

# **SAARF AMPS Jul-Dec 2014 QUESTIONNAIRE**

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▲ **BY OBSERVATION / DEUR OBSERVASIE**

**SEX/GESLAG**

|                  |       |
|------------------|-------|
| MALE / MANLIK    | 116-1 |
| FEMALE / VROULIK | -2    |

◆ **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 ONDERSTEBE 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)**

|           | AT HOME    |            |             |           |
|-----------|------------|------------|-------------|-----------|
|           | Q2<br>Read | Q4<br>Most | Q5<br>Other | Q3<br>Und |
| Afrikaans | 117-1      | 121-1      | 125-1       | 217-1     |
| Chinese   | -2         | -2         | -2          | -2        |
| Dutch     | -3         | -3         | -3          | -3        |
| English   | -4         | -4         | -4          | -4        |
| French    | -5         | -5         | -5          | -5        |
| German    | -6         | -6         | -6          | -6        |
| Greek     | -7         | -7         | -7          | -7        |
| Gujerati  | -8         | -8         | -8          | -8        |
| Hindi     | -9         | -9         | -9          | -9        |
| Italian   | 118-0      | 122-0      | 126-0       | 218-0     |

|                  | AT HOME    |            |             |           |
|------------------|------------|------------|-------------|-----------|
|                  | Q2<br>Read | Q4<br>Most | Q5<br>Other | Q3<br>Und |
| Ndebele          | 118-1      | 122-1      | 126-1       | 218-1     |
| North Sotho/Pedi | -2         | -2         | -2          | -2        |
| Portuguese       | -3         | -3         | -3          | -3        |
| Shona            | -4         | -4         | -4          | -4        |
| South Sotho      | -5         | -5         | -5          | -5        |
| Swazi            | -6         | -6         | -6          | -6        |
| Tamil            | -7         | -7         | -7          | -7        |
| Telegu           | -8         | -8         | -8          | -8        |
| Tsonga           | -9         | -9         | -9          | -9        |
| Tswana           | 119-0      | 123-0      | 127-0       | 219-0     |

|                         | AT HOME    |            |             |           |
|-------------------------|------------|------------|-------------|-----------|
|                         | Q2<br>Read | Q4<br>Most | Q5<br>Other | Q3<br>Und |
| Urdu                    | 119-1      | 123-1      | 127-1       | 219-1     |
| Venda                   | -2         | -2         | -2          | -2        |
| Xhosa                   | -3         | -3         | -3          | -3        |
| Zulu                    | -4         | -4         | -4          | -4        |
| Other (STATE) .....     | -5         | -5         | -5          | -5        |
| CANNOT READ (2)         | -6         |            |             |           |
| NO OTHER LANGUAGE (3&5) |            |            | -6          | -6        |

▲ 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         | 129-1 | Gister               |
| 2 - 7 days ago    | -2    | 2 - 7 dae gelede     |
| 8 - 14 days ago   | -3    | 8 - 14 dae gelede    |
| 3 - 4 weeks ago   | -4    | 3 - 4 weke gelede    |
| 5 - 6 weeks ago   | -5    | 5 - 6 weke gelede    |
| 7 - 8 weeks ago   | -6    | 7 - 8 weke gelede    |
| 2 - 3 months ago  | -7    | 2 - 3 maande gelede  |
| 4 - 5 months ago  | -8    | 4 - 5 maande gelede  |
| 6 months ago      | -9    | 6 maande gelede      |
| 7 - 12 months ago | 130-0 | 7 - 12 maande gelede |
| Longer ago        | -1    | Langer gelede        |
| Never             | -2    | Nooit                |

▲ LEES VOOR:

Adverteerders wil weet wie die bioskoop/flik besoek.

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

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

▲ 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

131/132

▲ 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 flik?

▲ 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

133/134

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

A3. Ons wil ook weet hoeveel keer u die bioskoop/flik 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/flik 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

135/136

A4. En dink terug aan die vorige maand van \_\_\_\_\_ (NOEM TWEE MAANDE GELEDE), hoeveel keer het u die bioskoop/flik 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

137/138

A5. En dink terug aan die vorige maand van \_\_\_\_\_ (NOEM DRIE MAANDE GELEDE), hoeveel keer het u die bioskoop/flik 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 two screens with the mastheads of some of the store magazines.

▲ **PLEASE MAKE SURE THAT THE RESPONDENT LOOKS AT BOTH 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, SIX-WEEKLY, 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)**

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 66)**

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 skerms 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 kler-, meubel- en ander kleinhandelwinkels wat aan hul klubdele 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 twee skerms toon met die mashoofde van sommige van die winkel tydskrifte.

▲ **MAAK ASSEBLIEF SEKER DAT DIE RESPONDENT NA BEIDE 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, SESWEEKLIKSE, 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)**

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 66)**

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 67 TO 148 AND 166 TO 168)**

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 SIX-WEEKLY PUBLICATION IN B1 "YES" (NUMBERS 149 TO 150 AND 169)**

In a **6 MONTH PERIOD**, **4 ISSUES** of each six-weekly magazine are published. How many different issues of .... **(MENTION SIX-WEEKLY MAGAZINE)**, do you usually read or page through?

**B2G. ASK IF ANY ALTERNATE MONTHLY (EVERY SECOND MONTH) PUBLICATION IN B1 "YES" (NUMBERS 151 TO 162)**

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?

**B2H. ASK IF ANY QUARTERLY PUBLICATION IN B1 "YES" (NUMBERS 163 TO 165 AND 170 TO 175)**

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), SIX-WEEKLY (F), ALTERNATE MONTHLY (G) AND QUARTERLY (H) 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 only or on more than one day?

**A**  
**I**  
**L**  
**Y**

**▲ RECORD ONE ANSWER**

**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**  
**I**  
**W**  
**E**  
**E**  
**K**  
**L**  
**Y**

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

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?

**▲ RECORD ONE ANSWER**

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

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

**▲ RECORD NUMBER OF DAYS**

**W**  
**E**  
**E**  
**K**  
**L**  
**Y**

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

Think back to the specific issue of ... **(MENTION WEEKLY 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**

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

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 67 TOT 148 EN 166 TOT 168)**

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 SESWEEKLIKSE PUBLIKASIE IN B1 "JA" (NOMMERS 149 TOT 150 EN 169)**

In 'n PERIODE van 6 MAANDE word 4 UITGAWES van elke sesweeklikse tydskrif gepubliseer. Hoeveel verskillende uitgawes van .... (NOEM SESWEEKLIKSE TYDSKRIF) lees of blaai u gewoonlik deur?

**B2G. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) PUBLIKASIES IN B1 "JA" (NOMMERS 151 TOT 162)**

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?

**B2H. VRA INDIEN ENIGE KWARTAALLIKSE PUBLIKASIES IN B1 "JA" (NOMMERS 163 TOT 165 EN 170 TOT 175)**

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), SESWEEKLIKSE (F), TWEEMAANDELIKSE (G) EN KWARTAALLIKSE (H) PUBLIKASIES SOOS VOLG :**

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**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**

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**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 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**

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**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**

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**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

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**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

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**B4F. ASK IF ANY SIX-WEEKLY MAGAZINE READ WITHIN THE PAST 6 WEEKS, (CODES 1 TO 10) IN B3**

Think back to the specific issue of ... (MENTION SIX-WEEKLY 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 SIX-WEEKLY MAGAZINE READ ON MORE THAN ONE DAY IN B4**

When did you read this particular issue of ... (MENTION SIX-WEEKLY MAGAZINE) for the **FIRST** time. Was it within the last 6 weeks or more than 6 weeks ago?

▲ RECORD ONE ANSWER

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**B4G. 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

**B5G. 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

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**B4H. 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

**B5H. 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<br>W<br>E<br>E<br>W<br>E<br>E<br>K<br>L<br>I<br>K<br>S           | <p><b>B4D. VRA INDIEN ENIGE TWEEWEEKLIKSE TYDSKRIF IN DIE AFGELOPE 14 DAE GELEES IS, (KODES 1 TOT 8) IN B3</b></p> <p>Dink terug aan die spesifieke uitgawe van ... <b>(NOEM TWEEWEEKLIKSE TYDSKRIF)</b>, wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> <p><b>B5D. VRA INDIEN ENIGE TWEEWEEKLIKSE TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4</b></p> <p>Wanneer het u hierdie besondere uitgawe van ... <b>(NOEM TWEEWEEKLIKSE TYDSKRIF)</b> vir die <b>EERSTE</b> keer gelees. Was dit in die afgelope 14 dae of meer as 14 dae gelede ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                               |
| M<br>A<br>A<br>N<br>D<br>E<br>L<br>I<br>K<br>S                     | <p><b>B4E. VRA INDIEN ENIGE MAANDELIKSE KOERANT/TYDSKRIF IN DIE AFGELOPE 4 WEKE GELEES, (KODES 1 TOT 9) IN B3</b></p> <p>Dink terug aan die spesifieke uitgawe van .... <b>(NOEM MAANDELIKSE KOERANT/TYDSKRIF)</b>, wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> <p><b>B5E. VRA INDIEN ENIGE MAANDELIKSE KOERANT/TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4</b></p> <p>Wanneer het u hierdie besondere uitgawe van .... <b>(NOEM MAANDELIKSE KOERANT/TYDSKRIF)</b> vir die <b>EERSTE</b> keer gelees. Was dit in die afgelope 4 weke of meer as 4 weke gelede ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                        |
| S<br>E<br>S<br>W<br>E<br>E<br>K<br>L<br>I<br>K<br>S                | <p><b>B4F. VRA INDIEN ENIGE SESWEEKLIKSE TYDSKRIF IN DIE AFGELOPE 6 WEKE GELEES, (KODES 1 TOT 10) IN B3</b></p> <p>Dink terug aan die spesifieke uitgawe van .... <b>(NOEM SESWEEKLIKSE TYDSKRIF)</b>, wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> <p><b>B5F. VRA INDIEN DIE SESWEEKLIKSE TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4</b></p> <p>Wanneer het u hierdie besondere uitgawe van .... <b>(NOEM SESWEEKLIKSE TYDSKRIF)</b> vir die <b>EERSTE</b> keer gelees. Was dit in die afgelope 6 weke of meer as 6 weke gelede ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                     |
| T<br>W<br>E<br>E<br>M<br>A<br>A<br>N<br>D<br>E<br>L<br>I<br>K<br>S | <p><b>B4G. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) TYDSKRIF IN DIE AFGELOPE 8 WEKE GELEES, (KODES 1 TOT 11) IN B3</b></p> <p>Dink terug aan die spesifieke uitgawe van .... <b>(NOEM TWEEMAANDELIKSE TYDSKRIF)</b>, wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> <p><b>B5G. VRA INDIEN ENIGE TWEEMAANDELIKSE (ELKE TWEDE MAAND) TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4</b></p> <p>Wanneer het u hierdie besondere uitgawe van .... <b>(NOEM TWEEMAANDELIKSE TYDSKRIF)</b> vir die <b>EERSTE</b> keer gelees. Was dit in die afgelope 8 weke of meer as 8 weke gelede ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> |
| K<br>W<br>A<br>R<br>T<br>A<br>A<br>L<br>L<br>I<br>K<br>S           | <p><b>B4H. VRA INDIEN ENIGE KWARTAALLIKSE TYDSKRIF IN DIE AFGELOPE 12 WEKE GELEES, (KODES 1 TOT 12) IN B3</b></p> <p>Dink terug aan die spesifieke uitgawe van .... <b>(NOEM KWARTAALLIKSE TYDSKRIF)</b>, wat u laas gelees het. Vertel my asseblief of u daardie uitgawe op net een dag of op meer as een dag gelees het ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> <p><b>B5H. VRA INDIEN ENIGE KWARTAALLIKSE TYDSKRIF OP MEER AS EEN DAG GELEES IS IN B4</b></p> <p>Wanneer het u hierdie besondere uitgawe van .... <b>(NOEM KWARTAALLIKSE TYDSKRIF)</b> vir die <b>EERSTE</b> keer gelees. Was dit in die afgelope 12 weke of meer as 12 weke gelede ?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                            |
|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

▲ B6A MUST BE ASKED OF PUBLICATIONS 1 TO 165.

▲ 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.

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

▲ RECORD THE "ORIGIN OF COPY" NUMBER (1-7) FOR EACH PUBLICATION READ IN B1a "YES"

▲ B6B MUST BE ASKED OF PUBLICATIONS 166 TO 175.

▲ 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 165.**

▲ **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.

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

▲ **NOTEER DIE "HERKOMS VAN UITGAWE" NOMMER (1-7) VIR ELKE PUBLIKASIE GELEES IN B1a "JA"**

▲ **B6B MOET GEVRA WORD VIR PUBLIKASIES 166 TOT 175.**

▲ **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**

**AMPS Jul-Dec 2014**

**5A**

## SECTION B READERSHIP

|            |                                  |     | B1A |     | B2     | B3     |     |      | B4          |               |                  | B5    |       |            | B6A          | B7    | Average |    |
|------------|----------------------------------|-----|-----|-----|--------|--------|-----|------|-------------|---------------|------------------|-------|-------|------------|--------------|-------|---------|----|
|            |                                  |     | Yes | No  | Issues | When   |     | Days |             |               | Origin           |       |       |            | Thoroughness | Issue |         |    |
| Newspapers |                                  |     |     |     |        | 1 - 13 |     |      | 1 Day       | 1 Day +       | First            | 1 - 7 | 1 - 6 | Readership |              |       |         |    |
| No.        | Dailies                          |     |     |     | 0 - 5  | 1 TO 3 |     |      | No. of days |               |                  |       |       |            |              |       |         |    |
| 1          | Beeld                            | 239 | 1   | 309 | 909    | -      | 910 | 1609 | -1          | -2            | 2209             | -     | 2210  | 2809       | 3409         | 910   | -9      |    |
| 2          | DIE BURGER                       | 239 | 2   | 310 | 911    | -      | 912 | 1610 | -1          | -2            | 2211             | -     | 2212  | 2810       | 3410         | 912   | -9      |    |
| 3          | Business Day                     | 239 | 3   | 311 | 913    | -      | 914 | 1611 | -1          | -2            | 2213             | -     | 2214  | 2811       | 3411         | 914   | -9      |    |
| 4          | Cape Argus                       | 239 | 4   | 312 | 915    | -      | 916 | 1612 | -1          | -2            | 2215             | -     | 2216  | 2812       | 3412         | 916   | -9      |    |
| 5          | CAPE TIMES                       | 239 | 5   | 313 | 917    | -      | 918 | 1613 | -1          | -2            | 2217             | -     | 2218  | 2813       | 3413         | 918   | -9      |    |
| 6          | The Citizen                      | 239 | 6   | 314 | 919    | -      | 920 | 1614 | -1          | -2            | 2219             | -     | 2220  | 2814       | 3414         | 920   | -9      |    |
| 7          | Daily Dispatch                   | 239 | 7   | 315 | 921    | -      | 922 | 1615 | -1          | -2            | 2221             | -     | 2222  | 2815       | 3415         | 922   | -9      |    |
| 8          | Daily News                       | 239 | 8   | 316 | 923    | -      | 924 | 1616 | -1          | -2            | 2223             | -     | 2224  | 2816       | 3416         | 924   | -9      |    |
| 9          | DAILY SUN                        | 239 | 9   | 317 | 925    | -      | 926 | 1617 | -1          | -2            | 2225             | -     | 2226  | 2817       | 3417         | 926   | -9      |    |
| 10         | DAILY Voice                      | 240 | 0   | 318 | 927    | -      | 928 | 1618 | -1          | -2            | 2227             | -     | 2228  | 2818       | 3418         | 928   | -9      |    |
| 11         | DFA                              | 240 | 1   | 319 | 929    | -      | 930 | 1619 | -1          | -2            | 2229             | -     | 2230  | 2819       | 3419         | 930   | -9      |    |
| 12         | The Herald                       | 240 | 2   | 320 | 931    | -      | 932 | 1620 | -1          | -2            | 2231             | -     | 2232  | 2820       | 3420         | 932   | -9      |    |
| 13         | Isolezwe                         | 240 | 3   | 321 | 933    | -      | 934 | 1621 | -1          | -2            | 2233             | -     | 2234  | 2821       | 3421         | 934   | -9      |    |
| 14         | THE MERCURY                      | 240 | 4   | 322 | 935    | -      | 936 | 1622 | -1          | -2            | 2235             | -     | 2236  | 2822       | 3422         | 936   | -9      |    |
| 15         | THE NEW AGE (TNA)                | 240 | 5   | 323 | 937    | -      | 938 | 1623 | -1          | -2            | 2237             | -     | 2238  | 2823       | 3423         | 938   | -9      |    |
| 16         | PRETORIA NEWS                    | 240 | 6   | 324 | 939    | -      | 940 | 1624 | -1          | -2            | 2239             | -     | 2240  | 2824       | 3424         | 940   | -9      |    |
| 17         | Son                              | 240 | 7   | 325 | 941    | -      | 942 | 1625 | -1          | -2            | 2241             | -     | 2242  | 2825       | 3425         | 942   | -9      |    |
| 18         | Sowetan                          | 240 | 8   | 326 | 943    | -      | 944 | 1626 | -1          | -2            | 2243             | -     | 2244  | 2826       | 3426         | 944   | -9      |    |
| 19         | The Star                         | 240 | 9   | 327 | 945    | -      | 946 | 1627 | -1          | -2            | 2245             | -     | 2246  | 2827       | 3427         | 946   | -9      |    |
| 20         | The Times                        | 241 | 0   | 328 | 947    | -      | 948 | 1628 | -1          | -2            | 2247             | -     | 2248  | 2828       | 3428         | 948   | -9      |    |
| 21         | Volksblad                        | 241 | 1   | 329 | 949    | -      | 950 | 1629 | -1          | -2            | 2249             | -     | 2250  | 2829       | 3429         | 950   | -9      |    |
| 22         | The Witness                      | 241 | 2   | 330 | 951    | -      | 952 | 1630 | -1          | -2            | 2251             | -     | 2252  | 2830       | 3430         | 952   | -9      |    |
|            | Bi-Weeklies                      |     |     |     | 0 - 6  | 1 TO 5 |     |      | No. of days |               |                  |       |       |            |              |       |         |    |
| 23         | ILANGA (Mon/Thu)                 |     | 241 | 3   | 354    | 954    | -   | 955  | 1654        | -1            | -2               | 2254  | -     | 2255       | 2854         | 3454  | 955     | -9 |
|            | Weeklies                         |     |     |     | 0 - 6  | 1 TO 7 |     |      |             | Within 7 days | More Than 7 days |       |       |            |              |       |         |    |
| 24         | Beeld (Sat)                      |     | 241 | 4   | 409    | 1009   | -   | 1010 | 1709        | -1            | -2               | 2309  | -1    | -2         | 2909         | 3509  | 1010    | -9 |
| 25         | DIE BURGER Saterdag              |     | 241 | 5   | 410    | 1011   | -   | 1012 | 1710        | -1            | -2               | 2310  | -1    | -2         | 2910         | 3510  | 1012    | -9 |
| 26         | City PRESS (Sun)                 |     | 241 | 6   | 411    | 1013   | -   | 1014 | 1711        | -1            | -2               | 2311  | -1    | -2         | 2911         | 3511  | 1014    | -9 |
| 27         | ILANGA LangeSonto (Sun)          |     | 241 | 7   | 412    | 1015   | -   | 1016 | 1712        | -1            | -2               | 2312  | -1    | -2         | 2912         | 3512  | 1016    | -9 |
| 28         | THE INDEPENDENT on Saturday      |     | 241 | 8   | 413    | 1017   | -   | 1018 | 1713        | -1            | -2               | 2313  | -1    | -2         | 2913         | 3513  | 1018    | -9 |
| 29         | Isolezwe ngeSonto (Sun)          |     | 241 | 9   | 414    | 1019   | -   | 1020 | 1714        | -1            | -2               | 2314  | -1    | -2         | 2914         | 3514  | 1020    | -9 |
| 30         | Isolezwe ngoMgqibelo (Sat)       |     | 242 | 0   | 415    | 1021   | -   | 1022 | 1715        | -1            | -2               | 2315  | -1    | -2         | 2915         | 3515  | 1022    | -9 |
| 31         | Mail & Guardian (Fri)            |     | 242 | 1   | 416    | 1023   | -   | 1024 | 1716        | -1            | -2               | 2316  | -1    | -2         | 2916         | 3516  | 1024    | -9 |
| 32         | POST (Wed)                       |     | 242 | 2   | 417    | 1025   | -   | 1026 | 1717        | -1            | -2               | 2317  | -1    | -2         | 2917         | 3517  | 1026    | -9 |
| 33         | PRETORIA NEWS WEEKEND (SAT)      |     | 242 | 3   | 418    | 1027   | -   | 1028 | 1718        | -1            | -2               | 2318  | -1    | -2         | 2918         | 3518  | 1028    | -9 |
| 34         | Rapport (Sun)                    |     | 242 | 4   | 419    | 1029   | -   | 1030 | 1719        | -1            | -2               | 2319  | -1    | -2         | 2919         | 3519  | 1030    | -9 |
| 35         | SATERDAG Volksblad               |     | 242 | 5   | 420    | 1031   | -   | 1032 | 1720        | -1            | -2               | 2320  | -1    | -2         | 2920         | 3520  | 1032    | -9 |
| 36         | Saturday Citizen                 |     | 242 | 6   | 421    | 1033   | -   | 1034 | 1721        | -1            | -2               | 2321  | -1    | -2         | 2921         | 3521  | 1034    | -9 |
| 37         | Saturday Dispatch                |     | 242 | 7   | 422    | 1035   | -   | 1036 | 1722        | -1            | -2               | 2322  | -1    | -2         | 2922         | 3522  | 1036    | -9 |
| 38         | SATURDAY Star                    |     | 242 | 8   | 423    | 1037   | -   | 1038 | 1723        | -1            | -2               | 2323  | -1    | -2         | 2923         | 3523  | 1038    | -9 |
| 39         | SOCCER LADUMA (Wed)              |     | 242 | 9   | 424    | 1039   | -   | 1040 | 1724        | -1            | -2               | 2324  | -1    | -2         | 2924         | 3524  | 1040    | -9 |
| 40         | Son op sondag                    |     | 243 | 0   | 425    | 1041   | -   | 1042 | 1725        | -1            | -2               | 2325  | -1    | -2         | 2925         | 3525  | 1042    | -9 |
| 41         | THE SUNDAY independent           |     | 243 | 1   | 426    | 1043   | -   | 1044 | 1726        | -1            | -2               | 2326  | -1    | -2         | 2926         | 3526  | 1044    | -9 |
| 42         | Sunday SUN                       |     | 243 | 2   | 427    | 1045   | -   | 1046 | 1727        | -1            | -2               | 2327  | -1    | -2         | 2927         | 3527  | 1046    | -9 |
| 43         | Sunday Times                     |     | 243 | 3   | 428    | 1047   | -   | 1048 | 1728        | -1            | -2               | 2328  | -1    | -2         | 2928         | 3528  | 1048    | -9 |
| 44         | SUNDAY TRIBUNE                   |     | 243 | 4   | 429    | 1049   | -   | 1050 | 1729        | -1            | -2               | 2329  | -1    | -2         | 2929         | 3529  | 1050    | -9 |
| 45         | SundayWorld                      |     | 243 | 5   | 430    | 1051   | -   | 1052 | 1730        | -1            | -2               | 2330  | -1    | -2         | 2930         | 3530  | 1052    | -9 |
| 46         | Weekend Argus : SATURDAY EDITION |     | 243 | 6   | 431    | 1053   | -   | 1054 | 1731        | -1            | -2               | 2331  | -1    | -2         | 2931         | 3531  | 1054    | -9 |
| 47         | Weekend Argus : SUNDAY EDITION   |     | 243 | 7   | 432    | 1055   | -   | 1056 | 1732        | -1            | -2               | 2332  | -1    | -2         | 2932         | 3532  | 1056    | -9 |
| 48         | WeekendPost (Sat)                |     | 243 | 8   | 433    | 1057   | -   | 1058 | 1733        | -1            | -2               | 2333  | -1    | -2         | 2933         | 3533  | 1058    | -9 |
| 49         | WEEKEND Witness (Sat)            |     | 243 | 9   | 434    | 1059   | -   | 1060 | 1734        | -1            | -2               | 2334  | -1    | -2         | 2934         | 3534  | 1060    | -9 |
| 50         | The Zimbabwean (Thurs)           |     | 244 | 0   | 435    | 1061   | -   | 1062 | 1735        | -1            | -2               | 2335  | -1    | -2         | 2935         | 3535  | 1062    | -9 |
|            |                                  |     |     |     |        |        |     |      |             |               |                  |       |       |            |              |       |         |    |
|            |                                  |     |     |     |        |        |     |      |             |               |                  |       |       |            |              |       |         |    |

| Magazines |                               |     | B1A  |       | B2<br>Issues | B3<br>When<br>1 - 13 |      |        | B4    |         |      | B5<br>First          |                      |      | B6A<br>Origin<br>1 - 7 | B7<br>Thorough-<br>ness<br>1 - 6 | Average<br>Issue<br>Readership |  |
|-----------|-------------------------------|-----|------|-------|--------------|----------------------|------|--------|-------|---------|------|----------------------|----------------------|------|------------------------|----------------------------------|--------------------------------|--|
|           |                               |     | Days |       |              |                      |      |        |       |         |      |                      |                      |      |                        |                                  |                                |  |
|           |                               |     | Yes  | No    |              |                      |      |        | 1 Day | 1 Day + |      | Within<br>7 days     | More Than<br>7 days  |      |                        |                                  |                                |  |
| No.       | WEEKLY MAGAZINES              |     |      | 0 - 6 |              |                      |      | 1 TO 7 |       |         |      |                      |                      |      |                        |                                  |                                |  |
| 51        | Auto Trader.co.za             | 244 | 1    | 509   | 1069         | -                    | 1070 | 1809   | -1    | -2      | 2409 | -1                   | -2                   | 3009 | 3609                   | 1070                             | -9                             |  |
| 52        | DRUM                          | 244 | 2    | 510   | 1071         | -                    | 1072 | 1810   | -1    | -2      | 2410 | -1                   | -2                   | 3010 | 3610                   | 1072                             | -9                             |  |
| 53        | farmer's weekly               | 244 | 3    | 511   | 1073         | -                    | 1074 | 1811   | -1    | -2      | 2411 | -1                   | -2                   | 3011 | 3611                   | 1074                             | -9                             |  |
| 54        | Financial Mail                | 244 | 4    | 512   | 1075         | -                    | 1076 | 1812   | -1    | -2      | 2412 | -1                   | -2                   | 3012 | 3612                   | 1076                             | -9                             |  |
| 55        | finweek                       | 244 | 5    | 513   | 1109         | -                    | 1110 | 1813   | -1    | -2      | 2413 | -1                   | -2                   | 3013 | 3613                   | 1110                             | -9                             |  |
| 56        | GRAZIA SOUTH AFRICA           | 244 | 6    | 514   | 1111         | -                    | 1112 | 1814   | -1    | -2      | 2414 | -1                   | -2                   | 3014 | 3614                   | 1112                             | -9                             |  |
| 57        | heat                          | 244 | 7    | 515   | 1113         | -                    | 1114 | 1815   | -1    | -2      | 2415 | -1                   | -2                   | 3015 | 3615                   | 1114                             | -9                             |  |
| 58        | HUISgenoot                    | 244 | 8    | 516   | 1115         | -                    | 1116 | 1816   | -1    | -2      | 2416 | -1                   | -2                   | 3016 | 3616                   | 1116                             | -9                             |  |
| 59        | Landbou weekblad              | 244 | 9    | 517   | 1117         | -                    | 1118 | 1817   | -1    | -2      | 2417 | -1                   | -2                   | 3017 | 3617                   | 1118                             | -9                             |  |
| 60        | Move!                         | 245 | 0    | 518   | 1119         | -                    | 1120 | 1818   | -1    | -2      | 2418 | -1                   | -2                   | 3018 | 3618                   | 1120                             | -9                             |  |
| 61        | people                        | 245 | 1    | 519   | 1121         | -                    | 1122 | 1819   | -1    | -2      | 2419 | -1                   | -2                   | 3019 | 3619                   | 1122                             | -9                             |  |
| 62        | TIME                          | 245 | 2    | 520   | 1123         | -                    | 1124 | 1820   | -1    | -2      | 2420 | -1                   | -2                   | 3020 | 3620                   | 1124                             | -9                             |  |
| 63        | Vrouekeur                     | 245 | 3    | 521   | 1125         | -                    | 1126 | 1821   | -1    | -2      | 2421 | -1                   | -2                   | 3021 | 3621                   | 1126                             | -9                             |  |
| 64        | YOU                           | 245 | 4    | 522   | 1127         | -                    | 1128 | 1822   | -1    | -2      | 2422 | -1                   | -2                   | 3022 | 3622                   | 1128                             | -9                             |  |
|           | FORTNIGHTLY MAGAZINES         |     |      | 0 - 6 |              |                      |      | 1 TO 8 |       |         |      | Within<br>14<br>days | More Than<br>14 days |      |                        |                                  |                                |  |
|           | Kuier                         | 245 | 5    | 550   | 1133         | -                    | 1134 | 1850   | -1    | -2      | 2450 | -1                   | -2                   | 3050 | 3650                   | 1134                             | -9                             |  |
| 66        | tvplus                        | 245 | 6    | 551   | 1135         | -                    | 1136 | 1851   | -1    | -2      | 2451 | -1                   | -2                   | 3051 | 3651                   | 1136                             | -9                             |  |
|           | MONTHLY NEWSPAPERS            |     |      | 0 - 6 |              |                      |      | 1 TO 9 |       |         |      | Within<br>4<br>weeks | More Than<br>4 weeks |      |                        |                                  |                                |  |
|           | the Teacher                   | 245 | 7    | 560   | 1137         | -                    | 1138 | 1860   | -1    | -2      | 2460 | -1                   | -2                   | 3060 | 3660                   | 1138                             | -9                             |  |
| 68        | Vuk'uzenzele                  | 245 | 8    | 561   | 1139         | -                    | 1140 | 1861   | -1    | -2      | 2461 | -1                   | -2                   | 3061 | 3661                   | 1140                             | -9                             |  |
|           | MONTHLY MAGAZINES             |     |      | 0 - 6 |              |                      |      | 1 TO 9 |       |         |      | Within<br>4<br>weeks | More Than<br>4 weeks |      |                        |                                  |                                |  |
|           | Amakhosi                      | 245 | 9    | 609   | 1141         | -                    | 1142 | 1909   | -1    | -2      | 2509 | -1                   | -2                   | 3109 | 3709                   | 1142                             | -9                             |  |
| 70        | Animaltalk                    | 246 | 0    | 610   | 1143         | -                    | 1144 | 1910   | -1    | -2      | 2510 | -1                   | -2                   | 3110 | 3710                   | 1144                             | -9                             |  |
| 71        | Baba & kleuter                | 246 | 1    | 611   | 1145         | -                    | 1146 | 1911   | -1    | -2      | 2511 | -1                   | -2                   | 3111 | 3711                   | 1146                             | -9                             |  |
| 72        | Bicycling                     | 246 | 2    | 612   | 1147         | -                    | 1148 | 1912   | -1    | -2      | 2512 | -1                   | -2                   | 3112 | 3712                   | 1148                             | -9                             |  |
| 73        | BIKE SA MAGAZINE              | 246 | 3    | 613   | 1149         | -                    | 1150 | 1913   | -1    | -2      | 2513 | -1                   | -2                   | 3113 | 3713                   | 1150                             | -9                             |  |
| 74        | BONA                          | 246 | 4    | 614   | 1151         | -                    | 1152 | 1914   | -1    | -2      | 2514 | -1                   | -2                   | 3114 | 3714                   | 1152                             | -9                             |  |
| 75        | car                           | 246 | 5    | 615   | 1153         | -                    | 1154 | 1915   | -1    | -2      | 2515 | -1                   | -2                   | 3115 | 3715                   | 1154                             | -9                             |  |
| 76        | Caravan & OUTDOOR LIFE        | 246 | 6    | 616   | 1155         | -                    | 1156 | 1916   | -1    | -2      | 2516 | -1                   | -2                   | 3116 | 3716                   | 1156                             | -9                             |  |
| 77        | Compleat Golfer               | 246 | 7    | 617   | 1157         | -                    | 1158 | 1917   | -1    | -2      | 2517 | -1                   | -2                   | 3117 | 3717                   | 1158                             | -9                             |  |
| 78        | COSMOPOLITAN                  | 246 | 8    | 618   | 1159         | -                    | 1160 | 1918   | -1    | -2      | 2518 | -1                   | -2                   | 3118 | 3718                   | 1160                             | -9                             |  |
| 79        | SOUTH AFRICAN COUNTRY LIFE    | 246 | 9    | 619   | 1161         | -                    | 1162 | 1919   | -1    | -2      | 2519 | -1                   | -2                   | 3119 | 3719                   | 1162                             | -9                             |  |
| 80        | DESTINY                       | 247 | 0    | 620   | 1163         | -                    | 1164 | 1920   | -1    | -2      | 2520 | -1                   | -2                   | 3120 | 3720                   | 1164                             | -9                             |  |
| 81        | DRIVE OUT                     | 247 | 1    | 621   | 1165         | -                    | 1166 | 1921   | -1    | -2      | 2521 | -1                   | -2                   | 3121 | 3721                   | 1166                             | -9                             |  |
| 82        | DStv                          | 247 | 2    | 622   | 1167         | -                    | 1168 | 1922   | -1    | -2      | 2522 | -1                   | -2                   | 3122 | 3722                   | 1168                             | -9                             |  |
| 83        | ELLE MAGAZINE                 | 247 | 3    | 623   | 1169         | -                    | 1170 | 1923   | -1    | -2      | 2523 | -1                   | -2                   | 3123 | 3723                   | 1170                             | -9                             |  |
| 84        | Entrepreneur                  | 247 | 4    | 624   | 1171         | -                    | 1172 | 1924   | -1    | -2      | 2524 | -1                   | -2                   | 3124 | 3724                   | 1172                             | -9                             |  |
| 85        | Essentials                    | 247 | 5    | 625   | 1173         | -                    | 1174 | 1925   | -1    | -2      | 2525 | -1                   | -2                   | 3125 | 3725                   | 1174                             | -9                             |  |
| 86        | FAIRLADY                      | 247 | 6    | 626   | 1175         | -                    | 1176 | 1926   | -1    | -2      | 2526 | -1                   | -2                   | 3126 | 3726                   | 1176                             | -9                             |  |
| 87        | FINESSE                       | 247 | 7    | 627   | 1209         | -                    | 1210 | 1927   | -1    | -2      | 2527 | -1                   | -2                   | 3127 | 3727                   | 1210                             | -9                             |  |
| 88        | FOOD & HOME ENTERTAINING      | 247 | 8    | 628   | 1211         | -                    | 1212 | 1928   | -1    | -2      | 2528 | -1                   | -2                   | 3128 | 3728                   | 1212                             | -9                             |  |
| 89        | Forbes AFRICA                 | 247 | 9    | 629   | 1213         | -                    | 1214 | 1929   | -1    | -2      | 2529 | -1                   | -2                   | 3129 | 3729                   | 1214                             | -9                             |  |
| 90        | Fresh Living (Pick 'n Pay)    | 248 | 0    | 630   | 1215         | -                    | 1216 | 1930   | -1    | -2      | 2530 | -1                   | -2                   | 3130 | 3730                   | 1216                             | -9                             |  |
| 91        | SOUTH AFRICAN GARDEN AND HOME | 248 | 1    | 631   | 1217         | -                    | 1218 | 1931   | -1    | -2      | 2531 | -1                   | -2                   | 3131 | 3731                   | 1218                             | -9                             |  |
| 92        | the gardener magazine         | 248 | 2    | 632   | 1219         | -                    | 1220 | 1932   | -1    | -2      | 2532 | -1                   | -2                   | 3132 | 3732                   | 1220                             | -9                             |  |
| 93        | Getaway                       | 248 | 3    | 633   | 1221         | -                    | 1222 | 1933   | -1    | -2      | 2533 | -1                   | -2                   | 3133 | 3733                   | 1222                             | -9                             |  |
| 94        | GLAMOUR                       | 248 | 4    | 634   | 1223         | -                    | 1224 | 1934   | -1    | -2      | 2534 | -1                   | -2                   | 3134 | 3734                   | 1224                             | -9                             |  |
| 95        | go!                           | 248 | 5    | 635   | 1225         | -                    | 1226 | 1935   | -1    | -2      | 2535 | -1                   | -2                   | 3135 | 3735                   | 1226                             | -9                             |  |
| 96        | Goeie Huishouding             | 248 | 6    | 636   | 1227         | -                    | 1228 | 1936   | -1    | -2      | 2536 | -1                   | -2                   | 3136 | 3736                   | 1228                             | -9                             |  |
| 97        | Golf Digest                   | 248 | 7    | 637   | 1229         | -                    | 1230 | 1937   | -1    | -2      | 2537 | -1                   | -2                   | 3137 | 3737                   | 1230                             | -9                             |  |
| 98        | Good Housekeeping             | 248 | 8    | 638   | 1231         | -                    | 1232 | 1938   | -1    | -2      | 2538 | -1                   | -2                   | 3138 | 3738                   | 1232                             | -9                             |  |
| 99        | GQ SOUTH AFRICA               | 248 | 9    | 639   | 1233         | -                    | 1234 | 1939   | -1    | -2      | 2539 | -1                   | -2                   | 3139 | 3739                   | 1234                             | -9                             |  |
| 100       | home                          | 249 | 0    | 640   | 1235         | -                    | 1236 | 1940   | -1    | -2      | 2540 | -1                   | -2                   | 3140 | 3740                   | 1236                             | -9                             |  |
| 101       | SOUTH AFRICAN HOME OWNER      | 249 | 1    | 641   | 1237         | -                    | 1238 | 1941   | -1    | -2      | 2541 | -1                   | -2                   | 3141 | 3741                   | 1238                             | -9                             |  |
| 102       | CONDÉ NAST House & Garden     | 249 | 2    | 642   | 1239         | -                    | 1240 | 1942   | -1    | -2      | 2542 | -1                   | -2                   | 3142 | 3742                   | 1240                             | -9                             |  |

| Magazines |                                             | B1A  |    | B2<br>Issues | B3<br>When<br>1 - 13 |       | B4      |      |                   | B5                      |      |    | B6A<br>Origin<br>1 - 7 | B7<br>Thorough-<br>ness<br>1 - 6 | Average<br>Issue<br>Readership |      |    |
|-----------|---------------------------------------------|------|----|--------------|----------------------|-------|---------|------|-------------------|-------------------------|------|----|------------------------|----------------------------------|--------------------------------|------|----|
|           |                                             | Days |    |              |                      |       |         |      |                   |                         |      |    |                        |                                  |                                |      |    |
|           |                                             | Yes  | No |              |                      | 1 Day | 1 Day + |      | Within<br>4 weeks | More<br>Than<br>4 weeks |      |    |                        |                                  |                                |      |    |
| No.       | MONTHLY MAGAZINES (Cont.)                   |      |    | 0 - 6        |                      |       | 1 TO 9  |      |                   |                         |      |    |                        |                                  |                                |      |    |
| 103       | HOUSE AND LEISURE                           | 249  | 3  | 643          | 1241                 | -     | 1242    | 1943 | -1                | -2                      | 2543 | -1 | -2                     | 3143                             | 3743                           | 1242 | -9 |
| 104       | HQ (HORSE QUARTERLY)                        | 249  | 4  | 644          | 1243                 | -     | 1244    | 1944 | -1                | -2                      | 2544 | -1 | -2                     | 3144                             | 3744                           | 1244 | -9 |
| 105       | HUSTLER                                     | 249  | 5  | 645          | 1245                 | -     | 1246    | 1945 | -1                | -2                      | 2545 | -1 | -2                     | 3145                             | 3745                           | 1246 | -9 |
| 106       | ideas/idees                                 | 249  | 6  | 646          | 1247                 | -     | 1248    | 1946 | -1                | -2                      | 2546 | -1 | -2                     | 3146                             | 3746                           | 1248 | -9 |
| 107       | SUID-AFRIKAANSE JAGTER/SOUTH AFRICAN HUNTER | 249  | 7  | 647          | 1249                 | -     | 1250    | 1947 | -1                | -2                      | 2547 | -1 | -2                     | 3147                             | 3747                           | 1250 | -9 |
| 108       | KICKOFF                                     | 249  | 8  | 648          | 1251                 | -     | 1252    | 1948 | -1                | -2                      | 2548 | -1 | -2                     | 3148                             | 3748                           | 1252 | -9 |
| 109       | Lééf met hart & siel                        | 249  | 9  | 649          | 1253                 | -     | 1254    | 1949 | -1                | -2                      | 2549 | -1 | -2                     | 3149                             | 3749                           | 1254 | -9 |
| 110       | Leisure wheels                              | 250  | 0  | 650          | 1255                 | -     | 1256    | 1950 | -1                | -2                      | 2550 | -1 | -2                     | 3150                             | 3750                           | 1256 | -9 |
| 111       | LiG                                         | 250  | 1  | 651          | 1257                 | -     | 1258    | 1951 | -1                | -2                      | 2551 | -1 | -2                     | 3151                             | 3751                           | 1258 | -9 |
| 112       | Living AND Loving                           | 250  | 2  | 652          | 1259                 | -     | 1260    | 1952 | -1                | -2                      | 2552 | -1 | -2                     | 3152                             | 3752                           | 1260 | -9 |
| 113       | longevity                                   | 250  | 3  | 653          | 1261                 | -     | 1262    | 1953 | -1                | -2                      | 2553 | -1 | -2                     | 3153                             | 3753                           | 1262 | -9 |
| 114       | loslyf                                      | 250  | 4  | 654          | 1263                 | -     | 1264    | 1954 | -1                | -2                      | 2554 | -1 | -2                     | 3154                             | 3754                           | 1264 | -9 |
| 115       | m                                           | 250  | 5  | 655          | 1265                 | -     | 1266    | 1955 | -1                | -2                      | 2555 | -1 | -2                     | 3155                             | 3755                           | 1266 | -9 |
| 116       | magic                                       | 250  | 6  | 656          | 1267                 | -     | 1268    | 1956 | -1                | -2                      | 2556 | -1 | -2                     | 3156                             | 3756                           | 1268 | -9 |
| 117       | Mamas & Papas                               | 250  | 7  | 657          | 1269                 | -     | 1270    | 1957 | -1                | -2                      | 2557 | -1 | -2                     | 3157                             | 3757                           | 1270 | -9 |
| 118       | man Magnum                                  | 250  | 8  | 658          | 1271                 | -     | 1272    | 1958 | -1                | -2                      | 2558 | -1 | -2                     | 3158                             | 3758                           | 1272 | -9 |
| 119       | marie claire                                | 250  | 9  | 659          | 1273                 | -     | 1274    | 1959 | -1                | -2                      | 2559 | -1 | -2                     | 3159                             | 3759                           | 1274 | -9 |
| 120       | Men's Health                                | 251  | 0  | 660          | 1275                 | -     | 1276    | 1960 | -1                | -2                      | 2560 | -1 | -2                     | 3160                             | 3760                           | 1276 | -9 |
| 121       | NAG                                         | 251  | 1  | 661          | 1309                 | -     | 1310    | 1961 | -1                | -2                      | 2561 | -1 | -2                     | 3161                             | 3761                           | 1310 | -9 |
| 122       | NATIONAL GEOGRAPHIC                         | 251  | 2  | 662          | 1311                 | -     | 1312    | 1962 | -1                | -2                      | 2562 | -1 | -2                     | 3162                             | 3762                           | 1312 | -9 |
| 123       | noseweek                                    | 251  | 3  | 663          | 1313                 | -     | 1314    | 1963 | -1                | -2                      | 2563 | -1 | -2                     | 3163                             | 3763                           | 1314 | -9 |
| 124       | 'O' THE OPRAH MAGAZINE SOUTH AFRICA         | 251  | 4  | 664          | 1315                 | -     | 1316    | 1964 | -1                | -2                      | 2564 | -1 | -2                     | 3164                             | 3764                           | 1316 | -9 |
| 125       | Popular Mechanics                           | 251  | 5  | 665          | 1317                 | -     | 1318    | 1965 | -1                | -2                      | 2565 | -1 | -2                     | 3165                             | 3765                           | 1318 | -9 |
| 126       | Reader's Digest South Africa                | 251  | 6  | 666          | 1319                 | -     | 1320    | 1966 | -1                | -2                      | 2566 | -1 | -2                     | 3166                             | 3766                           | 1320 | -9 |
| 127       | ride                                        | 251  | 7  | 667          | 1321                 | -     | 1322    | 1967 | -1                | -2                      | 2567 | -1 | -2                     | 3167                             | 3767                           | 1322 | -9 |
| 128       | rooi rose                                   | 251  | 8  | 668          | 1323                 | -     | 1324    | 1968 | -1                | -2                      | 2568 | -1 | -2                     | 3168                             | 3768                           | 1324 | -9 |
| 129       | SA RUGBY MAGAZINE                           | 251  | 9  | 669          | 1325                 | -     | 1326    | 1969 | -1                | -2                      | 2569 | -1 | -2                     | 3169                             | 3769                           | 1326 | -9 |
| 130       | RUNNER'S WORLD                              | 252  | 0  | 670          | 1327                 | -     | 1328    | 1970 | -1                | -2                      | 2570 | -1 | -2                     | 3170                             | 3770                           | 1328 | -9 |
| 131       | SARIE                                       | 252  | 1  | 671          | 1329                 | -     | 1330    | 1971 | -1                | -2                      | 2571 | -1 | -2                     | 3171                             | 3771                           | 1330 | -9 |
| 132       | SA4x4                                       | 252  | 2  | 672          | 1331                 | -     | 1332    | 1972 | -1                | -2                      | 2572 | -1 | -2                     | 3172                             | 3772                           | 1332 | -9 |
| 133       | SA India                                    | 252  | 3  | 673          | 1333                 | -     | 1334    | 1973 | -1                | -2                      | 2573 | -1 | -2                     | 3173                             | 3773                           | 1334 | -9 |
| 134       | SPEED & SOUND                               | 252  | 4  | 674          | 1335                 | -     | 1336    | 1974 | -1                | -2                      | 2574 | -1 | -2                     | 3174                             | 3774                           | 1336 | -9 |
| 135       | Stuff                                       | 252  | 5  | 675          | 1337                 | -     | 1338    | 1975 | -1                | -2                      | 2575 | -1 | -2                     | 3175                             | 3775                           | 1338 | -9 |
| 136       | STYWE LYNE/TIGHT LINES                      | 252  | 6  | 676          | 1339                 | -     | 1340    | 1976 | -1                | -2                      | 2576 | -1 | -2                     | 3176                             | 3776                           | 1340 | -9 |
| 137       | TASTE (WOOLWORTHS)                          | 252  | 7  | 709          | 1341                 | -     | 1342    | 2009 | -1                | -2                      | 2609 | -1 | -2                     | 3209                             | 3809                           | 1342 | -9 |
| 138       | topcar                                      | 252  | 8  | 710          | 1343                 | -     | 1344    | 2010 | -1                | -2                      | 2610 | -1 | -2                     | 3210                             | 3810                           | 1344 | -9 |
| 139       | TopGear SOUTH AFRICA                        | 252  | 9  | 711          | 1345                 | -     | 1346    | 2011 | -1                | -2                      | 2611 | -1 | -2                     | 3211                             | 3811                           | 1346 | -9 |
| 140       | TRUE LOVE                                   | 253  | 0  | 712          | 1347                 | -     | 1348    | 2012 | -1                | -2                      | 2612 | -1 | -2                     | 3212                             | 3812                           | 1348 | -9 |
| 141       | die tuinier tydskrif                        | 253  | 1  | 713          | 1349                 | -     | 1350    | 2013 | -1                | -2                      | 2613 | -1 | -2                     | 3213                             | 3813                           | 1350 | -9 |
| 142       | tuis                                        | 253  | 2  | 714          | 1351                 | -     | 1352    | 2014 | -1                | -2                      | 2614 | -1 | -2                     | 3214                             | 3814                           | 1352 | -9 |
| 143       | Weg!                                        | 253  | 3  | 715          | 1353                 | -     | 1354    | 2015 | -1                | -2                      | 2615 | -1 | -2                     | 3215                             | 3815                           | 1354 | -9 |
| 144       | WEGRY                                       | 253  | 4  | 716          | 1355                 | -     | 1356    | 2016 | -1                | -2                      | 2616 | -1 | -2                     | 3216                             | 3816                           | 1356 | -9 |
| 145       | WegSleep                                    | 253  | 5  | 717          | 1357                 | -     | 1358    | 2017 | -1                | -2                      | 2617 | -1 | -2                     | 3217                             | 3817                           | 1358 | -9 |
| 146       | woman&home                                  | 253  | 6  | 718          | 1359                 | -     | 1360    | 2018 | -1                | -2                      | 2618 | -1 | -2                     | 3218                             | 3818                           | 1360 | -9 |
| 147       | Women's Health                              | 253  | 7  | 719          | 1361                 | -     | 1362    | 2019 | -1                | -2                      | 2619 | -1 | -2                     | 3219                             | 3819                           | 1362 | -9 |
| 148       | YOUR FAMILY                                 | 253  | 8  | 720          | 1363                 | -     | 1364    | 2020 | -1                | -2                      | 2620 | -1 | -2                     | 3220                             | 3820                           | 1364 | -9 |



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SECTION B READERSHIP

| Magazines |                               | B1A |    | B2<br>Issues | B3<br>When<br>1 - 13 |   |      | B4<br>Days |       |         | B5<br>First |                       |                             | B6A<br>Origin<br>1 - 7 | B7<br>Thorough-<br>ness<br>1 - 6 | Average<br>Issue<br>Readership |    |
|-----------|-------------------------------|-----|----|--------------|----------------------|---|------|------------|-------|---------|-------------|-----------------------|-----------------------------|------------------------|----------------------------------|--------------------------------|----|
|           |                               | Yes | No |              |                      |   |      |            | 1 Day | 1 Day + |             |                       |                             |                        |                                  |                                |    |
| No.       | SIX-WEEKLY MAGAZINES          |     |    | 0 - 4        |                      |   |      | 1 TO 10    |       |         |             | Within<br>6 weeks     | More<br>Than<br>6<br>weeks  |                        |                                  |                                |    |
| 149       | ELLE DECORATION               | 254 | 2  | 750          | 1445                 | - | 1446 | 2050       | -1    | -2      | 2650        | -1                    | -2                          | 3250                   | 3850                             | 1446                           | -9 |
| 150       | ZiGZAG                        | 254 | 3  | 751          | 1447                 | - | 1448 | 2051       | -1    | -2      | 2651        | -1                    | -2                          | 3251                   | 3851                             | 1448                           | -9 |
|           | ALTERNATE - MONTHLY MAGAZINES |     |    | 0 - 3        |                      |   |      | 1 TO 11    |       |         |             | Within<br>8 weeks     | More<br>Than<br>8<br>weeks  |                        |                                  |                                |    |
| 151       | CSA                           | 254 | 4  | 752          | 1449                 | - | 1450 | 2052       | -1    | -2      | 2652        | -1                    | -2                          | 3252                   | 3852                             | 1450                           | -9 |
| 152       | DEKAT                         | 254 | 5  | 753          | 1451                 | - | 1452 | 2053       | -1    | -2      | 2653        | -1                    | -2                          | 3253                   | 3853                             | 1452                           | -9 |
| 153       | DESTINY MAN                   | 254 | 6  | 754          | 1453                 | - | 1454 | 2054       | -1    | -2      | 2654        | -1                    | -2                          | 3254                   | 3854                             | 1454                           | -9 |
| 154       | GOOD TASTE                    | 254 | 7  | 755          | 1455                 | - | 1456 | 2055       | -1    | -2      | 2655        | -1                    | -2                          | 3255                   | 3855                             | 1456                           | -9 |
| 155       | habitat                       | 254 | 8  | 756          | 1457                 | - | 1458 | 2056       | -1    | -2      | 2656        | -1                    | -2                          | 3256                   | 3856                             | 1458                           | -9 |
| 156       | HYPE                          | 254 | 9  | 757          | 1459                 | - | 1460 | 2057       | -1    | -2      | 2657        | -1                    | -2                          | 3257                   | 3857                             | 1460                           | -9 |
| 157       | intiem                        | 255 | 0  | 758          | 1461                 | - | 1462 | 2058       | -1    | -2      | 2658        | -1                    | -2                          | 3258                   | 3858                             | 1462                           | -9 |
| 158       | SARIE KOS                     | 255 | 1  | 759          | 1463                 | - | 1464 | 2059       | -1    | -2      | 2659        | -1                    | -2                          | 3259                   | 3859                             | 1464                           | -9 |
| 159       | WEIGH-LESS                    | 255 | 2  | 760          | 1465                 | - | 1466 | 2060       | -1    | -2      | 2660        | -1                    | -2                          | 3260                   | 3860                             | 1466                           | -9 |
| 160       | YOUR Baby                     | 255 | 3  | 761          | 1467                 | - | 1468 | 2061       | -1    | -2      | 2661        | -1                    | -2                          | 3261                   | 3861                             | 1468                           | -9 |
| 161       | YOUR BUSINESS                 | 255 | 4  | 762          | 1469                 | - | 1470 | 2062       | -1    | -2      | 2662        | -1                    | -2                          | 3262                   | 3862                             | 1470                           | -9 |
| 162       | YOUR Pregnancy                | 255 | 5  | 763          | 1471                 | - | 1472 | 2063       | -1    | -2      | 2663        | -1                    | -2                          | 3263                   | 3863                             | 1472                           | -9 |
|           | QUARTERLY MAGAZINES           |     |    | 0 - 2        |                      |   |      | 1 TO 12    |       |         |             | Within<br>12<br>weeks | More<br>Than<br>12<br>weeks |                        |                                  |                                |    |
| 163       | AA traveller                  | 255 | 6  | 809          | 1539                 | - | 1540 | 2109       | -1    | -2      | 2709        | -1                    | -2                          | 3309                   | 3909                             | 1540                           | -9 |
| 164       | PERSONAL FINANCE              | 255 | 7  | 810          | 1541                 | - | 1542 | 2110       | -1    | -2      | 2710        | -1                    | -2                          | 3310                   | 3910                             | 1542                           | -9 |
| 165       | reality by Sanlam             | 255 | 8  | 811          | 1543                 | - | 1544 | 2111       | -1    | -2      | 2711        | -1                    | -2                          | 3311                   | 3911                             | 1544                           | -9 |

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**5E**

## SECTION B READERSHIP

| Store Magazines |                                                                        |  |  | B1B  |    | B2<br>Issues        | B3<br>When<br>1 - 13 |   |         | B4                  |    |    | B5<br>First        |                       |    | B6B<br>Origin<br>1 - 5 | B7<br>Thorough-<br>ness<br>1 - 6 | Average |    |
|-----------------|------------------------------------------------------------------------|--|--|------|----|---------------------|----------------------|---|---------|---------------------|----|----|--------------------|-----------------------|----|------------------------|----------------------------------|---------|----|
|                 |                                                                        |  |  | Days |    |                     |                      |   |         | Issue<br>Readership |    |    |                    |                       |    |                        |                                  |         |    |
|                 |                                                                        |  |  | Yes  | No |                     |                      |   |         |                     |    |    |                    |                       |    |                        |                                  |         |    |
| No.             | MONTHLY STORE MAGAZINES                                                |  |  |      |    | 0 - 6               |                      |   | 1 TO 9  |                     |    |    | Within<br>4 weeks  | More Than<br>4 weeks  |    |                        |                                  |         |    |
| 166             | Edgars club/klub                                                       |  |  | 255  | 9  | 724                 | 1371                 | - | 1372    | 2024                | -1 | -2 | 2624               | -1                    | -2 | 3224                   | 3824                             | 1372    | -9 |
| 167             | Jet Club                                                               |  |  | 256  | 0  | 725                 | 1373                 | - | 1374    | 2025                | -1 | -2 | 2625               | -1                    | -2 | 3225                   | 3825                             | 1374    | -9 |
| 168             | SPORTSCLUB                                                             |  |  | 256  | 1  | 726                 | 1375                 | - | 1376    | 2026                | -1 | -2 | 2626               | -1                    | -2 | 3226                   | 3826                             | 1376    | -9 |
|                 | SIX-WEEKLY STORE MAGAZINES                                             |  |  |      |    | 0 - 4               |                      |   | 1 TO 10 |                     |    |    | Within<br>6 weeks  | More Than<br>6 weeks  |    |                        |                                  |         |    |
| 169             | ACKERMANS                                                              |  |  | 256  | 2  | 820                 | 1561                 | - | 1562    | 2120                | -1 | -2 | 2720               | -1                    | -2 | 3320                   | 3920                             | 1562    | -9 |
|                 | QUARTERLY STORE MAGAZINES                                              |  |  |      |    | 0 - 2               |                      |   | 1 TO 12 |                     |    |    | Within<br>12 weeks | More Than<br>12 weeks |    |                        |                                  |         |    |
| 170             | BEARES CLUB (incl. Lubners)                                            |  |  | 256  | 3  | 812                 | 1545                 | - | 1546    | 2112                | -1 | -2 | 2712               | -1                    | -2 | 3312                   | 3912                             | 1546    | -9 |
| 171             | CLICKS ClubCard                                                        |  |  | 256  | 4  | 813                 | 1547                 | - | 1548    | 2113                | -1 | -2 | 2713               | -1                    | -2 | 3313                   | 3913                             | 1548    | -9 |
| 172             | Edgars CLUB MAN                                                        |  |  | 256  | 5  | 814                 | 1549                 | - | 1550    | 2114                | -1 | -2 | 2714               | -1                    | -2 | 3314                   | 3914                             | 1550    | -9 |
| 173             | ELLERINES CLUB (incl. FurnCity, SAVELLS FAIRDEAL, TOWNTALK FURNISHERS) |  |  | 256  | 6  | 815                 | 1551                 | - | 1552    | 2115                | -1 | -2 | 2715               | -1                    | -2 | 3315                   | 3915                             | 1552    | -9 |
| 174             | Furniture City CLUB                                                    |  |  | 256  | 7  | 816                 | 1553                 | - | 1554    | 2116                | -1 | -2 | 2716               | -1                    | -2 | 3316                   | 3916                             | 1554    | -9 |
| 175             | Geen & Richards CLUB                                                   |  |  | 256  | 8  | 817                 | 1555                 | - | 1556    | 2117                | -1 | -2 | 2717               | -1                    | -2 | 3317                   | 3917                             | 1556    | -9 |
| NONE OF THESE   |                                                                        |  |  | 259  | 2  | ▲ SKIP TO SECTION C |                      |   |         |                     |    |    |                    |                       |    |                        |                                  |         |    |



▲ **CHECK BACK TO NEWSPAPERS (PUBLICATIONS 1 TO 50) 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 50) 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 deurgeblai 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 deurgeblai? 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" -<br>READ PAST 6<br>MONTHS    | NEWSPAPER SUPPLEMENTS                      |  |                           | B8<br>WHEN LAST<br>1-13, 0 = Never |   |      |
|------------------------|-------------------------------------------|--------------------------------------------|--|---------------------------|------------------------------------|---|------|
| 1. BEELD               |                                           | Dailies : 1. Sake                          |  |                           | 4009                               | - | 4010 |
|                        |                                           | Weeklies : 2. Motors (Thu)                 |  |                           | 4011                               | - | 4012 |
|                        |                                           |                                            |  | 3. Vrydag! (Fri)          | 4013                               | - | 4014 |
| 2. DIE BURGER          |                                           | Dailies : 1. Sake                          |  |                           | 4015                               | - | 4016 |
|                        |                                           | Weeklies : 2. Buite (Tue)                  |  |                           | 4017                               | - | 4018 |
|                        |                                           |                                            |  | 3. Jip (Mon)              | 4019                               | - | 4020 |
|                        |                                           |                                            |  | 4. Leefstyl (Wed)         | 4021                               | - | 4022 |
|                        |                                           |                                            |  | 5. Motors (Thu)           | 4023                               | - | 4024 |
|                        |                                           |                                            |  | 6. Vrydag! (Fri)          | 4025                               | - | 4026 |
|                        |                                           | Fortnightlies/Monthlies : 7. Landbou (Fri) |  |                           | 4027                               | - | 4028 |
|                        |                                           | Monthlies : 8. In en Om die Huis           |  |                           | 4029                               | - | 4030 |
| 3. BUSINESS DAY        |                                           | Weeklies : 1. MotorNews (Thu)              |  |                           | 4031                               | - | 4032 |
|                        |                                           | Monthlies : 2. HomeFront                   |  |                           | 4033                               | - | 4034 |
|                        |                                           |                                            |  | 3. Sport                  | 4035                               | - | 4036 |
|                        |                                           |                                            |  | 4. Wanted                 | 4037                               | - | 4038 |
| 4. CAPE ARGUS          |                                           | Dailies : 1. Tonight                       |  |                           | 4039                               | - | 4040 |
|                        |                                           | Weeklies : 2. Workplace (Wed)              |  |                           | 4041                               | - | 4042 |
| 5. CAPE TIMES          |                                           | Dailies : 1. Business Report               |  |                           | 4043                               | - | 4044 |
|                        |                                           | Weeklies : 2. Career Times (Mon)           |  |                           | 4045                               | - | 4046 |
|                        |                                           |                                            |  | 3. Drive Times (Thu)      | 4047                               | - | 4048 |
|                        |                                           |                                            |  | 4. Top of the Times (Fri) | 4049                               | - | 4050 |
|                        |                                           | Monthlies : 5. Escape Times                |  |                           | 4051                               | - | 4052 |
|                        |                                           |                                            |  | 6. Health Times           | 4053                               | - | 4054 |
| 6. THE CITIZEN         |                                           | Weeklies : 1. Motoring (Wed)               |  |                           | 4055                               | - | 4056 |
| 8. DAILY NEWS          |                                           | Dailies : 1. Tonight                       |  |                           | 4057                               | - | 4058 |
|                        |                                           | Weeklies : 2. Bollyworld (Mon)             |  |                           | 4059                               | - | 4060 |
|                        |                                           |                                            |  | 3. Motoring (Thu)         | 4061                               | - | 4062 |
|                        |                                           |                                            |  | 4. Workplace (Wed)        | 4063                               | - | 4064 |
| 12. THE HERALD         |                                           | Weeklies : 1. La Femme (Wed)               |  |                           | 4065                               | - | 4066 |
| 13. ISOLEZWE           |                                           | Weeklies : 1. Ezezimoto (Fri)              |  |                           | 4067                               | - | 4068 |
| 14. THE MERCURY        |                                           | Dailies : 1. Business Report               |  |                           | 4069                               | - | 4070 |
|                        |                                           | Weeklies : 2. GoodLife (Fri)               |  |                           | 4071                               | - | 4072 |
|                        |                                           |                                            |  | 3. Motoring (Fri)         | 4073                               | - | 4074 |
|                        |                                           |                                            |  | 4. Network (Wed)          | 4075                               | - | 4076 |
|                        |                                           | Monthlies : 5. Food & Wine                 |  |                           | 4109                               | - | 4110 |
| 16. PRETORIA NEWS      |                                           | Dailies : 1. Business Report               |  |                           | 4111                               | - | 4112 |
|                        |                                           |                                            |  | 2. Tonight                | 4113                               | - | 4114 |
|                        |                                           | Weeklies : 3. Workplace (Wed)              |  |                           | 4115                               | - | 4116 |
|                        |                                           |                                            |  | 4. Motoring (Thu)         | 4117                               | - | 4118 |
| 18. SOWETAN            |                                           | Weeklies : 1. Motorman (Fri)               |  |                           | 4119                               | - | 4120 |
|                        |                                           |                                            |  | 2. Time Out (Fri)         | 4121                               | - | 4122 |
| 19. THE STAR           |                                           | Dailies : 1. Business Report               |  |                           | 4123                               | - | 4124 |
|                        |                                           |                                            |  | 2. Tonight                | 4125                               | - | 4126 |
|                        |                                           | Bi-Weekly : 3. Workplace (Mon,Wed)         |  |                           | 4127                               | - | 4128 |
|                        |                                           | Weeklies : 4. Motoring (Thu)               |  |                           | 4129                               | - | 4130 |
| 20. THE TIMES          |                                           | Weeklies : 1. Motorman (Fri)               |  |                           | 4131                               | - | 4132 |
| 21. VOLKSBLAD          |                                           | Dailies : 1. Sake                          |  |                           | 4133                               | - | 4134 |
|                        |                                           | Weeklies : 2. Kontrei (Wed)                |  |                           | 4135                               | - | 4136 |
|                        |                                           |                                            |  | 3. Motors (Thu)           | 4137                               | - | 4138 |
|                        |                                           |                                            |  | 4. Vrydag! (Fri)          | 4139                               | - | 4140 |
|                        |                                           | Monthlies : 5. Landbou                     |  |                           | 4141                               | - | 4142 |
|                        |                                           |                                            |  | 6. Leefstyl               | 4143                               | - | 4144 |
| 22. THE WITNESS        |                                           | Weeklies : 1. Echo (Thu)                   |  |                           | 4145                               | - | 4146 |
| BI-WEEKLY NEWSPAPER    | B1A - "YES" -<br>READ<br>PAST 6<br>MONTHS | NEWSPAPER SUPPLEMENTS                      |  |                           | B8 WHEN LAST<br>1-13, 0 = Never    |   |      |
| 23. ILANGA (MON/THURS) |                                           | Weeklies : 1. Ilanga le Theku (Thu)        |  |                           | 4147                               | - | 4148 |

| WEEKLY<br>NEWSPAPERS                 | B1A - "YES" -<br>READ PAST<br>6 MONTHS | NEWSPAPER SUPPLEMENTS                                                                                                                                                                                              | B8<br>WHEN LAST<br>1-13, 0 = Never                                                                                                  |
|--------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 25. DIE BURGER SATERDAG              |                                        | Weeklies : 1. By<br>2. Naweek +<br>3. Sake<br>4. Wiele 24                                                                                                                                                          | 4309 - 4310<br>4311 - 4312<br>4313 - 4314<br>4315 - 4316                                                                            |
| 26. CITY PRESS (SUN)                 |                                        | Weeklies : 1. Business<br>2. t # trending<br>3. Voices                                                                                                                                                             | 4317 - 4318<br>4319 - 4320<br>4321 - 4322                                                                                           |
| 28. THE INDEPENDENT ON SATURDAY      |                                        | Weeklies : 1. Personal Finance                                                                                                                                                                                     | 4323 - 4324                                                                                                                         |
| 30. ISOLEZWE NGOMGQIBELO (SAT)       |                                        | Weeklies : 1. IsoMag                                                                                                                                                                                               | 4325 - 4326                                                                                                                         |
| 31. MAIL & GUARDIAN (FRI)            |                                        | Weeklies : 1. Business<br>2. Friday                                                                                                                                                                                | 4327 - 4328<br>4329 - 4330                                                                                                          |
| 32. POST (WED)                       |                                        | Monthlies : 1. Bolly Mania                                                                                                                                                                                         | 4331 - 4332                                                                                                                         |
| 33. PRETORIA NEWS WEEKEND (SAT)      |                                        | Weeklies : 1. Personal Finance<br>2. Travel                                                                                                                                                                        | 4333 - 4334<br>4335 - 4336                                                                                                          |
| 34. RAPPORT (SUN)                    |                                        | Weeklies : 1. Sake<br>2. W (Weekliks)<br>Monthlies : 3. InRat                                                                                                                                                      | 4337 - 4338<br>4339 - 4340<br>4341 - 4342                                                                                           |
| 38. SATURDAY STAR                    |                                        | Weeklies : 1. 48 Hours<br>2. Canvas Life<br>3. Personal Finance<br>4. Travel                                                                                                                                       | 4343 - 4344<br>4345 - 4346<br>4347 - 4348<br>4349 - 4350                                                                            |
| 41. THE SUNDAY INDEPENDENT           |                                        | Weeklies : 1. Business Report<br>2. Life                                                                                                                                                                           | 4351 - 4352<br>4353 - 4354                                                                                                          |
| 43. SUNDAY TIMES                     |                                        | Weeklies : 1. Business Times<br>2. Sunday Times Extra<br>3. Fashion Weekly<br>4. Food Weekly<br>5. Home Weekly<br>6. LS (Lifestyle Magazine)<br>7. Television<br>8. Travel Weekly<br>Monthlies : 9. Business Class | 4355 - 4356<br>4357 - 4358<br>4359 - 4360<br>4361 - 4362<br>4363 - 4364<br>4365 - 4366<br>4367 - 4368<br>4369 - 4370<br>4409 - 4410 |
| 44. SUNDAY TRIBUNE                   |                                        | Weeklies : 1. Business Report<br>2. Business KZN<br>3. SM Sunday Magazine<br>4. Travel<br>5. SMtv<br>6. TribuneHerald                                                                                              | 4411 - 4412<br>4413 - 4414<br>4415 - 4416<br>4417 - 4418<br>4419 - 4420<br>4421 - 4422                                              |
| 45. SUNDAY WORLD                     |                                        | Weeklies : 1. Lifestyle                                                                                                                                                                                            | 4423 - 4424                                                                                                                         |
| 46. WEEKEND ARGUS : SATURDAY EDITION |                                        | Weeklies : 1. Auctions<br>2. Personal Finance<br>3. The Good Weekend<br>4. Travel<br>5. Workplace                                                                                                                  | 4425 - 4426<br>4427 - 4428<br>4429 - 4430<br>4431 - 4432<br>4433 - 4434                                                             |
| 47. WEEKEND ARGUS : SUNDAY EDITION   |                                        | Weeklies : 1. Auctions<br>2. Business Report<br>3. The Good Weekend<br>4. Travel<br>5. Workplace                                                                                                                   | 4435 - 4436<br>4437 - 4438<br>4439 - 4440<br>4441 - 4442<br>4443 - 4444                                                             |
| 48. WEEKEND POST (SAT)               |                                        | Weeklies : 1. My Home & Property                                                                                                                                                                                   | 4445 - 4446                                                                                                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                   |           |                            |           |                    |    |                                     |    |                                   |    |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------|-----------|--------------------|----|-------------------------------------|----|-----------------------------------|----|--|
| <p>▲ <b>READ OUT:</b></p> <p>Broadcasters need to know who in South Africa have the opportunity to view their television programmes. In order to do this we need to measure TV ownership.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>▲ <b>LEES VOOR:</b></p> <p>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.</p>                                                                                                           |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>ASK ALL</b></p> <p>C1. How many, if any, television sets in working order are there in your household?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>▲ <b>VRA ALMAL</b></p> <p>C1. Hoeveel, indien enige, televisiestelle in werkende toestand is daar in u huishouding?</p>                                                                                                                                                                        |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>RECORD NUMBER</b></p> <p style="text-align: right;">No. of TV sets</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>NOTEER AANTAL</b></p> <p style="text-align: right;">Aantal TV-stelle</p>                                                                                                                                                                                                                  |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 80px; text-align: center;">4509-4510</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 4509-4510                                                                                                                                                                                                                                                                                         |           |                            |           |                    |    |                                     |    |                                   |    |  |
| 4509-4510                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                   |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>IF NO TV SETS IN HOME, SKIP TO C27</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>▲ <b>INDIEN GEEN TV-SELLE IN HUISHOUDING, GAAN NA C27</b></p>                                                                                                                                                                                                                                  |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>ASK C2a IF ONE TV SET IN C1, OTHERWISE ASK C2b</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>VRA C2a INDIEN EEN TV-SEL IN C1, ANDERSINS VRA C2b</b></p>                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>SHOW SCREEN C2 – “TYPE OF TELEVISION”</b></p> <p>C2a. Please tell me whether this TV set is a Standard TV set or a Plasma/LCD/LED/Flat Screen TV set?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>▲ <b>TOON SKERM C2 – “TIPE TELEVISIE”</b></p> <p>C2a. Sê asseblief vir my of hierdie TV-stel 'n Standaard TV-stel is of 'n Plasma/LCD/LED/Platskerm TV-stel?</p>                                                                                                                               |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>RECORD ONE ANSWER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                                                                                                                                                                                                                               |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 150px; text-align: center;">Standard / Standaard</td> <td style="width: 50px; text-align: center;">4511-1</td> </tr> <tr> <td style="text-align: center;">Plasma/LCD/LED/Flat Screen</td> <td style="text-align: center;">-2</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                  | Standard / Standaard                                                                                                                                                                                                                                                                              | 4511-1    | Plasma/LCD/LED/Flat Screen | -2        |                    |    |                                     |    |                                   |    |  |
| Standard / Standaard                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 4511-1                                                                                                                                                                                                                                                                                            |           |                            |           |                    |    |                                     |    |                                   |    |  |
| Plasma/LCD/LED/Flat Screen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -2                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>SHOW SCREEN C2 – “TYPE OF TELEVISION”</b></p> <p>C2b. You said you have .... (MENTION NUMBER OF TV SETS IN C1) TV sets in working order in your household. Please tell me, how many of these TV sets are Standard TV sets and how many are Plasma/LCD/LED/Flat Screen TV sets?</p>                                                                                                                                                                                                                                                                                                                                                                                            | <p>▲ <b>TOON SKERM C2 – “TIPE TELEVISIE”</b></p> <p>C2b. U het gesê dat daar .... (NOEM AANTAL TV-SELLE IN C1) TV-stelle in werkende toestand in u huishouding is. Sê asseblief vir my hoeveel van hierdie TV-stelle Standaard TV-stelle is en hoeveel Plasma/LCD/LED/Platskerm TV-stelle is?</p> |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>RECORD NUMERIC ANSWER(S)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p>▲ <b>NOTEER NUMERIESE ANTWOORD(E)</b></p>                                                                                                                                                                                                                                                      |           |                            |           |                    |    |                                     |    |                                   |    |  |
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| Standard / Standaard                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 4512-4513                                                                                                                                                                                                                                                                                         |           |                            |           |                    |    |                                     |    |                                   |    |  |
| Plasma/LCD/LED/Flat Screen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 4514-4515                                                                                                                                                                                                                                                                                         |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>READ OUT:</b></p> <p>We now want to ask you about different TV channels that you can get in your household.</p> <p>C3. Can your household receive the main M-Net channel?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>▲ <b>LEES VOOR:</b></p> <p>Ons wil u nou vra omtrent verskillende TV-kanale wat u in u huishouding kan kry.</p> <p>C3. Kan u huishouding die hoof M-Net kanaal ontvang?</p>                                                                                                                    |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>RECORD ONE ANSWER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                                                                                                                                                                                                                               |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 80px; text-align: center;">YES/JA</td> <td style="width: 50px; text-align: center;">4516-1</td> </tr> <tr> <td style="text-align: center;">NO/NEE</td> <td style="text-align: center;">-2</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                     | YES/JA                                                                                                                                                                                                                                                                                            | 4516-1    | NO/NEE                     | -2        |                    |    |                                     |    |                                   |    |  |
| YES/JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 4516-1                                                                                                                                                                                                                                                                                            |           |                            |           |                    |    |                                     |    |                                   |    |  |
| NO/NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -2                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>SHOW SCREEN C4 – “SATELLITE SERVICES”</b></p> <p>C4. Which of these satellite services, if any, does your household currently receive?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>▲ <b>TOON SKERM C4 – “SATELLIETDIENSTE”</b></p> <p>C4. Watter van hierdie satellietdienste, indien enige, ontvang u huishouding huidiglik?</p>                                                                                                                                                 |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <p>▲ <b>RECORD ANSWER(S)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>▲ <b>NOTEER ANTWOORD(E)</b></p>                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 150px; text-align: center;">DStv</td> <td style="width: 50px; text-align: center;">4517-1</td> </tr> <tr> <td style="text-align: center;">FREEVISION</td> <td style="text-align: center;">-2</td> </tr> <tr> <td style="text-align: center;">OPENVIEW HD (OVHD)</td> <td style="text-align: center;">-3</td> </tr> <tr> <td style="text-align: center;">StarSat (previously/voorheen TopTV)</td> <td style="text-align: center;">-4</td> </tr> <tr> <td style="text-align: center;">None of these/Geeneen van hierdie</td> <td style="text-align: center;">-5</td> </tr> </table> | DStv                                                                                                                                                                                                                                                                                              | 4517-1    | FREEVISION                 | -2        | OPENVIEW HD (OVHD) | -3 | StarSat (previously/voorheen TopTV) | -4 | None of these/Geeneen van hierdie | -5 |  |
| DStv                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 4517-1                                                                                                                                                                                                                                                                                            |           |                            |           |                    |    |                                     |    |                                   |    |  |
| FREEVISION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -2                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| OPENVIEW HD (OVHD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -3                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| StarSat (previously/voorheen TopTV)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | -4                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |
| None of these/Geeneen van hierdie                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -5                                                                                                                                                                                                                                                                                                |           |                            |           |                    |    |                                     |    |                                   |    |  |

## ▲ ASK C5 TO C11 IF “DStv” CLAIMED IN C4

## ▲ VRA C5 TOT C11 INDIEN “DStv” IN C4 GENOEM IS

## ▲ SHOW SCREEN C5 – “DStv SERVICES”

C5. 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.

Please note that in each option, the number of channels and payment per month is approximate.

## ▲ RECORD ANSWER(S)

|                                    |                                                                                                       |        |
|------------------------------------|-------------------------------------------------------------------------------------------------------|--------|
| 1. Easy View                       | – Approximately 28 Channels<br>– R29,00 per month                                                     | 4518-1 |
| 2. Access                          | – Approximately 54 Channels<br>– R99,00 per month                                                     | -2     |
| 3. Select 1                        | – Approximately 39 Channels<br>– R185,00 per month<br>– Universal Channel (Channel 117) is included   | -3     |
| 4. Select 2                        | – Approximately 37 Channels<br>– R185,00 per month<br>– KykNET (Channel 144) is included              | -4     |
| 5. Family                          | – Approximately 66 Channels<br>– R185,00 per month                                                    | -5     |
| 6. Compact                         | – Approximately 90 Channels<br>– R295,00 per month                                                    | -6     |
| 7. Extra                           | – Approximately 105 Channels<br>– R399,00 per month                                                   | -7     |
| 8. Premium                         | – Approximately 140 Channels<br>– R665,00 per month<br>– M-Net main channel (Channel 101) is included | -8     |
| 9. Any other DStv Service? (STATE) |                                                                                                       | -9     |

## ▲ TOON SKERM C5 – “DStv-DIENSTE”

C5. 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.

Let asseblief op dat die aantal kanale en betaling per maand, in elke opsie by benadering is.

## ▲ NOTEER ANTWOORD(E)

|                                   |                                                                                              |  |
|-----------------------------------|----------------------------------------------------------------------------------------------|--|
| 1. Easy View                      | – Ongeveer 28 Kanale<br>– R29,00 per maand                                                   |  |
| 2. Access                         | – Ongeveer 54 Kanale<br>– R99,00 per maand                                                   |  |
| 3. Select 1                       | – Ongeveer 39 Kanale<br>– R185,00 per maand<br>– Universal Channel (Kanaal 117) is ingesluit |  |
| 4. Select 2                       | – Ongeveer 37 Kanale<br>– Ongeveer R185,00 per maand<br>– KykNET (Kanaal 144) is ingesluit   |  |
| 5. Family                         | – Ongeveer 66 Kanale<br>– R185,00 per maand                                                  |  |
| 6. Compact                        | – Ongeveer 90 Kanale<br>– R295,00 per maand                                                  |  |
| 7. Extra                          | – Ongeveer 105 Kanale<br>– R399,00 per maand                                                 |  |
| 8. Premium                        | – Ongeveer 140 Kanale<br>– R665,00 per maand<br>– M-Net hoofkanaal (Kanaal 101) is ingesluit |  |
| 9. Enige ander DStv Diens? (NOEM) |                                                                                              |  |

## ▲ CONTINUE TO SHOW SCREEN C5 – “DStv SERVICES”

C6. Some people choose not to pay their subscriptions every month, if they are going to be away or for some other reason. You said that you have .... (MENTION SERVICES IN C5) in your household. Is your household currently paying for .... (MENTION EACH SERVICE) and are you, therefore, able to view these channels?

## ▲ RECORD ONE ANSWER FOR EACH SERVICE MENTIONED IN C5

|                | YES/JA | NO/NEE |
|----------------|--------|--------|
| 1. Easy View   | 4520-1 | 2      |
| 2. Access      | 4521-1 | 2      |
| 3. Select 1    | 4522-1 | 2      |
| 4. Select 2    | 4523-1 | 2      |
| 5. Family      | 4524-1 | 2      |
| 6. Compact     | 4525-1 | 2      |
| 7. Extra       | 4526-1 | 2      |
| 8. Premium     | 4527-1 | 2      |
| 9. Other/Ander | 4528-1 | 2      |

## ▲ GAAN VOORT OM SKERM C5 – “DStv-DIENSTE” TE TOON

C6. Sommige mense verkies om nie hul subskripsies elke maand te betaal nie indien hulle weggaan of om ander redes. U het gesê dat u .... (NOEM DIENSTE IN C5) in u huishouding het. Betaal u huishouding huidige vir .... (NOEM ELKE DIENS) en kan u dus na daardie kanale kyk?

## ▲ NOTEER EEN ANTWOORD VIR ELKE DIENS IN C5 GENOEM

▲ SHOW SCREEN C7 – “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.

C7. Do you have any of these in your household?

## ▲ RECORD ANSWER(S)

|                                                                                 |        |
|---------------------------------------------------------------------------------|--------|
| 1. DStv North Indian Bouquet (B4U Movies, SET Asia, SET Max, Zee TV and others) | 4529-1 |
| 2. DStv South Indian Bouquet (Sun TV and others)                                | -2     |
| 3. DStv Portuguesa Bouquet (SIC International, Globo TV and others)             | -3     |
| NONE OF THESE                                                                   | -4     |

▲ TOON SKERM C7 – “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.

C7. Het u enige van hierdie in u huishouding?

## ▲ NOTEER ANTWOORD(E)

|                                                                               |  |
|-------------------------------------------------------------------------------|--|
| 1. DStv North Indian Bouquet (B4U Movies, SET Asia, SET Max, Zee TV en ander) |  |
| 2. DStv South Indian Bouquet (Sun TV en ander)                                |  |
| 3. DStv Portuguesa Bouquet (SIC International, Globo TV en ander)             |  |
| GEENEEN VAN HIERDIE                                                           |  |

## ▲ SHOW SCREEN C8 – “DStv PVR DECODER”

**C8.** Do you currently have a DStv PVR decoder actively **IN USE** in your household?

A PVR decoder is a DStv decoder and recorder in one. It allows you to pause, rewind, fast forward, slow-mo (slow down) and record DStv programmes that you can play back at any time you want.

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4530-1 |
| NO/NEE | -2     |

## ▲ TOON SKERM C8 – “DStv PVR DEKODEERDER”

**C8.** Het u huidiglik ‘n DStv PVR dekodeerder, wat aktief **IN GEBRUIK** is, in u huishouding?

‘n PVR dekodeerder is ‘n DStv dekodeerder en opnemer in een. Dit laat u toe om te “pause”, “rewind” (terugspeel), “fast forward” (vinnig vorentoe speel), “slow-mo” (die tempo vertraag) en DStv-programme op te neem wat u enige tyd wanneer u wil, kan terugspeel.

## ▲ NOTEER EEN ANTWOORD

▲ ASK C9 AND C10

▲ ASK C11

## ▲ IF “PVR” IN C8, ASK C9 AND C10, OTHERWISE SKIP TO C11

## ▲ INDIEN “PVR” IN C8, VRA C9 EN C10, ANDERSINS GAAN NA C11

## ▲ SHOW SCREEN C9 – “DStv DECODERS”

**C9.** Which type of DStv PVR decoder is currently actively **IN USE** in your household?

## ▲ RECORD ANSWER(S)

|                  |                                                                                                                                                                                                          |        |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. <b>HD PVR</b> | – High Definition PVR Decoder<br>– Purchased in last 4 years<br>– Enables you to watch certain DStv channels in HD from DStv’s Premium bouquet                                                           | 4531-1 |
| 1. <b>SD PVR</b> | – Standard Definition PVR Decoder<br>– CAN watch two different DStv channels on two different TV-sets at the same time<br>– Can record a third channel while viewing two other channels at the same time | -2     |

## ▲ TOON SKERM C9 – “DStv DEKODEERDERS”

**C9.** Watter tipe DStv PVR dekodeerder is huidiglik aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER ANTWOORD(E)

|                  |                                                                                                                                                                                                               |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. <b>HD PVR</b> | – Hoë Definisie PVR Dekodeerder<br>– In die laaste 4 jaar gekoop<br>– Laat u toe om sekere DStv kanale in HD te kyk vanaf DStv se Premium bouquet.                                                            |
| 2. <b>SD PVR</b> | – Standaard Definisie PVR Dekodeerder<br>– KAN twee verskillende DStv kanale op twee verskillende TV-stelle tegelykertyd kyk<br>– Kan ‘n derde kanaal opneem terwyl twee ander kanale tegelykertyd gekyk word |

**C10.** Do you have any OTHER DStv decoder(s) that is currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4532-1 |
| NO/NEE | -2     |

**C10.** Het u enige ANDER DStv dekodeerder(s) wat huidiglik aktief **IN GEBRUIK** is, in u huishouding?

## ▲ NOTEER EEN ANTWOORD

▲ ASK C11

▲ CONTINUE WITH C12

## ▲ IF “YES” IN C10 OR “NO” IN C8, ASK C11

## ▲ INDIEN “JA” IN C10 OF “NEE” IN C8, VRA C11

## ▲ SHOW SCREEN C11 – “DStv DECODERS”

**C11.** Other than a PVR, which type of DStv decoder is currently actively **IN USE** in your household?

## ▲ RECORD ANSWER(S)

|                                         |                                             |        |
|-----------------------------------------|---------------------------------------------|--------|
| 1. <b>STANDARD DECODER</b>              | – Can only watch ONE DStv channel at a time | 4533-1 |
| 2. Any other DStv Decoder? (STATE)..... |                                             | -2     |

## ▲ TOON SKERM C11 – “DStv DEKODEERDERS”

**C11.** Anders as ‘n PVR, watter tipe DStv dekodeerder is huidiglik aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER ANTWOORD(E)

|                                               |                                          |
|-----------------------------------------------|------------------------------------------|
| 1. <b>STANDAARD DEKODEERDER</b>               | – Kan net EEN DStv kanaal op ‘n slag kyk |
| 2. Enige ander DStv Dekodeerder? (NOEM) ..... |                                          |

## ▲ ASK C12 IF TV SETS IN HOME IN C1

## ▲ VRA C12 INDIEN TV-STELLE IN HUISHOUDING IN C1

**C12.** And do you have a separate M-Net decoder currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4534-1 |
| NO/NEE | -2     |

**C12.** En het u ‘n afsonderlike M-Net dekodeerder huidiglik aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ ASK C13 IF "YES" IN C3 OR PREMIUM DSTV SERVICE (OPTION 8) IN C5

## ▲ VRA C13 INDIEN "JA" IN C3 OF PREMIUM DSTV-DIENS (OPSIE 8) IN C5

## ▲ SHOW SCREEN C13 - "M-NET RECEPTION"

## ▲ TOON SKERM C13 - "M-NET ONTVANGS"

C13. How does your household receive the M-Net channel? You can give more than one answer. (READ OUT)

C13. Hoe ontvang u huishouding die M-Net kanaal? U kan meer as een antwoord gee. (LEES VOOR)

## ▲ READ OUT AND RECORD ANSWER(S)

## ▲ LEES VOOR EN NOTEER ANTWOORD(E)

|                                                                                     |        |
|-------------------------------------------------------------------------------------|--------|
| 1. Via a DStv decoder, that is, via a satellite dish                                | 4535-1 |
| 2. Via a separate M-Net decoder, that is, not via DStv                              | -2     |
| 3. Your home receives M-Net communally with the rest of your complex/block of flats | -3     |
| 4. Via another means (STATE) .....                                                  | -4     |

|                                                                                      |  |
|--------------------------------------------------------------------------------------|--|
| 1. Via 'n DStv dekodeerder, dit is, via 'n satellietkottel                           |  |
| 2. Via 'n aparte M-Net dekodeerder, dit is, nie via DStv nie                         |  |
| 3. U woning ontvang M-Net gemeenskaplik saam met die res van u kompleks/woonstelblok |  |
| 4. Via 'n ander manier (NOEM) .....                                                  |  |

## ▲ ASK C14 AND C15 IF "DStv" CLAIMED IN C4

## ▲ VRA C14 EN C15 INDIEN "DStv" IN C4 GENOEM IS

C14. Have you watched any programme via the "DStv Catch Up" service in the PAST 4 WEEKS? This is where certain programmes are made available on your decoder by DStv for a couple of days after the original broadcast.

C14. Het u enige program via die "DStv Catch Up" diens gekyk in die AFGELOPE 4 WEKE? Dit is waar sekere programme op u dekodeerder beskikbaar gestel word deur DStv vir 'n paar dae na die oorspronklike uitsending daarvan.

## ▲ RECORD ONE ANSWER

## ▲ NOTEER EEN ANTWOORD

|        |        |
|--------|--------|
| YES/JA | 4536-1 |
| NO/NEE | -2     |

C15. Have you rented a movie via the DStv Box Office at a cost of approximately R25 in the PAST 4 WEEKS?

C15. Het u 'n film via DStv se Box Office teen 'n koste van ongeveer R25 in die AFGELOPE 4 WEKE, gehuur?

## ▲ RECORD ONE ANSWER

## ▲ NOTEER EEN ANTWOORD

|        |        |
|--------|--------|
| YES/JA | 4537-1 |
| NO/NEE | -2     |

## ▲ IF MORE THAN ONE TV SET IN C1 AND "DStv" CLAIMED IN C4, ASK C16

## ▲ INDIEN MEER AS EEN TV-SEL IN C1 EN "DStv" GENOEM IN C4, VRA C16

C16. Is your household able to receive different DStv channels on 2 or more TV sets at the same time?

C16. Is u huishouding in staat om verskillende DStv kanale op 2 of meer TV-stelle tegelykertyd te ontvang?

## ▲ RECORD ONE ANSWER

## ▲ NOTEER EEN ANTWOORD

|        |        |
|--------|--------|
| YES/JA | 4538-1 |
| NO/NEE | -2     |

## ▲ ASK C17 TO C22 IF "StarSat" CLAIMED IN C4, OTHERWISE SKIP TO C23

## ▲ VRA C17 TOT C22 INDIEN "StarSat" GENOEM IS IN C4, ANDERSINS GAAN NA C23

## ▲ SHOW SCREEN C17 - "StarSat SERVICES"

## ▲ TOON SKERM C17 - "StarSat -DIENSTE"

C17. Here is a list of different StarSat satellite subscription package options. Which of these do you currently have in your household? Just give me the number.  
Please note that in each option, the number of channels and payment per month is approximate.

C17. Hier is 'n lys van StarSat satelliet-subskripsie pakket opsies. Watter van hierdie het u huidige in u huishouding? Gee net vir my die nommer.

Let asseblief op dat die aantal kanale en betaling per maand, in elke opsie by benadering is.

## ▲ RECORD ONE ANSWER

## ▲ NOTEER EEN ANTWOORD

|                                                                                |        |
|--------------------------------------------------------------------------------|--------|
| 1. <b>StarSat Special</b><br>- Approximately 40 Channels<br>- R99,00 per month | 4539-1 |
| 2. <b>StarSat Smart</b><br>- Approximately 60 Channels<br>- R149,00 per month  | -2     |
| 3. <b>StarSat Super</b><br>- Approximately 70 Channels<br>- R199,00 per month  | -3     |

|                                                                         |  |
|-------------------------------------------------------------------------|--|
| 1. <b>StarSat Special</b><br>- Ongeveer 40 Kanale<br>- R99,00 per maand |  |
| 2. <b>StarSat Smart</b><br>- Ongeveer 60 Kanale<br>- R149,00 per maand  |  |
| 3. <b>StarSat Super</b><br>- Ongeveer 70 Kanale<br>- R199,00 per maand  |  |

▲ CONTINUE TO SHOW SCREEN C17 – “StarSat SERVICES”

**C18.** Some people choose not to pay their subscriptions every month, if they are going to be away or for some other reason. You said that you have .... (MENTION SERVICE IN C17) in your household. Is your household currently paying for .... (MENTION SERVICE) and are you, therefore, able to view these channels?

▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4540-1 |
| NO/NEE | -2     |

▲ GAAN VOORT OM SKERM C17 – “StarSat-DIENSTE” TE TOON

**C18.** Sommige mense verkies om nie hul subskripsies elke maande te betaal nie indien hulle weggaan of om ander redes. U het gesê dat u .... (NOEM DIENS IN C17) in u huishouding het. Betaal u huishouding huidige vir .... (NOEM DIENS) en kan u dus na daardie kanale kyk?

▲ NOTEER EEN ANTWOORD

▲ ASK C19 IF “YES” IN C18, OTHERWISE CONTINUE WITH C20

**C19.** Do you currently pay for the StarSat subscription by account or with a pre-paid voucher?

▲ RECORD ONE ANSWER

|                                         |        |
|-----------------------------------------|--------|
| By account / Per rekening               | 4541-1 |
| Pre-paid voucher /Voorafbetaalde koepon | -2     |

▲ VRA C19 INDIEN “JA” IN C18, ANDERSINS GAAN VOORT MET C20

**C19.** Betaal u tans vir die StarSat subskripsie per rekening of met ’n voorafbetaalde koepon (pre-paid voucher)?

▲ NOTEER EEN ANTWOORD

▲ SHOW SCREEN C20 – “CULTURAL StarSat SERVICES”  
(for which you pay extra)

▲ READ OUT:

These are other cultural StarSat packages for which you need to pay extra i.e. over and above your regular StarSat subscription.

**C20.** Do you have any of these in your household?

▲ RECORD ANSWER(S)

|                                                                                                      |        |
|------------------------------------------------------------------------------------------------------|--------|
| 1. StarSat Indian (9 Indian channels for R99 extra per month e.g. Zee Cinema, Zee Tamil, Zoom)       | 4542-1 |
| 2. StarSat Chinese (17 Chinese channels for R199 extra per month e.g. BTV, Fujian Strait, TVB Drama) | -2     |
| NONE OF THESE                                                                                        | -3     |

▲ TOON SKERM C20 – “KULTURELE StarSat-DIENSTE”  
(waarvoor u ekstra betaal)

▲ LEES VOOR:

Hierdie is ander kulturele StarSat pakkette waarvoor u ekstra moet betaal d.i. bo en behalwe u gewone StarSat subskripsie.

**C20.** Het u enige van hierdie in u huishouding?

▲ NOTEER ANTWOORD(E)

|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| 1. StarSat Indian (9 Indiese kanale vir R99 ekstra per maand bv. Zee Cinema, Zee Tamil, Zoom)      |
| 2. StarSat Chinese (17 Chinese kanale vir R199 ekstra per maand bv. BTV, Fujian Strait, TVB Drama) |
| GEENEEN VAN HIERDIE                                                                                |



## ▲ SHOW SCREEN C21 – “TopTV DECODER”

C21. Do you have a TopTV decoder currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4543-1 |
| NO/NEE | -2     |

## ▲ TOON SKERM C21 – “TopTV DEKODEERDER”

C21. Het u huidiglik ‘n TopTV dekodeerder aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ SHOW SCREEN C22 – “StarSat DECODER”

C22. Do you have a StarSat decoder currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4544-1 |
| NO/NEE | -2     |

## ▲ TOON SKERM C22 – “StarSat DEKODEERDER”

C22. Het u huidiglik ‘n StarSat dekodeerder aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ IF OPENVIEW HD IN C4, ASK C23

## ▲ SHOW SCREEN C23 – “OPENVIEW HD DECODER”

C23. Do you have an OPENVIEW HD decoder/set-top box currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4545-1 |
| NO/NEE | -2     |

## ▲ INDIEN OPENVIEW HD IN C4, VRA C23

## ▲ TOON SKERM C23 – “OPENVIEW HD DEKODEERDER”

C23. Het u huidiglik ‘n OPENVIEW HD dekodeerder/“set-top” boks aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ IF FREEVISION IN C4, ASK C24

## ▲ SHOW SCREEN C24 – “FREEVISION DECODER”

C24. Do you have a FREEVISION decoder/set-top box currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4546-1 |
| NO/NEE | -2     |

## ▲ INDIEN FREEVISION IN C4, VRA C24

## ▲ TOON SKERM C24 – “FREEVISION DEKODEERDER”

C24. Het u huidiglik ‘n FREEVISION dekodeerder/“set-top” boks aktief **IN GEBRUIK** in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ ASK C25 IF TV SETS IN HOME IN C1

C25. Apart from DStv, M-Net, TopTV, StarSat, OPENVIEW HD or FREEVISION, are there any OTHER Decoders/Set-top boxes currently actively **IN USE** in your household?

## ▲ RECORD ONE ANSWER

|        |        |
|--------|--------|
| YES/JA | 4547-1 |
| NO/NEE | -2     |

## ▲ VRA C25 INDIEN TV-STELLE IN WONING IN C1

C25. Behalwe vir DStv, M-Net, TopTV, StarSat, OPENVIEW HD of FREEVISION, is daar enige ANDER Dekodeerders/“Set-top”-bokse wat tans aktief **IN GEBRUIK** is, in u huishouding?

## ▲ NOTEER EEN ANTWOORD

## ▲ ASK C26 IF “YES” IN C25

C26. What is this other decoder(s)/set-top box(es)?

## ▲ STATE ANSWER(S)

-----

## ▲ VRA C26 INDIEN “JA” IN C25

C26. Wat is hierdie ander dekodeerder(s)/“set-top”-boks(e)?

## ▲ NOEM ANTWOORD(E)

-----

|                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>▲ <b>ASK ALL</b></p> <p>▲ <b>READ OUT:</b><br/>And now I would like to ask you a few questions about your TV viewing.</p> <p>▲ <b>SET UP TV REMINDER CARD AND EXPLAIN</b><br/>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.</p>                                 | <p>▲ <b>VRA ALMAL</b></p> <p>▲ <b>LEES VOOR:</b><br/>En nou will ek u graag 'n paar vrae oor u TV-kyk vra.</p> <p>▲ <b>STEL TV-HERINNERKAART OP EN VERDUIDELIK</b><br/>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.</p>                                |
| <p>▲ <b>ASK C27 IF NO SATELLITE SERVICES CLAIMED IN C4</b></p>                                                                                                                                                                                                                                                                                                                  | <p>▲ <b>VRA C27 INDIEN GEEN SATELLIETDIENSTE GENOEM IS IN C4</b></p>                                                                                                                                                                                                                                                                                                          |
| <p>▲ <b>READ OUT:</b><br/>I will now show you a list of TV channels or stations.</p> <p>▲ <b>SHOW SCREEN C27 - “TV CHANNELS/STATIONS”</b></p> <p>C27. The following screen shows channels which can be viewed on TV. Which of these, if any, have you personally watched in the <b>PAST 4 WEEKS</b>? Just give me the number(s).</p> <p>▲ <b>RECORD ANSWER(S) UNDER C27</b></p> | <p>▲ <b>LEES VOOR:</b><br/>Ek gaan nou aan u 'n lys TV-kanale of -stasies toon.</p> <p>▲ <b>TOON SKERM C27 - “TV-KANALE/-STASIES”</b></p> <p>C27. Die volgende skerm toon kanale wat op TV gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die <b>AFGELOPE 4 WEKE</b> gekyk? Gee my net die nommer(s).</p> <p>▲ <b>NOTEER ANTWOORD(E) ONDER C27</b></p> |
| <p>▲ <b>ASK C28 IF ANY TV VIEWED IN PAST 4 WEEKS IN C27</b></p>                                                                                                                                                                                                                                                                                                                 | <p>▲ <b>VRA C28 INDIEN ENIGE TV GEKYK IS IN DIE AFGELOPE 4 WEKE IN C27</b></p>                                                                                                                                                                                                                                                                                                |
| <p>C28. And which of these TV channels or stations, if any, have you personally watched in the <b>PAST 7 DAYS</b>?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C28</b></p>                                                                                                                                                                                                  | <p>C28. En watter van hierdie TV-kanale of -stasies, indien enige, het u persoonlik in die <b>AFGELOPE 7 DAE</b> gekyk?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C28</b></p>                                                                                                                                                                                         |
| <p>▲ <b>ASK C29 IF ANY TV VIEWED IN PAST 7 DAYS IN C28</b></p>                                                                                                                                                                                                                                                                                                                  | <p>▲ <b>VRA C29 INDIEN ENIGE TV GEKYK IS IN DIE AFGELOPE 7 DAE IN C28</b></p>                                                                                                                                                                                                                                                                                                 |
| <p>C29. Now I would like you to think about <b>YESTERDAY</b>. Which, if any, of these TV channels or stations did you personally watch <b>YESTERDAY</b>?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C29</b></p>                                                                                                                                                            | <p>C29. Nou wil ek hê dat u aan <b>GISTER</b> moet dink. Watter, indien enige, van hierdie TV-kanale of -stasies het u persoonlik <b>GISTER</b> gekyk?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C29</b></p>                                                                                                                                                          |

| NR                                                                           | TV CHANNELS<br>(EXCLUDING SATELLITE CHANNELS)                                                                    | C27                 | C28                 | C29                 |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|---------------------|
|                                                                              |                                                                                                                  | PAST 4 WEEKS        | PAST 7 DAYS         | YESTERDAY           |
| 1.                                                                           | e.tv                                                                                                             | 4549-1              | 4551-1              | 4553-1              |
| 2.                                                                           | M-Net (Main Channel) / M-Net (Hoofkanaal)                                                                        | -2                  | -2                  | -2                  |
| 3.                                                                           | M-Net Community Services Network (CSN) / Spare Channel // M-Net<br>Gemeenskapsdiens-Netwerk (CSN) / Spaar-kanaal | -3                  | -3                  | -3                  |
| 4.                                                                           | SABC 1                                                                                                           | -4                  | -4                  | -4                  |
| 5.                                                                           | SABC 2                                                                                                           | -5                  | -5                  | -5                  |
| 6.                                                                           | SABC 3                                                                                                           | -6                  | -6                  | -6                  |
| 7.                                                                           | IKZNTV                                                                                                           | -7                  | -7                  | -7                  |
| 8.                                                                           | Bay TV                                                                                                           | -8                  | -8                  | -8                  |
| 9.                                                                           | CTV (Cape Town TV)                                                                                               | -9                  | -9                  | -9                  |
| 10.                                                                          | Platinum TV                                                                                                      | 4550-0              | 4552-0              | 4554-0              |
| 11.                                                                          | Soweto TV                                                                                                        | -1                  | -1                  | -1                  |
| 12.                                                                          | Tshwane TV                                                                                                       | -2                  | -2                  | -2                  |
| ANY OTHER TV? (PLEASE SPECIFY) / ENIGE ANDER TV?<br>(SPESIFISEER ASSEMBLIEF) |                                                                                                                  | -3                  | -3                  | -3                  |
| DID NOT WATCH / HET NIE GEKYK NIE                                            |                                                                                                                  | ▲ SKIP TO C46<br>-4 | ▲ SKIP TO C46<br>-4 | ▲ SKIP TO C42<br>-4 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ▲ ASK C30 IF “DStv” CLAIMED IN C4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ▲ VRA C30 INDIEN “DStv” GENOEM IS IN C4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>▲ SHOW SCREENS C30/1 TO C30/6 - “DStv CHANNELS”</p> <p><b>C30.</b> The following screens show channels which can be viewed on DStv’s service. Which of these, if any, have you personally watched in the <b>PAST 4 WEEKS</b>? The channels are listed in channel number order. The first screen I am going to show you lists the regular DStv channels from number 100 to 164. Just give me the number(s).</p> <p>Here is the screen with channels from 170 to 310.</p> <p>Here is the screen with channels from 319 to 897.</p> <p>And here is the screen with the HD channels on DStv.</p> <p>And finally, here is the screen with the Cultural Bouquet channels on DStv.</p> <p>▲ RECORD ANSWER(S) UNDER C30</p> | <p>▲ TOON SKERMS C30/1 TOT C30/6 – “DStv KANALE”</p> <p><b>C30.</b> Die volgende skerms toon kanale wat op DStv se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die <b>AFGELOPE 4 WEKE</b> gekyk? Die kanale is gelys in kanaal nommer volgorde. Die eerste skerm wat ek u gaan wys, is die lys van gewone DStv kanale van nommer 100 tot 164. Gee my net die nommer(s).</p> <p>Hier is die skerm met kanale van 170 tot 310.</p> <p>Hier is die skerm met kanale van 319 tot 897.</p> <p>En hier is die skerm met die HD kanale op DStv.</p> <p>En ten slotte, hier is die skerm met die Kulturele Bouquet kanale op DStv.</p> <p>▲ NOTEER ANTWOORD(E) ONDER C30</p> |
| <p>▲ ASK C31 IF ANY DStv CHANNELS VIEWED IN PAST 4 WEEKS IN C30</p> <p><b>C31.</b> And which of these channels, if any, have you personally watched in the <b>PAST 7 DAYS</b>?</p> <p>▲ READ OUT AND RECORD ANSWER(S) UNDER C31</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>▲ VRA C31 INDIEN ENIGE DStv KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C30</p> <p><b>C31.</b> En watter van hierdie kanale, indien enige, het u persoonlik in die <b>AFGELOPE 7 DAE</b> gekyk?</p> <p>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C31</p>                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>▲ ASK C32 IF ANY DStv CHANNELS VIEWED IN PAST 7 DAYS IN C31</p> <p><b>C32.</b> Now I would like you to think about <b>YESTERDAY</b>. Which, if any, of these channels did you personally watch <b>YESTERDAY</b>?</p> <p>▲ READ OUT AND RECORD ANSWER(S) UNDER C32</p>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>▲ VRA C32 INDIEN ENIGE DStv KANALE GEKYK IS IN DIE AFGELOPE 7 DAE IN C31</p> <p><b>C32.</b> Nou wil ek hê dat u aan <b>GISTER</b> moet dink. Watter, indien enige, van hierdie kanale het u persoonlik <b>GISTER</b> gekyk?</p> <p>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C32</p>                                                                                                                                                                                                                                                                                                                                                                                                                |

| NR           | DStv SATELLITE CHANNELS<br>(via a Satellite Dish) | C30<br>4<br>WKS | C31<br>7<br>DAYS | C32<br>YEST |
|--------------|---------------------------------------------------|-----------------|------------------|-------------|
| 100          | Dish on TV                                        | 4609-1          | 4629-1           | 4649-1      |
| 101          | M-Net (Main Channel)                              | -2              | -2               | -2          |
| 103          | M-Net Movies Premiere                             | -3              | -3               | -3          |
| 104          | M-Net Movies Comedy                               | -4              | -4               | -4          |
| 105          | M-Net Movies Family                               | -5              | -5               | -5          |
| 106          | M-Net Movies Action+                              | -6              | -6               | -6          |
| 107          | M-Net Movies Romance                              | -7              | -7               | -7          |
| 108          | M-Net Movies Showcase                             | -8              | -8               | -8          |
| 110          | M-Net Movies Action                               | -9              | -9               | -9          |
| 111          | M-Net Movies Stars                                | 4610-0          | 4630-0           | 4650-0      |
| 112          | Studio Universal                                  | -1              | -1               | -1          |
| 113          | M-Net Series Showcase                             | -2              | -2               | -2          |
| 114          | M-Net Series Reality                              | -3              | -3               | -3          |
| 115          | M-Net Series Zone                                 | -4              | -4               | -4          |
| 116          | Vuzu                                              | -5              | -5               | -5          |
| 117          | Universal Channel                                 | -6              | -6               | -6          |
| 118          | Telemundo                                         | -7              | -7               | -7          |
| 120          | BBC Entertainment                                 | -8              | -8               | -8          |
| 121          | Discovery Channel                                 | -9              | -9               | -9          |
| 122          | Comedy Central                                    | 4611-0          | 4631-0           | 4651-0      |
| 124          | E! Entertainment                                  | -1              | -1               | -1          |
| 125          | FOX Entertainment                                 | -2              | -2               | -2          |
| 126          | FOX Crime                                         | -3              | -3               | -3          |
| 127          | Sony Entertainment                                | -4              | -4               | -4          |
| 128          | Sony Max                                          | -5              | -5               | -5          |
| 129          | Blackbelt TV                                      | -6              | -6               | -6          |
| 130          | MTV                                               | -7              | -7               | -7          |
| 132          | CBS Reality                                       | -8              | -8               | -8          |
| 133          | CBS Action                                        | -9              | -9               | -9          |
| 134          | CBS Drama                                         | 4612-0          | 4632-0           | 4652-0      |
| 137          | TCM                                               | -1              | -1               | -1          |
| 138          | True Movies 1                                     | -2              | -2               | -2          |
| 139          | M-Net Movies Zone                                 | -3              | -3               | -3          |
| 140          | MGM                                               | -4              | -4               | -4          |
| 144          | kykNET                                            | -5              | -5               | -5          |
| 145          | kykNET & kie                                      | -6              | -6               | -6          |
| 146          | kykNET Musiek                                     | -7              | -7               | -7          |
| 150          | Africa Magic Entertainment                        | -8              | -8               | -8          |
| 152          | Africa Magic Movies                               | -9              | -9               | -9          |
| 153          | Africa Magic Movies 1                             | 4613-0          | 4633-0           | 4653-0      |
| 154          | Africa Magic                                      | -1              | -1               | -1          |
| 155          | Africa Magic World                                | -2              | -2               | -2          |
| 161          | Mzansi Magic                                      | -3              | -3               | -3          |
| 162          | Magic World                                       | -4              | -4               | -4          |
| 163          | Mzansi Wethu                                      | -5              | -5               | -5          |
| 164          | Mzansi Bioskop                                    | -6              | -6               | -6          |
| 170          | C&I                                               | -7              | -7               | -7          |
| 171          | ID: Investigation Discovery                       | -8              | -8               | -8          |
| 172          | TLC Entertainment                                 | -9              | -9               | -9          |
| 173          | Style                                             | 4614-0          | 4634-0           | 4654-0      |
| 174          | BBC Lifestyle                                     | -1              | -1               | -1          |
| 175          | Food Network                                      | -2              | -2               | -2          |
| 176          | The Home Channel                                  | -3              | -3               | -3          |
| 178          | Fashion TV                                        | -4              | -4               | -4          |
| 179          | Travel Channel                                    | -5              | -5               | -5          |
| 181          | National Geographic                               | -6              | -6               | -6          |
| 182          | Nat Geo Wild                                      | -7              | -7               | -7          |
| 183          | Animal Planet                                     | -8              | -8               | -8          |
| 184          | BBC Knowledge                                     | -9              | -9               | -9          |
| 186          | HISTORY                                           | 4615-0          | 4635-0           | 4655-0      |
| 187          | Discovery World                                   | -1              | -1               | -1          |
| 188          | TRACE Sport Stars                                 | -2              | -2               | -2          |
| 189          | Ignition                                          | -3              | -3               | -3          |
| 190          | ED                                                | -4              | -4               | -4          |
| 191          | SABC 1                                            | -5              | -5               | -5          |
| 192          | SABC 2                                            | -6              | -6               | -6          |
| 193          | SABC 3                                            | -7              | -7               | -7          |
| 194          | e.tv                                              | -8              | -8               | -8          |
| 200          | SuperSport Blitz                                  | -9              | -9               | -9          |
| 201          | SuperSport 1 (Mainly Rugby and Golf)              | 4616-0          | 4636-0           | 4656-0      |
| 202          | SuperSport 2 (Mainly Cricket and Motorsport)      | -1              | -1               | -1          |
| 203          | SuperSport 3 (International Soccer)               | -2              | -2               | -2          |
| 204          | SuperSport 4 (Local Soccer)                       | -3              | -3               | -3          |
| 205-210, 221 | Other SuperSport Channels                         | -4              | -4               | -4          |
| 239          | TellyTrack                                        | -5              | -5               | -5          |
| 251          | Soweto TV                                         | -6              | -6               | -6          |
| 260          | Bay TV                                            | -7              | -7               | -7          |

| NR                                                                                                                                                                                                                              | DStv SATELLITE CHANNELS<br>(via a Satellite Dish) | C30<br>4<br>WKS                 | C31<br>7<br>DAYS                | C32<br>YEST                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------|---------------------------------|---------------------------------|
| 261                                                                                                                                                                                                                             | 1KZNTV                                            | 4616-8                          | 4636-8                          | 4656-8                          |
| 262                                                                                                                                                                                                                             | Tshwane TV                                        | -9                              | -9                              | -9                              |
| 263                                                                                                                                                                                                                             | CTV (Cape Town TV)                                | 4617-0                          | 4637-0                          | 4657-0                          |
| 301                                                                                                                                                                                                                             | Cartoon Network                                   | -1                              | -1                              | -1                              |
| 302                                                                                                                                                                                                                             | Boomerang                                         | -2                              | -2                              | -2                              |
| 303                                                                                                                                                                                                                             | Disney Channel                                    | -3                              | -3                              | -3                              |
| 304                                                                                                                                                                                                                             | Disney XD                                         | -4                              | -4                              | -4                              |
| 305                                                                                                                                                                                                                             | Nickelodeon                                       | -5                              | -5                              | -5                              |
| 306                                                                                                                                                                                                                             | CBeebies                                          | -6                              | -6                              | -6                              |
| 309                                                                                                                                                                                                                             | Disney Junior                                     | -7                              | -7                              | -7                              |
| 310                                                                                                                                                                                                                             | JimJam                                            | -8                              | -8                              | -8                              |
| 319                                                                                                                                                                                                                             | Mindset Learn                                     | -9                              | -9                              | -9                              |
| 320                                                                                                                                                                                                                             | Channel O                                         | 4618-0                          | 4638-0                          | 4658-0                          |
| 321                                                                                                                                                                                                                             | Mzansi Magic Music                                | -1                              | -1                              | -1                              |
| 322                                                                                                                                                                                                                             | MTV Base                                          | -2                              | -2                              | -2                              |
| 323                                                                                                                                                                                                                             | VH1 Classic                                       | -3                              | -3                              | -3                              |
| 325                                                                                                                                                                                                                             | TRACE Urban                                       | -4                              | -4                              | -4                              |
| 331                                                                                                                                                                                                                             | One Gospel                                        | -5                              | -5                              | -5                              |
| 340                                                                                                                                                                                                                             | Dumisa                                            | -6                              | -6                              | -6                              |
| 341                                                                                                                                                                                                                             | TBN                                               | -7                              | -7                              | -7                              |
| 343                                                                                                                                                                                                                             | Rhema Television Channel                          | -8                              | -8                              | -8                              |
| 347                                                                                                                                                                                                                             | iTV                                               | -9                              | -9                              | -9                              |
| 400                                                                                                                                                                                                                             | BBC World News                                    | 4619-0                          | 4639-0                          | 4659-0                          |
| 401                                                                                                                                                                                                                             | CNN International                                 | -1                              | -1                              | -1                              |
| 402                                                                                                                                                                                                                             | Sky News                                          | -2                              | -2                              | -2                              |
| 403                                                                                                                                                                                                                             | eNCA                                              | -3                              | -3                              | -3                              |
| 404                                                                                                                                                                                                                             | SABC News Channel                                 | -4                              | -4                              | -4                              |
| 405                                                                                                                                                                                                                             | ANN7                                              | -5                              | -5                              | -5                              |
| 406                                                                                                                                                                                                                             | Al Jazeera                                        | -6                              | -6                              | -6                              |
| 407                                                                                                                                                                                                                             | Russia Today                                      | -7                              | -7                              | -7                              |
| 408                                                                                                                                                                                                                             | Parliamentary Service                             | -8                              | -8                              | -8                              |
| 409                                                                                                                                                                                                                             | CCTV News                                         | -9                              | -9                              | -9                              |
| 410                                                                                                                                                                                                                             | CNBC Africa                                       | 4620-0                          | 4640-0                          | 4660-0                          |
| 411                                                                                                                                                                                                                             | Bloomberg                                         | -1                              | -1                              | -1                              |
| 412                                                                                                                                                                                                                             | Business Day TV                                   | -2                              | -2                              | -2                              |
| 413                                                                                                                                                                                                                             | NDTV                                              | -3                              | -3                              | -3                              |
| 414                                                                                                                                                                                                                             | Euronews                                          | -4                              | -4                              | -4                              |
| 415                                                                                                                                                                                                                             | People's Weather                                  | -5                              | -5                              | -5                              |
| 430                                                                                                                                                                                                                             | RAI Italia                                        | -6                              | -6                              | -6                              |
| 431                                                                                                                                                                                                                             | BVN                                               | -7                              | -7                              | -7                              |
| 432                                                                                                                                                                                                                             | ERT                                               | -8                              | -8                              | -8                              |
| 435                                                                                                                                                                                                                             | RTP International                                 | -9                              | -9                              | -9                              |
| 437                                                                                                                                                                                                                             | TV5 Monde Afrique                                 | 4621-0                          | 4641-0                          | 4661-0                          |
| 440-445                                                                                                                                                                                                                         | Deukom Channels                                   | -1                              | -1                              | -1                              |
| 446                                                                                                                                                                                                                             | Deutsche Welle                                    | -2                              | -2                              | -2                              |
| 447                                                                                                                                                                                                                             | CCTV4                                             | -3                              | -3                              | -3                              |
| 801-897                                                                                                                                                                                                                         | Audio Channels (Any)                              | -4                              | -4                              | -4                              |
| <b>HD CHANNELS: (These channels are only available if you have an HD PVR Decoder) // HD KANALE: (Hierdie kanale is slegs beskikbaar indien u 'n HD PVR Dekodeerder het)</b>                                                     |                                                   |                                 |                                 |                                 |
| 211                                                                                                                                                                                                                             | SuperSport 1 HD                                   | -5                              | -5                              | -5                              |
| 212                                                                                                                                                                                                                             | SuperSport 2 HD                                   | -6                              | -6                              | -6                              |
| 213                                                                                                                                                                                                                             | SuperSport 3 HD                                   | -7                              | -7                              | -7                              |
| 214                                                                                                                                                                                                                             | SuperSport 4 HD                                   | -8                              | -8                              | -8                              |
| 215-217                                                                                                                                                                                                                         | Other SuperSport HD Channels                      | -9                              | -9                              | -9                              |
| <b>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)</b> |                                                   |                                 |                                 |                                 |
| 450                                                                                                                                                                                                                             | SET Asia                                          | 4622-0                          | 4642-0                          | 4662-0                          |
| 451                                                                                                                                                                                                                             | B4U Movies                                        | -1                              | -1                              | -1                              |
| 452                                                                                                                                                                                                                             | Zee TV                                            | -2                              | -2                              | -2                              |
| 454                                                                                                                                                                                                                             | Sun TV                                            | -3                              | -3                              | -3                              |
| 457                                                                                                                                                                                                                             | SET Max                                           | -4                              | -4                              | -4                              |
| 500                                                                                                                                                                                                                             | Globo TV                                          | -5                              | -5                              | -5                              |
| 505                                                                                                                                                                                                                             | SIC International                                 | -6                              | -6                              | -6                              |
| <b>ANY OTHER TV? (PLEASE SPECIFY) / ENIGE ANDER TV? (SPESIFISEER ASSEBLIEF)</b>                                                                                                                                                 |                                                   |                                 |                                 |                                 |
| .....                                                                                                                                                                                                                           |                                                   |                                 |                                 |                                 |
| <b>DID NOT WATCH / HET NIE GEKYK NIE</b>                                                                                                                                                                                        |                                                   | <b>▲ SKIP<br/>TO C33<br/>-8</b> | <b>▲ SKIP<br/>TO C33<br/>-8</b> | <b>▲ SKIP<br/>TO C33<br/>-8</b> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ▲ ASK C33 IF “StarSat” CLAIMED IN C4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ▲ VRA C33 INDIEN “StarSat” GENOEM IS IN C4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>▲ SHOW SCREENS C33/1 TO C33/4 - “StarSat CHANNELS”</p> <p>C33. The following screens show channels which can be viewed on StarSat's service. Which of these, if any, have you personally watched in the <b>PAST 4 WEEKS</b>? The channels are listed alphabetically. The first screen I am going to show you lists the channels starting with the letters A to M. Just give me the number(s).</p> <p>And here is the screen with channels from N to Z.</p> <p>And finally, here is the screen with the channels for the cultural packages on StarSat.</p> <p>▲ RECORD ANSWER(S) UNDER C33</p> | <p>▲ TOON SKERMS C33/1 TOT C33/4 – “StarSat KANALE”</p> <p>C33. Die volgende skerms toon kanale wat op StarSat se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die <b>AFGELOPE 4 WEKE</b>, gekyk? Die kanale is alfabeties gelys. Die eerste skerm wat ek u gaan wys, lys die kanale wat met letters A tot M begin. Gee my net die nommer(s).</p> <p>En hier is die skerm met kanale van N tot Z.</p> <p>En ten slotte, hier is die skerm met die kanale vir die kulturele pakkette op StarSat.</p> <p>▲ NOTEER ANTWOORD(E) ONDER C33</p> |
| ▲ ASK C34 IF ANY StarSat CHANNELS VIEWED IN PAST 4 WEEKS IN C33                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ▲ VRA C34 INDIEN ENIGE StarSat KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C33                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>C34. And which of these channels, if any, have you personally watched in the <b>PAST 7 DAYS</b>?</p> <p>▲ READ OUT AND RECORD ANSWER(S) UNDER C34</p>                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>C34. En watter van hierdie kanale, indien enige, het u persoonlik in die <b>AFGELOPE 7 DAE</b> gekyk?</p> <p>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C34</p>                                                                                                                                                                                                                                                                                                                                                                                                          |
| ▲ ASK C35 IF ANY StarSat CHANNELS VIEWED IN PAST 7 DAYS IN C34                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ▲ VRA C35 INDIEN ENIGE StarSat KANALE GEKYK IS IN DIE AFGELOPE 7 DAE IN C34                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>C35. Now I would like you to think about <b>YESTERDAY</b>. Which, if any, of these channels did you personally watch <b>YESTERDAY</b>?</p> <p>▲ READ OUT AND RECORD ANSWER(S) UNDER C35</p>                                                                                                                                                                                                                                                                                                                                                                                                   | <p>C35. Nou wil ek hê dat u aan <b>GISTER</b> moet dink. Watter, indien enige, van hierdie kanale het u persoonlik <b>GISTER</b> gekyk?</p> <p>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C35</p>                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|     | STARSAT SATELLITE CHANNELS<br>(via a Satellite Dish) | C33<br>4<br>WKS | C34<br>7<br>DAYS | C35<br>YEST |
|-----|------------------------------------------------------|-----------------|------------------|-------------|
| 1.  | 1KZNTV                                               | 4709-1          | 4729-1           | 4749-1      |
| 2.  | Al Jazeera                                           | -2              | -2               | -2          |
| 3.  | AMC (African Movie Channel)                          | -3              | -3               | -3          |
| 4.  | Animaux                                              | -4              | -4               | -4          |
| 5.  | ASTV (Afrikaanse Satelliet Televisie)                | -5              | -5               | -5          |
| 6.  | Baby TV                                              | -6              | -6               | -6          |
| 7.  | BBC World News                                       | -7              | -7               | -7          |
| 8.  | BET                                                  | -8              | -8               | -8          |
| 9.  | Bloomberg                                            | -9              | -9               | -9          |
| 10. | BOX Africa                                           | 4710-0          | 4730-0           | 4750-0      |
| 11. | C Music TV                                           | -1              | -1               | -1          |
| 12. | CCTV 9 Documentary                                   | -2              | -2               | -2          |
| 13. | CCTV News                                            | -3              | -3               | -3          |
| 14. | CNC                                                  | -4              | -4               | -4          |
| 15. | Deen TV                                              | -5              | -5               | -5          |
| 16. | Discovery Science                                    | -6              | -6               | -6          |
| 17. | Discovery Science HD                                 | -7              | -7               | -7          |
| 18. | e.tv                                                 | -8              | -8               | -8          |
| 19. | ESC (Extreme Sports Channel)                         | -9              | -9               | -9          |
| 20. | E-Stars                                              | 4711-0          | 4731-0           | 4751-0      |
| 21. | Eurosport News                                       | -1              | -1               | -1          |
| 22. | Fashion One                                          | -2              | -2               | -2          |
| 23. | Fashion TV                                           | -3              | -3               | -3          |
| 24. | Fine Living                                          | -4              | -4               | -4          |
| 25. | FOX                                                  | -5              | -5               | -5          |
| 26. | FOX Crime                                            | -6              | -6               | -6          |
| 27. | FOX Movies                                           | -7              | -7               | -7          |
| 28. | FOX Movies +2                                        | -8              | -8               | -8          |
| 29. | FOX News                                             | -9              | -9               | -9          |
| 30. | France 24                                            | 4712-0          | 4732-0           | 4752-0      |
| 31. | Fuel TV                                              | -1              | -1               | -1          |
| 32. | FX                                                   | -2              | -2               | -2          |
| 33. | God TV                                               | -3              | -3               | -3          |
| 34. | Gospel Music                                         | -4              | -4               | -4          |
| 35. | ID Investigation Discovery                           | -5              | -5               | -5          |
| 36. | Inspiration                                          | -6              | -6               | -6          |
| 37. | JimJam                                               | -7              | -7               | -7          |
| 38. | Kerrang!                                             | -8              | -8               | -8          |
| 39. | Kiss                                                 | -9              | -9               | -9          |
| 40. | Magic                                                | 4713-0          | 4733-0           | 4753-0      |
| 41. | MGM                                                  | -1              | -1               | -1          |
| 42. | Mindset TV                                           | -2              | -2               | -2          |
| 43. | MSNBC                                                | -3              | -3               | -3          |
| 44. | Music Choice (audio)                                 | -4              | -4               | -4          |
| 45. | Nat Geo Gold                                         | -5              | -5               | -5          |
| 46. | Natura                                               | -6              | -6               | -6          |
| 47. | NBA TV                                               | -7              | -7               | -7          |
| 48. | NBA TV HD                                            | -8              | -8               | -8          |
| 49. | NHK World TV                                         | -9              | -9               | -9          |
| 50. | Nigezie                                              | 4714-0          | 4734-0           | 4754-0      |
| 51. | OH Africa                                            | -1              | -1               | -1          |
| 52. | One Music                                            | -2              | -2               | -2          |
| 53. | RTP International                                    | -3              | -3               | -3          |
| 54. | SABC 1                                               | -4              | -4               | -4          |
| 55. | SABC 2                                               | -5              | -5               | -5          |
| 56. | SABC 3                                               | -6              | -6               | -6          |
| 57. | Setanta Action                                       | -7              | -7               | -7          |
| 58. | Setanta Africa                                       | -8              | -8               | -8          |
| 59. | Smile of a Child                                     | -9              | -9               | -9          |
| 60. | Spark                                                | 4715-0          | 4735-0           | 4755-0      |
| 61. | Star Africa 2                                        | -1              | -1               | -1          |
| 62. | Star Bollywood                                       | -2              | -2               | -2          |
| 63. | Star Bollywood HD                                    | -3              | -3               | -3          |
| 64. | Star Gospel                                          | -4              | -4               | -4          |
| 65. | Star Guide                                           | -5              | -5               | -5          |
| 66. | Star Kungfu 1                                        | -6              | -6               | -6          |
| 67. | Star Movies 1                                        | -7              | -7               | -7          |
| 68. | Star Movies 1 +2                                     | -8              | -8               | -8          |
| 69. | Star Music                                           | -9              | -9               | -9          |
| 70. | Star Novela E1                                       | 4716-0          | 4736-0           | 4756-0      |
| 71. | Star Novela E3                                       | -1              | -1               | -1          |
| 72. | Star One                                             | -2              | -2               | -2          |
| 73. | Star Series E1                                       | -3              | -3               | -3          |
| 74. | Times Now                                            | -4              | -4               | -4          |

| NR                                                                                                                                                                                                                       | STARSAT SATELLITE CHANNELS<br>(via a Satellite Dish) | C33<br>4<br>WKS        | C34<br>7<br>DAYS       | C35<br>YEST            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|------------------------|------------------------|------------------------|
| 75.                                                                                                                                                                                                                      | Tshwane TV                                           | 4716-5                 | 4736-5                 | 4756-5                 |
| 76.                                                                                                                                                                                                                      | TVC News                                             | -6                     | -6                     | -6                     |
| 77.                                                                                                                                                                                                                      | Unitel Classica                                      | -7                     | -7                     | -7                     |
| 78.                                                                                                                                                                                                                      | WapTV                                                | -8                     | -8                     | -8                     |
| 79.                                                                                                                                                                                                                      | Zing                                                 | -9                     | -9                     | -9                     |
| 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) |                                                      |                        |                        |                        |
| StarSat Chinese Only                                                                                                                                                                                                     |                                                      |                        |                        |                        |
| 80.                                                                                                                                                                                                                      | BTv                                                  | 4717-0                 | 4737-0                 | 4757-0                 |
| 81.                                                                                                                                                                                                                      | CCTV4                                                | -1                     | -1                     | -1                     |
| 82.                                                                                                                                                                                                                      | CCTV Entertainment                                   | -2                     | -2                     | -2                     |
| 83.                                                                                                                                                                                                                      | China Movies Channel                                 | -3                     | -3                     | -3                     |
| 84.                                                                                                                                                                                                                      | CTI TV                                               | -4                     | -4                     | -4                     |
| 85.                                                                                                                                                                                                                      | Fujian Strait TV                                     | -5                     | -5                     | -5                     |
| 86.                                                                                                                                                                                                                      | Hunan TV World                                       | -6                     | -6                     | -6                     |
| 87.                                                                                                                                                                                                                      | Jiangsu TV                                           | -7                     | -7                     | -7                     |
| 88.                                                                                                                                                                                                                      | Phoenix CNE                                          | -8                     | -8                     | -8                     |
| 89.                                                                                                                                                                                                                      | Phoenix Info                                         | -9                     | -9                     | -9                     |
| 90.                                                                                                                                                                                                                      | Shanghai Dragon TV                                   | 4718-0                 | 4738-0                 | 4758-0                 |
| 91.                                                                                                                                                                                                                      | Star Chinese 2                                       | -1                     | -1                     | -1                     |
| 92.                                                                                                                                                                                                                      | Star Chinese Movies + Series                         | -2                     | -2                     | -2                     |
| 93.                                                                                                                                                                                                                      | Tian Jin                                             | -3                     | -3                     | -3                     |
| 94.                                                                                                                                                                                                                      | TVB Drama                                            | -4                     | -4                     | -4                     |
| 95.                                                                                                                                                                                                                      | Zhe Jiang TV                                         | -5                     | -5                     | -5                     |
| StarSat Indian Only                                                                                                                                                                                                      |                                                      |                        |                        |                        |
| 96.                                                                                                                                                                                                                      | Star Gold                                            | -6                     | -6                     | -6                     |
| 97.                                                                                                                                                                                                                      | Star Life OK                                         | -7                     | -7                     | -7                     |
| 98.                                                                                                                                                                                                                      | Star Plus                                            | -8                     | -8                     | -8                     |
| 99.                                                                                                                                                                                                                      | Vijay                                                | -9                     | -9                     | -9                     |
| 100.                                                                                                                                                                                                                     | Zee Cinema                                           | 4719-0                 | 4739-0                 | 4759-0                 |
| 101.                                                                                                                                                                                                                     | Zee Tamil                                            | -1                     | -1                     | -1                     |
| 102.                                                                                                                                                                                                                     | Zoom                                                 | -2                     | -2                     | -2                     |
| ANY OTHER TV? (PLEASE SPECIFY) /<br>ENIGE ANDER TV? (SPESIFISEER<br>ASSEBLIEF)                                                                                                                                           |                                                      | -3                     | -3                     | -3                     |
| .....                                                                                                                                                                                                                    |                                                      |                        |                        |                        |
| DID NOT WATCH / HET NIE GEKYK NIE                                                                                                                                                                                        |                                                      | ▲ SKIP<br>TO C36<br>-4 | ▲ SKIP<br>TO C36<br>-4 | ▲ SKIP<br>TO C36<br>-4 |

|                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                 |
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| ▲ ASK C36 IF “OPENVIEW HD” CLAIMED IN C4                                                                                                                                                                                                                                                                                                   | ▲ VRA C36 INDIEN “OPENVIEW HD” GENOEM IS IN C4                                                                                                                                                                                                                                                                                  |
| ▲ SHOW SCREEN C36 - “OPENVIEW HD CHANNELS”<br><br><b>C36.</b> The following screen shows channels which can be viewed on the OPENVIEW HD service. Which of these, if any, have you personally watched in the <b>PAST 4 WEEKS</b> ? The channels are listed alphabetically. Just give me the number(s).<br><br>▲ RECORD ANSWER(S) UNDER C36 | ▲ TOON SKERM C36 - “OPENVIEW HD KANALE”<br><br><b>C36.</b> Die volgende skerm toon kanale wat op OPENVIEW HD se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die <b>AFGELOPE 4 WEKE</b> , gekyk? Die kanale is alfabeties gelys. Gee my net die nommer(s).<br><br>▲ NOTEER ANTWOORD(E) ONDER C36 |
| ▲ ASK C37 IF ANY OPENVIEW HD CHANNELS VIEWED IN PAST 4 WEEKS IN C36                                                                                                                                                                                                                                                                        | ▲ VRA C37 INDIEN ENIGE OPENVIEW HD KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C36                                                                                                                                                                                                                                                |
| <b>C37.</b> And which of these channels, if any, have you personally watched in the <b>PAST 7 DAYS</b> ?<br><br>▲ READ OUT AND RECORD ANSWER(S) UNDER C37                                                                                                                                                                                  | <b>C37.</b> En watter van hierdie kanale, indien enige, het u persoonlik in die <b>AFGELOPE 7 DAE</b> gekyk?<br><br>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C37                                                                                                                                                                 |
| ▲ ASK C38 IF ANY OPENVIEW HD CHANNELS VIEWED IN PAST 7 DAYS IN C37                                                                                                                                                                                                                                                                         | ▲ VRA C38 INDIEN ENIGE OPENVIEW HD KANALE GEKYK IS IN DIE AFGELOPE 7 DAE IN C37                                                                                                                                                                                                                                                 |
| <b>C38.</b> Now I would like you to think about <b>YESTERDAY</b> . Which, if any, of these channels did you personally watch <b>YESTERDAY</b> ?<br><br>▲ READ OUT AND RECORD ANSWER(S) UNDER C38                                                                                                                                           | <b>C38.</b> Nou wil ek hê dat u aan <b>GISTER</b> moet dink. Watter, indien enige, van hierdie kanale het u persoonlik <b>GISTER</b> gekyk?<br><br>▲ LEES VOOR EN NOTEER ANTWOORD(E) ONDER C38                                                                                                                                  |

|     | OPENVIEW HD SATELLITE CHANNELS<br>(via a Satellite Dish)                       | C36<br>4 WEEKS             | C37<br>7 DAYS              | C38<br>YESTER-<br>DAY      |
|-----|--------------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|
| 1.  | ASTV (Afrikaanse Satelliet Televisie)                                          | 6709-1                     | 6729-1                     | 6749-1                     |
| 2.  | Bi-Cars TV                                                                     | -2                         | -2                         | -2                         |
| 3.  | Da Vinci Learning                                                              | -3                         | -3                         | -3                         |
| 4.  | Deen TV                                                                        | -4                         | -4                         | -4                         |
| 5.  | e.tv                                                                           | -5                         | -5                         | -5                         |
| 6.  | eAfrica+                                                                       | -6                         | -6                         | -6                         |
| 7.  | eKasi+                                                                         | -7                         | -7                         | -7                         |
| 8.  | eMovies+                                                                       | -8                         | -8                         | -8                         |
| 9.  | eToonz+                                                                        | -9                         | -9                         | -9                         |
| 10. | Ekurhuleni TV                                                                  | 6710-0                     | 6730-0                     | 6750-0                     |
| 11. | Glow TV                                                                        | -1                         | -1                         | -1                         |
| 12. | Inspiration TV                                                                 | -2                         | -2                         | -2                         |
| 13. | Mindset TV                                                                     | -3                         | -3                         | -3                         |
| 14. | SABC 1                                                                         | -4                         | -4                         | -4                         |
| 15. | SABC 2                                                                         | -5                         | -5                         | -5                         |
| 16. | SABC 3                                                                         | -6                         | -6                         | -6                         |
| 17. | Spirit Word Channel                                                            | -7                         | -7                         | -7                         |
| 18. | UCNB                                                                           | -8                         | -8                         | -8                         |
|     | ANY OTHER TV? (PLEASE SPECIFY) /<br>ENIGE ANDER TV? (SPESIFISEER<br>ASSEBLIEF) | -9                         | -9                         | -9                         |
|     | .....                                                                          |                            |                            |                            |
|     | DID NOT WATCH / HET NIE GEKYK NIE                                              | ▲ SKIP TO<br>C39<br>6711-0 | ▲ SKIP TO<br>C39<br>6731-0 | ▲ SKIP TO<br>C39<br>6751-0 |

| <p>▲ <b>ASK C39 IF “FREEVISION” CLAIMED IN C4</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  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| <p>▲ <b>SHOW SCREEN C39 - “FREEVISION CHANNELS”</b></p> <p><b>C39.</b> The following screen shows channels which can be viewed on the FREEVISION service. Which of these, if any, have you personally watched in the <b>PAST 4 WEEKS</b>? The channels are listed alphabetically. Just give me the number(s).</p> <p>▲ <b>RECORD ANSWER(S) UNDER C39</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>▲ <b>TOON SKERM C39 – “ FREEVISION KANALE”</b></p> <p><b>C39.</b> Die volgende skerm toon kanale wat op FREEVISION se diens gekyk kan word. Watter van hierdie, indien enige, het u persoonlik in die <b>AFGELOPE 4 WEKE</b>, gekyk? Die kanale is alfabeties gelys. Gee my net die nommer(s).</p> <p>▲ <b>NOTEER ANTWOORD(E) ONDER C39</b></p> |                                                         |                              |                              |             |    |         |        |        |        |    |                        |    |    |    |    |         |    |    |    |    |                         |    |    |    |    |                      |    |    |    |    |        |    |    |    |    |              |    |    |    |    |                   |    |    |    |    |                |    |    |    |     |         |        |        |        |     |                         |    |    |    |     |            |    |    |    |     |           |    |    |    |     |                    |    |    |    |     |              |    |    |    |     |          |    |    |    |     |          |    |    |    |     |                      |    |    |    |     |                |    |    |    |     |               |        |        |        |     |                |    |    |    |     |                   |    |    |    |     |                        |    |    |    |     |     |    |    |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                         |                 |                  |             |     |        |        |        |        |     |        |    |    |    |     |        |    |    |    |     |                         |    |    |    |     |                   |    |    |    |     |            |        |        |        |     |           |    |    |    |     |              |    |    |    |     |                                    |    |    |    |     |          |    |    |    |     |             |    |    |    |     |     |    |    |    |     |            |    |    |    |     |          |    |    |    |     |                            |    |    |    |     |                            |        |        |        |     |         |    |    |    |                                                                                |  |    |    |    |       |  |  |  |  |                                   |  |                              |                              |                              |
| <p>▲ <b>ASK C40 IF ANY FREEVISION CHANNELS VIEWED IN PAST 4 WEEKS IN C39</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>VRA C40 INDIEN ENIGE FREEVISION KANALE GEKYK IS IN DIE AFGELOPE 4 WEKE IN C39</b></p>                                                                                                                                                                                                                                                      |                                                         |                              |                              |             |    |         |        |        |        |    |                        |    |    |    |    |         |    |    |    |    |                         |    |    |    |    |                      |    |    |    |    |        |    |    |    |    |              |    | 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| <p><b>C40.</b> And which of these channels, if any, have you personally watched in the <b>PAST 7 DAYS</b>?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C40</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>C40.</b> En watter van hierdie kanale, indien enige, het u persoonlik in die <b>AFGELOPE 7 DAE</b> gekyk?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C40</b></p>                                                                                                                                                                      |                                                         |                              |                              |             |    |         |        |        |        |    |                        |    |    |    |    |         |    |    |    |    |                         |    |    |    |    |                      |    |    |    |    |        |    |    |    |    |              |    | 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| <p>▲ <b>ASK C41 IF ANY FREEVISION CHANNELS VIEWED IN PAST 7 DAYS IN C40</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        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| <p><b>C41.</b> Now I would like you to think about <b>YESTERDAY</b>. Which, if any, of these channels did you personally watch <b>YESTERDAY</b>?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C41</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>C41.</b> Nou wil ek hê dat u aan <b>GISTER</b> moet dink. Watter, indien enige, van hierdie kanale het u persoonlik <b>GISTER</b> gekyk?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C41</b></p>                                                                                                                                       |                                                         |                              |                              |             |    |         |        |        |        |    |                        |    |    |    |    |         |    |    |    |    |                         |    |    |    |    |                      |    |    |    |    |        |    |    |    |    |              |    |    |    |    |                   |    |    |    |    |                |    |    |    |     |         |        |        |        |     |                         |    |    |    |     |            |    |    |    |     |           |    |    |    |     |                    |    |    |    |     |              |    |    |    |     |          |    |    |    |     |          |    |    |    |     |                      |    |    |    |     |                |    |    |    |     |               |        |        |        |     |                |    |    |    |     |                   |    |    |    |     |                        |    |    |    |     |     |    |    |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                         |                 |                  |             |     |        |        |        |        |     |        |    |    |    |     |        |    |    |    |     |                         |    |    |    |     |                   |    |    |    |     |            |        |        |        |     |           |    |    |    |     |              |    |    |    |     |                                    |    |    |    |     |          |    |    |    |     |             |    |    |    |     |     |    |    |    |     |            |    |    |    |     |          |    |    |    |     |                            |    |    |    |     |                            |        |        |        |     |         |    |    |    |                                                                                |  |    |    |    |       |  |  |  |  |                                   |  |                              |                              |                              |
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(PLEASE SPECIFY) /<br/>ENIGE ANDER TV? (SPESIFISEER<br/>ASSEBLIEF)</td> <td>-2</td> <td>-2</td> <td>-2</td> </tr> <tr> <td colspan="2">.....</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="2">DID NOT WATCH / HET NIE GEKYK NIE</td> <td>▲<br/>SKIP<br/>TO<br/>C46<br/>-3</td> <td>▲<br/>SKIP<br/>TO<br/>C46<br/>-3</td> <td>▲<br/>SKIP<br/>TO<br/>C46<br/>-3</td> </tr> </tbody> </table> | NR | FREEVISION SATELLITE CHANNELS<br>(via a Satellite Dish) | C39<br>4<br>WKS | C40<br>7<br>DAYS | C41<br>YEST | 25. | SABC 1 | 6716-5 | 6736-5 | 6756-5 | 26. | SABC 2 | -6 | -6 | -6 | 27. | SABC 3 | -7 | -7 | -7 | 28. | DTT SABC Channels - Any | -8 | -8 | -8 | 29. | SABC News Channel | -9 | -9 | -9 | 30. | SA Channel | 6717-0 | 6737-0 | 6757-0 | 31. | Soweto TV | -1 | -1 | -1 | 32. | Starcross TV | -2 | -2 | -2 | 33. | The Synagogue Church - Emmanuel TV | -3 | -3 | -3 | 34. | Tellilah | -4 | -4 | -4 | 35. | Spirit Word | -5 | -5 | -5 | 36. | TBN | -6 | -6 | -6 | 37. | Tshwane TV | -7 | -7 | -7 | 38. | TVC News | -8 | -8 | -8 | 39. | Unity Broadcasting Network | -9 | -9 | -9 | 40. | World Restoration Services | 6718-0 | 6738-0 | 6758-0 | 41. | Zulu TV | -1 | -1 | -1 | ANY OTHER TV? (PLEASE SPECIFY) /<br>ENIGE ANDER TV? (SPESIFISEER<br>ASSEBLIEF) |  | -2 | -2 | -2 | ..... |  |  |  |  | DID NOT WATCH / HET NIE GEKYK NIE |  | ▲<br>SKIP<br>TO<br>C46<br>-3 | ▲<br>SKIP<br>TO<br>C46<br>-3 | ▲<br>SKIP<br>TO<br>C46<br>-3 |
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| 18.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 19.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 20.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 21.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 22.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 23.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 24.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 25.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 26.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 27.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 28.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | DTT SABC Channels - 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| 29.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 30.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 31.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 32.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 33.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | The Synagogue Church - Emmanuel TV                                                                                                                                                                                                                                                                                                                 | -3                                                      | -3                           | -3                           |             |    |         |        |        |        |    |                        |    |    |    |    |         |    |    |    |    |                         |    |    |    |    |                      |    |    |    |    |        |    |    |    |    |              |    |    |    |    |                   |    |    |    |    |                |    |    |    |     |         |        |        |        |     |                         |    |    |    |     |            |    |    |    |     |           |    |    |    |     |                    |    |    |    |     |              |    |    |    |     |          |    |    |    |     |          |    |    |    |     |                      |    |    |    |     |                |    |    |    |     |               |        |        |        |     |                |    |    |    |     |                   |    |    |    |     |                        |    |    |    |     |     |    |    |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |    |                                                         |                 |                  |             |     |        |        |        |        |     |        |    |    |    |     |        |    |    |    |     |                         |    |    |    |     |                   |    |    |    |     |            |        |        |        |     |           |    |    |    |     |              |    |    |    |     |                                    |    |    |    |     |          |    |    |    |     |             |    |    |    |     |     |    |    |    |     |            |    |    |    |     |          |    |    |    |     |                            |    |    |    |     |                            |        |        |        |     |         |    |    |    |                                                                                |  |    |    |    |       |  |  |  |  |                                   |  |                              |                              |                              |
| 34.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 35.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 36.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 37.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 38.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 39.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| <p>▲ IF DAY OF INTERVIEW IS TUESDAY TO SATURDAY AND TV WAS VIEWED IN C29, C32, C35, C38 OR C41 - "YESTERDAY", ASK C42.</p> <p>▲ IF DAY OF INTERVIEW IS SUNDAY OR MONDAY AND TV WAS VIEWED IN C28, C31, C34, C37 OR C40 - "PAST 7 DAYS", CAPI WILL PROMPT FOR A RANDOMLY SELECTED WEEKDAY IN THE LAST WEEK.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         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              |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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| <p>C42. 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?</p> <p>▲ RECORD ANSWER(S) UNDER C42 - "YESTERDAY/WEEKDAY"</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              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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?</p> <p>▲ NOTEER ANTWOORD(E) ONDER C42 - "YESTERDAY/WEEKDAY")</p>                                                                   |          |                                            |                       |               |                             |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |              |        |        |        |              |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |              |    |    |    |              |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |  |  |                  |  |                                            |  |    |    |    |
| <p>▲ ASK C43 AND C44 IF TV VIEWED IN C28, C31, C34, C37 OR C40 - "PAST 7 DAYS"</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |               | <p>▲ VRA C43 EN C44 INDIEN TV IN C28, C31, C34, C37 OF C40 - "AFGELOPE 7 DAE" GEKYK WAS</p>                                                                                                                                                                                                                          |          |                                            |                       |               |                             |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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| <p>C43. Now think about <b>last SATURDAY</b>, at what times did you watch TV?</p> <p>▲ WE ARE ASKING ABOUT VIEWING ON THE MOST RECENT SATURDAY</p> <p>▲ RECORD ANSWER(S) UNDER C43 - "SATURDAY"</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              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Dink nou aan <b>laas SATERDAG</b>, watter tye het u TV gekyk?</p> <p>▲ ONS VRA OOR DIE MEES ONLANGSE SATERDAG SE TV-KYK</p> <p>▲ NOTEER ANTWOORD(E) ONDER C43 - "SATURDAY"</p>                                                                                                                               |          |                                            |                       |               |                             |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |              |        |        |        |              |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |              |    |    |    |              |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |  |  |                  |  |                                            |  |    |    |    |
| <p>C44. And thinking about <b>last SUNDAY</b> at what times did you watch TV?</p> <p>▲ WE ARE ASKING ABOUT VIEWING ON THE MOST RECENT SUNDAY</p> <p>▲ RECORD ANSWER(S) UNDER C44 - "SUNDAY"</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  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En dink aan <b>laas SONDAG</b>, watter tye het u TV gekyk?</p> <p>▲ ONS VRA OOR DIE MEES ONLANGSE SONDAG SE TV-KYK</p> <p>▲ NOTEER ANTWOORD(E) ONDER C44 - "SUNDAY"</p>                                                                                                                                      |          |                                            |                       |               |                             |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |              |        |        |        |              |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |               |    |    |    |             |               |    |    |    |             |               |    |    |    |               |        |        |        |               |    |    |    |               |    |    |    |               |    |    |    |              |    |    |    |              |        |        |        |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |  |  |                  |  |                                            |  |    |    |    |
| <table border="1"> <thead> <tr> <th colspan="2" rowspan="2">TIME OF DAY/<br/>TYD VAN DAG</th> <th>C42</th> <th>C43</th> <th>C44</th> <th colspan="2" rowspan="2">TIME OF DAY/<br/>TYD VAN DAG</th> <th>C42</th> <th>C43</th> <th>C44</th> </tr> <tr> <th>YESTERDAY/<br/>WEEKDAY</th> <th>SATURDAY</th> <th>SUNDAY</th> <th>YESTERDAY/<br/>WEEKDAY</th> <th>SATURDAY</th> <th>SUNDAY</th> </tr> </thead> <tbody> <tr> <td rowspan="4">5 AM<br/>VM</td> <td>5.00 - 5.15</td> <td>7309-1</td> <td>7409-1</td> <td>7509-1</td> <td rowspan="4">5 PM<br/>NM</td> <td>5.00 - 5.15</td> <td>7313-9</td> <td>7413-9</td> <td>7513-9</td> </tr> <tr> <td>5.15 - 5.30</td> <td>-2</td> <td>-2</td> <td>-2</td> <td>5.15 - 5.30</td> <td>7314-0</td> <td>7414-0</td> <td>7514-0</td> </tr> <tr> <td>5.30 - 5.45</td> <td>-3</td> <td>-3</td> <td>-3</td> <td>5.30 - 5.45</td> <td>-1</td> <td>-1</td> <td>-1</td> </tr> <tr> <td>5.45 - 6.00</td> <td>-4</td> <td>-4</td> <td>-4</td> <td>5.45 - 6.00</td> <td>-2</td> <td>-2</td> <td>-2</td> </tr> <tr> <td rowspan="4">6 AM<br/>VM</td> <td>6.00 - 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8.00</td> <td>7315-0</td> <td>7415-0</td> <td>7515-0</td> </tr> <tr> <td rowspan="4">8 AM<br/>VM</td> <td>8.00 - 8.15</td> <td>-3</td> <td>-3</td> <td>-3</td> <td rowspan="4">8 PM<br/>NM</td> <td>8.00 - 8.15</td> <td>-1</td> <td>-1</td> <td>-1</td> </tr> <tr> <td>8.15 - 8.30</td> <td>-4</td> <td>-4</td> <td>-4</td> <td>8.15 - 8.30</td> <td>-2</td> <td>-2</td> <td>-2</td> </tr> <tr> <td>8.30 - 8.45</td> <td>-5</td> <td>-5</td> <td>-5</td> <td>8.30 - 8.45</td> <td>-3</td> <td>-3</td> <td>-3</td> </tr> <tr> <td>8.45 - 9.00</td> <td>-6</td> <td>-6</td> <td>-6</td> <td>8.45 - 9.00</td> <td>-4</td> <td>-4</td> <td>-4</td> </tr> <tr> <td rowspan="4">9 AM<br/>VM</td> <td>9.00 - 9.15</td> <td>-7</td> <td>-7</td> <td>-7</td> <td rowspan="4">9 PM<br/>NM</td> <td>9.00 - 9.15</td> <td>-5</td> <td>-5</td> <td>-5</td> </tr> <tr> <td>9.15 - 9.30</td> <td>-8</td> <td>-8</td> <td>-8</td> <td>9.15 - 9.30</td> <td>-6</td> <td>-6</td> <td>-6</td> </tr> <tr> <td>9.30 - 9.45</td> <td>-9</td> <td>-9</td> <td>-9</td> <td>9.30 - 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1.15</td> <td>-3</td> <td>-3</td> <td>-3</td> <td rowspan="4">1 AM<br/>VM</td> <td>1.00 - 1.15</td> <td>-1</td> <td>-1</td> <td>-1</td> </tr> <tr> <td>1.15 - 1.30</td> <td>-4</td> <td>-4</td> <td>-4</td> <td>1.15 - 1.30</td> <td>-2</td> <td>-2</td> <td>-2</td> </tr> <tr> <td>1.30 - 1.45</td> <td>-5</td> <td>-5</td> <td>-5</td> <td>1.30 - 1.45</td> <td>-3</td> <td>-3</td> <td>-3</td> </tr> <tr> <td>1.45 - 2.00</td> <td>-6</td> <td>-6</td> <td>-6</td> <td>1.45 - 2.00</td> <td>-4</td> <td>-4</td> <td>-4</td> </tr> <tr> <td rowspan="4">2 PM<br/>NM</td> <td>2.00 - 2.15</td> <td>-7</td> <td>-7</td> <td>-7</td> <td rowspan="4">2 AM<br/>VM</td> <td>2.00 - 2.15</td> <td>-5</td> <td>-5</td> <td>-5</td> </tr> <tr> <td>2.15 - 2.30</td> <td>-8</td> <td>-8</td> <td>-8</td> <td>2.15 - 2.30</td> <td>-6</td> <td>-6</td> <td>-6</td> </tr> <tr> <td>2.30 - 2.45</td> <td>-9</td> <td>-9</td> <td>-9</td> <td>2.30 - 2.45</td> <td>-7</td> <td>-7</td> <td>-7</td> </tr> <tr> <td>2.45 - 3.00</td> <td>7313-0</td> <td>7413-0</td> <td>7513-0</td> <td>2.45 - 3.00</td> <td>-8</td> <td>-8</td> <td>-8</td> </tr> <tr> <td rowspan="4">3 PM<br/>NM</td> <td>3.00 - 3.15</td> <td>-1</td> <td>-1</td> <td>-1</td> <td rowspan="4">3 AM<br/>VM</td> <td>3.00 - 3.15</td> <td>-9</td> <td>-9</td> <td>-9</td> </tr> <tr> <td>3.15 - 3.30</td> <td>-2</td> <td>-2</td> <td>-2</td> <td>3.15 - 3.30</td> <td>7318-0</td> <td>7418-0</td> <td>7518-0</td> </tr> <tr> <td>3.30 - 3.45</td> <td>-3</td> <td>-3</td> <td>-3</td> <td>3.30 - 3.45</td> <td>-1</td> <td>-1</td> <td>-1</td> </tr> <tr> <td>3.45 - 4.00</td> <td>-4</td> <td>-4</td> <td>-4</td> <td>3.45 - 4.00</td> <td>-2</td> <td>-2</td> <td>-2</td> </tr> <tr> <td rowspan="4">4 PM<br/>NM</td> <td>4.00 - 4.15</td> <td>-5</td> <td>-5</td> <td>-5</td> <td rowspan="4">4 AM<br/>VM</td> <td>4.00 - 4.15</td> <td>-3</td> <td>-3</td> <td>-3</td> </tr> <tr> <td>4.15 - 4.30</td> <td>-6</td> <td>-6</td> <td>-6</td> <td>4.15 - 4.30</td> <td>-4</td> <td>-4</td> <td>-4</td> </tr> <tr> <td>4.30 - 4.45</td> <td>-7</td> <td>-7</td> <td>-7</td> <td>4.30 - 4.45</td> <td>-5</td> <td>-5</td> <td>-5</td> </tr> <tr> <td>4.45 - 5.00</td> <td>-8</td> <td>-8</td> <td>-8</td> <td>4.45 - 5.00</td> <td>-6</td> <td>-6</td> <td>-6</td> </tr> <tr> <td colspan="2"></td> <td colspan="2">Did not watch TV</td> <td colspan="2">▲ NOT APPLICABLE FOR TUE TO SAT INTERVIEWS</td> <td>-7</td> <td>-7</td> <td>-7</td> </tr> </tbody> </table> |               | TIME OF DAY/<br>TYD VAN DAG                                                                                                                                                                                                                                                                                          |          | C42                                        | C43                   | C44           | TIME OF DAY/<br>TYD VAN DAG |        | C42                         | C43 | C44 | YESTERDAY/<br>WEEKDAY | SATURDAY | SUNDAY | YESTERDAY/<br>WEEKDAY | SATURDAY | SUNDAY | 5 AM<br>VM | 5.00 - 5.15 | 7309-1 | 7409-1 | 7509-1 | 5 PM<br>NM | 5.00 - 5.15 | 7313-9 | 7413-9 | 7513-9 | 5.15 - 5.30 | -2 | -2 | -2 | 5.15 - 5.30 | 7314-0 | 7414-0 | 7514-0 | 5.30 - 5.45 | -3 | -3 | -3 | 5.30 - 5.45 | -1 | -1 | -1 | 5.45 - 6.00 | -4 | -4 | -4 | 5.45 - 6.00 | -2 | -2 | -2 | 6 AM<br>VM | 6.00 - 6.15 | -5 | -5 | -5 | 6 PM<br>NM | 6.00 - 6.15 | -3 | -3 | -3 | 6.15 - 6.30 | -6 | -6 | -6 | 6.15 - 6.30 | -4 | -4 | -4 | 6.30 - 6.45 | -7 | -7 | -7 | 6.30 - 6.45 | -5 | -5 | -5 | 6.45 - 7.00 | -8 | -8 | -8 | 6.45 - 7.00 | -6 | -6 | -6 | 7 AM<br>VM | 7.00 - 7.15 | -9 | -9 | -9 | 7 PM<br>NM | 7.00 - 7.15 | -7 | -7 | -7 | 7.15 - 7.30 | 7310-0 | 7410-0 | 7510-0 | 7.15 - 7.30 | -8 | -8 | -8 | 7.30 - 7.45 | -1 | -1 | -1 | 7.30 - 7.45 | -9 | -9 | -9 | 7.45 - 8.00 | -2 | -2 | -2 | 7.45 - 8.00 | 7315-0 | 7415-0 | 7515-0 | 8 AM<br>VM | 8.00 - 8.15 | -3 | -3 | -3 | 8 PM<br>NM | 8.00 - 8.15 | -1 | -1 | -1 | 8.15 - 8.30 | -4 | -4 | -4 | 8.15 - 8.30 | -2 | -2 | -2 | 8.30 - 8.45 | -5 | -5 | -5 | 8.30 - 8.45 | -3 | -3 | -3 | 8.45 - 9.00 | -6 | -6 | -6 | 8.45 - 9.00 | -4 | -4 | -4 | 9 AM<br>VM | 9.00 - 9.15 | -7 | -7 | -7 | 9 PM<br>NM | 9.00 - 9.15 | -5 | -5 | -5 | 9.15 - 9.30 | -8 | -8 | -8 | 9.15 - 9.30 | -6 | -6 | -6 | 9.30 - 9.45 | -9 | -9 | -9 | 9.30 - 9.45 | -7 | -7 | -7 | 9.45 - 10.00 | 7311-0 | 7411-0 | 7511-0 | 9.45 - 10.00 | -8 | -8 | -8 | 10 AM<br>VM | 10.00 - 10.15 | -1 | -1 | -1 | 10 PM<br>NM | 10.00 - 10.15 | -9 | -9 | -9 | 10.15 - 10.30 | -2 | -2 | -2 | 10.15 - 10.30 | 7316-0 | 7416-0 | 7516-0 | 10.30 - 10.45 | -3 | -3 | -3 | 10.30 - 10.45 | -1 | -1 | -1 | 10.45 - 11.00 | -4 | -4 | -4 | 10.45 - 11.00 | -2 | -2 | -2 | 11 AM<br>VM | 11.00 - 11.15 | -5 | -5 | -5 | 11 PM<br>NM | 11.00 - 11.15 | -3 | -3 | -3 | 11.15 - 11.30 | -6 | -6 | -6 | 11.15 - 11.30 | -4 | -4 | -4 | 11.30 - 11.45 | -7 | -7 | -7 | 11.30 - 11.45 | -5 | -5 | -5 | 11.45 - 12.00 | -8 | -8 | -8 | 11.45 - 12.00 | -6 | -6 | -6 | 12 AM<br>VM | 12.00 - 12.15 | -9 | -9 | -9 | 12 AM<br>VM | 12.00 - 12.15 | -7 | -7 | -7 | 12.15 - 12.30 | 7312-0 | 7412-0 | 7512-0 | 12.15 - 12.30 | -8 | -8 | -8 | 12.30 - 12.45 | -1 | -1 | -1 | 12.30 - 12.45 | -9 | -9 | -9 | 12.45 - 1.00 | -2 | -2 | -2 | 12.45 - 1.00 | 7317-0 | 7417-0 | 7517-0 | 1 PM<br>NM | 1.00 - 1.15 | -3 | -3 | -3 | 1 AM<br>VM | 1.00 - 1.15 | -1 | -1 | -1 | 1.15 - 1.30 | -4 | -4 | -4 | 1.15 - 1.30 | -2 | -2 | -2 | 1.30 - 1.45 | -5 | -5 | -5 | 1.30 - 1.45 | -3 | -3 | -3 | 1.45 - 2.00 | -6 | -6 | -6 | 1.45 - 2.00 | -4 | -4 | -4 | 2 PM<br>NM | 2.00 - 2.15 | -7 | -7 | -7 | 2 AM<br>VM | 2.00 - 2.15 | -5 | -5 | -5 | 2.15 - 2.30 | -8 | -8 | -8 | 2.15 - 2.30 | -6 | -6 | -6 | 2.30 - 2.45 | -9 | -9 | -9 | 2.30 - 2.45 | -7 | -7 | -7 | 2.45 - 3.00 | 7313-0 | 7413-0 | 7513-0 | 2.45 - 3.00 | -8 | -8 | -8 | 3 PM<br>NM | 3.00 - 3.15 | -1 | -1 | -1 | 3 AM<br>VM | 3.00 - 3.15 | -9 | -9 | -9 | 3.15 - 3.30 | -2 | -2 | -2 | 3.15 - 3.30 | 7318-0 | 7418-0 | 7518-0 | 3.30 - 3.45 | -3 | -3 | -3 | 3.30 - 3.45 | -1 | -1 | -1 | 3.45 - 4.00 | -4 | -4 | -4 | 3.45 - 4.00 | -2 | -2 | -2 | 4 PM<br>NM | 4.00 - 4.15 | -5 | -5 | -5 | 4 AM<br>VM | 4.00 - 4.15 | -3 | -3 | -3 | 4.15 - 4.30 | -6 | -6 | -6 | 4.15 - 4.30 | -4 | -4 | -4 | 4.30 - 4.45 | -7 | -7 | -7 | 4.30 - 4.45 | -5 | -5 | -5 | 4.45 - 5.00 | -8 | -8 | -8 | 4.45 - 5.00 | -6 | -6 | -6 |  |  | Did not watch TV |  | ▲ NOT APPLICABLE FOR TUE TO SAT INTERVIEWS |  | -7 | -7 | -7 |
| TIME OF DAY/<br>TYD VAN DAG                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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              |        | TIME OF DAY/<br>TYD VAN DAG |     | C42 | C43                   | C44      |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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              |        |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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| 5 AM<br>VM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             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              | 7413-9 | 7513-9                      |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |               | Did not watch TV                                                                                                                                                                                                                                                                                                     |          | ▲ NOT APPLICABLE FOR TUE TO SAT INTERVIEWS |                       | -7            | -7                          | -7     |                             |     |     |                       |          |        |                       |          |        |            |             |        |        |        |            |             |        |        |        |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |            |             |    |    |    |            |             |    |    |    |             |        |        |        |             |    |    |    |             |    |    |    |             |    |    |    |             |    |    |    |             |        |        |        |            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▲ IF TV VIEWED YESTERDAY IN C29, C32, C35, C38 OR C41, ASK C45 OTHERWISE SKIP TO C46

▲ INDIEN TV GISTER GEKYK IS IN C29, C32, C35, C38 OF C41, VRA C45, ANDERSINS GAAN NA C46

▲ SHOW SCREEN C45 – “PLACES WHERE TV VIEWED”

▲ TOON SKERM C45 – “PLEKKE WAAR TV GEKYK IS”

C45. People can view TV at different places. Can you please tell me all the places where you viewed TV YESTERDAY?

C45. 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)                                        | 4771-1 | 1. Eie huis via 'n TV-stel(le)                                      |
| 2. Own home via another device e.g. computer, cellphone            | -2     | 2. Eie huis via 'n ander toestel bv. rekenaar, selfoon              |
| 3. Other person's home via a TV set(s)                             | -3     | 3. Ander persoon se huis via 'n TV stel(le)                         |
| 4. Other person's home via another device e.g. computer, cellphone | -4     | 4. Ander persoon se huis via 'n ander toestel bv. rekenaar, selfoon |
| 5. Airport                                                         | -5     | 5. Lughawe                                                          |
| 6. Bar/Club/Shebeen                                                | -6     | 6. Kroeg/Klub/Shebeen                                               |
| 7. Gym                                                             | -7     | 7. Gimnasium                                                        |
| 8. Hotel/Guest House                                               | -8     | 8. Hotel/Gastehuis                                                  |
| 9. Public Park/Fan Park                                            | -9     | 9. Openbare Park/Bewonderaarspark                                   |
| 10. Restaurant/Coffee Shop                                         | 4772-0 | 10. Restourant/Koffiewinkel                                         |
| 11. Shopping Centre/Shop/Bank                                      | -1     | 11. Winkelsentrum/Winkel/Bank                                       |
| 12. Taxi Rank                                                      | -2     | 12. Taxi-staanplek                                                  |
| 13. Inside a taxi/bus                                              | -3     | 13. Binne-in 'n taxi/bus                                            |
| 14. At Work                                                        | -4     | 14. By die Werk                                                     |
| Elsewhere? (STATE) .....                                           | -5     | Iewers anders? (NOEM) .....                                         |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>▲ <b>ASK ALL</b></p> <p>▲ <b>READ OUT:</b></p> <p>And now I would like to ask you a few questions about Radio listening.</p> <p>▲ <b>SET UP RADIO REMINDER CARD AND EXPLAIN</b></p> <p>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.</p> <p>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.</p> | <p>▲ <b>VRA ALMAL</b></p> <p>▲ <b>LEES VOOR:</b></p> <p>En nou wil ek u graag 'n paar vrae oor Radio-luister vra.</p> <p>▲ <b>STEL RADIO-HERINNER NASLAANKAART OP EN VERDUIDELIK</b></p> <p>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.</p> <p>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.</p> |
| <p>▲ <b>SHOW SCREENS C46/1, C46/2 &amp; C46/3 - "RADIO STATIONS"</b></p> <p><b>PLEASE MAKE SURE THAT RESPONDENT LOOKS AT ALL SCREENS</b></p> <p>C46. You will now be shown lists of radio stations. Which of them, if any, have you personally listened to in the <b>PAST 4 WEEKS</b>? Just give me the number(s).</p> <p>▲ <b>RECORD ANSWER(S) UNDER C46. PLEASE NOTE THAT THE STATIONS ARE IN NUMERICAL ORDER, NOT ALPHABETICAL ORDER</b></p>                                                                      | <p>▲ <b>TOON SKERMS C46/1, C46/2 &amp; C46/3 - "RADIOSTASIES"</b></p> <p><b>MAAK ASSEBLIEF SEKER DAT RESPONDENT NA AL DIE SKERMS KYK</b></p> <p>C46. U gaan nou lyste van radiostasies gewys word. Watter van hulle, indien enige, het u in die <b>AFGELOPE 4 WEKE</b> persoonlik na geluister? Gee net vir my die nommer(s).</p> <p>▲ <b>NOTEER ANTWOORD(E) ONDER C46. LET ASSEBLIEF OP DAT DIE STASIES IN NUMERIESE VOLGORDE, EN NIE IN ALFABETIESE VOLGORDE IS NIE</b></p>                                                                              |
| <p>▲ <b>ASK C47 IF ANY RADIO LISTENED TO IN C46, OTHERWISE SKIP TO SECTION D</b></p> <p>C47. And which of them have you listened to in the <b>PAST 7 DAYS</b>?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C47</b></p>                                                                                                                                                                                                                                                                                           | <p>▲ <b>VRA C47 INDIEN ENIGE RADIO GELUISTER IS IN C46, ANDERSINS GAAN NA DEEL D</b></p> <p>C47. En watter van hulle het u die <b>AFGELOPE 7 DAE</b> na geluister?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C47</b></p>                                                                                                                                                                                                                                                                                                                           |
| <p>▲ <b>ASK C48 IF ANY RADIO LISTENED TO IN C47, OTHERWISE SKIP TO SECTION D</b></p> <p>C48. And now I would like you to think about <b>YESTERDAY</b>, that is ... (<b>MENTION DAY</b>). Which of these stations, if any, did you personally listen to <b>YESTERDAY</b>, at home or away from home, from the time you woke up in the morning until you went to sleep?</p> <p>▲ <b>READ OUT AND RECORD ANSWER(S) UNDER C48</b></p>                                                                                    | <p>▲ <b>VRA C48 INDIEN ENIGE RADIO GELUISTER IS IN C47, ANDERSINS GAAN NA DEEL D</b></p> <p>C48. En nou wil ek hê dat u aan <b>GISTER</b> - d.w.s. ... (<b>NOEM DAG</b>) moet dink. Watter, indien enige, van hierdie stasies het u persoonlik <b>GISTER</b> na geluister, by die huis of weg van die huis, vandat u in die oggend wakker geword het tot u gaan slaap het?</p> <p>▲ <b>LEES VOOR EN NOTEER ANTWOORD(E) ONDER C48</b></p>                                                                                                                   |

| NR  | RADIO STATIONS                                | C46<br>4<br>WKS | C47<br>7<br>DAYS | C48<br>YEST |
|-----|-----------------------------------------------|-----------------|------------------|-------------|
| 1.  | 5FM                                           | 6409-1          | 6509-1           | 6609-1      |
| 2.  | 567 CapeTalk                                  | -2              | -2               | -2          |
| 3.  | 657AM Radio Pulpit / Radiokansel              | -3              | -3               | -3          |
| 4.  | 94.5 Kfm                                      | -4              | -4               | -4          |
| 5.  | 94.7 Highveld Stereo                          | -5              | -5               | -5          |
| 6.  | 99.2 YFM                                      | -6              | -6               | -6          |
| 7.  | Algoa FM (Radio Algoa)                        | -7              | -7               | -7          |
| 8.  | BRFM (The Border Drive)                       | -8              | -8               | -8          |
| 9.  | Capricorn FM                                  | -9              | -9               | -9          |
| 10. | Classic FM 102.7                              | 6410-0          | 6510-0           | 6610-0      |
| 11. | East Coast Radio                              | -1              | -1               | -1          |
| 12. | Gagasi FM                                     | -2              | -2               | -2          |
| 13. | Good Hope FM                                  | -3              | -3               | -3          |
| 14. | Heart 104.9 FM                                | -4              | -4               | -4          |
| 15. | iKwekwezi FM                                  | -5              | -5               | -5          |
| 16. | Jacaranda FM                                  | -6              | -6               | -6          |
| 17. | Kaya FM 95.9                                  | -7              | -7               | -7          |
| 18. | Lesedi FM                                     | -8              | -8               | -8          |
| 19. | Ligwalagwala FM                               | -9              | -9               | -9          |
| 20. | Lotus FM                                      | 6411-0          | 6511-0           | 6611-0      |
| 21. | Metro FM                                      | -1              | -1               | -1          |
| 22. | Motswedding FM                                | -2              | -2               | -2          |
| 23. | Munghana Lonene FM                            | -3              | -3               | -3          |
| 24. | North West FM                                 | -4              | -4               | -4          |
| 25. | OFM                                           | -5              | -5               | -5          |
| 26. | Phalaphala FM                                 | -6              | -6               | -6          |
| 27. | Power 98.7                                    | -7              | -7               | -7          |
| 28. | Radio 2000                                    | -8              | -8               | -8          |
| 29. | Rise FM (previously MPowerFM)                 | -9              | -9               | -9          |
| 30. | RSG                                           | 6412-0          | 6512-0           | 6612-0      |
| 31. | SAfm                                          | -1              | -1               | -1          |
| 32. | Smile 90.4FM                                  | -2              | -2               | -2          |
| 33. | Talk Radio 702                                | -3              | -3               | -3          |
| 34. | Thobela FM                                    | -4              | -4               | -4          |
| 35. | trufm                                         | -5              | -5               | -5          |
| 36. | Ukhozi FM                                     | -6              | -6               | -6          |
| 37. | Umhlobo Wenene FM                             | -7              | -7               | -7          |
| 38. | Vuma 103 FM                                   | -8              | -8               | -8          |
| 39. | Alfred Nzo Community Radio 98.3/93.8 FM       | -9              | -9               | -9          |
| 40. | Bayfm 107.9                                   | 6413-0          | 6513-0           | 6613-0      |
| 41. | eKhephini Community Radio                     | -1              | -1               | -1          |
| 42. | Emmanuel Haven FM – (EH 88.7 FM)              | -2              | -2               | -2          |
| 43. | Forte Community Radio                         | -3              | -3               | -3          |
| 44. | IFM                                           | -4              | -4               | -4          |
| 45. | Inkonjane 100.5 FM                            | -5              | -5               | -5          |
| 46. | Izwi Lethemba Christian Community Radio       | -6              | -6               | -6          |
| 47. | Khanya Community Radio                        | -7              | -7               | -7          |
| 48. | Kingfisher FM                                 | -8              | -8               | -8          |
| 49. | Kouga FM                                      | -9              | -9               | -9          |
| 50. | Kowie FM 99 Dot Zero                          | 6414-0          | 6514-0           | 6614-0      |
| 51. | Kumkani                                       | -1              | -1               | -1          |
| 52. | LA – FM 107.2                                 | -2              | -2               | -2          |
| 53. | Link FM                                       | -3              | -3               | -3          |
| 54. | Lukhanji 93.7 FM                              | -4              | -4               | -4          |
| 55. | Mdantsane FM                                  | -5              | -5               | -5          |
| 56. | Nkqubela Community Radio Station              | -6              | -6               | -6          |
| 57. | PE FM 87.6                                    | -7              | -7               | -7          |
| 58. | Radio Graaff-Reinet                           | -8              | -8               | -8          |
| 59. | Radio Grahamstown                             | -9              | -9               | -9          |
| 60. | RMR 89.7FM (Rhodes Music Radio)               | 6415-0          | 6515-0           | 6615-0      |
| 61. | Sajonisi Youth Radio                          | -1              | -1               | -1          |
| 62. | Takalani Community Radio (TCR FM)<br>98.2 Mhz | -2              | -2               | -2          |
| 63. | Unique FM                                     | -3              | -3               | -3          |
| 64. | Unitra Community Radio (UCR-FM)               | -4              | -4               | -4          |
| 65. | Vukani Community Radio                        | -5              | -5               | -5          |
| 66. | Wild Coast FM                                 | -6              | -6               | -6          |

| NR   | RADIO STATIONS                  | C46<br>4<br>WKS | C47<br>7<br>DAYS | C48<br>YEST |
|------|---------------------------------|-----------------|------------------|-------------|
| 67.  | 729 Cape Pulpit / Kaapse Kansel | 6415-7          | 6515-7           | 6615-7      |
| 68.  | 97.3 FM Top Stereo              | -8              | -8               | -8          |
| 69.  | Bok Radio 98.9FM                | -9              | -9               | -9          |
| 70.  | Bush Radio 89.5 FM              | 6416-0          | 6516-0           | 6616-0      |
| 71.  | CCFM 107.5                      | -1              | -1               | -1          |
| 72.  | Eden FM                         | -2              | -2               | -2          |
| 73.  | Fine Music Radio                | -3              | -3               | -3          |
| 74.  | Franschhoek FM 87.6             | -4              | -4               | -4          |
| 75.  | Gateway Radio 89.6 FM           | -5              | -5               | -5          |
| 76.  | Heart Beat FM                   | -6              | -6               | -6          |
| 77.  | Hope Radio                      | -7              | -7               | -7          |
| 78.  | Knysna FM 97.0                  | -8              | -8               | -8          |
| 79.  | MC90.3FM                        | -9              | -9               | -9          |
| 80.  | ME FM                           | 6417-0          | 6517-0           | 6617-0      |
| 81.  | MFM 92.6                        | -1              | -1               | -1          |
| 82.  | Radio 786                       | -2              | -2               | -2          |
| 83.  | Radio Atlantis 107.9 (RAFM)     | -3              | -3               | -3          |
| 84.  | Radio Gamkaland 87.6FM          | -4              | -4               | -4          |
| 85.  | Radio Helderberg 93.6FM         | -5              | -5               | -5          |
| 86.  | Radio Houtstok                  | -6              | -6               | -6          |
| 87.  | Radio KC 107.7 FM               | -7              | -7               | -7          |
| 88.  | Radio Namakwaland 93.4FM        | -8              | -8               | -8          |
| 89.  | Radio Overberg 98.4FM           | -9              | -9               | -9          |
| 90.  | Radio Tygerberg 104 FM          | 6418-0          | 6518-0           | 6618-0      |
| 91.  | Radio West Coast 92.3FM         | -1              | -1               | -1          |
| 92.  | Radio Zibonele                  | -2              | -2               | -2          |
| 93.  | RKPfm (Radio Kaap se Punt)      | -3              | -3               | -3          |
| 94.  | SFM (Suidkaap FM)               | -4              | -4               | -4          |
| 95.  | The Voice of the Cape           | -5              | -5               | -5          |
| 96.  | UCT Radio 104.5FM               | -6              | -6               | -6          |
| 97.  | Valley FM                       | -7              | -7               | -7          |
| 98.  | Whale Coast FM                  | -8              | -8               | -8          |
| 99.  | Witzenberg Radio                | -9              | -9               | -9          |
| 100. | Kurara FM                       | 6419-0          | 6519-0           | 6619-0      |
| 101. | Radio Kaboesna                  | -1              | -1               | -1          |
| 102. | Radio NFM 98.1                  | -2              | -2               | -2          |
| 103. | Radio Orania                    | -3              | -3               | -3          |
| 104. | Radio Riverside 98.2FM          | -4              | -4               | -4          |
| 105. | Radio Teemaneng Stereo 89.1 FM  | -5              | -5               | -5          |
| 106. | Revival FM                      | -6              | -6               | -6          |
| 107. | Ulwazi FM 88.9                  | -7              | -7               | -7          |
| 108. | X-K FM 107.9                    | -8              | -8               | -8          |
| 109. | Karabo FM                       | -9              | -9               | -9          |
| 110. | Koepel Stereo (KSFM 94.9)       | 6420-0          | 6520-0           | 6620-0      |
| 111. | Kovsie FM 97.0                  | -1              | -1               | -1          |
| 112. | Lentswe Community Radio         | -2              | -2               | -2          |
| 113. | Medfm                           | -3              | -3               | -3          |
| 114. | Mohokare Community Radio        | -4              | -4               | -4          |
| 115. | Mosupatsela FM Stereo           | -5              | -5               | -5          |
| 116. | Motheo FM                       | -6              | -6               | -6          |
| 117. | Mozolo FM                       | -7              | -7               | -7          |
| 118. | Naledi FM                       | -8              | -8               | -8          |
| 119. | Overvaal Stereo                 | -9              | -9               | -9          |
| 120. | QwaQwa Radio                    | 6421-0          | 6521-0           | 6621-0      |
| 121. | Radio Panorama 107.6 FM         | -1              | -1               | -1          |
| 122. | Radio Rosestad 100.6 FM         | -2              | -2               | -2          |
| 123. | Setsoto FM Stereo               | -3              | -3               | -3          |
| 124. | The Rock Community Radio        | -4              | -4               | -4          |

▲ LIST CONTINUES ON NEXT PAGE

| NR   | RADIO STATIONS                               | C46<br>4<br>WKS | C47<br>7<br>DAYS | C48<br>YEST |
|------|----------------------------------------------|-----------------|------------------|-------------|
| 125. | Divine Touch Radio                           | 6421-5          | 6521-5           | 6621-5      |
| 126. | DYR 105.1 FM                                 | -6              | -6               | -6          |
| 127. | Good News Community Radio<br>(GNCR) 93.6FM   | -7              | -7               | -7          |
| 128. | Highway Radio 101.5FM                        | -8              | -8               | -8          |
| 129. | Hindvani                                     | -9              | -9               | -9          |
| 130. | Icora FM                                     | 6422-0          | 6522-0           | 6622-0      |
| 131. | Imbokodo 96.8FM                              | -1              | -1               | -1          |
| 132. | Inanda 88.4 FM                               | -2              | -2               | -2          |
| 133. | Izwi LoMzansi                                | -3              | -3               | -3          |
| 134. | KZN Capital 104FM                            | -4              | -4               | -4          |
| 135. | Maputaland Community Radio 107.6 FM          | -5              | -5               | -5          |
| 136. | Newcastle Community Radio                    | -6              | -6               | -6          |
| 137. | Nkandla FM                                   | -7              | -7               | -7          |
| 138. | Nkungumathe FM                               | -8              | -8               | -8          |
| 139. | Nongoma FM                                   | -9              | -9               | -9          |
| 140. | Nquthu Community Radio                       | 6423-0          | 6523-0           | 6623-0      |
| 141. | Radio Al-Ansaar                              | -1              | -1               | -1          |
| 142. | Radio Khwezi                                 | -2              | -2               | -2          |
| 143. | Radio Sunny South 97.0 FM                    | -3              | -3               | -3          |
| 144. | Shine FM                                     | -4              | -4               | -4          |
| 145. | Siyathuthuka FM 97.6                         | -5              | -5               | -5          |
| 146. | Ugu Youth Radio 93.4FM                       | -6              | -6               | -6          |
| 147. | Umgungundlovu Community Radio<br>(U107.6 FM) | -7              | -7               | -7          |
| 148. | Vibe FM 94.7                                 | -8              | -8               | -8          |
| 149. | Zululand FM 97.0                             | -9              | -9               | -9          |
| 150. | 90.6FM Stereo / VCR FM                       | 6424-0          | 6524-0           | 6624-0      |
| 151. | 101.9 Chai FM                                | -1              | -1               | -1          |
| 152. | 103 Hope FM                                  | -2              | -2               | -2          |
| 153. | Alex FM                                      | -3              | -3               | -3          |
| 154. | ArrowLine Chinese Radio Station              | -4              | -4               | -4          |
| 155. | East Rand Stereo 93.9FM                      | -5              | -5               | -5          |
| 156. | Eastwave Radio 92.2 FM                       | -6              | -6               | -6          |
| 157. | eK FM 103.6                                  | -7              | -7               | -7          |
| 158. | Eldos FM Community Radio                     | -8              | -8               | -8          |
| 159. | GrootFM 90.5 (Radio Rippel)                  | -9              | -9               | -9          |
| 160. | Hellenic Radio                               | 6425-0          | 6525-0           | 6625-0      |
| 161. | IFM 102.2                                    | -1              | -1               | -1          |
| 162. | Impact Radio 103 FM                          | -2              | -2               | -2          |
| 163. | Jozi FM                                      | -3              | -3               | -3          |
| 164. | Kasie FM 97.1                                | -4              | -4               | -4          |
| 165. | Kofifi FM 97.2                               | -5              | -5               | -5          |
| 166. | Lenz FM 93.6                                 | -6              | -6               | -6          |
| 167. | Mams FM                                      | -7              | -7               | -7          |
| 168. | Merafong FM 106.5                            | -8              | -8               | -8          |
| 169. | Midcities 107.4FM                            | -9              | -9               | -9          |
| 170. | Mix 93.8 FM                                  | 6426-0          | 6526-0           | 6626-0      |
| 171. | Mogale FM                                    | -1              | -1               | -1          |
| 172. | Open Haven Community Radio                   | -2              | -2               | -2          |
| 173. | Radio 1584                                   | -3              | -3               | -3          |
| 174. | Radio Islam MW 1548                          | -4              | -4               | -4          |
| 175. | Radio Medunsa                                | -5              | -5               | -5          |
| 176. | Radio Pretoria                               | -6              | -6               | -6          |
| 177. | Radio Today                                  | -7              | -7               | -7          |
| 178. | Radio Veritas                                | -8              | -8               | -8          |
| 179. | Rainbow FM 90.7                              | -9              | -9               | -9          |
| 180. | River FM                                     | 6427-0          | 6527-0           | 6627-0      |
| 181. | Rock FM 91.9                                 | -1              | -1               | -1          |
| 182. | Sloot FM                                     | -2              | -2               | -2          |
| 183. | Soshanguve Community Radio                   | -3              | -3               | -3          |
| 184. | Thetha FM 100.6                              | -4              | -4               | -4          |
| 185. | Tshwane FM 93.6                              | -5              | -5               | -5          |
| 186. | Tuks FM 107.2                                | -6              | -6               | -6          |
| 187. | TUT FM 96.2                                  | -7              | -7               | -7          |
| 188. | UJFM 95.4                                    | -8              | -8               | -8          |
| 189. | Voice of Tembisa FM                          | -9              | -9               | -9          |
| 190. | Voice of Wits (VOW FM) 90.5                  | 6428-0          | 6528-0           | 6628-0      |
| 191. | VUT FM 96.9                                  | -1              | -1               | -1          |

| NR                                                            | RADIO STATIONS                                        | C46<br>4<br>WKS | C47<br>7<br>DAYS | C48<br>YEST |
|---------------------------------------------------------------|-------------------------------------------------------|-----------------|------------------|-------------|
| 192.                                                          | 99.3FM Kosmos Stereo                                  | 6428-2          | 6528-2           | 6628-2      |
| 193.                                                          | Barberton Community Radio<br>(BCR 104.1FM)            | -3              | -3               | -3          |
| 194.                                                          | Emalahleni FM                                         | -4              | -4               | -4          |
| 195.                                                          | Greater Middelburg FM 89.7                            | -5              | -5               | -5          |
| 196.                                                          | Kangala Community Radio Services                      | -6              | -6               | -6          |
| 197.                                                          | Kasi FM 107.3                                         | -7              | -7               | -7          |
| 198.                                                          | Kriel Info Radio                                      | -8              | -8               | -8          |
| 199.                                                          | Ligwa Community Radio                                 | -9              | -9               | -9          |
| 200.                                                          | Mash FM Stereo                                        | 6429-0          | 6529-0           | 6629-0      |
| 201.                                                          | Mkhondo Community Radio                               | -1              | -1               | -1          |
| 202.                                                          | MP East Community Radio                               | -2              | -2               | -2          |
| 203.                                                          | Nkomazi FM                                            | -3              | -3               | -3          |
| 204.                                                          | Radio Alpha 97.8 FM (Alfa-Alfa)                       | -4              | -4               | -4          |
| 205.                                                          | Radio Bushbuckridge                                   | -5              | -5               | -5          |
| 206.                                                          | Radio Ermelo 104 FM Stereo                            | -6              | -6               | -6          |
| 207.                                                          | Radio Kragbron 93.1/104.9FM Stereo                    | -7              | -7               | -7          |
| 208.                                                          | Radio Laeveld 100.5FM Stereo                          | -8              | -8               | -8          |
| 209.                                                          | Secunda FM                                            | -9              | -9               | -9          |
| 210.                                                          | Standerton Info Radio                                 | 6430-0          | 6530-0           | 6630-0      |
| 211.                                                          | Blouberg Community Radio                              | -1              | -1               | -1          |
| 212.                                                          | Botlokwa Community Radio Station                      | -2              | -2               | -2          |
| 213.                                                          | Comrad Tshepo                                         | -3              | -3               | -3          |
| 214.                                                          | Giyani Community Radio                                | -4              | -4               | -4          |
| 215.                                                          | Greater LebowaKomo Community<br>Radio (GLFM 89.8 Mhz) | -5              | -5               | -5          |
| 216.                                                          | Greater Tzaneen FM (GTFM 104.8)                       | -6              | -6               | -6          |
| 217.                                                          | GYFM                                                  | -7              | -7               | -7          |
| 218.                                                          | Hlanganani FM                                         | -8              | -8               | -8          |
| 219.                                                          | Lephalale FM                                          | -9              | -9               | -9          |
| 220.                                                          | Makhado FM 107.3                                      | 6431-0          | 6531-0           | 6631-0      |
| 221.                                                          | Mala FM 101                                           | -1              | -1               | -1          |
| 222.                                                          | Maruleng FM                                           | -2              | -2               | -2          |
| 223.                                                          | Mascom FM (Masemola FM)                               | -3              | -3               | -3          |
| 224.                                                          | Mohodi Community Radio 98.8 FM                        | -4              | -4               | -4          |
| 225.                                                          | Mokopane Community Radio Station                      | -5              | -5               | -5          |
| 226.                                                          | Moletsi Community Media                               | -6              | -6               | -6          |
| 227.                                                          | Moutse Community Radio Station                        | -7              | -7               | -7          |
| 228.                                                          | Musina FM                                             | -8              | -8               | -8          |
| 229.                                                          | Phalaborwa FM (PFM)                                   | -9              | -9               | -9          |
| 230.                                                          | Radio Turf                                            | 6432-0          | 6532-0           | 6632-0      |
| 231.                                                          | Sekgosesa Community Radio                             | -1              | -1               | -1          |
| 232.                                                          | Sekhukhune Community Radio (SK FM)                    | -2              | -2               | -2          |
| 233.                                                          | Thabazimbi Radio Station                              | -3              | -3               | -3          |
| 234.                                                          | Tubatse FM                                            | -4              | -4               | -4          |
| 235.                                                          | Univen Community Radio 99.8 FM                        | -5              | -5               | -5          |
| 236.                                                          | Waterberg Stereo 104.9 FM                             | -6              | -6               | -6          |
| 237.                                                          | Zebediela Community Radio                             | -7              | -7               | -7          |
| 238.                                                          | Aganang FM                                            | -8              | -8               | -8          |
| 239.                                                          | Bophirima FM                                          | -9              | -9               | -9          |
| 240.                                                          | Bosveld Stereo 107.5FM                                | 6433-0          | 6533-0           | 6633-0      |
| 241.                                                          | Kgatlang FM                                           | -1              | -1               | -1          |
| 242.                                                          | KopanongFM                                            | -2              | -2               | -2          |
| 243.                                                          | Legae La Botshabelo FM 100.4 Mhz                      | -3              | -3               | -3          |
| 244.                                                          | Lethabong Community Radio                             | -4              | -4               | -4          |
| 245.                                                          | Lethabile Community Radio                             | -5              | -5               | -5          |
| 246.                                                          | Lichvaal Stereo-92.6FM                                | -6              | -6               | -6          |
| 247.                                                          | Life FM                                               | -7              | -7               | -7          |
| 248.                                                          | Mafikeng Community Radio 96.7                         | -8              | -8               | -8          |
| 249.                                                          | Mmabatho FM                                           | -9              | -9               | -9          |
| 250.                                                          | Modiri FM                                             | 6434-0          | 6534-0           | 6634-0      |
| 251.                                                          | Moretele Community Radio 106.6 FM                     | -1              | -1               | -1          |
| 252.                                                          | Motsile FM                                            | -2              | -2               | -2          |
| 253.                                                          | NWU FM                                                | -3              | -3               | -3          |
| 254.                                                          | PUKfm 93.6                                            | -4              | -4               | -4          |
| 255.                                                          | Radio Mafisa 93.4 FM                                  | -5              | -5               | -5          |
| 256.                                                          | Star FM 102.9 Mhz                                     | -6              | -6               | -6          |
| 257.                                                          | Vaal FM (VTR FM)                                      | -7              | -7               | -7          |
| 258.                                                          | Village FM                                            | -8              | -8               | -8          |
| ANY OTHER RADIO STATION (STATE<br>NAME IN FULL AND FREQUENCY) |                                                       | -9              | -9               | -9          |
| .....                                                         |                                                       |                 |                  |             |
| UNSURE / NIE SEKER NIE                                        |                                                       | 6435-0          | 6535-0           | 6635-0      |
| NONE / GEENEEN                                                |                                                       | -1              | -1               | -1          |
| ▲ SKIP TO SECTION D                                           |                                                       |                 |                  |             |

▲ **ASK ALL**

▲ **VRA ALMAL**

▲ **SHOW SCREEN D1 - "OUT OF HOME ADVERTISING"**

▲ TOON SKERM D1 - “BUITENSHUISE REKLAME”

**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.

**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.

Which of these outdoor signs, if any, have you seen **IN THE PAST 4 WEEKS**? Just give me the number(s).

Watter van hierdie buitemuurse tekens, indien enige, het u **IN DIE AFGELOPE 4 WEKE** gesien? Gee my net die nommer(s).

**▲ RECORD ANSWER(S) UNDER D1**

▲ NOTEER ANTWOORD(E) ONDER D1

**▲ ASK D2 IF ANY OUTDOOR SIGNS SEEN IN THE PAST 4 WEEKS IN D1, OTHERWISE SKIP TO SECTION E**

▲ VRA D2 INDIEN ENIGE BUITEMUURSE TEKENS IN DIE  
AFGELOPE 4 WEKE GESIEN IS IN D1, ANDERSINS GAAN NA  
DEEL E

▲ CONTINUE TO SHOW SCREEN D1 - "OUT OF HOME ADVERTISING"

▲ GAAN VOORT OM SKERM D1 - “BUITENSHUISE REKLAME” TE TOON

**D2.** And which of these outdoor signs, if any, have you seen **IN THE PAST 7 DAYS**? Just give me the number(s).

**D2.** En watter van hierdie buitemuurse tekens, indien enige, het u **IN DIE AFGELOPE 7 DAE** gesien? Gee my net die nommer(s).

▲ RECORD ANSWER(S) UNDER D2

▲ NOTEER ANTWOORD(E) ONDER D2

|                                                                                     | D1                            | D2             |                                                                                          |
|-------------------------------------------------------------------------------------|-------------------------------|----------------|------------------------------------------------------------------------------------------|
|                                                                                     | PAST 4 WEEKS                  | PAST 7 DAYS    |                                                                                          |
| OUTDOOR SIGN TYPES                                                                  | AFGELOPE 4 WEKE               | AFGELOPE 7 DAE | BUITEMUURSE TEKEN Tipes                                                                  |
| 1. <b>Building wraps/Construction site wraps</b> carrying <u>any</u> advertisements | 4809-1                        | 4810-1         | 1. <b>Gebou omhulsels/Konstruksieterrein omhulsels</b> wat <u>enige</u> advertensies dra |
| 2. <b>Bus shelters</b> carrying <u>any</u> advertisements                           | -2                            | -2             | 2. <b>Bus skuillings</b> wat <u>enige</u> advertensies dra                               |
| 3. <b>Buses</b> carrying <u>any</u> advertisements <b>on the outside</b>            | -3                            | -3             | 3. <b>Busse</b> wat <u>enige</u> advertensies <b>aan die buitekant</b> dra               |
| 4. <b>Dustbins/litterbins</b> carrying <u>any</u> advertisements                    | -4                            | -4             | 4. <b>Asblikke/vullisblikke</b> wat <u>enige</u> advertensies dra                        |
| 5. <u>Any</u> advertisements <b>on the sides of taxis and minibuses</b>             | -5                            | -5             | 5. <u>Enige</u> advertensies <b>aan die kante van taxis en minibusse</b>                 |
| 6. <b>Trailers</b> carrying <u>any</u> advertisements                               | -6                            | -6             | 6. <b>Sleepwaens</b> wat <u>enige</u> advertensies dra                                   |
| 7. <b>Street poles</b> carrying <u>any</u> advertisements                           | -7                            | -7             | 7. <b>Straatlamppe</b> wat <u>enige</u> advertensies dra                                 |
| 8. <b>Billboards</b> carrying <u>any</u> advertisements                             | -8                            | -8             | 8. <b>Reklameborde</b> wat <u>enige</u> advertensies dra                                 |
| NONE OF THESE                                                                       | ▲ <b>SKIP TO -9 SECTION E</b> | -9             | GEENEEN VAN HIERDIE                                                                      |

▲ **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**

4819-4820

▲ **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. How many cellphones, if any, do you **personally** use?

▲ **RECORD ONE ANSWER**

|                   |        |
|-------------------|--------|
| 0                 | 4821-1 |
| 1                 | -2     |
| 2                 | -3     |
| 3                 | -4     |
| 4 or more/of meer | -5     |

E2. Hoeveel selfone, indien enige, gebruik u **persoonlik**?

▲ **NOTEER EEN ANTWOORD**

▲ **SKIP TO SECTION F**

▲ **ASK E3-E6 SEPARATELY FOR EACH OF THE CELLPHONES MENTIONED IN E2. IF THE RESPONDENT HAS MORE THAN 4 CELLPHONES, ASK E3-E6 OF THE 4 CELLPHONES THAT ARE USED MOST OFTEN. SKIP TO SECTION F IF NO CELLPHONES IN E2.**

▲ **VRA E3-E6 AFSONDERLIK VIR ELKEEN VAN DIE SELFONE WAT IN E2 GENOEM IS. INDIEN DIE RESPONDENT MEER AS 4 SELFONE HET, MOET E3-E6 VIR DIE 4 SELFONE WAT DIE GEREELDSTE GEBRUIK WORD, GEVRA WORD. GAAN NA DEEL F INDIEN GEEN SELFONE IN E2 NIE.**

▲ **READ OUT:**

I am now going to ask you a few questions about each of these cellphones that you personally use.

Let's start with the cellphone you use most often.

And now for your second cellphone.

And now for your third cellphone.

And now for your fourth cellphone.

▲ **REPEAT E3-E6 FIRSTLY FOR THE CELLPHONE USED MOST OFTEN, THEN FOR THE SECOND, THIRD AND FOURTH CELLPHONE.**

▲ **LEES VOOR:**

Ek gaan u nou 'n paar vrae vra omtrent elkeen van hierdie selfone wat u persoonlik gebruik.

Kom ons begin met die selfoon wat u die meeste gebruik.

En nou vir u tweede selfoon.

En nou vir u derde selfoon.

En nou vir u vierde selfoon.

▲ **HERHAAL E3-E6 EERSTENS VIR DIE SELFOON WAT DIE GEREELDSTE GEBRUIK WORD, DAN VIR DIE TWEDE, DERDE EN VIERDE SELFOON.**

▲ **SHOW SCREEN E3 - "MAKE OF CELLPHONE"**

E3. What make is it?

▲ **RECORD ONE ANSWER IN THE TABLE ON NEXT PAGE**

▲ **TOON SKERM E3 - "MAAK VAN SELFOON"**

E3. Watter maak is dit?

▲ **NOTEER EEN ANTWOORD IN DIE TABEL OP VOLGENDE BLADSY**

▲ **SHOW SCREEN E4 - "NETWORK"**

E4. And to which network is this cellphone linked?

▲ **RECORD ONE ANSWER IN THE TABLE ON NEXT PAGE**

▲ **TOON SKERM E4 - "NETWERK"**

E4. En tot watter netwerk is hierdie selfoon verbind?

▲ **NOTEER EEN ANTWOORD IN DIE TABEL OP VOLGENDE BLADSY**

▲ **SHOW SCREEN E5 - "PAYMENT OPTIONS"**

E5. Is this cellphone on .... **(READ OUT)?**

▲ **RECORD ONE ANSWER IN THE TABLE ON NEXT PAGE**

▲ **TOON SKERM E5 - "BETAALOPSIES"**

E5. Is hierdie selfoon op .... **(LEES VOOR)?**

▲ **NOTEER EEN ANTWOORD IN DIE TABEL OP VOLGENDE BLADSY**

|                                             |
|---------------------------------------------|
| Pre-paid / Voorafbetaald ("Pre-Paid")       |
| Contract only / Kontrak alleenlik           |
| Contract with Top-up / Kontrak met "Top-up" |

## ▲ SHOW SCREEN E6 - "AIRTIME/DATA BUNDLES"

E6. Which of the following do you get or buy for this cellphone?  
(READ OUT)

## ▲ RECORD ONE ANSWER IN THE TABLE BELOW

## ▲ TOON SKERM E6 - "LUGTYD/DATA-BONDELS"

E6. Watter van die volgende kry of koop u vir hierdie selfoon?  
(LEES VOOR)

## ▲ NOTEER EEN ANTWOORD IN DIE TABEL HIERONDER

|                                                             | Cell 1<br>(Used most often) | Cell 2 | Cell 3 | Cell 4 |
|-------------------------------------------------------------|-----------------------------|--------|--------|--------|
| <b>E3. MAKE OF CELLPHONE</b>                                |                             |        |        |        |
| Apple iPhone                                                | 4822-1                      | 4827-1 | 4832-1 | 4837-1 |
| BlackBerry                                                  | -2                          | -2     | -2     | -2     |
| Ericsson                                                    | -3                          | -3     | -3     | -3     |
| HTC                                                         | -4                          | -4     | -4     | -4     |
| LG                                                          | -5                          | -5     | -5     | -5     |
| Motorola                                                    | -6                          | -6     | -6     | -6     |
| Nokia                                                       | -7                          | -7     | -7     | -7     |
| SAGEM                                                       | -8                          | -8     | -8     | -8     |
| Samsung                                                     | -9                          | -9     | -9     | -9     |
| Siemens                                                     | 4823-0                      | 4828-0 | 4833-0 | 4838-0 |
| Sony Ericsson                                               | -1                          | -1     | -1     | -1     |
| Vodafone                                                    | -2                          | -2     | -2     | -2     |
| Other/Ander                                                 | -3                          | -3     | -3     | -3     |
| <b>E4. CELLPHONE NETWORK</b>                                |                             |        |        |        |
| 8 ta                                                        | 4824-1                      | 4829-1 | 4834-1 | 4839-1 |
| Cell C                                                      | -2                          | -2     | -2     | -2     |
| MTN                                                         | -3                          | -3     | -3     | -3     |
| Telkom Mobile                                               | -4                          | -4     | -4     | -4     |
| Virgin Mobile                                               | -5                          | -5     | -5     | -5     |
| Vodacom                                                     | -6                          | -6     | -6     | -6     |
| Other Network/Ander Network                                 | -7                          | -7     | -7     | -7     |
| <b>E5. PAYMENT OPTIONS</b>                                  |                             |        |        |        |
| Pre-paid / Voorafbetaald ("Pre-Paid")                       | 4825-1                      | 4830-1 | 4835-1 | 4840-1 |
| Contract only / Kontrak alleenlik                           | -2                          | -2     | -2     | -2     |
| Contract with Top-up / Kontrak met "Top-up"                 | -3                          | -3     | -3     | -3     |
| <b>E6. AIRTIME/DATA BUNDLES</b>                             |                             |        |        |        |
| Airtime only / Lugtyd alleenlik                             | 4826-1                      | 4831-1 | 4836-1 | 4841-1 |
| Data bundles only / Databondels alleenlik                   | -2                          | -2     | -2     | -2     |
| Both airtime and data bundles / Beide lugtyd en databondels | -3                          | -3     | -3     | -3     |

## ▲ ASK E7 - E10 IF ONE OR MORE CELLPHONES IN E2.

E7. How many ACTIVE SIM cards do you personally have?

## ▲ RECORD ONE ANSWER

|                   |        |
|-------------------|--------|
| 1                 | 4842-1 |
| 2                 | -2     |
| 3                 | -3     |
| 4 or more/of meer | -4     |

## ▲ VRA E7 - E10 INDIEN EEN OF MEER SELFONE IN E2.

E7. Hoeveel AKTIEWE SIM-kaarte het u persoonlik?

## ▲ NOTEER EEN ANTWOORD

## ▲ SHOW SCREEN E8 - "MONTHLY CELLPHONE EXPENSES"

E8. In total, how much do you spend on all these cellphones **PER MONTH**? Please include calls, subscriptions, SMSs, vouchers and data. Just give me the letter.

## ▲ RECORD ONE ANSWER

## ▲ TOON SKERM E8 - "MAANDELIKSE SELFOON UITGAWES"

E8. In totaal, hoeveel spandeer u gemiddeld op al hierdie selfone **PER MAAND**? Sluit asseblief oproepe, subskripsies, SMS'e, kooppewyse (vouchers) en data in. Gee my net die letter.

## ▲ NOTEER EEN ANTWOORD

|   |                                                                      |        |
|---|----------------------------------------------------------------------|--------|
| A | R50 or less / R50 of minder                                          | 4843-1 |
| B | R51 - R89                                                            | -2     |
| C | R90 - R110                                                           | -3     |
| D | R111 - R125                                                          | -4     |
| E | R126 - R150                                                          | -5     |
| F | R151 - R200                                                          | -6     |
| G | R201 - R270                                                          | -7     |
| H | R271 - R500                                                          | -8     |
| I | R501 - R650                                                          | -9     |
| J | R651 - R750                                                          | 4844-0 |
| K | R751 - R950                                                          | -1     |
| L | R951 - R1150                                                         | -2     |
| M | More than R1150 / Meer as R1150                                      | -3     |
|   | Don't know/not responsible for paying/company pays                   | -4     |
|   | ▪ Weet nie/nie verantwoordelik om te betaal/maatskappy betaal        |        |
|   | Don't buy airtime/only receive calls/only use free calls             | -5     |
|   | ▪ Koop nie lugtyd nie/ontvang net oproepe/gebruik net gratis oproepe |        |



▲ **SHOW SCREEN E9 – “CELLPHONE ACTIVITIES – WHEN LAST”**

**E9.** I am now going to read out a list of cellphone activities. Please tell me when last, if at all, have you done each activity on your cellphone.

▲ **READ OUT AND RECORD ONE ANSWER FOR EACH ACTIVITY**▲ **TOON SKERM E9 – “SELFOON AKTIWITEITE – WANNEER LAAS”**

**E9.** Ek gaan nou 'n lys van selfoon aktiwiteite voorlees. Sê asseblief vir my wanneer laas, indien ooit, het u elke aktiwiteit op u selfoon gedoen.

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

|                                                                                                                                                                                                                                                               | WHEN LAST/WANNEER LAAS |                                    |                                      |                                  |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------------------|--------------------------------------|----------------------------------|-----------------|
|                                                                                                                                                                                                                                                               | YESTERDAY/<br>GISTER   | PAST 7 DAYS /<br>AFGELOPE 7<br>DAE | PAST 4 WEEKS /<br>AFGELOPE 4<br>WEKE | LONGER AGO /<br>LANGER<br>GELEDE | NEVER/<br>NOOIT |
| 1. Make outgoing phone calls<br>• Maak uitgaande oproepe                                                                                                                                                                                                      | 4847-1                 | -2                                 | -3                                   | -4                               | -5              |
| 2. Send a “Please call me” message<br>• Stuur ‘n “Please call me”-boodskap                                                                                                                                                                                    | 4848-1                 | -2                                 | -3                                   | -4                               | -5              |
| 3. Receive a “Please call me” message<br>• Ontvang ‘n “Please call me”-boodskap                                                                                                                                                                               | 4849-1                 | -2                                 | -3                                   | -4                               | -5              |
| 4. Send SMSs (excluding competition/vote/donation SMSs)<br>• Stuur SMS’e (uitsluitend kompetisie/stem/donasie SMS’e)                                                                                                                                          | 4850-1                 | -2                                 | -3                                   | -4                               | -5              |
| 5. Enter competitions/vote/make donations via SMS<br>• Skryf vir kompetisies in/stem/maak donasies via SMS                                                                                                                                                    | 4851-1                 | -2                                 | -3                                   | -4                               | -5              |
| 6. Received and redeemed any retail or electronic coupons/vouchers or promotional airtime vouchers on your cellphone<br>• Ontvang en gebruik enige winkel of elektroniese koepons/koopbewyse (vouchers) of promosie-lugtyd koopbewyse (vouchers) op u selfoon | 4852-1                 | -2                                 | -3                                   | -4                               | -5              |
| 7. Send/Receive an MMS (e.g. send/receive photos)<br>• Stuur/Ontvang ‘n MMS (bv. stuur/ontvang foto’s)                                                                                                                                                        | 4853-1                 | -2                                 | -3                                   | -4                               | -5              |
| 8. Download mobile content to your cellphone (e.g. ringtones, caller tunes, wallpapers)<br>• Laai mobiele inhoud af op u selfoon (bv. luitone, oproepdeuntjies, muurpapier)                                                                                   | 4854-1                 | -2                                 | -3                                   | -4                               | -5              |
| 9. Listen to music (excluding radio) on your cellphone<br>• Luister na musiek (radio uitgesluit) op u selfoon                                                                                                                                                 | 4855-1                 | -2                                 | -3                                   | -4                               | -5              |
| 10. Take photos with your cellphone<br>• Neem foto’s met u selfoon                                                                                                                                                                                            | 4856-1                 | -2                                 | -3                                   | -4                               | -5              |
| 11. Take video recordings with your cellphone<br>• Neem video-opnames met u selfoon                                                                                                                                                                           | 4857-1                 | -2                                 | -3                                   | -4                               | -5              |
| 12. Watch videos taken by yourself or sent to you by a friend<br>• Kyk video’s wat deur uself geneem is of deur ‘n vriend/vriendin aan u gestuur is                                                                                                           | 4858-1                 | -2                                 | -3                                   | -4                               | -5              |
| 13. Listen to a radio station on your cellphone<br>• Luister na ‘n radiostasie op u selfoon                                                                                                                                                                   | 4859-1                 | -2                                 | -3                                   | -4                               | -5              |

▲ **SHOW SCREEN E10 – “OTHER ACTIVITIES ON CELLPHONE”**

**E10.** Have you done any of the following activities on your cellphone in the **PAST 12 MONTHS**, as shown on the screen?

▲ **DON’T READ OUT ACTIVITIES**

- Messaging like MXit, BBM, WhatsApp, e-mail
- Searching for information e.g. Google
- Accessing Social Media like Facebook, Twitter, YouTube
- Downloading music, ringtones, apps, games

▲ **RECORD ONE ANSWER**▲ **TOON SKERM E10 – “ANDER AKTIWITEITE OP SELFOON”**

**E10.** Het u enige van die volgende aktiwiteite, soos aangetoon op die skerm, op u selfoon in die **AFGELOPE 12 MAANDE** gedoen?

▲ **MOENIE AKTIWITEITE VOORLEES NIE**

- Boodskappe soos MXit, BBM, WhatsApp, e-pos
- Soek vir inligting bv. Google
- Toegang tot Sosiale Media soos Facebook, Twitter, YouTube
- Aflaai van musiek, luitone, apps, speletjies

▲ **NOTEER EEN ANTWOORD**

|          |        |
|----------|--------|
| YES / JA | 4860-1 |
| NO / NEE | -2     |

▲ READ OUT:

Another new means of communication is the Internet. Remember that the Internet can be accessed using a computer, cellular phone or another Internet enabled device.

▲ SHOW SCREEN F1 – “INTERNET ACCESS - WHEN LAST”

F1. When last, if at all, have you **PERSONALLY** accessed the internet?

▲ RECORD ONE ANSWER

Yesterday  
In the past 7 days  
In the past 4 weeks  
4 weeks – 12 months ago  
Longer ago  
Never

▲ LEES VOOR:

Nog ‘n nuwe manier van kommunikasie is die Internet. Onthou dat toegang tot die Internet verkry kan word deur ‘n rekenaar, selfoon of ‘n ander Internet-geaktiveerde toestel te gebruik.

▲ TOON SKERM F1 – “INTERNET TOEGANG - WANNEER LAAS”

F1. Wanneer laas, indien ooit, het u **PERSOONLIK** toegang tot die internet gehad?

▲ NOTEER EEN ANTWOORD

4909-1 Gister  
-2 In die afgelope 7 dae  
-3 In die afgelope 4 weke  
-4 4 weke – 12 maande gelede  
-5 Langer gelede  
-6 Nooit

▲ SHOW SCREEN F2 – “ITEMS USED”

F2. Which of the following items, if any, have you used in the **PAST 12 MONTHS?** (READ OUT)

▲ RECORD ANSWER(S)

1. Computer/laptop  
2. Tablet e.g. Apple iPad, Samsung Galaxy Tab  
3. Any other internet enabled device like WebBox, Smart TV, gaming console, etc.  
NONE OF THESE

▲ TOON SKERM F2 – “ITEMS GEBRUIK”

F2. Watter van die volgende items, indien enige, het u in die **AFGELOPE 12 MAANDE** gebruik? (LEES VOOR)

▲ NOTEER ANTWOORD(E)

4910-1 1. Rekenaar/skootrekenaar  
-2 2. Tablet bv. Apple iPad, Samsung Galaxy Tab  
-3 3. Enige ander internet-geaktiveerde toestel soos WebBox, Smart TV, speletjieskonsole, ens.  
-4 GEEN VAN HIERDIE

▲ ASK F3 AND F4 IF “YES” IN E10 OR RESPONDENT ACCESSED INTERNET IN PAST 12 MONTHS IN F1 OR ANY OF THE OPTIONS 1-3 WERE RECORDED IN F2.

▲ SHOW SCREEN F3 – “DIGITAL ACTIVITIES”

F3. I am now going to read out some activities that one can do on a cellphone, or computer or tablet. For each activity you do, if at all, please tell me whether you use a cellphone, or computer or tablet.

▲ READ OUT ACTIVITIES AND RECORD ANSWER(S)

▲ VRA F3 EN F4 INDIEN “JA” IN E10 OF RESPONDENT HET TOEGANG TOT DIE INTERNET IN DIE AFGELOPE 12 MAANDE IN F1 GEHAD OF ENIGE VAN DIE OPSIES 1-3 IS IN F2 GENOTEER.

▲ TOON SKERM F3 – ”DIGITALE AKTIWITEITE”

F3. Ek gaan nou ’n paar aktiwiteite voorlees wat op ’n selfoon, of rekenaar of tablet gedoen kan word. Vir elke aktiwiteit wat u doen, indien wel, sê my asseblief of u ’n selfoon, of rekenaar of tablet gebruik.

▲ LEES AKTIWITEITE VOOR EN NOTEER ANTWOORD(E)

|                                                                                            | I DO THIS ACTIVITY<br>USING A CELLPHONE /<br>EK<br>DOEN HIERDIE<br>AKTIWITEIT DEUR 'N<br>SELFON TE GEBRUIK | I DO THIS ACTIVITY<br>USING A COMPUTER<br>OR TABLET // EK<br>DOEN HIERDIE<br>AKTIWITEIT DEUR 'N<br>REKENAAR OF<br>TABLET TE GEBRUIK | I DON'T DO THIS<br>ACTIVITY AT ALL / EK<br>DOEN HIERDIE<br>AKTIWITEIT GLAD NIE |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1. Search (e.g. Google)                                                                    |                                                                                                            |                                                                                                                                     |                                                                                |
| • Soektog (bv. Google)                                                                     | 4915-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 2. Send/Receive e-mail                                                                     |                                                                                                            |                                                                                                                                     |                                                                                |
| • Stuur/Ontvang e-pos                                                                      | 4916-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 3. Banking                                                                                 |                                                                                                            |                                                                                                                                     |                                                                                |
| • Banksake                                                                                 | 4917-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 4. Access Facebook                                                                         |                                                                                                            |                                                                                                                                     |                                                                                |
| • Toegang tot Facebook                                                                     | 4918-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 5. Access Twitter                                                                          |                                                                                                            |                                                                                                                                     |                                                                                |
| • Toegang tot Twitter                                                                      | 4919-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 6. Other Social Networking, e.g. MySpace, LinkedIn, Windows Live Spaces, Google Plus, etc. |                                                                                                            |                                                                                                                                     |                                                                                |
| • Ander Sosiale Netwerke, bv. MySpace, LinkedIn, Windows Live Spaces, Google Plus, ens.    | 4920-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 7. Use instant messaging/chat services (e.g. MXit, BBM, WhatsApp, Apple Messaging)         |                                                                                                            |                                                                                                                                     |                                                                                |
| • Gebruik kitsboodskappe/gesels-dienste (bv. MXit, BBM, WhatsApp, Apple Messaging)         | 4921-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 8. Make calls on the internet using Skype, FaceTime, Viber, etc.                           |                                                                                                            |                                                                                                                                     |                                                                                |
| • Maak oproepe op die internet deur Skype, FaceTime, Viber, ens. te gebruik                | 4922-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 9. Purchase goods or services via the internet e.g. groceries, clothing, etc.              |                                                                                                            |                                                                                                                                     |                                                                                |
| • Koop goedere of dienste via die internet bv. kruideniersware, klere, ens.                | 4923-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 10. Entertainment bookings e.g. movies, live shows                                         |                                                                                                            |                                                                                                                                     |                                                                                |
| • Vermaaklikheidsbesprekings bv. films, lewendige vertonings                               | 4924-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 11. Travel bookings/arrangements e.g. air tickets, transport, accommodation                |                                                                                                            |                                                                                                                                     |                                                                                |
| • Reisbesprekings/rêelings bv. vlugkaartjies, vervoer, akkommodasie                        | 4925-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 12. Access auction websites (e.g. Bid or Buy, eBay)                                        |                                                                                                            |                                                                                                                                     |                                                                                |
| • Toegang tot veilingwebwerwe (bv. Bid or Buy, eBay)                                       | 4926-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 13. Access classified advertising websites (e.g. OLX, Gumtree)                             |                                                                                                            |                                                                                                                                     |                                                                                |
| • Toegang tot kleinadvertensie (“classified”) webwerwe (bv. OLX, Gumtree)                  | 4927-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 14. Access listing sites e.g. jobs, property, cars                                         |                                                                                                            |                                                                                                                                     |                                                                                |
| • Toegang tot lyswebwerwe bv. werk, eiendom, motors                                        | 4928-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 15. Music downloads (excluding radio)                                                      |                                                                                                            |                                                                                                                                     |                                                                                |
| • Laai musiek af (radio uitgesluit)                                                        | 4929-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 16. Read a newspaper/magazine                                                              |                                                                                                            |                                                                                                                                     |                                                                                |
| • Lees ’n koerant/tydskrif                                                                 | 4930-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 17. Read/access current news/articles/news sites                                           |                                                                                                            |                                                                                                                                     |                                                                                |
| • Lees/verkry jongste nuus/artikels/nuuswerwe                                              | 4931-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 18. Play games                                                                             |                                                                                                            |                                                                                                                                     |                                                                                |
| • Speel speletjies                                                                         | 4932-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 19. Dating                                                                                 |                                                                                                            |                                                                                                                                     |                                                                                |
| • Aanlynafsprake                                                                           | 4933-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 20. Gambling                                                                               |                                                                                                            |                                                                                                                                     |                                                                                |
| • Dobbels                                                                                  | 4934-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 21. Share trading                                                                          |                                                                                                            |                                                                                                                                     |                                                                                |
| • Aandeel handel dryf                                                                      | 4935-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 22. Watch television programmes                                                            |                                                                                                            |                                                                                                                                     |                                                                                |
| • Kyk televisieprogramme                                                                   | 4936-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 23. Watch on-line videos (i.e. YouTube)                                                    |                                                                                                            |                                                                                                                                     |                                                                                |
| • Kyk aanlyn video’s (d.i. YouTube)                                                        | 4937-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 24. Listen to the radio on-line via a website or App                                       |                                                                                                            |                                                                                                                                     |                                                                                |
| • Luister na die radio aanlyn via ’n webwerf of ’n App                                     | 4938-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 25. Download Apps/Applications                                                             |                                                                                                            |                                                                                                                                     |                                                                                |
| • Laai “Apps”/Toepassings af                                                               | 4939-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 26. Download a Podcast                                                                     |                                                                                                            |                                                                                                                                     |                                                                                |
| • Laai ’n Potgooi (“Podcast”) af                                                           | 4940-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 27. Subscribe to receive content or services                                               |                                                                                                            |                                                                                                                                     |                                                                                |
| • Teken in om inhoud of dienste te ontvang                                                 | 4941-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 28. Use/access maps/directions (GPS)                                                       |                                                                                                            |                                                                                                                                     |                                                                                |
| • Gebruik/verkry toegang tot padkaarte/aanwysings (GPS)                                    | 4942-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 29. Check the weather                                                                      |                                                                                                            |                                                                                                                                     |                                                                                |
| • Gaan die weer na                                                                         | 4943-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |
| 30. Other internet activities not mentioned previously                                     |                                                                                                            |                                                                                                                                     |                                                                                |
| • Ander internetaktiwiteite wat nie voorheen genoem is nie                                 | 4944-1                                                                                                     | -2                                                                                                                                  | -3                                                                             |

▲ SHOW SCREEN F4 – “INTERNET ACCESS - HOW”

F4. How do you access the Internet? You can give more than one answer here.

▲ RECORD ANSWER(S)

4945-1 At Home ADSL / ADSL by die Huis

-2 At Home Wireless network (e.g. iBurst, WiFi) / Draadlose (“wireless”) netwerk (bv. iBurst, WiFi) by die Huis

-3 Cellphone / mobile network (e.g. 3G, Edge, GPRS, Vodacom, MTN) // Selfoon / mobiele netwerk (bv. 3G, Edge, GPRS, Vodacom, MTN)

-4 At Home Dial-up (Standard telephone line) / Belkonneksie (Standaard telefoonlyn) by die Huis

-5 At an educational institution / By ‘n opvoedkundige instelling

-6 Public access point (e.g. Internet Cafe, WiFi hotspot, gym, hotel, library) / Openbare toegangspunt (bv. Internetkafee, WiFi hotspot, gym, hotel, biblioteek)

-7 At work / By die werk

-8 At someone else’s home / By iemand anders se huis

-9 Other (STATE) / Ander (NOEM) .....

▲ SHOW SCREEN F4 – “INTERNET TOEGANG - HOE”

F4. Hoe verkry u toegang tot die Internet? U kan meer as een antwoord hier gee.

▲ 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                  | 5009-1 |
| One / Een                    | -2     |
| Two / Twee                   | -3     |
| Three or more / Drie of meer | -4     |

▲ **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 motorfiets, 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 | 5010-1 |
| NO / NEE | -2     |

▲ **SKIP TO G12**

- 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**

- 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 ..... 6009-6072

- 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                                           | 5011-1 |
| Hatchback/Luikrugmotor                                           | -2     |
| Station Wagon/Stasiewa                                           | -3     |
| 2-seater coupé/Sports car//2-sitplek koepee/Sportmotor           | -4     |
| 2-wheel drive bakkie/Panel van/2-wiel aangedrewe bakkie/Paneelwa | -5     |
| 4-wheel drive vehicle/4-wiel aangedrewe voertuig                 | -6     |
| Minibus/Kombi                                                    | -7     |
| Beach Buggy/Duinebesie                                           | -8     |

▲ **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 2014                                   | 5012-1 |
| Model 2013                                   | -2     |
| Model 2012                                   | -3     |
| Model 2011                                   | -4     |
| Model 2007 - 2010                            | -5     |
| 2006 or earlier model / 2006 of vroeër model | -6     |

- 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**

|                                  |        |
|----------------------------------|--------|
| 2014                             | 5013-1 |
| 2013                             | -2     |
| 2012                             | -3     |
| 2011                             | -4     |
| 2010                             | -5     |
| 2009                             | -6     |
| 2008                             | -7     |
| 2007                             | -8     |
| 2006 or earlier / 2006 of vroeër | -9     |

- 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                | 5014-1 |
| Second hand/Tweedehands | -2     |

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 | 5015-1 |
| NO / NEE | -2     |

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

▲ ASK G9 IF "YES" IN G8, OTHERWISE SKIP TO G10

▲ VRA G9 INDIEN "JA" IN G8, ANDERSINS GAAN NA G10

▲ SHOW SCREEN G9 – "VEHICLE RECOVERY"

▲ TOON SKERM G9 – "VOERTUIGOPSPORING"

G9. With which of these companies do you have your vehicle recovery system?

▲ RECORD ONE ANSWER

|             |        |
|-------------|--------|
| Cartrack    | 5016-1 |
| Ctrack      | -2     |
| DQ-Track    | -3     |
| Matrix      | -4     |
| Netstar     | -5     |
| Tracker     | -6     |
| Other/Ander | -7     |

G9. By watter van hierdie maatskappye het u, u voertuigopspringstelsel?

▲ NOTEER EEN ANTWOORD

G10. Still thinking of the vehicle you yourself use most, on AVERAGE how many kilometres do you drive in it EACH MONTH?

▲ RECORD ONE ANSWER

|  |      |   |      |
|--|------|---|------|
|  | 5017 | - | 5020 |
|--|------|---|------|

G10. 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 G11 – "PETROL STATIONS"

▲ TOON SKERM G11 – "VULSTASIES"

G11. At which petrol station do you MOST OFTEN put in petrol/diesel?

G11. By watter vulstasie gooi u die GEREELDSTE petrol/diesel in?

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|                        |        |
|------------------------|--------|
| BP                     | 5021-1 |
| Caltex                 | -2     |
| Engen                  | -3     |
| Exel                   | -4     |
| Sasol                  | -5     |
| Shell                  | -6     |
| Total                  | -7     |
| Other / Ander          | -8     |
| Do not know / Weet nie | -9     |

▲ ASK ALL

▲ VRA ALMAL

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

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

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|          |        |
|----------|--------|
| YES / JA | 5022-1 |
| NO / NEE | -2     |

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

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

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|          |        |
|----------|--------|
| YES / JA | 5023-1 |
| NO / NEE | -2     |

▲ ASK G14 IF “YES” IN G13, OTHERWISE SKIP TO G15

▲ VRA G14 INDIEN “JA” IN G13, ANDERSINS GAAN NA G15

▲ SHOW SCREEN G14 – “NEW CAR TYRES”

▲ TOON SKERM G14 – “NUWE MOTORBANDE”

G14. Which of these tyre brand(s) did you buy?

G14. Watter van hierdie motorband-handelsmerk(e) het u gekoop?

▲ RECORD ANSWER(S)

▲ NOTEER ANTWOORD(E)

|                     |        |
|---------------------|--------|
| Bridgestone         | 5024-1 |
| Continental         | -2     |
| Dunlop              | -3     |
| Firestone           | -4     |
| Goodyear            | -5     |
| Michelin            | -6     |
| Pirelli             | -7     |
| Other/Ander         | -8     |
| Don't know/Weet nie | -9     |

G15. Have you bought a car battery in the PAST 12 MONTHS?

G15. Het u 'n motorbattery in die AFGELOPE 12 MAANDE gekoop?

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|          |        |
|----------|--------|
| YES / JA | 5025-1 |
| NO / NEE | -2     |

G16. Do you own/drive a motorcycle/scooter/moped?

G16. Besit/bestuur u 'n motorfiets/bromponie/bromfiets?

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|          |        |
|----------|--------|
| YES / JA | 5026-1 |
| NO / NEE | -2     |

▲ SKIP TO SECTION H

G17. Is the motor ... (READ OUT)

G17. Is die motor ... (LEES VOOR)

▲ RECORD ANSWER(S)

▲ NOTEER ANTWOORD(E)

|                                     |        |
|-------------------------------------|--------|
| 125cc or smaller / 125cc of kleiner | 5027-1 |
| Bigger than 125cc / Groter as 125cc | -2     |

## BY OBSERVATION / DEUR OBSERVASIE

## H1. TYPE OF DWELLING

|                                                                                                           |        |
|-----------------------------------------------------------------------------------------------------------|--------|
| House / Cluster House / Town House // Huis / Troshuis / Meenthuis                                         | 5109-1 |
| Flat / Woonstel                                                                                           | -2     |
| Matchbox/improved matchbox house/RDP House // Vuurhoutjiekoks/ verbeterde vuurhoutjiekoks huis / HOP huis | -3     |
| Traditional Hut / Tradisionele Hut                                                                        | -4     |
| Hostel                                                                                                    | -5     |
| Hotel / Boarding House // Hotel / Losieshuis                                                              | -6     |
| Compound / Kampong                                                                                        | -7     |
| Room in Backyard / Kamer in agterplaas                                                                    | -8     |
| Squatter Hut / Shack // Plakkershut                                                                       | -9     |
| Caravan / Karavaan                                                                                        | 5110-0 |
| Other (STATE) / Ander (NOEM) .....                                                                        | -1     |

## 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                     | 5111-1 |
| OWNED / BESIT                      | -2     |
| OTHER (STATE) / ANDER (NOEM) ..... | -3     |

## BY OBSERVATION / DEUR OBSERVASIE

## H3A. ELECTRICITY IN HOME (ASK IF NOT SURE):

|          |        |
|----------|--------|
| YES / JA | 5113-1 |
| NO / NEE | -2     |

## BY OBSERVATION / DEUR OBSERVASIE

## H3B. WATER LAID ON (ASK IF NOT SURE):

|                                                                |         |
|----------------------------------------------------------------|---------|
| Tap water in house                                             | 5114 -1 |
| • Kraanwater in huis                                           |         |
| Tap water on plot, not in house                                | -2      |
| • 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 | -3      |
| No access to tap water                                         |         |
| • Geen toegang tot kraanwater nie                              | -4      |

## ▲ IF ELECTRICITY IN H3A, ASK H4A

## ▲ INDIEN ELEKTRISITEIT IN H3A, VRA H4A

## ▲ SHOW SCREEN H4A – “ELECTRICITY” / TOON SKERM H4A – “ELEKTRISITEIT”

## H4A. 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                                                                                                                    | 5115 -1 |
| Generator – for daily use / Kragopwekker-vir daaglikse gebruik                                                                         | -2      |
| Generator – for use only during load shedding or power failures / Kragopwekker-slegs vir gebruik tydens beurtkrag of kragonderbrekings | -3      |
| Solar / Sonkrag                                                                                                                        | -4      |

## ▲ IF MAINS ELECTRICITY IN H4A, ASK H4B / INDIEN HOOFTOEVOER ELEKTRISITEIT IN H4A, VRA H4B

## H4B. Is your mains electricity pre-paid or do you pay by account?

## ▲ RECORD ONE ANSWER

- Is u hooftoevoer elektrisiteit voorafbetaald of betaal u per rekening?

## ▲ NOTEER EEN ANTWOORD

|                         |        |
|-------------------------|--------|
| Pre-Paid/Voorafbetaald  | 5116-1 |
| By account/Per rekening | -2     |

## ▲ IF WATER IN HOUSE/PLOT IN H3B, ASK H5

## ▲ INDIEN WATER IN HUIS/PERSEEL IN H3B, VRA H5

## 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 | 5117-1 |
| NO / NEE | -2     |

## ▲ 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                       | 5118-1 |
| Flush toilet - outside house / Spoel-toilet - buite huis               | -2     |
| Communal portable flush toilet / Gemeenskaplike draagbare spoel-toilet | -3     |
| Non-flush toilet / Nie-spoel - toilet                                  | -4     |
| None / Geen                                                            | -5     |

## 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 | 5119-1 |
| NO / NEE | -2     |



**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 gevef                                                    | 5120-1 |
| Painted exterior / Buite gevef                                                    | -2     |
| Fitted wall-to-wall carpets / carpet tiles // Muur tot muur matte / matteëls gelê | -3     |
| Fitted wall/floor tiles//Muur/vloerteëls gelê                                     | -4     |
| Fitted laminated flooring / Gelamineerde vloerbedekking gelê                      | -5     |
| NONE OF THE ABOVE/GEEN VAN BOGENOEMDE                                             | -6     |

**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 ... (**READ OUT OPTIONS 1 & 2**) on home maintenance or improvements in the **PAST 12 MONTHS** where the work was done by yourself or members of your household?

▲ **READ OUT AND RECORD ONE ANSWER**

|                                       |        |
|---------------------------------------|--------|
| 1. R1 000-R4 999                      | 5121-1 |
| 2. R5 000 or more/R5 000 of meer      | -2     |
| NONE OF THE ABOVE/GEEN VAN BOGENOEMDE | -3     |

**H9.** Het u of lede van u huishouding ... (**LEES OPSIES 1 & 2 VOOR**) 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?

▲ **LEES VOOR EN NOTEER EEN ANTWOORD**

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

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5122-1 |
| NO / NEE | -2     |

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

▲ **NOTEER EEN ANTWOORD**

**H11a.** Does your household make use of a home security service?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5123-1 |
| NO / NEE | -2     |

**H11a.** Maak u huishouding gebruik van 'n huis-sekureiteitsdiens?

▲ **NOTEER EEN ANTWOORD**

▲ **IF "YES" IN H11A, ASK H11B, OTHERWISE SKIP TO H12**

▲ **INDIEN "JA" IN H11A, VRA H11B, ANDERSINS GAAN NA H12**

**H11b.** Which of the following home security services does your household make use of? (**READ OUT**)

▲ **RECORD ONE ANSWER**

|                                                                                           |        |
|-------------------------------------------------------------------------------------------|--------|
| Armed response system / Gewapende reaksiesstelsel                                         | 5124-1 |
| Security not linked to armed response / Sekuriteit nie gekoppel aan gewapende reaksie nie | -2     |

**H11b.** Watter van die volgende huis-sekureiteitsdienste maak u huishouding van gebruik? (**LEES VOOR**)

▲ **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 | 5125-1 |
| NO / NEE | -2     |

**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 | 5126-1 |
| NO / NEE | -2     |

**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

|        |      |
|--------|------|
| 5127 - | 5128 |
|--------|------|

**H14.** Hoeveel katte is daar in u huishouding?

▲ **NOTEER EEN NUMERIESE ANTWOORD HIERONDER**

Katte

**H15.** How many dogs are there in your household?

▲ **RECORD ONE NUMERICAL ANSWER BELOW**

Dogs

|        |      |
|--------|------|
| 5129 - | 5130 |
|--------|------|

**H15.** Hoeveel honde is daar in u huishouding?

▲ **NOTEER EEN NUMERIESE ANTWOORD HIERONDER**

Honde

▲ 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                           | 5131-1 |
| 2. Changed jobs / started a new job (not in the same company) | -2     |
| 3. Spent money on correspondence education                    | -3     |
| 4. Spent money on part-time education (not by correspondence) | -4     |
| 5. Got married                                                | -5     |
| NONE OF THE ABOVE                                             | -6     |

▲ 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                                                    |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------|----|---------|----------|----|----------|------------------------------|----|-----------------------------|-------------|----|-----------|-----------------------------------------------------|----|------------------------------------------------------------------|-------|----|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>▲ <b>READ OUT:</b><br/>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>▲ <b>LEES VOOR:</b><br/>Met al die aktiwiteite in finansiële kringe, is dit van belang vir media eienaars en beplanners om te weet tot watter mate die publiek gebruik maak van finansiële instellings. Enige inligting wat u gee sal vertroulik hanteer word.</p>                                                                                                                    |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p>▲ <b>ASK ALL</b><br/><b>K1.</b> Do you personally have / make use of a SASSA government grant card?</p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 2px 10px;">YES/JA</td> <td style="padding: 2px 10px;">5132-1</td> </tr> <tr> <td style="padding: 2px 10px;">NO/NEE</td> <td style="padding: 2px 10px;">-2</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | YES/JA                                                                                                                                                                                                                                                                                                                                                                                   | 5132-1                                                           | NO/NEE | -2                       | <p>▲ <b>VRA ALMAL</b><br/><b>K1.</b> Het u persoonlik / maak u gebruik van 'n SASSA staats-toelaag kaart?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                 |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| YES/JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5132-1                                                                                                                                                                                                                                                                                                                                                                                   |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| NO/NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -2                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p>▲ <b>SHOW SCREEN K2 - "ACCOUNTS"</b><br/><b>K2.</b> Here is a list of different financial services from formal financial institutions (See table on the next page). Which services, if any, do you <b>PERSONALLY</b> have or make use of? Just give me the number(s).</p> <p>▲ <b>RECORD ANSWER(S) ALONGSIDE K2 "PERSONALLY HAVE" ON THE NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>▲ <b>TOON SKERM K2 - "REKENINGE"</b><br/><b>K2.</b> Hier is 'n lys van verskillende finansiële dienste vanaf formele finansiële instellings (Sien tabel op die volgende bladsy). Watter dienste, indien enige, besit u <b>PERSOONLIK</b> of maak u van gebruik? Gee my net die nommer(s).</p> <p>▲ <b>NOTEER ANTWOORD(E) LANGS K2 "BESIT PERSOONLIK" OP DIE VOLGENDE BLADSY</b></p>   |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p>▲ <b>ASK K3-K6 IF RESPONDENT MAKES USE OF FINANCIAL SERVICES, OTHERWISE SKIP TO K7</b></p> <p>▲ <b>SHOW SCREEN K3 - "FINANCIAL INSTITUTIONS"</b><br/><b>K3.</b> With which Financial Institution(s) do you have ...(MENTION EACH TYPE OF ACCOUNT OWNED IN K2)?</p> <p>▲ <b>RECORD ANSWER(S) FOR EACH ACCOUNT IN K2 ALONGSIDE K3 "FINANCIAL INSTITUTIONS" ON THE NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>▲ <b>VRA K3-K6 INDIEN RESPONDENT VAN FINANSIËLE DIENSTE GEBRUIK MAAK, ANDERSINS, GAAN NA K7</b></p> <p>▲ <b>TOON SKERM K3 - "FINANSIËLE INSTELLINGS"</b><br/><b>K3.</b> By watter Finansiële Instelling(s) het u ...(NOEM ELKE TIPE REKENING BESIT IN K2)?</p> <p>▲ <b>NOTEER ANTWOORD(E) VIR ELKE REKENING IN K2 LANGSAAN K3 "FINANSIËLE INSTELLINGS" OP DIE VOLGENDE BLADSY</b></p> |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p><b>K4.</b> Thinking about the financial services we have just spoken about, have you opened any of these accounts in the <b>PAST 12 MONTHS?</b></p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 2px 10px;">YES/JA</td> <td style="padding: 2px 10px;">5133-1</td> </tr> <tr> <td style="padding: 2px 10px;">NO/NEE</td> <td style="padding: 2px 10px;">-2</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | YES/JA                                                                                                                                                                                                                                                                                                                                                                                   | 5133-1                                                           | NO/NEE | -2                       | <p><b>K4.</b> Dink aan die finansiële dienste waarvan ons nou net gepraat het, het u enige van hierdie rekeninge in die <b>AFGELOPE 12 MAANDE</b> geopen?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| YES/JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 5133-1                                                                                                                                                                                                                                                                                                                                                                                   |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| NO/NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -2                                                                                                                                                                                                                                                                                                                                                                                       |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p>▲ <b>SHOW SCREEN K3 – "FINANCIAL INSTITUTIONS" AGAIN</b><br/><b>K5.</b> Which ONE bank do you regard as your main bank?</p> <p>▲ <b>RECORD ONE ANSWER IN THE COLUMN MARKED K5 (MAIN BANK) ON THE NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>▲ <b>TOON SKERM K3 – "FINANSIËLE INSTELLINGS" WEER</b><br/><b>K5.</b> Watter EEN bank beskou u as u hoofbank?</p> <p>▲ <b>NOTEER EEN ANTWOORD IN DIE KOLOM GEMERK K5 (HOOFBANK) OP DIE VOLGENDE BLADSY</b></p>                                                                                                                                                                        |                                                                  |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| <p>▲ <b>SHOW SCREEN K6 – "ACCOUNT ACCESS"</b><br/><b>K6.</b> Which of these do you use to access your accounts?</p> <p>▲ <b>RECORD ANSWER(S)</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 2px 10px;">ATM's</td> <td style="padding: 2px 10px;">5134-1</td> <td style="padding: 2px 10px;">OTM's</td> </tr> <tr> <td style="padding: 2px 10px;">Branch (the bank itself)</td> <td style="padding: 2px 10px;">-2</td> <td style="padding: 2px 10px;">Tak (die bank self)</td> </tr> <tr> <td style="padding: 2px 10px;">Cellphone</td> <td style="padding: 2px 10px;">-3</td> <td style="padding: 2px 10px;">Selfoon</td> </tr> <tr> <td style="padding: 2px 10px;">Internet</td> <td style="padding: 2px 10px;">-4</td> <td style="padding: 2px 10px;">Internet</td> </tr> <tr> <td style="padding: 2px 10px;">Mobile branches/Mobile ATM's</td> <td style="padding: 2px 10px;">-5</td> <td style="padding: 2px 10px;">Mobiele takke/Mobiele OTM's</td> </tr> <tr> <td style="padding: 2px 10px;">Supermarket</td> <td style="padding: 2px 10px;">-6</td> <td style="padding: 2px 10px;">Supermark</td> </tr> <tr> <td style="padding: 2px 10px;">Telephone – call centre or voice recognition system</td> <td style="padding: 2px 10px;">-7</td> <td style="padding: 2px 10px;">Telefoon – oproepsentrum (call centre) of stem herkenningstelsel</td> </tr> <tr> <td style="padding: 2px 10px;">Other</td> <td style="padding: 2px 10px;">-8</td> <td style="padding: 2px 10px;">Ander</td> </tr> </table> | ATM's                                                                                                                                                                                                                                                                                                                                                                                    | 5134-1                                                           | OTM's  | Branch (the bank itself) | -2                                                                                                                                                                                                | Tak (die bank self) | Cellphone | -3 | Selfoon | Internet | -4 | Internet | Mobile branches/Mobile ATM's | -5 | Mobiele takke/Mobiele OTM's | Supermarket | -6 | Supermark | Telephone – call centre or voice recognition system | -7 | Telefoon – oproepsentrum (call centre) of stem herkenningstelsel | Other | -8 | Ander | <p>▲ <b>TOON SKERM K6 – "REKENING TOEGANG"</b><br/><b>K6.</b> Watter van die volgende gebruik u om toegang tot u rekeninge te verkry?</p> <p>▲ <b>NOTEER ANTWOORD(E)</b></p> |
| ATM's                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 5134-1                                                                                                                                                                                                                                                                                                                                                                                   | OTM's                                                            |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Branch (the bank itself)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -2                                                                                                                                                                                                                                                                                                                                                                                       | Tak (die bank self)                                              |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Cellphone                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -3                                                                                                                                                                                                                                                                                                                                                                                       | Selfoon                                                          |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Internet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -4                                                                                                                                                                                                                                                                                                                                                                                       | Internet                                                         |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Mobile branches/Mobile ATM's                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -5                                                                                                                                                                                                                                                                                                                                                                                       | Mobiele takke/Mobiele OTM's                                      |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Supermarket                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -6                                                                                                                                                                                                                                                                                                                                                                                       | Supermark                                                        |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Telephone – call centre or voice recognition system                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -7                                                                                                                                                                                                                                                                                                                                                                                       | Telefoon – oproepsentrum (call centre) of stem herkenningstelsel |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |
| Other                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -8                                                                                                                                                                                                                                                                                                                                                                                       | Ander                                                            |        |                          |                                                                                                                                                                                                   |                     |           |    |         |          |    |          |                              |    |                             |             |    |           |                                                     |    |                                                                  |       |    |       |                                                                                                                                                                              |

[illegible]

▲ **ASK ALL**

**K7.** Do you make use of a service such as eWallet, CashSend, m-pesa or Instant Money? These are all ways of sending money to someone who doesn't necessarily have a bank account. The recipient can withdraw the money from an ATM or authorised retail outlet using their cell number, or reference number and pin code the sender supplied them with.

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5237-1 |
| NO / NEE | -2     |

▲ **VRA ALMAL**

**K7.** Maak u gebruik van 'n diens soos eWallet, CashSend, m-pesa of Instant Money? Hierdie is almal maniere om geld na iemand te stuur wat nie noodwendig 'n bankrekening het nie. Die ontvanger kan die geld onttrek by 'n OTM of gemagtigde kleinhandelwinkel deur hul selnummer, of verwysingsnommer en pin-kode, te gebruik wat die sender hul mee voorsien het.

▲ **NOTEER EEN ANTWOORD**

**K8.** Do you **PERSONALLY** have a loyalty retail store card with which you earn loyalty points?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5238-1 |
| NO / NEE | -2     |

**K8.** Het u **PERSOONLIK** 'n lojaliteit kleinhandel-winkel-kaart waarmee u lojaliteits punte verdien?

▲ **NOTEER EEN ANTWOORD**

**K9.** Do you **PERSONALLY** have a retail store card that allows you to buy on credit, such as a clothing store, furniture store or supermarket card?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5239-1 |
| NO / NEE | -2     |

**K9.** Het u **PERSOONLIK** 'n kleinhandel-winkel-kaart wat u toelaat om op skuld te koop, soos 'n klerewinkel-, meubelwinkel- of supermarkkaart?

▲ **NOTEER EEN ANTWOORD**

**K10a.** Are you on a medical aid scheme, usually via your or a family member's employer?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5240-1 |
| NO / NEE | -2     |

**K10a.** Is u op 'n mediese fonds skema, gewoonlik deur u of 'n gesinslid se werkgever?

▲ **NOTEER EEN ANTWOORD**▲ **ASK K10b IF "YES" IN K10a, OTHERWISE SKIP TO K11**▲ **SHOW SCREEN K10b – "MEDICAL AID SCHEMES"**

**K10b.** Which medical aid company are you with?

▲ **RECORD ONE ANSWER**

|                                            |        |
|--------------------------------------------|--------|
| Bonitas                                    | 5241-1 |
| Discovery Health                           | -2     |
| Fedhealth                                  | -3     |
| GEMS                                       | -4     |
| KeyHealth                                  | -5     |
| Medihelp                                   | -6     |
| Medshield                                  | -7     |
| Momentum Health                            | -8     |
| POLMED                                     | -9     |
| Another Medical Aid/'n Ander Mediese Fonds | 5242-0 |
| Don't know / Weet nie                      | -1     |

▲ **VRA K10b INDIEN "JA" IN K10a, ANDERSINS GAAN NA K11**▲ **TOON SKERM K10b – "MEDIËSE FONDS SKEMAS"**

**K10b.** By watter mediese fonds maatskappy is u?

▲ **NOTEER EEN ANTWOORD**▲ **ASK ALL**

**K11.** Do you invest on the Stock Exchange/Security Exchange?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5243-1 |
| NO / NEE | -2     |

▲ **VRA ALMAL**

**K11.** Belê u op die Effekte Beurs/Sekuriteite Beurs?

▲ **NOTEER EEN ANTWOORD**

**K12.** Do you have an investment in unit trusts?

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5244-1 |
| NO / NEE | -2     |

**K12.** Het u 'n belegging in effektetrusts?

▲ **NOTEER EEN ANTWOORD**

▲ **ASK ALL**

K13. Do you belong to a Burial Society?

▲ **RECORD ONE ANSWER**

|        |        |
|--------|--------|
| YES/JA | 5245-1 |
| NO/NEE | -2     |

▲ **VRA ALMAL**

K13. Behoort u aan 'n Begrafnisvereniging?

▲ **NOTEER EEN ANTWOORD**K14a. Do you **PERSONALLY** have funeral insurance/a funeral policy from a **formal** financial institution? This excludes any funeral/burial cover provided by your employer/company.▲ **RECORD ONE ANSWER**

|        |        |
|--------|--------|
| YES/JA | 5246-1 |
| NO/NEE | -2     |

K14a. Het u **PERSOONLIK** begrafnisversekering/'n begrafnispolis by 'n **formele** finansiële instansie? Dit sluit enige begrafnisdekking uit wat deur u werkgever/maatskappy voorsien word.▲ **NOTEER EEN ANTWOORD**▲ **IF FUNERAL INSURANCE/POLICY IN K14A, ASK K14B, OTHERWISE SKIP TO K15**▲ **SHOW SCREEN K14B - "COMPANIES"**

K14b. With which of these companies do you have the funeral insurance/policy?

▲ **RECORD ANSWER(S)**

|                                 |        |
|---------------------------------|--------|
| Life Direct                     | 5247-1 |
| ABSA                            | -2     |
| Assupol Life                    | -3     |
| AVBOB                           | -4     |
| Clientèle                       | -5     |
| Discovery                       | -6     |
| Doves                           | -7     |
| First National Bank (FNB)       | -8     |
| Hollard                         | -9     |
| KGA                             | 5248-0 |
| Liberty / Stanlib               | -1     |
| Metropolitan / Commercial Union | -2     |

▲ **INDIEN BEGRAFNISVERSEKERING/-POLIS IN K14A, VRA K14B, ANDERSINS GAAN NA K15**▲ **TOON SKERM K14B - "MAATSKAPPY"**

K14b. By watter van hierdie maatskappye het u die begrafnisversekering/-polis?

▲ **NOTEER ANTWOORD(E)**

|                                                                                                                                                                               |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Nedbank                                                                                                                                                                       | 5248-3 |
| Nestlife                                                                                                                                                                      | -4     |
| Old Mutual                                                                                                                                                                    | -5     |
| Sanlam                                                                                                                                                                        | -6     |
| Standard Bank                                                                                                                                                                 | -7     |
| Non-traditional insurers (e.g. Edgars, Jet, Pep, Joshua Doore Group, Vodacom, etc.) / Nie-tradisionele versekeraars (bv. Edgars, Jet, Pep, Joshua Doore Groep, Vodacom, ens.) | -8     |
| Another company / 'n Ander maatskappy                                                                                                                                         | -9     |

▲ **ASK ALL**

K15. 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 K15/1 AND K15/2 - "POLICIES"**Can you please tell me which, if any, you **PERSONALLY** have? This excludes any cover or benefits provided by your employer/company, such as pensions, provident funds and group life cover.▲ **RECORD ANSWER(S)**

|                                                                                                                                             |                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Life Cover Policy                                                                                                                           | 5249-1                            |
| Disability Cover                                                                                                                            | -2                                |
| Severe illness / Dread disease cover                                                                                                        | -3                                |
| Medical Insurance (Not a Medical Aid)                                                                                                       | -4                                |
| Credit Life                                                                                                                                 | -5                                |
| Retirement Annuity (Pre-Retirement)                                                                                                         | -6                                |
| Annuity (Post-Retirement)                                                                                                                   | -7                                |
| Preservation Fund                                                                                                                           | -8                                |
| Education Policy / Plan                                                                                                                     | -9                                |
| Savings or Investment Policy / Plan                                                                                                         | 5250-0                            |
| Other (STATE) (▲ NB: PROBE FOR COMPANY NAME <u>AND</u> INDICATE TYPE OF POLICY/INVESTMENT PLAN <u>AND</u> WHETHER OPENED IN PAST 12 MONTHS) | -1                                |
| NONE / DO NOT HAVE ANY<br>DON'T KNOW / NOT SURE                                                                                             | ▲ <b>SKIP TO K18</b> 5250-2<br>-3 |

▲ **VRA ALMAL**

K15. 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 K15/1 EN K15/2 - "POLISSE"**Kan u asseblief sê watter, indien enige, u **PERSOONLIK** het? Dit sluit dekking of voordele wat deur u werkgever/maatskappy voorsien word, soos pensioene, voorsorgfondse en groepsversekeringsdekking, uit.▲ **NOTEER ANTWOORD(E)**

|                                                                                                                                                        |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Lewensdekkingpolis                                                                                                                                     |  |
| Ongeskiktheidsdekking                                                                                                                                  |  |
| Dekking vir ernstige siektes                                                                                                                           |  |
| Mediese versekering (Nie 'n Mediese fonds nie)                                                                                                         |  |
| Kredietlewe                                                                                                                                            |  |
| Aftree-Annuïteit (Vóór aftrede)                                                                                                                        |  |
| Annuïteit (Ná aftrede)                                                                                                                                 |  |
| Bewaringsfonds                                                                                                                                         |  |
| Studiepolis /-plan                                                                                                                                     |  |
| Spaar- of Beleggingspolis /-plan                                                                                                                       |  |
| Ander (NOEM) (▲ NB: POLS VIR NAAM VAN MAATSKAPPY <u>EN</u> DUI TIPE POLIS/BELEGGINGSPLAN AAN <u>EN</u> OF DIT IN DIE AFGELOPE 12 MAANDE UITGENEEM WAS) |  |
| GEEN / HET NIE ENIGE NIE<br>WEET NIE / ONSEKER                                                                                                         |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                   |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
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| <p>▲ <b>ASK K16 AND K17 IF ANY POLICES/INVESTMENT PLANS IN K15, OTHERWISE SKIP TO K18.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p>▲ <b>VRA K16 EN K17 INDIEN ENIGE POLISSE/BELEGGINGS PLANNE IN K15, ANDERS GAAN NA K18.</b></p> |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p>▲ <b>SHOW SCREEN K16 – “COMPANIES”</b></p> <p><b>K16.</b> With which of these companies do you have the ..... <b>(READ OUT POLICIES/INVESTMENTS/INSURANCE MENTIONED IN K15)?</b></p> <p>▲ <b>RECORD ANSWER(S)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Life Direct</td><td style="text-align: right;"><b>5256-1</b></td></tr> <tr><td>ABSA</td><td style="text-align: right;">-2</td></tr> <tr><td>African Life</td><td style="text-align: right;">-3</td></tr> <tr><td>Allan Gray</td><td style="text-align: right;">-4</td></tr> <tr><td>Alexander Forbes</td><td style="text-align: right;">-5</td></tr> <tr><td>Assupol Life</td><td style="text-align: right;">-6</td></tr> <tr><td>AVBOB</td><td style="text-align: right;">-7</td></tr> <tr><td>Channel Life</td><td style="text-align: right;">-8</td></tr> <tr><td>Clientèle</td><td style="text-align: right;">-9</td></tr> <tr><td>Discovery</td><td style="text-align: right;"><b>5257-0</b></td></tr> <tr><td>First National Bank</td><td style="text-align: right;">-1</td></tr> <tr><td>Hollard</td><td style="text-align: right;">-2</td></tr> <tr><td>Investec</td><td style="text-align: right;">-3</td></tr> <tr><td>Liberty / Stanlib</td><td style="text-align: right;">-4</td></tr> </table> | Life Direct                                                                                       | <b>5256-1</b> | ABSA     | -2 | African Life                                                                                                                                                                                                                                                          | -3 | Allan Gray     | -4 | Alexander Forbes | -5 | Assupol Life | -6 | AVBOB       | -7 | Channel Life     | -8 | Clientèle | -9 | Discovery         | <b>5257-0</b> | First National Bank | -1 | Hollard   | -2 | Investec                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | -3    | Liberty / Stanlib | -4               | <p>▲ <b>TOON SKERM K16 – “MAATSKAPPE”</b></p> <p><b>K16.</b> By watter van hierdie maatskappye het u die ..... <b>(LEES POLISSE/BELEGGINGS/VERSEKERING VOOR WAT IN K15 GENOEM IS)?</b></p> <p>▲ <b>NOTEER ANTWOORD(E)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Metropolitan/Commercial Union</td><td style="text-align: right;"><b>5257-5</b></td></tr> <tr><td>Momentum/Southern Life</td><td style="text-align: right;">-6</td></tr> <tr><td>Nedbank</td><td style="text-align: right;">-7</td></tr> <tr><td>Old Mutual</td><td style="text-align: right;">-8</td></tr> <tr><td>Regent</td><td style="text-align: right;">-9</td></tr> <tr><td>Sanlam</td><td style="text-align: right;"><b>5258-0</b></td></tr> <tr><td>Standard Bank</td><td style="text-align: right;">-1</td></tr> <tr><td>Non-traditional insurers (e.g. Edgars, Jet, Pep, Joshua Doore Group, Vodacom, etc.) / Nie-tradisionele versekeraars (bv. Edgars, Jet, Pep, Joshua Doore Groep, Vodacom, ens.)</td><td style="text-align: right;">-2</td></tr> <tr><td>Another company / 'n Ander maatskappy</td><td style="text-align: right;">-3</td></tr> </table> | Metropolitan/Commercial Union | <b>5257-5</b> | Momentum/Southern Life | -6 | Nedbank | -7 | Old Mutual | -8 | Regent                          | -9 | Sanlam | <b>5258-0</b> | Standard Bank | -1 | Non-traditional insurers (e.g. Edgars, Jet, Pep, Joshua Doore Group, Vodacom, etc.) / Nie-tradisionele versekeraars (bv. Edgars, Jet, Pep, Joshua Doore Groep, Vodacom, ens.) | -2 | Another company / 'n Ander maatskappy | -3 |                                       |    |
| Life Direct                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>5256-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| ABSA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| African Life                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -3                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Allan Gray                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -4                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Alexander Forbes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -5                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Assupol Life                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -6                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| AVBOB                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -7                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Channel Life                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -8                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Clientèle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -9                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Discovery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>5257-0</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| First National Bank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -1                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Hollard                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Investec                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -3                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Liberty / Stanlib                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | -4                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Metropolitan/Commercial Union                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>5257-5</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Momentum/Southern Life                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | -6                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Nedbank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -7                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Old Mutual                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -8                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Regent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | -9                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Sanlam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>5258-0</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
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| Non-traditional insurers (e.g. Edgars, Jet, Pep, Joshua Doore Group, Vodacom, etc.) / Nie-tradisionele versekeraars (bv. Edgars, Jet, Pep, Joshua Doore Groep, Vodacom, ens.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Another company / 'n Ander maatskappy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -3                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p><b>K17.</b> Have you taken out any of these financial services/products in the <b>PAST 12 MONTHS?</b></p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>YES / JA</td><td style="text-align: right;"><b>5259-1</b></td></tr> <tr><td>NO / NEE</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | YES / JA                                                                                          | <b>5259-1</b> | NO / NEE | -2 | <p><b>K17.</b> Het u enige van hierdie finansiële dienste/produkte in die <b>AFGELOPE 12 MAANDE</b> uitgeneem?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                                                                                |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| YES / JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>5259-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| NO / NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p>▲ <b>ASK ALL</b></p> <p><b>K18.</b> Do you have a short term insurance policy to cover items such as household contents, valuables, motor vehicle, legal, home owners, personal accident plan?</p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>YES / JA</td><td style="text-align: right;"><b>5260-1</b></td></tr> <tr><td>NO / NEE</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | YES / JA                                                                                          | <b>5260-1</b> | NO / NEE | -2 | <p>▲ <b>VRA ALMAL</b></p> <p><b>K18.</b> Het u 'n korttermynversekeringspolis om items soos huishoudelike inhoud, waardevolle artikels, motorvoertuig, regs, huiseienaars, persoonlike ongeluksplan, te dek?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                  |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| YES / JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>5260-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| NO / NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p>▲ <b>ASK K19 AND K20 IF SHORT TERM INSURANCE IN K18, OTHERWISE SKIP TO K21.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p>▲ <b>VRA K19 EN K20 INDIEN KORTTERMYNVERSEKERING IN K18, ANDERSINS GAAN NA K21.</b></p>        |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p>▲ <b>SHOW SCREEN K19 – “INSURANCE COMPANIES – SHORT TERM”</b></p> <p><b>K19.</b> With which of these companies do you have the short term insurance?</p> <p>▲ <b>RECORD ANSWER(S)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>1<sup>st</sup> for women</td><td style="text-align: right;"><b>5261-1</b></td></tr> <tr><td>AA</td><td style="text-align: right;">-2</td></tr> <tr><td>ABSA iDirect</td><td style="text-align: right;">-3</td></tr> <tr><td>Auto &amp; General</td><td style="text-align: right;">-4</td></tr> <tr><td>Budget</td><td style="text-align: right;">-5</td></tr> <tr><td>Clientèle</td><td style="text-align: right;">-6</td></tr> <tr><td>Dial Direct</td><td style="text-align: right;">-7</td></tr> <tr><td>Discovery Insure</td><td style="text-align: right;">-8</td></tr> <tr><td>Guardrisk</td><td style="text-align: right;">-9</td></tr> <tr><td>Hollard Insurance</td><td style="text-align: right;"><b>5262-0</b></td></tr> <tr><td>iWyzé</td><td style="text-align: right;">-1</td></tr> <tr><td>LegalWise</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                            | 1 <sup>st</sup> for women                                                                         | <b>5261-1</b> | AA       | -2 | ABSA iDirect                                                                                                                                                                                                                                                          | -3 | Auto & General | -4 | Budget           | -5 | Clientèle    | -6 | Dial Direct | -7 | Discovery Insure | -8 | Guardrisk | -9 | Hollard Insurance | <b>5262-0</b> | iWyzé               | -1 | LegalWise | -2 | <p>▲ <b>TOON SKERM K19 – “VERSEKERINGSMAATSKAPPE – KORTTERMYN”</b></p> <p><b>K19.</b> By watter van hierdie maatskappye het u die korttermynversekering?</p> <p>▲ <b>NOTEER ANTWOORD(E)</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>MiWay</td><td style="text-align: right;"><b>5262-3</b></td></tr> <tr><td>Mutual &amp; Federal</td><td style="text-align: right;">-4</td></tr> <tr><td>Outsurance</td><td style="text-align: right;">-5</td></tr> <tr><td>Regent Insurance</td><td style="text-align: right;">-6</td></tr> <tr><td>Santam</td><td style="text-align: right;">-7</td></tr> <tr><td>Scorpion</td><td style="text-align: right;">-8</td></tr> <tr><td>Standard Bank/Stanbic Insurance</td><td style="text-align: right;">-9</td></tr> <tr><td>Virgin</td><td style="text-align: right;"><b>5263-0</b></td></tr> <tr><td>Virseker</td><td style="text-align: right;">-1</td></tr> <tr><td>Wesbank</td><td style="text-align: right;">-2</td></tr> <tr><td>Zurich (SA Eagle)</td><td style="text-align: right;">-3</td></tr> <tr><td>Another company / 'n Ander maatskappy</td><td style="text-align: right;">-4</td></tr> </table> | MiWay | <b>5262-3</b>     | Mutual & Federal | -4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Outsurance                    | -5            | Regent Insurance       | -6 | Santam  | -7 | Scorpion   | -8 | Standard Bank/Stanbic Insurance | -9 | Virgin | <b>5263-0</b> | Virseker      | -1 | Wesbank                                                                                                                                                                       | -2 | Zurich (SA Eagle)                     | -3 | Another company / 'n Ander maatskappy | -4 |
| 1 <sup>st</sup> for women                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>5261-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
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| Budget                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | -5                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Clientèle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -6                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Dial Direct                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -7                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Discovery Insure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -8                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Guardrisk                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -9                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Hollard Insurance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>5262-0</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| iWyzé                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -1                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| LegalWise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| MiWay                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5262-3</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Mutual & Federal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -4                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Outsurance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -5                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Regent Insurance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -6                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Santam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | -7                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Scorpion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -8                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Standard Bank/Stanbic Insurance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | -9                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Virgin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>5263-0</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Virseker                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -1                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Wesbank                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Zurich (SA Eagle)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | -3                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| Another company / 'n Ander maatskappy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -4                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p><b>K20.</b> Have you taken out a short term insurance policy to cover items such as household contents, valuables, motor vehicle, legal, home owners, personal accident plan in the <b>PAST 12 MONTHS?</b></p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>YES / JA</td><td style="text-align: right;"><b>5264-1</b></td></tr> <tr><td>NO / NEE</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | YES / JA                                                                                          | <b>5264-1</b> | NO / NEE | -2 | <p><b>K20.</b> Het u 'n korttermynversekeringspolis om items soos huishoudelike inhoud, waardevolle artikels, motorvoertuig, regs, huiseienaars, persoonlike ongeluksplan te dek, in die <b>AFGELOPE 12 MAANDE</b> uitgeneem?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p> |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| YES / JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>5264-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| NO / NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| <p>▲ <b>ASK ALL</b></p> <p><b>K21.</b> Have you bought any durable items, such as appliances/furniture, on credit during the <b>PAST 12 MONTHS?</b> Credit includes hire purchase, instalment sale and payment on terms.</p> <p>▲ <b>RECORD ONE ANSWER</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>YES / JA</td><td style="text-align: right;"><b>5265-1</b></td></tr> <tr><td>NO / NEE</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | YES / JA                                                                                          | <b>5265-1</b> | NO / NEE | -2 | <p>▲ <b>VRA ALMAL</b></p> <p><b>K21.</b> Het u enige duursame items soos toestelle/meubels op krediet aangekoop in die <b>AFGELOPE 12 MAANDE?</b> Krediet sluit in huurkoop, aankoop in paaiementen en betaling op terme.</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>     |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| YES / JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>5265-1</b>                                                                                     |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |
| NO / NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -2                                                                                                |               |          |    |                                                                                                                                                                                                                                                                       |    |                |    |                  |    |              |    |             |    |                  |    |           |    |                   |               |                     |    |           |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |       |                   |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                               |               |                        |    |         |    |            |    |                                 |    |        |               |               |    |                                                                                                                                                                               |    |                                       |    |                                       |    |

▲ **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 |
|----------|----------|
| 5146-1   | -2       |
| 5147-1   | -2       |
| 5148-1   | -2       |

▲ **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 SKERM 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                                                                  | 5149-1                                                 | 5155-1                                        | 5161-1            |
| @home                                                                      | -2                                                     | -2                                            | -2                |
| Barnetts                                                                   | -3                                                     | -3                                            | -3                |
| Beares                                                                     | -4                                                     | -4                                            | -4                |
| Best Electric                                                              | -5                                                     | -5                                            | -5                |
| Boardmans                                                                  | -6                                                     | -6                                            | -6                |
| Bradlows                                                                   | -7                                                     | -7                                            | -7                |
| Checkers                                                                   | -8                                                     | -8                                            | -8                |
| Checkers Hyper                                                             | -9                                                     | -9                                            | -9                |
| Clicks                                                                     | 5150-0                                                 | 5156-0                                        | 5162-0            |
| Coricraft                                                                  | -1                                                     | -1                                            | -1                |
| Dion Wired/Dion                                                            | -2                                                     | -2                                            | -2                |
| Discom                                                                     | -3                                                     | -3                                            | -3                |
| Edgars                                                                     | -4                                                     | -4                                            | -4                |
| Electric Express/Giddy's Electric Express                                  | -5                                                     | -5                                            | -5                |
| Ellerines                                                                  | -6                                                     | -6                                            | -6                |
| Fairdeal                                                                   | -7                                                     | -7                                            | -7                |
| Furn City                                                                  | -8                                                     | -8                                            | -8                |
| Furniture City                                                             | -9                                                     | -9                                            | -9                |
| Game                                                                       | 5151-0                                                 | 5157-0                                        | 5163-0            |
| Geen & Richards                                                            | -1                                                     | -1                                            | -1                |
| HiFi Corporation                                                           | -2                                                     | -2                                            | -2                |
| Hirsch's                                                                   | -3                                                     | -3                                            | -3                |
| House and Home                                                             | -4                                                     | -4                                            | -4                |
| Jet Mart                                                                   | -5                                                     | -5                                            | -5                |
| Joshua Doore                                                               | -6                                                     | -6                                            | -6                |
| Lewis                                                                      | -7                                                     | -7                                            | -7                |
| Lubners                                                                    | -8                                                     | -8                                            | -8                |
| Makro                                                                      | -9                                                     | -9                                            | -9                |
| Morkels                                                                    | 5152-0                                                 | 5158-0                                        | 5164-0            |
| Mr Price Home                                                              | -1                                                     | -1                                            | -1                |
| OK Furniture                                                               | -2                                                     | -2                                            | -2                |
| Pep Stores                                                                 | -3                                                     | -3                                            | -3                |
| Pick 'n Pay                                                                | -4                                                     | -4                                            | -4                |
| Pick 'n Pay Hypermarket                                                    | -5                                                     | -5                                            | -5                |
| Price 'n Pride                                                             | -6                                                     | -6                                            | -6                |
| Russells                                                                   | -7                                                     | -7                                            | -7                |
| Savells                                                                    | -8                                                     | -8                                            | -8                |
| Savells/Fairdeal (combined store)                                          | -9                                                     | -9                                            | -9                |
| Sheet Street                                                               | 5153-0                                                 | 5159-0                                        | 5165-0            |
| Shoprite                                                                   | -1                                                     | -1                                            | -1                |
| Town Talk                                                                  | -2                                                     | -2                                            | -2                |
| Wetherly's Decorating Warehouse                                            | -3                                                     | -3                                            | -3                |
| Woolworths                                                                 | -4                                                     | -4                                            | -4                |
| Mail order/by post/through the Internet // Posbestelling/deur die Internet | -5                                                     | -5                                            | -5                |
| Other appliance store/Ander toestel winkel                                 | -6                                                     |                                               |                   |
| Other household accessory store/Ander huishoudelike toebehore winkel       |                                                        | -7                                            |                   |
| Other furniture store/Ander meubel winkel                                  |                                                        |                                               | -8                |
| Any other outlet/Enige ander afsetplek                                     | -9                                                     | -9                                            | -9                |
| Received as a gift/As geskenk ontvang                                      | 5154-0                                                 | 5160-0                                        | 5166-0            |



▲ **ASK ALL**

**L3.** Please tell me whether you have purchased any sports equipment such as hockey sticks, golf clubs, etc. in the **PAST 12 MONTHS**?

And have you purchased any outdoor equipment such as tents, camper chairs, etc. in the **PAST 12 MONTHS**?

▲ **RECORD ONE ANSWER FOR EACH ITEM**

1. Sports Equipment
  - Sporttoerusting
2. Outdoor Equipment
  - Buitelugtoerusting

▲ **VRA ALMAL**

**L3.** Sê asseblief vir my of u enige sporttoerusting soos hokkiestokke, gholfstokke, ens. in die **AFGELOPE 12 MAANDE** gekoop het?

En het u enige buitelugtoerusting soos tente, kampeerstoele, ens. in die **AFGELOPE 12 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD VIR ELKE ITEM**

| YES / JA | NO / NEE |
|----------|----------|
| 5309-1   | -2       |
| 5310-1   | -2       |

▲ **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)**

▲ **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)**

|                                                                                                                                                                |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. Computer games / Rekenaarspeletjies                                                                                                                         | 5312-1 |
| 2. Car TV / Car DVD player // Motor TV / Motor DVD-speler                                                                                                      | -2     |
| 3. Handheld portable TV (with live feed) / Draagbare TV (met direkte toevoer) wat in die hand gehou word                                                       | -3     |
| 4. Digital camera (does not take film) / Digitale kamera (gebruik nie film nie)                                                                                | -4     |
| 5. Video camera / Videokamera                                                                                                                                  | -5     |
| 6. Apple iPod                                                                                                                                                  | -6     |
| 7. MP3/MP4/Digital media player/iRiver // MP3-/MP4-/Digitale media-speler/iRiver                                                                               | -7     |
| 8. Portable DVD player / Draagbare DVD-speler                                                                                                                  | -8     |
| 9. Portable gaming device (e.g. PSP, Nintendo) / Draagbare speletjies toestel (bv. PSP, Nintendo)                                                              | -9     |
| 10. Gaming console (e.g. Wii, PlayStation, X-Box) / Speletjies konsolle (bv. Wii, PlayStation, X-Box)                                                          | 5313-0 |
| 11. Portable CD player/Sony Discman // Draagbare CD-speler/Sony Discman                                                                                        | -1     |
| 12. Tablet (e.g. Apple iPad, Samsung Galaxy Tab, HTC Flyer, Blackberry Playbook) / Tablet (bv. Apple iPad, Samsung Galaxy Tab, HTC Flyer, Blackberry Playbook) | -2     |
| 13. e-Reader (e.g. Kindle, Nook) / e-Reader (bv. Kindle, Nook)                                                                                                 | -3     |
| NONE OF THESE / GEENEEN VAN HIERDIE                                                                                                                            | -4     |

▲ **ASK L5 IF, ITEMS 6, 7, 9, 10, 11 OR 12 MENTIONED IN L4**

**L5.** On average, how much time **PER WEEK** do you normally spend listening to music on your ... (IPOD, MP3/MP4/DIGITAL MEDIA PLAYER/ IRIVER, PORTABLE GAMING DEVICE, GAMING CONSOLE, PORTABLE CD PLAYER/SONY DISCMAN, TABLET)

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

|         |      |      |
|---------|------|------|
| Hours   | 5314 | 5315 |
| and/or  |      |      |
| Minutes | 5316 | 5317 |

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

▲ **VRA L5 INDIEN ITEMS 6, 7, 9, 10, 11 OF 12 GENOEM IS IN L4**

**L5.** Gemiddeld, hoeveel tyd **PER WEEK** spandeer u gewoonlik om na musiek te luister op u ... (IPOD, MP3-/MP4-/DIGITALE MEDIA-SPELER/ IRIVER, DRAAGBARE SPELETJIES TOESTEL, SPELETJIES KONSOLE, DRAAGBARE CD-SPELER/SONY DISCMAN, TABLET)

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

Ure

en/of

Minute

5318-1

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 inkoopies vir die huisgesin. | 5319-1 |
| (b) Partly responsible for the day-to-day purchases of the household.              |        |
| • Deels verantwoordelik is vir die dag-tot-dag inkoopies vir die huisgesin.        | -2     |
| (c) Not responsible for the day-to-day purchases of the household.                 |        |
| • Nie verantwoordelik is vir die dag-tot-dag inkoopies vir die huisgesin nie.      | -3     |

▲ **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**

▲ **VRA ALMAL**

**M1.** Watter een van hierdie frases beskryf u eie geval die beste?

Is u 'n persoon wat ... **(LEES UIT)**

▲ **NOTEER EEN ANTWOORD**

▲ **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 | 5320-1 |
| Shop twice a month / every 2 weeks                    |        |
| • Doen twee maal per maand inkope / elke 2 weke       | -2     |
| Shop weekly or almost weekly                          |        |
| • Doen weekliks of amper weekliks inkope              | -3     |
| Shop twice a week or almost daily                     |        |
| • Doen twee maal per week of amper daaglik inkope     | -4     |
| Other/Ander <b>(STATE/NOEM)</b> .....                 | -5     |

▲ **ASK M3 AND M4**

▲ **SKIP TO M5**

▲ **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 OF "BULK" SHOPPERS ONLY**

▲ **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**

▲ **VRA M3 EN M4 SLEGS VIR "GROOT" INKOPERS**

▲ **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**

▲ **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<br>BULK | USUAL<br>FILL-UP | USUAL<br>NON-BULK | SPEND MOST | HOUSEHOLD | TOILETRIES | CONVENIENCE<br>SHOPPING |
| 7 Eleven / Friendly 7 Eleven                                                        | 5322-1        | 5327-1           | 5332-1            | 5337-1     | 5342-1    | 5347-1     | 5352-1                  |
| Boxer Superstores                                                                   | -2            | -2               | -2                | -2         | -2        | -2         | -2                      |
| BP Express                                                                          | -3            | -3               | -3                | -3         | -3        | -3         | -3                      |
| Buy Rite                                                                            | -4            | -4               | -4                | -4         | -4        | -4         | -4                      |
| Caltex Star Mart / Star Shop / Fresh Stop                                           | -5            | -5               | -5                | -5         | -5        | -5         | -5                      |
| Cambridge Food                                                                      | -6            | -6               | -6                | -6         | -6        | -6         | -6                      |
| Checkers                                                                            | -7            | -7               | -7                | -7         | -7        | -7         | -7                      |
| Checkers Hyper                                                                      | -8            | -8               | -8                | -8         | -8        | -8         | -8                      |
| Clicks                                                                              | -9            | -9               | -9                | -9         | -9        | -9         | -9                      |
| Dis-Chem                                                                            | 5323-0        | 5328-0           | 5333-0            | 5338-0     | 5343-0    | 5348-0     | 5353-0                  |
| Discom                                                                              | -1            | -1               | -1                | -1         | -1        | -1         | -1                      |
| Engen Quick Shop                                                                    | -2            | -2               | -2                | -2         | -2        | -2         | -2                      |
| Food Lover's Market/Fruit & Veg City                                                | -3            | -3               | -3                | -3         | -3        | -3         | -3                      |
| Friendly Everyday                                                                   | -4            | -4               | -4                | -4         | -4        | -4         | -4                      |
| Friendly Supermarket                                                                | -5            | -5               | -5                | -5         | -5        | -5         | -5                      |
| Game / Foodco                                                                       | -6            | -6               | -6                | -6         | -6        | -6         | -6                      |
| KwikSpar                                                                            | -7            | -7               | -7                | -7         | -7        | -7         | -7                      |
| Makro                                                                               | -8            | -8               | -8                | -8         | -8        | -8         | -8                      |
| Metro Cash & Carry                                                                  | -9            | -9               | -9                | -9         | -9        | -9         | -9                      |
| Multisave                                                                           | 5324-0        | 5329-0           | 5334-0            | 5339-0     | 5344-0    | 5349-0     | 5354-0                  |
| OK Foods                                                                            | -1            | -1               | -1                | -1         | -1        | -1         | -1                      |
| OK Grocer                                                                           | -2            | -2               | -2                | -2         | -2        | -2         | -2                      |
| OK MiniMark                                                                         | -3            | -3               | -3                | -3         | -3        | -3         | -3                      |
| Pick 'n Pay                                                                         | -4            | -4               | -4                | -4         | -4        | -4         | -4                      |
| Pick 'n Pay Hypermarket                                                             | -5            | -5               | -5                | -5         | -5        | -5         | -5                      |
| Pop-In                                                                              | -6            | -6               | -6                | -6         | -6        | -6         | -6                      |
| Price Club / Friendly Price Club                                                    | -7            | -7               | -7                | -7         | -7        | -7         | -7                      |
| Sasol Delight                                                                       | -8            | -8               | -8                | -8         | -8        | -8         | -8                      |
| Sentra Stores                                                                       | -9            | -9               | -9                | -9         | -9        | -9         | -9                      |
| Shell Select                                                                        | 5325-0        | 5330-0           | 5335-0            | 5340-0     | 5345-0    | 5350-0     | 5355-0                  |
| Shoprite                                                                            | -1            | -1               | -1                | -1         | -1        | -1         | -1                      |
| Spar                                                                                | -2            | -2               | -2                | -2         | -2        | -2         | -2                      |
| SuperSpar                                                                           | -3            | -3               | -3                | -3         | -3        | -3         | -3                      |
| Total La Boutique                                                                   | -4            | -4               | -4                | -4         | -4        | -4         | -4                      |
| Trade Centre                                                                        | -5            | -5               | -5                | -5         | -5        | -5         | -5                      |
| U Save                                                                              | -6            | -6               | -6                | -6         | -6        | -6         | -6                      |
| Woolworths                                                                          | -7            | -7               | -7                | -7         | -7        | -7         | -7                      |
| Chemist / Pharmacy//Aptek                                                           | -8            | -8               | -8                | -8         | -8        | -8         | -8                      |
| Spaza Shop/Spaza Winkel                                                             | -9            | -9               | -9                | -9         | -9        | -9         | -9                      |
| Township Supermarket/ Supermark in<br>Stadsgemeenskap                               | 5326-0        | 5331-0           | 5336-0            | 5341-0     | 5346-0    | 5351-0     | 5356-0                  |
| Other Local / Neighbourhood<br>Supermarket//Ander Plaaslike/Naby<br>geleë Supermark | -1            | -1               | -1                | -1         | -1        | -1         | -1                      |
| Any other outlet/Enige ander afsetplek                                              | -2            | -2               | -2                | -2         | -2        | -2         | -2                      |
| NONE/GEEN                                                                           |               | -3               |                   | -3         |           |            | -3                      |

▲ 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.

▲ RECORD ONE ANSWER

▲ 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.

▲ NOTEER EEN ANTWOORD

|                                                                   |        |
|-------------------------------------------------------------------|--------|
| With food and groceries / Saam met die voedsel en kruideniersware | 5357-1 |
| On their own / Apart                                              | -2     |
| Do not buy toiletries / Koop nie toiletware nie                   | -3     |

▲ SKIP TO M10

▲ SHOW SCREEN M3 AGAIN

M9. Here is a list of shops which sell toiletries. Please tell me from which shop(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 | 5358-1 |
| 1 - 2 years ago / 1 - 2 jaar gelede                      | -2     |
| 2 - 3 years ago / 2 - 3 jaar gelede                      | -3     |
| More than 3 years ago / Meer as 3 jaar gelede            | -4     |
| Never / Nooit                                            | -5     |

## ▲ TOON SKERM N1 – "WANNEER LAAS"

N1. Hoe lank laas, indien ooit, het u per lug **binne** Suid-Afrika gereis?

## ▲ NOTEER EEN ANTWOORD

▲ ASK N2 &amp; N3

▲ SKIP TO N6

## ▲ ASK N2 &amp; N3 IF TRAVELLED INSIDE SOUTH AFRICA BY AIR IN THE LAST 12 MONTHS IN N1, OTHERWISE SKIP TO N6

## ▲ VRA N2 &amp; 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) / Comair                                | 5359-1 |
| FlySafair                                                    | -2     |
| Kulula.com                                                   | -3     |
| Mango                                                        | -4     |
| South African Airways (SAA) / Suid-Afrikaanse Lugdiens (SAL) | -5     |
| South African Airlink                                        | -6     |
| South African Express                                        | -7     |
| Other/Ander                                                  | -8     |

## ▲ 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

|      |      |
|------|------|
| 5361 | 5362 |
|------|------|

Aantal besigheidsreise

Number of trips for pleasure

|      |      |
|------|------|
| 5363 | 5364 |
|------|------|

Aantal resie vir plesier

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

## ▲ ASK N4 &amp; N5 IF BUSINESS TRIPS IN N3, OTHERWISE SKIP TO N6

## ▲ VRA N4 &amp; 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      | 5365-1 |
| Sometimes / Somtyds | -2     |
| Never / Nooit       | -3     |

## ▲ 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 &amp; breakfast (B&amp;B)/self-catering apartment?

## ▲ RECORD ONE ANSWER

|                     |        |
|---------------------|--------|
| Always / Altyd      | 5366-1 |
| Sometimes / Somtyds | -2     |
| Never / Nooit       | -3     |

## ▲ TOON SKERM N4 – "HOE GEREELD" WEER

N5. Wanneer u op 'n besigheidsreis is, hoe gereeld oornag u in betaalde akkommodasie bv. hotel/gastehuis/bed &amp; ontbyt (B&amp;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                    | 5367-1 |
| Two / Twee                   | -2     |
| Three or more / Drie of meer | -3     |
| None / Geen                  | -4     |

## ▲ 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                         | 5368-1 |
| Twice / Twee keer                       | -2     |
| Three or more times / Drie of meer keer | -3     |
| None / Geen                             | -4     |

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                           | 5369-1 |
| To a game park / Na 'n wildreservaat             | -2     |
| To the mountains / Na die berge                  | -3     |
| To historical sites / Na geskiedkundige terreine | -4     |
| To another city / Na 'n ander stad               | -5     |
| To relatives/friends // Na familie/vriende       | -6     |
| Elsewhere / Iewers anders                        | -7     |

## ▲ 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                                                   | 5370-1 |
| Hotel / Motel // Hotel / Motel                                                               | -2     |
| Guest House / Bed and Breakfast (B&B) // Gastehuis / Bed-en-ontbyt (B&B)                     | -3     |
| Holiday or timeshare flat / cottage / house // Vakansie- of tyddeel woonstel / hut / huis    | -4     |
| Rest camp / National park / Game lodge // Ruskamp / Nasionale park / Wildreservaat ("lodge") | -5     |
| With relatives / friends // By familie / vriende                                             | -6     |
| Other / Ander                                                                                | -7     |

## ▲ 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 | 5372-1 | Mpumalanga                 | -6 |
| Free State / Vrystaat   | -2     | Northern Cape / Noord-Kaap | -7 |
| Gauteng                 | -3     | North-West / Noord-Wes     | -8 |
| KwaZulu-Natal           | -4     | Western Cape / Wes-Kaap    | -9 |
| Limpopo                 | -5     |                            |    |

## ▲ TOON SKERM N10 – "PROVINSIES"

N10. Watter provinsie(s) het u vir hierdie vakansies besoek?

## ▲ NOTEER ANTWOORD(E)

## ▲ 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 | 5373-1 |
| 1 - 2 years ago / 1 - 2 jaar gelede                      | -2     |
| 2 - 3 years ago / 2 - 3 jaar gelede                      | -3     |
| More than 3 years ago / Meer as 3 jaar gelede            | -4     |
| Never / Nooit                                            | -5     |

## ▲ 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 | 5374-1 |
| 1 - 2 years ago / 1 - 2 jaar gelede                      | -2     |
| 2 - 3 years ago / 2 - 3 jaar gelede                      | -3     |
| More than 3 years ago / Meer as 3 jaar gelede            | -4     |
| Never / Nooit                                            | -5     |

## ▲ 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 and outdoor 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    |
|---------------|-----------|
| <b>5409-1</b> | <b>-2</b> |
| <b>5410-1</b> | <b>-2</b> |
| <b>5411-1</b> | <b>-2</b> |
| <b>5412-1</b> | <b>-2</b> |

▲ **TOON SKERM P1 - "KLERE"**

**P1.** Dink nou aan klere, **sport- en buitelig (outdoor)-klere 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 or Outdoor Clothing** in the **PAST 3 MONTHS**?

▲ **RECORD ONE ANSWER**

**P2.** En het u enige **Sport- of Buitelig (Outdoor)-klere** in die **AFGELOPE 3 MAANDE** gekoop?

▲ **NOTEER EEN ANTWOORD**

|          |               |
|----------|---------------|
| YES / JA | <b>5413-1</b> |
| NO / NEE | <b>-2</b>     |

▲ **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/OUT-DOOR CLOTHING//SPORT-/BUITELUG-KLERE |
|                                                                                              | INNER ITEMS/ONDER ITEMS       | OUTER ITEMS/BO ITEMS |                                 |                          |                                                 |
| Ackermans                                                                                    | 5414 - 1                      | 5419 - 1             | 5424 - 1                        | 5429 - 1                 | 5434 - 1                                        |
| Cape Union Mart                                                                              | -2                            | -2                   | -2                              | -2                       | -2                                              |
| Checkers Hyper                                                                               | -3                            | -3                   | -3                              | -3                       | -3                                              |
| Donna-Claire                                                                                 | -4                            | -4                   | -4                              | -4                       | -4                                              |
| Due South                                                                                    | -5                            | -5                   | -5                              | -5                       | -5                                              |
| Dunns                                                                                        | -6                            | -6                   | -6                              | -6                       | -6                                              |
| Edgars                                                                                       | -7                            | -7                   | -7                              | -7                       | -7                                              |
| Edgars Active                                                                                | -8                            | -8                   | -8                              | -8                       | -8                                              |
| Exact!                                                                                       | -9                            | -9                   | -9                              | -9                       | -9                                              |
| Fashion Express                                                                              | 5415 - 0                      | 5420 - 0             | 5425 - 0                        | 5430 - 0                 | 5435 - 0                                        |
| Foschini                                                                                     | -1                            | -1                   | -1                              | -1                       | -1                                              |
| Game                                                                                         | -2                            | -2                   | -2                              | -2                       | -2                                              |
| Hang Ten                                                                                     | -3                            | -3                   | -3                              | -3                       | -3                                              |
| Identity                                                                                     | -4                            | -4                   | -4                              | -4                       | -4                                              |
| Jay Jay's                                                                                    | -5                            | -5                   | -5                              | -5                       | -5                                              |
| Jet                                                                                          | -6                            | -6                   | -6                              | -6                       | -6                                              |
| Jet Mart                                                                                     | -7                            | -7                   | -7                              | -7                       | -7                                              |
| Legit                                                                                        | -8                            | -8                   | -8                              | -8                       | -8                                              |
| Makro                                                                                        | -9                            | -9                   | -9                              | -9                       | -9                                              |
| Markham                                                                                      | 5416 - 0                      | 5421 - 0             | 5426 - 0                        | 5431 - 0                 | 5436 - 0                                        |
| Meltz                                                                                        | -1                            | -1                   | -1                              | -1                       | -1                                              |
| Milady's                                                                                     | -2                            | -2                   | -2                              | -2                       | -2                                              |
| Mr Price                                                                                     | -3                            | -3                   | -3                              | -3                       | -3                                              |
| Mr Price Sport                                                                               | -4                            | -4                   | -4                              | -4                       | -4                                              |
| Outdoor Warehouse                                                                            | -5                            | -5                   | -5                              | -5                       | -5                                              |
| Pep Stores                                                                                   | -6                            | -6                   | -6                              | -6                       | -6                                              |
| Pick 'n Pay                                                                                  | -7                            | -7                   | -7                              | -7                       | -7                                              |
| Pick 'n Pay Hypermarket                                                                      | -8                            | -8                   | -8                              | -8                       | -8                                              |
| Queenspark                                                                                   | -9                            | -9                   | -9                              | -9                       | -9                                              |
| Spitz                                                                                        | 5417 - 0                      | 5422 - 0             | 5427 - 0                        | 5432 - 0                 | 5437 - 0                                        |
| Sportsmans Warehouse                                                                         | -1                            | -1                   | -1                              | -1                       | -1                                              |
| Sportscene                                                                                   | -2                            | -2                   | -2                              | -2                       | -2                                              |
| Studio 88                                                                                    | -3                            | -3                   | -3                              | -3                       | -3                                              |
| Stuttafords                                                                                  | -4                            | -4                   | -4                              | -4                       | -4                                              |
| Temptations                                                                                  | -5                            |                      |                                 |                          |                                                 |
| Totalsports                                                                                  | -6                            | -6                   | -6                              | -6                       | -6                                              |
| Trappers                                                                                     | -7                            | -7                   | -7                              | -7                       | -7                                              |
| Truworths                                                                                    | -8                            | -8                   | -8                              | -8                       | -8                                              |
| Woolworths                                                                                   | -9                            | -9                   | -9                              | -9                       | -9                                              |
| Flea Markets/Vlooiemarkte                                                                    | 5418 - 0                      | 5423 - 0             | 5428 - 0                        | 5433 - 0                 | 5438 - 0                                        |
| Hawkers/Smouse                                                                               | -1                            | -1                   | -1                              | -1                       | -1                                              |
| Other Women's Clothing Store/<br>Ander Damesklerewinkel                                      | -2                            | -2                   |                                 |                          |                                                 |
| Other Children's Clothing Store/<br>Ander Kinderklerewinkel                                  |                               |                      | -3                              |                          |                                                 |
| Other Men's Clothing Store/<br>Ander Mansklerewinkel                                         |                               |                      |                                 | -4                       |                                                 |
| Other Sports/Outdoor Clothing<br>Store// Ander Sport-<br>/Buitelug (outdoor)-<br>klerewinkel |                               |                      |                                 |                          | -5                                              |
| Any other outlet/Enige ander<br>afsetplek                                                    | -6                            | -6                   | -6                              | -6                       | -6                                              |



▲ **ASK ALL**

**P4.** Thinking about **SPORTS, EXERCISE AND OUTDOOR SHOES**, have you bought any sports, exercise or outdoor shoes for **WOMEN** in the **PAST 3 MONTHS**?

And **CHILDREN'S** sports, exercise or outdoor shoes?

And **MEN'S** sports, exercise or outdoor shoes?

▲ **RECORD ONE ANSWER FOR EACH CATEGORY**

- Women's sports/exercise/outdoor shoes // Damessport-/oefen-/buitelugskoene
- Children's sports/exercise/outdoor shoes // Kindersport-/oefen-/buitelugskoene
- Men's sports/exercise/outdoor shoes // Manssport-/oefen-/buitelugskoene

▲ **VRA ALMAL**

**P4** Dink aan **SPORT-, OEFEN- EN BUITELUG (OUTDOOR)-SKOENE**, het u enige sport-, oefen- of buitelig (outdoor)-skoene vir **DAMES** in die **AFGELOPE 3 MAANDE** gekoop?

En sport-, oefen- of buitelig (outdoor)-skoene vir **KINDERS**?

En sport-, oefen- of buitelig (outdoor)-skoene vir **MANS**?

▲ **NOTEER EEN ANTWOORD VIR ELKE KATEGORIE**

| YES / JA      | NO / NEE |
|---------------|----------|
| <b>5439-1</b> | -2       |
| <b>5440-1</b> | -2       |
| <b>5441-1</b> | -2       |

**P5.** **Excluding sports and outdoor shoes**, have you bought any **other** shoes for **WOMEN** in the **PAST 3 MONTHS**?

And for **CHILDREN**?

And for **MEN**?

▲ **RECORD ONE ANSWER FOR EACH CATEGORY**

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

**P5.** **Uitsluitend sport- en buitelig (outdoor)-skoene**, het u enige **ander** skoene vir **DAMES** in die **AFGELOPE 3 MAANDE** gekoop?

En vir **KINDERS**?

En vir **MANS**?

▲ **NOTEER EEN ANTWOORD VIR ELKE KATEGORIE**

| YES / JA      | NO / NEE |
|---------------|----------|
| <b>5442-1</b> | -2       |
| <b>5443-1</b> | -2       |
| <b>5444-1</b> | -2       |

▲ 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 / OUTDOOR SHOES              | CHILDREN'S SPORTS / OUTDOOR SHOES | MEN'S SPORTS / OUTDOOR SHOES | OTHER WOMEN'S SHOES | OTHER CHILDREN'S SHOES | OTHER MEN'S SHOES |
| Ackermans                                          | 5445-1                                      | 5450-1                            | 5455-1                       | 5460-1              | 5465-1                 | 5470-1            |
| Cape Union Mart                                    | -2                                          | -2                                | -2                           | -2                  | -2                     | -2                |
| Checkers Hyper                                     | -3                                          | -3                                | -3                           | -3                  | -3                     | -3                |
| Donna-Claire                                       | -4                                          | -4                                | -4                           | -4                  | -4                     | -4                |
| Due South                                          | -5                                          | -5                                | -5                           | -5                  | -5                     | -5                |
| Dunns                                              | -6                                          | -6                                | -6                           | -6                  | -6                     | -6                |
| Edgars                                             | -7                                          | -7                                | -7                           | -7                  | -7                     | -7                |
| Edgars Active                                      | -8                                          | -8                                | -8                           | -8                  | -8                     | -8                |
| Exact!                                             | -9                                          | -9                                | -9                           | -9                  | -9                     | -9                |
| Fashion Express                                    | 5446-0                                      | 5451-0                            | 5456-0                       | 5461-0              | 5466-0                 | 5471-0            |
| Foschini                                           | -1                                          | -1                                | -1                           | -1                  | -1                     | -1                |
| Game                                               | -2                                          | -2                                | -2                           | -2                  | -2                     | -2                |
| Hang Ten                                           | -3                                          | -3                                | -3                           | -3                  | -3                     | -3                |
| Identity                                           | -4                                          | -4                                | -4                           | -4                  | -4                     | -4                |
| Jay Jay's                                          | -5                                          | -5                                | -5                           | -5                  | -5                     | -5                |
| Jet                                                | -6                                          | -6                                | -6                           | -6                  | -6                     | -6                |
| Jet Mart                                           | -7                                          | -7                                | -7                           | -7                  | -7                     | -7                |
| Legit                                              | -8                                          | -8                                | -8                           | -8                  | -8                     | -8                |
| Makro                                              | -9                                          | -9                                | -9                           | -9                  | -9                     | -9                |
| Markham                                            | 5447-0                                      | 5452-0                            | 5457-0                       | 5462-0              | 5467-0                 | 5472-0            |
| Meltz                                              | -1                                          | -1                                | -1                           | -1                  | -1                     | -1                |
| Milady's                                           | -2                                          | -2                                | -2                           | -2                  | -2                     | -2                |
| Mr Price                                           | -3                                          | -3                                | -3                           | -3                  | -3                     | -3                |
| Mr Price Sport                                     | -4                                          | -4                                | -4                           | -4                  | -4                     | -4                |
| Outdoor Warehouse                                  | -5                                          | -5                                | -5                           | -5                  | -5                     | -5                |
| Pep Stores                                         | -6                                          | -6                                | -6                           | -6                  | -6                     | -6                |
| Pick 'n Pay                                        | -7                                          | -7                                | -7                           | -7                  | -7                     | -7                |
| Pick 'n Pay Hypermarket                            | -8                                          | -8                                | -8                           | -8                  | -8                     | -8                |
| Queenspark                                         | -9                                          | -9                                | -9                           | -9                  | -9                     | -9                |
| Shoe City                                          | 5448-0                                      | 5453-0                            | 5458-0                       | 5463-0              | 5468-0                 | 5473-0            |
| Spitz                                              | -1                                          | -1                                | -1                           | -1                  | -1                     | -1                |
| Sportsmans Warehouse                               | -2                                          | -2                                | -2                           | -2                  | -2                     | -2                |
| Sportscene                                         | -3                                          | -3                                | -3                           | -3                  | -3                     | -3                |
| Studio 88                                          | -4                                          | -4                                | -4                           | -4                  | -4                     | -4                |
| Stuttafords                                        | -5                                          | -5                                | -5                           | -5                  | -5                     | -5                |
| Tekkie Town                                        | -6                                          | -6                                | -6                           | -6                  | -6                     | -6                |
| Totalsports                                        | -7                                          | -7                                | -7                           | -7                  | -7                     | -7                |
| Trappers                                           | -8                                          | -8                                | -8                           | -8                  | -8                     | -8                |
| Truworths                                          | -9                                          | -9                                | -9                           | -9                  | -9                     | -9                |
| Woolworths                                         | 5449-0                                      | 5454-0                            | 5459-0                       | 5464-0              | 5469-0                 | 5474-0            |
| Flea Markets / Vlooiemarkte                        | -1                                          | -1                                | -1                           | -1                  | -1                     | -1                |
| Hawkers / Smouse                                   | -2                                          | -2                                | -2                           | -2                  | -2                     | -2                |
| Other Women's shoe store/Ander Dameskoewinkel      | -3                                          |                                   |                              | -3                  |                        |                   |
| Other Children's shoe store/Ander Kinderskoewinkel |                                             | -4                                |                              |                     | -4                     |                   |
| Other Men's shoe store/Ander Manskoewinkel         |                                             |                                   | -5                           |                     |                        | -5                |
| Any other outlet/Enige ander afsetplek             | -6                                          | -6                                | -6                           | -6                  | -6                     | -6                |

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

▲ **RECORD ONE ANSWER**

|          |        |
|----------|--------|
| YES / JA | 5509-1 |
| NO / NEE | -2     |

**Q1.** Koop u ooit kosmetiese produkte soos grimering, velsorgprodukte, parfüum/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)**

▲ **TOON SKERM Q2 - "WAAR GEKOOP"**

**Q2.** Waar koop u gewoonlik hierdie kosmetiese produkte?

▲ **NOTEER ANTWOORD(E)**

|                                                                                                                    |        |
|--------------------------------------------------------------------------------------------------------------------|--------|
| A specialist cosmetic/perfume store / 'n Spesialis kosmetiese/parfüum-winkel                                       | 5510-1 |
| Clothing store (e.g. Edgars) / Klerewinkel (bv. Edgars)                                                            | -2     |
| Supermarket / Supermark                                                                                            | -3     |
| Health/Beauty store (e.g. Clicks, Discom, Dis-Chem) / Gesondheids-/Skoonheidswinkel (bv. Clicks, Discom, Dis-Chem) | -4     |
| Pharmacy/Chemist // Apteek                                                                                         | -5     |
| Direct sales (parties/brochures) / Direkte verkope (partytyjies/brosjures)                                         | -6     |
| Flea Markets/Hawkers //Vlooiemarkte/Smouse                                                                         | -7     |
| Other/Ander                                                                                                        | -8     |

▲ **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)**

▲ **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)**

|                                                            |        |
|------------------------------------------------------------|--------|
| 1. Hand and body cream/lotion // Hand en lyfroom/vloeiroom | 5511-1 |
| 2. Facial cleansing cream / Gesigsreinigingsroom           | -2     |
| 3. Face moisturiser/night cream // Gesigvogmiddel/nagroom  | -3     |
| 4. Lipstick / Lipstiffie                                   | -4     |
| 5. Perfume/cologne // Parfüum/kologne                      | -5     |
| 6. Nail polish / Naelpolitoer                              | -6     |
| 7. Eye make-up / Ooggrimering                              | -7     |
| NONE OF THESE / GEEN VAN HIERDIE                           | -8     |

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

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

▲ **SHOW SCREEN Q4 - "ITEMS PURCHASED"**

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

▲ **READ OUT AND RECORD ANSWER(S)**

▲ **TOON SKERM Q4 - "ITEMS GEKOOP"**

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

▲ **LEES VOOR EN NOTEER ANTWOORD(E)**

|                                       |        |
|---------------------------------------|--------|
| 1. Hair extensions / Haarverlengings  | 5512-1 |
| 2. Wigs / Pruie                       | -2     |
| 3. Artificial nails / Valsnaels       | -3     |
| 4. Artificial eyelashes / Valswimpers | -4     |
| NONE OF THESE / GEENEEN VAN HIERDIE   | -5     |

**R1.** Do you have any young or unmarried children of your own?▲ **RECORD ONE ANSWER**

|        |        |
|--------|--------|
| YES/JA | 5519-1 |
| NO/NEE | -2     |

▲ **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   | 5520-1       | 5522-1              | 5524-1               | 5526-1                              |
| 7 - 11 months/maande  | -2           | -2                  | -2                   | -2                                  |
| 12 - 23 months/maande | -3           | -3                  | -3                   | -3                                  |
| 24 - 35 months/maande | -4           | -4                  | -4                   | -4                                  |
| 3 - 4 years/jaar      | -5           | -5                  | -5                   | -5                                  |
| 5 - 6 years/jaar      | -6           | -6                  | -6                   | -6                                  |
| 7 - 9 years/jaar      | -7           | -7                  | -7                   | -7                                  |
| 10 - 12 years/jaar    | -8           | -8                  | -8                   | -8                                  |
| 13 - 14 years/jaar    | -9           | -9                  | -9                   | -9                                  |
| 15 - 18 years/jaar    | 5521-0       | 5523-0              | 5525-0               | 5527-0                              |
| 19 - 20 years/jaar    | -1           | -1                  | -1                   | -1                                  |
| 21 - 24 years/jaar    | -2           | -2                  | -2                   | -2                                  |
| 25 + years/jaar       | -3           | -3                  | -3                   | -3                                  |
| NONE/GEEN             |              | -4                  | -4                   | -4                                  |

**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 | 5528-1 |
| NO/NEE | -2     |

▲ **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 | 5529-1 |
| NO/NEE | -2     |

## ▲ 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 besluit-nemer 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   | 5530-1         | 5532-1              | 5534-1                               |
| 7 - 11 months/maande  | -2             | -2                  | -2                                   |
| 12 - 23 months/maande | -3             | -3                  | -3                                   |
| 24 - 35 months/maande | -4             | -4                  | -4                                   |
| 3 - 4 years/jaar      | -5             | -5                  | -5                                   |
| 5 - 6 years/jaar      | -6             | -6                  | -6                                   |
| 7 - 9 years/jaar      | -7             | -7                  | -7                                   |
| 10 - 12 years/jaar    | -8             | -8                  | -8                                   |
| 13 - 14 years/jaar    | -9             | -9                  | -9                                   |
| 15 - 18 years/jaar    | 5531-0         | 5533-0              | 5535-0                               |
| 19 - 20 years/jaar    | -1             | -1                  | -1                                   |
| 21 - 24 years/jaar    | -2             | -2                  |                                      |
| 25 - 34 years/jaar    | -3             | -3                  |                                      |
| 35 - 49 years/jaar    | -4             | -4                  |                                      |
| 50 + years/jaar       | -5             | -5                  |                                      |
| NONE/GEEN             |                | -6                  | -6                                   |

▲ **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 | 5536-1 |
| NO/NEE | -2     |

▲ **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   | 5537-1 | 5539-1 |
| 7 - 11 months/maande  | -2     | -2     |
| 12 - 23 months/maande | -3     | -3     |
| 24 - 35 months/maande | -4     | -4     |
| 3 - 4 years/jaar      | -5     | -5     |
| 5 - 6 years/jaar      | -6     | -6     |
| 7 - 9 years/jaar      | -7     | -7     |
| 10 - 12 years/jaar    | -8     | -8     |
| 13 - 14 years/jaar    | -9     | -9     |
| 15 - 18 years/jaar    | 5538-0 | 5540-0 |
| 19 - 20 years/jaar    | -1     | -1     |
| NONE/GEEN             |        | -2     |

▲ **ASK ALL**

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

▲ **RECORD ONE ANSWER**

|        |        |
|--------|--------|
| YES/JA | 5542-1 |
| NO/NEE | -2     |

▲ **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 populasie in te deel en sal slegs vir statistiese doeleindes gebruik word. Wees gerus, al hierdie antwoorde bly konfidensieel.

## ▲ SHOW SCREEN T1 - "DURABLES"

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

## ▲ TOON SKERM T1 - "DUURSAME GOEDERE"

T1. 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

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

## ▲ TOON WEER SKERM T1

T2. 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

| DURABLES / DUURSAME GOEDERE                                                                                              | T1                                        | T2                                           |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------------|
|                                                                                                                          | ITEMS IN HOUSEHOLD / ITEMS IN HUISHOUDING | NEW PAST 12 MONTHS / NUUT AFGELOPE 12 MAANDE |
| 1. Electric stove<br>• Elektriese stoof                                                                                  | 5543-1                                    | 5546-1                                       |
| 2. Other (gas or coal) stove<br>• Ander (gas of kool) stoof                                                              | -2                                        | -2                                           |
| 3. Electric hotplate<br>• Elektriese kookplaat                                                                           | -3                                        | -3                                           |
| 4. Microwave oven<br>• Mikrogolfoond                                                                                     | -4                                        | -4                                           |
| 5. Coffee machine / Cappuccino/Espresso maker<br>• Koffiemasjien / Cappuccino/Espresso maker                             | -5                                        | -5                                           |
| 6. Refrigerator or combined fridge/freezer<br>• Yskas of yskas/vrieskas gekombineerd                                     | -6                                        | -6                                           |
| 7. Free standing deep freezer<br>• Vrystaande vrieskas                                                                   | -7                                        | -7                                           |
| 8. Vacuum cleaner<br>• Stofsuier                                                                                         | -8                                        | -8                                           |
| 9. Floor polisher<br>• Vloerpoleerder                                                                                    | -9                                        | -9                                           |
| 10. Dishwashing machine<br>• Skottelgoedwasmasjien                                                                       | 5544-0                                    | 5547-0                                       |
| 11. Automatic front loading washing machine<br>• Ten volle outomatiese wasmasjien - wat van voor gelaai word             | -1                                        | -1                                           |
| 12. Automatic top loading washing machine<br>• Ten volle outomatiese wasmasjien - wat van bo gelaai word                 | -2                                        | -2                                           |
| 13. Semi-automatic/twin tub washing machine<br>• Semi-outomatiese/dubbelbalie wasmasjien                                 | -3                                        | -3                                           |
| 14. Tumble dryer<br>• Tuimeldroër                                                                                        | -4                                        | -4                                           |
| 15. Sewing machine - electric or manual<br>• Naaimasjien - elektries of hand                                             | -5                                        | -5                                           |
| 16. Television set<br>• Televisiestel                                                                                    | -6                                        | -6                                           |
| 17. Video cassette recorder<br>• Videokasset-opnemer                                                                     | -7                                        | -7                                           |
| 18. Desktop computer in home<br>• Tafelrekenaar (desktop) in woning                                                      | -8                                        | -8                                           |
| 19. Laptop computer in home (excluding work computers)<br>• Skootrekenaar (laptop) in woning (werk rekenaars uitgesluit) | -9                                        | -9                                           |
| 20. Hi-fi/music centre<br>• Hoë-troustel/musieksentrum                                                                   | 5545-0                                    | 5548-0                                       |
| 21. DVD Player<br>• DVD-Speler                                                                                           | -1                                        | -1                                           |
| 22. Blu Ray Player<br>• Blu Ray-Speler                                                                                   | -2                                        | -2                                           |
| 23. Home Theatre System<br>• Tuisteater-stelsel (Home theatre)                                                           | -3                                        | -3                                           |
| 24. Air conditioner (excluding fans)<br>• Lugversorger (waaiers uitgesluit)                                              | -4                                        | -4                                           |
| NONE OF THESE<br>• GEEN VAN HIERDIE                                                                                      | -5                                        | -5                                           |
|                                                                                                                          | ▲ SKIP TO T5                              | ▲ SKIP TO T5                                 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                       |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
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| <p>▲ <b>ASK T3 IF ONE OR MORE APPLIANCES BOUGHT IN PAST 12 MONTHS IN T2, OTHERWISE SKIP TO T5</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <p>▲ <b>VRA T3 INDIEN EEN OF MEER TOESTELLE IN AFGELOPE 12 MAANDE GEKOOP IS IN T2, ANDERSINS GAAN NA T5</b></p>                                                                                                                       |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>▲ <b>SHOW SCREEN T3 - "WHERE BOUGHT"</b></p> <p>T3. Where was the ... (MENTION EACH APPLIANCE BOUGHT IN PAST 12 MONTHS) bought?</p> <p>▲ <b>RECORD ANSWER(S)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>▲ <b>TOON SKERM T3 - "WAAR GEKOOP"</b></p> <p>T3. Waar was die ... (NOEM ELKE TOESTEL IN AFGELOPE 12 MAANDE GEKOOP) gekoop?</p> <p>▲ <b>NOTEER ANTWOORD(E)</b></p>                                                                 |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <table border="1" style="margin: auto; border-collapse: collapse;"> <tr><td>@home</td><td style="text-align: right;">5549-1</td></tr> <tr><td>Barnetts</td><td style="text-align: right;">-2</td></tr> <tr><td>Beares</td><td style="text-align: right;">-3</td></tr> <tr><td>Best Electric</td><td style="text-align: right;">-4</td></tr> <tr><td>Bradlows</td><td style="text-align: right;">-5</td></tr> <tr><td>Checkers Hyper</td><td style="text-align: right;">-6</td></tr> <tr><td>Dion Wired / Dion</td><td style="text-align: right;">-7</td></tr> <tr><td>Ellerines</td><td style="text-align: right;">-8</td></tr> <tr><td>Electric Express / Giddy's Electric Express</td><td style="text-align: right;">-9</td></tr> <tr><td>Fairdeal</td><td style="text-align: right;">5550-0</td></tr> <tr><td>Furn City</td><td style="text-align: right;">-1</td></tr> <tr><td>Furniture City</td><td style="text-align: right;">-2</td></tr> <tr><td>Game</td><td style="text-align: right;">-3</td></tr> <tr><td>Geen &amp; Richards</td><td style="text-align: right;">-4</td></tr> <tr><td>HiFi Corporation</td><td style="text-align: right;">-5</td></tr> <tr><td>Hirsch's</td><td style="text-align: right;">-6</td></tr> <tr><td>House and Home</td><td style="text-align: right;">-7</td></tr> <tr><td>Incredible Connection</td><td style="text-align: right;">-8</td></tr> <tr><td>Joshua Doore</td><td style="text-align: right;">-9</td></tr> <tr><td>Lewis</td><td style="text-align: right;">5551-0</td></tr> <tr><td>Lubners</td><td style="text-align: right;">-1</td></tr> <tr><td>Makro</td><td style="text-align: right;">-2</td></tr> <tr><td>Morkels</td><td style="text-align: right;">-3</td></tr> <tr><td>OK Furniture</td><td style="text-align: right;">-4</td></tr> <tr><td>Pick 'n Pay Hypermarket</td><td style="text-align: right;">-5</td></tr> <tr><td>Price 'n Pride</td><td style="text-align: right;">-6</td></tr> <tr><td>Russells</td><td style="text-align: right;">-7</td></tr> <tr><td>Savells</td><td style="text-align: right;">-8</td></tr> <tr><td>Savells/Fairdeal (combined store)</td><td style="text-align: right;">-9</td></tr> <tr><td>Town Talk</td><td style="text-align: right;">5552-0</td></tr> <tr><td>Wetherly's Decorating Warehouse</td><td style="text-align: right;">-1</td></tr> <tr><td>Mail order/by post/through the Internet// Posbestelling/deur die Internet</td><td style="text-align: right;">-2</td></tr> <tr><td>Any other outlet/Enige ander afsetplek</td><td style="text-align: right;">-3</td></tr> <tr><td>Received as a gift/As geskenk ontvang</td><td style="text-align: right;">-4</td></tr> </table> |                                                                                                                                                                                                                                       | @home                    | 5549-1 | Barnetts                   | -2 | Beares | -3 | Best Electric | -4 | Bradlows | -5 | Checkers Hyper | -6 | Dion Wired / Dion | -7 | Ellerines | -8 | Electric Express / Giddy's Electric Express | -9 | Fairdeal | 5550-0 | Furn City | -1 | Furniture City | -2 | Game | -3 | Geen & Richards | -4 | HiFi Corporation | -5 | Hirsch's | -6 | House and Home | -7 | Incredible Connection | -8 | Joshua Doore | -9 | Lewis | 5551-0 | Lubners | -1 | Makro | -2 | Morkels | -3 | OK Furniture | -4 | Pick 'n Pay Hypermarket | -5 | Price 'n Pride | -6 | Russells | -7 | Savells | -8 | Savells/Fairdeal (combined store) | -9 | Town Talk | 5552-0 | Wetherly's Decorating Warehouse | -1 | Mail order/by post/through the Internet// Posbestelling/deur die Internet | -2 | Any other outlet/Enige ander afsetplek | -3 | Received as a gift/As geskenk ontvang | -4 |
| @home                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5549-1                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Barnetts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Beares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -3                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Best Electric                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | -4                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Bradlows                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -5                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Checkers Hyper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -6                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Dion Wired / Dion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -7                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Ellerines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | -8                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Electric Express / Giddy's Electric Express                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | -9                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Fairdeal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5550-0                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Furn City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | -1                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Furniture City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Game                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -3                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Geen & Richards                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -4                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| HiFi Corporation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | -5                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Hirsch's                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -6                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| House and Home                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -7                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Incredible Connection                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -8                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Joshua Doore                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -9                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Lewis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 5551-0                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Lubners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -1                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Makro                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Morkels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -3                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| OK Furniture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | -4                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Pick 'n Pay Hypermarket                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -5                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Price 'n Pride                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | -6                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Russells                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -7                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Savells                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -8                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Savells/Fairdeal (combined store)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -9                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Town Talk                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 5552-0                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Wetherly's Decorating Warehouse                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -1                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Mail order/by post/through the Internet// Posbestelling/deur die Internet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Any other outlet/Enige ander afsetplek                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | -3                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Received as a gift/As geskenk ontvang                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -4                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>▲ <b>IF NEW TV BOUGHT IN T2, ASK T4, OTHERWISE SKIP TO T5</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>INDIEN NUWE TV GEKOOP IN T2, VRA T4, ANDERSINS GAAN NA T5</b></p>                                                                                                                                                             |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>▲ <b>SHOW SCREEN T4 - "TYPE OF TV"</b></p> <p>T4. You said that you bought a new TV in the <b>PAST 12 MONTHS</b>. Was it a standard TV set or a Plasma/LCD/LED/Flat Screen TV set?</p> <p>▲ <b>RECORD ANSWER(S)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p>▲ <b>TOON SKERM T4 - "TIPE TV"</b></p> <p>T4. U het gesê dat u 'n nuwe TV in die <b>AFGELOPE 12 MAANDE</b> gekoop het. Was dit 'n standaard TV-stel of 'n Plasma/LCD/LED/Platskerm TV-stel?</p> <p>▲ <b>NOTEER ANTWOORD(E)</b></p> |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <table border="1" style="margin: auto; border-collapse: collapse;"> <tr><td>Standard TV/Standaard TV</td><td style="text-align: right;">5553-1</td></tr> <tr><td>Plasma/LCD/LED/Flat Screen</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                       | Standard TV/Standaard TV | 5553-1 | Plasma/LCD/LED/Flat Screen | -2 |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Standard TV/Standaard TV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5553-1                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| Plasma/LCD/LED/Flat Screen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>▲ <b>ASK ALL</b></p> <p>T5. How many radios (including those in cellphones) are there in your household? Please exclude radios in motor vehicles here.</p> <p>▲ <b>RECORD NUMBER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>▲ <b>VRA ALMAL</b></p> <p>T5. Hoeveel radios (insluitende dié in selfone) is daar in u huishouding? Sluit asseblief radios in motorvoertuie hier uit.</p> <p>▲ <b>NOTEER AANTAL</b></p>                                            |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>No. of radios/Aantal radios</p> <table border="1" style="margin: auto; border-collapse: collapse;"> <tr><td style="width: 50px; text-align: center;">5554-5555</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                       | 5554-5555                |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| 5554-5555                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                       |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>▲ <b>IF 1 OR MORE RADIOS IN T5, ASK T6, OTHERWISE SKIP TO PD SECTION.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>▲ <b>INDIEN 1 OF MEER RADIOS IN T5, VRA T6, ANDERSINS GAAN NA PD GEDEELTE.</b></p>                                                                                                                                                 |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <p>T6. Can any of these radios be powered by batteries?</p> <p>▲ <b>RECORD ONE ANSWER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>T6. Kan enige van hierdie radios met batterykrag werk?</p> <p>▲ <b>NOTEER EEN ANTWOORD</b></p>                                                                                                                                     |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| <table border="1" style="margin: auto; border-collapse: collapse;"> <tr><td>YES / JA</td><td style="text-align: right;">5557-1</td></tr> <tr><td>NO / NEE</td><td style="text-align: right;">-2</td></tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                       | YES / JA                 | 5557-1 | NO / NEE                   | -2 |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| YES / JA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 5557-1                                                                                                                                                                                                                                |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |
| NO / NEE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -2                                                                                                                                                                                                                                    |                          |        |                            |    |        |    |               |    |          |    |                |    |                   |    |           |    |                                             |    |          |        |           |    |                |    |      |    |                 |    |                  |    |          |    |                |    |                       |    |              |    |       |        |         |    |       |    |         |    |              |    |                         |    |                |    |          |    |         |    |                                   |    |           |        |                                 |    |                                                                           |    |                                        |    |                                       |    |



▲ SHOW SCREEN PD1 - "MARITAL STATUS"

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

▲ RECORD ONE ANSWER

|   |                                                   |        |
|---|---------------------------------------------------|--------|
| P | Single / Enkel                                    | 5609-1 |
| Q | Married or living together / Getroud of leef saam | -2     |
| R | Widowed // Weduwee / Wewenaar                     | -3     |
| S | Divorced / Geskei                                 | -4     |
| T | Separated / Woon apart                            | -5     |

▲ 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 | 5610-1 |
| Working part-time / Werk deelyds | -2     |
| Not working / Werk nie:          |        |
| - A housewife / 'n Huisvrou      | -3     |
| - A student / 'n Student         | -4     |
| - Retired / Afgetree             | -5     |
| - Unemployed / Werkloos          | -6     |

▲ 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 | 5611-1 |
| No / Nee | -2     |

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

.....5612-5627.....

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

▲ RECORD ONE ANSWER

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

▲ NOTEER EEN ANTWOORD

|                                                            |        |
|------------------------------------------------------------|--------|
| Public sector (government) / Publieke sektor (staatsdiens) | 5628-1 |
| Semi-Private sector / Semi-Privaat sektor                  | -2     |
| Private sector / Privaat sektor                            | -3     |

▲ 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 hoër-troustelle, televisies, kameras en ander groot toestelle?
- B. **HOLIDAYS?**
- VAKANSIES?**
- C. The purchase of **MOTOR VEHICLES?**
- Die aankoop van **MOTORVOERTUIG?**
- 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                                         | 5629-1               | 5630-1   | 5631-1         | 5632-1                |
| 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   | -2                   | -2       | -2             | -2                    |
| 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) | -3                   | -3       | -3             | -3                    |
| 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           | -4                   | -4       | -4             | -4                    |
| 5. The decision is made solely by others                                            |                      |          |                |                       |
| • Die besluit word alleenlik deur andere gemaak                                     | -5                   | -5       | -5             | -5                    |

PD6. Are you the head of the household?

PD6. Is u die hoof van die huishouding?

▲ RECORD ONE ANSWER

▲ NOTEER EEN ANTWOORD

|          |        |
|----------|--------|
| Yes / Ja | 5633-1 |
| No / Nee | -2     |

▲ 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 | 5634-1 |
| F. 20 - 24 | -2     |
| G. 25 - 34 | -3     |
| H. 35 - 44 | -4     |
| I. 45 - 49 | -5     |
| J. 50 - 54 | -6     |
| K. 55 - 64 | -7     |
| L. 65+     | -8     |

**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**

|      |      |
|------|------|
| 5636 | 5637 |
|------|------|

Refusal / Don't know

5638-1

- 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                                                            | 5639-1 |
| K. Some primary school / Laerskool gedeeltelik                                          | -2     |
| L. Primary school completed / Laerskool voltooi                                         | -3     |
| M. Some high school / Hoërskool gedeeltelik                                             | -4     |
| N. Matric (Grade 12)/Matriek (Graad 12)                                                 | -5     |
| O. Artisan's certificate obtained/Ambagsertifikaat verwerf                              | -6     |
| Post Matric (degrees/diplomas/certificates)/<br>Na-Matriek (grade/diplomas/sertifikaat) |        |
| P. Technikon diploma/degree completed//Technikon<br>diploma/graad voltooi               | -7     |
| Q. University degree completed / Universiteitsgraad<br>voltooi                          | -8     |
| R. Professional/Professioneel                                                           | -9     |
| S. Technical/Tegnies                                                                    | 5640-0 |
| T. Secretarial/Sekretarieël                                                             | -1     |
| U. Other (STATE)/Ander (NOEM)                                                           | -2     |

▲ **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/<br>Mans | Females/<br>Vrouens |
|-----------------------------------|----------------|---------------------|
| Under 12 months / Onder 12 maande | 57 09/10       | 29/30               |
| 12 - 23 months / maande           | 11/12          | 31/32               |
| 24 - 35 months / maande           | 13/14          | 33/34               |
| -----                             |                |                     |
| 3 - 6 years / jaar                | 15/16          | 35/36               |
| 7 - 10 years / jaar               | 17/18          | 37/38               |
| 11 - 14 years / jaar              | 19/20          | 39/40               |
| -----                             |                |                     |
| 15 - 24 years / jaar              | 21/22          | 41/42               |
| 25 - 34 years / jaar              | 23/24          | 43/44               |
| 35 - 49 years / jaar              | 25/26          | 45/46               |
| -----                             |                |                     |
| 50 + years / jaar                 | 27/28          | 47/48               |
| TOTAL                             | 5750           | 5751                |

◆ **OFFICE ONLY** ◆

MALES

5752

5753

FEMALES

5754

5755

**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 deelttydse verdienste **UIT**.

▲ **RECORD NUMBER**

▲ **NOTEER AANTAL**

5756

▲ **SHOW SCREEN PD12 - "HOUSEHOLD INCOME"**  
▲ **TOON SKERM PD12 - "Huishoudelike 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 HUISHOUDELIKE 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<br>HOUSE-<br>HOLD | PD13<br>PER-<br>SONAL |
|-----------------------------|---|--------|---|----------|------------------------|-----------------------|
| A                           | R | 1      | - | R 499    | 5757-1                 | 5761-1                |
| B                           | R | 500    | - | R 599    | -2                     | -2                    |
| C                           | R | 600    | - | R 699    | -3                     | -3                    |
| D                           | R | 700    | - | R 799    | -4                     | -4                    |
| E                           | R | 800    | - | R 899    | -5                     | -5                    |
| F                           | R | 900    | - | R 999    | -6                     | -6                    |
| G                           | R | 1 000  | - | R 1 099  | -7                     | -7                    |
| H                           | R | 1 100  | - | R 1 199  | -8                     | -8                    |
| I                           | R | 1 200  | - | R 1 399  | -9                     | -9                    |
| J                           | R | 1 400  | - | R 1 599  | 5758-0                 | 5762-0                |
| K                           | R | 1 600  | - | R 1 999  | -1                     | -1                    |
| L                           | R | 2 000  | - | R 2 499  | -2                     | -2                    |
| M                           | R | 2 500  | - | R 2 999  | -3                     | -3                    |
| N                           | R | 3 000  | - | R 3 999  | -4                     | -4                    |
| O                           | R | 4 000  | - | R 4 999  | -5                     | -5                    |
| P                           | R | 5 000  | - | R 5 999  | -6                     | -6                    |
| Q                           | R | 6 000  | - | R 6 999  | -7                     | -7                    |
| R                           | R | 7 000  | - | R 7 999  | -8                     | -8                    |
| S                           | R | 8 000  | - | R 8 999  | -9                     | -9                    |
| T                           | R | 9 000  | - | R 9 999  | 5759-0                 | 5763-0                |
| U                           | R | 10 000 | - | R 10 999 | -1                     | -1                    |
| V                           | R | 11 000 | - | R 11 999 | -2                     | -2                    |
| W                           | R | 12 000 | - | R 13 999 | -3                     | -3                    |
| X                           | R | 14 000 | - | R 15 999 | -4                     | -4                    |
| Y                           | R | 16 000 | - | R 19 999 | -5                     | -5                    |
| Z                           | R | 20 000 | - | R 24 999 | -6                     | -6                    |
| ZA                          | R | 25 000 | - | R 29 999 | -7                     | -7                    |
| ZB                          | R | 30 000 | - | R 39 999 | -8                     | -8                    |
| ZC                          | R | 40 000 | - | R 49 999 | -9                     | -9                    |
| ZD                          | R | 50 000 | - | R 59 999 | 5760-0                 | 5764-0                |
| ZE                          | R | 60 000 | + |          | -1                     | -1                    |
| No personal income          |   |        |   |          |                        |                       |
| ● Geen persoonlike inkomste |   |        |   |          |                        | -2                    |
| REFUSED / WEIER             |   |        |   |          | -2                     | -3                    |

**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 | 5765-1 |
| No / Nee | -2     |

**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                | 5766-1 |
| One / Een                  | -2     |
| Two / Twee                 | -3     |
| Three or more/Drie of meer | -4     |

▲ **SKIP TO PD16a**

**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                  | 5767-1 |
| One / Een                    | -2     |
| Two / Twee                   | -3     |
| Three or more / Drie of meer | -4     |

▲ **CONTINUE WITH PD16a**

▲ **GAAN VOORT MET PD16a**

▲ SHOW SCREEN PD16A - "RELIGION"

PD16a. Can you please tell me which religion, if any, you belong to? Just give me the number.

▲ RECORD ONE ANSWER

|                      |        |
|----------------------|--------|
| 1. Christian         | 5768-1 |
| 2. Hinduism          | -2     |
| 3. Islam/Muslim      | -3     |
| 4. Jehovah's Witness | -4     |
| 5. Judaism           | -5     |
| 6. Other Faith       | -6     |
| 7. No Religion       | -7     |
| Refuse               | -8     |

▲ TOON SKERM PD16A - "GELOOF"

PD16a. Kan u asseblief vir my sê aan watter geloof, indien enige, u behoort? Gee my net die nommer.

▲ NOTEER EEN ANTWOORD

|                        |  |
|------------------------|--|
| 1. Christen            |  |
| 2. Hindoe              |  |
| 3. Islamities / Moslem |  |
| 4. Jehovah se Getuie   |  |
| 5. Judaïsme            |  |
| 6. Ander Geloof        |  |
| 7. Geen Geloof         |  |
| Weier                  |  |

▲ ASK PD16B IF "CHRISTIAN" IN PD16A, OTHERWISE SKIP TO PD17

▲ VRA PD16B INDIEN "CHRISTEN" IN PD16A, ANDERSINS GAAN NA PD17

▲ SHOW SCREEN PD16B - "DENOMINATION"

PD16b. To which Christian denomination, if any, do you belong or are a member of?

▲ RECORD ONE ANSWER

|                               |         |
|-------------------------------|---------|
| Anglican                      | 5769 -1 |
| Apostolic                     | -2      |
| Apostolic Faith Mission (AFM) | -3      |
| Assembly of God               | -4      |
| Bandla LamaNazareth           | -5      |
| Baptist                       | -6      |
| Catholic / Roman Catholic     | -7      |
| Congregational                | -8      |
| Dutch Reformed / Reformed     | -9      |
| Ethiopian                     | 5770 -0 |
| Greek Orthodox                | -1      |
| Lutheran                      | -2      |
| Methodist                     | -3      |
| Pentecostal/Charismatic       | -4      |
| Presbyterian                  | -5      |
| Seventh-day Adventist         | -6      |
| Zion Christian                | -7      |
| Other Denomination            | -8      |
| No Specific Denomination      | -9      |
| Refuse                        | 5771 -0 |

▲ TOON SKERM PD16B - "DENOMINASIE"

PD16b. Aan watter Christelike denominasie, indien enige, behoort u of is u'n lid van?

▲ NOTEER EEN ANTWOORD

|                                                               |  |
|---------------------------------------------------------------|--|
| Anglikaans                                                    |  |
| Apostolies                                                    |  |
| Apostoliese Geloofsending (AGS)                               |  |
| Assembly of God                                               |  |
| Bandla LamaNazareth                                           |  |
| Babtiste                                                      |  |
| Katoliek / Rooms-Katoliek                                     |  |
| Kongregasie                                                   |  |
| Nederduits Gereformeerde (NG-kerk) / Gereformeerde / Hervormd |  |
| Ethiopies                                                     |  |
| Grieks Ortodoks                                               |  |
| Lutheraan                                                     |  |
| Metodis                                                       |  |
| Pinkster/Charismaties                                         |  |
| Presbiteriaan                                                 |  |
| Sewende dag Advertiste                                        |  |
| Zionistiese Christen                                          |  |
| Ander Denominasie                                             |  |
| Geen Spesifieke Denominasie nie                               |  |
| 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 | 5772-1 |
| No / Nee | -2     |

b) WORK TELEPHONE / WERK TELEFOON

|          |        |
|----------|--------|
| Yes / Ja | 5773-1 |
| No / Nee | -2     |

▲ BY OBSERVATION

PD18. Population group of respondent:

|                      |       |
|----------------------|-------|
| Black / Swart        | 115-1 |
| Coloured / Kleurling | -2    |
| Indian / Indiër      | -3    |
| White / Blank        | -4    |

▲ DEUR OBSERVASIE

PD18. Populasie groep van respondent:

NOTE: ALL RESPONDENTS MUST CONTINUE WITH PD19

NOTA: ALLE RESPONDENTE MOET MET PD19 VOORTGAAN

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| <p>▲ IF 2 OR MORE 15+ YEAR OLDS IN PD10 CONTINUE WITH PD19 TO PD29, OTHERWISE SKIP TO SECTION W.</p> <p>▲ READ OUT:</p> <p>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.</p> | <p>▲ INDIEN 2 OF MEER VOLWASSENES, 15+ JAAR OUD IN PD10, GAAN VOORT MET PD19 TOT PD29 ANDERSINS GAAN NA DEEL W.</p> <p>▲ LEES VOOR:</p> <p>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.</p> |
| <p>PD19 You mentioned earlier that there are ... (PD10) other people in this household who are 15 years or older.</p> <p>Can you please give me their names?</p> <p>▲ RECORD NAMES ALONGSIDE "PD19. PERSON NAME" (UP TO 8 NAMES) JUST BELOW THE PRE-ASSIGNED PERSON NUMBERS ON PAGE 68. THE MAIN RESPONDENT IS ALWAYS REGARDED AS PERSON NUMBER 1.</p>                                                                                                        | <p>PD19 U het vroëer genoem dat daar ... (PD10) ander mense in hierdie huishouding is wat 15 jaar of ouer is.</p> <p>Kan u asseblief hulle name vir my gee?</p> <p>▲ NOTEER NAME LANGS "PD19. PERSON NAME" (TOT 8 NAME) NET ONDERKANT DIE VOORAFBEPAALEDIE PERSOON NOMMERS OP BLADSY 68. DIE HOOF RESPONDENT WORD ALTYD AS PERSOON NOMMER 1 BESKOU.</p>                                                                                                                                      |
| <p>▲ ASK PD20 TO PD29 FOR ALL HOUSEHOLD MEMBERS MENTIONED IN PD19.</p> <p>▲ ASK QUESTIONS PD20 TO PD29 OF ONE HOUSEHOLD MEMBER BEFORE CONTINUING WITH THE NEXT MEMBER.</p> <p>▲ SHOW SCREEN PD20 – "LANGUAGES"</p> <p>PD20 Which language(s) does .... (PERSON'S NAME) understand?</p> <p>▲ RECORD ANSWER(S) ALONGSIDE "PD20. LANGUAGES UNDERSTOOD" IN TABLE ON PAGE 68.</p>                                                                                  | <p>▲ VRA PD20 TOT PD29 VIR AL DIE LEDE VAN DIE HUISHOUDING WAT IN PD19 GENOEM IS.</p> <p>▲ VRA VRAE PD20 TOT PD29 VAN EEN LID VAN DIE HUISHOUDING VOORDAT U VOORTGAAN MET DIE VOLGENDE LID.</p> <p>▲ TOON SKERM PD20 – "TALE"</p> <p>PD20 Watter taal/tale verstaan ... (PERSOON SE NAAM)?</p> <p>▲ NOTEER ANTWOORD(E) LANGSAAN "PD20. LANGUAGES UNDERSTOOD" IN TABEL OP BLADSY 68.</p>                                                                                                      |
| <p>▲ SHOW SCREEN PD21 – "WORK STATUS"</p> <p>PD21 Which one of these statements best describes ... (PERSON'S NAME) working life?</p> <p>▲ RECORD ONE ANSWER ALONGSIDE "PD21 WORK STATUS" IN TABLE ON PAGE 68.</p>                                                                                                                                                                                                                                             | <p>▲ TOON SKERM PD21 – "WERKSTATUS"</p> <p>PD21 Watter een van hierdie stellings beskryf ... (PERSOON SE NAAM) se werkslewe die beste?</p> <p>▲ NOTEER EEN ANTWOORD LANGSAAN "PD21 WORK STATUS" IN TABEL OP BLADSY 68.</p>                                                                                                                                                                                                                                                                   |
| <p>PD22 At present is ... (PERSON'S NAME) self-employed?</p> <p>▲ RECORD ONE ANSWER ALONGSIDE "PD22 SELF-EMPLOYED" IN TABLE ON PAGE 68.</p>                                                                                                                                                                                                                                                                                                                   | <p>PD22 Is ... (PERSOON SE NAAM) tans in sy/haar eie diens?</p> <p>▲ NOTEER EEN ANTWOORD LANGSAAN "PD22 SELF-EMPLOYED" IN TABEL OP BLADSY 68.</p>                                                                                                                                                                                                                                                                                                                                            |
| <p>▲ SHOW SCREEN PD23 – "EDUCATION"</p> <p>PD23 What is the highest level of education ... (PERSON'S NAME) has achieved? Just give me the letter.</p> <p>▲ RECORD ONE ANSWER ALONGSIDE "PD23 EDUCATION" IN TABLE ON PAGE 68.</p>                                                                                                                                                                                                                              | <p>▲ TOON SKERM PD23 – "OPVOEDING"</p> <p>PD23 Watter is die hoogste opvoedkundige vlak wat ... (PERSOON SE NAAM) behaal het? Gee net vir my die letter.</p> <p>▲ NOTEER EEN ANTWOORD LANGSAAN "PD23 EDUCATION" IN TABEL OP BLADSY 68.</p>                                                                                                                                                                                                                                                   |

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| <p><b>PD24</b> Which one of these phrases best describes ... <b>(PERSON'S NAME)</b> own case? Is ... <b>(PERSON NAME)</b> a person who is ... <b>(READ OUT)</b>?</p> <ul style="list-style-type: none"> <li>(a) Wholly or mainly responsible for the day-to-day purchases of the household. <ul style="list-style-type: none"> <li>● Geheel-en-al verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin.</li> </ul> </li> <li>(b) Partly responsible for the day-to-day purchases of the household. <ul style="list-style-type: none"> <li>● Deels verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin.</li> </ul> </li> <li>(c) Not responsible for the day-to-day purchases of the household. <ul style="list-style-type: none"> <li>● Nie verantwoordelik is vir die dag-tot-dag inkopies vir die huisgesin nie.</li> </ul> </li> </ul> <p>▲ <b>RECORD ONE ANSWER ALONGSIDE "PD24 PURCHASE RESPONSIBILITY" IN TABLE ON NEXT PAGE</b></p> | <p><b>PD24</b> Watter een van hierdie frases beskryf ... <b>(PERSOON SE NAAM)</b> se geval die beste? Is ... <b>(PERSOON SE NAAM)</b> 'n persoon wat ... <b>(LEES VOOR)</b>?</p> <p>▲ <b>NOTEER EEN ANTWOORD LANGSAAN "PD24 PURCHASE RESPONSIBILITY" IN TABEL OP VOLGENDE BLADSY</b></p>                                                                                                                                                                                                                                                                                                                   |
| <p>▲ <b>SHOW SCREENS PD25, PD26 AND PD27 – "PERSONAL DETAILS"</b></p> <p><b>PD25-PD27</b> For the following three questions you only need to give me the letter that applies to ... <b>(PERSON'S NAME)</b>. What is the answer to Question 25? What is the answer to Question 26? What is the answer to Question 27?</p> <p>▲ <b>RECORD ONE ANSWER ALONGSIDE "PD25 GENDER" IN TABLE ON NEXT PAGE</b></p> <p>▲ <b>RECORD ONE ANSWER ALONGSIDE "PD26 AGE" IN TABLE ON NEXT PAGE</b></p> <p>▲ <b>RECORD ONE ANSWER ALONGSIDE "PD27 POPULATION GROUP" IN TABLE ON NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                       | <p>▲ <b>TOON SKERMS PD25, PD26 EN PD27 – "PERSOONLIKE BESONDERHEDE"</b></p> <p><b>PD25-PD27</b> Vir die volgende drie vrae hoef u slegs vir my die letter te gee wat op ... <b>(PERSOON SE NAAM)</b> van toepassing is. Wat is die antwoord op Vraag 25? Wat is die antwoord op Vraag 26? Wat is die antwoord op Vraag 27?</p> <p>▲ <b>NOTEER EEN ANTWOORD LANGSAAN "PD25 GENDER" IN TABEL OP VOLGENDE BLADSY</b></p> <p>▲ <b>NOTEER EEN ANTWOORD LANGSAAN "PD26 AGE" IN TABEL OP VOLGENDE BLADSY</b></p> <p>▲ <b>NOTEER EEN ANTWOORD LANGSAAN "PD27 POPULATION GROUP" IN TABEL OP VOLGENDE BLADSY</b></p> |
| <p>▲ <b>IF THE PERSON IS A FEMALE (FROM PD25), ASK QUESTION PD28</b></p> <p><b>PD28</b> Does ... <b>(PERSON'S NAME)</b> have any young or unmarried children of her own living with her?</p> <p>▲ <b>RECORD ONE ANSWER ALONGSIDE "PD28 – MOTHER" IN TABLE ON NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>INDIEN DIE PERSOON VROULIK IS (VANAF PD25), VRA VRAAG PD28</b></p> <p><b>PD28</b> Het ... <b>(PERSOON SE NAAM)</b> enige jong of ongetroude kinders van haar eie wat by haar bly?</p> <p>▲ <b>NOTEER EEN ANTWOORD LANGSAAN "PD28 – MOTHER" IN TABEL OP VOLGENDE BLADSY</b></p>                                                                                                                                                                                                                                                                                                                     |
| <p>▲ <b>IF "YES" IN PD28, ASK PD29</b></p> <p>▲ <b>SHOW SCREEN PD29 – "CHILDREN"</b></p> <p><b>PD29</b> Into which age groups do they fall? Just give me the letter(s).</p> <p>▲ <b>RECORD ANSWER(S) ALONGSIDE "PD29 – CHILDREN" IN TABLE ON NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>▲ <b>INDIEN "JA" IN PD28, VRA PD29</b></p> <p>▲ <b>TOON SKERM PD29 – "KINDERS"</b></p> <p><b>PD29</b> In watter ouderdomsgroepe val hulle? Gee my net die letter(s).</p> <p>▲ <b>NOTEER ANTWOORD(E) LANGSAAN "PD29 – CHILDREN" IN TABEL OP VOLGENDE BLADSY</b></p>                                                                                                                                                                                                                                                                                                                                      |
| <p>▲ <b>NOW REPEAT QUESTIONS PD20 TO PD29 FOR THE NEXT HOUSEHOLD MEMBER IN TABLE ON NEXT PAGE</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>▲ <b>HERHAAL NOU VRAE PD20 TOT PD29 VIR DIE VOLGENDE LID VAN DIE HUISHOUDING IN TABEL OP VOLGENDE BLADSY</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

[illegible]