

## 1. RADIO DIARY January - June 2012 (compared to July - December 2011)

The list of radio stations has been updated as follows:

### 1.1 Commercial Radio Stations

CLASSIC FM 102.7                      previously Classic 102.7

### 1.2 Community Radio Stations

#### Gauteng:

Mams FM 91.9                      new

#### 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

#### 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      previously SUIDKAAP STEREO (Reenboog FM)  
STEREO)

#### Eastern Cape:

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

#### North West:

MODIRI FM                      new

#### Free State:

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

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

### 2.1 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.

<b>Product Categories:</b>	<b>Comments:</b>	<b>Frequency of Usage/ Purchase:</b>
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
<b>Product Categories:</b>	<b>Comments:</b>	<b>Frequency of Usage/ Purchase:</b>
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
<b>Product Categories:</b>	<b>Comments:</b>	<b>Frequency of Usage/ Purchase:</b>
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
<b>Product Categories:</b>	<b>Comments:</b>	<b>Frequency of Usage/ Purchase:</b>
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

## 2.2 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.
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