

**PAMS 2017**

**Publisher Audience Measurement Survey**

**TECHNICAL REPORT**

**April 2018**

**TABLE OF CONTENTS:**

<b>1.</b>	<b>INTRODUCTION AND OBJECTIVES</b>	<b>1</b>
<b>2.</b>	<b>THE PAMS RELEASE</b>	<b>1</b>
<b>3.</b>	<b>DEFINITION OF TERMS</b> AVERAGE ISSUE READERSHIP (AIR) CAPI CASI COMMUNITY SIZE CLASSIFICATION CORE READERS DIGITAL DEVICE DISTRICT COUNCILS FLOODING GEOSOLUTIONS HOME LANGUAGE HOUSEHOLD HOUSEHOLD INCOME IHS MARKIT INTERNET LEVEL OF EDUCATION OCCUPATION PROVINCE READERSHIP READING SAL SEM	<b>2-7</b> 2 2 2 2-3 3-4 4 4 4 4 5 5 5 5 5 5 5 6 6 6-7 7
<b>4.</b>	<b>SPECIAL NOTES</b> AGE PUBLICATION COMBINATIONS LANGUAGE POPULATION 2017 READING DISTRIBUTION AREAS PAMS UNIVERSE	<b>7-8</b> 7 7-8 8 8 8 8
<b>5.</b>	<b>UNIVERSE AND SAMPLE</b> UNIVERSE POPULATION 2017 POPULATION ESTIMATES METHODOLOGY POPULATION AND UNIVERSE 2017	<b>9-11</b> 9 9 9 9-10 11
<b>6.</b>	<b>SAMPLING METHOD</b> INTRODUCTION POPULATION AND SAMPLING FRAME SAMPLE DESIGN HOUSEHOLD SELECTION RESPONDENT SELECTION DISPROPORTIONAL SAMPLING REFERENCES	<b>11-13</b> 11 11 11-12 12 13 13 13
<b>7.</b>	<b>THE INTERVIEW</b>	<b>14</b>
<b>8.</b>	<b>FIELDWORK AND RESULTS</b>	<b>14-15</b>
<b>9.</b>	<b>ANALYSIS</b> READING WEIGHTING REFERENCES	<b>15-16</b> 15-16 16 16
<b>10.</b>	<b>LSM (LIVING STANDARDS MEASURE)</b>	<b>17-18</b>
<b>11.</b>	<b>SEM (SOCIO-ECONOMIC MEASURE)</b>	<b>19</b>

## 1. INTRODUCTION AND OBJECTIVES

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

PRC membership includes major publication groups: Caxton/CTP, Independent Media, Media24, RamsayMedia and Tiso Blackstar Group.

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

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

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

The PRC commissioned Nielsen as its partner to conduct the PAMS reading currency in 2017.

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

More detailed objectives are:

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

## 2. THE PAMS RELEASE

The survey release is referred to as PAMS 2017. It represents 4 months of data, collected from mid-July to mid-November 2017.

The PAMS 2017 database is based on this interviewing period, and on an adult universe of persons aged 15 years or older.

This Technical report contains the PAMS 2017 questionnaire. *(See Appendix A)*

### 3. DEFINITION OF TERMS

#### AVERAGE ISSUE READERSHIP (AIR)

The AIRs are based on Recency. To qualify as an “average issue” reader of a Paper publication, a person has to have last read any copy of the publication, within a period no longer than the issue period of that title.

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

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

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

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

#### CAPi

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

#### CASI

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

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

#### COMMUNITY SIZE CLASSIFICATION

PAMS Community Size classifications are based on the Census 2011 variables and definitions. The classifications of the Small Areas Layers (SALs) are divided into three community types, namely Metro, Urban and Rural.

#### Metro:

SALs falling within the boundaries of the eight Metropolitan Municipalities, as defined by the Municipal Demarcation Board, and defined as “Urban”, according to the Census 2011 data, are classified as Metro.

Here are the Metropolitan areas:

- Buffalo City
- City of Cape Town
- City of Johannesburg
- City of Tshwane
- Ekurhuleni
- eThekweni
- Mangaung
- Nelson Mandela Bay

#### **Urban:**

SALs defined as “Urban” and fall within the borders of an “Other Municipality”, and any SALs defined as “Farm” or “Traditional” which fall within one of the above Metropolitan Municipalities.

#### **Rural:**

SALs that are defined as “Traditional” or “Farm” and are located within “Other Municipality”, are then classified as Rural.

See Appendix B for the detailed Community Size Classifications.

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

#### **CORE READERS**

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

This calculation is designed to reduce the effects of memory decay inherent in the recency method, where the longer the issue period, the harder it is for respondents to remember whether they read the publication within the issue period. In other words, it is easy to remember if you read a newspaper yesterday, but it is much harder to remember if you read a monthly magazine four or five weeks ago. So, the formula reduces monthly magazine readers by more than it does dailies, where the recency method works better. The table below shows the average reductions in PAMS 2017 between the recency method calculated AIR and CORE READERS.

#### **CORE READER AVERAGE REDUCTION BY PUBLISHING INTERVAL**

<u>CATEGORY</u>	<u>CORE REDUCTION VS. AIR</u>
Daily Newspapers	-27%
Weekly/ Weekend Newspapers	-32%
Weekly magazines	-40%
Monthly magazines	-55%

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

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

#### DAILY NEWSPAPER CORE READER CALCULATION EXAMPLE

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

#### DIGITAL DEVICE

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

#### DISTRICT COUNCILS

A district council is a designation for a class or group of municipalities in several locations, which is also described in Section 155(1) of the Constitution as a Category C municipality. The district councils ensure better coordination with other spheres of government, better planning and better resource allocation across the local municipalities.

District Councils have been coded on the PAMS datafile. The list of these is attached in Appendix C.

#### FLOODING

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

#### GEOSOLUTIONS

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

**HOME LANGUAGE**

The respondent is asked for the language they personally speak most often at home. All 11 official South African languages are available on the release database.

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

**HOUSEHOLD**

A household consists of a group of people, who live and eat together in a household for at least 4 days a week. People who share a house, but who eat separately, are counted as separate households.

**HOUSEHOLD INCOME**

Household income is the total monthly income of all members of the household, before tax and any other deductions.

**IHS MARKIT**

IHS Markit is a Nasdaq listed global company that provides diverse information, research and analysis. The company provides the population and household estimates for the PAMS survey.

**INTERNET**

Respondents are reminded that the Internet can be accessed using a computer, cellular phone, tablet or another Internet enabled device.

**LEVEL OF EDUCATION**

Respondents still undergoing full-time education are coded according to their highest level achieved at the time of interview.

**OCCUPATION**

The occupation of respondents who work are classified in line with the list of occupations in the Establishment Survey.

**PROVINCE**

The nine provincial boundaries used in the PAMS sample coincide with those of StatsSA.

## READERSHIP

The database contains the following data-sets on reading:

- Total - Paper AIR/ Online Past 7 days combined
- Paper - AIR reading of each publication
- Online - Past 7 day reading of each publication
- Online - Past 4 week reading of each publication
- Paper - Past 12-month reading of each publication
- Online - Past 12-month reading of each publication
- Core readers - Paper

The Analysis section of this report provides fuller information.

## READING

**The Definition of Reading on All Platforms** is described to respondents as follows:

*“By Reading we mean, that you have personally read, paged through or viewed all or any part of any of these [publications], for one minute or longer.*

*You could have read a paper version, including any of the separate parts or sections that come with it, OR you could have read these online on your cellphone, computer or tablet.*

*It does not matter if you paid for them or they were free. It also does not matter where you read them”*

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

*“Now thinking about your online reading or viewing of news/ stories/ features/ articles on a website, an App, or on social media. You might have been using a cellphone, computer, tablet or any other device with Internet access.*

*You could have been anywhere – at home, at work, at an Internet café, at a friend’s place or out and about.*

*It does not matter how much or how long you have spent reading or viewing content online.”*

## SAL

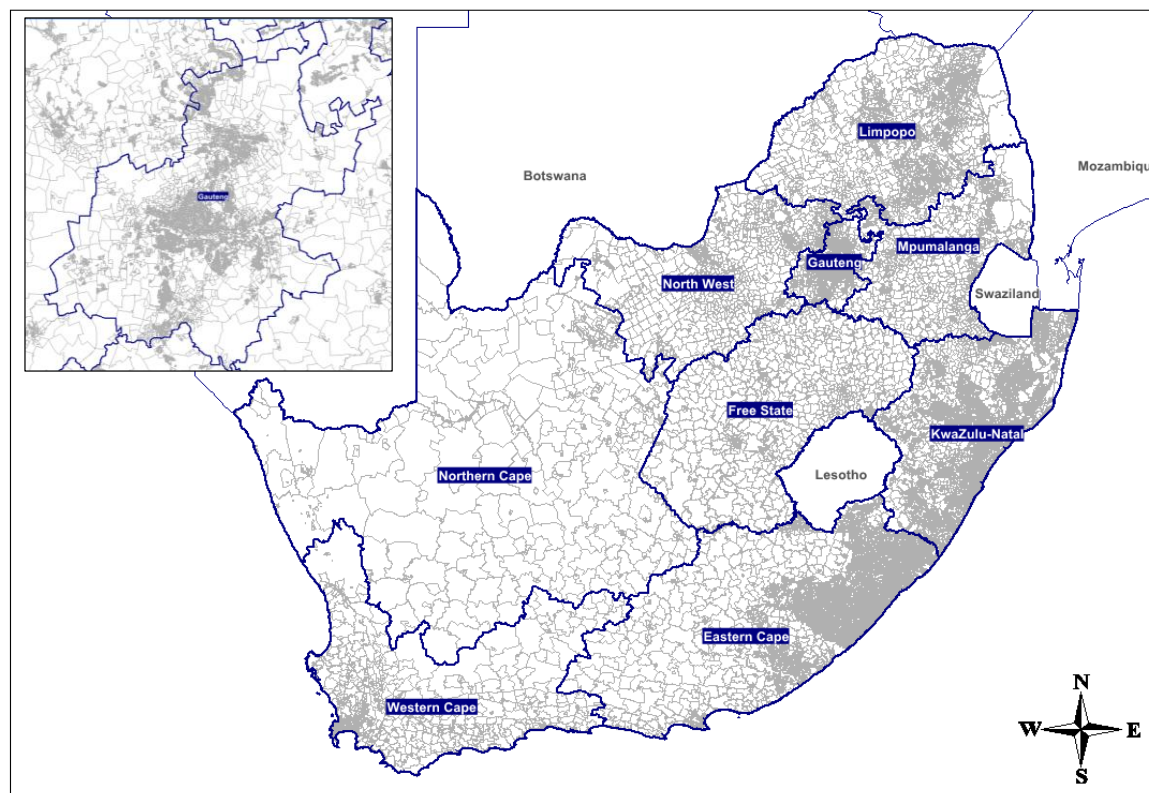
The Small Area Layer (SAL) is a small geographical area created by Statistics South Africa for dissemination purposes during the 2011 Census. An SAL falls between the Enumeration Area and Sub Place in the Stats SA geographical hierarchy. Some SALs are made up of two or more Enumerator Areas.

The StatsSA Small Area layers are the units of measurement from which the IHS Markit data is based, and the PAMS samples are drawn.

The Map below shows the boundaries of the provinces and the SALs within them.



## South Africa: Small Area Layer (SAL's) and Provincial Boundaries



### SEM

The Socio-Economic Measure (SEM) is a relatively new segmentation tool which was developed for the Establishment Survey.

## 4. SPECIAL NOTES

### AGE

There are two age questions in the PAMS questionnaire – one on exact age, and the other a grouping into 8 categories. However, the weighting is done on four age brackets: 15-24, 25-34, 35-49 and 50+. Analysis by any other age groupings will not necessarily reflect the correct population statistics. In addition, there is a proportion of respondents who refuse to give their exact age, and therefore adding the individual exact ages will not necessarily equate to the groups in the grouped age question.

### PUBLICATION COMBINATIONS

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

- Drive Out/ WegRy/ WegSleep
- go! / Weg!
- Good Housekeeping/ Goeie Huishouding
- home/tuis

Publications which were measured together during fieldwork are:

- go! Platteland/ Weg! Platteland
- SA Hunter/ Suid Afrikaanse Jagter

## **LANGUAGE**

The 11 official languages are available on the datafile:

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

## **POPULATION 2017**

The Population figures applied for PAMS 2017 are the mid-year 2017 population estimates supplied by the IHS Markit.

## **READING DISTRIBUTION AREAS**

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

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

## **PAMS UNIVERSE**

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

## 5. UNIVERSE AND SAMPLE

### UNIVERSE

The universe for PAMS 2017 was all adults aged 15 years and older, living in South Africa. Included are:

- Private households of any type (including informal settlements)
- Hostels
- Residential Hotels
- Retirement Villages/Old Age Homes

Prisons, hospitals and military barracks were excluded from the sample.

People from all language groups were included in the universe.

### POPULATION 2017

The PAMS 2017 survey applied the mid-year 2017 population updates, provided by IHS Markit.

### POPULATION ESTIMATES

The following is a summary of the methodology used by IHS Markit:

### METHODOLOGY

The IHS Markit population numbers are estimated in three distinct phases. The first and second phase both make use of Cohort-Component Population Projection methods, whereas the third phase makes use of the ratio method to regionally distribute the results determined by the first two phases. An interpolated ratio calculated from all available Census data for all regions, age, gender and population groups are used in the ratio method.

Cohort-Component Population Projection models are a class of models that are known for their ability to accurately consider the structure of a population as it grows over time. These models make use of population fundamentals (births, deaths, migration, etc.) to project a population as it experiences change.

All of the demographic model outputs form part of a larger cross-regional model that aims to be entirely internally consistent with the economic, labour, income and development factors of every region in South Africa. Thus, as new data becomes available on any regional or national indicators, the Cohort Component Demographic model is updated and checked for internal consistency.

The Cohort Component aspects of the demographic model require a number of inputs on various spatial and demographic levels. In total, a unique cohort component model is built for each population group and province, resulting in 45 distinct models each requiring their own set of inputs **plus** four national level models. Each model requires various input assumptions, of which the most important are listed below. The typical approach to estimating any inputs, follows a three stage process:

- (1) Literature review of published demography work.

- (2) Additional calculations based on Censuses (and other surveys where available).
- (3) Calibrating and benchmarking the model against empirical outputs.

### Fertility

Using the literature review fertility rates as a starting point, and combining those with additional calculations from various Census and survey results, a set of final input TFRs (Total Fertility Rate) is derived. Final national TFRs were estimated by calibrating the model such that the population estimate started at a given population in 1970 and passed through each of the population figures from the 1985 Census up until the latest population Census and/or Community Survey, within an adjustment factor that recognised the quality of each individual dataset.

### Mortality

Determining accurate mortality rates is complicated by a number of factors. However, the effect of HIV and AIDS on the mortality rates across the various population groups is the most contentious. Various techniques are available to overcome this problem, but regardless of the approach, the methodology employed should aim to correctly maintain the age-distribution of output deaths.

The IHS Markit Demographic model makes use of the AIDS *excluded* model life tables, and accounts for the impact of HIV / AIDS *ex post*. The precise method used to adjust for HIV/AIDS is to use the AIM model. This technique is chosen in favour of the AIDS *included* model life tables approach, on the basis that it is more accurate under scenarios where the AIDS progression rates are unstable – and for various other technical reasons that IHS Markit believes lead to lower quality AIDS-included model life tables.

### Net migration

Emigration is measured on an annual basis from the “receiving” countries’ side. This follows an original 2002 study by Statistics South Africa which IHS updates annually and which reflects the change in the population’s propensity to migrate. Immigration is estimated using the foreign-born population as measured in the various Statistics South Africa Censuses and surveys, and confirmed by various other sources where available.

### HIV / AIDS Estimates

Various HIV and AIDS estimates are required to accurately account for the effect of the disease on the size of the population. The most contentious is the HIV prevalence rate. The IHS Markit demographic model derived prevalence rates largely from ASSA 2008 and later research compiled by Avenir Health (formerly Futures Institute), with some adjustments to account for the different model life tables used by ASSA. These prevalence rates are built on significant work by ASSA and Avenir Health on various primary data sets – particularly the Ante-Natal prevalence surveys conducted by the Department of Health and, to some extent, the HSRC household surveys on HIV/AIDS.

Shown below are:

- The estimate of the total population of South Africa, excluding children under 15 years.
- The PAMS 2017 universe, excluding children under the age of 15.

## POPULATION AND UNIVERSE 2017

	<b>TOTAL</b>	<b>Male</b>	<b>Female</b>
Total Population of South Africa ('000s)	56 543	27 676	28 867
Total Adult Population of South Africa ('000s) - PAMS 2017 Universe	40 072	19 385	20 687

## 6. SAMPLING METHOD

### INTRODUCTION

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

### POPULATION AND SAMPLING FRAME

The population (universe) for PAMS consists of all adults aged 15 years and older, resident in private households of any type (including informal settlements), hostels, residential hotels, retirement villages/old age homes or similar accommodation. Prisons, hospitals and military barracks are excluded.

The IHS Markit database, consisting of SALs nationally, is used as the sampling frame from which the sample was designed and drawn.

### SAMPLE DESIGN

A stratified, multistage probability sample design was used to draw the sample of SALs to ensure the selected sample was representative of the adult population in South Africa.

Geographic area was used as the primary stratification variable, with the categories (1) Metro, (2) Urban and (3) Rural. Province and dominant race group of the SAL were applied as secondary stratification variables. These strata are also called explicit strata, since their sample sizes are determined beforehand and the samples are drawn independently in each. Within each of these strata, implicit stratification variables, namely district municipality, local municipality, main place, sub-place and SAL code, were used. The latter means that all SALs in a stratum are first ordered according to the implicit variables, before systematically drawing the SALs for the sample.

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

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

### **Sample Size and Allocation**

A sample of 5000 SALs was needed from which at least 2 households had to be drawn in each selected SAL. It would be possible that a multiple of 2 households, e.g. 4, 6 or 8 households could be drawn in the larger SALs.

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

The agreed distribution of the sample size among the geographic types, for PAMS 2017, was:

(1) Metro 50%, (2) Urban 30%, and (3) Rural 20%.

### **HOUSEHOLD SELECTION**

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

The residential addresses in most urban communities are listed in the Nielsen GeoFrame; the file contains 8 408 827 addresses. For these communities, addresses were drawn from the GeoSolutions suite using a random start, for each SAL. The GPS coordinate for each of these addresses was also provided. A cluster of two households were selected per sampling point, with one male and one female at a point.

The two households were “stretched” within the SALs to maximise diversity within the sample.

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

## RESPONDENT SELECTION

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

First the number of adults 15 years or older of the selected gender in the household is established. Then a Random grid is used to select the person to be interviewed. Interviews are conducted with respondents at the selected addresses, irrespective of language.

Substitution was allowed after four unsuccessful calls. The address to the left and then to the right of the original household was approached.

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

## DISPROPORTIONAL SAMPLING

In view of publication distribution concentration in Urban areas, these areas were disproportionately oversampled as follows:

	PROPORTIONATE	DISPORPORTIONATE
Metro	41%	50%
Urban	28%	30%
Rural	31%	20%

## REFERENCES

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## 7. THE INTERVIEW

Initially, household selection takes place:

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

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

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

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

For the up-front past 12-month reading question, CASI (Computer Assisted Self Interviewing) is used. The tablet is handed to respondents, and they select the publications they have read or paged through in the past 12 months on their own, with the interviewer standing by to assist, if necessary.

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

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

A copy of the PAMS 2017 questionnaire is provided in Appendix A of this report.

## 8. FIELDWORK AND RESULTS

The interviews for PAMS were conducted over 4 months from mid-July 2017 to mid-November 2017.

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

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

Interviews were conducted in the language preferred by the respondent. Where the preferred language was not one of those pre-programmed for the tablet, interviewers asked respondents to choose one of those already programmed.



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

#### CHECK-BACKS:

Contact Type	No.	% of interviews
Personal/ Accompanied	1088	11%
Telephone	1908	18%
TOTAL	2996	29%

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

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

Substitution occurred where a preselected address proved to be non-existent, or could not be found, or where the person randomly selected to be interviewed at an address could not be reached after four calls.

The next table shows a summary of fieldwork substitution:

#### ORIGINAL VS. SUBSTITUTE SAMPLE ATTAINED: TOTAL

	No.	%
Total sampled addresses	10 000	100.0
Interviews at an Original address	7 645	76.4
Interviews at a Substitute address	2 355	23.6

## 9. ANALYSIS

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

#### READING

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

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

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

On the database, the following overcodes are available:

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

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

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

## WEIGHTING

Since the main purpose of weighting is to generalise the realised sample data to the target population (SA Adults), the sample has to be correctly weighted to ensure reliable and efficient estimates.

Mid-2017 IHS Markit population and household estimates were used.

A hybrid of cell and RIM weighting techniques were used: Race-by-gender-by-age cells per area groups, in combination with the two language groups at province level (Afrikaans, Other). Cell and/or RIM weighting are generally known as benchmarking or special techniques of calibration. Calibration estimation has become a widely used method for obtaining efficient estimates in sampling surveys by using auxiliary information in the form of known population totals to produce a new set of weights, called calibration weights. For references, see Deville and Särndal (1992); Deville et al. (1993); Neethling (2004) and Neethling & Galpin (2006).

The weighting efficiency for the benchmarked weights, was calculated for each group and cell. The overall average weight efficiency for the calibration weights, based on the race-by-gender-by-age cells and language, is 83%.

Both personal and household weights are provided on the datafile.

## REFERENCES

- NEETHLING, A. (2004) Calibration and integrated weighting in sample surveys, *Doctor of Philosophy dissertation*, University of the Witwatersrand, South Africa.
- NEETHLING, A. AND GALPIN, J.S. (2006). Weighting of household survey data: A comparison of various calibration, integrated and cosmetic estimators. *The South African Statistical Journal*, vol. 40, 123-150.

## 10. LSM (LIVING STANDARDS MEASURE)

During the late 1980s, SAARF (South African Audience Research Foundation) first developed an LSM measure from a combination of variables selected from the AMPS questionnaire. The aim was to provide a measure to distinguish between people's living standards.

The variables at that time included the possession of various durable items in the household, access to water and electricity, use of various media and a wide range of demographics including population group, income and education.

Over time, the variables selected changed; those with greatest discriminatory power were identified and selected. Only variables which were already available in the questionnaire were used. A final list of 29 variables emerged. There have been no changes to the list of LSM variables since 2014.

The PAMS database contains the 10 LSM groups for analysis.

The next table shows the LSM variables which were used for the PAMS data, as well as the question numbers covering these variables in the PAMS 2017 questionnaire.

VARIABLES		PAMS Question Number
1.	Built-in kitchen sink	M1
2.	Floor polisher or vacuum cleaner	M1
3.	Microwave oven	M1
4.	Computer (Desktop/Laptop)	N1
5.	Washing machine	M1
6.	Two or more radios (excluding car radios)	N1
7.	Flush toilet inside/outside house	M1
8.	A domestic worker or household helper (including both live-in and part time domestics and gardeners)	N1
9.	TV set	N1
10.	Electric Stove	N1
11.	Live in a Rural area (excluding Gauteng and Western Cape)	*
12.	Motor vehicle in household	E1
13.	DVD player/Blu Ray Player	N1
14.	Live in a House, Cluster or Town house	N1
15.	Home security service	M1
16.	Dishwashing machine	N1
17.	3 or more cellphones in household	C1
18.	Pay TV (M-Net/DStv/StarSat) subscription	N1
19.	Deep freezer which is free standing	M1
20.	Fridge or combined fridge/freezer	M1
21.	Metropolitan dweller	*
22.	Tumble dryer	N1
23.	Hot running water from a geyser	M1
24.	Tap water in house or on plot	M2
25.	Air conditioner (excl. fans)	N1
26.	Home telephone (excluding a cellphone)	N1
27.	Swimming Pool	N1
28.	Home theatre system	N1
29.	Hi-fi/music centre	N1

\*From Questionnaire Number

## 11. SEM (SOCIO-ECONOMIC MEASURE)

The Socio-Economic Measure (SEM) is a relatively new segmentation tool, which was developed for the Establishment Survey.

Currently the SEM Continuum is divided into 10 groups.

The PAMS 2017 database contains these 10 SEM groups for analysis.

The following table shows the SEM variables which were used for the PAMS data, as well as the question numbers covering these variables in the PAMS 2017 questionnaire:

No.	VARIABLES	PAMS Question Number
1.	Post Office Nearby (respondent's perception)	M5
2.	Police Station nearby (respondent's perception)	M5
3.	Built-in kitchen sink	M1
4.	Home Security Service	M1
5.	Motor Car	E1
6.	Deep freezer which is free standing	M1
7.	Microwave oven	M1
8.	Floor polisher or vacuum cleaner	M1
9.	Washing machine	M1
10.	Floor material	M4
11.	Water source	M2
12.	Type of toilet	M1
13.	Roof material	M1
14.	Number of sleeping rooms	M3

# APPENDIX A

**INTRODUCTION**

Good morning/afternoon, my name is ..... I am from Nielsen South Africa, a research company that conducts surveys about various topics.

Would you be willing to answer some questions?

Yes
No

**▲ CHOOSE THE "HOUSEHOLD" TO BE INTERVIEWED AT THE GIVEN ADDRESS FROM THE RANDOM GRID USING THE QUESTION BELOW.**

How many families who arrange their own food live on this property (exclude domestic workers and live-in gardeners)?

**▲ CHOOSE THE RESPONDENT TO BE INTERVIEWED FROM THE RANDOM GRID USING THE QUESTION BELOW.**

How many adult females (males) ... **[GENDER PRE-ASSIGNED]** aged 15 years and over, live in this household?

**SECTION A: LANGUAGE AND LITERACY**

- TAKE LANGUAGE CARD OUT OF THE PLASTIC POCKET AND SHOW IT TO THE RESPONDENT UPSIDE DOWN – USE THE CARD MARKED WITH THE REGION MATCHING THIS INTERVIEW (ROTATE BY REGION – DOMINANT LANGUAGE FIRST)
- IF RESPONDENT WANTS TO BE INTERVIEWED IN A LANGUAGE NOT PRE-LISTED, ASK THE RESPONDENT IF THE INTERVIEW CAN BE CONDUCTED IN ANY OF THE LISTED LANGUAGES

A1. Please could you answer this question for me?

(The question on the card will read: What language would you like to be interviewed in?)

English  
Afrikaans

Zulu

Xhosa

Sesotho

Sepedi

Setswana

CANNOT READ

➤ IF RESPONDENT CANNOT READ, ASK THE QUESTION ON THE CARD

- RECORD ONE ANSWER
- SWITCH INTERVIEW TO RESPONDENT'S PREFERRED INTERVIEW LANGUAGE

➤ IF "CANNOT READ" IN A1, SKIP TO SECTION B

A2. Could you please tell me which languages you read and understand?

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

➤ RECORD ANSWER(S)

A3. Which language do you prefer to read in?

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

➤ RECORD ONE ANSWER



**SECTION B: READING****➤ READ OUT:**

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

**➤ HAND RESPONDENT THE DEFINITION CARD OF WHAT IS MEANT BY READING AND READ OUT DEFINITION:**

By Reading we mean, that you have personally read, paged through or viewed all or any part of any of these, for one minute or longer.

You could have read a paper version, including any of the separate parts or sections that come with it, OR you could have read these online on your cellphone, computer or tablet.

It does not matter if you paid for them or if they were free. It also does not matter where you read them.

**PLATFORM FILTER QUESTION FOR NEWSPAPERS AND ONLINE NEWS SITES****➤ READ OUT:**

First (And now) I am going to ask you about Newspapers and Online News Sites.

B1. In which of these ways, if any, have you personally read, paged through or viewed any copy of a **NEWSPAPER or ONLINE NEWS SITE**, at least once, in the PAST 12 MONTHS - for one minute or longer?

- On Paper
- On a Cellphone
- On a Computer (desktop/laptop)
- On a Tablet
- On another device
- None of these

**➤ RECORD ANSWER(S) OR "NONE OF THESE"**

➤ IF RESPONDENTS ANSWER THAT THEY HAVE USED A DIGITAL DEVICE – CELLPHONE, COMPUTER, TABLET OR ANOTHER ELECTRONIC DEVICE – TO READ A NEWSPAPER OR ONLINE NEWS SITE IN THE PAST 12 MONTHS (IN THE PLATFORM FILTER), THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL.

➤ IF THEY ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – OR IF THEY ANSWERED "NONE OF THESE", – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR NEWSPAPERS.

**PLATFORM FILTER QUESTION FOR MAGAZINES AND ONLINE MAGAZINE CONTENT****➤ READ OUT:**

And now (First) I am going to ask you about Magazines and Online Magazine content.

B2. In which of these ways, if any, have you personally read, paged through or viewed any copy of a **MAGAZINE or ONLINE MAGAZINE CONTENT**, at least once, in the PAST 12 MONTHS - for one minute or longer?

- On Paper
- On a Cellphone
- On a Computer (desktop/laptop)
- On a Tablet
- On another device
- None of these

**➤ RECORD ANSWER(S) OR “NONE OF THESE”**

➤ IF RESPONDENTS ANSWER THAT THEY HAVE USED A DIGITAL DEVICE – CELLPHONE, COMPUTER, TABLET OR ANOTHER ELECTRONIC DEVICE – TO READ A MAGAZINE OR ONLINE MAGAZINE CONTENT IN THE PAST 12 MONTHS (IN THE PLATFORM FILTER), THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER AND DIGITAL FOR MAGAZINES AND ONLINE MAGAZINE CONTENT.

➤ IF THEY ANSWER IN THE PLATFORM FILTER THAT THEY HAVE USED PAPER ONLY FOR READING IN THE PAST 12 MONTHS – OR IF THEY ANSWER “NONE OF THESE” – THEY ARE ROUTED TO THE BRAND FILTER QUESTION FOR PAPER ONLY FOR MAGAZINES.

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**BRAND FILTER****BRAND FILTER – PAPER AND DIGITAL****➤ IF RESPONDENT HAS CLAIMED USING A DIGITAL DEVICE IN B1 OR B2, QUESTION B3A MUST BE ASKED. BOTH PAPER AND DIGITAL MASTHEADS FOR NEWSPAPERS AND MAGAZINES MUST BE SHOWN**

B3A. I will now pass you this tablet. You will be shown several screens with the names of Newspapers, Online News sites, Magazines and Online Magazine content on them. I would like you to look at each screen and select which of these you have personally read, paged through or viewed in the PAST 12 MONTHS - for one minute or longer?

**➤ REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE “DEFINITION OF READING” CARD**

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen. Let me show you an example of how this is done.

**➤ PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS****➤ SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT****➤ ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES “YOU HAVE REACHED THE END OF QUESTION B3A”**

---

**BRAND FILTER – PAPER ONLY**

- IF ONLY PAPER COPIES OF NEWSPAPERS AND MAGAZINES ARE READ ACROSS B1 AND B2, QUESTION B3B MUST BE ASKED. ONLY SHOW PAPER MASTHEADS FOR BOTH NEWSPAPERS AND MAGAZINES.

B3B. I will now pass you this tablet. You will be shown several screens with the names of Newspapers or Magazines on them. I would like you to look at each screen and select which of these you have personally read or paged through in the PAST 12 MONTHS - for one minute or longer?

- REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE “DEFINITION OF READING” CARD

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen. Let me show you an example of how this is done.

- PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS.  
➤ SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT  
➤ ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES “YOU HAVE REACHED THE END OF QUESTION B3B”

**BRAND FILTER – NONE OF THESE (same screens as Paper Only)**

- IF “NONE OF THESE” IS CLAIMED IN BOTH B1 AND B2, QUESTION B3C MUST BE ASKED. ONLY SHOW PAPER MASTHEADS FOR BOTH NEWSPAPERS AND MAGAZINES.

B3C. Just to make sure, I will now pass you this tablet. You will be shown several screens with the names of Newspapers or Magazines on them. I would like you to look at each screen and check whether you have personally read or paged through any of these in the PAST 12 MONTHS - for one minute or longer?

- REMIND RESPONDENT OF THE DEFINITION OF READING BY POINTING TO THE “DEFINITION OF READING” CARD

You simply touch the picture of the one(s) you have read. After you have made your selection, you simply tap on the green arrow to go to the next screen. You may choose several, one or none on each screen .Let me show you an example of how this is done.

- PASS THE TABLET TO THE RESPONDENT AND SHOW 2 DEMO SCREENS.  
➤ SHOW DEMO CARD B3 WITH EXPLANATION , AND READ OUT  
➤ ASK THE RESPONDENT TO HAND BACK THE TABLET AS SOON AS THEY HAVE REACHED THE SCREEN THAT INDICATES “YOU HAVE REACHED THE END OF QUESTION B3C”

QUESTIONS FOR PAPER COPIES (NEWSPAPERS OR MAGAZINES)

- B5-B11 MUST BE ANSWERED FOR ALL PAPER COPIES OF NEWSPAPERS AND MAGAZINES CLAIMED IN B3
- FOR B5 TO B11 : SHARE THE SCREEN WITH THE RESPONDENT SO THAT THEY CAN CHOOSE THEIR ANSWER(S) FROM THE OPTIONS LISTED ON THE TABLET'S SCREEN, AND SEE THE MASTHEADS
- **SHARE THE SCREEN WITH THE RESPONDENT**

NUMBER OF ISSUES – PAPER

- ASK B5 FOR EACH PAPER PUBLICATION MENTIONED IN B3

B5. For each paper copy of the Newspaper and/or Magazine you have read or paged through in the PAST 12 MONTHS, I am going to ask you about the number of different issues you normally read or page through over a certain period of time.

- FOR DAILY NEWSPAPERS:

B5A. Thinking of ..... (MENTION DAILY NEWSPAPER), there are FIVE issues published from MONDAY to FRIDAY. How many different issues do you normally read or page through?

Monday	Tuesday	Wednesday	Thursday	Friday
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NUMBER OF ISSUES OUT OF 5

- FOR TWICE-WEEKLY NEWSPAPERS:

B5B. Thinking of ..... (MENTION TWICE-WEEKLY NEWSPAPER), there are EIGHT issues published in ONE MONTH. How many different issues do you normally read or page through?

Monday	Thursday	Monday	Thursday	Monday	Thursday	Monday	Thursday
Week 1		Week 2		Week 3		Week 4	
Month							

NUMBER OF ISSUES OUT OF 8

- FOR WEEKLY NEWSPAPERS/MAGAZINES:

B5C. Thinking of ..... (MENTION WEEKLY NEWSPAPER/MAGAZINE), there are normally FOUR issues published in ONE MONTH. How many different issues do you normally read or page through?

Week 1 (Mon-Sun)	Week 2 (Mon-Sun)	Week 3 (Mon-Sun)	Week 4 (Mon-Sun)
Month			

NUMBER OF ISSUES OUT OF 4

## ➤ FOR FORTNIGHTLY MAGAZINES:

B5D. Thinking of ..... (MENTION FORTNIGHTLY MAGAZINE), there are normally FOUR issues published in a TWO MONTH period. How many different issues do you normally read or page through?

Week 1 / 2	Week 3 / 4	Week 5 / 6	Week 7 / 8
Month 1		Month 2	

NUMBER OF ISSUES OUT OF 4

## ➤ FOR MONTHLY NEWSPAPER/MAGAZINES:

B5E. Thinking of ..... (MENTION MONTHLY NEWSPAPER/MAGAZINE), there are TWELVE issues published in a YEAR. How many different issues do you normally read or page through?

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

NUMBER OF ISSUES OUT OF 12

## ➤ FOR ALTERNATE MONTHLY MAGAZINES:

B5F. Thinking of ..... (MENTION ALTERNATE MONTHLY MAGAZINE), there are SIX issues published in a YEAR. How many different issues do you normally read or page through?

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

NUMBER OF ISSUES OUT OF 6

## ➤ FOR QUARTERLY MAGAZINES:

B5G. Thinking of ..... (MENTION QUARTERLY MAGAZINE), there are FOUR issues published in a YEAR. How many different issues do you normally read or page through?

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

NUMBER OF ISSUES OUT OF 4

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

## WHEN LAST – RECENCY AIR

- ASK B6 AND B7 FOR EACH PAPER PUBLICATION MENTIONED IN B3
- ASK B6 AND B7 BEFORE CONTINUING WITH THE NEXT PUBLICATION

B6. Not counting today, when last did you personally read or page through a paper copy of .... (MENTION NEWSPAPER/MAGAZINE)?

Yesterday  
2 Days ago  
3 Days ago  
4 Days ago  
5 Days ago  
6 Days ago  
7 Days ago  
8 Days – 2 Weeks ago  
3 – 4 Weeks ago  
5 – 6 Weeks ago  
7 – 8 Weeks ago  
9 – 12 Weeks ago  
4 – 6 Months ago  
7 – 12 Months ago

- RECORD ONE ANSWER FOR EACH PAPER PUBLICATION READ OR PAGED THROUGH IN B3

## READING OCCASIONS - NEWSPAPERS AND MAGAZINES

B7. Thinking about the paper copy of .... (MENTION NAME OF NEWSPAPER/MAGAZINE) you last read, how many times did you pick it up before you finished with it?

Once only  
2– 3 times  
4– 5 times  
6 or more times

- RECORD ONE ANSWER FOR EACH PAPER PUBLICATION READ OR PAGED THROUGH IN B3

## ORIGIN OF COPY – NEWSPAPERS AND MAGAZINES

➤ ASK B8 FOR EACH PAPER PUBLICATION MENTIONED IN B3.

B8. Now thinking about the particular issue of .... (MENTION NAME OF NEWSPAPER/MAGAZINE) that you last read, which of the following statements best describes how that particular copy came into your hands?

- Bought it myself
- I subscribe to it myself
- Bought by another member of this household
- Another household member subscribes to it
- Came free to the household
- Obtained or borrowed from a friend, relative or someone else not a household member
- At work
- Picked up somewhere else (e.g. friend's home, store, restaurant, airport, school/campus, taxi rank, train/bus station, transport, hairdresser, doctor's rooms etc.)
- Read at store or supermarket without buying
- Other

➤ RECORD ONE ANSWER

## TIME SPENT READING

➤ ASK B10 FOR EACH PAPER PUBLICATION MENTIONED IN B3

B10. Thinking of your reading of .... (MENTION NAME OF NEWSPAPER/MAGAZINE), on average, how long do you spend reading or paging through the paper copy of .... (MENTION NAME OF NEWSPAPER/MAGAZINE)?

Average Time
Less than 30 minutes
Between 30 minutes - 1 hour
Between 1-2 hours
Between 2-4 hours
4 hours or more

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

## SUPPLEMENT SECTION – FOR PAPER COPIES OF RELEVANT NEWSPAPERS

➤ ASK B11 FOR EACH PAPER NEWSPAPER MENTIONED IN B3 THAT HAS SUPPLEMENTS

B11. I am now going to ask you about the supplements in some of the paper copies of newspapers you have read or paged through. By supplements we mean individual sections *which are separate from the main newspaper* and which appear regularly.

Here is the supplement / a list of the supplements in ... (MENTION NEWSPAPER), which of these do you usually read or page through?

➤ RECORD ANSWER(S) FOR EACH NEWSPAPER OR "NONE OF THESE"

**QUESTIONS FOR ONLINE READING (NEWSPAPERS OR MAGAZINES)**

- B12-B15 MUST BE ANSWERED FOR ALL DIGITAL (ONLINE) NEWSPAPERS AND MAGAZINES CLAIMED IN B3
- FOR B12 TO B15 : SHARE THE SCREEN WITH THE RESPONDENT SO THAT THEY CAN CHOOSE THEIR ANSWER(S) FROM THE OPTIONS LISTED
- HAND “ONLINE READING” DEFINITION CARD TO RESPONDENT
- **READ OUT:**

Now, thinking about your online reading or viewing of news/stories/features/articles on a website, an App, or on social media.

You might have been using a cellphone, computer, tablet or any other device with internet access.

You could have been anywhere - at home, at work, at an internet café, at a friend's place or out and about. It does not matter how much or how long you have spent reading or viewing content online.

**WHEN LAST – REGENCY AIR**

- ASK B12 FOR EACH ONLINE PUBLICATION MENTIONED IN B3

B12. You mentioned that you have read or viewed online content for .... (**MENTION NAME OF ONLINE TITLE**). When last did you read or view this?

Yesterday  
2 Days ago  
3 Days ago  
4 Days ago  
5 Days ago  
6 Days ago  
7 Days ago  
8 Days – 2 Weeks ago  
3 – 4 Weeks ago  
Longer ago

- RECORD ONE ANSWER FOR EACH ONLINE PUBLICATION VIEWED IN B3A
-



## READING OCCASIONS - NEWSPAPERS AND MAGAZINES

➤ ASK B13 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

B13. How often do you read or view online content for .... (MENTION NAME OF ONLINE TITLE) in a 7 DAY period?

- 4 or more times a day
- 2 – 3 times a day
- Once a day
- 2 - 6 times a week
- Once in the week
- None

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

---

## PLATFORM OF ONLINE READING

➤ ASK B14 AND B15 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A BEFORE PROCEEDING TO THE NEXT ONE

B14. Thinking about the **LAST TIME** that you have read or viewed content for .... (MENTION NAME OF ONLINE TITLE), which of the following devices was this read or viewed on?

- Cellphone
- Computer (desktop/laptop)
- Tablet
- On another device

➤ RECORD ONE ANSWER

---

➤ ASK B15 FOR EACH ONLINE PUBLICATION MENTIONED IN B3A

➤ SHARE SCREEN WITH RESPONDENT TO SELECT AN ANSWER

B15. Again thinking of the **LAST TIME** you read or viewed content for .... (MENTION NAME OF ONLINE TITLE), did you read or view this on... (READ OUT)?

- A website on any device
- An App on any device (mobile, tablet)
- Digital edition/Copy of the newspaper or PDF
- On a social media site e.g. Facebook, Twitter, Instagram
- Somewhere else

➤ RECORD ONE ANSWER

---

**GENERAL QUESTIONS ON READING****NEWSPAPER/MAGAZINE TOPICS**

- IF “NONE OF THESE” IN B1 AND NO PAPER NEWSPAPERS IN B3A/B/C, DO NOT ASK B16, GO TO B17

B16. Newspapers cover a wide range of topics, sometimes featuring special sections or editions. Which of the following, if any, do you make a point of reading?

- READ OUT TOPICS WHILE SHARING SCREEN WITH RESPONDENT

TOPICS
Community News/Local News
SA News/Current Affairs
International news
Sport
Advertising
Politics
Jobs/Careers
Business/economic/company news
Personal finance
Travel
Motoring
Education
Technology
Entertainment/Movies/TV/Book reviews/Culture & Art
Home/Gardening/DIY
Property
Beauty & Fashion
Health/Fitness
Food/Recipes
Celebrity news
Comics/cartoons/crossword puzzles
None of these

- RECORD ANSWER (S) OR “NONE OF THESE”

- IF “NONE OF THESE” IN B2 AND NO PAPER MAGAZINES IN B3A/B/C , DO NOT ASK B17, GO TO B18

B17. Magazines cover a wide range of topics, sometimes featuring special sections or editions. Which of the following, if any, do you make a point of reading?

- READ OUT TOPICS WHILE SHARING SCREEN WITH RESPONDENT

TOPICS
Pregnancy, Baby and Parenting
Celebrities
Real life stories
Fashion and Beauty
International News
Financial and Business
Personal Finance and Investment
Careers, Jobs and Appointments
Food, Cooking and Baking
Home décor and Gardening
Agriculture
Health , Fitness, Weight loss
Wellness and Relationships
Holidays and Travel
Motoring
Sports
Technology, Gadgets and Hobbies
TV guides
None of these

- RECORD ANSWER (S) OR “NONE OF THESE”

## ADVERTISING

- ASK ALL RESPONDENTS  
➤ SHOW PICTURE ON TABLET’S SCREEN

B18. Thinking about advertising pamphlets, leaflets or inserts such as these, do you .... ?

- READ OUT WHILE SHARING SCREEN WITH RESPONDENT

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

- RECORD ANSWER(S) OR “DON'T LOOK AT THEM”

**CELLPHONES**

➤ ASK ALL RESPONDENTS

➤ READ OUT:

And now I would like to ask you a few questions about cellphones...

C1. How many cellphones are there in your household?

Please include cellphones that are owned, rented or used by anyone in your household (including your own).

➤ RECORD NUMERIC ANSWER

---

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

C2. Do you personally own or use a cellphone?

Yes
No

➤ RECORD ONE ANSWER

---

➤ IF YES IN C2, ASK C3 & C4:

➤ SHARE SCREEN WITH RESPONDENT AND READ OUT

C3. Thinking about the cellphone you use **MOST OFTEN**. Is this phone a ...(READ OUT)

Ordinary cellphone – used only for calls and SMS. It has no internet capability.

Feature phone (not a smartphone) – a cellphone that can access the internet. It has NO touchscreen.

Smartphone – a cellphone that has a touchscreen and that can access the internet.

➤ RECORD ONE ANSWER

---

C4. And to which network is this cellphone linked?

➤ SHARE SCREEN WITH RESPONDENT

Cell C  
MTN  
Telkom Mobile / 8ta  
Vodacom  
Other Network

➤ RECORD ONE ANSWER

---

**DIGITAL**

- ASK ALL RESPONDENTS
- READ OUT:

I am now going to ask you some questions about the internet. Remember that the internet can be accessed using a cellphone, computer, tablet or other Internet enabled device.

D1. How often do you access the internet?

- SHARE SCREEN WITH RESPONDENT

Several times a day

Once a day

Several times a week

-----  
Once a week

Several times a month

Once a month

-----  
Every 3 months

Less often

Do not access the Internet

- RECORD ONE ANSWER

- 
- IF "DO NOT ACCESS THE INTERNET" IN D1, SKIP TO D3

D2. Which of these devices do you normally use to access the internet?

- SHARE SCREEN WITH RESPONDENT

Cellphone

Computer (Desktop/Laptop)

Tablet

Other devices (*Specify*)

- RECORD ANSWER(S)
-

**DIGITAL ACTIVITIES**

## ➤ ASK ALL RESPONDENTS:

D3. I am now going to read out some activities that one can do on a cellphone, computer or tablet.-Which of the following, if any, have you done in the PAST 4 WEEKS?

## ➤ READ OUT ACTIVITIES WHILE SHARING SCREEN WITH RESPONDENT

ACTIVITIES (PAST 4 WEEKS)
Banking
Check the weather
Download music (excl. radio)
Email
Use WhatsApp or instant messaging or chat
Look for jobs or property or cars
Make or receive calls using services like Skype, Facetime or Whatsapp
Play games
Buy goods or services
Search for things
Watch videos e.g. YouTube
Book tickets
Use Facebook
Use Twitter
Use or access maps or directions
Use or download apps
Visit "buy or sell" websites
Other Activities on a cellphone, computer or tablet
None

## ➤ RECORD ANSWER(S) OR "NONE"

## ➤ ASK D4a AND D4b IF D1 IS NOT "DO NOT ACCESS THE INTERNET" AND IF D3 IS NOT "NONE"

D4a. How long do you spend on the internet on an average weekday (Mon-Fri)?

D4b. And on an average weekend (Sat-Sun)?

## ➤ SHARE SCREEN WITH RESPONDENT

	D4a.	D4b.
	Average Weekday	Average Weekend
Less than 30 minutes		
30 minutes to 1 hour		
Between 1-2 hours		
Between 2-4 hours		
4 hours or more hours		
None		

## ➤ RECORD ONE ANSWER FOR D4a AND D4b

MOTOR VEHICLES

E1. How many motor vehicles do you have in your household? Please exclude motorbikes, scooters or trucks.

None
One
Two
Three or more

➤ [RECORD ONE ANSWER](#)

---

E2 Do you PERSONALLY own, use or maintain a motor vehicle? It can be your own or a company car.

Yes
No

➤ [RECORD ONE ANSWER](#)  
➤ IF "NO", SKIP TO FINANCE SECTION

---

➤ IF "YES" IN E2, ASK E3 AND E4

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

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

➤ RECORD ONE ANSWER



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

New
Second-hand / Pre-Owned

➤ [RECORD ONE ANSWER](#)

---

## FINANCE

➤ [READ OUT:](#)

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

F1. With which of these financial institutions, if any, do you have an account(s) or card (s)?

➤ [SHARE SCREEN WITH RESPONDENT](#)

ABSA
African Bank
Capitec Bank
Discovery
First National Bank (FNB)
Investec Bank
Nedbank
Postbank/Posbank
Standard Bank
Ubank/Teba Bank
Wesbank
Other Banks
Other
Don't have a Bank

➤ [RECORD ANSWER\(S\) OR "DON'T HAVE A BANK"](#)

➤ [IF "DON'T HAVE A BANK", SKIP TO FOOD AND GROCERIES SECTION](#)

---

➤ ASK F2 IF MORE THAN ONE IN F1.

F2. Which ONE bank do you regard as your main bank?

➤ SHARE SCREEN WITH RESPONDENT

ABSA
African Bank
Capitec Bank
Discovery
First National Bank (FNB)
Investec Bank
Nedbank
Postbank/Posbank
Standard Bank
Ubank/Teba Bank
Wesbank
Other Banks
Other
Don't have a main bank

➤ RECORD ONE ANSWER ONLY

## FOOD AND GROCERIES

G1. Are you wholly or partly responsible for the day-to-day purchases of the household?

Yes
No

➤ RECORD ONE ANSWER

➤ IF NO, SKIP TO HOUSEHOLD FURNITURE AND APPLIANCES SECTION

➤ ASK G2A, G2B. AND G2C IF "YES" IN G1

➤ SHARE SCREEN WITH RESPONDENT

G2a. At which ONE food and grocery store do you estimate that you spend the MOST money?

➤ SHARE SCREEN WITH RESPONDENT

G2b. And SECOND MOST money?

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

## ➤ SHARE SCREEN WITH RESPONDENT

G2c. And THIRD MOST money?

SPEND MOST MONEY	SPEND 2ND MOST MONEY	SPEND 3RD MOST MONEY
Boxer Superstores	Boxer Superstores	Boxer Superstores
Cambridge Food	Cambridge Food	Cambridge Food
Checkers/Checkers Hyper	Checkers/Checkers Hyper	Checkers/Checkers Hyper
Makro	Makro	Makro
OK Grocer	OK Grocer	OK Grocer
Pick 'n Pay/Pick 'n Pay Hypermarket	Pick 'n Pay/Pick 'n Pay Hypermarket	Pick 'n Pay/Pick 'n Pay Hypermarket
Shoprite	Shoprite	Shoprite
Spar/Super Spar	Spar/Super Spar	Spar/Super Spar
U Save	U Save	U Save
Woolworths	Woolworths	Woolworths
Other Outlet	Other Outlet	Other Outlet
	None	None

## ➤ RECORD ONE ANSWER FOR EACH

HOUSEHOLD FURNITURE AND APPLIANCES

## ➤ READ OUT:

I am now going to ask you about your shopping for furniture and appliances. By furniture and appliances we mean items such as lounge suites, dining room/bedroom suites, fridges, kettles, TVs, stoves etc.

H1. Have you looked for, or bought any furniture or appliances in the PAST 12 MONTHS?

Yes
No

## ➤ RECORD ONE ANSWER

## ➤ IF NO, SKIP TO CLOTHING SECTION

➤ ASK H2 IF “YES” IN H1.

H2. Please tell me which of these shops, if any, you have been to in the PAST 12 MONTHS, to look for or to buy furniture or appliances?

➤ SHARE SCREEN WITH RESPONDENT

Ackermans
At Home
Barnetts
Boardmans
Checkers/Checkers Hyper
Clicks
Game
Geen & Richards
Hi-Fi Corporation
Hirsch's
House and Home
Jet Mart
Joshua Doore
Lewis
Makro
Morkels
Mr Price Home
OK Furniture
Pep Stores
Pick 'n Pay/Pick 'n Pay Hypermarket
Russells
Shoprite
Other Outlet

➤ RECORD ANSWER(S)

## CLOTHING

➤ READ OUT:

I am now going to ask you about your shopping for clothing.

J1. Have you looked for, or bought clothing in the PAST 6 MONTHS?

Yes
No

➤ RECORD ONE ANSWER

➤ IF NO, SKIP TO LISTENING SECTION

➤ ASK J2 IF "YES" IN J1.

J2. Please could you tell me which, if any, of these shops you have visited in the PAST 6 MONTHS to buy clothing for you or anyone else in your household?

➤ SHARE SCREEN WITH RESPONDENT

Ackermans
Edgars/Edgars Active
Fashion Express
Foschini
Identity
Jay Jay's
Jet
Legit
Markham
Milady's
Mr Price/Mr Price Sport
Pep Stores
Pick 'n Pay/Pick 'n Pay Hypermarket
Sportsmans Warehouse
Sportscene
Studio 88
Stuttafords
Totalsports
Truworths
Woolworths
Other Outlet
Online retailer e.g. Zando, Spree, Superbalist, etc

➤ RECORD ANSWER(S)

## LISTENING

K1. During an average week, on how many days do you listen to the radio?

7 days (every day)

6 days

5 days

4 days

3 days

2 days

1 day

Don't listen to radio in an average week

➤ RECORD ONE ANSWER

**VIEWING**

L1. During an average week, on how many days do you personally watch TV?

7 days (every day)

6 days

5 days

-----

4 days

3 days

2 days

-----

1 day

Don't watch TV in an average week

➤ **RECORD ONE ANSWER**

**SEM QUESTIONS**

M1. Which of the following do you have in your household?

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

	YES	NO
Built-in kitchen sink		
Hot running water from a geyser		
Flush toilet inside the house		
Home security service		
Fridge or combined fridge/freezer		
Side-by-side fridge and freezer		
Deep freezer which is free standing		
Microwave oven		
Floor polisher or vacuum cleaner		
Washing machine		
Tiles or concrete roofing		
Flush toilet outside the house		

M2. Where does the water you use in your home come from?

➤ READ OUT OPTIONS. MORE THAN ONE ANSWER IS POSSIBLE

Inside the house  
Outside the house, on your property/plot  
Bought from a store  
Outside the house, shared with neighbours

➤ RECORD ANSWER(S)

---

M3. How many sleeping rooms does this dwelling have?

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

➤ RECORD ONE ANSWER

---

M4. OBSERVE AND RECORD THE TYPE OF FLOORING (ASK IF NOT SURE)

None, earth or dung flooring  
Cement, concrete or raw wood flooring  
Finished floor with parquet, carpet, tiles or ceramic flooring

➤ RECORD ANSWER(S)

---

M5. Do you have ....?

READ OUT:

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

➤ RECORD ONE ANSWER FOR EACH

---

**LSM QUESTIONS**

N1. Which of the following do you have in your household?

➤ READ OUT AND RECORD ONE ANSWER FOR EACH ITEM

	YES	NO
TV set		
Swimming pool		
DVD player/ Blu Ray Player		
Pay TV (M-Net/DStv/StarSat) subscription		
Air conditioner (excl. fans)		
Computer (Desktop/ Laptop)		
Dishwashing machine		
Tumble dryer		
Home telephone (excluding a cell)		
Electric stove		
Hi-fi/Music centre		
Home theatre system		
Two or more radios (excluding car radios)		
A domestic worker or household helper (incl. both live-in & part time domestics and gardeners)		
Live in a house/cluster or townhouse		

➤ RECORD ANSWER(S)

**DEMOGRAPHICS**

P1. RECORD RESPONDENT'S GENDER (BY OBSERVATION)

Male
Female

➤ RECORD ONE ANSWER



P2. Are you .... ?

READ OUT:

Married
Living with a partner
Single
Divorced
Widowed
Refused

➤ RECORD ONE ANSWER

---

P3. Which of these statements describes your working life?

➤ SHARE THE SCREEN WITH THE RESPONDENT

Working full-time
Working part-time
Housewife / househusband / home executive
Not working – looking for work (unemployed)
Not working – not looking for work
Student
Retired

➤ RECORD ONE ANSWER

---

P4. What is your occupation i.e. what type of work do you do?

-----

➤ TYPE IN DETAILED ANSWER (Responses will be coded into ES categories)

---

Would you mind telling me your exact age?

➤ PLEASE HAND TABLET TO RESPONDENT

Refusal / Don't know

---

P5. Into which age group do you fall?

➤ HAND THE TABLET TO THE RESPONDENT TO SELECT THEIR OWN ANSWER

15 -19
20 -24
25 – 34
35 – 44
45 – 49
50 – 54
55 – 64
65+
Refusal / Don't know

➤ RECORD ONE ANSWER

➤ IF REFUSAL/DON'T KNOW – BRING UP A SCREEN THAT INSTRUCTS RESPONDENT TO HAND TABLET BACK TO INTERVIEWER

P6. What is the highest level of education that you have achieved?

➤ SHARE SCREEN WITH RESPONDENT

None/no formal schooling
Some primary school
Primary school completed
Some high school
Matriculated
University not complete
University completed
Post-graduate qualification
Any other post-matric qualification (e.g. Artisan college, technical diploma)

➤ RECORD ONE ANSWER

P7a) How many **MALES**, excluding domestic workers and household helpers, but including you, are there in each of the following groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Males
Under 12 months	
12 - 23 months	
24 - 35 months	
3 - 6 years	
7 - 10 years	
11 - 14 years	
15 - 19 years	
20 - 24 years	
25 - 34 years	
35 - 44 years	
45 -49 years	
50 - 54 years	
55 – 64 years	
65 + years	
TOTAL	

➤ TYPE IN NUMBER OF MALES WITHIN EACH AGE CATEGORY

P7b) How many **FEMALES**, excluding domestic workers and household helpers, but including you, are there in each of the following groups, currently living in this household?

➤ READ OUT EACH AGE GROUP WHILE SHARING SCREEN WITH RESPONDENT

Age Group	Females
Under 12 months	
12 - 23 months	
24 - 35 months	
3 - 6 years	
7 - 10 years	
11 - 14 years	
15 - 19 years	
20 - 24 years	
25 - 34 years	
35 - 44 years	
45 -49 years	
50 - 54 years	
55 – 64 years	
65 + years	
TOTAL	

➤ TYPE IN NUMBER OF FEMALES WITHIN EACH AGE CATEGORY

- P8. Just a few more questions for statistical purposes only. Again, please be assured that all your answers will remain confidential and we really appreciate your participation in this survey. Please tell me into which of these categories you estimate that your TOTAL monthly HOUSEHOLD INCOME falls? By this I mean the total income of all members in your household before tax or any other deductions.

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R0 – R999	
R1 000 – R1 999	
R2 000 – R2 999	
R3 000 – R3 999	
R4 000 – R4 999	
R5 000 – R5 999	
R6 000 – R7 999	
R8 000 – R9 999	
R10 000 – R11 999	
R12 000 – R13 999	
R14 000 – R 15 999	
R16 000 – R19 999	
R20 000 – R24 999	
R25 000 – R29 999	
R30 000 – R39 999	
R40 000 – R49 999	
R50 000 – R59 999	
R60 000 – R79 999	
R80 000+	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK P9 IF REFUSED OR DON'T KNOW IN P8. OTHERWISE GO TO P10.

➤ If "Refused":

P9A. I understand that you do not want to disclose your income, but could you tell me if your monthly household income falls into one of the following income brackets?

➤ If "Don't know":

P9B. I understand that you do not know your income, but could you tell me if your monthly household income falls into one of the following income brackets?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Household
R0 – R4 999	
R5 000 – R9 999	
R10 000 – R19 999	
R20 000 – R39 999	
R40 000 - R59 999	
R60 000 – R79 999	
R80 000+	
Refused	
Don't know	

➤ RECORD ONE ANSWER

P10. And can you tell me into which of these categories you estimate that your total monthly PERSONAL INCOME falls? This is before tax or any other deductions

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Personal
R0 – R999	
R1 000 – R1 999	
R2 000 – R2 999	
R3 000 – R3 999	
R4 000 – R4 999	
R5 000 – R5 999	
R6 000 – R7 999	
R8 000 – R9 999	
R10 000 – R11 999	
R12 000 – R13 999	
R14 000 – R 15 999	
R16 000 – R19 999	
R20 000 – R24 999	
R25 000 – R29 999	
R30 000 – R39 999	
R40 000 – R49 999	
R50 000 – R59 999	
R60 000 – R79 999	
R80 000+	
Don't know	
Refused	

➤ RECORD ONE ANSWER

➤ ASK P11 IF REFUSED OR DON'T KNOW IN P10 OTHERWISE SKIP TO P12

➤ If "Refused":

P11a. I understand that you do not want to disclose your income, but could you tell me if your MONTHLY PERSONAL INCOME falls into one of the following income brackets?

➤ If "Don't know":

P11b. I understand that you do not know your income, but could you tell me if your MONTHLY PERSONAL INCOME falls into one of the following income brackets?

➤ HAND TABLET TO RESPONDENT TO SELECT ANSWER

	Personal
R0 – R4 999	
R5 000 – R9 999	
R10 000 – R19 999	
R20 000 – R39 999	
R40 000 - R59 999	
R60 000 – R79 999	
R80 000+	
Refused	
Don't know	

➤ RECORD ONE ANSWER

➤ IF REFUSED OR DO NOT KNOW IN P9, RESPONDENT TO HAND TABLET BACK TO INTERVIEWER, AND INTERVIEWER TO ESTIMATE HOUSEHOLD INCOME AFTER QUESTION P10

---

➤ **INTERVIEWER: RECORD BY OBSERVATION**

P12. Population group of respondent:

Black  
Coloured  
Indian / Asian  
White

➤ **RECORD ONE ANSWER**

---

P13. Which language do you **PERSONALLY** speak most often at home?

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

---

**FLOODED QUESTIONNAIRE**

IF TWO OR MORE 15+ YEAR OLDS IN P7a) AND P7b), CONTINUE, OTHERWISE THANK RESPONDENT AND CLOSE INTERVIEW

---

To gain a fuller picture of the South African reading behaviour, we would also like to interview other adults in your household on their reading habits.

These interviews will only take about 15-20 minutes.

In appreciation of your and their time, we will be giving you this gift ([SHOW GIFT](#)) once the additional interviews are complete.

➤ **A GIFT IS PLACED ONLY IN HOUSEHOLDS WITH A COMPOSITION OF TWO OR MORE 15+ YEAR-OLDS, AND IF ONE OR TWO OF THEM WERE INTERVIEWED ON THE READING SECTION.**

You mentioned earlier that there is/ are ... ([FROM P7a\) and P7b\)](#) other people in the household who are 15 years or older.

R1. Please tell me who is at home and available now to be interviewed on their reading of newspapers and magazines.

Just give me their name, gender and age.

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

Is person 1 available to be interviewed?

➤ R1 ENTER PERSON 1 NAME

➤ R2 SELECT PERSON 1 GENDER

Male
Female

What is their exact age?

➤ HAND TABLET TO THE RESPONDENT

Refusal / Don't know

➤ R3 PLEASE ENTER PERSON 1 AGE BRACKET

15 -19
20 -24
25 – 34
35 – 44
45 – 49
50 – 54
55 – 64
65+
Refusal / Don't know

Can you please call... (PERSON 1)?

I would like to ask you a few questions which will take 15-20 minutes.

YES – RESPONDENT AGREES TO BE INTERVIEWED

NO – RESPONDENT DOES NOT AGREE TO BE INTERVIEWED (PLEASE SPECIFY WHY RESPONDENT DOES NOT AGREE)

➤ CONTINUE WITH THE INTERVIEW STARTING WITH QUESTION A1

➤ FLOODED INTERVIEWS WILL COVER ONLY THE LANGUAGE AND READING SECTIONS, AND THE FOLLOWING DEMOGRAPHIC QUESTIONS:

G1. Are you wholly or partly responsible for the day-to-day purchases of the household?

Yes
No



P3. Which of these statements describes your working life?

➤ [SHARE THE SCREEN WITH THE RESPONDENT](#)

Working full-time
Working part-time
Housewife / househusband / home executive
Not working – looking for work (unemployed)
Not working – not looking for work
Student
Retired

➤ [RECORD ONE ANSWER](#)

P4. What is your occupation i.e. what type of work do you do?

-----

➤ [TYPE IN DETAILED ANSWER](#) (Responses will be coded into ES categories)

P6. What is the highest level of education that you have achieved?

➤ [SHARE SCREEN WITH RESPONDENT](#)

None/no formal schooling
Some primary school
Primary school completed
Some high school
Matriculated
University not complete
University completed
Post-graduate qualification
Any other post-matric qualification (e.g. Artisan college, technical diploma)

➤ [RECORD ONE ANSWER](#)

➤ [INTERVIEWER: RECORD BY OBSERVATION](#)

P12. Population group of respondent:

Black
Coloured
Indian/ Asian
White

➤ [RECORD ONE ANSWER](#)

➤ [FLOODED RESPONDENTS ARE INTERVIEWED ON THE LANGUAGE \(SECTION A\) AND READING \(SECTION B\) QUESTIONS ONLY](#)

NEWSPAPERS		MAGAZINES			
No. DAILIES (MON-FRI)		No. WEEKLY MAGAZINES		No. ONLINE NEWS SITES	
1	Beeld	1	Drum	1	BusinessLive
2	BusinessDay	2	farmer's weekly	2	The Huffington Post
3	Cape Argus	3	Financial Mail	3	IOL
4	Cape Times	4	Huisgenoot	4	Netwerk 24
5	Daily Dispatch	5	Landbou weekblad	5	news24
6	DailyNews	6	Move!	6	TimesLive
7	Daily Sun	7	people		
8	Daily Voice	8	Vrouekeur		
9	DFA	9	You		
10	Die Burger	<b>No. FORTNIGHTLY MAGAZINES</b>			
11	Isolezwe	10	Kuier		
12	PretoriaNews	11	tvplus		
13	Son	<b>No. MONTHLY MAGAZINES</b>			
14	Sowetan	12	Baba & kleuter		
15	The Citizen	13	Bicycling		
16	The Herald	14	Bona		
17	The Mercury	15	Car		
18	The Star	16	Condé Nast House & Garden		
19	The Witness	17	Cosmopolitan		
20	Volksblad	18	Destiny		
<b>No. WEEKLIES</b>		19	Destiny Man		
21	Beeld (Sat)	20	Drive Out		
22	City Press (Sun)	21	Wegry		
23	Die Burger (Sat)	22	Elle		
24	Ilanga LangeSonto (Sun)	23	Essentials		
25	Isolezwe ngeSonto (Sun)	24	Fairlady		
26	Isolezwe ngoMgqibelo (Sat)	25	Food & Home Entertaining		
27	Post (Wed)	26	Getaway		
28	PretoriaNews Weekend (Sat)	27	Glamour		
29	Rapport (Sun)	28	go!		
30	Saturday Citizen	29	Weg!		
31	Saturday Dispatch	30	Goeie Huishouding		
32	SaturdayStar	31	Good Housekeeping		
33	Soccer Laduuuuuma! (Wed)	32	GolfDigest		
34	Son op sondag	33	GQ South Africa		
35	Sunday Sun	34	home		
36	Sunday Times	35	tuis		
37	SundayTribune	36	House and Leisure		
38	SundayWorld	37	Kickoff		
39	The Independent on Saturday	38	Leisure Wheels		
40	The Sunday independent	39	Lig		
41	Volksblad (Sat)	40	Living and Loving		
42	Weekend Argus Saturday Edition	41	longevity		
43	Weekend Argus Sunday Edition	42	Man Magnum		
44	Weekend Witness (Sat)	43	marie claire		
45	WeekendPost (Sat)	44	Men'sHealth		
<b>No. TWICE-WEEKLY NEWSPAPERS</b>		45	Popular Mechanics		
46	Ilanga (Mon & Thurs)	46	rooi rose		
		47	Runner's World		
		48	SA Country Life		
		49	SA Garden and Home		
		50	SA Home Owner		
		51	SA Jagter/ SA Hunter		
		52	Stuff		
		53	TrueLove		
		54	WegSleep		
		55	woman&home		
		56	Women'sHealth		
		57	YourFamily		
		<b>No. ALTERNATE MONTHLY MAGAZINES</b>			
		58	Elle Decoration		
		59	Lose It!		
		60	Sarie Kos		
		61	Your Baby		
		62	Your Pregnancy		
		<b>No. QUARTERLY MAGAZINES</b>			
		63	go! Platteland / Weg! Platteland		
		64	Personal Finance		

## APPENDIX B

## COMMUNITY SIZE CLASSIFICATIONS

<u>TYPE</u>	<u>MUNICIPALITY NAME</u>	<u>PROVINCE</u>
Metro	Buffalo City	EC
	Nelson Mandela Bay	EC
	Mangaung	FS
	City of Johannesburg	GT
	City of Tshwane	GT
	Ekurhuleni	GT
	eThekweni	KZN
	City of Cape Town	WC
Urban	Amahlathi	EC
	Blue Crane Route	EC
	Dr Beyers Naude	EC
	Elundini	EC
	Emalahleni	EC
	Engcobo	EC
	Enoch Mgijima	EC
	Great Kei	EC
	Intsika Yethu	EC
	Inxuba Yethemba	EC
	King Sabata Dalindyebo	EC
	Kouga	EC
	Kou-Kamma	EC
	Makana	EC
	Matatiele	EC
	Mbhashe	EC
	Mbizana	EC
	Mhlontlo	EC
	Mnquma	EC
	Ndlambe	EC
	Ngqushwa	EC
	Ngquza Hill	EC
	Ntabankulu	EC
	Nyandeni	EC
	Port St Johns	EC
	Raymond Mhlaba	EC
	Sakhisizwe	EC
	Senqu	EC
	Sundays River Valley	EC
	Umzimvubu	EC
	Walter Sisulu	EC
	Dihlabeng	FS
	Kopanong	FS
	Letsemeng	FS
	Mafube	FS
	Maluti a Phofung	FS
	Mantsopa	FS

Masilonyana	FS
Matjhabeng	FS
Metsimaholo	FS
Mohokare	FS
Moqhaka	FS
Nala	FS
Ngwathe	FS
Nketoana	FS
Phumelela	FS
Setsoto	FS
Tokologo	FS
Tswelopele	FS
Emfuleni	GT
Lesedi	GT
Merafong City	GT
Midvaal	GT
Mogale City	GT
Rand West City	GT
Abaqulusi	KZN
Alfred Duma	KZN
Big Five Hlabisa	KZN
Dannhauser	KZN
Dr Nkosazana Dlamini Zuma	KZN
eDumbe	KZN
Emadlangeni	KZN
Endumeni	KZN
Greater Kokstad	KZN
Impendle	KZN
Inkosi Langalibalele	KZN
Jozini	KZN
KwaDukuza	KZN
Mandeni	KZN
Maphumulo	KZN
Mfolozi	KZN
Mkhambathini	KZN
Mpofana	KZN
Msinga	KZN
Mthonjaneni	KZN
Mtubatuba	KZN
Ndwedwe	KZN
Newcastle	KZN
Nkandla	KZN
Nongoma	KZN
Nqutu	KZN
Okhahlamba	KZN
Ray Nkonyeni	KZN
Richmond	KZN
The Msunduzi	KZN
Ubuhlebezwe	KZN
Ulundi	KZN

Umdoni	KZN
Umhlabuyalingana	KZN
uMhlathuze	KZN
uMlalazi	KZN
uMngeni	KZN
uMshwathi	KZN
uMuziwabantu	KZN
Umvoti	KZN
Umzimkhulu	KZN
Umkumbe	KZN
uPhongolo	KZN
Ba-Phalaborwa	LIM
Bela-Bela	LIM
Blouberg	LIM
Elias Motsoaledi	LIM
Ephraim Mogale	LIM
Greater Giyani	LIM
Greater Letaba	LIM
Greater Tubatse/Fetakgomo	LIM
Greater Tzaneen	LIM
Lepele-Nkumpi	LIM
Lephalale	LIM
Makhado	LIM
Makhuduthamaga	LIM
Maruleng	LIM
Modimolle/Mookgophong	LIM
Mogalakwena	LIM
Molemole	LIM
Musina	LIM
New	LIM
Polokwane	LIM
Thabazimbi	LIM
Thulamela	LIM
Bushbuckridge	MP
Chief Albert Luthuli	MP
Dipaleseng	MP
Dr JS Moroka	MP
Dr Pixley Ka Isaka Seme	MP
Emakhazeni	MP
Emalahleni	MP
Govan Mbeki	MP
Lekwa	MP
Mbombela	MP
Mkhondo	MP
Msukaligwa	MP
Nkomazi	MP
Steve Tshwete	MP
Thaba Chweu	MP
Thembisile	MP
Victor Khanye	MP

!Kheis	NC
Dawid Kruiper	NC
Dikgatlong	NC
Emthanjeni	NC
Gamagara	NC
Ga-Segonyana	NC
Hantam	NC
Joe Morolong	NC
Kai !Garib	NC
Kamiesberg	NC
Kareeberg	NC
Karoo Hoogland	NC
Kgatelopele	NC
KhĀċi-Ma	NC
Magareng	NC
Nama Khoi	NC
Phokwane	NC
Renosterberg	NC
Richtersveld	NC
Siyancuma	NC
Siyathemba	NC
Sol Plaatjie	NC
Thembelihle	NC
Tsantsabane	NC
Ubuntu	NC
Umsobomvu	NC
City of Matlosana	NW
Ditsobotla	NW
Greater Taung	NW
Kagisano/Molopo	NW
Kgetlengrivier	NW
Lekwa-Teemane	NW
Local Municipality of Madibeng	NW
Mafikeng	NW
Mamusa	NW
Maquassi Hills	NW
Moretele	NW
Moses Kotane	NW
Naledi	NW
Ramotshere Moiloa	NW
Ratlou	NW
Rustenburg	NW
Tswaing	NW
Ventersdorp/Tlokwe	NW
Beaufort West	WC
Bergrivier	WC
Bitou	WC
Breede Valley	WC
Cape Agulhas	WC
Cederberg	WC

Drakenstein	WC
George	WC
Hessequa	WC
Kannaland	WC
Knysna	WC
Laingsburg	WC
Langeberg	WC
Matzikama	WC
Mossel Bay	WC
Oudtshoorn	WC
Overstrand	WC
Prince Albert	WC
Saldanha Bay	WC
Stellenbosch	WC
Swartland	WC
Swellendam	WC
Theewaterskloof	WC
Witzenberg	WC

#### Rural

Amahlathi	EC
Blue Crane Route	EC
Dr Beyers Naude	EC
Elundini	EC
Emalahleni	EC
Engcobo	EC
Enoch Mgijima	EC
Great Kei	EC
Intsika Yethu	EC
Inxuba Yethemba	EC
King Sabata Dalindyebo	EC
Kouga	EC
Kou-Kamma	EC
Makana	EC
Matatiele	EC
Mbhashe	EC
Mbizana	EC
Mhlontlo	EC
Mnquma	EC
Ndlambe	EC
Ngqushwa	EC
Ngquza Hill	EC
Ntabankulu	EC
Nyandeni	EC
Port St Johns	EC
Raymond Mhlaba	EC
Sakhisizwe	EC
Senqu	EC
Sundays River Valley	EC



Umzimvubu	EC
Walter Sisulu	EC
Dihlabeng	FS
Kopanong	FS
Letsemeng	FS
Mafube	FS
Maluti a Phofung	FS
Mantsopa	FS
Masilonyana	FS
Matjhabeng	FS
Metsimaholo	FS
Mohokare	FS
Moqhaka	FS
Nala	FS
Ngwathe	FS
Nketoana	FS
Phumelela	FS
Setsoto	FS
Tokologo	FS
Tswelopele	FS
Emfuleni	GT
Lesedi	GT
Merafong City	GT
Midvaal	GT
Mogale City	GT
Rand West City	GT
Abaqulusi	KZN
Alfred Duma	KZN
Big Five Hlabisa	KZN
Dannhauser	KZN
Dr Nkosazana Dlamini Zuma	KZN
eDumbe	KZN
Emadlangeni	KZN
Endumeni	KZN
Greater Kokstad	KZN
Impendle	KZN
Inkosi Langalibalele	KZN
Jozini	KZN
KwaDukuza	KZN
Mandeni	KZN
Maphumulo	KZN
Mfolozi	KZN
Mkhambathini	KZN
Mpofana	KZN
Msinga	KZN
Mthonjaneni	KZN
Mtubatuba	KZN
Ndwedwe	KZN
Newcastle	KZN
Nkandla	KZN

Nongoma	KZN
Nqutu	KZN
Okhahlamba	KZN
Ray Nkonyeni	KZN
Richmond	KZN
The Msunduzi	KZN
Ubuhlebezwe	KZN
Ulundi	KZN
Umdoni	KZN
Umhlabuyalingana	KZN
uMhlathuze	KZN
uMlalazi	KZN
uMngeni	KZN
uMshwathi	KZN
uMuziwabantu	KZN
Umvoti	KZN
Umzimkhulu	KZN
Umzumbe	KZN
uPhongolo	KZN
Ba-Phalaborwa	LIM
Bela-Bela	LIM
Blouberg	LIM
Elias Motsoaledi	LIM
Ephraim Mogale	LIM
Greater Giyani	LIM
Greater Letaba	LIM
Greater Tubatse/Fetakgomo	LIM
Greater Tzaneen	LIM
Lepele-Nkumpi	LIM
Lephalale	LIM
Makhado	LIM
Makhuduthamaga	LIM
Maruleng	LIM
Modimolle/Mookgophong	LIM
Mogalakwena	LIM
Molemole	LIM
Musina	LIM
New	LIM
Polokwane	LIM
Thabazimbi	LIM
Thulamela	LIM
Bushbuckridge	MP
Chief Albert Luthuli	MP
Dipaleseng	MP
Dr JS Moroka	MP
Dr Pixley Ka Isaka Seme	MP
Emakhazeni	MP
Emalahleni	MP
Govan Mbeki	MP
Lekwa	MP

Mbombela	MP
Mkhondo	MP
Msukaligwa	MP
Nkomazi	MP
Steve Tshwete	MP
Thaba Chweu	MP
Thembisile	MP
Victor Khanye	MP
!Kheis	NC
Dawid Kruiper	NC
Dikgatlong	NC
Emthanjeni	NC
Gamagara	NC
Ga-Segonyana	NC
Hantam	NC
Joe Morolong	NC
Kai !Garib	NC
Kamiesberg	NC
Kareeberg	NC
Karoo Hoogland	NC
Kgatelopele	NC
KhĀci-Ma	NC
Magareng	NC
Nama Khoi	NC
Phokwane	NC
Renosterberg	NC
Richtersveld	NC
Siyancuma	NC
Siyathemba	NC
Sol Plaatjie	NC
Thembelihle	NC
Tsantsabane	NC
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Mossel Bay	WC
Oudtshoorn	WC
Overstrand	WC
Prince Albert	WC
Saldanha Bay	WC
Stellenbosch	WC
Swartland	WC
Swellendam	WC
Theewaterskloof	WC
Witzenberg	WC

## APPENDIX C

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