

**INTRODUCTION**

Good morning/afternoon, my name is ..... I am from Nielsen South Africa, a research company that conducts surveys about various topics.

Would you be willing to answer some questions?

Yes
No

**▲ CHOOSE THE "HOUSEHOLD" TO BE INTERVIEWED AT THE GIVEN ADDRESS FROM THE RANDOM GRID USING THE QUESTION BELOW.**

How many families who arrange their own food live on this property (exclude domestic workers and live-in gardeners)?

**▲ CHOOSE THE RESPONDENT TO BE INTERVIEWED FROM THE RANDOM GRID USING THE QUESTION BELOW.**

How many adult females (males) ... **[GENDER PRE-ASSIGNED]** aged 15 years and over, live in this household?

**SECTION A: LANGUAGE AND LITERACY**

- TAKE LANGUAGE CARD OUT OF THE PLASTIC POCKET AND SHOW IT TO THE RESPONDENT UPSIDE DOWN – USE THE CARD MARKED WITH THE REGION MATCHING THIS INTERVIEW (ROTATE BY REGION – DOMINANT LANGUAGE FIRST)
- IF RESPONDENT WANTS TO BE INTERVIEWED IN A LANGUAGE NOT PRE-LISTED, ASK THE RESPONDENT IF THE INTERVIEW CAN BE CONDUCTED IN ANY OF THE LISTED LANGUAGES

A1. Please could you answer this question for me?

(The question on the card will read: What language would you like to be interviewed in?)

English  
Afrikaans

Zulu

Xhosa

Sesotho

Sepedi

Setswana

CANNOT READ

➤ IF RESPONDENT CANNOT READ, ASK THE QUESTION ON THE CARD

- RECORD ONE ANSWER
- SWITCH INTERVIEW TO RESPONDENT'S PREFERRED INTERVIEW LANGUAGE

➤ IF "CANNOT READ" IN A1, SKIP TO SECTION B

A2. Could you please tell me which languages you read and understand?

English  
Afrikaans  
Zulu  
Xhosa  
Ndebele  
Swati  
Sesotho  
Sepedi  
Setswana  
Venda  
Tsonga  
Other (Specify)

➤ RECORD ANSWER(S)

A3. Which language do you prefer to read in?

English  
Afrikaans  
Zulu  
Xhosa  
Ndebele  
Swati  
Sesotho  
Sepedi  
Setswana  
Venda  
Tsonga  
Other (Specify)

➤ RECORD ONE ANSWER

**SECTION B: READING****➤ READ OUT:**

I am now going to ask you a few questions about your reading of Newspapers, Online News Sites, Magazines or Online Magazine content.

**➤ HAND RESPONDENT THE DEFINITION CARD OF WHAT IS MEANT BY READING AND READ OUT DEFINITION:**

By Reading we mean, that you have personally read, paged through or viewed all or any part of any of these, for one minute or longer.

You could have read a paper version, including any of the separate parts or sections that come with it, OR you could have read these online on your cellphone, computer or tablet.

It does not matter if you paid for them or if they were free. It also does not matter where you read them.

**PLATFORM FILTER QUESTION FOR NEWSPAPERS AND ONLINE NEWS SITES****➤ READ OUT:**

First (And now) I am going to ask you about Newspapers and Online News Sites.

B1. In which of these ways, if any, have you personally read, paged through or viewed any copy of a **NEWSPAPER or ONLINE NEWS SITE**, at least once, in the PAST 12 MONTHS - for one minute or longer?

- On Paper
- On a Cellphone
- On a Computer (desktop/laptop)
- On a Tablet
- On another device
- None of these

**➤ RECORD ANSWER(S) OR "NONE OF THESE"**

➤ IF RESPONDENTS ANSWER THAT THEY HAVE USED A DIGITAL DEVICE – CELLPHONE, COMPUTER, TABLET OR ANOTHER ELECTRONIC DEVICE – TO READ A NEWSPAPER OR ONLINE NEWS SITE IN THE PAST 12 MONTHS (IN THE PLATFORM FILTER), THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL.

➤ IF THEY ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – OR IF THEY ANSWERED "NONE OF THESE", – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR NEWSPAPERS.

**PLATFORM FILTER QUESTION FOR MAGAZINES AND ONLINE MAGAZINE CONTENT****➤ READ OUT:**

And now (First) I am going to ask you about Magazines and Online Magazine content.

B2. In which of these ways, if any, have you personally read, paged through or viewed any copy of a **MAGAZINE or ONLINE MAGAZINE CONTENT**, at least once, in the PAST 12 MONTHS - for one minute or longer?

- On Paper
- On a Cellphone
- On a Computer (desktop/laptop)
- On a Tablet
- On another device
- None of these

**➤ RECORD ANSWER(S) OR "NONE OF THESE"**

- IF RESPONDENTS ANSWER THAT THEY HAVE USED A DIGITAL DEVICE – CELLPHONE, COMPUTER, TABLET OR ANOTHER ELECTRONIC DEVICE – TO READ A MAGAZINE OR ONLINE MAGAZINE CONTENT IN THE PAST 12 MONTHS (IN THE PLATFORM FILTER), THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL FOR MAGAZINES AND ONLINE MAGAZINE CONTENT.
- IF THEY ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – OR IF THEY ANSWER "NONE OF THESE" – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR MAGAZINES.

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**BRAND FILTER****BRAND FILTER – PAPER AND DIGITAL****➤ IF RESPONDENT HAS CLAIMED USING A DIGITAL DEVICE IN B1 OR B2, QUESTION B3A MUST BE ASKED. BOTH PAPER AND DIGITAL MASTHEADS FOR NEWSPAPERS AND MAGAZINES MUST BE SHOWN**

B3A. I will now pass you this tablet. You will be shown several screens with the names of Newspapers, Online News sites, Magazines and Online Magazine content on them. I would like you to look at each screen and select which of these you have personally read, paged through or viewed in the PAST 12 MONTHS - for one minute or longer?

**➤ REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE "DEFINITION OF READING" CARD**

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen. Let me show you an example of how this is done.

- PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS
  - SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT
  - ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES "YOU HAVE REACHED THE END OF QUESTION B3A"
-

**BRAND FILTER – PAPER ONLY**

- IF ONLY PAPER COPIES OF NEWSPAPERS AND MAGAZINES ARE READ ACROSS B1 AND B2, QUESTION B3B MUST BE ASKED. ONLY SHOW PAPER MASTHEADS FOR BOTH NEWSPAPERS AND MAGAZINES.

B3B. I will now pass you this tablet. You will be shown several screens with the names of Newspapers or Magazines on them. I would like you to look at each screen and select which of these you have personally read or paged through in the PAST 12 MONTHS - for one minute or longer?

- REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE “DEFINITION OF READING” CARD

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen. Let me show you an example of how this is done.

- PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS.  
➤ SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT  
➤ ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES “YOU HAVE REACHED THE END OF QUESTION B3B”

**BRAND FILTER – NONE OF THESE (same screens as Paper Only)**

- IF “NONE OF THESE” IS CLAIMED IN BOTH B1 AND B2, QUESTION B3C MUST BE ASKED. ONLY SHOW PAPER MASTHEADS FOR BOTH NEWSPAPERS AND MAGAZINES.

B3C. Just to make sure, I will now pass you this tablet. You will be shown several screens with the names of Newspapers or Magazines on them. I would like you to look at each screen and check whether you have personally read or paged through any of these in the PAST 12 MONTHS - for one minute or longer?

- REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE “DEFINITION OF READING” CARD

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen. Let me show you an example of how this is done.

- PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS.  
➤ SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT  
➤ ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES “YOU HAVE REACHED THE END OF QUESTION B3C”

**QUESTIONS FOR PAPER COPIES (NEWSPAPERS OR MAGAZINES)**

- B5-B11 MUST BE ANSWERED FOR ALL PAPER COPIES OF NEWSPAPERS AND MAGAZINES CLAIMED IN B3
- FOR B5 TO B11 : SHARE THE SCREEN WITH THE RESPONDENT SO THAT THEY CAN CHOOSE THEIR ANSWER(S) FROM THE OPTIONS LISTED ON THE TABLET'S SCREEN, AND SEE THE MASTHEADS
- **SHARE THE SCREEN WITH THE RESPONDENT**

**NUMBER OF ISSUES – PAPER**

- ASK B5 FOR EACH PAPER PUBLICATION MENTIONED IN B3

B5. For each paper copy of the Newspaper and/or Magazine you have read or paged through in the PAST 12 MONTHS, I am going to ask you about the number of different issues you normally read or page through over a certain period of time.

- **FOR DAILY NEWSPAPERS:**

B5A. Thinking of ..... (MENTION DAILY NEWSPAPER), there are FIVE issues published from MONDAY to FRIDAY. How many different issues do you normally read or page through?

Monday	Tuesday	Wednesday	Thursday	Friday
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NUMBER OF ISSUES OUT OF 5

- **FOR TWICE-WEEKLY NEWSPAPERS:**

B5B. Thinking of ..... (MENTION TWICE-WEEKLY NEWSPAPER), there are EIGHT issues published in ONE MONTH. How many different issues do you normally read or page through?

Monday	Thursday	Monday	Thursday	Monday	Thursday	Monday	Thursday
Week 1		Week 2		Week 3		Week 4	
Month							

NUMBER OF ISSUES OUT OF 8

- **FOR WEEKLY NEWSPAPERS/MAGAZINES:**

B5C. Thinking of ..... (MENTION WEEKLY NEWSPAPER/MAGAZINE), there are normally FOUR issues published in ONE MONTH. How many different issues do you normally read or page through?

Week 1 (Mon-Sun)	Week 2 (Mon-Sun)	Week 3 (Mon-Sun)	Week 4 (Mon-Sun)
Month			

NUMBER OF ISSUES OUT OF 4

## ➤ FOR FORTNIGHTLY MAGAZINES:

B5D. Thinking of ..... (MENTION FORTNIGHTLY MAGAZINE), there are normally FOUR issues published in a TWO MONTH period. How many different issues do you normally read or page through?

Week 1 / 2	Week 3 / 4	Week 5 / 6	Week 7 / 8
Month 1		Month 2	

NUMBER OF ISSUES OUT OF 4

## ➤ FOR MONTHLY NEWSPAPER/MAGAZINES:

B5E. Thinking of ..... (MENTION MONTHLY NEWSPAPER/MAGAZINE), there are TWELVE issues published in a YEAR. How many different issues do you normally read or page through?

January	February	March	April	May	June	July	August	September	October	November	December
Year											

NUMBER OF ISSUES OUT OF 12

## ➤ FOR ALTERNATE MONTHLY MAGAZINES:

B5F. Thinking of ..... (MENTION ALTERNATE MONTHLY MAGAZINE), there are SIX issues published in a YEAR. How many different issues do you normally read or page through?

January / February	March / April	May / June	July / August	September / October	November / December
Year					

NUMBER OF ISSUES OUT OF 6

## ➤ FOR QUARTERLY MAGAZINES:

B5G. Thinking of ..... (MENTION QUARTERLY MAGAZINE), there are FOUR issues published in a YEAR. How many different issues do you normally read or page through?

January / February / March	April / May / June	July / August / September	October / November / December
Year			

NUMBER OF ISSUES OUT OF 4

## ➤ RECORD ONE NUMERIC ANSWER FOR EACH PUBLICATION READ OR PAGED THROUGH IN B3

## WHEN LAST – RECENCY AIR

- ASK B6 AND B7 FOR EACH PAPER PUBLICATION MENTIONED IN B3
- ASK B6 AND B7 BEFORE CONTINUING WITH THE NEXT PUBLICATION

B6. Not counting today, when last did you personally read or page through a paper copy of .... (MENTION NEWSPAPER/MAGAZINE)?

Yesterday  
2 Days ago  
3 Days ago  
4 Days ago  
5 Days ago  
6 Days ago  
7 Days ago  
8 Days – 2 Weeks ago  
3 – 4 Weeks ago  
5 – 6 Weeks ago  
7 – 8 Weeks ago  
9 – 12 Weeks ago  
4 – 6 Months ago  
7 – 12 Months ago

- RECORD ONE ANSWER FOR EACH PAPER PUBLICATION READ OR PAGED THROUGH IN B3

## READING OCCASIONS - NEWSPAPERS AND MAGAZINES

B7. Thinking about the paper copy of .... (MENTION NAME OF NEWSPAPER/MAGAZINE) you last read, how many times did you pick it up before you finished with it?

Once only  
2– 3 times  
4– 5 times  
6 or more times

- RECORD ONE ANSWER FOR EACH PAPER PUBLICATION READ OR PAGED THROUGH IN B3



## ORIGIN OF COPY – NEWSPAPERS AND MAGAZINES

➤ ASK B8 FOR EACH PAPER PUBLICATION MENTIONED IN B3.

B8. Now thinking about the particular issue of .... (MENTION NAME OF NEWSPAPER/MAGAZINE) that you last read, which of the following statements best describes how that particular copy came into your hands?

- Bought it myself
- I subscribe to it myself
- Bought by another member of this household
- Another household member subscribes to it
- Came free to the household
- Obtained or borrowed from a friend, relative or someone else not a household member
- At work
- Picked up somewhere else (e.g. friend's home, store, restaurant, airport, school/campus, taxi rank, train/bus station, transport, hairdresser, doctor's rooms etc.)
- Read at store or supermarket without buying
- Other

➤ RECORD ONE ANSWER

## TIME SPENT READING

➤ ASK B10 FOR EACH PAPER PUBLICATION MENTIONED IN B3

B10. Thinking of your reading of .... (MENTION NAME OF NEWSPAPER/MAGAZINE), on average, how long do you spend reading or paging through the paper copy of .... (MENTION NAME OF NEWSPAPER/MAGAZINE)?

Average Time
Less than 30 minutes
Between 30 minutes - 1 hour
Between 1-2 hours
Between 2-4 hours
4 hours or more

➤ RECORD ONE ANSWER FOR EACH PUBLICATION READ OR PAGED THROUGH IN B3

## SUPPLEMENT SECTION – FOR PAPER COPIES OF RELEVANT NEWSPAPERS

➤ ASK B11 FOR EACH PAPER NEWSPAPER MENTIONED IN B3 THAT HAS SUPPLEMENTS

B11. I am now going to ask you about the supplements in some of the paper copies of newspapers you have read or paged through. By supplements we mean individual sections *which are separate from the main newspaper* and which appear regularly.

Here is the supplement / a list of the supplements in ... (MENTION NEWSPAPER), which of these do you usually read or page through?

➤ RECORD ANSWER(S) FOR EACH NEWSPAPER OR "NONE OF THESE"

**QUESTIONS FOR ONLINE READING (NEWSPAPERS OR MAGAZINES)**

- B12-B15 MUST BE ANSWERED FOR ALL DIGITAL (ONLINE) NEWSPAPERS AND MAGAZINES CLAIMED IN B3
- FOR B12 TO B15 : SHARE THE SCREEN WITH THE RESPONDENT SO THAT THEY CAN CHOOSE THEIR ANSWER(S) FROM THE OPTIONS LISTED
- HAND “ONLINE READING” DEFINITION CARD TO RESPONDENT
- **READ OUT:**

Now, thinking about your online reading or viewing of news/stories/features/articles on a website, an App, or on social media.

You might have been using a cellphone, computer, tablet or any other device with internet access.

You could have been anywhere - at home, at work, at an internet café, at a friend's place or out and about. It does not matter how much or how long you have spent reading or viewing content online.

**WHEN LAST – REGENCY AIR**

- ASK B12 FOR EACH ONLINE PUBLICATION MENTIONED IN B3

B12. You mentioned that you have read or viewed online content for .... (**MENTION NAME OF ONLINE TITLE**). When last did you read or view this?

Yesterday  
2 Days ago  
3 Days ago  
4 Days ago  
5 Days ago  
6 Days ago  
7 Days ago  
8 Days – 2 Weeks ago  
3 – 4 Weeks ago  
Longer ago

- RECORD ONE ANSWER FOR EACH ONLINE PUBLICATION VIEWED IN B3A
-

## READING OCCASIONS - NEWSPAPERS AND MAGAZINES

➤ ASK B13 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

B13. How often do you read or view online content for .... (MENTION NAME OF ONLINE TITLE) in a 7 DAY period?

- 4 or more times a day
- 2 – 3 times a day
- Once a day
- 2 - 6 times a week
- Once in the week
- None

➤ RECORD ONE ANSWER FOR EACH ONLINE PUBLICATION READ OR PAGED THROUGH IN B3A

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## PLATFORM OF ONLINE READING

➤ ASK B14 AND B15 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A BEFORE PROCEEDING TO THE NEXT ONE

B14. Thinking about the **LAST TIME** that you have read or viewed content for .... (MENTION NAME OF ONLINE TITLE), which of the following devices was this read or viewed on?

- Cellphone
- Computer (desktop/laptop)
- Tablet
- On another device

➤ RECORD ONE ANSWER

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➤ ASK B15 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

➤ SHARE SCREEN WITH RESPONDENT TO SELECT AN ANSWER

B15. Again thinking of the **LAST TIME** you read or viewed content for .... (MENTION NAME OF ONLINE TITLE), did you read or view this on... (READ OUT)?

- A website on any device
- An App on any device (mobile, tablet)
- Digital edition/Copy of the newspaper or PDF
- On a social media site e.g. Facebook, Twitter, Instagram
- Somewhere else

➤ RECORD ONE ANSWER

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**GENERAL QUESTIONS ON READING****NEWSPAPER/MAGAZINE TOPICS**

- IF “NONE OF THESE” IN B1 AND NO PAPER NEWSPAPERS IN B3A/B/C, DO NOT ASK B16, GO TO B17

B16. Newspapers cover a wide range of topics, sometimes featuring special sections or editions. Which of the following, if any, do you make a point of reading?

- READ OUT TOPICS WHILE SHARING SCREEN WITH RESPONDENT

TOPICS
Community News/Local News
SA News/Current Affairs
International news
Sport
Advertising
Politics
Jobs/Careers
Business/economic/company news
Personal finance
Travel
Motoring
Education
Technology
Entertainment/Movies/TV/Book reviews/Culture & Art
Home/Gardening/DIY
Property
Beauty & Fashion
Health/Fitness
Food/Recipes
Celebrity news
Comics/cartoons/crossword puzzles
None of these

- RECORD ANSWER (S) OR “NONE OF THESE”

➤ IF “NONE OF THESE” IN B2 AND NO PAPER MAGAZINES IN B3A/B/C , DO NOT ASK B17, GO TO B18

B17. Magazines cover a wide range of topics, sometimes featuring special sections or editions. Which of the following, if any, do you make a point of reading?

➤ READ OUT TOPICS WHILE SHARING SCREEN WITH RESPONDENT

TOPICS
Pregnancy, Baby and Parenting
Celebrities
Real life stories
Fashion and Beauty
International News
Financial and Business
Personal Finance and Investment
Careers, Jobs and Appointments
Food, Cooking and Baking
Home décor and Gardening
Agriculture
Health , Fitness, Weight loss
Wellness and Relationships
Holidays and Travel
Motoring
Sports
Technology, Gadgets and Hobbies
TV guides
None of these

➤ RECORD ANSWER (S) OR “NONE OF THESE”

## ADVERTISING

➤ ASK ALL RESPONDENTS  
➤ SHOW PICTURE ON TABLET’S SCREEN

B18. Thinking about advertising pamphlets, leaflets or inserts such as these, do you .... ?

➤ READ OUT WHILE SHARING SCREEN WITH RESPONDENT

1. Use them to compare prices
2. Use them to plan your shopping
3. Buy products as a result of seeing them
4. Glance or page through to see if anything interests you
5. Don’t look at them

➤ RECORD ANSWER(S) OR “DON’T LOOK AT THEM”

**CELLPHONES**

➤ ASK ALL RESPONDENTS

➤ READ OUT:

And now I would like to ask you a few questions about cellphones...

C1. How many cellphones are there in your household?

Please include cellphones that are owned, rented or used by anyone in your household (including your own).

➤ RECORD NUMERIC ANSWER

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➤ IF ONE OR MORE CELLPHONES IN THE HOUSEHOLD, ASK C2:

C2. Do you personally own or use a cellphone?

Yes
No

➤ RECORD ONE ANSWER

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➤ IF YES IN C2, ASK C3 & C4:

➤ SHARE SCREEN WITH RESPONDENT AND READ OUT

C3. Thinking about the cellphone you use **MOST OFTEN**. Is this phone a ...(READ OUT)

Ordinary cellphone – used only for calls and SMS. It has no internet capability.

Feature phone (not a smartphone) – a cellphone that can access the internet. It has NO touchscreen.

Smartphone – a cellphone that has a touchscreen and that can access the internet.

➤ RECORD ONE ANSWER

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C4. And to which network is this cellphone linked?

➤ SHARE SCREEN WITH RESPONDENT

Cell C  
MTN  
Telkom Mobile / 8ta  
Vodacom  
Other Network

➤ RECORD ONE ANSWER

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**DIGITAL**

- ASK ALL RESPONDENTS
- READ OUT:

I am now going to ask you some questions about the internet. Remember that the internet can be accessed using a cellphone, computer, tablet or other Internet enabled device.

D1. How often do you access the internet?

- SHARE SCREEN WITH RESPONDENT

Several times a day

Once a day

Several times a week

-----  
Once a week

Several times a month

Once a month

-----  
Every 3 months

Less often

Do not access the Internet

- RECORD ONE ANSWER

- 
- IF "DO NOT ACCESS THE INTERNET" IN D1, SKIP TO D3

D2. Which of these devices do you normally use to access the internet?

- SHARE SCREEN WITH RESPONDENT

Cellphone

Computer (Desktop/Laptop)

Tablet

Other devices (*Specify*)

- RECORD ANSWER(S)
-

**DIGITAL ACTIVITIES**

## ➤ ASK ALL RESPONDENTS:

D3. I am now going to read out some activities that one can do on a cellphone, computer or tablet.-Which of the following, if any, have you done in the PAST 4 WEEKS?

## ➤ READ OUT ACTIVITIES WHILE SHARING SCREEN WITH RESPONDENT

ACTIVITIES (PAST 4 WEEKS)
Banking
Check the weather
Download music (excl. radio)
Email
Use WhatsApp or instant messaging or chat
Look for jobs or property or cars
Make or receive calls using services like Skype, Facetime or Whatsapp
Play games
Buy goods or services
Search for things
Watch videos e.g. YouTube
Book tickets
Use Facebook
Use Twitter
Use or access maps or directions
Use or download apps
Visit "buy or sell" websites
Other Activities on a cellphone, computer or tablet
None

## ➤ RECORD ANSWER(S) OR "NONE"

## ➤ ASK D4A AND D4B IF D1 IS NOT "DO NOT ACCESS THE INTERNET" AND IF D3 IS NOT "NONE"

D4a. How long do you spend on the internet on an average weekday (Mon-Fri)?

D4b. And on an average weekend (Sat-Sun)?

## ➤ SHARE SCREEN WITH RESPONDENT

	D4a.	D4b.
	Average Weekday	Average Weekend
Less than 30 minutes		
30 minutes to 1 hour		
Between 1-2 hours		
Between 2-4 hours		
4 hours or more hours		
None		

## ➤ RECORD ONE ANSWER FOR D4a AND D4b



MOTOR VEHICLES

E1. How many motor vehicles do you have in your household? Please exclude motorbikes, scooters or trucks.

None
One
Two
Three or more

➤ [RECORD ONE ANSWER](#)

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E2 Do you PERSONALLY own, use or maintain a motor vehicle? It can be your own or a company car.

Yes
No

➤ [RECORD ONE ANSWER](#)  
➤ IF "NO", SKIP TO FINANCE SECTION

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➤ IF "YES" IN E2, ASK E3 AND E4

E3. What make of vehicle is the one you PERSONALLY drive the MOST?

Alfa Romeo	Lamborghini	Volvo
Aston Martin	Land Rover	Other
Audi	Lexus	Refused
BMW	Mahindra	
Bentley	Maserati	
Chana	Maxus	
Chery	Mazda	
Chevrolet	Mercedes-Benz	
Chrysler	MG	
Citroen	MINI	
Datsun	Mitsubishi	
Daewoo	Nissan	
Daihatsu	Opel	
Dodge	Peugeot	
Faw	Porsche	
Ferrari	Proton	
Fiat	Renault	
Ford	Rolls-Royce	
Foton	Rover	
Geely	Smart	
GWM	SsangYong	
Honda	Subaru	
Hyundai	Suzuki	
Infiniti	Tata	
Isuzu	Toyota	
Jaguar	Volkswagen	
Jeep	Tata	
JMC	Toyota	
KIA	Volkswagen	

➤ RECORD ONE ANSWER

E4 Was the vehicle obtained new or second hand (pre-owned)?

New
Second-hand / Pre-Owned

➤ [RECORD ONE ANSWER](#)

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## FINANCE

➤ [READ OUT:](#)

The next few questions will be about banking and finance. Please note that no sensitive information will be asked here.

F1. With which of these financial institutions, if any, do you have an account(s) or card (s)?

➤ [SHARE SCREEN WITH RESPONDENT](#)

ABSA
African Bank
Capitec Bank
Discovery
First National Bank (FNB)
Investec Bank
Nedbank
Postbank/Posbank
Standard Bank
Ubank/Teba Bank
Wesbank
Other Banks
Other
Don't have a Bank

➤ [RECORD ANSWER\(S\) OR "DON'T HAVE A BANK"](#)

➤ [IF "DON'T HAVE A BANK", SKIP TO FOOD AND GROCERIES SECTION](#)

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➤ ASK F2 IF MORE THAN ONE IN F1.

F2. Which ONE bank do you regard as your main bank?

➤ SHARE SCREEN WITH RESPONDENT

ABSA
African Bank
Capitec Bank
Discovery
First National Bank (FNB)
Investec Bank
Nedbank
Postbank/Posbank
Standard Bank
Ubank/Teba Bank
Wesbank
Other Banks
Other
Don't have a main bank

➤ RECORD ONE ANSWER ONLY

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## FOOD AND GROCERIES

G1. Are you wholly or partly responsible for the day-to-day purchases of the household?

Yes
No

➤ RECORD ONE ANSWER

➤ IF NO, SKIP TO HOUSEHOLD FURNITURE AND APPLIANCES SECTION

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➤ ASK G2A, G2B. AND G2C IF "YES" IN G1

➤ SHARE SCREEN WITH RESPONDENT

G2a. At which ONE food and grocery store do you estimate that you spend the MOST money?

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➤ SHARE SCREEN WITH RESPONDENT

G2b. And SECOND MOST money?

➤ IF "NONE", SKIP TO HOUSEHOLD FURNITURE AND APPLIANCES SECTION

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## ➤ SHARE SCREEN WITH RESPONDENT

G2c. And THIRD MOST money?

SPEND MOST MONEY	SPEND 2ND MOST MONEY	SPEND 3RD MOST MONEY
Boxer Superstores	Boxer Superstores	Boxer Superstores
Cambridge Food	Cambridge Food	Cambridge Food
Checkers/Checkers Hyper	Checkers/Checkers Hyper	Checkers/Checkers Hyper
Makro	Makro	Makro
OK Grocer	OK Grocer	OK Grocer
Pick 'n Pay/Pick 'n Pay Hypermarket	Pick 'n Pay/Pick 'n Pay Hypermarket	Pick 'n Pay/Pick 'n Pay Hypermarket
Shoprite	Shoprite	Shoprite
Spar/Super Spar	Spar/Super Spar	Spar/Super Spar
U Save	U Save	U Save
Woolworths	Woolworths	Woolworths
Other Outlet	Other Outlet	Other Outlet
	None	None

## ➤ RECORD ONE ANSWER FOR EACH

HOUSEHOLD FURNITURE AND APPLIANCES

## ➤ READ OUT:

I am now going to ask you about your shopping for furniture and appliances. By furniture and appliances we mean items such as lounge suites, dining room/bedroom suites, fridges, kettles, TVs, stoves etc.

H1. Have you looked for, or bought any furniture or appliances in the PAST 12 MONTHS?

Yes
No

## ➤ RECORD ONE ANSWER

## ➤ IF NO, SKIP TO CLOTHING SECTION

➤ ASK H2 IF “YES” IN H1.

H2. Please tell me which of these shops, if any, you have been to in the PAST 12 MONTHS, to look for or to buy furniture or appliances?

➤ SHARE SCREEN WITH RESPONDENT

Ackermans
At Home
Barnetts
Boardmans
Checkers/Checkers Hyper
Clicks
Game
Geen & Richards
Hi-Fi Corporation
Hirsch's
House and Home
Jet Mart
Joshua Doore
Lewis
Makro
Morkels
Mr Price Home
OK Furniture
Pep Stores
Pick 'n Pay/Pick 'n Pay Hypermarket
Russells
Shoprite
Other Outlet

➤ RECORD ANSWER(S)

## CLOTHING

➤ READ OUT:

I am now going to ask you about your shopping for clothing.

J1. Have you looked for, or bought clothing in the PAST 6 MONTHS?

Yes
No

➤ RECORD ONE ANSWER

➤ IF NO, SKIP TO LISTENING SECTION

➤ ASK J2 IF "YES" IN J1.

J2. Please could you tell me which, if any, of these shops you have visited in the PAST 6 MONTHS to buy clothing for you or anyone else in your household?

➤ SHARE SCREEN WITH RESPONDENT

Ackermans
Edgars/Edgars Active
Fashion Express
Foschini
Identity
Jay Jay's
Jet
Legit
Markham
Milady's
Mr Price/Mr Price Sport
Pep Stores
Pick 'n Pay/Pick 'n Pay Hypermarket
Sportsmans Warehouse
Sportscene
Studio 88
Stuttafords
Totalsports
Truworths
Woolworths
Other Outlet
Online retailer e.g. Zando, Spree, Superbalist, etc

➤ RECORD ANSWER(S)

## LISTENING

K1. During an average week, on how many days do you listen to the radio?

7 days (every day)

6 days

5 days

4 days

3 days

2 days

1 day

Don't listen to radio in an average week

➤ RECORD ONE ANSWER

**VIEWING**

L1. During an average week, on how many days do you personally watch TV?

7 days (every day)

6 days

5 days

-----  
4 days

3 days

2 days

-----  
1 day

Don't watch TV in an average week

➤ **RECORD ONE ANSWER**

**SEM QUESTIONS**

M1. Which of the following do you have in your household?

➤ **READ OUT AND RECORD ONE ANSWER FOR EACH ITEM**

	YES	NO
Built-in kitchen sink		
Hot running water from a geyser		
Flush toilet inside the house		
Home security service		
Fridge or combined fridge/freezer		
Side-by-side fridge and freezer		
Deep freezer which is free standing		
Microwave oven		
Floor polisher or vacuum cleaner		
Washing machine		
Tiles or concrete roofing		
Flush toilet outside the house		



M2. Where does the water you use in your home come from?

➤ READ OUT OPTIONS. MORE THAN ONE ANSWER IS POSSIBLE

Inside the house  
Outside the house, on your property/plot  
Bought from a store  
Outside the house, shared with neighbours

➤ RECORD ANSWER(S)

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M3. How many sleeping rooms does this dwelling have?

None or one sleeping room  
Two sleeping rooms  
Three or more sleeping rooms

➤ RECORD ONE ANSWER

---

M4. OBSERVE AND RECORD THE TYPE OF FLOORING (ASK IF NOT SURE)

None, earth or dung flooring  
Cement, concrete or raw wood flooring  
Finished floor with parquet, carpet, tiles or ceramic flooring

➤ RECORD ANSWER(S)

---

M5. Do you have ....?

READ OUT:

	YES	NO
A Post office near where you live		
A Police station near where you live		

➤ RECORD ONE ANSWER FOR EACH

---

**LSM QUESTIONS**

N1. Which of the following do you have in your household?

➤ READ OUT AND RECORD ONE ANSWER FOR EACH ITEM

	YES	NO
TV set		
Swimming pool		
DVD player/ Blu Ray Player		
Pay TV (M-Net/DStv/StarSat) subscription		
Air conditioner (excl. fans)		
Computer (Desktop/ Laptop)		
Dishwashing machine		
Tumble dryer		
Home telephone (excluding a cell)		
Electric stove		
Hi-fi/Music centre		
Home theatre system		
Two or more radios (excluding car radios)		
A domestic worker or household helper (incl. both live-in & part time domestics and gardeners)		
Live in a house/cluster or townhouse		

➤ RECORD ANSWER(S)

**DEMOGRAPHICS**

P1. RECORD RESPONDENT'S GENDER (BY OBSERVATION)

Male
Female

➤ RECORD ONE ANSWER

P2. Are you .... ?

READ OUT:

Married
Living with a partner
Single
Divorced
Widowed
Refused

➤ RECORD ONE ANSWER

P3. Which of these statements describes your working life?

➤ SHARE THE SCREEN WITH THE RESPONDENT

Working full-time
Working part-time
Housewife / househusband / home executive
Not working – looking for work (unemployed)
Not working – not looking for work
Student
Retired

➤ RECORD ONE ANSWER

P4. What is your occupation i.e. what type of work do you do?

-----

➤ TYPE IN DETAILED ANSWER (Responses will be coded into ES categories)

Would you mind telling me your exact age?

➤ PLEASE HAND TABLET TO RESPONDENT

Refusal / Don't know

P5. Into which age group do you fall?

➤ HAND THE TABLET TO THE RESPONDENT TO SELECT THEIR OWN ANSWER

15 -19
20 -24
25 – 34
35 – 44
45 – 49
50 – 54
55 – 64
65+
Refusal / Don't know

➤ RECORD ONE ANSWER

➤ IF REFUSAL/DON'T KNOW – BRING UP A SCREEN THAT INSTRUCTS RESPONDENT TO HAND TABLET BACK TO INTERVIEWER

P6. What is the highest level of education that you have achieved?

➤ SHARE SCREEN WITH RESPONDENT

None/no formal schooling
Some primary school
Primary school completed
Some high school
Matriculated
University not complete
University completed
Post-graduate qualification
Any other post-matric qualification (e.g. Artisan college, technical diploma)

➤ RECORD ONE ANSWER

P7a) How many **MALES**, excluding domestic workers and household helpers, but including you, are there in each of the following groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Males
Under 12 months	
12 - 23 months	
24 - 35 months	
3 - 6 years	
7 - 10 years	
11 - 14 years	
15 - 19 years	
20 - 24 years	
25 - 34 years	
35 - 44 years	
45 -49 years	
50 - 54 years	
55 – 64 years	
65 + years	
TOTAL	

➤ TYPE IN NUMBER OF MALES WITHIN EACH AGE CATEGORY

P7b) How many **FEMALES**, excluding domestic workers and household helpers, but including you, are there in each of the following groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Females
Under 12 months	
12 - 23 months	
24 - 35 months	
3 - 6 years	
7 - 10 years	
11 - 14 years	
15 - 19 years	
20 - 24 years	
25 - 34 years	
35 - 44 years	
45 -49 years	
50 - 54 years	
55 – 64 years	
65 + years	
TOTAL	

➤ TYPE IN NUMBER OF FEMALES WITHIN EACH AGE CATEGORY

- P8. 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.

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R0 – R999	
R1 000 – R1 999	
R2 000 – R2 999	
R3 000 – R3 999	
R4 000 – R4 999	
R5 000 – R5 999	
R6 000 – R7 999	
R8 000 – R9 999	
R10 000 – R11 999	
R12 000 – R13 999	
R14 000 – R 15 999	
R16 000 – R19 999	
R20 000 – R24 999	
R25 000 – R29 999	
R30 000 – R39 999	
R40 000 – R49 999	
R50 000 – R59 999	
R60 000 – R79 999	
R80 000+	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK P9 IF REFUSED OR DON'T KNOW IN P8. OTHERWISE GO TO P10.

➤ If "Refused":

P9A. 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?

➤ If "Don't know":

P9B. 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?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R0 – R4 999	
R5 000 – R9 999	
R10 000 – R19 999	
R20 000 – R39 999	
R40 000 - R59 999	
R60 000 – R79 999	
R80 000+	
Refused	
Don't know	

➤ RECORD ONE ANSWER

P10. 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

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Personal
R0 – R999	
R1 000 – R1 999	
R2 000 – R2 999	
R3 000 – R3 999	
R4 000 – R4 999	
R5 000 – R5 999	
R6 000 – R7 999	
R8 000 – R9 999	
R10 000 – R11 999	
R12 000 – R13 999	
R14 000 – R 15 999	
R16 000 – R19 999	
R20 000 – R24 999	
R25 000 – R29 999	
R30 000 – R39 999	
R40 000 – R49 999	
R50 000 – R59 999	
R60 000 – R79 999	
R80 000+	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK P11 IF REFUSED OR DON'T KNOW IN P10 OTHERWISE SKIP TO P12

➤ If "Refused":

P11a. 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?

➤ If "Don't know":

P11b. 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?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Personal
R0 – R4 999	
R5 000 – R9 999	
R10 000 – R19 999	
R20 000 – R39 999	
R40 000 - R59 999	
R60 000 – R79 999	
R80 000+	
Refused	
Don't know	

➤ RECORD ONE ANSWER

➤ IF REFUSED OR DO NOT KNOW IN P9, RESPONDENT TO HAND TABLET BACK TO INTERVIEWER, AND INTERVIEWER TO ESTIMATE HOUSEHOLD INCOME AFTER QUESTION P10



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➤ **INTERVIEWER: RECORD BY OBSERVATION**

P12. Population group of respondent:

Black  
Coloured  
Indian / Asian  
White

➤ **RECORD ONE ANSWER**

---

P13. Which language do you **PERSONALLY** speak most often at home?

English  
Afrikaans  
Zulu  
Xhosa  
Ndebele  
Swati  
Sesotho  
Sepedi  
Setswana  
Venda  
Tsonga  
Other (Please specify)

---

**FLOODED QUESTIONNAIRE**

IF TWO OR MORE 15+ YEAR OLDS IN P7a) AND P7b), CONTINUE, OTHERWISE THANK RESPONDENT AND CLOSE INTERVIEW

---

To gain a fuller picture of the South African reading behaviour, we would also like to interview other adults in your household on their reading habits.

These interviews will only take about 15-20 minutes.

In appreciation of your and their time, we will be giving you this gift ([SHOW GIFT](#)) once the additional interviews are complete.

➤ **A GIFT IS PLACED ONLY IN HOUSEHOLDS WITH A COMPOSITION OF TWO OR MORE 15+ YEAR-OLDS, AND IF ONE OR TWO OF THEM WERE INTERVIEWED ON THE READING SECTION.**

You mentioned earlier that there is/ are ... ([FROM P7a\) and P7b\)](#) other people in the household who are 15 years or older.

R1. Please tell me who is at home and available now to be interviewed on their reading of newspapers and magazines.  
Just give me their name, gender and age.

➤ **CAP I WILL RANDOMLY SELECT AVAILABLE ADULTS TO INTERVIEW, UP TO A MAXIMUM OF TWO ADDITIONAL ADULTS**

Is person 1 available to be interviewed?

➤ R1 ENTER PERSON 1 NAME

--

➤ R2 SELECT PERSON 1 GENDER

Male
Female

What is their exact age?

➤ HAND TABLET TO THE RESPONDENT

--

Refusal / Don't know

➤ R3 PLEASE ENTER PERSON 1 AGE BRACKET

15 -19
20 -24
25 – 34
35 – 44
45 – 49
50 – 54
55 – 64
65+
Refusal / Don't know

Can you please call... (PERSON 1)?

I would like to ask you a few questions which will take 15-20 minutes.

YES – RESPONDENT AGREES TO BE INTERVIEWED

NO – RESPONDENT DOES NOT AGREE TO BE INTERVIEWED (PLEASE SPECIFY WHY RESPONDENT DOES NOT AGREE)

--

➤ CONTINUE WITH THE INTERVIEW STARTING WITH QUESTION A1

➤ FLOODED INTERVIEWS WILL COVER ONLY THE LANGUAGE AND READING SECTIONS, AND THE FOLLOWING DEMOGRAPHIC QUESTIONS:

G1. Are you wholly or partly responsible for the day-to-day purchases of the household?

Yes
No

P3. Which of these statements describes your working life?

➤ [SHARE THE SCREEN WITH THE RESPONDENT](#)

Working full-time
Working part-time
Housewife / househusband / home executive
Not working – looking for work (unemployed)
Not working – not looking for work
Student
Retired

➤ [RECORD ONE ANSWER](#)

P4. What is your occupation i.e. what type of work do you do?

-----

➤ [TYPE IN DETAILED ANSWER](#) (Responses will be coded into ES categories)

P6. What is the highest level of education that you have achieved?

➤ [SHARE SCREEN WITH RESPONDENT](#)

None/no formal schooling
Some primary school
Primary school completed
Some high school
Matriculated
University not complete
University completed
Post-graduate qualification
Any other post-matric qualification (e.g. Artisan college, technical diploma)

➤ [RECORD ONE ANSWER](#)

➤ [INTERVIEWER: RECORD BY OBSERVATION](#)

P12. Population group of respondent:

Black
Coloured
Indian/ Asian
White

➤ [RECORD ONE ANSWER](#)

➤ [FLOODED RESPONDENTS ARE INTERVIEWED ON THE LANGUAGE \(SECTION A\) AND READING \(SECTION B\) QUESTIONS ONLY](#)