

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.