INTRODUCTION

Good day. My name is _____, and I am representing Ask Africa, an independent research company. We are conducting a study on media habits on behalf of the South African Broadcast Research Council (BRC). The interview will take approximately 40 minutes. Please note that, for quality assurance purposes, some of your responses may be recorded for data quality purposes. Your participation is voluntary and open to all individuals 15 years and older residing in South Africa. Would you be willing to participate in this research?

If no or in doubt	Close the interview
If yes ask, In which language do you prefer the interview to be conducted in?	Afrikaans
	English
	Sepedi
	Sesotho
	Setswana
	Xhosa
	Zulu
	Seswati
	Tshonga
	Tshivenda

OUR DATA PROTECTION COMMITMENT

Ask Afrika is committed to protecting your personal information.

Our Privacy Policy sets out in detail the information that we collect and how we use and share that information. We have summarised the key points in our Privacy Policy below. We encourage you to read the Privacy Policy in full – it's available "here".

By completing the Establishment Survey (ES) you are agreeing to our collection, use and disclosure of your information as described in our Privacy Policy:

We will never…

- Use or permit others to use your contact details to send you direct marketing messages.
- Allow you to be personally identified within the survey results we publish or provide to our clients.

We may…

- Use your personal information to engage with you about additional studies if you have explicitly consented.
- Analyse your survey responses to determine eligibility for specific studies, such as those concerning television or video content.
- Share your personal information with our selected partners, who may extend opportunities to you related to TV panel participation, under the condition of your prior consent.
- Share your personal information (including your survey answers) with our trusted partners to help them identify similar people, so that they can show those other people personalised adverts. However, we prohibit our trusted partners from using this information to target advertising to you individually.

We will always…

- Adhere to the Market Research Society codes (SAMRA & ESOMAR) of conduct and all relevant South African and EU data protection legislation.
- Require our trusted partners to sign agreements that will protect your personal information and ensure you are not personally identified within our survey results.
- Take reasonable and appropriate measures to store your personal information securely, and store your contact details separately to your survey answers

Yes – you may contact me	SMS Number verification
No – you may not contact me	
Read - Ask Africa Privacy Policy in full	

Interviewer note: Capture only once: Population group of respondent

Black	
Coloured	
Indian/ Asian	
White	

HOUSEHOLD COMPOSITION

HC1. A household is a person or a group of people who eat and sleep in the house at least 4 days a week. If a home has a back room, granny flat, cottage, shack or other separate dwellings and the people living there share meals with the main household at least 4 days a week, they form part of the same household. If not, they are seen as a household of their own.

Including yourself, how many people currently live in this household? Please include everyone living here, such as children (including those under 2 years), family members, domestic workers, helpers, and live-in gardeners.

Number	

HC2. How many of these are domestic workers, helpers, or live-in gardeners?

Number	

For each person living in the household, including yourself, family members, domestic workers, helpers, and live-in gardeners, please provide their name, age (exact age) and gender and education, work status, relationship and decision maker to the household.

HC3. Name	
HC4. Age	
HC5. Gender	
HC6. Population group	
HC6.1 Nationality	South African (SA) Other
HC7. Show HH composition grid with all members of household and ask: Who is the head of this household? ***Definition of Head of Household:*** *The head of household is the person recognised by other household members as the main decision-maker and/or the primary economic provider for the household. This person usually takes responsibility for managing household affairs, including finances, and is often the person who owns or rents the home or has the strongest claim to it.*	Please select one person from the list of household members you just provided
HC8. , What is {HH Member Name}'s relationship to the head of household i.e. spouse, child, parent, etc.)	Spouse/Partner

	Husband/Wife
	Child/Stepchild
	Parent/Parent-in-law
	Sibling
	Grandparent
	Grandchild
	Other relative (Aunt, Uncle, Cousin)
	Non-relative (Friend, Roommate, Lodger)
	Domestic worker/Live-in helper
HC9. Interviewer note: Please indicate the person with whom the interview is being conducted	Please select the respondent from the list of household members

HC10. What is {HH Member Name}'s highest level of education (only ask for household members >17)

None/no formal schooling	
Some primary school	
Primary school completed	
Some high school	
Matriculated	
University incomplete	
University completed	
Post-graduate qualification	
Any other post-matric qualification (e.g. Artisan, college, technical diploma)	
Refuse	

Trigger: Only ask employment questions to household members >17

HC11.1. What is {HH Member Name}'s current main work status?

1	Working	
2	Retired	Skip to HC13
3	Student	Skip to HC13
4	Homemaker (housewife, househusband, or home executive)	Skip to HC13
5	Not working, but actively looking for a job	Skip to HC13
6	Not working and not looking for a job	Skip to HC13
7	Prefer not to answer	Skip to HC13
8	I don't know	Skip to HC13

If 1 in HC11.1

HC11.2. What type of employment does {HH Member Name} currently have?

1	Permanent or regular employment (stable contract, ongoing work, with benefits)	
2	Casual, short-term, or contract employment (temporary, seasonal, or paid per task/day), e.g., Casual domestic worker, gardener, painter etc.	
3	Self-employed (runs their own business or works for themselves) e.g. street vendor, small shop owner, hairdresser, runs own business	
4	I don't know	

If 3 in HC11.2

HC11.3 Is {HH Member Name}'s self-employment formal or informal?

1	Formal self-employment (runs their own business or works for themselves and is registered with authorities)	
2	Informal self-employment (runs their own business or works for themselves and is not registered) – such as car guard, car washing etc.	
3	I don't know	

If 1 or 2 in HC11.2

HC11.4 Is {HH Member Name}'s employment formal or informal?

1	Formal employment (with a written contract and legal benefits)	
2	Informal employment (no written contract or legal benefits)	
3	I don't know	

If 1 in HC11.1

HC11.5. Does {HH Member Name} work full-time or part-time?

1	Full-time (30 hours or more per week)	
2	Part-time (less than 30 hours per week)	
3	I don't know	

If 1 in If HC11.1

HC12. If employed - Does {HH Member Name} work at…?

Home - Works exclusively from home	
Office - Works exclusively at a work location	
Hybrid - Works a few days / hours a week at both home and the work location	

HC13. Programming note: Show HH composition grid with all members of household and ask, Thinking about all the items bought from day to day for your household, which best describes the extent to which {HH Member Name} personally select which items are bought?

Wholly or mainly responsible for the day-to-today purchases of the household	
Partly or equally responsible for the day-to-day purchases of the household	
Not responsible for the day-to-day purchases of the household	

PERSONAL VIEWING

P1. We are interested in learning how people like you watch TV programs or any other kind of video content. Think about news, sports, shows, old or new movies, cartoons, old cartoons, etc. You can watch it live, via catch up or on demand via online platforms and on all kinds of devices like television sets, mobile phones, computers, tablets etc.

When was the last time you watched TV or any other video content?

QT: Single mention, Spontaneous mention

Yesterday	Yes/No – Skip to P2
Within the past 7 days	Yes/No – Skip to P2
Within the past 4 weeks	Yes/No – Skip to P2
Longer than 4 weeks ago	Yes/No – Skip to P2

I never watch any kind of tv or other video content	Yes/No – Skip to P1.1

P.1.1 Which of the following best describes why you do not watch TV programming or any other kind of video content?

QT: Multiple Mentions, Read out

I do not have a TV or any device to watch video content	Skip to P1.2
Financial reasons (cannot afford a TV or device)	Skip to P1.2
Lack of interest in TV or video content	Skip to P1.2
Lack of time to watch TV or video content	Skip to P1.2
Prefer other forms of entertainment (e.g., reading, outdoor activities)	Skip to P1.2
I do not have electricity at home	Skip to P1.2
Other (please specify)	Skip to P1.2

P1.2 Do you plan to watch TV or other video content in the future?

QT: Single Mention, Spontaneous mention

Yes, I plan to start watching soon	Skip to P61
Maybe, I am unsure at this time	Skip to P61
No, I do not plan to watch TV or video content in the future	Skip to P61

P2. Generally speaking, in an average week, how much time do you say you spend on watching? Again, all programming, regardless of how you watch it, should be included.

	P2.1 Weekdays: hours and min	P2.2 Saturday: hours and min	P2.3 Sunday: hours and min
Less than 30min			
30min to 1 hour			
Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch these			

P3. What kind of programs or video content do you watch most often? Please mention your top five.

Trigger note: A maximum of 5 can be selected

QT: Multiple mentions, Spontaneous mention

News	
Sports and games	
Talk shows i.e. Pasella, Bravo!, Expresso Morning Show	
Children's programming	
Reality TV i.e. Survivor, Love Island, MasterChef, The Bachelor, The Kitchen Rules	
Game shows i.e. Wheel of fortune, Shark Tank, Kokkedoor, Family Feud	
Local TV series i.e. Is'Thunzi, Lioness, Reyka, Strangers you know, White Lies, Unfollowed – *Series often with a finite number of episodes per season*	
Telenovelas or soapies i.e. Generations, Scandal, Muvhango, Isidingo, Gomora, Legacy, The Queen, The River, Kelders van Geheime, Elif - Aired frequently – *Aired often, daily or multiple times a week*	

Other TV series i.e. Desert Rose, Go!, Semi-Soeter, Kings of Jo'Burg – *can include mini-series or limited series*	
Movies	
Music videos/Music programmes	
Religious programming i.e. Issues of Faith, TBN Africa, MyFaith TV, Spirit Sundae, The Illuminated	
Lifestyle programming (DIY, Cooking, etc.) i.e. Grand Designs, Fixer to Fabulous, Jamies 30 minute Meals	
Documentaries	
Magazine shows i.e. Huisgenoot: Ware Lewensdramas	
Sitcoms/Comedy i.e. Meet the Khumalo's, Semi-Soeter, Kiff, The Office	
Educational programmes	
Other	

P4. Thinking about these programmes you most often watch. What device/s do you usually use to watch this on? (Showcard 1)

QT: Multiple mentions, Spontaneous mention

TV	
Tablet	
Laptop	
Mobile phone	
Computer/Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Other	

The following questions are about watching programmes from **specific broadcasters** of platforms.

P5. When was the last time you watched any kind of programs from **SABC.** This could have happened via their TV channels on your TV set, but also on other kinds of platforms. You could have watched it live, via catch up or on demand services. Also, on all kinds of devices like television sets, mobile phones, computers, etc. Please take everything into account.

When was the last time you watched **SABC** programs or any of the **SABC Channels**. (Showcard 2)

QT: Single mention, Read-Out

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never watch this
SABC 1					
SABC 2					
SABC 3					
SABC Children					
SABC Sports					
SABC News					
SABC Education					
SABC Encore					
SABC Supersport Schools					
SABC Lehae					
SABC Variety / Festive / Other					

P6. The programs you watched **from SABC or on the SABC channels**, which devices(s) do you use to watch them on? Mention all that applies (Showcard 1)

QT: Multiple mentions, Spontaneous mention

	TV	Tablet	Laptop	Phone	Computer/ Desktop	Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	Projector	Other
SABC Channels								

P7. Which device do you use most often or most of the time to watch **SABC programs or SABC CHANNELS** on?

<Carry over devices from P6>

QT: Single mention, Spontaneous mention

TV	
Tablet	
Laptop	
Mobile phone	
Computer/ Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Other	

P8. In general, how many days per week do you watch **SABC programs or any of the SABC channels?**

	Weekdays	Weekend
Days		

P9.1 On typical Weekdays, when you watch SABC or any of its channels, about how much time do you usually spend watching?

P9.2 On a typical Saturday, when you watch SABC or any of its channels, about how much time do you usually spend watching?

P9.3 On a typical Sunday, when you watch SABC or any of its channels, about how much time do you usually spend watching?

	P9.1 Weekdays: hours and min	P9.2 Saturday: hours and min	P9.3 Sunday: hours and min
Less than 30min			
30min to 1 hour			
Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch these			

Internal note

Calculate total time spend watching SABC Channels in-percentage

P10. You mentioned that you watch **SABC programs or SABC channels** on a **TV** as well as on other devices such as <list other devices mentioned in P6>. Of the total <hours> hours you spend watching these, roughly what percentage of that time do you watch on the TV as opposed to on the <list other devices mentioned in P6>~~?~~

%	

P11. Where do you spend most of your time watching **SABC programs or on any of the SABC channels** during a typical week?

QT: Single mention, Read-Out

1	Only at home or around my home	
2	Only somewhere else	Skip P13 and P14
3	Both at home and somewhere else	

P12. If options 2 and 3 in P11, When you watch **SABC or on any of the SABC channels somewhere else,** where do you usually watch this?

QT: Multiple mentions, Spontaneous mention

Somebody else's home	
Work	
School or college	
While travelling in a car, bus, taxi, etc.	
At a bar, shebeen, pub or cafè	
Shopping centre, shop or bank	
Restaurant or coffee shop	
In an accommodation unit (hotel, bed & breakfast, self-catering, Airbnb etc.)	
At a fanpark/public viewing area (a large outdoor area specifically set up for fans to watch a live sporting event on big screens)	
Elsewhere (specify)	

P13. If options 1 or 3 in P11, When you watch **SABC programs or channels at home**, do you usually watch this...

QT: Single mention, Read-Out

Mostly alone	
Mostly with others	
Both equally	

P14. When you watch SABC programs or channels at home on your TV, how do you connect to view them? (Showcard 3)

QT: Multiple mentions, Read-Out

Analogue (Antenna only/bunny aerial)	
DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidised by the government (GO Digital) or got by yourself	
DTT via Smart TV with aerial that picks up the DTT signal	

OpenView (Satellite+ Decoder, no subscription needed)	
DStv (Satellite+ Decoder, monthly subscription Pay TV)	
DStv Stream (formerly known as DStv NOW)	
SABC+	
YouTube	
VIU	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I watched this on a TV, but outside my home (for example, at a family member's, friend's house, or a public place).	
I don't know	

P15. When you watch SABC on your <carry over devices from P6>, which platform do you connect to? (Showcard 4)

QT: Multiple mentions, Read-Out

SABC+	
Other SABC app or website	
DStv Stream (formerly known as DStv NOW)	
VIU	
YouTube	
Other social media (i.e Facebook, Instagram, TikTok, X, WhatsApp, Messenger, etc.)	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I don't know	

When was the last time you watched any kind **E-Media** programs **or E-Channels**, for example from or on their channels E-TV, eNCA, E-Extra, E-Movies, E-Plesier, E-Toons? This could have happened via their TV channels, but also on other kinds of platforms. You could have watched it live, via catch up or on demand via online platforms. Also, on all kinds of devices like television sets, mobile phones, computers, etc. Please take everything into account.

P16. When was the last time you watched programs of or on any of the **E-Channels**. (Showcard 5)

QT: Single mention, Read-Out

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never watch this
eTV					
eNCA					
eExtra					
eMovies					
eMovies Extra					
eReality					
ePlesier					
eToonz					
eSeries					

P17. The programs you watched **from E-Media or on E-Channels**, which devices(s) do you use to watch them on? Mention all that applies (Showcard 1)

QT: Multiple mentions, Spontaneous

	TV	Tablet	Laptop	Phone	Computer/ Desktop	Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	Projector	Other
eTV Channels								

P18. Which device do you use most often or most of the time to watch **E-Media programs or E-Channels** on?

<Carry over devices from P17>

QT: Single mention, Spontaneous

TV	
Tablet	
Laptop	
Mobile phone	
Computer/ Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Other	

P19. In general, how many days per week do you watch **E-Media programs or E- channels**?

	Weekdays	Weekend
Days		

P20.1 On typical Weekdays, when you watch E-Media programs or E-channels, about how much time do you usually spend watching?

P20.2 On a typical Saturday, when you watch E-Media programs or E-channels, about how much time do you usually spend watching?

P20.3 On a typical Sunday, when you watch E-Media programs or E-channels, about how much time do you usually spend watching?

	P20.1 Weekdays: hours and min	P20.2 Saturday: hours and min	P20.3 Sunday: hours and min
Less than 30min			
30min to 1 hour			
Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch TV			

Internal note

Calculate total time spend watching **E-Media programs or E- channels** in-percentage

P21. You mentioned that you watch E- channels or programs on a **TV** as well as on other devices such as <list other devices mentioned in P17>. Of the total <hours> hours you spend watching these, roughly what percentage of that time do you watch on the TV as opposed to on the <list other devices mentioned in P17>?

%	

P22. Where do you spend most of your time watching **E-Media programs or E-Channels** during a typical week?

QT: Single mention, Read-Out

1	Only at home or around my home	
2	Only somewhere else	Skip P24 and P25
3	Both at home and somewhere else	

P23. If options 2 and 3 in P22, When you watch **E-Media programs or E-Channels** **somewhere else**, where do you usually watch this?

QT: Multiple mentions, Spontaneous

Somebody else's home	
Work	
School or college	
While travelling in a car, bus, taxi, etc.	
At a bar, shebeen, pub or cafè	
Shopping centre, shop or bank	
Restaurant or coffee shop	
In an accommodation unit (hotel, bed & breakfast, self-catering, Airbnb etc.)	
At a fanpark/public viewing area (a large outdoor area specifically set up for fans to watch a live sporting event on big screens)	
Elsewhere (specify)	

P24. If options 1 or 3 in P22, When you watch **E-Media programs or E-Channels** **at home**, do you usually watch this...

QT: Single mention, Read-Out

Mostly alone	
Mostly with others	
Both equally	

P25. When you watch **E-Media programs or E-Channels** at home on your TV, how do you connect to view them? (Showcard 3)

QT: Multiple mentions, Read-Out

Analogue (Antenna only/bunny aerial)	
DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidized by the government (GO Digital) or got by yourself	
DTT via Smart TV with aerial that picks up the DTT signal	
OpenView (Satellite+ Decoder, no subscription needed)	
DStv (Satellite+ Decoder, monthly subscription Pay TV)	
DStv Stream (formerly known as DStv NOW)	
E-VOD	
VIU	

YouTube	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I watched this on a TV, but outside my home (for example, at a family member's, friend's house, or a public place).	
I don't know	

P26. When you watch **E-Media programs or E-Channels** on your <carry over devices from P17>, which platform do you connect to? (Showcard 6)

QT: Multiple mentions, Read-Out

E-VOD	
e-TV website	
DStv Stream (formerly known as DStv NOW)	
VIU	
YouTube	
Other social media (i.e Facebook, Instagram, TikTok, X, WhatsApp, Messenger, etc.)	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I don't know	

The following questions are about watching programs from pay TV channels, also known as DStv Pay TV. When was the last time you watched any kind of **DStv programs or DStv channels (pay TV)** such as SuperSport to watch cricket, soccer, rugby, golf etc. as well as entertainment channels such as Mzansi Magic, M-Net, Mnet Movie channels, kykNET, BBC Entertainment and Comedy Central, MTV SABC. This could have happened via their TV channels, but also on other kinds of platforms. You could have watched it live, via catch up or on demand via online platforms. Also, on all kinds of devices like television sets, mobile phones, computers, etc. Please take everything into account.

P27. When was the last time you watched programs of or on any of the **DStv programs or DStv channels (pay TV)**? (Showcard 7)

QT: Single mention, Read-Out

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never watch this
Any of the SuperSport channels to watch any sport such as soccer, rugby cricket etc.					
Entertainment channels such as Mzansi Wethu, Mzansi Magic, M-Net, M-Net Movie channels, Moja love and 9.9, kykNET, Universal channel, Comedy Central, MTV					
DStv Children's channels such as Disney, Cartoon Network, Nickelodeon etc.					
Music channels such as Channel O, MTV Base etc.					
Other DStv channels such as lifestyle channels,					

Nollywood channels or news channels, etc.					

P28. The programs you watched from **DStv programs or DStv channels**, which devices(s) do you use to watch them on? Mention all that applies (Showcard 1)

QT: Multiple mentions, Spontaneous

	TV	Tablet	Laptop	Phone	Computer/ Desktop	Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	Projector	Other
DStv Channels								

P29. Which device do you use most often or most of the time to watch **DStv programs or DStv channels**?

<Carry over devices from P28>

QT: Single mention, Spontaneous

TV	
Tablet	
Laptop	
Mobile phone	
Computer/ Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Other	

P30. In general, how many days per week do you watch programs on any of these **DStv channels**?

	Weekdays	Weekend
Days		

P31.1 On typical Weekdays, when you watch DStv programs or DStv channels, about how much time do you usually spend watching?

P31.2 On a typical Saturday, when you watch DStv programs or DStv channels, about how much time do you usually spend watching?

P31.3 On a typical Sunday, when you watch DStv programs or DStv channels, about how much time do you usually spend watching?

	P31.1 Weekdays: hours and min	P31.2 Saturday: hours and min	P31.3 Sunday: hours and min
Less than 30min			
30min to 1 hour			

Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch TV			

Internal note

Calculate total time spent watching **DStv programs or DStv channels** in-percentage

P32. You mentioned that you watch **DStv programs or DStv channels** on a **TV** as well as on other devices such as <list other devices mentioned in P28>. Of the total <hours> hours you spend watching these, roughly what percentage of that time do you watch on the TV as opposed to on the <list other devices mentioned in P28>?

%	

P33. Where do you spend most of your time watching **DStv programs or DStv channels,** during a typical week?

QT: Single mention, Read-Out

1	Only at home or around my home	
2	Only somewhere else	Skip P35 and P36
3	Both at home and somewhere else	

P34. If options 2 and 3 in P33, When you watch **DStv programs or DStv channels somewhere else**, where do you usually watch this?

QT: Multiple mentions, Spontaneous

Somebody else's home	
Work	
School or college	
While travelling in a car, bus, taxi, etc.	
At a bar, shebeen, pub or cafè	
Shopping centre, shop or bank	
Restaurant or coffee shop	
In an accommodation unit (hotel, bed & breakfast, self-catering, Airbnb etc.)	
At a fanpark/public viewing area (a large outdoor area specifically set up for fans to watch a live sporting event on big screens)	
Elsewhere (specify)	

P35. If options 1 or 3 in P33, When you watch **DStv programs or DStv channels at home**, do you usually watch this...

QT: Single mention, Read-Out

Mostly alone	
Mostly with others	
Both equally	

P36. When you watch **DStv programs or DStv channels** at home on your TV, how do you connect to view them? (Showcard 8)

QT: Multiple mentions, Read-Out

DStv (Satellite+ Decoder, monthly subscription Pay TV)	
DStv Stream (formerly known as DStv NOW)	
YouTube	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I watched this on a TV, but outside my home (for example, at a family member's, friend's house, or a public place).	
I don't know	

P37. When you watch **DStv programs or DStv channels** on your <carry over devices from P28>, which platform do you connect to? (Showcard 9)

QT: Multiple mentions, Read-Out

DStv Stream (formerly known as DStv NOW)	
Via DStv website watching DStv Stream	
YouTube	
Other social media (i.e Facebook, Instagram, TikTok, X, WhatsApp, Messenger, etc.)	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I don't know	

Besides SABC, E-TV and DStv Pay TV there are also **OTHER TV CHANNELS** that you could watch programming from or on. When was the last time you watched programs on or of other TV channels? These could be on or from regional or local or community channels, or other entertainment, news or sports channels. Again, this could be live, via catch up or on demand via online platforms. Also, on all kinds of devices like television sets, mobile phones, computers, etc. Please take everything into account.

P38. When was the last time you watched programs of or on any of these **OTHER TV CHANNELS**? (Showcard 10)

QT: Single mention per row, Read-Out

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never watch this
Community TV channels such as Soweto TV, 1KZN, CapeTown TV, Tswane, Mpumalanga TV					
SportyTV					
ZeeOne					
SA Music					
People's planet					
Mindset or other channels					
Other channels e.g. ZeeZonke					

P39. The programs you watched on these **OTHER TV CHANNELS**, which devices(s) do you use to watch them on? Mention all that applies. (Showcard 1)

QT: Multiple mentions, Read-Out

	TV	Tablet	Laptop	Phone	Computer/ Desktop	Monitor screen (Free-standing	Projector	Other

						and not connected to a computer, desktop or laptop)		
Community TV channels such as Soweto TV, 1KZN, CapeTown TV, Tswane, Mpumalanga TV								
SportyTV								
ZeeOne								
SA Music								
People's planet								
Mindset or other channels								

P40. Which device do you use most often or most of the time to watch these **OTHER TV CHANNELS**?

<Carry over devices from P39>

QT: Single mention, Spontaneous

TV	
Tablet	
Laptop	
Mobile phone	
Computer/ Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Other	

P41. In general, how many days per week do you watch programs on any of these **OTHER TV CHANNELS**?

	Weekdays	Weekend
Days		

P42.1 On typical Weekdays, when you watch OTHER TV Channels, about how much time do you usually spend watching?

P42.2 On a typical Saturday, when you watch OTHER TV Channels, about how much time do you usually spend watching?

P42.3 On a typical Sunday, when you watch OTHER TV Channels, about how much time do you usually spend watching?

	P42.1 Weekdays: hours and min	P42.2 Saturday: hours and min	P42.3 Sunday: hours and min
Less than 30min			
30min to 1 hour			

Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch these			

Internal note

Calculate total time spent watching **OTHER TV CHANNELS** in percentage

P43. You mentioned that you watch OTHER TV CHANNELS on a **TV** as well as on other devices such as <list other devices mentioned in P39>. Of the total <hours> hours you spend watching these, roughly what percentage of that time do you watch on the TV as opposed to on the <list other devices mentioned in P39>?

%	

P44. Where do you spend most of your time watching **OTHER TV CHANNELS** during a typical week?

QT: Single mention, Read-Out

1	Only at home or around my home	
2	Only somewhere else	Skip P46 and P47
3	Both at home and somewhere else	

P45. If options 2 and 3 in P44, When you watch **OTHER TV CHANNELS** **somewhere else**, where do you usually watch this?

where do you usually watch this?

QT: Multiple mentions, Spontaneous

Somebody else's home	
Work	
School or college	
While travelling in a car, bus, taxi, etc.	
At a bar, shebeen, pub or cafè	
Shopping centre, shop or bank	
Restaurant or coffee shop	
In an accommodation unit (hotel, bed & breakfast, self-catering, Airbnb etc.)	
At a fanpark/public viewing area (a large outdoor area specifically set up for fans to watch a live sporting event on big screens)	
Elsewhere (spesify)	

P46. If options 1 or 3 in P44, When you watch **OTHER TV CHANNELS** **at home**, do you usually watch this…QT: Single mention, Read-Out

Mostly alone	
Mostly with others	
Both equally	

P47. When you watch **OTHER TV CHANNELS** at home on your TV, how do you connect to view them? (Showcard 11)

QT: Multiple mentions, Read-Out

Analogue (Antenna only)	
DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidized by the government (GO Digital) or got by yourself	
DTT via Smart TV with aerial that picks up the DTT signal	
OpenView (Satellite+ Decoder, no subscription needed)	
DStv (Satellite+ Decoder, monthly subscription Pay TV)	
DStv Stream (formerly known as DStv NOW)	
SABC+	
E-VOD	
VIU	
Youtube	
I watched this on a TV, but outside my home (for example, at a family member's, friend's house, or a public place).	
I don't know	

P48. When you watch **OTHER TV CHANNELS** on <carry over devices>, which platform do you connect to? (Showcard 12)

QT: Multiple mentions, Read-Out

E-VOD	
DStv Stream (formerly known as DStv NOW)	
SABC+	
VIU	
YouTube	
Other social media (i.e Facebook, Instagram, TikTok, X, WhatsApp, Messenger, etc.)	
Others: Connect to internet and accesses content like Netflix, Disney+, Prime Video, etc via android TV, Apple TV, Google Chromecast, WakaTV, Plex TV etc.	
I don't know	

STREAMING SERVICES

Besides the kind of TV content offered by broadcasting channels, people can also watch movies, series or other shows or programs and shorter videos via **ONLINE STREAMING SERVICES** like Showmax, Netflix, Disney + or YouTube.

P49. I'm going to read a list of online streaming services. Please tell me when was the last time you watched programmes or content on any of these **ONLINE STREAMING SERVICES**? (Showcard 13)

QT: Single mention per row, Read-Out (read out all streaming services one by one)

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never use this
SABC+					
SABC news app					
eVOD					
Ultraview					
DStv Stream (DStv NOW)					
Netflix					
Showmax Entertainment					
Amazon Prime Video					
Apple TV+					
BritBox					
Curiosity Stream					
Disney+					
Google Play					

Paramount +					
GOD TV					
Pluto TV					
Viu Premium (Paid subscription and is ad-free)					
Viu Free (No monthly subscription and is supported by ads)					
YouTube Premium (Paid subscription and is ad-free)					
YouTube Free (No monthly subscription and is supported by ads)					
Other for example Crunchyroll, DAZN Premium, Afriforum TV, F1 TV Pro, Mubi, Sony LIV, Tennis TV Premium					

P50. Which of these **ONLINE STREAMING SERVICES** do you use the most?

<Carry over online streaming services from P49>

QT: Single mention, Read-Out

SABC+	
SABC news app	
eVOD	
Ultraview	
DStv Stream (formerly known as DStv NOW)	
Netflix	
Showmax Entertainment	
Amazon Prime Video	
Apple TV+	
BritBox	
Curiosity Stream	
Disney+	
Google Play	
Paramount +	
GOD TV	
Pluto TV	
Viu Premium (Paid subscription and is ad-free)	
Viu Free (No monthly subscription and is supported by ads)	
YouTube Premium (Paid subscription and is ad-free)	
YouTube Free (No monthly subscription and is supported by ads)	
Other for example Crunchyroll, DAZN Premium, Afriforum TV, F1 TV Pro, Mubi, Sony LIV, Tennis TV Premium	

P51. Thinking about this/these **ONLINE STREAMING SERVICES**. What device/s do you use to watch this on? (Showcard 1)

<Carry over online streaming services from P49>

QT: Multiple mentions per row, Spontaneous

	TV	Tablet	Laptop	Phone	Computer/	Monitor screen (Free-standing	Projector	Other	TV

						and not connected to a computer, desktop or laptop)			
SABC+									
SABC news app									
eVOD									
Ultraview									
DStv Stream (DStv NOW)									
Netflix									
Showmax Entertainment									
Amazon Prime Video									
Apple TV+									
BritBox									
Curiosity Stream									
Disney+									
Google Play									
Paramount +									
GOD TV									
Pluto TV									
Viu Premium (Paid subscription and is ad-free)									
Viu Free (No monthly subscription and is supported by ads)									
YouTube Premium (Paid subscription and is ad-free)									
YouTube Free (No monthly subscription and is supported by ads)									
Other for example Crunchyroll, DAZN Premium, Afriforum TV, F1 TV Pro, Mubi, Sony LIV, Tennis TV Premium									

P52. How many days of the week would you say you watch these **ONLINE STREAMING SERVICES**?

Please add all times together if you use more than one online streaming service.

	Weekdays	Weekend
Days		

P53.1 On typical Weekdays, when you watch these online streaming services, about how much time do you usually spend watching?

P53.2 On a typical Saturday, when you watch these online streaming services, about how much time do you usually spend watching?

P53.3 On a typical Sunday, when you watch these online streaming services, about how much time do you usually spend watching?

	P53.1 Weekdays: hours and min	P53.2 Saturday: hours and min	P53.3Sunday: hours and min
Less than 30min			
30min to 1 hour			
Between 1-2 hours			
Between 2-4 hours			
Between 4-6 hours			
Between 6-8 hours			
More than 8 hours			
Do not watch TV			

Internal note

Calculate total time spent watching **ONLINE STREAMING SERVICES** in percentage

P54. You mentioned that you watch **ONLINE STREAMING SERVICES** on a **TV** as well as on other devices such as <list other devices mentioned in P51>. Of the total <hours> hours you spend watching these, roughly what percentage of that time do you watch on the TV as opposed to on the <list other devices mentioned in P51>?

%	

P55. Where do you spend most of your time watching **ONLINE STREAMING SERVICES** during a typical week?

QT: Single mention, Read-Out

1	Only at home or around my home	
2	Only somewhere else	
3	Both at home and somewhere else	

P56. Do you usually watch these streaming services …

QT: Single mention, Read-Out

Mostly alone	
Mostly with others	
Both equally	

P57. What are your main reasons for using paid **ONLINE STREAMING SERVICES**? That is streaming services that you have to subscribe to with a paid subscription like Showmax, Netflix, Disney + or YouTube premium?

Trigger: Answer options indicated in P49

QT: Multiple mentions, Spontaneous

P58. And what is the most important reason?

QT: Single mention, Read-Out

	P57 Reasons	P58 Most important
I can watch on my own schedule - Convenience of watching anytime, anywhere		
Ability to watch without ads		
Wide variety of movies, series, and live events		
Exclusive content that you cannot see elsewhere		
Easy to use		
Fair price		
Flexibility to cancel or change subscription anytime		
Access on multiple devices (phone, tablet, smart TV, etc.)		
Nostalgia or access to favourite past content		
Other, specify		

P59P. Now, a final question about your personal TV and video viewing habits. We want to explore the creative ways people access and/or subscribe to TV and video content. Do you currently use or subscribe to any of the following online platforms? (Select all that apply) (Showcards 29)

QT: Multiple mentions, Read Out

123 Series	EZTV Official	HDToday	OlympicStreams	Waka TV
123movies	FBOX	IPTVFarm	PlexTV	Watchflx.tv
1Stream	FlixTor	Kickasstorents	Popcorntimeonline	Watchlist
AFDAH	Flixwave.top	Kodi	Rojadirecta	Zeeflix.net
AJSports	Fmovies	Limetorent	Score808	µTorrent
BitTorrent	ForJoyTV	Movie Box	Stremio	None of these
Blinkstreamz	FZ Movies	Moviesjoy.to	The Pirate Bay	
Cataz	Goojara.to	My Family Cinema	TopIPTV	
CheerVision TV+	HD Movies	MyFlixir	TVAfrique	
Cricfree	HD streamz	Netnaija/ Nijer net	VodLocker.com	

LISTENING

P60. The next section focuses on listening to news, music, podcasts, or other audio programs via radio or streaming services such as Spotify or YouTube. When was the last time you listened to **news, music, a podcast, or any other audio content**?

QT: Single mention, Spontaneous

Yesterday	
Within the past 7 days	
Within the past 4 weeks	
Longer than 4 weeks ago	
I never listen to radio shows, podcast or streaming services	

P61. When was the last time you listened to news, music, or other programs broadcast on the **radio**?

QT: Single mention, Spontaneous

Yesterday	
Within the past 7 days	
Within the past 4 weeks	
Longer than 4 weeks ago	
I never listen to radio programs	Skip to P64

P62. Where do you normally listen to **radio**?

QT: Multiple mentions, Spontaneous

In my home or someone else's home	
In my own or someone else's car, a taxi, bus, train, bicycle or on foot	
At my place of work	
At university or college	
Other (i.e. restaurant, shopping centre or airport etc.)	
Don't normally listen to radio	

P63. Apart from today, when last, if at all, did you listen to **radio** on a… (Showcard 15)

QT: Single mention per row, Read-Out

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	Longer ago/Never
Traditional AM/FM radio (via a radio device) or hi-fi with radio					
Car, taxi or bus radio					
TV set e.g. DStv (radio channels on DStv)					
TV set e.g. DTT (radio channels on DTT)					
Online streaming on my mobile phone					
My mobile phone's FM transmitter					
Online radio streaming on my desktop computer, laptop or tablet					
Via a smart speaker					
Other					

INTERNET

P64. When was the last time you used the internet? This includes access from any device, such as a computer, smartphone, tablet, game console, or any other device, whether at home or elsewhere. Examples of internet use include visiting websites, searching for information, reading news, sending or receiving emails, using social media like Facebook or TikTok or Instagram, watching TV or videos, and more.

QT: Single mention, Spontaneous

Yesterday	
Within the past 7 days	
Within the past 4 weeks	
Longer than 4 weeks ago	
I do not use the internet	

P65. In which of the following ways have you personally accessed the internet at least once in the past 12 months? (Showcard 16)

QT: Multiple mentions, Read-Out

1	Computer/ desktop	
2	Laptop	
3	Tablet or iPad	
4	Smartphone	
5	Other Mobile phone	
6	TV Set (TV Set connected to the internet)	
7	Media streaming (Apple TV, Google Chromecast)	
8	Game console (Xbox, PlayStation, Nintendo)	
9	Portable media player (iPod Touch, eBook Reader)	
10	Wearable devices (Smart watch, Fitness tracker)	
11	Other device(s)	
12	None of these	

P66. If P66 selected 4 or 5, When you use your **MOBILE PHONE** for watching TV or videos, how is it usually connected to the internet?

QT: Multiple mentions, Spontaneous

I only use Wi-Fi for watching videos (connected via router or hotspot)	
I sometimes use mobile data as well as Wi-Fi for watching videos	
I often use mobile data for watching video	
I use a mobile hotspot, thus using another device's mobile data as Wi-Fi	
I do not use my mobile phone for watching TV or videos	
Other	

P67. How frequently do you use the internet for the following activities?

QT: Single mention per row, Read-Out

	Activity	**Daily**	**Weekly**	**Monthly**	**Less often**	**Never do it**
1	Banking					
2	Check the weather					
3	Use Facebook					
4	Use Instagram					
5	Use TikTok					
6	Use X (Previously known as Twitter)					
7	Use LinkedIn					
8	Eskom SePush/ Load shedding app					
9	Download music (excluding radio)					
10	Listen to music/audio on Spotify or via iTunes (Apple Music)					
11	Listen to podcasts					
12	Send and receive email					
13	For instant messaging or chat (WhatsApp, Snapchat)					
14	Messenger					
15	Look for jobs or property or cars					

16	Make or receive videocalls using services like Facetime or WhatsApp					
17	Play games online					
18	Gamble online					
19	Buy goods or services online					
20	Searching or browsing for information					
21	Watch videos (i.e. YouTube)					
22	Watch sport					
23	Book tickets for movies and shows					
24	Book travel					
25	Use or access maps or directions					
26	Read articles about things I am interested in					
27	Read or check the news					
28	Other activities on a cellphone, computer or tablet					

P68. How often do you participate in any of the following activities?

	Often	Sometimes	Never
Participate in online market research where you would answer questions via e-mail or a website or app			
Participate in online services that pay you for reading emails, visiting websites, or clicking on banners			

P69. When you are not at home or not within the reach of your home network when you access the internet, which of the following ways do you use for accessing the internet (Showcard 17)

QT: Multiple mentions, Read-Out

No internet access is available when I am not at home	
Public Access via free Wi-Fi hot spots	
LTE/4G Mi-Fi router or pocket router (internet anywhere)	
Mobile access dongle – 3G/4G USB dongle (internet anywhere)	
Dedicated mobile data SIM – a SIM that you insert into a mobile phone such as a second SIM or eSIM, tablet or laptop solely for internet access (internet anywhere)	
I use mobile hotspot, thus using another device's mobile data as Wi-Fi	
Using my own phone's Mobile data	
I use the internet at my workplace	
I connect to Wi-Fi at friends' or family members' homes	
Other (specify)	

SOCIAL MEDIA FOR WATCHING

P70. When was the last time you watched programs or video on any of these **SOCIAL MEDIA PLATFORMS**? (Showcard 14)

QT: Single mention per row, Read-Out

Trigger: P67, options 3-7, 13-15

	Yesterday	Within the past 7 days	Within the past 4 weeks	Longer than 4 weeks ago	I never use this for

					watching video
Facebook					
Instagram					
TikTok					
Linkedin					
X (formerly known as Twitter)					
WhatsApp					
Messenger					

P71. Thinking about this/these **SOCIAL MEDIA PLATFORMS**. What device/s do you use to watch videos or programmes on these platforms? (Showcard 1)

<Carry over social media platforms from P70>

QT: Multiple mentions, Spontaneous

	TV	Tablet	Laptop	Phone	Computer/	Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	Projector	Other	TV
Facebook									
Instagram									
TikTok									
Linkedin									
X (formerly known as Twitter)									
WhatsApp									
Messenger									

HOUSEHOLD TECHNOLOGY AND VIEWING

HH1. Now, I'd like to ask you some questions about the technology and TV viewing habits of your entire household. This section will help us understand what kinds of devices, services, and subscriptions your household uses for watching TV and other video content. For example, this includes the TV services your household subscribes to, the devices you use for viewing, and the types of connections (like satellite dishes or internet) used at home.

Thinking about the decisions that are made for this household, on household technology (for example satellite dishes, internet connections) and subscriptions for TV viewing, how would you describe your role?

QT: Single mention, Read-Out

Single-Headed households only answer HH1 and then skip to HH6

I am one of the main decision-makers	
I am usually involved in the decision-making process	
I usually give advice	
I am not involved in the decision-making process	
I don't know	

HH2. Before we continue, I'd like to ask, how comfortable are you answering questions about the technology and TV services your household uses?

QT: Single mention, Spontaneous

Very comfortable	Proceed with household section questions
Somewhat comfortable	Proceed with household section questions
Not very comfortable	Ask next question
Not comfortable at all	Ask next question

If not very confident ask

HH3. Is there someone else in your household who is more familiar with the household's technology and media usage and could help answer these questions?

Yes	Ask next question
No	No problem. We will continue with the interview and complete as much as possible based on your answers

HH4. Is that person available right now to assist us?

Yes	Invite that person to join the interview
No	Ask next question
Refuse	No problem. We will continue with the interview and complete as much as possible based on your answers

HH5. We will continue with the interview and complete as much as possible now. Could you please provide their name and contact number so that we can follow up with any additional questions if necessary?

Name	
Contact number	

HH6. What types of internet connections are available at your home? (Showcard 18)

QT: Multiple mentions, Read-Out

1	Fibre	
2	ADSL (via telephone line)	
3	Fixed LTE/5G Router (Wi-Fi) - plugs into the wall	
4	Mobile/Pocket Wi-Fi Router (Wi-Fi) - has a battery and can be moved around the home	
5	Satellite Internet (e.g., Starlink)	
6	Mobile access dongle – 3G/4G USB dongle (internet anywhere)	
7	Dedicated mobile data SIM – a SIM that you insert into a mobile phone such as a second SIM or eSIM, TABLET OR LAPTOP solely for internet access (internet anywhere)	
8	I use mobile hotspot, thus using another device's mobile data as Wi-Fi	
9	We use mobile data on our phones (3G/4G/5G, GPRS, Edge, LTE)	
10	No internet is available at home	Skip to HH9
13	I share my internet connection with my neighbour	
11	I don’t know	
12	Other (specify)	

HH7. How would you rate the quality of your internet connections at home?

QT: Single mention, Read-Out

The internet is fast enough to watch very clear videos without any buffering or stalling	
The internet is okay for watching videos, but only in standard quality (not very sharp). Videos play without too many interruptions, but you might not get the best picture.	
The internet is too slow or keeps pausing out or it buffers a lot, so watching videos is hard. Videos might stop and start a lot or may not load at all.	
I don’t know	

HH8. Which of the following Wi-Fi systems do you use at home to extend or distribute your internet connection?

QT: Multiple mention, Spontaneous

Mesh Wi-Fi system (A network of multiple devices that work together to provide seamless Wi-Fi coverage throughout your home)	
Wi-Fi Extender (A device that boosts your existing Wi-Fi signal to reach areas with weak coverage)	
Wi-Fi Repeater (A device that receives your Wi-Fi signal and rebroadcasts it to extend coverage, often with some signal loss)	
None	
Don’t know/Not sure	

How many TV sets do you have in your home? How many of them are in working condition and how many are currently in use? By “working condition,” we mean TVs that can be switched on and are able to receive/view video content and used right now.

I don’t know allowed

	HH9. How many in total	HH10. Working condition	HH11. Currently in use
TV Sets			
TV Sets in working condition			
TV Sets being used			

HH12. Thinking about the TV set(s) that are not working. How many of them are broken?

Broken	
I don’t know allowed	

HH13. If broken: Do you intend to repair, it?

<Ask for each TV in HH12>

Next 2 weeks	
Sometime in the next 2-6 weeks	
When I have money	
No	
I don’t know	

HH14. How many of the following working devices are being used in your home, or by anyone in your household?

QT: Multiple mentions, Read-Out

Tablet	Skip to HH17
Laptop	
Mobile phone	Skip to HH17
Computer/Desktop	
Monitor screen (Free-standing and not connected to a computer, desktop or laptop)	
Projector	
Gaming console	
Blu-ray/DVD Player	
I don’t know	

Internal note:

The following set of questions is designed to be asked for each working device type that is in use listed. The interviewer will complete the full series of questions for one device before moving on to the next device. This approach ensures detailed and device-specific data collection.

HH15. Where is <device from HH14> primarily located within your home?

<Carry over devices from HH14>

Living room / lounge / sitting room	
Dining area	
Braai room / Entertainment area	
Shared family room / playroom	
Main bedroom / parent’s bedroom	
Children’s bedroom / teen's room	
Home office / study / workspace	
Do not have a specific location as it travels between people or locations in the household	
Other	
I don’t know	

Internal note:

Once the device type and its primary location in the home have been identified, all subsequent questions in this section will explicitly reference both the device and its location. This ensures clarity for the respondent, so they understand exactly which device and location the questions always pertain to.

HH16. Ask for each TV in the household: What type of TV is <TV # from HH14> which is located in <location HH15>? (Showcard 19)

For each TV mentioned: <Carry over TV from HH14/HH15> QT: Single mention, Read-Out

Tube/Box TV	
Flatscreen	
Smart TV – a TV that is connected to the internet	
I don't know	

HH17. What type of internet connection do you primarily use at home for <Device in HH14> which is located in <location HH15>? (Showcard 18)

Trigger: Question skip if no internet is available in home at HH6

Trigger: Do not bring up location for Mobile Phone and Tablet in HH14

For each of these devices mentioned: <Carry over devices from HH14/HH15>

QT: Multiple mention, Read-Out

1	Fibre	
2	ADSL (via telephone line)	
3	Fixed LTE/5G Router (Wi-Fi) - plugs into the wall	
4	Mobile/Pocket Wi-Fi Router (Wi-Fi) - has a battery and can be moved around the home	
5	Satellite Internet (e.g., Starlink)	
6	Mobile access dongle – 3G/4G USB dongle (internet anywhere)	
7	Dedicated mobile data SIM – a SIM that you insert into a mobile phone such as a second SIM or eSIM, TABLET OR LAPTOP solely for internet access (internet anywhere)	
8	We use mobile hotspot, thus using another device's mobile data as Wi-Fi	
9	We only use mobile data on our phones (3G/4G/5G, GPRS, Edge, LTE)	
10	Device is not connected to the internet	
11	I don't know	
12	Other (specify)	

Internal note:

For this specific question, the names of household members will be automatically pulled from the household composition section. This means each member of the household will be listed for selection or reference, ensuring consistency and accuracy.

HH18. Considering a typical week, who in the household usually <device in HH14> which is located in <Location in HH15>?

<Carry over devices from HH14/HH15>

Drop down from HH composition	

HH19. <If more than 1 TV in home> Which one of these would be considered the main TV set in this household?

Show all TV sets with their locations	

HH20. Which of the following **broadcaster video content platforms** are available in your household for watching programs, shows, movies, or series? This includes broadcasters such as SABC, eTV, OpenView, and DStv.

QT: Multiple mentions, Read-Out

1	Analogue (Traditional TV with bunny aerial)	
2	DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidized by the government (GO Digital) or got by yourself	
3	DTT via Smart TV with aerial that picks up the DTT signal	
4	OpenView decoder with satellite dish (paid for once)	
5	DStv decoder with satellite dish only (monthly subscription)	
6	DStv decoder with satellite dish and connected to the internet (monthly subscription)	
7	DStv Stream - formerly known as DStv NOW (no decoder, access via internet connection, monthly subscription or as part of the DStv Subscription)	
8	None	
9	I don't know	

HH21. Now, for each device, please tell us which of the following are connected to or accessed on this device. Where does the signal come from? (Showcard 20)

<Carry over devices from HH14/HH15>

QT: Multiple mentions, Read-Out

1	Analogue Terrestrial TV (via antenna or 'bunny ears')	
2	DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidized by the government (GO Digital) or got by yourself	
3	DTT via Smart TV with aerial that picks up the DTT signal	
4	OpenView decoder with satellite dish (paid for once)	
5	DStv decoder with satellite dish only (monthly subscription)	
6	DStv decoder with satellite dish and connected to the internet (monthly subscription)	
7	DStv Stream - formerly known as DStv NOW (no decoder, access via internet connection, monthly subscription or as part of the DStv Subscription)	
8	Mirrored TV signal from another TV in the home	
9	Internet via Wi-Fi (or Ethernet)	
10	Other, please specify (i.e. DVD/ Blue Ray player/Media Player)	
11	None – we don't have access to TV programs, series or other video device	
12	I don't know	

HH22. <Question trigger: If options 1,2,4, 5 or 6 not selected in HH20> Can you confirm that in this home none of the TV sets are connected via decoders, set-top boxes or antennas?

QT: Single mention, Spontaneous

Yes	
No	Skip to HH20

HH23. If DStv, options 5, 6 or 7 in HH20/HH21 - Which type of DStv decoder/s, do you currently have in your household? (Showcard 21)

QT: Multiple mention, Spontaneous

DStv Standard decoder	
DStv Explora decoder	
DStv Ultra Decoder	
DStv Streama Decoder	

No DStv decoder, but DStv Stream (formerly known as DStv NOW)	
Other decoder	
I don’t know	

HH24. Please tell us what types of decoders or set-top boxes are connected to <TV from HH14> which is located in <location HH15>? (Showcard 22)

For every TV set with decoder: <Carry over TV from HH14/HH15 and HH20/HH21/HH23>QT: Multiple mentions, Read-Out

DStv Standard decoder	
DStv Explora decoder	
DStv Ultra Decoder	
DStv Streama Decoder	
OpenView Decoder	
Other decoder	
DTT via set-top box/decoder with aerial that picks up the DTT signal (e.g. Bua Africa, FreeVision). These could be subsidized by the government (GO Digital) or got by yourself	
DTT via Smart TV with aerial that picks up the DTT signal	
My TV has an integrated decoder (that is part of my Smart TV)	
Media or Android TV Box (Streaming device that is connected to your television to stream digital content from the internet. i.e. Apple TV, Roku, Amazon Fire TV, Google Chromecast, Android TV box)	
None	
I don't know	

HH25. If HH21 options 1 to 5, Do you plan to stop using your <satellite with decoder connection from DStv or Open View, DTT or Analogue connection> for watching television and switch to internet streaming services in the future?

QT: Single mention, Spontaneous

Yes, within the next 6 months	
Yes, within the next year	
Maybe, but no definite plans yet	
No, I plan to keep my current TV services	
I don’t know	

HH26. If DStv (with decoder and satellite) - Which of the following best describes how your household manages its DStv subscription and access?

QT: Single mention, Read-Out

We pay for the subscription ourselves, and it is used only by members of my household	
Shared payment. We share the payment for DStv Stream subscription together with other household(s).	
Someone outside my household has shared their DStv Stream login details with us	
I don’t know	

HH27. If DStv - Which DStv subscription package does your household currently have? (Showcard 23)

QT: Single mention, Read-Out

DStv Premium - Premium package paying around R1000 a month, where you get Showmax and DStv NOW on Stream included able to watch about 150 channels including SuperSport cricket, rugby, tennis and golf as well as M-Net and Mnet Movies 1 and 2 channels and well as more DStv channels	
DStv Compact Plus - Compact + package paying around R630 a month, where you get DStv NOW content on DStv stream, a discounted price on Showmax, able to watch about 125 channels including KykNET, SS Variety 1 and 2 and more DStv channels	
DStv Compact - Compact package paying around R470 a month, where you able to watch about 120 channels including Mzansi Magic, SuperSport PSL, and EPL, Studio Universal, and more DStv channels	
DStv Family - Family package paying around R330 a month, where you able to watch about 100 channels including Moja Love, National Geographic, eNCA, Starlife, kykNET & Kie and more DStv channels	
DStv Access - Access package paying around R150 a month, where you able to watch about 80 channels including Mzansi Wethu and Mzansi Bioskop, Cartoon Network, Africa Magic Epic, MTV Base and more DStv channels	
DStv EasyView - EasyView package paying around R30 a month, where you able to watch about 25 channels including the SABC channels and eTV, Zee Zonke, eExtra, TNT Africa, Movie Room SuperSport Blitz	
I don't know	

HH28. If DStv - How often do you change or switch your DStv subscription package?

QT: Single mention, Read-Out

Never (I have had the same package since subscribing)	
Multiple times per month	
Monthly	
Occasionally, but not on a regular schedule	
Rarely or only when absolutely necessary	
School holidays	
When there are special events showing i.e. Olympics, Rugby World Cup, FIFA World Cup etc.	
I don't know / Not sure	

HH29. If DStv Stream - Which of the following best describes how your household manages its DStv Stream (formerly known as DStv NOW) subscription and access?

<Trigger: Options 5, 6 7 at HH20>

QT: Single mention, Read-Out

DStv Stream comes as part of our subscription to DStv with satellite and decoder	Skip to HH32
We pay for the DStv Stream subscription separately, and it is used only by members of my household	
Shared payment. We share the payment for DStv Stream subscription together with other household(s).	
Someone outside my household has shared their DStv Stream login details with us	Skip to HH32
I don't know	
We do not have DStv Stream	Skip to HH32

HH30. If DStv Stream (no decoder) - Which DStv Stream (formerly known as DStv NOW) subscription package does your household currently have? (Showcard 24)

QT: Single mention, Read-Out

DStv Premium - Premium package paying around R700 a month, where you get Showmax and DStv NOW on Stream included able to watch about 150 channels including SuperSport cricket, rugby, tennis and golf as well as M-Net and Mnet Movies 1 and 2 channels and well as more DStv channels	
DStv Compact Plus - Compact + package paying around R550 a month, where you get DStv NOW content on DStv stream, a discounted price on Showmax, able to watch about 125 channels including KykNET, SS Variety 1 and 2 and more DStv channels	
DStv Compact - Compact package paying around R300 a month, where you able to watch about 120 channels including Mzansi Magic, SuperSport PSL, and EPL, Studio Universal, and more DStv channels	
DStv Family - Family package paying around R300 a month, where you able to watch about 100 channels including Moja Love, National Geographic, eNCA, Starlife, kykNET & Kie and more DStv channels	
DStv Access - Access package paying around R100 a month, where you able to watch about 80 channels including Mzansi Wethu and Mzansi Bioskop, Cartoon Network, Africa Magic Epic, MTV Base and more DStv channels	
I don't know	

HH31. If DStv Stream (no decoder) - How often do you change or switch your DStv Stream (formerly known as DStv NOW) subscription package?

QT: Single mention, Read-Out

Never (I have had the same package since subscribing)	
Multiple times per month	
Monthly	
Occasionally, but not on a regular schedule	
Rarely or only when absolutely necessary	
School holidays	
When there are special events showing i.e. Olympics, Rugby World Cup, FIFA World Cup etc.	
I don't know / Not sure	

HH32. Which of the following **PAID streaming video content services** are available in your household for watching programs, shows, movies, or series? (Showcard 25)

QT: Multiple mentions, Read-Out

Ultraview	
Netflix	
Showmax Entertainment	
Amazon Prime Video	
Apple TV+	
BritBox	
Curiosity Stream	
Disney+	
Google Play	
Paramount+	
Pluto TV	
Viu Premium (Paid subscription and is ad-free)	
YouTube Premium (Paid subscription and is ad-free)	
Do not have paid streaming video content services	
I don't know	

HH33. If PAID Streaming services - Which of the following best describes how your household manages its Streaming subscription and access?

Trigger: Show for all mentions in HH32

QT: Single mention, Read-Out

1	We pay for the subscription ourselves, and it is used only by members of my household	
2	Shared payment	
3	Someone outside my household has shared their login details with us	
4	I don't know	

HH34. If PAID Streaming services - How often do you change or switch your subscription?

Trigger: Show for all mentions in HH32 and options 1 or 2 in HH33

QT: Single mention, Read-Out

Never (I have had the same package since subscribing)	
Multiple times per month	
Monthly	
Occasionally, but not on a regular schedule	
Rarely or only when absolutely necessary	
School holidays	
When there are special events showing i.e. Olympics, Rugby World Cup, FIFA World Cup etc.	
I don't know / Not sure	

HH35. Which of the following **FREE streaming video content services** are available in your household for watching programs, shows, movies, or series? (Showcard 26)

QT: Multiple mentions, Read-Out

SABC+	
SABC news app	
eVOD	
Viu Free (No monthly subscription and is supported by ads)	
YouTube Free (No monthly subscription and is supported by ads)	
GOD TV	
Do not have free streaming video content services	Mutually exclusive
I don't know	Mutually exclusive

ANALOGUE SWITCH OFF

HH36. Are you aware of the government's initiative to change the TV reception for SABC and/or eTV from an analogue signal to a digital signal, which will need a set-top box (decoder) that you plug into your TV Set?

This means that you will not be able to watch TV without a digital set-top box/decoder once the analogue signal is switched off.

No, this is new to me	
Yes, we are aware of the analogue switch-off but know little about the implications it may have on our viewing	
Yes, we are aware of the analogue switch-off and understand the implications	

HH37. Have you experienced the analogue signal being switched off at your home?

1	Yes, we can no longer receive SABC and/or eTV channels through the TV aerial	
2	No, we have not experienced the analogue signal being switched off yet.	

3	I am not sure, as we do not watch SABC or eTV aerial channels	
4	I am not sure, as we watch TV through satellite or other digital platforms	
5	I don't know	

HH38. If option 1 in HH37, Have you or some-one in this household personally bought a set-top box from a store or have you been provided with a free digital set-top box (usually from the post office)? (Showcard 27)

1	Yes, we bought the set-top box/decoder ourselves	
2	Yes, we picked up a free digital set-top box provided by the government at the post office (Go Digital Decoder)	
3	Yes, we have migrated to the satellite service OpenView	
4	Yes, we have migrated to the satellite service DStv (pay TV)	
5	No, we don't have the money to purchase the required decoder	
6	No, we choose not to spend money on a decoder because we watch TV content through other means (e.g., streaming services)	
7	No, but we plan to buy and connect a decoder in the future	
8	No, I was not aware that I need a new set-top box/decoder	
9	I don't know	

HH39. If option 7 in HH38, You indicated that you plan to buy and connect a decoder in the future. Which of the following best describes your plan?

We plan to migrate to a satellite TV service (**DStv**) that requires a satellite dish and decoder	
We plan to migrate to a satellite TV service (**OpenView**) that requires a satellite dish and decoder	
We plan to buy a set-top box/decoder/media box to receive digital terrestrial TV (**DTT**) via an aerial	
We are not sure yet which type of decoder or service we will choose	

HH40. If options 1 to 4 in HH38, How long ago did you migrate to the decoder or satellite service?

Less than a month ago	
1 to 3 months ago	
3 to 6 months ago	
6 to 12 months ago	
More than a year ago	
I don't know	

HH41. If option 2 in HH38, Are you happy with the quality of your TV signal?

Yes	
No	
Not sure	

HH42. If option 2 in HH37, Have you noticed any deterioration in the SABC or eTV signal quality on your TV?

No	
Yes, the signals have been getting worse, all the time	
Yes, the signals have been getting worse, but only some of the time	
I don't know	

HH43. If option 2 in HH37 - Please consider the possibility that the analogue signal may be switched off in the future. Which of the following best describes how this would affect your household?

1	This will not affect us because we already have a decoder and do not rely on the aerial or antenna signal	
2	We will have to buy or connect the decoder we need to continue watching TV	
3	We have the funds but prefer to use other ways to watch TV content, such as internet streaming, instead of buying a decoder	
4	We do not have the money to buy the required decoder	
5	We do not have enough information about digital or satellite TV options	
6	Other, please specify	
7	I don't know	

HH44. If option 2 in HH43, You indicated that you plan to buy or connect a decoder to continue watching TV. Which of the following best describes your plan?

We plan to migrate to a satellite TV service (**DStv**) that requires a satellite dish and decoder	
We plan to migrate to a satellite TV service (**OpenView**) that requires a satellite dish and decoder	
We plan to buy a set-top box/decoder/media box to receive digital terrestrial TV (**DTT**) via an aerial	
We are not sure yet which type of decoder or service we will choose	

ENERGY

HH45. What type(s) of energy source do you use at home? (Select all that apply) (Showcard 28)

QT: Multiple mentions, Read-Out

Mains electricity (receive a monthly bill from municipality/ Eskom/ independent meter agency)	
Mains electricity (prepaid)	
Mains electricity combined with solar power (hybrid system)	
Solar power only	
Inverter/back up battery	
Inverter combined with solar power	
Generator (used daily)	
Generator (used only during load shedding or power outages)	
Candles/ paraffin/ wood	
Other battery backup	
Gas (for cooking or heating)	
Other	
I don't know	

HH46. Is the TV <carry over from HH14/HH15> connected to any backup power source, like a generator, inverter, or battery system, so it can keep working when the main electricity goes off?

QT: Single mention, Spontaneous

Yes	
No	
I don't know	

HH47. Does load shedding cause interruptions or problems with watching TV/Video content in your home?

QT: Single mention, Spontaneous

Yes	
No	
I don’t know	

Interviewer to complete

HH48: Was the respondent able to complete the whole household section?

Yes	Skip to PD1
No	

If No in HH48, HH49: Did the respondent request help from someone else in the household to complete the household section?

Yes	Skip to PD1
No	
Yes, but Technical person refused to assist	

If No in HH49, HH50: Could you share the name and contact information of a technical person we can contact to complete the outstanding information?

Yes	
No	Skip to PD1

If Yes in HH50, HH51: Please capture the contact details—name and telephone number—of the technical person available for follow-up.

Name	
Telephone number	

Note trigger: If HH4 is yes - Thank you for taking the time to answer the questions about household technology and viewing habits. I would now like to ask **<Insert Name of Kish Grid Selected Respondent Here>** a few personal demographic questions. After that, we'll cover some questions about the household demographics.

Interviewer Note: Ensure **<Name of Kish Grid Selected Respondent>** is the individual providing answers for the personal demographic section.

PERSONAL DEMOGRAPHICS

What language do you speak most often at home?

What other language, if any, do you regularly speak?

In what language do you prefer to watch TV? This includes the language of the program, the subtitles or voice-overs.

	PD1. Most often spoken at home	PD2. Other languages spoken at home	PD3. Language prefer for watching TV
Afrikaans			
English			

Isindebele			
Isixhosa			
Isizulu			
Sepedi			
Sesotho			
Setswana			
Siswati			
Tshivenda			
Xitsonga			
Any other African language			
Hindi/Urdu			
Any other languages (not African)			
Sign Language			
Other			
No other languages			

PD4. What is your relationship status?

Married	
Living together as partners	
Single - Divorced	
Single - Separated	
Single - Never married	
Single - Widowed	
Refuse	

PD5. Thinking of the past 12 months, please tell me about ALL the ways you personally received money as part of your income?

Any government grant	
Unemployment insurance or UIF	
Salary or wages from a job or paid work	
Selling things/informal trading	
Piece job/Casual job	
Money from husband, wife or partner	
Money from parents or other family member	
SASA Pension, or private provident fund or retirement funds	
Dividents/shares	
Rental income from renting out room/property	
Other	
Don't know (single mention - do not show)	
Did not get money (single mention - do not show)	

Monthly personal income

PD6. Into which of these categories do you estimate your TOTAL MONTHLY PERSONAL INCOME falls? By this, I mean your total monthly personal income before tax or any other deductions, including rental income, government grants, money received from others, etc.

You can just give me the letter that corresponds to the answer.

A	R0	
B	R1 - R999	
C	R1 000 - R1 999	
D	R2 000 - R2 999	
E	R3 000 - R3 999	

F	R4 000 - R4 999	
G	R5 000 - R5 999	
H	R6 000 - R7 999	
I	R8 000 - R9 999	
J	R10 000 - R11 999	
K	R12 000 - R13 999	
L	R14 000 - R15 999	
M	R16 000 - R19 999	
N	R20 000 - R24 999	
O	R25 000 - R29 999	
P	R30 000 - R39 999	
Q	R40 000 - R49 999	
R	R50 000 - R59 999	
S	R60 000+	
T	Don't know	
	Refused	

PD7. If refuse or don’t know: I understand that you do not want to disclose your personal income, but could you tell me if your MONTHLY PERSONAL INCOME falls into one of the following income brackets?

You can just give me the letter that corresponds to the answer.

A	R0	
B	R1 - R4 999	
C	R5 000 - R9 999	
D	R10 000 - R19 999	
E	R20 000 - R39 999	
F	R40 000 - R59 999	
G	R60 000 +	
H	Don't know	
I	Refused	

PD8. Who in the household is the guardian or parent of the following child/children?

Trigger: <Carry over all children <18 in household> <Show all household members >17 in household>

HOUSEHOLD DEMOGRAPHICS

Capture from Kish Grid and HH Composition:

Province of HH

Population group of HH

Age of all members in HH

Gender of all members in HH

Education of all members in HH

Work status of all members in HH

HHD1. What type of dwelling do you live in?

Single-Headed households to answer

House – free standing	
House – semi-detached	
Flat/apartment	
Townhouse/Cluster home	
Small holding	
Temporary structure/shack	
Matchbox//RDP house	
Traditional hut	
Hostel/compound	
Room backyard/square hut/caravan	
Room in residential hotel	

Monthly household income

HHD2. Into which of these categories do you estimate 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.

You can just give me the letter that corresponds to the answer.

A	R0	
B	R1 - R999	
C	R1 000 - R1 999	
D	R2 000 - R2 999	
E	R3 000 - R3 999	
F	R4 000 - R4 999	
G	R5 000 - R5 999	
H	R6 000 - R7 999	
I	R8 000 - R9 999	
J	R10 000 - R11 999	
K	R12 000 - R13 999	
L	R14 000 - R15 999	
M	R16 000 - R19 999	
N	R20 000 - R24 999	
O	R25 000 - R29 999	
P	R30 000 - R39 999	
Q	R40 000 - R49 999	
R	R50 000 - R59 999	
S	R60 000+	
T	Don't know	
U	Refused	

HHD3. If refuse or don’t know: I understand that you do not want to disclose the household income, but could you tell me if the MONTHLY HOUSEHOLD INCOME falls into one of the following income brackets?

You can just give me the letter that corresponds to the answer.

A	R0	
B	R1 - R4 999	
C	R5 000 - R9 999	
D	R10 000 - R19 999	
E	R20 000 - R39 999	
F	R40 000 - R59 999	
G	R60 000 +	
H	Don't know	
I	Refused	

HHD4. Now I would like to read out a list of things that will help us to understand a bit more about your lifestyle. Please tell me which of the following are presently in your household.

Single-Headed households to answer

Built-in kitchen sink	
Tap water inside your home, or store-bought water for use in your home	
Hot running water from a geyser	
Flush toilet inside the home	
Home security service	
Motor car	
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	
Roof tiles or concrete roofing	
None, earth or dung flooring	
Cement, concrete or raw wood flooring	
Finished floor with parquet, carpet, tiles or ceramic flooring	
None or one sleeping rooms	
Two sleeping rooms	
Three or more sleeping rooms	
Post Office near where you live	
Police station near where you live	