

**INTRODUCTION**

*Thank you for agreeing to participate in this survey. Your views are important to us and your answers will be kept in strict confidence.*

Q1. First of all, how often have you used the internet on any smartphone and/ or tablet in the past 4 weeks?

*(This includes access anywhere, via smartphone and/ or tablet; doing any activity including email, streaming video or music, etc. and using a browser or app)*

- Every day
- A few times a week
- Once a week
- About once every 2 weeks
- About once a month
- Not in the past month

Q2. How often have you used the internet on any Computer/ Laptop in the past 4 weeks?

*(This includes access anywhere, via computer/ laptop; doing any activity including email, streaming video or music, etc. and using a browser or app)*

- Every day
- A few times a week
- Once a week
- About once every 2 weeks
- About once a month
- Not in the past month

Q3. In which one of the following provinces do you live?

*Please select one.*

- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- North West
- Northern Cape
- Western Cape
- Outside of South Africa

Q4. Which of the following age groups do you fall into?

*Please select one.*

- Under 15
- 15 to 17
- 18 to 20
- 21 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59

- 60 to 64
- 65 to 69
- 70 or over
- Refuse

Q5. Are you? *Please select one.*

- Male
- Female

Please respond to the following questions based on your personal usage, i.e. not work-related. But please include any personal activities that you might perform while you are at work.

### HOW YOU USE THE INTERNET

Q6. How many hours do you spend on the internet in an average week, via any internet connected device?

*Please keep in mind that we are asking about the total hours you spend each week accessing the internet (i.e. emails, web browsing, social networking, banking, watching online video etc.) and by any device (i.e. computer, laptop, internet-connected smartphone, app, tablet like an iPad or Galaxy Tab, games console with internet access, etc.).*

*Please type in to the nearest half hour, where half an hour is '0.5', one hour is '1', '1.5' etc.*

- Computer/ Laptop \_\_\_\_\_
- Smartphone \_\_\_\_\_
- Tablet \_\_\_\_\_
- All other devices \_\_\_\_\_

Q7. Where do you regularly access the internet?

*Please select as many as apply. Remember, this includes your use of apps.*

- At home on weekdays/evenings
- At home on the weekend
- At work (incl. Conferences)
- At school, university, college, in a library
- While commuting/using ~~on~~ transport
- In coffee shops, bars, restaurants etc. (excluding internet cafés)
- While travelling/in hotel rooms, airport etc.
- Friend/relative's home
- In a shopping centre/in a shop
- In a public place (e.g. beach, gym, park)
- At an event, gig, concert, performance, festival, show etc.
- Internet cafe
- Other place. Please specify \_\_\_\_\_
- Unsure
- None of these

Q8. On which type of device do you regularly access the internet?

*Please select as many as apply. Remember, this includes the use of apps.*

- Desktop Computer
- Laptop/ Notebook
- Smartphone (e.g. a cellphone that can access the internet)
- Games console (e.g. Xbox, PlayStation)
- Tablet (e.g. iPad, Galaxy Tab)
- Smart TV/ TV connected to the internet (e.g. Samsung Smart TV, Sony Bravia)
- Connected Device such as PVR/ DVR/ apple TV (e.g. DStv, Chrome Cast etc. (router based hardware per country)
- Handheld media player (e.g. iPod Touch, e-book reader)
- Wearable device (e.g. internet connected watch, fitness band etc.)
- Others \_\_\_\_\_
- None of these

Q9. And which do you use most often to access the internet?

*Please select one. Remember, this includes the use of apps.*

- Desktop Computer
- Laptop/ Notebook
- Smartphone (e.g. a cellphone that can access the internet)
- Games console (e.g. Xbox, PlayStation)
- Tablet (e.g. iPad, Galaxy Tab)
- Smart TV/ TV connected to the internet (e.g. Samsung Smart TV, Sony Bravia)
- Connected Device such as PVR/ DVR/ apple TV (e.g. DStv, Chrome Cast etc.(router based hardware per country)
- Handheld media player (e.g. iPod Touch, e-book reader)
- Wearable device (e.g. internet connected watch, fitness band etc.)
- Others \_\_\_\_\_
- None of these

## **YOUR MEDIA HABITS AND PREFERENCES**

Q10. There are many different ways you can watch TV/ movies these days. In which of the following ways do you watch TV/ movies?

*Please select all that apply*

- Standard live broadcast TV & DStv (i.e.TV set)
- Time-shifted TV (i.e. recorded TV program using a smart TV or connected device (PVR/ DVR, DStv etc. and watched at a later time)
- TV programs and movies you source from the internet (e.g. online 'catch up TV', 'IPTV' or 'video on demand' services)
- TV or movie clips or entire shows streamed on sites like YouTube, Vimeo etc.
- Internet Subscription of TV Shows/ Movies (eg. Iflix, Netflix, Showmax, Amazon Prime video etc.)
- User generated content from sites like YouTube
- I do not watch TV

Q11. Why don't you watch TV programs or movies from internet sources/ video on demand services?  
*Please select all that apply*

- I don't know how to do it
- It's difficult to find the programs/ movies I want to watch online
- My internet connection is too slow
- It's too difficult to set up and do
- There are too many ads
- I'm not sure what TV shows/ movies are on there
- I don't want to watch TV via a computer, tablet or smartphone
- I have no need to, standard live broadcast TV is sufficient
- I don't have the right devices/ technology/ connections etc. to be able to do it
- I have no interest in watching TV programs at all
- I don't watch TV shows/ movies online because subscription is expensive
- I do not find any interesting content
- Other, please specify \_\_\_\_\_

### **INTERNET TV/ VIDEO ON DEMAND**

Q12. When watching TV or movies from internet sources (e.g. catch up TV, IPTV, video on demand), which online sources and services do you use?  
*Please select all that apply including legal and illegal (pirated) sources*

- Youtube
- Iflix
- Showmax
- Netflix
- Amazon Prime video
- Mediabox
- Google play movies
- JustWatch
- Deod
- Other sources such as BitTorrent etc.
- Other, please specify \_\_\_\_\_

Q13. What types of TV programs do you watch via internet sources or video on demand services? This includes both legal and illegal (pirated content) sources of TV and movies.

Please also indicate whether you watch full program/ movie content and/or shorter clips such as highlights, segments or other short snippets.

Please select all that apply for each row

	MH1ca - Full length program/movie	MH1cb - Segments, highlights or short clips
1. Movies	<input type="checkbox"/>	<input type="checkbox"/>
2. News/current affairs from local TV networks	<input type="checkbox"/>	<input type="checkbox"/>
3. News/current affairs from overseas TV networks (e.g. CNN, BBC)	<input type="checkbox"/>	<input type="checkbox"/>
4. Local drama series	<input type="checkbox"/>	<input type="checkbox"/>
5. Overseas drama series	<input type="checkbox"/>	<input type="checkbox"/>
6. Local sport, available on local TV	<input type="checkbox"/>	<input type="checkbox"/>
7. Overseas sport not easily accessible to local audiences on TV	<input type="checkbox"/>	<input type="checkbox"/>
8. Entertainment (comedy, reality, celebrity, talk shows, talent shows, panel shows, game shows etc.)	<input type="checkbox"/>	<input type="checkbox"/>
9. Lifestyle (cooking, travel, home renovation, fashion, health and wellbeing etc.)	<input type="checkbox"/>	<input type="checkbox"/>
10. Children's programs	<input type="checkbox"/>	<input type="checkbox"/>
11. Music shows/music videos	<input type="checkbox"/>	<input type="checkbox"/>
12. Documentaries	<input type="checkbox"/>	<input type="checkbox"/>
13. Other, please specify _____	<input type="checkbox"/>	<input type="checkbox"/>

Q14. And, on average, how often do you watch TV/ movies from internet sources (e.g. 'catch up' TV services, Subscription TV eg. Netflix, IPTV, video on demand, video sites like YouTube, Vimeo etc and/or pirated sources (e.g. BitTorrent)?

Please select one

- Daily (1)
- About every other day (2)
- A few times each week (3)
- About once a week (4)
- About once every 2 weeks (5)
- About once a month (6)
- Less often than once a month (7)

Q15. On average, how many hours per week do you spend watching TV in the following ways?

Please type in to the nearest half hour, where half an hour is '0.5', one hour is '1', '1.5' etc. Enter '0' if not applicable

1. Standard live broadcast TV (i.e. watching TV at the scheduled program time on a TV set) \_\_\_\_\_
2. Catch-up TV (i.e. recorded using Digital Video Recorder, Online catch-up TV) \_\_\_\_\_
3. Legal (non pirated) internet sources of movies and TV programs (i.e. iflix, Netflix, Showmax) \_\_\_\_\_
4. Illegal (pirated) sources of TV shows or movies that you have downloaded or streamed from the internet \_\_\_\_\_
5. TV snippets or entire shows streamed on video sites like YouTube, Vimeo etc \_\_\_\_\_

Q16. How do you watch ANY TV content/ movies from internet sources or video on demand services?  
Please select all that apply

- On my TV screen (e.g. through a smart TV)
- On a desktop computer/ laptop/ notebook
- On a tablet
- On a Smartphone (e.g. a cellphone that can access the internet)
- On a portable media player (e.g. iPod Touch) or handheld games device (e.g. PSP, DS, etc.)
- Games Console (e.g. Xbox, PlayStation)
- Other, please specify \_\_\_\_\_
- I don't know

Q17. Where do you watch TV / movies from internet sources or video on demand services?  
Please select all that apply

- At home
- Friend/relative's home
- At work/ school/ university/ college etc.
- While commuting/ on bus, train, car, taxi
- While travelling/ on holiday, in hotel, airport, on flight, in car etc.
- In an outdoor place (e.g. beach, gym, park)
- In an internet café or Gaming centre
- Other, please specify \_\_\_\_\_

#### THE TIME YOU SPEND WITH DIFFERENT MEDIA

Q18. On average, how many hours per week would you spend doing the following (to the nearest half hour)?

Please type in to the nearest half hour, where half an hour is '0.5', one hour is '1', '1.5' etc. Enter '0' if you do not do this media activity in a typical week

- |  |       |
|--|-------|
| 1. Listening to the radio (not via the internet)   | _____ |
| 2. Listening to the radio online   | _____ |
| 3. Reading a newspaper (printed version)   | _____ |
| 4. Accessing news online, on websites or apps  | _____ |
| 5. Reading a magazine (printed version)  | _____ |
| 6. Accessing magazine content online, on websites or apps  | _____ |
| 7. Watching TV (not online)  | _____ |
| 8. Watching TV online  | _____ |
| 9. Accessing the internet via smartphone (this includes all internet activities i.e. Facebook Twitter etc)   | _____ |
| 10. Accessing the internet via a tablet (e.g. iPad) (this includes all internet activities i.e. Facebook, Twitter etc)                                     | _____ |
| 11. Accessing the internet via Computer/Laptop (this includes all internet activities i.e. Facebook, Twitter, Skype, Video, Music, News, Online radio etc) | _____ |

Q19. On average, how many hours per week would you spend watching online video via the following devices (to the nearest half hour)?

*Please type in to the nearest half hour, where half an hour is '0.5', one hour is '1', '1.5' etc. Enter '0' if you do not do this media activity in a typical week*

- Computer/ Laptop \_\_\_\_\_
- Smartphone \_\_\_\_\_
- Tablet \_\_\_\_\_
- Smart TV \_\_\_\_\_
- All other devices \_\_\_\_\_

Q20. On which sites / apps do you watch online video? *Please select all that apply*

- DStv
- Showmax
- iflix
- netflix
- Amazon Prime video
- Youtube
- Mediabox
- Google play movies
- facebook
- JustWatch
- Deod TV
- Instagram
- Vimeo
- Other, please specify \_\_\_\_\_

Q21. When you are online on average how many hours per week are you spending doing the following (to the nearest half hour)? *Please type in to the nearest half hour, where half an hour is '0.5', one hour is '1', '1.5' etc. Enter '0' if you do not do this media activity in a typical week*

1. Watching user generated video (for example via \_\_\_\_\_  
YouTube, Facebook) \_\_\_\_\_
2. Watching TV programs or movies \_\_\_\_\_
3. Participating on social media platforms (e.g. \_\_\_\_\_  
Facebook, Viber, WhatsApp, etc) \_\_\_\_\_
4. Research, search and general browsing \_\_\_\_\_
5. Reading or watching News \_\_\_\_\_
6. Shopping \_\_\_\_\_

## HOW YOU USE DIFFERENT DEVICES AND MEDIA THROUGHOUT THE DAY

### Before 9am (Morning)

Q22. *Please select all activities that apply for this time of day. If you don't do any of the activities at that time of the day please select "I do not do of the above activities at this time of day"*

- Listening to the radio (standard live broadcast radio – not internet radio)
- Listening to the radio online
- Reading a printed newspaper
- Accessing news online (on websites or apps)
- Reading a printed magazine
- Accessing magazine content online (on websites or apps)
- Watching standard live broadcast TV (i.e. via a TV set)

- Watching TV from internet sources or video on demand services (legal or illegal (pirated) sources of TV programs or movies via the internet)
- Watching online video other than TV/ movies (e.g. news stories, home videos etc)
- Accessing social media (e.g. Facebook, Twitter etc.)
- Shopping via the internet (buying items as well as researching/browsing products and services online)
- Other online activities (i.e. search, email and anything else not listed above)
- I do not do any of the above activities at this time of the day

**Before 9am (Morning)**

Q23. In a typical week (include weekend device usage as well), please let us know what device/s you are using to conduct online activities at this time of the day.

*Please select all the devices you use at various times of the day. Select all that apply for each time period and please select at least one response.*

- Desktop Computer
- Laptop/Notebook
- Smartphone
- Tablet
- Games Console (eg X-Box, PlayStation)
- Smart TV/ Internet-connected TV
- Other internet capable device (eg. Apple TV, Chrome Cast)
- None of the above

**9am to 3pm (Mid-day/ Working Hours)**

Q24. *Please select all activities that apply for this time of day. If you don't do any of the activities at that time of the day please select "I do not do any of the above activities at this time of day"*

- Listening to the radio (standard live broadcast radio – not internet radio)
- Listening to the radio online
- Reading a printed newspaper
- Accessing news online (on websites or apps)
- Reading a printed magazine
- Accessing magazine content online (on websites or apps)
- Watching standard live broadcast TV (i.e. via a TV set)
- Watching TV from internet sources or video on demand services (legal or illegal (pirated) sources of TV programs or movies via the internet)
- Watching online video other than TV/ movies (e.g. news stories, home videos etc)
- Accessing social media (e.g. Facebook, Twitter etc.)
- Shopping via the internet (buying items as well as researching/browsing products and services online)
- Other online activities (i.e. search, email and anything else not listed above)
- I do not do any of the above activities at this time of the day



**9am to 3pm (Mid-day/Working Hours)**

Q25. In a typical week (include weekend device usage as well), please let us know what device/s you are using to conduct online activities at this time of the day.

*Please select all the devices you use at various times of the day. Select all that apply for each time period and please select at least one response.*

- Desktop Computer
- Laptop/Notebook
- Smartphone
- Tablet
- Games Console (eg X-Box, PlayStation)
- Smart TV/ Internet-connected TV
- Other internet capable device (eg. Apple TV, Chrome Cast)
- None of the above

**3pm to 6pm (Afternoon)**

Q26. *Please select all activities that apply for this time of day. If you don't do any of the activities at that time of the day please select "I do not do any of the above activities at this time of day".*

- Listening to the radio (standard live broadcast radio – not internet radio)
- Listening to the radio online
- Reading a printed newspaper
- Accessing news online (on websites or apps)
- Reading a printed magazine
- Accessing magazine content online (on websites or apps)
- Watching standard live broadcast TV (i.e. via a TV set)
- Watching TV from internet sources or video on demand services (legal or illegal (pirated) sources of TV programs or movies via the internet)
- Watching online video other than TV/ movies (e.g. news stories, home videos etc)
- Accessing social media (e.g. Facebook, Twitter etc.)
- Shopping via the internet (buying items as well as researching/browsing products and services online)
- Other online activities (i.e. search, email and anything else not listed above)
- I do not do any of the above activities at this time of the day

**3pm to 6pm (Afternoon)**

Q27. In a typical week (include weekend device usage as well), please let us know what device/s you are using to conduct online activities at this time of the day. *Please select all the devices you use at various times of the day. Select all that apply for each time period and please select at least one response.*

- Desktop Computer
- Laptop/Notebook
- Smartphone
- Tablet
- Games Console (eg X-Box, PlayStation)
- Smart TV/ Internet-connected TV
- Other internet capable device (eg. Apple TV, Chrome Cast)
- None of the above

**6pm to 10pm (Evening)**

Q28. Please select all activities that apply for this time of day. If you don't do any of the activities at that time of the day please select "I do not do any of the above activities at this time of day".

- Listening to the radio (standard live broadcast radio – not internet radio)
- Listening to the radio online
- Reading a printed newspaper
- Accessing news online (on websites or apps)
- Reading a printed magazine
- Accessing magazine content online (on websites or apps)
- Watching standard live broadcast TV (i.e. via a TV set)
- Watching TV from internet sources or video on demand services (legal or illegal (pirated) sources of TV programs or movies via the internet)
- Watching online video other than TV/ movies (e.g. news stories, home videos etc)
- Accessing social media (e.g. Facebook, Twitter etc.)
- Shopping via the internet (buying items as well as researching/browsing products and services online)
- Other online activities (i.e. search, email and anything else not listed above)
- I do not do any of the above activities at this time of the day

**6pm to 10pm (Evening)**

Q29. In a typical week (include weekend device usage as well), please let us know what device/s you are using to conduct online activities at this time of the day.

Please select all the devices you use at various times of the day. Select all that apply for each time period and please select at least one response.

- Desktop Computer
- Laptop/Notebook
- Smartphone
- Tablet
- Games Console (eg X-Box, PlayStation)
- Smart TV/ Internet-connected TV
- Other internet capable device (eg. Apple TV, Chrome Cast)
- None of the above

**10pm Onwards (Late Evening)**

Q30. Please select all activities that apply for this time of day. If you don't do any of the activities at that time of the day please select "I do not do any of the above activities at this time of day"

- Listening to the radio (standard live broadcast radio – not internet radio)
- Listening to the radio online
- Reading a printed newspaper
- Accessing news online (on websites or apps)
- Reading a printed magazine
- Accessing magazine content online (on websites or apps)
- Watching standard live broadcast TV (i.e. via a TV set)
- Watching TV from internet sources or video on demand services (legal or illegal (pirated) sources of TV programs or movies via the internet)
- Watching online video other than TV/ movies (e.g. news stories, home videos etc)
- Accessing social media (e.g. Facebook, Twitter etc.)
- Shopping via the internet (buying items as well as researching/browsing products and services online)
- Other online activities (i.e. search, email and anything else not listed above)
- I do not do any of the above activities at this time of the day

### 10pm Onwards (Late Evening)

Q31. In a typical week (include weekend device usage as well), please let us know what device/s you are using to conduct online activities at this time of the day.

*Please select all the devices you use at various times of the day. Select all that apply for each time period and please select at least one response.*

- Desktop Computer
- Laptop/Notebook
- Smartphone
- Tablet
- Games Console (eg X-Box, PlayStation)
- Smart TV/ Internet-connected TV
- Other internet capable device (eg. Apple TV, Chrome Cast)
- None of the above

### USING DIFFERENT MEDIA AT THE SAME TIME

Q32. How often, if ever, do you watch TV and use the internet at the same time?

*Please note, 'watching TV' includes watching any type of TV, (e.g. standard live broadcast TV, internet TV/ video on demand, recorded TV etc.) and 'using the internet' includes internet access from any device (eg computer/ smartphone/ tablet)*

- Daily
- Almost every day
- Several times per week
- Once per week
- Once or twice per month
- Less often
- I never watch TV and use the internet at the same time

Q33. When you are watching TV and using the internet at the same time, what device are you using most often to access the internet?

*Please select as many as apply in the first column and only one response in the second column.*

	SIM5c - Use regularly	SIM5b - Use most often
1. Desktop Computer	<input type="checkbox"/>	<input type="checkbox"/>
2. Laptop/Notebook	<input type="checkbox"/>	<input type="checkbox"/>
3. SmartPhone	<input type="checkbox"/>	<input type="checkbox"/>
4. Tablet (e.g. iPad)	<input type="checkbox"/>	<input type="checkbox"/>
5. Games Console	<input type="checkbox"/>	<input type="checkbox"/>
6. Smart TV (internet enabled)	<input type="checkbox"/>	<input type="checkbox"/>
7. Portable media player (i.e. iPod Touch)	<input type="checkbox"/>	<input type="checkbox"/>
8. Other, please specify _____	<input type="checkbox"/>	<input type="checkbox"/>

Q34. Do you remember seeing Ads that appear on TV on these following devices as well?  
Please select as many as apply

	SIM6phA - Computer/ Laptop	SIM6phB – Smartphone	SIM6phC - Tablet	Not applicable
1. Website Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Smartphone Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Youtube Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Facebook Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Twitter Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Instagram Video Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### THE TECHNOLOGY IN YOUR HOME

Q35. Which of the following (if any) does your household currently have or intend to acquire in the next 12 months?

#### Internet & Computer Technology

Please select one response for each row

	Currently own	No but intend to acquire in next 12 months	No and don't intend to acquire in next 12 months
1. A desktop computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A laptop/notebook computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A home internet connection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Home wireless network (LAN)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Tablet (e.g. iPad, Galaxy Tab)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Pay/ subscription TV (Set-Top Box, DStv)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Smart TV (e.g. Samsung Smart TV, Sony Bravia, Toshiba Smart TV, LG Smart TV)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. TV which can connect to the internet via a separate device (e.g. via Blu-ray player, video streaming device, Computer, Xbox, PlayStation, Wii)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Games console/handheld games device (e.g. PlayStation, Xbox, Wii, PSP, Nintendo DS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Smartphone (Internet capable phone)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q36. How often have you done the following as a result of seeing an online video ad?  
Please make one selection in each row that best describes how often you respond with the following as a result of seeing an online video ad

	Most of the time	Sometimes	I have never done this as a result of seeing an online video ad
1. Conducted an online search (i.e. to find out more information)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Viewed related videos on Social Media feed (e.g. Facebook, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Viewed additional information or content on Review Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Contacted the company/organisation advertising the product/service (i.e. phoned, emailed, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Visited the store in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Purchased the product or service that was advertised – purchased in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Purchased the product or service that was advertised – purchased online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Told another person about the ad or product/service being advertised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I did nothing after watching an Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q37. How often have you done the following as a result of seeing an ad on TV?  
Please make one selection in each row that best describes how often you respond with the following as a result of seeing a TV ad.

	Most of the time	Sometimes	I have never done this as a result of seeing an online video ad
1. Conducted an online search (i.e. to find out more information)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Viewed related videos on Social Media feed (e.g. Facebook, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Viewed additional information or content on Review Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Contacted the company/organisation advertising the product/service (i.e. phoned, emailed, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Visited the store in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Purchased the product or service that was advertised – purchased in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Purchased the product or service that was advertised – purchased online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Told another person about the ad or product/service being advertised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I did nothing after watching an Ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q38. When you are online what device do you prefer to use for each of these activities?

	AD3a – Computer/ Laptop	AD3b - Smartphone	AD3c - Tablet	AD3d - TV Screen (via smart tv or connected device)
1. Searching and browsing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Watching video/TV programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Social media (e.g. Facebook, Twitter etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Shopping online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Travel booking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Emailing (eg. Yahoo, Gmail)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Messaging (eg. Chatting through Skype etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. eLearning Portals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Professional Services (eg. Banking, Billing, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Gaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Other Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I do not do any activities on this device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The next few categories focus on social networking and other 'social' activities you can do via the internet. Remember, please respond based on your participation in these activities via computer/laptop, internet-connected smartphone, tablet like an iPad, games console etc.

### SOCIAL MEDIA

Q39. Please select the response that best describes your personal experience.

	Very Often	Occasionally	Rarely	I have never done this
1. Connecting with/interacting with organisations or companies via social media sites including visiting their social media page/'Liking'/'Following'/'Pinning', etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Interacting with others/ posting comments about TV programs (incl sport) or movies as you are watching them or those you watched recently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Reading other people's comments about TV programs (incl sport) or movies as you are watching them or those you watched recently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q40. When watching online video on YouTube, what type of content do you usually watch?

- Sport
- Music
- Movie (short or long)
- Children's Program

- Vlog (i.e. blog in a video form)
- Education/ Tutorial
- Funny Videos
- Animal Videos
- TV Programs (drama series, soap operas, tv shows, etc.)
- News
- Documentaries

Q41. How do you interact/ post comments or read other people’s comments about TV programs or movies you are watching, or those you recently watched? Please select all that apply

- Via Facebook
- Via Twitter
- Via YouTube
- Via Google+
- Via Instagram
- Via email
- Forums, message boards, blogs
- On the TV program’s website or app/ TV channel’s website
- Via SMS/texting (including apps like WhatsApp, Viber, WeChat etc.)
- Other, please specify (97)\_\_\_\_\_

Q42. You mentioned having ever used the below devices for your online activities. Can you please let us know specifically which device(s) you use for each of the following online activities

*Please select all the types of online devices you have used to conduct online activities over the past year. This includes your use of apps (applications)*

	1 Compu ter/ Laptop	2 Smar tPho ne	3 Games Consol e	4 Smar t TV/ TV that conn ects to the inter net	5 Media box (e.g. Apple TV, Androi d TV box etc.)	6 Tablet (e.g. iP ad)	7 Other internet - connect ed device	8 Wearab le device (e.g. internet connect ed watch, fitness band etc.)
Watching online video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interacting with others/posting comments or reading other people's comments about TV programs (incl sport) or movies as you are watching them or those you had watched recently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

And now, some final questions about you

Q43. Which of the following best represents your household?

*Please select one*

- Single person household (living alone)
- Living with parents
- Student – university campus, school or other
- Couple with no children
- Shared/Communal living (e.g. flat-mates)
- Parent(s) with children - mainly preschool or younger
- Parent(s) with children - mainly school age
- Parent(s) with children - mainly finished school
- Other

Q44. Including yourself, how many people are there living altogether in your household?

*Include any children or boarders, however please exclude any helpers or domestics in the household.*

*Please select one*

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Q45. Do you have any children in the following age groups?

*Please select as many as apply*

- 0-3 years
- 4-6 years
- 7-9 years
- 10-12 years
- 13-14years
- 15-17 years
- No children of these ages

Q46. What is the highest level of education you have received?

*Please select one*

- No schooling
- Some Primary School
- Completed Primary School
- Some High School
- Completed High School (Matric)
- Artisan's certificate obtained
- Technikon diploma/degree completed
- Some University
- Completed University
- Some Postgraduate (Master of Art/ Master of Science)/Postgraduate (PhD)
- Completed Postgraduate (Master of Art/ Master of Science)/Postgraduate (PhD)
- Technical
- Secreterial
- Refuse to answer



Q47. Which of the following represents your occupational status?

Please select one

- Work full time
- Work part time or casually
- Unemployed
- Housewife/Househusband
- Student
- Retired
- Refused

Q48. Which of these groups describes your occupation?

Please select one

- Administrative/clerical (secretary, PA, book-keeper, bank teller, librarian, receptionist, etc) – *Credit Controller, Compliance Officer, Import Controller, Claim Processor, General Assistant, SETA, Rental & Government coordinator*
- Artistic/Musical/Writer (fashion designer/buyer, merchandise planner, musician, music producer/writer etc)
- Customer service (call centre agent, cashier, beauty consultant, waitron, cabin attendant, steward, tour guide, etc) – *Librarian, Tour Guide, Meter Reader, Feeding Scheme, Part Selector, Volunteer worker, Community Project, Traffic controller, Tourism*
- Education (teacher, tutor, lecturer, professor, school principal, college director, etc)
- Executive/senior management (company director, MD, CEO, CFO, etc)
- Finance (CA, Actuary, Financial specialist, etc) – *Forex trader*
- Government/political (Mayor, MEC, member of parliament etc) – *Fire detection, Public officer, Ward counsellor, Counsellor*
- Information technology (systems developer, programmer, java architect, web developer, IT analyst etc)
- Legal (lawyer, advocate, judge, etc) – *Sheriff, Sheriff's office*
- Manual worker (brick layer, gardener, cleaner, farm labourer, etc)
- Manual worker (domestic worker, nanny or childminder)
- Media (journalist, film, radio, TV, print, graphics, video editor, advertising, strategic planner, etc)
- Medical/dental (doctor, dentist, vet, psychologist, psychiatrist, sociologist, nurse, paramedic, occupational therapist, etc)
- Middle management (consultant, advisor, account director, supervisor, brand manager, marketing manager, HR manager, etc)
- Military (police officer, soldier, navy, etc)
- Owner of company – formal sector (events management company, supermarket owner, construction company, etc)
- Owner of company – informal sector (container shop, spaza shop owner, etc)
- Self-employed in informal sector (handyman, building contractor, street hawker, etc)
- Specialist (pilot, professional sportsmen, etc)
- Retail (store manager, merchandising manager, supply chain analyst, etc)
- Sales (agents, brokers, car salesman, estate agents, sales representatives, etc)
- Technical/science/ engineering (architect, mechanical, chemical, civil, quantity surveyor, etc)
- Tradesman (driver, miner, technician, plumber, mechanic, butcher, draftsman, etc)
- Transport (taxi driver, bus driver, train driver, deliveries, etc)
- Other self-employment (freelancer, driver, vendor, hawker, etc.) \_\_\_\_\_
- Prefer not to specify

Q49. And finally, what is your total monthly household income before tax?

*Please select one*

- R0 – R999
- R1 000 – R1 999
- R2 000 – R2 999
- R3 000 – R3 999
- R4 000 – R4 999
- R5 000 – R5 999
- R6 000 – R6 999
- R7 000 – R7 999
- R8 000 – R8 999
- R9 000 – R9 999
- R10 000 – R11 999
- R12 000 – R13 999
- R14 000 – R15 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

*THANK YOU FOR YOUR COOPERATION.*

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