

## **CHANGES INCORPORATED INTO THE AMPS® JULY-DECEMBER 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 July-December 2013.

### **1. MEDIA**

#### **1.1 Print**

##### **New Titles:**

- |               |                              |
|---------------|------------------------------|
| Forbes AFRICA | - Monthly Magazine           |
| CSA           | - Alternate Monthly Magazine |

##### **Deleted Titles:**

- |                                 |                      |
|---------------------------------|----------------------|
| Sports Illustrated SOUTH AFRICA | - Monthly Magazine   |
| HUISgenoot tempo                | - Quarterly Magazine |
| NATIONAL GEOGRAPHIC             | - Quarterly Magazine |
| TRAVELLER SOUTH AFRICA          |                      |

##### **Changed Frequency:**

- |                      |                                         |
|----------------------|-----------------------------------------|
| HQ (HORSE QUARTERLY) | - Monthly, previously alternate monthly |
| Property             | - Alternate monthly, previously monthly |

##### **Name Changes:**

- |                |                                      |
|----------------|--------------------------------------|
| Saltwater girl | - Previously Saltwater girl magazine |
| ACKERMANS      | - Previously Ackermans club/klub     |

##### **Newspaper supplements:**

##### ***Daily Newspaper supplements:***

##### **New Supplements:**

- |               |         |   |       |
|---------------|---------|---|-------|
| BUSINESS DAY  | Monthly | : | Sport |
| CAPE TIMES    | Monthly | : | Play  |
| THE MERCURY   | Monthly | : | Play  |
| PRETORIA NEWS | Monthly | : | Play  |
| THE STAR      | Monthly | : | Play  |

##### **Deleted Supplements:**

- |              |        |   |            |
|--------------|--------|---|------------|
| BUSINESS DAY | Weekly | : | HealthNews |
|--------------|--------|---|------------|

##### ***Weekly Newspaper supplements:***

##### **New Supplements:**

- |              |         |   |                |
|--------------|---------|---|----------------|
| SUNDAY TIMES | Weekly  | : | Fashion Weekly |
|              | Monthly | : | Business Class |

##### **Deleted Supplements:**

- |              |        |   |        |
|--------------|--------|---|--------|
| CITY PRESS   | Weekly | : | "7"    |
| SUNDAY TIMES | Weekly | : | Review |

##### **Name Changes:**

- |                        |      |   |                        |
|------------------------|------|---|------------------------|
| THE SUNDAY INDEPENDENT | Life | - | Previously Sunday Life |
|------------------------|------|---|------------------------|

There is no longer regionalisation for any newspaper.

## 1.2 **Electronic Media**

### **Television**

#### **i) DStv:**

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

The DStv channel list in the interviewers' flip files has been updated.

Two new DStv satellite subscription options have been added, namely Family and Extra. In addition, the Lite subscription option has changed name to Access.

A picture of the DSD 3U standard DStv decoder has been added to the screen with examples of DStv decoders shown to respondents when asked which type of DStv decoder they currently have in use in their household.

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

#### **New DStv Channels:**

- AfricaMagic Movies
- FOX
- FOX Crime
- M-Net Movies Zone
- M-Net Series Reality
- M-Net Series Showcase
- M-Net Series Zone
- Mzansi Wethu

#### **Deleted DStv Channels:**

- Bloomberg Television
- KooWee
- MK
- M-Net Series
- M-Net Series Premium
- Telenovellas 1

#### **DStv Channel Name Changes:**

AfroMusic Pop	- previously Afro Music
Business Day	- previously Summit TV
ERT World	- previously ERT Sat
kykNET & Kie	- previously kykNET 2
M-Net Movies Action+	- previously M-Net Movies Action Plus
Mzansi Magic Music	- previously Mzansi Music
True Movies	- previously True Movies 1

#### **ii) TopTV:**

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

The TopTV channel list in the interviewers' flip files has been updated.

The "Ultimate package" subscription option on TopTV is now known as the Full Service. The Ultimate Movies package has been rebranded to Ultimate.

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

**New TopTV Channels:**

Fashion One

**Deleted TopTV Channels:**

MUTV (Manchester United Television)

Showtime

Silver

Star!

Top Junior

Top Movies +24

**TopTV Channel Name Changes:**

FOX - previously Fox Entertainment

**Radio**

The list of radio stations has been updated according to the new July - December 2013 diary.  
(See 4. *RADIO DIARY* below)

## 2. **CELLPHONE**

The Cellphone section has been completely revised.

The question asking whether the respondent personally owns, rents or has the use of a cellphone has been changed to establish the number of cellphones personally used.

The questions on make of cellphone, network to which linked and type of payment option used are still asked, but not only for the cellphone personally used most often but for all cellphones personally used up to a maximum of four. In addition, a new question was added to find out whether Airtime, Data bundles or both are used/bought. This question is also asked for all cellphones personally used, up to a maximum of four.

Telkom Mobile was added to the list of cellphone networks.

The question on how much is spent per month on the cellphone used most often was reworded to include the total spend on all cellphones personally used. Along with the cost of calls, subscriptions, SMSs, and vouchers, the respondent is also asked to include data expenses.

A new question has been added to ascertain how many active SIM cards the respondent has.

The cellphone activities question has changed from establishing frequency of participation in activities to "when last" each activity was done on the cellphone (i.e. yesterday, past 7 days, past 4 weeks, longer ago, never)

The list of cellphone activities was revised to exclude online/internet related activities.

**Activities added:**

- Make outgoing phone calls

**Activities deleted:**

- Use instant messaging/chat services
- Access the Internet or Web from your cellphone
- Facebook

- Twitter
- Other social networking
- Download/Use mobile applications
- Send/Receive e-mail from your cellphone
- Watch television on your cellphone
- Read a newspaper/magazine on your cellphone
- Play games on your cellphone
- Subscribe to receive content or services on your cellphone

**Activities adjusted:**

- “Download” was removed from the listen to music activity. It now reads as: “Listen to music (excluding radio) on your cellphone.
- Watch videos on your cellphone was expanded to: “Watch videos taken by yourself or sent to you by a friend”.

A completely new question was added asking whether any of the activities as listed below have been done on the cellphone in the past 12 months:

- Messaging like MXit, BBM, WhatsApp, e-mail
- Searching for information e.g. Google
- Accessing Social Media like Facebook, Twitter, YouTube
- Downloading music, ringtones, apps, games

### 3. DIGITAL

This section was previously known as the Internet section. It has also been entirely reworked and is more concise. The introduction has been shortened.

The four questions asking whether the Internet was accessed in the past 12 months, past 4 weeks, past 7 days and yesterday were combined into one question asking: “When last, if at all, have you personally accessed the Internet?” with answer options for:

- Yesterday
- In the past 7 days
- In the past 4 weeks
- 4 weeks – 12 months ago
- Longer ago
- Never

The following questions were removed:

- Have you personally sent/received any email in the past 4 weeks?
- Have you made a purchase on the Internet in the past 12 months?
- For which of the following, if any, have you made a booking over the Internet in the past 12 months?

A new question on whether a computer/laptop, tablet or any other Internet enabled device was used in the past 12 months, was added.

The wording of the Internet Activities question was changed and “tablet” was included with computer and cellphone as a device used to do digital activities. Respondents are now asked to indicate whether they use a cellphone or a computer/tablet to do each activity or whether they don’t do the activity at all.

The list of “Internet Activities” was renamed “Digital Activities” and underwent the following changes:

**Activities added:**

- Make calls on the Internet using Skype, FaceTime, Viber, etc
- Entertainment bookings e.g. movies, live shows
- Travel bookings/arrangements e.g. air tickets, transport, accommodation
- Access auction websites (e.g. Bid or Buy, eBay)
- Access classified advertising websites (e.g. OLX, Gumtree)
- Access listing sites e.g. jobs, property, cars
- Subscribe to receive content or services

**Activities deleted:**

- Directory

**Activities reworded/expanded/combined:**

- “Send/Receive e-mail” replaced E-mail
- Social networking was expanded to three options, namely “Access Facebook”, “Access Twitter” and “Other Social Networking (e.g. MySpace, LinkedIn, Windows Live Spaces, Google Plus, etc.)”
- “Instant messaging” and “Chat” were combined into one activity “Use instant messaging/chat services (e.g. MXit, BBM, WhatsApp, Apple Messaging)”
- “Shopping” was reworded “Purchase goods or services via the Internet (e.g. groceries, clothing, etc.)”
- “Games” was reworded “Play Games”
- “Listen to the radio on-line” was reworded to include listening “via a website or App”
- YouTube was added as an example of videos watched on-line
- “Read/access current news/articles” was expanded to include “news sites”
- “Music download” specifies that radio is excluded

The questions on “Where” the Internet is accessed and “What type” of Internet connection there is at home were combined into one question asking “How” the Internet is accessed. The options were expanded and changed as follows:

- At Home ADSL
- At Home Wireless network (e.g. iBurst, WiFi)
- At Home Dial-up (e.g. Standard telephone line)
- Mobile network (e.g. 3G, Edge, GPRS, Vodacom, MTN)
- Public access point (e.g. Internet Café, WiFi hotspot, gym, hotel, library)
- Access the Internet at an educational institution
- Access the Internet at work
- Other (STATE)

#### 4. RADIO DIARY July - December 2013 (compared to January - June 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 July - December 2013 Diary (compared with the January - June 2013 Diary).

##### 4.1 Commercial Radio Stations

No changes

##### 4.2 Community Radio Stations

###### Gauteng:

Mogale FM	new
Heidelberg Community Radio	deleted

###### Limpopo:

Giyani Community Radio	new
GYFM	new
Moletsi Community Media	previously Moletsi Community Radio Station

###### North West:

Life FM	new
Mmabatho FM	new

###### KwaZulu-Natal:

Nkandla FM	new
Zululand FM 97.0	previously Ubuhlebeshowe Community Radio 97.0

###### Western Cape:

Radio Kaap se Punt (RKP)	previously Radio Kaap se Punt
Valley FM	previously Vallei FM

###### Eastern Cape:

Sanjonisi Youth Radio	new
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###### Free State:

The Rock Community Radio	new
Lefika FM	deleted

###### Northern Cape:

Revival FM	new
Magareng Community Radio	deleted

## 5. PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE July - December 2013 (compared to January - June 2013)

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

### 5.1 Interests and Activities Section

The two gaming activities i.e. “Play games via the Internet” and “Play computer/playstation games” have been replaced with the following four activities:

- Play games that came pre-installed on your cellphone/computer, or using a bought disc
- Play Internet games on-line by yourself or with others
- Play games on a portable hand-held device (e.g. PSP, Nintendo DS)
- Play games on a console (e.g. PlayStation, Xbox, Wii)

A further two activities were added to the section. They are:

- Blogging
- Tune into a TV show/radio station/Internet site or read a newspaper/magazine because of a comment seen on e.g. Facebook, Twitter, WhatsApp or SMS

### 5.2 Branded Product Category Section

There were no product category changes. The list of brands within each category has also remained unchanged.

There are **114** Categories and **1525** brands in the July - December 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		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
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
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