

SAARF AMPS 2002A - some media have much to celebrate

The South African Advertising Research Foundation (SAARF) has released the All Media and Products Survey 2002A, containing 12-month rolling data for July 2001 to June 2002.

On top of media consumption data for print media, cinema, outdoor and Internet, SAARF AMPS 2002A contains the second 12-month data for 153 FMCG product categories, as well as developmental, demographic, and services data on the adult population.

Technical information

Interviewing was conducted from July 2001 to June 2002, using CAPI (Computer Assisted Personal Interviewing).

The SAARF Universal LSM is comparable to the previous survey.

The study is based on a representative sample of 29 016 respondents, aged 16 years and older. The adult universe has been adjusted: Based on estimates supplied by the Bureau for Market Research, SAARF has updated its population figures from 29,007 million adults, to 29,583 million, a growth of 2% for the AMPS adult universe.

BMR's projections allow for a moderate negative Aids impact (one in four of all recorded deaths). Estimates are that Aids accounts for 120 000 deaths per year. At present, this has seen a slight decline (0.6%) in the Gauteng adult population, especially amongst 25-45 year-olds. The effect of the disease on other provinces differs, depending on each province's demographic profile.

SAARF AMPS 2002A - Major Findings

MEDIA CONSUMPTION DATA

Newspaper readership

Overview

The front page headline coming from SAARF AMPS 2002A is "Papers are up - again!".

Readership of any newspaper, including community papers and freesheets, has posted significant growth over the previous AMPS survey. Fractionally under 45% of South African adults - 13.212 million - now read a newspaper, compared to

42.9% in the previous survey, SAARF AMPS 2001B, and 39.5% two years ago in SAARF AMPS 2000A.

Star performers in this sector are, once again, the weeklies (including weekly community papers and freesheets). Weekly readership has grown from 35.7% a year ago, to 37.8% in SAARF AMPS 2001B, to the current level of 39.5% in SAARF AMPS 2002A, delivering a total of 11.69 million readers of weekly papers. The average number of weeklies read is also up, from 1.87 papers in the previous period, to 1.91 in SAARF AMPS 2002A.

There have also been a number of significant demographic increases amongst the readers of weekly papers - males and females, 35-49 year-olds, SU-LSM 1-4, English speakers, and in metros, small urban areas, the Free State and Cape Town.

Community papers and freesheets (CP/F) as a group have also increased their readership levels, but not as dramatically as the weeklies. These boosted levels are seen especially amongst English readers, and in the Free State, Cape Town, Bloemfontein, and Kimberley areas. All provinces, except Gauteng, are showing an upward growth trend, with significant gains in readership in the Free State, from 26.8% in the previous period, to 31.2% in SAARF AMPS 2002A. (Some of these papers have increased their catchment areas.)

Dailies have seen their readership levelling off, staying the downward trend which was seen in SAARF AMPS 2001A. This sector has seen its readership declining specifically in the Reef area.

The bare facts...

- **Total newspaper readership** - 44.7% or 13.212 million
- **Any daily readership** - 16% or 4.737 million
- **Any weekly (excluding CP/F)** - 30.7% or 9.091 million
- **Any CP/F** - 22.1% or 6.55 million
- **Any weekly (including CP/F)** - 39.5% or 11.69 million
- **Any newspaper (excluding CP/F)** - 37.1 or 10.988 million

Drilling down... Dailies

If no news is good news, then the dailies can breathe easy. SAARF AMPS 2002A shows a very stable picture for the dailies, both in terms of numbers and demographic shifts.

There are no significant gains or losses in readership in this sector, and the only demographic shifts have been a gain in English and SU-LSM 10 readers for the *Cape Times*, and a loss of English readers for *Sowetan*. (The decline in readership which was predicted following the repositioning of this paper, has stabilized in this survey.)

The average number of daily papers per reader has remained static at 1.25.

Drilling down... Weeklies

Despite this sector's significant gains in readership over the last period, there have not been a large number of significant readership figure shifts for individual weekly papers, which are either stable or showing slight upward trends. It is these upward trends of a number of papers, such as *Die Burger on Saturday*, *City Press*, *Soccer Laduma* and *Sunday Times*, have seen this sector of the newspaper industry growing.

There were only two significant readership changes in this sector. The star performer is *Sowetan Sunday World*, which has consistently grown its readership over the past three AMPS surveys. From a readership of 1.6% in SAARF AMPS 2000B, to 2.2% in SAARF AMPS 2001A, to 3.2% in SAARF AMPS 2001B, and now, in the current period, to 4%, or 1.17 million readers.

It has especially gained readers in metro areas, in KwaZulu-Natal and Gauteng, amongst both males and females, in the

25-34 and 50+ age groups, and in SU-LSM 6+.

The other significant readership change occurred with *The Pretoria News Weekend*, which has seen its readership drop from 0.5% in the previous period, to 0.3% readership, or 101 000 readers, in SAARF AMPS 2002A. In terms of demographics, readership is down in the Pretoria area.

Significant demographic shifts for weeklies:

- *Ilanga* - down in Durban and amongst SU-LSM 5-6;
- *Cape Ads* - up in SU-LSM 9-10;
- *City Press* - up in SU-LSM 7, and SU-LSM 9-10. Down amongst Afrikaans speakers;
- *Mail & Guardian* - up in SU-LSM 9;
- *Saturday Star* - down in SU-LSM 10;
- *Saturday Weekend Argus* - up in SU-LSM 10; and
- *Soccer Laduma* - up in SU-LSM 6 and amongst 35+ readers, but down amongst English speakers.

The average number of weeklies read is 1.91.

Magazine readership

Overview

SAARF read one new magazine in SAARF AMPS 2002A - quarterly religious magazine *Lucerna*. *Out There*, and *Radio & TV Talk* ceased publication, and were not covered in the latest survey. Results have not been released for *SA City Life*, following erratic publishing in the past months.

Magazine readership in total is showing a slight upward trend over the past three surveys, but nothing significant. Readership of any magazine is now at 12.196 million, or 41.2%, up slightly over the 40.7% recorded in SAARF AMPS 2001B. Increases in readership have been seen amongst females, and in the Northern Cape and Free State.

In the newspaper/subscriber magazine category, readership is down slightly, following the discontinuation of *Radio & TV Talk*. Readership of these magazines now stands at 21.6%, or 6.387 million adults, down from 24.4% in SAARF AMPS 2001B, and breaking the upward trend which has been set up over the past three periods.

The average publication per person is slightly down, at 3.18, reversing the upward trend seen in previous surveys. The average number of newspaper/subscriber magazines read per person is also down slightly, from 1.63 in SAARF AMPS 2001B, to 1.57 in this survey, chiefly due to the discontinuation of *Radio & TV Talk*.

The bare facts...

- **Any magazine readership** - 41.2% or 12.196 million
- **Any newspaper/subscriber magazine** - 21.6% or 6.387 million

Drilling down... Weekly/fortnightly magazines

There is no significant movement in this category, with no magazine significantly growing, or losing, readership.

Kickoff is the only magazine in this category showing a clear upward trend, with readership currently at 1.929 million.

Significant demographic shifts:

- *Drum* - up in SU-LSM 7-8, and in the Free State;

- *Rapport Tydskrif* - down in SU-LSM 7-8;
- *Sunday Times Magazine* - up in the Western Cape; and
- *Sarie* - down in SU-LSM 9.

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