PAMS 2019

Publisher Audience Measurement Survey

TECHNICAL REPORT

April 2020

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1. INTRODUCTION AND OBJECTIVES

The Publisher Research Council (PRC) is a non-profit company industry body, representing Print and Digital publishers. Its main function is to conduct audience research on behalf of its members to gain an understanding of media usage in South Africa.

PRC membership includes major publication groups: Arena Holdings (previously Tiso Blackstar Group), Associated Media Publishing, CTP Caxton, Independent Media and Media24.

Membership also includes independent publishers who contribute to, and have access to, researched reading data.

Consumers are interacting with media content in more sophisticated ways, allowing readers to access content on multiple devices, and at any time.

In the light of this fundamental change, PAMS (Publisher Audience Measurement Survey) was designed primarily to assist media owners, media planners and advertisers in measuring reading audiences across all reading platforms, from print to digital reading on computers, tablets and cellphones.

The PRC first commissioned Nielsen as its partner to conduct the PAMS reading currency in 2017. A second PAMS survey was conducted in 2019.

The main objective of the PAMS survey is to gain a complete understanding of broad media usage in South Africa, for the purpose of target marketing and for the buying and selling of media space.

More detailed objectives are:

- The measurement of newspaper and magazine titles, as well as newspaper supplements.
- The measurement of reading of publications across all platforms and on all devices. Platforms include print and digital reading. Digital reading devices include computers, cellphones and tablets.

2. THE PAMS RELEASE

The 2019 survey release is referred to as PAMS 2019. It represents 4 months of data, collected from beginning of August to end-November 2019.

The PAMS 2019 database is based on this interviewing period, and on an adult universe of persons aged 15 years or older.

This Technical report contains the PAMS 2019 questionnaire. *(See Appendix A)*

3. DEFINITION OF TERMS

AVERAGE ISSUE READERSHIP (AIR)
The AIRs are based on Recency. To qualify as an "average issue" reader of a Paper publication, a person has to have last read any copy of the publication within a period no longer than the issue period of that title.

For example, to qualify as an average issue reader of a Weekly Paper publication, a respondent has to have read that issue within the past 7 days.

Online reading is based on a respondent having last read or viewed the publication in the past 7 days.

On the database, a reading measure for each publication is provided, which includes:

- Total - Paper AIR/ Online Past 7 days combined
- Total - Paper AIR/ Online Past 4 Weeks combined
- Paper - AIR
- Online - Past 7 days (last read or viewed a publication in the past 7 days)
- Online - Past 4 weeks (last read or viewed a publication in the past 4 weeks)
- Paper - Past 12 months
- Online - Past 12 months
- Core Readers - Paper

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

CASI
Computer Assisted Self Interviewing (CASI). This method is used for the up-front past 12-month reading questions.

The tablet is handed to respondents, and they select the publications they have read or paged through in the past 12 months, on their own, with the interviewer standing by to assist if necessary.

COMMUNITY SIZE CLASSIFICATION
PAMS Community Size classifications are based on the geographical area variables and definitions of GEO**TERRA**IMAGE (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
- eThekwini
- 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 B for the detailed Community Size Classifications)

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

CORE READERS
The Average Issue Readers (AIR) are arrived at using the recency method; respondents must have read the publication within the issue period. Core Readers are calculated using the FOR (Frequency Over Recency) methodology, which overlays frequency of reading (number of different issues normally read in the past year) onto the AIR.

This calculation is designed to reduce the effects of memory decay inherent in the recency method, where the longer the issue period, the harder it is for respondents to remember whether they read the publication within the issue period. In other words, it is easy to remember if you read a newspaper yesterday, but it is much harder to remember if you read a monthly magazine four or five weeks ago.

So, the formula reduces monthly magazine readers by more than it does dailies, where the recency method works better. The table below shows the average reductions in PAMS 2019 between the recency method calculated AIR and CORE READERS.

CORE READER AVERAGE REDUCTION BY PUBLISHING INTERVAL

CATEGORY	CORE REDUCTION VS. AIR
Daily Newspapers	-28%
Weekly Newspapers	-32%
Weekly Magazines	-38%
Fortnightly Magazines	-41%
Monthly Magazines	-54%

The FOR method uses the number of issues frequency probability, and multiplies this by the number of AIR readers at each level as shown in the table below.

For example, for daily newspapers, a 5-issue frequency scale as there are five issues published from Monday to Friday.

DAILY NEWSPAPER CORE READER CALCULATION EXAMPLE

FREQUENCY GROUP	PROBABILITY (A)	AIR READERS (B)	CORE READERS (AxB)
1 OUT OF 5 ISSUES	0,2	120	24
2 OUT OF 5 ISSUES	0,4	115	46
3 OUT OF 5 ISSUES	0,6	95	57
4 OUT OF 5 ISSUES	0,8	158	126
5 OUT OF 5 ISSUES	1,0	212	212
TOTAL READERS		**700**	**465**

DIGITAL DEVICE
Use of a digital device for reading refers to digital or online reading on a cellphone, computer, tablet or any other electronic device. This includes reading on a website, an App, a PDF version, or on a social media site.

DISTRICT COUNCILS
A district council 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 councils ensure better coordination with other spheres of government, better planning and better resource allocation across the local municipalities.

District Councils have been coded on the PAMS datafile.
(See Appendix C for the list of District Councils)

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 PAMS 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
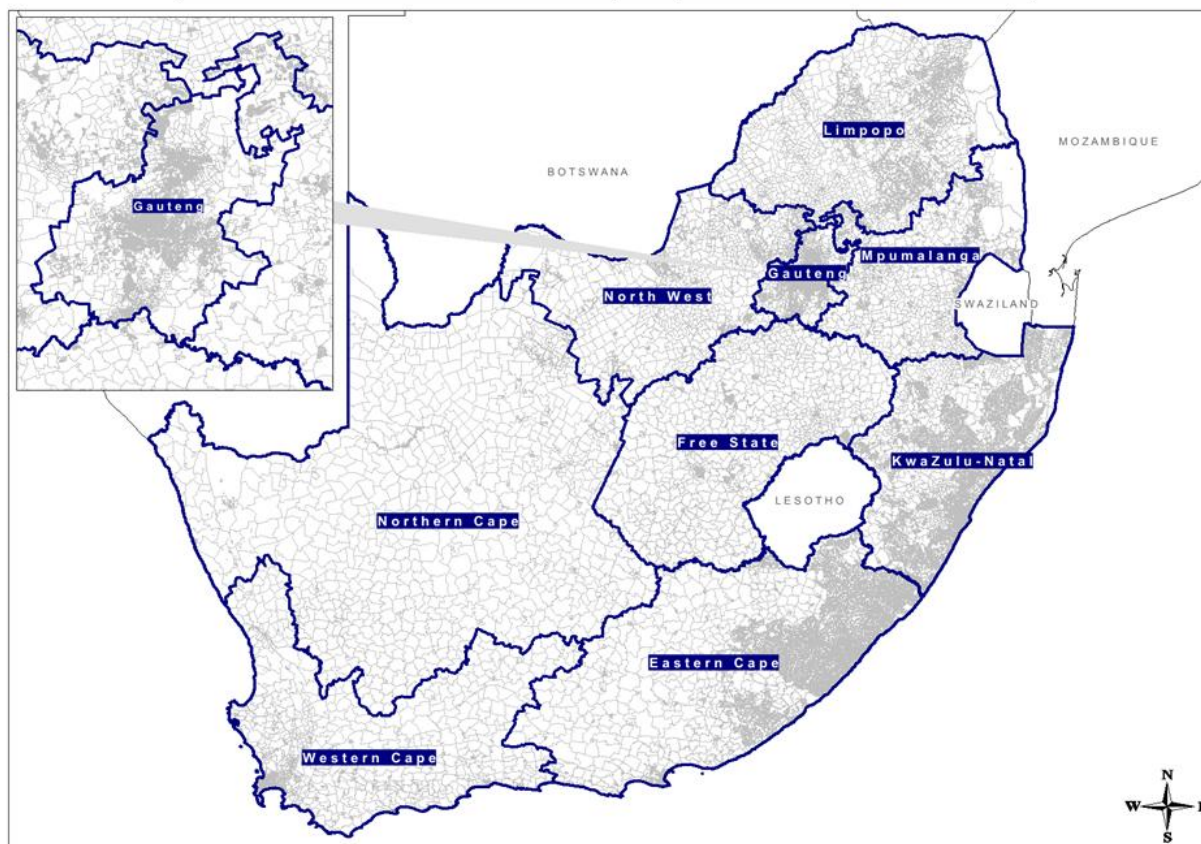
FLOODING
Apart from the primary respondent contacted at a household, additional members of the household who are 15+ years were interviewed on the reading section, up to a maximum of two additional interviews per household.

GEOSOLUTIONS
The GeoSolutions suite is a combination of sampling applications and spatial databases.
This is inclusive of the Nielsen GeoFrame, a sampling frame developed by Nielsen. It consists of an address register for Metros, Large Urban areas and a selection of smaller urban areas.

GEOTERRAIMAGE **(GTI)**
GEOTERRAIMAGE is an innovative company who identifies market needs and opportunities through geo-enabled data analysis of current trends, demographics, income segmentation information, human migration patterns, urban expansion, landscape changes and urban characteristics, all elements essential to market research studies. The company provides the necessary data for the PAMS survey.

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

All 11 official South African languages are available on the release database.

- Afrikaans
- English
- Ndebele
- Sepedi
- Sesotho
- Setswana
- Swati
- Tsonga
- Venda
- Xhosa
- Zulu
- Other

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, cellular phone, 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 24 categories.

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

READERSHIP
The database contains the following data-sets on reading:

- Total - Paper AIR/ Online Past 7 days combined
- Total - Paper AIR/ Online Past 4 Weeks combined
- Paper - AIR reading of each publication
- Online - Past 7 day reading of each publication
- Online - Past 4 week reading of each publication

- Paper - Past 12-month reading of each publication
- Online - Past 12-month reading of each publication
- Core readers - Paper

The Analysis section of this report provides fuller information.

READING

The Definition of Reading on All Platforms is described to respondents as follows:
"By Reading, we mean that you have personally read, paged through or viewed all or any part of any of these [publications], 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 they were free. It also does not matter where you read them"

The Definition of Online Reading is described to respondents as follows:
"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."

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

4. SPECIAL NOTES

ADDITIONAL READING PROMPTS
The prompts on the two "Definition of Reading" showcards (All platforms and Online Only) were expanded in 2019. The words Website/App/Social Media were included below the images of Cellphone, Computer and Tablet for Online reading, with the intention of pointing out that any of these methods can be used for Online reading.
The same expansion was incorporated into the platform filter questions for newspapers and magazines.

AGE
There are two age questions in the PAMS questionnaire – one on exact age, and the other a grouping into 8 categories. However, the weighting is done on four age brackets: 15-24, 25-34, 35-49 and 50+. 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.

FREQUENCY CHANGES

People Magazine was measured as a Weekly in PAMS 2019, but changed to Fortnightly during the PAMS 2019 fieldwork period. The AIR was created as a Fortnightly AIR for the release datafile. (*Source: ABC Quarter 4).* With this change, the frequency responses (number of copies) needed to be suppressed on the release datafile. As the Core reader calculation utilizes this question, this was also suppressed for People Magazine.

LANGUAGE

The 11 official languages are available on the datafile:

- Afrikaans
- English
- Ndebele
- Sepedi
- Sesotho
- Setswana
- Swati
- Tsonga
- Venda
- Xhosa
- Zulu

NEW SAMPLING VARIABLE

A new sample design was employed in PAMS 2019, where an Income based variable, the Neighbourhood Lifestyle Index®© (NLI™©), was introduced as an additional sampling variable. *(For more detail, please refer to the Sampling and Weighting section of this report.)*

NEW QUESTIONS FOR PAMS 2019

A number of new questions were added to the PAMS 2019 questionnaire.

Topics covered were:

- Personal use of a SASSA government grant card
- Personal use of a Credit card from a financial institution
- Ownership of Store cards to earn loyalty points or discounts
- Number of hours per day personally listen to the Radio
- Number of hours per day personally watch Television
- Influencer Question - degree of identification with a number of Influencer statements
- Registered to vote, and Voting participation in the 2019 general election
- Type of Home
- Electricity in Home

These new questions can be found in Appendix A: PAMS 2019 Questionnaire

ONLINE MASTHEAD CHANGES
In PAMS 2019, a major methodological change was implemented for Online Newspaper reading.

For many Online publications, one can either navigate straight to an actual title, or alternately choose to go to the "Umbrella" or group site, which will also lead one to a desired publication.
To ensure that the PAMS survey captured all possible Online Newspaper reading, it was decided to include two logos on each of the Online Newspaper mastheads shown to respondents, that is, the actual publication title and the "Umbrella site" positioned above it.

This was applied only to Online Newspaper publications which have an Umbrella site.
As a result of this major change in approach, the PAMS 2019 Online Newspaper data is not comparable to PAMS 2017.

Moreover, the Paper Newspaper mastheads for each publication appeared side-by-side with the Online mastheads, meaning that the visuals of each screen changed. This change may have had an impact on the measurement of Paper reading as well.

ONLINE OVERCODES
Umbrella Sites (BusinessLIVE, IOL, Netwerk24, News24 and TimesLIVE) have been overcoded to provide for an all inclusive reading measure of Online publication websites. These online overcodes are identical to those provided in PAMS 2017.

These are the Online Overcodes:

TimesLIVE – Overcode
* Sunday Times

BusinessLIVE - Overcode
* Business Day
* Financial Mail

News24 – Overcode
* City Press

Netwerk24 – Overcode
* Beeld
* Beeld Sat
* Die Burger (Wes Kaap)
* Die Burger Fri (Oos Kaap)
* Die Burger Sat (Wes Kaap)
* Rapport
* Volksblad
* Volksblad Sat

IOL - Overcode
* Cape Argus
* Cape Times
* Daily News
* I'solezwe lesiXhosa
* Pretoria News
* Pretoria News Weekend
* Mercury
* Star
* Saturday Star
* Post
* Sunday Tribune
* Independent on Saturday
* Sunday Independent
* Weekend Argus Saturday
* Weekend Argus Sunday

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

PERSONAL INCOME
For PAMS 2019, the highest income category of the monthly personal income options was increased to R100,000+ (previously R80,000+ in PAMS 2017).

The lowest category of the monthly personal income options was changed to R1-R999 (previously R0-R999 in PAMS 2017), and a "No Personal Income" option was added to allow for those that do not have a personal income.

As a result of the latter change, the personal income data of PAMS 2019 is not comparable to that of PAMS 2017.

POPULATION 2019
The Population figures applied for PAMS 2019 are the mid-year 2019 population estimates supplied by the GEO**TERRA**IMAGE (GTI).

This differs from the population updates applied previously for the PAMS 2017 survey, which were provided by IHS Markit.

PUBLICATION COMBINATIONS
The following magazine publications were measured separately on the PAMS 2019 questionnaire, but combined AIRs are released on the PAMS 2019 datafile as follows:

- go!/ Weg!
- home/ tuis
- The Gardener/ Die Tuinier

Publications which were measured together during fieldwork were:

- go! Platteland/ Weg! Platteland
- Go! Drive & Camp/ Weg! Ry & Sleep

READING DISTRIBUTION AREAS

The PAMS 2019 release reflects regionalised newspaper reading based on provincial distribution. Magazine reading was measured nationally.

The criterion for reporting of a publication is that the publication must have a minimum of 30 respondents who qualify as average issue readers.

TITLES NOT REPORTED IN PAMS 2019

Publications which did not have sufficient average issue readers, or ceased publication during the fieldwork period, are not reported in the database. They are:

Newspapers:
Sunday World (Online)

Magazines:
Destiny (Paper and Online)
Destiny Man (Paper and Online)
DStv (Paper and Online)
Elle South Africa (Paper and Online)
Elle Decoration (Paper and Online)
Good Housekeeping (Paper and Online)
Mamas & Papas (Paper and Online)
SA Golf Digest (Paper and Online)
The Afropolitan (Paper and Online)

Online News Sites:
Rand Daily Mail

5. UNIVERSE

The universe for PAMS 2019 was adults aged 15 years and older, living in South Africa.
Included were:

- 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.

6.   SAMPLING AND WEIGHTING

Dr Ariane Neethling, Professional Statistical Consultant, was responsible for the PAMS 2019 Sample Design, Selection of EAs, and Weighting.

INTRODUCTION
The success of a sample depends, amongst others, on the use of an up-to-date sampling frame, the use of probability sampling techniques and a useful distribution of the sample size. The best possible sample for the survey is one that mirrors and includes all the important characteristics of the whole population (Lohr, 2010).

POPULATION AND SAMPLING FRAME
An updated database of population and demographic information is key to successful research, studies and surveys. Because EA boundaries are ideally sized to detect change and diversity within societies and due to the unavailability of sampling frame information at this level, a team of specialists at GEO**TERRA**IMAGE (GTI) created the GTI Sampling Frame as an alternative to the SA 2011 Population Census.

The sampling frame is generated from a top down and bottom up approach. The top down approach utilizes the Stats SA 2011 Census information and latest mid-year estimate data and the bottom up approach uses the GTI national *Building Census* (structure/dwelling unit type) dataset. Stats SA's 2011 Census information on Small Area Layer data, main and sub place is superimposed on the 2011 set of EAs through GIS techniques and statistical modelling. This information has been simultaneously integrated with the latest GTI *Building Census* dataset, which consists of more than 80 Land Use classes (including 18 different dwelling type classes), containing more than 16 million classified building structure points.

The residential Building Census (e.g. Formal and Informal dwelling structures) data is constantly updated using the GTI's *New Developments*© dataset. This information as well as information from fieldwork reports, and from other sources are used to update the sampling frame at least annually. This updated sampling frame includes inter alia new developments, changes of EA type, and changes in administrative boundaries such as municipality and ward boundaries. Benchmarking and statistical modelling techniques are applied to the updated information annually to ensure that the demographic variables align to the latest mid-year estimates as released by Stats SA.

This EA sampling frame of GTI was used to design and draw the sample for PAMS 2019. The population (universe) for PAMS consists of all adults aged 15 years and older, residents in private households of any type (including domestic quarters and informal settlements), hostels, residential hotels, retirement villages/old age homes or similar accommodation. Prisons, hospitals and military barracks are excluded.

NEIGHBOURHOOD LIFESTYLE INDEX®© (NLI™©)
It is well-known that South Africa is a heterogeneous country in many aspects, such as the lifestyle of communities. Understanding respondents is key to interpreting research outcomes

in the most meaningful way. For this reason, GEO**TERRA**IMAGE developed the uniquely formulated Neighbourhood Lifestyle Index®© (NLI™©).

The NLI™© is not a sample survey-based product, but is statistically segmented and modelled from population dwelling unit information and various other sources of information. This unique product is an income-based segmented classification, classifying neighbourhoods according to their income and various lifestyle characteristics at various spatial levels such as EA, Small Area Layer, etc. Different multivariate statistical techniques, based on various sets of household information, are applied to measure the level of wealth of people in neighbourhoods.

The NLI™© is essentially used as an income-based indicator and ranges from 1 (lowest income/poorest community) to 10 (highest income/most affluent community). For the PAMS 2019 survey, it is classified into three wealth status groups as per below.

LOWER INCOME GROUP	MIDDLE INCOME GROUP	UPPER INCOME GROUP
	Annual household income	
R1 – R113 919	R113 920 – R479 294	R479 295 and more
(NLI 1-3)	(NLI 4-6)	(NLI 7-10)
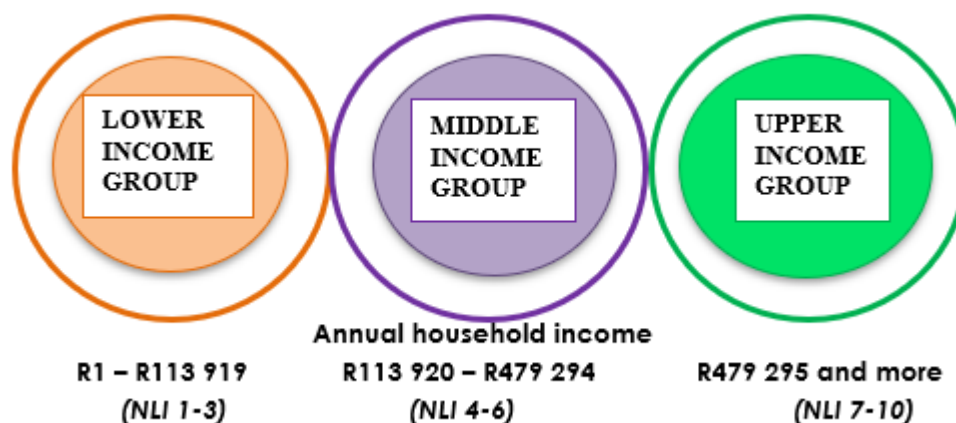
This wealth status classification is used, in combination with other variables, in the design of the PAMS 2019 sample.

SAMPLE DESIGN
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. These strata are also called explicit strata, since their sample sizes are determined beforehand, and the samples are drawn independently in each. Within each of these strata, implicit stratification variables, namely district municipality, local municipality, main place, sub-place and EA code, were used. The latter means that all EAs in a stratum are first ordered according to the implicit variables, before systematically drawing the EAs for the sample.

The indicated explicit stratification variables are used to ensure good coverage and the best possible precision per stratum. The implicit stratification variables are used to improve the representativeness and coverage in each stratum.

The EAs were considered as the primary sampling units (psus), households the secondary sampling units (ssus), and adults aged 15 years and older the ultimate sampling units (usus). The number of adults per EA was taken as the measure of size.

SAMPLE SIZE AND ALLOCATION

A sample of 5000 EAs was needed from which two households had to be drawn in each selected EA.

Before the EAs could be drawn, the sample size of 5000 EAs was allocated to the different explicit strata. Because of the large differences in the population sizes among the strata, it was necessary to deviate from proportional allocation. The power allocation rule, a disproportional allocation technique that is applied internationally, was used to determine the number of EAs to be drawn per stratum (Bankier, 1988). The aim of using the power allocation rule is to slightly decrease the allocation of EAs to the larger strata and to slightly increase the allocation to the smaller strata. In short, power allocation results in an allocation between equal allocation and proportional allocation. Hence proportional allocation is a special case of power allocation. With this technique one can ensure, as far as the overall sample size allows one, that the sample sizes are large enough in each stratum in the sample and to obtain good precision for each province, in each geographic area, in each NLI™© group, as well as for each population group in the population.

In view of publication distribution concentration in urban areas, and the challenges of reaching people in the higher income groups, the following agreed disproportionate allocated sample was used:

GEOGRAPHIC AREA	PROPORTIONATE	DISPROPORTIONATE
Metro	44%	55%
Urban	26%	30%
Rural	30%	15%

NLI™© WEALTH STATUS GROUP	PROPORTIONATE	DISPROPORTIONATE
Lower income	70%	50%
Middle income	21%	30%
Upper income	9%	20%

HOUSEHOLD SELECTION

The Nielsen GeoSolutions suite was used to select the actual addresses and geographical coordinates.

The residential addresses in most urban communities are listed in the Nielsen GeoFrame; the file contains 8,423,999 addresses. For these communities, addresses were drawn from the

GeoSolutions suite using a random start, for each EA. The GPS coordinate for each of these addresses was also provided. A cluster of two households were selected per sampling point, with one male and one female at a point.

The two households were "stretched" within the EAs to maximise diversity within the sample.

For areas not in the address register, GPS coordinates were randomly selected per EA. These coordinates are supplied to the interviewers who used GPS devices to get to the specified point.

RESPONDENT SELECTION
Each address is pre-designed to yield a male or female respondent.

First the number of adults 15 years or older of the selected gender in the household is established. Then a Random grid is used to select the person to be interviewed. Interviews are conducted with respondents at the selected addresses, irrespective of language.
Substitution was allowed after four unsuccessful calls. The address to the left and then to the right of the original household was approached.

In the event of address substitution, both the household and the respondent Random grids were used to make sure that the correct person was interviewed.

WEIGHTING
Since the main purpose of weighting is to generalize the realized sample data to the target population (SA adults), the sample must be correctly weighted to ensure reliable and efficient estimates. The weight indicates the number of population elements "represented" by a single respondent in the sample.

Weights are usually developed in different stages to compensate for unequal inclusion probabilities, non-response, if present, and non-coverage and skewness resulting from inter alia fieldwork.

Since the sample was designed in three stages – drawing of EAs, drawing of households, drawing of main respondent – the design weight (also called base weight) of a household and respondent have to be calculated according to the inclusion probability (change) of a unit to be selected at each stage.

Hereafter, the base weight of the respondents was adjusted to compensate for under/over-representation of certain parts of the population. The SAS macro CALMAR, developed by INSEE in France, was used to adjust the design weights, to the newest released GTI 2019 population estimates.

A hybrid of Cell and Rim (Random Iterative Method) weighting techniques were applied, namely Race-by-Gender-by-Age cells per area group, in combination with the two language groups at area level (Afrikaans, Other). Cell and/or Rim weighting are generally known as benchmarking or special techniques of calibration. Calibration estimation has become a widely used method for obtaining efficient estimates in sampling surveys by using auxiliary

information in the form of known population totals to produce a new set of weights, called calibration weights. For references, see Deville and Särndal (1992); Deville et al. (1993); Neethling (2004) and Neethling & Galpin (2006).

The weighting efficiency for the benchmarked weights, was calculated for each group and cell. The overall average weight efficiency for the calibration weights, based on the race-by-gender-by-age cells and language, is 74%.

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7.   THE INTERVIEW

Initially, household selection takes place.

Where there is more than one household on a stand, the household at which the interview should be conducted is selected using a Random grid, to ensure that every household has an equal chance of being chosen.

The interview begins by asking how many adult males or females live in the household, after which interviewers use a Random grid to randomly select the primary person to be interviewed. The gender of the respondent to be interviewed is assigned before the interview.

The interview is conducted face-to-face, by means of CAPI (Computer Assisted Personal Interviewing), using a tablet with a Bluetooth enabled keyboard.

The questionnaire is programmed into 7 languages, with the respondent choosing the language they wish to be interviewed in. The available languages are English, Afrikaans, Sepedi, Sesotho, Setswana, Xhosa and Zulu.

For the up-front past 12-month reading question, CASI (Computer Assisted Self Interviewing) is used. The tablet is handed to respondents, and they select the publications they have read or

paged through in the past 12 months on their own, with the interviewer standing by to assist, if necessary.

Once the primary interview is completed, a maximum of two additional adults, who are at home and available, are selected by means of a Random grid, to be interviewed on the reading section of the questionnaire. Once again, CASI is used for the up-front past 12 month reading question.

Interviewing more than one adult at a household is known as Flooding, and is used to increase the sample size.

 A copy of the PAMS 2019 questionnaire is provided in Appendix A of this report.

8. FIELDWORK AND RESULTS

The interviews for PAMS were conducted over 4 months from beginning of August to end-November 2019.

Before the start of fieldwork, personal briefings of supervisors and interviewers were conducted by Nielsen executives in Johannesburg, Pretoria, Cape Town, Durban and Port Elizabeth. A briefing by live conference call was made to Bloemfontein.

Interviewers were provided with a booklet of Interviewer Instructions, and an Interviewer Showcard File.

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.
Below is the number of check-backs conducted on the fieldwork:

CHECK-BACKS		
Contact Type	No.	% of interviews
Personal/ Accompanied	921	9%
Telephone	2423	24%
TOTAL	3344	33%

Specific addresses and GPS coordinates, at which the interviews were conducted, were pre-selected for Metros and the large Urban areas. These addresses were selected from the Nielsen GeoFrame.

For the smaller Urban areas and for the Rurals, interviewers were given GPS co-ordinates.

Substitution occurred where a preselected address 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.

The next table shows a summary of fieldwork substitution:

ORIGINAL VS. SUBSTITUTE SAMPLE ATTAINED: TOTAL

	No.	%
Total sampled addresses	10 000	100.0
Interviews at an Original address	7 509	75.1
Interviews at a Substitute address	2 491	24.9

9. ANALYSIS

Quality checks were conducted during the course of fieldwork to eliminate any errors.

READING
To qualify as an "Average Issue" reader of a Paper publication, a person has to have last read or paged through any copy of the publication within a period no longer than the issue period of that title.

For example, to qualify as an average issue reader of a weekly Paper publication, a respondent has to have read or paged through that issue within the past 7 days.

Online reading is based on a respondent having last read or viewed the publication in the past 7 days.

On the database, the following overcodes are available:

- Total - Paper AIR/ Online Past 7 days combined
- Total - Paper AIR/ Online Past 4 weeks combined
- Paper - AIR
- Online - Past 7 days
- Online - Past 4 weeks
- Core Readers - Paper

Users of Reading data are referred to the PAMS questionnaire, for details of reading questions.
(See Appendix A of this Report)

The Total AIR Paper plus Online reporting base is limited to a minimum of 30 respondents.

10. 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 PAMS database contains the 10 LSM groups for analysis.

The next table shows the LSM variables which were used for the PAMS 2019 data, as well as the question numbers covering these variables in the PAMS 2019 questionnaire.

VARIABLES	PAMS 2019 - Question Number	
1.	Built-in kitchen sink	N1
2.	Floor polisher or vacuum cleaner	N1
3.	Microwave oven	N1
4.	Computer (Desktop/Laptop)	P1
5.	Washing machine	N1
6.	Two or more radios (excluding car radios)	P1
7.	Flush toilet inside/outside house	N1
8.	A domestic worker or household helper (including both live-in and part time domestics and gardeners)	P1
9.	TV set	P1
10.	Electric Stove	P1
11.	Live in a Rural area (excluding Gauteng and Western Cape)	*
12.	Motor vehicle in household	E1
13.	DVD player/Blu Ray Player	P1
14.	Live in a House, Cluster or Townhouse	P2a
15.	Home security service	N1
16.	Dishwashing machine	P1
17.	3 or more cellphones in household	C1
18.	Pay TV (M-Net/DStv/StarSat) subscription	P1
19.	Deep freezer which is free standing	N1
20.	Fridge or combined fridge/freezer	N1
21.	Metropolitan dweller	*
22.	Tumble dryer	P1
23.	Hot running water from a geyser	N1

24.	Tap water in house or on plot	N2
25.	Air conditioner (excl. fans)	P1
26.	Home telephone (excluding a cellphone)	P1
27.	Swimming Pool	P1
28.	Home theatre system	P1
29.	Hi-fi/music centre	P1

*From Sample

11. SEM (SOCIO-ECONOMIC MEASURE)

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

The PAMS 2019 database contains these SEM groups for analysis:

SEM 10 Segment Solution (1-10)
SEM 20 Segment Solution (1-20)
SEM 3 Supergroups (L,M,H)
SEM 5 Supergroups (1-5)

The following table shows the SEM variables which were used for the PAMS 2019 data, as well as the question numbers covering these variables in the PAMS 2019 questionnaire:

No.	VARIABLES	PAMS Question Number
1.	Post Office nearby (respondent's perception)	N5
2.	Police Station nearby (respondent's perception)	N5
3.	Built-in kitchen sink	N1
4.	Home Security Service	N1
5.	Motor Car	E1
6.	Deep freezer which is free standing	N1
7.	Side-by-side fridge/freezer	N1
8.	Microwave oven	N1
9.	Floor polisher or vacuum cleaner	N1
10.	Washing machine	N1
11.	Floor material	N4
12.	Water source	N2
13.	Type of toilet	N1
14.	Tiles or concrete roofing	N1
15.	Number of sleeping rooms	N3

APPENDIX A

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
_____

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.

_____
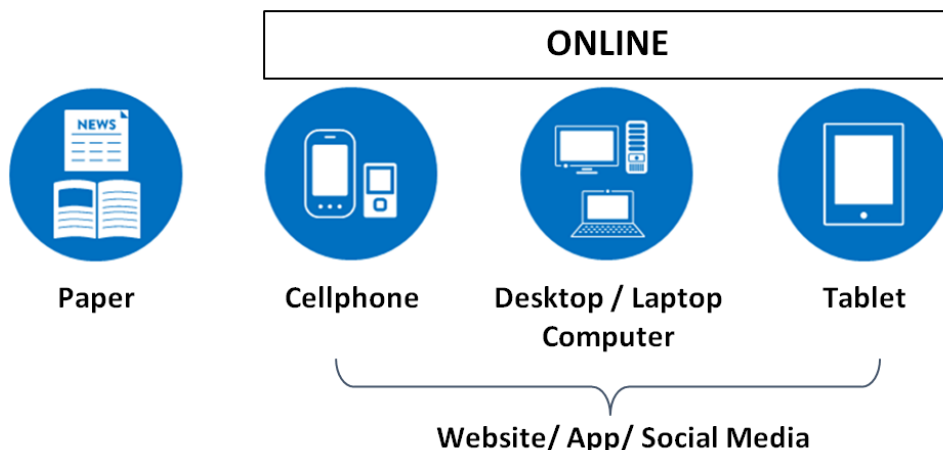
PLATFORM FILTER QUESTION FOR NEWSPAPERS AND ONLINE NEWS SITES

➢ 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

NUMBER OF COPIES OUT OF 5

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➢ 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 – RECENCY 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

_____

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

_____

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

_____

➢ 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.

Cellphone   Desktop / Laptop Computer   Tablet

Website/ App/ Social Media

_____
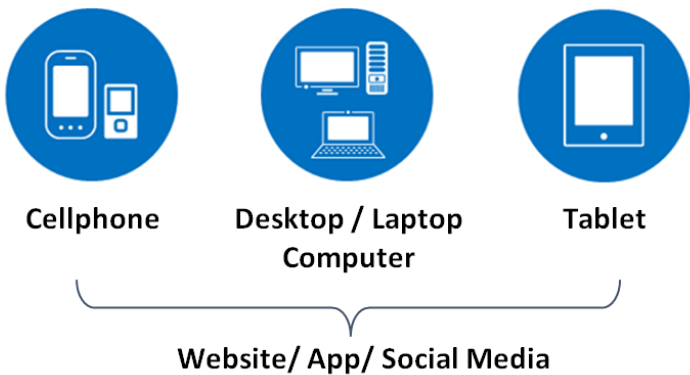
WHEN LAST – RECENCY AIR

➢   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
_____

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
_____

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
_____

➢   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
_____

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"
_____

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"
_____

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
_____

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

C2. Do you personally own or use a cellphone?

Yes
No

➢ RECORD ONE ANSWER
_____

➢ 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
_____

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
_____

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
_____

➢   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 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

_____

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

_____

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

_____

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

New
Second-hand / Pre-Owned

➢   RECORD ONE ANSWER
_____

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
_____

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
_____

➢   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 <u>how many days</u> 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, <u>how many hours per day</u> 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 <u>how many days</u> 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, <u>how many hours per day</u> do you personally watch television?

> Less than one hour
> 1-2 hours
> 3-4 hours
> More than 4 hours

➢   RECORD ONE ANSWER
_____

nielsen

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
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 I have more friends on Facebook than most people I earn and think more than most South Africans I have been quoted by my friends or in the media on a few occasions				
People sometimes ask me for my opinion or advice I like to keep abreast of the changes in my industry and read quite a bit to stay informed I have more followers on Twitter than most, and tweet often I am one of the decision-makers at my place of work when it comes to buying products and services I am on at least one committee at work, the kids' school, a local society or sport club, our neighbourhood				

_____

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

nielsen

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

_____

PAMS 2019 PUBLICATIONS

WEEKLY MAGAZINES

1 Drum
2 Farmer's weekly
3 Financial Mail
4 Finweek
5 Huisgenoot
6 Landbou weekblad
7 Move!
8 Vrouekeur
9 You

FORTNIGHTLY MAGAZINES

10 Kuier
11 People
12 TVplus

MONTHLY MAGAZINES

13 African Independent
14 Bicycling
15 Bona
16 Car
17 Caravan & Outdoor Life
18 Conde Nast House & Garden
19 Cosmopolitan
20 Essentials
21 Fairlady
22 Finesse
23 Food & Home Entertaining
24 Forbes Africa
25 Getaway
26 Glamour
27 Go! / Weg!
28 Go! Drive & Camp / Weg! Ry & Sleep
29 GQ SA
30 Home / Tuis
31 KickOff
32 Leisure Wheels
33 Lig
34 Living & Loving
35 Man Magnum
36 Men's Health
37 Popular Mechanics
38 Rooi Rose
39 Runner's World
40 SA Country Life
41 SA Garden and Home
42 SA Home Owner
43 SA Hunter / Jagter
44 Sarie
45 Stuff
46 The Gardener Magazine / Die Tuinier
47 Truelove
48 Woman & Home
49 Women's Health
50 Your Family

ALTERNATE MONTHLY MAGAZINES

51 Baba & Kleuter
52 House and Leisure
53 Lose It!
54 Your Baby
55 Your Pregnancy

QUARTERLY MAGAZINES

56 Dekat
57 Go! Platteland / Weg! Platteland
58 Personal Finance

DAILY NEWSPAPERS (Mon-Fri)

1 Beeld
2 Business Day
3 Cape Argus
4 Cape Times
5 Daily Dispatch
6 Daily News
7 Daily Sun
8 Daily Voice
9 DFA
10 Die Burger Wes Kaap
11 Isolezwe
12 Pretoria News
13 Son
14 Sowetan
15 The Citizen
16 The Herald
17 The Mercury
18 The Star
19 The Witness
20 Volksblad

WEEKLY NEWSPAPERS

21 Beeld (Sat)
22 City Press (Sun)
23 Daily Dispatch Weekend Edition (Sat)
24 Die Burger Oos Kaap (Vry)
25 Die Burger Wes Kaap (Sat)
26 I'solezwe lesiXhosa (Thu)
27 Ilanga LangeSonto (Sun)
28 Isolezwe NgoMgqibelo (Sat)
29 Isolezwe NgeSonto (Sun)
30 Mail & Guardian (Fri)
31 Post (Wed)
32 Pretoria News Weekend (Sat)
33 Rapport (Son)
34 Saturday Citizen
35 Saturday Star
36 Soccer Laduma (Wed)
37 Son op Sondag
38 Sunday Sun
39 Sunday Times
40 Sunday Tribune
41 Sunday World
42 The Independent on Saturday
43 The Sunday Independent
44 Volksblad (Sat)
45 Weekend Argus on Saturday
46 Weekend Argus on Sunday
47 Weekend Post (Sat)
48 Weekend Witness (Sat)

TWICE-WEEKLY NEWSPAPERS

49 Ilanga (Mon & Thu)

FORTNIGHTLY NEWSPAPERS

50 Vuk'uzenzele (1st & 15th every month)

ONLINE NEWS SITES

1 Business Media MAGS
2 BusinessLIVE
3 Daily Maverick
4 eNCA
5 EWN Eyewitness News
6 IOL
7 Maroela media
8 Netwerk24
9 News24
10 TimesLIVE
11 TimesSELECT

APPENDIX B

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Metro	Buffalo City	EC
	Nelson Mandela Bay	EC
	Mangaung	FS
	City of Johannesburg	GT
	City of Tshwane	GT
	Ekurhuleni	GT
	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
	Maluti a Phofung	FS
	Mantsopa	FS
	Masilonyana	FS

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Urban	Matjhabeng	FS
	Metsimaholo	FS
	Mohokare	FS
	Moqhaka	FS
	Nala	FS
	Ngwathe	FS
	Nketoana	FS
	Phumelela	FS
	Setsoto	FS
	Tokologo	FS
	Tswelopele	FS
	Emfuleni	GT
	Lesedi	GT
	Merafong City	GT
	Midvaal	GT
	Mogale City	GT
	Rand West City	GT
	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
	Ray Nkonyeni	KZN
	Richmond	KZN
	The Msunduzi	KZN

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Urban	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
	Elias Motsoaledi	LIM
	Ephraim Mogale	LIM
	Greater Giyani	LIM
	Greater Letaba	LIM
	Greater Tubatse/Fetakgomo	LIM
	Greater Tzaneen	LIM
	Lepele-Nkumpi	LIM
	Lephalale	LIM
	Makhado	LIM
	Makhuduthamaga	LIM
	Maruleng	LIM
	Modimolle/Mookgophong	LIM
	Mogalakwena	LIM
	Molemole	LIM
	Musina	LIM
	New	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
	Emalahleni	MP
	Govan Mbeki	MP
	Lekwa	MP
	Mbombela	MP
	Mkhondo	MP
	Msukaligwa	MP

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Urban	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
	KhÃ¢i-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
	Ramotshere Moiloa	NW
	Ratlou	NW
	Rustenburg	NW

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Urban	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
	Mnquma	EC
	Ndlambe	EC

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Rural	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	GT
	Lesedi	GT
	Merafong City	GT
	Midvaal	GT
	Mogale City	GT
	Rand West City	GT
	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

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Rural	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-Phalaborwa	LIM
	Bela-Bela	LIM
	Blouberg	LIM
	Elias Motsoaledi	LIM
	Ephraim Mogale	LIM
	Greater Giyani	LIM
	Greater Letaba	LIM
	Greater Tubatse/Fetakgomo	LIM
	Greater Tzaneen	LIM
	Lepele-Nkumpi	LIM
	Lephalale	LIM
	Makhado	LIM
	Makhuduthamaga	LIM
	Maruleng	LIM
	Modimolle/Mookgophong	LIM
	Mogalakwena	LIM

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Rural	Molemole	LIM
	Musina	LIM
	New	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
	Emalahleni	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
	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
	KhÃ¢i-Ma	NC
	Magareng	NC
	Nama Khoi	NC
	Phokwane	NC
	Renosterberg	NC
	Richtersveld	NC
	Siyancuma	NC
	Siyathemba	NC
	Sol Plaatjie	NC
	Thembelihle	NC
	Tsantsabane	NC

COMMUNITY SIZE CLASSIFICATIONS

TYPE	MUNICIPALITY NAME	PROVINCE
Rural	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 C

District Councils	Province
Alfred Nzo	EC
Amathole	EC
Buffalo City	EC
Chris Hani	EC
Joe Gqabi	EC
Nelson Mandela Bay	EC
O.R.Tambo	EC
Sarah Bartman	EC
Fezile Dabi	FS
Lejweleputswa	FS
Mangaung	FS
Thabo Mofutsanyane	FS
Xhariep	FS
City of Johannesburg	GT
City of Tshwane	GT
Ekurhuleni	GT
Sedibeng	GT
West Rand	GT
Amajuba	KZN
eThekwini	KZN
Harry Gwala	KZN
iLembe	KZN
Ugu	KZN
Umgungundlovu	KZN
Umkhanyakude	KZN
Umzinyathi	KZN
Uthukela	KZN
Uthungulu	KZN
Zululand	KZN
Capricorn	LIM
Mopani	LIM
Sekhukhune	LIM
Vhembe	LIM
Waterberg	LIM
Ehlanzeni	MP
Gert Sibande	MP
Nkangala	MP
Frances Baard	NC
John Taolo Gaetsewe	NC
Namakwa	NC
Pixley ka Seme	NC
Z F Mgcawu	NC
Bojanala	NW
Dr Kenneth Kaunda	NW
Dr Ruth Segomotsi Mompati	NW
Ngaka Modiri Molema	NW
Cape Winelands	WC
Central Karoo	WC
City of Cape Town	WC
Eden	WC
Overberg	WC
West Coast	WC