

CAPI Questionnaire

Name of survey

Project Sasha Fierce Quant

Client name

Author(s)

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This questionnaire was written according to Kantar TNS quality procedures

checked by



KANTAR TNS

Survey: 233106134
Version: 3
Global Practice: IPD

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B001 - B004: START & END QUESTIONS (South Africa)	Begin block
B002 - B001: STANDARD UP-FRONT QUESTIONS	Begin block
Q001 - TabNo: Tablet Number (Dimensions ONLY)	Numeric
Not back Min = 1 Max = 9999	
ENTER TABLET NUMBER	
Q002 - TabNoVal: Tablet Number Validation (Dimensions ONLY)	Numeric
Not back Min = 1 Max = 9999	
RE-ENTER TABLET NUMBER	
Scripter notes: If tablet numbers don't match, alert IC and go back to TabNo to verify both	
Q003 - SPCode9: SP Code (New - 9 digits)	Numeric
Not back Min = 1 Max = 999999999	
ENTER THE SUBURB CODE	
Scripter notes: Load FULL MASTER list of SP codes	
Q004 - SPCode9Val: SP Code Validation (New - 9 digits)	Numeric
Not back Min = 1 Max = 999999999	
RE-ENTER THE SUBURB CODE	
Scripter notes: Load FULL MASTER list of SP codes If SP codes don't match, alert IC and go back to SPCode9 to verify BOTH	
Q005 - AC3: Area Classification (Met, SU & Rural)	Single coded
Not back	
RECORD AREA TYPE SINGLE MENTION	
Normal	
1 Metro	
2 Small urban	
↪ GO TO Q007 - PRV	
3 Rural	
↪ GO TO Q007 - PRV	
Scripter notes: Check quota	

Q006 - MA11: 7 Major Metro Areas	Single coded
Not back	
RECORD METRO AREA SINGLE MENTION	
Normal	
1 Bloemfontein 2 Cape Town 3 Durban 4 East London 5 Port Elizabeth 6 East Rand 7 Johannesburg 8 Pretoria 9 Soweto 10 Vaal Triangle / South Rand 11 West Rand	
Scripter notes: Check quota	
Ask only if Q005 - AC3,2,3	
Q007 - PRV: Province	Single coded
Not back	
RECORD PROVINCE SINGLE MENTION	
Normal	
1 Eastern Cape 2 Free State 3 Gauteng 4 KwaZulu-Natal 5 Limpopo 6 Mpumalanga 7 North West 8 Northern Cape 9 Western Cape	
Scripter notes: For metro interviews, autocode province based on response at MetroArea question Check quota	
Q008 - ICode: IC Code	Numeric
Not back Min = 1 Max = 9999	
ENTER YOUR IC CODE	
Scripter notes: Please move the Syntax [*SAVE ICodeNum] from it's current position above the question; to the end of the question definition and Syntax.	

Q009 - ICodeVal: IC Code validation

Numeric

[Not back](#) | [Min = 1](#) | [Max = 9999](#)

RE-ENTER YOUR IC CODE

Scripter notes: If IC codes don't match, alert IC and go back to ICode to verify both

Q010 - ICName: IC Name

Single coded

[Not back](#) | [Dummy](#)

Normal

1111 Name Surname
2222 Name Surname
3333 Name Surname
4444 Name Surname

Scripter notes: Copy and paste updated IC list.

Q011 - ICNC: IC Name confirmation

Single coded

[Not back](#)

ICNC. Please confirm that this is your name and paycode? Note that payment for this interview will be made based on this information.

IC Code: *FONT [3]*? ICodeNum*FONT [0]
IC Name: *FONT [3]*? ICNameTxt

Normal

1 Yes
2 No
3 Other (Specify) *Open *Position fixed

[Not back](#)

RECORD FIELD MANAGER

Normal

6200	Amanda - PTA 3
2541	Azeez - CT 4
9090	Beatta - North 1
5600	Belinda - ER 1
8895	Cathy - CT 2
9010	Dinie - PE
3050	Elbie - Bloem
9020	Engela - PTA 2
9015	Felicia - CT 3
2000	Geraldine - George
3125	Hester - PTA 1
8500	Linda - North 2
7000	Lulame - CTN 5
6555	Mak - JHB 2
8000	Mala - DBN 1
9035	Martha M - JHB 3
9070	Maryna - ER 2
7900	Michelle - DBN 3
802	Moeketsi - Polokwane
814	Natasha - CT 1
803	Pretty - WR
9060	Rossana - DBN 4
4000	Sally - DBN 5
9030	Sandra - DBN 2
3000	Sharlene - PTA 4
9080	Sidney - ER 3
47000	Theresa - Vaal
9005	Vanessa - EL

Scripter notes: Customise list based on final sample provided by research team
Please change Theresa's code in master list to 47000034 (just add 034)
Create two columns so that all FM names fit on one screen

[Not back](#)

CONFIRM FIELD MANAGER

Normal

- 6200 Amanda - PTA 3
- 2541 Azeez - CT 4
- 9090 Beatta - North 1
- 5600 Belinda - ER 1
- 8895 Cathy - CT 2
- 9010 Dinie - PE
- 3050 Elbie - Bloem
- 9020 Engela - PTA 2
- 9015 Felicia - CT 3
- 2000 Geraldine - George
- 3125 Hester - PTA 1
- 8500 Linda - North 2
- 7000 Lulame - CTN 5
- 6555 Mak - JHB 2
- 8000 Mala - DBN 1
- 9035 Martha M - JHB 3
- 9070 Maryna - ER 2
- 7900 Michelle - DBN 3
- 802 Moeketsi - Polokwane
- 814 Natasha - CT 1
- 803 Pretty - WR
- 9060 Rossana - DBN 4
- 4000 Sally - DBN 5
- 9030 Sandra - DBN 2
- 3000 Sharlene - PTA 4
- 9080 Sidney - ER 3
- 47000 Theresa - Vaal
- 9005 Vanessa - EL

Scripter notes: Customise list based on final sample provided by research team
Create two columns so that all FM names fit on one screen
If FM names don't match, alert IC and go back to 1st FM question to verify both

[Not back](#) | [Max = 2359](#) | [Dummy](#)

[Not back](#) | [Max = 31129999](#) | [Dummy](#)

Scripter notes: Autofill date

Q016 - Q111: PAR: Participation request_Intro**Single coded****Not back**

PAR. Hello, my name is.... from Kantar TNS, one of the world's most respected research companies. We are listening to the views of young women about their health and health care needs across this country. The information we collect will be combined with the views of 1500 other selected women, and personal answers are kept completely confidential.

I am not involved in health care myself, I just want to hear exactly what your experiences and feelings are.

The interview is likely to take about 30-40 minutes. Are you willing to participate?

IF NO OR IN DOUBT, THANK RESPONDENT AND CLOSE INTERVIEW

Normal

- 1 Yes
- 2 No

Q157 - AG14: Age Group**Single coded****Not back**

AG14. Could you please tell me which of these age groups you fall into? You need only read out the letter.

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Younger than 14 years
- 2 14 - 17 years
- 3 18 - 25 years
- 4 26+ years
- 5 REF

Ask only if **Q157 - AG14,2**

Q159 - PC1: Details of parent/guardian**Single coded****Not back**

Before I start the interview, I first need to get permission from your parent or legal guardian.

Please could I speak with your parent or legal guardian?

IF YES, ASK TO SPEAK TO OR SET UP AN APPOINTMENT WITH THE PARENT/ LEGAL GUARDIAN.
IF NO, THANK RESPONDENT AND CLOSE INTERVIEW.

Normal

- 1 Yes, you can speak to the parent or legal guardian now - CONTINUE WITH INTERVIEW
- 2 Yes, but parent or legal guardian not available now - MAKE AN APPOINTMENT
- 3 No

Ask only if **Q159 - PC1,1**

Q158 - PC2: Parental Consent

Single coded

Not back

PAR. Hello, my name is... from Kantar TNS, one of the world's most respected research companies. We are listening to the views of women about their health and health care needs including reproductive health issues across this country, and we would like to interview your daughter/this girl. What she tells us will be combined with the views of 1500 other selected women and girls and so will be strictly confidential.

The interview will take about 30-40 minutes. We would like to speak to her alone, is that okay?

IF YES, GIVE PARENT THE CONSENT FORM TO COMPLETE AND SIGN.
IF NO OR IN DOUBT, THANK RESPONDENT AND CLOSE INTERVIEW.

Normal

- 1 Yes
- 2 No

Q017 - GDR: Gender

Single coded

Not back

GDR.

RECORD FROM OBSERVATION

Normal

- 1 Female
- 2 Male

👉 **GO TO Q105 - V9998**

Scripter notes: Check quota

Q126 - ETH: Ethnic Group

Single coded

Not back

ETH. For statistical purposes I need to confirm which ethnic group you belong to. Is it...?

RECORD FROM OBSERVATION AND READ OUT ONLY IF NECESSARY
SINGLE MENTION

Normal

- 1 Black
- 2 White
- 3 Indian or Asian
- 4 Coloured

Scripter notes: Check quota

B026 - B026: LSM 2014 - SV (Screener Version)

Begin block

Not back

LSM. Now I am going to read out a list of things. Some of these things might sound strange to you, but we need to ask them to understand a bit more about your lifestyle. Please tell me which of the following, if any, are presently in your household.

READ OUT
DON'T READ STATEMENTS 28, 29 OR 30 (OBSERVE AND RECORD ONLY)
MULTIPLE MENTION

Normal

- 1 Tap water in your house or on your property
- 2 Hot running water from a geyser
- 3 Flush toilet inside or outside house
- 4 Built-in kitchen sink
- 5 Ordinary Telkom or Neotel telephone
- 6 3 or more cellphones in this household
- 7 Exactly two cellphones in this household
- 8 Exactly one cellphone or no cellphones in this household
- 9 More than 1 radio, excluding a car radio
- 10 Swimming pool
- 11 TV set
- 12 Pay TV subscription such as M-Net, DStv or Top TV
- 13 Air conditioner, not just a fan
- 14 Any kind of DVD or Blu Ray player
- 15 Home theatre system
- 31 Hi-fi or music centre
- 16 Personal computer such as a laptop or desktop
- 17 Fridge or combined fridge/freezer
- 18 Deep freezer which is free standing
- 19 Electric stove
- 20 Microwave oven
- 21 Floor polisher or vacuum cleaner
- 22 Washing machine
- 23 Tumble dryer
- 24 Dishwashing machine
- 25 Motor car
- 26 Live-in, full-time or part-time domestic servant, helper or gardener
- 27 Home security service
- 28 Live in a built house/cluster house or town house excluding a RDP, township matchbox or improved township matchbox house
- 29 Live in one of these cities or their suburbs/townships: Johannesburg, Soweto, Alberton, Benoni, Boksburg, Kempton Park, Pretoria, Vanderbijlpark, Vereeniging, Welkom, Bloemfontein, Durban, Pietermaritzburg, Port Elizabeth/Uitenhage, East London, Cape Town
- 30 Live in a rural area such as a farm or traditional tribal village, outside Gauteng or the Western Cape

Q156 - LSMOUTPUT: LSM Output (DON'T DELETE)

Single coded

Dummy

Normal

1LSM 1

↵GO TO Q105 - V9998

2LSM 2

↵GO TO Q105 - V9998

3LSM 3

↵GO TO Q105 - V9998

4LSM 4

5LSM 5

6LSM 6

7LSM 7

8LSM 8

↵GO TO Q105 - V9998

9LSM 9

↵GO TO Q105 - V9998

10LSM 10

↵GO TO Q105 - V9998

Scripter notes: Respondent qualifies if LSM 4 - 7 (i.e. code 4 - 7)

Display on screen LSM category that the respondent qualifies for

B026 - B026: LSM 2014 - SV (Screener Version)

End block

Q030 - SCR3: Category relationship

Multi coded

[Not back](#) | [Min = 1](#)

Which of these products did you shop for in the last month for your own personal use (even if someone else bought the product for you)?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 Clothing, shoes
↳ [GO TO Q105 - V9998](#)
- 2 Cosmetics / make up (e.g. lipstick, nail polish, mascara)
↳ [GO TO Q105 - V9998](#)
- 3 Deodorant (spray, roll on)
↳ [GO TO Q031 - SCR4](#)
- 4 Electronics (TV, mobile phone, radio)
↳ [GO TO Q105 - V9998](#)
- 5 Facial care products (e.g. face cream, eye cream, cleanser)
↳ [GO TO Q105 - V9998](#)
- 6 Hair care products (e.g. shampoo, relaxer, hair gel)
↳ [GO TO Q105 - V9998](#)
- 7 Perfume or cologne
↳ [GO TO Q105 - V9998](#)
- 8 Sanitary protection (tampons, pads, panty liners)
↳ [GO TO Q031 - SCR4](#)
- 9 Skin care products (e.g. body moisturizing cream, body wash)
↳ [GO TO Q105 - V9998](#)
- 998 None **Position fixed *Exclusive*
↳ [GO TO Q105 - V9998](#)
- 999 Don't Know **Position fixed *Exclusive*
↳ [GO TO Q105 - V9998](#)

Ask only if **Q030 - SCR3,3,8**

Q031 - SCR4: Category Quota

Single coded

[Not back](#) | [Dummy](#)

RECORD QUOTA

Normal

- 1 Deodorant
- 2 Sanitary protection

Scripter notes: Check quota
If code 3 at SCR3 selected, show code 1 here (SCR4)
If code 8 at SCR3 selected, show code 2 here (SCR4)

Q129 - SCR5: Main decision maker

Single coded

[Not back](#)

Who makes the decision about which brand of [PULL CATEGORY QUOTA] to buy?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Myself
- 2 Myself and someone else together
- 3 Someone else

👉 GO TO Q105 - V9998

Ask only if Q129 - SCR5,2

Q146 - SCR6: Secondary Decision Maker

Multi coded

[Not back](#) | Min = 1

Who usually helps you make the decision about which brand of [PULL CATEGORY QUOTA] to buy?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Mother
- 2 Father
- 3 Sister
- 4 Brother
- 5 Grandmother
- 6 Other family member (aunt, uncle)
- 7 Husband
- 8 Boyfriend / Partner
- 9 Friend
- 10 Guardian
- 996 Other specify *Open *Position fixed

Q147 - SCR7: Payment

Single coded

[Not back](#)

Which statement is most relevant to you when shopping for [PULL CATEGORY QUOTA]?

SINGLE MENTION
SHOW SCREEN

Normal

- 1 You usually pay for the [PULL CATEGORY QUOTA] yourself
- 2 You usually pay for the [PULL CATEGORY QUOTA] via your store account
- 3 Someone else usually pays for the [PULL CATEGORY QUOTA]
- 996 Other specify *Open *Position fixed

B003 - B002: INTRODUCTION & SCREENING

End block

B005 - B013: CONNECTED SHOPPER

Begin block

Q125 - CSI: Connected Shopper Intro

Text

Not back

I would now like to ask you a few questions about your decision making process when you last bought [PULL CATEGORY QUOTA]

READ OUT

B021 - B021: BRAND EQUITY

Begin block

Ask only if Q031 - SCR4,1

B022 - B022: DEODORANT BRAND EQUITY

Begin block

Q133 - EQU1: Regular deodorant brands

Multi coded

Not back | Min = 1

Which brands of [PULL CATEGORY QUOTA] do you regularly shop for?

SHOW SCREEN
MULTIPLE MENTION

Random

1 Dove

2 Shield

3 Clicks

4 Mitchum

5 Nivea

6 Oh so Heavenly

7 Lady Speed Stick

8 Sanex

9 MUM 21

10 Crystal

11 Garnier

12 Revlon

13 Shower to Shower

14 Yardley

996 Other specify *Open *Position fixed

998 None *Position fixed *Exclusive

999 Don't Know *Position fixed *Exclusive

Inversed control on **Q133 - EQU1**

Q134 - EQU2: Deodorant Brands considered

Multi coded

[Not back](#) | Min = 1

Did you consider any other brands the last time you shopped for [PULL CATEGORY QUOTA]?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 Dove
- 2 Shield
- 3 Clicks
- 4 Mitchum
- 5 Nivea
- 6 Oh so Heavenly
- 7 Lady Speed Stick
- 8 Sanex
- 9 MUM 21
- 10 Crystal
- 11 Garnier
- 12 Revlon
- 13 Shower to Shower
- 14 Yardley

Scripter notes: Only show brands NOT coded at EQU1

Q149 - EQU3: Deodorant Brands preferred

Single coded

[Not back](#)

What is your preferred brand of [PULL CATEGORY QUOTA]?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 Dove
- 2 Shield
- 3 Clicks
- 4 Mitchum
- 5 Nivea
- 6 Oh so Heavenly
- 7 Lady Speed Stick
- 8 Sanex
- 9 MUM 21
- 10 Crystal
- 11 Garnier
- 12 Revlon
- 13 Shower to Shower
- 14 Yardley

Scripter notes: Control on brands selected at EQ1 and EQ2

Control on **Q133 - EQU1**

Q148 - EQU4: Preferred Deodorant Brand characteristics

Single coded

[Not back](#)

Which characteristic makes you prefer [PREFERRED BRAND], [PULL CATEGORY QUOTA] over another brand?

SHOW SCREEN
SINGLE MENTION

[Random](#)

- 1 It is my usual brand
- 2 Its a better quality brand
- 3 It offers a lot of variation (i.e. different formats)
- 4 It has the best packaging
- 5 Its easy to use
- 6 It comes in the right pack size
- 7 It has the right price
- 8 Its highly recommended by friends / family
- 9 Its highly recommended by experts
- 10 It has the best advertising
- 11 It offers the best fragrances
- 996 Other specify *Open *Position fixed

B022 - B022: DEODORANT BRAND EQUITY

End block

Ask only if **Q031 - SCR4,2**

B023 - B023: Sanitary Protection Brand Equity

Begin block

Q135 - EQU1b: Regular sanitary brands

Multi coded

[Not back](#) | **Min = 1**

Which brands of [PULL CATEGORY QUOTA] do you regularly shop for?

SHOW SCREEN
MULTIPLE MENTION

[Random](#)

- 1 Always
- 2 Comfitex
- 3 Discreet
- 4 Kotex
- 5 Libresse
- 6 Lil-lets
- 7 Stayfree
- 8 my.time
- 9 SOFTI
- 10 Tampax

Q136 - EQU2b: Sanitary Brands considered

Multi coded

Not back | Min = 1

Did you consider any other brands the last time you shopped for [PULL CATEGORY QUOTA]?

SHOW SCREEN
MULTIPLE MENTION**Random**

- 1 Always
- 2 Comfitex
- 3 Discreet
- 4 Kotex
- 5 Libresse
- 6 Lil-lets
- 7 Stayfree
- 8 my.time
- 9 SOFTI
- 10 Tampax

Scripter notes: Only show brands NOT coded at EQU1**Q150 - EQU3b: Sanitary Brand Preferred**

Single coded

Not back

What is your preferred brand of [PULL CATEGORY QUOTA]?

SHOW SCREEN
SINGLE MENTION**Random**

- 1 Always
- 2 Comfitex
- 3 Discreet
- 4 Kotex
- 5 Libresse
- 6 Lil-lets
- 7 Stayfree
- 8 my.time
- 9 SOFTI
- 10 Tampax

Scripter notes: Only show brands NOT coded at EQU1

Not back

Which characteristic makes you prefer [PREFERRED BRAND], [PULL CATEGORY QUOTA] over another brand?

SHOW SCREEN
SINGLE MENTION

Random

- 1

It is my usual brand
- 2

Its a better quality brand
- 3

It offers a lot of variation (i.e. different formats)
- 4

It has the best packaging
- 5

Its easy to use
- 6

It comes in the right pack size
- 7

It has the right price
- 8

Its highly recommended by friends / family
- 9

Its highly recommended by experts
- 10

It has the best advertising
- 11

It offers the most comfort
- 996

Other specify *Open *Position fixed

Scripter notes: Control on brands selected at EQ1b and EQ2b

Not back

Why did you shop for [PULL CATEGORY QUOTA] the last time?

SHOW SCREEN
SINGLE MENTION

Normal

- 1

I needed a product urgently
🔗 GO TO Q034 - PRE2
- 2

I wanted to explore products available to meet my needs
🔗 GO TO Q035 - PRE3
- 3

It was part of my usual shop for this category

Ask only if **Q033 - PRE1,1**

Q034 - PRE2: Triggers for Pressured mindset

Multi coded

[Not back | Min = 1](#)

Why did you have to get it urgently?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 Had run out of [PULL CATEGORY QUOTA]
- 2 Forgot to buy [PULL CATEGORY QUOTA] on last shop
- 3 Had been told I needed to get [PULL CATEGORY QUOTA]
- 4 I had to use the product immediately

Ask only if **Q033 - PRE1,2**

Q035 - PRE3: Triggers for Explore mindset

Multi coded

[Not back | Min = 1](#)

Why were you exploring products?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 My needs have changed
- 2 Had a specific occasion I was shopping for
- 3 Not satisfied with current product
- 4 Heard about a new product
- 5 Like to try new products
- 6 Heard about a deal or promotion
- 7 The shelf caught my attention in store

Ask only if **Q033 - PRE1,3**

Q036 - PRE4: Triggers for Routine Mindset

Multi coded

[Not back | Min = 1](#)

Why did you get it on your usual shop?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 I had run out of [PULL CATEGORY QUOTA]
- 2 I was running low of [PULL CATEGORY QUOTA]
- 3 I saw an interesting promotion

Q154 - PRE6: Brand imagery**Multi coded****Not back | Min = 1**

How does purchasing a brand of [PULL CATEGORY QUOTA] make you feel?

SHOW SCREEN
MAXIMUM OF 5 STATEMENTS POSSIBLE**Normal**

- 1 Relaxed / Calm / Chilled out
- 2 Warm / Approachable
- 3 Enthusiastic / Engaged / Energised
- 4 Successful
- 5 Cool / Modern/ Trendy
- 6 Adventurous
- 7 Glamorous / Stylish / Sophisticated
- 8 Responsible / In control
- 9 Fun / Lively
- 10 Respected
- 11 Strong / Bold / Dynamic
- 12 Feminine
- 13 Sensual / Flirtatious
- 14 Stand Out
- 15 Confident
- 16 Spontaneous / Letting go
- 17 Quiet / Shy / Reserved
- 18 Popular
- 19 Beautiful / Attractive

Q037 - PRE5: Pre-store touchpoints**Multi coded****Not back | Min = 1 | Max = 1**

The following questions relate to the LAST TIME you shopped for [PULL CATEGORY QUOTA] products. Please think about only this purchase occasion when answering these questions.

What did you see or do in the days before shopping for [PULL CATEGORY QUOTA]?

SHOW SCREEN
MULTIPLE MENTION**Normal**

- 1 Saw a TV advert
- 2 Heard a radio advert
- 3 Saw an advert in newspaper / magazine
- 4 Saw an advert on mobile phone
- 5 Saw an online advert
- 6 Saw a sponsorship of an event
- 7 Spoke to store staff
- 8 Spoke to friends
- 9 Spoke to family
- 10 Visited a store before purchasing
- 11 Researched [PULL CATEGORY QUOTA] on brand website
- 12 Researched [PULL CATEGORY QUOTA] on retailer website
- 13 Read comments on social networking sites
- 14 Read comments on blogs / forums
- 15 Used a product sample

B006 - PRE: PRE-STORE **End block**

B007 - PUR: PURCHASE **Begin block**

Q107 - PUR1: Retailer shopped from **Single coded**

[Not back](#)

Which retailer did you shop at the last time you got [PULL CATEGORY QUOTA]?

SHOW SCREEN
SINGLE MENTION

[Random](#)

- 1 Clicks
- 2 Dis-Chem
- 3 Checkers
- 4 Game
- 5 Makro
- 6 Pick n Pay
- 7 Shoprite
- 8 Spar
- 9 Woolworths
- 10 Convenience store at a garage
- 11 Clinic
- 12 Other pharmacy
- 13 Other retail store

Q108 - PUR2: Retail driver **Single coded**

[Not back](#)

What was the main reason you chose that retailer?

SHOW SCREEN
SINGLE MENTION

[Random](#)

- 1 They have the best deals
- 2 They have the lowest prices
- 3 It is the closest shop to me
- 4 It is the most convenient for me
- 5 I can get it in bulk
- 6 I can get [PULL CATEGORY QUOTA] products as part of my regular shop
- 7 They have the best product range
- 8 They have the best brands
- 9 It is easy to shop this store
- 10 It is fun to shop this store
- 11 They have the best staff

Q109 - PUR3: Shopping Mission**Single coded****Not back**

And what was the main reason for your shopping trip on that day?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Routine stock-up trip
- 2 Fill-in trip to replace items until my next stock-up trip
- 3 Quick trip to get a few essentials that I need now

Q110 - PUR4: In-store touchpoints**Multi coded****Not back | Min = 1 | Max = 1**

What did you see and do in the store related to [PULL CATEGORY QUOTA] the last time you or someone on behalf of you made a purchase?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 Spoke to store staff
- 2 Spoke to another shopper
- 3 Read packaging
- 4 Picked up and compared products
- 5 Saw a special display
- 6 Saw sales materials at the shelf
- 7 Saw sales materials at the end of the aisle
- 8 Read information leaflets at the shelf
- 9 Read price label
- 10 Used a coupon
- 11 Used mobile phone to get more information
- 12 Used a product sample

Q111 - PUR5: Category planning**Single coded****Not back**

When did you decide to get [PULL CATEGORY QUOTA]?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Planned to buy before I got to the store
- 2 Had meant to buy something but only remembered in the store
- 3 Had not planned to buy before the store

Not back | Min = 1 | Max = 1000

How much did you or someone on behalf of you spend on [PULL CATEGORY QUOTA] in total this time?

RECORD NUMERIC RESPONSE

999 Don't Know *Position fixed *Exclusive

Not back

How easy was it finding the right product(s) for your needs?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Very easy
- 2 Quite easy
- 3 Not very easy

Ask only if Q031 - SCR4,1

Not back | Min = 1

And which Deodorant brand(s) did you choose in the end?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 Dove
- 2 Shield
- 3 Clicks
- 4 Mitchum
- 5 Nivea
- 6 Oh so Heavenly
- 7 Lady Speed Stick
- 8 Sanex
- 9 MUM 21
- 10 Crystal
- 11 Garnier
- 12 Revlon
- 13 Shower to Shower
- 14 Yardley
- 996 Other specify *Open *Position fixed

Q116 - PURD9: First deodorant brand chosen

Single coded

[Not back](#)

What was the first brand you chose to get from the shelf?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Dove
- 2 Shield
- 3 Clicks
- 4 Mitchum
- 5 Nivea
- 6 Oh so Heavenly
- 7 Lady Speed Stick
- 8 Sanex
- 9 MUM 21
- 10 Crystal
- 11 Garnier
- 12 Revlon
- 13 Shower to Shower
- 14 Yardley

Q118 - PURD10: Deodorant Brand Decided vs Open Shoppers

Single coded

[Not back](#)

Which statement is true about shopping for [INSERT DEODORANT BRAND]?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 I knew I would get [INSERT DEODORANT BRAND] before the store
- 2 I had another brand in mind when I got to the store, but chose [INSERT DEODORANT BRAND]
- 3 I had multiple brands in mind and made my mind up in the store
- 4 I was not thinking of any brands and made up my mind when in the store

Scripter notes: If one brand chosen at PUR6 then insert this brand
If multiple brands chosen at PUR 6, insert brand selected at PUR9

[Not back](#) | [Min = 1](#)

And why did you choose [INSERT DEODORANT BRAND]?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1

It is my usual brand
- 2

Better quality brand than others
- 3

Offers a lot of variation (i.e. different formats)
- 4

Packaging really stood out on shelf
- 5

Easy to use
- 6

Is the right pack size
- 7

Has the right price
- 8

Was on promotion
- 9

Was recommended to buy it by friends / family
- 10

Was recommended to buy it by staff
- 11

Saw an advert for it in store
- 12

Saw an advert for it before the store
- 13

Had tried a sample for it
- 14

Had a coupon for it

Scripter notes: If one brand chosen at PUR6 then insert this brand
If multiple brands chosen at PUR 6, insert brand selected at PUR9

Ask only if Q031 - SCR4,2

Ask only if **Q031 - SCR4,2**

Q115 - PURS6: Sanitary Brands purchased

Multi coded

[Not back](#) | **Min = 1**

And which Sanitary brand(s) did you choose in the end?

SHOW SCREEN
MULTIPLE MENTION

Normal

- 1 Always
- 2 Comfitex
- 3 Discreet
- 4 Kotex
- 5 Libresse
- 6 Lil-lets
- 7 Stayfree
- 8 my.time
- 9 SOFTI
- 10 Tampax
- 996 Other specify **Open *Position fixed*

Control on **Q115 - PURS6**

Q117 - PURS9: First sanitary brand chosen

Single coded

[Not back](#)

What was the first brand you chose to get from the shelf?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Always
- 2 Comfitex
- 3 Discreet
- 4 Kotex
- 5 Libresse
- 6 Lil-lets
- 7 Stayfree
- 8 my.time
- 9 SOFTI
- 10 Tampax

[Not back](#)

Which statement is true about shopping for [INSERT SANITARY BRAND]?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 I knew I would get [INSERT SANITARY BRAND] before the store
- 2 I had another brand in mind when I got to the store, but chose [INSERT SANITARY BRAND]
- 3 I had multiple brands in mind and made my mind up in the store
- 4 I was not thinking of any brands and made up my mind when in the store

Scripter notes: If one brand chosen at PUR6 then insert this brand
If multiple brands chosen at PUR 6, insert brand selected at PUR9

[Not back](#) | Min = 1

And why did you choose [INSERT SANITARY BRAND]?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 It is my usual brand
- 2 Better quality brand than others
- 3 Offers a lot of variation (i.e. different formats)
- 4 Packaging really stood out on shelf
- 5 Easy to use
- 6 Is the right pack size
- 7 Has the right price
- 8 Was on promotion
- 9 Was recommended to buy it by friends / family
- 10 Was recommended to buy it by staff
- 11 Saw an advert for it in store
- 12 Saw an advert for it before the store
- 13 Had tried a sample for it
- 14 Had a coupon for it

Scripter notes: If one brand chosen at PUR6 then insert this brand
If multiple brands chosen at PUR 6, insert brand selected at PUR9

Q130 - TPIntro: Touchpoint intro

Text

[Not back](#)

I would like to ask you about some of things you saw and did during your last purchase of [PULL CATEGORY QUOTA] and relate these to some of the brands that are around.

READ OUT

B024 - B024: DEODORANT TOUCHPOINTS

Begin block

Not back | Number of rows: 15 | Number of columns: 14Which brands did you notice when you...?
[INSERT TOUCHPOINT HERE]SHOW SCREEN
MULTIPLE MENTION PER TOUCHPOINT**Rows: Normal | Columns: Normal****Rendered as Dynamic Grid**

	Dove	Shield	Clicks	Mitchum	Nivea	Oh so Heavenly	Lady Speed Stick	Sane x	MUM 21	Crystal	Garnier	Revlon	Showers to Shower	Yardley
Saw a TV advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard a radio advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an advert in newspaper / magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an advert on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an online advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw a sponsorship of an event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to store staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited a store before purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researched [PULL CATEGORY QUOTA] on brand website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researched [PULL CATEGORY QUOTA] on retailer website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Read comments on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read comments on blogs / forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used a product sample	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Create a list of up to 4 brands from the evoked set identified at EQU3. Use the following logic:

- If there are less than 4 brands in the evoked set, then just use this list of brands
- If there are more than 4 brands, then choose 4 brands at random, but prioritise brands bought at PUR6

Create a list of up to 4 touchpoints from the codes selected at PRE5 and PUR4. Use the following logic:

- If there are less than 4 touchpoints selected, then just use this list of touchpoints
- If there are more than 4 touchpoints, then choose 4 touchpoints at random

Q132 - TP4a: Deodorant Brand touchpoint experience

Single coded

[Not back](#)

How did you feel about the brand below when you [INSERT TOUCHPOINT]?

[INSERT BRAND HERE]

SHOW SCREEN
SINGLE MENTION

Normal

- 1

Strongly positive
- 2

Positive
- 3

Had no effect
- 4

Negative
- 5

Strongly negative

B024 - B024: DEODORANT TOUCHPOINTS

End block

B025 - B025: SANITARY TOUCHPOINTS

Begin block

[Not back](#) | [Number of rows: 15](#) | [Number of columns: 10](#)

Which brands did you notice when you...?
[INSERT TOUCHPOINT HERE]

SHOW SCREEN
MULTIPLE MENTION PER TOUCHPOINT

Rows: Normal | **Columns: Normal**

Rendered as Dynamic Grid

	Always	Comfitex	Discreet	Kotex	Libresse	Lil-lets	Stayfree	my.time	SOFTI	Tampax
Saw a TV advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heard a radio advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an advert in newspaper / magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an advert on mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw an online advert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saw a sponsorship of an event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to store staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spoke to family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visited a store before purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researched [PULL CATEGORY QUOTA] on brand website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researched [PULL CATEGORY QUOTA] on retailer website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read comments on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read comments on blogs / forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used a product sample	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Create a list of up to 4 brands from the evoked set identified at EQU3. Use the following logic:

- If there are less than 4 brands in the evoked set, then just use this list of brands
- If there are more than 4 brands, then choose 4 brands at random, but prioritise brands bought at PUR6

Create a list of up to 4 touchpoints from the codes selected at PRE5 and PUR4. Use the following logic:

- If there are less than 4 touchpoints selected, then just use this list of touchpoints
- If there are more than 4 touchpoints, then choose 4 touchpoints at random

Q138 - TP4b: Sanitary Brand touchpoint experience

Single coded

[Not back](#)

How did you feel about the brand below when you [INSERT TOUCHPOINT]?

[INSERT BRAND HERE]

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Strongly positive
- 2 Positive
- 3 Had no effect
- 4 Negative
- 5 Strongly negative

Scripter notes: Pull brands and touchpoints mentioned in TP3**B025 - B025: SANITARY TOUCHPOINTS**

End block

Q139 - TP5: Preferred Touchpoint

Single coded

[Not back](#)

Which is your preferred way of finding information about [PULL CATEGORY QUOTA]?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 TV advert
- 2 Radio advert
- 3 Advert in newspaper / magazine
- 5 Online advert
- 6 Event sponsorship
- 7 Store staff
- 8 Speaking to Friends
- 9 Speaking to family
- 10 Visit the store before purchasing
- 11 Research [PULL CATEGORY QUOTA] on brand website
- 12 Research [PULL CATEGORY QUOTA] on retailer website
- 13 Read comments on social networking sites
- 14 Read comments on blogs / forums
- 15 Use a product sample

Q141 - TP6: Brand influencers

Multi coded

[Not back](#) | **Min = 1** | **Max = 3**

From which of these types of people would you most enjoy hearing about [PULL CATEGORY QUOTA]

SHOW SCREEN
MULTIPLE MENTION**Random**

- 1 International Sports Star
- 9 Local Sports Star
- 2 International Movie/ TV Star
- 3 Local Movie/ TV Star
- 4 International Musician
- 5 Local Musician
- 6 Social Rights Leader
- 7 Local Celebrity/ Socialite
- 8 Medical Doctor
- 996 Other specify **Open *Position fixed*
- 998 None **Position fixed *Exclusive*
- 999 Don't Know **Position fixed *Exclusive*

B020 - B020: TOUCHPOINTS

End block

B005 - B013: CONNECTED SHOPPER

End block

B009 - B018: MEDIA USAGE

Begin block

Q038 - A0: Media intro

Text

[Not back](#)

Now I would like to ask you about your media usage...

READ OUT

Q039 - A1: Internet Access

Single coded

[Not back](#)

How frequently do you access the internet or any online service requiring data?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Several times a day
- 2 Once a day
- 3 At least once a week
- 4 At least once a month
- 5 Less often
- 6 Never

Ask only if NOT Q039 - A1,6

Q040 - A2: Frequency of online activities

Matrix

Answer not required | Not back | Number of rows: 14 | Number of columns: 6

Of all of the different things you can do online on your devices, how frequently do you do each of the following?

SHOW SCREEN
SINGLE MENTION

Rows: Random | Columns: Normal

Rendered as Dynamic Grid

	Several times a day	Once a day	At least once a week	At least once a month	Less often	Never
Instant messaging/chatting (i.e. WhatsApp)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send and receiving emails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write a blog or post articles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post photos, video or music to the internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit blogs or forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access or browse social networks (i.e. Facebook)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read articles, weather, news or magazines online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download/ listen to radio or music streaming services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download/ watch streaming TV shows or movies (i.e. YouTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet banking or using a banking app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding and buying products online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching products online that I might want to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download/ using apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Use dynamic grid

Do not show some activities, dependent on device ownership:

Exclude code 40, if no code 5 at A1.

Exclude code 9, if neither codes 3 nor 5 at A1.

Exclude code 21, if neither codes 5 nor 14 at A1.

Exclude code 47, if neither codes 3 nor 5 at A1.

Group statements according to: Communication = codes 12,13

Social = codes 1, 48, 3, 49

Information seeking = codes 50, 40

Entertainment = codes 8, 9, 24, 41

Online video = codes 25, 26, 27, 29, 30, 42, 43, 44, 45

Organization = 14, 21, 46, 47

Ask only if NOT **Q040 - A2** ROW=6 & COL=6

Q042 - A4: Social network/ IM usage

Multi coded

[Not back](#) | [Min = 1](#)

Which of the following social networks and services do you use regularly? By regularly I mean at least once a week?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 Facebook
- 2 Pinterest
- 3 Twitter
- 4 YouTube
- 5 Instagram
- 6 Snapchat
- 7 WhatsApp
- 8 WeChat
- 9 Facebook Messenger
- 10 Yahoo! Messenger
- 11 Skype
- 12 BBM/ Blackberry Messenger
- 996 Other specify **Open *Position fixed*
- 998 None **Position fixed *Exclusive*
- 999 Don't Know **Position fixed *Exclusive*

Ask only if NOT **Q040 - A2** ROW=6 & COL=6

Q044 - A6: Social influence

Left-right matrix

[Not back](#) | [Number of rows: 6](#)

How important is social media to you?

SHOW SCREEN
SINGLE MENTION PER STATEMENT

Normal

When making product & service decisions, I prefer to rely on official information from the brands or retailers	1 2 3 4 5 6 7	When making product & service decisions, I prefer to seek advice from social media
I could happily live without social media	1 2 3 4 5 6 7	Social media is something I don't think I could live without
I hardly ever use social media	1 2 3 4 5 6 7	I spend a lot of my time online on social media
You can't always trust what people say on social media sites	1 2 3 4 5 6 7	You can trust what people say on social media sites more than other sources
I rarely express my opinion online	1 2 3 4 5 6 7	I enjoy expressing my views online, in social networks, blogs, forums
Social media is a small source of news and entertainment for me	1 2 3 4 5 6 7	Social media is my main source of news & entertainment

Scripter notes: Use slider matrix
Use a 7 point scale

Answer not required | Not back | Number of rows: 3 | Number of columns: 6

Thinking about some of the different activities you can do offline, how frequently do you do each of the following?

SHOW SCREEN
SINGLE MENTION PER STATEMENT

Rows: Random | Columns: Normal

Rendered as Dynamic Grid

	Several times a day	Once a day	At least once a week	At least once a month	Less often	Never
Watch traditional TV (through a TV set)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to radio (through a traditional radio, or car radio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read newspapers/magazines (in print)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: Use dynamic grid

Do not show some activities, dependent on device ownership:

Exclude code 40, if no code 5 at A1.

Exclude code 9, if neither codes 3 nor 5 at A1.

Exclude code 21, if neither codes 5 nor 14 at A1.

Exclude code 47, if neither codes 3 nor 5 at A1.

Group statements according to: Communication = codes 12,13

Social = codes 1, 48, 3, 49

Information seeking = codes 50, 40

Entertainment = codes 8, 9, 24, 41

Online video = codes 25, 26, 27, 29, 30, 42, 43, 44, 45

Organization = 14, 21, 46, 47

Q127 - ACT: Entertainment activities**Multi coded****Not back | Min = 1**

In your spare time, what do you typically do for entertainment?

[SHOW SCREEN](#)
[MULTIPLE MENTION](#)**Normal**

- 1 Read books
- 2 Listen to music
- 3 Watch movies at the cinema
- 4 Watch live sport
- 5 Watch TV
- 6 Play sport
- 7 Attend traditional gatherings
- 8 Attend religious gatherings
- 9 Bake for pleasure
- 10 Gardening
- 11 Go to the beach
- 12 Have a braai
- 13 Have a picnic
- 14 Knitting/ sewing/ crochet
- 15 Play board games
- 16 Play online games
- 17 Go to nightclubs/pubs/bars
- 18 Go to taverns/ shebeens
- 19 Cook for pleasure
- 20 Gamble at casino
- 21 Do cross-words/ puzzles
- 22 Play a musical instrument
- 996 Other specify **Open *Position fixed*
- 998 None **Position fixed *Exclusive*
- 999 Don't Know **Position fixed *Exclusive*

Q128 - PRD: Products desired**Multi coded****Not back | Min = 1**

If money was not an issue, which products would you like to buy more of if you could?

[SHOW SCREEN](#)
[MULTIPLE MENTION](#)**Random**

- 1 Clothing, shoes
- 2 Cosmetics / make up (e.g. lipstick, nail polish, mascara)
- 3 Deodorant (spray, roll on)
- 4 Electronics (TV, mobile phone, radio)
- 5 Facial care products (e.g. face cream, eye cream, cleanser)
- 6 Hair care products (e.g. shampoo, relaxer, hair gel)
- 7 Perfume or cologne
- 8 Sanitary protection (tampons, pads, panty liners)
- 9 Skin care products (e.g. body moisturizing cream, body wash)
- 998 None **Position fixed *Exclusive*
- 999 Don't Know **Position fixed *Exclusive*

B009 - B018: MEDIA USAGE	End block
B010 - B010: RISK ASSESSMENT	Begin block

Q045 - B0: Risk_Intro

Text

Not back

I am now going to ask some questions about your sexual history and relationships. I know these questions are very personal but I would like you to answer honesty since this information is very important for the survey. Again, this information is completely private and anonymous and cannot be linked to you or any partner in any way at all. The information will only be made available in a format where it is grouped together with hundreds of other responses.

READ OUT

Q046 - B1: Activities ever done

Multi coded

Not back | Min = 1

Which of the following activities have you ever done?

SHOW SCREEN
MULTIPLE MENTION

Random

1

Attended an overnight religious faction

2

Ever boarded a train

3

Attended a disco?

4

Ever boarded a plane?

5

Ever had sex?

6

Ever smoked cigarettes?

7

Ever took a long bus ride?

8

Ever smoked weed?

9

Rode a bicycle?

10

Taken hard drugs?

11

Ever drove a car?

12

REF

998

None *Position fixed *Exclusive

Ask only if Q046 - B1,5

Q048 - B3: Sexual Intercourse P3M

Single coded

Not back

Have you had sexual intercourse in the past 3 months?

SHOW SCREEN

Normal

1

Yes

2

No

3

REF

999

Don't Know *Position fixed *Exclusive

Scripter notes: Make REF/DK a button

Ask only if Q046 - B1,5

Q049 - B4: Sexual partners

Numeric

Not back | Min = 1 | Max = 50

How many different sexual partners have you had in the past 12 months?

RECORD NUMBER

999 Don't Know *Position fixed *Exclusive

997 No answer *Position fixed *Exclusive

Q050 - B5: HIV Risk

Multi coded

Not back | Min = 1

How much or how little do you feel at risk of getting HIV?
Is it?

SHOW SCREEN
SINGLE MENTION

Normal

1 High risk

2 Low risk

3 No risk of all

4 Already have HIV

5 Don't know what is HIV

6 REF

999 Don't Know *Position fixed *Exclusive

Q053 - B8: STD prevention methods

Multi coded

Not back | Min = 1

What are you currently doing to protect yourself against HIV?

DO NOT READ OUT
MULTIPLE MENTION
PROBE

Random

1 I use condoms

2 I have one partner

3 I have fewer partners

4 I abstain

5 Reduced frequency of sex

6 I avoid casual sex

7 I avoid injections (contaminated needles)

8 I avoid blood transfusions

9 I avoid alcohol

10 Doing Nothing

11 I am faithful

12 REF

996 Other specify *Open *Position fixed

B010 - B010: RISK ASSESSMENT

End block

B019 - B019: PSYCHOGRAPHIC SEGMENTATION

Begin block

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37

[Not back](#) | [Number of rows: 40](#) | [Number of columns: 5](#)

For the next few questions, we're interested in learning more about you as a person. Please indicate how strongly you agree or disagree with each of the statements below. Please keep in mind that we want to learn about you. You are a very interesting person and we want you to use the statements below to describe what makes you so distinctive so please avoid using the same scale point for all/most of your responses.

The more statements you rate with the same scale point, the more challenging it is for us to understand you as an individual.

SHOW SCREEN
SINGLE MENTION PER STATEMENT

[Rows: Normal](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

	Strongly Agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly Disagree
I have trouble finding a partner and developing a relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prior to engaging in sexual relations for the first time, I discuss sexually transmitted diseases with my partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not think that I am at risk for sexually transmitted diseases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want my doctor to ask me personal questions to see if I am at risk for STD's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
STD's are not a big deal because nobody can die from it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexually transmitted diseases mainly affect the poor and less educated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking about sex embarrasses me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself sexually open	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am constantly in search of guidance and advice to ensure I am protected from sex related diseases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it difficult to talk to my friends and family about what is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My family does not always consider what I say	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel too embarrassed to go to the clinic to enquire or receive protection products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always ensure either myself or my partner uses contraception when having sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer not to use any contraception/ protection when having sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust my partner and therefore I do not need to use protection before having sex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My nearest healthcare facility/ clinic is too far for me to worry about being safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The healthcare facilities available to me are of a very poor standard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not always feel like I am treated with respect by the staff at the health care facility/ clinic that I visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/family often insult me or deliberately make me feel bad about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My husband/partner often forces me to have sex against my will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I can convince your partner not to have sex when you not ready	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is culturally acceptable for men to have more than one partner at the same time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is culturally acceptable for women to share a partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can insist on using a condom with a new partner that I am interested in having sex with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel uncomfortable discussing STD's with my partner/husband	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like you are not good enough for my partner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sex is less satisfying to me personally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing is a big part of my identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I are a virgin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am highly influenced by celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am highly influenced by what other people tell me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to cleanse before or after sexual activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using feminine hygiene products decreases my chances of getting an infection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wear makeup because it makes me feel attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take personal care of my hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about my appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to do things that are new and different	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd prefer to spend a quiet evening at home than go out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to keep up with the latest trends and fashions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often entertain on the spur of the moment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: PROGRAMMER NOTE: Each respondent is shown ALL BBL statements

Not back | Min = 1

Which of these decisions have you had to make recently?

SHOW SCREEN
MULTIPLE MENTION

Random

- 1 Complete my education
- 2 Buy a car
- 3 Pay off a loan
- 4 Buy a house
- 5 Save more money
- 6 Find a job
- 7 Have safe sex (use contraception)
- 8 Fall pregnant
- 9 Check my HIV status
- 10 Stand up for myself and my rights
- 11 Find a boyfriend/ husband
- 12 Consult someone about an abusive relationship/ vulnerable experience
- 13 Be a more responsible mother
- 14 Stop using drugs
- 15 Reduce my alcohol intake
- 16 Stop having one night stands
- 17 Accept a marriage proposal
- 18 Pay more attention to my personal appearance
- 19 Break up with my boyfriend
- 20 Get a divorce
- 21 Have an abortion
- 22 Give my child up for adoption
- 23 Look after my health
- 996 Other specify *Open *Position fixed
- 998 None *Position fixed *Exclusive
- 999 Don't Know *Position fixed *Exclusive

Comment [KC1]: Start having one night stands

Control on Q152 - PDM

Q160 - MIRD: Most important recent decision

Single coded

Not back

And which is the most important decision you have had to make?

SHOW SCREEN
SINGLE MENTION

Random

- 1 Complete my education
- 2 Buy a car
- 3 Pay off a loan
- 4 Buy a house
- 5 Save more money
- 6 Find a job
- 7 Have safe sex (use contraception)
- 8 Fall pregnant
- 9 Check my HIV status
- 10 Stand up for myself and my rights
- 11 Find a boyfriend/ husband
- 12 Consult someone about an abusive relationship/ vulnerable experience
- 13 Be a more responsible mother
- 14 Stop using drugs
- 15 Reduce my alcohol intake
- 16 Stop having one night stands
- 17 Accept a marriage proposal
- 18 Pay more attention to my personal appearance
- 19 Break up with my boyfriend
- 20 Get a divorce
- 21 Have an abortion
- 22 Give my child up for adoption
- 23 Look after my health
- 996 Other specify *Open *Position fixed
- 998 None *Position fixed *Exclusive
- 999 Don't Know *Position fixed *Exclusive

B019 - B019: PSYCHOGRAPHIC SEGMENTATION

End block

B014 - B014: DEMOGRAPHICS (South Africa)

Begin block

Q064 - DemoIntro_Copy_1: Demographic introduction

Text

DemoIntro. The interview is almost complete. I would just like to ask you a few more questions about yourself. I would also again like to reassure you that all the information you give will be kept in the strictest confidence.

[Not back](#)

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

SHOW SCREEN
SINGLE MENTION

Normal

- 1 No formal education
- 2 Some primary school
- 3 Primary school completed
- 4 Some high school
- 5 Matriculated
- 6 Some university
- 7 University completed
- 8 Any other post-matric qualification

[Not back](#)

WST. Which one of these best describes your working status?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Working full-time (30 hours or more per week)
- 2 Working part-time (less than 30 hours per week)
- 3 Not working - looking for work
- 4 Not working - not looking for work
- 5 Student
- 6 Retired

Q069 - MHI_Copy_1: Monthly Household Income**Single coded****Not back**

MHI. And please tell me into which of these categories you estimate that your total monthly household income falls? Again, you need only give me the letter.

ONLY IF RESPONDENT ASKS WHAT TOTAL HOUSEHOLD INCOME IS:

By this, I mean your total household income before anything gets taken off. Please include all sources of income i.e. wages, salaries, pensions, social grants, income from investment, etc from all members of the household.

SHOW SCREEN
SINGLE MENTION

Normal

- 1 A.Less than R2000 per month
- 2 B.R2 000 - R3 999 per month
- 3 C.R4 000 - R5 999 per month
- 4 D.R6 000 - R7 999 per month
- 5 E.R8 000 - R9 999 per month
- 6 F.R10 000 - R11 999 per month
- 7 G.R12 000 - R13 999 per month
- 8 H.R14 000 - R15 999 per month
- 9 I.R16 000 - R17 999 per month
- 10 J.R18 000 - R19 999 per month
- 11 K.R20 000 - R24 999 per month
- 12 L.R25 000 - R29 999 per month
- 13 M.R30 000 - R34 999 per month
- 14 N.R35 000 - R39 999 per month
- 15 O.R40 000 or more per month
- 16 P.No household income
- 17 REF
- 99 DK *Position fixed *Exclusive

Scripter notes: Show letter codes for each income break
Response cannot be LESS than that for PMI
Make REF and DK buttons

Q071 - D4: Role Model**Single coded****Not back**

Who is your role model?

SINGLE MENTION

Normal

- 1 No One
- 2 My Father
- 3 My Mother
- 4 A Musician
- 5 A Preacher
- 6 A Doctor
- 7 A Business Person
- 8 An Actor

Q072 - MST_Copy_1: Marital Status	Single coded
Not back	
MST. Are you...?	
<div>READ OUT SINGLE MENTION</div>	
Normal	
1 Married or living with a partner 2 Single, divorced or widowed	
<div>Ask only if Q072 - MST_Copy_1,1</div>	
Q073 - D5: Relationship status	Single coded
Not back	
Do you have a ...?	
Normal	
1 Husband 2 Boyfriend 3 Other male or female partner 997 No answer <i>*Position fixed *Exclusive</i>	
Q074 - HHS_Copy_1: No. of people in household	Numeric
Not back Min = 1 Max = 99	
HHS. How many people, including yourself, are living in your household?	
<div>RECORD NUMERIC RESPONSE</div>	
Q078 - D10: Head of Household	Single coded
Not back	
Are you the head of the household?	
Normal	
1 Yes 2 No 997 No answer <i>*Position fixed *Exclusive</i>	
Q079 - D11: Confiding at Home	Single coded
Not back	
Do you feel you could openly speak out about what is important to you at home?	
Normal	
1 Yes 2 No 997 No answer <i>*Position fixed *Exclusive</i>	

Ask only if **Q078 - D10,2,997**

Q080 - D12: Confiding with Decision Maker

Single coded

[Not back](#)

Do you feel that the decision makers at your home will consider what you say?

[Normal](#)

1 Yes

2 No

997 No answer *Position fixed *Exclusive

Q077 - D9: Mentor

Single coded

[Not back](#)

Do you have an older mentor – someone you can talk to for advice?

[Normal](#)

1 Yes

2 No

997 No answer *Position fixed *Exclusive

B014 - B014: DEMOGRAPHICS (South Africa)

End block

B016 - B003: END OF SURVEY

Begin block

Q086 - RQC: Re-contact for Quality Control

Single coded

[Not back](#)

RQC. Kantar's quality control team will be conducting back checks up to 6 weeks after this interview and may contact you for quality purposes. Would you be willing to be contacted in regards to this interview?

[Normal](#)

1 Yes

2 No

Q087 - FPP: Future participation

Single coded

[Not back](#)

FPP. Would you be willing to be contacted again by Kantar over the next 18 months for market research purposes?

[Normal](#)

1 Yes

2 No

🔗 [GO TO Q090 - NMR](#)

Q088 - EMQ: Email address incidence

Single coded

[Not back](#)

EMQ. Do you have an email address?

[Normal](#)

1 Yes

2 No

🔗 [GO TO Q090 - NMR](#)

Q089 - EMA: Email address	Alpha
Not back	
EMA. Please can you give me your email address?	
<div></div>	
Q090 - NMR: Name of respondent	Alpha
Not back	
NMR. Name of respondent:	
<div></div>	
Q091 - Address: Address	Alpha
Not back	
Address:	
<div></div>	
Q092 - HomePh: Home phone	Single coded
Not back	
HomePh. Do you have a home phone number?	
Normal	
1 Yes	
2 No	
👉 GO TO Q094 - WorkPh	
Q093 - HomePhNo: Home phone number	Numeric
Not back Min = 100000000 Max = 111111111	
HomePhNo. Could you please confirm your home phone number?	
<div></div>	
<div>Scripter notes: Ensure that number is 10-digits long</div>	
Q094 - WorkPh: Work phone	Single coded
Not back	
WorkPh. Do you have a work phone number?	
Normal	
1 Yes	
2 No	
👉 GO TO Q096 - Cellphone	
Q095 - WorkPhNo: Work phone number	Numeric
Not back Min = 100000000 Max = 111111111	
WorkPhNo. Could you please confirm your work phone number?	
<div></div>	
<div>Scripter notes: Ensure that number is 10-digits long</div>	

Q096 - Cellphone: Cellphone	Single coded
Not back Cellphone. Do you have a cellphone number? Normal 1 Yes 2 No ↩ GO TO Q098 - AltPhNo	
Q097 - CellphoneNo: Cellphone number	Numeric
Not back Min = 100000000 Max = 111111111 CellphoneNo. Could you please confirm your cellphone number? <div>Scripter notes: Ensure that number is 10-digits long</div> <div>Ask only if Q092 - HomePh,2 and Q094 - WorkPh,2 and Q096 - Cellphone,2</div>	
Q098 - AltPhNo: Alternative phone number	Numeric
Not back Min = 100000000 Max = 111111111 AltPhNo. Please can you provide another number on which we can contact you if necessary? <div>ENSURE THAT AT LEAST ONE CONTACT NUMBER IS PROVIDED</div> <div>Scripter notes: Ensure that number is 10-digits long</div>	
Q099 - Thanks: Thank respondent	Text
Not back THANK RESPONDENT AND CLOSE INTERVIEW	
Q100 - DayOfWeek: Day of week	Single coded
Not back Dummy Normal 1 Monday 2 Tuesday 3 Wednesday 4 Thursday 5 Friday 6 Saturday 7 Sunday	
Q101 - TimeOfDay: Time of day	Single coded
Not back Dummy Normal 1 Morning (Before 12:00) 2 Afternoon (12:01 - 17:00) 3 Evening (17:01 or later) <div>Scripter notes: Autofill time of day</div>	

Q102 - IntEnd: Interview end time

Numeric

[Not back](#) | [Max = 2359](#) | [Dummy](#)

Scripter notes: Autofill end time

Q103 - Verify: Verification code

Single coded

[Not back](#)

[VNumber]

TRANSFER THIS CODE ONTO THE RECRUITMENT FORM
NOTE THAT THIS INTERVIEW WILL ONLY BE COUNTED AS A SUCCESSFUL LIVE INTERVIEW AFTER YOU SELECT
CONTINUE

[Normal](#)

1Continue

Q104 - VCode: Verification code

Numeric

[Max = 9999999](#) | [Dummy](#)

Verification Code

Q105 - V9998: Termination: Screen Out

Single coded

[Not back](#)

Thank you for your willingness to participate, but due to the sample requirements, we are not able to conduct the interview.

[Normal](#)

1END

Q106 - V9997: Termination: Refusal

Single coded

[Not back](#)

Thank you for your time.

[Normal](#)

1END

B016 - B003: END OF SURVEY

End block

B001 - B004: START & END QUESTIONS (South Africa)

End block

B027 - B027: recruitment

Begin block

Q145 - PAR: Participation request_18yrs and older	Single coded
Not back	
<p>PAR. Hello, my name is.... I am from Kantar TNS, an independent research organization. We are listening to the views of women about their health and health care needs across this country. You have been selected to participate in this study and it is extremely important that we talk to you rather than anyone else in your place. We would like to hear your views and experiences on health and healthcare. What you tell us will be combined with the views of 1500 other selected women, and so what you say is completely confidential. We would like your open and honest views. I am not involved in health care myself, I just want to hear exactly what your experiences and feelings are. It is likely to take around 35-40 minutes, may we proceed?</p>	
IF THE SELECTED WOMAN IS 18+ YEARS OR OLDER DIRECTLY ASK TO SPEAK WITH HER RESPONDENT MUST CONSENT TO BE INTERVIEWED	
Normal	
<div style="display: flex; justify-content: space-between;"> 1 Yes </div> <div style="display: flex; justify-content: space-between;"> 2 No </div>	
Q124 - Q124: Parental Consent	Text
Not back	
IF THE SELECTED WOMAN IS 14, 15, 16 OR 17 YEARS OLD ASK TO SPEAK WITH HER PARENT OR GUARDIAN	
Q028 - Q109: PAR: Participation request_Parent or Guardian Consent	Single coded
Not back	
<p>PAR. Hello, my name is.... from Kantar TNS, one of the world's most respected research companies. We are listening to the views of women about their health and health care needs including reproductive health issues across this country, and we would like to interview your daughter/this girl. What she tells us will be combined with the views of 1500 other selected women and girls and so will be strictly confidential. We would like to speak to her <u>alone</u>, is that okay?</p>	
Normal	
<div style="display: flex; justify-content: space-between;"> 1 Yes </div> <div style="display: flex; justify-content: space-between;"> 2 No </div>	
Ask only if Q028 - Q109,1	
Q029 - Q110: PAR: Participation request_14-17yrs	Single coded
Not back	
<p>PAR. Hello, my name is.... I am from Kantar TNS, an independent research organization. We are listening to the views of women about their health and health care needs across this country. You have been selected to participate in this study and it is extremely important that we talk to you rather than anyone else in your place. We would like to hear your views and experiences on health and healthcare. What you tell us will be combined with the views of 1500 other selected women, and so what you say is completely confidential. We would like your open and honest views. I am not involved in health care myself, I just want to hear exactly what your experiences and feelings are. It is likely to take around 35-40 minutes, may we proceed?</p>	
RESPONDENT MUST CONSENT TO BE INTERVIEWED	
Normal	
<div style="display: flex; justify-content: space-between;"> 1 Yes </div> <div style="display: flex; justify-content: space-between;"> 2 No </div>	
B027 - B027: recruitment	End block