

CHANGES INCORPORATED INTO THE AMPS® JANUARY - JUNE 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 January - June 2012.

1. MEDIA

1.1 Print

New Titles:

Isolezwe ngoMgqibelo	- Weekly Newspaper
Scoop!	- Weekly Newspaper
NEWSNOW	- Weekly Magazine
NUUSNOU	- Weekly Magazine

Reinstated Titles:

Auto Trader.co.za	- Weekly Magazine
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Deleted Titles:

SoccerWeek	- Weekly Newspaper
man Magnum	- Monthly Magazine
SL MAGAZINE	- Monthly Magazine
Wine MAGAZINE	- Monthly Magazine
avocado/avokado	- Alternate Monthly Magazine
intiem	- Alternate Monthly Magazine
VISI	- Alternate Monthly Magazine
HUISgenoot Pols	- Quarterly Magazine
Privé (Sun International)	- Quarterly Magazine
YOU Pulse	- Quarterly Magazine

Changed Publication Type:

Vuk'uzenzele	- Monthly Newspaper, previously Monthly Magazine
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Magazine Name Changes:

LIG	- previously LIG GESINSTYDSKRIF
SA Tuin	- previously SA TUIN PALEIS
HQ (HORSE QUARTERLY)	- previously HQ
Ackermans club/klub	- previously A+ Club/A+ Klub

Newspaper Supplements:

New Supplements:

DIE BURGER	Monthly in E. Cape	: Landbou
CAPE TIMES	Monthly	: Book Times
	Monthly	: Health Times
Rapport	Weekly	: Doen dit
Sunday Times	Weekly	: Food Weekly
	Weekly	: Home Weekly
	Weekly	: Travel Weekly

Deleted Supplements:

Sunday Times	Weekly	: Travel & Food
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Name Change of Supplements:

VOLKSBLAD	Monthly	: Leefstyl, previously Styl
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The SAARF Print Council decided to regionalise three newspapers. They are: Son op sondag, Sondag and Daily News. Son op sondag will only appear on the showscreen for respondents in the W. Cape, E. Cape and N. Cape, while Sondag and Daily News will be visible to respondents in the rest of the country.

1.2 Electronic Media

Television

i) M-Net:

The question which asks if the household is able to receive the M-Net channel now refers to M-Net as “the main M-Net channel”. There is no longer a showscreen with the M-Net logo for this question.

ii) DStv:

The following changes have been made to the question on DStv satellite subscription options:

The question has been expanded to include a note to respondents that the number of channels and payment per month for the various bouquets shown on the screen is approximate.

The subscription options have been re-ordered, starting with the smallest bouquet i.e. Easy View, and ending with the full Premium service. The “logos” of the various subscription options are also shown on the respondent’s screen.

The number of channels on each of the DStv satellite subscription options has been updated.

In addition, to simplify the showscreen, the description of each of the subscription options has bullet points, stating only the approximate number of channels and the approximate cost per month, plus any other channel information that will help respondents to differentiate between bouquets.

The question on DStv decoders has been replaced by 3 new questions to establish:

- Whether or not the household has a DStv PVR decoder actively in use in the household. A definition for PVR decoder has been included.
- Which type of DStv PVR decoder is actively in use in the household - HD PVR or SD PVR. Descriptions of each type are provided, as well as pictures of the decoders.
- Which type of DStv decoder, other than a PVR decoder, is actively in use in the household i.e. Dual-View or Standard. Once again, descriptions and pictures of each are provided.

The “DStv on Demand” service has been changed to “DStv On Demand CatchUp”. An explanation of what this service is, has also been included.

A new question has been added to establish whether or not the respondent has rented a movie via the DStv Box Office in the past 4 weeks.

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

New DStv Channels:

Comedy Central
ID Investigation Discovery
Saffron TV (previously only available on Indian Bouquets)
Studio Universal
TLC (Discovery TLC)
Trace Sports

DStv Channels Deleted:

SuperSport Action
SuperSport Active (Interactive)

DStv Channel Name Changes:

History	- previously The History Channel
RAI Italia	- previously RAI International
Rhema TV	- previously Rhema Network
RTP International (RTPi)	- previously RTPi

iii) TopTV:

The question on TopTV satellite subscription options has been expanded to include a note to respondents that the number of channels and payment per month for the various subscription options shown on the screen is approximate.

The number of channels on each of the TopTV satellite subscription options has been updated. In addition, to simplify the showscreen, the description of each of the TopTV subscription options has bullet points, stating only the approximate number of channels and the approximate cost per month.

The description of the Top Star bouquet has been expanded by naming the 4 channels available on it i.e. Star Plus, Star Gold, Vijay and Channel [V]. The question asks about “the Top Star package of channels” rather than just “Top Star”.

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

New TopTV Channels:

1KZN TV

TopTV Channel Name Changes:

ID Investigation Discovery	- previously Discovery ID
MUTV (Manchester United Television)	- previously ManU TV (Manchester United Television)
RTP International (RTPi)	- previously RTPi
TLC (Discovery TLC)	- previously Discovery Travel & Living

iv) Terrestrial TV:

The list of terrestrial TV stations has been updated to include 1KZN TV.

v) Places TV viewed:

“Inside a taxi” has been added to the list of places where TV was viewed yesterday.

Radio

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

1.3 Out of Home

Three types of outdoor advertising signs have been removed from the list:

- Buses carrying any advertisements on the inside
- Shopping trolleys
- Suburban signs

One of the building wrap pictures has been replaced with a picture of a construction site wrap on the showscreen for Building/Construction site wraps.

The Gautrain has been added as a Mode of Transport. "Any other train" remains an option.

2. PRODUCTS/SERVICES

2.1 Cellphone

The list of makes of cellphones has been updated. The following makes were deleted: Alcatel, BENQ Siemens, Bosch, Imate, NEC, Palm, Panasonic Philips.

8 ta has been added to the list of networks.

The question on whether the cellphone is private or company maintained has been removed.

The question on how calls are made has changed to: "Are your calls on pre-paid, contract only, or contract with Top-up?".

The list of cellphone activities has been expanded to include Facebook, Twitter and Other Social Networking (e.g. MySpace, LinkedIn, Windows Live Spaces, YouTube, Google Plus, etc.) as separate activities. Two additional examples of Instant messaging are provided: WhatsApp and Apple Messaging. "Watch video on your cellphone" has changed to "Watch videos on your cellphone".

2.2 Internet

Two new activities have been added to the list of Internet activities: Watch videos on-line and Download Apps/Applications. The activity "Watch television on-line" has changed to "Watch television programmes on-line".

WebBox/InternetOnTV has been included as a type of Internet connection at home. Mobile Internet device (not a cellphone, e.g. iPad, Sony PSP) has changed to "Tablet (e.g. Apple iPad, Samsung Galaxy, BlackBerry Playbook)".

2.3 Motor Vehicles

A new question has been included to establish with which company the respondent has a vehicle recovery system.

The list of petrol stations has been updated to exclude Zenex.

2.4 Your Home

There is an additional question to establish whether mains electricity is paid by account or is pre-paid.

The list of possible improvements to the home in the past 12 months that cost R1 000 or more now also includes fitted laminated flooring.

The question on whether or not R1 000 or more was spent on maintenance or improvements in the past 12 months has been revised to establish whether R1 000 - R4 999 or over R5 000 was spent.

An additional question on home security establishes whether this is an armed response system, or security not linked to armed response.

2.5 Financial Services

In the list of financial services, the Debit card option now includes Cheque card. The definitions and examples on the showscreen have also been updated. As there are other financial institutions that offer bond accounts, the words "obtained from the Post Office" has been removed from the definition of Investments/Deposit Accounts for certificates or bonds.

A new question enquires about the use of any service such as eWallet, CashSend, m-pesa or Instant Money, as a way of sending money to someone who doesn't necessarily have a bank account.

The list of financial institutions has been revised to include Discovery. American Express, Diners Club, RMB Private Bank and Virgin Money have been removed.

Both lists of companies with which respondents have their policies/investment plans and/or short-term insurance have been updated. Companies deleted are: Capital Alliance/Fedsure/Norwich, Coronation, PSG, Sage, AIG, Centriq, Constantia, Guardrisk and RMB Structured Insurance. The list of short-term insurance companies now include: 1st for women, Clientéle, Discovery Insure, LegalWise, Scorpion and Virseker.

Short-term insurance now also includes legal insurance.

2.6 Furniture/Appliances

The list of stores at which small electrical appliances, household accessories and furniture can be bought has been updated. Jet Mart has been added and the following stores were deleted: Dial-a-Bed, Mattress Factory, Stax, The Bed Shop and Trade Centre. Pick 'n Pay Family Store, Pick 'n Pay Mini Market and Pick 'n Pay Supermarket have been combined into a single prompt for Pick 'n Pay, but Pick 'n Pay Hypermarket remained on the list. The possibility of buying by mail order, by post or through the Internet is also catered for.

"Camera that takes film" is no longer measured.

The list of electronic devices has been updated as follows:

- Tablet (e.g. Apple iPad, Samsung Galaxy, HTC Flyer, BlackBerry Playbook) has been added.
- e-Reader (e.g. Kindle, Nook) has been added.
- MP3-player and iRiver were combined and MP4 and Digital music player were added to this group of devices.
- Sony Discman and Portable CD player were combined.
- PSP was replaced with "Portable gaming device (e.g. PSP, Nintendo)".
- X-Box and Sony Playstation (1,2,3) were combined and referred to as "Gaming console (e.g. Wii, PlayStation, X-Box)".

2.7 **Food and Groceries**

The list of stores from which food and groceries can be bought has been updated. Cambridge Food and Food Lovers Market/Fruit & Veg City have been added while Lucky Seven, Score Supermarket, Super Value and Trador were removed. Pick 'n Pay Family Store, Pick 'n Pay Mini Market and Pick 'n Pay Supermarket have been combined into a single prompt for Pick 'n Pay, but Pick 'n Pay Hypermarket remains separately on the list.

2.8 **Travel**

Velvet Sky has been added to the list of airlines for trips inside South Africa and BA has been changed to BA/Comair.

2.9 **Clothing and Shoes**

The list of stores at which clothing or shoes can be bought has been updated. Jay Jays has been added to the lists while ABC, Bee Gees, Clothing City, Cuthberts and Smart Centre have been removed. In addition to Pick 'n Pay Hypermarket, an option for "Pick 'n Pay" has been included to cater for clothing/shoe purchases from non-Hypermarket stores.

2.10 **Durables**

Large appliances are now referred to as Durables.

The list of stores at which durables can be bought has been updated. Stax and Trade Centre have been removed from the list. The possibility of buying by mail order, by post or through the Internet is catered for.

2.11 **Personal Data**

Muslim has been added to the option for Islam.

3. **RADIO DIARY January - June 2012 (compared to July - December 2011)**

The list of radio stations has been updated as follows:

3.1 **Commercial Radio Stations**

CLASSIC FM 102.7	previously Classic 102.7
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3.2 **Community Radio Stations**

Gauteng:

Mams FM 91.9	new
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Mpumalanga:

Nkomazi Community Radio Station	new
Radio Alpha 97.8 FM (Alfa-Alfa)	previously RADIO ALPHA 97.8 FM

Limpopo:

Waterberg Stereo	previously Thaba Stereo 104.9 FM
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KwaZulu-Natal:

Izwi loMzansi	previously Izwi loMzansi 98.0 fm
Radio Sunny South 97.0 fm	previously Radio Sunny South 90.7 FM

Western Cape:

Knysna FM 97.0	new
SUIDKAAP FM (SUIDKAAP STEREO)	previously SUIDKAAP STEREO (Reenboog FM)

Eastern Cape:

IFM	new
Emmanuel Haven FM 88.7/ EH 88.7 FM	previously Emmanuel Haven FM 88.7

North West:

MODIRI FM	new
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Free State:

The Rock Community Radio	new
Naledi Fm	previously NALEDI COMMUNITY RADIO STATION

4. PRODUCT RESEARCH AND ACTIVITIES QUESTIONNAIRE January - June 2012 (compared to July - December 2011)

4.1 *Branded Product Category Section*

Based on the Guidelines for Inclusion, the following two categories have been removed from the Product Questionnaire as they do not qualify on the minimum Adspend:

- Laxatives
- Household Polish

The category for Hand and Body Cream/Lotion now includes oil, so that the questions ask about usage of “hand and body cream/lotion/oil”.

The heading to the list of brands for Cough/Cold/Flu Remedies has been expanded to “Cough/Cold/Flu Remedies” (previously it was just “Flu Remedies”).

Ready-to-eat/Instant Breakfast Cereals has been simplified to “Breakfast Cereals”.

The Toilet Soap category has been re-worded “Hand/ Body Soap”.

There are now **114** Categories and **1517** brands in the January - June 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	Revised brand list	Eaten past 7 days
Yoghurt/ Drinking Yoghurt		Eaten past 7 days

Product Categories:	Comments:	Frequency of Usage/ Purchase:
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	Revised brand list	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	Expanded category name and revised brand list	Used past 7 days
Facial Products	Revised brand list	Used past 7 days
Aerosol Deodorant/ Anti-perspirant	Revised brand list	Used past 7 days
Non-aerosol Deodorant/ Anti-perspirant	Revised brand list	Used past 7 days
Fruit Juice Concentrates		Consumed past 7 days
Fruit/ Vegetable Juice (Ready-to-drink)		Consumed past 7 days
Fizzy Drinks - Diet	Revised brand list	Consumed past 7 days
Fizzy Drinks	Revised brand list	Consumed past 7 days
Sports Drinks		Consumed past 7 days
Energy/ Stimulant Drinks	Revised brand list	Consumed past 7 days
Flavoured Alcoholic Beverages	Revised brand list	Consumed past 7 days
Liqueur		Consumed past 7 days
Beer/Draught	Revised brand list	Consumed past 7 days
Sorghum Beer		Consumed past 7 days
Wine - Bottles	Revised brand list	Consumed past 7 days
Wine - Boxes/Jugs		Consumed past 7 days
Fortified Wine		Consumed past 7 days
White Spirits (Cane/ Gin/ Vodka)	Revised brand list	Consumed past 7 days
Brandy	Revised brand list	Consumed past 7 days
Whisky	Revised brand list	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	Revised brand list	Consumed past 4 weeks
Condensed/ Evaporated Milk	Revised brand list	Used past 4 weeks
Razor Blades/Disposable Razors	Revised brand list	Used past 4 weeks
Indigestion Remedies/ Antacids		Taken past 4 weeks
Throat/ Sinus Remedies		Taken past 4 weeks
Cough/ Cold/ Flu Remedies	Revised brand list	Taken past 4 weeks
Headache Pills/ Capsules/ Powders		Taken past 4 weeks
Hair Colourants	Revised brand list	Used past 6 months
Mineral Water	Revised brand list	Bought past 7 days
Milk Powder		Bought past 7 days
Bread		Bought past 7 days
Wet Cat Food (Tins/ Pouches)	Revised brand list	Bought past 7 days
Dry Cat Food		Bought past 7 days
Wet Dog Food (Tins/ Packets)		Bought past 7 days

Product Categories:	Comments:	Frequency of Usage/ Purchase:
Dry Dog Food	Revised brand list	Bought past 7 days
Vitamins/ Supplements	Revised brand list	Bought past 4 weeks
Slimming Pills/ Powder/ Liquid	Revised brand list	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	Revised brand list	Bought past 4 weeks
Toilet Cleaners (bottles/ cans)		Bought past 4 weeks
Toilet Blocks/ Liquid Refills		Bought past 4 weeks
Toilet Paper	Revised brand list	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	Revised brand list	Bought past 4 weeks
Creamers		Bought past 4 weeks
White Sugar		Bought past 4 weeks
Brown Sugar		Bought past 4 weeks
Instant Meals	Revised brand list	Bought past 4 weeks
Soup		Bought past 4 weeks
Pasta		Bought past 4 weeks
Fresh/ Frozen Chickens		Bought past 4 weeks
Frozen Vegetables	Revised brand list	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	Revised category name. Removed "pre-sweetened" from "Other Kellogg's Cereals" option.	Bought past 4 weeks
Porridge that you cook		Bought past 4 weeks
Margarine/ Butter - Brick	Revised brand list	Bought past 4 weeks
Margarine/ Butter - Tub	Revised brand list	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	Revised category name and brand list	Bought past 4 weeks
Toothpaste		Bought past 4 weeks
Facial Tissues		Bought past 4 weeks
Washing Powder	Revised brand list	Bought past 4 weeks
Fabric Softener		Bought past 4 weeks
Batteries		Bought past 4 weeks
Insecticides/ Repellants	Revised brand list	Bought past 4 weeks

Product Categories:	Comments:	Frequency of Usage/ Purchase:
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

4.2 Interests and Activities Section

- In the list of Sporting Activities (Q24a-c), Aerobics has been expanded to Aerobics/ Pilates/ Yoga.
- In the question on personal frequency of various activities (Q25a-b), the following changes have been made:
 - “Knitting/ crochet” has been combined with “Needlework/ tapestry” and with “Sewing/ dressmaking”.
 - “Hire a DVD for home viewing” has been combined with “Watch DVDs”. Video tapes have been excluded from this activity.
 - “Scrapbooking/ decoupage” has been combined with “Other arts and crafts e.g. beading, pottery, painting, mosaic, etc”.
 - “Buy DVD discs” has been combined with “Buy compact discs (CDs)”
 - “Sunbathing” and “Go on a drive for pleasure” have been deleted.
 - “Go to the doctor/ dentist, clinic/ other health care professional” was expanded to include the word “care”.
- “Sunglasses costing R700 or more” has been added to the list of Luxury Purchases bought in the past 12 months (Q26a).
- Primi Piatti has been added to the list of Fast Food Outlets (Q29b-c), and Pizza Hut has been removed.
- In the section on Smoking behaviour (Q31), the question on number of cigarettes personally smoked yesterday has been removed.