



Please tell us...

You are kindly requested to complete the following questionnaire, and return it to the reception desk in your village **by no later than 5pm on Wednesday 25 September 2024.**

The purpose of the questionnaire is to better understand the media consumption and communication preferences of the retiree market.

Your assistance will be most appreciated.

Name

Village

Do you purchase / subscribe / read newspapers?

 Yes No

If yes, which of the following publications do you read?

 The Argus Cape Times Weekend Argus Sunday Times Community Newspaper Die Burger Daily Maverick Other Online versions of these

Where else do you go to get your news from?

 TV

Please list channels :

 Internet

Please list websites :

 Radio

Please list stations & shows :

Besides news, what are your top 3 TV shows?

Please list TV shows :

Do you buy or read magazines?

 Yes No

Please list titles :

Do you listen to audio books?

 Yes No

Please list platforms :

Do you belong to a library?

 Yes No

If yes, which one :

Are you on Facebook?

 Yes No

If yes, how do you feel about clicking on advert links in Facebook :

 Never would Fine if from reputable company No fears whatsoever

Are you subscribed to any other social media apps?

 Yes No

Please list apps :

When considering your options, before moving to Evergreen, did you:

 Ask your children to help and guide you Ask friends for recommendations Lean on estate agents or retirement advisers Search on Property 24 Consult Google Respond to Facebook adverts Attend a show day or sales event? Other If other, please explain :

What is your preferred mode of communication?

 Direct telephone call E-mail WhatsApp SMS

Thank you so much for your time in completing our questionnaire.