

CHANGES INCORPORATED INTO THE AMPS® JANUARY-JUNE 2014 QUESTIONNAIRE

Following is a summary of the changes to the contents as agreed upon in the compilation of AMPS®, RAMS® and the Product Research & Activities questionnaires for January-June 2014.

1. MEDIA

1.1 Print

New Titles:

Edgars CLUB MAN - Quarterly Store Magazine

Deleted Titles:

UMAFRIKA	- Weekly Newspaper
SONDAG	- Weekly Newspaper
Africa GEOGRAPHIC	- Monthly Magazine
SOUL	- Monthly Magazine
Succeed	- Monthly Magazine
Property	- Alternate Monthly Magazine
Saltwater girl	- Six Weekly Magazine
INSPIRATIONS magazine	- Quarterly Store Magazine

Changed Frequency:

Stuff	- Monthly, previously alternate monthly
ACKERMANS	- Six weekly, previously alternate monthly

Name Changes:

Saturday Citizen - Previously SUPER SATURDAY Citizen

Newspaper supplements:

Daily Newspaper supplements:

New Supplements:

DIE BURGER Monthly : In en Om die huis

Deleted Supplements:

CAPE TIMES	Monthly	: Book Times
THE CITIZEN	Daily	: CitiVibe
	Weekly	: CitiStriker
DAILY NEWS	Weekly	: What's the Bet

Name Changes:

THE CITIZEN Motoring - Previously CitiMotoring

Weekly Newspaper supplements:

Deleted Supplements:

THE INDEPENDENT ON SATURDAY	Weekly	: The Independent Punter
SUNDAY TIMES	Weekly	: Money & Careers

Name Changes:

DIE BURGER SATURDAG Wiele 24 - Previously Wheels24

1.2 **Electronic Media**

Television

Terrestrial:

Platinum TV has been added to the list of terrestrial channels.

Satellite:

There have been major changes in the field of satellite television. In addition to DStv, 3 new satellite services have been launched. New questions on these satellite services have been added to the questionnaire.

- StarSat is a new pay satellite service and has replaced the TopTV satellite service. TopTV has ceased to exist.
- FREEVISION is a new free satellite TV service, for which one has to pay only for the decoder and its installation.
- OPENVIEW HD (OVHD) is a new free satellite TV service, for which one has to pay only for the decoder and its installation.

The wording of the question that establishes which satellite services can be received in the household, has been adjusted to cater for the new free-to-air services.

i) DStv:

The number of channels for the various DStv subscription options has been updated.

The description of the DStv HD PVR has been updated and a picture of the new DStv Explora HD decoder has been added to the DStv HD Decoder showscreen.

The option to claim a DUAL-VIEW DStv decoder has been removed.

The DStv on Demand/CatchUp service is now simply referred to as DStv Catch Up.

The list of DStv channels now includes the channel numbers, and are now shown in channel number order instead of alphabetically.

The following changes were made to the list of **DStv** channels:

New DStv Channels:

ANN7 (Africa News Network)
Bloomberg
CBS Action
CBS Drama
CTV (Cape Town TV)
ED
JimJam
MGM
Mzansi Bioskop
Other SuperSport HD channels (This is apart from SuperSport HD 1, 2, 3 and 4)
SABC News Channel
Telemundo
Tshwane TV

Deleted DStv Channels:

AfroMusic Pop
ESPN
ESPN Classic
KidsCo
Saffron TV

DStv Channel Name Changes:

M-Net Movies Romance	- previously M-Net Movies Drama & Romance
People's Weather	- previously Weather24 & News24
Trace Sport Stars	- previously Trace Sports

ii) StarSat (previously TopTV):

The new StarSat questions which replaced TopTV, uncover:

- Which of the 3 package options are subscribed to, namely **StarSat Special**, **StarSat Smart** or **StarSat Super**. The approximate number of channels and payment per month for each of these options is provided.
- Whether the StarSat subscription is currently being paid for or not; some people choose not to pay their subscriptions every month, if they are going to be away or for some other reason.
- Whether the StarSat subscription is paid for by account or with a pre-paid voucher.
- Whether either of the Cultural packages - **StarSat Indian** or **StarSat Chinese** - is being subscribed to, at a cost over and above the regular StarSat subscription.
- Whether or not there is a StarSat decoder actively IN USE in the household.
- Whether or not there is a TopTV decoder actively IN USE in the household. (This question remains on the questionnaire as the TopTV decoder can also be used for StarSat.)

New television viewing questions on StarSat replaced the previous TopTV viewing questions, and they establish which StarSat channels have personally been viewed in the past 4 weeks, the past 7 days and yesterday.

The StarSat list of channels includes 93 standard channels, 16 StarSat Chinese only channels and 8 StarSat Indian only channels. The Chinese and Indian package channels are only shown to respondents who claim subscription for these.

iii) FREEVISION (New):

A new question has been added to establish whether or not there is a FREEVISION decoder/set-top box actively IN USE in the household.

New television viewing questions on FREEVISION have been added to establish which FREEVISION channels have personally been viewed in the past 4 weeks, the past 7 days and yesterday.

The list of channels on this service is in alphabetical order.

iv) OPENVIEW HD (OVHD) (New):

A new question has been added to establish whether or not there is an OPENVIEW HD (OVHD) decoder/set-top box actively IN USE in the household.

New television viewing questions on OPENVIEW HD (OVHD) have been added to establish which OPENVIEW HD channels have personally been viewed in the past 4 weeks, the past 7 days and yesterday.

The list of channels on this service is in alphabetical order.

The wording of the question about any other decoders/"set-top" boxes has been revised to exclude DSTv, M-Net, TopTV, StarSat, OPENVIEW HD and FREEVISION.

In the list of places where TV can be viewed, "inside a taxi" has been expanded to "inside a taxi/bus".

Radio

The list of radio stations has been updated according to the new January - June 2014 diary.
(See 3. *RADIO DIARY* below)

2. PRODUCTS/SERVICES

2.1 *Cellphone*

A new activity has been added to the list of cellphone activities to establish when last, if at all, the respondent "received and redeemed any retail or electronic coupons/vouchers or promotional airline vouchers."

2.2 *Digital*

Two new activities were added to the digital activities section:

- Use/access maps/directions (GPS)
- Check the weather

Two changes were made to the options on how the respondent accesses the Internet:

- "Mobile network" has been extended to "Cellphone/mobile network"
- A new option was added: "At someone else's home"

2.3 *Motor Vehicles*

Pirelli was added to the list of brands of car tyres.

2.4 *Financial Services*

The finance section has undergone significant changes:

The following **new questions** have been added:

- Whether the respondent has/makes use of a SASSA government grant card.
- Whether the respondent personally has a loyalty store card with which he/she can earn loyalty points.
- Whether the respondent belongs to a burial society.
- Funeral insurance has been removed from the list of policies and investment plans, and is now a new stand-alone question, establishing if the respondent personally has funeral insurance/a funeral policy from a formal financial institution (excluding funeral/burial cover provided by their employer/company).
- An additional question establishes with which companies the respondent has the funeral insurance/policy. A list of companies is provided, which includes Assupol Life, AVBOB, Doves and other companies.

The following **changes** have been made to existing questions:

- The question asking which financial services the respondent has/uses, has been expanded to state that we refer to those services provided by formal financial institutions.

- In the list of financial services, Revolving Credit has been removed from the Overdraft Facility/Revolving Credit option and "ATM card" added to the Debit/Cheque card option.
- The definition of a personal loan has been amended to read as follows: "A general loan from a formal financial institution that can be used for any purpose excluding home loans, vehicle finance and student loans."
- The financial products offered by individual financial institutions, have been updated.
- The question asking "Which ONE bank do you regard as your main bank for all your banking transactions?" has been simplified to "Which ONE bank do you regard as your main bank?"
- The retail store card question has been expanded to explain that the retail store card allows you to buy on credit.
- The medical aid question, "Are you a member of a medical aid scheme usually via your or a family member's employer?" has been shortened to "Are you on a medical aid scheme usually via your or a family member's employer?"
- The list of medical aid companies has been updated to include GEMS and POLMED. In addition, a "Don't know" option has been provided.
- Mutual fund has been removed from the question: "Do you have an investment in unit trusts or a mutual fund?"
- The question on policies and investment plans has been completely reworked and stresses that benefits such as pensions, provident funds and group life cover provided by the employer, are excluded.

The list of policies has been updated, and concise definitions of these are provided on the showscreens. The policies and investment plans measured are:

- Life Cover Policy
 - Disability Cover
 - Sever illness/Dread disease cover
 - Medical Insurance (not a Medical Aid)
 - Credit Life
 - Retirement Annuity (Pre-Retirement)
 - Annuity (Post-Retirement)
 - Preservation Fund
 - Education Policy/Plan
 - Savings or Investment Policy/Plan
- Assupol Life and AVBOB have been added to the list of companies with which the respondent may have policies/investments/insurance. The option for "Informal companies/societies" has been removed.
- AA, Guardrisk, iWyze and Virgin have been added to the list of short term insurance companies. "ABSA Insurance" has been renamed "ABSA iDirect".

2.5 Furniture/Appliances

In the list of electronic devices:

- "iPod" has been expanded to "Apple iPod"
- "Samsung Galaxy" was adjusted to "Samsung Galaxy Tab" in the list of tablet examples.

2.6 Food and Groceries

Game and Foodco have been combined in the list of stores.

2.7 Travel

FlySafair has been added to the list of local airlines, while 1time and Velvet Sky have been removed.

2.8 Clothing/Shoes

Edgars Active has been added to the list of stores where one can buy clothing/shoes.

3. RADIO DIARY January - June 2014 (compared to July - December 2013)

The list of radio stations on the Radio Diary has been updated.

The following are the changes to the list of radio stations for the January - June 2014 Diary (compared with the July - December 2013 Diary).

3.1 Commercial Radio Stations

729 Cape Pulpit / Kaapse Kansel was previously measured in combination with Radiokansel/ Radio Pulpit in the list of Commercial radio stations. It is now being measured separately under Western Cape community radio stations. Radiokansel/ Radio Pulpit remains unchanged in the Commercial radio station list.

3.2 Community Radio Stations

Gauteng:

Merafong FM	new
Open Haven Community Radio	new
Sloot FM	new
GrootFM 90.5 (Radio Rippel)	previously Radio Rippel 90.5 FM

Limpopo:

Maruleng FM	new
Masemola Community FM	new

North West:

Kgatleng FM	new
Legae La Botshabelo FM 100.4Mhz	new
Lethabong Community Radio	new

KwaZulu-Natal:

Nkungumathe FM	new
Nongoma FM	new

Western Cape:

Witzenberg Radio	new
RKPfm (Radio Kaap se Punt)	previously Radio Kaap se Punt (RKP)
SFM (Suidkaap FM)	previously Suidkaap FM
729 Cape Pulpit/Kaapse Kansel	previously combined with Radio Pulpit/ Radiokansel

Eastern Cape:

LA - FM 107.2	new
---------------	-----

Free State:

Mozolo FM	new
-----------	-----

Mpumalanga:

MP East Community Radio	new
-------------------------	-----

3.3 Places where listened yesterday

"Listened while walking" is a new option added to the list of places where radio was listened to yesterday.

4. **PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE** **January - June 2014 (compared to July - December 2013)**

The following are the changes to the January - June 2014 Product and Activities questionnaire (compared with the July - December 2013 questionnaire).

4.1 **Branded Product Category Section**

The Washing Powder category was expanded to include washing liquid, that is "Washing Powder/Liquid". The list of brands within some categories has been changed and is indicated in the table below.

There are **114** Categories and **1516** brands in the January - June 2014 Product Questionnaire. The following list incorporates all the product categories in the order in which they appear in the questionnaire.

Product Categories:	Comments:	Frequency of Usage/ Purchase:
Coffee - Instant		Drank yesterday
Coffee - Ground	Brand list updated	Drank yesterday
Tea (not Rooibos)		Drank yesterday
Rooibos Tea		Drank yesterday
Hand-held Ice creams		Eaten past 7 days
Chocolate coated bars/ Candy-coated Chocolates		Eaten past 7 days
Chocolate Slabs		Eaten past 7 days
Chewing Gum/ Bubble Gum		Eaten past 7 days
Sweets		Eaten past 7 days
Yoghurt/ Drinking Yoghurt	Brand list updated	Eaten past 7 days
Potato Chips/ Similar Savoury Snacks		Eaten past 7 days
Fresh Milk		Used past 7 days
Mayonnaise/ Salad Cream		Used past 7 days
Bath Bubbles/ Oil/ Salts		Used past 7 days
Shower Gel/ Body Wash		Used past 7 days
Shaving Cream		Used past 7 days
Acne Preparations		Used past 7 days
Anti-dandruff Shampoo		Used past 7 days
Shampoo (excl. Anti-dandruff)		Used past 7 days
Hair Conditioner		Used past 7 days
Hair Styling Products		Used past 7 days
Hand / Body Cream/ Lotion/ Oil		Used past 7 days
Facial Products	Brand list updated	Used past 7 days
Aerosol Deodorant/ Anti-perspirant		Used past 7 days
Non-aerosol Deodorant/ Anti-perspirant		Used past 7 days
Fruit Juice Concentrates		Consumed past 7 days
Fruit/ Vegetable Juice (Ready-to-drink)		Consumed past 7 days
Fizzy Drinks - Diet		Consumed past 7 days
Fizzy Drinks		Consumed past 7 days
Sports Drinks		Consumed past 7 days
Energy/ Stimulant Drinks		Consumed past 7 days
Flavoured Alcoholic Beverages		Consumed past 7 days
Liqueur	Brand list updated	Consumed past 7 days
Beer/Draught	Brand list updated	Consumed past 7 days
Sorghum Beer		Consumed past 7 days
Wine - Bottles		Consumed past 7 days

Wine - Boxes/Jugs	Brand list updated	Consumed past 7 days
Fortified Wine		Consumed past 7 days
White Spirits (Cane/ Gin/ Vodka)		Consumed past 7 days
Brandy	Brand list updated	Consumed past 7 days
Whisky	Brand list updated	Consumed past 7 days
Rum		Consumed past 7 days
Other Spirits		Consumed past 7 days
Instant Pasta		Used past 4 weeks
Iced Tea		Consumed past 4 weeks
Sparkling Wine/ Champagne		Consumed past 4 weeks
Condensed/ Evaporated Milk		Used past 4 weeks
Razor Blades/Disposable Razors		Used past 4 weeks
Indigestion Remedies/ Antacids	Brand list updated	Taken past 4 weeks
Throat/ Sinus Remedies		Taken past 4 weeks
Cough/ Cold/ Flu Remedies		Taken past 4 weeks
Headache Pills/ Capsules/ Powders		Taken past 4 weeks
Hair Colourants		Used past 6 months
Mineral Water		Bought past 7 days
Milk Powder		Bought past 7 days
Bread		Bought past 7 days
Wet Cat Food (Tins/ Pouches)		Bought past 7 days
Dry Cat Food		Bought past 7 days
Wet Dog Food (Tins/ Packets)		Bought past 7 days
Dry Dog Food		Bought past 7 days
Vitamins/ Supplements	Brand list updated	Bought past 4 weeks
Slimming Pills/ Powder/ Liquid	Brand list updated	Bought past 4 weeks
Baby Food		Bought past 4 weeks
Infant Cereal/ Baby Porridge		Bought past 4 weeks
Infant Formulae		Bought past 4 weeks
Disposable Nappies		Bought past 4 weeks
Toilet Cleaners (bottles/ cans)		Bought past 4 weeks
Toilet Blocks/ Liquid Refills		Bought past 4 weeks
Toilet Paper		Bought past 4 weeks
Liquid Household Cleaners		Bought past 4 weeks
Antiseptics		Bought past 4 weeks
Air Freshener		Bought past 4 weeks
Hand Dishwashing Liquid		Bought past 4 weeks
Machine Dishwasher Powder/ Tablets		Bought past 4 weeks
Spreads		Bought past 4 weeks
Chocolates Assorted	Brand list updated	Bought past 4 weeks
Creamers		Bought past 4 weeks
White Sugar		Bought past 4 weeks
Brown Sugar		Bought past 4 weeks
Instant Meals		Bought past 4 weeks
Soup		Bought past 4 weeks
Pasta		Bought past 4 weeks
Fresh/ Frozen Chickens		Bought past 4 weeks
Frozen Vegetables		Bought past 4 weeks
Frozen Potatoes/Chips/Wedges/Fries		Bought past 4 weeks
Tinned/ Canned Fish		Bought past 4 weeks
Ice Cream Tubs		Bought past 4 weeks
Savoury Biscuits		Bought past 4 weeks
Biscuits (not rusks or savoury biscuits)		Bought past 4 weeks
Breakfast Cereals		Bought past 4 weeks
Porridge that you cook		Bought past 4 weeks
Margarine/ Butter - Brick		Bought past 4 weeks
Margarine/ Butter - Tub		Bought past 4 weeks

Cheese (types)		Bought past 4 weeks
Long-life Milk		Bought past 4 weeks
Flavoured Milk (hot/cold)	Brand list updated	Bought past 4 weeks
Mealie Meal		Bought past 4 weeks
Rice		Bought past 4 weeks
Sauces		Bought past 4 weeks
Hand/ Body Soap		Bought past 4 weeks
Toothpaste		Bought past 4 weeks
Facial Tissues		Bought past 4 weeks
Washing Powder/Liquid	Category name change and Brand list updated	Bought past 4 weeks
Fabric Softener	Brand list updated	Bought past 4 weeks
Batteries		Bought past 4 weeks
Insecticides/ Repellants		Bought past 4 weeks
Cosmetics/ Make-up		Bought past 4 weeks
Sanitary Pads		Bought past 4 weeks
Tampons		Bought past 4 weeks
Herb/ Spice Bottles/ Boxes		Bought past 6 months
Toothbrushes		Bought past 6 months
Healing Ointment/ Sprays		Bought past 6 months
Household Paint		Bought past 6 months
Sugar (Spoons of)		Used Yesterday