

MAPS FACE-TO-FACE QUESTIONNAIRE JULY 2022

Interview method	Face-to-Face Tablet Assisted Personal Interviewing
Interview length	55 minutes
Notes	SMO = Single mention only (instructions to scripiter). MMP = Multiple mentions possible (instructions to scripiter). SHOWCARD = Indicates showcard to be used by interviewer. DO NOT READ OUT = instructions to the interviewer. ASK ALL / CONTINUE / GO TO = instructions to the scripiter.

EA, HOUSEHOLD AND RESPONDENT IDENTIFICATION

EA1 ASK ALL: Indicate if the EA being visited is the main sampled EA or a replacement EA? **INTERVIEWER TO ANSWER.**

Main sampled EA	1	GO TO EA5
Replacement EA	2	CONTINUE

EA2 ASK IF 2 IN EA1: Enter replacement EA number: **INTERVIEWER TO ANSWER.**

Replacement EA Number	CONTINUE
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EA3 ASK IF 2 IN EA1: Enter EA number of the originally main sampled EA being replaced: **INTERVIEWER TO ANSWER.**

Main sampled EA Number	CONTINUE
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EA4 ASK IF 2 IN EA1: Enter reason for EA replacement: **INTERVIEWER TO ANSWER.**

We are denied access into the area	1	GO TO HH1
The EA is no longer or not inhabited	2	
Area is unsafe	3	
Other (Specify)....	4	

EA5 ASK IF 1 IN EA1: Enter location details: **INTERVIEWER TO ANSWER.**

Main sampled EA Number	CONTINUE
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HH1 ASK ALL: Enter household number being interviewed: **INTERVIEWER TO ANSWER.**

Household Number	CONTINUE
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HH2 ASK IF HOUSEHOLD NUMBER IN HH1 IS GREATER THAN 8: What is the household number of the household being replaced? **INTERVIEWER TO ANSWER.**

Household number of household being replaced	CONTINUE
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HH3 ASK IF 2 IN EA1: Enter the for reason for household replacement: **INTERVIEWER TO ANSWER.**

Respondent refusal	1	CONTINUE
Gated community not accessible	2	
No one at home after 2 call-backs	3	
Other (Specify)...	4	

HH4 ASK ALL: Please enter the questionnaire number as allocated to you by your supervisor. **INTERVIEWER TO ANSWER**

Questionnaire number	CONTINUE
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HH5 ASK ALL: Please tell me how many households live on these premises? The electronic storage device (ESD) will randomly select a household to be interviewed. (*The chosen household will be counted starting from the household with the least number of members to the household with the most members*)

Number of households on premises	CONTINUE
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HH6 ASK ALL: The household to be interviewed is household number <....>. May I please interview this household?

Yes	1	CONTINUE
No	2	CLOSE

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HH7 ASK ALL: Please tell me how many people live in this household who are 15 years and older?

Number of household members who are 15+	CONTINUE
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HH8 ASK ALL: May I please have all the names of household members who are 15 years and older? The ESD will randomly select an adult member of this household to be interviewed.

Name of household member 1	CONTINUE
Name of household member 2	
Name of household member 3	
...	

HH9 ASK ALL: The person to be interviewed is household is <....>. May I please interview this person?

Yes	1	CONTINUE
No	2	CLOSE

HH10 ASK ALL: May I please have your home address and contact details. *(Interviewer please explain to the respondent that we need their contact numbers to verify that this is an authentic interview)*

Home address	CONTINUE
Work telephone number	
Home telephone number	
Cellphone number	

INTRODUCTION:

Good day. My Name is _____. I am from PLUS 94 RESEARCH, an independent research company. We are gathering information about the ordinary consumer, their buying habits and media consumption – on behalf of the Marketing Research Foundation. The information will be used by advertisers to better market their brands. We are going to ask personal questions, however you may decline to answer anything that you are not comfortable with. It is all strictly confidential, and your personal information will remain anonymous. It will not take more than 60 minutes of your time. Please also note that this interview will be recorded for quality purposes. Would you be prepared to participate in this research? **IF NO OR IN DOUBT, CLOSE THE INTERVIEW.**

By agreeing to participate in this research study, you hereby consent that Plus 94 Research may collect, process and store your personal information for purposes of the intended research and subsequent quality control only. The information provided by you as the respondent is wholly voluntary and any information and or queries related to our data privacy policies and procedures can be found at www.plus94.co.za. Do we have your consent to proceed with the interview and record your responses?

DEMOGRAPHICS**PD1 ASK ALL:** Would you mind telling me your exact age? **NUMERICAL FIGURE. ENTER 999 FOR REFUSAL**

Age	CONTINUE
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PD2 ASK ONLY IF 15 OR 16 YEARS OF AGE IN PD1: Is there anyone in this household who is 17 years or older? **SMO.**

Yes	1	CONTINUE
No	2	CLOSE

PD3 ASK ALL: Can you please confirm your gender for me? **SMO.**

Female	1	CONTINUE
Male	2	
Refused	3	
Other (specify) ...	4	

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PD4 ASK ALL: What is your marital status? **SMO. READ OUT.**

Single	1	CONTINUE
Married	6	
Widowed	3	
Divorced	4	
Separated	5	
Living together	7	

PD5 ASK ALL: For statistical purposes, I need to confirm which ethnic group you belong to. Is it...? **READ OUT.**

Black	1	CONTINUE
White	2	
Indian	5	
Coloured	4	
Asian	6	

PD6 ASK ALL: Can you please tell me which languages you can read and understand? **MMO. DO NOT READ OUT.****PD7 ASK FOR ANSWERS GIVEN IN PD6 IF 2 OR MORE ANSWERS GIVEN:** Could you please tell me which language you speak most often? **DO NOT READ OUT.**

	PD6	PD7		PD6	PD7
Afrikaans	1	1	German	13	13
English	2	2	Gujerati	14	14
isiXhosa	3	3	Hindi	15	15
isiZulu	4	4	Portuguese	16	16
isiNdebele	5	5	Shona	17	17
North Sotho/Pedi	6	6	Tamil	18	18
Sesotho	7	7	Telegu	19	19
Setswana	8	8	Urdu	20	20
siSwati	9	9	Chinese	21	21
Tshivenda	10	10	Dutch	22	22
Xitsonga	11	11	Other (specify)...	23	23
French	12	12			

GADGETS**FQ2 ASK ALL:** Which of the following equipment/devices/gadgets, if any, do you or any member of your family currently have in your home? **MMO. DO NOT READ OUT. MEDIA DEVICES SHOWCARD****LSM ASK ONLY FOR ITEMS SELECTED IN FQ2:** Which of the following, if any, do you personally own or have access to?**MMO. READ OUT. MEDIA DEVICES SHOWCARD****FQ3 ASK ONLY FOR SELECTED ITEMS IN FQ2:** Which equipment/devices/gadgets have you personally used in the PAST 4 WEEKS? **MMO. READ OUT. MEDIA DEVICES SHOWCARD.****FQ3B ASK ONLY FOR ITEMS SELECTED IN FQ3:** Which equipment/devices have you personally used in the PAST 7 DAYS?**MMO. READ OUT. MEDIA DEVICES SHOWCARD.**

	FQ2	LSM	FQ3	FQ3B
Computer games	1	1		
Car TV/car DVD player	2	2		
Handheld portable TV (with live feed)	3	3		
Digital camera (does not take film and not cellphone)	4	4		
Video camera	5	5		
Apple iPod	6	6		
MP3/MP4/Digital media player/iRiver	7	7		
Portable DVD player	8	8		
Portable gaming device (PSP or Nintendo)	9	9		
Portable CD player (Sony Discman)	10	10		
Digital Home Assistant (Google Now, Siri, Alexa)	11	11		
Laptop	12	12		

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Ordinary cellphone – used only for calls and SMS; it has no internet capability	13		1	1
Feature phone [not a smartphone] – a cellphone that can access the internet. It has no touchscreen.	14		2	2
Smartphone – a cellphone that has a touchscreen and that can access the internet	15		3	3
Desktop computer	16		4	4
eReader	17		5	5
Games console (e.g. Xbox, Sony PlayStation, Nintendo Wii etc.)	18		6	6
Radio set [or hi-fi with radio]	19		7	7
Smartwatch [a mobile device with a touchscreen display designed to be worn on the wrist]	20		8	8
Tablet	21		9	9
Ordinary home telephone line (Telkom or Neotel)	22		10	10
TV set (excluding smart TV set)	23		11	11
Media box set [e.g. Apple TV box, Android TV box, Xiaomi Mi TV box etc.]	24		12	12
Decoder [DStv, Openview, etc. decoder]	25		13	13
VOIP phone [a phone that uses the internet]	26		14	14
Audio media player [e.g. Apple iPod, MP3 player etc.]	27		15	15
Smart TV Set [TV that can connect to the internet]	28		16	16
None of these	29		17	17

INTERNET ACCESS**AC1 ASK ALL:** Is your home connected to the internet by means other than through a mobile phone? **SMO.**

Yes	1	CONTINUE
No	2	GO TO 141ai

AC2 ASK IF 1 IN AC1: Which devices do you use to connect to the internet at home? **MMP. READ OUT.**

Computer (Desktop)	1	CONTINUE
Computer (Laptop)	2	
Tablet	3	
Smart TV	4	
Smart speaker	6	
Games console	7	
Mobile phone	8	
Other (specify)	5	

AC3 ASK IF 1 IN AC1: How does your household connect to the internet? **SMO. READ OUT.**

ADSL Line	1	CONTINUE
Fibre	2	
LTE	3	
Other wireless link	4	
I do not know	5	

AC4 ASK IF 1 IN AC1: Who is your Internet Service Provider? **SMO. DO NOT READ OUT.**

Cool ideas	1	CONTINUE
MTN	2	
Afrihost	3	
RSAWEB	4	
Vox	5	
Supersonic	6	
Webafrica	7	
Vodacom	8	
Axxess	9	

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MWEB	10	
HeroTel	11	
Cell C	12	
Telkom	13	
Rain	14	
Other (specify)	15	

AC6 ASK IF 1 IN AC1: How much is your average monthly spend on home internet? **NUMERICAL FIGURE. ENTER 999 FOR DO NOT KNOW.**

Monthly spend on home internet	CONTINUE
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HOME APPLIANCES

141ai ASK ALL: What appliances/durables do you already have in your home?

Refrigerator or combined fridge/freezer	Yes	No	CONTINUE
Free standing deep freezer	Yes	No	
Side-by-side fridge and freezer	Yes	No	
Electric stove	Yes	No	
Gas stove	Yes	No	
Vacuum cleaner	Yes	No	
Microwave oven	Yes	No	
Dishwashing machine	Yes	No	
Tumble dryer	Yes	No	
Washing machine	Yes	No	
Electric hotplate	Yes	No	
Coffee machine/Cappuccino/Esspresso maker	Yes	No	
Floor polisher	Yes	No	
Sewing machine – electric or manual	Yes	No	
Hi-fi/music centre	Yes	No	
DVD Player	Yes	No	
Blu Ray Player	Yes	No	
Home Theatre System	Yes	No	
Air conditioner (excluding fans)	Yes	No	
Air-fryer	Yes	No	
Juicer	Yes	No	
Instant Pot	Yes	No	
Slow Cooker	Yes	No	
Electric pressure cooker	Yes	No	
Smart Speaker	Yes	No	

141aii ASK FOR BRANDS OF SOME GADGETS IN FQ2 AND ALL HOME APPLIANCES OWNED IN 141ai: What is the brand of your.....? **(MMP)**

Refrigerator or combined fridge/freezer	AEG, Bosch, Defy, Electrolux, Frigidaire, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Philips, Samsung, Sanyo, Sharp, Smeg, Whirlpool, Other (specify)	CONTINUE
Free standing deep freezer	AEG, Bosch, Defy, Electrolux, Frigidaire, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Philips, Samsung, Sanyo, Sharp, Smeg, Whirlpool, Other (specify)	
Side-by-side fridge and freezer	AEG, Bosch, Defy, Electrolux, Frigidaire, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Philips, Samsung, Sanyo, Sharp, Smeg, Whirlpool, Other (specify)	
Electric stove	AEG, Bosch, Defy, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Russell Hobbs, Samsung, Sanyo, Sharp, Smeg, Sunbeam, Whirlpool, Other (specify)	

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Gas stove	AEG, Bosch, Defy, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Russell Hobbs, Samsung, Sanyo, Sharp, Smeg, Sunbeam, Whirlpool, Other (specify)
Vacuum cleaner	AEG, Bosch, Defy, Electrolux, Hisense, Hoover, Kenwood, LG, Miele, Morphy Richards, Philips, Russell Hobbs, Samsung, Sanyo, Other (specify)
Microwave oven	AEG, Bosch, Defy, Electrolux, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Morphy Richards, Philips, Russell Hobbs, Samsung, Sanyo, Sharp, Smeg, Sunbeam, Whirlpool, Other (specify)
Dishwashing machine	AEG, Bosch, Defy, Electrolux, Hisense, Kelvinator, Kenwood, KIC, LG, Miele, Philips, Russell Hobbs, Samsung, Sanyo, Sharp, Smeg, Whirlpool, Other (specify)
Tumble dryer	AEG, Bosch, Defy, Electrolux, Hisense, Kelvinator, KIC, LG, Miele, Philips, Samsung, Sharp, Smeg, Whirlpool, Other (specify)
Washing machine	AEG, Bosch, Defy, Electrolux, Hisense, Kelvinator, KIC, LG, Miele, Philips, Samsung, Sharp, Smeg, Whirlpool, Other (specify)
Electric hotplate	Mellerware, Pineware, Sunbeam, Other (specify)
Coffee machine/ Cappuccino/ Espresso maker	Miele, Morphy Richards, Philips, Russell Hobbs, Sharp, Smeg, Sunbeam, Whirlpool, Other (specify)
Floor polisher	AEG, Bosch, Electrolux, Hoover, Other (specify)
Sewing machine – electric or manual	Bernina Bernette, Brother, Elna, Empisal, Kingstar, Gemsy, Jaguar, Janome, Other (specify)
Television set (excluding smart TV set)	Hisense, JVC, LG, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
Desktop computer in home	Acer, Apple, Dell, , Lenovo, LG, Samsung, Sony, Other (specify)
Laptop computer in home	Acer, Apple, Dell, HP, Lenovo, LG, Samsung, Sony, Other (specify)
Hi-fi/music centre	JVC, LG, Panasonic, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
DVD Player	JVC, LG, Panasonic, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
Blu Ray Player	JVC, LG, Panasonic, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
Home Theatre System	JVC, LG, Panasonic, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
Air conditioner (excluding fans)	Defy, Goldair, Hisense, Russell Hobbs, Samsung, Sharp, Whirlpool, Other (specify)
Media box	Android, Apple, Xiaomi Mi, Other (specify)
Tablet	Acer, Apple, Dell, HP, Lenovo, LG, Samsung, Sony, Other (specify)
Smart TV	Hisense, JVC, LG, Philips, Samsung, Sharp, Sony, Telefunken, Other (specify)
Air-fryer	Mellerware, Pineware, Philips, Russell Hobbs, Smeg, Sunbeam, Other (specify)
Juicer	Mellerware, Pineware, Philips, Russell Hobbs, Smeg, Sunbeam, Other (specify)
Instant pot	Mellerware, Pineware, Philips, Russell Hobbs, Smeg, Sunbeam, Other (specify)
Slow cooker	Mellerware, Pineware, Philips, Russell Hobbs, Smeg, Sunbeam, Other (specify)
Electric pressure cooker	Mellerware, Pineware, Philips, Russell Hobbs, Smeg, Sunbeam, Other (specify)
Smart speaker	Sonos, Amazon, Apple, Google, Bose, Braun, Other (specify)
Games console	Sony, Nintendo, Sega, Xbox, Other (specify)

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141b ASK FOR HOME APPLIANCE IF YES IN 141ai: What appliance/durables have you purchased in the last 12 months?

Refrigerator or combined fridge/freezer	Yes	No	CONTINUE
Free standing deep freezer	Yes	No	
Side-by-side fridge and freezer	Yes	No	
Electric stove	Yes	No	
Gas stove	Yes	No	
Vacuum cleaner	Yes	No	
Microwave oven	Yes	No	
Dishwashing machine	Yes	No	
Tumble dryer	Yes	No	
Washing machine	Yes	No	
Electric hotplate	Yes	No	
Coffee machine/Cappuccino/Espresso maker	Yes	No	
Floor polisher	Yes	No	
Sewing machine – electric or manual	Yes	No	
Television set (excluding smart TV set)	Yes	No	
Desktop computer in home	Yes	No	
Laptop computer in home	Yes	No	
Hi-fi/music centre	Yes	No	
DVD Player	Yes	No	
Blu Ray Player	Yes	No	
Home Theatre System	Yes	No	
Air conditioner (excluding fans)	Yes	No	
Media box	Yes	No	
Tablet	Yes	No	
Smart TV	Yes	No	
Air-fryer	Yes	No	
Juicer	Yes	No	
Instant pot	Yes	No	
Slow cooker	Yes	No	
Electric pressure cooker	Yes	No	
Smart speaker	Yes	No	
Games console	Yes	No	

141c ASK FOR SHOP(S) IF ANY YES IN 141b: Where were the appliances bought? (MMP)

	141c		141c
@home	1	Loot	41
Barnetts	2	Lubners	21
Beares	3	Makro	22
Best Electric	4	Morkels	23
Bradlows	5	Mr Price	42
Builders	38	OK Furniture	24
Checkers Hyper	6	OneDayOnly	43
Clicks	39	Pick 'n Pay Hypermarket	25
Ellerines	8	Price 'n Pride	26
Electric Express/Giddy's Electric Express	9	Russells	27
Fairdeal	10	Savells	28
Furn City	11	Savells/Fairdeal (combined store)	29
Furniture City	12	Takealot	44
Game	13	Town Talk	30
Geen & Richards	14	Wetherly's Decorating Warehouse	31
HiFi Corporation	15	Mail order/by post	32
Hirsch's	16	Sleepmasters	35
House and Home (Checkers)	17	Cash Converters	36
Incredible Connection	18	Cash Crusaders	37
Joshua Doore	19	Received as a gift	34

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Leroy Merlin	40	Any other outlet (specify)...	33
Lewis	20		

RESIDENCE STATUS**P1 ASK ALL:** What type of material is the roof of your main residence made of? **SMO. DO NOT READ OUT.**

Thatch or grass	1	CONTINUE
Shingles	2	
Plastic sheets	3	
Metal, tin or zinc	4	
Concrete	5	
Asbestos	6	
Tiles	7	
Multiple materials	8	
Other (specify)...	9	

P2 ASK ALL: What type of floor does your main residence have? **SMO. DO NOT READ OUT.**

Earth, cow dung, etc.	1	CONTINUE
Cement, concrete, raw wood, etc.	2	
Finished floor with parquet, carpet, ceramic tiles, etc.	3	
Other	4	

P3 ASK ALL: How many sleeping rooms does your residence have? **SMO. DO NOT READ OUT.**

One	1	CONTINUE
Two	2	
Three or more	3	
None	4	

P4 ASK ALL: Do you have?

A Post Office near where you live	Yes	No	CONTINUE
A Police station near where you live	Yes	No	

P5 ASK ALL: We are trying to understand a bit more about you. Again, please be assured that all your answers are strictly confidential and are for profiling purposes only. How many cattle, pigs or goats do you have? **MMP. DO NOT READ OUT.**

Less than 50 cattle	1	CONTINUE
More than 50 cattle	2	
Less than 50 pigs and goats	3	
More than 50 pigs and goats	4	
No livestock	5	

MEDIA SECTION**FQ1 ASK ALL:** Please tell me when last, apart from today, did you ...? **READ OUT. WHEN LAST SHOWCARD.**

	Yesterday	In the PAST 7 days	In the PAST 4 weeks	In the PAST 6 months	Longer than 6 months ago	Never
1. Go to the cinema (including outdoor cinemas)	1	2	3	4	5	6
2. Read or page through a newspaper on paper OR online	1	2	3	4	5	6
3. Read or page through a magazine on paper OR online	1	2	3	4	5	6

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4. Read or page through a STORE magazine on paper OR online	1	2	3	4	5	6
5. Watch linear/live TV via a TV set (excluding streaming content)	1	2	3	4	5	6
6. Listen to radio (on any platform/device such as a radio stereo, car radio, internet radio)	1	2	3	4	5	6
7. Leave your home to go somewhere	1	2	3	4	5	6
8. Use a cellphone	1	2	3	4	5	6
9. Access the internet (e.g., Google search, social media, email etc.)	1	2	3	4	5	6
10. Stream content/watch on demand content such as Netflix, Showmax etc.	1	2	3	4	5	6

NB! Media section questions to be randomised

CINEMA

A1 ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1: How often do you **generally** go out to watch a movie at the cinema, including open air outdoor cinema? **SMO. DO NOT READ OUT. FREQUENCY SHOWCARD.**

At least twice a month	1	CONTINUE
Every month	2	
Once every 2 to 3 months	3	
Once every 4 to 6 months	4	
Around once a year	5	
Less often	6	

A2A 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	
Outdoor Cinemas	8	
Other (specify) ...	6	

A2B ASK ONLY IF CODE 8 IN A2A: Which outdoor cinema chain do you go to most often? **SMO. READ OUT.**

Ster-Kinekor	1	CONTINUE
Movies in the Park	2	
Galileo	3	
African Sky Cinema	4	
Other (specify) ...	5	

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)? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Average cinema outing cost	...	CONTINUE
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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 including yourself? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Average number of cinema goers	...	CONTINUE
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A4 ASK ONLY IF CODE 1 TO 4 IN TOPIC 1 IN FQ1: Which of the cinema benefit programmes, if any, do you use for cinema? **MMP. DO NOT READ OUT. BENEFIT SHOWCARD.**

Clicks Club Card	1	CONTINUE
Discovery Vitality	2	
Edgars	3	
Thank U	4	
Momentum Multiply	5	
Nu Metro	6	
Ster-Kinekor	7	

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Sanlam Reality	11	
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: Which of these NEWSPAPERS did you read either online or on paper in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. NEWSPAPERS LIST SHOWCARD.**

Beeld	1	Saturday Citizen	23
Business Day	2	Saturday Star	24
Cape Argus	3	Soccer Laduma	25
City Press	4	Son	26
Daily Dispatch	5	Sowetan	28
Daily Dispatch Weekend Edition	6	Sunday Times	30
Daily News	7	Sunday Tribune	31
Daily Sun	8	Sunday World	32
Daily Voice	9	The Citizen	33
Diamond Fields Advertiser	10	The Herald	34
Die Burger	11	The Independent on Saturday	35
Ilanga	12	The Mercury	36
Ilanga LangeSonto	13	The Star	37
Isolezwe	14	The Sunday Independent	38
Isolezwe Gauteng	15	The Witness	39
Isolezwe lesiXhosa	16	Volksblad	40
Isolezwe ngeSonto	17	Weekend Argus: Saturday Edition	41
Isolezwe ngoMqibelo	18	Weekend Argus: Sunday Edition	42
Mail & Guardian	19	Weekend Post	43
POST	20	Weekend Witness	44
Pretoria News	21	Other (specify)	45
Rapport	22		

Z2 ASK FOR ANSWERS IN Z1: In which ways have you personally read <INSERT ALL PUBLICATIONS MENTIONED IN Z1 ABOVE> in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. READING PLATFORMS SHOWCARD.**

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: Which of these MAGAZINES did you read either online or on paper in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. MAGAZINE LIST SHOWCARD.**

Animal Talk	1	Men's Health	39
Baba & Kleuter	2	Modern Athlete	40
Baby's and Beyond	3	Mother & Child	41
Bicycling	4	Noseweek	42
Bike SA	5	Personal Finance	43
Business Brief	6	Popular Mechanics	44
Caravan & Outdoor Life/Kamp & Karavaan	7	Rooi Rose	45
CARmag	8	SA 4X4	46
Condé Nast House & Garden	9	SA Cricket	47

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Destiny Magazine	10	SA Home Owner	48
Driven Magazine	11	SA Hotrods	49
Drum	12	SA Rugby	50
Entrepreneur	13	Sarie	51
Fairlady	14	Sarie Kos	52
Farmer's Weekly	15	Sarie Woon	53
Financial Mail	16	Speed and Sound	54
Finesse	17	Stuff	55
Finweek	18	Super Bike	56
Food and Home Entertaining	19	The Gardener/Die Tuinier	57
Forbes Africa	20	The Great Outdoors Guide/Die Groot Buitelewegids	58
Game & Hunt/Wild & Jag	21	Top Gear Magazine	59
Garden and Home	22	True Love	60
Getaway	23	Tuis Opknep/Home Renovations	61
Glamour	24	Tuis Verf/Tuis Paint	62
Go! Drive & Camp/Weg! Ry & Sleep	25	Tuis Werf/Tuis Yard	63
GQ	26	TV Plus	64
Habitat	27	Very Interesting (former Braintainment)	65
Home/Tuis	28	Visi	66
House and Leisure	29	Weg! Namibië/Go! Namibia	67
HUISgenoot	30	Weg!/Go!	68
Idees/Ideas	31	Weg!/Go! Platteland	69
Kick Off	32	Wildland Magazine	70
Kuier	33	Woman and Home	71
Landbou weekblad	34	Women's Health	72
Leisure Wheels	35	You	73
Lig	36	YOUR Family	74
Living AND Loving	37	YOUR Pregnancy & Baby	75
Magnum	38	Other (specify)	77

Z4 ASK FOR ANSWERS IN Z3: On which platform did you read <INSERT ALL PUBLICATIONS MENTIONED IN Z3 ABOVE> in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. READING PLATFORMS SHOWCARD.**

On paper	1	CONTINUE
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: Which of these STORE MAGAZINES did you read either online or on paper in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. STORE MAGAZINES SHOWCARD.**

Edgars Club	2	CONTINUE
Dis-Chem Benefits	7	
Fresh Living (Pick n Pay)	3	
Jet Club	4	
Spar Savour Magazine	8	
Woolworths Taste Magazine	6	
Other (specify)	5	

Z6 ASK FOR ANSWERS IN Z5: In which ways have you personally read <INSERT ALL PUBLICATIONS MENTIONED IN Z5 ABOVE> in the PAST 3 MONTHS? **MMP. DO NOT READ OUT. READING PLATFORMS SHOWCARD.**

On paper	1	CONTINUE
On a cellphone	2	
On a computer (desktop/laptop)	3	
On a tablet	4	

On another device	5	
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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	CONTINUE
2 days ago	2	
3 days ago	3	
4 days ago	4	
5 days ago	15	
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	

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	CONTINUE
No	2	GO TO C21

Z10 ASK IF 1 IN Z9: Did you read the inserts in the newspaper? **SMO.**

Yes	1	CONTINUE
No	2	GO TO C21

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	GO TO C21
2	2	
3	3	
4	4	
5	5	CONTINUE

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	CONTINUE
In-store	2	
Other (specify) ...	3	

TELEVISION

C21 ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: People can watch TV at different places. In the PAST 7 DAYS, have you watched TV in any of these locations? **MMP. TV LOCATION SHOWCARD.**

In your home	1	CONTINUE
In someone else's home	2	
At work	3	
At school or college	4	
While travelling in a car, bus, taxi etc.	5	
At a bar, shebeen, pub or café	6	
At a shopping centre, shop, or bank	7	
At a restaurant or coffee shop	8	

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Elsewhere (specify) ...	9	
On my phone on the go	10	

C1 ASK ONLY IF YES TO ITEMS 23 AND 28 IN FQ2: 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	CONTINUE
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C1B ASK ONLY IF YES TO ITEMS 23 AND 28 IN FQ2: Is any of your television set(s) connected to a set top box/DTT (Digital Terrestrial Television) connection (Does not use a satellite dish)?

Yes	1	CONTINUE
No	2	
I don't know	3	

C2 ASK ONLY IF YES TO ITEMS 23 AND 28 IN FQ2: 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?

BREAKDOWN MUST TOTAL ANSWER IN C1. READ OUT. RECORD NUMBER:

a. Standard sets (not a flat screen)	CONTINUE
b. Plasma/LCD/LED/flat screen	
c. Smart TV sets	

C12 ASK IF ANSWER IN C2(c) IS GREATER OR EQUAL TO 1: Is the smart TV set(s) usually connected to the internet?

SMO

Yes	1	CONTINUE
No	2	

C3 ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: Which of these satellite services/packages, if any, does your household currently subscribe to? **MMO. DO NOT READ OUT. TV SERVICES SHOWCARD.**

DStv Premium (R829 per month)	6	CONTINUE
DStv Compact Plus (R539 per month)	7	
DStv Compact (R409 per month)	8	
DStv Family (R295 per month)	9	
DStv Access (R115 per month)	10	
DStv EasyView (R29 per month)	11	
DStv Indian (R260 per month)	12	
Freevision	2	
Openview HD	3	
StarSat (previously TopTV)	4	
None	5	

C3B ASK ONLY IF CODE 1 TO 4 IN TOPIC 10 IN FQ1: Which of the following on-demand streaming services do you have access to? **MMP. READ OUT. STREAMING SERVICES SHOWCARD.**

Netflix	1	CONTINUE
Showmax	2	
Showmax Pro	3	
Amazon Prime Video	4	
Apple TV+	5	
Google Now	6	
DStv Now	7	
YouTube (paid for account)	8	
Britbox	10	
Disney+	11	
eVOD	12	
Other (specify) ...	9	

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C3C ASK ONLY IF CODE 1 TO 4 IN TOPIC 10 IN FQ1: For <INSERT ON-DEMAND STREAMING SERVICE IN C3B> do you use your own login details that you personally pay for?

Yes	1	
No	2	

C4B ASK ONLY IF 3 IN C3: Do you currently have an Openview PVR USB 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	CONTINUE
No	2	

C5 ASK ONLY IF 6, 7, 8, 9, 10, 11 OR 12 IN C3: What type of DStv decoder(s) are currently actively IN USE in your household? **MMO. DO NOT READ OUT. DECODER SHOWCARD.**

Single view decoder that you can only watch live TV with	6	CONTINUE
PVR	7	
Explora	8	
Other (specify) ...	5	

C5B ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: Do you ever do catch-up viewing. i.e., watch TV programmes that have already been broadcast, either through the on-demand facility, recorded or repeat programming? **SMO.**

Yes	1	CONTINUE
No	2	GO TO C7A

C6A ASK ONLY IF 7 OR 8 IN C5 AND 1 IN C5B: Have you watched any programme via the “DStv Catch Up” service in the PAST 4 WEEKS via your decoder or any device? (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 C6D

C6B ASK ONLY IF 1 IN C6A: 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: How do you access the “DStv Catch Up” service? **MMO. READ OUT.**

TV	1	CONTINUE
Computer	2	
Mobile/tablet	3	

C6D ASK ONLY IF 1 IN C4B AND 1 IN C5B: Have you watched any programme via the “Openview PVR USB stick” service in the PAST 4 WEEKS? **SMO.**

Yes	1	CONTINUE
No	2	GO TO C6G

C6E ASK ONLY IF 1 IN C6D: How often in the PAST 4 WEEKS have you watched a programme via Openview PVR USB 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	

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C6F ASK ONLY IF 1 IN C6D: How do you access the Openview PVR USB stick service? **MMO. READ OUT.**

TV	1	CONTINUE
Computer	2	
Mobile/tablet	3	

C6G ASK ONLY IF 1 IN C5B: When do you **usually** do your catch-up viewing? **MMP. READ OUT.**

Short catch-up session during the week	4	CONTINUE
Weekday marathon/binge session	5	
Short catch-up session during the weekend	6	
Weekend marathon/binge session	3	

C7A ASK ONLY IF 7 OR 8 IN C5: Have you rented a movie via DStv Box Office in the PAST 4 WEEKS? **SMO.**

Yes	1	CONTINUE
No	2	

C8 ASK ONLY IF 7 OR 8 IN C5: 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 CODE 1 TO 3 IN TOPIC 5 IN FQ1: Which television channels, if any, have you watched in the PAST 4 WEEKS? **MMP. DO NOT READ OUT. TV CHANNELS SHOWCARD.****C9B ASK ONLY FOR ANSWERS IN C9A AND IF CODE 1 TO 2 IN TOPIC 5 IN FQ1:** Which television channels, if any, have you watched in the PAST 7 DAYS? **MMP. DO NOT READ OUT. TV CHANNELS SHOWCARD.****C9C ASK ONLY FOR ANSWERS IN C9B AND IF CODE 1 IN TOPIC 5 IN FQ1:** And now I am going to ask you about YESTERDAY. Which television channels, if any, did you watch YESTERDAY? **MMP. DO NOT READ OUT. TV CHANNELS SHOWCARD.**

		U1	U2	U3
261 (DStv), 486 (StarSat), Free Channel, Freevision	1 KZN	1	1	1
103 (DStv)	1Magic	2	2	2
Freevision	Abel Damina Ministries	3	3	3
606 (StarSat)	Aforevo	259	259	259
681 (StarSat)	Africa 24	260	260	260
154 (DStv)	Africa Magic Family	4	4	4
153 (DStv)	Africa Magic Urban	5	5	5
152 (DStv)	Africa Magic Epic	6	6	6
185 (StarSat)	African Movie	7	7	7
417 (DStv), 272 (StarSat)	africanews	8	8	8
406 (DStv), 257(StarSat)	Al Jazeera	9	9	9
Freevision	Alex TV	10	10	10
Freevision	Angel Television Africa	11	11	11
740 (StarSat)	Antenne A-TV	261	261	261
305 (StarSat)	Baby TV	13	13	13
120 (DStv)	BBC Brit	15	15	15
184 (DStv)	BBC Earth	16	16	16
174 (DStv)	BBC Lifestyle	17	17	17
400 (DStv), 256 (StarSat)	BBC World News	18	18	18
755 (StarSat)	Benie TV	262	262	262
129 (DStv)	BET	19	19	19
411 (DStv), 264 (StarSat)	Bloomberg	20	20	20
302 (DStv)	Boomerang	21	21	21
Freevision	Breakthru TV	22	22	22
509 (StarSat)	BRICS CHANNEL	23	23	23
683 (StarSat)	Business 24	263	263	263
412 (DStv)	Business Day TV	24	24	24
431 (DStv)	BVN	25	25	25
746 (StarSat)	Canal 2 International	264	264	264

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747 (StarSat)	Canal 2 Movies	265	265	265
699 (StarSat)	Canal J	266	266	266
263 (DStv), Free Channel, Freevision	Cape Town TV	26	26	26
301 (DStv)	Cartoon Network	27	27	27
306 (DStv)	Cbeebies	28	28	28
170 (DStv)	CBS Justice	29	29	29
132 (DStv)	CBS Reality	30	30	30
447 (DStv)	CCTV 4	31	31	31
266 (StarSat)	CGTN	32	32	32
231 (StarSat)	CGTN Documentary	33	33	33
850 (StarSat)	CGTN Francais	267	267	267
409 (DStv)	CGTN News	34	34	34
320 (DStv)	Channel O	35	35	35
760 (StarSat)	CIS TV	268	268	268
410 (DStv)	CNBC Africa	37	37	37
273 (StarSat)	CNC	38	38	38
401 (DStv)	CNN International	39	39	39
552 (StarSat)	Colors TV	269	269	269
122 (DStv)	Comedy Central	40	40	40
737 (StarSat)	CRTV	270	270	270
Freevision	CTV	41	41	41
185 (DStv)	Curiosity Channel	42	42	42
318 (DStv), 308 (StarSat)	Da Vinci	43	43	43
342 (DStv), Free Channel	Daystar	44	44	44
122 (Openview)	DBE TV	45	45	45
365 (StarSat), Free Channel, Freevision	Deen Channel	46	46	46
446 (DStv)	Deutsche Welle	47	47	47
715 (StarSat)	Digital Black Music	271	271	271
744 (StarSat)	Digital Congo	272	272	272
121 (DStv)	Discovery Channel	48	48	48
136 (DStv)	Discovery Family	49	49	49
222 (StarSat)	Discovery Science	50	50	50
303 (DStv)	Disney Channel	51	51	51
309 (DStv)	Disney Junior	52	52	52
301 (StarSat)	Dreamworks	273	273	273
340 (DStv)	Dumisa	53	53	53
190 (StarSat)	E STARS	55	55	55
124 (DStv)	E! Entertainment Television	56	56	56
194 (DStv), 104 (Openview), 160 (StarSat) Free channel, Freevision	e.tv	57	57	57
195 (DStv), 489 (StarSat), 105 (Openview), Free Channel	eExtra	58	58	58
191 (StarSat)	Ebony Life	59	59	59
390 (DStv), 517 (StarSat), Freevision	Emmanuel TV	60	60	60
138 (DStv), 106 (Openview), Free Channel	eMovies	61	61	61
140 (DStv), 107 (Openview), Free Channel	e-Movies Extra	62	62	62
403 (DStv)	eNCA	63	63	63
120 (Openview)	eNews & Sports	64	64	64
108 (Openview), Free Channel	eReality	65	65	65
218 (DStv), 248 (StarSat)	ESPN	66	66	66
219 (DStv), 249 (StarSat)	ESPN2	67	67	67
311 (DStv), 130 (Openview), Free channel, Freevision	eToonz	68	68	68
414 (DStv)	EuroNews	69	69	69
367 (StarSat)	EWTN	72	72	72
Freevision	Ezekiel TV	73	73	73
341 (DStv)	FAITH	74	74	74

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282 (StarSat)	FASHION BOX	75	75	75
281 (StarSat)	Fine Living	78	78	78
149 (DStv)	fliedNET	79	79	79
175 (DStv)	Food Network	80	80	80
125 (DStv), 131 (StarSat)	FOX	81	81	81
261 (StarSat)	FOX News	82	82	82
248 (StarSat)	FOX Sports	83	83	83
249 (StarSat)	FOX Sports 2	84	84	84
259 (StarSat), 121 (Openview), Freevision	France 24	85	85	85
250 (StarSat)	FUEL TV	86	86	86
500 (StarSat)	Galaxy Universal Network	274	274	274
265 (DStv), Free channel, Freevision	GauTV	87	87	87
127 (DStv)	Ginx eSports TV	88	88	88
570 (StarSat), 140 (Openview), Free Channel, Freevision	Glow TV	89	89	89
361 (StarSat)	GOD	90	90	90
Freevision	God Never Fails TV	91	91	91
177 (DStv)	HGTV	92	92	92
186 (DStv)	HISTORY	93	93	93
Freevision	Homebase TV	94	94	94
198 (DStv)	Idols Extra 2021	278	278	278
189 (DStv)	Ignition	95	95	95
463 (StarSat)	INPAS TV	96	96	96
362 (StarSat)	Inspiration TV	97	97	97
171 (DStv), 223 (StarSat)	Investigation Discovery	98	98	98
366 (StarSat)	IQRAA	99	99	99
Freevision	Isambulo	100	100	100
Freevision	itv	101	101	101
347 (DStv)	iTV Networks	102	102	102
310 (DStv), 303 (StarSat)	JimJam	103	103	103
114 (DStv)	KIX	104	104	104
Freevision	Kruiskyk	105	105	105
723 (StarSat)	KTO	275	275	275
144 (DStv)	kykNET	106	106	106
145 (DStv)	kykNET & Kie	107	107	107
146 (DStv)	kykNET Nou!	108	108	108
292 (DStv), Free Channel	Lesotho TV	109	109	109
131 (DStv)	Lifetime	110	110	110
224 (StarSat)	Love Nature	276	276	276
Freevision	Manifest Sons of God	111	111	111
716 (StarSat)	MCM Top	277	277	277
319 (DStv), 309 (StarSat), 134 (Openview)	Mindset	112	112	112
Freevision	Mindset Health	113	113	113
Freevision	Mindset Learn	114	114	114
101 (DStv)	M-Net	115	115	115
115 (DStv)	M-Net City	116	116	116
104 (DStv)	M-Net Movies 1	117	117	117
105 (DStv)	M-Net Movies 2	118	118	118
106 (DStv)	M-Net Movies 3	119	119	119
108 (DStv)	M-Net Movies 4	120	120	120
111 (DStv)	M-Net Movies Collection	121	121	121
901 (DStv)	M-Net Plus 1	122	122	122
157 (DStv)	Moja Love	123	123	123
260 (DStv), Free Channel, Freevision	Mpuma Kapa TV	124	124	124
263 (StarSat)	MSNBC	125	125	125
130 (DStv)	MTV	126	126	126
322 (DStv)	MTV Base	127	127	127

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323 (DStv)	MTV Music 24	128	128	128
460 (StarSat), Free Channel Freevision	My TV	129	129	129
Freevision	MyNews Channel	131	131	131
164 (DStv)	Mzansi Bioskop	132	132	132
161 (DStv)	Mzansi Magic	133	133	133
321 (DStv)	Mzansi Magic Music	134	134	134
163 (DStv)	Mzansi Wethu	135	135	135
181 (DStv), StarSat (220)	National Geographic	136	136	136
182 (DStv), 221 (StarSat)	National Geographic WILD	137	137	137
567 (StarSat)	NDTV	138	138	138
413 (DStv)	NDTV247	139	139	139
Freevision	New Generation TV	140	140	140
405 (DStv)	Newzroom Afrika	141	141	141
432 (DStv)	NHK	142	142	142
307 (DStv)	Nick Jr	143	143	143
305 (DStv)	Nickelodeon	144	144	144
308 (DStv)	NickTOONS	145	145	145
323 (StarSat)	Nigezie	147	147	147
Free Channel, Freevision	Nongoma TV	148	148	148
165 (DStv)	Novela Magic	149	149	149
299 (DStv), Free Channel	NTAi	150	150	150
331 (DStv)	One Gospel	151	151	151
462 (StarSat)	ONSETV	152	152	152
738 (StarSat)	ORTM	279	279	279
408 (DStv)	Parliamentary Service	153	153	153
619 (StarSat)	Passions TV	280	280	280
184 (StarSat)	PBO TV	281	281	281
313 (DStv)	PBS Kids	154	154	154
180 (DStv), 115 (Openview)	People's Weather	155	155	155
317(DStv)	POP Primary	157	157	157
430 (DStv)	RAI Italia	158	158	158
155 (DStv)	Real Time	159	159	159
Freevision	Redeemed Church of God	160	160	160
504 (StarSat)	Rising Sun TV	282	282	282
Freevision	RLW	162	162	162
168 (DStv)	ROK	163	163	163
759 (StarSat)	RTB	283	283	283
730 (StarSat)	RTG	284	284	284
727 (StarSat)	RTGA World	285	285	285
728 (StarSat)	RTNC	286	286	286
525 (DStv), 370 (StarSat)	RTP Internacional	164	164	164
756 (StarSat)	RTS 1	287	287	287
407 (DStv)	Russia Today	165	165	165
Freevision	SA Channel	166	166	166
191 (DStv), 157 (StarSat), 101 (Openview), Free Channel, Freevision	SABC 1	167	167	167
192 (DStv), 158 (StarSat), 102 (Openview), Free Channel, Freevision	SABC 2	168	168	168
193 (DStv), 159 (StarSat), 103 (Openview), Free Channel, Freevision	SABC 3	169	169	169
159 (StarSat)	SABC Education	288	288	288
404 (DStv), Free Channel, Freevision	SABC News	170	170	170
402 (DStv), 258 (StarSat)	Sky News	171	171	171
226 (StarSat)	Smithsonian	289	289	289
327 (DStv)	SOUNDCITY	173	173	173
745 (StarSat)	Source Africa TV	290	290	290

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251 (DStv), 488 (StarSat), Free Channel, Freevision	Soweto TV	174	174	174
190 (DStv)	Spice TV	175	175	175
210 (DStv)	SS Action	177	177	177
200 (DStv)	SS Blitz	178	178	178
212 (DStv)	SS Cricket	179	179	179
205 (DStv)	SS Football	180	180	180
213 (DStv)	SS Golf	181	181	181
201 (DStv)	SS Grandstand	182	182	182
204 (DStv)	SS La Liga	183	183	183
241 (DStv)	SS MaXimo 1	184	184	184
215 (DStv)	SS Motorsport	185	185	185
203 (DStv)	SS Premier League	186	186	186
202 (DStv)	SS PSL	187	187	187
211 (DStv)	SS Rugby	188	188	188
214 (DStv)	SS Tennis	189	189	189
206 (DStv)	SS Variety 1	190	190	190
207 (DStv)	SS Variety 2	191	191	191
208 (DStv)	SS Variety 3	192	192	192
209 (DStv)	SS Variety 4	193	193	193
180 (StarSat)	ST Africa	194	194	194
551 (StarSat)	ST Bollywood	195	195	195
404 (StarSat)	ST Dadin Kowa	196	196	196
360 (StarSat)	ST Gospel	197	197	197
99 (StarSat)	ST Guide	198	198	198
300 (StarSat)	ST Kids	199	199	199
155 (StarSat)	ST Kungfu	200	200	200
100 (StarSat)	ST Movies Plus	201	201	201
320 (StarSat)	ST Music	202	202	202
324 (StarSat)	ST Naija	203	203	203
102 (StarSat)	ST Nollywood Plus	204	204	204
127 (StarSat)	ST Novela E	205	205	205
128 (StarSat)	ST Novela E PLUS	206	206	206
617 (StarSat)	St Novela F	291	291	291
120 (StarSat)	ST Rise	207	207	207
322 (StarSat)	ST SA Music	208	208	208
125 (StarSat)	ST SERIES E1	209	209	209
130 (StarSat)	ST Sino Drama	210	210	210
321 (StarSat)	ST Soul	211	211	211
241 (StarSat)	ST Sports Arena	212	212	212
240 (StarSat)	ST Sports Focus	213	213	213
243 (StarSat)	ST Sports Life	214	214	214
400 (StarSat)	ST Swahili	215	215	215
412 (StarSat)	ST Yoruba	216	216	216
129 (StarSat)	ST Zone	217	217	217
167 (DStv), 110 (Openview), 550 (StarSat)	Star Life	218	218	218
Freevision	Starcross TV	219	219	219
332 (StarSat)	Stingray Classica	220	220	220
112 (DStv)	Studio Universal	221	221	221
150 (Openview)	SupaTV	222	222	222
244 (DStv)	SuperSport OTT	223	223	223
245 (DStv)	SuperSport OTT 1	224	224	224
243 (DStv)	SuperSport Play	225	225	225
343 (DStv)	TBN Africa	226	226	226
736 (StarSat)	Tele Congo	292	292	292
118 (DStv)	Telemundo (in English)	227	227	227
507 (DStv)	Telemundo (in Portuguese)	228	228	228

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461 (StarSat)	Telesur	229	229	229
Freevision	Tellilah	230	230	230
249 (DStv)	TellyTrack	231	231	231
176 (DStv)	The Home Channel	232	232	232
123 (DStv)	Timeless Dizi Channel	233	233	233
135 (DStv)	TLC Entertainment	234	234	234
133 (DStv), 139 (StarSat)	TLNovelas	235	235	235
137 (DStv), 186 (StarSat)	TNT Africa	236	236	236
306 (StarSat)	Toonami	293	293	293
326 (DStv), 334 (StarSat)	TRACE Africa	237	237	237
332 (DStv)	TRACE Gospel	238	238	238
325 (DStv)	TRACE Urban	239	239	239
179 (DStv)	Travel Channel	240	240	240
262 (DStv), 487 (StarSat), Free Channel, Freevision	Tshwane TV	241	241	241
701 (DStv)	TV Moçambique Internacional	242	242	242
515 (DStv)	TV Record	243	243	243
437 (DStv)	TV5 Monde Afrique	244	244	244
Freevision	TVC News Nigeria	245	245	245
Freevision	Unity Broadcasting Network	246	246	246
117 (DStv)	Universal TV	247	247	247
147 (DStv)	VIA	248	248	248
116 (DStv)	Vuzu	249	249	249
183 (DStv)	WildEarth	251	251	251
Freevision	World Restoration Service	252	252	252
128 (DStv)	WWE Channel	253	253	253
236 (DStv)	SuperSport WWE Channel	254	254	254
556 (StarSat)	Zee Cinema	294	294	294
618 (StarSat)	Zee Magic	295	295	295
166 (DStv)	Zee World	255	255	255
314 (DStv)	ZooMoo	256	256	256
Freevision	Zulu TV	257	257	257
None/Not sure	258	258	258	258

C14 ASK ONLY IF CODE 1 TO 4 IN TOPIC 5 IN FQ1: Thinking about the last WEEKDAY (Monday to Friday) you watched TV, 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 the last SATURDAY you watched TV, 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 the last SUNDAY you watched TV, at what times did you watch TV? **MMP. TIME SLOT SELECTION.**

	C14	C15	C16		C14	C15	C16		C14	C15	C16
5.00 - 5.15 AM	1	1	1	1.15 - 1.30 PM	34	34	34	9.30 - 9.45 PM	67	67	67
5.15 - 5.30 AM	2	2	2	1.30 - 1.45 PM	35	35	35	9.45 - 10.00 PM	68	68	68
5.30 - 5.45 AM	3	3	3	1.45 - 2.00 PM	36	36	36	10.00 - 10.15 PM	69	69	69
5.45 - 6.00 AM	4	4	4	2.00 - 2.15 PM	37	37	37	10.15 - 10.30 PM	70	70	70
6.00 - 6.15 AM	5	5	5	2.15 - 2.30 PM	38	38	38	10.30 - 10.45 PM	71	71	71
6.15 - 6.30 AM	6	6	6	2.30 - 2.45 PM	39	39	39	10.45 - 11.00 PM	72	72	72
6.30 - 6.45 AM	7	7	7	2.45 - 3.00 PM	40	40	40	11.00 - 11.15 PM	73	73	73
6.45 - 7.00 AM	8	8	8	3.00 - 3.15 PM	41	41	41	11.15 - 11.30 PM	74	74	74
7.00 - 7.15 AM	9	9	9	3.15 - 3.30 PM	42	42	42	11.30 - 11.45 PM	75	75	75
7.15 - 7.30 AM	10	10	10	3.30 - 3.45 PM	43	43	43	11.45 - 12.00 AM	76	76	76
7.30 - 7.45 AM	11	11	11	3.45 - 4.00 PM	44	44	44	12.00 - 12.15 AM	77	77	77

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7.45 - 8.00 AM	12	12	12	4.00 - 4.15 PM	45	45	45	12.15 - 12.30 AM	78	78	78
8.00 - 8.15 AM	13	13	13	4.15 - 4.30 PM	46	46	46	12.30 - 12.45 AM	79	79	79
8.15 - 8.30 AM	14	14	14	4.30 - 4.45 PM	47	47	47	12.45 - 1.00 AM	80	80	80
8.30 - 8.45 AM	15	15	15	4.45 - 5.00 PM	48	48	48	1.00 - 1.15 AM	81	81	81
8.45 - 9.00 AM	16	16	16	5.00 - 5.15 PM	49	49	49	1.15 - 1.30 AM	82	82	82
9.00 - 9.15 AM	17	17	17	5.15 - 5.30 PM	50	50	50	1.30 - 1.45 AM	83	83	83
9.15 - 9.30 AM	18	18	18	5.30 - 5.45 PM	51	51	51	1.45 - 2.00 AM	84	84	84
9.30 - 9.45 AM	19	19	19	5.45 - 6.00 PM	52	52	52	2.00 - 2.15 AM	85	85	85
9.45 - 10.00 AM	20	20	20	6.00 - 6.15 PM	53	53	53	2.15 - 2.30 AM	86	86	86
10.00 - 10.15 AM	21	21	21	6.15 - 6.30 PM	54	54	54	2.30 - 2.45 AM	87	87	87
10.15 - 10.30 AM	22	22	22	6.30 - 6.45 PM	55	55	55	2.45 - 3.00 AM	88	88	88
10.30 - 10.45 AM	23	23	23	6.45 - 7.00 PM	56	56	56	3.00 - 3.15 AM	89	89	89
10.45 - 11.00 AM	24	24	24	7.00 - 7.15 PM	57	57	57	3.15 - 3.30 AM	90	90	90
11.00 - 11.15 AM	25	25	25	7.15 - 7.30 PM	58	58	58	3.30 - 3.45 AM	91	91	91
11.15 - 11.30 AM	26	26	26	7.30 - 7.45 PM	59	59	59	3.45 - 4.00 AM	92	92	92
11.30 - 11.45 AM	27	27	27	7.45 - 8.00 PM	60	60	60	4.00 - 4.15 AM	93	93	93
11.45 - 12.00 PM	28	28	28	8.00 - 8.15 PM	61	61	61	4.15 - 4.30 AM	94	94	94
12.00 - 12.15 PM	29	29	29	8.15 - 8.30 PM	62	62	62	4.30 - 4.45 AM	95	95	95
12.15 - 12.30 PM	30	30	30	8.30 - 8.45 PM	63	63	63	4.45 - 5.00 AM	96	96	96
12.30 - 12.45 PM	31	31	31	8.45 - 9.00 PM	64	64	64	DID NOT WATCH	97	97	97
12.45 - 1.00 PM	32	32	32	9.00 - 9.15 PM	65	65	65				
1.00 - 1.15 PM	33	33	33	9.15 - 9.30 PM	66	66	66				

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

C22 ASK IF CODE 1 TO 4 IN TOPIC 6 IN FQ1: How many days do you listen to radio in an average week? **SMO. DO NOT READ OUT.**

7 days (everyday)	1	CONTINUE
6 days	2	
5 days	3	
4 days	4	
3 days	5	
2 days	6	
1 day	7	
I do not listen to radio in an average week	8	

C23 ASK IF 1, 2, 3, 4, 5 6 OR 7 IN C22: Approximately how many hours do you spend listening to radio per week? **SMO. READ OUT.**

More than 20 hours per week	1	CONTINUE
10 to 20 hours per week	2	
Less than 10 hours per week	3	

C24 ASK IF 1, 2 OR 3 IN C23: When listening to radio, which devices do you usually use? **MMP. DO NOT READ OUT.**

Radio (portable radio, hifi)	1	CONTINUE
Cell phone/tablet	2	
Car radio (in taxi, bus, car etc.)	3	

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TV	4	
Computer/laptop	5	

C25 ASK IF 1, 2 OR 3 IN C23: Where do you usually listen to radio? **MMP. READ OUT.**

In my home or someone else's home	1	CONTINUE
In my own or someone else's car, a taxi, bus, train, bicycle or on foot	2	
At my workplace	3	
At University or college	4	
Other (e.g., restaurant, shopping mall, airport etc.)	5	
I do not usually listen to radio	6	

C18 ASK IF CODE 1 TO 3 IN TOPIC 6 IN FQ1: Which radio stations have you personally listened to in the PAST 4 WEEKS? **MMO. DO NOT READ OUT. RADIO LIST SHOWCARD.**

C19 ASK FOR ANSWERS IN C18 AND CODE 1 TO 2 IN TOPIC 6 IN FQ1: And which have you personally listened to in the PAST 7 DAYS? **MMO. DO NOT READ OUT. RADIO LIST SHOWCARD.**

C20 ASK FOR ANSWERS IN C19 AND CODE 1 IN TOPIC 6 IN FQ1: Which radio stations did you personally listen to YESTERDAY? **MMO. DO NOT READ OUT. RADIO LIST SHOWCARD.**

	C18	C19	C20		C18	C19	C20
100.1 7441 FM	1	1	1	Motho FM	90	90	90
100.5 FM Radio	2	2	2	Motsile FM	91	91	91
107.7 FM	3	3	3	Moutse Community Radio Station	92	92	92
5FM	4	4	4	Mozolo fm 98.2	93	93	93
702 Talk Radio	5	5	5	Mix FM	94	94	94
90.6 FM	6	6	6	Motsweding FM	95	95	95
947	7	7	7	Munghana Lonene FM	96	96	96
99.3FM Kosmos Stereo	8	8	8	Musina FM (104.0FM)	97	97	97
Agangang FM	9	9	9	Nqubeko FM	98	98	98
Algoa FM	10	10	10	OFM	99	99	99
Barberton Community Radio	11	11	11	Overvaal Stereo	100	100	100
Bok Radio	12	12	12	Phalaborwa FM (PFM)	101	101	101
Bosveld Stereo	13	13	13	Phalaphala FM	102	102	102
Botlokwa Community Radio Station	14	14	14	Pretoria FM	103	103	103
Bush Radio	15	15	15	Prophetic Channel Radio	104	104	104
Caledon FM	16	16	16	PubRock Radio	105	105	105
Capricorn FM	17	17	17	PUKfm	106	106	106
ChaiFM	18	18	18	QwaQwa Radio	107	107	107
Choice FM	19	19	19	Radio 2000	108	108	108
Classic FM	20	20	20	Radio 786	109	109	109
CUT FM	21	21	21	Radio Alpha FM (Alfa-Alfa)	110	110	110
DYR – Durban Youth Radio	22	22	22	Radio Bushbuckridge	111	111	111
East Coast Radio	23	23	23	Radio DISA	112	112	112
East Rand Stereo	24	24	24	Radio Helderberg	113	113	113
Eden FM	25	25	25	Radio Houtstok	114	114	114
Ekurhuleni FM	26	26	26	Radio Islam	115	115	115
Eldos FM	27	27	27	Radio Kaboesna	116	116	116
Emalahleni FM	28	28	28	Radio KC 107.7	117	117	117
Energy FM	29	29	29	Radio Khwezi	118	118	118
Fine Music Radio	30	30	30	Radio Kragbron	119	119	119
Gagasi FM	31	31	31	Radio Laeveld	120	120	120
Giyani Community Radio	32	32	32	Radio Mafisa	121	121	121
Gold FM	33	33	33	Radio Maluti	122	122	122
Good Hope FM	34	34	34	Radio Orania	123	123	123
Greater Lebowakgomo Community Radio	35	35	35	Radio Panorama 107.6 FM	124	124	124
Greater Tzaneen Community Radio	36	36	36	Radio Pulpit	125	125	125

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Groot FM	37	37	37	Radio Riverside	126	126	126
Heartbeat FM	38	38	38	Radio Rosestad	127	127	127
Hellenic Radio	39	39	39	Radio Teemaneng Stereo	128	128	128
Hindvani Radio	40	40	40	Radio Today	129	129	129
Highway Radio	41	41	41	Radio Turf	130	130	130
Hot 91.9 FM	42	42	42	Radio Veritas	131	131	131
IFM	43	43	43	Radio West Coast	132	132	132
Ikwekwezi FM	44	44	44	Rainbow FM	133	133	133
Impact Radio	45	45	45	Rainbow Gospel Radio	134	134	134
Inanda 88.4 FM	46	46	46	Revival FM	135	135	135
Izwelenala FM	47	47	47	Rise FM	136	136	136
Izwi Lomzanzi FM	48	48	48	The Rock FM	137	137	137
Jacaranda FM	49	49	49	RSG	138	138	138
Jozi FM	50	50	50	SAfm	139	139	139
Kangala Community Radio Services	51	51	51	SA Music Library	140	140	140
Kasi FM	52	52	52	Salaamedia	141	141	141
Kaya FM	53	53	53	Secunda FM	142	142	142
KFM 94.7	54	54	54	Sekgosese Community Radio	143	143	143
Kofifi FM	55	55	55	Sekhukhune Community Radio (SK FM)	144	144	144
Kopanong FM	56	56	56	Setso FM Stereo	145	145	145
Kovsie FM	57	57	57	SFM Streek Radio	146	146	146
Kriel Info Radio	58	58	58	Sirius FM	147	147	147
Kurara FM	59	59	59	Smile 90.4 FM	148	148	148
KZN Capital 104FM	60	60	60	Standerton Info Radio	149	149	149
Lekker FM	61	61	61	Star FM	150	150	150
Lentswe Community Radio	62	62	62	Sunshine 100.6 FM	151	151	151
Lesedi FM	63	63	63	Tubatse FM	152	152	152
Letlhabille Community Radio	64	64	64	Tuks FM	153	153	153
Ligwa Community Radio	65	65	65	Tygerberg 104 FM	154	154	154
Ligwalagwala FM	66	66	66	UCT Radio 104.5	155	155	155
Lichvaal Stereo	67	67	67	Ukhozi FM	156	156	156
Life FM	68	68	68	Ulwazi FM 88.9	157	157	157
Link FM	69	69	69	Umhlobo Wenene	158	158	158
LM Radio	70	70	70	UNISA Radio	159	159	159
Lotus FM	71	71	71	Univen Community Radio	160	160	160
Luister FM!	72	72	72	Vaaltar FM	161	161	161
Madibeng FM	73	73	73	Valley FM	162	162	162
Mafikeng Community Radio 96.7	74	74	74	Village FM	163	163	163
Magic 828 AM	75	75	75	VOW Voice of Wits	164	164	164
Makhado FM 107.3	76	76	76	Voice of the Cape	165	165	165
Mala FM 101	77	77	77	Voice of Tembisa	166	166	166
Mash FM Stereo	78	78	78	Vukani Online Radio	167	167	167
Metro FM	79	79	79	Vuma FM	168	168	168
Medfm	80	80	80	Waterberg Stereo	169	169	169
MFM 92.6	81	81	81	Wave FM	170	170	170
Mkhondo FM	82	82	82	Whale Coast FM	171	171	171
Modiri FM	83	83	83	Wild Coast 98.6 FM	172	172	172
Mohodi Community Radio 98.8 FM	84	84	84	X-K FM 107.9	173	173	173
Mohokare Community Radio	85	85	85	YFM	174	174	174
Mokopane Community Radio Station	86	86	86	Zebediela Community Radio	175	175	175
Moletsisi Community Radio Station	87	87	87	None	176	176	176
Moretele Community Radio 106.6 FM	88	88	88	Other (specify)	177	177	177
Mosupatsela FM Stereo	89	89	89				

TRAVEL OUTDOOR

D1 ASK ALL: 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. **SMO.**

	Monday to Friday	Saturday and Sunday	
Less than 15 minutes	1	1	CONTINUE
15-29 minutes	2	2	
30-59 minutes	3	3	
1-1.5 hours	4	4	
1.5-2 hours	5	5	
2-3 hours	6	6	
More than 3 hours	7	7	

D2 ASK ALL: In an average week which of the following places do you travel to? **MMP. DO NOT READ OUT. PLACES SHOWCARD**

	Monday to Friday	Saturday and Sunday	
Place of work	1	1	CONTINUE
Place of education	2	2	
Shops or shopping centre	3	3	
Visiting family or friends	4	4	
Airport	5	5	
Gym, sports club, sporting event, golf course, etc.	6	6	
Hospital, clinic or doctor's rooms	7	7	
Other (specify)...	8	8	
None	9	9	

D3 ASK ONLY IF NOT NONE IN D2: What method of transport do you usually use to travel with the most? **SMO. DO NOT READ OUT. TRANSPORT SHOWCARD**

Bus/Bus Rapid Transit (BRT)	1	CONTINUE
Car	2	
E-hailing service (Uber, Taxify, Bolt, etc.)	3	
Metered taxi	4	
Motorcycle/scooter	5	GO TO D4C
Minibus taxi	6	
Walking	7	GO TO D4E
Bicycle	10	
Train (Metrorail)	8	GO TO D4G
Gautrain	9	

D4A ASK IF 1 TO 3 IN TOPIC 7 IN FQ1 AND 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. OUTDOOR ADVERTISING SHOWCARD**

D4C ASK IF 1 TO 3 IN TOPIC 7 IN FQ1 AND 2 TO 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. OUTDOOR ADVERTISING SHOWCARD**

D4E ASK IF 1 TO 3 IN TOPIC 7 IN FQ1 AND 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. OUTDOOR ADVERTISING SHOWCARD**

D4G ASK IF 1 TO 3 IN TOPIC 7 IN FQ1 AND 7 OR 10 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. OUTDOOR ADVERTISING SHOWCARD**

D4I ASK IF 1 TO 3 IN TOPIC 7 IN FQ1 AND 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

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outdoor advertising signs, if any, did you see IN THE PAST 4 WEEKS? **MMO. READ OUT. OUTDOOR ADVERTISING SHOWCARD**

	D4A		D4C		D4E		D4G		D4I	
	Y	N	Y	N	Y	N	Y	N	Y	N
1. Billboards on the side of the road	1	2	1	2	1	2	1	2		
2. Digital billboards on the side of the road	1	2	1	2	1	2	1	2		
3. Billboards outside or inside taxi ranks	1	2	1	2	1	2				
4. Digital screens OUTSIDE or inside taxi ranks	1	2	1	2	1	2	1	2		
5. Billboards near or OUTSIDE an airport	1	2	1	2	1	2	1	2	1	2
6. Billboards or signs INSIDE an airport	1	2	1	2	1	2	1	2	1	2
7. Digital billboards or signs INSIDE an airport	1	2	1	2	1	2	1	2	1	2
8. Branding or advertising on the OUTSIDE of taxis and minibuses	1	2	1	2	1	2	1	2		
9. Branding or advertising on the OUTSIDE of buses	1	2	1	2	1	2	1	2		
10. Branding or advertising on the INSIDE of buses	1	2								
11. Billboards or signs inside a train station e.g., Gautrain or Metro Rail									1	2
12. Branding or advertising on the INSIDE of taxis and minibuses					1	2				
13. Building wraps / construction site wraps	1	2	1	2	1	2	1	2	1	2
14. Bus shelters	1	2	1	2	1	2	1	2	1	2
15. Dustbins on the side of the road	1	2	1	2	1	2	1	2	1	2
16. Trailers on the side of the road	1	2	1	2	1	2	1	2	1	2
17. Street poles or street name signage	1	2	1	2	1	2	1	2	1	2
18. None	1	2	1	2	1	2	1	2	1	2

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. OUTDOOR ADVERTISING SHOWCARD**

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. OUTDOOR ADVERTISING SHOWCARD**

D4F 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. OUTDOOR ADVERTISING SHOWCARD**

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. OUTDOOR ADVERTISING SHOWCARD**

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. OUTDOOR ADVERTISING SHOWCARD**

	D4A		D4C		D4E		D4G		D4I	
	Y	N	Y	N	Y	N	Y	N	Y	N
19. Billboards on the side of the road	1	2	1	2	1	2	1	2		
20. Digital billboards on the side of the road	1	2	1	2	1	2	1	2		
21. Billboards outside or inside taxi ranks	1	2	1	2	1	2				
22. Digital screens OUTSIDE or inside taxi ranks	1	2	1	2	1	2	1	2		
23. Billboards near or OUTSIDE an airport	1	2	1	2	1	2	1	2	1	2
24. Billboards or signs INSIDE an airport	1	2	1	2	1	2	1	2	1	2
25. Digital billboards or signs INSIDE an airport	1	2	1	2	1	2	1	2	1	2
26. Branding or advertising on the OUTSIDE of taxis and minibuses	1	2	1	2	1	2	1	2		
27. Branding or advertising on the OUTSIDE of buses	1	2	1	2	1	2	1	2		
28. Branding or advertising on the INSIDE of buses	1	2								
29. Billboards or signs inside a train station e.g., Gautrain or Metro Rail									1	2
30. Branding or advertising on the INSIDE of taxis and minibuses					1	2				

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31. Building wraps / construction site wraps	1	2	1	2	1	2	1	2	1	2
32. Bus shelters	1	2	1	2	1	2	1	2	1	2
33. Dustbins on the side of the road	1	2	1	2	1	2	1	2	1	2
34. Trailers on the side of the road	1	2	1	2	1	2	1	2	1	2
35. Street poles or street name signage	1	2	1	2	1	2	1	2	1	2
36. None	1	2	1	2	1	2	1	2	1	2

D5A ASK IF CODE 1 OR 3 IN TOPIC 7 IN FQ1: I am now going to ask you about different out of home advertising signs. Which of these out of home advertising signs, if any, did you see IN THE PAST 4 WEEKS? **MMO. READ OUT.**

D5B ASK FOR ANSWERS IN D5A AND 1 OR 2 IN TOPIC 7 IN FQ1: I am now going to ask you about different out of home advertising signs. Which of these out of home advertising signs, if any, did you see IN THE PAST 7 DAYS? **MMO. READ OUT.**

	D5A		D5B		
	Yes	No	Yes	No	
1. Signs inside restaurants or nightclubs, including in the washroom facilities	1	2	1	2	CONTINUE
2. Signs inside schools, including in the washroom facilities	1	2	1	2	
3. Signs inside or outside of a spaza shops	1	2	1	2	
4. Painted wall murals- excluding Graffiti	1	2	1	2	

MALLS

U1 ASK IF CODES 1 TO 3 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 AND CODES 1 TO 2 IN TOPIC 7 IN FQ1: Which of the malls you have just mentioned, if any, have you visited in the PAST 7 DAYS? **MMO. DO NOT READ OUT.**

U3 ASK FOR ANSWERS IN U2: Which mall did you visit most often in the PAST 7 DAYS? **SMO. DO NOT READ OUT.**

	U1	U2	U3		U1	U2	U3
Access Park (Kenilworth)	1	1	1	Makhado Mall	101	101	101
Alberton City	2	2	2	Mall @ Carnival / Carnival City Mall	102	102	102
Alex mall	3	3	3	Mall @ Mfula	103	103	103
Atlyn Shopping centre	4	4	4	Mall @ Reds	104	104	104
Atterbury Boulevard	5	5	5	Mall of Africa	105	105	105
Balfour Park Shopping Centre	6	6	6	Mall of Emba	106	106	106
Ballito Lifestyle Centre	7	7	7	Mall of the North	107	107	107
Bara Mall	8	8	8	Mall of the South	108	108	108
Bay View (Durban)	9	9	9	Mamelodi Crossing	109	109	109
Bayside Centre/Mall	10	10	10	Mams mall	110	110	110
Baywest Mall	11	11	11	Maponya Mall	111	111	111
Bedford Centre	12	12	12	Matlosana Mall	112	112	112
Bel Air Shopping Centre	13	13	13	Maynard Mall	113	113	113
Benmore Gardens	14	14	14	Mdantsane City	114	114	114
Birch Acres Shopping Centre	15	15	15	Meadow Point	115	115	115
Blue Haze Mall	16	16	16	Mega City Centre	116	116	116
Blue Route Mall	17	17	17	Melrose Arch	117	117	117
Bluff Towers	18	18	18	Menlyn Park	118	118	118
Boardwalk Inkwazi Shopping Centre	19	19	19	Metlife Plaza	119	119	119
Boitekong Mall	20	20	20	Middelburg Mall	120	120	120
Botshabelo Mall	21	21	21	Middestad	121	121	121
Bridge City Shopping Centre	22	22	22	Midlands Mall (Liberty Mall)	122	122	122

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Brooklyn Mall	23	23	23	Mimosa Mall	123	123	123
BT Ngebs City Shopping Centre	24	24	24	Montana Crossing	124	124	124
Cambridge Crossing	25	25	25	Moorivier Mall	125	125	125
Canal Walk	26	26	26	Mountain Mill Shopping Centre	126	126	126
Cape Gate	27	27	27	Musgrave Centre	127	127	127
Carlton Centre	28	28	28	N1 City Mall	128	128	128
Cavendish Square	29	29	29	Nelson Mandela Square	129	129	129
Cedar Square	30	30	30	Newcastle Mall	130	130	130
Centurion Mall	31	31	31	Nicolway Bryanston	131	131	131
Chatsworth Centre	32	32	32	North Park Mall	132	132	132
Chris Hani Crossing Mall	33	33	33	North Riding Square	133	133	133
Circus Triangle Mall	34	34	34	Northgate Shopping Centre	134	134	134
City View Shopping Centre	35	35	35	Orange Farm	135	135	135
Clearwater Mall	36	36	36	Paarl Mall	136	136	136
Cleary Park Shopping Centre	37	37	37	Parkview Mall	137	137	137
Comaro Crossing	38	38	38	Parow Centre	138	138	138
Constantia Village	39	39	39	Phoenix Plaza	139	139	139
Cradlestone Mall	40	40	40	Phola Mall	140	140	140
Cresta Shopping Centre	41	41	41	Phumulani Mall	141	141	141
Davenport Square	42	42	42	Pinecrest Shopping Centre	142	142	142
Daveyton Mall	43	43	43	President Square	143	143	143
Denneboom	44	44	44	Princess Crossing	144	144	144
Diamond Pavillion Shopping Centre (Northern Cape)	45	45	45	Protea Gardens Mall	145	145	145
Diepkloof Mall	46	46	46	Protea Glen Mall	146	146	146
Dobsonville Shopping Centre	47	47	47	Randburg Square	147	147	147
Dwarsloop Mall	48	48	48	Randfontein Station Mall	148	148	148
East Point	49	49	49	Riverside Mall	149	149	149
East Rand Mall	50	50	50	Rivonia Crossing	150	150	150
Eastgate Shopping Centre	51	51	51	Rosebank Mall	151	151	151
Edendale Mall	52	52	52	Ruimsig Shopping Centre	152	152	152
Empangeni	53	53	53	Sam Ntuli Mall	153	153	153
Evaton Plaza	54	54	54	Sammy Marks Square	154	154	154
Festival Mall	55	55	55	Sandton City	155	155	155
Fingoland mall	56	56	56	Savannah Mall	156	156	156
Forest Hill	57	57	57	Secunda Mall	157	157	157
Fourways Crossing	58	58	58	Shelley Centre	158	158	158
Fourways Mall	59	59	59	Siyabuswa Mall	159	159	159
Galleria Shopping Centre	60	60	60	Somerset West Mall	160	160	160
Garden Route Mall	61	61	61	Soshanguve Crossing Mall	161	161	161
Gateway	62	62	62	Southcoast Mall	162	162	162
Gillwell Mall	63	63	63	Southgate Mall	163	163	163
Golden Acre	64	64	64	Springfield Value Centre	164	164	164
Goldfields Mall	65	65	65	Springs Mall	165	165	165
Greenacres Shopping Centre	66	66	66	Stoneridge shopping Centre	166	166	166
Greenstone	67	67	67	Sunny Park	167	167	167
Gugulethu Square	68	68	68	Tembisa MegaMart	168	168	168
Hammarisdale Junction	69	69	69	Tembisa Plaza	169	169	169
Hatfield Plaza	70	70	70	Thabong Shopping Centre	170	170	170
Hayfields	71	71	71	Thavhani Mall	171	171	171
Hazeldean Square	72	72	72	The Boulders	172	172	172
Hemingways	73	73	73	The Buzz	173	173	173
Highveld Mall (Witbank)	74	74	74	The Glen	174	174	174

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Hillcrest Corner Mall	75	75	75	The Grove	175	175	175
Hyde Park Corner Shopping Centre	76	76	76	The Mall @ Scottsville	176	176	176
i'langa Mall	77	77	77	The Pavilion	177	177	177
Irene Village	78	78	78	The Workshop Shopping Centre	178	178	178
Jabulani Mall	79	79	79	Tonga Mall	179	179	179
Jubilee Mall	80	80	80	Tower Mall	180	180	180
Kagiso Mall	81	81	81	Trade Route Mall	181	181	181
Kempton Square	82	82	82	Tsakane Mall	182	182	182
Kenako Mall	83	83	83	Twin City	183	183	183
Kenilworth Centre	84	84	84	Tyger Valley	184	184	184
Key West Shopping Centre	85	85	85	Umlazi Mega City	185	185	185
KG Mall	86	86	86	V&A Waterfront/Victoria Wharf	186	186	186
Khayelitsha Mall	87	87	87	Vaal Mall	187	187	187
Killarney Mall	88	88	88	Vangate Mall	188	188	188
Knysna Mall	89	89	89	Vincent Park Centre	189	189	189
Kolonnade Retail Park	90	90	90	Walmer Park Shopping Centre	190	190	190
KwaMnyandu Shopping Centre	91	91	91	Watercrest	191	191	191
La Lucia Mall	92	92	92	Waterfall Mall	192	192	192
Lakeside Mall	93	93	93	Westgate (Roodepoort)	193	193	193
Lemo Mall	94	94	94	Westgate Mall (Mitchells Plain)	194	194	194
Liberty Promenad	95	95	95	Wonderboom Junction	195	195	195
Limpopo Mall	96	96	96	Wonderpark Shopping Centre	196	196	196
Loch Logan Waterfront	97	97	97	Woodlands Boulevard	197	197	197
Lowveld Mall	98	98	98	Woodmead Retail Park	198	198	198
Mahikeng Mall	99	99	99	Zeewacht Mall	199	199	199
Mainstream Mall (Hout Bay)	100	100	100	Other (specify)	200	200	200

U4B ASK FOR ANSWER IN U3: Thinking about the mall you visit **most often**, how many times have you been there in the PAST 4 WEEKS? **SMO.**

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? **SMO.**

	U4B	U4	
0	1	1	CONTINUE
1	2	2	
2-3	3	3	
4-5	4	4	
6-7	5	5	
More than 7	6	6	

CELLPHONES

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.**

Number of cellphones	CONTINUE
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E2 ASK IF 1 OR HIGHER IN E1: How many cellphones, if any, do you personally use? **SMO.**

0	1	CONTINUE
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.**

Alcatel	16	CONTINUE
Apple iPhone	1	
BlackBerry	2	
Ericsson	3	
Hisense	17	
HTC	4	
Huawei	5	
Itel	18	
LG	19	
Mobicel	20	
Motorola	6	
Nokia	7	
SAGEM	8	
Samsung	9	
Siemens	10	
Sony	11	
Tecno	21	
Vodafone	12	
ZTE	13	
Oppo	14	
Other (specify)	15	

E3B ASK IF 2, 3, 4 OR 5 IN E2: What network is the phone linked to? **SMO. DO NOT READ OUT.**

8 ta	1	CONTINUE
Cell C	2	
MTN	3	
Telkom Mobile	4	
Vodacom	6	
Other (specify)	7	

E3C ASK IF 2, 3, 4 OR 5 IN E2: Is the cellphone on...? **SMO. READ OUT.**

Prepaid	1	CONTINUE
Contract only	2	
Contract with top-up	3	

E3D 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.**

Airtime only	1	CONTINUE
Data bundles only	2	
Both airtime and data bundles	3	

MAPS F2F QUESTIONNAIRE JULY 2022

E3E 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.**

1	1	CONTINUE
2	2	
3	3	
4 or more	4	

E4A 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.**

Alcatel	16	CONTINUE
Apple iPhone	1	
BlackBerry	2	
Ericsson	3	
Hisense	17	
HTC	4	
Huawei	5	
Itel	18	
LG	19	
Mobicel	20	
Motorola	6	
Nokia	7	
SAGEM	8	
Samsung	9	
Siemens	10	
Sony	11	
Tecno	21	
Vodafone	12	
ZTE	13	
Oppo	14	
Other (specify)...	15	

E4B ASK IF 3, 4 OR 5 IN E2: What network is the phone linked to? **SMO. DO NOT READ OUT.**

8 ta	1	CONTINUE
Cell C	2	
MTN	3	
Telkom Mobile	4	
Vodacom	6	
Other (specify)	7	

E4C ASK IF 3, 4 OR 5 IN E2: Is the cellphone on...? **SMO. READ OUT.**

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.**

1	1	CONTINUE
2	2	
3	3	
4 or more	4	

MAPS F2F QUESTIONNAIRE JULY 2022

E5 ASK IF 2, 3, 4 OR 5 IN E2 [SHOWCARD 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. SPEND SHOWCARD**

R100 or less	1	CONTINUE
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	

DIGITAL/INTERNET

DIG1 ASK IF CODE 1 TO 4 IN TOPIC 9 IN FQ1: Please tell me when last, apart from today, you did any of these activities on the internet? **READ OUT. WHEN LAST SHOWCARD.**

	Yesterday	In the PAST 7 days	In the PAST 4 weeks	In the PAST 6 months	Longer than 6 months ago	Never
1. Search for things on the internet (Google, Bing, Yahoo)	1	2	3	4	5	6
2. Use or access maps, navigators or directions (Google Maps, Waze)	1	2	3	4	5	6
3. Do internet banking	1	2	3	4	5	6
4. Engage in share trading	1	2	3	4	5	6
5. Email	1	2	3	4	5	6
6. Make or receive calls using services (Skype, FaceTime, WhatsApp, Zoom, Microsoft Teams or Viber)	1	2	3	4	5	6
7. Check the weather	1	2	3	4	5	6
8. Play games	1	2	3	4	5	6
9. Book tickets for entertainment (movie, theatre, live shows, events, etc.)	1	2	3	4	5	6
10. Book travel services (accommodation, air travel, boat, train, etc.)	1	2	3	4	5	6
11. Use or download apps	1	2	3	4	5	6
12. Buy or check LOTTO	1	2	3	4	5	6
13. Visit auction websites (Bid or Buy, eBay)	1	2	3	4	5	6
14. Visit classified advertising websites (OLX, Gumtree)	1	2	3	4	5	6
15. Visit listing sites e.g. jobs, property, cars	1	2	3	4	5	6
16. Visit dating sites	1	2	3	4	5	6
17. Visit gambling sites	1	2	3	4	5	6
18. Download music	1	2	3	4	5	6
19. Download podcasts or vodcasts	1	2	3	4	5	6
20. Listen to the radio via website or app	1	2	3	4	5	6
21. Watch video content (video streaming like YouTube, TikTok, reels and short videos, etc.)	1	2	3	4	5	6

MAPS F2F QUESTIONNAIRE JULY 2022

22. Watch video subscription services (e.g., Netflix, Showmax, Amazon Prime, Apple TV, Disney+, etc.)	1	2	3	4	5	6
23. Watch pay per view sport	1	2	3	4	5	6
24. Online Shopping	1	2	3	4	5	6
25. Stream music	1	2	3	4	5	6

DIG2 ASK ALL Which social media platforms, if any, have you used in the <INSERT TIME PERIOD>? TAPI TO PULL RESPONSES FROM P4W AND P7D FOR NEXT QUESTIONS. MMO. **DO NOT READ OUT. SOCIAL MEDIA PLATFORMS SHOWCARD.**

	P4W		P7D		YD	
	Yes	No	Yes	No	Yes	No
1. Facebook	1	2	1	2	1	2
2. Instagram	1	2	1	2	1	2
3. LinkedIn	1	2	1	2	1	2
4. Messenger	1	2	1	2	1	2
5. Signal	1	2	1	2	1	2
6. Snapchat	1	2	1	2	1	2
7. Spotify	1	2	1	2	1	2
8. Telegram	1	2	1	2	1	2
9. TikTok	1	2	1	2	1	2
10. Twitter	1	2	1	2	1	2
11. WhatsApp	1	2	1	2	1	2
12. YouTube	1	2	1	2	1	2
13. Other (specify)	1	2	1	2	1	2
14. None	1	2	1	2	1	2

DIG3 ASK ONLY IF CODES 1 to 4 IN DIG1_29: Thinking back to your experience when buying online, please indicate if the following statements are true or false: **READ OUT.**

	True	False	Not sure	
1. Buying online is very convenient	1	2	3	CONTINUE
2. I prefer making purchases online to instore	1	2	3	
3. I intend to buy online more frequently in the future	1	2	3	
4. I prefer to buy directly from the manufacturer	1	2	3	

DIG4 ASK ONLY IF CODES 1 to 4 IN DIG1_29: What are your biggest concerns about online shopping? **MMP. READ OUT.**

Breach of personal information	1	CONTINUE
Breach of payment details	2	
Poor internet connection	3	
Non-delivery of items	4	
Late delivery of items	5	
Difficult to gauge quality of products online	6	
Delivered items not looking the same as they appear online	7	
Other	8	
None	9	

DIG5 ASK ONLY IF CODES 1 to 4 IN DIG1_29: How frequently do you shop online?

Daily	1	CONTINUE
At least once a week	2	
Once or twice a month	3	
Once every two months	4	
Once every three months	5	
Once every six months	6	

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	CONTINUE
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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? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly payments for primary motor vehicle	CONTINUE
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G4 ASK IF YES IN G3A [SHOWCARD VEHICLE TYPES]: What type of vehicle is it? **SMO. VEHICLE TYPES SHOWCARD.**

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.**

2022	9	CONTINUE
2021	8	
2020	1	
2019	2	
2018	3	
2017	4	
2016	5	
2012-2015	6	
2011 or earlier	7	

MAPS F2F QUESTIONNAIRE JULY 2022

G6 ASK IF YES IN G3A: In what year was this vehicle purchased? **SMO.**

2022	9	CONTINUE
2021	8	
2020	1	
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? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Mileage (Kms)	CONTINUE
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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.**

Monthly spend on fuel	CONTINUE
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G12A ASK ALL: Which of the following do you own? **MMO. READ OUT.**

Motorcycle/motorbike	1	CONTINUE
Moped/Scooter	5	
None	4	GO TO K1

G12B ASK IF 1 OR 5 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 OR 5 IN G12A: How much did you pay for your scooter/moped or motorcycle/motorbike? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Amount spent on scooter/moped/motorcycle/motorbike	CONTINUE
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FINANCIAL**K33 ASK ALL:** Are you a SASSA government grant beneficiary? **SMO.**

Yes	1	CONTINUE
No	2	GO TO K1

K34 ASK IF 1 IN K33: What type of SASSA grant are you currently receiving? **MMP. DO NOT READ OUT. SASSA GRANT TYPE SHOWCARD.**

Child support grant	1	CONTINUE
Grant for older persons	2	
Disability grant	3	
Grant-in aid	4	
Care dependency grant	5	
War veterans grant	6	
Foster child grant	7	
Social relief of distress grant	8	

K1 ASK IF 1 IN K33: Do you personally have/make use of a SASSA government grant card? **SMO.**

Yes	1	CONTINUE
No	2	

K1B ASK ALL: Please tell me whether you have an account at any bank or financial institution, excluding SASSA accounts? **SMO.**

Yes	1	CONTINUE
No	2	GO TO K7B

K2A ASK IF YES ON K1B: 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. FINANCIAL SERVICES SHOWCARD.**

Cheque/current	1	CONTINUE
Overdraft facility	2	
Savings account	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	
Forex	14	
Small business Account	15	
Large business Account	16	
Corporate Investment Banking	17	
Other (specify)	13	

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.**

Yes	1	CONTINUE
No	2	

MAPS F2F QUESTIONNAIRE JULY 2022

K3 ASK FOR ANSWERS IN K2A With which financial institution(s) do you have ... <MENTION EACH TYPE OF ACCOUNT OWNED IN K2A>? MMP. **DO NOT READ OUT. FINANCIAL INSTITUTIONS SHOWCARD.**

ABSA	1	CONTINUE
Access Bank	22	
African Bank	2	
Bank Zero	23	
Bayport	3	
Bidvest Bank	4	
Capfin	5	
Capitec	6	
Cash Converters	7	
Direct Axis	8	
Discovery Bank	9	
First National Bank/FNB	10	
Get Bucks	11	
Investec	12	
Nedbank	13	
Postbank	14	
Rand Merchant Bank/RMB	15	
Standard Bank	16	
TymeBank	17	
UBank/Teba Bank	18	
Wesbank	19	
Wonga	20	
Other (specify) ...	21	

K4 ASK IF YES ON K1B: Into which ONE bank do you pay your salary or most of your income? SMO. **DO NOT READ OUT. FINANCIAL INSTITUTIONS SHOWCARD.**

ABSA	1	CONTINUE
Access Bank	22	
African Bank	2	
Bank Zero	23	
Bayport	3	
Bidvest Bank	4	
Capfin	5	
Capitec	6	
Cash Converters	7	
Direct Axis	8	
Discovery Bank	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	

MAPS F2F QUESTIONNAIRE JULY 2022

K6 ASK IF YES ON K1B: What do you use to access your accounts? **MMO. DO NOT READ OUT. BANKING ACCESS POINTS SHOWCARD.**

ATM	1	CONTINUE
Branch (the bank itself)	2	
WhatsApp	4	
Internet/Online	5	
Email	6	
Mobile branches/Mobile ATM	7	
Telephone – call centre or voice recognition system	8	
Banking app	9	
QR code	16	
USSD	10	
SMS banking/SMS	11	
Telephone banking	12	
Supermarket	13	
Retail stores	14	
Other (specify)	15	

K24A ASK ALL Did you personally borrow or take out a short-term loan from any of the following during the PAST 12 MONTHS (excluding traditional banking institutions)? **READ OUT.**

	Yes	No	CONTINUE
1. Friends or family	1	2	
2. Your employer	1	2	
3. A pawn shop (specify)	1	2	
4. An online lender (specify)	1	2	
5. A registered loan provider/money lender (specify)	1	2	
6. A loan shark/mashonisa	1	2	
7. A retailer (specify)	1	2	
8. Other (specify) ...	1	2	
9. I did not take out a loan	1	2	

K25 [ASK IF YES FOR CODES 10 OR 11 IN K2B] OR [IF YES FOR CODES 1-8 IN K24A]: Thinking of the short-term loan that you have taken in the past 12 months, for which purposes have you taken a personal loan/loan? **MMP. DO NOT READ OUT.**

Education	1	CONTINUE
Wedding	2	
Anniversary	3	
Consolidating debt	4	
Travel	5	
Medical	6	
Vehicle	7	
Home Renovations	8	
Small business start-up	9	
Financial assistance for family and friends	10	
Food/clothing	11	
Pay bills	12	
Cover business expenses	13	
Home repairs	14	
Car repairs	15	
Unexpected school expenses	16	
Pregnancy/baby	17	
Other (specify)	18	

MAPS F2F QUESTIONNAIRE JULY 2022

K7B ASK ALL: Which of the following mobile payment services do you use? **MMP. DO NOT READ OUT. MOBILE PAYMENT SERVICES SHOWCARD.**

Apple Pay	1	CONTINUE
Fitbit Pay	2	
Garmin Pay	3	
Huawei Pay	4	
Masterpass	5	
MTN Momo	6	
Pay@	7	
Payfast	8	
Paypal	9	
Samsung Pay	10	
SnapScan	11	
Telkom Pay	12	
Vodapay	13	
Zapper	14	
Other (specify)...	15	
None	16	

K8A ASK ALL: Do you PERSONALLY have a loyalty/rewards programme card with which you earn loyalty points? **SMO.**

Yes	1	CONTINUE
No	2	

K8B ASK IF 1 IN K8A: Who do you have a loyalty/rewards card with? **MMP. LOYALTY/REWARDS PROGRAMME CARD SHOWCARD.**

Clicks ClubCard	1	CONTINUE
Checkers Xtra Savings	2	
Pick n Pay Smart Shopper	3	
Dis-Chem Benefit	4	
Woolworths Wrewards	5	
FNB eBucks	6	
Edcon thank U	7	
Spar Rewards	8	
Makro mCard	9	
Spur Family Card	10	
Discovery Vitality	11	
TFG Rewards	12	
Ster-Kinekor SK Club	13	
Absa Rewards	14	
Standard Bank Ucount	15	
Vodacom Talking Points	16	
CottonOn & Co. Perks	17	
Nedbank Greenbacks	18	
SAA Voyager	19	
Exclusive Books Fanatics	20	
Shell Rewards	22	
BuySmart	23	
Shoprite Xtra Savings	24	
Other (specify)	21	

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	

MAPS F2F QUESTIONNAIRE JULY 2022

K10A ASK ALL: Are you on a medical aid scheme (you may be the main member or a dependent)? **SMO.**

Yes	1	CONTINUE
No	2	GO TO K11

K10C ASK IF 1 IN K10A: Are you the main member on this medical aid? **SMO.**

Yes	1	CONTINUE
No	2	

K10D ASK IF 1 IN K10A: Including yourself, how many people are members on the medical aid scheme that you are on?
ENTER 999 FOR DON'T KNOW.

Number of members on medical aid scheme	CONTINUE
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K10B ASK IF 1 IN K10A: Which medical aid company are you with? **SMO. DO NOT READ OUT. MEDICAL AIDS SHOWCARD.**

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 Medical Aid	8	
Fedhealth	9	
Genesis	10	
GEMS	11	
Keyhealth	12	
Medihelp	13	
Medshield	14	
Momentum	15	
Profmed	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	

K35A ASK ALL: Do you have or make use of a crypto currency such as Bitcoin, Ripple XRP, etc to save or invest and make or receive payments? **SMO.**

Yes	1	CONTINUE
No	2	

K35B ASK IF 1 IN K35A: Which crypto currency do you make use of? **MMO. DO NOT READ OUT. CRYPTO CURRENCY SHOWCARD.**

Bitcoin	1	CONTINUE
Ripple XRP	2	
Blockchain	3	
Plus500	4	
Markets.com	5	
IG option	6	
Ethereum	7	

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Tether	8	
BNB	9	
Other (specify) ...	10	

K13 ASK ALL: Do you belong to a burial society? **SMO.**

Yes	1	CONTINUE
No	2	

K13B ASK IF 1 IN K13: In total, approximately how much do you think you are paying per month towards the burial society?
NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.

Monthly burial society payments	CONTINUE
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K14A ASK ALL: Do you PERSONALLY have funeral insurance/a funeral policy from any of the following? **MMP. READ OUT.**

	Yes	No	
1. Formal financial institution	1	2	CONTINUE GO TO K15
2. Funeral parlour	1	2	
3. Employer	1	2	
4. Other	1	2	

K14B ASK IF 1, 2 or 3 IN K14A: With which company do you have the funeral insurance/policy? **MMP. DO NOT READ OUT.**
FUNERAL POLICY PROVIDERS SHOWCARD.

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 Insure	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	
TymeBank	34	
Vodacom	31	
Don't know/unsure	32	
Other (specify)...	33	

MAPS F2F QUESTIONNAIRE JULY 2022

K14C ASK IF 1 OR 2 IN K14A: In total, approximately how much do you think you are paying per month towards funeral insurance/policy excluding funeral benefits from your employer and other insurance policies? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly funeral insurance/policy payments	CONTINUE
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K15 ASK ALL: 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. **MMP. DO NOT READ OUT. FINANCIAL SERVICE OFFERINGS SHOWCARD.**

Life cover policy (not a funeral policy) – contract with an insurance company whereby in exchange for premium payments, the company provides a lump-sum payment to beneficiaries upon the insured person's death.	1	CONTINUE
Disability cover	2	
Severe illness/dread disease cover	3	
Medical insurance (not medical aid) – different from medical aid in that it does not provide full cover for a list of treatments and conditions. Medical insurance plans mostly focus on out-of-hospital primary care expenses such as GP consultations, prescribed medication, basic dentistry etc.	4	
Credit life – insurance that provides security when one is unable to repay debt due to retrenchment, disability, or death.	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 (not medical aid) – short-term insurance product designed to provide extra protection for those who already have medical aid.	11	
Other (specify)	12	
None/don't know/not sure	13	GO TO K19

K16 ASK FOR ANSWERS IN K15: With which companies do you have the <INSERT POLICY NAME IN K15>? **DO NOT READ OUT. FINANCIAL POLICIES SHOWCARD.**

1 Life Direct	1	CONTINUE
ABSA	2	
African Rainbow Life	3	
Allan Gray	4	
Alexander Forbes	5	
Assupol Life	6	
AVBOB	7	
Channel Life	8	
Clientèle	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	

MAPS F2F QUESTIONNAIRE JULY 2022

K17 ASK FOR ANSWERS IN K15: Which of these financial services/products have you taken out in the PAST 12 MONTHS?

	Yes	No	
1. Life cover policy (not a funeral policy)	1	2	CONTINUE
2. Disability cover	1	2	
3. Severe illness/dread disease cover	1	2	
4. Medical insurance (not medical aid)	1	2	
5. Credit life	1	2	
6. Retirement annuity (pre-retirement)	1	2	
7. Annuity (post-retirement)	1	2	
8. Preservation fund	1	2	
9. Education policy/plan	1	2	
10. Savings or investment policy/plan	1	2	
11. Gap cover (not medical aid)	1	2	
12. Other (specify)	1	2	
13. None/don't know/not sure	1	2	

K18 ASK IF 1 IN K15: In total, approximately how much do you think you are paying per month towards life cover policy excluding your employer's/company's contribution? **OPEN-ENDED. NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly life cover policy payments	CONTINUE
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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	CONTINUE
No	2	GO TO K23

K20 ASK IF YES IN K19: With which company do you have the short-term insurance? **DO NOT READ OUT. INSURANCE COMPANIES SHOWCARD.**

1 ST for Women	1	CONTINUE
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	
Dotsure	11	
First National Bank/FNB	12	
Guardrisk	13	
Hollard Insurance	14	
iWyze	15	
King Price	16	
LegalWise	17	
MiWay	18	
Momentum	19	
Mutual & Federal	20	
Naked	21	
Nedbank	22	
Old Mutual Insure	23	
OUTsurance	24	
Pineapple	25	
Prime Meridian Insurance (PMD)	26	
Regent Insurance	27	
Santam	28	
Scorpion	29	

MAPS F2F QUESTIONNAIRE JULY 2022

Standard Bank/Stanbic Insurance	30	
Other (specify)...	31	

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.**

Yes	1	CONTINUE
No	2	

K22 ASK IF 1 IN K19: In total, approximately how much do you think you are paying per month towards short-term insurance? **OPEN-ENDED. NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly short-term insurance payments	CONTINUE
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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.**

Yes	1	CONTINUE
No	2	

K26 ASK ALL: Do you belong to a stokvel? **SMO.**

Yes	1	CONTINUE
No	2	GO TO K30

K27 ASK IF YES IN K26: How many stokvels do you belong to? **SMO**

1	1	CONTINUE
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. ENTER 999 FOR DON'T KNOW.**

Monthly stokvel contributions	CONTINUE
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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 send money via a money transfer service such as eWallet, CashSend, m-pesa or Instant Money? **SMO.**

Yes	1	CONTINUE
No	2	GO TO K34

K30A ASK IF 1 IN K30: How often do you send money via a money transfer service? **SMO. DO NOT READ OUT. FREQUENCY SHOWCARD.**

At least twice a month	1	CONTINUE
Every month	2	
Once every 2 to 3 months	3	
Once every 4 to 6 months	4	
Around once a year	5	
Less often	6	

K31 ASK IF 1 IN K30: On average, how much money do you transfer or send to family/friends monthly? **OPEN-ENDED. NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly amount sent	CONTINUE
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MAPS F2F QUESTIONNAIRE JULY 2022

K32 ASK IF 1 IN K30: Which money transfer service do you use to send money? **MMP. DO NOT READ OUT.**

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	
Shoprite – Money Transfer	12	
SPAR – Money Transfer	9	
Pep – Money Transfer	10	
m-pesa	12	
Mukuru Money Transfer	13	
Other (specify)	11	

K34 ASK ALL: Do you receive money through a money transfer service such as eWallet, CashSend, m-pesa or Instant Money? **SMO.**

Yes	1	CONTINUE
No	2	GO TO M1

K34A ASK IF 1 IN K34: How often do you receive money via a money transfer service? **SMO. DO NOT READ OUT. FREQUENCY SHOWCARD.**

At least twice a month	1	CONTINUE
Every month	2	
Once every 2 to 3 months	3	
Once every 4 to 6 months	4	
Around once a year	5	
Less often	6	

K34B ASK IF 1 IN K34: On average, how much money do you receive through a money transfer service monthly? **OPEN-ENDED. NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly amount received	CONTINUE
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K34C ASK IF 1 IN K34: Which money transfer service do you use to receive money? **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	
Shoprite – Money Transfer	12	
SPAR – Money Transfer	9	
Pep – Money Transfer	10	
m-pesa	12	
Mukuru Money Transfer	13	
Other (specify)	11	

MAPS F2F QUESTIONNAIRE JULY 2022

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. DO NOT READ OUT.****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. DO NOT READ OUT.****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. DO NOT READ OUT.****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. DO NOT READ OUT.**

	M3	M4	M5	M6	M7
7 Eleven / Friendly 7 Eleven	1	1	1	1	1
Boxer Superstores	2	2	2	2	2
BP Express	3	3	3	3	3
Buy Rite	4	4	4	4	4
Caltex Star Mart / Star Shop / Fresh Stop	5	5	5	5	5
Cambridge Food	6	6	6	6	6
Checkers	7	7	7	7	7
Checkers Hyper	8	8	8	8	8
Choppies	9	9	9	9	9
Clicks	10	10	10	10	10
Dis-Chem	11	11	11	11	11
Engen Quick Shop	12	12	12	12	12
Food Lover's Market/Fruit & Veg City	13	13	13	13	13
Friendly Everyday	14	14	14	14	14
Friendly Supermarket	15	15	15	15	15
Game / Foodco	16	16	16	16	16
KwikSpar	17	17	17	17	17
Makro	18	18	18	18	18
Medirite Pharmacy	19	19	19	19	19
Metro Cash & Carry	20	20	20	20	20
Multisave	21	21	21	21	21
OK Foods	22	22	22	22	22
Pick 'n Pay	23	23	23	23	23
Pick n Pay Hyper	38	38	38	38	38
Pop-In	24	24	24	24	24
Price Club / Friendly Price Club	25	25	25	25	25
Sasol Delight	26	26	26	26	26
Sentra Stores	27	27	27	27	27
Shell Select	28	28	28	28	28
Shoprite	29	29	29	29	29
Spar	30	30	30	30	30

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U Save	31	31	31	31	31
Woolworths	32	32	32	32	32
Chemist/Pharmacy	33	33	33	33	33
Spaza Shop	34	34	34	34	34
Takealot	38	38	38	38	38
Township Supermarket	35	35	35	35	35
Other Local/Neighbourhood Supermarket	36	36	36	36	36
Other (specify)...	37	37	37	37	37

M8 ASK IF 1 OR 2 IN M1: How much do you spend on groceries in a month? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly spend on groceries	CONTINUE
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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/partner	2	
An agency or runner service	3	
Domestic helper	4	
Other (specify)	5	

M13 ASK ALL: Have you personally consumed liquor or alcohol in the PAST 4 WEEKS?

M14 ASK IF 1 IN M13: Have you personally consumed liquor or alcohol in the PAST 7 DAYS?

	M13	M14	
Yes	1	1	CONTINUE
No	2	2	

M11 ASK IF 18 YEARS OF AGE OR OLDER IN PD2: Which outlets, if any, have you bought liquor or alcohol from in the PAST 4 WEEKS? **MMP. DO NOT READ OUT. [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. [IF NONE SKIP TO N1]**

	M11	M12	
Bottleshop (www.bottleshop.co.za : this is an online liquor shop not a bottle store)	1	1	CONTINUE
Pick n Pay asap! (www.bottlesapp.co.za : online grocery and alcohol delivery app)	2	2	
Checkers	3	3	
Cybercellar (www.cybercellar.com)	4	4	
GAME	5	5	
Getwine (www.getwine.co.za)	6	6	
Liquor City	7	7	
LiquorShop (Checkers)	8	8	
LiquorShop (Shoprite)	9	9	
Liquor World	10	10	
Liquorland	11	11	
Makro	12	12	
Makro Liquor Store	13	13	
Mr D Food	14	14	
Netliquor (www.netliquor.co.za)	15	15	
Norman Goodfellows	16	16	
Ok Liquor	17	17	
OneCart	18	18	

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Overland Liquors	19	19	
Picardi Rebel	20	20	
Pick n Pay	21	21	
Pick n Pay Liquor Stores	22	22	
Pick n Pay online	23	23	
Spar	24	24	
Takealot	25	25	
Tops (@ Spar)	26	26	
Ultra Liquors	27	27	
WhiskyBrother	28	28	
Woolworths	29	29	
Yuppiechef	30	30	
Night clubs/bars (any night club or bar)	34	34	
Restaurant (any restaurant)	32	32	
Tavern/Shebeen (any tavern/shebeen)	33	33	
Other (Specify)...	31	31	

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? **MMO. READ OUT.**

Business	1	CONTINUE
Leisure	2	
Other (specify)	4	

N4 ASK IF 1 IN N1: Was it a domestic or international trip? **MMO. READ OUT.**

Domestic	1	CONTINUE
International	2	

CLOTHING

P1A ASK ALL: Thinking about clothing, excluding sports and outdoor clothing, have you bought any of the following items in the PAST 3 MONTHS?

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	
Babies: 0-2 years (stockings, socks and underwear)	8	
Babies: 0-2 years (dresses, skirts, slacks, pants, shorts, blouses/shirts, t-shirts, jackets and knitwear)	9	

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Pre-kids: 3 - 7 years (stockings, socks and underwear)	10	
Pre-kids: 3 - 7 years (dresses, skirts, slacks, pants, shorts, blouses/shirts, t-shirts, jackets and knitwear)	11	
Older kids: 8-14 years (stockings, socks and underwear)	12	
Older kids: 8-14 years (dresses, skirts, slacks, pants, shorts, blouses/shirts, t-shirts, jackets and knitwear)	13	
Much older children: 14+ years (stockings, socks and underwear)	14	
Much older children: 14+ years (dresses, skirts, slacks, pants, shorts, blouses/shirts, t-shirts, jackets and knitwear)	15	
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	

P1Ai ASK IF 1, 2, 8, 9, 10, 11, 12, 13, 14, 15, 5 OR 6 IN P1A: How did you purchase the items? **MMP. READ OUT.**

In a retail store	1	CONTINUE
Online	2	

P1B ASK IF 1 OR 2 IN P1A AND 1 IN P1Ai [SHOWCARD CLOTHING STORES]: At which store/s (not online) did you buy the WOMEN'S clothing (inner and outer items)? **MMO. DO NO READ OUT.**

Ackermans	1	Legit	31
Big Blue	2	Makro	32
Billabong	3	Milady's	34
Cape Union Mart	4	Mr Price	35
Checkers Hyper	5	Mr Price Sport	36
Cherry Melon	6	Old Khaki	37
Clothing Junction	60	Original Levi's Store	38
Code	61	Outdoor Warehouse	39
Contempo	7	Pep Stores	40
Cotton On	8	Pick n Pay Clothing	41
Crossover	9	Poetry	42
Donna-Claire	10	Power Fashion	63
Due South	11	PQ	64
Dunns	62	Queenspark	43
Edgars	12	Rage	44
Edgars Active	13	Refinery	45
Exact!	14	Relay	46
Factorie	15	Rosella	47
The Fix (formerly Fashion Express)	16	Soviet Premium	48
Fashion Fusion	17	Sportsmans Warehouse	49
Fashion World	18	Sportscene	50
Forever New	19	Studio 88	65
Foschini	20	Temptations	51
H&M	22	Total Sports	52
Honey Boutique	23	Trappers	53
Hub	24	Truworths	54
Identity	25	Woolworths	55
Jam Clothing	26	Young Designers Emporium (YDE)	56
Jet	27	Zara	57
La Senza	29	Flea markets/China Mall	58
LC Waikiki	30	Other (specify)	59

P1Bi ASK IF 1 OR 2 IN P1A AND 2 IN P1Ai [SHOWCARD CLOTHING STORES]: At which online store/s did you buy the WOMEN'S clothing (inner and outer items)? **MMO. DO NO READ OUT.**

Ackermans	48	Refinery	24
Cherry Melon	1	Rosella	25
Clothing Junction	2	Soviet Premium	26
Cotton On	3	Sportscene	27
Cross Over	4	Sportsmans Warehouse	28

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Donna	5	Studio 88	29
Edgars	6	The Fix	30
Exact!	7	Total Sports	31
Factorie	8	Trappers	32
Fashion Fusion	9	Truworths	33
Forever New	10	Woolworths	34
Foschini	11	Young Designers Emporium (YDE)	35
Jam Clothing	12	Zara	36
La Senza	13	OneDayOnly.co.za	37
Makro	14	Superbalist.co.za	38
Milady's	15	Zando.co.za	39
Mr Price	16	Shein.co.za	40
Mr Price Sport	17	Takealot.co.za	41
Original Levi's Store	18	Nextdirect.co.za	42
Outdoor Warehouse	19	Sassychic.co.za	43
Pick n Pay Clothing	20	Elite Occasions.co.za	44
Poetry	21	Maven Collection.co.za	45
Queenspark	22	Planet54.com	46
Rage	23	Other (specify)...	47

P1C ASK IF 5 OR 6 IN P1A AND 1 IN P1Ai [SHOWCARD CLOTHING STORES]: At which store/s (not online) did you buy the MEN'S clothing (inner and outer items)? **MMO. DO NOT READ OUT.**

Big Blue	2	Mr Price	29
Billabong	3	Mr Price Sport	30
Cape Union Mart	4	Old Khaki	31
Checkers Hyper	5	Original Levi's Store	32
Clothing Junction	50	Outdoor Warehouse	33
Code	51	Pep Stores	34
Cotton On	6	Pick n Pay Clothing	35
Crossover	7	Power Fashion	53
Due South	8	PQ	54
Dunns	52	Queenspark	36
Edgars	9	Refinery	37
Edgars Active	10	Relay	38
Exact!	11	Soviet Premium	39
Factorie	12	SPCC	56
The Fix (formerly Fashion Express)	13	Sportsmans Warehouse	40
Fashion Fusion	14	Sportscene	41
Fashion World	15	Studio 88	55
H&M	19	Total Sports	42
Hub	20	Trappers	43
Identity	21	Truworths	44
Jam Clothing	22	Woolworths	45
Jet	23	Young Designers Emporium (YDE)	46
LC Waikiki	25	Zara	47
Makro	26	Flea markets/China Mall	48
Markham	27	Other (specify) ...	49

P1Ci ASK IF 5 OR 6 IN P1A AND 2 IN P1Ai [SHOWCARD CLOTHING STORES]: At which online store/s did you buy the MEN'S clothing (inner and outer items)? **MMO. DO NOT READ OUT.**

Clothing Junction	1	SPCC	41
Cotton On	2	Sportscene	22
Cross Over	3	Sportsmans Warehouse	23
Edgars	4	Studio 88	24
Exact!	5	The Fix	25
Factorie	6	Total Sports	26

MAPS F2F QUESTIONNAIRE JULY 2022

Fashion Fusion	7	Trappers	27
Jam Clothing	8	Truworhs	28
Makro	9	Woolworths	29
Markham	10	Young Designers Emporium (YDE)	30
Mr Price	11	Zara	31
Mr Price Sport	12	OneDayOnly.co.za	32
Old Khaki	13	Superbalist.co.za	33
Original Levi's Store	14	Zando.co.za	34
Outdoor Warehouse	15	Shein.co.za	35
Pick n Pay Clothing	16	Takealot.co.za	36
Queenspark	17	Nextdirect.co.za	37
Rage	18	Maven Collection.co.za	38
Refinery	19	Planet54.com	39
Relay	20	Other (Specify)	40
Soviet Premium	21		

P1D ASK IF 8, 9, 10, 11, 12, 13, 14 OR 15 IN P1A AND 1 IN P1Ai [SHOWCARD CLOTHING STORES]: At which store/s (not online) did you buy the CHILDREN'S clothing (inner and outer items)? **MMO. DO NOT READ OUT.**

Ackermans	1	Mr Price	28
Babies R Us	45	Mr Price Sport	29
Baby City	46	Naartjie	30
Big Blue	2	Original Levi's Store	31
Billabong	3	Outdoor Warehouse	32
Blu Kids	4	Pep Stores	33
Cape Union Mart	5	Pick n Pay Clothing	34
Checkers Hyper	6	PQ	51
Clicks	47	Sportsmans Warehouse	35
Code	48	Sportscene	36
Cotton On Kids	7	Studio 88	52
Crossover	8	Trappers	37
Dischem	49	Total Sports	38
Due South	9	Truworhs	39
Dunns	50	Wellness Warehouse	53
Earth Child	10	Woolworths	40
Edgars	11	X-Kids	41
Edgars Active	12	Zara	42
Exact!	13	Flea markets/China Mall	43
The Fix	14	Other (specify)	44
Fashion Fusion	15	LC Waikiki	25
Fashion World	16	Makro	26
Foschini	17	Mr Price	28
H&M	19	Mr Price Sport	29
Hub	20	Naartjie	30
Jam Clothing	21	Original Levi's Store	31
Jet	22	Zara	57
Kids Emporium	24	Flea markets/China Mall	58
LC Waikiki	25	Other (specify) ...	59
Makro	26		

P1Di ASK IF 8, 9, 10, 11, 12, 13, 14 OR 15 IN P1A AND 2 IN P1Ai [SHOWCARD CLOTHING STORES]: At which online store/s did you buy the CHILDREN'S clothing (inner and outer items)? **MMO. DO NOT READ OUT.**

Ackermans	34	Sportscene	17
Baby City	1	Studio 88	18
Clicks	2	The Fix	19
Dischem	3	Total Sports	20

MAPS F2F QUESTIONNAIRE JULY 2022

Cotton On Kids	4	Truworths	21
Edgars	5	Wellness Warehouse	22
Exact!	6	Woolworths	23
Fashion Fusion	7	Zara	24
Jam Clothing	8	OneDayOnly.co.za	25
Mr Price	9	Superbalist.co.za	26
Mr Price Sport	10	Zando.co.za	27
Original Levi's Store	11	Shein.co.za	28
Outdoor Warehouse	12	Takealot.co.za	29
Pick n Pay Clothing	13	Nextdirect.co.za	30
Power Fashion	14	Maven Collection.co.za	31
Rage	15	Planet54.com	32
Soviet Premium	16	Other (specify)...	33

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	GO TO P1

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 BABIES (0-2 years)	4	GO TO P2E
Sports, exercise or outdoor shoes for PRE-KIDS (3-7 years)	5	GO TO P2E
Sports, exercise or outdoor shoes for OLDER KIDS (8-14 years)	6	GO TO P2E
Sports, exercise or outdoor shoes for MUCH OLDER CHILDREN (14+ years)	7	GO TO P2E
None	8	

P2Bi ASK IF 1, 2, 4, 5, 6 OR 7 IN P2B: How did you purchase the items? **MMP. READ OUT.**

In a retail store	1	CONTINUE
Online	2	

P2C ASK IF 1 IN P2B AND 1 IN P2Bi [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the WOMEN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Adidas Store	1	Milady's	25
Ackermans	2	Mr Price	26
Billabong	3	Mr Price Sport	27
Cape Union Mart	4	New Balance Store	28
Checkers Hyper	5	Nike Store	29
Clothing Junction	43	Old Khaki	30
Code	44	Outdoor Warehouse	31
Contempo	6	Pep Stores	32
Cotton On	7	Pick n Pay Clothing	33
Cross Trainer (The)	8	Power Fashion	46
Due South	9	PQ	47
Dunns	45	Relay	34
Edgars	10	Shoe City	49
Edgars Active	11	Sportsmans Warehouse	35
The Fix	12	Sportscene	36
Fashion Fusion	13	Studio 88	48
Fashion World	14	Tekkie Town	50
Footgear	15	Total Sports	37
Foschini	16	Trappers	38
Hub	19	Truworths	39
Jam Clothing	20	Woolworths	40
Jet	21	Flea markets/China Mall	41
Makro	23	Other (specify) ...	42

MAPS F2F QUESTIONNAIRE JULY 2022

P2Ci ASK IF 1 IN P2B AND 2 IN P2Bi [SHOWCARD SHOE STORES]: At which online store/s did you buy the WOMEN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Ackermans	51	Rosella	26
Adidas	1	Shoe City	49
Cherry Melon	2	Soviet Premium	27
Clothing Junction	3	Sportscene	28
Cotton On	4	Sportsmans Warehouse	29
Cross Over	5	Studio 88	30
Donna	6	Tekkie Town	50
Edgars	7	The Fix	31
Exact!	8	Total Sports	32
Factorie	9	Trappers	33
Fashion Fusion	10	Truworhts	34
Forever New	11	Woolworths	35
Foschini	12	Young Designers Emporium (YDE)	36
Jam Clothing	13	Zara	37
Makro	14	OneDayOnly.co.za	38
Milady's	15	Superbalist.co.za	39
Mr Price	16	Zando.co.za	40
Mr Price Sport	17	Shein.co.za	41
Original Levi's Store	18	Takealot.co.za	42
Outdoor Warehouse	19	Nextdirect.co.za	43
Pick n Pay Clothing	20	Sassychic.co.za	44
Poetry	21	Elite Occasions.co.za	45
Power Fashion	22	Maven Collection.co.za	46
Queenspark	23	Planet54.com	47
Rage	24	Other (specify)...	48
Refinery	25		

P2D ASK IF 2 IN P2B AND 1 IN P2Bi [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the MEN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Adidas Store	1	Mr Price Sport	28
Billabong	3	New Balance Store	29
Cape Union Mart	4	Nike Store	30
Checkers Hyper	5	Old Khaki	31
Clothing Junction	44	Outdoor Warehouse	32
Code	45	Pep Stores	33
Cotton On	7	Pick n Pay Clothing	34
Cross Trainer (The)	8	Power Fashion	47
Due South	9	PQ	48
Dunns	46	Relay	35
Edgars	10	Shoe City	50
Edgars Active	11	SPCC	52
The Fix	12	Sportsmans Warehouse	36
Fashion Fusion	13	Sportscene	37
Fashion World	14	Studio 88	49
Footgear	15	Tekkie Town	51
H&M	18	Total Sports	38
Hub	19	Trappers	39
Jam Clothing	20	Truworhts	40
Jet	21	Woolworths	41
Markham	23	Flea markets/China Mall	42
Makro	25	Other (specify)	43
Mr Price	27		

MAPS F2F QUESTIONNAIRE JULY 2022

P2Di ASK IF 2 IN P2B AND 1 IN P2Bi [SHOWCARD SHOE STORES]: At which online store/s did you buy the MEN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Adidas	1	Soviet Premium	22
Clothing Junction	2	SPCC	44
Cotton On	3	Sportscene	23
Cross Over	4	Sportsmans Warehouse	24
Edgars	5	Studio 88	25
Exact!	6	Tekkie Town	43
Factorie	7	The Fix	26
Fashion Fusion	8	Total Sports	27
Jam Clothing	9	Trappers	28
Makro	10	Truworths	29
Markham	11	Woolworths	30
Mr Price	12	Young Designers Emporium (YDE)	31
Mr Price Sport	13	Zara	32
Old Khaki	14	OneDayOnly.co.za	33
Original Levi's Store	15	Superbalist.co.za	34
Outdoor Warehouse	16	Zando.co.za	35
Pick n Pay Clothing	17	Shein.co.za	36
Queenspark	18	Takealot.co.za	37
Rage	19	Nextdirect.co.za	38
Refinery	20	Maven Collection.co.za	39
Relay	21	Planet54.com	40
Shoe City	42	Other (specify)...	41

P2E ASK IF 4, 5, 6 OR 7 IN P2B AND 1 IN P2Bi [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the CHILDREN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Adidas Store	1	Kids Emporium	28
Ackermans	2	LC Waikiki	29
Babies R Us	51	Makro	30
Baby City	52	Mr Price	31
Big Blue	3	Mr Price Sport	32
Billabong	4	Naartjie	34
Blu Kids	5	New Balance Store	35
Cape Union Mart	7	Nike Store	36
Checkers Hyper	8	Original Levi's Store	37
Clicks	53	Outdoor Warehouse	38
Code	54	Pep Stores	39
Cotton On Kids	9	Pick n Pay Clothing	40
Crossover	10	PQ	56
Due South	11	Shoe City	59
Dunns	55	Sportsmans Warehouse	41
Earth Child	12	Sportscene	42
Edgars	13	Studio 88	57
Edgars Active	14	Tekkie Town	60
Exact!	15	Trappers	43
The Fix	16	Total Sports	44
Fashion Fusion	17	Truworths	45
Fashion World	18	Wellness Warehouse	58
Footgear	19	Woolworths	46
Foschini	20	X-Kids	47
H&M	22	Zara	48
Hub	23	Flea markets/China Mall	49
Jam Clothing	25	Other (specify)	50
Jet	26		

MAPS F2F QUESTIONNAIRE JULY 2022

P2Ei ASK IF 4, 5, 6 OR 7 IN P2B AND 1 IN P2Bi [SHOWCARD SHOE STORES]: At which online store/s did you buy the CHILDREN'S SPORTS OR OUTDOOR SHOES, if any? **MMO. DO NOT READ OUT.**

Ackermans	36	Sportscene	17
Baby City	1	Studio 88	18
Clicks	2	Tekkie Town	35
Dischem	3	The Fix	19
Cotton On Kids	4	Total Sports	20
Edgars	5	Truworths	21
Exact!	6	Wellness Warehouse	22
Fashion Fusion	7	Woolworths	23
Jam Clothing	8	Zara	24
Mr Price	9	OneDayOnly.co.za	25
Mr Price Sport	10	Superbalist.co.za	26
Original Levi's Store	11	Zando.co.za	27
Outdoor Warehouse	12	Shein.co.za	28
Pick n Pay Clothing	13	Takealot.co.za	29
Power Fashion	14	Nextdirect.co.za	30
Rage	15	Maven Collection.co.za	31
Shoe City	34	Planet54.com	32
Soviet Premium	16	Other (specify)...	33

P3A ASK ALL: Thinking about footwear, excluding sports and outdoor footwear, have you bought any of the following items in the PAST 3 MONTHS?

Women's flat shoes (ballet pumps, sandals, slip on, flipflops, sneakers, slippers)	1	CONTINUE
Women's boots (High leg, ankle)	2	
Women's high heels (high heels stilettos, wedges)	3	
Children's shoes 2-7 years (ballet pumps, sandals, flipflops, slip on, sneakers, slippers, boots, formal)	4	
Older children's shoes 8-14 years (ballet pumps, sandals, slip on, flipflops, sneakers, slippers, boots, formal)	5	
Much older children's shoes +14 years (ballet pumps, sandals, slip on, flipflops, sneakers, slippers, boots, formal)	6	
Men's shoes (Sandals, slip on, flip flops, sneakers, slippers, casual, boots, formal)	7	
None	8	

P3Ai ASK IF 1, 2, 3, 4, 5, 6 OR 7 IN P3A: How did you purchase the items? **MMP. READ OUT.**

In a retail store	1	CONTINUE
Online	2	

P3B ASK IF 1, 2, OR 3 IN P3A AND 1 IN P3Ai [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the WOMEN'S footwear? **MMO. DO NOT READ OUT.**

Ackermans	1	Mr Price	30
Big Blue	2	Mr Price Sport	31
Billabong	3	Old Khaki	32
Cape Union Mart	4	Original Levi's Store	33
Checkers Hyper	5	Outdoor Warehouse	34
Cherry Melon	6	Pep Stores	35
Contempo	7	Pick n Pay Clothing	36
Cotton On	8	Poetry	37
Crossover	9	Queenspark	38
Donna-Claire	10	Rage	39
Due South	11	Refinery	40
Edgars	12	Relay	41
Edgars Active	13	Rosella	42
Exact!	14	Shoe City	56
Factorie	15	Soviet Premium	43
Fashion Fusion	16	Sportsmans Warehouse	44
Fashion World	17	Sportscene	45

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Forever New	18	Tekkie Town	57
Foschini	19	Temptations	46
H&M	20	The Fix	47
Honey Boutique	21	Total Sports	48
Hub	22	Trappers	49
Identity	23	Truworths	50
Jam Clothing	24	Woolworths	51
Jet	25	Young Designers Emporium (YDE)	52
LC Waikiki	26	Zara	53
Legit	27	Flea markets/China Mall	54
Makro	28	Other (specify)	55
Milady's	29		

P3Bi ASK IF 1, 2, OR 3 IN P3A AND 2 IN P3Ai [SHOWCARD SHOE STORES]: At which online store/s did you buy the WOMEN'S footwear? **MMO. DO NOT READ OUT.**

Ackermans	47	Shoe City	46
Clothing Junction	1	Soviet Premium	24
Cotton On	2	Sportscene	25
Cross Over	3	Sportsmans Warehouse	26
Donna	4	Studio 88	27
Edgars	5	Tekkie Town	47
Exact!	6	The Fix	28
Factorie	7	Total Sports	29
Fashion Fusion	8	Trappers	30
Forever New	9	Truworths	31
Foschini	10	Woolworths	32
Jam Clothing	11	Young Designers Emporium (YDE)	33
Makro	12	Zara	34
Milady's	13	OneDayOnly.co.za	35
Mr Price	14	Superbalist.co.za	36
Mr Price Sport	15	Zando.co.za	37
Original Levi's Store	16	Shein.co.za	38
Outdoor Warehouse	17	Takealot.co.za	39
Pick n Pay Clothing	18	Nextdirect.co.za	40
Poetry	19	Sassychic.co.za	41
Queenspark	20	Elite Occasions.co.za	42
Rage	21	Maven Collection.co.za	43
Refinery	22	Planet54.com	44
Rosella	23	Other (specify)	45

P3C ASK IF 7 IN P3A AND 1 IN P3Ai [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the MEN'S footwear? **MMO. DO NOT READ OUT.**

Clothing Junction	1	Soviet Premium	14
Code	2	SPCC	28
Dunns	3	Sportsmans Warehouse	15
Old Khaki	4	Sportscene	16
Original Levi's Store	5	Studio 88	17
Outdoor Warehouse	6	Tekkie Town	27
Pep Stores	7	Total Sports	18
Pick n Pay Clothing	8	Trappers	19
Power Fashion	9	Truworths	20
PQ	10	Woolworths	21
Queenspark	11	Young Designers Emporium (YDE)	22
Refinery	12	Zara	23
Relay	13	Flea markets/China Mall	24
Shoe City	26	Other (specify)	25

MAPS F2F QUESTIONNAIRE JULY 2022

P3Ci ASK IF 7 IN P3A AND 2 IN P3Ai [SHOWCARD SHOE STORES]: At which online store/s did you buy the MEN'S footwear? **MMO. DO NOT READ OUT.**

Clothing Junction	1	SPCC	45
Cotton On	2	Sportscene	22
Cross Over	3	Sportsmans Warehouse	23
Edgars	4	Studio 88	24
Exact!	5	Tekkie Town	44
Factorie	6	The Fix	25
Fashion Fusion	7	Total Sports	26
Jam Clothing	8	Trappers	27
Makro	9	Truworths	29
Markhams	10	Woolworths	30
Mr Price	11	Young Designers Emporium (YDE)	31
Mr Price Sport	12	Zara	32
Old Khaki	13	OneDayOnly.co.za	34
Original Levi's Store	14	Superbalist.co.za	35
Outdoor Warehouse	15	Zando.co.za	36
Pick n Pay Clothing	16	Shein.co.za	37
Queenspark	17	Takealot.co.za	38
Rage	18	Nextdirect.co.za	39
Refinery	19	Maven Collection.co.za	40
Relay	20	Planet54.com	41
Shoe City	43	Other (Specify)	42
Soviet Premium	21		

P3D ASK IF 4, 5 OR 6 AND 1 IN P3Ai [SHOWCARD SHOE STORES]: At which store/s (not online) did you buy the CHILDREN'S footwear? **MMO. DO NOT READ OUT.**

Ackermans	1	Jet	26
Babies R Us	2	Kids Emporium	27
Big Blue	3	LC Waikiki	28
Billabong	4	Makro	29
Blu Kids	5	Mr Price	30
Cape Union Mart	6	Mr Price Sport	31
Checkers Hyper	7	Naartjie	32
Clicks	8	Original Levi's Store	33
Code	9	Outdoor Warehouse	34
Cotton On Kids	10	Pep Stores	35
Crossover	11	Pick n Pay Clothing	35
Dischem	12	Shoe City	48
Due South	13	Sportsmans Warehouse	37
Dunns	14	Sportscene	38
Earth Child	15	Studio 88	39
Edgars	16	Tekkie Town	49
Edgars Active	17	Trappers	40
Exact!	18	Total Sports	41
The Fix	19	Truworths	42
Fashion Fusion	20	Woolworths	43
Fashion World	21	X-Kids	44
Foschini	22	Zara	45
H&M	23	Flea markets/China Mall	46
Hub	24	Other (specify)	47
Jam Clothing	25		

P3Di ASK IF 4, 5 OR 6 AND 2 IN P3Ai [SHOWCARD SHOE STORES]: At which online store/s did you buy the CHILDREN'S footwear? **MMO. DO NOT READ OUT.**

Ackermans	36	Sportscene	17
Baby City	1	Studio 88	18

MAPS F2F QUESTIONNAIRE JULY 2022

Clicks	2	Tekkie Town	35
Cotton On Kids	3	The Fix	19
Edgars	4	Total Sports	20
Exact!	5	Truworths	21
Fashion Fusion	6	Wellness Warehouse	22
Jam Clothing	7	Woolworths	23
Mr Price	8	Zara	24
Mr Price Sport	9	OneDayOnly.co.za	25
Original Levi's Store	10	Superbalist.co.za	26
Outdoor Warehouse	11	Zando.co.za	27
Pick n Pay Clothing	12	Shein.co.za	28
Power Fashion	13	Takealot.co.za	29
PQ	14	Nextdirect.co.za	30
Rage	15	Maven Collection.co.za	31
Shoe City	34	Planet54.com	32
Soviet Premium	16	Other (specify)	33

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. READ OUT.**

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**? **MMP. READ OUT.**

Hand and body cream/lotion	1	CONTINUE
Facial cleansing cream	2	
Face moisturiser/night cream	3	
Lip make-up	4	
Perfume/cologne/fragrance	5	
Nail polish	6	
Eye make-up (mascara, eyeliner, eyeshadow, brow)	7	
Face makeup (base, foundation, concealer, powder)	8	
Facial toner	10	
Face highlighters (blusher, highlighter)	11	
Hair cleaning products (shampoo, conditioner, dry shampoo)	13	
Hair and scalp treatment (leave on or wash off)	14	
Hair straightener or texturiser (relaxer, blow out)	15	
Hair colour	16	
Hair styling (gel, tamers, mists, sprays, sheens)	17	
Sun protection cream/lotion	18	
None	12	

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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? **MMP. READ OUT.**

Hand and body cream/lotion	1	GO TO R1
Facial cleanser	2	
Facial moisturiser/night cream/treatment	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	CONTINUE
1. Hair extensions	1	2	
2. Wigs	1	2	
3. Artificial nails	1	2	
4. Artificial eyelashes	1	2	
5. None	1	2	

PROPERTY

H1 BY OBSERVATION: Type of dwelling

House	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	
Cluster house	12	
Townhouse	13	
Other (specify)_	11	

H2 ASK ALL: Is this dwelling rented or owned? **SMO. READ OUT.**

Rented	1	CONTINUE
Owned	2	
Other (specify)	3	

H3A ASK ALL: How many of the following types of properties do you OWN? **NUMERICAL FIGURE. READ OUT.**

Residential properties (home, holiday homes, family homes)	CONTINUE
Commercial properties (shops and offices)	
Industrial properties (factories and warehouses)	

H3B ASK FOR ANY PROPERTY OWNED IN H3A: How many of the following types of properties do you RENT OUT? **NUMERICAL FIGURE. READ OUT.**

Residential properties (home, holiday homes, family homes)	CONTINUE
Commercial properties (shops and offices)	
Industrial properties (factories and warehouses)	

H4 ASK IF 2 IN H2: How much do you spend on your bond and utilities (water, electricity, etc.) in a month? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly spend on bond and utilities	CONTINUE
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H5 ASK IF 1 IN H2: How much do you spend on your rent and utilities (water, electricity, etc.) in a month? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Monthly spend on rent and utilities	CONTINUE
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MAPS F2F QUESTIONNAIRE JULY 2022

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
No	2	GO TO H6

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	
Battery Bank/UPS	5	

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? NUMERICAL FIGURE. [THIS INFORMATION IS REQUIRED BY PET FOOD MANUFACTURERS]

Number of cats	CONTINUE
Number of dogs	

MAPS F2F QUESTIONNAIRE JULY 2022

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? **MMP. 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? **MMP. 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)? **MMP. DO NOT READ OUT.**

0-6 months	1	CONTINUE
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MAPS F2F QUESTIONNAIRE JULY 2022

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? **MMP. 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? **MMP. 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)? **MMP. DO NOT READ OUT.**

0-6 months	1	CONTINUE
7-11 months	2	

MAPS F2F QUESTIONNAIRE JULY 2022

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? [PROMPT IF AGE IN PD1 IS UNDER 40 AND STATUS IS RETIRED IN R10] SMO. **READ OUT.**

Working full-time	1	CONTINUE
Working part-time	2	
Self-employed	3	
A housewife/house husband	4	GO TO R16
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? MMP. **READ OUT.**

Business owner	1	CONTINUE
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.**

.....	CONTINUE
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R13 ASK IF 1 OR 2 IN R10: Do you work in the public sector (government), semi-private sector or in the private sector? SMO. **READ OUT.**

Public sector	1	CONTINUE
Semi-private sector	2	
Formal private sector	4	
Informal sector	5	

R14 ASK IF 3 IN R10: How many employees do you have, including yourself? **NUMERICAL FIGURE.**

Number of employees	CONTINUE
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R15 ASK IF 3 IN R10: What is your annual turnover? **NUMERICAL FIGURE. ENTER 999 FOR DON'T KNOW.**

Annual turnover	CONTINUE
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MAPS F2F QUESTIONNAIRE JULY 2022

R16 ASK ALL: Who in this household makes the following decisions? **SMO. READ OUT. HOUSEHOLD DECISIONS SHOWCARD.**

	Household appliances	Holidays	Motor vehicles	Financial & investment products
1. The decision is made solely by me	1	1	1	1
2. I get opinions from others, but the decision is made mainly by me	2	2	2	2
3. Others and I share the decision equally (I have 50% say in the final decision)	3	3	3	3
4. I give my opinions, but the decision is made mainly by others	4	4	4	4
5. The decision is made solely by others	5	5	5	5

R17 ASK ALL: What is the highest level of education you personally have achieved? **SMO. DO NOT 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.) **SMO. DO NOT READ OUT.**

1	1	GO TO R21
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.) **SMO. DO NOT READ OUT.**

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	R10 000-R10 999	21
R500-R599	2	R11 000-R11 999	22
R600-R699	3	R12 000-R13 999	23
R700-R799	4	R14 000-R15 999	24
R800-R899	5	R16 000-R19 999	25
R900-R999	6	R20 000-R24 999	26
R1000-R1099	7	R25 000-R29 999	27

MAPS F2F QUESTIONNAIRE JULY 2022

R1100-R1199	8	R30 000-R39 999	28
R1200-R1399	9	R40 000-R49 999	29
R1400-R1599	10	R50 000-R59 999	30
R1600-R1999	11	R60 000-R69 999	31
R2000-R2499	12	R70 000-R79 999	32
R2500-R2999	13	R80 000-R89 999	33
R3000-R3999	14	R90 000-R99 999	34
R4000-R4999	15	R100 000-R109 999	35
R5000-R5999	16	R110 000-R119 999	36
R6000-R6999	17	R120 000+	37
R7000-R7999	18	Refused	39
R8000-R8999	19	I do not know	40
R9000-R9999	20		

R21 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	R8000-R8999	19
R500-R599	2	R9000-R9999	20
R600-R699	3	R10 000-R10 999	21
R700-R799	4	R11 000-R11 999	22
R800-R899	5	R12 000-R13 999	23
R900-R999	6	R14 000-R15 999	24
R1000-R1099	7	R16 000-R19 999	25
R1100-R1199	8	R20 000-R24 999	26
R1200-R1399	9	R25 000-R29 999	27
R1400-R1599	10	R30 000-R39 999	28
R1600-R1999	11	R40 000-R49 999	29
R2000-R2499	12	R50 000-R59 999	30
R2500-R2999	13	R60 000-R69 999	31
R3000-R3999	14	R70 000-R79 999	32
R4000-R4999	15	R80 000+	33
R5000-R5999	16	No personal income	34
R6000-R6999	17	Refused	35
R7000-R7999	18		

R22 ASK ALL: 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	GO TO CONCLUSION
1	2	CONTINUE
2	3	
3	4	
4	5	
5 or more	6	

R24 IF ANSWERED OPTIONS 2 TO 6 IN R23: How many of these domestic workers or household helpers live on your premises? **NUMERICAL FIGURE.**

Number of live domestic helpers	...	CONTINUE
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CONCLUSION ASK ALL: 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	