

CHANGES INCORPORATED INTO THE AMPS® JANUARY-JUNE 2013 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 2013.

1. MEDIA

1.1 Print

New Titles:

- | | |
|--------|------------------------------|
| ride | - Monthly Magazine |
| intiem | - Alternate Monthly Magazine |

Deleted Titles:

- | | |
|-------------------------|------------------------------|
| The Star AFRICA EDITION | - Daily Newspaper |
| NEWSNOW | - Weekly Magazine |
| NUUSNOU | - Weekly Magazine |
| SA Garden | - Monthly Magazine |
| SHAPE magazine | - Monthly Magazine |
| SA Tuin | - Monthly Magazine |
| AFRICA BIRDS & BIRDING | - Alternate Monthly Magazine |

Changed Frequency:

- | | |
|-----------|-----------------------------------------|
| YOUR Baby | - Alternate monthly, previously monthly |
|-----------|-----------------------------------------|

Name Changes:

- | | |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SATERDAG Volksblad | - Previously VOLKSBLAD (Sat) |
| DStv | - The masthead prompts for "Compact dish" and "Premium dish/skottel" have been replaced with a single masthead prompt "DStv", covering all subscription package magazines. |

Store Magazines:

Several store magazines have been deleted from the survey. As a result, there is now only ONE showscreen for store magazines where there were three previously. The question wording has been adjusted accordingly.

Deleted Store Magazines:

- | | |
|----------------------------------|---------------------|
| Barnetts CLUB | - Monthly |
| better living (Morkels/Russells) | - Monthly |
| BRADLOWS modern living | - Monthly |
| CLUB (Foschini Group) | - Monthly |
| ELECTRIC EXPRESS CLUB | - Monthly |
| Joshua Doore CLUB | - Monthly |
| PRICE 'N PRIDE CLUB | - Monthly |
| SPORTS CLUB (Foschini Group) | - Monthly |
| BEST HOME AND ELECTRIC club | - Alternate Monthly |
| Lewis club | - Alternate Monthly |

Store Magazines with Changed frequency:

- | | |
|-----------------|-------------------------------------------|
| CLICKS ClubCard | - Quarterly, previously alternate monthly |
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Newspaper Supplements:

Daily Newspaper supplements:

New Supplements:

CAPE TIMES	Monthly	:	Escape Times
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Deleted Supplements:

CAPE TIMES	Monthly	:	Techno Times
DAILY DISPATCH	Weekly	:	Motormania
THE HERALD	Weekly	:	Motormania
THE STAR AFRICA	Daily	:	Tonight
EDITION	Bi-Weekly	:	Workplace
	Weekly	:	Motoring

Weekly Newspaper supplements:

New Supplements:

DIE BURGER	Weekly	:	Wheels24
SATERDAG			
ISOLEZWE	Weekly	:	IsoMag
NGOMGQIBELO			

Deleted Supplements:

RAPPORT	Fortnightly	:	Rondrits
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1.2 Electronic Media

Television

A new question has been added to establish how many of the working TV sets in the household are Standard TV sets vs. Plasma/LCD/LED TV sets.

The words “set-top boxes” have been included in the phrasing regarding other decoders (excl. M-Net/ DStv/ TopTV) that the household might have. This has been included in view of the new DTT set-top boxes that might come into play during 2013.

i) DStv:

The number of channels and monthly costs for the various DStv subscription options have been updated.

A new question establishes whether or not the household is **currently** paying for the DStv subscription service/s, and therefore able to view the channels.

The showscreen reserved for DStv’s HD channels carries only the HD specific channels.

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

New DStv Channels:

- 1KZN TV
- AfricaMagic Entertainment
- AfricaMagic World
- Bay TV

New DStv Channels Cont.:

Blackbelt
 Dumisa
 kykNET 2
 kykNET Muzik
 M-Net Movies Action Plus
 M-Net Movies Comedy
 M-Net Movies Drama & Romance
 M-Net Movies Family
 M-Net Movies Premiere
 M-Net Movies Showcase
 M-Net Series Premium
 Mzansi Music
 Telenovellas 1
 True Movies 1
 SuperSport HD4

Deleted DStv Channels:

M-Net Movies 1
 M-Net Movies 2
 M-Net HD
 M-Net Movies 1 HD

DStv Channel Name Changes:

AfricaMagic Movies 1	- previously AfricaMagic Movies
CBS Reality	- previously Zone Reality
eNCA	- previously e.News Channel
M-Net Movies Action	- previously M-Net Action
M-Net Movies Stars	- previously M-Net Stars
VH1 Classic	- previously VH1

ii) TopTV:

The “full service” subscription option on TopTV is now known as the Ultimate Package (Full Service).

The number of channels for the various TopTV subscription package options have been updated.

A new question establishes whether or not the household is **currently** paying for the TopTV subscription service, and therefore able to view the channels.

Another new question establishes whether the TopTV subscription (for Variety or Ultimate package) is currently being paid by account or with a pre-paid voucher.

One of the four channels on the TopTV Indian bouquet, Top Star, has had a name change. The 4 channels are now Star Plus, Star Life OK (replaces Channel [V]), Star Gold and Vijay.

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

New TopTV Channels:

BOX
 Setanta Action
 Tshwane TV
 Unitel Classica
 Star Life OK

Deleted TopTV Channels:

Classica

Q

Channel [V]

Radio

The list of radio stations has been updated according to the new January - June 2013 diary.

(See 3. *RADIO DIARY* below)

In addition to these changes, Star Radio has also been deleted from the AMPS Questionnaire.

1.3 Out of home

The Out of Home section has been reduced substantially, and is now more concise.

There is now only 1 showscreen carrying all 8 outdoor sign types. (Formerly there were 8 screens, one for each of the outdoor sign types).

The “When last seen” question has been replaced with two new Out of Home questions to establish:

- Which types of outdoor signs, if any, have been seen in the past 4 weeks
- Which types of outdoor signs, if any, have been seen in the past 7 days

The question on Modes of Transport has been removed, but incorporated into the Activities section of the Product Questionnaire in a simpler form.

2. PRODUCTS/SERVICES**2.1 Motor Vehicles**

A new question establishes which brand/s of new car tyres have been bought during the past 12 months.

The question about the petrol station last visited has been deleted.

2.2. Financial Services

In the list of financial services, Overdraft Facility has been expanded to include Revolving Credit. A definition of Revolving Credit is provided on the showscreen.

The definition of a Debit Card now includes the word “normally”, to make it clear that a debit card is normally, but not always, linked to a Savings or Cheque Account.

The financial products, offered by individual financial institutions, have been updated.

A new question is asked to establish the name of the medical aid scheme of which the respondent is a member.

Two additional options have been added to the list of companies at which policies or investment plans are held: Non-traditional insurers and Informal companies/societies. The “Another company” option has been opened for answers to be stated.

The examples given for types of short-term insurance have been expanded to include “valuables”.

2.3 Furniture/Appliances

The question on personal ownership/use of a digital or a video camera has been removed. These two items have been incorporated into the question on ownership of Electronic Devices.

A new two-pronged question establishes whether any sports equipment and whether any outdoor equipment has been purchased in the past 12 months.

2.4 Food & Groceries

The list of shops where food and groceries can be bought has been updated. Foodco and Game have been added to the list.

2.5 Clothing/Shoes

All questions, on sports clothing or shoes, have been expanded to include “outdoor” clothing or shoes as well.

2.6 Durables

Coffee machine/Cappuccino/Espresso Maker has been added to the list of durables.

The option for a Plasma/LCD TV set bought new in the past 12 months has been expanded to include LED TVs.

The question wording on the number of radios in the household has been simplified.

2.7 Personal Data

The upper income category of R50 000+ for household and personal income, has been expanded to two categories namely: R50 000-R59 999 and R60 000+.

The question on religion has been changed, and expanded to two questions.

The first question establishes which religion, if any, the respondent belongs to. A short list is provided. If Christian is the religion claimed, a second question goes on to ask which denomination of Christianity the respondent belongs to, or is a member of.

3. RADIO DIARY January- June 2013 (compared to July-December 2012)

A new page has been added to the Diary, just after the 7 Monday to Sunday listening pages, to establish places where respondents listened to the radio “YESTERDAY”. A list of possible places for listening has been provided, including an option for “Did not listen yesterday”.

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 2013 Diary (compared with the July - December 2012 Diary).

3.1 Commercial Radio Stations

2000FM	previously Radio 2000
Jacaranda FM	previously 94.2 Jacaranda
Radiokansel/Radio Pulpit (+ Kaap/Cape)	previously RADIOKANSEL/RADIO PULPIT
Smile 90.4FM	previously Cape Town Radio 90.4FM
Vuma 103 FM	previously One Gospel KNI FM
Channel Africa	deleted

3.2 Community Radio Stations

Gauteng:

River FM	new
90.6FM Stereo / VCR FM	previously VCR / 90.6FM
Hope FM	previously HWELETSA HOPE FM
Midcities 107.4FM	previously MID CITIES RADIO
Mams FM	previously Mams FM 91.9
World of Sport Radio	deleted

Limpopo:

Comrad Tshepo	new
Hlanganani FM	new
Moutse Community Radio Station	previously Moutse Community Radio
Tubatse FM	previously Tubatse Progressive Community Radio
Waterberg Stereo 104.9 FM	previously Waterberg Stereo (Thaba Stereo 104.9 FM)

North West:

Motsile FM	new
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KwaZulu-Natal:

Nquthu Community Radio	new
Radio Al-Ansaar	new
Good News Community Radio (GNCR) 93.6FM	previously GOOD NEWS COMMUNITY RADIO (GNCR)
Newcastle Community Radio	Previously Newcastle Community Radio Station

Mpumalanga:

Kasi FM 107.3 (K Radio 107.3 FM)	previously K Radio 107.3 FM
Nkomazi FM	previously Nkomazi Community Radio Station

Western Cape:

Radio Houtstok	new
CCFM 107.5	previously Radio CCFM 107.5
Moo 97.3FM	previously MOO 97.3
Radio Kaap se Punt	previously Radio Kaap se Punt FM

Eastern Cape:

Izwi Lethemba Christian Community Radio	new
Kumkani	new
PE FM 87.6	previously Northern FM
RMR 89.7FM (Rhodes Music Radio)	previously Rhodes Music Radio (RMR 89.7FM)
Unique FM	previously Radio Unique fm

Free State:

Lefika FM	previously The Rock Community Radio
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Northern Cape:

Radio Kaboesna	previously RADIO KABOESNA 98 FM
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4. **PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE** **January - June 2013 (compared to July - December 2012)**

The following are the changes to the January - June 2013 Product and Activities questionnaire (compared with the July - December 2012 questionnaire).

4.1 **Interests and Activities Section**

Six new activities were added to the section which asks about personal frequency of each activity (Q25b). They are:

- Travel in a minibus/taxi
- Travel on a bus
- Travel on the Gautrain
- Travel on any other train
- Travel in private transport i.e. your or someone else's motor vehicle/motor bike
- Visit an art gallery/museum

4.2 **Branded Product Category Section**

There were no product category changes. The lists of brands within some categories have been changed, and are indicated in the table below. .

There are **114** Categories and **1525** brands in the January - June 2013 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	Brand list updated	Drank yesterday
Coffee - Ground		Drank yesterday
Tea (not Rooibos)	Brand list updated	Drank yesterday
Rooibos Tea		Drank yesterday
Hand-held Ice creams	Brand list updated	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		Eaten past 7 days
Potato Chips/ Similar Savoury Snacks	Brand list updated	Eaten past 7 days
Fresh Milk		Used past 7 days
Mayonnaise/ Salad Cream	Brand list updated	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	Brand list updated	Used past 7 days
Anti-dandruff Shampoo	Brand list updated	Used past 7 days
Shampoo (excl. Anti-dandruff)	Brand list updated	Used past 7 days
Hair Conditioner	Brand list updated	Used past 7 days
Hair Styling Products	Brand list updated	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	Brand list updated	Consumed past 7 days
Sports Drinks		Consumed past 7 days
Energy/ Stimulant Drinks	Brand list updated	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	Brand list updated	Consumed past 7 days
Wine - Boxes/Jugs		Consumed past 7 days
Fortified Wine		Consumed past 7 days
White Spirits (Cane/ Gin/ Vodka)	Brand list updated	Consumed past 7 days
Brandy		Consumed past 7 days
Whisky	Brand list updated	Consumed past 7 days
Rum		Consumed past 7 days
Other Spirits	Brand list updated	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	Brand list updated	Used past 4 weeks
Indigestion Remedies/ Antacids		Taken past 4 weeks
Throat/ Sinus Remedies		Taken past 4 weeks
Cough/ Cold/ Flu Remedies	Brand list updated	Taken past 4 weeks
Headache Pills/ Capsules/ Powders		Taken past 4 weeks
Hair Colourants	Brand list updated	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	Brand list updated	Bought past 4 weeks
Machine Dishwasher Powder/ Tablets	Brand list updated	Bought past 4 weeks
Spreads		Bought past 4 weeks
Chocolates Assorted		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	Brand list updated	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)	Brand list updated	Bought past 4 weeks
Breakfast Cereals	Brand list updated	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)		Bought past 4 weeks
Mealie Meal		Bought past 4 weeks
Rice		Bought past 4 weeks
Sauces		Bought past 4 weeks
Hand/ Body Soap	Brand list updated	Bought past 4 weeks
Toothpaste		Bought past 4 weeks
Facial Tissues		Bought past 4 weeks
Washing Powder		Bought past 4 weeks
Fabric Softener	Brand list updated	Bought past 4 weeks
Batteries		Bought past 4 weeks
Insecticides/ Repellants	Brand list updated	Bought past 4 weeks
Cosmetics/ Make-up	Brand list updated	Bought past 4 weeks
Sanitary Pads	Brand list updated	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	Brand list updated	Bought past 6 months
Sugar (Spoons of)		Used Yesterday