Billboards or signs INSIDE an airport	2		
	Digital billboards or signs INSIDE an airport	3		
	Billboards or signs inside a train station e.g. Gautrain or Metro Rail	4		
	Building wraps / construction site wraps	5		
	Bus shelters	6		
	Dustbins on the side of the road	7		
	Trailers on the side of the road	8		
	Street poles or street name signage	9		
	None	10		
MALLS				
U1	ASK IF CODES 1 TO 4 IN TOPIC 7 IN FQ1: Which malls, if any, have you visited in the PAST 4 WEEKS? MMO. DO NOT READ OUT.			
U2	ASK FOR ANSWERS IN U1: Which of the malls you have just mentioned, if any, have you visited in the PAST 7 DAYS? MMO. DO NOT READ OUT.			
	ASK FOR ANSWERS IN U2: Which mall did you visit most often in the PAST 7 DAYS? SMO. DO NOT READ OUT.			
	Access Park (Kenilworth)	1	CONTINUE	
	Alberton City	2		
	Atterbury Boulevard	3		
	Balfour Park Shopping Centre	4		
	Ballito Lifestyle Centre	5		
	Bara Mall	6		
	Barclay Square	7		
	Bay View (Durban)	8		
	Bayside Centre/Mall	9		
	Bedford Centre	10		
	Bedworth Park Shopping Centre (Pick n Pay Hyper)	11		
	Bel Air Shopping Centre	12		
	Benmore Gardens	13		
	Birch Acres Shopping Centre	14		
	Blue Haze Mall	15		
	Blue Route Mall	16		
	Bluff Towers	17		
	Boardwalk Inkwazi Shopping Centre	18		
	Bramley Gardens	19		
	Bridge City Shopping Centre	20		
	Brooklyn Mall	21		
	Cambridge Crossing	22		
	Canal Walk	23		
	Cape Gate	24		
	Carlton Centre	25		
	Cavendish Square	26		
	Cedar Square	27		

Centurion Mall	28
Chatsworth Centre	29
City View Shopping Centre	30
Clearwater Mall	31
Comaro Crossing	32
Constantia Village	33
Cradlestone Mall	34
Cresta Shopping Centre	35
Davenport Square	36
Denneboom	37
Diepkloof Mall	38
Dobsonville Shopping Centre	39
East Point	40
East Rand Mall	41
Eastgate Shopping Centre	42
Emnotweni Mall	43
Empangeni	44
Evaton Plaza	45
Festival Mall	46
Forest Hill	47
Fourways Crossing	48
Fourways Mall	49
Galleria Shopping Centre	50
Garden Route Mall	51
Gateway	52
Golden Acre	53
Greenacres Shopping Centre	54
Greenstone	55
Gugulethu Square	56
Hammarsdale Junction	57
Hatfield Plaza	58
Hayfields	59
Hazeldean Square	60
Hemingways	61
Highveld Mall (Witbank)	62
Hillcrest Boulevard	63
Hillcrest Corner Mall	64
Hyde Park Corner Shopping Centre	65
i'langa Mall	66
Irene Village	67
Jabulani Mall	68
Jubilee Mall	69
Kagiso Mall	70
Kempton Square	71
Kenilworth Centre	72
Key West Shopping Centre	73
Khayelitsha Mall	74
Killarney Mall	75
Knysna Mall	76
Kolonnade Retail Park	77
KwaMnyandu Shopping Centre	78
La Lucia Mall	79
Lakeside Mall	80
Liberty Promenade	81
Loch Logan Waterfront	82
Lowveld Mall	83
Lynnwood Bridge	84
Mainstream Mall (Hout Bay)	85
Makhado Mall	86
Mall @ Carnival / Carnival City Mall	87
Mall @ Reds	88

Mall of Africa	89
Mall of the North	90
Mall of the South	91
Mamelodi Crossing	92
Maponya Mall	93
Markpark (Vereeniging)	94
Maynard Mall	95
Mdantsane City	96
Meadow Point	97
Mega City Centre	98
Melrose Arch	99
Menlyn Park	100
Metlife Plaza	101
Middelburg Mall	102
Middestad	103
Midlands Mall (Liberty Mall)	104
Mimosa Mall	105
Montana Crossing	106
Montecasino	107
Moorivier Mall	108
Musgrave Centre	109
N1 City Mall	110
Nelson Mandela Square	111
Nicolway Bryanston	112
North Park Mall	113
North Riding Square	114
Northgate Shopping Centre	115
Orange Farm	116
Parkview Mall	117
Parow Centre	118
Phoenix Plaza	119
Phumulani Mall	120
Pietermaritzburg Central / City Square Centre	121
Pine Walk	122
Pinecrest Shopping Centre	123
President Square	124
Princess Crossing	125
Protea Gardens Mall	126
Protea Glen Mall	1267
Randburg Square	128
Randfontein Station Mall	129
Riverside Mall	130
Rivonia Crossing	131
Rivonia Square	132
Rosebank Mall	133
Ruimsig Shopping Centre	134
Sammy Marks Square	135
Sancardia	136
Sandton City	137
Savannah Mall	138
Sebokeng Plaza	139
Shelley Centre	140
Somerset West Mall	141
Soshanguve Crossing Mall	142
Southcoast Mall	143
Southgate Mall	144
Springfield Value Centre	145
Stoneridge shopping Centre	146
Sunny Park	147
Tembisa MegaMart	148
Tembisa Plaza	149

	Thabong Shopping Centre	10	
	The Boulders	151	
	The Bridge	152	
	The Brightwater Commons	153	
	The Buzz	154	
	The Glen	155	
	The Grove	156	
	The Mall @ Scottsville	157	
	The Pavilion	158	
	The Waterfront Knysna Quays	159	
	The Workshop Shopping Centre	160	
	The Zone @ Rosebank	161	
	Tonga Mall	162	
	Trade Route Mall	163	
	Twin City	164	
	Tygervalley	165	
	Umlazi Mega City	166	
	V&A Waterfront/Victoria Wharf	167	
	Vaal Mall	168	
	Vincent Park Centre	169	
	Walmer Park Shopping Centre	170	
	Watercrest	171	
	Waterfall Mall	172	
	Westgate (Roodepoort)	173	
	Westgate Mall (Mitchells Plain)	174	
	Willowbridge	175	
	Wonderboom Junction	176	
	Wonderpark Shopping Centre	177	
	Woodlands Boulevard	178	
	Woodmead Retail Park	179	
	Zavenwach Mall	180	
	Other (specify)	181	
U4	ASK FOR ANSWER IN U3: Thinking about the mall you visit most often , how many times have you been there in the PAST 7 DAYS?		CONTINUE
	0	1	
	1	2	
	2-3	3	
	4-5	4	
	6-7	5	
	More Than 7	6	
CELLPHONES AND DIGITAL/INTERNET			
E1	ASK IF CODE 1 TO 4 IN TOPIC 8 IN FQ1: How many cellphones are there in your household? Please include cellphones that are owned, rented or used by anyone in your household (including your own). OPEN-ENDED. NUMERICAL FIGURE. SKIP TO DIG1 IF ANSWER IS ZERO.		
		
E2	ASK IF 1 OR HIGHER IN E1: How many cellphones, if any, do you personally use? SMO.		CONTINUE
	0	1	
	1	2	
	2	3	
	3	4	
4 or more	5		
E3A	ASK IF 2, 3, 4 OR 5 IN E2: I am now going to ask you a few questions about each of these cellphones that you personally use. Let's start with the cellphone that you use most often . What make is the cellphone? SMO. DO NOT READ OUT.		
	Apple iPhone	1	CONTINUE
	BlackBerry	2	
	Ericsson	3	
	HTC	4	
	Huawei	5	
Motorola	6		

	Nokia	7	
	SAGEM	8	
	Samsung	9	
	Siemens	10	
	Song	11	
	Vodafone	12	
	ZTE	13	
	Oppo	14	
	Other (specify)	15	
	ASK IF 2, 3, 4 OR 5 IN E2: What network is the phone linked to? SMO. DO NOT READ OUT.		
E3B	8 ta	1	CONTINUE
	Cell C	2	
	MTN	3	
	Telkom Mobile	4	
	Virgin Mobile	5	
	Vodacom	6	
	Other (specify)	7	
	ASK IF 2, 3, 4 OR 5 IN E2: Is the cellphone on...? SMO. READ OUT.		
E3C	Prepaid	1	CONTINUE
	Contract only	2	
	Contract with top-up	3	
	ASK IF 2, 3, 4 OR 5 IN E2: Which of the following do you get or buy for your primary cellphone? SMO. READ OUT.		
E3D	Airtime only	1	CONTINUE
	Data bundles only	2	
	Both airtime and data bundles	3	
	ASK IF 2, 3, 4 OR 5 IN E2: How many ACTIVE SIM CARDS do you have in the cellphone? SMO. DO NOT READ OUT.		
E3E	1	1	CONTINUE
	2	2	
	3	3	
	4 or more	4	
	ASK IF 3, 4 OR 5 IN E2: Now let's talk about your other phones. What make is the cellphone? SMO. DO NOT READ OUT.		
E4A	Apple iPhone	1	CONTINUE
	BlackBerry	2	
	Ericsson	3	
	HTC	4	
	Huawei	5	
	Motorola	6	
	Nokia	7	
	SAGEM	8	
	Samsung	9	
	Siemens	10	
	Song	11	
	Vodafone	12	
	ZTE	13	
	Oppo	14	
	Other (specify)	15	
	ASK IF 3, 4 OR 5 IN E2: What network is the phone linked to? SMO. DO NOT READ OUT.		
E4B	8 ta	1	CONTINUE
	Cell C	2	
	MTN	3	
	Telkom Mobile	4	
	Virgin Mobile	5	
	Vodacom	6	
	Other (specify)	7	
	ASK IF 3, 4 OR 5 IN E2: Is the cellphone on...? SMO. READ OUT.		
E4C	Prepaid	1	CONTINUE
	Contract only	2	
	Contract with top-up	3	
E4D	ASK IF 3, 4 OR 5 IN E2: Which of the following do you get or buy for your secondary cellphone? SMO. READ OUT.		

	Airtime only	1	CONTINUE						
	Data bundles only	2							
	Both airtime and data bundles	3							
E4E	ASK IF 3, 4 OR 5 IN E2: How many ACTIVE SIM CARDS do you have in the cellphone? SMO. DO NOT READ OUT.		CONTINUE						
	1	1							
	2	2							
	3	3							
	4 or more	4							
E5	ASK IF 2, 3, 4 OR 5 IN E2 [SHOW CARD SPEND]: In total, how much do you spend on all the cellphones in total PER MONTH? Please include calls, subscriptions, SMSs, vouchers and data. SMO. DO NOT READ OUT.		CONTINUE						
	R100 or less	1							
	R101-R200	2							
	R201-R300	3							
	R301-R400	4							
	R401-R500	5							
	R501-R600	6							
	R601-R700	7							
	R701-R800	8							
	R801-R900	9							
	R901-R1000	10							
	R1001-R1200	11							
	R1201-R1500	12							
	More than R1500	13							
	Don't know/not responsible for paying/company pays	14							
Don't buy airtime/only receive calls/only use free calls	15								
DIG1	ASK IF CODE 1 TO 4 IN TOPIC 9 IN FQ1 [SHOW CARD WHEN LAST]: Please tell me when last, apart from today, you did any of these activities on the internet? READ OUT.		1	2	3	4	5	6	
			Yesterday	In the PAST 7 DAYS	In the PAST 4 WEEKS	In the PAST 6 MONTHS	Longer than 6 months ago	Never	
		Search for things on the internet (Google, Bing, Yahoo)	1	CONTINUE					
		Use social media	2						
		Use or access maps, navigators or directions (Google Maps, Waze)	3						
		Do internet banking	4						
		Engage in share trading	5						
		Email	6						
		Use WhatsApp or instant messaging or chat	7						
		Make or receive calls using services (Skype, FaceTime, WhatsApp or Viber)	8						
		Check the weather	9						
		Play games	10						
		Book tickets for entertainment (movie, theatre, live shows, events, etc.)	11						
		Book travel services (accommodation, air travel, boat, train, etc.)	12						
		Use or download apps	13						
		Buy or check LOTTO	14						
		Visit auction websites (Bid or Buy, eBay)	15						
		Visit classified advertising websites (OLX, Gumtree)	16						
		Visit listing sites e.g. jobs, property, cars	17						
		Visit dating sites	18						
		Visit gambling sites	19						
		Download music	20						
		Download podcasts or vodcasts	21						
	Listen to the radio via website or app	22							

	Watch YouTube	23			
	Watch video other than YouTube	24			
	Watch Netflix	25			
	Watch other video subscription services (Amazon Prime, Acorn TV, Hulu)	26			
	Watch pay per view sport	27			
	ASK IF OTIONS 1-3 ARE SELECTED UNDER USE SOCIAL MEDIA IN DIG1 [SHOWCARD SOCIAL MEDIA PLATFORMS]: Which social media platform have you used in the (INSERT TIME PERIOD)? MMO. DO NOT READ OUT. TAPI TO PULL PREVIOUS ANSWER FOR NEXT QUESTIONS.				
			1	2	3
			PAST 4 WEEKS	PAST 7 DAYS	YESTER-DAY
DIG2	43 Things	1	CONTINUE		
	AngelList	2			
	CafeMom	3			
	Care2	4			
	Crokes	5			
	DeviantArt	6			
	Dronestagram	7			
	eToro	8			
	Facebook	9			
	Flickr	10			
	Flixster	11			
	Fotolog	12			
	Foursquare	13			
	FunnyOrDie	14			
	Gab	15			
	Gaia Online	16			
	GirlsAskGuys	17			
	GoFundMe	18			
	Goodreads	19			
	Google+	20			
	Imgur	21			
	Instagram	22			
	Internations	23			
	Kickstarter	24			
	Kiwibox	25			
	Last.fm	26			
	Line	27			
	LinkedIn	28			
	LiveJournal	29			
	Messenger	30			
	Minds	31			
	Myspace	32			
	Photobucket	33			
	Pinterest	34			
	Pixabay	35			
	Plurk	36			
	ProductHunt	37			
	Quora	38			
	Ravelry	39			
	Reddit	40			
	Ryze	41			
	Shutterfly	42			
	Skype	43			
	Snapchat	44			
	Snapfish	45			
	Solaborate	46			
	SoundCloud	47			
	Sprybirds	48			
	Steemit	49			

	Tagged	50	
	Telegram	51	
	Tout	52	
	Twitter	53	
	Twoo	54	
	Untappd	55	
	Viber	56	
	Vimeo	57	
	Vine	58	
	WeChat	59	
	WeHeartIt	60	
	WhatsApp	61	
	Xanga	62	
	Zing	63	
	YouTube	64	
	None	65	
	Other (specify)	66	
MOTOR CARS/VEHICLES			
G1	ASK ALL: How many motor cars, station wagons, bakkies and minibuses/kombis, including company cars, are there in your household? Please exclude motorbikes, scooters and trucks. SMO.		
	None	1	GO TO G12
	1	2	CONTINUE
	2	3	
	3 or more	4	
G2	ASK IF 2, 3 OR 4 IN G1: Do you PERSONALLY own, use or maintain a motor car, station wagon, bakkie or minibus/kombi? It can be your own or a company car. SMO.		
	Yes	1	CONTINUE
	No	2	GO TO G12
G3A	ASK IF YES IN G2: Do you PERSONALLY drive a motor car, station wagon, bakkie or minibus/kombi? It can be your own or a company car. SMO.		
	Yes	1	CONTINUE
	No	2	GO TO G12
G3B	ASK IF YES IN G3A: What is the make of vehicle that you PERSONALLY drive the MOST? OPEN- ENDED.		
	MAKE:	
G3C	ASK IF YES IN G3A: Is this vehicle leased or financed? SMO. READ OUT.		
	Not leased or financed	1	CONTINUE
	Leased	2	
	Financed	3	
G3D	ASK IF 2 OR 3 IN G3C: How much do you pay more or less for your primary motor vehicle per month, if leased or financed, excluding insurance? OPEN-ENDED.		
		
G4	ASK IF YES IN G3A [SHOW CARD VEHICLE TYPES]: What type of vehicle is it? SMO. READ OUT.		
	Sedan	1	CONTINUE
	Hatchback	2	
	MPV	3	
	Station wagon	4	
	SUV	5	
	Cross-over	6	
	2-seater coupé/sports car	7	
	4-wheel drive vehicle	8	
	Minibus	9	
	Beach buggy	10	
	Unsure/don't know	11	
G5	ASK IF YES IN G3A: How old is the vehicle (what is the year of manufacture)? SMO.		
	2020	1	CONTINUE
	2019	2	
	2018	3	
	2017	4	
	2016	5	
	2012-2015	6	

	2011 or earlier	7	
G6	ASK IF YES IN G3A: In what year was this vehicle purchased? SMO.		
	2020	1	CONTINUE
	2019	2	
	2018	3	
	2017	4	
	2016	5	
	2015	6	
2014 or earlier	7		
G7	ASK IF YES IN G3A: Was this vehicle obtained new or second hand? SMO.		
	New	1	CONTINUE
Second hand	2		
G8	ASK IF YES IN G3A: Is your motor vehicle fitted with a vehicle recovery system (for security companies to track your car via satellite if it has been stolen)? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO G10
G9	ASK IF YES IN G8: With which of these companies do you have your vehicle recovery system? SMO. READ OUT.		
	Cartrack	1	CONTINUE
	Ctrack	2	
	DQ-Tracker	3	
	Matrix	4	
	Netstar	5	
	Tracker	6	
Other (specify)	7		
G10	ASK IF YES IN G3A: Still thinking of the vehicle you yourself use the most, on average how many kilometres do you drive in it EACH MONTH? OPEN-ENDED. NUMERICAL FIGURE.		
		
		
G11A	ASK IF YES IN G3A: Who pays for your fuel? SMO. READ OUT.		
	You	1	CONTINUE
	Your company	2	
Someone else	3		
G11B	ASK IF YES IN G3A: How much, on average, do you pay per month for fuel? OPEN-ENDED. NUMERICAL FIGURE.		
		
		
G12A	ASK ALL: Which of the following do you own? MMO. READ OUT.		
	Motorcycle/motorbike	1	CONTINUE
	Moped	2	
	Scooter	3	
None	4	GO TO K1	
G12B	ASK IF 1, 2 OR 3 IN G12A: What is the engine size? SMO. READ OUT.		
	125cc or smaller	1	CONTINUE
	125cc to 500cc	2	
	500cc to 1000cc	3	
1000cc+	4		
G12C	ASK IF 1, 2 OR 3 IN G12A: How much did you pay for your scooter/moped or motorcycle? OPEN-ENDED. NUMERICAL FIGURE.		
		
TRAVEL			
N1	ASK ALL: I am now going to ask briefly about your travel patterns. Have you travelled further than 100km to a place, other than your usual place (work, shopping, school, etc.) in the PAST 12 MONTHS? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO P1
N2	ASK IF 1 IN N1: What mode of transport did you use to travel? MMO. READ OUT.		
	Motor vehicle	1	CONTINUE
	Bus	2	
	Mini-Bus Taxi	3	
	Train	4	
Air	5		

	Boat	6	
N3	ASK IF 1 IN N1: What was the purpose of your travel? READ OUT. MMO.		CONTINUE
	Business	1	
	Leisure	2	
	Neither/none of the above	3	
N4	ASK IF 1 IN N1: Was it a domestic or international trip? MMO. READ OUT.		CONTINUE
	Domestic	1	
	International	2	

SECTION 3: MAPS FACE-TO-FACE QUESTIONNAIRE 2020

Questionnaire Number			
FINANCIAL			
K1	ASK ALL: Do you personally have/make use of a SASSA government grant card? SMO.		CONTINUE
	Yes	1	
	No	2	
K2A	ASK ALL [SHOWCARD FINANCIAL SERVICES]: Here is a list of different financial services and products from formal financial institutions. Which services or products, if any, do you PERSONALLY have or make use of? MMP. DO NOT READ OUT.		CONTINUE
	Cheque/current	1	
	Overdraft facility	2	
	Transactional savings	3	
	Investments/deposit accounts	4	
	Credit card	5	
	Petrol/garage card	6	
	Student loan	7	
	Home loan/mortgage bond	8	
	Vehicle finance with a financial institution	9	
	Personal loan (up to 24 months)/micro loan (up to 6 months)	10	
	Temporary loan (up to 1 month/short term)	11	
None of these	12		
K2B	ASK FOR ANSWERS IN K2A: Thinking about the financial services we have just spoken about, have you opened any of these accounts in the PAST 12 MONTHS? SMO.		CONTINUE
	Yes	1	
	No	2	
K3	ASK FOR ANSWERS IN K2A [SHOWCARD FINANCIAL INSTITUTIONS]: With which financial institution[s] do you have ... (MENTION EACH TYPE OF ACCOUNT OWNED IN K2)? MMP. DO NOT READ OUT.		CONTINUE
	ABSA	1	
	African Bank	2	
	Bayport	3	
	Bidvest Bank	4	
	Capfin	5	
	Capitec	6	
	Cash Converters	7	
	Direct Axis	8	
	Discovery	9	
	First National Bank/FNB	10	
	Get Bucks	11	
	Investec	12	
	Nedbank	13	
	Postbank	14	
	Rand Merchant Bank/RMB	15	
	Standard Bank	16	
	Tyme Bank	17	
	UBank/Teba Bank	18	
	Wesbank	19	
	Wonga	20	
Other (specify)	21		
K4	ASK ALL [SHOWCARD FINANCIAL INSTITUTIONS]: Into which ONE bank do you pay your salary or most of your income? SMO. DO NOT READ OUT.		CONTINUE
	ABSA	1	
	African Bank	2	
	Bayport	3	
	Bidvest Bank	4	
	Capfin	5	
	Capitec	6	
	Cash Converters	7	
	Direct Axis	8	
Discovery	9		

	First National Bank/FNB	10	
	Get Bucks	11	
	Investec	12	
	Nedbank	13	
	Postbank	14	
	Rand Merchant Bank/RMB	15	
	Standard Bank	16	
	Tyme Bank	17	
	UBank/Teba Bank	18	
	Wesbank	19	
	Wonga	20	
	Other (specify)	21	
K5	ASK FOR ANSWER IN K4: Have you opened this bank account in the PAST 12 MONTHS? SMO.		
	Yes	1	CONTINUE
	No	2	
K6	ASK ALL [SHOW CARD BANKING FACILITIES]: What do you use to access your accounts? MMO. DO NOT READ OUT.		
	ATM	1	CONTINUE
	Branch (the bank itself)	2	
	Cellphone	3	
	WhatsApp	4	
	Internet/Online	5	
	Email	6	
	Mobile branches/Mobile ATM	7	
	Telephone – call centre or voice recognition system	8	
	Banking app	9	
	USSD	10	
	SMS banking/SMS	11	
	Telephone banking	12	
	Supermarket	13	
	Retail stores	14	
Other (specify)	15		
K7	ASK ALL: Do you make use of a service such as eWallet, CashSend, m-pesa or Instant Money? SMO.		
	Yes	1	CONTINUE
	No	2	
K8	ASK ALL: Do you PERSONALLY have a loyalty/rewards retail store card with which you earn loyalty points? SMO.		
	Yes	1	CONTINUE
	No	2	
K9	ASK ALL: Do you PERSONALLY have a retail store card that allows you to buy on credit, such as a clothing store, furniture store or supermarket card? SMO.		
	Yes	1	CONTINUE
	No	2	
K10A	ASK ALL: Are you on a medical aid scheme? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO K11
K10B	ASK IF 1 IN K10A [SHOWCARD MEDICAL AIDS]: Which medical aid company are you with? SMO. DO NOT READ OUT.		
	AEIC Medical Aid Society	1	CONTINUE
	Affinity Health	2	
	Bankmed	3	
	Bestmed	4	
	Bonitas	5	
	Cape Medical Plan	6	
	Compare Wellness Medical Scheme	7	
	Discovery	8	
	Fedhealth	9	
	Genesis	10	
	GEMS	11	
	Keyhealth	12	
Medihelp	13		

	Medshield	14	
	Momentum	15	
	Profed	16	
	Sizwe Medical Fund	17	
	Spectramed	18	
	Suremed Health	19	
	Other (specify)	20	
K11	ASK ALL: Do you invest on the stock exchange/security exchange or belong to a share scheme or buy shares? SMO.		
	Yes	1	CONTINUE
	No	2	
K12	ASK ALL: Do you have an investment in unit trusts? SMO.		
	Yes	1	CONTINUE
	No	2	
K13	ASK ALL: Do you belong to a burial society? SMO.		
	Yes	1	CONTINUE
	No	2	
K14A	ASK ALL: Do you PERSONALLY have funeral insurance/a funeral policy from any of the following? READ OUT. MMO.		
			YES NO
	Formal financial institution	1	CONTINUE
	Funeral parlour	2	
	Employer	3	GO TO K15
Other	4		
K14B	ASK IF 1, 2 or 3 IN K14A [SHOWCARD FUNERAL POLICY PROVIDERS]: With which company do you have the funeral insurance/policy? MMO. DO NOT READ OUT.		
	1Life	1	CONTINUE
	3Sixty Life	2	
	ABSA	3	
	Affinity	4	
	African Bank	5	
	Assupol	6	
	AVBOB	7	
	Capitec	8	
	Cell C	9	
	Clientele	10	
	Discovery	11	
	Doves	12	
	Edgars	13	
	First National Bank/FNB	14	
	Freedom Life	15	
	Hollard	16	
	Kaizer Chiefs	17	
	Liberty	18	
	Metropolitan	19	
	Momentum	20	
	Mr Price Group	21	
	MTN	22	
	Nedbank	23	
	Old Mutual	24	
	OUTsurance	25	
	PEP	26	
	Sanlam	27	
	Simply	28	
	Standard Bank	29	
	Telkom	30	
	Vodacom	31	
	Don't know/unsure	32	
Other (specify)	33		

K14C	ASK IF 1 OR 2 IN K14A: In total, approximately how much do you think you are paying towards funeral insurance/policy excluding funeral benefits from your employer and other insurance policies? OPEN-ENDED. NUMERICAL FIGURE.	
	
K15	ASK ALL [SHOWCARD FINANCIAL SERVICE OFFERINGS]: Can you please tell me which, if any, financial services/policies you PERSONALLY have? This excludes any cover or benefits provided by your employer/company, such as pensions, provident funds and group life cover. MMO. DO NOT READ OUT.	
	Life cover policy	1
	Disability cover	2
	Severe illness/dread disease cover	3
	Medical insurance (not medical aid)	4
	Credit life	5
	Retirement annuity (pre-retirement)	6
	Annuity (post-retirement)	7
	Preservation fund	8
	Education policy/plan	9
	Savings or investment policy/plan	10
	Gap cover	11
	Other (specify)	12
None/don't know/not sure	13	
CONTINUE		
K16	ASK FOR ANSWERS IN K15 [SHOWCARD FINANCIAL INSTITUTIONS]: With which companies do you have the [insert policy name in K15]? DO NOT READ OUT.	
	1 Life Direct	1
	ABSA	2
	African Rainbow Life	3
	Allan Gray	4
	Alexander Forbes	5
	Assupol Life	6
	AVBOB	7
	Channel Life	8
	Clientéle	9
	Coronation	10
	Discovery Invest	11
	First National Bank/FNB	12
	Hollard	13
	Investec	14
	Liberty/Stanlib	15
	Metropolitan/Commercial Union	16
	Momentum/Southern Life	17
	Nedbank	18
	Old Mutual	19
	Regent	20
	Sanlam	21
	Standard Bank	22
	WesBank	23
	Non-traditional insurers (Edgars, Jet, Pep, Joshua Doore, Vodacom, etc.)	24
Other	25	
CONTINUE		
K17	ASK FOR ANSWERS IN K15: Which of these financial services/products have you taken out in the PAST 12 MONTHS?	
	Yes	1
	No	2
CONTINUE		
K18	ASK IF 1 IN K15: In total, approximately how much do you think you are paying towards life cover policy excluding your employer's/company's contribution? OPEN-ENDED. NUMERICAL FIGURE.	
	
K19	ASK ALL: Do you have a short-term insurance policy to cover items such as household contents, valuables, motor vehicle, legal, homeowners, personal accident plan? SMO.	
	Yes	1
	No	2
CONTINUE		
GO TO K23		

K20	ASK IF YES IN K19 [SHOWCARD INSURANCE COMPANIES]: With which company do you have the short-term insurance? DO NOT READ OUT.		CONTINUE
	1 ST for Women	1	
	AA	2	
	ABSA iDirect	3	
	Alexander Forbes	4	
	Auto & General	5	
	Bryte (formerly Zurich)	6	
	Budget	7	
	Clientèle	8	
	Dial Direct	9	
	Discovery Insure	10	
	First National Bank/FNB	11	
	Guardrisk	12	
	Hollard Insurance	13	
	iWyze	14	
	LegalWise	15	
	MiWay	16	
	Mutual & Federal	17	
	Nedbank	18	
	OUTsurance	19	
	Prime Meridian Insurance (PMD)	20	
	Regent Insurance	21	
	Santam	22	
	Scorpion	23	
	Standard Bank/Stanbic Insurance	24	
	Virgin	25	
Other (specify)	26		
K21	ASK IF YES IN K19: Have you taken out a short-term insurance policy to cover items such as household contents, valuables, motor vehicle, legal, homeowners, personal accident plan in the PAST 12 MONTHS? SMO.		CONTINUE
	Yes	1	
	No	2	
K22	ASK IF 1 IN K19: In total, approximately how much do you think you are paying towards short-term insurance? OPEN-ENDED. NUMERICAL FIGURE.		
		
K23	ASK ALL: Have you bought any durable items, such as appliances/furniture, on credit during the PAST 12 MONTHS? (Credit includes hire purchase, instalment sale, layby and payment on terms.) SMO.		CONTINUE
	Yes	1	
	No	2	
K24	ASK ALL: Have you taken a personal loan/loan for funding expected and/or unexpected expenses, home renovations, weddings, anniversary, consolidating credit, big purchases during the PAST 12 MONTHS? SMO.		CONTINUE
	Yes	1	
	No	2	GO TO K26
K25	ASK IF 1 IN K24: For which of the following purposes have you taken a personal loan/loan? MMO.		CONTINUE
	Education	1	
	Wedding	2	
	Anniversary	3	
	Consolidating debt	4	
	Travel	5	
	Medical	6	
	Vehicle	7	
	Home Renovations	8	
Other (specify)	9		
K26	ASK ALL: Do you belong to a stokvel? SMO.		CONTINUE
	Yes	1	
	No	2	GO TO K30
K27	ASK IF YES IN K26: How many stokvels do you belong to? SMO.		CONTINUE
	1	1	
	2	2	
	3	3	

	4 or more	4	
K28	ASK IF YES IN K26: In total, how much do you contribute to stokvels monthly? OPEN-ENDED. NUMERICAL FIGURE.		
		
K29	ASK IF YES IN K26: What type of stokvels do you belong to? MMP. READ OUT.		
	Burial	1	CONTINUE
	Grocery	2	
	Savings	3	
	Family	4	
	Investment	5	
	Borrowing	6	
Other (specify)	7		
K30	ASK ALL: Do you transfer or send money to family/friends who do not live with you on a monthly basis? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO M1
K31	ASK IF 1 IN K30: How much money do you transfer or send to family/friends monthly? OPEN-ENDED. NUMERICAL FIGURE.		
		
K32	ASK IF 1 IN K30: Which money transfer service do you use? MMP.		
	ABSA – CashSend	1	CONTINUE
	Capitec – Money Transfer	2	
	Standard Bank – InstantMoney/Mobile Wallet	3	
	Post Office – Electronic money transfer	4	
	Nedbank – Send iMali	5	
	First National Bank/FNB – eWallet	6	
	Checkers – Money Market	7	
	Pick n Pay/PnP – Money Transfer	8	
	SPAR – Money Transfer	9	
	Pep – Money Transfer	10	
Other (specify)	11		
GROCERIES AND CONSUMABLES			
M1	ASK ALL: Which one of these phrases best describes your own case? Are you ...? SMO. READ OUT.		
	Wholly or mainly responsible for the day-to-day purchases of the household.	1	CONTINUE
	Partly responsible for the day-to-day purchases of the household.	2	
	Not responsible for the day-to-day purchases of the household.	3	GO TO N1
M2	ASK IF 1 OR 2 IN M1: Thinking about grocery shopping, in an average month, how do you do your food and grocery shopping? (We are NOT talking here about DAILY purchases, such as bread and milk.) SMO. READ OUT.		
	Do one bulk shop annually and fill-ups	1	CONTINUE
	Do one bulk shop a month and fill-ups	2	
	Shop twice a month/every 2 weeks	3	GO TO M4
	Shop weekly or almost weekly	4	
	Shop twice a week or almost daily	5	
Other (specify)	6		
M3	ASK IF 1 OR 2 IN M2: Please tell me at which shop/s you usually do your BULK shopping? MMO. OPEN-ENDED.		
M4	ASK IF 1 OR 2 IN M1: Where do you usually do your FILL-UP shopping? (For example, your fill-up shopping would include items that you have run out of or additional fresh items such as fruits and vegetables.) MMO. OPEN-ENDED.		
M5	ASK IF 1 OR 2 IN M1: Where do you usually do your CONVENIENCE shopping? (For example, your convenience shopping would include items that you need for that specific day.) MMO. OPEN-ENDED.		
M6	ASK IF 1 OR 2 IN M1: Where do you usually do your DAY-TO-DAY FOOD AND GROCERY shopping? (We are not talking about DAILY purchases, such as bread and milk.) MMO. OPEN-ENDED.		
M7	ASK IF 1 OR 2 IN M1: Where do you usually do your TOILETRY shopping? (By toiletries we mean shampoo, soap, aftershave, lotion, etc.) MMO. OPEN-ENDED.		
	7 Eleven / Friendly 7 Eleven	1	CONTINUE
	Boxer Superstores	2	
	BP Express	3	
	Buy Rite	4	

	Caltex Star Mart / Star Shop / Fresh Stop	5	
	Cambridge Food	6	
	Checkers	7	
	Checkers Hyper	8	
	Choppies	9	
	Clicks	10	
	Dis-Chem	11	
	Engen Quick Shop	12	
	Food Lover's Market/Fruit & Veg City	13	
	Friendly Everyday	14	
	Friendly Supermarket	15	
	Game / Foodco	16	
	KwikSpar	17	
	Makro	18	
	Medirite Pharmacy	19	
	Metro Cash & Carry	20	
	Multisave	21	
	OK Foods	22	
	Pick 'n Pay	23	
	Pop-In	24	
	Price Club / Friendly Price Club	25	
	Sasol Delight	26	
	Sentra Stores	27	
	Shell Select	28	
	Shoprite	29	
	Spar	30	
	U Save	31	
	Woolworths	32	
	Other (specify)	33	
M8	ASK IF 1 OR 2 IN M1: How much do you spend on groceries in a month? OPEN-ENDED. NUMERICAL FIGURE.		
		
		
M9	ASK IF 1 OR 2 IN M1: How do you usually do your grocery shopping? SMO. READ OUT.		
	In-store	1	CONTINUE
	Click and collect	2	
	Online delivery	3	
	Other (specify)	4	
M10	ASK IF 1 OR 2 IN M1: Who usually does the grocery shopping? SMO. READ OUT.		
	You	1	CONTINUE
	Spouse	2	
	An agency or runner service	3	
	Domestic helper	4	
	Other (specify)	5	
M11	ASK IF 1 OR 2 IN M1 AND 18 YEARS OF AGE OR OLDER: Which outlets, if any, have you bought liquor or alcohol from in the PAST 4 WEEKS? MMO. DO NOT READ OUT. [EXCLUDES RESTAURANTS OR TAVERNS OR SHEBEENS] [IF NONE SKIP TO N1]		
M12	ASK IF ANSWER RECORDED IN M11: Which outlets, if any, have you bought liquor or alcohol from in the PAST 7 DAYS? MMO. DO NOT READ OUT. [EXCLUDES RESTAURANTS OR TAVERNS OR SHEBEENS] [IF NONE SKIP TO N1]		
	Bottleshop	1	
	Bottlesapp	2	
	Checkers	3	
	Cybercellar	4	
	GAME	5	
	Getwine	6	
	Liquor City	7	
	LiquorShop (Checkers)	8	
	LiquorShop (Shoprite)	9	
	Liquor World	10	
	Liquorland	11	
	Makro	12	

	Makro Liquor Store	13	
	Mr D Food	14	
	Netliquor	15	
	Norman Goodfellows	16	
	Ok Liquor	17	
	OneCart	18	
	Overland Liquors	19	
	Picardi Rebel	20	
	Pick n Pay	21	
	Pick n Pay Liquor Stores	22	
	Pick n Pay online	23	
	Spar	24	
	Takealot	25	
	Tops (@Spar)	26	
	Ultra Liquors	27	
	WhiskyBrother	28	
	Woolworths	29	
	Yuppiechef	30	
	Other (Specify)	31	

CLOTHING

	ASK ALL: Thinking about clothing, excluding sports and outdoor clothing, have you bought any of the following items in the PAST 3 MONTHS?		
P1A	Women's inner items (stockings, pantyhose and lingerie/underwear)	1	CONTINUE
	Women's outer items (dresses, skirts, slacks, shorts, blouses, t-shirts, jackets and knitwear)	2	
	Children's inner items (stockings, socks and underwear)	3	
	Children's outer items (dresses, skirts, slacks, pants, shorts, blouses/shirts, t-shirts, jackets and knitwear)	4	
	Men's inner items (socks and underwear)	5	
	Men's outer items (suits, pants, slacks, shorts, shirts, t-shirts, jackets and knitwear)	6	
	None	7	

	ASK IF 1 OR 2 IN P1A [SHOWCARD CLOTHING STORES]: At which store/s did you buy the WOMEN'S clothing (inner and outer items)? MMO. DO NO READ OUT.		
P1B	Ackermans	1	CONTINUE
	Big Blue	2	
	Billabong	3	
	Cape Union Mart	4	
	Checkers Hyper	5	
	Cherry Melon	6	
	Contempo	7	
	Cotton On	8	
	Crossover	9	
	Donna-Claire	10	
	Due South	11	
	Edgars	12	
	Edgars Active	13	
	Exact!	14	
	Factorie	15	
	Fashion Express	16	
	Fashion Fusion	17	
	Fashion World	18	
	Forever New	19	
	Foschini	20	
	Game	21	
H&M	22		
Honey Boutique	23		
Hub	24		
Identity	25		
Jam Clothing	26		

	Jet	27	
	Jet Mart	28	
	La Senza	29	
	LC Waikiki	30	
	Legit	31	
	Makro	32	
	Meltz	33	
	Milady's	34	
	Mr Price	35	
	Mr Price Sport	36	
	Old Khaki	37	
	Original Levi's Store	38	
	Outdoor Warehouse	39	
	Pep Stores	40	
	Pick n Pay Clothing	41	
	Poetry	42	
	Queenspark	43	
	Rage	44	
	Refinery	45	
	Relay	46	
	Rosella	47	
	Soviet Premium	48	
	Sportsmans Warehouse	49	
	Sportscene	50	
	Temptations	51	
	Total Sports	52	
	Trappers	53	
	Truworths	54	
	Woolworths	55	
	Young Designers Emporium (YDE)	56	
	Zara	57	
	Flea markets/China Mall	58	
	Other (specify)	59	
	ASK IF 5 OR 6 IN P1A [SHOWCARD CLOTHING STORES]: At which store/s did you buy the MEN'S clothing (inner and outer items)? MMO. DO NOT READ OUT.		
P1C	Ackermans	1	CONTINUE
	Big Blue	2	
	Billabong	3	
	Cape Union Mart	4	
	Checkers Hyper	5	
	Cotton On	6	
	Crossover	7	
	Due South	8	
	Edgars	9	
	Edgars Active	10	
	Exact!	11	
	Factorie	12	
	Fashion Express	13	
	Fashion Fusion	14	
	Fashion World	15	
	Forever New	16	
	Foschini	17	
	Game	18	
	H&M	19	
	Hub	20	
Identity	21		
Jam Clothing	22		
Jet	23		
Jet Mart	24		
LC Waikiki	25		
Makro	26		

	Markham	27	
	Meltz	28	
	Mr Price	29	
	Mr Price Sport	30	
	Old Khaki	31	
	Original Levi's Store	32	
	Outdoor Warehouse	33	
	Pep Stores	34	
	Pick n Pay Clothing	35	
	Queenspark	36	
	Refinery	37	
	Relay	38	
	Soviet Premium	39	
	Sportsmans Warehouse	40	
	Sportscene	41	
	Total Sports	42	
	Trappers	43	
	Truworths	44	
	Woolworths	45	
	Young Designers Emporium (YDE)	46	
	Zara	47	
	Flea markets/China Mall	48	
	Other (specify)	49	
	ASK IF 3 OR 4 IN P1A [SHOWCARD CLOTHING STORES]: At which store/s did you buy the CHILDREN'S clothing (inner and outer items)? MMO. DO NOT READ OUT.		
	Ackermans	1	
	Big Blue	2	
	Billabong	3	
	Blu Kids	4	
	Cape Union Mart	5	
	Checkers Hyper	6	
	Cotton On Kids	7	
	Crossover	8	
	Due South	9	
	Earth Child	10	
	Edgars	11	
	Edgars Active	12	
	Exact!	13	
	Fashion Express	14	
	Fashion Fusion	15	
	Fashion World	16	
	Foschini	17	
P1D	Game	18	
	H&M	19	
	Hub	20	
	Jam Clothing	21	
	Jet	22	
	Jet Mart	23	
	Kids Emporium	24	
	LC Waikiki	25	
	Makro	26	
	Meltz	27	
	Mr Price	28	
	Mr Price Sport	29	
	Naartjie	30	
	Original Levi's Store	31	
	Outdoor Warehouse	32	
	Pep Stores	33	
	Pick n Pay Clothing	34	
	Sportsmans Warehouse	35	
	Sportscene	36	

CONTINUE

	Trappers	37	
	Total Sports	38	
	Truworths	39	
	Woolworths	40	
	X-Kids	41	
	Zara	42	
	Flea markets/China Mall	43	
	Other (specify)	44	
P2A	ASK ALL: And have you bought any sports or outdoor clothing (excluding shoes) in the PAST 3 MONTHS? SMO.		
	Yes	1	CONTINUE
No	2		
P2B	ASK ALL: Thinking about SPORTS, EXERCISE AND OUTDOOR SHOES, have you bought any of the following in the PAST 3 MONTHS? SMO.		
	Sports, exercise or outdoor shoes for WOMEN	1	CONTINUE
	Sports, exercise or outdoor shoes for MEN	2	GO TO P2D
	Sports, exercise or outdoor shoes for CHILDREN	3	GO TO P2E
P2C	ASK IF 1 IN P2B [SHOWCARD SHOE STORES]: At which store/s did you buy the WOMEN'S SPORTS OR OUTDOOR SHOES, if any? MMO. DO NOT READ OUT.		
	Adidas Store	1	CONTINUE
	Ackermans	2	
	Billabong	3	
	Cape Union Mart	4	
	Checkers Hyper	5	
	Contempo	6	
	Cotton On	7	
	Cross Trainer (The)	8	
	Due South	9	
	Edgars	10	
	Edgars Active	11	
	Fashion Express	12	
	Fashion Fusion	13	
	Fashion World	14	
	Footgear	15	
	Foschini	16	
	Game	17	
	H&M	18	
	Hub	19	
	Jam Clothing	20	
	Jet	21	
	Jet Mart	22	
	Makro	23	
	Meltz	24	
	Milady's	25	
	Mr Price	26	
	Mr Price Sport	27	
	New Balance Store	28	
	Nike Store	29	
	Old Khaki	30	
	Outdoor Warehouse	31	
	Pep Stores	32	
	Pick n Pay Clothing	33	
	Relay	34	
	Sportsmans Warehouse	35	
	Sportscene	36	
	Total Sports	37	
	Trappers	38	
Truworths	39		
Woolworths	40		
Flea markets/China Mall	41		
Other (specify)	42		

	ASK IF 2 IN P2C [SHOWCARD SHOE STORES]: At which store/s did you buy the MEN'S SPORTS OR OUTDOOR SHOES, if any? MMO. DO NOT READ OUT.		
P2D	Adidas Store	1	CONTINUE
	Ackermans	2	
	Billabong	3	
	Cape Union Mart	4	
	Checkers Hyper	5	
	Cotton On	7	
	Cross Trainer (The)	8	
	Due South	9	
	Edgars	10	
	Edgars Active	11	
	Fashion Express	12	
	Fashion Fusion	13	
	Fashion World	14	
	Footgear	15	
	Foschini	16	
	Game	17	
	H&M	18	
	Hub	19	
	Jam Clothing	20	
	Jet	21	
	Jet Mart	22	
	Markham	23	
	Makro	25	
	Meltz	26	
	Mr Price	27	
	Mr Price Sport	28	
	New Balance Store	29	
	Nike Store	30	
	Old Khaki	31	
	Outdoor Warehouse	32	
	Pep Stores	33	
	Pick n Pay Clothing	34	
	Relay	35	
Sportsmans Warehouse	36		
Sportscene	37		
Total Sports	38		
Trappers	39		
Truworths	40		
Woolworths	41		
Flea markets/China Mall	42		
Other (specify)	43		
	ASK IF 3 IN P2C [SHOWCARD SHOE STORES]: At which store/s did you buy the CHILDREN'S SPORTS OR OUTDOOR SHOES, if any? MMO. DO NOT READ OUT.		
P2E	Adidas Store	1	CONTINUE
	Ackermans	2	
	Big Blue	3	
	Billabong	4	
	Blu Kids	5	
	Cape Union Mart	7	
	Checkers Hyper	8	
	Cotton On Kids	9	
	Crossover	10	
	Due South	11	
	Earth Child	12	
	Edgars	13	
	Edgars Active	14	
	Exact!	15	
	Fashion Express	16	
	Fashion Fusion	17	

	Fashion World	18	
	Footgear	19	
	Foschini	20	
	Game	21	
	H&M	22	
	Hub	23	
	Jam Clothing	25	
	Jet	26	
	Jet Mart	27	
	Kids Emporium	28	
	LC Waikiki	29	
	Makro	30	
	Meltz	31	
	Mr Price	32	
	Mr Price Sport	33	
	Naartjie	34	
	New Balance Store	35	
	Nike Store	36	
	Original Levi's Store	37	
	Outdoor Warehouse	38	
	Pep Stores	39	
	Pick n Pay Clothing	40	
	Sportsmans Warehouse	41	
	Sportscene	42	
	Trappers	43	
	Total Sports	44	
	Truworths	45	
	Woolworths	46	
	X-Kids	47	
	Zara	48	
	Flea markets/China Mall	49	
	Other (specify)	50	
BEAUTY			
Q1	ASK ALL: Do you ever purchase cosmetics (make-up, skincare products, perfumes/colognes)? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO Q4
Q2	ASK IF 1 IN Q1: Where do you usually buy these cosmetic products? SMO.		
	A specialist cosmetic/perfume store	1	CONTINUE
	Clothing store (Edgars, Woolworths)	2	
	Supermarket	3	
	Health/beauty store (Clicks, Dis-Chem)	4	
	Pharmacy/chemist	5	
	Flea markets/hawkers	6	
	Online	7	
	Private sales	8	
Other	9		
Q3	ASK IF 1 IN Q1 AND 1 IN PD3: Can you please tell me which of the following products, if any, you personally use regularly? MMO. READ OUT.		
	Hand and body cream/lotion	1	CONTINUE
	Facial cleansing cream	2	
	Face moisturiser/night cream	3	
	Lipstick	4	
	Perfume/cologne/fragrance	5	
	Nail polish	6	
	Eye make-up (mascara, eyeliner, eyeshadow)	7	
	Base/foundation/concealer	8	
	Powder	9	
	Toner	10	
	Blusher/highlighter	11	
None	12		

Q4	ASK IF 1 IN Q1 AND 2 IN PD3: Can you please tell me which of the following products, if any, you personally use regularly? MMO. READ OUT.		
	Hand and body cream/lotion	1	GO TO R1
	Facial cleansing cream	2	
	Face moisturiser/night cream	3	
	Perfume/cologne/fragrance	4	
None	5		
Q5	ASK ONLY IF 1 IN PD3: Have you purchased any of the following in the PAST 12 MONTHS? MMO. READ OUT.		
			YES NO
	Hair extensions	1	CONTINUE
	Wigs	2	
	Artificial nails	3	
Artificial eyelashes	4		
None	5		
PROPERTY			
H1	BY OBSERVATION: Type of dwelling		
	House/cluster house//townhouse	1	CONTINUE
	Flat/apartment	2	
	RDP house	3	
	Traditional hut	4	
	Hostel	5	
	Hotel/boarding house	6	
	Compound	7	
	Room in backyard	8	
	Squatter hut/shack	9	
	Caravan	10	
Other (specify)_	11		
H2	ASK ALL: Is this dwelling rented or owned? SMO. READ OUT.		
	Rented	1	GO TO H5
	Owned	2	CONTINUE
H3A	ASK ALL: How many of the following types of properties do you OWN? OPEN-ENDED. READ OUT. NUMERICAL FIGURE.		
	Residential properties (home, holiday homes, family homes)	
	Commercial properties (shops and offices)	
H3B	ASK FOR ANY PROPERTY OWNED IN H3A: How many of the following types of properties do you RENT OUT? OPEN-ENDED. READ OUT. NUMERICAL FIGURE.		
	Residential properties (home, holiday homes, family homes)	
	Commercial properties (shops and offices)	
H4	ASK IF 2 IN H2: How much do you spend on your bond and utilities (water, electricity, etc.) in a month? OPEN-ENDED. NUMERICAL FIGURE.		
		
H5	ASK IF 1 IN H2: How much do you spend on your rent and utilities (water, electricity, etc.) in a month? OPEN-ENDED. NUMERICAL FIGURE.		
		
H6A	BY OBSERVATION: Water laid [ASK IF NOT SURE] SMO.		
	Tap water in house	1	CONTINUE
	Tap water on plot, not in house	2	
	Communal tap water, not on plot or in house	3	
No access to tap water	4		
H6B	BY OBSERVATION: Electricity in the home [ASK IF NOT SURE] SMO.		
	Yes	1	CONTINUE
H7A	ASK IF YES IN H6B: What type of electricity does this household use? MMP. READ OUT.		
	Mains	1	GO TO H7B
	Generator – for daily use	2	CONTINUE
Generator – for use only during loadshedding or failures	3		

	Solar	4	
H7B	ASK IF 1 IN H7A: Is your mains electricity pre-paid or do you pay by account? SMO. READ OUT.		
	Pre-paid	1	CONTINUE
	By account	2	
H6	ASK ALL: Do you have hot running water from a geyser in your home? SMO.		
	Yes	1	CONTINUE
	No	2	
H7	ASK ALL: What type of toilet do you have, if any, for this household? MMO. READ OUT.		
	Flush toilet – in house	1	CONTINUE
	Flush toilet – outside house	2	
	Communal portable flush toilet	3	
	Non-flush toilet	4	
	None	5	
H8	ASK ALL: Do you have a built-in kitchen sink in your home? SMO.		
	Yes	1	CONTINUE
	No	2	
H12A	ASK ALL: Does your household make use of a home security service? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO H13
H12B	ASK IF YES IN H12A: Which of the following home security services does your household make use of? SMO. READ OUT.		
	Armed response system	1	CONTINUE
	Security not linked to armed response	2	
H13	ASK ALL: Does your household own a timeshare unit? (A timeshare unit is holiday accommodation that is bought and is used by your household for a week or more at a specific time of the year to stay in when on holiday.) SMO.		
	Yes	1	CONTINUE
	No	2	
H14	ASK ALL: Do you have a permanent swimming pool which is maintained by your household on this property (not a complex or shared swimming pool)? SMO.		
	Yes	1	CONTINUE
	No	2	
H15	ASK ALL: How many cats or dogs are there in your household? OPEN-ENDED. NUMERICAL FIGURE. [THIS INFORMATION IS REQUIRED BY PET FOOD MANUFACTURERS]		
		
		
HOUSEHOLD			
R1	ASK ALL: Do you have any young or unmarried children of your own? SMO.		
	Yes	1	CONTINUE
	No	2	GO TO R6
R2	ASK IF YES IN R1: In which age group are they? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25+ years	13	
None	14		
R3	ASK IF YES IN R1: And which of these children are currently living with you? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
5-6 years	6		

	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25+ years	13	
	None	14	
R4	ASK IF YES IN R1: And which of these children are dependent on you? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25+ years	13	
None	14		
R5	ASK IF YES IN R1: And for which of these children, if any, are you the primary purchase decision-maker (you personally decide upon/choose the products/services for these children)? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25+ years	13	
None	14		
R6	ASK ALL: Do you have any OTHER dependants (that are not your own children)? They can be older or younger than you. SMO.		
	Yes	1	CONTINUE
	No	2	GO TO R10
R7	ASK IF YES IN R6: In which age group are these dependants? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25-34 years	13	
35-49 years	14		
50+ years	15		
R8	ASK IF YES IN R6: And which of these dependants are currently living with you? MMO. DO NOT READ OUT.		
	0-6 months	1	CONTINUE

	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25-34 years	13	
	35-49 years	14	
	50+ years	15	
	None	16	
R9	ASK IF YES IN R6: And for which of these dependants, if any, are you the primary purchase decision-maker (you personally decide upon/choose products/services for these dependents)? MMO. DO NOT READ OUT.		
	0-6 months	1	
	7-11 months	2	
	12-23 months	3	
	24-35 months	4	
	3-4 years	5	
	5-6 years	6	
	7-9 years	7	
	10-12 years	8	
	13-14 years	9	
	15-18 years	10	
	19-20 years	11	
	21-24 years	12	
	25-34 years	13	
35-49 years	14		
50+ years	15		
None	16		
R10	ASK ALL: Which one of these statements best describes your working life? SMO. READ OUT.		CONTINUE
	Working full-time	1	
	Working part-time	2	
	Self-employed	3	GO TO R16
	A housewife/house husband	4	
	A student	5	
	Retired	6	
	Not working	7	
Unemployed	8		
R11	ASK IF 1, 2 OR 3 IN R10: What are the sources of your income? MMO. READ OUT.		CONTINUE
	Business owner	1	
	One full-time job	2	
	One part-time job	3	
	Several part-time jobs	4	
	Side business	5	
	Property rental	6	
Other (specify)	7		
R12	ASK IF 1, 2 OR 3 IN R10: What is your occupation (what type of work do you do)? OPEN-ENDED.		
		
		
R13	ASK IF 3 IN R10: Do you work in the public sector (government), semi-private sector or in the private sector? SMO.		CONTINUE
	Public sector	1	
	Semi-private sector	2	
	Private sector	3	
R14	ASK IF 3 IN R10: How many employees do you have, including yourself? OPEN-ENDED. NUMERICAL FIGURE.		
		
		
R15	ASK IF 3 IN R10: What is your annual turnover? OPEN-ENDED. NUMERICAL FIGURE.		

					
					
R16	ASK ALL [SHOWCARD HOUSEHOLD DECISIONS]: Who in this household makes the following decisions? SMO. READ OUT.					
			House- hold app- liances	Holidays	Motor vehicles	Financial & invest- ment products
	The decision is made solely by me	1				
	I get opinions from others, but the decision is made mainly by me	2				
	Others and I share the decision equally (I have 50% say in the final decision)	3				
	I give my opinions, but the decision is made mainly by others	4				
	The decision is made solely by others	5				
R17	ASK ALL: What is the highest level of education you personally have achieved? SMO. READ OUT.					
	No schooling	1	CONTINUE			
	Some primary school	2				
	Primary school completed	3				
	Some high school	4				
	Matric (high school completed)	5				
	Pre-Matric certificate	6				
	Post-Matric certificate	7				
	Diploma	8				
	Undergraduate degree	9				
Postgraduate degree	10					
R18	ASK ALL: How many people, excluding domestic workers and household helpers but including yourself, are currently living in this household? (By household, we mean a group of people who live together at least four nights a week, eat together and share resources, or a single person who lives alone.) OPEN-ENDED. NUMERICAL FIGURE.					
	1	1	GO TO R22			
	2	2	CONTINUE			
	3	3				
	4	4				
	5	5				
	6	6				
	7 or more	7				
R19	ASK ALL: How many people in your household earn money? (Please INCLUDE those who have an income from pensions and investments but EXCLUDE children's part-time earnings.) OPEN-ENDED. NUMERICAL FIGURE.					
	1	1	CONTINUE			
	2	2				
	3	3				
	4	4				
	5	5				
	6	6				
7 or more	7					
R20	ASK ALL: What is the TOTAL MONTHLY HOUSEHOLD INCOME of all these people before tax and other deductions? (Please include all sources of income i.e. salaries, pensions, government grants, income from investments, part-time employment, etc.) SMO. DO NOT READ OUT.					
	R1-R499	1	CONTINUE			
	R500-R599	2				
	R600-R699	3				
	R700-R799	4				
	R800-R899	5				
	R900-R999	6				
	R1000-R1099	7				
	R1100-R1199	8				
	R1200-R1399	9				
	R1400-R1599	10				
	R1600-R1999	11				
R2000-R2499	12					

R2500-R2999	13
R3000-R3999	14
R4000-R4999	15
R5000-R5999	16
R6000-R6999	17
R7000-R7999	18
R8000-R8999	19
R9000-R9999	20
R10 000-R10 999	21
R11 000-R11 999	22
R12 000-R13 999	23
R14 000-R15 999	24
R16 000-R19 999	25
R20 000-R24 999	26
R25 000-R29 999	27
R30 000-R39 999	28
R40 000-R49 999	29
R50 000-R59 999	30
R60 000-R69 999	31
R70 000-R79 999	32
R80 000-R89 999	33
R90 000-R99 999	34
R100 000-R100 999	35
R110 000-R110 999	36
R120 000+	37
No personal income	38
Refused	39

ASK ALL: What is the TOTAL MONTHLY PERSONAL INCOME before tax and other deductions? (Please include all sources of income i.e. salaries, pensions, government grants, income from investments, part-time employment, etc.)
SMO. DO NOT READ OUT.

R1-R499	1
R500-R599	2
R600-R699	3
R700-R799	4
R800-R899	5
R900-R999	6
R1000-R1099	7
R1100-R1199	8
R1200-R1399	9
R1400-R1599	10
R1600-R1999	11
R2000-R2499	12
R2500-R2999	13
R3000-R3999	14
R4000-R4999	15
R5000-R5999	16
R6000-R6999	17
R7000-R7999	18
R8000-R8999	19
R9000-R9999	20
R10 000-R10 999	21
R11 000-R11 999	22
R12 000-R13 999	23
R14 000-R15 999	24
R16 000-R19 999	25
R20 000-R24 999	26
R25 000-R29 999	27
R30 000-R39 999	28
R40 000-R49 999	29
R50 000-R59 999	30
R60 000-R69 999	31

R21

CONTINUE

	R70 000-R79 999	32	
	R80 000+	33	
	No personal income	34	
	Refused	35	
R22	ASK ONLY IF 2 TO 6 IN R17: Are you the person who contributes the most to the household income? SMO.		
	Yes	1	CONTINUE
	No	2	
R23	ASK ALL: How many domestic workers or household helpers, nannies/child minders, including gardeners, work for your household?		
	0	1	END
	1	2	CONTINUE
	2	3	
	3	4	
	4	5	
	5 or more	6	
R24	IF ANSWERED 1 TO 5 IN PD13A: How many of these domestic workers or household helpers live on your premises? OPEN-ENDED. NUMERICAL FIGURE.		
		
CONCLUSION: Thank you very much for your time. A colleague of mine may contact you to confirm a few things. Can I include your details in our database for similar research in the future?			
	Yes	1	CLOSE
	No	2	