

**PRODUCT RESEARCH AND ACTIVITIES
QUESTIONNAIRE
JANUARY – JUNE 2009**

Resp. No. 1-6

Card No. 7-9

Q.No

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AMPS RESPONDENT	Name:
	Address:

**AMPS RESPONDENT'S
TELEPHONE NUMBERS**

Dial Code							
Home							
Dial Code							
Work							

Thank you for agreeing to participate in our study on different products that people use or buy and personal interests and activities.

Please read through the instructions preceding each section of the questionnaire before you start filling in that section.

Your Interviewer is :

Your Interviewer's Telephone Number :

I acknowledge receipt of a gift

Signed : Date :

Interviewer Number

PLACEMENT

(13)	(14)	(15)	(16)
Date Placed:			

PICK-UP

(17)	(18)	(19)	(20)
Date Collected:			

Product Questionnaire Placed Y N Reason: _____

Product Questionnaire Completed Y N Reason: _____

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GENERAL INSTRUCTIONS

- It is very important to us that the information we receive is as accurate as possible. The questionnaire should not take you more than 30 – 45 minutes to complete. The questions are very easy to answer. However, we urge you to carefully read the questions and think well before you write down the answer in the block.
- If the question asks about your purchases, consumption or usage of products in a specific time period e.g. “**YESTERDAY**”, the “**PAST 7 DAYS**” or “**PAST 4 WEEKS**”, think back to yesterday or the 7 days or 4 weeks that have just gone past. Write down exactly how much of each product you bought, used or consumed yesterday, in the 7-day period or 4-week period.
- The usage and consumption questions refer to your **PERSONAL USAGE AND/OR CONSUMPTION** of the various products.
- The purchase questions refer to your **PERSONAL BUYING** of the various products for **YOURSELF OR OTHER MEMBERS OF YOUR HOUSEHOLD**.
- **NOTE:** This Product questionnaire is **not** a competition. Please provide information on your **actual** usage or purchase of products.

Should you be unsure about the meaning of any of the products, please do not write in an answer, leave it blank and ask the interviewer to help you when he / she visits you to pick up the questionnaire.

INSTRUCTIONS

HOW TO FILL IN THE BRANDED PRODUCT QUESTIONS (Questions 1- 23)

- We need you to fill in the amount of each product you bought, used or consumed, **and in addition**, we need to know which **BRANDS** of each product you bought, used or consumed. Furthermore, we would also like to know which **OTHER BRANDS** you would consider using, consuming or buying in the future.
- Each product category has **4 questions**. Beneath the first question [the (a) question] you'll find a block to write in your answer. Please think of all brands for the product category when writing in your answer. Some of these will be listed in the second question, whilst others may not. Just fill in **0** if you did not use, consume or buy a specific product; in this case, you will not need to answer the questions on brands for this product.
- The next three questions [the (b), (c) and (d) questions] only need to be answered if you used, consumed or bought the product. These questions appear just below the (a) question. Beneath these questions you'll find 4 columns.

The first column will have a list of brands / logos of the product category that you might have used, consumed or bought. As a reminder, the product category is repeated at the top of this column. Remember to think only about this product category when answering the question.

In the second column, tick (✓) the brand or brands you have used / consumed / bought in the time period mentioned in question (a).

In the third column, tick (✓) the **ONE** specific brand you use / consume / buy most **often**.

In the fourth column, tick (✓) the **other** brand or brands that you **would consider** in the future.
- If the brand that you personally used, consumed or bought is not listed, you must tick next to the 'Another brand' block.
- Please ignore the small numbers that appear within the columns as these are for **OFFICE USE ONLY**.
- Remember there are no right or wrong answers.

EXAMPLE 1: PERSONAL USAGE

1.1a How many times have you personally used **sunflower oil** during the **PAST 7 DAYS**? (write in number below)

3
(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SUNFLOWER OIL IN THE PAST 7 DAYS:

1.1b Which brand or brands of sunflower oil **have you used in the PAST 7 DAYS**?
(please tick appropriate block or blocks under "PERSONALLY USED" below)

1.1c Which **one** brand of sunflower oil **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

1.1d Which **other** brand or brands of sunflower oil **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SUNFLOWER OIL	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Canola</i>	12) 1	14) 1	16) 1
<i>Epic</i>	✓ 2	2	2
<i>Excella</i>	3	3	✓ 3
House Brands	✓ 4	✓ 4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

- In the above example the person **PERSONALLY** used sunflower oil 3 times in the **PAST 7 DAYS**, and therefore wrote in '3' in the block in question 1.1a. She then answered the next three questions. She personally used 'Epic' and 'Pick 'n Pay No Name' sunflower oil in the past 7 days ('Epic' and 'House Brands' ticked in the second column). She uses 'Pick 'n Pay No Name' most often ('House Brands' ticked in the third column). Notice that any House Brands mentioned (such as Pick 'n Pay, Shoprite, Spar) are ticked next to 'House Brands'. She also indicated that the other brand she would consider using in the future is 'Excella' ('Excella' ticked in the fourth column).

- If the person did not use sunflower oil in the **PAST 7 DAYS**, she would write '0' in the block provided in the (a) question, and then skip the (b), (c) and (d) questions. See Example 2 below.

EXAMPLE 2: PERSONAL USAGE

1.1a How many times have you personally used **sunflower oil** during the **PAST 7 DAYS**? (write in number below)

0	
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SUNFLOWER OIL IN THE PAST 7 DAYS:

1.1b Which brand or brands of sunflower oil **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

1.1c Which **one** brand of sunflower oil **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)

1.1d Which **other** brand or brands of sunflower oil **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SUNFLOWER OIL	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Canola</i>	12) 1	14) 1	16) 1
<i>Epic</i>	2	2	2
<i>Excella</i>	3	3	3
House Brands	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE
YESTERDAY**

1.1a How many **cigarettes** did you personally smoke **YESTERDAY**? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY SMOKED CIGARETTES YESTERDAY:

1.1b Which brand or brands of cigarettes did you **smoke YESTERDAY**? (please tick appropriate block or blocks under "PERSONALLY SMOKED" below)

1.1c Which **one** brand of cigarettes do you **smoke most often**? (please tick appropriate block under "SMOKE MOST OFTEN" below)

1.1d Which **other** brand or brands of cigarettes **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CIGARETTES	PERSONALLY SMOKED YESTERDAY	SMOKE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1

BENSON & HEDGES			
- Benson & Hedges Special Mild	2	2	2
- Benson & Hedges Other/not sure	3	3	3

CAMEL			
- Camel Filters	4	4	4
- Camel Lights	5	5	5
- Camel Mild	6	6	6
- Camel Super Lights	7	7	7
- Camel Other/not sure	8	8	8

Chesterfield			
- Chesterfield Filters	9	9	9
- Chesterfield Lights	13) 1	15) 1	17) 1
- Chesterfield Other/not sure	2	2	2

CONSULATE			
	3	3	3

Courtleigh			
	4	4	4

Craven "A"			
	5	5	5

DUNHILL			
- Dunhill Filters	6	6	6
- Dunhill Lights	7	7	7
- Dunhill Other/not sure	8	8	8

Embassy			
	9	9	9



List continues in right-hand column

CIGARETTES	PERSONALLY SMOKED YESTERDAY	SMOKE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
KENT			
- Kent Special	18) 1	21) 1	24) 1
- Kent Ultra	2	2	2
- Kent Other/not sure	3	3	3

			
	4	4	4

Marlboro			
- Marlboro Filters	5	5	5
- Marlboro Other/not sure	6	6	6

PETER STUYVESANT			
- Peter Stuyvesant Extra Mild	7	7	7
- Peter Stuyvesant King Size	8	8	8
- Peter Stuyvesant Other/not sure	9	9	9

			
	19) 1	22) 1	25) 1

Rothmans			
- Rothmans King Size	2	2	2
- Rothmans Other/not sure	3	3	3

ROYALS			
	4	4	4

TWENTY			
- Twenty Filters	5	5	5
- Twenty Lights	6	6	6
- Twenty Other/not sure	7	7	7

ANOTHER BRAND (just tick block)			
	20) 8	23) 8	26) 8
None (just tick block)		9	9

2.1a How many cups of **instant coffee** i.e. coffee to which you just add water, did you personally drink **YESTERDAY**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK INSTANT COFFEE YESTERDAY:

2.1b Which brand or brands of instant coffee **did you drink YESTERDAY**? (please tick appropriate block or blocks under "PERSONALLY DRANK" below)

2.1c Which **one** brand of instant coffee **do you drink most often**? (please tick appropriate block under "DRINK MOST OFTEN" below)

2.1d Which **other** brand or brands of instant coffee **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
HOUSE OF COFFEES	4	4	4
- Jacobs Cronat Gold	5	5	5
- Jacobs Kronung	6	6	6
- Jacobs Night & Day	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7

INSTANT COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 003)



List continues in right-hand column



2.2a How many cups of **ground/bean coffee** i.e. coffee which is normally prepared in a machine of some sort, or boiled, did you personally drink **YESTERDAY?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK GROUND/ BEAN COFFEE YESTERDAY:

2.2b Which brand or brands of ground/ bean coffee **did you drink YESTERDAY?** (please tick appropriate block or blocks under "PERSONALLY DRANK" below)

2.2c Which **one** brand of ground/ bean coffee **do you drink most often?** (please tick appropriate block under "DRINK MOST OFTEN" below)

2.2d Which **other** brand or brands of ground/ bean coffee **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

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GROUND COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ciro	12) 1	14) 1	16) 1
JACOBS			
- Jacobs Kronung	2	2	2
- Jacobs Night & Day	3	3	3
HOUSE OF COFFEES	4	4	4
Kenna	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)			9

(EOC 004)

2.3a How many cups of **tea (not Rooibos)** did you personally drink **YESTERDAY?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK TEA (NOT ROOIBOS) YESTERDAY:

- 2.3b Which brand or brands of tea (not Rooibos) **did you drink YESTERDAY?** (please tick appropriate block or blocks under "PERSONALLY DRANK" below)
- 2.3c Which **one** brand of tea (not Rooibos) **do you drink most often?** (please tick appropriate block under "DRINK MOST OFTEN" below)
- 2.3d Which **other** brand or brands of tea (not Rooibos) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TEA (NOT ROOIBOS)	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ELEVEN O'CLOCK	12) 1	15) 1	18) 1
FIVE ROSES	2	2	2
FIVE ROSES DECAFF	3	3	3
Freshpak	4	4	4
Glen	5	5	5
JOKO	6	6	6
Laager	7	7	7
Lipton	8	8	8
Phendula Tips	9	9	9
Pitco	13) 1	16) 1	19) 1
Teaspoon Tips	2	2	2
Tea-Time	3	3	3
Teeco	4	4	4
TRINCO	5	5	5
TWININGS	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 005)

2.4a How many cups of **Rooibos tea** did you personally drink **YESTERDAY?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK ROOIBOS TEA YESTERDAY:

- 2.4b Which brand or brands of Rooibos tea **did you drink YESTERDAY?** (please tick appropriate block or blocks under "PERSONALLY DRANK" below)
- 2.4c Which **one** brand of Rooibos tea **do you drink most often?** (please tick appropriate block under "DRINK MOST OFTEN" below)
- 2.4d Which **other** brand or brands of Rooibos tea **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ROOIBOS TEA	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Celestial	12) 1	15) 1	18) 1
ELEVEN O'CLOCK	2	2	2
FIVE ROSES	3	3	3
Freshpak	4	4	4
Glen	5	5	5
JOKO	6	6	6
Laager	7	7	7
Lipton	8	8	8
SOUTHHALLS	9	9	9
Vital	13) 1	16) 1	19) 1
House Brands (e.g. Shoprite, Spar)	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 006)

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE DURING
THE PAST SEVEN DAYS**

PERSONALLY EATEN DURING THE PAST 7 DAYS:

3.1a How many **hand-held ice creams** (such as cones, cups, bars and sticks) have you personally eaten during the **PAST 7 DAYS?** (write in number below)

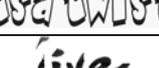
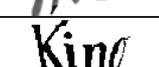
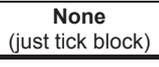
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN HAND-HELD ICE CREAMS (SUCH AS CONES, CUPS, BARS AND STICKS) IN THE PAST 7 DAYS:

3.1b Which brand or brands of hand-held ice creams **have you eaten in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.1c Which **one** brand of hand-held ice creams **do you eat most often?** (please tick appropriate block under "EAT MOST OFTEN" below)

3.1d Which **other** brand or brands of hand-held ice creams **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAND-HELD ICE CREAMS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

PLEASE GO TO NEXT PAGE



3.2a How many times have you personally eaten **chocolate coated bars /candy-coated chocolates** during the **PAST 7 DAYS**? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHOCOLATE COATED BARS /CANDY-COATED CHOCOLATES IN THE PAST 7 DAYS:

3.2b Which brand or brands of chocolate coated bars /candy-coated chocolates **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.2c Which **one** brand of chocolate coated bars /candy-coated chocolates **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)

3.2d Which **other** brand or brands of chocolate coated bars /candy-coated chocolates **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATE COATED BARS/CANDY-COATED CHOCOLATES	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9

CHOCOLATE COATED BARS/CANDY-COATED CHOCOLATES	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 008)



List continues in right-hand column



3.3a How many **chocolate slabs** have you personally eaten during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHOCOLATE SLABS IN THE PAST 7 DAYS:

- 3.3b Which brand or brands of chocolate slabs **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.3c Which **one** brand of chocolate slabs **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.3d Which **other** brand or brands of chocolate slabs **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATE SLABS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
Other Imported slabs	5	5	5
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 009)

3.4a How many times have you personally eaten **chewing gum/ bubble gum** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHEWING GUM/ BUBBLE GUM IN THE PAST 7 DAYS:

- 3.4b Which brand or brands of chewing gum/ bubble gum **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.4c Which **one** brand of chewing gum/ bubble gum **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.4d Which **other** brand or brands of chewing gum/ bubble gum **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHEWING GUM/ BUBBLE GUM	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 010)

3.5a How many times have you personally eaten **sweets** (excluding chocolates, chewing gum and breath fresheners) during the **PAST 7 DAYS**?
(write in number below)

(10) (11)

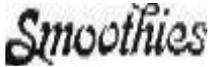
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN SWEETS (EXCLUDING CHOCOLATES, CHEWING GUM AND BREATH FRESHENERS) IN THE PAST 7 DAYS:

3.5b Which brand or brands of sweets (excluding chocolates, chewing gum and breath fresheners) **have you eaten in the PAST 7 DAYS**?
(please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.5c Which **one** brand of sweets (excluding chocolates, chewing gum and breath fresheners) **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)

3.5d Which **other** brand or brands of sweets (excluding chocolates, chewing gum and breath fresheners) **would you consider in the future**?
(please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

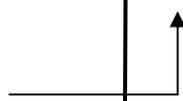
SWEETS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
 Ice Cream Marble Pops	2	2	2
			
- Cadbury PS Eclairs	3	3	3
- Cadbury Eclairs	4	4	4
	5	5	5
	6	6	6
	7	7	7
 Fruit Gums	8	8	8
 Fruit Pastilles	9	9	9
 Wine Gums	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6

SWEETS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
 	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 011)



List continues in right-hand column



3.6a How many times have you personally eaten yoghurt (including drinking yoghurt) during the PAST 7 DAYS? (write in number below)

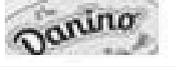
(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN YOGHURT (INCLUDING DRINKING YOGHURT) IN THE PAST 7 DAYS:

3.6b Which brand or brands of yoghurt have you eaten in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.6c Which one brand of yoghurt do you eat most often? (please tick appropriate block under "EAT MOST OFTEN" below)

3.6d Which other brand or brands of yoghurt would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

YOGHURT / DRINKING YOGHURT	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	13) 1	14) 1
Bliss	2	2	2
Bonnita	3	3	3
Crystal Valley	4	4	4
	5	5	5
	6	6	6
	7	7	7
DairyBelle Fruits OF THE FOREST	8	8	8
	9	9	9

YOGHURT / DRINKING YOGHURT	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DairyBelle Kido's	15) 1	17) 1	19) 1
DairyBelle SO smooth	2	2	2
Dairy World	3	3	3
	4	4	4
GERO	5	5	5
parmalat	6	6	6
Vitalinea	7	7	7
	8	8	8
House Brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	16) 8	18) 8	20) 8
None (just tick block)		9	9

(EOC 012)



List continues in right-hand column



3.7a How many times have you personally eaten **potato chips/ crisps or similar savoury snacks** during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN POTATO CHIPS/ CRISPS OR SIMILAR SAVOURY SNACKS IN THE PAST 7 DAYS:

- 3.7b Which brand or brands of potato chips/ crisps or similar savoury snacks **have you eaten in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.7c Which **one** brand of potato chips/ crisps or similar savoury snacks **do you eat most often?** (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.7d Which **other** brand or brands of potato chips/ crisps or similar savoury snacks **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

POTATO CHIPS / SIMILAR SAVOURY SNACKS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Baker Street	12) 1	14) 1	16) 1
BIG KORN BITES	2	2	2
CHEAS NAKS	3	3	3
<i>Cheese Curls</i>	4	4	4
Crinkles	5	5	5
Doritos	6	6	6
Flanagan's	7	7	7
FLINGS	8	8	8
<i>Fritos</i>	9	9	9
GHOST	13) 1	15) 1	17) 1
Graffiti	2	2	2
JUMPIN JACK	3	3	3
Kavallier	4	4	4
Lay's	5	5	5
Leonardo's	6	6	6
Messar's	7	7	7
NIK NAKS	8	8	8

POTATO CHIPS / SIMILAR SAVOURY SNACKS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Poco	18) 1	21) 1	24) 1
Pretzola	2	2	2
PRINGLES	3	3	3
Ripples	4	4	4
<i>S-Cuts</i>	5	5	5
Simba CHIPS	6	6	6
Simba Puffs	7	7	7
Weigh-less	8	8	8
Willard's	9	9	9
House Brands (e.g. Shoprite, Spar)	19) 1	22) 1	25) 1
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 013)



List continues in right-hand column

4.1a How many times have you personally used **fresh milk** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED FRESH MILK IN THE PAST 7 DAYS:

4.1b Which brand or brands of fresh milk **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

4.1c Which **one** brand of fresh milk **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

4.1d Which **other** brand or brands of fresh milk **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRESH MILK	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Bonnita	12) 1	15) 1	18) 1
Bosparadys	2	2	2
 Clover	3	3	3
Crystal Valley	4	4	4
 Dairy Belle	5	5	5
Darling	6	6	6
Dewfresh	7	7	7
DOUGLASDALE	8	8	8
 Fairfield Dairy	9	9	9
Jersey	13) 1	16) 1	19) 1
 montie	2	2	2
parmalat	3	3	3
House Brands (e.g. Shoprite, Spar)	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 014)

PLEASE GO TO NEXT PAGE



4.2a How many times have you personally used **mayonnaise or salad cream** during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

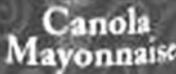
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED MAYONNAISE OR SALAD CREAM IN THE PAST 7 DAYS:

4.2b Which brand or brands of mayonnaise or salad cream **have you used in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY USED" below)

4.2c Which **one** brand of mayonnaise or salad cream **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)

4.2d Which **other** brand or brands of mayonnaise or salad cream **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- All Joy Mayonnaise	12) 1	14) 1	16) 1

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Canola Mayonnaise	2	2	2

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Crosse & Blackwell Mayonnaise	3	3	3
- Crosse & Blackwell Light Mayonnaise	4	4	4
- Crosse & Blackwell Salad Cream	5	5	5
- Crosse & Blackwell Trim	6	6	6

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Epic Trim	7	7	7

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Flora Yo Naise	8	8	8

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Hellmann's Real Mayonnaise	9	9	9
- Hellmann's Light Mayonnaise	13) 1	15) 1	17) 1

List continues in right-hand column



MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Kraft Real Mayonnaise	18) 1	21) 1	24) 1
- Kraft Miracle Whip Salad Cream	2	2	2

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Nola Mayonnaise Magnifique	3	3	3
- Nola Gourmet Mayonnaise	4	4	4
- Nola Salanaise Salad Cream	5	5	5

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- P & P No Name Mayonnaise	6	6	6
- P & P No Name Salad Cream	7	7	7

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Shoprite Checkers Mayonnaise	8	8	8
- Shoprite Checkers Salad Cream	9	9	9

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Spar Creamy Mayonnaise	19) 1	22) 1	25) 1
- Spar Salad Cream	2	2	2

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Woolworths French Style Mayonnaise	3	3	3
- Woolworths Tangy Mayonnaise	4	4	4
- Woolworths Salad Cream	5	5	5

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ANOTHER BRAND (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

5.1a How many times have you personally used **bath additives**, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED BATH ADDITIVES EXCLUDING BARS OF SOAP (THIS INCLUDES BUBBLE BATH, BATH SALTS, BATH OIL) IN THE PAST 7 DAYS:

- 5.1b Which brand or brands of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **have you used in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.1c Which **one** brand of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)
- 5.1d Which **other** brand or brands of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BATH BUBBLES/ OIL/SALTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Breeze</i>	12) 1	15) 1	18) 1
<i>Johnson & Johnson</i>	2	2	2
<i>love her madly</i> <small>REVION</small>	3	3	3
LUX	4	4	4
MOUSSON	5	5	5
NAHOON	6	6	6
NIVEA	7	7	7
<i>Palmolive</i>	8	8	8
<small>REVION</small> <i>pink happiness</i>	9	9	9
Radox	13) 1	16) 1	19) 1
<i>Satiskin</i>	2	2	2
<i>Vinolia</i>	3	3	3
House Brands (e.g. Shoprite, Spar)	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 016)

5.2a How many times have you personally used **liquid body washes/shower gels** (excluding bars of soap) during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED LIQUID BODY WASHES/SHOWER GELS (EXCLUDING BARS OF SOAP) IN THE PAST 7 DAYS:

- 5.2b Which brand or brands of liquid body washes/shower gels (excluding bars of soap) **have you used in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.2c Which **one** brand of liquid body washes/shower gels (excluding bars of soap) **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)
- 5.2d Which **other** brand or brands of liquid body washes/shower gels (excluding bars of soap) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHOWER GEL/ BODY WASH	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
2 SEVEN	12) 1	15) 1	18) 1
<i>Breeze</i>	2	2	2
Dettol	3	3	3
<i>Dove</i>	4	4	4
<i>love her madly</i> <small>REVION</small>	5	5	5
LUX	6	6	6
MOUSSON	7	7	7
NIVEA	8	8	8
<i>Palmolive</i>	9	9	9
<small>REVION</small> <i>pink happiness</i>	13) 1	16) 1	19) 1
<i>Protex</i>	2	2	2
Radox	3	3	3
Sanex	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 017)

5.3a How many times have you personally used **shaving cream or gel** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SHAVING CREAM OR GEL IN THE PAST 7 DAYS:

- 5.3b Which brand or brands of shaving cream or gel **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.3c Which **one** brand of shaving cream or gel **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 5.3d Which **other** brand or brands of shaving cream or gel **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHAVING CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN-ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DUEL	12) 1	14) 1	16) 1
edge	2	2	2
Gillette	3	3	3
<i>Loiving Touch</i>	4	4	4
NIVEA	5	5	5
PREP	6	6	6
Schick	7	7	7
WILKINSON SWORD	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 018)

5.4a How many times have you personally used **acne or skin blemish preparations** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ACNE OR SKIN BLEMISH PREPARATIONS IN THE PAST 7 DAYS:

- 5.4b Which brand or brands of acne or skin blemish preparations **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.4c Which **one** brand of acne or skin blemish preparation **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 5.4d Which **other** brand or brands of acne or skin blemish preparations **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ACNE PREPARATIONS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN-ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Clear & Clear	12) 1	14) 1	16) 1
Clearasil	2	2	2
Cuticura	3	3	3
GALDERMA	4	4	4
GARNIER	5	5	5
gill	6	6	6
OXY	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 019)

6.1a How many times have you personally used **anti-dandruff shampoo/conditioner/treatment** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ANTI-DANDRUFF SHAMPOO/ CONDITIONER/ TREATMENT IN THE PAST 7 DAYS:

6.1b Which brand or brands of anti-dandruff shampoo/ conditioner/ treatment **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.1c Which **one** brand of anti-dandruff shampoo/ conditioner/ treatment **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

6.1d Which **other** brand or brands of anti-dandruff shampoo/conditioner/treatment **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ANTI-DANDRUFF SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Colgate	12) 1	15) 1	18) 1
Denorex	2	2	2
gill	3	3	3
GLYCO LEMON	4	4	4
head & shoulders	5	5	5
(Organics)	6	6	6
PANTENE	7	7	7
Selsun Blue	8	8	8
SUNSILK Scalp Confidence	9	9	9
Salon Brands	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 020)



PLEASE GO TO NEXT PAGE

6.2a How many times have you personally used **shampoo** (excluding anti-dandruff) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SHAMPOO (EXCLUDING ANTI-DANDRUFF) IN THE PAST 7 DAYS:

6.2b Which brand or brands of shampoo (excluding anti-dandruff) have you used in the **PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.2c Which **one** brand of shampoo (excluding anti-dandruff) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

6.2d Which **other** brand or brands of shampoo (excluding anti-dandruff) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Alberto Balsum	12) 1	14) 1	16) 1
VO5	2	2	2
AQUA MARINE	3	3	3
Aqua Verva	4	4	4
Beautiful Beginnings	5	5	5
BLACK like me	6	6	6
BODY ON TAP	7	7	7
Colgate	8	8	8
DARK LOVELY	9	9	9
Denorex	13) 1	15) 1	17) 1
Dimension	2	2	2
gill	3	3	3
GLYCO LEMON	4	4	4
head shoulders	5	5	5
Herbal Essences	6	6	6
Johnson's	7	7	7
Kate	8	8	8
L'OREAL ELVIVE	9	9	9

SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Organics	18) 1	21) 1	24) 1
Palmolive	2	2	2
PANTENE	3	3	3
PROTEIN FEED	4	4	4
FLEX	5	5	5
FLEX 2 in 1	6	6	6
RESTORE +	7	7	7
Salon Selectives	8	8	8
Shower Shower	9	9	9
Soft 'n Free	19) 1	22) 1	25) 1
SUNSIK	2	2	2
WELLA	3	3	3
Salon Brands	4	4	4
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 021)



List continues in right-hand column



6.3a How many times have you personally used **hair conditioner** (wash off/leave on) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR CONDITIONER (WASH OFF/LEAVE ON) IN THE PAST 7 DAYS:

6.3b Which brand or brands of hair conditioner (wash off/leave on) have you used in the **PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.3c Which **one** brand of hair conditioner (wash off/leave on) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

6.3d Which **other** brand or brands of hair conditioner (wash off/leave on) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR CONDITIONER	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Alberto Balsum	12) 1	14) 1	16) 1
VO5	2	2	2
REVLON AQUA MARINE	3	3	3
Beautiful Beginnings	4	4	4
BLACK like me	5	5	5
CLAIROL BODY ON TAP	6	6	6
Colgate	7	7	7
DARK LOVELY	8	8	8
gill	9	9	9
GLYCO LEMON	13) 1	15) 1	17) 1
head shoulders	2	2	2
CLAIROL Herbal Essences	3	3	3
Johnson's	4	4	4
Kair	5	5	5
L'OREAL ELVIVE	6	6	6

HAIR CONDITIONER	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
(Organics)	18) 1	21) 1	24) 1
Palmolive	2	2	2
PANTENE	3	3	3
Perfect Choice	4	4	4
PERFECT TOUCH	5	5	5
PROTEIN FEED	6	6	6
RESTORE +	7	7	7
REVLON FLEX	8	8	8
REVLON FLEX 2 in 1	9	9	9
Salon Selectives	19) 1	22) 1	25) 1
Shower Shower	2	2	2
Soft as Free	3	3	3
SPECIAL FEELING	4	4	4
Special Solutions	5	5	5
Sta Soft Fro	6	6	6
SUNSIK	7	7	7
Salon Brands	8	8	8
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

List continues in right-hand column



6.4a How many times have you personally used **hair styling products** (e.g. mousse/gel/spray/silicon) during the **PAST 7 DAYS**? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR STYLING PRODUCTS (e.g. MOUSSE/GEL/SPRAY/SILICON) IN THE PAST 7 DAYS:

6.4b Which brand or brands of hair styling products **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.4c Which **one** brand of hair styling products **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

6.4d Which **other** brand or brands of hair styling products **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR STYLING PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7

HAIR STYLING PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	19) 8	21) 8	23) 8
		9	9

(EOC 023)

List continues in right-hand column



7.1a How many times have you personally used **hand and body cream/ lotion** during the **PAST 7 DAYS**? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAND AND BODY CREAM/ LOTION IN THE PAST 7 DAYS:

7.1b Which brand or brands of hand and body cream/ lotion **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.1c Which **one** brand of hand and body cream/lotion **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

7.1d Which **other** brand or brands of hand and body cream/ lotion **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

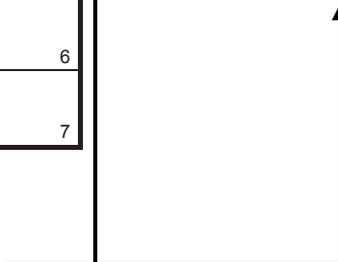
HAND/ BODY CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7

HAND/ BODY CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 024)



List continues in right-hand column



7.2a How many times have you personally used **facial products** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED FACIAL PRODUCTS IN THE PAST 7 DAYS:

7.2b Which brand or brands of facial products **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.2c Which **one** brand of facial products **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

7.2d Which **other** brand or brands of facial products **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FACIAL PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	14) 1	17) 1	20) 1
	2	2	2
	3	3	3

FACIAL PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	21) 1	24) 1	27) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	22) 1	25) 1	28) 1
House Brands	2	2	2
Another brand (just tick block)	23) 8	26) 8	29) 8
None (just tick block)		9	9

(EOC 025)



List continues in right-hand column

7.3a How many times have you personally used an **aerosol deodorant / anti-perspirant** (not roll-on/stick) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED AEROSOL DEODORANT / ANTI-PERSPIRANT (NOT ROLL-ON/STICK) IN THE PAST 7 DAYS:

7.3b Which brand or brands of aerosol deodorant / anti-perspirant (not roll-on/stick) have you used in the **PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.3c Which **one** brand of aerosol deodorant / anti-perspirant (not roll-on/stick) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

7.3d Which **other** brand or brands of aerosol deodorant / anti-perspirant (not roll-on/stick) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

AEROSOL DEODORANT/ ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

AEROSOL DEODORANT/ ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9



List continues in right-hand column

7.4a How many times have you personally used roll-on /stick /gel/ cream deodorant /anti-perspirant (not aerosol) during the PAST 7 DAYS?
(write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ROLL-ON /STICK /GEL /CREAM DEODORANT /ANTI-PERSPIRANT (NOT AEROSOL) IN THE PAST 7 DAYS:

7.4b Which brand or brands of roll-on /stick /gel /cream deodorant /anti-perspirant (not aerosol) have you used in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.4c Which one brand of roll-on /stick /gel /cream deodorant /anti-perspirant (not aerosol) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

7.4d Which other brand or brands of roll-on /stick /gel /cream deodorant /anti-perspirant (not aerosol) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

NON-AEROSOL DEODORANT / ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
adidas	2	2	2
AQUA VELVA	3	3	3
AXE	4	4	4
Body Mist	5	5	5
BRUT	6	6	6
Charcoal	7	7	7
COTY	8	8	8
Dettol	9	9	9
DKNY	13) 1	15) 1	17) 1
Dove	2	2	2
ESTÉE LAUDER	3	3	3
Impulse	4	4	4
LENTHERIC	5	5	5
Mitchum	6	6	6
MUM	7	7	7
NIVEA	8	8	8
PEARS PROMISE	9	9	9

NON-AEROSOL DEODORANT / ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
Sadie	3	3	3
Sanex	4	4	4
Shield	5	5	5
Shower Shower	6	6	6
sixthsense	7	7	7
Solo	8	8	8
Speed Stick	9	9	9
STATUS	19) 1	22) 1	25) 1
YARDLEY	2	2	2
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 027)



List continues in right-hand column



8.1a How many cartons/cans/glasses/ bottles of **fruit juice** (ready-to-drink/ powders/ squashes/ cordials/ nectars) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS/CANS/GLASSES/ BOTTLES OF FRUIT JUICE (READY-TO-DRINK/ POWDERS/ SQUASHES/ CORDIALS/ NECTARS) IN THE PAST 7 DAYS:

8.1b Which brand or brands of fruit juice **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.1c Which **one** brand of fruit juice **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.1d Which **other** brand or brands of fruit juice **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRUIT JUICE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9



List continues in right-hand column

FRUIT JUICE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	22) 1	26) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	23) 1	27) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	20) 1	24) 1	28) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	21) 8	25) 8	29) 8
None (just tick block)		9	9

8.2a How many cans /glasses/ bottles of diet fizzy drinks have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CANS/ GLASSES/ BOTTLES OF DIET FIZZY DRINKS IN THE PAST 7 DAYS:

8.2b Which brand or brands of diet fizzy drinks **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.2c Which **one** brand of diet fizzy drinks **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.2d Which **other** brand or brands of diet fizzy drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PLEASE GO TO NEXT PAGE



DIET FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
House Brands (e.g. Shoprite, Spar)	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 029)

8.3a How many cans/ glasses/ bottles of fizzy drinks (not diet) have you personally consumed during the PAST 7 DAYS? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED FIZZY DRINKS (NOT DIET) IN THE PAST 7 DAYS:

8.3b Which brand or brands of fizzy drinks (not diet) have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.3c Which one brand of fizzy drinks (not diet) do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.3d Which other brand or brands of fizzy drinks (not diet) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
- Sparletta - Sparberry	7	7	7
- Sparletta - Other	8	8	8

FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
- Twist - Lemon	3	3	3
- Twist - Mango	4	4	4
- Twist - Other	5	5	5
	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)			

(EOC 030)



List continues in right-hand column

8.4a How many cartons/ cans/ glasses/ bottles of **sports drinks** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS/ CANS/ GLASSES/ BOTTLES OF SPORTS DRINKS IN THE PAST 7 DAYS:

- 8.4b Which brand or brands of sports drinks **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.4c Which **one** brand of sports drinks **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.4d Which **other** brand or brands of sports drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SPORTS DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
Energade	2	2	2
game	3	3	3
Gatorade	4	4	4
	5	5	5
Powerade	6	6	6
USN	7	7	7
Vitalise	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 031)

8.5a How many cans/ glasses of **energy/ stimulant drinks** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CANS/ GLASSES OF ENERGY/ STIMULANT DRINKS IN THE PAST 7 DAYS:

- 8.5b Which brand or brands of energy/ stimulant drinks **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.5c Which **one** brand of energy/ stimulant drinks **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.5d Which **other** brand or brands of energy/ stimulant drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ENERGY/ STIMULANT DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BIOPUS	12) 1	14) 1	16) 1
Biozest	2	2	2
Carpe Diem	3	3	3
DARK DOG	4	4	4
	5	5	5
Red Bull	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 032)

8.6a How many bottles/cans/glasses of **flavoured alcoholic beverages** (i.e. alcoholic fruit beverages, flavoured wine, cider and spirit coolers) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED BOTTLES/ CANS/ GLASSES OF FLAVOURED ALCOHOLIC BEVERAGES IN THE PAST 7 DAYS:

8.6b Which brand or brands of flavoured alcoholic beverages **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.6c Which **one** brand of flavoured alcoholic beverages **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.6d Which **other** brand or brands of flavoured alcoholic beverages **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

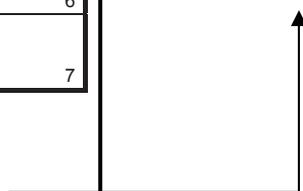
FLAVOURED ALCOHOLIC BEVERAGES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ARCHERS AQUA	12) 1	14) 1	16) 1
BACARDI BREEZER	2	2	2
BERNINI	3	3	3
BRUTAL FRUIT	4	4	4
Caribbean Twist	5	5	5
CASTELO	6	6	6
CROWN	7	7	7
DOOLEYS	8	8	8
Esprit	9	9	9
HOOPER'S HOOCH	13) 1	15) 1	17) 1
HUNTER'S DRY	2	2	2
HUNTER'S extreme	3	3	3
HUNTER'S GOLD	4	4	4
klippies Cala	5	5	5
REDD'S	6	6	6
SARITA	7	7	7

FLAVOURED ALCOHOLIC BEVERAGES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Savanna			
- Savannah Dry	18) 1	20) 1	22) 1
- Savannah Light	2	2	2
SMIRNOFF			
- Smirnoff Spin	3	3	3
- Smirnoff Storm	4	4	4
- Smirnoff Triple Spin	5	5	5
- Smirnoff Twist	6	6	6
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 033)



List continues in right-hand column



8.7a How many glasses of **liqueur** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF LIQUEUR IN THE PAST 7 DAYS:

8.7b Which brand or brands of liqueur **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.7c Which **one** brand of liqueur **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.7d Which **other** brand or brands of liqueur **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LIQUEUR	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ADVOCAAT BOLS	12) 1	14) 1	16) 1
AMARULA CREAM	2	2	2
BAILEYS	3	3	3
CAPE VELVET	4	4	4
Frangelico	5	5	5
Jägermeister	6	6	6
KAWLOA	7	7	7
Old Meister	8	8	8
SOUTHERN COMFORT	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 034)



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8.8a(i) How many bottles/ cans/ glasses of **beer** (regular beer, excluding light/ lite beer and sorghum beer) have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

8.8a(ii) How many bottles/ cans/ glasses of **light/ lite beer** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(12)	(13)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED BOTTLES/ CANS/ GLASSES OF BEER (REGULAR OR LIGHT/ LITE) IN THE PAST 7 DAYS:

8.8b Which brand or brands of beer **have you consumed in the PAST 7 DAYS**? (please tick the appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.8c Which **one** brand of beer **do you consume most often**? (please tick the appropriate block under "CONSUME MOST OFTEN" below)

8.8d Which **other** brand or brands of beer **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BEER/ DRAUGHT	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
AMSTEL LAGER	14) 1	17) 1	20) 1
Bavaria	2	2	2
CARLING Black Label	3	3	3
CASTLE LAGER	4	4	4
CASTLE LITE	5	5	5
CASTLE MILK STOUT	6	6	6
GUINNESS	7	7	7
HANSA PILSENER	8	8	8
Heineken	9	9	9
Miller	15) 1	18) 1	21) 1
Pilsner Urquell	2	2	2
PERONI	3	3	3
STERLING LIGHT LAGER	4	4	4
Windhoek Lager	5	5	5
Windhoek Light	6	6	6
Another brand (just tick block)	16) 8	19) 8	22) 8
None (just tick block)		9	9

(EOC 035)

8.9a How many cartons of **sorghum beer** (bought from a store - not home brew) have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS OF SORGHUM BEER (BOUGHT FROM A STORE - NOT HOME BREW) IN THE PAST 7 DAYS:

8.9b Which brand or brands of sorghum beer **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.9c Which **one** brand of sorghum beer **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.9d Which **other** brand or brands of sorghum beer **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SORGHUM BEER	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BB	12) 1	14) 1	16) 1
Chibuku	2	2	2
iJUBA	3	3	3
JOBURG BEER	4	4	4
KING HORN	5	5	5
LEOPARD	6	6	6
MVA-NET	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 036)

8.10a How many glasses of natural table wine - in boxes/ jugs have you personally consumed during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF NATURAL TABLE WINE - IN BOXES/ JUGS IN THE PAST 7 DAYS:

8.10b Which brand or brands of natural table wine – in boxes/ jugs have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.10c Which one brand of natural table wine – in boxes / jugs do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.10d Which other brand or brands of natural table wine – in boxes/ jugs would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WINE – BOXES / JUGS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 037)

8.11a How many glasses of natural table wine - in bottles have you personally consumed during the PAST 7 DAYS? (write in number below)

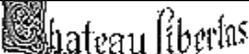
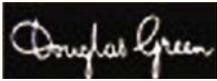
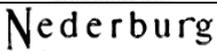
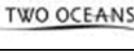
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF NATURAL TABLE WINE - IN BOTTLES, IN THE PAST 7 DAYS:

8.11b Which brand or brands of natural table wine – in bottles have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.11c Which one brand of natural table wine - in bottles do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.11d Which other brand or brands of natural table wine – in bottles would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WINE - BOTTLES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	16) 1	20) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	17) 1	21) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	14) 1	18) 1	22) 1
Another brand (just tick block)	15) 8	19) 8	23) 8
None (just tick block)		9	9

(EOC 038)

8.12a How many glasses of sparkling wine/ champagne have you personally consumed during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF SPARKLING WINE/ CHAMPAGNE IN THE PAST 7 DAYS:

8.12b Which brand or brands of sparkling wine/ champagne have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.12c Which one brand of sparkling wine/ champagne do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.12d Which other brand or brands of sparkling wine/ champagne would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SPARKLING WINE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
5th AVENUE COLD DUCK	12) 1	14) 1	16) 1
CINZANO	2	2	2
GRAND MOUSSEUX	3	3	3
J.C. IROUX	4	4	4
MOËT & CHANDON	5	5	5
G.H. MUMM & C ^{IE}	6	6	6
Nederburg	7	7	8
PÊCHE ROYALE	8	8	8
PONGRÁCZ	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 039)

8.13a How many glasses of fortified wine (e.g. port, sherry, muscadel, etc) have you personally consumed during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF FORTIFIED WINE (E.G. PORT, SHERRY, MUSCADEL, ETC.) IN THE PAST 7 DAYS:

8.13b Which brand or brands of fortified wine have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.13c Which one brand of fortified wine do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.13d Which other brand or brands of fortified wine would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FORTIFIED WINE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
MONIS	12) 1	14) 1	16) 1
Sedgwick's Old Brown Sherry	2	2	2
Ship Sherry	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 040)

8.14a How many tots of **brandy** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF BRANDY IN THE PAST 7 DAYS:

8.14b Which brand or brands of brandy **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.14c Which **one** brand of brandy **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.14d Which **other** brand or brands of brandy **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BRANDY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BERTRAMS	12) 1	15) 1	18) 1
BOLS	2	2	2
CHATEAU	3	3	3
	4	4	4
COMMANDO	5	5	5
	6	6	6
Hennessy COGNAC	7	7	7
Klipdrift	8	8	8
	9	9	9
Limosin	13) 1	16) 1	19) 1
MARTELL VO	2	2	2
	3	3	3
MELLOW-WOOD	3	3	3
Olof Bergh	4	4	4
Oude Meester	5	5	5
Richelieu	6	6	6
	7	7	7
VICEROY	8	8	8
Wellington	9	9	9
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 041)

8.15a(i) How many tots of **cane** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

8.15a(ii) How many tots of **gin** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(12)	(13)

8.15a(iii) How many tots of **vodka** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(14)	(15)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF WHITE SPIRITS (CANE, GIN, VODKA) IN THE PAST 7 DAYS:

8.15b Which brand or brands of white spirits **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.15c Which **one** brand of white spirits **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.15d Which **other** brand or brands of white spirits **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHITE SPIRITS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ABSOLUT	16) 1	19) 1	22) 1
CAPE TO RIO	2	2	2
	3	3	3
GILBEY'S	4	4	4
GORDON'S	5	5	5
MAINSTAY	6	6	6
OLD BUCK	7	7	7
ROMANOFF	8	8	8
	9	9	9
SEVEN SEAS	17) 1	20) 1	23) 1
	2	2	2
	3	3	3
Another brand (just tick block)	18) 8	21) 8	24) 8
None (just tick block)		9	9

(EOC 042)

8.16a How many tots of rum have you personally consumed during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF RUM IN THE PAST 7 DAYS:

- 8.16b Which brand or brands of rum have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.16c Which one brand of rum do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.16d Which other brand or brands of rum would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RUM	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BACARDI	12) 1	14) 1	16) 1
Captain Morgan	2	2	2
Havana Club	3	3	3
JACK TAR	4	4	4
MONTEGO	5	5	5
Red Heart	6	6	6
SPICED GOLD	7	7	7
SQUADRON	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 043)

8.17a How many tots of whisky have you personally consumed during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF WHISKY IN THE PAST 7 DAYS:

- 8.17b Which brand or brands of whisky have you consumed in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.17c Which one brand of whisky do you consume most often? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.17d Which other brand or brands of whisky would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHISKY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Ballantine's</i>	12) 1	16) 1	20) 1
BELL'S	2	2	2
Black & White	3	3	3
BUSHMILLS	4	4	4
CHIVAS REGAL	5	5	5
FAMOUS GROUSE	6	6	6
FIRSTWATCH	7	7	7
Glenfiddich	8	8	8
THE GLENLIVET	9	9	9
HARRIER	13) 1	17) 1	21) 1
J&B	2	2	2
JACK DANIEL'S	3	3	3
JAMESON	4	4	4
JOHNNIE WALKER Red Label	5	5	5
JOHNNIE WALKER BLACK LABEL	6	6	6
SCOTTISH LEADER	7	7	7
THREE SHIPS	8	8	8
TWO KEYS	9	9	9
WHITE HORSE	14) 1	18) 1	22) 1
Another brand (just tick block)	15) 8	19) 8	23) 8
None (just tick block)		9	9

(EOC 044)

8.18a How many tots of **other spirits** (e.g. tequila, sambucca, schnapps, vermouth, aperitifs, shooters, etc.) have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF OTHER SPIRITS (E.G. TEQUILA, SAMBUCCA, SCHNAPPS, VERMOUTH, APERITIFS, SHOOTERS, ETC.) IN THE PAST 7 DAYS:

- 8.18b Which brand or brands of other spirits **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.18c Which **one** brand of other spirits **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.18d Which **other** brand or brands of other spirits **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

OTHER SPIRITS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ARCHERS	12) 1	14) 1	16) 1
CINZANO	2	2	2
JOSE CUERVO	3	3	3
LUPINI	4	4	4
MARTINI	5	5	5
OLMECA	6	6	6
PO 10°	7	7	7
TANG	8	8	8
ZAPPA	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 045)

PLEASE GO TO NEXT PAGE



**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE DURING
THE PAST FOUR WEEKS**

9.1a How many times have you personally used **convenience pasta** (i.e. instant pasta mix to which you add boiling water or boil for 2 minutes) during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)
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ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED CONVENIENCE PASTA (I.E. INSTANT PASTA MIX TO WHICH YOU ADD BOILING WATER OR BOIL FOR 2 MINUTES) IN THE PAST 4 WEEKS:

9.1b Which brand or brands of convenience pasta **have you used in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

9.1c Which **one** brand of convenience pasta **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

9.1d Which **other** brand or brands of convenience pasta **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT PASTA	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
House brands (e.g. Shoprite, Spar)	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 046)

9.2a How many times have you personally consumed **iced tea** during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED ICED TEA IN THE PAST 4 WEEKS:

9.2b Which brand or brands of iced tea **have you consumed in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

9.2c Which **one** brand of iced tea **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

9.2d Which **other** brand or brands of iced tea **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ICED TEA	PERSONALLY CONSUMED PAST 4 WEEKS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
House brands (e.g. Shoprite, Spar)	5	5	5
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 047)

9.3a How many times have you personally used **condensed or evaporated milk** during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED CONDENSED OR EVAPORATED MILK IN THE PAST 4 WEEKS:

9.3b Which brand or brands of condensed or evaporated milk **have you used in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

9.3c Which **one** brand of condensed or evaporated milk **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

9.3d Which **other** brand or brands of condensed or evaporated milk **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CONDENSED/ EVAPORATED MILK	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Blue Cow	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
GOLD CROSS	4	4	4
Gold Medal	5	5	5
Nestlé	6	6	6
	7	7	7
	8	8	8
House brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 048)



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10.1a How many razor blades/ disposable razors have you personally used during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED RAZOR BLADES/ DISPOSABLE RAZORS IN THE PAST 4 WEEKS:

- 10.1b Which brand or brands of razor blades/ disposable razors have you used in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 10.1c Which one brand of razor blades/ disposable razors do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)
- 10.1d Which other brand or brands of razor blades/ disposable razors would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RAZOR BLADES/ DISPOSABLE RAZORS	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DUEL	12) 1	15) 1	18) 1
Gillette			
- Gillette Blue II	2	2	2
- Gillette Contour Plus	3	3	3
- Gillette Mach 3	4	4	4
- Gillette Minora	5	5	5
- Gillette Sensor	6	6	6
- Gillette Silver Blue	7	7	7
- Gillette Venus	8	8	8
Schick	9	9	9
SUPER-MAX	13) 1	16) 1	19) 1
House brands (e.g. Shoprite, Spar)	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)			
		9	9

(EOC 049)

10.2a How many times have you personally taken indigestion remedies/ antacids during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN INDIGESTION REMEDIES/ ANTACIDS IN THE PAST 4 WEEKS:

- 10.2b Which brand or brands of indigestion remedies/ antacids have you taken in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)
- 10.2c Which one brand of indigestion remedies/ antacids do you take most often? (please tick appropriate block under "TAKE MOST OFTEN" below)
- 10.2d Which other brand or brands of indigestion remedies/ antacids would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INDIGESTION REMEDIES / ANTACIDS	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
CITRO-SODA	12) 1	15) 1	18) 1
Cruciale	2	2	2
ENO	3	3	3
Essentiale	4	4	4
FRESHEN	5	5	5
GAVISCON	6	6	6
guronsan	7	7	7
Maalox* PLUS	8	8	8
PHIPP'S	9	9	9
Rennie	13) 1	16) 1	19) 1
ZANTAC/5	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)			
		9	9

(EOC 050)

10.3a How many doses of **laxatives** have you personally taken during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN LAXATIVES IN THE PAST 4 WEEKS:

10.3b Which brand or brands of laxatives **have you taken in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)

10.3c Which **one** brand of laxative **do you take most often**? (please tick appropriate block under "TAKE MOST OFTEN" below)

10.3d Which **other** brand or brands of laxatives **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LAXATIVES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
agarol	12) 1	15) 1	18) 1
Agiolax	2	2	2
BLACK FOREST	3	3	3
BROOKLAX	4	4	4
Dulcolax	5	5	5
duphalac	6	6	6
FRESHEN HAMBURG TEA	7	7	7
LAXA	8	8	8
LAXA DDA	9	9	9
PURITONE	13) 1	16) 1	19) 1
Senokot	2	2	2
Super-Tabs	3	3	3
SURGE	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 051)

10.4a How many **throat/ sinus remedies** have you personally taken during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN THROAT/ SINUS REMEDIES IN THE PAST 4 WEEKS:

10.4b Which brand or brands of throat/ sinus remedies **have you taken in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)

10.4c Which **one** brand of throat/ sinus remedies **do you take most often**? (please tick appropriate block under "TAKE MOST OFTEN" below)

10.4d Which **other** brand or brands of throat/ sinus remedies **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

THROAT/ SINUS REMEDIES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Cepacol	12) 1	14) 1	16) 1
HALLS	2	2	2
Medi-keel A	3	3	3
sinuMAX	4	4	4
Sinutab	5	5	5
Strepsils	6	6	6
WOODS	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 052)

10.5a How many doses of cough/ cold/ flu remedies have you personally taken during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN COUGH/ COLD/ FLU REMEDIES IN THE PAST 4 WEEKS:

- 10.5b Which brand or brands of cough/ cold/ flu remedies have you taken in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)
- 10.5c Which one brand of cough/ cold/ flu remedies do you take most often? (please tick appropriate block under "TAKE MOST OFTEN" below)
- 10.5d Which other brand or brands of cough/ cold/ flu remedies would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FLU REMEDIES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Advilcs	12) 1	16) 1	20) 1
ALCOPHYLLEX	2	2	2
BENYLIN	3	3	3
BORSTOL	4	4	4
BronchoPed*	5	5	5
Chamberlain's	6	6	6
Corenza C	7	7	7
Degoran	8	8	8
DEMAZIN	9	9	9
Dilinct	13) 1	17) 1	21) 1
Dimetapp®	2	2	2
Expigen®	3	3	3
GRIPPON	4	4	4
HOT TODDY	5	5	5
LCC	6	6	6
LENNON	7	7	7
MED-LEMON	8	8	8
Solphyllex®	9	9	9
VICKS	14) 1	18) 1	22) 1
WOODS	2	2	2
Another brand (just tick block)	15) 8	19) 8	23) 8
None (just tick block)		9	9

(EOC 053)

10.6a How many headache tablets/ pills/ capsules / powders have you personally taken during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN HEADACHE TABLETS/ PILLS/ CAPSULES/ POWDERS IN THE PAST 4 WEEKS:

- 10.6b Which brand or brands of headache tablets/ pills/ capsules/ powders have you taken in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)
- 10.6c Which one brand of headache tablets/ pills/ capsules/ powders do you take most often? (please tick appropriate block under "TAKE MOST OFTEN" below)
- 10.6d Which other brand or brands of headache tablets/ pills/ capsules/ powders would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HEADACHE PILLS/ CAPSULES/ POWDERS	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ANADIN	12) 1	15) 1	18) 1
Betapyn	2	2	2
Compral	3	3	3
DISPRIN	4	4	4
GRAND-PA	5	5	5
Myprodol®	6	6	6
NUROFEN®	7	7	7
Panado®	8	8	8
Pynstop	9	9	9
SYNDOL	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 054)

**THE FOLLOWING QUESTION ASKS
ABOUT PERSONAL USAGE DURING
THE PAST SIX MONTHS**

11.1a How many times have you personally used hair colourants during the PAST 6 MONTHS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR COLOURANTS IN THE PAST 6 MONTHS:

- 11.1b Which brand or brands of hair colourants have you used in the PAST 6 MONTHS? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 11.1c Which one brand of hair colourant do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)
- 11.1d Which other brand or brands of hair colourants would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR COLOURANTS	PERSONALLY USED PAST 6 MONTHS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
Henna	6	6	6
	7	7	7
	8	8	8
L'OREAL	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 055)

PLEASE GO TO NEXT PAGE



**QUESTIONS ABOUT PERSONAL
PURCHASING FOR YOURSELF OR
YOUR HOUSEHOLD**

EXAMPLE: PURCHASE FOR SELF OR HOUSEHOLD

2.1a How many packets of **flour** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

2	
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF FLOUR IN THE PAST 4 WEEKS:

2.1b Which brand or brands of flour **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

2.1c Which **one** brand of flour **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

2.1d Which **other** brand or brands of flour **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FLOUR	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN – ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	✓ 16) 1
	✓ 2	2	2
	✓ 3	✓ 3	3
House Brands	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

- In the above example the person **PERSONALLY** bought flour twice in the **PAST 4 WEEKS**, and therefore wrote in '2' in the block in question 2.1a. She then answered the next three questions. She bought 'Sasko' and 'Snowflake' in the past 4 weeks ('Sasko' and 'Snowflake' ticked in the second column). She buys 'Snowflake' most often ('Snowflake' ticked in the third column). She also indicated that 'Golden Cloud' is the other brand she would consider in the future ('Golden Cloud' ticked in the fourth column).
- If the person did **not** buy flour in the **PAST 4 WEEKS**, she would write '0' in the block provided in the (a) question and then skip the (b), (c), and (d) questions.

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASING
DURING THE PAST SEVEN DAYS**

12.1a How many bottles of mineral/ spring water have you personally bought during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES OF MINERAL/SPRING WATER IN THE PAST 7 DAYS:

- 12.1b Which brand or brands of mineral/spring water have you bought in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 12.1c Which one brand of mineral/spring water do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 12.1d Which other brand or brands of mineral/spring water would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MINERAL WATER	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
aQuelle			
- AQuelle Still / Sparkling	2	2	2
- AQuelle Flavoured	3	3	3
BONAQUA			
- Bonaqua Still	4	4	4
- Bonaqua Sparkling flavours	5	5	5
CALEDON	6	6	6
	7	7	7
Seltzer	8	8	8
VALPRE			
- Valpre Still	9	9	9
- Valpre Sparkling	13) 1	16) 1	19) 1
	2	2	2
House brands (e.g. Shoprite, Spar)	3	3	3
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)			9

(EOC 056)

12.2a How many boxes/tins powdered milk have you personally bought during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/TINS OF POWDERED MILK IN THE PAST 7 DAYS:

- 12.2b Which brand or brands of powdered milk have you bought in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 12.2c Which one brand of powdered milk do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 12.2d Which other brand or brands of powdered milk would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MILK POWDER	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
KLIM	3	3	3
	4	4	4
NESPRAY	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)			9

(EOC 057)

12.3a How many loaves of bread have you personally bought during the PAST 7 DAYS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT LOAVES OF BREAD IN THE PAST 7 DAYS:

12.3b Which brand or brands of bread have you bought in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

12.3c Which one brand of bread do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

12.3d Which other brand or brands of bread would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BREAD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 058)

PLEASE GO TO NEXT PAGE



13.1a How many tins or pouches of **wet cat food** have you personally bought during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OR POUCHES OF WET CAT FOOD IN THE PAST 7 DAYS:

- 13.1b Which brand or brands of wet cat food **have you bought in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.1c Which **one** brand of wet cat food **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.1d Which **other** brand or brands of wet cat food **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WET CAT FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
House brands (e.g. Shoprite, Spar)	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 059)

13.2a How many packets of **dry cat food** have you personally bought during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT DRY CAT FOOD IN THE PAST 7 DAYS:

- 13.2b Which brand or brands of dry cat food **have you bought in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.2c Which **one** brand of dry cat food **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.2d Which **other** brand or brands of dry cat food **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DRY CAT FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
House brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 060)

13.3a How many tins or packets of **wet dog food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OR PACKETS OF WET DOG FOOD IN THE PAST 7 DAYS:

13.3b Which brand or brands of wet dog food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

13.3c Which **one** brand of wet dog food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

13.3d Which **other** brand or brands of wet dog food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WET DOG FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
BOSS	3	3	3
BUTCH	4	4	4
LUCKY PET	5	5	5
PAL	6	6	6
Pedigree	7	7	7
	8	8	8
House brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 061)

13.4a How many packets of **dry dog food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT DRY DOG FOOD IN THE PAST 7 DAYS:

13.4b Which brand or brands of dry dog food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

13.4c Which **one** brand of dry dog food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

13.4d Which **other** brand or brands of dry dog food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DRY DOG FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
FAMILY FAVORITE	5	5	5
Friskies	6	6	6
PAL	7	7	7
Pedigree	8	8	8
	9	9	9
House brands (e.g. Shoprite, Spar)	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 062)

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASING
DURING THE PAST FOUR WEEKS**

14.1a How many containers of vitamins/ supplements have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF VITAMINS/ SUPPLEMENTS IN THE PAST 4 WEEKS:

14.1b Which brand or brands of vitamins/ supplements have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

14.1c Which one brand of vitamins/ supplements do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

14.1d Which other brand or brands of vitamins/ supplements would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

VITAMINS / SUPPLEMENTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Berocca	12) 1	14) 1	16) 1
Bettaway	2	2	2
Bidomak	3	3	3
BIOPLUS	4	4	4
Bio-Strath®	5	5	5
Cal-C-Vita	6	6	6
Caltrate	7	7	7
Centrum <small>ADVANCED FORMULA</small>	8	8	8
Dynamisan <small>tablets</small>	9	9	9
Echinaforce	13) 1	15) 1	17) 1
ENSURE	2	2	2
	3	3	3
herbex	4	4	4
LIFEGAIN	5	5	5
MenaClove™ <small>FORTE</small>	6	6	6
Natrodale	7	7	7
NATURA	8	8	8
	9	9	9

VITAMINS / SUPPLEMENTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
OSTEOEZE	5	5	5
Pharmaton® SA SANDOZ	6	6	6
SCOTT'S <small>EMULSION</small>	7	7	7
SPIRULINA	8	8	8
Supradyn®	19) 1	22) 1	25) 1
	2	2	2
turbovite	3	3	3
USN <small>ULTIMATE SPORTS NUTRITION</small>	4	4	4
Vi-daylin®	5	5	5
VITAFORCE	6	6	6
VITA PLUS	7	7	7
Vital	8	8	8
vita-thion®	9	9	9
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 063)



List continues in right-hand column

14.2a How many packets/ boxes/ tins/ bottles of **slimming pills/ powder/ liquid** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT SLIMMING PILLS/ POWDER/ LIQUID IN THE PAST 4 WEEKS:

14.2b Which brand or brands of slimming pills/ powder/ liquid **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

14.2c Which **one** brand of slimming pills/ powder/ liquid **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

14.2d Which **other** brand or brands of slimming pills/ powder/ liquid **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SLIMMING PILLS / POWDER / LIQUID	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 064)

PLEASE GO TO NEXT PAGE



15.1a How many bottles/ packets/ boxes/ sachets/ tins of **baby food** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ PACKETS/ BOXES/ SACHETS/ TINS OF BABY FOOD IN THE PAST 4 WEEKS:

- 15.1b Which brand or brands of baby food **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.1c Which **one** brand of baby food **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.1d Which **other** brand or brands of baby food **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BABY FOOD	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Nestlé			
- Nestle Jars	12) 1	14) 1	16) 1
- Nestle Baby Delight	2	2	2
- Nestle Baby Menu	3	3	3
- Nestle Other/not sure	4	4	4

PURITY			
- Purity Bottled / Jarred Foods	5	5	5
- Purity Boxed meals & desserts	6	6	6
- Purity Juices	7	7	7
- Purity Other/not sure	8	8	8

ANOTHER BRAND (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 065)

15.2a How many packets/ boxes/ sachets of **infant cereal/ baby porridge** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES/ SACHETS OF INFANT CEREAL/ BABY PORRIDGE IN THE PAST 4 WEEKS:

- 15.2b Which brand or brands of infant cereal/ baby porridge **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.2c Which **one** brand of infant cereal/ baby porridge **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.2d Which **other** brand or brands of infant cereal/ baby porridge **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INFANT CEREAL / BABY PORRIDGE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Nestlé			
- Nestle Cerelac	12) 1	14) 1	16) 1
- Nestle Creamy Pap Mabele	2	2	2
- Nestle Nestum	3	3	3

PURITY			
- Purity Cereals	4	4	4
- Purity Cream of Maize	5	5	5
- Purity Mabele	6	6	6
- Purity Other/not sure	7	7	7

PRONUTRO toddlers	8	8	8
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ANOTHER BRAND (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 066)

15.3a How many tins/ packets/ boxes/ sachets of **infant formulae** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS/ PACKETS/ BOXES/ SACHETS OF INFANT FORMULAE IN THE PAST 4 WEEKS:

- 15.3b Which brand or brands of infant formulae **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.3c Which **one** brand of infant formulae **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.3d Which **other** brand or brands of infant formulae **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INFANT FORMULAE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Abbott			
- Abbott Isomil	12) 1	15) 1	18) 1
aspen			
- Aspen Infacare	2	2	2
- Aspen S26	3	3	3
- Aspen SMA	4	4	4
Nestlé			
- Nestle Lactogen 1	5	5	5
- Nestle Lactogen 2 Prebo	6	6	6
- Nestle Nan 1	7	7	7
- Nestle Nan 2	8	8	8
- Nestle Nan 3	9	9	9
- Nestle Nido	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 067)

15.4a How many packets/ boxes of **disposable nappies** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF DISPOSABLE NAPPIES IN THE PAST 4 WEEKS:

- 15.4b Which brand or brands of disposable nappies **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.4c Which **one** brand of disposable nappies **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.4d Which **other** brand or brands of disposable nappies **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DISPOSABLE NAPPIES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Baby Club	12) 1	14) 1	16) 1
Cuddlers	2	2	2
HUGGIES	3	3	3
Johnson's	4	4	4
nappiez	5	5	5
Pampers	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 068)

16.1a How many bottles/ cans of lavatory or toilet bowl cleaners have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ CANS OF LAVATORY OR TOILET BOWL CLEANERS IN THE PAST 4 WEEKS:

- 16.1b Which brand or brands of bottled/ canned lavatory or toilet bowl cleaners have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.1c Which one brand of bottled/ canned lavatory or toilet bowl cleaners do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.1d Which other brand or brands of bottled/ canned lavatory or toilet bowl cleaners would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET CLEANERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 069)

16.2a How many blocks/ liquid refills of lavatory or toilet bowl cleaners (these are put in the cistern or inserted into plastic holders in the toilet bowl) have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BLOCKS/ LIQUID REFILLS OF LAVATORY OR TOILET BOWL CLEANERS IN THE PAST 4 WEEKS:

- 16.2b Which brand or brands of blocks/ liquid refills of lavatory or toilet bowl cleaners have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.2c Which one brand of blocks/ liquid refills of lavatory or toilet bowl cleaners do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.2d Which other brand or brands of blocks/ liquid refills of lavatory or toilet bowl cleaners would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET BLOCKS / LIQUID REFILLS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 070)

16.3a How many rolls/ packets of **TOILET PAPER** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TOILET PAPER IN THE PAST 4 WEEKS:

- 16.3b Which brand or brands of toilet paper have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.3c Which **one** brand of toilet paper do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.3d Which **other** brand or brands of toilet paper would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET PAPER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Baby Soft</i>	12) 1	14) 1	16) 1
Batik	2	2	2
<i>Carlton</i>	3	3	3
Kleenex <small>BRAND</small>	4	4	4
TWINSAYER	5	5	5
<i>TwinSoft</i>	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 071)

16.4a How many bottles/ cans of **liquid household cleaner** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ CANS OF LIQUID HOUSEHOLD CLEANER IN THE PAST 4 WEEKS:

- 16.4b Which brand or brands of liquid household cleaner have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.4c Which **one** brand of liquid household cleaner do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.4d Which **other** brand or brands of liquid household cleaner would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LIQUID HOUSE CLEANERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
CHEMICO	12) 1	14) 1	16) 1
CLEEN GREEN	2	2	2
cobra Brilliant Shine	3	3	3
EAST OFF GLAND	4	4	4
HANDY ANDY	5	5	5
JK	6	6	6
Mr. Muscle	7	7	7
Vanish	8	8	8
Wingolene	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 072)

16.5a How many bottles of antiseptics have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES OF ANTISEPTICS IN THE PAST 4 WEEKS:

16.5b Which brand or brands of antiseptics have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

16.5c Which one brand of antiseptics do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

16.5d Which other brand or brands of antiseptics would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ANTISEPTICS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
Savlon	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 073)

16.6a How many cans of air freshener have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CANS OF AIR FRESHENER IN THE PAST 4 WEEKS:

16.6b Which brand or brands of air freshener have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

16.6c Which one brand of air freshener do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

16.6d Which other brand or brands of air freshener would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

AIR FRESHENER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>Airoma</i>	12) 1	14) 1	16) 1
AIR WICK HAZE	2	2	2
Ambi Pur	3	3	3
Classic 3-IN-1	4	4	4
	5	5	5
Domestos	6	6	6
<i>Glade</i>	7	7	7
OVST AIR SANITISER	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 074)

16.7a How many containers of **dishwashing liquid/ powder/ tablets** have you personally bought during the **PAST 4 WEEKS**? (*write in number below*)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF DISHWASHING LIQUID/ POWDER/ TABLETS IN THE PAST 4 WEEKS:

- 16.7b Which brand or brands of dishwashing liquid/ powder/ tablets **have you bought in the PAST 4 WEEKS**? (*please tick appropriate block or blocks under "PERSONALLY BOUGHT" below*)
- 16.7c Which **one** brand of dishwashing liquid/ powder/ tablets **do you buy most often**? (*please tick appropriate block under "BUY MOST OFTEN" below*)
- 16.7d Which **other** brand or brands of dishwashing liquid/ powder/ tablets **would you consider in the future**? (*please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below*)

DISHWASHING LIQUID/ POWDER / TABLETS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
AJAX	12) 1	14) 1	16) 1
BIO Classic	2	2	2
Calgonit	3	3	3
finish	4	4	4
Polagric	5	5	5
Quix	6	6	6
Sun POWDER	7	7	7
Sunlight* ANTI- BACTERIAL	8	8	8
Sunlight*	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 075)



PLEASE GO TO NEXT PAGE

17.1a How many bottles/ jars of spreads (e.g. jam, honey, marmalade, cheese, peanut butter, meat, vegetable or fish spread) have you personally bought during the PAST 4 WEEKS? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ JARS OF SPREADS IN THE PAST 4 WEEKS:

17.1b Which brand or brands of spreads have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

17.1c Which one brand of spreads do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

17.1d Which other brand or brands of spreads would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

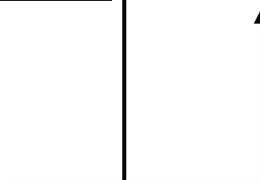
SPREADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALL GOLD	12) 1	14) 1	16) 1
BEEFY BOVRIL	2	2	2
	3	3	3
CARMEL	4	4	4
CROSSE & BLACKWELL	5	5	5
FLEURES	6	6	6
Hässler's	7	7	7
<i>Hugo's</i>	8	8	8
Huletts®	9	9	9
ILLOVO	13) 1	15) 1	17) 1
KOO	2	2	2
LYLE'S	3	3	3
MARMITE	4	4	4
MELROSE	5	5	5
NOLA	6	6	6
nutella	7	7	7

SPREADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
OXO	18) 1	20) 1	22) 1
PECK'S	2	2	2
REDRO	3	3	3
<i>Rhodes</i>	4	4	4
ROSE'S	5	5	5
Weigh-Less	6	6	6
	7	7	7
House Brands (e.g. Shoprite, Spar)	8	8	8
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 076)



List continues in right-hand column



18.1a How many boxes of **chocolate assortments** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES OF CHOCOLATE ASSORTMENTS IN THE PAST 4 WEEKS:

- 18.1b Which brand or brands of chocolate assortments **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.1c Which **one** brand of chocolate assortments **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.1d Which **other** brand or brands of chocolate assortments **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATES ASSORTED	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 077)

18.2a How many containers of **coffee creamer/ tea creamer** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF COFFEE CREAMER/ TEA CREAMER IN THE PAST 4 WEEKS:

- 18.2b Which brand or brands of coffee creamer/ tea creamer **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.2c Which **one** brand of coffee creamer/ tea creamer **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.2d Which **other** brand or brands of coffee creamer/ tea creamer **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CREAMERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 078)

18.3a How many packets/ bags of **white sugar** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF WHITE SUGAR IN THE PAST 4 WEEKS:

- 18.3b Which brand or brands of white sugar **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.3c Which **one** brand of white sugar **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.3d Which **other** brand or brands of white sugar **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHITE SUGAR	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Hulett's [®]	12) 1	14) 1	16) 1
ILLOVO	2	2	2
Selati	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 079)

18.4a How many packets/ bags of **brown sugar** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF BROWN SUGAR IN THE PAST 4 WEEKS:

- 18.4b Which brand or brands of brown sugar **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.4c Which **one** brand of brown sugar **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.4d Which **other** brand or brands of brown sugar **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BROWN SUGAR	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Hulett's [®]	12) 1	14) 1	16) 1
ILLOVO	2	2	2
Selati	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 080)

18.5a How many boxes/ packets/ containers of **instant meals** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS/ CONTAINERS OF INSTANT MEALS IN THE PAST 4 WEEKS:

18.5b Which brand or brands of instant meals **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.5c Which **one** brand of instant meals **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.5d Which **other** brand or brands of instant meals **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT MEALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
House Brands (e.g. Shoprite, Spar)	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 081)

18.6a How many packets/ boxes/ tins of **soup**, have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES/ TINS OF SOUP IN THE PAST 4 WEEKS:

18.6b Which brand or brands of soup **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.6c Which **one** brand of soup **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.6d Which **other** brand or brands of soup **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SOUP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALL GOLD	12) 1	14) 1	16) 1
DENNY	2	2	2
<i>Floyd's</i>	3	3	3
<i>Heinz</i>	4	4	4
<i>Knorr</i>	5	5	5
Maggi	6	6	6
Royco	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 082)

18.7a How many boxes/ packets of **pasta** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS OF PASTA IN THE PAST 4 WEEKS:

- 18.7b Which brand or brands of pasta **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.7c Which **one** brand of pasta **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.7d Which **other** brand or brands of pasta **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PASTA	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Barilla	12) 1	14) 1	16) 1
FAMILY FAVORITE	2	2	2
FATTI'S & MONI'S	3	3	3
House Brands (e.g. Shoprite, Spar)	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 083)

18.8a How many **fresh/ frozen chickens** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT FRESH/ FROZEN CHICKENS IN THE PAST 4 WEEKS:

- 18.8b Which brand or brands of fresh/ frozen chickens **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.8c Which **one** brand of fresh/ frozen chickens **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.8d Which **other** brand or brands of fresh/ frozen chickens **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRESH / FROZEN CHICKENS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
House Brands (e.g. Shoprite, Spar)	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 084)

18.9a How many packets of **frozen vegetables** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF FROZEN VEGETABLES IN THE PAST 4 WEEKS:

- 18.9b Which brand or brands of frozen vegetables **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.9c Which **one** brand of frozen vegetables **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.9d Which **other** brand or brands of frozen vegetables **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FROZEN VEGETABLES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 085)

18.10a How many packets of **frozen potatoes/ chips/ wedges** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF FROZEN POTATOES/ CHIPS/ WEDGES IN THE PAST 4 WEEKS:

- 18.10b Which brand or brands of frozen potatoes/ chips/ wedges **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.10c Which **one** brand of frozen potatoes/ chips/ wedges **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.10d Which **other** brand or brands of frozen potatoes/ chips/ wedges **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FROZEN POTATOES / CHIPS / WEDGES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
House Brands (e.g. Shoprite, Spar)	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 086)

18.11a How many tins of **canned fish** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CANNED FISH IN THE PAST 4 WEEKS:

18.11b Which brand or brands of canned fish have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.11c Which **one** brand of canned fish do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

18.11d Which **other** brand or brands of canned fish would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CANNED FISH	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
House Brands (e.g. Shoprite, Spar)	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 087)

18.12a How many tubs (family size) of **ice cream/ sorbet** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBS (FAMILY SIZE) OF ICE CREAM/ SORBET IN THE PAST 4 WEEKS:

18.12b Which brand or brands of ice cream/ sorbet (family size in tubs) have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.12c Which **one** brand of ice cream/ sorbet (family size in tubs) do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

18.12d Which **other** brand or brands of ice cream/ sorbet (family size in tubs) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ICE CREAM TUBS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 088)

19.1a How many packets/ boxes of **savoury biscuits** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10) (11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF SAVOURY BISCUITS IN THE PAST 4 WEEKS:

19.1b Which brand or brands of savoury biscuits have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.1c Which **one** brand of savoury biscuits **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.1d Which **other** brand or brands of savoury biscuits **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SAVOURY BISCUITS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>BettaSnack</i>	12) 1	14) 1	16) 1
Carr's	2	2	2
Crackerbread	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
GOURMET CRACKERS	8	8	8
KIPS	9	9	9
MATZO CRACKERS	13) 1	15) 1	17) 1
mini Cheddars	2	2	2
PRO VITA	3	3	3
RYVITA	4	4	4
SALTICRAX	5	5	5
SAVOY	6	6	6
<i>Snacktime</i>	7	7	7

SAVOURY BISCUITS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
WATER CRACKERS	3	3	3
<i>VitaSnack</i>	4	4	4
House Brands (e.g. Shoprite, Spar)	5	5	5
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 089)



List continues in right-hand column



19.2a How many packets/ boxes of **biscuits** (not rusks or savoury biscuits) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF BISCUITS (NOT RUSKS OR SAVOURY BISCUITS) IN THE PAST 4 WEEKS:

19.2b Which brand or brands of biscuits (not rusks or savoury biscuits) have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.2c Which **one** brand of biscuits (not rusks or savoury biscuits) do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.2d Which **other** brand or brands of biscuits (not rusks or savoury biscuits) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BISCUITS (NOT RUSKS OR SAVOURY BISCUITS)	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Bakers Boudoir	12) 1	14) 1	16) 1
- Bakers BN	2	2	2
- Bakers Blue Label Marie	3	3	3
- Bakers Choice Assorted	4	4	4
- Bakers Choc-kits	5	5	5
- Bakers Eet-Sum-Mor	6	6	6
- Bakers Froozels	7	7	7
- Bakers Ginger Nuts	8	8	8
- Bakers Iced ZOO	9	9	9
- Bakers Jolly Jammers	13) 1	15) 1	17) 1
- Bakers Nutticrost	2	2	2
- Bakers Red Label Lemon Creams	3	3	3
- Bakers Romany Creams	4	4	4
- Bakers Royal Creams	5	5	5
- Bakers Tennis	6	6	6
- Bakers Strawberry Whirls	7	7	7
- Bakers Other/not sure	8	8	8

BISCUITS (NOT RUSKS OR SAVOURY BISCUITS)	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Baumann's Lemon Creams	18) 1	21) 1	24) 1
- Baumann's Marie Biscuits	2	2	2
- Baumann's Match Biscuits	3	3	3
- Baumann's Tanner	4	4	4
- Baumann's Topper Creams	5	5	5
- Baumann's Wafers	6	6	6
- Baumann's Other/not sure	7	7	7
	8	8	8
	9	9	9
House Brands (e.g. Shoprite, Spar)	19) 1	22) 1	25) 1
ANOTHER BRAND (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 090)

List continues in right-hand column



19.3a How many packets/ boxes of **breakfast cereals** (that can be served with hot/ cold milk), have you personally bought during the **PAST 4 WEEKS**? (write in number below)?

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF BREAKFAST CEREALS THAT CAN BE SERVED WITH HOT/ COLD MILK IN THE PAST 4 WEEKS:

19.3b Which brand or brands of breakfast cereals that can be served with hot/ cold milk have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.3c Which **one** brand of breakfast cereal that can be served with hot/ cold milk do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.3d Which **other** brand or brands of breakfast cereal that can be served with hot/ cold milk would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

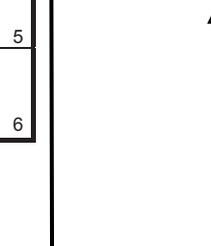
READY-TO-EAT CEREALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6

READY-TO-EAT CEREALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
Other Kelloggs Pre-sweetened Cereals	5	5	5
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 091)



List continues in right-hand column



19.4a How many packets/ boxes of porridge that you cook (excluding mealie meal) have you personally bought during the PAST 4 WEEKS? (write in number below)?

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF PORRIDGE THAT YOU COOK (EXCLUDING MEALIE MEAL) IN THE PAST 4 WEEKS:

19.4b Which brand or brands of porridge that you cook (excluding mealie meal), have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.4c Which one brand of porridge that you cook (excluding mealie meal) do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.4d Which other brand or brands of porridge that you cook (excluding mealie meal) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PORRIDGE THAT YOU COOK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<small>BOKOMO</small> KREEMYMEEL	12) 1	14) 1	16) 1
<small>BOKOMO</small> Maltabella	2	2	2
<small>BOKOMO</small> KREEMYWEET	3	3	3
Jungle OAT BRAN	4	4	4
Jungle Oats	5	5	5
Jungle Faystee wheat	6	6	6
Oatso EASY	7	7	7
Tiger Oats	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 092)

PLEASE GO TO NEXT PAGE



19.5a How many **bricks** (in foil or paper wrapping) of **yellow margarine/ butter** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BRICKS OF YELLOW MARGARINE/ BUTTER IN THE PAST 4 WEEKS:

- 19.5b Which brand or brands of yellow margarine/ butter (brick) **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 19.5c Which **one** brand of yellow margarine/ butter (brick) **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 19.5d Which **other** brand or brands of yellow margarine/ butter (brick) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BRICK - MARGARINE / BUTTER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
LURPAK	6	6	6
MooiRiver	7	7	7
More	8	8	8
Ole	9	9	9
parmalat	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
Stork	4	4	4
	5	5	5
Wooden Spoon	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 093)

19.6a How many **tubs** (plastic containers) of **yellow margarine/ butter** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBS OF YELLOW MARGARINE/ BUTTER IN THE PAST 4 WEEKS:

- 19.6b Which brand or brands of yellow margarine/ butter (in a tub) **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 19.6c Which **one** brand of yellow margarine/ butter (in a tub) **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 19.6d Which **other** brand or brands of yellow margarine/ butter (in a tub) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TUB - MARGARINE / BUTTER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
CARDIN	3	3	3
	4	4	4
Flora	5	5	5
	6	6	6
	7	7	7
LURPAK	8	8	8
More	9	9	9
NuVo	13) 1	16) 1	19) 1
Ole	2	2	2
OLIVIO	3	3	3
	4	4	4
Stork	5	5	5
	6	6	6
House Brands (e.g. Shoprite, Spar)	7	7	7
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 094)

19.7a How many packets/ tubs of **cheese** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ TUBS OF CHEESE IN THE PAST 4 WEEKS:

19.7b Which **type or types** of cheese have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.7c Which **one type** of cheese do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.7d Which **other type or types** of cheese would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHEESE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Cheddar – Mature	12) 1	14) 1	16) 1
Cheddar – Mild	2	2	2
Cottage Cheese	3	3	3
Edam	4	4	4
Feta	5	5	5
Gouda/ Sweetmilk	6	6	6
Mozzarella	7	7	7
Tusser's	8	8	8
Specialty Cheese (eg. Brie, Camembert)	9	9	9
Another type (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 095)

19.8a How many containers of **long-life milk** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF LONG-LIFE MILK IN THE PAST 4 WEEKS:

19.8b Which brand or brands of long-life milk have you bought the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.8c Which **one brand** of long-life milk do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.8d Which **other brand or brands** of long-life milk would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LONG-LIFE MILK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
House brands (e.g. Shoprite, Spar)	3	3	3
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 096)

19.9a How many containers of hot or cold flavoured milk drinks (i.e. flavoured powder that you add to milk or water) have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT HOT OR COLD FLAVOURED MILK DRINKS (I.E. FLAVOURED POWDER THAT YOU ADD TO MILK OR WATER) IN THE PAST 4 WEEKS:

19.9b Which brand or brands of hot or cold flavoured milk drinks have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.9c Which one brand of hot or cold flavoured milk drinks do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.9d Which other brand or brands of hot or cold flavoured milk drinks would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FLAVOURED MILK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 097)

19.10a How many packets/ bags of mealie meal have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF MEALIE MEAL IN THE PAST 4 WEEKS:

19.10b Which brand or brands of mealie meal have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.10c Which one brand of mealie meal do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.10d Which other brand or brands of mealie meal would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MEALIE MEAL	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
House Brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 098)

19.11a How many packets of rice have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF RICE IN THE PAST 4 WEEKS:

19.11b Which brand or brands of rice have you bought the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.11c Which one brand of rice do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

19.11d Which other brand or brands of rice would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RICE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
			
- Tastic Plain	7	7	7
- Tastic Flavoured Rice	8	8	8
- Tastic Natures	9	9	9
- Tastic Rices of the World	13) 1	16) 1	19) 1
- Tastic Simply Delicious	2	2	2
	3	3	3
Any Other Brand of Wild/ Brown rice	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 099)

PLEASE GO TO NEXT PAGE



20.1a How many individual bars/ containers of toilet soap (bars or liquid) have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT INDIVIDUAL BARS/ CONTAINERS OF TOILET SOAP (BARS OR LIQUID) IN THE PAST 4 WEEKS:

20.1b Which brand or brands of toilet soap have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.1c Which one brand of toilet soap do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

20.1d Which other brand or brands of toilet soap would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

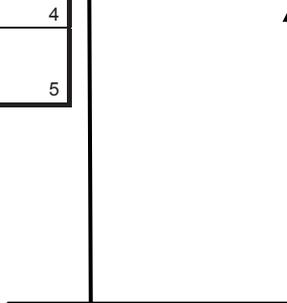
TOILET SOAP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Breeze	12) 1	14) 1	16) 1
CLINIQUE	2	2	2
Colgate	3	3	3
<i>Dove</i>	4	4	4
Dettol	5	5	5
LUX	6	6	6
Lifebuoy	7	7	7
MEDISAN	8	8	8
<i>Orchard</i>	9	9	9
Palmolive	13) 1	15) 1	17) 1
PEARS	2	2	2
Protex	3	3	3
Sanex	4	4	4
Savlon	5	5	5

TOILET SOAP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
SILK-E	18) 1	20) 1	22) 1
Sunlight	2	2	2
Vaseline	3	3	3
<i>Vinolia</i>	4	4	4
YARDLEY	5	5	5
House Brands (e.g. Shoprite, Spar)	6	6	6
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 100)



List continues in right-hand column



20.2a How many tubes of **toothpaste** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBES OF TOOTHPASTE IN THE PAST 4 WEEKS:

20.2b Which brand or brands of toothpaste **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.2c Which **one** brand of toothpaste **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

20.2d Which **other** brand or brands of toothpaste **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOOTHPASTE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Aquafresh	12) 1	15) 1	18) 1
Bambino	2	2	2
Clinomyn	3	3	3
CLOSE-UP	4	4	4
Colgate	5	5	5
Dentazyme	6	6	6
Herbal Choice	7	7	7
macleans	8	8	8
mentadent P	9	9	9
NATURAL WHITE	13) 1	16) 1	19) 1
Oral-B	2	2	2
Plus+White	3	3	3
SENSODYNE	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 101)

20.3a How many boxes/ packets of **facial tissues** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS OF FACIAL TISSUES IN THE PAST 4 WEEKS:

20.3b Which brand or brands of facial tissues **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.3c Which **one** brand of facial tissues **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

20.3d Which **other** brand or brands of facial tissues **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FACIAL TISSUES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Kleenex	12) 1	14) 1	16) 1
TWINS AVER	2	2	2
House Brands (e.g. Shoprite, Spar)	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 102)

20.4a How many boxes/ bottles of **washing powder** (regular/ concentrated) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ BOTTLES OF WASHING POWDER (REGULAR/ CONCENTRATED) IN THE PAST 4 WEEKS:

- 20.4b Which brand or brands of washing powder (regular or concentrated) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.4c Which **one** brand of washing powder (regular or concentrated) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.4d Which **other** brand or brands of washing powder (regular or concentrated) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WASHING POWDER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Bingo	12) 1	15) 1	18) 1
Bio Classic	2	2	2
Biotex	3	3	3
Daisy	4	4	4
Eco Soft	5	5	5
Good and Clean and Fresh	6	6	6
JIK	7	7	7
MAQ	8	8	8
OMO	9	9	9
Punch	13) 1	16) 1	19) 1
skip	2	2	2
SUNLIGHT	3	3	3
Surf	4	4	4
Vanish	5	5	5
House Brands (e.g. Shoprite, Spar)	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 103)

20.5a How many plastic bottles or refill sachets of **regular or concentrated fabric softeners** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PLASTIC BOTTLES OR REFILL SACHETS OF REGULAR OR CONCENTRATED FABRIC SOFTENERS IN THE PAST 4 WEEKS:

- 20.5b Which brand or brands of regular or concentrated fabric softener, **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.5c Which **one** brand of regular or concentrated fabric softener **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.5d Which **other** brand or brands of regular or concentrated fabric softener **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FABRIC SOFTENER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Country Pride	12) 1	14) 1	16) 1
Daisy	2	2	2
Nice 'n Soft	3	3	3
Personal Touch	4	4	4
SPUN SOFT	5	5	5
Sta-Soft	6	6	6
SUNLIGHT	7	7	7
Surf	8	8	8
House Brands (e.g. Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 104)

20.6a How many individual **batteries** (such as torch/ penlight/ other, not car batteries) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT INDIVIDUAL BATTERIES IN THE PAST 4 WEEKS:

- 20.6b Which brand or brands of individual batteries (such as torch/ penlight/ other, not car batteries) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.6c Which **one** brand of individual batteries (such as torch/ penlight/ other, not car batteries) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.6d Which **other** brand or brands of individual batteries (such as torch/ penlight/ other, not car batteries) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BATTERIES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DURACELL	12) 1	14) 1	16) 1
Energizer	2	2	2
EVEREADY	3	3	3
Panasonic	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 105)

20.7a How many cans/ boxes/ bottles of **household insecticides/ repellants** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CANS/ BOXES/ BOTTLES OF HOUSEHOLD INSECTICIDES/ REPELLANTS IN THE PAST 4 WEEKS:

- 20.7b Which brand or brands of household insecticides/ repellants **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.7c Which **one** brand of household insecticides/ repellants **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.7d Which **other** brand or brands of household insecticides/ repellants **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSECTICIDES / REPELLANTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
Coopers	3	3	3
DOOM	4	4	4
FAST KILL	5	5	5
DYANT	6	6	6
DYFLEA	7	7	7
DYROACH	8	8	8
Mortien	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
TARGET	3	3	3
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 106)

20.8a How many bottles/ cans/ tins of household polish have you personally bought during the PAST 4 WEEKS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ CANS/ TINS OF HOUSEHOLD POLISH IN THE PAST 4 WEEKS:

20.8b Which brand or brands of household polish have you bought in the PAST 4 WEEKS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.8c Which one brand of household polish do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

20.8d Which other brand or brands of household polish would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PLEASE GO TO NEXT PAGE

HOUSEHOLD POLISH	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC107)



**THE QUESTIONS IN THE FOLLOWING
3 CATEGORIES ARE FOR WOMEN ONLY**

(Men: Go to Page 75)

WOMEN ONLY
(MEN: Go to page 75)

QUESTIONS 21.1, 21.2 AND 21.3 MUST ONLY BE ANSWERED BY WOMEN

PERSONALLY BOUGHT DURING THE PAST 4 WEEKS:

108

pg 73

21.1a How many items of **cosmetics / make-up** (eg. base, blusher, lipstick, eye-shadow, mascara) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT COSMETICS/ MAKE-UP IN THE PAST 4 WEEKS:

21.1b Which brand or brands of cosmetics/ make-up **have you bought during the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

21.1c Which **one** brand of cosmetics/ make-up **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

21.1d Which **other** brand or brands of cosmetics/ make-up **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

COSMETICS / MAKE-UP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALMAY	12) 1	15) 1	18) 1
THE BODY SHOP	2	2	2
CLARINS <small>PARIS</small>	3	3	3
CLINIQUE	4	4	4
Elizabeth Arden	5	5	5
ESTÉE LAUDER	6	6	6
House of GALLIA	7	7	7
GARNIER	8	8	8
LANCÔME <small>PARIS</small>	9	9	9
L'ORÉAL	13) 1	16) 1	19) 1
MAX FACTOR	2	2	2
MAYBELLINE <small>NEW YORK</small>	3	3	3
REVLON	4	4	4
RIMMEL <small>NEW YORK</small>	5	5	5
YARDLEY	6	6	6
House Brands	7	7	7
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 108)

PLEASE GO TO NEXT PAGE



21.2a How many packets/ boxes of **loop/ adhesive sanitary protection pads** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF LOOP/ ADHESIVE SANITARY PROTECTION PADS IN THE PAST 4 WEEKS:

- 21.2b Which brand or brands of loop/ adhesive pads **have you bought during the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 21.2c Which **one** brand of loop/ adhesive pads **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 21.2d Which **other** brand or brands of loop/ adhesive pads **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SANITARY PADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>always</i>	12) 1	14) 1	16) 1
Anyday	2	2	2
Comfitex	3	3	3
<i>Carefree</i>	4	4	4
Dr. WHITES	5	5	5
Kotex	6	6	6
<i>Lifestyle</i>	7	7	7
<i>Lib-lets</i>	8	8	8
Stayfree	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 109)

21.3a How many boxes of **tampons** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES OF TAMPONS IN THE PAST 4 WEEKS:

- 21.3b Which brand or brands of tampons **have you bought during the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 21.3c Which **one** brand of tampons **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 21.3d Which **other** brand or brands of tampons **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TAMPONS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Kotex	12) 1	14) 1	16) 1
<i>Lib-lets</i>	2	2	2
	3	3	3
TAMPAX	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 110)

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASE
DURING THE PAST SIX MONTHS**

22.1a How many bottles /boxes of **herbs and/or spices** (excluding salt and pepper) have you personally bought during the **PAST 6 MONTHS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ BOXES OF HERBS AND/OR SPICES (EXCLUDING SALT AND PEPPER) IN THE PAST 6 MONTHS:

22.1b Which brand or brands of herbs and/or spices **have you bought in the PAST 6 MONTHS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

22.1c Which **one** brand of herbs and/or spices **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

22.1d Which **other** brand or brands of herbs and/or spices **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HERB/ SPICE BOTTLES / BOXES	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
House Brands (e.g. Shoprite, Spar)	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 111)

22.2a How many **toothbrushes** have you personally bought during the **PAST 6 MONTHS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TOOTHBRUSHES IN THE PAST 6 MONTHS:

22.2b Which brand or brands of toothbrushes **have you bought in the PAST 6 MONTHS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

22.2c Which **one** brand of toothbrushes **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

22.2d Which **other** brand or brands of toothbrushes **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOOTHBRUSHES	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 112)

22.3a How many tubes/ tubs/ sprays of **healing ointment** have you personally bought during the **PAST 6 MONTHS**? (*write in number below*)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBES/ TUBS/ SPRAYS OF HEALING OINTMENT IN THE PAST 6 MONTHS:

22.3b Which brand or brands of healing ointment **have you bought in the PAST 6 MONTHS**? (*please tick appropriate block or blocks under "PERSONALLY BOUGHT" below*)

22.3c Which **one** brand of healing ointment **do you buy most often**? (*please tick appropriate block under "BUY MOST OFTEN" below*)

22.3d Which **other** brand or brands of healing ointment **would you consider in the future**? (*please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below*)

HEALING OINTMENT / SPRAYS	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DEEP HEAT	12) 1	14) 1	16) 1
FASTUM	2	2	2
NUROFEN	3	3	3
Reparil-Gel	4	4	4
VICKS	5	5	5
Voltaren	6	6	6
Zam-Buk	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 113)



PLEASE GO TO NEXT PAGE

22.4a How many tins of household paint have you personally bought during the PAST 6 MONTHS? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OF HOUSEHOLD PAINT IN THE PAST 6 MONTHS:

22.4b Which brand or brands of household paint have you bought in the PAST 6 MONTHS? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

22.4c Which one brand of household paint do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

22.4d Which other brand or brands of household paint would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HOUSEHOLD PAINT	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
			
- Dulux Berger Master	2	2	2
- Dulux Fixit	3	3	3
- Dulux Luxurious Silk	4	4	4
- Dulux Rock Grip	5	5	5
- Dulux Signature Collection	6	6	6
- Dulux Wallguard	7	7	7
- Dulux Weatherguard	8	8	8
- Dulux Woodguard	9	9	9
- Dulux Other	13) 1	15) 1	17) 1
	2	2	2

HOUSEHOLD PAINT	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Plascon Cashmere	18) 1	21) 1	24) 1
- Plascon Double Velvet	2	2	2
- Plascon Micatex	3	3	3
- Plascon Nuroof	4	4	4
- Plascon Velvagio	5	5	5
- Plascon Wall & All	6	6	6
- Plascon Woodcare	7	7	7
- Plascon Other	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
House Brands (e.g. Shoprite, Spar)	3	3	3
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 114)



List continues in right-hand column



23. Please indicate, the **NUMBER** of spoons of sugar that you **PERSONALLY USED YESTERDAY**.
(In tea, coffee, beverages or cereal)

23.1 Used

(10)	(11)

spoons of **sugar** (in tea, coffee, beverages or cereal)

YESTERDAY

(EOC 115)

INSTRUCTIONS

INTERESTS AND ACTIVITIES SECTION (Questions 24 to 39)

- This is the final section of the questionnaire and you should find it easy to complete.
- Please follow the instructions that appear in brackets after each question on the actual questionnaire.

EXAMPLE - ACTIVITIES

24 For the activities listed below, please indicate your **personal frequency of each activity**, if at all: *(please tick the appropriate FREQUENCY next to each activity listed)*

	WEEKLY	MONTHLY	YEARLY	NOT AT ALL
Invite friends over (19)	1	✓ 2	3	4
Shop for clothes (20)	✓ 1	2	3	4
Ride a motorbike (21)	1	2	3	✓ 4

24a Which of the following **sports or activities**, listed below, are you **interested in?** (please tick appropriate block or blocks under "INTERESTED IN" below)

ANSWER QUESTIONS 24b AND 24c FOR EACH SPORT/ ACTIVITY YOU TICKED IN 24a:

24b During the **past 12 months** which, if any, of these sports or activities **have you participated in?** (please tick appropriate block or blocks under "PARTICIPATED PAST 12 MONTHS" below)

24c And during the **past 12 months**, which of these sports or activities **have you attended a live performance/exhibition of?** (please tick appropriate block or blocks under "ATTENDED PAST 12 MONTHS" below)

	24a INTERESTED IN	24b PARTICIPATED PAST 12 MONTHS	24c ATTENDED PAST 12 MONTHS
Dancing e.g. Traditional, Ballet, Modern, etc.	(10) 1	(13) 1	(16) 1
Billiards/ Pool/ Snooker	2	2	2
Aerobics	3	3	3
Walking/ Hiking for sport or exercise	4	4	4
Boxing/ Wrestling	5	5	5
Gymnastics	6	6	6
Martial Arts e.g. Judo, Karate	7	7	7
Athletics	8	8	8
Basketball/ Netball	9	9	9
Cricket	0	0	0
Cycling	(11) 1	(14) 1	(17) 1
Fishing	2	2	2
Golf	3	3	3
Hockey	4	4	4
Horse Riding	5	5	5
Hunting/ Shooting	6	6	6
Jogging/ Running for sport or exercise	7	7	7
Rugby	8	8	8
Soccer	9	9	9
Swimming	0	0	0
Tennis	(12) 1	(15) 1	(18) 1
Volleyball	2	2	2
Adventure sports, e.g. Sky diving, Bungee jumping, White water rafting	3	3	3
Water Sports e.g. Skiing, Sailing, Scuba Diving	4	4	4
None of these	5	5	5

25a For the activities listed below, please indicate your **personal frequency of each activity**, if at all: *(please tick the appropriate FREQUENCY next to each activity listed)*

	WEEKLY	MONTHLY	YEARLY	NOT AT ALL		WEEKLY	MONTHLY	YEARLY	NOT AT ALL
Singing, e.g. in a choir (19)	1	2	3	4	Watch Videos/ DVDs (42)	1	2	3	4
Bake for pleasure (20)	1	2	3	4	Eat in a restaurant / steakhouse, excluding workplace canteens (43)	1	2	3	4
Cook for pleasure (21)	1	2	3	4	Personally order take-away food to be delivered to your home or place of work (44)	1	2	3	4
Knitting/ crochet (22)	1	2	3	4	Go on a drive for pleasure (45)	1	2	3	4
Needlework/ tapestry (23)	1	2	3	4	Gamble at a casino (46)	1	2	3	4
Sewing/ dressmaking (24)	1	2	3	4	Place a bet on horseracing with a bookmaker / bookie or on the tote / TAB (47)	1	2	3	4
Scrapbooking/ decoupage (25)	1	2	3	4	Buy lottery tickets (48)	1	2	3	4
Other arts and crafts e.g. beading, pottery, painting, mosaic, etc. (26)	1	2	3	4	Buy scratch cards (49)	1	2	3	4
Have beauty treatments, e.g. manicure, pedicure, facial (27)	1	2	3	4	Do cross-words/ puzzles (50)	1	2	3	4
Sunbathing (28)	1	2	3	4	Use a computer at work (51)	1	2	3	4
Visit a hair salon (29)	1	2	3	4	Play games via the Internet (52)	1	2	3	4
Go to nightclubs/ discos/ raves (30)	1	2	3	4	Play computer / playstation games (eg. Playstation, X-box, etc.) (53)	1	2	3	4
Use of a computer at home (31)	1	2	3	4	Participate in card games (54)	1	2	3	4
DIY ("do-it-yourself") activities (32)	1	2	3	4	Play board games, e.g. monopoly, scrabble, chess (55)	1	2	3	4
Home decorating (33)	1	2	3	4	Buy DVD discs (56)	1	2	3	4
Attend lectures/ studying part-time (34)	1	2	3	4	Buy compact discs (CDs) (57)	1	2	3	4
Read books (excluding text books) (35)	1	2	3	4	Buy video / computer games (58)	1	2	3	4
Read a newspaper with local news that is for sale in your town (36)	1	2	3	4	Buy toys / other games (59)	1	2	3	4
Read a free newspaper delivered to your home / collected from a shopping centre or taxi rank (37)	1	2	3	4	Gardening: tending to flowers, plants, the lawn, etc (60)	1	2	3	4
Read a free magazine delivered to your home / collected from a shopping centre, school or taxi rank (38)	1	2	3	4	Gardening: growing vegetables, fruit, crops, etc (61)	1	2	3	4
Use newspaper educational sections to help with school work (39)	1	2	3	4	Attend a stokvel/ Gooi-club/ syndicate / society meeting (62)	1	2	3	4
Visit a library (40)	1	2	3	4	Attend a burial society meeting (63)	1	2	3	4
Hire a video tape/ DVD for home viewing (41)	1	2	3	4	Attend a funeral (64)	1	2	3	4
					Attend traditional gatherings (65)	1	2	3	4
					Attend weddings (66)	1	2	3	4

(EOC 116)



List continues in right-hand column

25b For the activities listed below, please indicate your **personal frequency of each activity**, if at all: *(please tick the appropriate FREQUENCY next to each activity listed)*

	WEEKLY	MONTHLY	YEARLY	NOT AT ALL
Attend a gym/ health club (10)	1	2	3	4
Participate in other exercise (not at a gym / health club) (11)	1	2	3	4
Go on diet (12)	1	2	3	4
Try to lose some weight by using slimming preparations (e.g. Thins, Leonor, BioSlim, Vita-Slim, etc) (13)	1	2	3	4
Go to the doctor/ dentist/ clinic/ other health professional (14)	1	2	3	4
Play a musical instrument (15)	1	2	3	4
Bird watch (16)	1	2	3	4
Photography (17)	1	2	3	4
Go to the beach (18)	1	2	3	4
Camping (19)	1	2	3	4

	WEEKLY	MONTHLY	YEARLY	NOT AT ALL
Caravanning (20)	1	2	3	4
Visit a game reserve (21)	1	2	3	4
Attend a religious gathering (excluding funerals) (22)	1	2	3	4
Shop for pleasure (23)	1	2	3	4
Attend a book club (24)	1	2	3	4
Have/ attend dinner parties at home/ with friends (25)	1	2	3	4
Visit pubs/ bars /shebeens/ taverns (26)	1	2	3	4
Have a braai (27)	1	2	3	4
Have a picnic (28)	1	2	3	4
Catch up with work after hours (29)	1	2	3	4
Hire a car (30)	1	2	3	4



List continues in right-hand column



26a Please indicate which of the following items you have **PERSONALLY BOUGHT**, either **for yourself or as a gift**, during the **past 12 months**. (tick "Yes" or "No" next to each item below)

	YES	NO
1. Perfume costing R300 or more	(31) 1	2
2. Aftershave costing R300 or more	(32) 1	2
3. A watch costing R700 or more	(33) 1	2
4. Any jewellery costing R700 or more	(34) 1	2

ANSWER QUESTIONS 26b AND 26c ONLY IF YOU TICKED "YES" FOR WATCH AND/OR JEWELLERY IN QUESTION 26a, OTHERWISE SKIP TO QUESTION 27.

26b At which of the following outlets did you buy the watch/ watches?
(tick block or blocks under "PERSONALLY BOUGHT WATCH" below)

26c At which of the following outlets did you buy the jewellery?
(tick block or blocks under "PERSONALLY BOUGHT JEWELLERY" below)

	26b PERSONALLY BOUGHT WATCH	26c PERSONALLY BOUGHT JEWELLERY
American Swiss Jewellers	(35) 1	(37) 1
Arthur Kaplan Jewellers	2	2
Browns	3	3
Edgars	4	4
Foschini	5	5
Galaxy Jewellers	6	6
Game	7	7
Honey Jewellery	8	8
Miglio	9	9
NWJ (Natal Wholesale Jewellers)	0	0
Sterns Jewellers	(36) 1	(38) 1
Truworths	2	2
An Independent Jeweller (e.g. Forma Viva, Jenna Clifford, Olga, Shimansky, etc)	3	3
Direct Sales (parties/ catalogue)	4	4
Any other Outlet	5	5

- 27 Which of the following **types of music** are you personally **interested in**? (please tick the appropriate block or blocks below)

	INTERESTED IN
Afrikaans	(39) 1
Classical	2
Country / Western	3
Folk Music	4
Gospel	5
Hard Rock / Heavy Metal / Alternative	6
House Music	7
Indian Music	8
Instrumental	9
Jazz / Fusion / Blues	0
Kwaito	(40) 1
Kwasakwasa	2
Love songs / Ballads	3
Mbhaqanga	4
Mbira	5
Maskhandi	6
Pop	7
Rap / Hip-Hop	8
Rave / Dance	9
Reggae	0
Rhythm & Blues / Soul	(41) 1
Rock	2
Rumba / Latin American	3
World Music	4
Other	5

PERFORMANCES/ EVENTS:

- 28 Please indicate your **frequency of attendance**, if at all, of the following **performances/ events**? (please tick the appropriate **FREQUENCY** next to each event listed below)

		WEEKLY	MONTHLY	YEARLY	NOT AT ALL
Ballet	(42)	1	2	3	4
Classical music performances	(43)	1	2	3	4
Opera	(44)	1	2	3	4
Pop / Rock concerts	(45)	1	2	3	4
Other live concerts	(46)	1	2	3	4
Theatre	(47)	1	2	3	4
Other dance performances	(48)	1	2	3	4

29a How often do you **usually buy food from a Fast Food Outlet** (either to take away or to eat in the restaurant)?
(Please tick the appropriate block below)

Everyday / Daily	(49) 1
4 – 6 times per week	2
2 – 3 times per week	3
Once a week	4
Once in 2 - 3 weeks	5
Once a month	6
Once in 2 - 3 months	7
Once in 4 - 6 months	8
Less often than once in 6 months	9
Never	0



IF NEVER, SKIP TO QUESTION 30a, OTHERWISE CONTINUE WITH QUESTION 29b ON THE NEXT PAGE.

29b At which of the following fast food outlets have **you personally bought food** (either to take away or to eat in the restaurant) during the **PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT PAST 4 WEEKS" below)

IF "NONE IN PAST 4 WEEKS" IN 29b, PLEASE SKIP TO 29d ON NEXT PAGE

29c And from which **ONE** of the following fast food outlets **did you LAST buy food during the past 4 weeks?** (please tick appropriate block under "LAST BOUGHT PAST 4 WEEKS" below)

	29b PERSONALLY BOUGHT PAST 4 WEEKS	29c LAST BOUGHT PAST 4 WEEKS
Bacini's	(50) 1	(54) 1
Barcelos	2	2
Black Steer	3	3
Bimbo's	4	4
BJ's	5	5
Busta's	6	6
Captain Dorego	7	7
Chicken Licken	8	8
Debonairs	9	9
Fishaways	0	0
Fontana	(51) 1	(55) 1
Hungry Lion	2	2
KFC	3	3
King Pie	4	4
London Pie	5	5
Maxi's	6	6
McDonald's	7	7
Mimmo's	8	8
Mochachos	9	9
Mopark	0	0
Mozzarella's	(52) 1	(56) 1
Nando's	2	2
Ocean Basket	3	3
Panarottis	4	4
Pie City	5	5
Pizza Hut	6	6
Pizza Perfect	7	7
Roman's Pizza	8	8
Scoters	9	9
Something Fishy	0	0
Spur	(53) 1	(57) 1
Steers	2	2
St. Elmo's	3	3
Whistle Stop	4	4
Wimpy	5	5
Other Fast Food Outlet (not listed above)	6	6
None in the past 4 weeks	7	



IF "NONE IN PAST 4 WEEKS" IN 29b, PLEASE SKIP TO 29d ON NEXT PAGE

29d How much did you spend at your **LAST** visit to a fast food outlet? *(Please tick the appropriate block below)*

Up to R10-00	(58) 1
R11-00 to R20-00	2
R21-00 to R30-00	3
R31-00 to R50-00	4
R51-00 to R100-00	5
More than R100-00	6

29e And how many people did you buy for at your **LAST** visit? *(Please tick the appropriate block below)*

1	(59) 1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 or more	0

CRIME IN SOUTH AFRICA:

30a During the **past 12 months**, have you personally been a victim of **violent crime in South Africa** e.g. physical assault, mugging, gang attack, rape or hijacking?

Yes (60) 1
No 2

IF "NO", SKIP TO 30c

30b Did you report this crime to the police?

Yes (61) 1
No 2

30c During the **past 12 months**, have you personally been a victim of **non-violent crime in South Africa** e.g. housebreaking, pick-pocketing, car or cellphone theft?

Yes (62) 1
No 2

IF "NO", SKIP TO 31

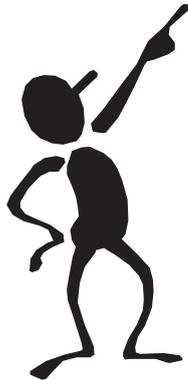
30d Did you report this crime to the police?

Yes (63) 1
No 2

31 Please indicate which **ONE** of the following statements applies to you. (*Please tick only one block below*)

I have never smoked	(64) 1
I used to smoke but I stopped smoking	2
I stopped smoking, but have started again	3
I smoke, but intend stopping in the near future	4
I smoke and have no intention of stopping	5

(EOC 117)



PLEASE GO TO NEXT PAGE

32 Below are some things that people have said about certain issues in general.
To what extent do you **agree or disagree** with each of the following statements?

Do you “Strongly Disagree”, “Disagree”, “Agree” or “Strongly Agree?”
(Please tick (✓) the box where your opinion falls)

EXAMPLE:

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. Eating fat-free foods keeps you healthy	✓ (20) 1	2	3	4
2. Money is the root of all evil	(21) 1	2	✓ 3	4

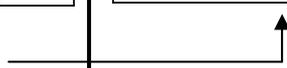
- You might strongly disagree that “Eating fat-free food keeps you healthy”, so you would place a tick in the “Strongly Disagree” box.
- You might agree (but not strongly) that “Money is the root of all evil”, so you would place a tick in the “Agree” box.

	Strongly Disagree	Disagree	Agree	Strongly Agree
Advertising tells you about the benefits of products and services	(10) 1	2	3	4
The law should be tougher on those who break it	(11) 1	2	3	4
I am loyal to well-known brands and shops that I know and trust	(12) 1	2	3	4
Tradition holds people together	(13) 1	2	3	4
In our community people look out for you because you look out for them	(14) 1	2	3	4
The death penalty should be reinstated in South Africa for serious crimes like murder and rape	(15) 1	2	3	4
It is important to follow cultural traditions	(16) 1	2	3	4
Everyone should be able to read and write	(17) 1	2	3	4
The man’s place is at work, the woman’s place is in the home	(18) 1	2	3	4
Men and women should have equal opportunities	(19) 1	2	3	4
Job security is more important than job satisfaction	(20) 1	2	3	4
Not enough is being done to take care of the environment	(21) 1	2	3	4
In the past, life was better than it is today	(22) 1	2	3	4
It is important for a woman to have a career outside the home	(23) 1	2	3	4
Jobs should be reserved for those that were previously disadvantaged	(24) 1	2	3	4
One should keep a careful track of how much money is spent each month	(25) 1	2	3	4
One should follow what is happening with regard to sport	(26) 1	2	3	4
People from other countries should be welcomed in South Africa as they bring knowledge and skills that the country needs	(27) 1	2	3	4

	Strongly Disagree	Disagree	Agree	Strongly Agree
People should be careful about what they drink	(28) 1	2	3	4
Wearing designer labels improves a person’s image	(29) 1	2	3	4
A person should know what is happening in South Africa	(30) 1	2	3	4
Things are changing too quickly	(31) 1	2	3	4
A person should have lots of friends	(32) 1	2	3	4
South Africa has achieved a lot in the world	(33) 1	2	3	4
Efforts to reduce poverty in South Africa have not been successful	(34) 1	2	3	4
The value of social grants should be increased	(35) 1	2	3	4
It is important to keep in regular touch with friends wherever they are	(36) 1	2	3	4
Differences in religions are driving people apart	(37) 1	2	3	4
Shopping is a pleasure	(38) 1	2	3	4
The things a person owns says a lot about how well they are doing in life	(39) 1	2	3	4
Modern technology has improved standards of living	(40) 1	2	3	4
A couple should live together before they get married	(41) 1	2	3	4
Young people should respect older people, community leaders and teachers	(42) 1	2	3	4
Women should occupy senior positions in government and at work	(43) 1	2	3	4
People should eat more fruit and vegetables	(44) 1	2	3	4
Children should be taught in their home language	(45) 1	2	3	4



List continues in right hand column



33 How **applicable** is each of these statements to you? Are they “Not at all Applicable”, “Not Very Applicable”, “Somewhat Applicable”, “Very Applicable”? (Please tick the box where your opinion falls)

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am more likely to buy brands that I have seen or heard advertised	(46) 1	2	3	4
Being part of a community is important to me	(47) 1	2	3	4
Music is an essential part of my culture	(48) 1	2	3	4
I can now afford to go out and enjoy myself	(49) 1	2	3	4
I would rather be outdoors than indoors	(50) 1	2	3	4
Entertainment is important to me	(51) 1	2	3	4
I am prepared to take out a loan to get something I want	(52) 1	2	3	4
I am interested in alternative methods of medicine and healing	(53) 1	2	3	4
I like to know what is happening in other African countries	(54) 1	2	3	4
I like being original and different	(55) 1	2	3	4
I prefer to read in my home language	(56) 1	2	3	4
I feel anxious when I am on my own	(57) 1	2	3	4
If a company sponsors a sport I am interested in, I will be more likely to buy its products	(58) 1	2	3	4

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am proud to be South African	(59) 1	2	3	4
I like to be respected by my friends	(60) 1	2	3	4
I like to attend religious services	(61) 1	2	3	4
Shopping makes me feel that my life is worthwhile	(62) 1	2	3	4
I like to listen and talk to people in my home language	(63) 1	2	3	4
It would mean a great deal to me if I could increase my social standing	(64) 1	2	3	4
I like to dress well	(65) 1	2	3	4
I gain confidence from my material possessions	(66) 1	2	3	4
I like to keep up with technology	(67) 1	2	3	4
I tend to live each day as it comes and not worry about the future	(68) 1	2	3	4
I trust others, because others trust me	(69) 1	2	3	4
Regular family meals are important to me	(70) 1	2	3	4
I like to go to sporting events	(71) 1	2	3	4
I am resentful that people come to South Africa and take away jobs and houses that should be kept for South African citizens	(72) 1	2	3	4

(EOC 118)



List continues in right hand column



34 How **similar** do you feel to the people described below? Do you feel “Not at all similar”, “Not too similar”, “Quite Similar”, “Very Similar”? *(Please tick the box where your opinion falls)*

	Not at all similar	Not too similar	Quite similar	Very similar
People who try new brands they see or hear advertised	(10) 1	2	3	4
People who feel that crime is having a negative effect on how people see South Africa	(11) 1	2	3	4
People of the same language group who stick together	(12) 1	2	3	4
People who believe that everyone is entitled to free basic education	(13) 1	2	3	4
People who believe that women should bear the main responsibility for bringing up children	(14) 1	2	3	4
People who use particular brands and products to be accepted and admired	(15) 1	2	3	4
People who think work should be interesting and not just a way to earn money	(16) 1	2	3	4
People who go to lots of parties	(17) 1	2	3	4
People who make an effort to buy products that don't pollute the environment	(18) 1	2	3	4
People who spend a lot of time with their family	(19) 1	2	3	4
People who take risks to get a high return on their money	(20) 1	2	3	4
People who avoid foods that are not good for them	(21) 1	2	3	4
People who know what is going on internationally	(22) 1	2	3	4
People who think work should just be a way to earn money	(23) 1	2	3	4
Those who are in favour of stopping people from other African countries coming to South Africa	(24) 1	2	3	4

	Not at all similar	Not too similar	Quite similar	Very similar
People who like trying new things	(25) 1	2	3	4
People who often feel quite lonely	(26) 1	2	3	4
People who go out of their way to buy products that are made in South Africa	(27) 1	2	3	4
People who have successful personal relationships	(28) 1	2	3	4
People whose religious beliefs guide their lives	(29) 1	2	3	4
People who enjoy shopping	(30) 1	2	3	4
People who keep up with the latest trends, fashions and styles	(31) 1	2	3	4
People who admire those who have expensive homes, cars and clothes	(32) 1	2	3	4
People who are at ease with computers, cell phones and new technology	(33) 1	2	3	4
People who look forward to the future	(34) 1	2	3	4
People who believe the old ways are best	(35) 1	2	3	4
People who can identify with other people's feelings	(36) 1	2	3	4
People who make an effort to save electricity and water	(37) 1	2	3	4
People who do not litter	(38) 1	2	3	4
People who enjoy participating in sport	(39) 1	2	3	4



List continues in right hand column



35 How **true** is each of the following statements? Are they "Very untrue", "Untrue", "True", or "Very True"?
(Please tick the box where your opinion falls)

	Very untrue	Untrue	True	Very true
Advertising is a useful source of information about where products can be bought	(40) 1	2	3	4
It is worth paying a higher price for a well-known brand	(41) 1	2	3	4
I like to know what is happening in my community	(42) 1	2	3	4
Crime has made me very anxious about personal safety	(43) 1	2	3	4
Cultural customs and traditions define who I am	(44) 1	2	3	4
You can't get a decent job anymore without spending money and effort to improve your qualifications	(45) 1	2	3	4
Not enough attention is given to women's issues in South Africa	(46) 1	2	3	4
Both men and women have to go out to work to provide for their families	(47) 1	2	3	4
These days there is no point in saving for something, it is better to buy on credit	(48) 1	2	3	4
It is beneficial to take regular exercise	(49) 1	2	3	4
I know a lot of people in my community	(50) 1	2	3	4
To be successful you need to be well educated	(51) 1	2	3	4
I would rather live in South Africa than anywhere else	(52) 1	2	3	4
Not enough is being done to provide opportunities for the poor	(53) 1	2	3	4
My life would be better if I owned certain things I don't have	(54) 1	2	3	4
It is difficult to use modern appliances and technology	(55) 1	2	3	4
It is foreigners who are mainly responsible for the high level of crime in South Africa	(56) 1	2	3	4

(EOC 119)

A new means of communication is the Internet. The next question relates to your personal Internet usage. Remember that the Internet can be accessed using a computer or a cellular phone.

- 36 Which of the following **TYPES** of websites have you visited, using the Internet, in the **past 12 months?**
(just tick the blocks that apply)

Banking	10) 1
Business / Finance	2
Cars / Motoring	3
Celebrity / Gossip	4
Concerts / Theatre / Events	5
Dating / Social Networking	6
Educational Institutions	7
Food / Restaurants	8
Health	9
Jobs / Careers	0
Looking for information	11) 1
Magazines	2
Movies	3
Music	4
News / Weather	5
Newspapers	6
Property / Real Estate	7
Radio	8
Shopping for groceries	9
Shopping for other goods	0
Sport	12) 1
Television	2
Travel / Holidays	3
NONE OF THESE	4

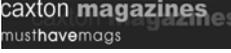
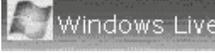
EXAMPLE – WEBSITES VISITED

		37a	37b Last time visited					
		Yes	Yester-day	In last 7 days	In last 4 weeks	Longer ago		
	www.jobmail.co.za	✓ 13) 1	→	14) 1	✓ 2	3	4	(JobMail)
		www.property24.com	2	→	15) 1	2	3	4
NONE OF THESE								9

- In the above example, the person points out that he has visited the Jobmail Website in the past 12 months by placing a tick in the “Yes” column next to JobMail.
- He then indicates that the last time he visited the JobMail website was in the last 7 days (JobMail ticked in the “last 7 days” column).
- If he has not visited a particular website at all, he would leave that row blank (e.g. Property24 in the example).
- If he has not visited **ANY** of the websites listed on the page, he would place a tick next to “**NONE OF THESE**” at the bottom of the page.

37a Which of the following **websites** have you visited, using the Internet, in the **past 12 months**?
(just tick the blocks that apply)

37b Apart from today, when was the **last time** you visited each one?
(for each visited, tick one time period only)

		37a	37b Last time visited				
		Yes	Yester- day	In last 7 days	In last 4 weeks	Longe r ago	
	www.google.co.za	13) 1	16) 1	2	3	4	(Google)
	www.iafrica.com	2	17) 1	2	3	4	(iAfrica)
	www.news24.com	3	18) 1	2	3	4	(News 24)
	http://news.google.co.za	4	19) 1	2	3	4	(Google News)
	www.SABCNews.com	5	20) 1	2	3	4	(SABC News)
	www.bizcommunity.com	6	21) 1	2	3	4	(BizCommunity)
	www.busrep.co.za	7	22) 1	2	3	4	(Business Report)
	www.summit.co.za	8	23) 1	2	3	4	(Summit TV)
	www.careers24.com	9	24) 1	2	3	4	(Careers 24)
	www.careerjunction.co.za	0	25) 1	2	3	4	(Career Junction)
	www.iol.co.za	14) 1	26) 1	2	3	4	(Independent Online)
	www.caxtonmags.co.za	2	27) 1	2	3	4	(Caxton Magazines)
	www.pnet.co.za	3	28) 1	2	3	4	(P Net)
	www.mydigitallife.co.za	4	29) 1	2	3	4	(My Digital Life)
	www.myspace.com	5	30) 1	2	3	4	(My Space)
	www.facebook.com	6	31) 1	2	3	4	(Facebook)
	www.linkedin.com	7	32) 1	2	3	4	(LinkedIn)
	www.windowslive.com	8	33) 1	2	3	4	(Windows Live Spaces)
	www.youtube.com	9	34) 1	2	3	4	(You Tube)
NONE OF THESE		15) 9					

38a These days many newspapers and magazines have their own websites.
Which of the following **newspaper websites** have you visited, using the Internet, in the **past 12 months?** (just tick the blocks that apply)

38b Apart from today, when was the **last time** you visited each one?
(for each visited, tick one time period only)

		38a		38b Last time visited				
		Yes		Yester-day	In last 7 days	In last 4 weeks	Longer ago	
Beeld	www.beeld.co.za	35) 1	➔	38) 1	2	3	4	(Beeld)
DIE BURGER	www.dieburger.com	2	➔	39) 1	2	3	4	(Die Burger)
BUSINESSDAY <small>NEWS WORTH KNOWING</small>	www.businessday.co.za	3	➔	40) 1	2	3	4	(Business Day)
Cape Argus	www.capeargus.co.za	4	➔	41) 1	2	3	4	(Cape Argus)
CAPE TIMES	www.capetimes.co.za	5	➔	42) 1	2	3	4	(Cape Times)
The Citizen	www.thecitizen.com	6	➔	43) 1	2	3	4	(The Citizen)
City Press <small>CELEBRATING 25 YEARS</small> <small>DISTINCTLY AFRICAN</small>	www.citypress.co.za	7	➔	44) 1	2	3	4	(City Press)
Daily Dispatch	www.dailydispatch.co.za	8	➔	45) 1	2	3	4	(Daily Despatch)
Daily News	www.dailynews.co.za	9	➔	46) 1	2	3	4	(Daily News)
THE HERALD <small>online</small>	www.theherald.co.za	0	➔	47) 1	2	3	4	(The Herald)
Mail & Guardian <small>online</small>	www.mg.co.za	36) 1	➔	48) 1	2	3	4	(Mail & Guardian Online)
THE MERCURY	www.themercury.co.za	2	➔	49) 1	2	3	4	(The Mercury)
PRETORIA NEWS	www.pretorianews.co.za	3	➔	50) 1	2	3	4	(Pretoria News)
Rapport	www.rapport.co.za	4	➔	51) 1	2	3	4	(Rapport)
Sowetan	www.sowetan.co.za	5	➔	52) 1	2	3	4	(Sowetan)
The Star	www.thestar.co.za	6	➔	53) 1	2	3	4	(The Star)
THE SUNDAY INDEPENDENT	www.sundayindependant.co.za	7	➔	54) 1	2	3	4	(The Sunday Independent)
SUNDAY TRIBUNE	www.sundaytribune.co.za	8	➔	55) 1	2	3	4	(Sunday Tribune)
Sunday World <small>IT'S YOUR WORLD. GO FOR IT</small>	www.sundayworld.co.za	9	➔	56) 1	2	3	4	(Sunday World)
The Times	www.thetimes.co.za	0	➔	57) 1	2	3	4	(The Times and Sunday Times)
VOLKSBLAD <small>2014-2015</small>	www.volksblad.co.za	37) 1	➔	58) 1	2	3	4	(Volksblad)
THE WEEKENDER <small>have a good one</small>	www.theweekender.co.za	2	➔	59) 1	2	3	4	(The Weekender)
WeekendPost <small>EVERYONE'S CHAMPION</small>	www.weekendpost.co.za	3	➔	60) 1	2	3	4	(Weekend Post)
NONE OF THESE		9						

39a These days many newspapers and magazines have their own websites. Which of the following **magazine websites** have you visited, using the Internet, in the **past 12 months?** (just tick the blocks that apply)

39b Apart from today, when was the **last time** you visited each one? (for each visited, tick one time period only)

		39a		39b				
		Yes		Last time visited				
				Yesterday	In last 7 days	In last 4 weeks	Longer ago	
CLEO	www.cleomagazine.co.za	61) 1	➔	63) 1	2	3	4	(Cleo)
ELLE SOUTH AFRICA	www.ellemagazine.co.za	2	➔	64) 1	2	3	4	(Elle)
HUIS genoot	www.huisgenoot.co.za	3	➔	65) 1	2	3	4	(Huis-genoot)
living&loving	www.livingandloving.co.za	4	➔	66) 1	2	3	4	(Living and Loving)
people	www.peoplemagazine.co.za	5	➔	67) 1	2	3	4	(People)
rooi rose	www.rooirose.co.za	6	➔	68) 1	2	3	4	(Rooi Rose)
woman&home	www.womanandhomemagazine.co.za	7	➔	69) 1	2	3	4	(Woman & Home)
YOU	www.you.co.za	8	➔	70) 1	2	3	4	(You)
FM FINANCIAL MAIL	http://free.financialmail.co.za	9	➔	71) 1	2	3	4	(FM/ Financial Mail)
PERSONAL FINANCE	www.persfin.co.za	0	➔	72) 1	2	3	4	(Personal Finance)
Country Life	www.countrylife.co.za	62) 1	➔	73) 1	2	3	4	(Country Life)
Farmer's Weekly	www.farmersweekly.co.za	2	➔	74) 1	2	3	4	(Farmer's Weekly)
GARDEN & HOME	www.gardenandhome.co.za	3	➔	75) 1	2	3	4	(Garden and Home)
SoccerLife FourFourTwo	www.soccerlife.co.za	4	➔	76) 1	2	3	4	(Soccer Life)
NONE OF THESE		9						

(EOC 120)

THANK YOU FOR TAKING THE TIME TO FILL IN THIS QUESTIONNAIRE

