

SAARF AMPS Jul-Dec 2011 QUESTIONNAIRE

COPYRIGHT

The South African Advertising Research Foundation (SAARF) is the holder of all copyright which subsists in the copyright materials provided herein. For purposes of clarity, the copyright materials shall include all reports, documentation, information, or software in material form, irrespective of the media on which such reports, documentation, information or software occurs, and includes, without limiting the generality thereof, all written and printed material, all micro-graphic and other reproductions of the written word, depiction and pictorial material, and all audio-visual, machine-readable and other information provided by SAARF. The copyright which subsists in the copyright material is reserved under the Copyright Act of the Republic of South Africa.

No part of the copyright material may be reproduced by any means or used in any form by persons or organisations other than members of SAARF without the prior written permission of the Chief Executive Officer of SAARF. Any person who has obtained written permission from the Chief Executive Officer of SAARF to reproduce or publish copyright materials shall clearly mark any reproduction or publication of copyright materials with a reference to the source thereof.

Members of SAARF who reproduce or publish copyright materials shall clearly mark any reproduction or publication of copyright materials with a reference to the source thereof and shall lodge a copy or details of the copyright materials reproduced or published with the Chief Executive Officer of SAARF at the time of the release of such reproduction or publication.

ISSN 0379-637X

◆ START OF QUESTIONS / BEGIN VAN VRAE ◆

▲ TAKE LANGUAGE CARD OUT OF PLASTIC POCKET AND SHOW TO RESPONDENT UPSIDE DOWN		▲ NEEM TAALKAART UIT DIE PLASTIESE VOUER EN WYS DIT ONDERSTEBO AAN DIE RESPONDENT
▲ Say only:		▲ Sê slegs:
2. Please would you give me the answer(s) to these questions.		2. Gee vir my asseblief die antwoord(e) van die volgende vrae.
▲ RECORD ANSWER(S)		▲ NOTEER ANTWOORD(E)
3. You just mentioned that you can read and understand (FROM Q2). Which other languages, if any, can you understand even if you can't read them?		3. U het nou net genoem dat u (VANAF Q2) kan lees en verstaan. Watter ander tale, indien enige, kan u verstaan selfs al kan u hulle nie lees nie?
▲ RECORD ANSWER(S)		▲ NOTEER ANTWOORD(E)
4. Which language do you PERSONALLY speak most often at home?		4. Watter taal praat u PERSOONLIK die meeste by die huis?
▲ INTERVIEWER: IF RESPONDENT CANNOT DECIDE ON ONE HOME LANGUAGE, ASK WHICH LANGUAGE HE/SHE SPOKE MOST OFTEN YESTERDAY		▲ ONDERVRAER: INDIEN DIE RESPONDENT NIE OP EEN HUIS TAAL KAN BESLUIT NIE, VRA WATTER TAAL HY/SY GISTER DIE MEESTE GEPRAAT HET
▲ RECORD ONE ANSWER		▲ NOTEER EEN ANTWOORD
5. Excluding (language in Q4), which OTHER languages do you PERSONALLY speak at home, if any?		5. (Taal in V4) uitgesluit, watter ANDER tale, indien enige, praat u PERSOONLIK by die huis?
▲ RECORD ANSWER(S)		▲ NOTEER ANTWOORD(E)
Afrikaans	Ndebele	Urdu
Chinese/Chinees	North Sotho/Pedi//Noord Sotho/Pedi	Venda
Dutch/Hollands	Portuguese/Portugees	Xhosa
English/Engels	Shona	Zulu/Zoeloe
French/Frans	South/Suid Sotho	
German/Duits	Swazi	Other (STATE) / Ander (NOEM)
Greek/Grieks	Tamil	
Gujerati	Telegu	CANNOT READ (2) / KAN NIE LEES NIE (2)
Hindi	Tsonga	
Italian/Italiaans	Tswana	NO OTHER LANGUAGE (3&5) / GEEN ANDER TAAL (3&5)

▲ **READ OUT:**

Advertisers need to know who goes to the cinema/movies.

▲ **SHOW SCREEN A1 – “WHEN LAST CINEMA/MOVIES”**

A1. When last did you go to the cinema/movies?

▲ **RECORD ONE ANSWER**

Yesterday	Gister
2 - 7 days ago	2 - 7 dae gelede
8 - 14 days ago	8 - 14 dae gelede
3 - 4 weeks ago	3 - 4 weke gelede
5 - 6 weeks ago	5 - 6 weke gelede
7 - 8 weeks ago	7 - 8 weke gelede
2 - 3 months ago	2 - 3 maande gelede
4 - 5 months ago	4 - 5 maande gelede
6 months ago	6 maande gelede
7 - 12 months ago	7 - 12 maande gelede
Longer ago	Langer gelede
Never	Nooit

▲ **LEES VOOR:**

Adverteerders wil weet wie die bioskoop/fliet besoek.

▲ **TOON SKERM A1 – “WANNEER LAAS BIOSKOOP/FLIEK”**

A1. Wanneer laas het u na 'n bioskoop gegaan/gaan fliet?

▲ **NOTEER EEN ANTWOORD**

▲ **IF CINEMA WITHIN 4 WEEKS ASK A2, OTHERWISE SKIP TO A3.**

A2. How many times have you been to the cinema/movies in the **PAST 4 WEEKS**?

▲ **RECORD NUMBER**

No of Times in 4 Weeks

▲ **INDIEN BIOSKOOP BINNE 4 WEKE, VRA A2, ANDERSINS GAAN NA A3.**

A2. Hoeveel keer in die **AFGELOPE 4 WEKE** het u na die bioskoop gegaan/gaan fliet?

▲ **NOTEER AANTAL**

Aantal Keer in 4 Weke

▲ **IF CINEMA WITHIN 5 MONTHS, ASK A3-A5, OTHERWISE SKIP TO READERSHIP SECTION**

A3. We also need to know the number of times that you have visited the cinema/movies in a calendar month. Now, please think of the last month i.e. the calendar month of _____ (**MENTION PREVIOUS MONTH**), how many times did you attend a cinema/movie in that month?

▲ **RECORD NUMBER**

No of Times in previous month

▲ **INDIEN BIOSKOOP BINNE 5 MAANDE, VRA A3-A5, ANDERSINS GAAN NA LESERTAL GEDEELTE**

A3. Ons wil ook weet hoeveel keer u die bioskoop/fliet in 'n kalender maand besoek het. Dink nou asseblief aan die vorige maand d.i. die kalender maand van _____ (**NOEM VORIGE MAAND**), hoeveel keer het u die bioskoop/fliet in daardie maand besoek?

▲ **NOTEER AANTAL**

Aantal Keer in laas maand

A4. And thinking about the previous calendar month of _____ (**MENTION TWO MONTHS AGO**), how many times did you attend a cinema/movie during that month?

▲ **RECORD NUMBER**

No of Times two months ago

A4. En dink terug aan die vorige maand van _____ (**NOEM TWEE MAANDE GELEDE**), hoeveel keer het u die bioskoop/fliet in daardie maand besoek?

▲ **NOTEER AANTAL**

Aantal Keer twee maande gelede

A5. And thinking about the previous calendar month of _____ (**MENTION THREE MONTHS AGO**), how many times did you attend a cinema/movie during that month?

▲ **RECORD NUMBER**

No of Times three months ago

A5. En dink terug aan die vorige maand van _____ (**NOEM DRIE MAANDE GELEDE**), hoeveel keer het u die bioskoop/fliet in daardie maand besoek?

▲ **NOTEER AANTAL**

Aantal Keer drie maande gelede

▲ **READ OUT:**

The media industry is interested in measuring people's readership of newspapers and magazines.

▲ **PLEASE MAKE SURE THAT THE RESPONDENT LOOKS AT ALL THE SCREENS.**

B1a. You will be shown several screens with mastheads of newspapers or magazines on them. I would like you to look at all these mastheads and tell me whether or not you personally have **READ** or **PAGED THROUGH** any copy of that publication during the **PAST 6 MONTHS**.

▲ **SET UP DEFINITION CARD AND READ OUT.**

By "read or paged through" we mean that you personally read or paged through all or part of a copy, including any of the separate parts, sections or supplements which may come with it. It does not matter if it was your copy or someone else's and it does not matter where you read or paged through it. It also does not matter if you or someone else bought it or whether you received it free of charge at your home or elsewhere.

▲ **READ OUT:**

Each publication has a number. If you have read or paged through it in the **PAST 6 MONTHS**, just give me that publication's number.

▲ **RECORD ANSWER(S) UNDER B1A "YES". PLEASE NOTE THAT THE PUBLICATIONS ARE IN NUMERICAL, NOT ALPHABETICAL ORDER.**

▲ **IF NONE IN PAST 6 MONTHS, RECORD "NONE OF THESE" AND CONTINUE WITH B1B.**

▲ **READ OUT:**

And now for store magazines. There are various clothing, furniture and other retail stores that send or make store magazines available to their club members and/or account holders. These magazines come out on a regular basis e.g. monthly, every second month or quarterly. Remember, we are not talking here about store advertising pamphlets, inserts or catalogues.

I am now going to show you three screens with the mastheads of some of the store magazines.

▲ **PLEASE MAKE SURE THAT THE RESPONDENT LOOKS AT ALL THREE SCREENS.**

B1b. Which of these store magazines, if any, have you personally **READ** or **PAGED THROUGH** during the **PAST 6 MONTHS**? Just give me the number(s).

▲ **DEFINITION OF "READ OR PAGED THROUGH" REMAINS IN RESPONDENT'S SIGHT**

▲ **RECORD ANSWER(S) UNDER B1B "YES". PLEASE NOTE THAT THE PUBLICATIONS ARE IN NUMERICAL, NOT ALPHABETICAL ORDER.**

▲ **IF NONE IN THE PAST 6 MONTHS, RECORD "NONE OF THESE"**

▲ **IF "NONE OF THESE" IN B1A AND B1B, SKIP TO SECTION C**

B2. For each of the newspapers and/or magazines you have read or paged through in the past 6 months, we will be asking you how many different issues you usually **READ** or **PAGE THROUGH** over a certain time.

▲ **ASK SEPARATELY FOR DAILY, BIWEEKLY (TWICE A WEEK), WEEKLY, FORTNIGHTLY, MONTHLY, ALTERNATE MONTHLY (EVERY SECOND MONTH) AND QUARTERLY (EVERY THIRD MONTH) PUBLICATIONS AS FOLLOWS:**

B2A. ASK IF ANY DAILY PUBLICATIONS IN B1 "YES" (NUMBERS 1 TO 22)

In an average week from **MONDAY TO FRIDAY, 5 ISSUES** of each daily newspaper are published. How many different issues of (**MENTION DAILY NEWSPAPER**), do you usually read or page through?

B2B. ASK IF THE BIWEEKLY (TWICE A WEEK) PUBLICATION "ILANGA" IN B1 "YES" (NUMBER 23)

In a **3 WEEK PERIOD, 6 ISSUES** of ILANGA are published. How many different issues of ILANGA, do you usually read or page through?

B2C. ASK IF ANY WEEKLY PUBLICATIONS IN B1 "YES" (NUMBERS 24 TO 64 AND 207)

In a **6 WEEK PERIOD, 6 ISSUES** of each weekly newspaper or magazine are published. How many different issues of (**MENTION WEEKLY NEWSPAPER/MAGAZINE**), do you usually read or page through?

B2D. ASK IF ANY FORTNIGHTLY PUBLICATIONS IN B1 "YES" (NUMBERS 65 TO 67)

In a **12 WEEK PERIOD, 6 ISSUES** of each fortnightly magazine are published. How many different issues of ... (**MENTION FORTNIGHTLY MAGAZINE**), do you usually read or page through?

▲ **LEES VOOR:**

Die media industrie stel daarin belang om mense se lees van koerante en tydskrifte te meet.

▲ **MAAK ASSEBLIEF SEKER DAT DIE RESPONDENT NA AL DIE SKERMS KYK.**

B1a. Daar sal aan u verskeie skrms gewys word met die mashoofde van koerante of tydskrifte daarop. Ek wil graag hê u moet na al hierdie mashoofde kyk en my vertel of u persoonlik enige kopie van die publikasie gedurende die **AFGELOPE 6 MAANDE GELEES** of **DEURGEBLAAI** het, of nie.

▲ **STEL DEFINISIEKAART OP EN LEES VOOR.**

Met die konsep "lees of blaai deur" bedoel ons dat u persoonlik deur die hele of 'n gedeelte van 'n kopie, insluitend enige van die aparte gedeeltes, afdelings of bylaes wat daarmee mag saamkom, gelees of geblaai het. Dit maak nie saak of dit u kopie of iemand anders se kopie was nie en waar u dit gelees of deur dit geblaai het nie. Dit maak ook nie saak of u of iemand anders die kopie gekoop het en of u dit verniet ontvang het by u huis of elders nie.

▲ **LEES VOOR:**

Elke publikasie het 'n nommer. Indien u dit in die **AFGELOPE 6 MAANDE** gelees of deurgeblaai het, gee net vir my daardie publikasie se nommer.

▲ **NOTEER DIE ANTWOORD(E) ONDER B1A "JA". LET DAAROP DAT DIE PUBLIKASIES IN NUMERIESE EN NIE ALFABETIESE VOLGORDE IS NIE.**

▲ **INDIEN GEEN IN AFGELOPE 6 MAANDE NIE, NOTEER "GEENEEN VAN HIERDIE" EN GAAN VOORT MET B1B.**

▲ **LEES VOOR:**

En nou vir winkel tydskrifte. Daar is verskeie klere-, meubel- en ander kleinhandelwinkels wat aan hul klublede en/of rekeninghouers winkel tydskrifte stuur of beskikbaar stel. Hierdie tydskrifte verskyn op 'n gereelde basis bv. maandeliks, elke tweede maand of kwartaalliks. Onthou ons praat nie hier van winkel advertensie pamflette, bylaes of katalogusse nie.

Ek gaan nou aan u drie skrms toon met die mashoofde van sommige van die winkel tydskrifte.

▲ **MAAK ASSEBLIEF SEKER DAT DIE RESPONDENT NA AL DRIE SKERMS KYK.**

B1b. Watter van hierdie winkel tydskrifte, indien enige, het u persoonlik gedurende die **AFGELOPE 6 MAANDE GELEES** of **DEURGEBLAAI**? Gee my net die nommer(s).

▲ **DEFINISIE VAN "LEES OF DEURBLAAI" BLY IN RESPONDENT SE SIG**

▲ **NOTEER DIE ANTWOORD(E) ONDER B1B "JA". LET DAAROP DAT DIE PUBLIKASIES IN NUMERIESE EN NIE ALFABETIESE VOLGORDE IS NIE.**

▲ **INDIEN GEEN IN DIE AFGELOPE 6 MAANDE, NOTEER "GEENEEN VAN HIERDIE"**

▲ **INDIEN "GEENEEN VAN HIERDIE" IN B1A EN B1B, GAAN NA DEEL C**

B2. Vir elke koerant en/of tydskrif wat u in die afgelope 6 maande gelees of deurgeblaai het, gaan ons u vra hoeveel verskillende uitgawes u gewoonlik **LEES** of **DEURBLAAI** oor 'n sekere tydperk.

▲ **VRA AFSONDERLIK VIR DAAGLIKSE, TWEEMAALWEEKLIKSE (TWEË MAAL PER WEEK), WEEKLIKSE, TWEEWEEKLIKSE (ELKE TWEËDE WEEK), MAANDELIKSE, TWEEMAANDELIKSE (ELKE TWEËDE MAAND) EN KWARTAALLIKSE (ELKE DERDE MAAND) PUBLIKASIES SOOS VOLG:**

B2A. VRA INDIEN ENIGE DAAGLIKSE PUBLIKASIES IN B1 "JA" (NOMMERS 1 TOT 22)

Tydens 'n gewone week van **MAANDAG TOT VRYDAG**, word **5 UITGAWES** van elke daaglikse koerant gepubliseer. Hoeveel verskillende uitgawes van (**NOEM DAAGLIKSE KOERANT**), lees of blaai u gewoonlik deur?

B2B. VRA INDIEN DIE TWEEMAALWEEKLIKSE (TWEË MAAL PER WEEK) PUBLIKASE "ILANGA" IN B1 "JA" (NOMMER 23)

In 'n **PERIODE** van **3 WEKE** word **6 UITGAWES** van ILANGA gepubliseer. Hoeveel verskillende uitgawes van ILANGA lees of blaai u gewoonlik deur?

B2C. VRA INDIEN ENIGE WEEKLIKSE PUBLIKASIES IN B1 "JA" (NOMMERS 24 TOT 64 EN 207)

In 'n **PERIODE** van **6 WEKE** word **6 UITGAWES** van elke weeklikse koerant of tydskrif gepubliseer. Hoeveel verskillende uitgawes van (**NOEM WEEKLIKSE KOERANT/TYDSKRIF**) lees of blaai u gewoonlik deur?

B2D. VRA INDIEN ENIGE TWEEWEEKLIKSE (ELKE TWEËDE WEEK) PUBLIKASIES IN B1 "JA" (NOMMERS 65 TOT 67)

In 'n **PERIODE** van **12 WEKE** word **6 UITGAWES** van elke tweeweklikse tydskrif gepubliseer. Hoeveel verskillende uitgawes van ... (**NOEM TWEEWEEKLIKSE TYDSKRIF**) lees of blaai u gewoonlik deur?

B2E. ASK IF ANY MONTHLY PUBLICATIONS IN B1 "YES" (NUMBERS 68 TO 160 AND 187 TO 196)

In a **6 MONTH PERIOD**, **6 ISSUES** of each monthly magazine/newspaper are published. How many different issues of (**MENTION MONTHLY MAGAZINE/NEWSPAPER**), do you usually read or page through?

B2F. ASK IF ANY ALTERNATE MONTHLY (EVERY SECOND MONTH) PUBLICATION IN B1 "YES" (NUMBERS 161 TO 178 AND 197 TO 200)

In a **6 MONTH PERIOD**, **3 ISSUES** of each alternate monthly magazine are published. How many different issues of (**MENTION ALTERNATE MONTHLY MAGAZINE**), do you usually read or page through?

B2G. ASK IF ANY QUARTERLY PUBLICATION IN B1 "YES" (NUMBERS 179 TO 186 AND 201 TO 205)

In a **6 MONTH PERIOD**, **2 ISSUES** of each quarterly magazine are published. How many different issues of (**MENTION QUARTERLY MAGAZINE**), do you usually read or page through?

▲ **RECORD NUMBER OF ISSUES FOR EACH PUBLICATION READ IN B1 "YES"**

▲ **SHOW SCREEN B3 - "WHEN LAST READ"**

B3. Excluding today, when was the last time you personally read or paged through a copy of ... (**MENTION PUBLICATION**)? Just give me the number.

▲ **RECORD THE "WHEN LAST" NUMBER (1-13) FOR EACH PUBLICATION READ IN B1 "YES".**

- | | | | |
|----|------------|-----|------------------|
| 1. | Yesterday | 8. | 8 - 14 days ago |
| 2. | 2 days ago | 9. | 3 - 4 weeks ago |
| 3. | 3 days ago | 10. | 5 - 6 weeks ago |
| 4. | 4 days ago | 11. | 7 - 8 weeks ago |
| 5. | 5 days ago | 12. | 9 - 12 weeks ago |
| 6. | 6 days ago | 13. | 4 - 6 months ago |
| 7. | 7 days ago | | |

▲ **ASK BOTH B4 AND B5 BEFORE CONTINUING WITH THE NEXT PUBLICATION**

▲ **ASK SEPARATELY FOR DAILY (A), BIWEEKLY (B), WEEKLY (C), FORTNIGHTLY (D), MONTHLY (E), ALTERNATE MONTHLY (F) AND QUARTERLY (G) PUBLICATIONS AS FOLLOWS:**

B4A. ASK IF ANY DAILY NEWSPAPER READ YESTERDAY, 2 DAYS AGO OR 3 DAYS AGO (CODES 1, 2, 3) IN B3

D Think back to the specific issue of ... (**MENTION DAILY NEWSPAPER**) you last read. Please tell me whether you read that issue on one day
A only or on more than one day?
I
L

▲ **RECORD ONE ANSWER**

Y B5A. ASK IF ANY DAILY NEWSPAPER READ ON MORE THAN ONE DAY IN B4

When did you read this particular issue of ... (**MENTION DAILY NEWSPAPER**) for the **FIRST** time. How many days ago was it?

▲ **RECORD NUMBER OF DAYS**

B B4B. ASK IF ANY BIWEEKLY (TWICE WEEKLY) NEWSPAPER READ UP TO 5 DAYS AGO (CODES 1 TO 5) IN B3

I Think back to the specific issue of ILANGA, you last read. Please tell me whether you read that issue on one day only or on more than one day?
W
E

▲ **RECORD ONE ANSWER**

E B5B. ASK IF ANY BIWEEKLY (TWICE WEEKLY) NEWSPAPER READ ON MORE THAN ONE DAY IN B4

E When did you read this particular issue of ILANGA for the **FIRST** time. How many days ago was it?
K
L

▲ **RECORD NUMBER OF DAYS**

W B4C. ASK IF ANY WEEKLY NEWSPAPER/MAGAZINE READ WITHIN THE PAST 7 DAYS, (CODES 1 TO 7) IN B3

E Think back to the specific issue of ... (**MENTION WEEKLY NEWSPAPER/MAGAZINE**), you last read. Please tell me whether you read that
E issue on one day only or on more than one day?
K

▲ **RECORD ONE ANSWER**

L B5C. ASK IF ANY WEEKLY NEWSPAPER/MAGAZINE READ ON MORE THAN ONE DAY IN B4

Y When did you read this particular issue of ... (**MENTION WEEKLY NEWSPAPER/MAGAZINE**) for the **FIRST** time. Was it within the last 7
days or more than 7 days ago?

▲ **RECORD ONE ANSWER**

B2E. VRA INDIEN ENIGE MAANDELIKSE PUBLIKASIES IN B1 "JA" (NOMMERS 68 TOT 160 EN 187 TOT 196)

In 'n PERIODE van 6 MAANDE word 6 UITGAWES van elke maandelikse tydskrif/koerant gepubliseer. Hoeveel verskillende uitgawes van (NOEM MAANDELIKSE TYDSKRIF/KOERANT) lees of blaai u gewoonlik deur?

B2F. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) PUBLIKASIES IN B1 "JA" (NOMMERS 161 TOT 178 EN 197 TOT 200)

In 'n PERIODE van 6 MAANDE word 3 UITGAWES van elke tweemaandelikse tydskrif gepubliseer. Hoeveel verskillende uitgawes van (NOEM TWEEMAANDELIKSE TYDSKRIF) lees of blaai u gewoonlik deur?

B2G. VRA INDIEN ENIGE KWARTAALLIKSE PUBLIKASIES IN B1 "JA" (NOMMERS 179 TOT 186 EN 201 TOT 205)

In 'n PERIODE van 6 MAANDE word 2 UITGAWES van elke kwartaallikse tydskrif gepubliseer. Hoeveel verskillende uitgawes van (NOEM KWARTAALLIKSE TYDSKRIF) lees of blaai u gewoonlik deur?

▲ NOTEER AANTAL UITGAWES VIR ELKE PUBLIKASIE GELEES IN B1 "JA"

▲ TOON SKERM B3 - "WANNEER LAAS GELEES"

B3. Vandag uitgesluit, wanneer was die laaste keer dat u persoonlik 'n kopie van ... (NOEM PUBLIKASIE) gelees of deurgeblaai het ? Gee net vir my die nommer.

▲ NOTEER DIE "WANNEER LAAS" NOMMER (1-13) VIR ELKE PUBLIKASIE GELEES IN B1 "JA".

- | | | | |
|----|--------------|-----|---------------------|
| 1. | Gister | 8. | 8 - 14 dae gelede |
| 2. | 2 dae gelede | 9. | 3 - 4 weke gelede |
| 3. | 3 dae gelede | 10. | 5 - 6 weke gelede |
| 4. | 4 dae gelede | 11. | 7 - 8 weke gelede |
| 5. | 5 dae gelede | 12. | 9 - 12 weke gelede |
| 6. | 6 dae gelede | 13. | 4 - 6 maande gelede |
| 7. | 7 dae gelede | | |

▲ VRA BEIDE B4 EN B5 VOORDAT U MET DIE VOLGENDE PUBLIKASIE AANGAAN.

▲ VRA AFSONDERLIK VIR DAAGLIKSE (A), TWEEMAALWEEKLIKSE (B), WEEKLIKSE (C), TWEEWEEKLIKSE (D), MAANDELIKSE (E), TWEEMAANDELIKSE (F) EN KWARTAALLIKSE (G) PUBLIKASIES SOOS VOLG :

- D
A
A
G
L
I
K
S**
- B4A. VRA INDIEN ENIGE DAAGLIKSE KOERANT GELEES GISTER, 2 DAE GELEDE OF 3 DAE GELEDE (KODES 1, 2, 3) IN B3**
- Dink terug aan die spesifieke uitgawe van (NOEM DAAGLIKSE KOERANT) wat u laas gelees het. Vertel my asseblief of u daardie uitgawe slegs op een dag of op meer as een dag gelees het ?
- ▲ NOTEER EEN ANTWOORD**
- B5A. VRA INDIEN ENIGE DAAGLIKSE KOERANT OP MEER AS EEN DAG GELEES IS IN B4**
- Wanneer het u hierdie besondere uitgawe van (NOEM DAAGLIKSE KOERANT) vir die EERSTE keer gelees. Hoeveel dae gelede was dit ?
- ▲ NOTEER AANTAL DAE**

- T
W
E
E
K
L
I
K
S**
- B4B. VRA INDIEN ENIGE TWEEMAALWEEKLIKSE KOERANT GEDURENDE DIE AFGELOPE 5 DAE GELEES, (KODES 1 TOT 5) IN B3**
- Dink terug aan die spesifieke uitgawe van ILANGA wat u laas gelees het. Vertel my asseblief of u daardie uitgawe slegs op een dag of op meer as een dag gelees het ?
- ▲ NOTEER EEN ANTWOORD**
- B5B. VRA INDIEN ENIGE TWEEMAALWEEKLIKSE (TWE E MAAL PER WEEK) KOERANT OP MEER AS EEN DAG GELEES IS IN B4.**
- Wanneer het u hierdie besondere uitgawe van ILANGA vir die EERSTE keer gelees. Hoeveel dae gelede was dit?
- ▲ NOTEER AANTAL DAE**

- W
E
E
K
L
I
K
S**
- B4C. VRA INDIEN ENIGE WEEKLIKSE KOERANT/TYDSKRIF GEDURENDE DIE AFGELOPE 7 DAE GELEES, (KODES 1 TOT 7) IN B3**
- Dink terug aan die spesifieke uitgawe van (NOEM WEEKLIKSE KOERANT/TYDSKRIF), wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?
- ▲ NOTEER EEN ANTWOORD**
- B5C. VRA INDIEN ENIGE WEEKLIKSE KOERANT/TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4**
- Wanneer het u hierdie besondere uitgawe van (NOEM WEEKLIKSE KOERANT/TYDSKRIF) vir die EERSTE keer gelees. Was dit in die afgelope 7 dae of meer as 7 dae gelede ?
- ▲ NOTEER EEN ANTWOORD**

F O R T N I G H T L Y	B4D. ASK IF ANY FORTNIGHTLY MAGAZINE READ WITHIN THE PAST 14 DAYS, (CODES 1 TO 8) IN B3 Think back to the specific issue of ... (MENTION FORTNIGHTLY MAGAZINE), you last read. Please tell me whether you read that issue on one day only or on more than one day? ▲ RECORD ONE ANSWER B5D. ASK IF ANY FORTNIGHTLY MAGAZINE READ ON MORE THAN ONE DAY IN B4 When did you read this particular issue of ... (MENTION FORTNIGHTLY MAGAZINE) for the FIRST time. Was it within the last 14 days or more than 14 days ago? ▲ RECORD ONE ANSWER
M O N T H L Y	B4E. ASK IF ANY MONTHLY NEWSPAPER/MAGAZINE READ WITHIN THE PAST 4 WEEKS, (CODES 1 TO 9) IN B3 Think back to the specific issue of ... (MENTION MONTHLY NEWSPAPER/MAGAZINE), you last read. Please tell me whether you read that issue on one day only or on more than one day? ▲ RECORD ONE ANSWER B5E. ASK IF ANY MONTHLY NEWSPAPER/MAGAZINE READ ON MORE THAN ONE DAY IN B4 When did you read this particular issue of ... (MENTION MONTHLY NEWSPAPER/MAGAZINE) for the FIRST time. Was it within the last 4 weeks or more than 4 weeks ago? ▲ RECORD ONE ANSWER
A L T E R N A T E	B4F. ASK IF ANY ALTERNATE MONTHLY (EVERY SECOND MONTH) MAGAZINE READ WITHIN THE PAST 8 WEEKS, (CODES 1 TO 11) IN B3 Think back to the specific issue of ... (MENTION ALTERNATE MONTHLY MAGAZINE), you last read. Please tell me whether you read that issue on one day only or on more than one day? ▲ RECORD ONE ANSWER B5F. ASK IF ANY ALTERNATE MONTHLY (EVERY SECOND MONTH) MAGAZINE READ ON MORE THAN ONE DAY IN B4 When did you read this particular issue of ... (MENTION ALTERNATE MONTHLY MAGAZINE) for the FIRST time. Was it within the last 8 weeks or more than 8 weeks ago? ▲ RECORD ONE ANSWER
Q U A R T E R L Y	B4G. ASK IF ANY QUARTERLY MAGAZINE READ WITHIN THE PAST 12 WEEKS, (CODES 1 TO 12) IN B3 Think back to the specific issue of ... (MENTION QUARTERLY MAGAZINE), you last read. Please tell me whether you read that issue on one day only or on more than one day? ▲ RECORD ONE ANSWER B5G. ASK IF ANY QUARTERLY MAGAZINE READ ON MORE THAN ONE DAY IN B4 When did you read this particular issue of ... (MENTION QUARTERLY MAGAZINE) for the FIRST time. Was it within the last 12 weeks or more than 12 weeks ago? ▲ RECORD ONE ANSWER

T W E E W E E K L I K S	B4D. VRA INDIEN ENIGE TWEEWEEKLIKSE TYDSKRIF IN DIE AFGELOPE 14 DAE GELEES IS, (KODES 1 TOT 8) IN B3 Dink terug aan die spesifieke uitgawe van ... (NOEM TWEEWEEKLIKSE TYDSKRIF), wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ? ▲ NOTEER EEN ANTWOORD B5D. VRA INDIEN ENIGE TWEEWEEKLIKSE TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4 Wanneer het u hierdie besondere uitgawe van ... (NOEM TWEEWEEKLIKSE TYDSKRIF) vir die EERSTE keer gelees. Was dit in die afgelope 14 dae of meer as 14 dae gelede ? ▲ NOTEER EEN ANTWOORD
M A A N D E L I K S	B4E. VRA INDIEN ENIGE MAANDELIKSE KOERANT/TYDSKRIF IN DIE AFGELOPE 4 WEKE GELEES, (KODES 1 TOT 9) IN B3 Dink terug aan die spesifieke uitgawe van (NOEM MAANDELIKSE KOERANT/TYDSKRIF), wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ? ▲ NOTEER EEN ANTWOORD B5E. VRA INDIEN ENIGE MAANDELIKSE KOERANT/TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4 Wanneer het u hierdie besondere uitgawe van (NOEM MAANDELIKSE KOERANT/TYDSKRIF) vir die EERSTE keer gelees. Was dit in die afgelope 4 weke of meer as 4 weke gelede ? ▲ NOTEER EEN ANTWOORD
T W E E M A A N D E L I K S	B4F. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) TYDSKRIF IN DIE AFGELOPE 8 WEKE GELEES, (KODES 1 TOT 11) IN B3 Dink terug aan die spesifieke uitgawe van (NOEM TWEEMAANDELIKSE TYDSKRIF), wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het? ▲ NOTEER EEN ANTWOORD B5F. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4 Wanneer het u hierdie besondere uitgawe van (NOEM TWEEMAANDELIKSE TYDSKRIF) vir die EERSTE keer gelees. Was dit in die afgelope 8 weke of meer as 8 weke gelede ? ▲ NOTEER EEN ANTWOORD
K W A R T A A L L I K S	B4G. VRA INDIEN ENIGE KWARTAALLIKSE TYDSKRIF IN DIE AFGELOPE 12 WEKE GELEES, (KODES 1 TOT 12) IN B3 Dink terug aan die spesifieke uitgawe van (NOEM KWARTAALLIKSE TYDSKRIF), wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ? ▲ NOTEER EEN ANTWOORD B5G. VRA INDIEN ENIGE KWARTAALLIKSE TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4 Wanneer het u hierdie besondere uitgawe van (NOEM KWARTAALLIKSE TYDSKRIF) vir die EERSTE keer gelees. Was dit in die afgelope 12 weke of meer as 12 weke gelede ? ▲ NOTEER EEN ANTWOORD

▲ B6A MUST BE ASKED OF PUBLICATIONS 1 TO 186 AND 207.

▲ SHOW SCREEN B6 - "ORIGIN OF COPY"

B6a. And again thinking of this particular issue of ... (MENTION PUBLICATION), whose copy did you read ? Just give me the number.

0. My own copy which I personally bought
1. My own copy which I personally subscribed to
2. A copy bought by another household member
3. A copy subscribed to by another household member
4. A relative's or friend's copy
5. An office or work copy
6. Other

▲ RECORD THE "ORIGIN OF COPY" NUMBER (0-6) FOR EACH PUBLICATION READ IN B1a "YES"

▲ B6B MUST BE ASKED OF PUBLICATIONS 187 TO 205.

▲ SHOW SCREEN B6 - "ORIGIN OF COPY"

B6b. And again thinking of this particular issue of ... (MENTION STORE MAGAZINE), whose copy did you read ? Just give me the number.

1. My own copy which was sent to me personally
2. A copy which was sent to another household member
3. A relative's or friend's copy
4. An office or work copy
5. Other

▲ RECORD THE "ORIGIN OF COPY" NUMBER (1-5) FOR EACH STORE MAGAZINE READ IN B1b "YES"

▲ SHOW SCREEN B7 - "HOW THOROUGHLY READ"

B7. People read some publications very thoroughly but just page through others. Please tell me how thoroughly you usually read ... (MENTION PUBLICATION)? Just give me the number.

1. Read right through it
2. Read most articles and page through the rest
3. Read some articles and page through the rest
4. Read only selected parts and ignore the rest
5. Page right through it
6. Just glance at parts of it

▲ RECORD THE "THOROUGHNESS" NUMBER (1-6) FOR EACH PUBLICATION READ IN B1 "YES"

▲ CONTINUE WITH B8

▲ B6A MOET GEVRA WORD VIR PUBLIKASIES 1 TOT 186 EN 207.

▲ TOON SKERM B6 - "HERKOMS VAN UITGAWE"

B6a. En dink weer aan hierdie besondere uitgawe van(NOEM PUBLIKASIE), wie se kopie het u gelees ? Gee net vir my die nommer.

0. My eie uitgawe wat ek persoonlik gekoop het
1. My eie uitgawe waarop ek persoonlik ingeteken het
2. 'n Uitgawe wat 'n ander lid van die huishouding gekoop het
3. 'n Uitgawe waarop 'n ander lid van die huishouding ingeteken het
4. 'n Familielid of vriend/ vriendin se uitgawe
5. 'n Kantoor- of werkskopie
6. Ander

▲ NOTEER DIE "HERKOMS VAN UITGAWE" NOMMER (0-6) VIR ELKE PUBLIKASIE GELEES IN B1a "JA"

▲ B6B MOET GEVRA WORD VIR PUBLIKASIES 187 TOT 205.

▲ TOON SKERM B6 - "HERKOMS VAN UITGAWE"

B6b. En dink weer aan hierdie besondere uitgawe van(NOEM WINKEL-TYDSKRIF), wie se kopie het u gelees ? Gee net vir my die nommer.

1. My eie uitgawe wat aan my persoonlik gestuur was
2. 'n Uitgawe wat aan 'n ander lid van die huishouding gestuur was
3. 'n Familielid of vriend/ vriendin se uitgawe
4. 'n Kantoor- of werkskopie
5. Ander

▲ NOTEER DIE "HERKOMS VAN UITGAWE" NOMMER (1-5) VIR ELKE WINKEL-TYDSKRIF GELEES IN B1b "JA"

▲ TOON SKERM B7 - "HOE DEEGLIK GELEES"

B7. Mense lees sommige publikasies baie deeglik maar blaai slegs deur ander. Hoe deeglik lees u gewoonlik(NOEM PUBLIKASIE)? Gee net vir my die nommer.

1. Lees dit dwarsdeur
2. Lees die meeste artikels en blaai deur die res
3. Lees sommige artikels en blaai deur die res
4. Lees slegs geselekteerde dele en ignoreer die res
5. Blaai dit dwarsdeur
6. Kyk net vlugtig na dele daarvan

▲ NOTEER DIE "DEEGLIKHEID" NOMMER (1-6) VIR ELKE PUBLIKASIE GELEES IN B1 "JA"

▲ GAAN VOORT MET B8

Newspapers		B1A		B2 Issues	B3 When 1 - 13	B4 Days		B5 First	B6A Origin 0 - 6	B7 Thoroughness 1 - 6	
		Yes	No			1 Day	1 Day +				
No.	Dailies			0 - 5		1 TO 3		No. of days			
1	Beeld										
2	DIE BURGER										
3	Business Day										
4	Cape Argus										
5	CAPE TIMES										
6	The Citizen										
7	Daily Dispatch										
8	Daily News										
9	DAILY SUN										
10	DAILY Voice										
11	DFA										
12	The Herald										
13	Isolezwe										
14	THE MERCURY										
15	THE NEW AGE										
16	PRETORIA NEWS										
17	Son										
18	Sowetan										
19	The Star										
20	The Times										
21	VOLKSBLAD										
22	THE WITNESS										
	Bi-Weeklies			0 - 6		1 TO 5		No. of days			
23	ILANGA (Mon/Thu)										
	Weeklies			0 - 6		1 TO 7		Within 7 days	More Than 7 days		
24	DIE BURGER Saterdag										
25	City Press (Sun)										
26	ILANGA LangeSonto (Sun)										
27	THE INDEPENDENT on Saturday										
28	Isolezwe ngeSonto (Sun)										
29	Mail & Guardian (Fri)										
30	Naweek Beeld (Sat)										
31	POST (Wed)										
32	PRETORIA NEWS WEEKEND (SAT)										
33	Rapport (Sun)										
34	Saturday Dispatch										
35	SATURDAY Star										
36	SoccerWeek (Thu)										
37	Son op sondag										
38	SONDAG										
39	THE SUNDAY independent										
40	Sunday SUN										
41	Sunday Times										
42	SUNDAY TRIBUNE										
43	SundayWorld										
44	SUPER SATURDAY Citizen										
45	UMAFRIKA (Fri)										
46	VOLKSBLAD Saterdag										
47	Weekend Argus : Saturday Edition										
48	Weekend Argus : Sunday Edition										
49	WeekendPost (Sat)										
50	Weekend Witness (Sat)										
51	The Zimbabwean (Thurs)										

[illegible]

[illegible]

Store Magazines		B1B		B2 Issues	B3 When 1 - 13	B4 Days		B5 First		B6B Origin 1 - 5	B7 Thoroughness 1 - 6
		Yes	No			1 Day	1 Day +				
No.	MONTHLY STORE MAGAZINES			0 - 6	→	1 TO 9		Within 4 weeks	More Than 4 weeks		
187	Barnetts CLUB										
188	better living (Morkels/Russells)										
189	BRADLOWS modern living										
190	CLUB (Foschini Group)										
191	Edgars CLUB/KLUB										
192	ELECTRIC EXPRESS CLUB										
193	Jet Club										
194	Joshua Doore CLUB										
195	PRICE 'N PRIDE CLUB										
196	SPORTS CLUB (Foschini Group)										
No.	ALTERNATE - MONTHLY STORE MAGAZINES			0 - 3	→	1 TO 11		Within 8 weeks	More Than 8 weeks		
197	A+ Club/A+ Klub										
198	BEST HOME AND ELECTRIC club										
199	CLICKS ClubCard										
200	Lewis club										
No.	QUARTERLY STORE MAGAZINES			0 - 2	→	1 TO 12		Within 12 weeks	More Than 12 weeks		
201	BEARES CLUB (incl. LUBNERS) [previously simply family]										
202	ELLERINES CLUB (incl. FurnCity, SAVELLS FAIRDEAL, TOWNTALK FURNISHERS)										
203	Furniture City CLUB [previously Urban]										
204	Geen & Richards CLUB [previously Diamond]										
205	INSPIRATIONS magazine (Milady's)										
NONE OF THESE						▲ SKIP TO SECTION C					

▲ CHECK BACK TO NEWSPAPERS (PUBLICATIONS 1 TO 51) READ IN B1 "YES" AND MARK OFF THOSE NEWSPAPERS WITH SUPPLEMENTS READ OR PAGED THROUGH IN THE PAST 6 MONTHS FOR B8. IF NONE OF THESE NEWSPAPERS HAVE SUPPLEMENTS, SKIP TO SECTION C.

▲ KONTROLEER MET KOERANTE (PUBLIKASIES 1 TOT 51) WAT GELEES IS IN B1 "JA" EN MERK DIÉ KOERANTE MET BYLAES AF WAT GELEES OF DEUR GEBLAAI IS IN DIE AFGELOPE 6 MAANDE VIR B8. INDIEN GEENEEN VAN HIERDIE KOERANTE BYLAES HET NIE, GAAN NA DEEL C.

▲ READ OUT:

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

▲ LEES HARDOP:

Ek gaan u nou vra oor bylaes in sommige van die koerante wat u gelees of deurgeblaaï het. Met bylaes bedoel ons individuele gedeeltes wat afsonderlik is van die hoofkoerant en wat gereeld verskyn.

▲ FOR EACH NEWSPAPER READ IN PAST 6 MONTHS, THE RELEVANT SCREEN WITH SUPPLEMENT(S) FOR THAT NEWSPAPER WILL APPEAR ON THE RESPONDENT'S SCREEN. NOTE THAT SOME NEWSPAPERS DO NOT HAVE SUPPLEMENTS.

▲ VIR ELKE KOERANT WAT IN DIE AFGELOPE 6 MAANDE GELEES IS, SAL DIE TOEPASLIKE SKERM MET DIE BYLAE(S) VIR DAARDIE KOERANT OP DIE RESPONDENT SE SKERM VERSKYN. LET OP DAT SOMMIGE KOERANTE NIE BYLAES HET NIE.

▲ SHOW SCREEN B8 WHICH HAS THE "WHEN LAST READ" OPTIONS AT THE BOTTOM OF THE SCREEN.

▲ TOON SKERM B8 WAT DIE "WANNEER LAAS GELEES" OPSIES ONDERAAN DIE SKERM HET.

B8. Here is the supplement / a list of the supplements in (MENTION NEWSPAPER).

B8. Hier is die bylae / 'n lys van die bylaes in (NOEM KOERANT).

Excluding today, when was the **LAST** time you personally read or paged through a copy of this supplement/each of these supplements? To help you, we have printed the day(s) of publication for each supplement below its name.

Vandag uitgesluit, wanneer het u persoonlik **LAAS** 'n kopie van hierdie bylae/elkeen van hierdie bylaes gelees of deurgeblaaï? Om u te help, het ons die dag/dae waarop elke bylae verskyn, onderaan die naam gedruk.

Just give me the number from the "**WHEN LAST READ**" list at the bottom of your screen.

Gee net vir my die nommer vanaf die "**WANNEER LAAS GELEES**" lys aan die onderkant van u skerm.

When Last

1. Yesterday
2. 2 Days ago
3. 3 Days ago
4. 4 Days ago
5. 5 Days ago
6. 6 Days ago
7. 7 Days ago
8. 8 – 14 Days ago
9. 3 – 4 Weeks ago
10. 5 – 6 Weeks ago
11. 7 – 8 Weeks ago
12. 9 – 12 Weeks ago
13. 4 – 6 Months ago

Wanneer Laas

1. Gister
2. 2 Dae gelede
3. 3 Dae gelede
4. 4 Dae gelede
5. 5 Dae gelede
6. 6 Dae gelede
7. 7 Dae gelede
8. 8 – 14 Dae gelede
9. 3 – 4 Weke gelede
10. 5 – 6 Weke gelede
11. 7 – 8 Weke gelede
12. 9 – 12 Weke gelede
13. 4 – 6 Maande gelede

▲ RECORD THE "WHEN LAST" NUMBER (1-13), OR ZERO (0) IF THE RESPONDENT GIVES A "NEVER" ANSWER, FOR EACH NEWSPAPER READ.

▲ NOTEER DIE "WANNEER LAAS" NOMMER (1-13) , OF NUL (0) AS DIE RESPONDENT 'N "NOOIT" ANTWOORD GEE, VIR ELKE KOERANT GELEES.

THERE MUST BE ONE ANSWER FOR EACH SUPPLEMENT FOR EACH NEWSPAPER READ.

DAAR MOET EEN ANTWOORD VIR ELKE BYLAE VAN ELKE KOERANT WAT GELEES IS, WEES.

DAILY NEWSPAPERS	B1A - "YES" - READ PAST 6 MONTHS	NEWSPAPER SUPPLEMENTS	B8 WHEN LAST 1-13, 0 = Never
1. BEELD		Dailies : 1. Sake24 Weeklies : 2. Buite (Tue) 3. JIP (Mon) 4. Leefstyl (Wed) 5. Motors (Thu) 6. Talent (Wed) 7. Vrydag! (Fri)	
2. DIE BURGER		Dailies : 1. Sake24 Weeklies : 2. Buite (Tue) 3. JIP (Mon) 4. Leefstyl (Wed) 5. Motors (Thu) 6. Vrydag! (Fri) Fortnightlies : 7. Landbou (Fri)	
3. BUSINESS DAY		Weeklies : 1. HealthNews (Wed) 2. HomeFront (Fri) 3. MotorNews (Thu) Monthlies : 4. Wanted	
4. CAPE ARGUS		Dailies : 1. Tonight Weeklies : 2. Workplace (Wed) Monthlies : 3. Verve Magazine	
5. CAPE TIMES		Dailies : 1. Business Report Weeklies : 2. Career Times (Mon) 3. Drive Times (Thu) 4. Top of the Times (Fri) Monthlies : 5. Techno Times	
6. THE CITIZEN		Dailies : 1. CitiVibe Weeklies : 2. CitiMotoring (Wed) 3. CitiStriker (Fri)	
7. DAILY DISPATCH		Weeklies : 1. Motormaniam (Fri)	
8. DAILY NEWS		Dailies : 1. Tonight Weeklies : 2. Bollyworld (Mon) 3. Motoring (Thu) 4. What's the Bet (Fri) 5. Workplace (Wed) Monthlies : 6. Verve Magazine	
9. DAILY SUN		Dailies : 1. Sun Sport	
11. DFA		Weeklies : 1. Shoot (Fri)	
12. THE HERALD		Weeklies : 1. La Femme (Wed) 2. Leisure (Fri) 3. Motormaniam (Fri)	
13. ISOLEZWE		Weeklies : 1. Ezezimoto (Thu) Monthlies : 2. Ezomnotho	
14. THE MERCURY		Dailies : 1. Business Report Weeklies : 2. Challenger (Thu) 3. GoodLife (Fri) 4. Motoring (Fri) 5. Network (Wed) Monthlies : 6. Food & Wine	
16. PRETORIA NEWS		Dailies : 1. Business Report 2. Tonight Bi-Weekly : 3. Workplace (Mon, Wed) Weeklies : 4. Motoring (Thu) 5. Shoot (Fri) Monthlies : 6. Verve Magazine	
18. SOWETAN		Weeklies : 1. Motormaniam (Fri) 2. Time Out (Fri)	
19. THE STAR		Dailies : 1. Business Report 2. Tonight Bi-Weekly : 3. Workplace (Mon, Wed) Weeklies : 4. Motoring (Thu) 5. Shoot (Fri) Monthlies : 6. Verve Magazine	
20. THE TIMES		Weeklies : 1. Motormaniam (Fri)	
21. VOLKSBLAD		Dailies : 1. Sake24 Weeklies : 2. JIP (Mon) 3. Kontrei (Wed) 4. Motors (Thu) 5. Vrydag! (Fri) Monthlies : 6. Styl	
22. THE WITNESS		Weeklies : 1. Echo (Thu)	
BI-WEEKLY NEWSPAPER	B1A - "YES" - READ PAST 6 MONTHS	NEWSPAPER SUPPLEMENTS	B8 WHEN LAST 1-13, 0 = Never
23. ILANGA (MON/THURS)		Weeklies : 1. Ilanga le Theku (Thu)	

WEEKLY NEWSPAPERS	B1A - "YES" - READ PAST 6 MONTHS	NEWSPAPER SUPPLEMENTS	B8 WHEN LAST 1-13, 0 = Never
24. DIE BURGER SATERDAG		Weeklies : 1. By 2. Naweeek + 3. Sake24	
25. CITY PRESS (SUN)		Weeklies : 1. "7" 2. B (Business) 3. C (Careers 24) 4. S (Sports) 5. V (Voices)	
27. THE INDEPENDENT ON SATURDAY		Weeklies : 1. The Independent Punter 2. Personal Finance	
29. MAIL & GUARDIAN (FRI)		Weeklies : 1. Friday	
30. NAWEEK BEELD (SAT)		Weeklies : 1. By 2. Naweeek + 3. Sake24	
31. POST (WED)		Monthlies : 1. BollyMania	
32. PRETORIA NEWS WEEKEND (SAT)		Weeklies : 1. Personal Finance 2. Travel	
33. RAPPORT (SUN)		Weeklies : 1. Boeke 2. Kaap Rapport 3. Loopbane 24 4. My tyd 5. Sake 24 6. Sport 24 7. Weekliks Fortnightlies : 8. Rondrits Monthlies : 9. InRat	
35. SATURDAY STAR		Weeklies : 1. 48 Hours 2. Canvas Life 3. Personal Finance 4. Travel	
39. THE SUNDAY INDEPENDENT		Weeklies : 1. Business Report 2. Sunday Life	
40. SUNDAY SUN		Weeklies : 1. Sun Life	
41. SUNDAY TIMES		Weeklies : 1. Business Times 2. Sunday Times Extra (This is the Indian Extra) 3. Lifestyle Magazine 4. Money & Careers 5. Review 6. Television 7. Travel & Food	
42. SUNDAY TRIBUNE		Weeklies : 1. Business Report 2. SM Sunday Magazine 3. SM Sunday Travel 4. SMtv 5. TribuneHerald	
43. SUNDAY WORLD		Weeklies : 1. Lifestyle	
46. VOLKSBLAD SATERDAG		Weeklies : 1. By 2. Naweeek + 3. Sake24	
47. WEEKEND ARGUS : SATURDAY EDITION		Weeklies : 1. Auctions 2. Personal Finance 3. The Good Weekend Saturday 4. Travel 2011 5. Workplace	
48. WEEKEND ARGUS : SUNDAY EDITION		Weeklies : 1. Auctions 2. Business Report 3. The Good Weekend 4. Travel 2011 5. Workplace	
49. WEEKEND POST (SAT)		Weeklies : 1. My Weekend	

▲ READ OUT: Broadcasters need to know who in South Africa has the opportunity to view their television programmes. In order to do this we need to measure TV ownership.	▲ LEES VOOR: Uitsaaiers wil weet wie in Suid-Afrika het die geleentheid om na hul televisieprogramme te kyk. Om dit te kan doen, moet ons die besit van TV's meet.
▲ ASK ALL C1. How many, if any, television sets in working order are there in your household? ▲ RECORD NUMBER No. of TV sets	▲ VRA ALMAL C1. Hoeveel, indien enige, televisiestelle in werkende toestand is daar in u huishouding? ▲ NOTEER AANTAL Aantal TV-stelle
▲ IF NO TV SETS IN HOME, SKIP TO C14	▲ INDIEN GEEN TV-STELLE IN HUISHOUDING, GAAN NA C14
▲ SHOW SCREEN C2 – “M-NET” ▲ READ OUT: We now want to ask you about different TV channels that you can get in your household. C2. Can your household receive the M-Net channel? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ TOON SKERM C2 – “M-NET” ▲ LEES VOOR: Ons wil u nou vra omtrent verskillende TV-kanale wat u in u huishouding kan kry. C2. Kan u huishouding die M-Net kanaal ontvang? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN C3 – “SATELLITE SERVICES” C3. Which of these satellite services, for which you pay extra, does your household currently receive? ▲ RECORD ANSWER(S) DStv TopTV None of these/Geeneen van hierdie	▲ TOON SKERM C3 – “SATELLIETDIENSTE” C3. Watter van hierdie satellietdienste, waarvoor u ekstra betaal, ontvang u huishouding huidige? ▲ NOTEER ANTWOORD(E)
▲ ASK C4 TO C6 IF “DStv” CLAIMED IN C3	▲ VRA C4 TOT C6 INDIEN “DStv” IN C3 GENOEM IS
▲ SHOW SCREEN C4 – “DStv SERVICES” C4. Here is a list of different DStv satellite subscription options. Which of these do you currently have in your household? Just give me the number. ▲ RECORD ANSWER(S) 1. DStv Premium (Full Service) (Where you receive more than 103 television channels and you pay about R559 subscription per month.) 2. DStv Compact (Where you receive DStv's limited offering of about 58 television channels and you pay in the region of R246 subscription per month.) 3. DStv Select 1 (Where you receive DStv's limited bouquet of 40 television channels and you pay approximately R157 per month. This option includes, for example, the Universal Channel.) 4. DStv Select 2 (Where you receive DStv's limited bouquet of 37 television channels and you pay approximately R157 per month. This option includes, for example, kykNET.) 5. DStv Lite (Where you receive DStv's limited bouquet of 30 television channels and you pay about R99 per month.) 6. DStv Easy View (Where you receive DStv's reduced bouquet of 18 television channels and you pay about R20 per month.) 7. Any other DStv Service? (STATE) -----	▲ TOON SKERM C4 – “DStv-DIENSTE” C4. Hier is 'n lys van verskillende DStv satelliet-subskripsie opsies. Watter van hierdie het u huidige in u huishouding? Gee net vir my die nommer. ▲ NOTEER ANTWOORD(E) 1. DStv Premium (Volledige Diens) (Waar u meer as 103 televisiekanale ontvang en u betaal omtrent R559 subskripsie per maand.) 2. DStv Compact (Waar u DStv se beperkte aanbieding van omtrent 58 televisiekanale ontvang en u betaal in die omgewing van R246 subskripsie per maand.) 3. DStv Select 1 (Waar u DStv se beperkte bouquet van 40 televisiekanale ontvang en u betaal ongeveer R157 per maand. Hierdie opsie sluit byvoorbeeld, die Universal Channel in.) 4. DStv Select 2 (Waar u DStv se beperkte bouquet van 37 televisiekanale ontvang en u betaal ongeveer R157 per maand. Hierdie opsie sluit byvoorbeeld, kykNET in.) 5. DStv Lite (Waar u DStv se beperkte bouquet van 30 televisiekanale ontvang en u betaal omtrent R99 per maand.) 6. DStv Easy View (Waar u DStv se verminderde bouquet van 18 televisiekanale ontvang en u betaal omtrent R20 per maand.) 7. Enige ander DStv Diens? (NOEM) -----

▲ SHOW SCREEN C5 – “CULTURAL DStv SERVICES” (for which you pay extra) ▲ READ OUT: These are other cultural DStv services for which you need to pay extra i.e. over and above your regular DStv subscription. C5. Do you have any of these in your household? ▲ RECORD ANSWER(S) - DStv North Indian Bouquet (B4U Movies, SET Asia, SET Max, Saffron TV, Zee TV and others) - DStv South Indian Bouquet (Sun TV, Saffron TV) - DStv Portuguesa Bouquet (SIC International, Globo TV and others) NONE OF THESE	▲ TOON SKERM C5 – “KULTURELE DStv-DIENSTE” (waarvoor u ekstra betaal) ▲ LEES VOOR: Hierdie is ander kulturele DStv-dienste waarvoor u ekstra moet betaal d.i. bo en behalwe u gewone DStv subskripsie. C5. Het u enige van hierdie in u huishouding? ▲ NOTEER ANTWOORD(E) - DStv North Indian Bouquet (B4U Movies, SET Asia, SET Max, Saffron TV, Zee TV en ander) - DStv South Indian Bouquet (Sun TV, Saffron TV) - DStv Portuguesa Bouquet (SIC International, Globo TV en ander) GEENEEN VAN HIERDIE
▲ SHOW SCREEN C6 - “DStv DECODERS” C6. Which of these DStv decoders are currently actively IN USE in your household? Just give me the letter(s). ▲ RECORD ANSWER(S) Standard Decoder (this is a single view decoder) PVR (Standard PVR Decoder) (that allows you to record a third channel while you view two different DStv channels on two different TV sets all at the same time. It also has additional functions like pausing live TV and viewing up to 80 hours of pre-recorded programmes) HD PVR (High Definition PVR Decoder) (that is able to record 150 hours of standard programming or 50 hours of high definition TV. This is a single view decoder and allows you to pause live TV) DStv DUAL-VIEW Decoder (that allows you to view two different DStv channels on two different TV sets at the same time from a DUAL-VIEW DStv decoder) - Any other DStv decoder? (STATE)	▲ TOON SKERM C6 - “DStv DEKODEERDERS” C6. Watter van hierdie DStv dekodeerders is huidige aktief IN GEBRUIK in u huishouding? Gee my net die letter(s). ▲ NOTEER ANTWOORD(E) Standaard Dekodeerder (dit is ’n enkel-kyk dekodeerder) PVR (Standaard PVR Dekodeerder) (wat u toelaat om ’n derde kanaal op te neem terwyl u twee verskillende DStv kanale op twee verskillende TV-stelle kyk, alles tegelykertyd. Dit het ook addisionele funksies soos om lewendige TV te “pause” en om tot 80 ure se voorafopgeneemde programme te kyk) HD PVR (High Definition PVR Dekodeerder) (wat 150 ure se standaard programmering of 50 ure se “high definition” TV kan opneem. Dit is ’n enkel-kyk dekodeerder en laat u toe om lewendige TV te “pause”) DStv DUAL-VIEW Dekodeerder (wat u toelaat om twee verskillende DStv kanale op twee verskillende TV-stelle tegelykertyd te kyk vanaf ’n DUAL-VIEW DStv dekodeerder) - Enige ander DStv dekodeerder? (NOEM)
▲ ASK C7 IF TV SETS IN HOME IN C1 C7. And do you have a separate M-Net decoder currently actively IN USE in your household? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ VRA C7 INDIEN TV-SELLE IN HUISHOUDING IN C1 C7. En het u ’n afsonderlike M-Net dekodeerder huidige aktief IN GEBRUIK in u huishouding? ▲ NOTEER EEN ANTWOORD
▲ ASK C8 IF “YES” IN C2 OR FULL DSTV SERVICE IN C4 (OPTION 1) ▲ SHOW SCREEN C8 - “M-NET RECEPTION” C8. How does your household receive the M-Net channel? You can give more than one answer. (READ OUT) ▲ READ OUT AND RECORD ANSWER(S) - Via a DStv decoder, that is, via a satellite dish - Via a separate M-Net decoder, that is, not via DStv - Your home receives M-Net communally with the rest of your complex/block of flats - Via another means (STATE)	▲ VRA C8 INDIEN “JA” IN C2 OF VOLLEDIGE DSTV-DIENS IN C4 (OPSIE 1) ▲ TOON SKERM C8 - “M-NET ONTVANGS” C8. Hoe ontvang u huishouding die M-Net kanaal? U kan meer as een antwoord gee. (LEES VOOR) ▲ LEES VOOR EN NOTEER ANTWOORD(E) - Via ’n DStv dekodeerder, dit is via ’n satellietkottel - Via ’n aparte M-Net dekodeerder, dit is, nie via DStv nie - U woning ontvang M-Net gemeenskaplik saam met die res van u kompleks/woonstelblok - Via ’n ander manier (NOEM)
▲ IF “PVR” OR “HD PVR” IN C6, ASK C9 C9. Have you watched any programme via the “DStv Catch-Up” service in the PAST 4 WEEKS? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ INDIEN “PVR” OF “HD PVR” IN C6, VRA C9 C9. Het u enige program via die “DStv Catch-Up” diens gekyk in die AFGELOPE 4 WEKE? ▲ NOTEER EEN ANTWOORD
▲ IF MORE THAN ONE TV SET IN C1 <u>AND</u> “DStv” CLAIMED IN C3, ASK C10 C10. Is your household able to receive different DStv channels on 2 or more TV sets at the same time? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ INDIEN MEER AS EEN TV-STEL IN C1 <u>EN</u> “DStv” GENOEM IN C3, VRA C10 C10. Is u huishouding instaat om verskillende DStv kanale op 2 of meer TV- stelle tegelykertyd te ontvang? ▲ NOTEER EEN ANTWOORD

▲ ASK C11a, C11b AND C12 IF “TopTV” CLAIMED IN C3	▲ VRA C11a, C11b EN C12 INDIEN “TopTV” GENOEM IS IN C3
▲ SHOW SCREEN C11A – “TopTV SERVICES” C11a. Here is a list of different TopTV satellite subscription options. Which of these do you currently have in your household? Just give me the number. ▲ RECORD ONE ANSWER TopTV Variety only (where you receive about 24 channels and pay R99 per month) TopTV Variety, plus Entertainment & Knowledge (where you receive about 35 channels and pay R169 per month) TopTV Variety, plus Kids & Music (where you receive about 37 channels and pay R169 per month) TopTV Variety, plus Kids & Music, plus Entertainment & Knowledge (where you receive about 48 channels and pay R199 per month) TopTV Variety, plus Entertainment & Knowledge, plus Ultimate Movies (where you receive about 41 channels and you pay R239 per month) TopTV Variety, plus Kids & Music, plus Ultimate Movies (where you receive about 43 channels and pay R239 per month) Full TopTV service (where you receive all the available channels - about 54 channels - and pay R269 per month)	▲ TOON SKERM C11A – “TopTV-DIENSTE” C11a. Hier is ‘n lys van TopTV satelliet-subskripsie opsies. Watter van hierdie het u huidige in u huishouding? Gee net vir my die nommer. ▲ NOTEER EEN ANTWOORD Slegs TopTV Variety (waar u ongeveer 24 kanale ontvang en R99 per maand betaal) TopTV Variety, plus Entertainment & Knowledge (waar u ongeveer 35 kanale ontvang en R169 per maand betaal) TopTV Variety, plus Kids & Music (waar u ongeveer 37 kanale ontvang en R169 per maand betaal) TopTV Variety, plus Kids & Music, plus Entertainment & Knowledge (waar u ongeveer 48 kanale ontvang en R199 per maand betaal) TopTV Variety, plus Entertainment & Knowledge, plus Ultimate Movies (waar u ongeveer 41 kanale ontvang en R239 per maand betaal) TopTV Variety, plus Kids & Music, plus Ultimate Movies (waar u ongeveer 43 kanale ontvang en R239 per maand betaal) Volle TopTV diens (waar u al die beskikbare kanale ontvang - ongeveer 54 kanale - en R269 per maand betaal)
▲ READ OUT: TopTV also has a service called Top Star, a bouquet of 4 Indian channels for which you need to pay an extra R69 per month i.e. over and above your regular TopTV subscription. C11b. Do you have Top Star in your household? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ LEES VOOR: TopTV het ook ‘n diens wat Top Star genoem word, dit is ‘n bouquet van 4 Indiese kanale waarvoor u R69 per maand ekstra moet betaal d.i. bo en behalwe u gewone TopTV subskripsie. C11b. Het u Top Star in u huishouding? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN C12 – “TopTV DECODER” C12. Do you have a TopTV decoder currently actively IN USE in your household? ▲ RECORD ONE ANSWER YES/JA NO/NEE	▲ TOON SKERM C12 – “TopTV DEKODEERDER” C12. Het u huidige ‘n TopTV dekodeerder aktief IN GEBRUIK in u huishouding? ▲ NOTEER EEN ANTWOORD
▲ ASK C13a IF TV SETS IN HOME IN C1	▲ VRA C13a INDIEN TV-STELLE IN WONING IN C1
C13a. Apart from DStv and/or M-Net and/or TopTV, are there any OTHER decoders currently actively IN USE in your household? ▲ RECORD ONE ANSWER YES/JA NO/NEE	C13a. Behalwe vir DStv en/of M-Net en/of TopTV, is daar enige ANDER dekodeerders wat huidige aktief IN GEBRUIK is, in u huishouding? ▲ NOTEER EEN ANTWOORD
▲ ASK C13b IF “YES” IN C13a C13b. What is this other decoder(s)? ▲ STATE ANSWER(S) _____	▲ VRA C13b INDIEN “JA” IN C13a C13b. Wat is hierdie ander dekodeerder(s)? ▲ NOEM ANTWOORD(E) _____

▲ ASK ALL ▲ READ OUT: And now I would like to ask you a few questions about your TV viewing. ▲ SET UP TV REMINDER CARD AND EXPLAIN By TV viewing we mean that you personally have watched all or part of a programme - it doesn't matter where you watched it – whether at home or elsewhere.	▲ VRA ALMAL ▲ LEES VOOR: En nou will ek u graag 'n paar vrae oor u TV-kyk vra. ▲ STEL TV-HERINNERKAART OP EN VERDUIDELIK Met TV-kyk bedoel ons dat u persoonlik na die hele of 'n deel van 'n program gekyk het – dit maak nie saak waar u gekyk het nie – of dit tuis of iewers anders was.
▲ ASK C14 IF NEITHER DStv NOR TopTV CLAIMED IN C3	▲ VRA C14 INDIEN NIÉ DStv ÓF TopTV GENOEM IS IN C3 NIE
▲ READ OUT: I will now show you a list of TV channels or stations. ▲ SHOW SCREEN C14 - “TV CHANNELS/STATIONS” C14. The following screen shows channels which can be viewed on TV. Which of these, if any, have you personally watched in the PAST 4 WEEKS? Just give me the number(s). ▲ RECORD ANSWER(S) UNDER C14	▲ LEES VOOR: Ek gaan nou aan u 'n lys TV-kanale of -stasies toon. ▲ TOON SKERM C14 - “TV-KANALE/-STASIES” C14. Die volgende skerm toon kanale wat op TV gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die AFGELOPE 4 WEKE gekyk? Gee my net die nommer(s). ▲ NOTEER ANTWOORD(E) ONDER C14
▲ ASK C15 IF ANY TV VIEWED IN PAST 4 WEEKS IN C14	▲ VRA C15 INDIEN ENIGE TV GEKYK IS IN DIE AFGELOPE 4 WEKE IN C14
C15. And which of these TV channels or stations, if any, have you personally watched in the PAST 7 DAYS? ▲ READ OUT AND RECORD ANSWER(S) UNDER C15	C15. En watter van hierdie TV-kanale of –stasies, indien enige, het u persoonlik in die AFGELOPE 7 DAE gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C15
▲ ASK C16 IF ANY TV VIEWED IN PAST 7 DAYS IN C15	▲ VRA C16 INDIEN ENIGE TV GEKYK IS IN DIE AFGELOPE 7 DAE IN C15
C16. Now I would like you to think about YESTERDAY. Which, if any, of these TV channels or stations did you personally watch YESTERDAY? ▲ READ OUT AND RECORD ANSWER(S) UNDER C16	C16. Nou wil ek hê dat u aan GISTER moet dink. Watter, indien enige, van hierdie TV-kanale of -stasies het u persoonlik GISTER gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C16

NR	TV CHANNELS (EXCLUDING DSTV AND TOPTV SATELLITE CHANNELS)	C14	C15	C16
		PAST 4 WEEKS	PAST 7 DAYS	YESTERDAY
1.	e.tv			
2.	M-Net (Main Channel) / M-Net (Hoofkanaal)			
3.	M-Net Community Services Network (CSN) / Spare Channel // M-Net Gemeenskapsdiens-Netwerk (CSN) / Spaar-kanaal			
4.	SABC 1			
5.	SABC 2			
6.	SABC 3			
7.	Bay TV			
8.	CTV (Cape Town TV)			
9.	Soweto TV			
10.	Tshwane TV			
ANY OTHER TV? (PLEASE SPECIFY) / ENIGE ANDER TV? (SPESIFISEER ASSEBLIEF)				
.....				
DID NOT WATCH / HET NIE GEKYK NIE		▲ SKIP TO C27	▲ SKIP TO C27	▲ SKIP TO C23

▲ ASK C17 IF “DStv” CLAIMED IN C3	▲ VRA C17 INDIEN “DStv” GENOEM IS IN C3
▲ SHOW SCREENS C17/1 TO C17/6 - “DStv CHANNELS” C17. The following screens show channels which can be viewed on DStv’s service. Which of these, if any, have you personally watched in the PAST 4 WEEKS? The channels are listed alphabetically. The first screen I am going to show you lists the regular DStv channels starting with the letters A to E. Just give me the number(s). Here is the screen with channels from F to R. Here is the screen with channels from S to Z. And here is the screen with the HD channels on DStv. And finally, here is the screen with the Cultural Bouquet channels on DStv. ▲ RECORD ANSWER(S) UNDER C17	▲ TOON SKERMS C17/1 TOT C17/6 – “DStv KANALE” C17. Die volgende skerms toon kanale wat op DStv se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die AFGELOPE 4 WEKE gekyk? Die kanale is alfabeties gelys. Die eerste skerm wat ek u gaan wys, is die lys van gewone DStv kanale wat met letters A tot E begin. Gee my net die nommer(s). Hier is die skerm met kanale van F tot R. Hier is die skerm met kanale van S tot Z. En hier die skerm met die HD kanale op DStv. En ten slotte, hier is die skerm met die Kulturele Bouquet kanale op DStv. ▲ NOTEER ANTWOORD(E) ONDER C17
▲ ASK C18 IF ANY DStv CHANNELS VIEWED IN PAST 4 WEEKS IN C17	▲ VRA C18 INDIEN ENIGE DStv KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C17
C18. And which of these channels, if any, have you personally watched in the PAST 7 DAYS? ▲ READ OUT AND RECORD ANSWER(S) UNDER C18	C18. En watter van hierdie kanale, indien enige, het u persoonlik in die AFGELOPE 7 DAE gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C18
▲ ASK C19 IF ANY DStv CHANNELS VIEWED IN PAST 7 DAYS IN C18	▲ VRA C19 INDIEN ENIGE DStv KANALE GEKYK IS IN DIE AFGELOPE 7 DAE IN C18
C19. Now I would like you to think about YESTERDAY. Which, if any, of these channels did you personally watch YESTERDAY? ▲ READ OUT AND RECORD ANSWER(S) UNDER C19	C19. Nou wil ek hê dat u aan GISTER moet dink. Watter, indien enige, van hierdie kanale het u persoonlik GISTER gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C19

NR	DS _{TV} SATELLITE CHANNELS (via a Satellite Dish)	C17 4 WKS	C18 7 DAYS	C19 YEST
1.	AfricaMagic			
2.	AfricaMagic Plus			
3.	Afro Music			
4.	Al Jazeera			
5.	Animal Planet			
6.	Audio Channels (Any)			
7.	BBC Entertainment			
8.	BBC Knowledge			
9.	BBC Lifestyle			
10.	BBC World News			
11.	Bloomberg Television			
12.	Boomerang			
13.	BVN TV			
14.	Cartoon Network			
15.	CBeebies			
16.	CCTV-4			
17.	CCTV News			
18.	Channel O			
19.	CNBC Africa			
20.	CNN International			
21.	Crime & Investigation			
22.	Deukom Channels			
23.	Deutsche Welle			
24.	Discovery Channel			
25.	Discovery World			
26.	Dish on TV			
27.	Disney Channel			
28.	Disney Junior			
29.	Disney XD			
30.	e.tv			
31.	e.News Channel			
32.	E! Entertainment			
33.	ERT Sat			
34.	ESPN			
35.	ESPN Classic			
36.	Euro News			
37.	Fashion TV			
38.	Food Network			
39.	The History Channel			
40.	The Home Channel			
41.	Ignition			
42.	Islam Channel			
43.	KidsCo			
44.	KooWee			
45.	kykNET			
46.	Magic World			
47.	Mindset Learn			
48.	MK			
49.	M-Net (Main Channel)			
50.	M-Net Action			
51.	M-Net Movies 1			
52.	M-Net Movies 2			
53.	M-Net Series			
54.	M-Net Stars			
55.	MTV			
56.	MTV Base			
57.	Mzansi Magic			
58.	National Geographic Channel			
59.	Nat Geo Wild			
60.	NDTV 24x7			
61.	News24			
62.	Nickelodeon			
63.	One Gospel			
64.	Parliamentary Service			
65.	RAI International			
66.	Rhema Network			
67.	RTPi			
68.	Russia Today			

NR	DS _{TV} SATELLITE CHANNELS (via a Satellite Dish)	C17 4 WKS	C18 7 DAYS	C19 YEST
69.	SABC 1			
70.	SABC 2			
71.	SABC 3			
72.	Sky News			
73.	Sony Entertainment Television			
74.	SonyMax			
75.	Soweto TV			
76.	Style			
77.	Summit TV			
78.	SuperSport 1 (Mainly Rugby and Golf)			
79.	SuperSport 2 (Mainly Cricket and Motorsport)			
80.	SuperSport 3 (International Soccer)			
81.	SuperSport 4 (Local Soccer)			
82.	SuperSport Action			
83.	SuperSport Active (Interactive)			
84.	SuperSport Blitz			
85.	SuperSport Channels - Other			
86.	TBN			
87.	TCM (Turner Classic Movies)			
88.	TellyTrack			
89.	Trace Urban			
90.	Travel Channel			
91.	TV5 Monde Afrique			
92.	Universal Channel			
93.	VH1			
94.	Vuzu			
95.	Weather24			
96.	Zone Reality			
	HD CHANNELS: (These channels are only available if you have an HD PVR Decoder) // HD KANALES: (Hierdie kanale is slegs beskikbaar indien u 'n HD PVR Dekodeerder het)			
97.	Discovery HD Showcase			
98.	M-Net HD			
99.	M-Net Movies 1 HD			
100.	SuperSport HD1			
101.	SuperSport HD2			
102.	SuperSport HD3			
	CULTURAL BOUQUETS: (These channels are only available on the Cultural Bouquets, for which you pay extra) // KULTURELE BOUQUETS: (Hierdie kanale is slegs beskikbaar op die Kulturele Bouquets, waarvoor u ekstra betaal)			
103.	B4U Movies			
104.	Globo TV			
105.	Saffron TV			
106.	SET Asia			
107.	SET Max			
108.	SIC International			
109.	Sun TV			
110.	Zee TV			
	ANY OTHER TV? (PLEASE SPECIFY) / ENIGE ANDER TV? (SPESIFISEER ASSEBLIEF)			
	DID NOT WATCH / HET NIE GEKYK NIE	SKIP TO C20	SKIP TO C20	SKIP TO C20

▲ ASK C20 IF “TopTV” CLAIMED IN C3	▲ VRA C20 INDIEN “TopTV” GENOEM IS IN C3
▲ SHOW SCREENS C20/1 TO C20/4 - “TopTV CHANNELS” C20. The following screens show channels which can be viewed on TopTV’s service. Which of these, if any, have you personally watched in the PAST 4 WEEKS? The channels are listed alphabetically. The first screen I am going to show you lists the channels starting with the letters A to L. Just give me the number(s). And here is the screen with channels from M to Z. And finally, here is the screen with the Top Star channels on TopTV. ▲ RECORD ANSWER(S) UNDER C20	▲ TOON SKERMS C20/1 TOT C20/4 – “TopTV KANALE” C20. Die volgende skerms toon kanale wat op TopTV se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die AFGELOPE 4 WEKE, gekyk? Die kanale is alfabeties gelys. Die eerste skerm wat ek u gaan wys, lys die kanale wat met letters A tot L begin. Gee my net die nommer(s). En hier is die skerm met kanale van M tot Z. En ten slotte, hier is die skerm met die Top Star kanale op TopTV. ▲ NOTEER ANTWOORD(E) ONDER C20
▲ ASK C21 IF ANY TopTV CHANNELS VIEWED IN PAST 4 WEEKS IN C20	▲ VRA C21 INDIEN ENIGE TopTV KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C20
C21. And which of these channels, if any, have you personally watched in the PAST 7 DAYS? ▲ READ OUT AND RECORD ANSWER(S) UNDER C21	C21. En watter van hierdie kanale, indien enige, het u persoonlik in die AFGELOPE 7 DAE gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C21
▲ ASK C22 IF ANY TopTV CHANNELS VIEWED IN PAST 7 DAYS IN C21	▲ VRA C22 INDIEN ENIGE TopTV KANALE GEKYK IS IN DIE AFGELOPE 7 DAE IN C21
C22. Now I would like you to think about YESTERDAY. Which, if any, of these channels did you personally watch YESTERDAY? ▲ READ OUT AND RECORD ANSWER(S) UNDER C22	C22. Nou wil ek hê dat u aan GISTER moet dink. Watter, indien enige, van hierdie kanale het u persoonlik GISTER gekyk? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C22

NR	TOPTV SATELLITE CHANNELS (via a Satellite Dish)	C20	C21	C22
		PAST 4 WEEKS	PAST 7 DAYS	YESTERDAY
1.	Al Jazeera			
2.	Al Mizan			
3.	ASTV (Afrikaanse Satelliet Televisie)			
4.	Baby TV			
5.	BBC World News			
6.	BET			
7.	C Music			
8.	Classica			
9.	Current TV			
10.	Discovery ID			
11.	Discovery Science			
12.	Discovery Travel & Living			
13.	e.tv			
14.	Eurosport News			
15.	Fashion TV			
16.	Fine Living Network			
17.	Fox Entertainment			
18.	Fox News			
19.	Fox Retro			
20.	France 24			
21.	Fuel			
22.	FX			
23.	God TV			
24.	Hi Nolly			
25.	Inspiration			
26.	Jim Jam			
27.	Kerrang			
28.	Kidsco			
29.	Kiss			
30.	Magic			
31.	ManU TV (Manchester United Television)			
32.	MGM			
33.	MSNBC			
34.	Music Choice			
35.	Natura			
36.	One Music			
37.	Q			
38.	RTPi			
39.	SABC 1			
40.	SABC 2			
41.	SABC 3			
42.	Setanta Africa			
43.	Showtime			
44.	Silver			
45.	Smash Hits			
46.	Star			
47.	Top Crime			
48.	Top Explore			
49.	Top Gospel			
50.	Top History			
51.	Top Junior			
52.	Top Learn			
53.	Top Movies			
54.	Top Movies +2			
55.	Top Movies +24			
56.	Top One			
57.	ZEE Cinema			
TOP STAR BOUQUET: (These channels are only available on the Top Star Bouquet, for which you pay extra) // TOP STAR BOUQUET: (Hierdie kanale is slegs beskikbaar op die Top Star Bouquet, waarvoor u ekstra betaal)				
58.	Channel V			
59.	Star Gold			
60.	Star Plus			
61.	Vijay			
ANY OTHER TV? (PLEASE SPECIFY) / ENIGE ANDER TV? (SPESIFISEER ASSEBLIEF)				
.....				
DID NOT WATCH / HET NIE GEKYK NIE		▲ SKIP TO C27	▲ SKIP TO C27	▲ SKIP TO C23

▲ IF DAY OF INTERVIEW IS TUESDAY TO SATURDAY AND TV WAS VIEWED IN C16, C19 OR C22 - "YESTERDAY", ASK C23.		▲ INDIEN DAG VAN ONDERHOUD 'N DINSDAG TOT SATERDAG IS EN TV WAS IN C16, C19 OF C22 - "GISTER" GEKYK, VRA C23.	
▲ IF DAY OF INTERVIEW IS SUNDAY OR MONDAY AND TV WAS VIEWED IN C15, C18 OR C21 - "PAST 7 DAYS", CAPI WILL PROMPT FOR A RANDOMLY SELECTED WEEKDAY IN THE LAST WEEK.		▲ INDIEN DAG VAN ONDERHOUD 'N SONDAG OF MAANDAG IS EN TV WAS IN C15, C18 OF C21 - "AFGELOPE 7 DAE" GEKYK, SAL CAPI 'N WILLEKEURIGE WEEKSDAG IN DIE VORIGE WEEK KIES.	
C23. Thinking about YESTERDAY (IF "YESTERDAY" IS SATURDAY OR SUNDAY, ASK ABOUT A RANDOMLY SELECTED WEEKDAY OF LAST WEEK), can you please tell me at what times you watched any TV?		C23. Dink aan GISTER (AS "GISTER" SATERDAG OF SONDAG IS, VRA OMTRENT 'N WILLEKEURIG GEKOSE WEEKSDAG VAN LAAS WEEK), kan u my asseblief vertel watter tye u enige TV gekyk het?	
▲ RECORD ANSWER(S) UNDER C23 - "YESTERDAY/WEEKDAY"		▲ NOTEER ANTWOORD(E) ONDER C23 - "YESTERDAY/WEEKDAY"	
▲ ASK C24 AND C25 IF TV VIEWED IN C15, C18 OR C21 - "PAST 7 DAYS"		▲ VRA C24 EN C25 INDIEN TV IN C15, C18 OF C21 - "AFGELOPE 7 DAE" GEKYK WAS	
C24. Now think about last SATURDAY, at what times did you watch TV?		C24. Dink nou aan laas SATERDAG, watter tye het u TV gekyk?	
▲ WE ARE ASKING ABOUT VIEWING ON THE MOST RECENT SATURDAY		▲ ONS VRA OOR DIE MEES ONLANGSE SATERDAG SE TV-KYK	
▲ RECORD ANSWER(S) UNDER C24 - "SATURDAY"		▲ NOTEER ANTWOORD(E) ONDER C24 - "SATURDAY"	
C25. And thinking about last SUNDAY at what times did you watch TV?		C25. En dink aan laas SONDAG, watter tye het u TV gekyk?	
▲ WE ARE ASKING ABOUT VIEWING ON THE MOST RECENT SUNDAY		▲ ONS VRA OOR DIE MEES ONLANGSE SONDAG SE TV-KYK	
▲ RECORD ANSWER(S) UNDER C25 - "SUNDAY"		▲ NOTEER ANTWOORD(E) ONDER C25 - "SUNDAY"	

TIME OF DAY/ TYD VAN DAG		C23 YESTERDAY/ WEEKDAY	C24 SATURDAY	C25 SUNDAY	TIME OF DAY/ TYD VAN DAG		C23 YESTERDAY/ WEEKDAY	C24 SATURDAY	C25 SUNDAY
5 AM VM	5.00 - 5.15 5.15 - 5.30 5.30 - 5.45 5.45 - 6.00				5 PM NM	5.00 - 5.15 5.15 - 5.30 5.30 - 5.45 5.45 - 6.00			
6 AM VM	6.00 - 6.15 6.15 - 6.30 6.30 - 6.45 6.45 - 7.00				6 PM NM	6.00 - 6.15 6.15 - 6.30 6.30 - 6.45 6.45 - 7.00			
7 AM VM	7.00 - 7.15 7.15 - 7.30 7.30 - 7.45 7.45 - 8.00				7 PM NM	7.00 - 7.15 7.15 - 7.30 7.30 - 7.45 7.45 - 8.00			
8 AM VM	8.00 - 8.15 8.15 - 8.30 8.30 - 8.45 8.45 - 9.00				8 PM NM	8.00 - 8.15 8.15 - 8.30 8.30 - 8.45 8.45 - 9.00			
9 AM VM	9.00 - 9.15 9.15 - 9.30 9.30 - 9.45 9.45 - 10.00				9 PM NM	9.00 - 9.15 9.15 - 9.30 9.30 - 9.45 9.45 - 10.00			
10 AM VM	10.00 - 10.15 10.15 - 10.30 10.30 - 10.45 10.45 - 11.00				10 PM NM	10.00 - 10.15 10.15 - 10.30 10.30 - 10.45 10.45 - 11.00			
11 AM VM	11.00 - 11.15 11.15 - 11.30 11.30 - 11.45 11.45 - 12.00				11 PM NM	11.00 - 11.15 11.15 - 11.30 11.30 - 11.45 11.45 - 12.00			
12 AM VM	12.00 - 12.15 12.15 - 12.30 12.30 - 12.45 12.45 - 1.00				12 AM VM	12.00 - 12.15 12.15 - 12.30 12.30 - 12.45 12.45 - 1.00			
1 PM NM	1.00 - 1.15 1.15 - 1.30 1.30 - 1.45 1.45 - 2.00				1 AM VM	1.00 - 1.15 1.15 - 1.30 1.30 - 1.45 1.45 - 2.00			
2 PM NM	2.00 - 2.15 2.15 - 2.30 2.30 - 2.45 2.45 - 3.00				2 AM VM	2.00 - 2.15 2.15 - 2.30 2.30 - 2.45 2.45 - 3.00			
3 PM NM	3.00 - 3.15 3.15 - 3.30 3.30 - 3.45 3.45 - 4.00				3 AM VM	3.00 - 3.15 3.15 - 3.30 3.30 - 3.45 3.45 - 4.00			
4 PM NM	4.00 - 4.15 4.15 - 4.30 4.30 - 4.45 4.45 - 5.00				4 AM VM	4.00 - 4.15 4.15 - 4.30 4.30 - 4.45 4.45 - 5.00			
Did not watch TV						▲ NOT APPLICABLE FOR TUE TO SAT INTERVIEWS			

▲ **IF TV VIEWED YESTERDAY IN C16, C19 OR C22, ASK C26 OTHERWISE SKIP TO C27**

▲ **INDIEN TV GISTER GEKYK IS IN C16, C19 OF C22, VRA C26, ANDERSINS GAAN NA C27**

▲ **SHOW SCREEN C26 – “PLACES WHERE TV VIEWED”**

▲ **TOON SKERM C26 – “PLEKKE WAAR TV GEKYK IS”**

C26. People can view TV at different places. Can you please tell me all the places where you viewed **TV YESTERDAY**?

C26. Mense kan TV by verskillende plekke kyk. Kan u aan my asseblief al die plekke noem waar u **GISTER TV** gekyk het?

▲ **RECORD ANSWER(S)**

▲ **NOTEER ANTWOORD(E)**

1. Own home via a TV set(s)
 2. Own home via another device e.g. computer, cellphone
 3. Other person's home via a TV set(s)
 4. Other person's home via another device e.g. computer, cellphone
 5. Airport
 6. Bar/Club/Shebeen
 7. Gym
 8. Hotel/Guest House
 9. Public Park/Fan Park
 10. Restaurant/Coffee Shop
 11. Shopping Centre/Shop/Bank
 12. Taxi Rank
 13. At Work
- Elsewhere? **(STATE)**

1. Eie huis via 'n TV-stel(le)
 2. Eie huis via 'n ander toestel bv. rekenaar, selfoon
 3. Ander persoon se huis via 'n TV stel(le)
 4. Ander persoon se huis via 'n ander toestel bv. rekenaar, selfoon
 5. Lughawe
 6. Kroeg/Klub/Shebeen
 7. Gimnasium
 8. Hotel/Gastehuis
 9. Openbare Park/Bewonderaarspark
 10. Restourant/Koffiewinkel
 11. Winkelsentrum/Winkel/Bank
 12. Taxi-staanplek
 13. By die Werk
- Iewers anders? **(NOEM)**

▲ ASK ALL ▲ READ OUT: And now I would like to ask you a few questions about Radio listening. ▲ SET UP RADIO REMINDER CARD AND EXPLAIN By radio listening we mean that you have personally listened to the radio - it may be all of a programme or only part of it. It does not matter how you listened to it – via a radio set, a computer, a cellphone, the television, satellite, or any other means – nor does it matter where you listened to it.	▲ VRA ALMAL ▲ LEES VOOR: En nou wil ek u graag 'n paar vrae oor Radio-luister vra. ▲ STEL RADIO-HERINNER NASLAANKAART OP EN VERDUIDELIK Met radio luister bedoel ons dat u persoonlik na die radio geluister het - dit kan 'n hele program of net 'n deel daarvan gewees het. Dit maak nie saak hoe u daarna geluister het nie – deur middel van 'n radio, 'n rekenaar, 'n selfoon, die televisie, satelliet of enige ander manier – dit maak ook nie saak waar u daarna geluister het nie.
▲ SHOW SCREENS C27/1, C27/2 & C27/3 - "RADIO STATIONS" PLEASE MAKE SURE THAT RESPONDENT LOOKS AT ALL SCREENS C27. You will now be shown lists of radio stations. Which of them, if any, have you personally listened to in the PAST 4 WEEKS? Just give me the number(s). ▲ RECORD ANSWER(S) UNDER C27. PLEASE NOTE THAT THE STATIONS ARE IN NUMERICAL ORDER, NOT ALPHABETICAL ORDER	▲ TOON SKERMS C27/1, C27/2 & C27/3 - "RADIOSTASIES" MAAK ASSEBLIEF SEKER DAT RESPONDENT NA AL DIE SKERMS KYK C27. U gaan nou lyste van radiostasies gewys word. Watter van hulle, indien enige, het u in die AFGELOPE 4 WEKE persoonlik na geluister? Gee net vir my die nommer(s). ▲ NOTEER ANTWOORD(E) ONDER C27. LET ASSEBLIEF OP DAT DIE STASIES IN NUMERIESE VOLGORDE, EN NIE IN ALFABETIESE VOLGORDE IS NIE
▲ ASK C28 IF ANY RADIO LISTENED TO IN C27, OTHERWISE SKIP TO SECTION D C28. And which of them have you listened to in the PAST 7 DAYS? ▲ READ OUT AND RECORD ANSWER(S) UNDER C28	▲ VRA C28 INDIEN ENIGE RADIO GELUISTER IS IN C27, ANDERSINS GAAN NA DEEL D C28. En watter van hulle het u die AFGELOPE 7 DAE na geluister? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C28
▲ ASK C29 IF ANY RADIO LISTENED TO IN C28, OTHERWISE SKIP TO SECTION D C29. And now I would like you to think about YESTERDAY, that is ... (MENTION DAY). Which of these stations, if any, did you personally listen to YESTERDAY, at home or away from home, from the time you woke up in the morning until you went to sleep? ▲ READ OUT AND RECORD ANSWER(S) UNDER C29	▲ VRA C29 INDIEN ENIGE RADIO GELUISTER IS IN C28, ANDERSINS GAAN NA DEEL D C29. En nou wil ek hê dat u aan GISTER - d.w.s. ... (NOEM DAG) moet dink. Watter, indien enige, van hierdie stasies het u persoonlik GISTER na geluister, by die huis of weg van die huis, vandat u in die oggend wakker geword het tot u gaan slaap het? ▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C29

NR	RADIO STATIONS	C27 4 WKS	C28 7 DAYS	C29 YEST
1.	5FM			
2.	567 CapeTalk			
3.	94.2 Jacaranda			
4.	94.5 Kfm			
5.	94.7 Highveld Stereo			
6.	99.2 YFM			
7.	Algoa FM (Radio Algoa)			
8.	BRFM (The Border Drive)			
9.	Capricorn FM			
10.	Channel Africa			
11.	Classic 102.7			
12.	East Coast Radio (ECR)			
13.	Gagasi 99.5FM			
14.	Good Hope FM			
15.	Heart 104.9 FM (P4 CAPE TOWN 104.9)			
16.	Ikwekwezi FM			
17.	KAYA FM 95.9			
18.	Lesedi FM			
19.	LIGWALAGWALA FM			
20.	Lotus FM			
21.	METRO FM			
22.	MOTSWEDING FM			
23.	MPowerFM			
24.	Munghana Lonene FM			
25.	North West FM			
26.	OFM			
27.	Phalaphala FM			
28.	Radio 2000			
29.	RADIOKANSEL/RADIO PULPIT			
30.	RSG			
31.	SAfm			
32.	Star Radio			
33.	Talk Radio 702			
34.	THOBELA FM			
35.	tru fm			
36.	Ukhozi FM			
37.	Umhlobo Wenene FM			
38.	Alfred Nzo Community Radio 98.3/93.8 fm			
39.	Bayfm 107.9			
40.	eKhephini Community Radio			
41.	Emmanuel Haven FM 88.7			
42.	Forte Community Radio			
43.	Inkonjani FM			
44.	KHANYA Community Radio			
45.	Kingfisher FM			
46.	Kouga FM			
47.	Kowie FM 99 Dot Zero			
48.	Link FM 97.1			
49.	LUKHANJI 93.7 FM			
50.	Mdantsane FM			
51.	Nkqubela Community Radio Station			
52.	Northern FM			
53.	Radio Graaff-Reinet			
54.	Radio Grahamstown			
55.	Radio Unique fm			
56.	Rhodes Music Radio (RMR 89.7FM)			
57.	Takalani Community Radio (TCR fm) 98.2 Mhz			
58.	Unitra Community Radio (UCR-FM)			
59.	Vukani Community Radio			
60.	Bush Radio 89.5 fm			
61.	Eden Fm			
62.	Fine Music Radio 101.3			
63.	FRANSCHHOEK FM 87.6			
64.	mc90.3fm			
65.	ME FM			
66.	MFM 92.6			
67.	Radio 786			
68.	Radio Atlantis 107.9 (RAFM)			
69.	Radio CCFM 107.5			
70.	RADIO GAMKALAND 87.6fm			
71.	RADIO HELDERBERG 93.6 FM			
72.	Radio KC 107.7 fm			
73.	Radio Namakwaland 93.4Fm			
74.	Radio Tygerberg 104 FM			
75.	Radio West Coast 92.3fm			
76.	SUIDKAAP STEREO (Reenboog FM)			
77.	The Voice of the Cape			
78.	UCT Radio 104.5FM			
79.	Vallei FM			
80.	Whale Coast FM			
81.	Zibonele Community Radio (98.2fm)			

NR	RADIO STATIONS	C27 4 WKS	C28 7 DAYS	C29 YEST
82.	Kurara FM			
83.	Magareng Community Radio			
84.	RADIO KABOESNA 98 FM			
85.	Radio NFM			
86.	RADIO ORANIA			
87.	Radio Riverside 98.2Fm			
88.	Radio Teemaneng Stereo 89.1 fm			
89.	Ulwazi FM 88.9			
90.	X-K Fm 107.9			
91.	Karabo FM			
92.	Kovsie FM 97.0			
93.	Lentswe Community Radio			
94.	MedFM			
95.	Mohokare Community Radio			
96.	Mosupatsela FM Stereo			
97.	Motheo FM			
98.	NALEDI COMMUNITY RADIO STATION			
99.	OVERVAAL STEREO			
100.	QwaQwa Radio			
101.	Radio Panorama 107.6 FM			
102.	Radio Rosestad 100.6 fm			
103.	SETSOTO FM STEREO			
104.	dyr 105.1 fm			
105.	GOOD NEWS COMMUNITY RADIO (GNCR)			
106.	Highway Radio 101.5fm			
107.	HINDVANI			
108.	ICORA FM			
109.	IMBOKODO 96.8 FM			
110.	Inanda 88.4 fm			
111.	Izwi loMzansi 98.0 fm			
112.	Kzn Capital 104fm			
113.	Maputaland Community Radio 107.6 FM			
114.	Newcastle Community Radio Station			
115.	RADIO KHWEZI			
116.	Radio Sunny South 90.7 FM			
117.	SHINE FM			
118.	Siyathuthuka FM 97.6			
119.	Ubuhlebeshowe Community Radio (Zululand Fm) 97.0			
120.	UMGUNGUNDLOVU COMMUNITY RADIO (U107.6 FM)			
121.	Vibe Fm 94.7			

▲ LIST CONTINUES ON NEXT PAGE

NR	RADIO STATIONS	C27 4 WKS	C28 7 DAYS	C29 YEST
122.	101.9 CHAI FM			
123.	ALEX fm			
124.	Arrow Line Chinese Radio Station			
125.	East Rand Stereo 93.9fm			
126.	EASTWAVE RADIO 92.2 FM			
127.	ekfm 103.6			
128.	Eldos FM Community Radio			
129.	Heidelberg Community Radio			
130.	HELLENIC RADIO (THE NEW PAN-HELLENIC VOICE)			
131.	IFM 102.2 (Isorian FM)			
132.	Impact Radio 103 FM			
133.	Jozi FM			
134.	KASIE FM 97.1			
135.	LenZ fm 93.6			
136.	MID CITIES RADIO			
137.	Mix 93.8fm			
138.	Radio 1584			
139.	Radio Islam MW 1548			
140.	RADIO PRETORIA			
141.	Radio Rippel 90.5 FM			
142.	Radio Today			
143.	Rainbow FM 90.7			
144.	ROCK FM 91.9			
145.	SOSHANGUVE COMMUNITY RADIO			
146.	THETHA FM 100.6			
147.	Tshwane FM 93.6 (TUT Top Stereo)			
148.	Tuks FM 107.2			
149.	TUT FM 96.2 (TNG FM)			
150.	UJFM 95.4			
151.	VCR / 90.6 FM STEREO			
152.	Voice of Tembisa			
153.	Voice of Wits (VOW FM) 90.5			
154.	VUT FM 96.9			
155.	World of Sport Radio			
156.	99.3 fm Kosmos Stereo (Radio Platorand)			
157.	Barberton Community Radio (BCR 104.1fm)			
158.	EMALAHLENI FM			
159.	GREATER MIDDELBURG FM 89.7			
160.	K Radio 107.3 FM			
161.	KANGALA COMMUNITY RADIO SERVICES			
162.	Kriel Info Radio			
163.	Ligwa Community Radio			
164.	Mash FM Stereo			
165.	Mkhondo Community Radio			
166.	Moutse Community Radio			
167.	RADIO ALPHA 97.8 FM			
168.	RADIO BUSHBUCKRIDGE			
169.	Radio Ermelo 104 FM Stereo			
170.	Radio Kragbron 93.1fm Stereo			
171.	Radio Laeveld 100.5FM Stereo			
172.	Secunda FM			
173.	Standerton Info Radio			

NR	RADIO STATIONS	C27 4 WKS	C28 7 DAYS	C29 YEST
174.	Blouberg Community Radio			
175.	Botlokwa Community Radio Station			
176.	Greater Lebogakgomo Community Radio (GLFM 89.8 MHz)			
177.	Greater Tzaneen Community Radio (GTFM 104.8)			
178.	Makhado FM 107.3			
179.	MOHODI COMMUNITY RADIO 98.8 FM			
180.	MOKOPANE FM 100.0 Mhz			
181.	Moletsi Community Radio Station			
182.	Musina FM			
183.	PHALABORWA COMMUNITY RADIO STATION			
184.	Radio Medunsa			
185.	Radio Turf			
186.	SEKGOSESE COMMUNITY RADIO			
187.	SEKHUKHUNE COMMUNITY RADIO (SK FM)			
188.	Thaba Stereo 104.9 FM			
189.	Thabazimbi Radio station			
190.	Tubatse Progressive Community Radio			
191.	UNIVEN COMMUNITY RADIO 99.8 FM			
192.	ZEBEDIELA COMMUNITY RADIO			
193.	AGANANG FM			
194.	Bosveld Stereo 107.5fm			
195.	KOPANONG FM			
196.	Letlhabile Community Radio			
197.	Lichvaal Stereo-92.6fm			
198.	Mafikeng Community Radio 96.7			
199.	MORETELE COMMUNITY RADIO 106.6 FM			
200.	NWU FM			
201.	PUKfm 93.6			
202.	Radio Mafisa 93.4 FM			
203.	STAR FM 102.9 MHZ			
204.	Vaaltar FM (VTR FM)			
205.	Village FM			
ANY OTHER RADIO STATION (STATE NAME IN FULL AND FREQUENCY)				
UNSURE / NIE SEKER NIE NONE / GEENEEN		▲ SKIP TO SECTION D		

▲ ASK ALL

▲ SHOW SCREENS D1(1) TO D1(11) – “OUT OF HOME ADVERTISING”

D1. Now, I would like you to think about advertising that you see when you are out of your home. Here are examples of the different outdoor signs that you might have seen.

When last, if at all, have you seen ... **(READ OUT 1 TO 11 BELOW)?**

1. **Building wraps/Construction site wraps** carrying any advertisements
2. **Bus shelters** carrying any advertisements
3. **Buses** carrying any advertisements **on the inside**
4. **Buses** carrying any advertisements **on the outside**
5. **Dustbins/litterbins** carrying any advertisements
6. Any advertisements **on the sides of taxis and minibuses**
7. **Trailers** carrying any advertisements
8. **Shopping trolleys** carrying any advertisements
9. **Street poles** carrying any advertisements
10. **Suburban signs** carrying any advertisements
11. **Billboards** carrying any advertisements

▲ READ OUT OUTDOOR SIGN TYPES AND RECORD ONE ANSWER FOR EACH

▲ VRA ALMAL

▲ TOON SKERMS D1(1) TOT D1(11) – “REKLAME BUITENSHUIS”

D1. Nou wil ek hê dat u moet dink aan advertensies wat u sien as u buite u woning is. Hier is voorbeelde van die verskillende buitemuurse tekens wat u dalk al gesien het.

Wanneer laas, indien ooit, het u ... **(LEES 1 TOT 11 HIERONDER VOOR)** gesien?

1. **Gebou omhulsels/Konstruksieterrein omhulsels** wat enige advertensies dra
2. **Bus skuilings** wat enige advertensies dra
3. **Busse** wat enige advertensies **aan die binnekant** dra
4. **Busse** wat enige advertensies **aan die buitekant** dra
5. **Asblikke/vullisblikke** wat enige advertensies dra
6. Enige advertensies **aan die kante van taxis en minibusse**
7. **Sleepwaens** wat enige advertensies dra
8. **Inkopie waentjies** wat enige advertensies dra
9. **Straatlamppale** wat enige advertensies dra
10. **Voorstedelike tekens** wat enige advertensies dra
11. **Reklameborde** wat enige advertensies dra

▲ LEES Tipes BUITEMUURSE TEKENS VOOR EN NOTEER EEN ANTWOORD VIR ELKEEN

OUTDOOR SIGN TYPES	D1 WHEN LAST / WANNEER LAAS					
	YESTERDAY	IN THE PAST 7 DAYS	IN THE PAST 4 WEEKS	MORE THAN 4 WEEKS AGO	CAN'T REMEMBER WHEN	NEVER
	GISTER	IN DIE AFGELOPE 7 DAE	IN DIE AFGELOPE 4 WEKE	MEER AS 4 WEKE GELEDE	KAN NIE ONTHOU WANNEER NIE	NOOIT
1. Building wraps/Construction site wraps carrying <u>any</u> advertisements						
2. Bus shelters carrying <u>any</u> advertisements						
3. Buses carrying <u>any</u> advertisements on the inside						
4. Buses carrying <u>any</u> advertisements on the outside						
5. Dustbins/litterbins carrying <u>any</u> advertisements						
6. <u>Any</u> advertisements on the sides of taxis and minibuses						
7. Trailers carrying <u>any</u> advertisements						
8. Shopping trolleys carrying <u>any</u> advertisements						
9. Street poles carrying <u>any</u> advertisements						
10. Suburban signs carrying <u>any</u> advertisements						
11. Billboards carrying <u>any</u> advertisements						

▲ SHOW SCREEN D2 - "MODES OF TRANSPORT"

D2. On how many occasions in the **PAST 7 DAYS** have you used each of the following types of transport?

By an occasion we mean a single trip from one destination to another. For example, if you caught a taxi from home to work, and then caught another taxi from work to home, that would count as two trips.

▲ READ OUT AND RECORD NUMBER OF OCCASIONS FOR EACH

1. A minibus taxi/taxi
2. A bus
3. A train
4. Private transport, i.e. your or someone else's motor vehicle/motorbike

▲ TOON SKERM D2 - "VERVOERMIDDELS"

D2. By hoeveel geleenthede in die **AFGELOPE 7 DAE** het u elkeen van die volgende tipes vervoermiddels gebruik?

Met 'n geleentheid bedoel ons 'n enkele rit van een bestemming na 'n ander. Byvoorbeeld, as u 'n taxi van die huis na u werk geneem het en 'n ander taxi van die werk na u huis geneem het, dan tel dit as twee ritte.

▲ LEES VOOR EN NOTEER DIE AANTAL GELEENTHEDE VIR ELKEEN

1. 'n Minibus taxi/taxi
2. 'n Bus
3. 'n Trein
4. Privaat vervoer, d.i. u eie of iemand anders se motor/motorfiets

▲ READ OUT: And now I would like to ask you a few questions about cellphones. E1. 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 ONE NUMERIC ANSWER	▲ LEES VOOR: En nou wil ek u graag 'n paar vrae oor selfone vra. E1. Hoeveel selfone is daar in u huishouding? Sluit asseblief selfone in wat deur enigiemand in u huishouding besit, gehuur of gebruik word (u eie ingesluit). ▲ NOTEER EEN NUMERIESE ANTWOORD
E2. Do you personally own, rent or have the use of a cellphone? ▲ RECORD ONE ANSWER YES / JA NO / NEE	E2. Besit, huur of het u persoonlik die gebruik van 'n selfoon? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO SECTION F
▲ ASK E3 TO E8 IF "YES" IN E2, OTHERWISE SKIP TO SECTION F	▲ VRA E3 TOT E8 INDIEN "JA" IN E2, ANDERSINS GAAN NA DEEL F
▲ SHOW SCREEN E3 - "MAKE OF CELLPHONE" E3. Please think about the cellphone <u>that you personally use most often</u>. What make is it? ▲ RECORD ONE ANSWER Alcatel Apple iPhone BENQ Siemens BlackBerry Bosch Ericsson HTC Imate LG Motorola NEC Nokia Palm Panasonic Philips SAGEM Samsung Siemens Sony Ericsson Vodafone Other/Ander	▲ TOON SKERM E3 - "MAAK VAN SELFOON" E3. Dink asseblief aan die selfoon <u>wat u persoonlik self die meeste gebruik</u>. Watter maak is dit? ▲ NOTEER EEN ANTWOORD
E4. And to which network is this cellphone linked? Is it linked to ...(READ OUT)? ▲ RECORD ONE ANSWER Cell C MTN Virgin Mobile Vodacom Other Network/Ander Netwerk	E4. En tot watter netwerk is hierdie selfoon verbind? Is dit verbind aan .. (LEES VOOR)? ▲ NOTEER EEN ANTWOORD
E5. Is this cellphone private or company maintained? ▲ RECORD ONE ANSWER Private/Privaat Company/Maatskappy	E5. Word hierdie selfoon privaat of deur 'n maatskappy onderhou? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN E6 - "CALLS" E6. Are your calls on pre-paid, or are they on contract or top-up? ▲ RECORD ONE ANSWER Pre-paid/Voorafbetaald Contract only/Kontrak alleenlik Contract and Top-up/Kontrak en Aanvullend ("Top-up")	▲ TOON SKERM E6 - "OPROEPE" E6. Is u oproepe voorafbetaald of is hulle op kontrak of aanvullend ("top-up")? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN E7 - "MONTHLY CELLPHONE EXPENSES" E7. In total, how much do you spend on average on this cellphone PER MONTH? Please include calls, subscriptions, SMSs and vouchers. Just give me the letter. ▲ RECORD ONE ANSWER A R50 or less / R50 of minder B R51 - R89 C R90 - R110 D R111 - R125 E R126 - R150 F R151 - R200 G R201 - R270 H R271 - R500 I R501 - R650 J R651 - R750 K R751 - R950 L R951 - R1150 M More than R1150 / Meer as R1150 Don't know/not responsible for paying/company pays ▪ Weet nie/nie verantwoordelik om te betaal/maatskappy betaal Don't buy airtime/only receive calls/only use free calls ▪ Koop nie lugtyd nie/ontvang net oproepe/gebruik net gratis oproepe	▲ TOON SKERM E7 - "MAANDELIKSE SELFOON UITGAWES" E7. In totaal, hoeveel spandeer u gemiddeld op hierdie selfoon PER MAAND? Sluit asseblief oproepe, subskripsies, SMSe en bewysstukke (vouchers) in. Gee my net die letter. ▲ NOTEER EEN ANTWOORD

▲ **SHOW SCREEN E8 – “CELLPHONE ACTIVITIES – HOW OFTEN”**

E8. I am now going to read out a list of cellphone activities. Please tell me which of the words appearing on your screen best describes how often you participate in each activity, if at all.

▲ **READ OUT AND RECORD ONE ANSWER FOR EACH ACTIVITY**

▲ **TOON SKERM E8 – “SELFOON AKTIWITEITE – HOE GEREELD”**

E8. Ek gaan nou 'n lys van selfoon aktiwiteite voorlees. Sê asseblief vir my watter van die woorde wat op u skerm verskyn, die beste beskryf hoe gereeld u aan elke aktiwiteit deelneem, indien wel.

▲ **LEES VOOR EN NOTEER EEN ANTWOORD VIR ELKE AKTIWITEIT**

	HOW OFTEN/HOE GEREELD				
	DAILY/ DAAGLIKS	WEEKLY/ WEEKLIKS	MONTHLY/ MAANDELIKS	YEARLY / JAARLIKS	NOT AT ALL/ GLAD NIE
1. <u>Send</u> a “Please call me” message • <u>Stuur</u> ‘n “Please call me” boodskap					
2. <u>Receive</u> a “Please call me” message • <u>Ontvang</u> ‘n “Please call me” boodskap					
3. Send SMSs (excluding competition/vote/donation SMSs) • Stuur SMSe (uitsluitend kompetisie/stem/donasie SMSe)					
4. Enter competitions/vote/make donations via SMS • Skryf vir kompetisies in/stem/maak donasies via SMS					
5. Use instant messaging/chat services (e.g. MXit, BBM) • Gebruik “instant messaging”/gesels-(chat) dienste (bv. MXit, BBM)					
6. Send/Receive an MMS (e.g. send/receive photos) • Stuur/Ontvang ‘n MMS (bv. stuur/ontvang fotos)					
7. Access the Internet or Web from your cellphone • Verkry toegang tot die Internet of Web vanaf u selfoon					
8. Social Networking (e.g. Facebook, Twitter) • Sosiale Netwerking (bv. Facebook, Twitter)					
9. Download mobile content to your cellphone (e.g. ringtones, caller tunes, wallpapers) • Laai mobiele inhoud af na u selfoon (bv. luitone, oproepdeuntjies, muurpapier)					
10. Download/Listen to music (excluding radio) on your cellphone • Laai musiek af/Luister na musiek (radio uitgesluit) op u selfoon					
11. Download/Use mobile applications (e.g. from iPhone, Android, Nokia, BlackBerry applications) • Laai af/Gebruik mobiele applikasies (bv. vanaf iPhone, Android, Nokia, BlackBerry applikasies)					
12. Send/Receive e-mail from your cellphone ▪ Stuur/Ontvang e-pos vanaf u selfoon					
13. Take photos with your cellphone • Neem fotos met u selfoon					
14. Take video recordings with your cellphone • Neem video opnames met u selfoon					
15. Watch television on your cellphone • Kyk televisie op u selfoon					
16. Watch video on your cellphone • Kyk video op u selfoon					
17. Read a newspaper/magazine on your cellphone • Lees 'n koerant/tydskrif op u selfoon					
18. Listen to a radio station on your cellphone • Luister na 'n radiostasie op u selfoon					
19. Play games on your cellphone • Speel speletjies op u selfoon					
20. Subscribe to receive content or services on your cellphone • Teken in om inhoud of dienste op u selfoon te ontvang					

▲ READ OUT: Another new means of communication is the Internet. The next questions relate to your personal Internet usage. Remember that the Internet can be accessed using a computer or a cellular phone. F1. Have you PERSONALLY sent/received any e-mail in the PAST 4 WEEKS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	▲ LEES VOOR: Nog 'n nuwe wyse van kommunikasie is die Internet. Die volgende vrae hou verband met u persoonlike Internet gebruik. Onthou dat toegang tot die Internet verkry kan word deur 'n rekenaar of sellulêre telefoon te gebruik. F1. Het u PERSOONLIK enige e-pos (e-mail) gestuur/ontvang in die AFGELOPE 4 WEKE? ▲ NOTEER EEN ANTWOORD
F2. Have you PERSONALLY accessed the Internet/World Wide Web in the PAST 12 MONTHS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	F2. Het u PERSOONLIK in die AFGELOPE 12 MAANDE toegang tot die Internet/World Wide Web gehad? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO F10
▲ IF "YES" IN F2, ASK F3, OTHERWISE SKIP TO F10	▲ INDIEN "JA" IN F2, VRA F3, ANDERSINS GAAN NA F10
F3. Have you PERSONALLY accessed the Internet/World Wide Web in the PAST 4 WEEKS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	F3. Het u PERSOONLIK in die AFGELOPE 4 WEKE toegang tot die Internet/World Wide Web gehad? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO F6
▲ IF "YES" IN F3, ASK F4, OTHERWISE SKIP TO F6	▲ INDIEN "JA" IN F3, VRA F4, ANDERSINS GAAN NA F6
F4. Have you PERSONALLY accessed the Internet/World Wide Web in the PAST 7 DAYS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	F4. Het u PERSOONLIK in die AFGELOPE 7 DAE toegang tot die Internet/World Wide Web gehad? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO F6
▲ IF "YES" IN F4, ASK F5, OTHERWISE SKIP TO F6	▲ INDIEN "JA" IN F4, VRA F5, ANDERSINS GAAN NA F6
F5. Did you PERSONALLY access the Internet/World Wide Web YESTERDAY? ▲ RECORD ONE ANSWER YES / JA NO / NEE	F5. Het u PERSOONLIK GISTER toegang tot die Internet/World Wide Web gehad? ▲ NOTEER EEN ANTWOORD
▲ ASK F6 TO F9 IF "YES" IN F2, OTHERWISE SKIP TO F10	▲ VRA F6 TOT F9 INDIEN "JA" IN F2, ANDERSINS GAAN NA F10
F6. Have you made a purchase on the Internet in the PAST 12 MONTHS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	F6. Het u iets op die Internet in die AFGELOPE 12 MAANDE gekoop? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN F7 – "INTERNET BOOKINGS" F7. For which of the following, if any, have you made a booking over the Internet in the PAST 12 MONTHS? (READ OUT) ▲ READ OUT AND RECORD ANSWER(S) Cinema/Movie tickets // Bioskoop/Fliek-kaartjies Concerts/Theatre/Live shows // Konserte/Teater/Vertonings ("Live shows") Travel/Reis Other/Ander None/Geen	▲ TOON SKERM F7 – "INTERNET BESPREKINGS" F7. Vir watter van die volgende, indien enige, het u 'n bespreking oor die Internet in die AFGELOPE 12 MAANDE gemaak? (LEES VOOR) ▲ LEES VOOR EN NOTEER ANTWOORD(E)
▲ SHOW SCREEN F8 – "INTERNET ACCESS" F8. From where do you access the Internet? Please mention all the places. ▲ RECORD ANSWER(S) Educational Institution/Opvoedkundige Instelling Home/Tuis Internet Café/Other public access point//Internet Kafee/Ander publieke toegangspunt Workplace/Werksplek Elsewhere/Iewers anders	▲ TOON SKERM F8 – "INTERNET TOEGANG" F8. Van waar verkry u toegang tot die Internet? Noem asseblief al die plekke. ▲ NOTEER ANTWOORD(E)

▲ **SHOW SCREEN F9 – “INTERNET ACTIVITIES”**

F9. I am now going to read out some activities that one can do on the Internet. For each activity you do on the Internet, if at all, please tell me whether you use a computer, a cellphone or both.

▲ **READ OUT ACTIVITIES AND RECORD ANSWER(S)**

▲ **TOON SKERM F9 – “INTERNET AKTIWITEITE”**

F9. Ek gaan nou 'n paar aktiwiteite voorlees wat op die Internet gedoen kan word. Vir elke aktiwiteit wat u op die Internet doen, indien wel, sê my asseblief of u 'n rekenaar, 'n selfoon of beide gebruik.

▲ **LEES AKTIWITEITE VOOR EN NOTEER ANTWOORD(E)**

	I DO THIS ACTIVITY USING A COMPUTER / EK DOEN HIERDIE AKTIWITEIT DEUR 'N REKENAAR TE GEBRUIK	I DO THIS ACTIVITY USING A CELLPHONE / EK DOEN HIERDIE AKTIWITEIT DEUR 'N SELFOON TE GEBRUIK	I DON'T DO THIS ACTIVITY AT ALL / EK DOEN HIERDIE AKTIWITEIT GLAD NIE
1. Search (e.g. Googling) / Soektog (search) (bv. om te Google)			
2. E-mail / E-pos			
3. Banking / Banksake			
4. Social networking (e.g. using MySpace, Facebook, LinkedIn, Windows Live Spaces, You Tube, Twitter, etc.) / Sosiale netwerking (bv. die gebruik van MySpace, Facebook, LinkedIn, Windows Live Spaces, You Tube, Twitter, ens.)			
5. Instant messaging / “Instant messaging”			
6. Chat / Gesels (chat)			
7. Shopping / Inkopies			
8. Music downloads / Laai musiek af			
9. Reading a newspaper/magazine on-line // Lees 'n koerant/tydskrif aanlyn (on-line)			
10. Read/access current news/articles on-line // Lees/verkry jongste nuus/artikels aanlyn (on-line)			
11. Games / Speletjies			
12. Dating / Afsprake maak (dating)			
13. Gambling / Dobbel			
14. Share trading / Aandele handeldryf			
15. Watch television on-line / Kyk televisie aanlyn (on-line)			
16. Listen to the radio on-line / Luister na die radio aanlyn (on-line)			
17. Directory / Gids			
18. Download a Podcast / Laai 'n “Podcast” af			
19. Other Internet activities not mentioned previously / Ander Internet aktiwiteite wat nie voorheen genoem is nie			

▲ **ASK ALL**

▲ **SHOW SCREEN F10 – “INTERNET CONNECTION AT HOME”**

F10. What type of Internet connection, if any, do you have **AT HOME**?

▲ **RECORD ANSWER(S)**

Dial-up (Standard telephone line) / Belkonneksie (Standaard telefoonlyn)
ADSL
Wireless network (e.g. iBurst, WiFi) / Draadlose (“wireless”) netwerk (bv. iBurst, WiFi)
Mobile network (e.g. 3G, Edge, GPRS) / Mobiele netwerk (bv. 3G, Edge, GPRS)
Mobile Internet (WAP) using a cellphone / Mobiele Internet (WAP) deur 'n selfoon te gebruik
Mobile Internet device (not a cellphone, e.g. iPad, Sony PSP) / Mobiele Internet toestel (nie 'n selfoon nie, bv. iPad, Sony PSP)
No Internet access at home / Geen Internet toegang tuis nie
Other (**STATE**) / Ander (**NOEM**)

▲ **VRA ALMAL**

▲ **TOON SKERM F10 – “INTERNET VERBINDING TUIS”**

F10. Watter tipe Internet verbinding, indien enige, het u **BY DIE HUIS**?

▲ **NOTEER ANTWOORD(E)**

▲ **READ OUT:**

In order to provide the best service, manufacturers need to understand their consumers better. I will therefore now ask you questions about your lifestyle.

The first couple of questions cover motor vehicles. Vehicle manufacturers and motor vehicle dealers use this information to determine their target markets.

- G1.** How many motor cars, station wagons, bakkies and mini-buses/kombis, including company cars, are there in your household? Please exclude motor bikes, scooters or trucks.

▲ **RECORD ONE ANSWER**

None / Geen
One / Een
Two / Twee
Three or more / Drie of meer

▲ **LEES VOOR:**

Om die beste diens te lewer, moet vervaardigers hul verbruikers beter verstaan. Daarom gaan ek u nou vrae omtrent u lewenswyse vra.

Die eerste paar vrae gaan oor motorvoertuie. Motorvervaardigers en motorhandelaars gebruik hierdie inligting om teikenmarkte te bepaal.

- G1.** Hoeveel motors, stasiewaens, bakkies en minibusse/kombis, maatskappymotors ingesluit, is daar in u huishouding? Sluit asseblief motorfietse, bromponies of vragmotors uit.

▲ **NOTEER EEN ANTWOORD**

▲ **SKIP TO G12**

- G2.** Do you **PERSONALLY** own, use or maintain a motor car, station wagon, bakkie or minibus/kombi? It can be your own or a company car.

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

- G2.** Besit, gebruik of onderhou u **PERSOONLIK** 'n motor, stasiewa, bakkie of minibus/kombi? Dit kan u eie of 'n maatskappymotor wees.

▲ **NOTEER EEN ANTWOORD**

▲ **SKIP TO G12**

- G3.** What make and model of vehicle is the one you **PERSONALLY** drive the **MOST**?

▲ **RECORD "MAKE AND MODEL "**

MAKE AND MODEL /
FABRIKAAT EN MODEL

- G3.** Watter fabrikaat en model is die een wat u **PERSOONLIK** die **MEESTE** bestuur?

▲ **NOTEER "FABRIKAAT EN MODEL "**

▲ **SHOW SCREEN G4 - "TYPE OF VEHICLE "**

- G4.** What type of vehicle is it?

▲ **RECORD ONE ANSWER**

Car/Sedan//Motor/Sedan
Hatchback/Luikrugmotor
Station Wagon/Stasiewa
2-seater coupé/Sports car//2-sitplek koepee/Sportmotor
2-wheel drive bakkie/Panel van//2-wiel aangedrewe bakkie/Paneelwa
4-wheel drive vehicle/4-wiel aangedrewe voertuig
Minibus/Kombi
Beach Buggy/Duinebesie

▲ **TOON SKERM G4 - "TIPE VOERTUIG "**

- G4.** Watter tipe voertuig is dit?

▲ **NOTEER EEN ANTWOORD**

- G5.** How old is the vehicle, i.e. what is its year of manufacture?

▲ **RECORD ONE ANSWER**

Model 2011
Model 2010
Model 2009
Model 2008
Model 2004 - 2007
2003 or earlier model / 2003 of vroeër model

- G5.** Hoe oud is die voertuig, d.w.s. wat is die jaar van vervaardiging?

▲ **NOTEER EEN ANTWOORD**

- G6.** In what year was this vehicle purchased?

▲ **RECORD ONE ANSWER**

2011
2010
2009
2008
2007

2006
2005
2004
2003 or earlier / 2003 of vroeër

- G6.** In watter jaar was hierdie voertuig aangekoop?

▲ **NOTEER EEN ANTWOORD**

G7. Was the vehicle obtained new or second hand?

▲ **RECORD ONE ANSWER**

New/Nuut
Second hand/Tweedehands

G7. Is die voertuig nuut of tweedehands verkry?

▲ **NOTEER EEN ANTWOORD**

G8. Is your motor vehicle fitted with a vehicle recovery system (for security companies to track your car via satellite if it has been stolen)?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

G8. Is u motorvoertuig toegerus met 'n voertuigopspringstelsel (vir sekuriteitsmaatskappye om u motor d.m.v. satelliet op te spoor as dit gesteel word)?

▲ **NOTEER EEN ANTWOORD**

G9. Still thinking of the vehicle you yourself use most, on AVERAGE how many kilometres do you drive in it **EACH MONTH**?

▲ **RECORD ONE ANSWER**

--	--	--	--

G9. Dink nog steeds aan die voertuig wat u self die meeste gebruik, GEMIDDELD hoeveel kilometers ry u daarin **ELKE MAAND**?

▲ **NOTEER EEN ANTWOORD**

KM PER MONTH/MAAND

▲ **SHOW SCREEN G10 – “PETROL STATIONS”**

G10. At which petrol station did you **LAST** put in petrol/diesel?

▲ **RECORD ONE ANSWER UNDER G10**

▲ **TOON SKERM G10 – “VULSTASIES”**

G10. By watter vulstasie het u **LAAS** petrol/diesel ingegooi?

▲ **NOTEER EEN ANTWOORD ONDER G10**

▲ **CONTINUE TO SHOW SCREEN G10**

G11. And at which petrol station do you **MOST OFTEN** put in petrol/diesel?

▲ **RECORD ONE ANSWER UNDER G11**

▲ **GAAN VOORT OM SKERM G10 TE TOON**

G11. En by watter vulstasie gooi u die **GEREELDSTE** petrol/diesel in?

▲ **NOTEER EEN ANTWOORD ONDER G11**

PETROL STATIONS / VULSTASIES	G10 LAST / LAAS	G11 MOST OFTEN / GEREELDSTE
BP		
Caltex		
Engen		
Exel		
Sasol		
Shell		
Total		
Zenex		
Other / Ander		
Do not know / Weet nie		

▲ **ASK ALL**

G12. Have you bought any **RETREADED** car tyres in the **PAST 12 MONTHS**?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

▲ **VRA ALMAL**

G12. Het u enige **VERSOOLDE** motorbande in die **AFGELOPE 12 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

G13. Have you bought any **NEW** car tyres in the **PAST 12 MONTHS**?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

G13. Het u enige **NUWE** motorbande in die **AFGELOPE 12 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

G14. Have you bought a car battery in the **PAST 12 MONTHS**?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

G14. Het u 'n motorbattery in die **AFGELOPE 12 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

G15. Do you own/drive a motorcycle/scooter/moped?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

G15. Besit/bestuur u 'n motorfiets/bromponie/bromfiets?

▲ **NOTEER EEN ANTWOORD**

▲ **SKIP TO SECTION H**

G16. Is the motor ... **(READ OUT)**

▲ **RECORD ANSWER(S)**

125cc or smaller / 125cc of kleiner
Bigger than 125cc / Groter as 125cc

G16. Is die motor ... **(LEES VOOR)**

▲ **NOTEER ANTWOORD(E)**

BY OBSERVATION / DEUR OBSERVASIE H1. TYPE OF DWELLING House / Cluster House / Town House // Huis / Troshuis / Meenthuis Flat / Woonstel Matchbox/improved matchbox house/RDP House // Vuurhoutjeboks/ verbeterde vuurhoutjeboks huis / HOP huis Traditional Hut / Tradisionele Hut Hostel Hotel / Boarding House // Hotel / Losieshuis Compound / Kampong Room in Backyard / Kamer in agterplaas Squatter Hut / Shack // Plakkershut Caravan / Karavaan Other (STATE) / Ander (NOEM).....	▲ IF WATER IN HOUSE/PLOT IN H3B ASK H5 ▲ INDIEN WATER IN HUIS/PERSEEL IN H3B VRA H5
H2. Is this house/flat/dwelling rented or owned? ▲ RECORD ONE ANSWER ● Word hierdie huis/woonstel/wooneenheid gehuur of besit? ▲ NOTEER EEN ANTWOORD RENTED/ GEHUUR OWNED / BESIT OTHER (STATE) / ANDER (NOEM)	H5. Do you have hot running water from a geyser in your home? ▲ RECORD ONE ANSWER ● Het u warm lopende water vanuit 'n geiser in u huis? ▲ NOTEER EEN ANTWOORD YES / JA NO / NEE
BY OBSERVATION / DEUR OBSERVASIE H3A. ELECTRICITY IN HOME (ASK IF NOT SURE): YES / JA NO / NEE	▲ ASK ALL / VRA ALMAL ▲ SHOW SCREEN H6 – “TYPE OF TOILET” / TOON SKERM H6 – “TIPE TOILET” H6. What type of toilet do you have, if any, for this household? ▲ RECORD ANSWER(S) ● Watter tipe toilet het u, indien enige, vir hierdie huishouding? ▲ NOTEER ANTWOORD(E) Flush toilet - in house / Spoel-toilet - in huis Flush toilet - outside house / Spoel-toilet - buite huis Communal portable flush toilet / Gemeenskaplike draagbare spoel-toilet Non-flush toilet / Nie-spoel - toilet None / Geen
BY OBSERVATION / DEUR OBSERVASIE H3B. WATER LAID ON (ASK IF NOT SURE): Tap water in house ● Kraanwater in huis Tap water on plot, not in house ● Kraanwater op perseel, nie in huis nie Communal tap water, not on own plot or in-house ● Gemeenskaplike kraanwater, nie op eie perseel of in huis nie No access to tap water ● Geen toegang tot kraanwater nie	H7. Do you have a built-in kitchen sink in your home? ▲ RECORD ONE ANSWER ● Het u 'n ingeboude kombuis opwasbak in u huis? ▲ NOTEER EEN ANTWOORD YES / JA NO / NEE
▲ IF ELECTRICITY IN H3A ASK H4 ▲ INDIEN ELEKTRISITEIT IN H3A VRA H4 ▲ SHOW SCREEN H4 – “ELECTRICITY” / TOON SKERM H4 – “ELEKTRISITEIT” H4. What type of electricity does this household use? Is it ... (READ OUT TYPES)? ▲ RECORD ANSWER(S) ● Watter tipe elektrisiteit gebruik hierdie huishouding? Is dit ... (LEES Tipes Voor)? ▲ NOTEER ANTWOORD(E) Mains / Hooftoevoer Generator – for daily use / Kragopwekker-vir daaglikse gebruik Generator – for use only during load shedding or power failures / Kragopwekker-slegs vir gebruik tydens beurtkrag of kragonderbrekings Solar / Sonkrag	

H8. Please tell me which of these improvements, if any, have been made to your home in the **PAST 12 MONTHS** that cost **R1000** or more?

▲ **READ OUT AND RECORD ANSWER(S)**

Painted interior / Binne geverf

Painted exterior / Buite geverf

Fitted wall-to-wall carpets / carpet tiles // Muur tot muur matte / matteëls gelê

Fitted wall/floor tiles//Muur/vloerteëls gelê

NONE OF THE ABOVE/GEEN VAN BOGENOEMDE

H8. Sê asseblief vir my watter van die volgende verbeterings, indien enige, is aan u huis aangebring in die **AFGELOPE 12 MAANDE** wat **R1000** of meer gekos het?

▲ **LEES VOOR EN NOTEER ANTWOORD(E)**

H9. Have you or members of your household spent R1000 or more on home maintenance or improvements in the **PAST 12 MONTHS** where the work was done by yourself or members of your household?

▲ **RECORD ONE ANSWER**

YES / JA

NO / NEE

H9. Het u of lede van u huishouding R1000 of meer uitgegee op onderhoud van of verbeterings aan die woning in die **AFGELOPE 12 MAANDE**, waar die werk deur uself of lede van u huishouding gedoen is?

▲ **NOTEER EEN ANTWOORD**

H10. Have you bought any hardware items or building supplies in the **PAST 12 MONTHS**?

▲ **RECORD ONE ANSWER**

YES / JA

NO / NEE

H10. Het u enige hardware items of bouwvoorraad in die **AFGELOPE 12 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

H11. Does your household make use of a home security service?

▲ **RECORD ONE ANSWER**

YES / JA

NO / NEE

H11. Maak u huishouding gebruik van 'n huis-sekuriteitsdiens?

▲ **NOTEER EEN ANTWOORD**

H12. Does your household own a timeshare unit? A timeshare unit is holiday accommodation that is bought and is used by your household for a week or more at a specific time of the year to stay in when on holiday?

▲ **RECORD ONE ANSWER**

YES / JA

NO / NEE

H12. Besit u huishouding 'n tyddeel-eenheid? 'n Tyddeel-eenheid is vakansie akkommodasie wat gekoop word en gebruik word deur u huishouding vir 'n week of meer, op 'n spesifieke tyd van die jaar, om in te bly wanneer u met vakansie is.

▲ **NOTEER EEN ANTWOORD**

H13. Do you have a permanent swimming pool which is maintained by your household on this property?

▲ **RECORD ONE ANSWER**

YES / JA

NO / NEE

H13. Het u 'n permanente swembad wat deur u huishouding onderhou word op hierdie eiendom?

▲ **NOTEER EEN ANTWOORD**

H14. How many cats are there in your household?

▲ **RECORD ONE NUMERICAL ANSWER BELOW**

Cats

--	--

Katte

H14. Hoeveel katte is daar in u huishouding?

▲ **NOTEER EEN NUMERIESE ANTWOORD HIERONDER**

H15. How many dogs are there in your household?

▲ **RECORD ONE NUMERICAL ANSWER BELOW**

Dogs

--	--

Honde

H15. Hoeveel honde is daar in u huishouding?

▲ **NOTEER EEN NUMERIESE ANTWOORD HIERONDER**

▲ SHOW SCREEN J1 "ACTIVITIES 12 MONTHS"

J1. Here is a list of some things that people do now and again. Can you please tell me which, if any, of these things you **PERSONALLY** have done during the **PAST 12 MONTHS** - that is, since last ... (**MENTION MONTH**)? Just give me the number(s).

▲ RECORD ANSWER(S)

1.	Moved into another house or flat
2.	Changed jobs / started a new job (not in the same company)
3.	Spent money on correspondence education
4.	Spent money on part-time education (not by correspondence)
5.	Got married

NONE OF THE ABOVE	

▲ TOON SKERM J1 "AKTIWITEITE 12 MAANDE"

J1. Hier is 'n lys met 'n paar dinge daarop wat mense nou en dan doen. Kan u asseblief vir my sê watter van hierdie dinge, indien enige, het u **PERSOONLIK** in die **AFGELOPE 12 MAANDE** gedoen - dit wil sê, sedert laas ... (**NOEM MAAND**)? Gee net vir my die nommer(s).

▲ NOTEER ANTWOORD(E)

1.	Het na 'n ander huis of woonstel getrek
2.	Van werk verander / nuwe werk begin (nie in dieselfde firma nie)
3.	Het geld spandeer op korrespondensie kursusse
4.	Het geld spandeer op deeltydse kursusse (nie deur korrespondensie nie)
5.	Het getrou

GEEN VAN BOGEMELDE NIE	

▲ READ OUT: With much activity occurring in the financial field, it is important for media owners and planners to know to what extent the public makes use of financial services. Any information you provide will be treated with confidence.	▲ LEES VOOR: Met al die aktiwiteite in finansiële kringe, is dit van belang vir media eenaars en beplanners om te weet tot watter mate die publiek gebruik maak van finansiële instellings. Enige inligting wat u gee sal vertroulik hanteer word.
▲ ASK ALL ▲ SHOW SCREEN K1 - "ACCOUNTS" K1. Here is a list of different financial services (See table on the next page). Which services, if any, do you PERSONALLY have or make use of? ▲ RECORD ANSWER(S) ALONGSIDE K1 "PERSONALLY HAVE" ON THE NEXT PAGE	▲ VRA ALMAL ▲ TOON SKERM K1 - "REKENINGE" K1. Hier is 'n lys van verskillende finansiële dienste (Sien tabel op die volgende bladsy). Watter dienste, indien enige, besit u PERSOONLIK of maak u van gebruik? ▲ NOTEER ANTWOORD(E) LANGS K1 "BESIT PERSOONLIK" OP DIE VOLGENDE BLADSY
▲ ASK K2-K5 IF RESPONDENT MAKES USE OF FINANCIAL SERVICES, OTHERWISE SKIP TO K6 ▲ SHOW SCREEN K2 - "FINANCIAL INSTITUTIONS" K2. With which Financial Institution(s) do you have ...(MENTION EACH TYPE OF ACCOUNT OWNED IN K1)? ▲ RECORD ANSWER(S) FOR EACH ACCOUNT IN K1 ALONGSIDE K2 "FINANCIAL INSTITUTIONS" ON THE NEXT PAGE	▲ VRA K2-K5 INDIEN RESPONDENT VAN FINANSIËLE DIENSTE GEBRUIK MAAK, ANDERSINS, GAAN NA K6 ▲ TOON SKERM K2 - "FINANSIËLE INSTELLINGS" K2. By watter Finansiële Instelling(s) het u ...(NOEM ELKE TIPE REKENING BESIT IN K1)? ▲ NOTEER ANTWOORD(E) VIR ELKE REKENING IN K1 LANGSAAN K2 "FINANSIËLE INSTELLINGS" OP DIE VOLGENDE BLADSY
K3. Thinking about the financial services we have just spoken about, have you opened any of these accounts in the PAST 12 MONTHS? RECORD ONE ANSWER YES/JA NO/NEE	K3. Dink aan die finansiële dienste waarvan ons nou net gepraat het, het u enige van hierdie rekeninge in die AFGELOPE 12 MAANDE geopen? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN K2 – “FINANCIAL INSTITUTIONS” AGAIN K4. Which ONE bank do you regard as your main bank for all your banking transactions? ▲ RECORD ONE ANSWER IN THE COLUMN MARKED K4 (MAIN BANK) ON THE NEXT PAGE	▲ TOON SKERM K2 – “FINANSIËLE INSTELLINGS” WEER K4. Watter EEN bank beskou u as u hoofbank vir al u bank transaksies? ▲ NOTEER EEN ANTWOORD IN DIE KOLOM GEMERK K4 (HOOFBANK) OP DIE VOLGENDE BLADSY
▲ SHOW SCREEN K5 – “ACCOUNT ACCESS" K5. Which of these do you use to access your accounts? ▲ RECORD ANSWER(S) ATM's Branch (the bank itself) Cellphone Internet Mobile branches/Mobile ATM's Supermarket Telephone – call centre or voice recognition system Other (STATE)	▲ TOON SKERM K5 – “REKENING TOEGANG” K5. Watter van die volgende gebruik u om toegang tot u rekeninge te verkry? ▲ NOTEER ANTWOORD(E) OTM's Tak (die bank self) Selfoon Internet Mobiele takke/Mobiele OTM's Supermark Telefoon – oproepsentrum (call centre) of stem herkennings stelsel Ander (NOEM)

[illegible]

▲ **ASK ALL**

K6. Do you **PERSONALLY** have a retail store card such as a clothing store, furniture store or supermarket card?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

▲ **VRA ALMAL**

K6. Het u **PERSONOONLIK** 'n kleinhandel-winkel-kaart soos 'n klerewinkel-, meubelwinkel- of supermarkkaart?

▲ **NOTEER EEN ANTWOORD**

K7. Are you a member of a medical aid scheme, usually via your or a family member's employer?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

K7. Is u lid van 'n mediese skema, gewoonlik deur u of 'n gesinslid se werkgever?

▲ **NOTEER EEN ANTWOORD**

K8. Do you invest on the Stock Exchange/Security Exchange?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

K8. Belê u op die Effekte Beurs/Sekuriteite Beurs?

▲ **NOTEER EEN ANTWOORD**

K9. Do you have an investment in unit trusts or a mutual fund?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

K9. Het u 'n belegging in effektetrusts of in 'n onderlinge fonds?

▲ **NOTEER EEN ANTWOORD**

K10. I am now going to show you two lists of different types of policies and investment plans which you can take out with a financial services company.

▲ **SHOW SCREENS K10/1 AND K10/2 - "POLICIES"**

Can you please tell me which, if any, you **PERSONALLY** have? This excludes any cover or benefits provided by your employer/company.

▲ **RECORD ANSWER(S) UNDER K10 "HAVE"**

K10. Ek gaan nou aan u twee lyste met verskillende soorte polisse en beleggingsplanne wat by 'n finansiële dienste maatskappy uitgeneem kan word, wys.

▲ **TOON SKERMS K10/1 EN K10/2 - "POLISSE"**

Kan u asseblief sê watter, indien enige, u **PERSONOONLIK** het? Dit sluit dekking of voordele wat deur u werkgever/maatskappy voorsien word, uit.

▲ **NOTEER ANTWOORD(E) ONDER K10 "HET"**

	K10 HAVE/ HET	
Life Cover Policy Endowment, Investment, Savings or Education plan/ policy <u>with life cover</u> Endowment, Investment, Savings or Education plan/policy <u>without life cover</u> Retirement annuity/Personal Pension policy or plan		Lewensdekkingspolis Uitkeer-, Beleggings-, Spaar- of Studieplan/polis <u>met lewensdekking</u> Uitkeer-, Beleggings-, Spaar- of Studieplan/polis <u>sonder lewensdekking</u> Uittree-annuiteit/Persoonlike pensioenpolis of plan
Funeral insurance Medical insurance		Begrafnisversekering Mediese versekering
Other (STATE) (▲ NB: PROBE FOR COMPANY NAME AND INDICATE TYPE OF POLICY/INVESTMENT PLAN AND WHETHER OPENED IN PAST 12 MONTHS) NONE OF THE ABOVE		Ander (NOEM) (▲ NB: POLS VIR NAAM VAN MAATSKAPPY EN DUI TIPE POLIS/BELEGGINGSPLAN AAN EN OF DIT IN DIE AFGELOPE 12 MAANDE UITGENEEM WAS) GEEN VAN BOGEMELDE NIE
▲ SKIP TO K13		

▲ ASK K11 AND K12 IF ANY POLICES/INVESTMENT PLANS IN K10, OTHERWISE SKIP TO K13.	▲ VRA K11 EN K12 INDIEN ENIGE POLISSE/BELEGGINGS PLANNE IN K10, ANDERS GAAN NA K13.
▲ SHOW SCREEN K11 – “COMPANIES” K11. With which of these companies do you have the (READ OUT POLICIES/INVESTMENTS/INSURANCE MENTIONED IN K10)? ▲ RECORD ANSWER(S) 1Life Direct ABSA African Life Allan Gray Alexander Forbes Capital Alliance/Fedsure/Norwich Channel Life Clientele Coronation Discovery Life First National Bank Hollard	▲ TOON SKERM K11 – “MAATSKAPPYE” K11. By watter van hierdie maatskappye het u die (LEES POLISSE/BELEGGINGS/VERSEKERING VOOR WAT IN K10 GENOEM IS)? ▲ NOTEER ANTWOORD(E) Investec Liberty / Stanlib Metropolitan/Commercial Union Momentum/Southern Life Nedbank Old Mutual PSG Regent Sage Sanlam Standard Bank Another company/'n Ander maatskappy
K12. Have you taken out any of these financial services/products in the PAST 12 MONTHS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	K12. Het u enige van hierdie finansiële dienste/produkte in die AFGELOPE 12 MAANDE uitgeneem? ▲ NOTEER EEN ANTWOORD
▲ ASK ALL K13. Do you have a short term insurance policy e.g. household contents, motor vehicle, home owners, personal accident plan? ▲ RECORD ONE ANSWER YES / JA NO / NEE	▲ VRA ALMAL K13. Het u 'n korttermynversekering polis bv. huishoudelike inhoud, motor-voertuig, huiseienaars, persoonlike ongeluksplan? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO K16
▲ ASK K14 AND K15 IF SHORT TERM INSURANCE IN K13, OTHERWISE SKIP TO K16.	▲ VRA K14 EN K15 INDIEN KORTTERMYNVERSEKERING IN K13, ANDERSINS GAAN NA K16.
▲ SHOW SCREEN K14 – “INSURANCE COMPANIES – SHORT TERM” K14. With which of these companies do you have the short term insurance? ▲ RECORD ANSWER(S) ABSA Insurance AIG Auto and General Budget Centriq Constantia Dial Direct Guardrisk Hollard Insurance MiWay Mutual and Federal Outsurance RMB Structured Insurance Regent Insurance Zurich (SA Eagle) Santam Standard Bank/Stanbic Insurance Wesbank Another company / 'n Ander maatskappy	▲ TOON SKERM K14 – “VERSEKERINGSMAATSKAPPYE – KORTTERMYN” K14. By watter van hierdie maatskappye het u die korttermynversekering? ▲ NOTEER ANTWOORD(E)
K15. Have you taken out a short term insurance policy (e.g. Household contents, motor vehicle, home owners, personal accident plan) in the PAST 12 MONTHS? ▲ RECORD ONE ANSWER YES / JA NO / NEE	K15. Het u 'n korttermynversekeringspolis (bv. Huishoudelike inhoud, motorvoertuig, huiseienaars, persoonlike ongeluksplan) in die AFGELOPE 12 MAANDE uitgeneem? ▲ NOTEER EEN ANTWOORD
▲ ASK ALL K16. Have you bought any durable items, such as appliances/furniture, on credit during the PAST 12 MONTHS? Credit includes hire purchase, instalment sale and payment on terms. ▲ RECORD ONE ANSWER YES / JA NO / NEE	▲ VRA ALMAL K16. Het u enige duursame items soos toestelle/meubels op krediet aangekoop in die AFGELOPE 12 MAANDE? Krediet sluit in huurkoop, aankoop in paaiemente en betaling op terme. ▲ NOTEER EEN ANTWOORD

▲ **SHOW SCREENS L1(A) TO L1(C)**

L1. Please tell me whether any **SMALL ELECTRICAL APPLIANCES**, such as these on this list, have been bought **NEW** in the **PAST 12 MONTHS**, either by you or another household member?

And have any **HOUSEHOLD ACCESSORIES**, such as these on this list, been bought **NEW** in the **PAST 12 MONTHS**?

And has any **FURNITURE**, such as the items on this list, been bought **NEW** in the **PAST 12 MONTHS**?

▲ **SHOW SCREENS L1 IN TURN AND RECORD ONE ANSWER FOR EACH CATEGORY**

- A. Small electrical appliances
B. Household accessories
C. Furniture

YES / JA	NO / NEE

▲ **TOON SKERMS L1(A) TOT L1(C)**

L1. Vertel my asseblief of enige **KLEIN ELEKTRIESE TOESTELLE**, soos dié op hierdie lys, deur u of 'n ander lid van die huishouding **NUUT** in die **AFGELOPE 12 MAANDE** aangekoop is?

En is enige **HUISHOUDELIKE TOEBEHORE**, soos dié op hierdie lys, **NUUT** in die **AFGELOPE 12 MAANDE** aangekoop?

En is enige **MEUBELS**, soos dié op hierdie lys, **NUUT** in die **AFGELOPE 12 MAANDE** aangekoop?

▲ **TOON SKERMS L1 OM DIE BEURT EN NOTEER EEN ANTWOORD VIR ELKE KATEGORIE**

- A. Klein elektriese toestelle
B. Huishoudelike toebehore
C. Meubels

▲ **ASK L2 ONLY OF RESPONDENTS WHO HAVE PURCHASED ANY CATEGORY (A TO C) IN L1**

▲ **SHOW SCREEN L2 - "WHERE BOUGHT"**

L2. Where were the (MENTION EACH CATEGORY BOUGHT) bought?

▲ **RECORD ANSWER(S) FOR SMALL APPLIANCES, HOUSEHOLD ACCESSORIES AND FURNITURE UNDER L2 "WHERE BOUGHT"**

▲ **VRA L2 SLEGS VIR RESPONDENTE WAT ENIGE KATEGORIEË (A TOT C) IN L1 AANGEKOOP HET**

▲ **TOON SKERM L2 - "WAAR GEKOOP"**

L2. Waar was die (NOEM ELKE KATEGORIE GEKOOP) gekoop?

▲ **NOTEER ANTWOORD(E) VIR KLEIN TOESTELLE, HUISHOUDELIKE TOEBEHORE EN MEUBELS ONDER L2 "WAAR GEKOOP"**

L2 WHERE BOUGHT / WAAR GEKOOP

	SMALL ELECTRICAL APPLIANCES/KLEIN ELEKTRIESE TOESTELLE	HOUSEHOLD ACCESSORIES/HUISHOUDELIKE TOEBEHORE	FURNITURE/MEUBELS
Ackermans @home Barnetts Beares Best Electric Boardmans			
Bradlows Checkers Checkers Hyper Clicks			
Coricraft Dial-a-Bed Dion Wired / Dion Discom Edgars			
Electric Express/Giddy's Electric Express Ellerines Fairdeal Furn City			
Furniture City Game Geen & Richards HiFi Corporation			
Hirsch's House and Home Joshua Doore Lewis			
Lubners Makro Mattress Factory Morkels			
Mr Price Home OK Furniture Pep Stores Pick 'n Pay Family Store			
Pick 'n Pay Hypermarket Pick 'n Pay Mini Market Pick 'n Pay Supermarket Price 'n Pride Russells Savells			
Savells/Fairdeal (combined store) Sheet Street Shoprite Stax			
The Bed Shop Town Talk Trade Centre Wetherly's Decorating Warehouse Woolworths			
Other appliance store/Ander toestel winkel Other household accessory store/Ander huishoudelike toebehore winkel Other furniture store/Ander meubel winkel			
Any other outlet/Enige ander afsetplek Received as a gift/As geskenk ontvang			

▲ **ASK ALL**

L3. Which of the following, if any, do you **personally** own/use?

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

1. Camera that takes film (i.e. not a digital/video camera)
 - Kamera wat film gebruik (d.i. nie 'n digitale / video kamera nie)
2. Digital camera (does not take film)
 - Digitale kamera (gebruik nie film nie)
3. Video camera
 - Videokamera

▲ **VRA ALMAL**

L3. Watter van die volgende, indien enige, besit/gebruik u **persoonlik**?

▲ **LEES VOOR EN NOTEER EEN ANTWOORD VIR ELKE ITEM**

YES / JA	NO / NEE

▲ **SHOW SCREEN L4 – “ELECTRONIC DEVICES”**

L4. And which of the following, if any, do you **personally** own or have access to? Just give me the number(s).

▲ **RECORD ANSWER(S)**

1. Computer games / Rekenaarspeletjies
 2. Car TV / Car DVD player // Motor TV/Motor DVD-speler
 3. Handheld portable TV (with live feed) / Draagbare TV (met direkte toevoer) wat in die hand gehou word
 4. iPod
 5. iRiver
 6. MP3 player / -speler
 7. Portable DVD player / Draagbare DVD-speler
 8. PSP
 9. Sony Diskman
 10. Sony Playstation (1,2,3)
 11. Walkman/portable CD player // “Walkman” /draagbare CD-speler
 12. X-Box
- NONE OF THESE / GEENEEN VAN HIERDIE

▲ **TOON SKERM L4 – “ELEKTRONIESE TOESTELLE”**

L4. En watter van die volgende, indien enige, besit u **persoonlik** of het u toegang tot? Gee my net die nommer(s).

▲ **NOTEER ANTWOORD(E)**

▲ **ASK L5 IF, ITEMS 4 , 5, 6, 8, 9, 10 OR 11 MENTIONED IN L4**

L5. On average, how much time **PER WEEK** do you normally spend listening to music on your ... (IPOD, IRIVER, MP3-PLAYER, PSP, SONY DISKMAN, SONY PLAYSTATION, WALKMAN/PORTABLE CD PLAYER)?

▲ **RECORD ANSWER IN HOURS AND/OR MINUTES**

Hours		
and/or		
Minutes		

Don't listen to
music on this/
these device(s)

▲ **VRA L5 INDIEN ITEMS 4, 5, 6, 8, 9, 10 OF 11 GENOEM IS IN L4**

L5. Gemiddeld, hoeveel tyd **PER WEEK** spandeer u gewoonlik om na musiek te luister op u ... (IPOD, IRIVER, MP3-SPELER, PSP, SONY DISKMAN, SONY PLAYSTATION, WALKMAN/DRAAGBARE CD-SPELER)?

▲ **NOTEER ANTWOORD IN URE EN/OF MINUTE**

Ure
en/of
Minute

Luister nie na
musiek op hierdie
toestel(le) nie

▲ ASK ALL M1. Which one of these phrases best describes your own case? Are you a person who is ... (READ OUT) ▲ RECORD ONE ANSWER (a) Wholly or mainly responsible for the day-to-day purchases of the household. • Geheel-en-al verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (b) Partly responsible for the day-to-day purchases of the household. • Deels verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (c) Not responsible for the day-to-day purchases of the household. • Nie verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin nie.	▲ VRA ALMAL M1. Watter een van hierdie frases beskryf u eie geval die beste? Is u 'n persoon wat ... (LEES UIT) ▲ NOTEER EEN ANTWOORD ▲ ASK M2 ▲ ASK M7
▲ IF RESPONDENT IS WHOLLY OR PARTLY RESPONSIBLE FOR THE DAY-TO-DAY PURCHASES OF THE HOUSEHOLD, CONTINUE WITH M2, OTHERWISE SKIP TO M7	▲ INDIEN RESPONDENT GEHEEL-EN-AL OF DEELS VERANTWOORDELIK VIR DIE DAG-TOT-DAG INKOPIES VIR DIE HUISHOUDING IS, GAAN VOORT MET M2, ANDERSINS GAAN NA M7
▲ SHOW SCREEN M2 - "SHOPPING PATTERNS" M2. Thinking of an average month, which ONE of these phrases best describes the way you do your food and grocery shopping? (We are NOT talking here about DAILY purchases, such as bread and milk). ▲ RECORD ONE ANSWER Do one bulk shop a month and fill-ups • Doen een maal per maand groot inkope en aanvullings ----- Shop twice a month / every 2 weeks • Doen twee maal per maand inkope / elke 2 weke Shop weekly or almost weekly • Doen weekliks of amper weekliks inkope Shop twice a week or almost daily • Doen twee maal per week of amper daaglik inkope Other/Anders (STATE/NOEM)	▲ TOON SKERM M2 - "INKOOPPATRONE" M2. Wanneer u aan 'n gemiddelde maand dink, watter EEN van hierdie inkooppatrone beskryf die beste die manier waarop u gewoonlik u voedsel en kruideniersware inkope doen? (Ons praat NIE hier van DAAGLIKSE inkope soos brood en melk NIE). ▲ NOTEER EEN ANTWOORD ▲ ASK M3 AND M4 ▲ SKIP TO M5
▲ ASK M3 AND M4 OF "BULK" SHOPPERS ONLY	▲ VRA M3 EN M4 SLEGS VIR "GROOT" INKOPERS
▲ SHOW SCREEN M3 - "SHOPS" M3. Here is a list of shops (see table on next page). Please tell me at which shop or shops you usually do your BULK shopping? ▲ RECORD ANSWER(S) UNDER M3 - "USUAL BULK" IN THE TABLE ON NEXT PAGE	▲ TOON SKERM M3 - "WINKELS" M3. Hier is 'n lys van winkels (sien tabel op volgende bladsy). Sê asseblief vir my by watter winkel of winkels doen u gewoonlik u GROOT INKOPE? ▲ NOTEER ANTWOORD(E) ONDER M3 - "USUAL BULK" IN DIE TABEL OP VOLGENDE BLADSY
▲ CONTINUE TO SHOW SCREEN M3 M4. And where do you usually do your FILL-UP shopping? ▲ RECORD ANSWER(S) UNDER M4 - "USUAL FILL-UP" IN THE TABLE ON NEXT PAGE	▲ TOON STEEDS SKERM M3 M4. En waar doen u gewoonlik u AANVULLENDE inkope? ▲ NOTEER ANTWOORD(E) ONDER M4 - "USUAL FILL-UP" IN DIE TABEL OP VOLGENDE BLADSY
▲ ASK M5 OF "NON-BULK" SHOPPERS. "BULK" SHOPPERS SKIP TO M6	▲ VRA M5 SLEGS VIR "NIE-GROOT INKOPERS". "GROOT" INKOPERS GAAN NA M6
▲ SHOW SCREEN M3 - "SHOPS" M5. Here is a list of shops. Please tell me at which shop or shops you usually do your food and grocery shopping? ▲ RECORD ANSWER(S) UNDER M5 - "USUAL NON-BULK" IN THE TABLE ON NEXT PAGE	▲ TOON SKERM M3 - "WINKELS" M5. Hier is 'n lys van winkels. Sê asseblief vir my by watter winkel of winkels u gewoonlik u voedsel en kruideniersware inkope doen? ▲ NOTEER ANTWOORD(E) ONDER M5 - "USUAL NON-BULK" IN DIE TABEL OP VOLGENDE BLADSY
▲ ASK "BULK" AND "NON-BULK" SHOPPERS ▲ CONTINUE TO SHOW SCREEN M3 M6. At which ONE food and grocery store do you estimate that you spend MOST money? ▲ RECORD ONE ANSWER ONLY UNDER M6 - "SPEND MOST" IN THE TABLE ON NEXT PAGE	▲ VRA "GROOT" EN "NIE-GROOT" INKOPERS ▲ TOON STEEDS SKERM M3 M6. By watter EEN voedsel- en kruidenierswarewinkel skat u dat u die MEESTE geld bestee? ▲ NOTEER SLEGS EEN ANTWOORD ONDER M6 - "SPEND MOST" IN DIE TABEL OP VOLGENDE BLADSY

	M3	M4	M5	M6	M7	M9	M10
STORES/WINKELS	USUAL BULK	USUAL FILL-UP	USUAL NON-BULK	SPEND MOST	HOUSEHOLD	TOILETRIES	CONVENIENCE SHOPPING
7 Eleven / Friendly 7 Eleven Boxer Superstores BP Express Buy Rite Caltex Star Mart / Star Shop / Fresh Stop							
Checkers Checkers Hyper Clicks Dis-Chem Discom							
Engen Quick Shop Friendly Everyday Friendly Supermarket KwikSpar							
Lucky Seven Makro Metro Cash & Carry Multisave							
OK Foods OK Grocer OK MiniMark Pick 'n Pay Family Store							
Pick 'n Pay Hypermarket Pick 'n Pay Mini Market Pick 'n Pay Supermarket Pop-In							
Price Club / Friendly Price Club Sasol Delight Score Supermarket Sentra Stores Shell Select							
Shoprite Spar SuperSpar Super Value							
Total La Boutique Trade Centre Trador							
U Save Woolworths							
Chemist / Pharmacy//Aptek Spaza Shop/Spaza Winkel Township Supermarket/ Supermark in Stadsgemeenskap Other Local / Neighbourhood Supermarket//Ander Plaaslike/Naby geleë Supermark Any other outlet/Enige ander afsetplek							
NONE/GEEN							

▲ ASK M7 OF RESPONDENTS WHO ARE NOT RESPONSIBLE FOR THE DAY-TO-DAY PURCHASES OF THE HOUSEHOLD IN M1. ▲ SHOW SCREEN M3 M7. Where does the person who is responsible for the day-to-day purchases of your household shop for food and groceries? (We are NOT talking here about DAILY purchases, such as bread and milk). ▲ RECORD ANSWER(S) UNDER M7 - "HOUSEHOLD"	▲ VRA M7 VAN RESPONDENTE WAT NIE VERANTWOORDELIK IS VIR DIE DAG-TOT-DAG AANKOPE VAN DIE HUISHOUDING NIE IN M1. ▲ TOON SKERM M3 M7. Waar doen die persoon wat verantwoordelik is vir die dag-tot-dag aankope van u huishouding die inkopies vir voedsel en kruideniersware? (Ons praat NIE hier van DAAGLIKSE inkope soos brood en melk NIE). ▲ NOTEER ANTWOORD(E) ONDER M7 - "HOUSEHOLD"
▲ ASK ALL M8. Do you most often buy toiletries when you buy your food and groceries, or on their own? By toiletries I mean shampoo, toilet soap, talc, aftershave lotion, bath oil and so on. ▲ ONE ANSWER ONLY With food and groceries / Saam met die voedsel en kruideniersware On their own / Apart Do not buy toiletries / Koop nie toiletware nie	▲ VRA ALMAL M8. Koop u mees dikwels toiletware saam met u voedsel en kruideniersware of apart? Met toiletware bedoel ek sjampoe, toilet seep, talkpoeier, naskeermiddel, badolie, ens. ▲ SLEGS EEN ANTWOORD ▲ SKIP TO M10
▲ SHOW SCREEN M3 AGAIN M9. Here is a list of shops which sell toiletries. Please tell me from which one(s) you usually buy your toiletries? ▲ RECORD ANSWER(S) UNDER M9 - "TOILETRIES"	▲ TOON WEER SKERM M3 M9. Hier is 'n lys van winkels wat toiletware verkoop. Sê asseblief vir my by watter winkel(s) u gewoonlik u toiletware koop? ▲ NOTEER ANTWOORD(E) ONDER M9 - "TOILETRIES"
▲ ASK ALL ▲ SHOW SCREEN M3 AGAIN M10. We now want to talk about your convenience shopping (this is “pop-in” shopping, including daily purchases of things like bread and milk). At which of these stores have you done convenience shopping in the PAST 7 DAYS? ▲ RECORD ANSWER(S) UNDER M10 “CONVENIENCE SHOPPING”	▲ VRA ALMAL ▲ TOON WEER SKERM M3 M10. Ons wil nou oor u geriefsinkopies praat (dit is “vinnig in en uit” inkopies, wat daaglikse aankope van dinge soos brood en melk insluit). By watter van hierdie winkels het u geriefsinkopies in die AFGELOPE 7 DAE gedoen? ▲ NOTEER ANTWOORD(E) ONDER M10 “CONVENIENCE SHOPPING”

▲ SHOW SCREEN N1 - "WHEN LAST" N1. When last, if at all, have you travelled by air inside South Africa? ▲ RECORD ONE ANSWER Within the last 12 months / Binne die afgelope 12 maande 1 - 2 years ago / 1 - 2 jaar gelede 2 - 3 years ago / 2 - 3 jaar gelede ----- More than 3 years ago / Meer as 3 jaar gelede Never / Nooit	▲ TOON SKERM N1 – “WANNEER LAAS” N1. Hoe lank laas, indien ooit, het u per lug binne Suid-Afrika gereis? ▲ NOTEER EEN ANTWOORD ▲ ASK N2 & N3 ▲ SKIP TO N6
▲ ASK N2 & N3 IF TRAVELLED INSIDE SOUTH AFRICA BY AIR IN THE LAST 12 MONTHS IN N1, OTHERWISE SKIP TO N6	▲ VRA N2 & N3 INDIEN BINNE SUID-AFRIKA PER LUG GEREIS BINNE AFGELOPE 12 MAANDE IN N1, ANDERS GAAN NA N6
▲ SHOW SCREEN N2 – “AIRLINE - LOCAL AIR TRAVEL” N2. Thinking about your trips inside South Africa by air in the PAST 12 MONTHS, which airline(s) did you use? ▲ RECORD ANSWER(S) British Airways (BA) Kulula.com Mango 1time South African Airways (SAA) / Suid-Afrikaanse Lugdiens (SAL) South African Airlink South African Express Other/Ander	▲ TOON SKERM N2 – “LUGREDERY - PLAASLIKE VLUGTE” N2. Dink aan u reise per lug binne Suid-Afrika in die AFGELOPE 12 MAANDE, watter lugredery(e) het u gebruik? ▲ NOTEER ANTWOORD(E)
N3. Still thinking about your trips inside South Africa by air in the PAST 12 MONTHS, how many of these trips, if any, were business trips? And how many of these trips, if any, were for pleasure? ▲ RECORD ONE NUMERICAL ANSWER FOR BUSINESS TRIPS AND ONE NUMERICAL ANSWER FOR TRIPS FOR PLEASURE Number of business trips Number of trips for pleasure	N3. Dink nogsteeds aan u reise per lug binne Suid-Afrika in die AFGELOPE 12 MAANDE, hoeveel hiervan, indien enige, was besigheidsreise? En hoeveel van hierdie reise, indien enige, was vir plesier? ▲ NOTEER EEN NUMERIESE ANTWOORD VIR BESIGHEIDSREISE EN EEN NUMERIESE ANTWOORD VIR REISE VIR PLESIER Aantal besigheidsreise Aantal resie vir plesier
▲ ASK N4 & N5 IF BUSINESS TRIPS IN N3, OTHERWISE SKIP TO N6	▲ VRA N4 & N5 INDIEN BESIGHEIDSREISE IN N3, ANDERS GAAN NA N6
▲ SHOW SCREEN N4 – “FREQUENCY” N4. When you are on a business trip, how frequently do you hire a car? ▲ RECORD ONE ANSWER Always / Altyd Sometimes / Somtyds Never / Nooit	▲ TOON SKERM N4 – “HOE GEREELD” N4. Wanneer u op ‘n besigheidsreis is, hoe gereeld huur u ‘n motor? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN N4 – “FREQUENCY” AGAIN N5. When you are on a business trip, how frequently do you stay overnight in paid-for accommodation e.g. hotel/guest house/bed & breakfast (B&B)/self-catering apartment? ▲ RECORD ONE ANSWER Always / Altyd Sometimes / Somtyds Never / Nooit	▲ TOON SKERM N4 – “HOE GEREELD” WEER N5. Wanneer u op ‘n besigheidsreis is, hoe gereeld oornag u in betaalde akkommodasie bv. hotel/gastehuis/bed & ontbyt (B&B)/self-sorg eenheid? ▲ NOTEER EEN ANTWOORD
▲ ASK ALL N6. How many weekend / long weekend trips, if any, have you taken in the PAST 12 MONTHS where you have stayed in paid-for accommodation e.g. hotel/guest house/bed & breakfast (B&B)/self-catering apartment in South Africa? Please exclude business trips. ▲ RECORD ONE ANSWER One / Een Two / Twee Three or more / Drie of meer None / Geen	▲ VRA ALMAL N6. Hoeveel naweek-/langnaweek-reise, indien enige, het u in die AFGELOPE 12 MAANDE onderneem waar u in betaalde akkommodasie bv. hotel/gastehuis/bed & ontbyt (B&B)/self-sorg eenheid binne Suid-Afrika gebly het? Sluit asseblief besigheidsreise uit. ▲ NOTEER EEN ANTWOORD

N7. Excluding weekend and long weekend trips, how many times have you been away on holiday in South Africa in the PAST 12 MONTHS? ▲ RECORD ONE ANSWER Once / Een keer Twice / Twee keer Three or more times / Drie of meer keer None / Geen	N7. NawEEK en langnawEEK reise uitgesluit, hoeveel keer was u weg met vakansie in Suid-Afrika in die AFGELOPE 12 MAANDE? ▲ NOTEER EEN ANTWOORD ▲ SKIP TO N11
▲ ASK N8-N10 IF ONE OR MORE TIMES IN N7, OTHERWISE SKIP TO N11	▲ VRA N8-N10 INDIEN EEN OF MEER KEER IN N7, ANDERS GAAN NA N11
▲ SHOW SCREEN N8 – "DESTINATION" N8. Where did you go for these holidays? ▲ RECORD ANSWER(S) To the coast / See toe To a game park / Na 'n wildreservaat To the mountains / Na die berge To historical sites / Na geskiedkundige terreine To another city / Na 'n ander stad To relatives/friends // Na familie/vriende Elsewhere / Iewers anders	▲ TOON SKERM N8 – "BESTEMMING" N8. Waarheen het u vir hierdie vakansies gegaan? ▲ NOTEER ANTWOORD(E)
▲ SHOW SCREEN N9 – "TYPE OF ACCOMMODATION" N9. In what type of accommodation did you stay for these holidays? ▲ RECORD ANSWER(S) Camp / Caravan site // Kamp / Karavaanpark Hotel / Motel // Hotel / Motel Guest House / Bed and Breakfast (B&B) // Gastehuis / Bed-en-ontbyt (B&B) Holiday or timeshare flat / cottage / house // Vakansie- of tyddeel woonstel / hut / huis Rest camp / National park / Game lodge // Ruskamp / Nasionale park / Wildreservaat ("lodge") With relatives / friends // By familie / vriende Other / Ander	▲ TOON SKERM N9 – "TIPE AKKOMMODASIE" N9. In watter tipe akkommodasie het u tydens hierdie vakansies gebly? ▲ NOTEER ANTWOORD(E)
▲ SHOW SCREEN N10 – "PROVINCES" N10. Which province(s) did you visit for these holidays? ▲ RECORD ANSWER(S) Eastern Cape / Oos-Kaap Free State / Vrystaat Gauteng KwaZulu-Natal Limpopo	▲ TOON SKERM N10 – "PROVINSIES" N10. Watter provinsie(s) het u vir hierdie vakansies besoek? ▲ NOTEER ANTWOORD(E) Mpumalanga Northern Cape / Noord-Kaap North-West / Noord-Wes Western Cape / Wes-Kaap
▲ ASK ALL ▲ SHOW SCREEN N11 - "WHEN LAST" N11. When last, if at all, have you travelled by air outside South Africa? ▲ RECORD ONE ANSWER Within the last 12 months / Binne die afgelope 12 maande 1 - 2 years ago / 1 - 2 jaar gelede 2 - 3 years ago / 2 - 3 jaar gelede More than 3 years ago / Meer as 3 jaar gelede Never / Nooit	▲ VRA ALMAL ▲ TOON SKERM N11 - "WANNEER LAAS" N11. Hoe lank laas, indien ooit, het u per lug buite Suid-Afrika gereis? ▲ NOTEER EEN ANTWOORD
▲ SHOW SCREEN N11 - "WHEN LAST" AGAIN N12. Other than by air, when last, if at all, have you travelled outside of South Africa? ▲ RECORD ONE ANSWER Within the last 12 months / Binne die afgelope 12 maande 1 - 2 years ago / 1 - 2 jaar gelede 2 - 3 years ago / 2 - 3 jaar gelede More than 3 years ago / Meer as 3 jaar gelede Never / Nooit	▲ TOON SKERM N11 - "WANNEER LAAS" WEER N12. Behalwe vir lugreise, wanneer laas, indien ooit, het u buite Suid-Afrika gereis? ▲ NOTEER EEN ANTWOORD

▲ **SHOW SCREEN P1 - "CLOTHING"**

P1. Thinking about clothing, **excluding sports clothing**, have you bought any of the following items in the **PAST 3 MONTHS**?

▲ **RECORD ONE ANSWER FOR EACH ITEM**

1. **Women's inner items** such as stockings, pantihose and lingerie/underwear.
2. **Women's outer items** such as dresses, skirts, slacks, shorts, blouses, t-shirts, jackets and knitwear.
3. **Children's clothing** (excluding smaller items such as stockings, socks and underwear).
4. **Men's clothing** (excluding smaller items such as socks and underwear).

YES/JA	NO/NEE

▲ **TOON SKERM P1 - "KLERE"**

P1. Dink nou aan klere, **sportklere uitgesluit**, het u enige van die volgende items in die **AFGELOPE 3 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD VIR ELKE ITEM**

1. **Dames onder items**, soos kouse, sykouse en onderklere.
2. **Dames bo items** soos rokke, rompe, langbroeke, kortbroeke, bloese, t-hemde, baadjies en gebreide kledingstukke.
3. **Kinderklere** (uitgesluit kleiner items soos kouse, sokkies en onderklere).
4. **Mansklere** (uitgesluit kleiner items soos sokkies en onderklere).

P2. And have you bought any **Sports Clothing** in the **PAST 3 MONTHS**?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

P2. En het u enige **Sportklere** in die **AFGELOPE 3 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

▲ **ASK P3 ONLY OF RESPONDENTS WHO HAVE PURCHASED ANY CLOTHING IN THE PAST 3 MONTHS IN P1 OR P2**

▲ **VRA P3 SLEGS VAN RESPONDENTE WAT ENIGE KLERE GEKOOP HET IN DIE AFGELOPE 3 MAANDE IN P1 OF P2**

▲ **SHOW SCREEN P3 - "WHERE CLOTHING BOUGHT"**

▲ **TOON SKERM P3 - "WAAR KLERE GEKOOP"**

P3. Where were the ... (MENTION EACH PRODUCT BOUGHT) bought?

P3. Waar was die ... (NOEM ELKE PRODUK GEKOOP) gekoop?

▲ **RECORD ANSWER(S) SEPARATELY FOR EACH CLOTHING CATEGORY UNDER P3 - "WHERE BOUGHT"**

▲ **NOTEER ANTWOORD(E) AFSONDERLIK VIR ELKE KLEDINGSTUK KATEGORIE ONDER P3 - "WAAR GEKOOP"**

STORES / WINKELS	P3 - WHERE BOUGHT/WAAR GEKOOP				
	WOMEN'S CLOTHING/DAMESKLERE		CHILDREN'S CLOTHING/KINDERKLERE	MEN'S CLOTHING/MANSKLERE	SPORTS CLOTHING/SPORTKLERE
	INNER ITEMS/ONDER ITEMS	OUTER ITEMS/BO ITEMS			
Ackermans Bee Gees Cape Union Mart Checkers Hyper					
Clothing City Donna-Claire Due South Dunns					
Edgars Exact! Fashion Express Foschini					
Game Hang Ten Identity Jet					
Jetmart Legit Makro Markham					
Meltz Milady's Mr Price Mr Price Sport					
Outdoor Warehouse Pep Stores Pick 'n Pay Hypermarket Queenspark					
Smart Centre Spitz Sportsmans Warehouse Sportscene					
Studio 88 Stuttafords Temptations Totalsports					
Trappers Truworhs Woolworths					
Flea Markets/Vlooiemarkte Hawkers/Smouse					
Other Women's Clothing Store/ Ander Damesklerewinkel					
Other Children's Clothing Store/ Ander Kinderklerewinkel					
Other Men's Clothing Store/ Ander Mansklerewinkel					
Other Sports Clothing Store/ Ander Sportklerewinkel					
Any other outlet/Enige ander afsetplek					

▲ **ASK ALL**

P4. Thinking about **SPORTS AND EXERCISE SHOES**, have you bought any **WOMEN'S** sports or exercise shoes in the **PAST 3 MONTHS**? And **CHILDREN'S** sports or exercise shoes? And **MEN'S** sports or exercise shoes ?

▲ **RECORD ONE ANSWER FOR EACH CATEGORY**

- Women's sports/exercise shoes // Damessport-/oefenskoene
- Children's sports/exercise shoes // Kindersport-/oefenskoene
- Men's sports/exercise shoes // Manssport-/oefenskoene

▲ **VRA ALMAL**

P4 Dink aan **SPORT- EN OEFENSKOENE**, het u enige **DAMESSPORT-** of oefenskoene in die **AFGELOPE 3 MAANDE** gekoop? En **KINDERSPORT-** of oefenskoene? En **MANSSPORT-** of oefenskoene?

▲ **NOTEER EEN ANTWOORD VIR ELKE KATEGORIE**

YES / JA	NO / NEE

P5. **Excluding sports shoes**, have you bought any **other WOMEN'S** shoes in the **PAST 3 MONTHS** ? And **other CHILDREN'S** shoes ? And **other MEN'S** shoes ?

▲ **RECORD ONE ANSWER FOR EACH CATEGORY**

Women's shoes / Dameskoene
Children's shoes / Kinderskoene
Men's shoes / Manskoene

P5. **Uitsluitend sportskoene**, het u enige **ander DAMESKOENE** in die **AFGELOPE 3 MAANDE** gekoop ? En **ander KINDERSKOENE** ? En **ander MANSKOENE** ?

▲ **NOTEER EEN ANTWOORD VIR ELKE KATEGORIE**

YES / JA	NO / NEE

▲ **ASK P6 OF RESPONDENTS WHO HAVE BOUGHT SHOES IN THE PAST 3 MONTHS IN P4 AND/OR P5, OTHERWISE SKIP TO SECTION Q.**

▲ **VRA P6 VAN ALLE RESPONDENTE WAT SKOENE IN DIE AFGELOPE 3 MAANDE GEKOOP HET IN P4 EN/OF P5, ANDERS GAAN NA DEEL Q.**

▲ **SHOW SCREEN P6 – “WHERE SHOES BOUGHT”**

▲ **TOON SKERM P6 – “WAAR SKOENE GEKOOP”**

P6. Where were the (MENTION EACH SHOE TYPE BOUGHT IN P4 AND P5) bought?

P6. Waar was die (NOEM ELKE SKOEN TIPE GEKOOP IN P4 EN P5) gekoop?

▲ **RECORD ANSWER(S) SEPARATELY FOR EACH SHOE CATEGORY UNDER P6 “WHERE SHOES BOUGHT”**

▲ **NOTEER ANTWOORD(E) AFSONDERLIK VIR ELKE SKOEN KATEGORIE ONDER P6 “WAAR SKOENE GEKOOP”**

STORES / WINKELS	P6. WHERE SHOES BOUGHT / WAAR SKOENE GEKOOP					
	WOMEN'S SPORTS SHOES	CHILDREN'S SPORTS SHOES	MEN'S SPORTS SHOES	OTHER WOMEN'S SHOES	OTHER CHILDREN'S SHOES	OTHER MEN'S SHOES
ABC						
Ackermans						
Bee Gees						
Cape Union Mart						
Checkers Hyper						
Clothing City						
Cuthberts						
Donna-Claire						
Due South						
Dunns						
Edgars						
Exact!						
Fashion Express						
Foschini						
Game						
Hang Ten						
Identity						
Jet						
Jetmart						
Legit						
Makro						
Markham						
Meltz						
Milady's						
Mr Price						
Mr Price Sport						
Outdoor Warehouse						
Pep Stores						
Pick 'n Pay Hypermarket						
Queenspark						
Shoe City						
Smart Centre						
Spitz						
Sportsmans Warehouse						
Sportscene						
Studio 88						
Stuttafords						
Tekkie Town						
Totalsports						
Trappers						
Truworths						
Woolworths						
Flea Markets / Vlooiemarkte						
Hawkers / Smouse						
Other Women's shoe store/Ander Dameskoewinkel						
Other Children's shoe store/Ander Kinderskoewinkel						
Other Men's shoe store/Ander Manskoewinkel						
Any other outlet/Enige ander afsetplek						

Q1. Do you ever purchase cosmetics like make-up, skin care products, perfumes/colognes, etc.?

▲ **RECORD ONE ANSWER**

YES / JA
NO / NEE

Q1. Koop u ooit kosmetiese produkte soos grimering, velsorgprodukte, parfuum/kologne, ens.?

▲ **NOTEER EEN ANTWOORD**

▲ **IF YES IN Q1, ASK Q2, OTHERWISE SKIP TO Q3**

▲ **INDIEN JA IN Q1, VRA Q2 ANDERSINS GAAN NA Q3**

▲ **SHOW SCREEN Q2 - "WHERE BOUGHT"**

Q2. Where do you usually buy these cosmetic products?

▲ **RECORD ANSWER(S)**

A specialist cosmetic/perfume store / 'n Spesialis kosmetiese/parfuum-winkel

Clothing store (e.g. Edgars) / Klerewinkel (bv. Edgars)

Supermarket / Supermark

Health/Beauty store (e.g. Clicks, Discom, Dis-Chem) / Gesondheids-/Schoonheidswinkel (bv. Clicks, Discom, Dis-Chem)

Pharmacy/Chemist // Apteek

Direct sales (parties/brochures) / Direkte verkope (partytjies/brosjures)

Flea Markets/Hawkers //Vlooiemarkte/Smouse

Other/Ander

▲ **TOON SKERM Q2 - "WAAR GEKOOP"**

Q2. Waar koop u gewoonlik hierdie kosmetiese produkte?

▲ **NOTEER ANTWOORD(E)**

▲ **ASK ALL**

▲ **SHOW SCREEN Q3 - "COSMETICS"**

Q3. Here is a list of different types of cosmetics. Can you please tell me which of them, if any, you personally use **REGULARLY**? Just give me the numbers printed next to the products that you use **REGULARLY**.

▲ **RECORD ANSWER(S)**

1. Hand and body cream/lotion // Hand en lyfroom/vloeiroom

2. Facial cleansing cream / Gesigsreinigingsroom

3. Face moisturiser/night cream // Gesigvogmiddel/nagroom

4. Lipstick / Lipstiffie

5. Perfume/cologne // Parfuum/kologne

6. Nail polish / Naelpolitoer

7. Eye make-up / Ooggrimering

NONE OF THESE / GEEN VAN HIERDIE

▲ **VRA ALMAL**

▲ **TOON SKERM Q3 - "SKOONHEIDSMIDDELS"**

Q3. Hier is 'n lys van verskillende skoonheidsmiddels. Kan u asseblief vir my sê watter van hulle, indien enige, u persoonlik **GEREELD** gebruik? Gee my net die nommer wat langs die produkte gedruk is wat u **GEREELD** gebruik.

▲ **NOTEER ANTWOORD(E)**

▲ **ASK Q4 OF FEMALES ONLY; MEN SKIP TO SECTION R**

▲ **VRA Q4 AAN VROUENS ALLEENLIK; MANS GAAN NA DEEL R**

Q4. Have you purchased any of the following in the **PAST 12 MONTHS ... (READ OUT)**?

▲ **READ OUT AND RECORD ANSWER(S)**

1. Hair extensions / Haarverlengings

2. Wigs / Pruie

3. Artificial nails / Valsnaels

4. Artificial eyelashes / Valswimpers

NONE OF THESE / GEENEEN VAN HIERDIE

Q4. Het u enige van die volgende in die **AFGELOPE 12 MAANDE** gekoop ... **(LEES VOOR)**?

▲ **LEES VOOR EN NOTEER ANTWOORD(E)**

R1. Do you have any young or unmarried children of your own?

▲ **RECORD ONE ANSWER**

YES/JA

NO/NEE

▲ **SKIP TO R7**

R1. Het u enige jong of ongetroude kinders van u eie?

▲ **NOTEER EEN ANTWOORD**

▲ **ASK R2 TO R6 IF "YES" IN R1 OTHERWISE SKIP TO R7**

▲ **VRA R2 TOT R6 INDIEN "JA" IN R1, ANDERS GAAN NA R7**

▲ **SHOW SCREEN R2 – “AGE OF CHILDREN”**

R2. In which age group are they ?

▲ **RECORD ANSWER(S) UNDER R2 "CHILDREN"**

▲ **TOON SKERM R2 – “OUDERDOM VAN KINDERS”**

R2. In watter ouderdomsgroep is hulle ?

▲ **NOTEER ANTWOORD(E) ONDER R2 "CHILDREN"**

▲ **CONTINUE TO SHOW SCREEN R2 – “AGE OF CHILDREN”**

R3. And which of these children are currently living with you?

▲ **RECORD ANSWER(S) UNDER R3 "LIVING WITH YOU"**

▲ **GAAN VOORT OM SKERM R2– “OUDERDOM VAN KINDERS” TE TOON**

R3. En watter van hierdie kinders woon tans by u?

▲ **NOTEER ANTWOORD(E) ONDER R3 "LIVING WITH YOU" TE TOON**

▲ **CONTINUE TO SHOW SCREEN R2 – “AGE OF CHILDREN”**

R4. And which of your children are dependent on you?

▲ **RECORD ANSWER(S) UNDER R4 "DEPENDANT ON YOU"**

▲ **GAAN VOORT OM SKERM R2– “OUDERDOM VAN KINDERS” TE TOON**

R4. En watter van u kinders is afhanklik van u?

▲ **NOTEER ANTWOORD(E) ONDER R4 "DEPENDANT ON YOU"**

▲ **CONTINUE TO SHOW SCREEN R2 – “AGE OF CHILDREN”**

R5. And for which of these children, if any, are you the primary purchase decision maker – in other words, you personally decide upon/choose the products/services for these children?

▲ **RECORD ANSWER(S) UNDER R5 "PRIMARY PURCHASE DECISION MAKER"**

▲ **GAAN VOORT OM SKERM R2– “OUDERDOM VAN KINDERS” TE TOON**

R5. En vir watter van hierdie kinders, indien enige, is u die primêre besluitnemer vir aankope – met ander woorde, u besluit persoonlik oor/kies die produkte/dienste vir hierdie kinders?

▲ **NOTEER ANTWOORD(E) ONDER R5 "PRIMARY PURCHASE DECISION MAKER"**

AGES	R2. CHILDREN	R3. LIVING WITH YOU	R4. DEPENDENT ON YOU	R5. PRIMARY PURCHASE DECISION MAKER
0 - 6 months/maande				
7 - 11 months/maande				
12 - 23 months/maande				
24 - 35 months/maande				
3 - 4 years/jaar				
5 - 6 years/jaar				
7 - 9 years/jaar				
10 - 12 years/jaar				
13 - 14 years/jaar				
15 - 18 years/jaar				
19 - 20 years/jaar				
21 - 24 years/jaar				
25 + years/jaar				
NONE/GEEN				

R6. Do you have any **OTHER** dependants (that are not your own children) – these can be older or younger than you?

▲ **RECORD ONE ANSWER**

YES/JA

NO/NEE

▲ **ASK R8**

▲ **SKIP TO R11**

R6. Het u enige **ANDER** afhanklikes (wat nie u eie kinders is nie) – hulle kan ouer of jonger as u wees?

▲ **NOTEER EEN ANTWOORD**

▲ ASK R7 IF NO CHILDREN IN R1:

R7. Do you have any dependants – these can be older or younger than you?

▲ RECORD ONE ANSWER

YES/JA

NO/NEE

▲ ASK R8

▲ SKIP TO R11

▲ VRA R7 INDIEN GEEN KINDERS IN R1:

R7. Het u enige afhanklikes – hulle kan ouer of jonger as u wees?

▲ NOTEER EEN ANTWOORD

▲ SHOW SCREEN R8 – “DEPENDANTS”

R8. In which age group are these dependants?

▲ RECORD ANSWER(S) UNDER R8 “DEPENDANTS” IN THE TABLE BELOW

▲ TOON SKERM R8 – “AFHANKLIKES”

R8. In watter ouderdomsgroep is hierdie afhanklikes?

▲ NOTEER ANTWOORD(E) ONDER R8 “DEPENDANTS” IN DIE TABEL HIERONDER

▲ CONTINUE TO SHOW SCREEN R8 – “DEPENDANTS”

R9. And which of these dependants are currently living with you?

▲ RECORD ANSWER(S) UNDER R9 "LIVING WITH YOU" IN THE TABLE BELOW

▲ GAAN VOORT OM SKERM R8 – “AFHANKLIKES” TE TOON

R9. En watter van hierdie afhanklikes woon tans by u?

▲ NOTEER ANTWOORD(E) ONDER R9 "LIVING WITH YOU" IN DIE TABEL HIERONDER

▲ ASK R10 IF CHILD/CHILDREN UNDER 21 YEARS OF AGE IN R8, OTHERWISE SKIP TO R11

▲ VRA R10 INDIEN KIND/KINDERS ONDER 21 JARIGE OUDERDOM IN R8, ANDERSINS GAAN NA R11

▲ SHOW SCREEN R10 – “DEPENDANTS UNDER 21”

R10. And for which of these children, if any, are you the primary purchase decision maker – in other words, you personally decide upon/choose the products/services for these children?

▲ RECORD ANSWER(S) UNDER R10 "PRIMARY PURCHASE DECISION MAKER"

▲ TOON SKERM R10 – “AFHANKLIKES ONDER 21”

R10. En vir watter van hierdie kinders, indien enige, is u die primêre besluitnemer vir aankope – met ander woorde, u besluit persoonlik oor/kies die produkte/dienste vir hierdie kinders?

▲ NOTEER ANTWOORD(E) ONDER R10 "PRIMARY PURCHASE DECISION MAKER"

AGES	R8. DEPENDANTS	R9. LIVING WITH YOU	R10. PRIMARY PURCHASE DECISION MAKER
0 - 6 months/maande			
7 - 11 months/maande			
12 - 23 months/maande			
24 - 35 months/maande			
3 - 4 years/jaar			
5 - 6 years/jaar			
7 - 9 years/jaar			
10 - 12 years/jaar			
13 - 14 years/jaar			
15 - 18 years/jaar			
19 - 20 years/jaar			
21 - 24 years/jaar			
25 - 34 years/jaar			
35 - 49 years/jaar			
50 + years/jaar			
NONE/GEEN			

▲ **ASK ALL**

R11. Are there any OTHER children under 21 years of age for whom you are the primary purchase decision maker – in other words, you personally decide upon/choose the products/services for these children ? Please do not mention here again your own children or children dependent on you from previous questions.

▲ **RECORD ONE ANSWER**

YES/JA
NO/NEE

▲ **VRA ALMAL**

R11. Is daar enige ANDER kinders jonger as 21 jarige ouderdom vir wie u die primêre besluitnemer vir aankope is – met ander woorde, u besluit persoonlik oor/kies die produkte/dienste vir hierdie kinders ? Moet asseblief nie weer u eie kinders of kinders wat afhanklik is van u uit vorige vrae, hier noem nie.

▲ **NOTEER EEN ANTWOORD**

▲ **SKIP TO R14**

▲ **ASK R12 AND R13 IF “YES” IN R11**

▲ **VRA R12 EN R13 INDIEN “JA” IN R11**

▲ **SHOW SCREEN R12 – “AGE OF CHILDREN”**

R12. In which age groups are these children?

▲ **RECORD ANSWER(S) UNDER R12 IN THE TABLE BELOW**

▲ **TOON SKERM R12 – “OUDERDOM VAN KINDERS”**

R12. In watter ouderdomsgroepe is hierdie kinders?

▲ **NOTEER ANTWOORD(E) ONDER R12 IN DIE TABEL HIERONDER**

▲ **SHOW SCREEN R12 – “AGE OF CHILDREN” AGAIN**

R13. And which of these children currently live with you?

▲ **RECORD ANSWER(S) UNDER R13**

▲ **TOON SKERM R12 – “OUDERDOM VAN KINDERS” WEER**

R13. En watter van hierdie kinders woon tans by u?

▲ **NOTEER ANTWOORD(E) ONDER R13**

AGES	R12	R13
0 - 6 months/maande		
7 - 11 months/maande		
12 - 23 months/maande		
24 - 35 months/maande		
3 - 4 years/jaar		
5 - 6 years/jaar		
7 - 9 years/jaar		
10 - 12 years/jaar		
13 - 14 years/jaar		
15 - 18 years/jaar		
19 - 20 years/jaar		
NONE/GEEN		

▲ **ASK ALL**

R14. And are you currently living with your parent(s)?

▲ **RECORD ONE ANSWER**

YES/JA
NO/NEE

▲ **VRA ALMAL**

R14. En woon u tans saam met u ouer(s)?

▲ **NOTEER EEN ANTWOORD**

▲ **READ OUT:**
The next few questions will allow advertisers to aim their advertising at the right markets. These questions will only be used to group people into different segments of the population and will be used for statistical purposes only. Please rest assured that all answers are confidential.

▲ **LEES VOOR:**
Die volgende vrae sal adverteerders in staat stel om hul advertensies tot die regte markte te rig. Hierdie vrae sal slegs gebruik word om mense in verskillende segmente van die populاسie in te deel en sal slegs vir statistiese doeleindes gebruik word. Wees gerus, al hierdie antwoorde bly konfidensieel.

▲ **SHOW SCREEN T1 - "LARGE APPLIANCES"/TOON SKERM T1 - "GROOT TOESTELLE"**

T1. Please read this list and tell me which items, if any, are presently in your household?

- Lees asseblief hierdie lys en sê vir my watter items, indien enige, tans in u huishouding is?

▲ **RECORD ANSWER(S) UNDER T1/NOTEER ANTWOORD(E) ONDER T1**

▲ **SHOW SCREEN T1 AGAIN/TOON WEER SKERM T1**

T2. Please tell me which items, if any, were bought **NEW** in the **PAST 12 MONTHS**?

- Sê asseblief vir my watter items, indien enige, in die **AFGELOPE 12 MAANDE NUUT** gekoop is?

▲ **RECORD ANSWER(S) UNDER T2/NOTEER ANTWOORD(E) ONDER T2**

LARGE APPLIANCES / GROOT TOESTELLE	T1	T2
	ITEMS IN HOUSEHOLD / ITEMS IN HUISHOUDING	NEW PAST 12 MONTHS / NUUT AFGELOPE 12 MAANDE
1. Electric stove • Elektriese stoof		
2. Other (gas or coal) stove • Ander (gas of kool) stoof		
3. Electric hotplate • Elektriese kookplaat		
4. Microwave oven • Mikrogolfoond		
5. Refrigerator or combined fridge/freezer • Yskas of yskas/vrieskas gekombineerd		
6. Free standing deep freezer • Vrystaande vrieskas		
7. Vacuum cleaner/floor polisher • Stofsuier/vloerpoelerder		
8. Dishwashing machine • Skottelgoedwasmasjien		
9. Automatic front loading washing machine • Ten volle outomatiese wasmasjien - wat van voor gelaai word		
10. Automatic top loading washing machine • Ten volle outomatiese wasmasjien - wat van bo gelaai word		
11. Semi-automatic/twin tub washing machine • Semi-outomatiese/dubbelbalie wasmasjien		
12. Tumble dryer • Tuimeldroër		
13. Sewing machine - electric or manual • Naaimasjien - elektries of hand		
14. Television set • Televisiestel		
15. Video cassette recorder • Videokasset-opnemer		
16. Desktop computer in home • Tafelrekenaar (desktop) in woning		
17. Laptop computer in home (excluding work computers) • Skootrekenaar (laptop) in woning (werk rekenaars uitgesluit)		
18. Hi-fi/music centre • Hoë-troustel/musieksentrum		
19. DVD / Blu Ray Player • DVD -/ Blu Ray-Speler		
20. Home Theatre System • Tuistheater-stelsel (Home theatre)		
21. Air conditioner (excluding fans) • Lugversorger (waaiers uitgesluit)		
NONE OF THESE • GEEN VAN HIERDIE	▲ SKIP TO T5	▲ SKIP TO T5

▲ **ASK T3 IF ONE OR MORE APPLIANCES BOUGHT IN PAST 12 MONTHS IN T2, OTHERWISE SKIP TO T5**

▲ **VRA T3 INDIEN EEN OF MEER TOESTELLE IN AFGELOPE 12 MAANDE GEKOOP IS IN T2, ANDERSINS GAAN NA T5**

▲ **SHOW SCREEN T3 - "WHERE BOUGHT" / TOON SKERM T3 - "WAAR GEKOOP"**

T3. Where was the ... (MENTION EACH APPLIANCE BOUGHT IN PAST 12 MONTHS) bought?

• Waar was die ... (NOEM ELKE TOESTEL IN AFGELOPE 12 MAANDE GEKOOP) gekoop?

▲ **RECORD ANSWER(S) / NOTEER ANTWOORD(E)**

@home
Barnetts
Beares
Best Electric
Bradlows
Checkers Hyper
Dion Wired / Dion
Ellerines
Electric Express / Giddy's Electric Express
Fairdeal
Furn City
Furniture City
Game
Geen & Richards
HiFi Corporation
Hirsch's
House and Home
Incredible Connection
Joshua Doore
Lewis
Lubners
Makro
Morkels
OK Furniture
Pick 'n Pay Hypermarket
Price 'n Pride
Russells
Savells
Savells/Fairdeal (combined store)
Stax
Town Talk
Trade Centre
Wetherly's Decorating Warehouse
Any other outlet/Enige ander afsetplek
Received as a gift/As geskenk ontvang

▲ **IF NEW TV BOUGHT IN T2, ASK T4, OTHERWISE SKIP TO T5 / INDIEN NUWE TV GEKOOP IN T2, VRA T4, ANDERSINS GAAN NA T5**

▲ **SHOW SCREEN T4 - "TYPE OF TV"/ TOON SKERM T4 - "TIPE TV"**

T4. You said that you bought a new TV in the **PAST 12 MONTHS**. Was it a standard TV set or a Plasma/LCD TV set?

• U het gesê dat u 'n nuwe TV in die **AFGELOPE 12 MAANDE** gekoop het. Was dit 'n standaard TV-stel of 'n Plasma/LCD TV-stel?

▲ **RECORD ANSWER(S) / NOTEER ANTWOORD(E)**

Standard TV/Standaard TV

Plasma/LCD

▲ ASK ALL

T5. Excluding radios in motor cars and other vehicles, how many, if any, radio sets which are in working order, are there in your household? Please include all radio sets in your household i.e. radios in hi-fi's, bedside clock radios, walkmans, etc.

▲ RECORD NUMBER

No. of radio sets/Aantal radios

None/Geen

Flat Battery/Pap Battery

▲ VRA ALMAL

T5. Uitgesluit radios in motors en ander voertuie, hoeveel, indien enige, radios in werkende toestand, is daar in u huishouding? Sluit asseblief alle radio-stelle in u huishouding in d.i. radios in hoë-troustelle, wekker-radios ("clock" radios) langs die bed, "walkmans", ens.

▲ NOTEER AANTAAK

▲ IF 1 OR MORE RADIOS IN T5, ASK T6. OTHERWISE, SKIP TO PD SECTION.

T6. Can any of these radios be powered by batteries?

▲ RECORD ONE ANSWER

YES / JA

NO / NEE

▲ INDIEN 1 OF MEER RADIOS IN T5, VRA T6. ANDERSINS GAAN NA PD GEDEELTE.

T6. Kan enige van hierdie radios met batterykrag werk?

▲ NOTEER EEN ANTWOORD

▲ SHOW SCREEN PD1 - "MARITAL STATUS"

PD1. What is your marital status? Just give me the letter.

▲ RECORD ONE ANSWER

P Single / Enkel
Q Married or living together / Getroud of leef saam
R Widowed // Weduwee / Wewenaar
S Divorced / Geskei
T Separated / Woon apart

▲ TOON SKERM PD1 - "HUWELIKSTAAT"

PD1. Wat is u huwelikstaat? Gee net vir my die letter.

▲ NOTEER EEN ANTWOORD

▲ SHOW SCREEN PD2 - "WORK STATUS"

PD2. Which one of these statements best describes your working life?

▲ RECORD ONE ANSWER

Working full-time / Werk voltyds
Working part-time / Werk deelyds
Not working / Werk nie:
- A housewife / 'n Huisvrou
- A student / 'n Student
- Retired / Afgetree
- Unemployed / Werkloos

▲ TOON SKERM PD2 - "WERKSTATUS"

PD2. Watter een van hierdie stellings beskryf u werkslewe die beste?

▲ NOTEER EEN ANTWOORD

PD3. At present are you self-employed?

▲ RECORD ONE ANSWER

Yes / Ja
No / Nee

PD3. Is u tans in u eie diens?

▲ NOTEER EEN ANTWOORD

▲ ASK PD4A AND PD4B, IF WORKING FULL-TIME OR PART-TIME IN PD2 OR SELF-EMPLOYED IN PD3.

▲ VRA PD4A EN PD4B, INDIEN VOLTYDS OF DEELTYDS WERK IN PD2 OF IN EIE DIENS IN PD3.

PD4A. What is your occupation i.e. what type of work do you do?

▲ RECORD ONE ANSWER

PD4A. Wat is u beroep, d.w.s. watter tipe werk doen u?

▲ NOTEER EEN ANTWOORD

PD4B. Do you work in the public sector (government), semi-private sector or in the private sector?

▲ RECORD ONE ANSWER

Public sector (government) / Publieke sektor (staatsdiens)
Semi-Private sector / Semi-Privaat sektor
Private sector / Privaat sektor

PD4B. Werk u in die publieke sektor (staatsdiens), semi-privaat sektor of in die privaat sektor?

▲ NOTEER EEN ANTWOORD

▲ SHOW SCREEN PD5 - "DECISION MAKER"

▲ TOON SKERM PD5 - "BESLUITNEMER"

PD5. Who, in this household, makes decisions regarding (READ OUT)

PD5. Wie in hierdie huishouding maak die besluite omtrent ... (LEES VOOR)

- A. The purchase of **HOUSEHOLD APPLIANCES** such as hi-fi's, TVs, cameras and other large appliances?
 • Die aankoop van **HUISHOUDELIKE TOESTELLE** soos hoë-troustelle, televisies, kameras en ander groot toestelle?
- B. **HOLIDAYS?**
 • **VAKANSIES?**
-
- C. The purchase of **MOTOR VEHICLES?**
 • Die aankoop van **MOTORVOERTUIE?**
- D. Which **FINANCIAL AND INVESTMENT PRODUCTS** to use or invest in?
 • Watter **FINANSIËLE EN BELEGGINGS PRODUKTE** om te gebruik of in te belê?

▲ RECORD ONE ANSWER FOR EACH OPTION (5A – 5D)

▲ NOTEER EEN ANTWOORD VIR ELKE OPSIE (5A – 5D)

	PD5A	PD5B	PD5C	PD5D
	HOUSEHOLD APPLIANCES	HOLIDAYS	MOTOR VEHICLES	FINANCE/ INVEST- MENTS
1. The decision is made solely by me • Die besluit word alleenlik deur my gemaak				
2. I get opinions from others but the decision is made mainly by me • Ek kry die menings van andere, maar die besluit word hoofsaaklik deur my gemaak				
3. Others and I share the decision equally (I have 50% say in the final decision) • Ek en andere deel die besluitneming gelykop (Ek het 50% sê in die finale besluit)				
4. I give my opinions, but the decision is made mainly by others • Ek gee my menings, maar die besluit word hoofsaaklik deur andere gemaak				
5. The decision is made solely by others • Die besluit word alleenlik deur andere gemaak				

PD6. Are you the head of the household?

PD6. Is u die hoof van die huishouding?

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

Yes / Ja
No / Nee

▲ SHOW SCREEN PD7 - "AGE"

▲ TOON SKERM PD7 - "OUDERDOM"

PD7. Into which age group do you fall? Just give me the letter.

PD7. In watter ouderdomsgroep val u? Gee net vir my die letter.

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

- E. 15 - 19
 F. 20 - 24
 G. 25 - 34
 H. 35 - 44

 I. 45 - 49
 J. 50 - 54
 K. 55 - 64
 L. 65+

PD8. Would you mind telling me your exact age?

- Sal u omgee om vir my asseblief u presiese ouderdom te gee?

▲ **RECORD YEARS IN BLOCKS**

▲ **NOTEER OUDERDOM IN BLOKKIES**

--	--

Refusal / Don't know

- Weier / Weet nie

▲ **SHOW SCREEN PD9 - "EDUCATION"**

▲ **TOON SKERM PD9 - "OPVOEDING"**

PD9. What is the highest level of education you personally have achieved? Just give me the letter.

- Wat is die hoogste opvoedkundige vlak wat u persoonlik behaal het? Gee net vir my die letter.

▲ **RECORD ONE ANSWER / NOTEER EEN ANTWOORD**

J. No schooling / Geen skool

K. Some primary school / Laerskool gedeeltelik

L. Primary school completed / Laerskool voltooi

M. Some high school / Hoërskool gedeeltelik

N. Matric (Grade 12)/Matriek (Graad 12)

O. Artisan's certificate obtained/Ambagsertifikaat verwerf

Post Matric (degrees/diplomas/certificates)/
Na-Matriek (grade/diplomas/sertifikate)

P. Technikon diploma/degree completed/Technikon diploma/graad voltooi

Q. University degree completed / Universiteitsgraad voltooi

R. Professional/Professioneel

S. Technical/Tegnies

T. Secretarial/Sekretarieël

U. Other (STATE)/Ander (NOEM)

▲ **PROBE THOROUGHLY**

.....

.....

PD10. How many people, excluding domestic workers and household helpers, but including yourself are there in each of the following groups, currently living in this household?

- Hoeveel mense, huiswerkers en huishulpe uitgesluit, maar met insluiting van uself, in elk van die volgende groepe woon tans in hierdie huishouding?

▲ **RECORD BY CATEGORY**

▲ **NOTEER PER KATEGORIE**

	Males/ Mans	Females/ Vrouens
Under 12 months / Onder 12 maande		
12 - 23 months / maande		
24 - 35 months / maande		

3 - 6 years / jaar		
7 - 10 years / jaar		
11 - 14 years / jaar		

15 - 24 years / jaar		
25 - 34 years / jaar		
35 - 49 years / jaar		

50 + years / jaar		

M0123
AMPS Jul-Dec 2011

55

SECTION
DEEL

PD

PERSONAL DATA
PERSOONLIKE GEGEWENS

PD11.

How many people in your household earn money? Please **INCLUDE** those who have an income from pensions and investments, but **EXCLUDE** children's part-time earnings.

●

Hoeveel persone in u huishouding verdien geld? **SLUIT** asseblief diegene **IN** wat 'n inkomste van pensioene en beleggings het, maar **SLUIT** kinders se deelydse verdienste **UIT**.

▲

RECORD NUMBER

▲

NOTEER AANTAL

▲

SHOW SCREEN PD12 - "HOUSEHOLD INCOME"

▲

TOON SKERM PD12 - "HUISHOUELIKE INKOMSTE"

PD12.

Please give me the letter which best describes the **TOTAL MONTHLY HOUSEHOLD INCOME** of all these people before tax and other deductions. Please include **all** sources of income i.e. salaries, pensions, government grants, income from investments, etc.

●

Gee asseblief vir my die letter wat die **TOTALE MAANDELIKSE HUISHOUELIKE INKOMSTE** van al hierdie mense voor belasting en ander aftrekkings, die beste beskryf. Sluit asseblief **alle** bronne van inkomste in - salarisse, pensioene, staatstoelae, inkomste uit beleggings, ens.

▲

RECORD ONE ANSWER UNDER PD12 - "HOUSEHOLD"

▲

NOTEER EEN ANTWOORD ONDER PD12 - "HOUSEHOLD"

▲

SHOW SCREEN PD13 - "PERSONAL INCOME"

▲

TOON SKERM PD13 - "PERSOONLIKE INKOMSTE"

PD13.

Please give me the letter which best describes your **PERSONAL TOTAL MONTHLY INCOME** before tax and other deductions. Please include **all** sources of income i.e. salaries, pensions, government grants, income from investments, etc.

●

Gee asseblief vir my die letter wat u **PERSOONLIKE TOTALE MAANDELIKSE INKOMSTE**, voor belasting en ander aftrekkings, die beste beskryf. Sluit asseblief **alle** bronne van inkomste in - salarisse, pensioene, staatstoelae, inkomste uit beleggings, ens.

▲

RECORD ONE ANSWER UNDER PD13 - "PERSONAL"

▲

NOTEER EEN ANTWOORD ONDER PD13 - "PERSONAL "

INCOME /INKOMSTE					PD12 HOUSE- HOLD	PD13 PER- SONAL
A	R	1	-	R	499	
B	R	500	-	R	599	
C	R	600	-	R	699	
D	R	700	-	R	799	
E	R	800	-	R	899	
F	R	900	-	R	999	
G	R	1 000	-	R	1 099	
H	R	1 100	-	R	1 199	
I	R	1 200	-	R	1 399	
J	R	1 400	-	R	1 599	
K	R	1 600	-	R	1 999	
L	R	2 000	-	R	2 499	
M	R	2 500	-	R	2 999	
N	R	3 000	-	R	3 999	
O	R	4 000	-	R	4 999	
P	R	5 000	-	R	5 999	
Q	R	6 000	-	R	6 999	
R	R	7 000	-	R	7 999	
S	R	8 000	-	R	8 999	
T	R	9 000	-	R	9 999	
U	R	10 000	-	R	10 999	
V	R	11 000	-	R	11 999	
W	R	12 000	-	R	13 999	
X	R	14 000	-	R	15 999	
Y	R	16 000	-	R	19 999	
Z	R	20 000	-	R	24 999	
ZA	R	25 000	-	R	29 999	
ZB	R	30 000	-	R	39 999	
ZC	R	40 000	-	R	49 999	
ZD	R	50 000	+			
No personal income						
● Geen persoonlike inkomste						
REFUSED / WEIER						
▲ INTERVIEWER ESTIMATE						

PD14.

Are you the person who contributes most to the household income?

●

Is u die persoon wie die meeste bydra tot die huishoudelike inkomste?

▲

RECORD ONE ANSWER

▲

NOTEER EEN ANTWOORD

Yes / Ja

No / Nee

PD15A.

How many domestic workers or household helpers, including gardeners, are there working for your household?

●

Hoeveel huiswerkers of huishulpe, tuiniers ingesluit, is daar wat vir u huishouding werk?

▲

RECORD ONE ANSWER

▲

NOTEER EEN ANTWOORD

None / Geen

One / Een

Two / Twee

Three or more/Drie of meer

▲

SKIP TO PD16

PD15B.

How many of these domestic workers or household helpers live on your premises?

●

Hoeveel van hierdie huiswerkers of huishulpe woon op u perseel?

▲

RECORD ONE ANSWER

▲

NOTEER EEN ANTWOORD

None / Geen

One / Een

Two / Twee

Three or more / Drie of meer

▲

CONTINUE WITH PD16

▲

GAAN VOORT MET PD16

▲ **ASK ALL**

▲ **SHOW SCREEN PD16 - "RELIGION"**

PD16. Can you please tell me which religious denomination, if any, you belong to or are a member of?

▲ **RECORD ONE ANSWER**

Anglican
Apostolic
Apostolic Faith Mission (AFM)

Assembly of God
Bandla LamaNazaretha
Baptist

Catholic / Roman Catholic
Congregational
Dutch Reformed / Reformed

Ethiopian
Greek Orthodox
Hinduism

Islam
Jehovah Witness
Judaism

Lutheran
Methodist
Pentecostal/Charismatic

Presbyterian
Seventh-day Adventist
Zion Christian

Other Faith
No Religion
Refuse

▲ **VRA ALMAL**

▲ **TOON SKERM PD16 - "GELOOF"**

PD16. Kan u asseblief vir my sê aan watter denominasie of kerk, indien enige, u behoort of 'n lid van is?

▲ **NOTEER EEN ANTWOORD**

Anglikaans
Apostolies
Apostoliese Geloofsending (AGS)

Assembly of God
Bandla LamaNazaretha
Babtiste

Katoliek / Rooms-Katoliek
Kongregasie
Nederduits Gereformeerd (NG-kerk) / Gereformeerd / Hervormd

Ethiopies
Grieks Ortodoks
Hindoe

Islamities
Jehovah Getuie
Judaïsme

Lutheraan
Metodis
Pinkster/Charismaties

Presbiteriaan
Sewende dag Advertiste
Zionistiese Christen

Ander Geloof
Geen Geloof
Weier

PD17. Do you have a telephone (excluding cellular phone) at home?
And at work?

▲ **RECORD ONE ANSWER FOR EACH**

PD17. Het u 'n telefoon (sellulêre telefoon uitgesluit) by die huis?
En by die werk?

▲ **NOTEER EEN ANTWOORD VIR ELK**

a) HOME TELEPHONE / HUIS TELEFOON

Yes / Ja
No / Nee

b) WORK TELEPHONE / WERK TELEFOON

Yes / Ja
No / Nee

▲ **BY OBSERVATION**

PD18. Population group of respondent:

Black / Swart
Coloured / Kleurling
Indian / Indiër
White / Blank

▲ **DEUR OBSERVASIE**

PD18. Populasie groep van respondent:

▲ **BY OBSERVATION**

SEX:

Male / Manlik
Female / Vroulik

▲ **DEUR OBSERVASIE**

GESLAG:

NOTE: ALL RESPONDENTS MUST CONTINUE WITH PD19

NOTA: ALLE RESPONDENTE MOET MET PD19 VOORTGAAN

▲ IF 2 OR MORE 15+ YEAR OLDS IN PD10 CONTINUE WITH PD19 TO PD29, OTHERWISE SKIP TO SECTION W. ▲ READ OUT: In order to analyse the profiles of the South African adult population who are 15 years old and older, I am going to ask you a few questions about each person who is 15 years or older in your household. This information will be used for statistical purposes only. Please rest assured that all answers are confidential.	▲ INDIEN 2 OF MEER VOLWASSENES, 15+ JAAR OUD IN PD10, GAAN VOORT MET PD19 TOT PD29 ANDERSINS GAAN NA DEEL W. ▲ LEES VOOR: Om in staat te wees om die profiel data van die Suid-Afrikaanse volwasse populasie wat 15 jaar of ouer is, te ontleed, gaan ek vir u 'n paar vrae vra omtrent elke persoon wat 15 jaar of ouer is, in u huishouding. Hierdie inligting sal slegs vir statistiese doeleindes gebruik word. Wees gerus, al hierdie antwoorde bly konfidensieel.
PD19 You mentioned earlier that there are ... (PD10) other people in this household who are 15 years or older. Can you please give me their names? ▲ RECORD NAMES ALONGSIDE “PD19. PERSON NAME” (UP TO 8 NAMES) JUST BELOW THE PRE-ASSIGNED PERSON NUMBERS ON PAGE 59. THE MAIN RESPONDENT IS ALWAYS REGARDED AS PERSON NUMBER 1.	PD19 U het vroër genoem dat daar ... (PD10) ander mense in hierdie huishouding is wat 15 jaar of ouer is. Kan u asseblief hulle name vir my gee? ▲ NOTEER NAME LANGS “PD19. PERSON NAME” (TOT 8 NAME) NET ONDERKANT DIE VOORAFBEPAALTE PERSOON NOMMERS OP BLADSY 59. DIE HOOF RESPONDENT WORD ALTYD AS PERSOON NOMMER 1 BESKOU.
▲ ASK PD20 TO PD29 FOR ALL HOUSEHOLD MEMBERS MENTIONED IN PD19. ▲ ASK QUESTIONS PD20 TO PD29 OF ONE HOUSEHOLD MEMBER BEFORE CONTINUING WITH THE NEXT MEMBER. ▲ SHOW SCREEN PD20 – “LANGUAGES” PD20 Which language(s) does (PERSON’S NAME) understand? ▲ RECORD ANSWER(S) ALONGSIDE “PD20. LANGUAGES UNDERSTOOD” IN TABLE ON PAGE 59.	▲ VRA PD20 TOT PD29 VIR AL DIE LEDE VAN DIE HUISHOUDING WAT IN PD19 GENOEM IS. ▲ VRA VRAE PD20 TOT PD29 VAN EEN LID VAN DIE HUISHOUDING VOORDAT U VOORTGAAN MET DIE VOLGENDE LID. ▲ TOON SKERM PD20 – “TALE” PD20 Watter taal/tale verstaan ... (PERSOON SE NAAM)? ▲ NOTEER ANTWOORD(E) LANGSAAN “PD20. LANGUAGES UNDERSTOOD” IN TABEL OP BLADSY 59.
▲ SHOW SCREEN PD21 – “WORK STATUS” PD21 Which one of these statements best describes ... (PERSON’S NAME) working life? ▲ RECORD ONE ANSWER ALONGSIDE “PD21 WORK STATUS” IN TABLE ON PAGE 59.	▲ TOON SKERM PD21 – “WERKSTATUS” PD21 Watter een van hierdie stellings beskryf ... (PERSOON SE NAAM) se werkslewe die beste? ▲ NOTEER EEN ANTWOORD LANGSAAN “PD21 WORK STATUS” IN TABEL OP BLADSY 59.
PD22 At present is ... (PERSON’S NAME) self-employed? ▲ RECORD ONE ANSWER ALONGSIDE “PD22 SELF-EMPLOYED” IN TABLE ON PAGE 59.	PD22 Is ... (PERSOON SE NAAM) tans in sy/haar eie diens? ▲ NOTEER EEN ANTWOORD LANGSAAN “PD22 SELF-EMPLOYED” IN TABEL OP BLADSY 59.
▲ SHOW SCREEN PD23 – “EDUCATION” PD23 What is the highest level of education ... (PERSON’S NAME) has achieved? Just give me the letter. ▲ RECORD ONE ANSWER ALONGSIDE “PD23 EDUCATION” IN TABLE ON PAGE 59.	▲ TOON SKERM PD23 – “OPVOEDING” PD23 Watter is die hoogste opvoedkundige vlak wat ... (PERSOON SE NAAM) behaal het? Gee net vir my die letter. ▲ NOTEER EEN ANTWOORD LANGSAAN “PD23 EDUCATION” IN TABEL OP BLADSY 59.

PD24 Which one of these phrases best describes ... (PERSON'S NAME) own case? Is ... (PERSON NAME) a person who is ... (READ OUT)? (a) Wholly or mainly responsible for the day-to-day purchases of the household. ● Geheel-en-al verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (b) Partly responsible for the day-to-day purchases of the household. ● Deels verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (c) Not responsible for the day-to-day purchases of the household. ● Nie verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin nie. ▲ RECORD ONE ANSWER ALONGSIDE "PD24 PURCHASE RESPONSIBILITY" IN TABLE ON NEXT PAGE	PD24 Watter een van hierdie frases beskryf ... (PERSOON SE NAAM) se geval die beste? Is ... (PERSOON SE NAAM) 'n persoon wat ... (LEES VOOR)? (a) Wholly or mainly responsible for the day-to-day purchases of the household. ● Geheel-en-al verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (b) Partly responsible for the day-to-day purchases of the household. ● Deels verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin. (c) Not responsible for the day-to-day purchases of the household. ● Nie verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin nie. ▲ NOTEER EEN ANTWOORD LANGSAAN "PD24 PURCHASE RESPONSIBILITY" IN TABEL OP VOLGENDE BLADSY
▲ SHOW SCREENS PD25, PD26 AND PD27 – "PERSONAL DETAILS" PD25-PD27 For the following three questions you only need to give me the letter that applies to ... (PERSON'S NAME). What is the answer to Question 25? What is the answer to Question 26? What is the answer to Question 27? ▲ RECORD ONE ANSWER ALONGSIDE "PD25 GENDER" IN TABLE ON NEXT PAGE ▲ RECORD ONE ANSWER ALONGSIDE "PD26 AGE" IN TABLE ON NEXT PAGE ▲ RECORD ONE ANSWER ALONGSIDE "PD27 POPULATION GROUP" IN TABLE ON NEXT PAGE	▲ TOON SKERMS PD25, PD26 EN PD27 – "PERSOONLIKE BESONDERHEDE" PD25-PD27 Vir die volgende drie vrae moet u slegs vir my die letter te gee wat op ... (PERSOON SE NAAM) van toepassing is. Wat is die antwoord op Vraag 25? Wat is die antwoord op Vraag 26? Wat is die antwoord op Vraag 27? ▲ NOTEER EEN ANTWOORD LANGSAAN "PD25 GENDER" IN TABEL OP VOLGENDE BLADSY ▲ NOTEER EEN ANTWOORD LANGSAAN "PD26 AGE" IN TABEL OP VOLGENDE BLADSY ▲ NOTEER EEN ANTWOORD LANGSAAN "PD27 POPULATION GROUP" IN TABEL OP VOLGENDE BLADSY
▲ IF THE PERSON IS A FEMALE (FROM PD25), ASK QUESTION PD28 PD28 Does ... (PERSON'S NAME) have any young or unmarried children of her own living with her? ▲ RECORD ONE ANSWER ALONGSIDE "PD28 – MOTHER" IN TABLE ON NEXT PAGE	▲ INDIEN DIE PERSOON VROULIK IS (VANAF PD25), VRA VRAAG PD28 PD28 Het ... (PERSOON SE NAAM) enige jong of ongetroude kinders van haar eie wat by haar bly? ▲ NOTEER EEN ANTWOORD LANGSAAN "PD28 – MOTHER" IN TABEL OP VOLGENDE BLADSY
▲ IF "YES" IN PD28, ASK PD29 ▲ SHOW SCREEN PD29 – "CHILDREN" PD29 Into which age groups do they fall? Just give me the letter(s). ▲ RECORD ANSWER(S) ALONGSIDE "PD29 – CHILDREN" IN TABLE ON NEXT PAGE	▲ INDIEN "JA" IN PD28, VRA PD29 ▲ TOON SKERM PD29 – "KINDERS" PD29 In watter ouderdomsgroepe val hulle? Gee my net die letter(s). ▲ NOTEER ANTWOORD(E) LANGSAAN "PD29 – CHILDREN" IN TABEL OP VOLGENDE BLADSY
▲ NOW REPEAT QUESTIONS PD20 TO PD29 FOR THE NEXT HOUSEHOLD MEMBER IN TABLE ON NEXT PAGE	▲ HERHAAL NOU VRAE PD20 TOT PD29 VIR DIE VOLGENDE LID VAN DIE HUISHOUDING IN TABEL OP VOLGENDE BLADSY

