Establishment Survey Questionnaire
July – December 2019

KANTAR TNS

INTRODUCTION AND SCREENING

Good morning/afternoon, my name is ……… I do interviewing on behalf of TNS, an independent research company. We're conducting research about media habits and I would like to ask you some questions. The interview will take about 40 minutes. Are you willing to participate?

If no or in doubt, thank respondent and close interview.

Literacy Test

A. Please read each of the questions on this card out loud to me and give me the answer to each.

- *Hand respondent Showcard A upside down*
- *Do not read out*
- *SM*

What is your favourite sport?	....
What is your favourite colour?	....
What is your favourite food?	....

Can read and understand all the questions   -1
Can read but can't understand the questions   -2   ⇨ *Check understanding when using showcards*
Can't read   -3   ⇨ *Read out all showcards*

A1. Here are some activities that people like you might do in everyday life. Please look at this scale and tell me when last, apart from today, you did any of these activities.

Please tell me when last, apart from today, you… *(read out each activity)?*

- *Read out each activity (randomise order)*
- *Showcard A1 (scale)*
- *SM per activity*
- *Pop-up texts will appear to confirm "Never" and "Longer than 12 months ago" responses for each activity*

	Recency							
	Yesterday	In the last week	In the last month	In the last 3 months	In the last 6 months	In the last 12 months	Longer than 12 months ago	Never
1. Went to the cinema	-1	-2	-3	-4	-5	-6	-7	-8
2. Read or paged through a newspaper on paper OR online	-1	-2	-3	-4	-5	-6	-7	-8
3. Read or paged through a magazine on paper OR online	-1	-2	-3	-4	-5	-6	-7	-8
4. Watched TV	-1	-2	-3	-4	-5	-6	-7	-8
5. Listened to radio	-1	-2	-3	-4	-5	-6	-7	-8
6. Left your home to go somewhere	-1	-2	-3	-4	-5	-6	-7	-8
7. Used a cellphone	-1	-2	-3	-4	-5	-6	-7	-8
8. Accessed the internet	-1	-2	-3	-4	-5	-6	-7	-8

A2a. Which of the following equipment, if any, do you currently have in your home?

- *Showcard A2a (including visuals for cellphone)*
- *MM*

A2b. And which equipment do you personally use?

- *Showcard A2a (including visuals for cellphone)*
- *MM*
- *Mentions here must be mentioned in A2a*

		A2a. Have in household	A2b. Personally use
1.	Ordinary cellphone – used only for calls and SMS. It has no internet capability.	-01	-01
2.	Feature phone (not a smartphone) – a cellphone that can access the internet. It has no touchscreen.	-02	-02
3.	Smartphone – a cellphone that has a touchscreen and that can access the internet.	-03	-03
4.	Desktop computer or laptop	-04	-04
5.	e-reader	-05	-05
6.	Games console	-06	-06
7.	Radio set (or hifi with radio)	-07	-07
8.	Smartwatch (a mobile device with a touchscreen display designed to be worn on the wrist)	-08	-08
9.	Tablet	-09	-09
10.	Ordinary home telephone line from Telkom or Neotel	-10	-10
11.	TV set	-11	-11
98.	None of these *(do not show)*	-98	-98

ASK IF CODE -07 (RADIO) MENTIONED IN A2a.
A3a. Excluding car radios, how many radio sets do you have in your home?

- *SM*

ASK IF CODE -11 (TV) MENTIONED IN A2a.
A3b. How many TV sets do you have in your home that are in **working condition**, that is, they can be switched on right now?

- *SM*

	A3a. Radio sets	A3b. TV sets
None		-11
One	-01	-01
Two	-02	-02
Three	-03	-03
Four	-04	-04
Five	-05	-05
Six	-06	-06
Seven	-07	-07
Eight	-08	-08
Nine	-09	-09
More than nine sets	-10	-10

ASK IF CODE -11 (TV) MENTIONED IN A2a.
A4. Do you have any TV sets in your home that are **not** in working condition?

- *SM*
- *Logic check: Can't say No in A4 if TV in home in A2a and None (no working TV sets) in A3b.*

Yes   -1
No   -2

Scripter note: Rotate VIEWING, READING, LISTENING, DIGITAL and CINEMA, followed by ON THE GO. In addition, rotate NEWSPAPERS and MAGAZINES within READING section.

Record order of asking

LISTENING

I would like to ask you a few questions about your radio listening behaviour. By radio listening, I mean that you personally hear or listen to radio. It does not matter for how long you listen or how – via a radio set, computer, a cellphone, etc. It also does not matter where you listen to it or who chooses the station.

R1. During an average week, on how many days do you listen to **radio**?

- *Read out only if necessary*
- *SM*

7 days (every day)	-7
6 days	-6
5 days	-5
4 days	-4
3 days	-3
2 days	-2
1 day	-1
I don't listen to radio in an average week	-98

R2a. On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend listening to radio?

- *Showcard R2a.*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

R2b. And how long do you spend listening to radio on an average Saturday?

- *Showcard R2a.*
- *SM*

R2c. And how long do you spend listening to radio on an average Sunday?

- *Showcard R2a.*
- *SM*

		R2a Weekday	R2b Saturday	R2c Sunday
1.	Less than 30 minutes	-1	-1	-1
2.	30 minutes to 1 hour	-2	-2	-2
3.	Between 1-2 hours	-3	-3	-3
4.	Between 2-4 hours	-4	-4	-4
5.	Between 4-6 hours	-5	-5	-5
6.	Between 6-8 hours	-6	-6	-6
7.	More than 8 hours	-7	-7	-7
8.	Do not listen to radio	-8	-8	-8

R3. Where do you normally listen to radio?

- *Showcard R3*
- *MM*

In my home or someone else's home	-1
In my own or someone else's car, a taxi, bus, train, bicycle or on foot	-2
At my place of work	-3
At University or college	-4
Other (e.g. restaurant, shopping centre or airport etc.)	-5
Don't normally listen to radio	-6

ASK IF LISTENED TO RADIO IN PAST 12 MONTHS (CODES -1 TO -6 FOR RADIO IN A1).
R4. Apart from today, when last, if at all, did you listen to radio on a…*[read out each device – randomise list]*?

- *Showcard R4 (scale)*
- *SM per device*

	Yesterday	In the last week	In the last month	Longer ago/Never
1. Radio set or hi-fi with radio	-1	-2	-3	-4
2. Car, taxi or bus radio	-1	-2	-3	-4
3. TV set	-1	-2	-3	-4
4. Cellphone	-1	-2	-3	-4
5. Desktop computer, laptop or tablet	-1	-2	-3	-4
6. Other (specify)	-1	-2	-3	-4
……………………………				

ASK IF LISTENED TO RADIO ON A CELLPHONE IN THE LAST MONTH (CODES -1 TO -3 FOR CELLPHONE IN R4).
R5. When you listen to radio on your cellphone, do you use data or the phone's FM transmitter?

- *SM*

Data streaming	-1
Phone's FM transmitter	-2
Both	-3
Don't know	-4

VIEWING

ASK THIS SECTION OF RESPONDENTS WHO WATCHED TV IN THE LAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1)

I would like to ask you a few questions about your TV viewing behaviour. By TV viewing, I mean that you personally watch any form of TV (whether broadcast or streaming). It does not matter for how long you watch or how – via a TV set, computer, a cellphone, etc. It also doesn't matter where you watch it or who chooses what to watch.

ASK IF WATCHED TV IN PAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1).
T1. During an average week, on how many days do you personally watch TV?

- *Read out only if necessary*
- *SM*

7 days (every day)	-7
6 days	-6
5 days	-5
4 days	-4
3 days	-3
2 days	-2
1 day	-1
I don't watch TV in an average week	-98

ASK IF WATCH TV IN AN AVERAGE WEEK (CODES -1 TO -7 IN T1).
T2a. On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend watching TV?

- *Showcard T2a*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

ASK IF WATCH TV IN AN AVERAGE WEEK (CODES -1 TO -7 IN T1).
T2b. And how long do you spend watching TV on an average Saturday?

- *Showcard T2a*
- *SM*

ASK IF WATCH TV IN AN AVERAGE WEEK (CODES -1 TO -7 IN T1).
T2c. And how long do you spend watching TV on an average Sunday?

- *Showcard T2a*
- *SM*

	T2a Weekday	T2b Saturday	T2c Sunday
1. Less than 30 minutes	-1	-1	-1
2. 30 minutes to 1 hour	-2	-2	-2
3. Between 1-2 hours	-3	-3	-3
4. Between 2-4 hours	-4	-4	-4
5. Between 4-6 hours	-5	-5	-5
6. Between 6-8 hours	-6	-6	-6
7. More than 8 hours	-7	-7	-7
8. Do not watch TV	-8	-8	-8

ASK IF WATCHED TV IN PAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1).
T3. Apart from today, when last, if at all, did you watch TV on a…*[read out each device – randomise list]*?

- *Showcard T3 (scale)*
- *SM per device*

	Yesterday	In the last week	In the last month	Longer ago/Never
1. TV set	-1	-2	-3	-4
2. Cellphone	-1	-2	-3	-4
3. Desktop computer or laptop	-1	-2	-3	-4
4. Tablet	-1	-2	-3	-4
5. Games console	-1	-2	-3	-4
6. Other (specify)	-1	-2	-3	-4
……………………………				

_____
ASK IF WATCHED TV IN PAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1).
T4. People can watch TV at different places. In the last week, have you watched TV in any of these locations..?
Probe: Any others?

- *Read out locations (randomise)*
- *MM*

In your home	-1
In someone else's home	-10
At work	-2
At school or college	-3
While travelling in a car, bus, taxi, etc	-4
At a bar, shebeen, pub or café	-5
At a shopping centre, shop or bank	-6
At a restaurant or coffee shop	-7
Elsewhere *(Specify)*	-8
……………………………..	
Have not watched TV in the last week *(do not read)*	-9

_____
ASK T5A-F IF WORKING TV SET IN HOME (CODES 1-10 IN A3B).
Now I would like to ask some questions about the **working TV sets** in your home.

T5a. Thinking about *… [read out main TV set first, then other TV sets from A3b if MM]* in your home, which of these pictures best shows the type of TV it is and what devices are attached to it?

- *SHOW T5 PICTURE CARD*
- *Interviewer record answers for T5a, T5b, T5c, T5d separately*
- *T5a: Select one picture for T5a (SM)*
- *T5b and T5d: MM*
- *T5c: MM, but SM within DStv decoders*
- *T5c: Only select a picture for T5c if Satellite dish selected at T5b*

_____
ASK IF TV IS A FLATSCREEN (CODE 1 IN T5A).
T5e. Are you able to watch via the internet on this TV? For example, by connecting a Smart TV to the internet, using a DStv Explora Decoder or using another device attached to the TV, such as Apple TV or Chromecast.

- *SM*

_____
ASK IF YES (CODE 1 IN T5E).
T5f. And do you ever watch via the internet on this TV set?

- *SM*

_____
ASK FOR MAIN TV SET FIRST. REPEAT T5a-f FOR EACH TV SET MENTIONED IN A3b.

_____

	A3b (autofill)	T5a. Type of TV set		T5b. Reception		T5c. Devices (Interviewer to verify if possible)				T5d. Other devices					T5e. Internet access			T5f. Use internet access	
	TV set number	Standard box TV	Flat screen/HD	Aerial/ antenna	Satellite dish	DStv Standard decoder	DStv PVR decoder	OVHD decoder	Other decoder	DVD player	VHS recorder	Games console	Media player	None of these	Yes	No	DK	Yes	No
1. Your main TV Set	-1	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
2. TV Set Two	-2	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
3. TV Set Three	-3	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
4. TV Set Four	-4	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
5. TV Set Five	-5	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
6. TV Set Six	-6	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
7. TV Set Seven	-7	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
8. TV Set Eight	-8	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2
9. TV Set Nine	-9	-1	-2	-1	-2	-1	-2	-3	-4	-1	-2	-3	-4	-5	-1	-2	-3	-1	-2

ASK IF WATCHED TV IN PAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1).

T6.   People can watch TV programmes in different ways. Apart from today, when last, if at all, did you *…[read out each activity – rotate order]*?

- *Refer to card T3 (scale)*
- *SM per activity*

	Yesterday	In the last week	In the last month	Longer ago/ Never
1. Watch a TV programme at the time it is being broadcast on the channel	-1	-2	-3	-4
2. Watch a TV programme that you or someone else recorded for later viewing	-1	-2	-3	-4
3. Watch a TV programme that has been automatically stored on your decoder for a few days or weeks, for you to view at a time that suits you best	-1	-2	-3	-4
4. Watch a TV programme on a DVD box set	-1	-2	-3	-4
5. Watch a TV programme online	-1	-2	-3	-4

ASK IF WATCHED TV IN PAST 12 MONTHS (CODES -1 TO -6 FOR TV IN A1).

T8.   Which of these TV services, if any, do you currently view in your home? Please mention all the ones that apply to your household.

- *Showcard T8 including description for each (number of channels, monthly subscription and key channels).*
- *MM (but SM within DStv)*

	DStv:	
1.	DStv EasyView	-1
2.	DStv Access	-2
3.	DStv Family	-3
4.	DStv Compact	-4
5.	DStv Compact Plus	-5
6.	DStv Premium	-6
	StarSat:	
7.	StarSat	-7
	Other	
8.	OVHD (OpenView HD)	-8
10.	Online subscription services	-10
11.	None of these (SABC and etv only)	-11
12.	Don't know *(do not show)*	-12

READING

NEWSPAPERS

ASK THIS SECTION OF RESPONDENTS WHO READ OR PAGED THROUGH A NEWSPAPER ON PAPER OR ONLINE IN THE LAST 12 MONTHS (CODES -1 TO -6 FOR NEWSPAPER IN A1)

I would like to ask you a few questions about your reading of paper newspapers AND news content online. By this I mean that you personally read or paged through any part of these paper newspapers OR you read any news content online on your computer, cellphone or tablet. It does not matter if you paid for them or if they were free.

ASK IF READ PAPER OR DIGITAL NEWSPAPERS IN PAST 12 MONTHS (CODES -1 TO -6 FOR NEWSPAPER IN A1).

N1. During an average week, on how many days do you read or page through paper newspapers OR read news content online via a computer, cellphone or tablet?

- *Read out only if necessary*
- *SM*

7 days (every day)	-7
6 days	-6
5 days	-5
4 days	-4
3 days	-3
2 days	-2
1 day	-1
I don't read newspapers or news content online in an average week	-98

ASK IF READ NEWSPAPERS IN AN AVERAGE WEEK (CODES -1 TO -7 IN N1).

N2a. On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend reading or paging through paper newspapers OR reading news content online?

- *Showcard N2a*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

ASK IF READ NEWSPAPERS IN AN AVERAGE WEEK (CODES -1 TO -7 IN N1).

N2b. And how long do you spend reading or paging through paper newspapers OR reading news content online on an average Saturday?

- *Showcard N2a*
- *SM*

ASK IF READ NEWSPAPERS IN AN AVERAGE WEEK (CODES -1 TO -7 IN N1).

N2c. And how long do you spend reading or paging through paper newspapers OR reading news content online on an average Sunday?

- *Showcard N2a*
- *SM*

		N2a Weekday	N2b Saturday	N2c Sunday
1.	Less than 30 minutes	-1	-1	-1
2.	30 minutes to 1 hour	-2	-2	-2
3.	Between 1-2 hours	-3	-3	-3
4.	Between 2-4 hours	-4	-4	-4
5.	Between 4-6 hours	-5	-5	-5
6.	Between 6-8 hours	-6	-6	-6
7.	More than 8 hours	-7	-7	-7
8.	Do not read newspapers or news content online	-8	-8	-8

ASK IF READ PAPER OR DIGITAL NEWSPAPERS IN PAST 12 MONTHS (CODES -1 TO -6 FOR NEWSPAPER IN A1).

N3. Newspapers and news content can be read in different ways. Apart from today, when last, if at all, did you read …*[read out device]*?

- *Showcard N3 (scale)*
- *Rotate order in which devices are read out.*
- *SM per device*

	Yesterday	In the last week	In the last month	In the last 3 months	In the last 12 months	Longer ago	Never
On a tablet	-1	-2	-3	-4	-5	-6	-7
On a desktop computer or laptop	-1	-2	-3	-4	-5	-6	-7
On a cellphone	-1	-2	-3	-4	-5	-6	-7
A paper copy	-1	-2	-3	-4	-5	-6	-7

ASK N4 FOR PAPER COPY EVER READ (CODES -1 TO -6 IN N3) ELSE GO TO NEXT MEDIA SECTION.

N4. Now thinking only about **paper** newspapers, apart from today, when was the last time you read or looked at a...*[read out each newspaper type]*?

- *Showcard N3 (scale)*
- *SM per newspaper type*
- *"Look up lists" to be used for Free local weekly newspapers, Paid-for local weekly newspapers and Paid-for weekly newspapers*

	Yesterday	In the last week	In the last month	In the last 3 months	In the last 12 months	Longer ago	Never
1. **Daily newspaper**.*These are papers that come out Monday to Friday*	-1	-2	-3	-4	-5	-6	-7
2. **Saturday newspaper**. *These are papers that only come out on a Saturday.*	-1	-2	-3	-4	-5	-6	-7
3. **Sunday newspaper**. *These are papers that only come out on a Sunday*	-1	-2	-3	-4	-5	-6	-7
4. **Free local weekly newspaper**. *These are free papers that come out at least once a week.*	-1	-2	-3	-4	-5	-6	-7
5. **Paid-for local weekly newspaper**. *These are papers that you have to pay for that come out at least once a week but always on Monday to Friday*	-1	-2	-3	-4	-5	-6	-7
6. **Paid-for weekly newspaper**. *These are papers that you have to pay for that come out at least once a week but always on Monday to Friday*	-1	-2	-3	-4	-5	-6	-7

ASK N5 FOR EACH PAPER NEWSPAPER TYPE READ IN THE LAST 12 MONTHS (CODES -1 TO -5 IN N4):

N5. Thinking about the last...*[read out newspaper type]* that you read, would you say you read...?

- *Showcard N5 (scale)*
- *SM per newspaper type*

	4 out of 4 issues (All)	3 out of 4 issues (Most)	2 out of 4 issues (Some)	1 out of 4 issues (Few)	Less than 1 out of 4 issues (Very few)
1. Daily newspaper	-4	-3	-2	-1	-0
2. Saturday newspaper	-4	-3	-2	-1	-0
3. Sunday newspaper	-4	-3	-2	-1	-0
4. Free local weekly newspaper	-4	-3	-2	-1	-0
5. Paid-for local weekly newspaper	-4	-3	-2	-1	-0
6. Paid-for weekly newspaper	-4	-3	-2	-1	-0

ASK N5 FOR EACH PAPER NEWSPAPER TYPE READ IN THE LAST 12 MONTHS (CODES -1 TO -5 IN N4):

N6. Where do you usually get your....*[read out newspaper type from N4]?*
Any other ways?

- *Showcard N6 (source of copy)*
- *MM*

	I subscribe to it or someone else in my household subscribes to it	It is a work copy	It is a free copy delivered to my home or a free copy at another place	It is someone else's copy	It is bought by someone else in my home	I buy it myself	Other (specify)
1. Daily newspaper.	-1	-2	-3	-4	-5	-6	-7
2. Saturday newspaper.	-1	-2	-3	-4	-5	-6	-7
3. Sunday newspaper.	-1	-2	-3	-4	-5	-6	-7
4. Free local weekly newspaper.	-1	-2	-3	-4	-5	-6	-7
5. Paid-for local weekly newspaper	-1	-2	-3	-4	-5	-6	-7
6. Paid-for weekly newspaper.	-1	-2	-3	-4	-5	-6	-7

MAGAZINES

ASK THIS SECTION OF RESPONDENTS WHO READ OR PAGED THROUGH A MAGAZINE ON PAPER OR ONLINE IN THE LAST 12 MONTHS (CODES -1 TO -6 FOR MAGAZINE IN A1)

I would like to ask you a few questions about your reading of printed magazines AND magazine content online. By this I mean that you personally read or paged through any part of these printed magazines OR you read any magazine content online on your computer, cellphone or tablet. It does not matter if you paid for them or if they were free.

ASK IF READ PAPER OR DIGITAL MAGAZINES IN PAST 12 MONTHS (CODES -1 TO -6 FOR MAGAZINE IN A1).
M1. During an average week, on how many days do you read or page through printed magazines OR read magazine content online via a computer, cellphone or tablet?

- *Read out only if necessary*
- *SM*

7 days (every day)	-07
6 days	-06
5 days	-05
4 days	-04
3 days	-03
2 days	-02
1 day	-01
I don't read magazines or magazine content online in an average week	-98

ASK IF READ MAGAZINES IN AN AVERAGE WEEK (CODES -1 TO -7 IN M1).
M2a. On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend reading or paging through printed magazines OR reading magazine content online?

- *Showcard M2a*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

ASK IF READ MAGAZINES IN AN AVERAGE WEEK (CODES -1 TO -7 IN M1).
M2b. And how long do you spend reading or paging through printed magazines OR reading magazine content online on an average Saturday?

- *Showcard M2a*
- *SM*

ASK IF READ MAGAZINES IN AN AVERAGE WEEK (CODES -1 TO -7 IN M1).
M2c. And how long do you spend reading or paging through printed magazines OR reading magazine content online on an average Sunday?

- *Showcard M2a*
- *SM*

		M2a Weekday	M2b Saturday	M2c Sunday
1.	Less than 30 minutes	-1	-1	-1
2.	30 minutes to 1 hour	-2	-2	-2
3.	Between 1-2 hours	-3	-3	-3
4.	Between 2-4 hours	-4	-4	-4
5.	Between 4-6 hours	-5	-5	-5
6.	Between 6-8 hours	-6	-6	-6
7.	More than 8 hours	-7	-7	-7
8.	Do not read magazines or magazine content online	-8	-8	-8

ASK IF READ PAPER OR DIGITAL MAGAZINES IN PAST 12 MONTHS (CODES -1 TO -6 FOR MAGAZINE IN A1).

M3. Magazines and magazine content can be read in different ways. Apart from today, when last, if at all, did you read *…[read out device]*?

- *Showcard M3 (scale)*
- *Rotate order in which devices are read out*
- *SM per device*

	Yesterday	In the last week	In the last month	In the last 3 months	In the last 12 months	Longer ago	Never
On a tablet	-1	-2	-3	-4	-5	-6	-7
On a desktop computer or laptop	-1	-2	-3	-4	-5	-6	-7
On a cellphone	-1	-2	-3	-4	-5	-6	-7
A printed copy	-1	-2	-3	-4	-5	-6	-7

ASK M4 IF PRINTED COPY EVER READ IN M3 (CODES -1 TO -6) ELSE GO TO NEXT MEDIA SECTION.

M4. Now thinking only about **printed** copies of magazines, there are lots of different types of magazines, some cover general interest topics while others cover specific topics. Apart from today, when was the last time you read or looked at *…[read out each magazine type - randomise list]*?

- *Showcard M3 (scale)*
- *SM per magazine type*

	Yesterday	In the last week	In the last month	In the last 3 months	In the last 12 months	Longer ago	Never
1. Child care or parenting magazines	-1	-2	-3	-4	-5	-6	-7
2. Entertainment & celebrity news magazines	-1	-2	-3	-4	-5	-6	-7
3. Financial & business magazines	-1	-2	-3	-4	-5	-6	-7
4. General interest magazines	-1	-2	-3	-4	-5	-6	-7
5. Health & fitness magazines	-1	-2	-3	-4	-5	-6	-7
6. Home, gardening & leisure magazines	-1	-2	-3	-4	-5	-6	-7
7. Men's magazines	-1	-2	-3	-4	-5	-6	-7
8. Motoring magazines	-1	-2	-3	-4	-5	-6	-7
9. Retail Store magazines	-1	-2	-3	-4	-5	-6	-7
10. Sport magazines	-1	-2	-3	-4	-5	-6	-7
11. Technology and gadgets magazines	-1	-2	-3	-4	-5	-6	-7
12. Travel magazines	-1	-2	-3	-4	-5	-6	-7
13. Women's magazines	-1	-2	-3	-4	-5	-6	-7
14. Food, cooking and entertaining magazines	-1	-2	-3	-4	-5	-6	-7

ASK M5 FOR EACH PRINTED MAGAZINE TYPE READ WITHIN THE LAST 12 MONTHS (CODES 1 TO 5 IN M4).

M5. Thinking about the **last printed** *…[read out each magazine type]* that you read, would you say you read…?

- *Showcard M5 (scale)*
- *SM per magazine type*

	4 out of 4 issues (All)	3 out of 4 issues (Most)	2 out of 4 issues (Some)	1 out of 4 issues (Few)	Less than 1 out of 4 issues (Very few)
1. Child care or parenting magazine	-4	-3	-2	-1	-0
2. Entertainment & celebrity news magazine	-4	-3	-2	-1	-0
3. Financial & business magazine	-4	-3	-2	-1	-0
4. General interest magazine	-4	-3	-2	-1	-0
5. Health & fitness magazine	-4	-3	-2	-1	-0
6. Home, gardening & leisure magazine	-4	-3	-2	-1	-0
7. Men's magazine	-4	-3	-2	-1	-0
8. Motoring magazine	-4	-3	-2	-1	-0
9. Retail Store magazine	-4	-3	-2	-1	-0
10. Sport magazine	-4	-3	-2	-1	-0
11. Technology and gadgets magazine	-4	-3	-2	-1	-0
12. Travel magazine	-4	-3	-2	-1	-0
13. Women's magazine	-4	-3	-2	-1	-0
14. Food, cooking and entertaining magazine	-4	-3	-2	-1	-0

M6.   Where do you usually get or read your **printed** magazines?
Any other ways?

- *Showcard M6 (order from smallest to largest categories)*
- *MM*

I read them in public places, such as a doctor's waiting room, hair salon, etc	-1
They are work copies	-2
They are free copies delivered to my home or free copies at another place	-3
They are someone else's copies	-4
They are bought by someone else in my home	-5
I subscribe to them or someone else in my household subscribes to them	-6
I buy them myself	-7
Other (SPECIFY)	-8

DIGITAL

ASK ALL

The following questions are about accessing the internet – there are many things you can do on the internet. For example, you can visit websites, send or receive emails, download music, listen to radio, watch TV, read news content, access social media, etc.

ASK ALL.
D0.   Please look at this scale and tell me when last, apart from today, you did any of these activities on the internet?

- *Showcard D0 (scale)*
- *Read out activities*
- *SM per activity*
- *Probe for other mentions*

		Yesterday	In the last week	In the last month	In the last 3 months	In the last 6 months	In the last 12 months	Longer than 12 months ago	Never
1.	Banking	-1	-2	-3	-4	-5	-6	-7	-8
2.	Check the weather	-1	-2	-3	-4	-5	-6	-7	-8
3.	Download music	-1	-2	-3	-4	-5	-6	-7	-8
4.	Download podcasts	-1	-2	-3	-4	-5	-6	-7	-8
5.	Email	-1	-2	-3	-4	-5	-6	-7	-8
6.	Use Whatsapp or instant messaging or chat	-1	-2	-3	-4	-5	-6	-7	-8
7.	Look for jobs or property or cars	-1	-2	-3	-4	-5	-6	-7	-8
8.	Make or receive calls using services like Skype, FaceTime or Whatsapp	-1	-2	-3	-4	-5	-6	-7	-8
9.	Play games	-1	-2	-3	-4	-5	-6	-7	-8
10.	Buy goods or services	-1	-2	-3	-4	-5	-6	-7	-8
11.	Search for things	-1	-2	-3	-4	-5	-6	-7	-8
12.	Watch video	-1	-2	-3	-4	-5	-6	-7	-8
13.	Book tickets	-1	-2	-3	-4	-5	-6	-7	-8
14.	Use social media	-1	-2	-3	-4	-5	-6	-7	-8
15.	Use or access maps or directions	-1	-2	-3	-4	-5	-6	-7	-8
16.	Use or download apps	-1	-2	-3	-4	-5	-6	-7	-8
17.	Visit buy or sell websites	-1	-2	-3	-4	-5	-6	-7	-8
18.	Other (specify)	-1	-2	-3	-4	-5	-6	-7	-8

IF LONGER THAN 12 MONTHS AGO OR NEVER (CODE –7 OR -8) MENTIONED FOR <u>ALL</u> ACTIVITIES, SKIP TO NEXT SECTION

D1. Thinking about all these things you did on the internet, in an average week, on how many days do you personally access the internet?

- *Read out only if necessary*
- *SM*

7 days (every day)	-7
6 days	-6
5 days	-5
4 days	-4
3 days	-3
2 days	-2
1 day	-1
I don't access the internet in an average week	-98

D2a. On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend on the internet?

- *Showcard D2a*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

D2b. And how long do you spend on the internet on an average Saturday?

- *Showcard D2a*
- *SM*

D2c. And how long do you spend on the internet on an average Sunday?

- *Showcard D2a*
- *SM*

	D2a Weekday	D2b Saturday	D2c Sunday
1. Less than 30 minutes	-1	-1	-1
2. 30 minutes to 1 hour	-2	-2	-2
3. Between 1-2 hours	-3	-3	-3
4. Between 2-4 hours	-4	-4	-4
5. Between 4-6 hours	-5	-5	-5
6. Between 6-8 hours	-6	-6	-6
7. More than 8 hours	-7	-7	-7
8. Do not spend time on the internet	-8	-8	-8

D3. How often do you access the internet?

- *Showcard D3*
- *SM*

Several times a day	-1
Once a day	-2
Several times a week	-3
Once a week	-4
Several times a month	-5
Once a month	-6
Every 3 months	-7
Less often	-8

D4. Apart from today, when last, if at all, did you access the internet on a *…[read out each device – randomise list]*?

- *Showcard D4 (scale)*
- *SM per device*

	Yesterday	In the last week	In the last month	Longer ago/Never
1. Desktop computer or laptop	-1	-2	-3	-4
2. Cellphone	-1	-2	-3	-4
3. Tablet	-1	-2	-3	-4
4. Other device *(Specify)* ………………..	-1	-2	-3	-4

ASK IF YESTERDAY, LAST WEEK OR LAST MONTH (CODES 1 TO 3) MENTIONED FOR ANY DEVICES IN D4.

D5. Which of the following activities, if any, do you do on your … *[read out each device mentioned in D4]*?

- *Showcard D5 (activities)*
- *MM per device*

	Banking	Search for things	Download music	Download podcasts	Play games	Use social media	Use Whatsapp or instant messaging or chat	Use or download apps	Email	Check the weather	None of these
1. Desktop computer or laptop	-01	-02	-03	-11	-04	-05	-06	-07	-08	-09	-10
2. Cellphone	-01	-02	-03	-11	-04	-05	-06	-07	-08	-09	-10
3. Tablet	-01	-02	-03	-11	-04	-05	-06	-07	-08	-09	-10
4. Other device	-01	-02	-03	-11	-04	-05	-06	-07	-08	-09	-10

ASK IF AT LEAST ONE INTERNET ACTIVITY DONE IN PAST 12 MONTHS (CODES -1 TO -6 FOR AT LEAST ONE ACTIVITY IN D0).

D6. In which of these ways do you connect to the internet <u>at home</u>?

- *Showcard D6*
- *MM*

Mobile data (GPRS, EDGE, 3G, LTE)	-1
ADSL	-2
Fibre	-3
Other (SPECIFY)……………………………….	-96
I don't connect to the internet at home	-98
Don't know *(SM)*	-99

ASK IF AT LEAST ONE INTERNET ACTIVITY DONE IN PAST 12 MONTHS (CODES -1 TO -6 FOR AT LEAST ONE ACTIVITY IN D0).

D7. In which of these ways do you connect to the internet <u>when you are away from home</u>?

- *Showcard D7*
- *MM*

Mobile data (GPRS, EDGE, 3G, LTE)	-1
Public WiFi hotspots (e.g. coffee shop)	-2
WiFi or network at work, school or college	-3
Other (SPECIFY)……………………………….	-96
I don't connect to the internet away from home	-98
Don't know *(SM)*	-99

ASK IF AT LEAST ONE INTERNET ACTIVITY DONE IN PAST 12 MONTHS (CODES -1 TO -6 FOR AT LEAST ONE ACTIVITY IN D0).

D8. There are lots of different types of websites. Some cover general interest topics, while others cover specific topics. Which of these types of websites do you usually visit?

- *Showcard D8*
- *MM*

Parenting websites	-01
Entertainment and celebrity news websites	-02
Financial and business websites	-03
News and general interest websites	-04
Health and fitness websites	-05
Home, gardening and leisure websites	-06
Motoring websites	-07
Sport websites	-08
Travel websites	-09
Food, cooking and entertaining websites	-10
Style and fashion websites	-11
Don't know *(SM)*	-98
None of these **(SM)**	-99

CINEMA

ASK THIS SECTION OF RESPONDENTS WHO WENT TO THE CINEMA IN THE LAST 12 MONTHS (CODES -1 TO -6 FOR CINEMA IN A1)

We are now going to talk about your cinema visits.

ASK IF WENT TO CINEMA IN PAST 12 MONTHS (CODES -1 TO -6 FOR CINEMA IN A1).
C1.   How often would you say you visit the cinema?

- *Showcard C1*
- *SM*

More than once a week	-1
Once a week	-2
2 or 3 times a month	-3
Once a month	-4
Once every 3 months	-5
Once every 6 months	-6
Once every 12 months	-7
Less than once every 12 months	-8

ON THE GO

We are now going to talk about where you go when you leave home. It does not matter where you go to or how you get there as long as you left your home.

O1.   During an average week, on how many days do you leave the place where you live?

- *Read out only if necessary*
- *SM*

7 days (every day)	-07
6 days	-06
5 days	-05
4 days	-04
3 days	-03
2 days	-02
1 day	-01
I don't leave home in an average week	-98

O2a.   On an average weekday, by this I mean either a Monday, Tuesday, Wednesday, Thursday or Friday, how long do you spend travelling? This could include walking between places.

- *Showcard O2a*
- *SM*
- *Pop-up text will appear to confirm "Between 6-8 hours" and "More than 8 hours" responses for an average weekday*

O2b.   And how long do you spend travelling on an average Saturday?

- *Showcard O2a*
- *SM*

O2c.   And how long do you spend travelling on an average Sunday?

- *Showcard O2a*
- *SM*

		O2a Weekday	O2b Saturday	O2c Sunday
1.	Less than 30 minutes	-1	-1	-1
2.	30 minutes to 1 hour	-2	-2	-2
3.	Between 1-2 hours	-3	-3	-3
4.	Between 2-4 hours	-4	-4	-4
5.	Between 4-6 hours	-5	-5	-5
6.	Between 6-8 hours	-6	-6	-6
7.	More than 8 hours	-7	-7	-7
8.	Do not spend time away from home	-8	-8	-8

DEMOGRAPHICS

ASK ALL.

We are nearing the end of the interview and we want to understand a bit more about you and where you go when you leave your home.

Z1. Thinking about all the trips you made in the last week, where did you go? One trip means you left home, went somewhere and then returned.

- *Showcard Z1*
- *MM*
- *Logic check: Cannot say Nowhere code 98 in Z1 if codes 1 or 2 mentioned for statement 6 in A1.*

1.	An airport	-01
2.	Work	-02
3.	School/college	-03
4.	A friend's house	-04
5.	A neighbour's house	-05
6.	A family member's house	-06
7.	A store or shop	-07
8.	A shopping mall	-08
9.	A restaurant	-09
10.	The bank/ATM	-10
11.	The cinema	-11
12.	A stadium	-12
13.	A church or place of worship	-13
14.	A spaza shop	-14
15.	Hospital/clinic	-15
16.	Bar/shebeen/tavern	-16
17.	Looking for work/job	-17
18.	Other *(Specify)*	-96
19.	Nowhere (did not leave home in the last week)	-98

ASK IF LEFT HOME IN PAST WEEK (CODES -1 TO -15 IN Z1).

Z2. And still thinking about all the trips you made in the last week, how did you get to all the places you went to?

- *Show card Z2.*
- *MM*

1.	Walked	-1
2.	Bus	-7
3.	Car	-2
4.	Taxi	-8
5.	Train	-4
6.	Bicycle or motorbike	-5
7.	Other *(Specify)*	-6

ASK ALL.

Z3. Now, we'd like to understand a bit more about your home and your lifestyle. Please be assured that all your answers are strictly confidential and are for profiling purposes only.
Observe and record type of shelter.

- *SM*

1.	Traditional hut	-01
2.	Informal dwelling or temporary structure/shack	-02
3.	Single room in a larger dwelling or backyard	-03
4.	Hostel in an industrial or farming compound	-04
5.	Stand-alone house (not in a complex)	-09
6.	Stand-alone house in a security estate or complex	-10
7.	RDP house	-11
8.	Extended/renovated RDP house	-12
9.	Retirement village	-13
10.	Flat / apartment (not in a complex)	-14
11.	Flat / apartment in a security estate or complex	-15
12.	Townhouse in a complex (house structure is joined or has a shared wall with at least one neighbouring house)	-16
13.	Room in a hotel/residential hotel	-07
14.	Other *(Specify)* ……….	-08

Z4. *Observe and record type of dwelling.*
- *SM*

Gated community – such as a security estate or complex, or a boomed-off, access-controlled road or suburb	-1
Free-standing house	-2
Other (specify)	-3

Z5.   What type of roof do you have?
- *Showcard Z5*
- *SM*

Thatch or grass	-1
Shingles	-2
Plastic sheets	-3
Metal, tin or zinc (low quality)	-4
Metal or tin (high quality)	-5
Concrete	-6
Asbestos	-7
Tiles	-8
Multiple material	-9
Other (specify)	-10

Z6.   *Observe and record type of floor material.*
- *MM*

None, earth, dung, etc	-1
Cement, concrete, raw wood, etc	-2
Finished floor with parquet, carpet, tiles, ceramic, etc	-3

Z7.   How many sleeping rooms do you have?
- *Read out*
- *SM*

None or one	-1
Two	-2
Three or more	-3

Z8.   Where does the water you use in your home come from?
- *Read out*
- *MM*

Inside the house	-1
Outside the house, on your property	-2
Outside the house, shared with neighbours	-3
Store-bought water	-5

ASK IF WATER INSIDE HOUSE (CODE 1) IN Z8.
Z8b.   In your home, do you have hot running water from a geyser?
- *SM*

Yes	-1
No	-2

ASK ALL.
Z9.   What toilet does your household have?
- *Read out*
- *MM*

Flush toilet inside the house	-1
Flush toilet outside the house	-2
Pit toilet outside the house	-3
Portable toilet outside the house	-4
Other (specify)	-5

Z10.   Do you have access to electricity in your home?
- *SM*

Yes	-1
No	-2

ASK IF RESPONDENT HAS ACCESS TO ELECTRICITY IN Z10.
Z11.   Which of these do you have?
- *Read out*
- *MM*

Mains	-1
Generator - for daily use	-2
Generator only for use only during load shedding or power failures	-3
Solar	-4

ASK ALL.
Z12. Do you have…?
- *Read out each statement*
- *SM per statement*

	Yes	No
A Post Office near where you live	-1	-2
A Police station near where you live	-1	-2

Z13. In your home, do you have a…?
- *Read out each statement*
- *SM per statement*

	Yes	No
Built-in kitchen sink	-1	-2
Generator or inverter	-1	-2
Home security service	-1	-2
Swimming pool	-1	-2

Z14. Do you have a…?
- *Read out each statement*
- *SM per statement*

	Yes	No
Motor car	-1	-2
Bicycle	-1	-2

ASK IF NO TO MOTOR CAR IN Z14.
Z14b. In your household, do you have a…?
- *Read out statement*
- *SM*

	Yes	No
Motor car	-1	-2

ASK IF CELLPHONE (CODE -1, -2, -3 MENTIONED IN A2a).
Z15. How many cellphones do you have in your household?
- *SM*

One	-1
Two	-2
Three or more	-3

ASK ALL.
Z16. Which of the following do you have in your household?
- *Showcard Z16*
- *MM*

Air conditioner, not just a fan	-1
Home Theatre system	-2
Fridge or combined fridge/freezer	-3
Deep freezer which is free standing	-4
Side-by-side fridge and freezer	-13
Gas cooker	-5
Gas stove	-6
Electric stove	-7
Microwave oven	-8
Floor polisher or vacuum cleaner	-9
Washing machine	-10
Tumble dryer	-11
Dishwashing machine	-12
None of these	-98

Z17. Do you have a domestic worker, helper or gardener?
- *SM*

Yes	-1
No	-2

Z19. What accommodation do you use for holidays?
- *Showcard Z19*
- *MM*

Stay with family	-1
Camping	-2
1, 2 or 3 star hotels	-3
4 or 5 star hotels	-4
B&B's	-5
Self-catering accommodation	-6
Other (specify)	-7
Do not go on holiday	-8

Z21. For statistical purposes, I need to confirm which ethnic group you belong to. Is it…?

Black	-1
White	-2
Indian or Asian	-3
Coloured	-4

Z22. Could you please tell me what language <u>you</u> speak most often?

- *Do not prompt*
- *SM*

English	-01
Afrikaans	-02
Zulu	-03
Xhosa	-04
Ndebele	-05
Swati	-06
Sesotho	-07
Sepedi	-08
Setswana	-09
Venda	-10
Tsonga	-11
Other *(Specify)*..	-96

Z23. What other languages, if any, do you speak?

- *Showcard Z23*
- *MM*

English	-01
Afrikaans	-02
Zulu	-03
Xhosa	-04
Ndebele	-05
Swati	-06
Sesotho	-07
Sepedi	-08
Setswana	-09
Venda	-10
Tsonga	-11
Other *(Specify)*..	-96
No other languages	-98

Z24. Could you please tell me which language is spoken most often in your <u>household</u>?

- *Showcard Z24*
- *SM*

English	-01
Afrikaans	-02
Zulu	-03
Xhosa	-04
Ndebele	-05
Swati	-06
Sesotho	-07
Sepedi	-08
Setswana	-09
Venda	-10
Tsonga	-11
Other *(Specify)*..	-96

Z25. Could you please tell me which languages you **read and understand**?

- *Showcard Z24*
- *MM*

English	-01
Afrikaans	-02
Zulu	-03
Xhosa	-04
Ndebele	-05
Swati	-06
Sesotho	-07
Sepedi	-08
Setswana	-09
Venda	-10
Tsonga	-11
Other *(Specify)*..	-96
None (illiterate) *(do not show)*	-98

Z26. Are you…?

- *Read out*
- *SM*

Married	-1
Living with a partner	-2
Single	-3
Divorced	-4
Widowed	-5
Refused	-6

ASK IF CHILDREN BELOW 21 YEARS IN HOUSEHOLD.
Z27. Are you the primary caregiver to the children under 21 years in your household?

- *Refer to recruitment questionnaire*
- *SM*

Yes – all of them	-01
Some of them	-02
No – none of them	-03
No children under 21 in household	-98

ASK IF PEOPLE AGED 21 TO 24 YEARS IN HOUSEHOLD.
Z27b. Are you the primary caregiver to the people aged 21, 22, 23 or 24 years in your household?

- *Refer to recruitment questionnaire*
- *SM*

Yes – all of them	-01
Some of them	-02
No – none of them	-03
No people aged 21-24 in household	-98

ASK ALL.
Z27c. And are you currently living with your parents?

- *SM*

Yes	-1
No	-2

ASK ALL.
Z28. Which of these phrases best describes you?

- *Read out*
- *SM*

Mainly responsible for day-to-day purchases of the household	-1
Partly or equally responsible for the day-to-day purchases of the household	-2
Not responsible for the day-to-day purchases of the household	-3

Z29. Are you the head of the household?

- *SM*

Yes	-1
No	-2

Z30. What is the highest level of education that you have achieved?

- *Showcard Z30*
- *SM*

None/no formal schooling	-1
Some primary school	-2
Primary school completed	-3
Some high school	-4
Matriculated	-5
University incomplete	-6
University completed	-7
Post-graduate qualification	-8
Any other post-matric qualification (e.g. Artisan college, technical diploma)	-9

Z31. Which of these statements describes your working life?

- *Showcard Z31*
- *MM*

Working full-time (30 hours or more per week)	-1
Working part-time (less than 30 hours per week)	-2
Housewife/househusband/home executive	-3
Not working - looking for work (unemployed)	-4
Not working – not looking for work	-5
Student	-6
Retired	-7

ASK Z32 AND Z33 IF WORKING (CODES -1 TO -2 IN Z31), ELSE GO TO Z34.
Z32. Would you describe your current position as...?

- *Read out*
- *Single mention*

1.	Top management	-1
2.	Senior management	-2
3.	Middle management	-3
4.	Junior management	-4
5.	Worker	-5

ASK Z33 IF WORKING (CODES -1 TO -2 IN Z31), ELSE GO TO Z34.

Z33. What is your occupation?

- *DO NOT PROMPT*
- *SM*

Administrative/clerical (secretary, PA, book-keeper, bank teller, librarian, receptionist, etc)	-1
Artistic/Musical/Writer (fashion designer/buyer, merchandise planner, musician, music producer/writer etc)	-2
Customer service (call centre agent, cashier, beauty consultant, waitron, cabin attendant, steward, tour guide, etc)	-3
Education (teacher, tutor, lecturer, professor, school principle, college director, etc)	-4
Executive/senior management (company director, MD, CEO, CFO, etc)	-5
Finance (CA, Actuary, Financial specialist, etc)	-6
Government/political (Mayor, MEC, member of parliament etc)	-7
Information technology (systems developer, programmer, java architect, web developer, IT analyst etc)	-8
Legal (lawyer, advocate, judge, etc)	-9
Manual worker (domestic worker, nanny or childminder)	-24
Manual worker (brick layer, gardener, cleaner, farm labourer, etc)	-10
Media (journalist, film, radio, TV, print, graphics, video editor, advertising, strategic planner, etc)	-11
Medical/dental (doctor, dentist, vet, psychologist, psychiatrist, sociologist, nurse, paramedic, occupational therapist, etc)	-12
Middle management (consultant, advisor, account director, supervisor, brand manager, marketing manager, HR manager, etc)	-13
Military (police officer, soldier, navy, etc)	-14
Owner of company – formal sector (events management company, supermarket owner, construction company, etc)	-15
Owner of company – informal sector (container shop, spaza shop owner, etc)	-16
Self-employed in informal sector (handyman, building contractor, street hawker, etc)	-17
Specialist (pilot, professional sportsmen, etc)	-18
Retail (store manager, merchandising manager, supply chain analyst, etc)	-19
Sales (agents, brokers, car salesman, estate agents, sales representatives, etc)	-20
Technical/science/engineering (architect, mechanical, chemical, civil, quantity surveyor, etc)	-21
Tradesman (driver, miner, technician, plumber, mechanic, butcher, draftsman, etc)	-22
Transport (taxi driver, bus driver, train driver, deliveries, etc)	-23
Other (Specify)……………………………………………………………………………	-96
Don't know	-99

MHI. Just a few more questions for statistical purposes only. Again, please be assured that all your answers will remain confidential and we really appreciate your participation in this survey. Please tell me into which of these categories you estimate that your **total** monthly **household** income falls? By this I mean the total income of all members in your household before tax or any other deductions. Please include all sources of income, such as salaries, pensions, government grants, rentals, informal trading, "stokvels", income from investments and family.
You can just give me the letter that corresponds to the answer.

- *Showcard MHI*
- *SM*

PMI. And can you tell me into which of these categories you estimate that your total monthly **personal** income falls? This is before tax or any other deductions. Please include all sources of income, such as salaries, pensions, government grants, rentals, informal trading, "stokvels", income from investments and family.
You can just give me the letter that corresponds to the answer.

- *Showcard MHI*
- *SM*

		MHI (Household)	PMI (Personal)
A.	R0	-19	-19
B.	R1 – R999	-20	-20
C.	R1 000 – R1 999	-02	-02
D.	R2 000 – R2 999	-03	-03
E.	R3 000 – R3 999	-04	-04
F.	R4 000 – R4 999	-05	-05
G.	R5 000 – R5 999	-06	-06
H.	R6 000 – R7 999	-07	-07
I.	R8 000 – R9 999	-08	-08
J.	R10 000 – R11 999	-09	-09
K.	R12 000 – R13 999	-10	-10
L.	R14 000 – R 15 999	-11	-11
M.	R16 000 – R19 999	-12	-12
N.	R20 000 – R24 999	-13	-13
O.	R25 000 – R29 999	-14	-14
P.	R30 000 – R39 999	-15	-15
Q.	R40 000 – R49 999	-16	-16
R.	R50 000 – R59 999	-17	-17
S.	R60 000+	-18	-18
Don't know		-99	-99
Refused		-97	-97

ASK IF REFUSED OR DON'T KNOW (CODES 97 OR 99) AT MHI, ELSE GO TO PMI.
MHIb. *If Refused (code 97):* I understand that you do not want to disclose your income, but could you tell me if your monthly household income falls into one of the following income brackets? *OR*
If Don't know (code 99): I understand that you do not know your income, but could you tell me if your monthly household income falls into one of the following income brackets?
A reminder that this is the **total** monthly **household** income for all members in your household before tax or any other deductions, including all sources of income, such as salaries, pensions, government grants, rentals, informal trading, "stokvels", income from investments and family.

- *Showcard MHIb*
- *SM*

ASK IF REFUSED OR DON'T KNOW (CODES 97 OR 99) AT PMI, ELSE GO TO Z35.
PMIb. *If Refused (code 97):* I understand that you do not want to disclose your income, but could you tell me if your monthly personal income falls into one of the following income brackets? *OR*
If Don't know (code 99): I understand that you do not know your income, but could you tell me if your monthly personal income falls into one of the following income brackets?
A reminder that this is your **total** monthly **personal** income before tax or any other deductions, including all sources of income, such as salaries, pensions, government grants, rentals, informal trading, "stokvels", income from investments and family.

- *Showcard MHIb*
- *SM*

		MHIb (Household)	PMIb (Personal)
A.	R0	-7	-7
B.	R1 – R4 999	-8	-8
C.	R5 000 – R9 999	-2	-2
D.	R10 000 – R19 999	-3	-3
E.	R20 000 – R39 999	-4	-4
F.	R40 000 - R59 999	-5	-5
G.	R60 000+	-6	-6
Don't know		-99	-99
Refused		-97	-97

Z34. Thinking about the past 12 months, please tell me about **ALL** the ways <u>you personally received</u> money to pay for things? Any others?

- *Showcard Z34*
- *MM*
- *Probe for any others*

1.	All grants	-01
2.	Unemployment insurance or UIF	-02
3.	Salary or wages from a job or paid work	-03
4.	Selling things/informal trading	-04
5.	Piece job	-05
6.	Money from husband, wife or partner	-06
7.	Money from parent or other family member	-07
8.	Pensions, provident funds or retirement funds	-08
9.	Dividends/shares	-09
10.	Rental income from renting out room/property	-10
11.	Other(SPECIFY)	-96
12.	Don't know *(Single mention – do not show)*	-99
13.	Did not get money *(Single mention – do not show)*	-98

Z36. *Record Showcard language set used*
- *SM*

English	-01
Afrikaans	-02
Zulu	-03
Xhosa	-04
Ndebele	-05
Swati	-06
Sesotho	-07
Sepedi	-08
Setswana	-09
Venda	-10
Tsonga	-11
Other *(Specify)*..	-12

Z37. *Re-contact question*

- *Show card and read out at same time*
- *Question to be translated into all 11 languages in script*

Thank you for your help in completing this interview. This survey was sponsored by representatives of the media industry.

The media industry also commissions Kantar TNS and other agencies to collect detailed information about what people watch on TV, listen to on radio, and what they read online and in newspapers and magazines. They do this with surveys like this and with panels of households around the country representing a range of different ages and backgrounds.

People who take part in these panels are given some simple tasks to complete and are given a reward in return. The information that is captured from people on the panel helps the industry to give you the things that you want to watch, listen to and read.

Based on the answers you gave in today's interview, some agencies may wish to re-contact you about joining a panel. For this to happen, Kantar TNS would need to pass on your details to these agencies.

Are you willing to be re-contacted on this basis?

Yes	-1
No	-2

THANK RESPONDENT AND CLOSE INTERVIEW

HOUSEHOLD ROSTER (to be transferred from Recruitment Questionnaire)

Section A. Qualifying household members aged 15 years or older:

	Names of Household Members Oldest to youngest (oldest on top)	Nr.	Exact age (years)	Gender F / M	Respondent selected for CAPI interview
SECTION A: QUALIFYING MEMBERS ADULTS 15+ Persons who are 15+ Persons who eat and sleep in the household at least 4 nights out of a week		01			-01
		02			-02
		03			-03
		04			-04
		05			-05
		06			-06
		07			-07
		08			-08
		09			-09
		10			-10
		11			-11
		12			-12
		13			-13

Section B. Non-qualifying household members aged 15 years or older:

	Names of Household Members Oldest to youngest (oldest on top)	Nr.	Exact age (years)	Gender F / M
SECTION B: NON -- QUALIFYING MEMBERS ADULTS 15+ Persons who are 15+ who are not available for the **2** week interview period		01		
		02		
		03		
		04		
		05		
		06		
		07		
		08		
		09		
		10		
		11		
		12		
		13		

Section C. Non-qualifying household members aged under 15 years:

	Names of Household Members Oldest to youngest (oldest on top)	Nr	Exact age (years)	Gender F / M
SECTION C: NON-QUALIFYING MEMBERS UNDER 15 YEARS Persons in the household who are 14 years and younger		01		
		02		
		03		
		04		
		05		
		06		
		07		
		08		
		09		
		10		