

Definitions of Terms

Average Issue Readership (AIR)

To qualify as an “average issue” reader of a publication, a respondent must have read or paged through any copy of the title under consideration within a period before the interview which is no longer than the issue period of that title. Furthermore, the respondent must have read or paged through that issue for the first time within that period.

For example, to qualify as an average issue reader of a weekly publication, a respondent must have read or paged through that issue within the past 7 days for the first time.

Average Yesterday Audience (Radio)

In the SAARF AMPS® interview, respondents claiming to have listened to a specific radio station the day before the interview, become the average yesterday audience of that particular station. This includes all listening at home and away from home, from the time the respondent woke up in the morning until bedtime. (In 2004, respondents interviewed on a Monday were asked about Saturday listening).

See definition of what is meant by radio listening.

Note that the currency for radio listening is the SAARF RAMS®.

Average Yesterday Audience (TV)

In the SAARF AMPS® interview, respondents claiming to have viewed a specific TV channel the day before the interview, become the average yesterday audience of that particular channel. This includes all viewing at home and away from home, from the time the respondent woke up in the morning until bedtime. (In 2004, respondents interviewed on a Monday were asked about Saturday viewing).

See definition of what is meant by TV viewing.

Note that the currency for TV viewing is the SAARF TAMS®.

SAARF Attitudes

SAARF Attitudes provide an opportunity to examine media and marketing target groups by an exciting extra dimension.

A number of relevant Attitude Topics were identified and then carefully defined. An attitude section was then added to the self-completion questionnaire from SAARF AMPS® 2007A. Statements related to the definitions were evaluated in terms of 4 point scales covering:

- Agreement – The extent to which a person agreed with a statement
- Applicability – How applicable a person felt a statement was to themselves
- Similarity – The degree to which a person felt that the people described in a statement were similar to themselves
- True – How true each statement was felt to be

How can SAARF Attitudes be used?

Target markets and media users identified on SAARF AMPS® and Branded RAMS® can now be described at the individual statement level and by those who are high or low on each attitude topic.

In addition five attitude types titled “Now Generation”, “Nation Builders”, “Distant”, “Engaged” and “Global Citizens” are on the SAARF AMPS® 2007B database. These types are currently being up-dated and will be made available on the SAARF AMPS® 2008A database in due course.

Note: For a more detailed explanation of how SAARF Attitudes have been developed and can be used, refer to Section 12 of this report. A more extensive report is also in the SAARF Segmentation Handbook CD (available from SAARF).

Children’s Primary Purchase Decision Maker

“Primary purchase decision maker for babies” refer to infants up to 23 months old, and “Primary purchase decision maker for children” refer to children from 2 to 15 years old.

A primary purchase decision maker for children is a person (male or female) who decides upon or chooses the product or services for children. These children can be his/her own children, other children who are dependent on him/her or any other children. It doesn’t matter whether or not these children live with the person who primarily makes decisions for their purchases. (See R5, R10, R11/12 of the questionnaire in the Appendix of this report).

Community Size

The community size definitions - based on all population groups - are:

Population

1. Metropolitan areas (250 000 or more)
2. Cities (100 000-249 999)
3. Large towns (40 000-99 999)
4. Small towns (8 000-39 999)
5. Large villages (4 000-7 999)
6. Small villages (500-3 999)
7. Settlements (Less than 500)
8. Non-urban

With the annual updates to the population estimates, places can change their community size definitions.

On the database, each respondent was allocated to one of the above 8 groups, according to the size of the community in which he/she lived.

In addition, the 8-fold classification is compressed into a fourfold breakdown as follows:

- Metropolitan areas (250 000 or more)
- Cities and Large towns (40 000 - 249 999)
- Small towns and Villages (500 - 39 999)
- Settlements (Less than 500) and Non-urban

The fourfold breakdown is used in the electronic reports.

Note that the SAARF AMPS® definition of "Non-urban" comprises the "Non-urban" as well as 99.6% (12 221) of the "Tribal" areas of the Stats SA Population Census. The remaining 43 tribal areas either fall within the boundaries of an urban area, or were previously designated as urban areas, and these have been retained as urban areas for SAARF AMPS®. The list of these urban tribal areas is as follows:

Magisterial District	Place name	Magisterial District	Place name
219	Chalumna	452	Phahameng
219	Chris Hani	506	Lusaka
219	Cuba	507	Phayiphini
219	Eluxolweni	507	Signal Hill
219	Sandisiwe	536	Ngwelezane
219	Saye	551	Ncotshane
219	Umgwenvani	618	Winterveld
242	Potsdam	803	Embhuleni
243	eSingeni	824	Glenmore
243	Motel Park	824	Lukwatini
243	Ngqingeni	825	Kamhlushwa
243	Phakamisa	825	Sidlamafa
243	Tyutyu	829	Allemansdrift A
243	Tyutyu North	829	Allemansdrift B
243	Zali	913	Namakgale
245	Keiskammahoek	914	Thulamahaxi
247	Ntselamanzi	915	Nkowankowa
255	Idutywa	923	Mankweng
255	Mantaneni	923	Sebayeng
255	Mbamba	926	Lenyenye
270	Bulembu	927	Shatale
270	Bulembu Farm		

The urban communities falling within each of the top four groups of the 8-fold classification are shown in Table A following, by name. In addition to the name, the magisterial district(s) relating to it are given in brackets. Where more than one community with the same name exists, the appropriate province is included.

PRINCIPAL COMMUNITIES : ALL POPULATION GROUPS
SIZE OF COMMUNITY

TABLE A

(** NB Magisterial Districts included in brackets)

Metropolitan Areas (250 000+)

Alberton	(704,706,712,722)
Benoni	(707,710,711,812)
Bloemfontein	(445)
Boksburg	(706,708,711)
Cape Town	(101,102,103,104,105,106,107)
Durban	(501-504,541,542)
East London	(219,242)
Johannesburg	(704,705,715,718,719,722)
Kempton Park	(710)
Pietermaritzburg	(507)
Port Elizabeth	(240)
Pretoria	(618,619,701,702,703,721)
Soweto	(704,718,719,724)
Vanderbijlpark	(722,723)
Vereeniging	(722)
Welkom	(408)

Cities (100 000 - 249 999)

Botshabelo	(444)
Brakpan	(711)
Carletonville	(716)
George	(118)
Germiston	(706,708,709,710)
Kimberley	(321)
Klerksdorp	(612)
Krugersdorp	(715,717,718)
Ladysmith	(523)
Middelburg - MPM	(815)
Midrand	(701,705)
Newcastle	(528)
Nigel	(713)
Osizweni	(528)
Paarl	(108)
Potchefstroom	(614)
Randfontein	(717,719)
Roodepoort	(715,718)
Rustenburg	(616)
Springs	(714)
Uitenhage	(240,241)
Umtata	(272)
Westonaria	(719)
Witbank	(817)

Large Towns (40 000 - 99 999)

Avondale	(132)
Bethal	(802)
Bethlehem	(422)
Bothaville	(409)
Butterworth	(251)
Embalenhle	(811)
Ermelo	(804)
Grahamstown	(221)
Heidelberg - GT	(712)
Kroonstad	(415)
Matsulu	(826)
Mmabatho	(605)
Mossel Bay	(120)
Mpumalanga	(505)
Odendaalsrus	(406)
Orkney	(612)
Oudtshoorn	(124)
Parys	(416)
Polokwane	(904,922)
Queenstown	(215,275)
Richards Bay	(536,538)
Sasolburg	(450)
Somerset West	(110)
Standerton	(806)
Stellenbosch	(109)
Stilfontein	(612)
Strand	(111)
Temba	(619)
Tongaat	(502,540)
Tweefontein	(830)
Upington	(315)
Virginia	(407)
Vryburg	(603)
Wellington	(112)
Worcester	(130)

Small Towns (8 000 - 39 999)

Adelaide	(223)
Alice	(247)
Aliwal North	(202)
Allanridge	(406)
Amersfoort	(801)
Andalusia Park/Valspan	(318)
Ashton	(127)
Balfour	(810)
Barberton	(819)
Barkly East	(207)
Barkly West	(317)
Beaufort West	(139)
Bedford	(225)
Belabela (Warmbaths)	(910)
Belfast	(813)
Bella Vista	(126)
Bergsig/Montagu - WC	(127)
Bergsig/Springbok - NC	(301)
Bisho	(243)
Bloemhof	(611)
Blue Gum Bush	(452)
Brandfort	(431)
Bredasdorp	(113)
Breyten	(804)
Brits	(617)
Bronkhorstspuit	(720)
Bultfontein	(451)
Bultfontein/Phahameng	(410)
Burgersdorp - EC	(201)
Burgersdorp - NW	(607)
Cala / Phakamisa	(274)
Caledon	(114)
Calvinia	(302)
Carolina	(803)
Cathcart	(212)
Ceres	(126)
Christiana	(611)
Clocolan	(432)
Clydesdale	(277)
Colesberg	(308)
Coligny	(607)
Cradock	(229)
Cullinan	(721)
Daggakraal	(801)
Danielskuil	(323)
De Aar	(309)
De Doorns	(130)
Delmas	(812)
Deneysville	(450)
Dewetsdorp	(433)
Diazville	(134)
Dimbaza	(243)
Dordrecht	(211)
Douglas	(319)
Dundee	(526)
Dysselsdorp	(124)
Ekangala	(830)
Ekuphumleni	(244)
Ekuvukeni	(527)
Elliot	(208)
Ellisras	(908)
eMondlo	(546)
Empangeni	(536)
Engcobo	(253)
Esikhawini	(538)
Estcourt	(522)
Evander	(811)
Ficksburg	(423)
Fochville	(614)
Folweni	(541)
Fort Beaufort	(226)
Fouriesburg	(424)
Frankfort	(425)
Franschoek	(108)
Gamalakhe	(511)
Georgedale	(505)
Giyani	(916)
Glencoe	(527)
Glenmore	(824)
Graaff Reinet	(232)
Grabouw	(114)
Greytown	(520)

PRINCIPAL COMMUNITIES : ALL POPULATION GROUPS
SIZE OF COMMUNITY

TABLE A

(** NB Magisterial Districts included in brackets)

Small Towns (8 000 - 39 999)

Hambanathi	(502)
Hankey	(237)
Harmony/Saaiplaas	(407)
Harrismith	(426)
Hartebeesfontein	(616)
Hartebeesfontein/Tigane	(612)
Heilbron	(411)
Hendrina	(815)
Hennenman	(412)
Hermanus	(115)
Hoopstad	(413)
Hopetown	(311,319)
Howick	(517)
Humansdorp	(238)
Idutywa	(255)
Ilitha	(243)
Illinge	(275)
Indwe	(209)
Itsoseng - NW	(607)
Itsoseng - NW	(618)
Ixopo	(509)
Jeffreys Bay	(238)
Kabokweni	(826)
Kakamas	(315)
Kamhluhwa	(825)
Kanyamazane	(826)
Kathu	(323)
Keimoes	(315)
King Williams Town	(220)
Knysna	(119)
Koffiefontein	(403)
Kokstad / Bhongweni	(512)
Koppies	(414)
Koster	(616)
Kriel	(809)
Kuruman	(322)
Ladybrand	(437)
Leandra/Leslie	(811)
Lebowakgomo	(923)
Leeudoringstad	(610)
Lekalakala	(921)
Lenyenye	(926)
Lethlabile	(617)
Lindley	(427)
Louis Trichardt	(905)
Lusikisiki	(258)
Lydenburg	(820)
Maclear	(210)
Mahwelereng	(921)
Makwassie	(610)
Malmesbury	(132)
Mankweng	(923)
Marburg	(511)
Margate	(511)
Marquard	(438)
Meriting	(616)
Messina	(902)
Meyerton	(722)
Middelburg - EC	(230)
Mogwase	(615)
Mokwena	(451)
Molteno	(214)
Monakato	(616)
Mooi River	(519)
Moorreesburg	(135)
Moroka	(451)
Mount Frere	(262)
Mpophomeni	(517)
Mpuluzi/Empuluzi	(824)
Naboomspruit	(906)
Namakgale	(913)
Ncotshane	(551)
Nelspruit	(821)
Ngwelezane	(536)
Nkowankowa	(915)
Nomathamsanqa	(228)
Nseleni	(536)
Nylstroom	(907)
Oberholzer	(716)
Ottosdal	(610)
Palmview/Ottawa	(502)
Pampierstad	(604)

PRINCIPAL COMMUNITIES : ALL POPULATION GROUPS
SIZE OF COMMUNITY

TABLE A

(** NB Magisterial Districts included in brackets)

Small Towns (8 000 - 39 999)

Petrus Steyn	(427)
Phakamisa	(243)
Phalaborwa	(903)
Phola	(817)
Phuthaditjhaba (Witsieshoek)	(452)
Piet Retief	(805)
Plettenberg Bay	(119)
Port Alfred	(224)
Postmasburg	(323)
Potgietersrus	(921)
Prieska	(306)
Reitz	(428)
Richmond/Lusaka	(506)
Riebeeckstad	(408)
Rietvale/Ritchie	(321)
Rietvallei	(505)
Riversdale - WC	(121)
Robertson	(128)
Roodepan	(321)
Sada	(244)
Saldanha	(134)
Schweizer-Reneke	(609)
Sebayeng	(923)
Secunda	(811)
Sekgagapeng	(921)
Selosesha	(451)
Senekal	(429)
Siyabuswa	(827)
Smersha Block	(909)
Somerset East	(227)
Stanger	(540)
Steynsrus	(427)
Stutterheim	(217)
Sundumbili	(534)
Sunnydale	(534)
Swellendam	(117)
Thabazimbi	(909)
Theunissen	(417)
Thohoyandou	(930)
Thulamahaxi	(914)
Ugie	(210)
Ulundi	(548)
Umzinto	(508)
Vaal Reefs	(612)
Vaalbank	(829)
Ventersburg	(418)
Ventersdorp	(613)
Verulam	(502)
Vezubuhle	(830)
Viljoenskroon	(420)
Villiers	(425)
Volksrust	(807)
Vrede	(430)
Vredefort	(419)
Vredenberg	(134)
Vredendal	(138)
Vryheid	(533)
Warrenton	(320)
Wedela	(614)
Wepener	(442)
Wesselsbron	(421)
White River (Witrivier)	(823)
Winburg	(443)
Winterton	(522)
Wolmaransstad	(610)
Zastron	(449)
Zeerust	(606)
Zwelitsha	(243)

Cosmetic Usage

The tables show groups of women labelled as "Heavy cosmetic users", "Medium cosmetic users" and "Light cosmetic users". These groups comprise, respectively, female respondents claiming to use six or more of the cosmetics on the questionnaire (question Q1 – see Appendix of this report), three to five products or less than three.

Internet/World Wide Web

Internet/World Wide Web usage refers to the respondents' personal usage of the Internet/World Wide Web. It does not matter where it was accessed or for what purpose it was used.

Home Language

From 1994 to 2000 home language was classified in SAARF AMPS[®] as follows:

English/Other
Afrikaans/Both
Nguni/Other
Sotho/Both

From SAARF AMPS[®] 2001 all 11 official languages are used as breakdowns in the electronic reports as follows:

English	South Sotho	Tswana
Afrikaans	North Sotho	Venda
Xhosa	Ndebele	Swazi
Zulu	Tsonga	Other

In order to avoid duplication in home language, two new language questions were introduced in SAARF AMPS[®] 2002B. The language spoken most often at home is obtained first, followed by any other languages spoken at home. Therefore, as from 2003A, the language breakdowns in the electronic reports provide unduplicated data.

Each language code comprises only those respondents claiming that specific language as a home language. The practice of grouping any other languages as English has been discontinued and these languages would now fall under the "other" language code.

Household

A household consists either of one person living alone or a group of persons, usually but not always members of one family, who live together and whose expenditure on food and other household items is jointly managed. Boarders or lodgers may be included as members of a household, provided that they have at least one main meal a day communally. Resident domestic workers are, however, excluded and regarded as forming a household of one or more persons in their own right.

Household Income

"Household income" is defined to the respondent as the "..... total monthly income" of the number of "income earners" previously enumerated within the relevant household "before tax and other deductions," but including "all sources of income, i.e. salaries, pension, income from investments, etc."

In the cases of refusal to answer the question, the income is estimated by interviewers.

The eight reporting categories have been reviewed to ensure the current spread of incomes is reflected. The categories have been adjusted for the SAARF AMPS[®] 2008A (Rolling Average) database release. The new categories are shown in the electronic reports.

Household Purchaser

In the electronic reports, any respondent of either gender who claims to be solely or partly responsible for the day-to-day purchases of the household is described as a household purchaser (see questionnaire in the Appendix of this report, question M1).

These respondents, weighted to households, should be used for analyses on the household FMCG categories.

There may be more than one person who could claim to be a "household purchaser" within any given household, although only one would be interviewed.

Housewife

In previous SAARF AMPS[®] reports, a housewife was defined as a female member of a household who claimed to be solely, mainly or partly responsible for the household purchases (see questionnaire in the Appendix of this report, question M1). Since SAARF AMPS[®] 93 "Female Housewives" have been replaced by "Household Purchasers". Database users, however, are able to apply a gender filter to "Household Purchasers".

Furthermore, note that the Questionnaire (and the data on the database) provides an alternative "housewife" classification in the coding on "Occupation" at question PD2 (see Appendix of this report).

Large Item Decision Maker

For the purpose of analysing the incidence, usage and purchase of large household items, a male respondent who claims to be the head of the household and a female respondent who claims to be solely or partly responsible for the household purchases is described as a large item decision maker.

Level of Education

Respondents still undergoing full-time education are coded according to the level achieved as at the date of the interview.

Lifestages

Eight new personal lifestage groups are used as a breakdown in the electronic reports and are included on the database. A description of these groups follows. Unless otherwise stated a child is under 21.

At-Home Singles

- Up to 34 years old
- Live with parents
- Not Married/ Not Living together
- Do not have any dependent children in the Household (own or other children) that the respondent is responsible for

Young Independent Singles

- Up to 34 years old
- Not Living with parents
- Not Married/Not Living together
- Do not have any dependent children in the Household (own or other children) that the respondent is responsible for

Mature Singles

- 35+ years old
- Not Married/Not Living together
- Do not have any dependent children in the Household (own or other children) that the respondent is responsible for

Young Couples

- Up to 49 years old
- Married/Living together
- No dependent children in the Household (own or other children) that they are responsible for

Mature Couples

- 50+ years old
- Married/Living together
- No dependent children in the Household (own or other children) that they are responsible for

Young Family

- Married/Living together
- With at least one dependent child under 13 years in the Household (own or other children) that they are responsible for

Single Parent Family

- Not married/Not Living together
- With dependent children in the Household (own or other children) that they are responsible for

Mature Family

- Married/Living together
- With no dependent children under 13 years in the Household (own or other children) that they are responsible for, but with dependent children over the age of 13 years in the Household

SAARF Lifestyles

SAARF Lifestyles consist of diverse groups of people who share similar behaviours with regard to sporting and other activities. They are based on the attendance at and participation in 24 sports and on the frequency of engaging in over 60 other activities.

SAARF Lifestyles show the links between how people live their lives, the media and products they use and their demographics.

There is evidence that there is a strong relationship between people's interests and activities, their demographics and the media that they use. The more activities people engage in, including going out to work, the more media they are likely to consume. Good levels of education go hand in hand with professional and managerial occupations, higher household income and LSMs[®]. All these advantages, which are more likely to be found in larger urban areas, permit access to and enjoyment of a wide range of media options. In contrast, poorer and less well educated people have a much simpler lifestyle, with far fewer activities and limited media exposure.

It is considered that SAARF Lifestyles have opened up an exciting new segmentation in the understanding of the South African consumer.

For SAARF AMPS[®] 2008A, the Lifestyle analysis has been done separately for those in LSMs[®] 1-5 and LSMs[®] 6-10.

Note: For a more detailed explanation of how the SAARF Lifestyles are created and how they can be used, refer to Section 10 of this report. A detailed report describing each Lifestyle is included in the SAARF Segmentation Handbook CD (available from SAARF).

SAARF Media Groups Measure (MGM)

Eight Media Groups ranging from 1 – 8 in terms of increasing levels of exposure have been identified.

The media taken into account in terms of usage were cinema, internet, print, outdoor, radio and television. The first principal component was obtained for each of magazines, newspapers, outdoor, commercial radio, and television. These five variables, together with cinema, community radio and internet, were used in a second principal component analysis. This final principal component was then used to create 8 media groups, which have been called SAARF's Media Groups Measure (MGM). The greater the duplication of exposure to different media types, the higher the MGM.

How can MGM be used?

The incidence of a target group in each of the MGMs can be used to decide on which groups should be aimed for in a promotional campaign. An evaluation can then be made of the effectiveness of different media and combinations of media in reaching these MGMs.

In the lower MGM groups there are certain media that have comparatively strong reach, whereas other media come into their own in the higher groups. The MGM thus provides an indication of the best options to consider in reaching people with low, medium and high combined exposure to different types of media.

Note: Section 11 of this report gives a more detailed explanation of how the SAARF Media Groups Measure has been created, descriptions of the 8 MGM Groups and how they can be used in Media selection. The SAARF Segmentation Handbook (obtainable from SAARF) can also be consulted.

Magisterial District

A Magisterial district is the smallest geographic unit used in the SAARF AMPS[®] sample. The magisterial district codes used in SAARF AMPS[®] coincide with those of the Central Statistical Services.

METROPOLITAN AREA

A metropolitan area may be described as a parent municipality together with the adjoining areas which are urban in character and which are economically and socially linked to the parent city or town. It may thus comprise more than one legally constituted local authority.

The make-up of the metropolitan areas referred to in SAARF AMPS® 2008A is shown in the following Table.

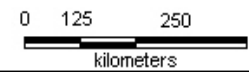
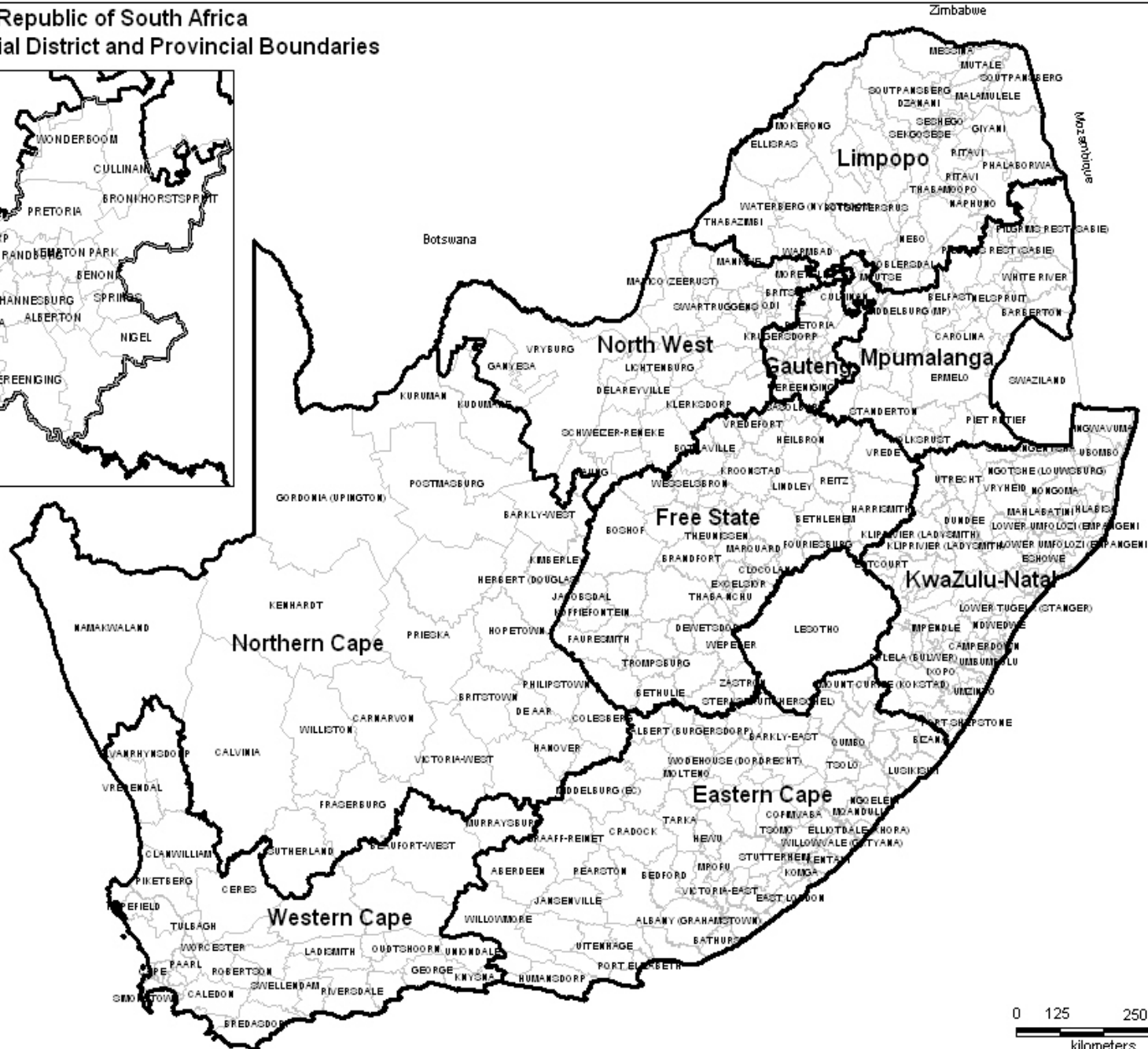
METROPOLITAN AREAS

BLOEMFONTEIN	URBAN AREAS OF THE MAGISTERIAL DISTRICT OF:- Bloemfontein
CAPE TOWN	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Bellville, Cape, Simonstown, Wynberg, Goodwood, Kuilsrivier, Mitchells Plain
* CAPE TOWN FRINGE AREA	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Non-urban areas of Bellville, Cape, Simonstown, Wynberg, Goodwood, Kuilsrivier, Mitchells Plain Total Areas of Paarl, Somerset West, Stellenbosch, Strand, Wellington
DURBAN	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Durban, Chatsworth, Pinetown, Umbumbulu, Umlazi (with the exclusion of those separately classified as town or village) Inanda - within Inanda (Kwa-Mashu, Ntuzuma and up the North Coast as far as Tongaat)
EAST LONDON	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- East London, Mdantsane (with the exclusion of those separately classified as town or village)
JOHANNESBURG, GREATER	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Johannesburg (excluding Meyersdal, including Nooitgedacht, Sonnedal, Bergbron, Industria North, Northcliff Ext, Ennerdale Ext 1/2/3/9, Lenasia South, Hospital Hill, Unaville, Vlakfontein) Randburg (excluding Modderfontein, Midrand) Soweto (including Dobsonville, Protea Glen Ext)
KIMBERLEY	URBAN AREAS OF THE MAGISTERIAL DISTRICT OF:- Kimberley (with the exclusion of those separately classified as town or village)
PIETERMARITZBURG	URBAN AREAS OF THE MAGISTERIAL DISTRICT OF:- Pietermaritzburg (with the exclusion of those separately classified as town or village)
* PORT ELIZABETH / UITENHAGE	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Port Elizabeth, Uitenhage (with the exclusion of those separately classified as town or village)
PRETORIA	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Pretoria (excluding Midrand), Wonderboom, Soshanguve Including Ga-Rankuwa, Mabopane, Winterveldt in Ga-Rankuwa Mag. Dist.
* REEF	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Alberton, Benoni, Boksburg, Kempton Park, Randfontein, Germiston, Brakpan, Springs, Nigel, Heidelberg Krugersdorp (excluding Nooitgedacht, Sonnedal) Roodepoort (excluding Bergbron, Industria North, Northcliff Ext, Dobsonville) Westonaria (excluding Lenasia South, Ennerdale Ext 2, Hospital Hill, Unaville, Vlakfontein, Protea Glen Ext) Other Urban Areas not covered under Johannesburg, Pretoria, Vaal
SOWETO, GREATER	URBAN AREAS OF THE MAGISTERIAL DISTRICT OF:- Soweto (including Dobsonville, Protea Glen Ext)
VAAL	URBAN AREAS OF THE MAGISTERIAL DISTRICTS OF:- Vanderbijlpark Vereeniging (excluding Ennerdale Ext 1/3/9, Zwartkopjes, Henley-on-Klip, Walkerville) Sasolburg (excluding Deneysville)
WELKOM	URBAN AREAS OF THE MAGISTERIAL DISTRICT OF:- Welkom (with the exclusion of those separately classified as town or village)

* NOTE: These are not true Metropolitan areas.

Mothers' Status	"With babies" refers to infants up to 23 months old, and "with children" to children in the age group from 24 months to 15 years.
Occupation	The occupation of respondents who work full-time or part-time or are self-employed is classified according to the Central Statistical Services' "Standard Classification of Occupations" (Report 09-90-01) down to the level of unit groups (three character codes). These appear on the database. (See Appendix of this report). Note that the abbreviation n.e.c. used throughout the occupation classification list, stands for "not elsewhere classified".
Outdoor	Respondents are shown a card with examples of billboards, stores, bus shelters, trailers, minibus/taxis, trains, buses, trucks and dustbins that carry information and are asked to indicate when last they had seen each medium.
Products (FMCG Categories)	<p>From SAARF AMPS[®] 1992 to 2000, FMCG categories were included in the main SAARF AMPS[®] questionnaire with the respondents classifying themselves into usage/purchase categories - Heavy, Medium, Light, Never from 1994 onwards.</p> <p>In response to user needs for unit-based measurement and additional category coverage, a self-completion questionnaire for FMCG categories was introduced from SAARF AMPS[®] 2001A. (See Appendix)</p> <p>In SAARF AMPS[®] 2007B, 105 branded (unit measure plus brands) categories have been measured, and 110 in SAARF AMPS[®] 2008A.</p> <p>For each product category, an "ever" measure has been calculated as well as the component "light", "medium" and "heavy" responses. The responses were divided into best thirds to form the "light", "medium", "heavy" categories. Alongside each of these descriptors in the database layout, the range of values allocated to each group is shown.</p>
Province	<p>The nine province boundaries used in the SAARF AMPS[®] sample coincide with those of the Central Statistical Services.</p> <p>The map on the next page shows the boundaries of the provinces in terms of magisterial districts.</p>
Radio Listening	"Radio listening" is defined to the respondent as meaning that "..... you have personally listened to the radio - it may be all of a programme or only part of it. It doesn't matter if it was your own radio or somebody else's - nor does it matter where you listened to it".
Readership	<p>All references to numbers of readers, in the electronic reports, imply estimates of the "average issue readership" of the publication concerned.</p> <p>The "Analysis" section of this report provides fuller information.</p>
Read or Paged Through	To have "read or paged through" is explained to the respondent to mean that he/she has "..... read or paged through all or part of a copy, including any of the separate parts, sections or supplements which may come with it. It does not matter if it was your own copy or someone else's and it does not matter where you read or paged through it. It also does not matter if you or someone else bought it or whether you received it free of charge at your home or elsewhere."

Republic of South Africa
Magisterial District and Provincial Boundaries



Rolling 12-month Databases

SAARF moved to a rolling 12-month data release as from SAARF AMPS[®] 2001A. Surveys have been conducted on a 6-monthly basis, with two surveys being combined every 6 months to provide a 12-month database.

In 2004 only one SAARF AMPS[®] survey was conducted, with fieldwork covering January – June 2004. The SAARF AMPS[®] 2004 12-month data release, therefore combined SAARF AMPS[®] 2003B and SAARF AMPS[®] 2004.

Again in 2005, only one SAARF AMPS[®] survey was conducted with fieldwork covering March to September 2005. The SAARF AMPS[®] 2005 (Rolling Average) database combined SAARF AMPS[®] 2004 and SAARF AMPS[®] 2005.

One SAARF AMPS[®] survey has been conducted in 2006 with fieldwork covering February to June 2006. The SAARF AMPS[®] 2006 (Rolling Average) database combines SAARF AMPS[®] 2005 and SAARF AMPS[®] 2006.

For 2007, two SAARF AMPS[®] surveys were conducted with fieldwork covering February-June 2007 (SAARF AMPS[®] 2007A) and July-December 2007 (SAARF AMPS[®] 2007B). The SAARF AMPS[®] 2007A (Rolling Average) database combined SAARF AMPS[®] 2006 and SAARF AMPS[®] 2007A. The SAARF AMPS[®] 2007B (Rolling Average) database combined SAARF AMPS[®] 2007A and 2007B.

The SAARF AMPS[®] 2008A (Rolling Average) database combines SAARF AMPS[®] 2007B (fieldwork Jul-Dec 2007) and SAARF AMPS[®] 2008A (fieldwork Jan-Jun 2008).

TV Viewing

"TV viewing" is defined to the respondent as meaning that "..... you have personally watched all or part of a programme - it doesn't matter where you watched it."
