

CHANGES INCORPORATED INTO THE AMPS® JULY - DECEMBER 2012 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 July - December 2012.

1. MEDIA

1.1 Print

New Titles:

- | | |
|-------------------------|--------------------|
| The Star AFRICA EDITION | - Daily Newspaper |
| GRAZIA SOUTH AFRICA | - Weekly Magazine |
| Goeie Huishouding | - Monthly Magazine |
| Good Housekeeping | - Monthly Magazine |
| TopGear SOUTH AFRICA | - Monthly Magazine |

Deleted Titles:

- | | |
|-------------|--------------------|
| Scoop! | - Weekly Newspaper |
| CLEO | - Monthly Magazine |
| Farming SA | - Monthly Magazine |
| Top Billing | - Monthly Magazine |

Changed Frequency:

- | | |
|-------------------------|--|
| KICKOFF | - Monthly Magazine, previously Fortnightly |
| Saltwater girl magazine | - Six-weekly, previously Alternate-monthly |
| ZiGZAG | - Six-weekly, previously Alternate-monthly |

Magazine Name Changes:

- | | |
|---|--|
| YOUR Baby | - previously YOUR Baby & toddler |
| Compact dish (DStv Compact guide) | } - The masthead prompts for "dish" and "skottel" have been replaced with a prompt for "Compact dish" and "Premium dish/skottel" |
| Premium dish/skottel(DStv Premium guide/gids) | |

Newspaper Supplements:

Daily Newspaper supplements:

New Supplements:

- | | | | |
|-----------------|-----------|---|-----------|
| THE STAR AFRICA | Daily | : | Tonight |
| EDITION | Bi-Weekly | : | Workplace |
| | Weekly | : | Motoring |
| VOLKSBLAD | Monthly | : | Landbou |

Deleted Supplements:

BEELD	Weekly	: Buite
	Weekly	: JIP
	Weekly	: Leefstyl
	Weekly	: Talent
CAPE ARGUS	Monthly	: Verve Magazine
DAILY NEWS	Monthly	: Verve Magazine
DFA	Weekly	: Shoot
ISOLEZWE	Monthly	: Ezomnotho
THE MERCURY	Weekly	: Challenger
PRETORIA NEWS	Weekly	: Shoot
	Monthly	: Verve Magazine
THE STAR	Weekly	: Shoot
	Monthly	: Verve Magazine
VOLKSBLAD	Weekly	: JIP

Changed Frequency:

BUSINESS DAY: HomeFront - Monthly, previously Weekly

Weekly Newspaper supplements:**New Supplements:**

CITY PRESS	Weekly	: "i"
MAIL & GUARDIAN	Weekly	: Business
SUNDAY TRIBUNE	Weekly	: Business KZN

Deleted Supplements:

RAPPORT	Weekly	: Doen dit
	Weekly	: Kaap Rapport

Two magazine publications measured in AMPS® have changed their frequency to six-weekly. The readership section has therefore expanded to include questions on six-weekly publications.

Three new questions were introduced to establish readership of:

- sold newspapers with local news (past 7 days)
- free newspapers with local news (past 7 days)
- free magazines (past 4 weeks)

1.2 Electronic Media***Television*****i) DStv:**

The payments per month for the various DStv satellite subscription options have been updated.

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

New DStv Channels:

iTV Networks

Deleted DStv Channels:

Islam Channel

DStv Channel Name Changes:

AfricaMagic Movies
Weather24 & News24

- previously AfricaMagic Plus
- previously measured separately

ii) TopTV:

The word “package” has been added to the question asking about the various TopTV satellite subscription options. It now reads as follows: “Here is a list of TopTV satellite subscription *package* options.”

The Top Star question wording has changed slightly to emphasise that it is a package of *Indian* Channels.

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

New TopTV Channels:

AMC (African Movie Channel)
Deen TV
NHK World TV

Deleted TopTV Channels:

Al Mizan
Current TV
Hi Nolly

Radio

The list of radio stations has been updated according to the new July - December 2012 diary
(See 3. *RADIO DIARY* below)

2. PRODUCTS/SERVICES

2.1 Durables

In the list of Durables, Vacuum cleaner and Floor polisher are now listed separately as are DVD player and Blu Ray Player.

2.2. Financial Services

Financial services for CAPITEC BANK now include investments/deposit accounts.

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

The list of radio stations has been updated as follows:

3.1 Commercial Radio Stations

Cape Town Radio 90.4FM	new
One Gospel KNI FM	new
POWER FM	new
GAGASI FM	previously Gagasi 99.5FM

3.2 Community Radio Stations

Gauteng:

HWELETSA HOPE FM	new
Kofifi FM 97.2	new
Radio Veritas	new
VCR / 90.6FM	previously VCRFM / 90.6fm STEREO

Limpopo:

Lephalale FM	new
MALA FM 101	new
Mokopane Community Radio Station	previously MOKOPANE FM 100.0 Mhz
Phalaborwa FM (PFM)	previously PHALABORWA COMMUNITY RADIO STATION

KwaZulu-Natal:

Divine Touch Radio	new
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Western Cape:

BOK Radio 98.9FM	new
Hope Radio	new
MOO 97.3	new
Radio Kaap se Punt FM	new
Radio Overberg 98.4fm	new
RADIO ZIBONELE	previously Zibonele Community Radio (98.2fm)
Fine Music Radio	previously Fine Music Radio 101.3

Eastern Cape:

Ugu Youth Radio 93.4FM	new
Wild Coast FM	new
Emmanuel Haven FM - (EH 88.7 FM)	previously Emmanuel Haven FM 88.7/ EH 88.7 FM
Inkonjane 100.5 FM	previously, Inkonjani FM

Free State:

Koepel Stereo (KSFM 94.9)	new
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4. PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE
July - December 2012 (compared to January - June 2012)

There were no changes.

4.1 Branded Product Category Section

There are **114** Categories and **1517** brands in the July - December 2012 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		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		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		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		Consumed past 7 days
Beer/Draught		Consumed past 7 days
Sorghum Beer		Consumed past 7 days
Wine - Bottles		Consumed past 7 days
Wine - Boxes/Jugs		Consumed past 7 days
Fortified Wine		Consumed past 7 days

Product Categories:	Comments:	Frequency of Usage/ Purchase:
White Spirits (Cane/ Gin/ Vodka)		Consumed past 7 days
Brandy		Consumed past 7 days
Whisky		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		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		Bought past 4 weeks
Slimming Pills/ Powder/ Liquid		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		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

Product Categories:	Comments:	Frequency of Usage/ Purchase:
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		Bought past 4 weeks
Toothpaste		Bought past 4 weeks
Facial Tissues		Bought past 4 weeks
Washing Powder		Bought past 4 weeks
Fabric Softener		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