



TV Establishment Survey

2023 Technical Report

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Introduction and Objectives

The Broadcast Research Council of South Africa (BRC) in partnership with AGB Nielsen Media Research South Africa facilitated the execution of the 2023 TV Establishment Survey (ES) for the benefit of the TAMS business and the industry at large. The last ES had been conducted in 2019 which made the 2023 TV ES a priority to facilitate the update of the TV universe and panel controls, as well as to make provision for a database from which to draw addresses for recruitment for the TAMS panel.

The survey consisted of Face-to-Face and Online interviews designed with the following objectives:

- To define the TV universe size in terms of households and individuals
- To provide a pool of addresses of households with known demographics which can be recruited onto the TAMS panel
- To develop the parameters / panel controls used to inform the panel balance across the different demographics and quotas

Other uses of the survey are:

- Provide media usage across different media types by all major demographics
- Provide an overview demographic, geographic, lifestyle, product and multimedia landscape of SA
- Allow a cross platform and cross device media consumption analysis
- Provide other general information such as (but not limited to) car ownership, finance and social media usage

TV ES 2023 Datafile Components

The TV ES 2023 datafile release is comprised of the following components:

- A **Face-to-Face** sample of 5 000 respondents
- An **Online** sample of 3 000 respondents

The combination of these two components create a National TV ES2023 datafile.

TV ES 2023 Face-to-Face survey

The TV ES 2023 survey was conducted using a Face-to-Face methodology. Fieldwork collection covered 4 months, from 21 November 2022 to 5 March 2023.

The survey interviewed 5 000 respondents, aged 15 years and older.

TV ES 2023 Online survey

The TV ES 2023 Online survey was conducted using an Online Panel. Fieldwork collection covered 1 month, from 1 December to 30 December 2022.

The survey interviewed 3 000 respondents, aged 15 years and older. The methodology used was self-completion CAWI (Computer Assisted Web Interviewing).

The **full TV ES 2023** survey consisted of a Total of 8 000 respondents.



TV ESTABLISHMENT SURVEY 2023

1. DEFINITION OF TERMS

AGE

There are two age questions in the TV ES 2023 questionnaire – one on exact age, and the other a grouping into 8 categories. However, the weighting is applied to five age brackets: 15-24, 25-34, 35-49, 50-64 and 65+. Analysis by any other age groupings will not necessarily reflect the correct population statistics. In addition, there is a proportion of respondents who refuse to give their exact age, and therefore adding the individual exact ages will not necessarily equate to the groups in the grouped age question.

CAPI

Computer Assisted Personal Interviewing (CAPI) is conducted face-to-face, using a tablet. The questionnaire is programmed and loaded onto the tablet. Answers to questions are captured on the tablet.

CAWI

Computer Assisted Web Interviewing (CAWI) is conducted online, using an internet connected device including a computer/laptop, a smartphone and a tablet. The questionnaire is programmed and loaded onto the web-based interviewing software tool.

Respondents select answers to questions on their own, which are captured on the software system.

COMMUNITY SIZE CLASSIFICATION

TV ES 2023 Community Size classifications are based on the geographical area variables and definitions of GEOTERRAIMAGE (GTI). The classifications of the Enumerator Areas (EAs) are divided into three community types, namely Metro, Urban and Rural.

Metro:

All EAs falling within the boundaries of the eight Metropolitan Municipalities, as defined by the Municipal Demarcation Board in 2016, are classified as Metro.

Here are the Metropolitan Municipality areas:

- Buffalo City
- City of Cape Town
- City of Johannesburg
- City of Tshwane
- Ekurhuleni
- eThekweni
- Mangaung
- Nelson Mandela Bay

Urban:

EAs defined as “Urban” and fall outside the Metropolitan Municipalities.

Rural:

EAs that are defined as “Traditional” or “Farm” and are located outside the Metropolitan Municipalities.

(See Appendix A for the detailed Community Size Classifications)

The three community sizes and the eight metro areas are available as separate codes on the release database.

DISTRICT MUNICIPALITIES

A district municipality is a designation for a class or group of municipalities in several locations, which is also described in Section 155(1) of the Constitution as a Category C municipality. The district municipalities ensure better coordination with other spheres of government, better planning and better resource allocation across the local municipalities.

District Municipalities have been coded on the TV ES 2023 datafile.

(See Appendix B for the list of District Municipality)

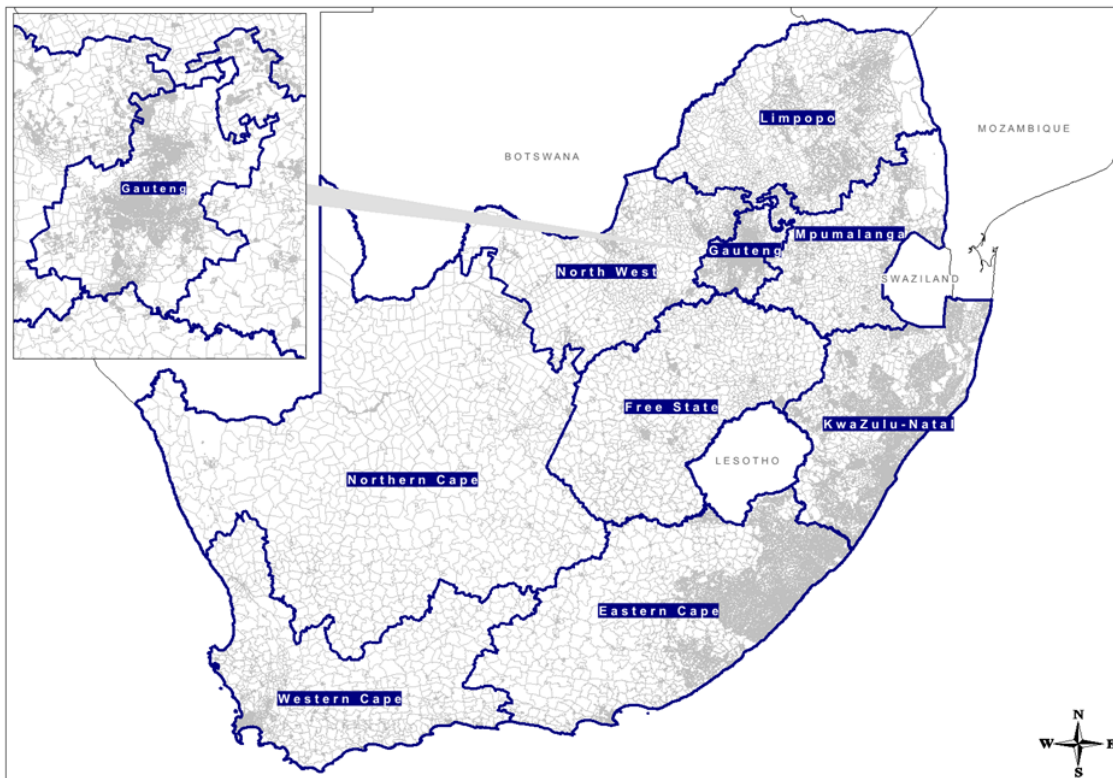
ENUMERATOR AREA (EA)

The Enumerator Area (EA) is the smallest geographical unit created by Statistics South Africa, usually allocated to a single enumerator during the Census. The EAs were defined for the 2011 Census in such a way that the size of the majority of EAs vary between 150 and 250 visiting points, depending on terrain and other topological conditions within the EA.

The Stats SA EA layers are the units of measurement on which the GTI data is based, and the ES samples are drawn.

The Map below shows the boundaries of the provinces and the EAs within them.

South Africa: Enumeration Area's (EA's) and Provincial Boundaries



TV ES UNIVERSE

The TV ES Universe includes all adult males and females aged 15 years or older, living in South Africa.

GEOTERRAIMAGE (GTI)

GEOTERRAIMAGE is an innovative company who identifies market needs and opportunities through geo-enabled data analysis. Remote sensing (satellite imagery) Of luminosity, building density, land use, commercial and population activity and movement is used to determine current trends in terms of demographics, urban expansion, landscape changes and urban characteristics. These all go down to individual geocoded household level and EA's. This is used as the Universe for the study and to draw the sample.

HOME LANGUAGE

The respondent is asked for the language they personally speak most often at home.

On the CAPI survey, the respondent was also asked which language they would prefer to be interviewed in, with 7 languages available to choose from.

- Afrikaans
- English
- Sepedi
- Sesotho
- Setswana
- Xhosa
- Zulu

However, the TV ES 2023 survey online questionnaire was only available for completion in English.

HOUSEHOLD

A household consists of a group of people, who live and eat together in a household for at least 4 days a week. People who share a house, but who eat separately, are counted as separate households.

HOUSEHOLD INCOME

Household income is the total monthly income of all members of the household, before tax and any other deductions.

INTERNET

Respondents are reminded that the Internet can be accessed using a computer, cellphone, tablet or any other Internet enabled device.

LEVEL OF EDUCATION

Respondents still undergoing full-time education are coded according to their highest level achieved at the time of interview.

OCCUPATION

The occupation of respondents who work are classified into 39 categories.

PERSONAL INCOME

Personal income is the total monthly income, before tax and any other deductions.

For the TV ES 2023, the lowest category of the monthly personal income options was R1-R999 and the highest was R100,000+

The TV ES 2023 datafile reflects these income groups, and the 18 in between them, making a total of 20 groups.

POLITZ GRID

A recruitment grid option used to randomly select the member of a household to be interviewed, where there are multiple eligible respondents. This algorithm within the Politz grid then ensures that both genders and all age groups are represented.

POPULATION

The Population figures applied for the TV ES 2023 datafile were the year-end 2022 population estimates supplied by the GEOTERRAIMAGE (GTI).

The total population refers to the total number of people living in South Africa, aged 15 years or older, who could be interviewed.

PROVINCE

The nine provincial boundaries used in the ES sample coincide with those of Stats SA.

QUESTIONNAIRE DESIGN

TV ES 2023 Face-to-Face (CAPI) Survey

Please refer to Annexure A for the TV ES 2023 F2f Questionnaire.

TV ES 2023 Online (CAWI) Survey

The TV ES 2023 was conducted on panel members using a self-completion english Questionnaire.

Refer to Annexure A for the Full Online Questionnaire.

SEM

The Socio-Economic Measure (SEM) is a segmentation tool which is based on 14 variables that was introduced in the ES of 2016. It is far more stable and representative of the South African marketplace than LSM's and is used as a RIM weighting in TAMS.

LSM

LSM data was derived using the slick LSM decision tree, so not all 29 variables were asked. This means that LSM analysis is only available in terms of the three L,M and H groups.

2. TV ES UNIVERSE

The universe for TV ES 2023 (F2F CAPI) was adults aged 15 years and older, living in South Africa.

TV ES 2023 included:

- Private households of any type (including informal settlements)
- Hostels
- Residential Hotels
- Retirement Villages/Old Age Homes

Prisons, hospitals and military barracks were excluded from the sample.

People from all language groups were included in the universe.

The universe of TV ES 2023 (ONLINE CAWI) was adults aged 15 years and older, living in South Africa and members of an Online Panel.

3. ES SAMPLE

Dr Ariane Neethling, Professional Statistical Consultant, was responsible for the TV ES 2023 Sample Design and Selection of EAs.

TV ES 2023 Face-to-Face Survey - 5000 Sample

A stratified, multistage probability sample design was used to draw the sample of EAs to ensure the selected sample is representative of the adult population in South Africa.

Geographic area (Metro/Non-metro urban/Non-metro rural) and the NLI™®, divided into three wealth status groups (Lower/Middle/Upper income group), were used as the primary stratification variables. Province and dominant race group(s) of the EAs were applied as secondary stratification variables. Within each of these strata, implicit stratification

variables, namely district municipality, local municipality, main place, sub-place and EA code, were used.

Two (2) household interviews are completed within each EA

The interviewing was spread proportionately across the country over a 4 month period, ensuring that all provinces are covered, resulting in stable data.

TV ES 2023 Online Survey using a Panel 3000 Sample

Demographic quotas were applied, based on the SEM 5+ population profile of the past 4-week Online users (“Access The Internet”) from previous surveys.

These Demographic quotas included:

- Metro / Urban / Rural (3)
- Provinces (9)
- Metropolitan Areas (8)
- Gender (2)
- Age Groups (4)
- Population Groups (4)

Income Groups (4)

The Total combined sample size is 8 000 interviews.

HOUSEHOLD SELECTION

The sampling sheet includes a grid for household selection.

This is an unbiased way of selecting which household on a stand/plot must be interviewed at, making sure that each household has an equal chance of being chosen.

RESPONDENT SELECTION

Continue with the selection of a respondent according to the Politz grid that follows on the sampling sheet.

The random respondent selection grid must be used in all households to select the respondent to be interviewed, whether it is an original or substitute interview.

SUBSTITUTION

In the event that the interview could not take place at the original household, as listed on your CAPI sheet, the grid must be used when substituting a household/respondent for reasons such as:

- 4 unsuccessful calls

- 4 calls, no contact
- Refusal
- Language barrier (not language difference)
- Dogs
- Security

No substitution outside the original EA borders is permitted. If this was not possible, a substitute EA was provided.

FIELDWORK

The interviews for TV ES 2023 were conducted over 4 months from 21 November 2022 to 5 March 2023.

Before the start of fieldwork, personal briefings of supervisors and interviewers were conducted by Nielsen executives in Johannesburg. The briefing was also a live conference call made to all other offices.

Interviewers were provided with a booklet of Interviewer Instructions

Interviews were conducted in the language preferred by the respondent. Where the preferred language was not one of those pre-programmed for the tablet, interviewers asked respondents to choose one of those already programmed.

GPS coordinates, at which the interviews were conducted, were pre-selected for the Metro's, Urban and Rural areas, which guides them directly to a dwelling.

Substitution occurred where a preselected GPS coordinate proved to be non-existent, or could not be found, or where the person randomly selected to be interviewed at an address could not be reached after four calls.

4. QUALITY CONTROL

Quality checks were conducted during the course of fieldwork to eliminate any errors. On completion of the survey, the data is also passed through multiple checks.

Cross checking of answers, length of interview and location of the interview are just some of the high standard quality checks that are done on the data, to ensure accuracy and validity.

25% Check-Backs were also completed once fieldwork was complete.

5. DATA STACKING

The process is known as data stacking. In order for this process to work correctly there must be no overlap between the two datasets, i.e. the samples selected must be eligible for one and only one of the datasets that are going to be stacked. Another key aspect of data stacking is that both datasets must have identical questions and response codes. This is why the imputation step is so important because this ensured that the online sample was 100% consistent with the offline sample in terms of the survey variables reported.

6. WEIGHTING

To provide unbiased estimates of various surveyed topics for the whole population of adults 15+ in South Africa, the realized survey sample was weighted to match the known population totals for the key socio-demographic variables. The weighting not only adjusted the sample structure to match that of the whole population but also provided the projection of the sample to the total population (universe). The projection weight assigned to a respondent indicates the number of persons in the population represented by this single respondent in the sample.

TV ES 2023 was conducted using a mixed mode sampling and fieldwork, combining F2F and CAWI methods. Within the F2F part, only one randomly selected adult 15+ in each household was included into the sample as a respondent. That means the inclusion probability of each adult person was reciprocal to the number of such adults living in the contacted household. To compensate for this, an initial weight equal to the number of all adults 15+ living in the same household was used for the F2F part of the ES sample.

The so-called Iterative Proportional Fitting (IPF) method was then applied, with the above-mentioned initial weights as the starting point instead of constant weights. Nielsen proprietary weighting tool “Integrated Weighting” was used to run this weighting algorithm.

Internet usage (yes/no in the last 4 weeks) was used among the weighting variables to control the shares of online and offline populations to not be affected by the sample sizes of F2F (covers both online and offline) and CAWI (naturally covers online only) parts.

The other weighting variables used were: Urbanity level (Metro, Non-metro urban, Rural), Province, Metropolitan area, Gender, Age group, Race, Working status and Education. Weighting universes values came from the latest mid-year GTI population estimates and Labour Force Survey.

The obtained weights make the sample a valid representation of the adults (15+) population of South Africa. For the household level reporting, these individual level weights were converted into household level weights via dividing each individual level weight by the number of adults 15+ living in the household of the respondent.

Nielsen international Data Science team was responsible for the TV ES 2023 sample weighting.

7. LSM (LIVING STANDARDS MEASURE)

During the late 1980s, SAARF (South African Audience Research Foundation) first developed an LSM measure from a combination of variables selected from the AMPS questionnaire. The aim was to provide a measure to distinguish between people's living standards.

The variables at that time included the possession of various durable items in the household, access to water and electricity, use of various media and a wide range of demographics including population group, income and education.

Over time, the variables selected changed; those with greatest discriminatory power were identified and selected. Only variables which were already available in the questionnaire were used. A final list of 29 variables emerged. There have been no changes to the list of LSM variables since 2014.

The TV ES 2023 datafile contains the 3 Slick LSM groups for analysis: LSM 1-5, LSM 6-8, LSM 9-10, referred to as Low, Medium and High.

The following table shows the LSM variables which were used for the TV ES 2023 data:

No.	VARIABLES
1.	Computer (Desktop/Laptop)
2.	Washing machine
3.	A domestic worker or household helper (including both live-in and part time domestics and gardeners)
4.	Tumble dryer
5.	Hot running water from a geyser

10. SEM (SOCIO-ECONOMIC MEASURE)

The Socio-Economic Measure (SEM) is a segmentation tool which has been used since 2016.

The TV ES 2023 datafile contains these SEM groups for analysis:

- SEM 10 Segment Solution (1-10)
- SEM Scores

The following table shows the SEM variables which were used for the TV ES 2023 datafile:

No.	VARIABLES
1.	Post Office nearby (respondent's perception)
2.	Police Station nearby (respondent's perception)
3.	Built-in kitchen sink
4.	Home Security Service
5.	Motor Car
6.	Deep freezer which is free standing
7.	Side-by-side fridge/freezer
8.	Microwave oven
9.	Floor polisher or vacuum cleaner
10.	Washing machine
11.	Floor material
12.	Water source
13.	Type of toilet
14.	Tiles or concrete roofing
15.	Number of sleeping rooms

About Nielsen

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An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at www.nielsen.com

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APPENDIX A

TV Establishment Survey Data

2023 Technical Report

Community Size Classifications

Type	Municipality Name	Province
Metro	Buffalo City	EC
	Nelson Mandela Bay	EC
	Mangaung	FS
	City of Johannesburg	GP
	City of Tshwane	GP
	Ekurhuleni	GP
Metro	eThekwini	KZN
	City of Cape Town	WC
Urban	Amahlathi	EC
	Blue Crane Route	EC
	Dr Beyers Naude	EC
	Elundini	EC
	Emalahleni	EC
	Engcobo	EC
	Enoch Mgijima	EC
	Great Kei	EC
	Intsika Yethu	EC
	Inxuba Yethemba	EC
	King Sabata Dalindyebo	EC
	Kouga	EC
	Kou-Kamma	EC
	Makana	EC
	Matatiele	EC
	Mbhashe	EC
	Mbizana	EC
	Mhlontlo	EC
	Mnquma	EC
	Ndlambe	EC
	Ngqushwa	EC
	Ngquza Hill	EC
	Ntabankulu	EC
	Nyandeni	EC
	Port St Johns	EC
	Raymond Mhlaba	EC
	Sakhisizwe	EC
	Senqu	EC
	Sundays River Valley	EC
	Umzimvubu	EC
	Walter Sisulu	EC
	Dihlabeng	FS
	Kopanong	FS
Letsemeng	FS	
Mafube	FS	

Type	Municipality Name	Province
Urban	Maluti a Phofung	FS
	Mantsopa	FS
	Masilonyana	FS
	Matjhabeng	FS
	Metsimaholo	FS
	Mohokare	FS
	Moqhaka	FS
	Nala	FS
	Ngwathe	FS
	Nketoana	FS
	Phumelela	FS
	Setsoto	FS
	Tokologo	FS
	Tswelopele	FS
	Emfuleni	GP
	Lesedi	GP
	Merafong City	GP
	Midvaal	GP
	Mogale City	GP
	Rand West City	GP
	Abaqulusi	KZN
	Alfred Duma	KZN
	Big Five Hlabisa	KZN
	Dannhauser	KZN
	Dr Nkosazana Dlamini Zuma	KZN
	eDumbe	KZN
	Emadlangeni	KZN
	Endumeni	KZN
	Greater Kokstad	KZN
	Impendle	KZN
	Inkosi Langalibalele	KZN
	Jozini	KZN
	KwaDukuza	KZN
	Mandeni	KZN
	Maphumulo	KZN
	Mfolozi	KZN
	Mkhambathini	KZN
	Mpofana	KZN
	Msinga	KZN
	Mthonjaneni	KZN
	Mtubatuba	KZN
	Ndwedwe	KZN
	Newcastle	KZN
Nkandla	KZN	
Nongoma	KZN	
Nqutu	KZN	
Okhahlamba	KZN	

Type	Municipality Name	Province
Urban	Ray Nkonyeni	KZN
	Richmond	KZN
	The Msunduzi	KZN
	Ubuhlebezwe	KZN
	Ulundi	KZN
	Umdoni	KZN
	Umhlabuyalingana	KZN
	uMhlathuze	KZN
	uMlalazi	KZN
	uMngeni	KZN
	uMshwathi	KZN
	uMuziwabantu	KZN
	Umvoti	KZN
	Umzimkhulu	KZN
	Umzumbe	KZN
	uPhongolo	KZN
	Ba-Phalaborwa	LIM
	Bela-Bela	LIM
	Blouberg	LIM
	Collins Chabane	LIM
	Elias Mosoaledi	LIM
	Ephraim Mogale	LIM
	Greater Giyani	LIM
	Greater Letaba	LIM
	Greater Tubatse/Fetakgomo	LIM
	Greater Tzaneen	LIM
	Lepele-Nkumpi	LIM
	Lephalale	LIM
	Makhado	LIM
	Makhudutamaga	LIM
	Maruleng	LIM
	Modimolle/Mookgophong	LIM
	Mogalakwena	LIM
	Molemole	LIM
	Musina	LIM
	Polokwane	LIM
	Thabazimbi	LIM
	Thulamela	LIM
	Bushbuckridge	MP
	Chief Albert Luthuli	MP
	Dipaleseng	MP
	Dr JS Moroka	MP
	Dr Pixley Ka Isaka Seme	MP
Emakhazeni	MP	
Emalaheni	MP	
Govan Mbeki	MP	
Lekwa	MP	

Type	Municipality Name	Province
Urban	Mbombela	MP
	Mkhondo	MP
	Msukaligwa	MP
	Nkomazi	MP
	Steve Tshwete	MP
	Thaba Chweu	MP
	Thembisile	MP
	Victor Khanye	MP
	!Kheis	NC
	Dawid Kruiper	NC
	Dikgatlong	NC
	Emthanjeni	NC
	Gamagara	NC
	Ga-Segonyana	NC
	Hantam	NC
	Joe Morolong	NC
	Kai !Garib	NC
	Kamiesberg	NC
	Kareeberg	NC
	Karoo Hoogland	NC
	Kgatelopele	NC
	KhĀi-Ma	NC
	Magareng	NC
	Nama Khoi	NC
	Phokwane	NC
	Renosterberg	NC
	Richtersveld	NC
	Siyancuma	NC
	Siyathemba	NC
	Sol Plaatjie	NC
	Thembelihle	NC
	Tsantsabane	NC
	Ubuntu	NC
	Umsobomvu	NC
	City of Matlosana	NW
	Ditsobotla	NW
	Greater Taung	NW
	Kagisano/Molopo	NW
	Kgetlengrivier	NW
	Lekwa-Teemane	NW
	Local Municipality of Madibeng	NW
	Mafikeng	NW
Mamusa	NW	
Maquassi Hills	NW	
Moretele	NW	
Moses Kotane	NW	
Naledi	NW	

Type	Municipality Name	Province
Urban	Ramotshere Moiloa	NW
	Ratlou	NW
	Rustenburg	NW
	Tswaing	NW
	Ventersdorp/Tlokwe	NW
	Beaufort West	WC
	Bergrivier	WC
	Bitou	WC
	Breede Valley	WC
	Cape Agulhas	WC
	Cederberg	WC
	Drakenstein	WC
	George	WC
	Hessequa	WC
	Kannaland	WC
	Knysna	WC
	Laingsburg	WC
	Langeberg	WC
	Matzikama	WC
	Mossel Bay	WC
	Oudtshoorn	WC
	Overstrand	WC
	Prince Albert	WC
	Saldanha Bay	WC
	Stellenbosch	WC
	Swartland	WC
	Swellendam	WC
Theewaterskloof	WC	
Witzenberg	WC	
Rural	Amahlathi	EC
	Blue Crane Route	EC
	Dr Beyers Naude	EC
	Elundini	EC
	Emalahleni	EC
	Engcobo	EC
	Enoch Mgijima	EC
	Great Kei	EC
	Intsika Yethu	EC
	Inxuba Yethemba	EC
	King Sabata Dalindyebo	EC
	Kouga	EC
	Kou-Kamma	EC
	Makana	EC
	Matatiele	EC
	Mbhashe	EC
	Mbizana	EC
Mhlontlo	EC	

Type	Municipality Name	Province
Rural	Mnquma	EC
	Ndlambe	EC
	Ngqushwa	EC
	Ngquza Hill	EC
	Ntabankulu	EC
	Nyandeni	EC
	Port St Johns	EC
	Raymond Mhlaba	EC
	Sakhisizwe	EC
	Senqu	EC
	Sundays River Valley	EC
	Umzimvubu	EC
	Walter Sisulu	EC
	Dihlabeng	FS
	Kopanong	FS
	Letsemeng	FS
	Mafube	FS
	Maluti a Phofung	FS
	Mantsopa	FS
	Masilonyana	FS
	Matjhabeng	FS
	Metsimaholo	FS
	Mohokare	FS
	Moqhaka	FS
	Nala	FS
	Ngwathe	FS
	Nketoana	FS
	Phumelela	FS
	Setsoto	FS
	Tokologo	FS
	Tswelopele	FS
	Emfuleni	GP
	Lesedi	GP
	Merafong City	GP
	Midvaal	GP
	Mogale City	GP
	Rand West City	GP
	Abaqulusi	KZN
	Alfred Duma	KZN
	Big Five Hlabisa	KZN
	Dannhauser	KZN
	Dr Nkosazana Dlamini Zuma	KZN
eDumbe	KZN	
Emadlangeni	KZN	
Endumeni	KZN	
Greater Kokstad	KZN	

Type	Municipality Name	Province
Rural	Impendle	KZN
	Inkosi Langalibalele	KZN
	Jozini	KZN
	KwaDukuza	KZN
	Mandeni	KZN
	Maphumulo	KZN
	Mfolozi	KZN
	Mkhambathini	KZN
	Mpofana	KZN
	Msinga	KZN
	Mthonjaneni	KZN
	Mtubatuba	KZN
	Ndwedwe	KZN
	Newcastle	KZN
	Nkandla	KZN
	Nongoma	KZN
	Nqutu	KZN
	Okhahlamba	KZN
	Ray Nkonyeni	KZN
	Richmond	KZN
	The Msunduzi	KZN
	Ubuhlebezwe	KZN
	Ulundi	KZN
	Umdoni	KZN
	Umhlabuyalingana	KZN
	uMhlathuze	KZN
	uMlalazi	KZN
	uMngeni	KZN
	uMshwathi	KZN
	uMuziwabantu	KZN
	Umvoti	KZN
	Umzimkhulu	KZN
	Umzumbe	KZN
	uPhongolo	KZN
	Ba-Phalabrwa	LIM
	Bela-Bela	LIM
	Blouberg	LIM
Collins Chabane	LIM	
Elias Mosoaledi	LIM	
Ephraim Mogale	LIM	
Greater Givani	LIM	
Greater Letaba	LIM	
Greater Tubatse/Fetakgomo	LIM	
Greater Tzaneen	LIM	
Lepele-Nkumpi	LIM	
Lephalale	LIM	
Makhado	LIM	
Makhudutamaga	LIM	

Type	Municipality Name	Province
Rural	Maruleng	LIM
	Modimolle/Mookgophong	LIM
	Mogalakwena	LIM
	Molemole	LIM
	Musina	LIM
	Polokwane	LIM
	Thabazimbi	LIM
	Thulamela	LIM
	Bushbuckridge	MP
	Chief Albert Luthuli	MP
	Dipaleseng	MP
	Dr JS Moroka	MP
	Dr Pixley Ka Isaka Seme	MP
	Emakhazeni	MP
	Emalaheni	MP
	Govan Mbeki	MP
	Lekwa	MP
	Mbombela	MP
	Mkhondo	MP
	Msukaligwa	MP
	Nkomazi	MP
	Steve Tshwete	MP
	Thaba Chweu	MP
	Thembisile	MP
	Victor Khanye	MP
	!Kheis	NC
	Dawid Kruiper	NC
	Dikgathlong	NC
	Emthanjeni	NC
	Gamagara	NC
	Ga-Segonyana	NC
	Hantam	NC
	Joe Morolong	NC
	Kai !Garib	NC
	Kamiesberg	NC
	Kareeberg	NC
	Karoo Hoogland	NC
	Kgatelopele	NC
	KhÂci-Ma	NC
	Magareng	NC
	Nama Khoi	NC
	Phokwane	NC
Renosterberg	NC	
Richtersveld	NC	
Siyancuma	NC	
Siyathemba	NC	
Sol Plaatjie	NC	

Type	Municipality Name	Province
Rural	Thembelihle	NC
	Tsantsabane	NC
	Ubuntu	NC
	Umsobomvu	NC
	City of Matlosana	NW
	Ditsobotla	NW
	Greater Taung	NW
	Kagisano/Molopo	NW
	Kgetlengrivier	NW
	Lekwa-Teemane	NW
	Local Municipality of Madibeng	NW
	Mafikeng	NW
	Mamusa	NW
	Maquassi Hills	NW
	Moretele	NW
	Moses Kotane	NW
	Naledi	NW
	Ramotshere Moiloa	NW
	Ratlou	NW
	Rustenburg	NW
	Tswaing	NW
	Ventersdorp/Tlokwe	NW
	Beaufort West	WC
	Bergrivier	WC
	Bitou	WC
	Breede Valley	WC
	Cape Agulhas	WC
	Cederberg	WC
	Drakenstein	WC
	George	WC
	Hessequa	WC
	Kannaland	WC
	Knysna	WC
	Laingsburg	WC
	Langeberg	WC
	Matzikama	WC
	Mossel Bay	WC
	Oudtshoorn	WC
	Overstrand	WC
	Prince Albert	WC
	Saldanha Bay	WC
Stellenbosch	WC	
Swartland	WC	
Swellendam	WC	
Theewaterskloof	WC	
Witzenberg	WC	

APPENDIX B

TV Establishment Survey Data
2023 Technical Report

District Municipalities

District Councils	Province
Alfred Nzo Amathole Buffalo City Chris Hani Joe Gqabi Nelson Mandela Bay O.R. Tambo Sarah Baartman	EC EC EC EC EC EC EC EC
Fezile Dabi Lejweleputswa Mangaung Thabo Mofutsanyane Xhariep	FS FS FS FS FS
City of Johannesburg City of Tshwane Ekurhuleni Sedibeng West Rand	GP GP GP GP GP
Amajuba eThekwini Harry Gwala iLembe Ugu Umgungundlovu Umkhanyakude Umzinyathi King Cetshwayo Uthukela Zululand	KZN KZN KZN KZN KZN KZN KZN KZN KZN KZN KZN
Capricorn Mopani Sekhukhune Vhembe Waterberg	LIM LIM LIM LIM LIM
Ehlanzeni Gert Sibande Nkangala	MP MP MP
Frances Baard John Taolo Gaetsewe Namakwa Pixley ka Seme Z F Mgcawu	NC NC NC NC NC

District Councils	Province
Bojanala Dr Kenneth Kaunda Dr Ruth Segomotsi Mompati Ngaka Modiri Molema	NW NW NW NW
Cape Winelands Central Karoo City of Cape Town Eden Overberg West Coast	WC WC WC WC WC WC

ANNEXURE A

TV Establishment Survey Data

2023 Technical Report

TV ES 2023 Questionnaire

PRIVATE AND CONFIDENTIAL

THIS QUESTIONNAIRE IS STRICTLY CONFIDENTIAL AND IS TO BE USED EXCLUSIVELY FOR THE PURPOSES OF CONSIDERATION AND FINALISATION OF THE SUPPLEMENTATION OF THE AGREEMENT CONCLUDED BY AND BETWEEN THE PUBLISHER RESEARCH COUNCIL NPC AND AC NIELSEN MARKETING & MEDIA (PTY) LIMITED. UNDER NO CIRCUMSTANCES SHOULD THIS QUESTIONNAIRE OR ANY PORTION THEREOF OR ANY INFORMATION CONTAINED THEREIN BE DISTRIBUTED, REPRINTED AND/OR REPRODUCED IN ANY FORM WITHOUT THE WRITTEN CONSENT OF AC NIELSEN MARKETING & MEDIA (PTY) LIMITED.

Q1. In which Province do you live?

PROVINCE	
1.	Eastern Cape
2.	Free State
3.	Gauteng
4.	KwaZulu-Natal
5.	Limpopo
6.	Mpumalanga
7.	Northern Cape
8.	North West
9.	Western Cape

Q2. Into which age group do you fall?

AGE	
1.	15 - 17
2.	18 - 24
3.	25 - 34
4.	35 - 49
5.	50+

Q3. Please indicate your Gender?

GENDER	
1.	Male
2.	Female

Section A: Language and Literacy

A1. What language would you like to be interviewed in? - Face-to-Face Only

INTERVIEW LANGUAGE	
1.	English
2.	Afrikaans
3.	Zulu
4.	Xhosa
5.	Sesotho
6.	Sepedi
7.	Setswana
8.	Cannot Read

A2. Which language do you personally speak most often at home?

HOME LANGUAGE	
1.	English
2.	Afrikaans
3.	Zulu
4.	Xhosa
5.	Ndebele
6.	Swati
7.	Sesotho
8.	Sepedi
9.	Setswana
10.	Venda
11.	Tsonga

Q4. Please indicate the Population Group you identify with?

POPULATION GROUP	
1.	Black
2.	Coloured
3.	Indian / Asian
4.	White

Q5. Please indicate into which of these categories you estimate that your Total monthly Household Income falls?

QUOTA - HOUSEHOLD INCOME	
1.	R 1 - R 20 000
2.	R 20 001 - R 40 000
3.	R 40 001 - R 60 000
4.	R 60 001 +
5.	Don't know
6.	Prefer not to say

Please select which suburb you live in? District municipality is also captured in the background.

1	Buffalo City	District
2	City of Cape Town	
3	City of Ekurhuleni	
4	eThekweni	
5	City of Johannesburg	
6	Mangaung	
7	Nelson Mandela Bay	
8	City of Tshwane	
9	West Coast	
10	Cape Winelands	
11	Overberg	
12	Garden Route (Eden)	
13	Central Karoo	
14	Namakwa	
15	Pixley Ka Seme	
16	ZF Mgcawu	

17	Frances Baard
18	Sarah Baartman
19	Amathole
20	Chris Hani
21	Joe Gqabi
22	OR Tambo
23	Xhariep
24	Lejweleputswa
25	Thabo Mofutsanyana
26	Fezile Dabi
27	Ugu
28	uMgungundlovu
29	uThukela
30	uMzinyathi
31	Amajuba
32	Zululand
33	uMkhanyakude
34	King Cetshwayo
35	iLembe
36	Gert Sibande
37	Nkangala
38	Ehlanzeni
39	Mopani
40	Vhembe
41	Capricorn
42	Waterberg
43	Bojanala Platinum
44	Ngaka Modiri Molema
45	Dr Ruth Segomotsi Mompati
46	Dr Kenneth Kaunda
47	Sedibeng
48	Harry Gwala
49	Alfred Nzo
50	John Taolo Gaetsewe
51	Sekhukhune
52	West Rand

SLICK LSM

1. LSM (L)
2. LSM (M)
3. LSM (H)

SEM

1. SEM 1
2. SEM 2
3. SEM 3
4. SEM 4
5. SEM 5
6. SEM 6
7. SEM 7
8. SEM 8
9. SEM 9
10. SEM 10

SEMScore**COMMUNITY SIZE**

1. Metro
2. Urban
3. Rural

METROPOLITAN AREA

1. City of Johannesburg
2. City of Tshwane (PTA)
3. City of Cape Town

4.	Nelson Mandela Bay (PE)
5.	Buffalo City (EL)
6.	Ekurhuleni Metropolitan Municipality (ER)
7.	City of eThekweni (DBN)
8.	Mangaung (BLM)
9.	Non Metropolitan

Section B: Viewing

B1a. In the **past 12 months**, have you watched any TV programmes, shows, movies or video content?

B1a	
1.	Yes
2.	No

B1b. And in the **past 4 weeks**?

B1b	
1.	Yes
2.	No

B2. In which of these ways, if any, have you **personally watched TV content**, at least once, in the past 12 months, at home or outside for 5 minutes or longer?

B2	
1.	On a TV set
2.	On a Smartphone
3.	On a Tablet
4.	On a Computer (desktop/laptop}
5.	Other
6.	Smart TV

- B3a. How many **TV sets** do you have in your household?
- B3b. How many of these TV sets are in **working condition**, that is, they can be switched on right now?
- B3c. How many of the working TV sets are **currently being used**?
- B3d. On how many of the working TV sets can you watch TV programmes, movies or video content on **APPs** such as Showmax, Netflix, YouTube, DStv APP, eVod, Amazon Prime Video?

	B3a	B3b	B3c	B3d
1. None	B3a	B3b	B3c	B3d
2. One				
3. Two				
4. Three				
5. Four				
6. Five				
7. Six				
8. Seven				
9. Eight				
10. Nine				
11. More than nine				

- B4. Again, thinking about all the TV set/s in your home, which type of TV set/s, do you have in your household?

B4
1. We have an old fashioned "tube" or box TV
2. A flat screen TV e.g. LCD, Plasma, SmartTV
3. Don't know

- B5. Are you able to use the **internet** to watch TV programmes, shows, movies or video content?

B5
1. Yes
2. No

3. Don't know

B6a. When was the **last time** you watched any TV programmes, shows, movies or video content, for 5 minutes or longer on your **TV set**?

B6b. When was the **last time** you watched any TV programmes, shows, movies or video content, for 5 minutes or longer on **other devices** (cellphone, computer, tablet)?

	B6a	B6b
4. Yesterday	B6a	B6b
5. Within the past 7 days		
6. Within the past 4 weeks		
7. Longer ago		

B7a. **How often** do you watch TV programmes, shows, movies or video content, at home or outside, for 5 minutes or longer on your **TV set**?

B7b. **How often** do you watch TV programmes, shows, movies or video content, at home or outside, for 5 minutes or longer on **other devices** (cellphone, computer, tablet)?

	B7a	B7b
1. Every day or almost every day	B7a	B7b
2. 4 - 5 days a week		
3. 2 - 3 days a week		
4. Once a week		
5. Once every 2 weeks		
6. Once a month		
7. Longer ago		
8. Rarely		
9. Never / I don't watch TV		

B8a. Thinking of **all your TV viewing on a TV set**, in an average week (Monday-Friday), how long do you spend watching TV?

B8b. And on an average Saturday, how long do you spend watching TV on a TV set?

B8c. And on an average Sunday, how long do you spend watching TV on a TV set?

	B8a	B8b	B8c
1. Less than 30 minutes	B8a	B8b	B8c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't watch TV on a TV set			

B9a. Again, thinking of **all your TV viewing on other devices (not your TV set)**, in an average week (Monday-Friday), how long do you spend watching TV?

B9b. And on an average Saturday, how long do you spend watching TV?

B9c. And on an average Sunday, how long do you spend watching TV?

	B9a	B9b	B9c
1. Less than 30 minutes	B9a	B9b	B9c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't watch TV on any other devices			

B10. Are you aware of the government's initiative to change the TV reception for SABC or eTV from an analogue signal to a digital signal, which will need a set top box that you plug into your TV set?

B10
1. Yes
2. No






B11a. Have you experienced this analogue signal **switch off** in your home?

B11b. Have you either personally bought a set top box from a store or have you been provided with a free digital set top box (usually from the post office)?

B11c. Is your set top box connected and working properly?

	B11a	B11b	B11c
1. Yes	B11a	B11b	B11c
2. No			
3. I don't know			

B12. Again, thinking of all your TV watching, on any device, do you **currently watch any channels** on the following entertainment services?

B12	
1.	 DStv
2.	 OpenView
3.	 GOtv
4.	 StarSat
5.	 A government provided or bought digital set top box/decoder
6.	Online subscription or free services that I stream using the internet such as Showmax, Netflix, Amazon Prime, YouTube
7.	None of these, I only watch SABC and/or eTV
8.	None, I do not watch any TV content or shows
9.	Other

B13. Through which device/s does this household watch DStv?

B13
1. Only using the DStv decoder
2. Only using the DStv APP/ DStv website (on a cellphone, Smart TV, computer, tablet, games console)
3. Both through the DStv decoder and app/ website (online/ streaming)

B14. Does your household ?

B14
1. Pay your own DStv subscription and it is only used by your household
2. Pay your own DStv subscription which is shared with another household
3. Pay a part of the DStv subscription which you share with another household
4. Don't pay a subscription, another person shared their login details with you or your household
5. Don't know
6. None of the above

B15. Which of these **DStv packages** does your household have access to in your home at the moment?



B15
1. DStv Premium
2. DStv Compact / Compact+
3. DStv Other packages
4. Don't know

B16. Which of these **streaming DStv** packages does your household have access to in your home at the moment?

B16







5.	DStv Premium
6.	DStv Compact / Compact+
7.	DStv Other packages
8.	Don't know








B17. Does this **household** watch any TV programmes, shows or movies on ?

B17	Yes	No
1.  SABC	B17a_1	B17a_2
2.  eTV	B17b_1	B17b_2







B18. Does this **household watch** any TV programmes, shows or movies through any of the following entertainment services via **online streaming**?



This can be on any device/s such as TV set, smartphone, computer, tablet, and so on.

1.	 DStv App/ Website
2.	 Netflix
3.	 Showmax
4.	 TelkomONE
5.	 eVOD
6.	 Amazon Prime Video

7.		Google Play
8.		VIU
9.		Disney+
10.		YouTube
11.		Apple TV
12.		Britbox
13.		Pluto TV
14.	Other	

B19. Which **device/s** does this **household use for watching** any TV programmes, shows or movies through the following entertainment services?

B19	On a TV Set	On a Smartphone	On a Tablet	On a Computer	On a Games Console
1.  DStv App/ Website	B19a_1	B19b_1	B19c_1	B19d_1	B19e_1
2.  Netflix	B19a_2	B19b_2	B19c_2	B19d_2	B19e_2
3.  Showmax	B19a_3	B19b_3	B19c_3	B19d_3	B19e_3
4.  TelkomONE	B19a_4	B19b_4	B19c_4	B19d_4	B19e_4
5.  eVOD	B19a_5	B19b_5	B19c_5	B19d_5	B19e_5
6.  Prime Video	B19a_6	B19b_6	B19c_6	B19d_6	B19e_6

7.	 Google Play	B19a_7	B19b_7	B19c_7	B19d_7	B19e_7
8.	 VIU	B19a_8	B19b_8	B19c_8	B25d_8	B19e_8
9.	 Disney+	B19a_9	B19b_9	B19c_9	B19d_9	B19e_9
10.	 YouTube	B19a_10	B19b_10	B19c_10	B19d_10	B19e_10
11.	 Apple TV	B19a_11	B19b_11	B19c_11	B19d_11	B19e_11
12.	 Britbox	B25a_12	B25b_12	B25c_12	B25d_12	B19e_12
13.	 Pluto TV	B19a_13	B19b_13	B19c_13	B19d_13	B19e_13

Section C: Listening

C1a. In the **past 12 months**, have you listened to the radio?

C1a	
1.	Yes
2.	No

C1b. And in the **past 4 weeks**?

C1b	
1.	Yes
2.	No

C2. In which of these ways, if any, have you **personally listened to the radio**, at least once, in the past 12 months, at home or outside for 5 minutes or longer?

C2
1. listening to the radio on a radio set or HiFi with radio function
2. listening to the radio in a car, taxi or bus
3. listening to the radio by streaming online
4. listening to the radio on your TV set via DStv/ OVHD/ Starsat "audio" channels
5. FM radio app on a cellphone

C3. You mentioned that you listen to the radio by streaming online. Which of these device(s) do you **normally** use?

C3
1. Computer (desktop/laptop)
2. Cellphone (e.g. internet connected cellphone)
3. Tablet (e.g. iPad, Galaxy Tab)
4. TV set (e.g. Smart TV / TV connected to the internet)
5. Games console (e.g. Xbox, PlayStation)
6. Portable music player (e.g. iPod, mp3 player)
7. Other devices
8. None of these

C4. You mentioned that you normally use your cellphone to listen to the radio online. Please could you tell me if you use your cellphones **data** or the cellphone's **FM transmitter**?

C4
1. Data (streaming)
2. FM transmitter
3. Both

C5. When was the **last time** you listened to the Radio, for 5 minutes or longer?

C5
1. Yesterday

2. Within the past 7 days
3. Within the past 4 weeks
4. Longer ago

C6. **How often** do you listen to the radio at home or outside, for 5 minutes or longer?

C6
1. Every day or almost every day
2. 4 - 5 days a week
3. 2 - 3 days a week
4. Once a week
5. Once every 2 weeks
6. Once a month
7. Longer ago
8. Rarely
9. Never / I don't listen to the radio

C7a. Thinking of **all your radio listening**, in an average week (Monday-Friday), how long do you spend listening to the radio?

C7b. And on an average Saturday, how long do you spend listening to the radio?

C7c. And on an average Sunday, how long do you spend listening to the radio?

	C7a	C7b	C7c
1. Less than 30 minutes	C7a	C7b	C7c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't listen to radio during the			

week/weekend			
--------------	--	--	--

C8. Have you ever used any of these **apps to listen** to music/podcasts or by downloading music to your own playlists?

C8
1. Spotify
2. Apple music
3. No I don't use any of these apps
4. I use other apps

C9. You mentioned that you have used **SPOTIFY** to listen to music. Please can you tell us if you used **SPOTIFY** for free, or subscribed to it?

C9
1. I used Spotify for free
2. I subscribed to Spotify

C10. You mentioned that you have used **APPLE MUSIC** to listen to music. Please can you tell us if you used **APPLE MUSIC** for free, or subscribed to it?

C10
1. I used Apple music for free
2. I subscribed to Apple music

Section D: Reading

D1a. Have you read, paged through or viewed any Newspaper, Online News Site, Magazine or Online Magazine Content, in the **past 12 months**, for 1 minute or longer?

D1a
1. Yes
2. No

D1b. And in the **past 4 weeks**?

D1b
1. Yes
2. No

D2. In which of these ways, if any, have you **personally read, paged through or viewed** any copy of a Newspaper, Online News Site, Magazine or Online Magazine Content, at least once, in the past 4 weeks, for 1 minute or longer?

D2
1. On Paper
2. On a Cellphone
3. On a Computer (desktop/laptop)
4. On a Tablet
5. On another device
6. None of these

D3. When was the **last time** you read, paged through or viewed any copy of a Newspaper, Magazine, Online News Site or Online Magazine Content, for 1 minute or longer?

D3
1. Yesterday
2. Within the past 7 days
3. Within the past 4 weeks
4. Longer ago

D4. **How often** do you read, page through or view any Newspaper, Online News Site, Magazine or Online Magazine Content, for 1 minute or longer?

D4
1. Every day or almost every day
2. 4 - 5 days a week
3. 2 - 3 days a week

4. Once a week
5. Once every 2 weeks
6. Once a month
7. Longer ago
8. Rarely
9. Never / I don't read

D5a. Thinking of **all your reading**, in an average week (Monday-Friday), how long do you spend reading, paging through or viewing a Newspaper, Online News Site, Magazine or Online Magazine Content?

D5b. And on an average Saturday, how long do you spend reading, paging through or viewing a Newspaper, Online News Site, Magazine or Online Magazine Content?

D5c. And on an average Sunday, how long do you spend reading, paging through or viewing a Newspaper, Online News Site, Magazine or Online Magazine Content?

	D5a	D5b	D5c
1. Less than 30 minutes	D5a	D5b	D5c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't read during the week/weekend			

Section E: Digital / Online

E1a. Have you **personally** accessed the internet in the past 12 months?

E1a
1. Yes
2. No

E1b. And in the **past 4 weeks**?

E1b
1. Yes
2. No

E2. In which of these ways, if any, have you **personally** accessed the internet, at least once, in the past 12 months?

E2
1. Computer (desktop/laptop)
2. Smartphone (e.g. internet connected cellphone/ feature phone)
3. Games console (e.g. Xbox, PlayStation)
4. Tablet (e.g. iPad, Galaxy Tab)
5. Smart TV/ TV connected to the internet (e.g. Samsung Smart TV, Sony Bravia)
6. Connected devices such as PVR/DVR/Apple TV (e.g. DStv, ChromeCast)
7. Portable media player (e.g. iPod Touch, eBook Reader)
8. Wearable device (e.g. Smartwatch, Fitness tracker)
9. Other device(s)
10. None of these
11. No Answer

E3. When was the **last time** you accessed the internet, through any device?

E3
1. Yesterday
2. Within the past 7 days
3. Within the past 4 weeks
4. Longer ago

E4. **How often** do you access the internet?

E4
1. Every day or almost every day
2. 4 - 5 days a week
3. 2 - 3 days a week
4. Once a week
5. Once every 2 weeks
6. Once a month
7. Longer ago
8. Rarely
9. Never / I don't access the internet

E5a. Thinking of **all your internet access**, in an average week (Monday-Friday), how long do you spend accessing the internet?

E5b. And on an average Saturday, how long do you spend accessing the internet?

E5c. And on an average Sunday, how long do you spend accessing the internet?

	E5a	E5b	E5c
1. Less than 30 minutes	E5a	E5b	E5c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't access the internet during the week/weekend			

E6. When accessing the internet, people use different access methods. In which of these ways do you **personally** access the internet at home?

E6
1. Permanent / Fixed internet (Fibre, ADSL, Satellite)
2. Mobile data (GPRS, Edge, 3G/4G/5G, LTE - fixed location)
3. Mobile Wi-fi router (GPRS, Edge, 3G/4G/5G, LTE - mobile dongle)
4. Public access (Free Wi-fi hotspots)
5. Don't know

E7. What type of **permanent/fixed** internet access do you have at home?

E7
1. Fibre
2. ADSL
3. Satellite
4. Don't know

E8. Have you done any of the following **activities online**, in the past 4 weeks, using any device?

E8
1. Banking
2. Check the weather
3. Eskom SePush/ Load shedding app
4. Download music (excl. radio)
5. Listen to music/audio on Spotify
6. Listen to music/ audio on Apple music (iTunes)
7. Listen to podcasts
8. Email
9. Use WhatsApp or instant messaging or chat
10. Look for jobs or property or cars

11.	Make or receive calls using services like Skype, Facetime or WhatsApp
12.	Play games
13.	Gamble online
14.	Buy goods or services online
15.	Searching or browsing for information
16.	Watch videos e.g. YouTube
17.	Watch sport
18.	Book tickets for movies and shows
19.	Book travel
20.	Use Facebook
21.	Use Instagram
22.	Use Twitter
23.	Use Tiktok
24.	Use LinkedIn
25.	Use or access maps or directions
26.	Use or download appsTiktok
27.	Visit "buy or sell" websites
28.	Read the news
29.	Make use of eLearning portals for study purposes
30.	Participate on interactive/ social video platforms (e.g. Zoom, Skype)
31.	Other activities on a cellphone, computer or tablet
32.	None of these activities

E9a. On an average day, how much time do you spend on the **internet in general**?

E9b. On an average day, how much time do you spend on **social media**?

	E9a	E9b
1. Less than 30 minutes	E9a1	E9b1
2. Between 30 minutes - 1 hour		
3. Between 1 - 2 hours		

4.	Between 2 - 3 hours		
5.	Between 3 - 4 hours		
6.	Between 4 - 5 hours		
7.	More than 5 hours		

Section F: General

F1. **How many** cellphones are there in your household? (0-20)

F1

F2. Do you **personally** own or use a cellphone?

F2	
1.	Yes
2.	No

F3. Thinking about the cellphone you use **Most Often**, is this phone a....

F3	
1.	Ordinary cellphone - used only for calls and SMS (it has no internet capability)
2.	Feature phone - a cellphone that can access the internet (it has no touchscreen)
3.	Smartphone - a cellphone that has a touchscreen and that can access the internet

F4. **How many** motor vehicles do you have in your household?

F4	
1.	None
2.	One
3.	Two
4.	Three or more

F5. Do you **personally** own, use or maintain a motor vehicle? It can be your own or a company car.

F5
1. Yes
2. No

F6. Was the vehicle obtained **new or second hand** (pre-owned)?

F6
1. New
2. Second hand

F7. Which of these financial institutions, if any, do you have an **account(s) or card(s)** with?

F7
1. ABSA
2. African Bank
3. Capitec Bank
4. Discovery
5. First National Bank (FNB)
6. Investec Bank
7. Nedbank
8. Postbank / Posbank
9. Standard Bank
10. Ubank / Teba Bank
11. Wesbank
12. Tyme Bank
13. alBaraka
14. Other Banks
15. Don't have a Bank

F8. Do you **personally** make use of a credit card from a financial institution?

F8
1. Yes
2. No

F9. Which of these phrases **best describe you**? Are you....?

F9
1. Wholly or mainly responsible for the day-to-day purchases of the household
2. Partly or equally responsible for the day-to-day purchases of the household
3. Not responsible for the day-to-day purchases of the household

F10. At which **ONE** food and grocery store do you estimate that you spend the **MOST** money?

F10
1. Boxer Superstores
2. Cambridge Food
3. Checkers/Checkers Hyper
4. Food Lovers Market
5. Game / FoodCo
6. Makro
7. OK Foods
8. Pick 'n Pay / Pick 'n Pay Hypermarket
9. Shoprite
10. Spar / Super Spar
11. U-Save
12. Woolworths
13. Other Outlet

F11. During an average week, on **how many days** do you leave the place where you live?

F11
1. 1 day
2. 2 days
3. 3 days
4. 4 days
5. 5 days
6. 6 days
7. 7 days
8. I don't leave home in an average week

F12a. In an average week (Monday-Friday), how much time do you spend out of your home doing various activities?

F12b. And on an average Saturday, how much time do you spend out of your home doing various activities?

F12c. And on an average Sunday, how much time do you spend out of your home doing various activities?

	F12a	F12b	F12c
1. Less than 30 minutes	F12a	F12b	F12c
2. Between 30 minutes - 1 hour			
3. Between 1 - 2 hours			
4. Between 2 - 3 hours			
5. Between 3 - 4 hours			
6. Between 4 - 5 hours			
7. More than 5 hours			
8. Don't spend time out of my home during the week/weekend			

F13. 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**?

F13

1.	Billboards on the side of the road
2.	Electronic billboards on the side of the road
3.	Billboards outside or inside taxi ranks
4.	Billboards near or outside an airport
5.	Billboards or signs inside an airport
6.	Branding or advertising on the outside or inside of taxis
7.	Branding or advertising on the outside or inside of buses
8.	Building wraps/ construction site wraps
9.	Advertising on bus shelters
10.	Advertising on dustbins on the side of the road
11.	Advertising trailers on the side of the road
12.	Billboards or advertising inside a shopping mall/ area
13.	Billboards or advertising inside a store
14.	None of these

F14. Thinking about **Sport, Exercise and Outdoor**, have you personally bought any of the following within the past 12 months?

F14
1. Equipment
2. Clothing
3. Shoes
4. None of these

F15a. Does your household have any of these pets?

F15a
1. Birds
2. Cats
3. Dogs
4. Fish
5. Reptiles

6.	Other
7.	None of these

F15b. Now thinking about **Insurance policies**, do you have ?

F15b	
1.	Life insurance
2.	Funeral Cover
3.	Motor vehicle insurance
4.	Retirement Fund
5.	Household Content insurance
6.	Building/Structural insurance
7.	Medical aid/insurance
8.	Pet insurance
9.	None of these

F16. In which of these ways, if any, have you **personally** used for travelling inside or outside of South Africa, in the past 12 months?

F16	
1.	Motor vehicle
2.	Bus
3.	Taxi
4.	Air
5.	Train
6.	Boat
7.	I did not travel in the past 12 months

F17. When was the **last time** you travelled?

F17	
1.	Yesterday

2.	Within the past 7 days
3.	Within the past 4 weeks
4.	Longer ago

F18. Was this for **personal or business** purposes?

F18	
1.	Personal
2.	Business

F19a. Have you **personally** consumed any alcoholic beverages within the past 12 months?

F19a	
1.	Yes
2.	No

F19b. And in the **past 4 weeks**?

F19b	
1.	Yes
2.	No

F20. Which of these types, if any, have you **personally consumed** in the past 12 months?

F20	
1.	Flavoured alcoholic beverages (e.g. Brutal Fruit, Hunter's, Savanna)
2.	Liqueur (e.g. Amarula, Cape Velvet, Jagermeister)
3.	Beer/Draught
4.	Wine (bottled/boxed)
5.	Fortified Wine (e.g. Monis, Old Brown Sherry)

6.	Gin
7.	Vodka
8.	Brandy
9.	Whisky
10.	Rum
11.	Other

Section G: SEM and LSM

G1. Which of the following do you have in your **household**?

G1	Yes	No	
1. Built-in kitchen sink	G1_1		
2. Hot running water from a geyser	G1_2		
3. Flush toilet inside the house	G1_3		
4. Flush toilet outside the house	G1_4		
5. Home security service	G1_5		
6. Side-by-side fridge and freezer	G1_6		Combined in SEM Analysis
7. Deep freezer which is free standing	G1_7		
8. Microwave oven	G1_8		
9. Floor polisher or vacuum cleaner	G1_9		
10. Washing machine	G1_10		
11. Tumble dryer	G1_11		
12. Computer (desktop/laptop)	G1_12		
13. Tiles or concrete roofing	G1_13		
14. Domestic worker or household helper (incl. Both live-in and part-time domestics and gardeners)	G1_14		

G2. Where does the **Potable water you use** in your home come from?

G2

1.	Tap water inside the house
2.	Store-bought water for use in the house
3.	Tap water outside the house, on your property
4.	Tap water outside the house, shared with neighbours
5.	Borehole water, but is set up to come through a tap
6.	“JoJo” tank water filled by other means, e.g. tanks filled from a water truck
7.	No tap water

G3. What **type of flooring** do you have in your home?

G3	
1.	None, earth, dung etc.
2.	Cement, concrete, raw wood etc.
3.	Finished floor with parquet, carpet, tiles, ceramic, etc.

G4. Do you have

G4	Yes	No
1. A Post Office near where you live	G4_1	
2. A Police Station near where you live	G4_2	

G5. **How many** sleeping rooms does this dwelling have?

G5	
1.	None or one sleeping room
2.	Two sleeping rooms
3.	Three or more sleeping rooms

G6. What **type of energy** does your household use?

G6
1. Mains electricity - receive a monthly bill from municipality/ Eskom/ independent meter agency
2. Mains electricity - pre-paid
3. Generator - for daily use
4. Generator only for use during load shedding or power failures
5. Inverter/ UPS for use during load shedding
6. Candles/ Paraffin/ Wood
7. Gas
8. Solar for use during load shedding
9. Solar/ Off Grid
10. Other

Section H: Demographics

H1. Are you ?

H1
1. Married
2. Living with a partner
3. Single
4. Divorced
5. Widowed
6. Prefer not to say

H2. What is your highest level of education that you have achieved?

H2

1. None / No formal schooling
2. Some primary school
3. Primary school completed
4. Some high school
5. Matriculated
6. University not complete
7. University completed
8. Post-graduate qualification
9. Any other post-matric qualification (e.g. Artisan college, technical diploma)

H3a. Which of these statements describes your working life?

H3a
1. Working full-time
2. Working part-time
3. Housewife / Househusband / Home executive
4. Not working - looking for work (unemployed)
5. Not working - not looking for work
6. Student
7. Retired

H3b. Which of these statements best describes your own work location? Do you work from

H3b
1. Home - I work exclusively from home
2. Hybrid - I work a few days/hours a week at both home and the office
3. Office - I work exclusively at the office

H4. What is your current age?

H4

H5a. How many people in total are currently living in this household, including yourself?
Please exclude domestic workers and household helpers here.

H5a

H5b. Please provide the **Gender and Age** for each of these people in your household?

H5b	Gender Male	Gender Female	Exact Age
1. Person 1 (respondent being interviewed)	H5b_1		H5bb_1
2. Person 2	H5b_2		H5bb_2
3. Person 3	H5b_3		H5bb_3
4. Person 4	H5b_4		H5bb_4
5. Person 5	H5b_5		H5bb_5
6. Person 6	H5b_6		H5bb_6
7. Person 7	H5b_7		H5bb_7
8. Person 8	H5b_8		H5bb_8
9. Person 9	H5b_9		H5bb_9
10. Person 10	H5b_10		H5bb_10
11. Person 11	H5b_11		H5bb_11
12. Person 12	H5b_12		H5bb_12
13. Person 13	H5b_13		H5bb_13
14. Person 14	H5b_14		H5bb_14
15. Person 15	H5b_15		H5bb_15
16. Person 16	H5b_16		H5bb_16
17. Person 17	H5b_17		H5bb_17
18. Person 18	H5b_18		H5bb_18
19. Person 19	H5b_19		H5bb_19
20. Person 20	H5b_20		H5bb_20
21. Person 21	H5b_21		H5bb_21

22. Person 22	H5b_22	H5bb_22
23. Person 23	H5b_23	H5bb_23
24. Person 24	H5b_24	H5bb_24
25. Person 25	H5b_25	H5bb_25
26. Person 26	H5b_26	H5bb_26
27. Person 27	H5b_27	H5bb_27
28. Person 28	H5b_28	H5bb_28
29. Person 29	H5b_29	H5bb_29
30. Person 30	H5b_30	H5bb_30

H6. Please tell me into which of these categories you estimate that your total monthly **Household income** falls?

H8. I understand that you do not want to disclose/know your income, but could you tell me if your monthly Household income falls into one of the following income brackets?

Income Group	H6 Household Income	H8 Personal Income
1. R 1 - R 999	H6	H8
2. R 1 000 - R 1 999		
3. R 2 000 - R 2 999		
4. R 3 000 - R 3 999		
5. R 4 000 - R 4 999		
6. R 5 000 - R 5 999		
7. R 6 000 - R 7 999		
8. R 8 000 - R 9 999		
9. R 10 000 - R 11 999		
10. R 12 000 - R 12 999		
11. R 13 000 - R 15 999		
12. R 16 000 - R 19 999		
13. R 20 000 - R 24 999		
14. R 25 000 - R 29 999		

15.	R 30 000 - R 39 999		
16.	R 40 000 - R 49 999		
17.	R 50 000 - R 59 999		
18.	R 60 000 - R 79 999		
19.	R 80 000 - R 99 999		
20.	R 100 000 +		
21.	Don't know		
22.	Refused		

H7. And can you tell me which of these categories you estimate that your total monthly **Personal income** falls?

H9. I understand that you do not want to disclose/know your income, but could you tell me if your monthly Personal income falls into one of the following income brackets?

Income Group	H7 Household Income	H9 Personal Income
1. R 1 - R 4 999	H7	H9
2. R 5 000 - R 9 999		
3. R 10 000 - R 19 999		
4. R 20 000 - R 39 999		
5. R 40 000 - R 59 999		
6. R 60 000 - R 79 999		
7. R 80 000 - R 99 999		
8. R 100 000+		
9. Don't know		
10. Refused		

