

## 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
- 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**

> 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:**

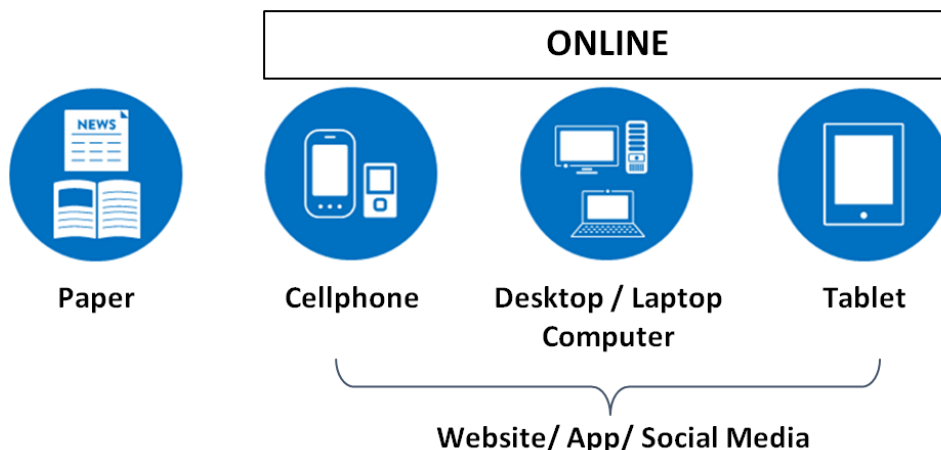
I am now going to ask you a few questions about your reading of Newspapers, Online News Sites, Magazines or Online Magazine content.

**➤ 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 (Website/ App/ Social Media)

On a Computer (desktop/laptop) (Website/ App/ Social Media)

On a Tablet (Website/ App/ Social Media)

On another device (Website/ App/ Social Media)

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 RESPONDENTS ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR NEWSPAPERS**

**➤ IF RESPONDENTS ANSWER IN THE PLATFORM FILTER "NONE OF THESE" – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL**

**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 (Website/ App/ Social Media)

On a Computer (desktop/laptop) (Website/ App/ Social Media)

On a Tablet (Website/ App/ Social Media)

On another device (Website/ App/ Social Media)

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 RESPONDENTS ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR MAGAZINES**
- > IF RESPONDENTS ANSWER IN THE PLATFORM FILTER "NONE OF THESE" – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL**

**BRAND FILTER****BRAND FILTER – PAPER AND DIGITAL**

- 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**

**BRAND FILTER – PAPER ONLY**

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

**BRAND FILTER – NONE OF THESE (PAPER AND DIGITAL SCREENS)**

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

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

## ➤ FOR B4 TO B9: 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 B4 FOR EACH PAPER PUBLICATION MENTIONED IN B3

B4. For each paper copy/issue 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 copies/issues you normally read or page through over a certain period of time.

## ➤ FOR DAILY NEWSPAPERS:

B4a. Thinking of ..... (MENTION DAILY NEWSPAPER), there are FIVE copies published from MONDAY to FRIDAY.  
How many different copies do you normally read or page through?

Monday	Tuesday	Wednesday	Thursday	Friday
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NUMBER OF COPIES OUT OF 5

## ➤ FOR TWICE-WEEKLY NEWSPAPERS:

B4b. Thinking of ..... (MENTION TWICE-WEEKLY NEWSPAPER), there are EIGHT copies published in ONE MONTH. How many different copies 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 COPIES OUT OF 8

## ➤ FOR WEEKLY NEWSPAPERS/MAGAZINES:

B4c. Thinking of ..... (MENTION WEEKLY NEWSPAPER/MAGAZINE), there are normally FOUR copies published in ONE MONTH. How many different copies 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 COPIES OUT OF 4

## ➤ FOR FORTNIGHTLY NEWSPAPERS/MAGAZINES:

B4d. Thinking of ..... (MENTION FORTNIGHTLY NEWSPAPER/MAGAZINE), there are normally FOUR copies published in a TWO MONTH period. How many different copies 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 COPIES OUT OF 4

## ➤ FOR MONTHLY MAGAZINES:

B4e. Thinking of ..... (MENTION MONTHLY-MAGAZINE), there are TWELVE copies published in a YEAR. How many different copies do you normally read or page through?

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

NUMBER OF COPIES OUT OF 12

## ➤ FOR ALTERNATE MONTHLY MAGAZINES:

B4f. Thinking of ..... (MENTION ALTERNATE MONTHLY MAGAZINE), there are SIX copies published in a YEAR. How many different copies do you normally read or page through?

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

NUMBER OF COPIES OUT OF 6

## ➤ FOR QUARTERLY MAGAZINES:

B4g. Thinking of ..... (MENTION QUARTERLY MAGAZINE), there are FOUR copies published in a YEAR. How many different copies do you normally read or page through?

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

NUMBER OF COPIES OUT OF 4

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

**WHEN LAST – REGENCY AIR**

## ➤ ASK B5 AND B6 FOR EACH PAPER PUBLICATION MENTIONED IN B3

## ➤ ASK B5 AND B6 BEFORE CONTINUING WITH THE NEXT PUBLICATION

B5. 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**

- B6. 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

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**ORIGIN OF COPY – NEWSPAPERS AND MAGAZINES**

➤ ASK B7 FOR EACH PAPER PUBLICATION MENTIONED IN B3

- B7. Now thinking about the particular copy 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

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**TIME SPENT READING**

➤ ASK B8 FOR EACH PAPER PUBLICATION MENTIONED IN B3

- B8. 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

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SUPPLEMENT SECTION – FOR PAPER COPIES OF RELEVANT NEWSPAPERS

> ASK B9 FOR EACH PAPER NEWSPAPER MENTIONED IN B3 THAT HAS SUPPLEMENTS

B9. 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?

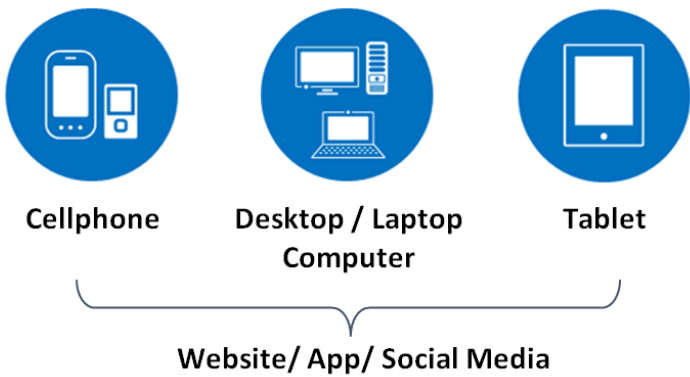
> RECORD ANSWER(S) FOR EACH NEWSPAPER OR “NONE OF THESE”

QUESTIONS FOR ONLINE READING (NEWSPAPERS OR MAGAZINES)

> FOR B10 TO B13: 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 B10 FOR EACH ONLINE PUBLICATION MENTIONED IN B3

B10. 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

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**READING OCCASIONS - NEWSPAPERS AND MAGAZINES**

➤ ASK B11 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

B11. 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
- Less often

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

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**PLATFORM OF ONLINE READING**

➤ ASK B12 AND B13 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A BEFORE PROCEEDING TO THE NEXT ONE

B12. 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 B13 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

➤ SHARE SCREEN WITH RESPONDENT TO SELECT AN ANSWER

B13. 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**

B14. 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"

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B15. 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"

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**ADVERTISING**

➤ ASK ALL RESPONDENTS

➤ SHOW PICTURE ON TABLET'S SCREEN

B16. Thinking about advertising pamphlets, leaflets or inserts such as these, do you ...?

➤ READ OUT WHILE SHARING SCREEN WITH RESPONDENT

Use them to compare prices  
Use them to plan your shopping  
Buy products as a result of seeing them  
Glance or page through to see if anything interests you  
Don't look at them

➤ RECORD ANSWER(S) OR "DON'T LOOK AT THEM"

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**SECTION C: 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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**SECTION D: 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**

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**> 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)**

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**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 EACH FOR D4a AND D4b**

**SECTION E: 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**

➤ **IF "YES" IN E2, ASK E3 AND E4**

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

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

➤ **RECORD ONE ANSWER**

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

New
Second-hand / Pre-Owned

➤ RECORD ONE ANSWER

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## SECTION F: FINANCE

➤ READ OUT:

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

➤ ASK ALL

F1. Do you personally have/make use of a SASSA government grant card?

Yes
No

➤ RECORD ONE ANSWER ONLY

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F2. 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 F3 IF MORE THAN ONE IN F2

F3. 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 Bank
Don't have a main bank

## ➤ RECORD ONE ANSWER ONLY

## ➤ ASK ALL

F4. Do you personally make use of a credit card from a financial institution? This includes all Visa and Mastercards, as well as American Express, Diners Club, Discovery credit card.

Yes
No

## ➤ RECORD ONE ANSWER ONLY

**SECTION G: 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

## ➤ 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?

## ➤ SHARE SCREEN WITH RESPONDENT

G2b. And SECOND MOST money?

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

## ➤ 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
Food Lovers Market	Food Lovers Market	Food Lovers Market
Game/FoodCo	Game/FoodCo	Game/FoodCo
Makro	Makro	Makro
OK Foods	OK Foods	OK Foods
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

**SECTION H: 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
Bradlows
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 Home
Pick 'n Pay/Pick 'n Pay Hypermarket
Price 'n Pride
Rochester
Russells
Shoprite
Woolworths
Other Outlet

➤ RECORD ANSWER(S)

## SECTION J: 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
Cape Union Mart
Checkers/Checkers Hyper
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
The Hub
Totalsports
Truworths
Woolworths
Online retailer e.g. Superbalist, Zando, etc
Other Outlet

## ➤ RECORD ANSWER(S)

**LOYALTY/ STORE CARDS**

## ➤ ASK ALL

J3. Which of these store cards, if any, do you PERSONALLY have, which may earn you loyalty points or give you discounts?

## ➤ SHARE SCREEN WITH RESPONDENT

Ackermans
Clicks
Dis-Chem
Edgars
Jet
Makro
Pep
Pick 'n Pay
Spar
Woolworths
Other
None

## ➤ RECORD ANSWER(S)

**SECTION K: 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 days

Don't listen to radio in an average week

➤ **RECORD ONE ANSWER**

➤ **IF "DON'T LISTEN TO RADIO IN AN AVERAGE WEEK", SKIP TO VIEWING SECTION**

---

➤ **IF LISTEN IN K1, ASK:**

K2. On average, how many hours per day do you personally listen to the radio?

Less than one hour

1-2 hours

3-4 hours

More than 4 hours

➤ **RECORD ONE ANSWER**

---

**SECTION L: 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**

➤ **IF "DON'T WATCH TV IN AN AVERAGE WEEK", SKIP TO INFLUENCER QUESTION**

---

➤ **IF WATCH TV IN L1, ASK:**

L2. On average, how many hours per day do you personally watch television?

Less than one hour

1-2 hours

3-4 hours

More than 4 hours

➤ **RECORD ONE ANSWER**

---

**SECTION M: INFLUENCER**

➤ ASK ALL RESPONDENTS

➤ READ OUT:

M1. Here are a few comments that other people have made about themselves. For each one, please indicate how well it describes you, using the options on the screen

➤ SHARE THE SCREEN WITH THE RESPONDENT SO THAT THEY CAN CHOOSE THEIR ANSWER FROM THE OPTIONS LISTED

➤ RECORD ONE ANSWER PER STATEMENT

	This is not me	This doesn't really describe me	This describes me quite well	This describes me perfectly
<p>I would like to believe that I am better informed and up to date on what's going on in South Africa at the moment than the average person</p> <p>I have more friends on Facebook than most people I earn and think more than most South Africans</p> <p>I have been quoted by my friends or in the media on a few occasions</p>				
<p>People sometimes ask me for my opinion or advice</p> <p>I like to keep abreast of the changes in my industry and read quite a bit to stay informed</p> <p>I have more followers on Twitter than most, and tweet often</p> <p>I am one of the decision-makers at my place of work when it comes to buying products and services</p> <p>I am on at least one committee at work, the kids' school, a local society or sport club, our neighbourhood</p>				

**SECTION N: SEM**

N1. 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		
Flush toilet outside 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 (SEM)		

N2. 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)

N3. How many sleeping rooms does this dwelling have?

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

➤ RECORD ONE ANSWER

N4. 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)



N5. Do you have....?

➤ READ OUT AND RECORD ONE ANSWER FOR EACH ITEM

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

➤ RECORD ONE ANSWER FOR EACH

## SECTION P: LSM

P1. 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)		

➤ RECORD ANSWER(S)

➤ INTERVIEWER: RECORD BY OBSERVATION

P2a. TYPE OF HOME:

House (free-standing)  
 Cluster/ Townhouse  
 Flat (in a block of flats)  
 Matchbox/RDP house  
 Traditional Hut  
 Hostel/Compound  
 Single room in a larger dwelling or backyard  
 Temporary structure/ shack  
 Other

➤ INTERVIEWER: RECORD BY OBSERVATION

P2b. ELECTRICITY IN HOME:

Yes
No

SECTION R: DEMOGRAPHICS

R2. Are you ...?

> READ OUT OPTIONS

Married
Living with a partner
Single
Divorced
Widowed
Refused

> RECORD ONE ANSWER

R3. 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

R4. What is your occupation i.e. what type of work do you do?

> TYPE IN DETAILED ANSWER

R5. Would you mind telling me your exact age?

> PLEASE HAND TABLET TO RESPONDENT

Refusal / Don't know

R6. 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

R7. 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

R8a. And how many of these **MALES**, are there in each of the following age groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Number
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 FOR EACH AGE CATEGORY THAT IS APPLICABLE

R8b. And how many of these **FEMALES**, are there in each of the following age groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Number
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 FOR EACH AGE CATEGORY THAT IS APPLICABLE

R9. Just a few more questions for statistical purposes only. Again, please be assured that all your answers will remain confidential and we really appreciate your participation in this survey.  
Please tell me into which of these categories you estimate that your TOTAL monthly HOUSEHOLD INCOME falls? By this I mean the total income of all members in your household before tax or any other deductions. Please include all sources of Income i.e. salaries, pensions, government grants, rentals, informal trading, 'stokvels', income from investments and family.

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R1 - 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 - R99 000	
R100 000 +	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK R10 IF REFUSED OR DON'T KNOW IN R9. OTHERWISE GO TO R11

➤ If "Don't know":

R10a. 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?

➤ If "Refused":

R10b. 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?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R1 - R4 999	
R5 000 - R9 999	
R10 000 - R19 999	
R20 000 - R39 999	
R40 000 - R59 999	
R60 000 - R79 999	
R80 000 - R99 000	
R100 000 +	
Don't know	
Refused	

➤ RECORD ONE ANSWER

R11. 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
R1 - 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 - R99 000	
R100 000 +	
No Personal Income	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK R12 IF REFUSED OR DON'T KNOW IN R11 OTHERWISE SKIP TO R13

➤ If "Don't know":

R12a. 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?

➤ If "Refused":

R12b. 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?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Personal
R1 - R4 999	
R5 000 - R9 999	
R10 000 - R19 999	
R20 000 - R39 999	
R40 000 - R59 999	
R60 000 - R79 999	
R80 000 - R99 000	
R100 000 +	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ IF REFUSED OR DO NOT KNOW IN R10, RESPONDENT TO HAND TABLET BACK TO INTERVIEWER, AND INTERVIEWER TO ESTIMATE HOUSEHOLD INCOME AFTER QUESTION R10

R13. INTERVIEWER HOUSEHOLD INCOME ESTIMATE

	Household
R1 - 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 - R99 000	
R100 000 +	

➤ INTERVIEWER: RECORD BY OBSERVATION

R14. Population group of respondent:

Black  
Coloured  
Indian / Asian  
White

➤ RECORD ONE ANSWER

---

R15. Which language do you **PERSONALLY** speak most often at home?

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

➤ RECORD ONE ANSWER

---

R16a. Did you vote in the 2019 General Election?

Yes
No

➤ RECORD ONE ANSWER

➤ IF YES, SKIP TO QUESTION R17

---

➤ ASK R16b IF "NO" IN R16a

R16b. Are you registered to vote?

Yes
No

➤ RECORD ONE ANSWER

---

FLOODED QUESTIONNAIRE

IF TWO OR MORE 15+ YEAR OLDS IN R8a AND R8b, 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 these gifts (SHOW GIFTS) once the additional interviews are complete.

> A GIFT IS PLACED WITH EVERY PERSON IN THE HOUSEHOLD WHO IS INTERVIEWED ON THE READING SECTION

You mentioned earlier that there is/ are ... (FROM R8a AND R8b) other people in the household who are 15 years or older.

S. 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.

> CAPI WILL RANDOMLY SELECT AVAILABLE ADULTS TO INTERVIEW, UP TO A MAXIMUM OF TWO ADDITIONAL ADULTS

Is person 1 available to be interviewed?

S1. ENTER PERSON 1 NAME

S2. SELECT PERSON 1 GENDER

Male
Female

S3. What is their exact age?

HAND TABLET TO THE RESPONDENT

Refusal / don't know

S4. 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 ON READING STARTING WITH QUESTION A1. FLOODED INTERVIEWS WILL COVER LANGUAGE AND READING SECTIONS, AS WELL AS THE FOLLOWING DEMOGRAPHIC QUESTIONS
- IF THERE ARE TWO OR MORE ADDITIONAL ADULTS AT HOME, REPEAT QUESTIONS S1, S2 AND S3 FOR EACH.
- ASK THE RESPONDENT TO CALL THE PERSON WHO WAS RANDOMLY DRAWN NEXT, AND CONTINUE TO INTERVIEW ONLY TWO ADDITIONAL 15+ MEMBERS OF THE HOUSEHOLD.

- 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

R3. 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

R4. What is your occupation i.e. what type of work do you do?

- TYPE IN DETAILED ANSWER

R7. 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

F1. Do you personally have/make use of a SASSA government grant card?

Yes
No

➤ RECORD ONE ANSWER ONLY

R16a. Did you vote in the 2019 General Election?

Yes
No

➤ RECORD ONE ANSWER

➤ IF YES, SKIP TO QUESTION R13

➤ ASK R16b IF "NO" IN R16a

R16b. Are you registered to vote?

Yes
No

➤ RECORD ONE ANSWER

➤ INTERVIEWER: RECORD BY OBSERVATION

R14. Population group of respondent:

Black
Coloured
Indian/ Asian
White

➤ RECORD ONE ANSWER