

**S A A R F**

**All Media and Products Survey**

**A M P S<sup>®</sup> 2009B6**  
**(Jul – Dec '09)**

**6 MONTH REPORT**



South African  
Advertising Research Foundation  
(Association Incorporated Under Section 21)

<b>AVERAGE ISSUE REASERSHIP OF NEWSPAPERS / MAGAZINES</b>				
	<b>AMPS 2009B6 - 6 months</b>			
<b>INFORMANTS</b>	<b>12590</b>	<b>12590</b>		
<b>POPULATION ('000)</b>	<b>32496</b>	<b>32496</b>		
	<b>'000s</b>	<b>%</b>	<b>± %</b>	<b>± '000</b>
<b>DAILY NEWSPAPERS</b>				
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	0.80	260
<b>WEEKLY NEWSPAPERS</b>				
SONDAG SON	387	1.2	0.19	62
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	0.83	270
<b>MONTHLY NEWSPAPERS</b>				
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	0.16	54
ANY "AMPS" NEWSPAPER	15487	47.7	0.87	284
<b>WEEKLY MAGAZINES</b>				
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	0.76	247
<b>FORTNIGHTLY MAGAZINES</b>				
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	0.62	200
<b>MONTHLY MAGAZINES</b>				
FRESH LIVING (PICK 'N PAY)	266	0.8	0.16	51
ANY "AMPS" MONTHLY MAGAZINE	11711	36.0	0.84	272
<b>ALTERNATE MONTHLY MAGAZINES</b>				
HQ	187	0.6	0.13	44
INTIEM \$\$	14	0.0	0.00	0
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	0.57	184
<b>QUARTERLY MAGAZINES</b>				
HUISGENOOT TEMPO	54	0.2	0.08	25
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	0.26	83
ANY "AMPS" MAGAZINE	15837	48.7	0.87	284
ANY "AMPS" NEWSPAPER / MAGAZINE	20507	63.1	0.84	274
<b>SUBSCRIBER MAGAZINES</b>				
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	0.54	174

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

INFORMANTS POPULATION ('000)	TOTAL		COMMUNITY SMALL TOWNS & VILLAGES SETTLEMENTS + NON-URBAN								PROVINCE								
			METRO-POLITAN AREAS		CITIES & LARGE TOWNS		SMALL TOWNS & VILLAGES		SETTLEMENTS + NON-URBAN		W. CAPE		N. CAPE		F.STATE		E. CAPE		
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
12590 32496	12590 32496	29.8	6190 11117	6190 11117	2652 4258	2652 4258	1748 4103	1748 4103	2000 13018	2000 13018	1678 3194	1678 3194	622 802	622 802	1014 2069	1014 2069	1750 4879	1750 4879	
<b><u>DAILY NEWSPAPERS</u></b>																			
ANY "AMPS" DAILY NEWSPAPER																			
9675	29.8	4804	43.2	1474	34.6	1127	27.5	2271	17.4	1452	45.4	175	21.8	481	23.3	900	18.5		
<b><u>WEEKLY NEWSPAPERS</u></b>																			
SONDAG SON																			
387	1.2	187	1.7	90	2.1	84	2.0	27	0.2	244	7.6	11	1.4	9	0.5	62	1.3		
ANY "AMPS" WEEKLY NEWSPAPER																			
11235	34.6	5644	50.8	1885	44.3	1426	34.8	2280	17.5	1444	45.2	205	25.6	790	38.2	1004	20.6		
<b><u>MONTHLY NEWSPAPERS</u></b>																			
ANY "AMPS" MONTHLY NEWSPAPER																			
280	0.9	133	1.2	55	1.3	35	0.8	58	0.4	48	1.5	5	0.6	10	0.5	48	1.0		
ANY "AMPS" NEWSPAPER																			
15487	47.7	7341	66.0	2429	57.0	1960	47.8	3757	28.9	2046	64.0	293	36.5	1001	48.4	1393	28.6		
<b><u>WEEKLY MAGAZINES</u></b>																			
ANY "AMPS" WEEKLY MAGAZINE																			
8219	25.3	4279	38.5	1434	33.7	1147	28.0	1358	10.4	1582	49.5	293	36.5	489	23.7	842	17.3		
<b><u>FORTNIGHTLY MAGAZINES</u></b>																			
ANY "AMPS" FORTNIGHTLY MAGAZINE																			
4729	14.6	2178	19.6	734	17.2	585	14.3	1232	9.5	757	23.7	116	14.4	348	16.8	692	14.2		
<b><u>MONTHLY MAGAZINES</u></b>																			
FRESH LIVING (PICK 'N PAY)																			
266	0.8	209	1.9	25	0.6	15	0.4	18	0.1	69	2.2	3	0.4	10	0.5	31	0.6		
ANY "AMPS" MONTHLY MAG.																			
11711	36.0	5517	49.6	1942	45.6	1561	38.0	2691	20.7	1536	48.1	344	42.9	879	42.5	1373	28.1		
<b><u>ALTERNATE MONTHLY MAGAZINE</u></b>																			
HQ																			
187	0.6	120	1.1	25	0.6	4	0.1	38	0.3	34	1.1	-	-	9	0.4	38	0.8		
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE																			
3888	12.0	1649	14.8	628	14.7	593	14.5	1018	7.8	381	11.9	129	16.1	365	17.6	727	14.9		
<b><u>QUARTERLY MAGAZINES</u></b>																			
HUISGENOOT TEMPO																			
54	0.2	12	0.1	24	0.6	16	0.4	2	0.0	2	0.1	10	1.3	5	0.2	1	0.0		
ANY "AMPS" QUARTERLY MAGAZINE																			
727	2.2	420	3.8	142	3.3	67	1.6	100	0.8	142	4.4	27	3.3	40	2.0	81	1.7		
ANY "AMPS" MAGAZINE																			
15837	48.7	7116	64.0	2624	61.6	2154	52.5	3942	30.3	2155	67.4	479	59.7	1182	57.1	2012	41.2		
ANY "AMPS" NEWSP./MAG.																			
20507	63.1	8990	80.9	3207	75.3	2703	65.9	5607	43.1	2594	81.2	508	63.3	1465	70.8	2296	47.1		
<b><u>SUBSCRIBER MAGAZINE</u></b>																			
ANY "AMPS" SUBSCRIBER MAGAZINE																			
3403	10.5	1910	17.2	642	15.1	362	8.8	489	3.8	535	16.8	66	8.2	165	8.0	321	6.6		
<b><u>DAILY NEWSPAPER - SUPPLEMENTS</u></b>																			
BUSINESS DAY WANTED (MONTHLY)																			
171	0.5	77	0.7	18	0.4	19	0.5	58	0.4	14	0.4	1	0.1	-	-	29	0.6		
CAPE ARGUS WORK PLACE (WEEKLY)																			
307	0.9	277	2.5	19	0.4	11	0.3	-	-	278	8.7	7	0.8	-	-	8	0.2		
THE CITIZEN CITYSTRIKER (WEEKLY)																			
805	2.5	328	3.0	170	4.0	75	1.8	233	1.8	-	-	6	0.7	22	1.0	4	0.1		
<b><u>WEEKLY NEWSPAPER - SUPPLEMENTS</u></b>																			
RAPPORT (SUN) WEEKLIKS (WEEKLY)																			
879	2.7	341	3.1	201	4.7	226	5.5	110	0.8	397	12.4	65	8.1	43	2.1	47	1.0		
SUNDAY TIMES SPORT (WEEKLY)																			
3323	10.2	1825	16.4	561	13.2	400	9.8	537	4.1	391	12.2	37	4.6	131	6.3	371	7.6		
SUNDAY WORLD LIFESTYLE (WEEKLY)																			
1571	4.8	758	6.8	328	7.7	137	3.3	348	2.7	16	0.5	15	1.8	82	4.0	51	1.0		
<b><u>WEEKEND ARGUS : SATURDAY</u></b>																			
WORKPLACE (WEEKLY)																			
183	0.6	159	1.4	17	0.4	7	0.2	0	0.0	149	4.7	-	-	9	0.4	7	0.1		
<b><u>WEEKEND ARGUS : SUNDAY</u></b>																			
WORKPLACE (WEEKLY)																			
95	0.3	87	0.8	8	0.2	1	0.0	-	-	90	2.8	-	-	-	-	1	0.0		
...(CONT.)																			

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

## '7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		COMMUNITY SETTLEMENTS								PROVINCE							
	'000	%	METRO-POLITAN AREAS		CITIES & LARGE TOWNS		SMALL TOWNS & VILLAGES		+ NON-URBAN		W. CAPE		N. CAPE		F.STATE		E. CAPE	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	6190	6190	2652	2652	1748	1748	2000	2000	1678	1678	622	622	1014	1014	1750	1750
	32496	32496	11117	11117	4258	4258	4103	4103	13018	13018	3194	3194	802	802	2069	2069	4879	4879
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	44	0.4	4	0.1	13	0.3	7	0.1	9	0.3	0	0.0	2	0.1	7	0.2
BLOOMBERG TELEVISION	51	0.2	29	0.3	7	0.2	7	0.2	8	0.1	10	0.3	3	0.3	1	0.0	7	0.2
CBEEBIES	117	0.4	72	0.6	31	0.7	12	0.3	1	0.0	12	0.4	3	0.3	1	0.0	6	0.1
FIN24	96	0.3	49	0.4	13	0.3	16	0.4	19	0.1	7	0.2	8	0.9	7	0.4	5	0.1
ISLAM CHANNEL	73	0.2	55	0.5	14	0.3	5	0.1	-	-	25	0.8	2	0.2	0	0.0	3	0.1
MINDSET LEARN	71	0.2	40	0.4	15	0.3	16	0.4	-	-	7	0.2	1	0.1	1	0.0	4	0.1
M-NET HD	167	0.5	99	0.9	32	0.8	17	0.4	18	0.1	22	0.7	3	0.3	11	0.5	23	0.5
NDTV 247	83	0.3	22	0.2	19	0.4	24	0.6	18	0.1	57	1.8	4	0.5	6	0.3	-	-
NEWS24	452	1.4	229	2.1	81	1.9	75	1.8	66	0.5	29	0.9	24	3.0	13	0.6	41	0.8
PARLIAMENTARY SERVICE	143	0.4	62	0.6	24	0.6	32	0.8	25	0.2	12	0.4	2	0.2	10	0.5	18	0.4
RHEMA NETWORK	216	0.7	110	1.0	41	1.0	34	0.8	32	0.2	17	0.5	11	1.3	4	0.2	28	0.6
SAFFRON TV	50	0.2	31	0.3	3	0.1	8	0.2	7	0.1	-	-	-	-	1	0.0	7	0.1
SET MAX	69	0.2	48	0.4	5	0.1	6	0.1	10	0.1	11	0.3	-	-	1	0.0	-	-
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	937	8.4	276	6.5	224	5.5	226	1.7	105	3.3	21	2.6	125	6.0	135	2.8
VUZU	264	0.8	155	1.4	64	1.5	17	0.4	28	0.2	24	0.8	9	1.1	4	0.2	13	0.3
TOTAL DSTV	6172	19.0	3315	29.8	1146	26.9	826	20.1	886	6.8	728	22.8	129	16.0	276	13.4	469	9.6
TOTAL COMMUNITY TV	1336	4.1	662	6.0	200	4.7	135	3.3	339	2.6	148	4.6	13	1.6	41	2.0	85	1.7
TV - PAST 7 DAYS	28034	86.3	10643	95.7	4048	95.1	3743	91.2	9599	73.7	3017	94.4	706	88.0	1953	94.4	3889	79.7
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	3157	28.4	1076	25.3	752	18.3	3011	23.1	1286	40.3	233	29.0	763	36.9	1732	35.5
RADIO - PAST 7 DAYS	29186	89.8	10241	92.1	3904	91.7	3748	91.3	11293	86.8	2770	86.7	756	94.2	2014	97.4	4297	88.1

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		PROVINCE (CONT.)										LITERACY				HOUSEHOLD PURCHASER		
	'000	%	KWAZULU/NATAL		MPUMA-LANGA		LIMPOPO		GAUTENG		NORTH-WEST		YES		NO		'000	%	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%			
INFORMANTS POPULATION ('000)	12590	12590	2320	2320	638	638	716	716	3248	3248	604	604	12356	12356	234	234	9833	9833	
	32496	32496	6628	6628	2422	2422	3550	3550	6808	6808	2143	2143	31313	31313	1183	1183	25077	25077	
<b>DAILY NEWSPAPERS</b>																			
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	1432	21.6	638	26.3	1142	32.2	2926	43.0	529	24.7	9675	30.9	-	-	7649	30.5	
<b>WEEKLY NEWSPAPERS</b>																			
SONDAG SON	387	1.2	4	0.1	9	0.4	0	0.0	36	0.5	11	0.5	387	1.2	-	-	219	0.9	
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	2368	35.7	738	30.5	698	19.7	3396	49.9	590	27.5	11235	35.9	-	-	8781	35.0	
<b>MONTHLY NEWSPAPERS</b>																			
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	46	0.7	36	1.5	-	-	72	1.1	14	0.6	280	0.9	-	-	234	0.9	
ANY "AMPS" NEWSPAPER	15487	47.7	3058	46.1	1003	41.4	1458	41.1	4395	64.6	840	39.2	15487	49.5	-	-	12046	48.0	
<b>WEEKLY MAGAZINES</b>																			
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	1209	18.2	488	20.1	427	12.0	2502	36.8	386	18.0	8219	26.2	-	-	6226	24.8	
<b>FORTNIGHTLY MAGAZINES</b>																			
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	738	11.1	288	11.9	375	10.6	1167	17.1	248	11.6	4729	15.1	-	-	3436	13.7	
<b>MONTHLY MAGAZINES</b>																			
FRESH LIVING (PICK 'N PAY)	266	0.8	65	1.0	1	0.1	6	0.2	80	1.2	-	-	266	0.8	-	-	202	0.8	
ANY "AMPS" MONTHLY MAG.	11711	36.0	1945	29.3	749	30.9	699	19.7	3463	50.9	724	33.8	11711	37.4	-	-	8908	35.5	
<b>ALTERNATE MONTHLY MAGAZINE</b>																			
HQ	187	0.6	20	0.3	5	0.2	-	-	77	1.1	5	0.2	187	0.6	-	-	143	0.6	
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	552	8.3	277	11.4	159	4.5	1070	15.7	229	10.7	3888	12.4	-	-	2778	11.1	
<b>QUARTERLY MAGAZINES</b>																			
HUISGENOOT TEMPO	54	0.2	2	0.0	3	0.1	2	0.0	26	0.4	2	0.1	54	0.2	-	-	47	0.2	
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	90	1.4	41	1.7	8	0.2	274	4.0	25	1.2	727	2.3	-	-	597	2.4	
ANY "AMPS" MAGAZINE	15837	48.7	2689	40.6	1050	43.3	1045	29.4	4312	63.3	914	42.7	15837	50.6	-	-	11928	47.6	
ANY "AMPS" NEWSP./MAG.	20507	63.1	3831	57.8	1352	55.8	1843	51.9	5411	79.5	1207	56.3	20507	65.5	-	-	15641	62.4	
<b>SUBSCRIBER MAGAZINE</b>																			
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	582	8.8	188	7.8	137	3.9	1254	18.4	154	7.2	3403	10.9	-	-	2500	10.0	
<b>DAILY NEWSPAPER - SUPPLEMENTS</b>																			
BUSINESS DAY WANTED (MONTHLY)	171	0.5	17	0.3	12	0.5	17	0.5	61	0.9	20	0.9	171	0.5	-	-	110	0.4	
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	-	-	-	-	-	-	11	0.2	4	0.2	307	1.0	-	-	251	1.0	
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	22	0.3	93	3.9	129	3.6	426	6.3	104	4.8	805	2.6	-	-	678	2.7	
<b>WEEKLY NEWSPAPER - SUPPLEMENTS</b>																			
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	17	0.3	40	1.6	23	0.6	208	3.1	40	1.9	879	2.8	-	-	671	2.7	
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	454	6.9	213	8.8	256	7.2	1249	18.3	221	10.3	3323	10.6	-	-	2661	10.6	
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	70	1.1	170	7.0	172	4.9	836	12.3	159	7.4	1571	5.0	-	-	1264	5.0	
<b>WEEKEND ARGUS : SATURDAY</b>																			
WORKPLACE (WEEKLY)	183	0.6	2	0.0	-	-	-	-	17	0.3	-	-	183	0.6	-	-	148	0.6	
<b>WEEKEND ARGUS : SUNDAY</b>																			
WORKPLACE (WEEKLY)	95	0.3	-	-	-	-	-	-	5	0.1	-	-	95	0.3	-	-	81	0.3	
...(CONT.)																			

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		PROVINCE (CONT.)										LITERACY				HOUSEHOLD PURCHASER		
	'000	%	KWAZULU/NATAL		MPUMA-LANGA		LIMPOPO		GAUTENG		NORTH-WEST		YES		NO		'000	%	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%			
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	2320	2320	638	638	716	716	3248	3248	604	604	12356	12356	234	234	9833	9833	
	32496	32496	6628	6628	2422	2422	3550	3550	6808	6808	2143	2143	31313	31313	1183	1183	25077	25077	
<b>TV VIEWING - PAST 7 DAYS</b>																			
B4U	68	0.2	37	0.6	1	0.0	0	0.0	11	0.2	-	-	68	0.2	-	-	54	0.2	
BLOOMBERG TELEVISION	51	0.2	10	0.2	3	0.1	-	-	17	0.2	0	0.0	51	0.2	-	-	43	0.2	
CBEEBIES	117	0.4	27	0.4	2	0.1	1	0.0	61	0.9	5	0.2	117	0.4	-	-	90	0.4	
FIN24	96	0.3	16	0.2	17	0.7	0	0.0	32	0.5	4	0.2	96	0.3	-	-	76	0.3	
ISLAM CHANNEL	73	0.2	20	0.3	3	0.1	0	0.0	16	0.2	4	0.2	73	0.2	-	-	56	0.2	
MINDSET LEARN	71	0.2	14	0.2	1	0.0	3	0.1	34	0.5	7	0.3	71	0.2	-	-	31	0.1	
M-NET HD	167	0.5	20	0.3	1	0.0	-	-	83	1.2	4	0.2	167	0.5	-	-	120	0.5	
NDTV 247	83	0.3	7	0.1	0	0.0	0	0.0	8	0.1	-	-	83	0.3	-	-	50	0.2	
NEWS24	452	1.4	114	1.7	21	0.9	4	0.1	189	2.8	18	0.8	452	1.4	-	-	373	1.5	
PARLIAMENTARY SERVICE	143	0.4	30	0.5	10	0.4	16	0.4	30	0.4	15	0.7	143	0.5	-	-	111	0.4	
RHEMA NETWORK	216	0.7	59	0.9	12	0.5	15	0.4	62	0.9	9	0.4	216	0.7	-	-	149	0.6	
SAFFRON TV	50	0.2	36	0.5	0	0.0	0	0.0	6	0.1	-	-	50	0.2	-	-	38	0.2	
SET MAX	69	0.2	27	0.4	12	0.5	0	0.0	17	0.3	-	-	69	0.2	-	-	36	0.1	
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	378	5.7	97	4.0	79	2.2	623	9.2	100	4.7	1661	5.3	3	0.2	1277	5.1	
VUZU	264	0.8	55	0.8	13	0.6	28	0.8	111	1.6	6	0.3	264	0.8	-	-	102	0.4	
TOTAL DSTV	6172	19.0	1197	18.1	358	14.8	406	11.4	2287	33.6	322	15.0	6139	19.6	34	2.8	4611	18.4	
TOTAL COMMUNITY TV	1336	4.1	158	2.4	178	7.3	118	3.3	492	7.2	102	4.8	1330	4.2	6	0.5	872	3.5	
TV - PAST 7 DAYS	28034	86.3	5206	78.5	2022	83.5	2941	82.8	6397	94.0	1903	88.8	27352	87.4	682	57.6	21399	85.3	
<b>RADIO LISTENING - PAST 7 DAYS</b>																			
TOTAL COMMUNITY RADIO	7995	24.6	1142	17.2	477	19.7	428	12.1	1493	21.9	442	20.6	7846	25.1	149	12.6	6088	24.3	
RADIO - PAST 7 DAYS	29186	89.8	5747	86.7	2289	94.5	3066	86.4	6309	92.7	1938	90.4	28355	90.6	831	70.2	22431	89.5	

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

	TOTAL		AT-HOME SINGLES		YOUNG INDEPENDENT SINGLES		LIFESTAGES MATURE SINGLES		YOUNG COUPLES		MATURE COUPLES	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	2969	2969	1258	1258	1639	1639	853	853	1642	1642
	32496	32496	8348	8348	3057	3057	4180	4180	1881	1881	2502	2502
<u>DAILY NEWSPAPERS</u>												
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	2360	28.3	915	29.9	1136	27.2	687	36.5	859	34.3
<u>WEEKLY NEWSPAPERS</u>												
SONDAG SON	387	1.2	110	1.3	19	0.6	44	1.1	39	2.0	24	1.0
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	3103	37.2	1070	35.0	1446	34.6	782	41.6	899	35.9
<u>MONTHLY NEWSPAPERS</u>												
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	54	0.6	29	0.9	23	0.6	24	1.3	14	0.6
ANY "AMPS" NEWSPAPER	15487	47.7	4129	49.5	1568	51.3	1911	45.7	1066	56.7	1229	49.1
<u>WEEKLY MAGAZINES</u>												
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	2397	28.7	725	23.7	925	22.1	567	30.1	666	26.6
<u>FORTNIGHTLY MAGAZINES</u>												
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	1647	19.7	642	21.0	523	12.5	273	14.5	166	6.6
<u>MONTHLY MAGAZINES</u>												
FRESH LIVING (PICK 'N PAY)	266	0.8	81	1.0	14	0.5	18	0.4	15	0.8	17	0.7
ANY "AMPS" MONTHLY MAG.	11711	36.0	3447	41.3	1200	39.3	1283	30.7	833	44.3	762	30.5
<u>ALTERNATE MONTHLY MAGAZINE</u>												
HQ	187	0.6	56	0.7	40	1.3	22	0.5	10	0.6	11	0.5
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	1416	17.0	430	14.1	415	9.9	245	13.0	185	7.4
<u>QUARTERLY MAGAZINES</u>												
HUISGENOOT TEMPO	54	0.2	13	0.2	1	0.0	5	0.1	11	0.6	5	0.2
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	137	1.6	70	2.3	96	2.3	71	3.8	106	4.2
ANY "AMPS" MAGAZINE	15837	48.7	4686	56.1	1695	55.4	1771	42.4	1086	57.7	1076	43.0
ANY "AMPS" NEWSP./MAG.	20507	63.1	5816	69.7	2084	68.2	2427	58.1	1392	74.0	1508	60.3
<u>SUBSCRIBER MAGAZINE</u>												
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	1044	12.5	259	8.5	347	8.3	253	13.5	362	14.5
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>												
BUSINESS DAY WANTED (MONTHLY)	171	0.5	58	0.7	37	1.2	16	0.4	12	0.6	11	0.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	70	0.8	18	0.6	22	0.5	18	0.9	35	1.4
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	195	2.3	83	2.7	106	2.5	57	3.0	61	2.4
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>												
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	155	1.9	58	1.9	111	2.7	95	5.0	164	6.6
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	857	10.3	369	12.1	427	10.2	220	11.7	238	9.5
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	413	4.9	192	6.3	181	4.3	77	4.1	37	1.5
<u>WEEKEND ARGUS : SATURDAY</u>												
WORKPLACE (WEEKLY)	183	0.6	35	0.4	10	0.3	25	0.6	16	0.9	21	0.8
<u>WEEKEND ARGUS : SUNDAY</u>												
WORKPLACE (WEEKLY)	95	0.3	11	0.1	8	0.2	14	0.3	12	0.6	21	0.8
...(CONT.)												

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		LIFESTAGES																							
			AT-HOME SINGLES		YOUNG INDEPENDENT SINGLES		MATURE SINGLES		YOUNG COUPLES		MATURE COUPLES															
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%														
INFORMANTS POPULATION ('000)	12590	12590	2969	2969	1258	1258	1639	1639	853	853	1642	1642	32496	32496	8348	8348	3057	3057	4180	4180	1881	1881	2502	2502		
<b>TV VIEWING - PAST 7 DAYS</b>																										
B4U	68	0.2	18	0.2	1	0.0	7	0.2	12	0.6	7	0.3														
BLOOMBERG TELEVISION	51	0.2	9	0.1	3	0.1	3	0.1	6	0.3	8	0.3														
CBEEBIES	117	0.4	30	0.4	3	0.1	3	0.1	5	0.3	8	0.3														
FIN24	96	0.3	25	0.3	9	0.3	5	0.1	12	0.6	9	0.3														
ISLAM CHANNEL	73	0.2	20	0.2	2	0.1	4	0.1	8	0.4	11	0.4														
MINDSET LEARN	71	0.2	49	0.6	4	0.1	0	0.0	0	0.0	2	0.1														
M-NET HD	167	0.5	48	0.6	19	0.6	13	0.3	6	0.3	20	0.8														
NDTV 247	83	0.3	5	0.1	7	0.2	9	0.2	20	1.0	12	0.5														
NEWS24	452	1.4	115	1.4	24	0.8	29	0.7	54	2.8	66	2.6														
PARLIAMENTARY SERVICE	143	0.4	50	0.6	3	0.1	1	0.0	8	0.4	17	0.7														
RHEMA NETWORK	216	0.7	69	0.8	11	0.4	17	0.4	17	0.9	31	1.3														
SAFFRON TV	50	0.2	11	0.1	0	0.0	4	0.1	6	0.3	7	0.3														
SET MAX	69	0.2	26	0.3	2	0.1	1	0.0	7	0.4	5	0.2														
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	482	5.8	132	4.3	131	3.1	98	5.2	169	6.8														
VUZU	264	0.8	186	2.2	27	0.9	1	0.0	14	0.7	7	0.3														
TOTAL DSTV	6172	19.0	1856	22.2	459	15.0	560	13.4	458	24.3	694	27.7														
TOTAL COMMUNITY TV	1336	4.1	585	7.0	70	2.3	65	1.5	66	3.5	25	1.0														
TV - PAST 7 DAYS	28034	86.3	7594	91.0	2641	86.4	3468	83.0	1637	87.0	2167	86.6														
<b>RADIO LISTENING - PAST 7 DAYS</b>																										
TOTAL COMMUNITY RADIO	7995	24.6	2263	27.1	787	25.7	938	22.5	392	20.9	384	15.4														
RADIO - PAST 7 DAYS	29186	89.8	7704	92.3	2881	94.2	3622	86.7	1723	91.6	2258	90.2														

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

	TOTAL		LIFESTAGES (CONT.)					
			YOUNG FAMILY		SINGLE PARENT FAMILY		MATURE FAMILY	
	'000	%	'000	%	'000	%	'000	%
INFORMANTS	12590	12590	2274	2274	1468	1468	487	487
POPULATION ('000)	32496	32496	5637	5637	5659	5659	1231	1231
<u>DAILY NEWSPAPERS</u>								
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	1883	33.4	1387	24.5	448	36.4
<u>WEEKLY NEWSPAPERS</u>								
SONDAG SON	387	1.2	89	1.6	36	0.6	28	2.3
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	2057	36.5	1376	24.3	502	40.8
<u>MONTHLY NEWSPAPERS</u>								
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	83	1.5	25	0.4	27	2.2
ANY "AMPS" NEWSPAPER	15487	47.7	2763	49.0	2166	38.3	656	53.3
<u>WEEKLY MAGAZINES</u>								
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	1402	24.9	1159	20.5	379	30.8
<u>FORTNIGHTLY MAGAZINES</u>								
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	689	12.2	623	11.0	165	13.4
<u>MONTHLY MAGAZINES</u>								
FRESH LIVING (PICK 'N PAY)	266	0.8	51	0.9	48	0.8	21	1.7
ANY "AMPS" MONTHLY MAG.	11711	36.0	2079	36.9	1615	28.5	493	40.0
<u>ALTERNATE MONTHLY MAGAZINE</u>								
HQ	187	0.6	28	0.5	12	0.2	8	0.6
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	613	10.9	451	8.0	133	10.8
<u>QUARTERLY MAGAZINES</u>								
HUISGENOOT TEMPO	54	0.2	11	0.2	4	0.1	5	0.4
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	139	2.5	57	1.0	50	4.1
ANY "AMPS" MAGAZINE	15837	48.7	2690	47.7	2207	39.0	626	50.8
ANY "AMPS" NEWSP./MAG.	20507	63.1	3614	64.1	2854	50.4	813	66.1
<u>SUBSCRIBER MAGAZINE</u>								
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	644	11.4	319	5.6	175	14.2
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>								
BUSINESS DAY WANTED (MONTHLY)	171	0.5	21	0.4	14	0.2	2	0.2
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	74	1.3	51	0.9	20	1.6
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	211	3.7	50	0.9	43	3.5
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>								
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	153	2.7	55	1.0	87	7.0
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	679	12.0	326	5.8	208	16.9
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	334	5.9	254	4.5	83	6.8
<u>WEEKEND ARGUS : SATURDAY</u>								
WORKPLACE (WEEKLY)	183	0.6	42	0.7	23	0.4	12	1.0
<u>WEEKEND ARGUS : SUNDAY</u>								
WORKPLACE (WEEKLY)	95	0.3	20	0.4	2	0.0	9	0.7
...(CONT.)								

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'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		LIFESTAGES (CONT.)					
			YOUNG FAMILY		SINGLE PARENT FAMILY		MATURE FAMILY	
	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS</b>	12590	12590	2274	2274	1468	1468	487	487
<b>POPULATION ('000)</b>	32496	32496	5637	5637	5659	5659	1231	1231
<b>TV VIEWING - PAST 7 DAYS</b>								
B4U	68	0.2	10	0.2	11	0.2	3	0.3
BLOOMBERG TELEVISION	51	0.2	10	0.2	9	0.2	2	0.2
CBEEBIES	117	0.4	53	0.9	12	0.2	4	0.3
FIN24	96	0.3	20	0.4	10	0.2	5	0.4
ISLAM CHANNEL	73	0.2	18	0.3	1	0.0	9	0.7
MINDSET LEARN	71	0.2	9	0.2	1	0.0	5	0.4
M-NET HD	167	0.5	44	0.8	12	0.2	4	0.3
NDTV 247	83	0.3	16	0.3	7	0.1	6	0.5
NEWS24	452	1.4	105	1.9	44	0.8	15	1.3
PARLIAMENTARY SERVICE	143	0.4	50	0.9	10	0.2	5	0.4
RHEMA NETWORK	216	0.7	38	0.7	18	0.3	14	1.1
SAFFRON TV	50	0.2	10	0.2	8	0.1	4	0.3
SET MAX	69	0.2	11	0.2	16	0.3	1	0.1
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	434	7.7	107	1.9	109	8.8
VUZU	264	0.8	12	0.2	15	0.3	3	0.2
TOTAL DSTV	6172	19.0	1278	22.7	493	8.7	374	30.4
TOTAL COMMUNITY TV	1336	4.1	268	4.8	209	3.7	49	3.9
TV - PAST 7 DAYS	28034	86.3	4829	85.7	4608	81.4	1090	88.6
<b>RADIO LISTENING</b>								
<b>- PAST 7 DAYS</b>								
TOTAL COMMUNITY RADIO	7995	24.6	1398	24.8	1510	26.7	321	26.1
RADIO - PAST 7 DAYS	29186	89.8	5113	90.7	4801	84.8	1084	88.1

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		METROPOLITAN AREAS																																				
	'000	%	CAPE TOWN				CAPE TOWN FRINGE AREA		P.E./UITENHAGE		EAST LONDON		BLOEM-FONTEIN		WELKOM		DURBAN		PIETER-MARITZBURG																				
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%																			
INFORMANTS POPULATION ('000)	12590	12590	980	980	280	280	636	636	372	372	336	336	110	110	1148	1148	312	312	32496	32496	2086	2086	301	301	878	878	400	400	301	301	186	186	1918	1918	347	347			
<u>DAILY NEWSPAPERS</u>																																							
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	943	45.2	137	45.6	374	42.6	219	54.7	117	38.8	34	18.4	786	41.0	134	38.5																					
<u>WEEKLY NEWSPAPERS</u>																																							
SONDAG SON	387	1.2	122	5.9	21	7.1	47	5.4	1	0.3	7	2.4	-	-	4	0.2	-	-																					
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	975	46.8	143	47.5	389	44.3	162	40.6	147	48.9	50	26.6	1138	59.4	177	50.9																					
<u>MONTHLY NEWSPAPERS</u>																																							
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	34	1.6	3	1.1	11	1.2	3	0.8	-	-	-	-	28	1.5	3	0.9																					
ANY "AMPS" NEWSPAPER	15487	47.7	1366	65.5	202	67.2	537	61.1	263	65.7	194	64.5	70	37.9	1365	71.2	231	66.6																					
<u>WEEKLY MAGAZINES</u>																																							
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	1054	50.5	131	43.6	275	31.3	179	44.7	133	44.1	32	17.2	609	31.8	109	31.5																					
<u>FORTNIGHTLY MAGAZINES</u>																																							
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	548	26.3	60	20.0	183	20.8	80	20.0	83	27.5	8	4.4	342	17.8	59	16.9																					
<u>MONTHLY MAGAZINES</u>																																							
FRESH LIVING (PICK 'N PAY)	266	0.8	58	2.8	9	3.0	16	1.9	5	1.2	1	0.5	-	-	43	2.2	14	4.1																					
ANY "AMPS" MONTHLY MAG.	11711	36.0	1123	53.9	137	45.6	434	49.4	208	52.0	129	43.0	52	27.8	888	46.3	143	41.1																					
<u>ALTERNATE MONTHLY MAGAZINE</u>																																							
HQ	187	0.6	32	1.5	-	-	4	0.5	2	0.4	-	-	-	-	18	0.9	2	0.4																					
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	302	14.5	28	9.4	136	15.4	82	20.6	45	15.0	16	8.8	237	12.4	46	13.2																					
<u>QUARTERLY MAGAZINES</u>																																							
HUISGENOOT TEMPO	54	0.2	1	0.0	1	0.4	1	0.1	-	-	1	0.5	-	-	2	0.1	0	0.1																					
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	110	5.3	10	3.3	27	3.1	19	4.7	5	1.5	2	1.0	59	3.1	9	2.6																					
ANY "AMPS" MAGAZINE	15837	48.7	1472	70.6	184	61.1	570	64.9	292	73.0	206	68.7	76	40.6	1160	60.5	190	54.7																					
ANY "AMPS" NEWSP./MAG.	20507	63.1	1737	83.3	239	79.3	685	78.0	343	85.9	252	83.9	104	55.9	1607	83.8	263	75.9																					
<u>SUBSCRIBER MAGAZINE</u>																																							
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	386	18.5	49	16.3	100	11.4	84	21.0	20	6.8	11	6.1	322	16.8	65	18.6																					
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																																							
BUSINESS DAY WANTED (MONTHLY)	171	0.5	13	0.6	1	0.2	2	0.3	2	0.4	-	-	-	-	5	0.3	2	0.7																					
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	262	12.6	10	3.5	6	0.7	-	-	-	-	-	-	-	-	-	-																					
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	-	-	-	-	4	0.4	-	-	5	1.5	-	-	8	0.4	3	1.0																					
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																																							
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	154	7.4	58	19.2	10	1.1	0	0.0	13	4.2	2	1.0	8	0.4	-	-																					
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	304	14.6	36	12.0	135	15.4	60	15.1	23	7.6	-	-	296	15.4	40	11.7																					
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	16	0.8	-	-	-	-	3	0.9	19	6.4	4	2.3	36	1.9	3	1.0																					
<u>WEEKEND ARGUS : SATURDAY</u>																																							
WORKPLACE (WEEKLY)	183	0.6	139	6.7	9	2.8	-	-	1	0.2	-	-	-	-	2	0.1	-	-																					
<u>WEEKEND ARGUS : SUNDAY</u>																																							
WORKPLACE (WEEKLY)	95	0.3	81	3.9	8	2.6	1	0.1	-	-	-	-	-	-	-	-	-	-																					
...(CONT.)																																							

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		METROPOLITAN AREAS																	
	'000	%	CAPE TOWN				FRINGE AREA		P.E./UITENHAGE		EAST LONDON		BLOEM-FONTEIN		WELKOM		DURBAN		PIETER-MARITZBURG	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	980	980	280	280	636	636	372	372	336	336	110	110	1148	1148	312	312	32496	32496
<b>TV VIEWING - PAST 7 DAYS</b>																				
B4U	68	0.2	9	0.4	-	-	1	0.1	-	-	-	-	-	-	25	1.3	-	-		
BLOOMBERG TELEVISION	51	0.2	7	0.3	2	0.7	1	0.1	-	-	-	-	-	-	7	0.3	1	0.3		
CBEBIBIES	117	0.4	7	0.3	2	0.6	2	0.2	-	-	-	-	-	-	23	1.2	2	0.6		
FIN24	96	0.3	4	0.2	-	-	2	0.2	1	0.3	1	0.4	4	2.3	11	0.6	-	-		
ISLAM CHANNEL	73	0.2	23	1.1	0	0.1	3	0.3	-	-	-	-	-	-	15	0.8	1	0.4		
MINDSET LEARN	71	0.2	5	0.3	-	-	1	0.1	-	-	-	-	-	-	3	0.2	1	0.2		
M-NET HD	167	0.5	11	0.5	3	1.1	3	0.3	2	0.4	1	0.2	5	2.7	15	0.8	1	0.3		
NDTV 247	83	0.3	7	0.4	8	2.7	-	-	-	-	1	0.2	1	0.3	7	0.4	-	-		
NEWS24	452	1.4	20	1.0	4	1.2	6	0.7	5	1.3	1	0.2	1	0.4	49	2.6	8	2.2		
PARLIAMENTARY SERVICE	143	0.4	7	0.3	1	0.4	5	0.6	5	1.2	0	0.1	-	-	18	0.9	1	0.4		
RHEMA NETWORK	216	0.7	7	0.4	0	0.1	10	1.1	9	2.3	-	-	2	0.8	40	2.1	2	0.7		
SAFFRON TV	50	0.2	-	-	-	-	-	-	-	-	-	-	-	-	26	1.4	1	0.2		
SET MAX	69	0.2	10	0.5	-	-	-	-	-	-	-	-	-	-	23	1.2	1	0.3		
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	66	3.2	14	4.6	45	5.1	30	7.4	15	5.1	11	5.7	243	12.7	36	10.5		
VUZU	264	0.8	24	1.1	-	-	4	0.4	4	1.1	-	-	2	1.0	51	2.6	2	0.5		
TOTAL DSTV	6172	19.0	451	21.6	59	19.6	192	21.9	104	26.1	53	17.5	26	13.9	691	36.0	100	28.9		
TOTAL COMMUNITY TV	1336	4.1	139	6.7	6	1.9	25	2.8	7	1.7	13	4.5	4	2.2	67	3.5	10	3.0		
TV - PAST 7 DAYS	28034	86.3	2009	96.3	267	88.6	854	97.3	392	98.0	297	99.0	170	91.4	1844	96.1	338	97.3		
<b>RADIO LISTENING - PAST 7 DAYS</b>																				
TOTAL COMMUNITY RADIO	7995	24.6	911	43.7	109	36.2	316	36.0	123	30.7	172	57.2	6	3.5	339	17.7	-	-		
RADIO - PAST 7 DAYS	29186	89.8	1882	90.2	253	84.1	782	89.1	386	96.6	291	97.0	175	94.3	1761	91.8	312	89.8		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

	TOTAL		METROPOLITAN AREAS (CONT.)												GENDER			
	'000	%	GREATER JOHANNESBURG AND SOWETO		REEF		SOWETO		PRETORIA		VAAL		KIMBERLEY		MALE		FEMALE	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	1204	1204	1002	1002	252	252	732	732	344	344	306	306	6283	6283	6307	6307
	32496	32496	1954	1954	2668	2668	925	925	1332	1332	673	673	150	150	16205	16205	16291	16291
<u>DAILY NEWSPAPERS</u>																		
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	1037	53.1	1077	40.4	487	52.6	552	41.5	212	31.5	83	55.2	5625	34.7	4050	24.9
<u>WEEKLY NEWSPAPERS</u>																		
SONDAG SON	387	1.2	-	-	28	1.0	-	-	5	0.4	4	0.6	1	0.8	215	1.3	173	1.1
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	1151	58.9	1402	52.6	533	57.6	533	40.0	256	38.1	58	38.8	6745	41.6	4490	27.6
<u>MONTHLY NEWSPAPERS</u>																		
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	29	1.5	42	1.6	20	2.2	2	0.1	2	0.2	2	1.2	129	0.8	150	0.9
ANY "AMPS" NEWSPAPER	15487	47.7	1468	75.1	1737	65.1	687	74.3	778	58.4	327	48.5	99	66.1	8988	55.5	6499	39.9
<u>WEEKLY MAGAZINES</u>																		
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	771	39.5	1100	41.2	247	26.7	428	32.1	163	24.3	79	52.2	3639	22.5	4579	28.1
<u>FORTNIGHTLY MAGAZINES</u>																		
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	458	23.4	507	19.0	261	28.2	84	6.3	113	16.8	27	17.7	3132	19.3	1597	9.8
<u>MONTHLY MAGAZINES</u>																		
FRESH LIVING (PICK 'N PAY)	266	0.8	54	2.8	18	0.7	13	1.5	1	0.1	7	1.0	2	1.6	75	0.5	191	1.2
ANY "AMPS" MONTHLY MAG.	11711	36.0	1142	58.5	1558	58.4	465	50.3	487	36.5	231	34.3	80	53.2	5936	36.6	5775	35.4
<u>ALTERNATE MONTHLY MAGAZINE</u>																		
HQ	187	0.6	45	2.3	28	1.0	39	4.2	3	0.2	1	0.2	-	-	108	0.7	79	0.5
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	403	20.6	478	17.9	163	17.6	90	6.7	93	13.9	30	19.7	2357	14.5	1531	9.4
<u>QUARTERLY MAGAZINES</u>																		
HUISGENOOT TEMPO	54	0.2	2	0.1	17	0.6	-	-	6	0.4	2	0.2	-	-	24	0.2	30	0.2
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	108	5.5	114	4.3	35	3.8	38	2.8	16	2.4	2	1.3	360	2.2	367	2.3
ANY "AMPS" MAGAZINE	15837	48.7	1369	70.0	1874	70.2	558	60.4	671	50.4	335	49.7	104	69.4	8150	50.3	7687	47.2
ANY "AMPS" NEWSP./MAG.	20507	63.1	1682	86.1	2188	82.0	765	82.8	1002	75.2	423	62.8	119	79.2	11158	68.9	9349	57.4
<u>SUBSCRIBER MAGAZINE</u>																		
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	462	23.7	523	19.6	145	15.7	177	13.3	93	13.9	22	14.5	1943	12.0	1460	9.0
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																		
BUSINESS DAY WANTED (MONTHLY)	171	0.5	25	1.3	26	1.0	7	0.7	10	0.7	0	0.1	1	0.4	100	0.6	71	0.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	10	0.5	1	0.0	6	0.7	-	-	-	-	0	0.2	159	1.0	148	0.9
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	120	6.1	259	9.7	61	6.6	16	1.2	16	2.3	4	2.8	629	3.9	176	1.1
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																		
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	22	1.1	107	4.0	5	0.5	68	5.1	13	1.9	6	3.9	446	2.8	433	2.7
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	489	25.0	551	20.6	206	22.3	139	10.4	57	8.4	12	7.7	2363	14.6	960	5.9
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	317	16.2	388	14.6	235	25.4	76	5.7	49	7.3	12	8.0	987	6.1	584	3.6
<u>WEEKEND ARGUS : SATURDAY</u>																		
WORKPLACE (WEEKLY)	183	0.6	17	0.9	-	-	6	0.7	0	0.0	-	-	-	-	96	0.6	88	0.5
<u>WEEKEND ARGUS : SUNDAY</u>																		
WORKPLACE (WEEKLY)	95	0.3	5	0.3	-	-	3	0.3	-	-	-	-	-	-	61	0.4	35	0.2
...(CONT.)																		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		METROPOLITAN AREAS (CONT.)												GENDER			
			GREATER JOHANNESBURG AND SOWETO		REEF		SOWETO		PRETORIA		VAAL		KIMBERLEY		MALE		FEMALE	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	1204	1204	1002	1002	252	252	732	732	344	344	306	306	6283	6283	6307	6307
	32496	32496	1954	1954	2668	2668	925	925	1332	1332	673	673	150	150	16205	16205	16291	16291
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	2	0.1	7	0.2	-	-	2	0.2	1	0.2	0	0.2	31	0.2	37	0.2
BLOOMBERG TELEVISION	51	0.2	10	0.5	3	0.1	-	-	4	0.3	1	0.1	-	-	35	0.2	16	0.1
CBEEBIES	117	0.4	12	0.6	35	1.3	-	-	12	0.9	1	0.1	2	1.3	27	0.2	89	0.5
FIN24	96	0.3	7	0.4	8	0.3	-	-	14	1.1	2	0.3	0	0.1	72	0.4	23	0.1
ISLAM CHANNEL	73	0.2	9	0.5	3	0.1	-	-	4	0.3	-	-	2	1.1	29	0.2	44	0.3
MINDSET LEARN	71	0.2	10	0.5	18	0.7	5	0.5	2	0.2	4	0.6	0	0.2	46	0.3	25	0.2
M-NET HD	167	0.5	25	1.3	38	1.4	10	1.1	18	1.3	2	0.3	1	0.5	111	0.7	56	0.3
NDTV 247	83	0.3	2	0.1	3	0.1	-	-	1	0.1	0	0.1	4	2.5	57	0.4	25	0.2
NEWS24	452	1.4	65	3.3	84	3.1	7	0.7	26	1.9	18	2.6	1	0.7	315	1.9	137	0.8
PARLIAMENTARY SERVICE	143	0.4	8	0.4	13	0.5	-	-	2	0.2	10	1.5	1	0.4	112	0.7	31	0.2
RHEMA NETWORK	216	0.7	25	1.3	31	1.2	7	0.8	5	0.4	1	0.2	1	0.6	86	0.5	130	0.8
SAFFRON TV	50	0.2	1	0.1	3	0.1	-	-	1	0.1	-	-	-	-	18	0.1	31	0.2
SET MAX	69	0.2	4	0.2	5	0.2	2	0.2	2	0.2	5	0.8	-	-	17	0.1	52	0.3
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	224	11.5	254	9.5	60	6.5	80	6.0	70	10.4	5	3.3	1286	7.9	377	2.3
VUZU	264	0.8	34	1.7	58	2.2	4	0.4	13	1.0	3	0.4	1	0.7	135	0.8	130	0.8
TOTAL DSTV	6172	19.0	709	36.3	953	35.7	149	16.1	434	32.6	199	29.6	34	22.5	3386	20.9	2787	17.1
TOTAL COMMUNITY TV	1336	4.1	212	10.9	157	5.9	160	17.3	37	2.7	81	12.0	3	1.9	660	4.1	676	4.2
TV - PAST 7 DAYS	28034	86.3	1863	95.4	2478	92.9	885	95.7	1280	96.0	647	96.1	144	95.9	14300	88.2	13734	84.3
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	704	36.0	366	13.7	568	61.4	197	14.8	233	34.7	96	63.6	4014	24.8	3981	24.4
RADIO - PAST 7 DAYS	29186	89.8	1858	95.1	2508	94.0	881	95.3	1169	87.7	603	89.5	141	93.9	15039	92.8	14147	86.8

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		AGE GROUP								HOME LANGUAGE							
			15 - 24		25 - 34		35 - 49		50 AND OVER		AFRIKAANS		ENGLISH		ZULU		XHOSA	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	3747	3747	2536	2536	2978	2978	3329	3329	3502	3502	2873	2873	1690	1690	1467	1467
	32496	32496	9282	9282	7574	7574	8459	8459	7180	7180	4737	4737	3845	3845	6874	6874	5304	5304
<b>DAILY NEWSPAPERS</b>																		
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	2356	25.4	2538	33.5	3012	35.6	1769	24.6	1907	40.3	1671	43.4	1693	24.6	761	14.3
<b>WEEKLY NEWSPAPERS</b>																		
SONDAG SON	387	1.2	113	1.2	103	1.4	127	1.5	44	0.6	314	6.6	56	1.4	3	0.0	7	0.1
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	3056	32.9	2794	36.9	3339	39.5	2046	28.5	1929	40.7	2114	55.0	2406	35.0	1192	22.5
<b>MONTHLY NEWSPAPERS</b>																		
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	71	0.8	35	0.5	132	1.6	42	0.6	32	0.7	43	1.1	62	0.9	62	1.2
ANY "AMPS" NEWSPAPER	15487	47.7	4267	46.0	3997	52.8	4513	53.4	2710	37.7	2737	57.8	2651	68.9	3228	47.0	1508	28.4
<b>WEEKLY MAGAZINES</b>																		
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	2688	29.0	1931	25.5	2205	26.1	1394	19.4	2387	50.4	1782	46.3	1103	16.0	865	16.3
<b>FORTNIGHTLY MAGAZINES</b>																		
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	1792	19.3	1289	17.0	1214	14.3	434	6.0	774	16.3	663	17.2	918	13.3	797	15.0
<b>MONTHLY MAGAZINES</b>																		
FRESH LIVING (PICK 'N PAY)	266	0.8	89	1.0	65	0.9	76	0.9	36	0.5	40	0.8	120	3.1	43	0.6	16	0.3
ANY "AMPS" MONTHLY MAG.	11711	36.0	3791	40.8	2858	37.7	3345	39.5	1717	23.9	2149	45.4	2288	59.5	2037	29.6	1553	29.3
<b>ALTERNATE MONTHLY MAGAZINE</b>																		
HQ	187	0.6	72	0.8	44	0.6	39	0.5	32	0.4	23	0.5	40	1.0	51	0.7	40	0.8
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	1474	15.9	982	13.0	1014	12.0	417	5.8	524	11.1	608	15.8	747	10.9	763	14.4
<b>QUARTERLY MAGAZINES</b>																		
HUISGENOOT TEMPO	54	0.2	14	0.2	11	0.1	23	0.3	6	0.1	38	0.8	10	0.3	2	0.0	-	-
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	159	1.7	130	1.7	260	3.1	178	2.5	231	4.9	216	5.6	83	1.2	65	1.2
ANY "AMPS" MAGAZINE	15837	48.7	5219	56.2	3918	51.7	4353	51.5	2348	32.7	3204	67.6	2832	73.6	2694	39.2	2190	41.3
ANY "AMPS" NEWSP./MAG.	20507	63.1	6211	66.9	5192	68.5	5744	67.9	3361	46.8	3793	80.1	3364	87.5	3879	56.4	2482	46.8
<b>SUBSCRIBER MAGAZINE</b>																		
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	1035	11.2	759	10.0	992	11.7	615	8.6	811	17.1	853	22.2	596	8.7	297	5.6
<b>DAILY NEWSPAPER - SUPPLEMENTS</b>																		
BUSINESS DAY WANTED (MONTHLY)	171	0.5	76	0.8	40	0.5	30	0.4	25	0.3	10	0.2	40	1.0	29	0.4	37	0.7
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	58	0.6	93	1.2	99	1.2	57	0.8	105	2.2	126	3.3	1	0.0	58	1.1
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	182	2.0	173	2.3	294	3.5	155	2.2	69	1.5	162	4.2	130	1.9	28	0.5
<b>WEEKLY NEWSPAPER - SUPPLEMENTS</b>																		
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	159	1.7	164	2.2	290	3.4	267	3.7	741	15.6	89	2.3	3	0.0	25	0.5
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	820	8.8	848	11.2	1089	12.9	565	7.9	331	7.0	834	21.7	520	7.6	433	8.2
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	426	4.6	452	6.0	516	6.1	177	2.5	13	0.3	105	2.7	378	5.5	114	2.1
<b>WEEKEND ARGUS : SATURDAY</b>																		
WORKPLACE (WEEKLY)	183	0.6	24	0.3	48	0.6	59	0.7	52	0.7	30	0.6	99	2.6	9	0.1	32	0.6
<b>WEEKEND ARGUS : SUNDAY</b>																		
WORKPLACE (WEEKLY)	95	0.3	10	0.1	18	0.2	34	0.4	34	0.5	24	0.5	63	1.7	0	0.0	5	0.1
...(CONT.)																		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		AGE GROUP								HOME LANGUAGE								
			15 - 24		25 - 34		35 - 49		50 AND OVER		AFRIKAANS		ENGLISH		ZULU		XHOSA		
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	3747	3747	2536	2536	2978	2978	3329	3329	3502	3502	2873	2873	1690	1690	1467	1467	
	32496	32496	9282	9282	7574	7574	8459	8459	7180	7180	4737	4737	3845	3845	6874	6874	5304	5304	
<b>TV VIEWING - PAST 7 DAYS</b>																			
B4U	68	0.2	21	0.2	21	0.3	18	0.2	8	0.1	6	0.1	48	1.3	-	-	7	0.1	
BLOOMBERG TELEVISION	51	0.2	12	0.1	13	0.2	16	0.2	11	0.1	16	0.3	24	0.6	2	0.0	7	0.1	
CBEEBIES	117	0.4	38	0.4	48	0.6	19	0.2	12	0.2	45	1.0	56	1.5	1	0.0	6	0.1	
FIN24	96	0.3	21	0.2	38	0.5	24	0.3	13	0.2	33	0.7	35	0.9	2	0.0	4	0.1	
ISLAM CHANNEL	73	0.2	21	0.2	8	0.1	30	0.3	15	0.2	6	0.1	51	1.3	4	0.1	4	0.1	
MINDSET LEARN	71	0.2	51	0.5	6	0.1	11	0.1	3	0.0	15	0.3	21	0.5	13	0.2	6	0.1	
M-NET HD	167	0.5	36	0.4	51	0.7	48	0.6	32	0.4	47	1.0	46	1.2	11	0.2	21	0.4	
NDTV 247	83	0.3	7	0.1	16	0.2	40	0.5	20	0.3	60	1.3	17	0.4	-	-	-	-	
NEWS24	452	1.4	107	1.1	95	1.3	147	1.7	103	1.4	111	2.3	116	3.0	81	1.2	41	0.8	
PARLIAMENTARY SERVICE	143	0.4	29	0.3	32	0.4	61	0.7	21	0.3	22	0.5	29	0.7	10	0.1	22	0.4	
RHEMA NETWORK	216	0.7	53	0.6	48	0.6	71	0.8	45	0.6	49	1.0	67	1.7	34	0.5	26	0.5	
SAFFRON TV	50	0.2	12	0.1	19	0.3	9	0.1	9	0.1	1	0.0	41	1.1	-	-	7	0.1	
SET MAX	69	0.2	35	0.4	12	0.2	17	0.2	5	0.1	1	0.0	39	1.0	2	0.0	10	0.2	
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	444	4.8	362	4.8	579	6.8	279	3.9	188	4.0	439	11.4	336	4.9	135	2.5	
VUZU	264	0.8	177	1.9	48	0.6	31	0.4	8	0.1	37	0.8	109	2.8	27	0.4	27	0.5	
TOTAL DSTV	6172	19.0	1839	19.8	1301	17.2	1867	22.1	1166	16.2	1403	29.6	1770	46.0	865	12.6	444	8.4	
TOTAL COMMUNITY TV	1336	4.1	561	6.0	313	4.1	342	4.0	119	1.7	130	2.8	111	2.9	288	4.2	172	3.2	
TV - PAST 7 DAYS	28034	86.3	8247	88.8	6663	88.0	7364	87.1	5760	80.2	4455	94.1	3692	96.0	5426	78.9	4201	79.2	
<b>RADIO LISTENING - PAST 7 DAYS</b>																			
TOTAL COMMUNITY RADIO	7995	24.6	2534	27.3	1973	26.0	2137	25.3	1352	18.8	1342	28.3	709	18.4	1452	21.1	1884	35.5	
RADIO - PAST 7 DAYS	29186	89.8	8461	91.2	6997	92.4	7644	90.4	6084	84.7	4177	88.2	3544	92.2	6041	87.9	4704	88.7	

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		HOME LANGUAGE (CONT.)															
			SWAZI		NDEBELE		NORTH SOTHO		SOUTH SOTHO		TSWANA		TSONGA		VENDA		OTHER	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	165	165	79	79	698	698	731	731	913	913	230	230	126	126	116	116
	32496	32496	719	719	344	344	3070	3070	2530	2530	3092	3092	1091	1091	700	700	191	191
<u>DAILY NEWSPAPERS</u>																		
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	181	25.2	103	30.0	1069	34.8	689	27.2	1032	33.4	335	30.7	169	24.1	65	34.0
<u>WEEKLY NEWSPAPERS</u>																		
SONDAG SON	387	1.2	-	-	-	-	2	0.1	-	-	6	0.2	-	-	-	-	1	0.3
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	195	27.2	78	22.8	796	25.9	979	38.7	1049	33.9	316	28.9	107	15.3	74	39.0
<u>MONTHLY NEWSPAPERS</u>																		
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	14	2.0	-	-	10	0.3	6	0.3	33	1.1	17	1.6	-	-	-	-
ANY "AMPS" NEWSPAPER	15487	47.7	278	38.7	142	41.4	1416	46.1	1227	48.5	1447	46.8	526	48.3	219	31.3	108	56.7
<u>WEEKLY MAGAZINES</u>																		
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	107	14.9	82	23.7	424	13.8	495	19.6	660	21.4	215	19.7	50	7.2	50	26.1
<u>FORTNIGHTLY MAGAZINES</u>																		
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	100	13.9	36	10.4	417	13.6	423	16.7	460	14.9	97	8.9	35	5.0	8	4.4
<u>MONTHLY MAGAZINES</u>																		
FRESH LIVING (PICK 'N PAY)	266	0.8	-	-	-	-	10	0.3	26	1.0	4	0.1	3	0.3	-	-	4	2.3
ANY "AMPS" MONTHLY MAG.	11711	36.0	185	25.8	99	28.7	826	26.9	969	38.3	1172	37.9	277	25.4	84	12.0	72	37.8
<u>ALTERNATE MONTHLY MAGAZINE</u>																		
HQ	187	0.6	-	-	-	-	-	-	25	1.0	-	-	8	0.7	-	-	-	-
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	63	8.8	79	23.0	180	5.9	409	16.2	405	13.1	74	6.8	16	2.3	19	10.1
<u>QUARTERLY MAGAZINES</u>																		
HUISGENOOT TEMPO	54	0.2	-	-	-	-	-	-	3	0.1	-	-	-	-	-	-	-	-
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	7	1.0	0	0.1	14	0.5	58	2.3	29	0.9	12	1.1	10	1.4	3	1.5
ANY "AMPS" MAGAZINE	15837	48.7	277	38.5	171	49.6	1140	37.1	1241	49.1	1500	48.5	371	34.0	124	17.7	93	48.7
ANY "AMPS" NEWSP./MAG.	20507	63.1	368	51.2	234	68.0	1750	57.0	1634	64.6	1948	63.0	663	60.8	260	37.2	132	69.4
<u>SUBSCRIBER MAGAZINE</u>																		
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	58	8.1	2	0.7	122	4.0	202	8.0	292	9.5	133	12.2	14	2.0	23	12.1
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																		
BUSINESS DAY WANTED (MONTHLY)	171	0.5	-	-	3	0.8	18	0.6	4	0.1	26	0.8	-	-	2	0.3	3	1.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	-	-	-	-	4	0.1	9	0.4	-	-	-	-	-	-	4	1.9
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	28	3.8	36	10.4	118	3.8	33	1.3	168	5.4	30	2.8	4	0.5	1	0.6
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																		
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	-	-	-	-	-	-	8	0.3	6	0.2	-	-	-	-	6	3.1
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	71	9.9	28	8.1	370	12.1	270	10.7	317	10.2	72	6.6	58	8.3	19	9.7
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	42	5.8	17	5.0	233	7.6	234	9.3	322	10.4	87	8.0	24	3.4	3	1.6
<u>WEEKEND ARGUS : SATURDAY</u>																		
WORKPLACE (WEEKLY)	183	0.6	-	-	-	-	4	0.1	9	0.3	-	-	-	-	-	-	0	0.1
<u>WEEKEND ARGUS : SUNDAY</u>																		
WORKPLACE (WEEKLY)	95	0.3	-	-	-	-	-	-	3	0.1	-	-	-	-	-	-	-	-
...(CONT.)																		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

	TOTAL		HOME LANGUAGE (CONT.)																
			SWAZI		NDEBELE		NORTH SOTHO		SOUTH SOTHO		TSWANA		TSONGA		VENDA		OTHER		
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
INFORMANTS POPULATION ('000)	12590	12590	165	165	79	79	698	698	731	731	913	913	230	230	126	126	116	116	
	32496	32496	719	719	344	344	3070	3070	2530	2530	3092	3092	1091	1091	700	700	191	191	
<b>TV VIEWING - PAST 7 DAYS</b>																			
B4U	68	0.2	-	-	-	-	-	-	1	0.0	-	-	-	-	-	-	-	6	3.1
BLOOMBERG TELEVISION	51	0.2	-	-	-	-	0	0.0	-	-	2	0.1	-	-	1	0.1	-	-	-
CBEEBIES	117	0.4	-	-	-	-	0	0.0	-	-	5	0.2	1	0.1	0	0.1	0	0.1	-
FIN24	96	0.3	6	0.8	-	-	3	0.1	2	0.1	2	0.1	9	0.8	1	0.1	-	-	-
ISLAM CHANNEL	73	0.2	-	-	-	-	-	-	2	0.1	2	0.1	-	-	-	-	-	6	3.0
MINDSET LEARN	71	0.2	1	0.1	-	-	1	0.0	10	0.4	4	0.1	1	0.1	-	-	-	-	-
M-NET HD	167	0.5	-	-	-	-	11	0.4	21	0.8	-	-	10	0.9	-	-	-	-	-
NDTV 247	83	0.3	-	-	-	-	-	-	-	-	1	0.0	-	-	-	-	-	6	3.0
NEWS24	452	1.4	6	0.8	-	-	13	0.4	30	1.2	20	0.6	7	0.6	4	0.6	22	11.5	-
PARLIAMENTARY SERVICE	143	0.4	10	1.4	-	-	-	-	28	1.1	7	0.2	-	-	15	2.2	1	0.5	-
RHEMA NETWORK	216	0.7	-	-	4	1.2	15	0.5	9	0.4	10	0.3	2	0.2	-	-	-	-	-
SAFFRON TV	50	0.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	0.1
SET MAX	69	0.2	10	1.3	-	-	-	-	5	0.2	1	0.0	-	-	-	-	-	0	0.1
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	28	3.9	12	3.6	73	2.4	174	6.9	184	5.9	63	5.8	25	3.5	8	4.1	-
VUZU	264	0.8	9	1.3	4	1.2	12	0.4	6	0.2	14	0.4	17	1.6	-	-	-	1	0.8
TOTAL DSTV	6172	19.0	145	20.2	23	6.6	361	11.7	358	14.1	464	15.0	183	16.8	74	10.5	83	43.6	-
TOTAL COMMUNITY TV	1336	4.1	103	14.3	4	1.2	128	4.2	137	5.4	167	5.4	69	6.4	15	2.1	13	6.6	-
TV - PAST 7 DAYS	28034	86.3	620	86.3	257	74.7	2486	81.0	2302	91.0	2836	91.7	1030	94.4	545	78.0	184	96.5	-
<b>RADIO LISTENING</b>																			
<b>- PAST 7 DAYS</b>																			
TOTAL COMMUNITY RADIO	7995	24.6	114	15.9	54	15.7	476	15.5	887	35.1	740	23.9	243	22.3	70	10.1	21	11.2	-
RADIO - PAST 7 DAYS	29186	89.8	691	96.2	334	97.0	2655	86.5	2420	95.6	2874	92.9	983	90.1	631	90.2	133	69.6	-

AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

	TOTAL		POPULATION GROUP								EMPLOYMENT STATUS					
			BLACK		COLOURED		INDIAN		WHITE		WORKS FULL TIME		WORKS PART TIME		DOES NOT WORK	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	6502	6502	2006	2006	771	771	3311	3311	3861	3861	1000	1000	7729	7729
	32496	32496	24623	24623	2855	2855	853	853	4165	4165	8522	8522	2709	2709	21265	21265
<u>DAILY NEWSPAPERS</u>																
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	6408	26.0	1376	48.2	341	39.9	1550	37.2	3791	44.5	872	32.2	5012	23.6
<u>WEEKLY NEWSPAPERS</u>																
SONDAG SON	387	1.2	18	0.1	260	9.1	-	-	110	2.6	161	1.9	33	1.2	193	0.9
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	7554	30.7	1059	37.1	525	61.5	2098	50.4	4270	50.1	965	35.6	6001	28.2
<u>MONTHLY NEWSPAPERS</u>																
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	213	0.9	37	1.3	10	1.2	20	0.5	180	2.1	9	0.3	91	0.4
ANY "AMPS" NEWSPAPER	15487	47.7	10586	43.0	1742	61.0	597	70.0	2563	61.5	5563	65.3	1388	51.3	8535	40.1
<u>WEEKLY MAGAZINES</u>																
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	4281	17.4	1291	45.2	319	37.4	2327	55.9	2900	34.0	564	20.8	4755	22.4
<u>FORTNIGHTLY MAGAZINES</u>																
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	3451	14.0	671	23.5	119	14.0	488	11.7	1424	16.7	468	17.3	2837	13.3
<u>MONTHLY MAGAZINES</u>																
FRESH LIVING (PICK 'N PAY)	266	0.8	120	0.5	62	2.2	15	1.7	70	1.7	81	0.9	25	0.9	161	0.8
ANY "AMPS" MONTHLY MAG.	11711	36.0	7629	31.0	1171	41.0	404	47.4	2507	60.2	4120	48.3	1046	38.6	6544	30.8
<u>ALTERNATE MONTHLY MAGAZINE</u>																
HQ	187	0.6	130	0.5	31	1.1	4	0.4	23	0.6	84	1.0	6	0.2	97	0.5
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	2853	11.6	298	10.4	73	8.6	664	15.9	1157	13.6	247	9.1	2483	11.7
<u>QUARTERLY MAGAZINES</u>																
HUISGENOOT TEMPO	54	0.2	6	0.0	9	0.3	2	0.2	37	0.9	25	0.3	5	0.2	24	0.1
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	300	1.2	106	3.7	25	2.9	296	7.1	344	4.0	58	2.1	326	1.5
ANY "AMPS" MAGAZINE	15837	48.7	10254	41.6	1764	61.8	530	62.2	3289	79.0	5262	61.7	1270	46.9	9305	43.8
ANY "AMPS" NEWSP./MAG.	20507	63.1	13908	56.5	2196	76.9	720	84.4	3684	88.4	6707	78.7	1748	64.5	12051	56.7
<u>SUBSCRIBER MAGAZINE</u>																
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	1808	7.3	398	14.0	185	21.6	1012	24.3	1363	16.0	258	9.5	1782	8.4
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																
BUSINESS DAY WANTED (MONTHLY)	171	0.5	131	0.5	12	0.4	4	0.5	24	0.6	77	0.9	16	0.6	78	0.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	81	0.3	185	6.5	-	-	41	1.0	156	1.8	40	1.5	111	0.5
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	617	2.5	24	0.9	7	0.8	157	3.8	309	3.6	115	4.2	381	1.8
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	44	0.2	317	11.1	1	0.1	516	12.4	358	4.2	50	1.9	471	2.2
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	2316	9.4	285	10.0	176	20.7	546	13.1	1441	16.9	338	12.5	1544	7.3
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	1536	6.2	16	0.6	3	0.3	16	0.4	580	6.8	172	6.4	819	3.9
<u>WEEKEND ARGUS : SATURDAY</u>																
WORKPLACE (WEEKLY)	183	0.6	54	0.2	68	2.4	4	0.4	58	1.4	96	1.1	14	0.5	73	0.3
<u>WEEKEND ARGUS : SUNDAY</u>																
WORKPLACE (WEEKLY)	95	0.3	8	0.0	42	1.5	-	-	45	1.1	44	0.5	3	0.1	49	0.2
...(CONT.)																

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

**'7 DAY' TV VIEWING AND RADIO LISTENING**

	TOTAL		POPULATION GROUP								EMPLOYMENT STATUS							
			BLACK		COLOURED		INDIAN		WHITE		WORKS FULL TIME		WORKS PART TIME		DOES NOT WORK			
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS POPULATION ('000)</b>	<b>12590</b>	<b>12590</b>	<b>6502</b>	<b>6502</b>	<b>2006</b>	<b>2006</b>	<b>771</b>	<b>771</b>	<b>3311</b>	<b>3311</b>	<b>3861</b>	<b>3861</b>	<b>1000</b>	<b>1000</b>	<b>7729</b>	<b>7729</b>	<b>32496</b>	<b>32496</b>
			24623	24623	2855	2855	853	853	4165	4165	8522	8522	2709	2709	21265	21265		
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	15	0.1	0	0.0	47	5.5	6	0.1	30	0.4	5	0.2	33	0.2		
BLOOMBERG TELEVISION	51	0.2	14	0.1	8	0.3	7	0.8	23	0.5	30	0.3	-	-	21	0.1		
CBEEBIES	117	0.4	21	0.1	12	0.4	14	1.6	69	1.7	35	0.4	5	0.2	76	0.4		
FIN24	96	0.3	32	0.1	14	0.5	9	1.1	40	1.0	60	0.7	3	0.1	33	0.2		
ISLAM CHANNEL	73	0.2	11	0.0	21	0.8	35	4.1	6	0.1	33	0.4	2	0.1	39	0.2		
MINDSET LEARN	71	0.2	46	0.2	10	0.3	4	0.5	11	0.3	12	0.1	-	-	59	0.3		
M-NET HD	167	0.5	89	0.4	23	0.8	7	0.8	48	1.1	80	0.9	16	0.6	71	0.3		
NDTV 247	83	0.3	2	0.0	41	1.4	20	2.3	21	0.5	45	0.5	10	0.4	28	0.1		
NEWS24	452	1.4	226	0.9	36	1.2	41	4.8	149	3.6	212	2.5	30	1.1	209	1.0		
PARLIAMENTARY SERVICE	143	0.4	100	0.4	13	0.5	10	1.2	20	0.5	79	0.9	18	0.7	45	0.2		
RHEMA NETWORK	216	0.7	123	0.5	31	1.1	14	1.6	48	1.2	90	1.1	7	0.3	118	0.6		
SAFFRON TV	50	0.2	7	0.0	-	-	41	4.8	2	0.1	26	0.3	1	0.0	23	0.1		
SET MAX	69	0.2	33	0.1	3	0.1	28	3.3	5	0.1	13	0.2	9	0.3	46	0.2		
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	1130	4.6	119	4.2	92	10.7	323	7.8	757	8.9	134	5.0	772	3.6		
VUZU	264	0.8	153	0.6	31	1.1	13	1.5	67	1.6	64	0.8	11	0.4	189	0.9		
TOTAL DSTV	6172	19.0	3247	13.2	580	20.3	354	41.5	1992	47.8	2435	28.6	447	16.5	3290	15.5		
TOTAL COMMUNITY TV	1336	4.1	1149	4.7	141	5.0	19	2.3	27	0.6	468	5.5	72	2.7	796	3.7		
TV - PAST 7 DAYS	28034	86.3	20565	83.5	2734	95.8	815	95.6	3920	94.1	7772	91.2	2311	85.3	17951	84.4		
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	6105	24.8	1107	38.8	172	20.1	611	14.7	1897	22.3	728	26.9	5371	25.3		
RADIO - PAST 7 DAYS	29186	89.8	22138	89.9	2501	87.6	795	93.2	3753	90.1	8029	94.2	2386	88.1	18771	88.3		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		OCCUPATION															
	'000	%	PROF./TECH.		ADMIN./MANAGERIAL		CLERICAL/SALES		TRANSPORT/COMM.		SERVICE		AGRI-CULTURE		ARTISAN/RELATED		PRODUCTION/MINING	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	833	833	384	384	1091	1091	257	257	947	947	264	264	548	548	519	519
	32496	32496	1632	1632	666	666	2315	2315	731	731	2335	2335	736	736	1358	1358	1413	1413
<u>DAILY NEWSPAPERS</u>																		
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	835	51.1	325	48.8	1054	45.5	377	51.5	813	34.8	222	30.1	571	42.0	450	31.9
<u>WEEKLY NEWSPAPERS</u>																		
SONDAG SON	387	1.2	14	0.9	29	4.3	30	1.3	19	2.6	36	1.5	9	1.3	28	2.1	28	2.0
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	1048	64.2	431	64.7	1062	45.9	480	65.6	884	37.9	159	21.6	631	46.5	522	36.9
<u>MONTHLY NEWSPAPERS</u>																		
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	153	9.4	-	-	8	0.3	2	0.2	16	0.7	-	-	6	0.5	3	0.2
ANY "AMPS" NEWSPAPER	15487	47.7	1256	76.9	493	74.0	1443	62.3	578	79.1	1273	54.5	270	36.7	907	66.8	710	50.2
<u>WEEKLY MAGAZINES</u>																		
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	737	45.2	327	49.0	812	35.1	196	26.8	621	26.6	174	23.7	324	23.8	266	18.8
<u>FORTNIGHTLY MAGAZINES</u>																		
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	292	17.9	107	16.0	419	18.1	153	21.0	322	13.8	89	12.1	289	21.3	219	15.5
<u>MONTHLY MAGAZINES</u>																		
FRESH LIVING (PICK 'N PAY)	266	0.8	34	2.1	9	1.4	31	1.3	4	0.6	14	0.6	3	0.4	4	0.3	5	0.3
ANY "AMPS" MONTHLY MAG.	11711	36.0	1002	61.4	427	64.0	1195	51.6	359	49.1	950	40.7	184	25.0	591	43.5	445	31.5
<u>ALTERNATE MONTHLY MAGAZINE</u>																		
HQ	187	0.6	43	2.6	2	0.3	18	0.8	-	-	11	0.5	6	0.8	6	0.4	4	0.3
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	321	19.6	120	18.0	277	12.0	136	18.6	208	8.9	63	8.6	169	12.5	108	7.7
<u>QUARTERLY MAGAZINES</u>																		
HUISGENOOT TEMPO	54	0.2	1	0.1	1	0.2	2	0.1	3	0.4	8	0.4	1	0.2	6	0.5	7	0.5
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	93	5.7	79	11.9	83	3.6	19	2.6	46	2.0	11	1.5	42	3.1	27	1.9
ANY "AMPS" MAGAZINE	15837	48.7	1184	72.5	517	77.6	1483	64.1	458	62.7	1179	50.5	311	42.2	762	56.1	622	44.0
ANY "AMPS" NEWSP./MAG.	20507	63.1	1453	89.0	622	93.3	1804	78.0	657	89.9	1576	67.5	396	53.9	1065	78.4	857	60.7
<u>SUBSCRIBER MAGAZINE</u>																		
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	423	25.9	186	28.0	324	14.0	143	19.6	231	9.9	47	6.4	150	11.1	114	8.1
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																		
BUSINESS DAY WANTED (MONTHLY)	171	0.5	23	1.4	7	1.0	34	1.5	4	0.5	13	0.6	-	-	8	0.6	5	0.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	38	2.3	13	1.9	49	2.1	11	1.6	48	2.0	2	0.3	17	1.3	17	1.2
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	60	3.7	33	5.0	62	2.7	84	11.5	70	3.0	1	0.1	74	5.5	38	2.7
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																		
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	53	3.2	38	5.7	87	3.7	30	4.2	65	2.8	32	4.3	61	4.5	42	3.0
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	382	23.4	181	27.1	357	15.4	179	24.5	292	12.5	26	3.6	260	19.2	97	6.9
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	191	11.7	47	7.0	143	6.2	105	14.4	135	5.8	15	2.0	89	6.6	28	2.0
<u>WEEKEND ARGUS : SATURDAY</u>																		
WORKPLACE (WEEKLY)	183	0.6	13	0.8	17	2.6	44	1.9	14	2.0	11	0.5	-	-	7	0.5	2	0.2
<u>WEEKEND ARGUS : SUNDAY</u>																		
WORKPLACE (WEEKLY)	95	0.3	7	0.4	9	1.3	19	0.8	1	0.1	7	0.3	-	-	3	0.2	2	0.1
...(CONT.)																		

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		OCCUPATION															
			PROF./TECH.		ADMIN./MANAGERIAL		CLERICAL/SALES		TRANSPORT/COMM.		SERVICE		AGRI-CULTURE		ARTISAN/RELATED		PRODUCTION/MINING	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	833	833	384	384	1091	1091	257	257	947	947	264	264	548	548	519	519
	32496	32496	1632	1632	666	666	2315	2315	731	731	2335	2335	736	736	1358	1358	1413	1413
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	6	0.4	6	0.9	15	0.7	2	0.3	1	0.1	-	-	4	0.3	0	0.0
BLOOMBERG TELEVISION	51	0.2	6	0.4	5	0.8	11	0.5	-	-	-	-	-	-	1	0.1	6	0.4
CBEEBIES	117	0.4	12	0.7	4	0.5	7	0.3	3	0.3	12	0.5	-	-	3	0.2	-	-
FIN24	96	0.3	16	1.0	17	2.5	17	0.7	3	0.4	-	-	1	0.2	5	0.4	3	0.2
ISLAM CHANNEL	73	0.2	12	0.7	5	0.7	9	0.4	-	-	2	0.1	-	-	3	0.2	4	0.3
MINDSET LEARN	71	0.2	0	0.0	1	0.1	6	0.3	-	-	4	0.2	-	-	-	-	1	0.1
M-NET HD	167	0.5	35	2.2	8	1.2	32	1.4	9	1.2	3	0.1	1	0.1	6	0.4	2	0.1
NDTV 247	83	0.3	7	0.4	5	0.7	7	0.3	2	0.3	10	0.4	6	0.8	7	0.5	11	0.8
NEWS24	452	1.4	59	3.6	46	7.0	59	2.5	20	2.8	22	0.9	13	1.8	12	0.9	11	0.8
PARLIAMENTARY SERVICE	143	0.4	23	1.4	20	3.0	19	0.8	15	2.0	14	0.6	4	0.6	2	0.1	1	0.1
RHEMA NETWORK	216	0.7	35	2.1	14	2.1	17	0.7	4	0.6	18	0.8	2	0.2	3	0.2	5	0.3
SAFFRON TV	50	0.2	4	0.3	2	0.4	17	0.7	-	-	-	-	-	-	-	-	4	0.3
SET MAX	69	0.2	3	0.2	3	0.5	15	0.7	-	-	1	0.0	-	-	-	-	0	0.0
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	218	13.4	104	15.6	184	8.0	115	15.8	133	5.7	22	3.0	58	4.3	54	3.8
VUZU	264	0.8	24	1.4	6	1.0	20	0.9	4	0.5	17	0.7	-	-	-	-	4	0.3
TOTAL DSTV	6172	19.0	701	42.9	364	54.7	630	27.2	182	24.9	446	19.1	106	14.4	253	18.6	195	13.8
TOTAL COMMUNITY TV	1336	4.1	111	6.8	29	4.4	135	5.9	53	7.2	111	4.7	27	3.7	23	1.7	51	3.6
TV - PAST 7 DAYS	28034	86.3	1527	93.5	643	96.6	2132	92.1	693	94.8	2081	89.1	603	81.9	1258	92.6	1110	78.6
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	355	21.7	100	15.0	653	28.2	216	29.6	599	25.7	113	15.3	279	20.5	302	21.4
RADIO - PAST 7 DAYS	29186	89.8	1528	93.6	648	97.3	2173	93.9	706	96.5	2155	92.3	657	89.2	1226	90.2	1284	90.9

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'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		LEVEL OF EDUCATION ACHIEVED															
			NO SCHOOL		SOME PRIMARY		PRIMARY COMPLETED		SOME HIGH SCHOOL		MATRIC		TECHNIKON DIPLOMA/ DEGREE		UNIVERSITY DEGREE		OTHER POST-MATRIC	
			'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	252	252	552	552	664	664	4697	4697	4301	4301	875	875	593	593	656	656
	32496	32496	1456	1456	2263	2263	2317	2317	13095	13095	9625	9625	1510	1510	1010	1010	1220	1220
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	-	-	-	-	2	0.1	13	0.1	34	0.4	9	0.6	5	0.5	4	0.4
BLOOMBERG TELEVISION	51	0.2	-	-	-	-	-	-	7	0.1	28	0.3	1	0.1	6	0.6	9	0.7
CBEEBIES	117	0.4	-	-	-	-	7	0.3	25	0.2	43	0.4	21	1.4	11	1.1	10	0.8
FIN24	96	0.3	-	-	-	-	-	-	18	0.1	48	0.5	11	0.7	12	1.2	7	0.5
ISLAM CHANNEL	73	0.2	-	-	2	0.1	1	0.1	22	0.2	30	0.3	12	0.8	4	0.4	2	0.2
MINDSET LEARN	71	0.2	-	-	1	0.0	2	0.1	33	0.3	30	0.3	4	0.3	1	0.1	0	0.0
M-NET HD	167	0.5	-	-	4	0.2	-	-	27	0.2	69	0.7	23	1.5	22	2.1	22	1.8
NDTV 247	83	0.3	-	-	-	-	3	0.1	25	0.2	26	0.3	18	1.2	5	0.5	4	0.3
NEWS24	452	1.4	-	-	-	-	3	0.1	101	0.8	171	1.8	72	4.8	60	5.9	45	3.7
PARLIAMENTARY SERVICE	143	0.4	-	-	-	-	2	0.1	18	0.1	72	0.8	16	1.0	13	1.3	21	1.7
RHEMA NETWORK	216	0.7	-	-	-	-	3	0.1	45	0.3	78	0.8	35	2.3	29	2.8	27	2.2
SAFFRON TV	50	0.2	-	-	-	-	2	0.1	12	0.1	29	0.3	3	0.2	2	0.2	2	0.1
SET MAX	69	0.2	-	-	-	-	2	0.1	24	0.2	28	0.3	7	0.5	1	0.1	7	0.6
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	3	0.2	-	-	21	0.9	425	3.2	716	7.4	223	14.8	141	14.0	135	11.1
VUZU	264	0.8	-	-	-	-	0	0.0	119	0.9	79	0.8	33	2.2	21	2.1	12	1.0
TOTAL DSTV	6172	19.0	33	2.3	47	2.1	67	2.9	1695	12.9	2556	26.6	682	45.1	586	58.0	506	41.5
TOTAL COMMUNITY TV	1336	4.1	6	0.4	12	0.5	22	1.0	481	3.7	536	5.6	141	9.3	74	7.3	65	5.3
TV - PAST 7 DAYS	28034	86.3	750	51.5	1514	66.9	1674	72.2	11559	88.3	8952	93.0	1457	96.5	958	94.9	1169	95.8
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	169	11.6	456	20.1	482	20.8	3577	27.3	2626	27.3	266	17.6	137	13.6	283	23.2
RADIO - PAST 7 DAYS	29186	89.8	988	67.9	1937	85.6	1920	82.9	11755	89.8	9077	94.3	1412	93.5	962	95.3	1134	93.0

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**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		MONTHLY HOUSEHOLD INCOME																
			LESS THAN R800		R800-R1399		R1400-R2499		R2500-R4999		R5000-R7999		R8000-R10999		R11000-R19999		R20000 AND MORE		
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	
INFORMANTS POPULATION ('000)	12590 32496	12590 32496	461 1898	461 1898	1293 4976	1293 4976	1223 4721	1223 4721	2020 6301	2020 6301	1976 4504	1976 4504	1632 3186	1632 3186	1924 3573	1924 3573	2061 3338	2061 3338	
<u>DAILY NEWSPAPERS</u>																			
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	243	12.8	656	13.2	834	17.7	1685	26.7	1797	39.9	1315	41.3	1672	46.8	1473	44.1	
<u>WEEKLY NEWSPAPERS</u>																			
SONDAG SON	387	1.2	0	0.0	7	0.1	33	0.7	44	0.7	86	1.9	77	2.4	81	2.3	59	1.8	
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	308	16.2	687	13.8	897	19.0	1734	27.5	1967	43.7	1592	50.0	2009	56.2	2041	61.1	
<u>MONTHLY NEWSPAPERS</u>																			
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	5	0.3	6	0.1	8	0.2	37	0.6	41	0.9	41	1.3	107	3.0	35	1.1	
ANY "AMPS" NEWSPAPER	15487	47.7	445	23.4	1177	23.7	1433	30.3	2745	43.6	2714	60.3	2053	64.4	2525	70.7	2395	71.8	
<u>WEEKLY MAGAZINES</u>																			
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	185	9.7	417	8.4	550	11.7	1098	17.4	1553	34.5	1223	38.4	1549	43.3	1645	49.3	
<u>FORTNIGHTLY MAGAZINES</u>																			
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	118	6.2	424	8.5	461	9.8	910	14.4	997	22.1	665	20.9	650	18.2	504	15.1	
<u>MONTHLY MAGAZINES</u>																			
FRESH LIVING (PICK 'N PAY)	266	0.8	2	0.1	4	0.1	14	0.3	34	0.5	31	0.7	47	1.5	54	1.5	80	2.4	
ANY "AMPS" MONTHLY MAG.	11711	36.0	416	21.9	928	18.6	986	20.9	1940	30.8	1864	41.4	1458	45.8	1960	54.8	2160	64.7	
<u>ALTERNATE MONTHLY MAGAZINE</u>																			
HQ	187	0.6	-	-	5	0.1	2	0.0	36	0.6	18	0.4	24	0.8	47	1.3	56	1.7	
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	185	9.7	374	7.5	411	8.7	641	10.2	625	13.9	414	13.0	606	17.0	631	18.9	
<u>QUARTERLY MAGAZINES</u>																			
HUISGENOOT TEMPO	54	0.2	-	-	-	-	3	0.1	2	0.0	5	0.1	11	0.4	13	0.4	20	0.6	
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	-	-	26	0.5	39	0.8	106	1.7	96	2.1	74	2.3	159	4.4	228	6.8	
ANY "AMPS" MAGAZINE	15837	48.7	586	30.9	1289	25.9	1424	30.2	2658	42.2	2600	57.7	2060	64.7	2571	72.0	2648	79.3	
ANY "AMPS" NEWSP./MAG.	20507	63.1	778	41.0	1806	36.3	2072	43.9	3668	58.2	3406	75.6	2564	80.5	3135	87.7	3078	92.2	
<u>SUBSCRIBER MAGAZINE</u>																			
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	54	2.9	67	1.3	178	3.8	322	5.1	461	10.2	469	14.7	868	24.3	985	29.5	
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>																			
BUSINESS DAY WANTED (MONTHLY)	171	0.5	-	-	23	0.5	2	0.0	33	0.5	24	0.5	19	0.6	22	0.6	48	1.4	
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	-	-	7	0.1	33	0.7	25	0.4	95	2.1	68	2.1	55	1.5	24	0.7	
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	19	1.0	36	0.7	90	1.9	135	2.1	153	3.4	132	4.1	118	3.3	123	3.7	
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>																			
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	3	0.2	11	0.2	19	0.4	86	1.4	160	3.6	170	5.3	197	5.5	232	7.0	
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	59	3.1	141	2.8	202	4.3	403	6.4	552	12.3	480	15.1	750	21.0	737	22.1	
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	36	1.9	64	1.3	145	3.1	256	4.1	300	6.7	218	6.9	333	9.3	219	6.6	
<u>WEEKEND ARGUS : SATURDAY</u>																			
WORKPLACE (WEEKLY)	183	0.6	-	-	15	0.3	8	0.2	12	0.2	50	1.1	32	1.0	28	0.8	39	1.2	
<u>WEEKEND ARGUS : SUNDAY</u>																			
WORKPLACE (WEEKLY)	95	0.3	-	-	3	0.1	3	0.1	7	0.1	24	0.5	22	0.7	19	0.5	16	0.5	
...(CONT.)																			

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

'7 DAY' TV VIEWING AND RADIO LISTENING

	TOTAL		MONTHLY HOUSEHOLD INCOME															
			LESS THAN R800		R800-R1399		R1400-R2499		R2500-R4999		R5000-R7999		R8000-R10999		R11000-R19999		R20000 AND MORE	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	461	461	1293	1293	1223	1223	2020	2020	1976	1976	1632	1632	1924	1924	2061	2061
	32496	32496	1898	1898	4976	4976	4721	4721	6301	6301	4504	4504	3186	3186	3573	3573	3338	3338
<b>TV VIEWING - PAST 7 DAYS</b>																		
B4U	68	0.2	-	-	-	-	0	0.0	6	0.1	5	0.1	3	0.1	24	0.7	30	0.9
BLOOMBERG TELEVISION	51	0.2	-	-	-	-	-	-	-	4	0.1	6	0.2	15	0.4	27	0.8	
CBEEBIES	117	0.4	-	-	-	-	-	-	3	0.1	5	0.1	21	0.7	13	0.4	73	2.2
FIN24	96	0.3	-	-	2	0.0	-	-	1	0.0	11	0.3	22	0.7	19	0.5	41	1.2
ISLAM CHANNEL	73	0.2	0	0.0	1	0.0	3	0.1	2	0.0	5	0.1	15	0.5	21	0.6	27	0.8
MINDSET LEARN	71	0.2	-	-	-	-	-	-	3	0.1	8	0.2	21	0.7	13	0.4	27	0.8
M-NET HD	167	0.5	2	0.1	4	0.1	-	-	0	0.0	12	0.3	33	1.0	41	1.1	75	2.2
NDTV 247	83	0.3	-	-	3	0.1	-	-	1	0.0	5	0.1	7	0.2	32	0.9	36	1.1
NEWS24	452	1.4	6	0.3	3	0.1	1	0.0	9	0.1	57	1.3	59	1.8	108	3.0	208	6.2
PARLIAMENTARY SERVICE	143	0.4	-	-	-	-	1	0.0	2	0.0	20	0.4	33	1.0	52	1.4	36	1.1
RHEMA NETWORK	216	0.7	1	0.0	13	0.3	10	0.2	2	0.0	27	0.6	27	0.9	48	1.4	88	2.6
SAFFRON TV	50	0.2	-	-	1	0.0	-	-	1	0.0	5	0.1	7	0.2	20	0.5	18	0.5
SET MAX	69	0.2	-	-	-	-	-	-	1	0.0	3	0.1	21	0.7	10	0.3	33	1.0
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	6	0.3	22	0.4	79	1.7	131	2.1	245	5.4	221	6.9	443	12.4	515	15.4
VUZU	264	0.8	-	-	1	0.0	10	0.2	2	0.0	30	0.7	37	1.2	42	1.2	142	4.3
TOTAL DSTV	6172	19.0	41	2.2	120	2.4	199	4.2	425	6.7	777	17.3	900	28.3	1548	43.3	2162	64.8
TOTAL COMMUNITY TV	1336	4.1	16	0.8	58	1.2	39	0.8	169	2.7	246	5.5	241	7.6	324	9.1	244	7.3
TV - PAST 7 DAYS	28034	86.3	1259	66.3	3668	73.7	3611	76.5	5479	87.0	4296	95.4	3048	95.7	3478	97.3	3195	95.7
<b>RADIO LISTENING - PAST 7 DAYS</b>																		
TOTAL COMMUNITY RADIO	7995	24.6	539	28.4	1204	24.2	1179	25.0	1850	29.4	1198	26.6	776	24.4	757	21.2	491	14.7
RADIO - PAST 7 DAYS	29186	89.8	1517	79.9	4351	87.5	4096	86.8	5743	91.2	4194	93.1	2866	90.0	3301	92.4	3116	93.4

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

**AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES**

	TOTAL		LIVING STANDARDS MEASURE - GROUPS											
			GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5		GROUP 6	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590 32496	12590 32496	115 911	115 911	342 2380	342 2380	451 2689	451 2689	975 4652	975 4652	1584 5495	1584 5495	2620 6040	2620 6040
<u>DAILY NEWSPAPERS</u>														
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	11	1.2	128	5.4	294	10.9	857	18.4	1396	25.4	2303	38.1
<u>WEEKLY NEWSPAPERS</u>														
SONDAG SON	387	1.2	-	-	-	-	0	0.0	12	0.3	12	0.2	69	1.1
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	38	4.1	193	8.1	376	14.0	856	18.4	1609	29.3	2336	38.7
<u>MONTHLY NEWSPAPERS</u>														
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	-	-	1	0.0	7	0.3	42	0.9	10	0.2	67	1.1
ANY "AMPS" NEWSPAPER	15487	47.7	38	4.1	329	13.8	556	20.7	1485	31.9	2348	42.7	3436	56.9
<u>WEEKLY MAGAZINES</u>														
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	10	1.1	61	2.6	154	5.7	593	12.7	872	15.9	1751	29.0
<u>FORTNIGHTLY MAGAZINES</u>														
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	33	3.6	119	5.0	200	7.4	473	10.2	903	16.4	1071	17.7
<u>MONTHLY MAGAZINES</u>														
FRESH LIVING (PICK 'N PAY)	266	0.8	-	-	-	-	9	0.3	7	0.2	15	0.3	37	0.6
ANY "AMPS" MONTHLY MAG.	11711	36.0	55	6.0	256	10.8	522	19.4	1025	22.0	1703	31.0	2272	37.6
<u>ALTERNATE MONTHLY MAGAZINE</u>														
HQ	187	0.6	-	-	-	-	-	-	32	0.7	13	0.2	18	0.3
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	62	6.8	126	5.3	169	6.3	452	9.7	649	11.8	742	12.3
<u>QUARTERLY MAGAZINES</u>														
HUISGENOOT TEMPO	54	0.2	-	-	-	-	-	-	-	-	3	0.1	4	0.1
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	-	-	5	0.2	7	0.3	38	0.8	83	1.5	71	1.2
ANY "AMPS" MAGAZINE	15837	48.7	103	11.3	399	16.8	707	26.3	1468	31.6	2373	43.2	3201	53.0
ANY "AMPS" NEWSP./MAG.	20507	63.1	116	12.7	606	25.4	930	34.6	2149	46.2	3230	58.8	4345	71.9
<u>SUBSCRIBER MAGAZINE</u>														
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	-	-	4	0.1	35	1.3	116	2.5	272	5.0	382	6.3
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>														
BUSINESS DAY WANTED (MONTHLY)	171	0.5	-	-	1	0.0	15	0.6	22	0.5	26	0.5	22	0.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	-	-	-	-	-	-	3	0.1	21	0.4	59	1.0
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	-	-	18	0.7	11	0.4	81	1.7	100	1.8	226	3.7
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>														
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	-	-	-	-	-	-	30	0.6	35	0.6	106	1.8
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	-	-	11	0.5	45	1.7	201	4.3	369	6.7	663	11.0
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	-	-	7	0.3	62	2.3	101	2.2	215	3.9	434	7.2
<u>WEEKEND ARGUS : SATURDAY</u>														
WORKPLACE (WEEKLY)	183	0.6	-	-	-	-	-	-	-	-	30	0.5	32	0.5
<u>WEEKEND ARGUS : SUNDAY</u>														
WORKPLACE (WEEKLY)	95	0.3	-	-	-	-	-	-	-	-	1	0.0	7	0.1
...(CONT.)														

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**'7 DAY' TV VIEWING AND RADIO LISTENING**

	TOTAL		LIVING STANDARDS MEASURE - GROUPS											
			GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5		GROUP 6	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
<b>INFORMANTS POPULATION ('000)</b>	12590	12590	115	115	342	342	451	451	975	975	1584	1584	2620	2620
	32496	32496	911	911	2380	2380	2689	2689	4652	4652	5495	5495	6040	6040
<b><u>TV VIEWING - PAST 7 DAYS</u></b>														
B4U	68	0.2	-	-	-	-	-	-	-	-	0	0.0	8	0.1
BLOOMBERG TELEVISION	51	0.2	-	-	-	-	-	-	-	-	-	-	7	0.1
CBEEBIES	117	0.4	-	-	-	-	-	-	-	-	-	-	0	0.0
FIN24	96	0.3	-	-	-	-	-	-	-	-	1	0.0	16	0.3
ISLAM CHANNEL	73	0.2	-	-	-	-	-	-	-	-	1	0.0	4	0.1
MINDSET LEARN	71	0.2	-	-	-	-	-	-	-	-	-	-	1	0.0
M-NET HD	167	0.5	-	-	-	-	-	-	-	-	-	-	23	0.4
NDTV 247	83	0.3	-	-	-	-	-	-	-	-	2	0.0	4	0.1
NEWS24	452	1.4	-	-	-	-	-	-	-	-	6	0.1	53	0.9
PARLIAMENTARY SERVICE	143	0.4	-	-	-	-	-	-	-	-	-	-	32	0.5
RHEMA NETWORK	216	0.7	-	-	-	-	-	-	4	0.1	18	0.3	1	0.0
SAFFRON TV	50	0.2	-	-	-	-	-	-	-	-	-	-	8	0.1
SET MAX	69	0.2	-	-	-	-	-	-	-	-	1	0.0	10	0.2
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	-	-	-	-	8	0.3	49	1.1	97	1.8	244	4.0
VUZU	264	0.8	-	-	-	-	-	-	-	-	25	0.5	4	0.1
TOTAL DSTV	6172	19.0	-	-	2	0.1	18	0.7	80	1.7	323	5.9	767	12.7
TOTAL COMMUNITY TV	1336	4.1	-	-	-	-	1	0.0	11	0.2	111	2.0	366	6.1
<b>TV - PAST 7 DAYS</b>	<b>28034</b>	<b>86.3</b>	<b>106</b>	<b>11.6</b>	<b>1049</b>	<b>44.1</b>	<b>1680</b>	<b>62.5</b>	<b>4122</b>	<b>88.6</b>	<b>5189</b>	<b>94.4</b>	<b>5838</b>	<b>96.7</b>
<b><u>RADIO LISTENING - PAST 7 DAYS</u></b>														
TOTAL COMMUNITY RADIO	7995	24.6	161	17.6	578	24.3	556	20.7	1245	26.8	1465	26.7	1678	27.8
RADIO - PAST 7 DAYS	29186	89.8	603	66.2	1942	81.6	2254	83.8	4239	91.1	5108	92.9	5456	90.3

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AVERAGE ISSUE READERSHIP OF NEWSPAPERS AND MAGAZINES

	TOTAL		LIVING STANDARDS MEASURE - GROUPS (CONT.)							
			GROUP 7		GROUP 8		GROUP 9		GROUP 10	
	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590	12590	1685	1685	1427	1427	1923	1923	1468	1468
	32496	32496	3053	3053	2355	2355	2974	2974	1948	1948
<u>DAILY NEWSPAPERS</u>										
ANY "AMPS" DAILY NEWSPAPER	9675	29.8	1387	45.4	1031	43.8	1344	45.2	925	47.5
<u>WEEKLY NEWSPAPERS</u>										
SONDAG SON	387	1.2	63	2.1	99	4.2	90	3.0	42	2.2
ANY "AMPS" WEEKLY NEWSPAPER	11235	34.6	1503	49.2	1265	53.7	1853	62.3	1207	62.0
<u>MONTHLY NEWSPAPERS</u>										
ANY "AMPS" MONTHLY NEWSPAPER	280	0.9	49	1.6	19	0.8	72	2.4	14	0.7
ANY "AMPS" NEWSPAPER	15487	47.7	2033	66.6	1621	68.8	2220	74.7	1422	73.0
<u>WEEKLY MAGAZINES</u>										
ANY "AMPS" WEEKLY MAGAZINE	8219	25.3	1204	39.4	1051	44.6	1475	49.6	1049	53.8
<u>FORTNIGHTLY MAGAZINES</u>										
ANY "AMPS" FORTNIGHTLY MAGAZINE	4729	14.6	646	21.2	497	21.1	580	19.5	207	10.6
<u>MONTHLY MAGAZINES</u>										
FRESH LIVING (PICK 'N PAY)	266	0.8	42	1.4	33	1.4	67	2.3	55	2.8
ANY "AMPS" MONTHLY MAG.	11711	36.0	1449	47.5	1266	53.7	1837	61.8	1325	68.1
<u>ALTERNATE MONTHLY MAGAZINE</u>										
HQ	187	0.6	33	1.1	26	1.1	53	1.8	13	0.7
ANY "AMPS" ALTERNATE MONTHLY MAGAZINE	3888	12.0	376	12.3	361	15.3	550	18.5	399	20.5
<u>QUARTERLY MAGAZINES</u>										
HUISGENOOT TEMPO	54	0.2	3	0.1	12	0.5	19	0.6	13	0.6
ANY "AMPS" QUARTERLY MAGAZINE	727	2.2	107	3.5	88	3.7	179	6.0	149	7.6
ANY "AMPS" MAGAZINE	15837	48.7	1979	64.8	1705	72.4	2315	77.8	1588	81.5
ANY "AMPS" NEWSP./MAG.	20507	63.1	2504	82.0	2069	87.9	2739	92.1	1819	93.4
<u>SUBSCRIBER MAGAZINE</u>										
ANY "AMPS" SUBSCRIBER MAGAZINE	3403	10.5	487	16.0	498	21.2	882	29.7	727	37.3
<u>DAILY NEWSPAPER - SUPPLEMENTS</u>										
BUSINESS DAY WANTED (MONTHLY)	171	0.5	14	0.5	16	0.7	27	0.9	28	1.4
CAPE ARGUS WORK PLACE (WEEKLY)	307	0.9	67	2.2	48	2.1	75	2.5	34	1.7
THE CITIZEN CITYSTRIKER (WEEKLY)	805	2.5	120	3.9	75	3.2	133	4.5	42	2.1
<u>WEEKLY NEWSPAPER - SUPPLEMENTS</u>										
RAPPORT (SUN) WEEKLIKS (WEEKLY)	879	2.7	139	4.6	135	5.7	258	8.7	175	9.0
SUNDAY TIMES SPORT (WEEKLY)	3323	10.2	524	17.2	385	16.4	706	23.7	418	21.4
SUNDAY WORLD LIFESTYLE (WEEKLY)	1571	4.8	330	10.8	141	6.0	237	8.0	44	2.3
<u>WEEKEND ARGUS : SATURDAY</u>										
WORKPLACE (WEEKLY)	183	0.6	32	1.0	29	1.2	25	0.8	35	1.8
<u>WEEKEND ARGUS : SUNDAY</u>										
WORKPLACE (WEEKLY)	95	0.3	28	0.9	21	0.9	20	0.7	19	1.0
...(CONT.)										

NB: s=SMALL BASE - USE WITH CAUTION, AT INDUSTRY REQUEST REPORTING BASE IS 40, BASES OF 40 TO 100 USE WITH CAUTION.

	TOTAL		LIVING STANDARDS MEASURE - GROUPS (CONT.)							
			GROUP 7		GROUP 8		GROUP 9		GROUP 10	
	'000	%	'000	%	'000	%	'000	%	'000	%
INFORMANTS POPULATION ('000)	12590 32496	12590 32496	1685 3053	1685 3053	1427 2355	1427 2355	1923 2974	1923 2974	1468 1948	1468 1948
<b>TV VIEWING - PAST 7 DAYS</b>										
B4U	68	0.2	5	0.2	13	0.6	24	0.8	18	0.9
BLOOMBERG TELEVISION	51	0.2	2	0.1	3	0.1	24	0.8	15	0.8
CBEEBIES	117	0.4	2	0.1	21	0.9	40	1.4	53	2.7
FIN24	96	0.3	9	0.3	10	0.4	18	0.6	42	2.1
ISLAM CHANNEL	73	0.2	9	0.3	6	0.3	30	1.0	23	1.2
MINDSET LEARN	71	0.2	14	0.4	12	0.5	35	1.2	10	0.5
M-NET HD	167	0.5	26	0.8	19	0.8	48	1.6	50	2.6
NDTV 247	83	0.3	5	0.2	17	0.7	27	0.9	29	1.5
NEWS24	452	1.4	58	1.9	55	2.3	126	4.2	153	7.9
PARLIAMENTARY SERVICE	143	0.4	35	1.1	17	0.7	27	0.9	32	1.6
RHEMA NETWORK	216	0.7	32	1.1	20	0.8	96	3.2	45	2.3
SAFFRON TV	50	0.2	2	0.1	4	0.2	20	0.7	15	0.8
SET MAX	69	0.2	2	0.1	10	0.4	24	0.8	21	1.1
SUPERSPORT 4 (LOCAL SOCCER)	1663	5.1	226	7.4	252	10.7	428	14.4	358	18.4
VUZU	264	0.8	20	0.7	20	0.8	91	3.0	105	5.4
TOTAL DSTV	6172	19.0	848	27.8	897	38.1	1740	58.5	1497	76.9
TOTAL COMMUNITY TV	1336	4.1	270	8.8	190	8.1	288	9.7	100	5.1
TV - PAST 7 DAYS	28034	86.3	2991	98.0	2297	97.5	2879	96.8	1884	96.7
<b>RADIO LISTENING</b>										
<b>- PAST 7 DAYS</b>										
TOTAL COMMUNITY RADIO	7995	24.6	827	27.1	567	24.1	612	20.6	306	15.7
RADIO - PAST 7 DAYS	29186	89.8	2793	91.5	2187	92.8	2811	94.5	1792	92.0