BRC TAMS UNIVERSE UPDATE

FROM THE JAN-JUN 2017 TO THE JUL-DEC 2017 ESTABLISHMENT SURVEY

BACKGROUND

- The TAMS Universe is updated at regular intervals to correspond with the latest Household and Population figures from the Establishment Survey.
- This universe update will be implemented in the TAMS data from Monday the 16th April 2018.
- The last TAMS universe update occurred on Monday the 2nd October 2017.

HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2015. The total Individual universe comprises people age 4 years and over.

	2015	2016	2016	2017	2017	2018
Implemented	31-Aug-2015	4-Apr-2016	5-Sep-2016	5-Jun-2016	2-Oct-2017	9-Apr-2018
Source	AMPS TV Universe 2014B	AMPS TV Universe 2015A	AMPS TV Universe 2015B	ES TV Universe Jul-Dec 2016	ES TV Universe Jan-Jun 2017	ES TV Universe Jul-Dec 2017
Households	13 318 186	13 422 570	13 651 164	13 996 480	14 006 143	14 085 579
Individuals	44 624 907	44 266 250	44 998 436	44 068 935	45 062 118	45 353 968
Growth in Individuals	1 353 454	-358 657	732 186	-929 501	993 183	291 851

REVIEW OF POPULATION CHANGES FOR THE APRIL 2018 TAMS UNIVERSE UPDATE

General

- TAMS universe updates reflect the population shifts of private households that have access to at least one working TV set, and mains electricity. Populations in the TV universe tend to be more changeable than those seen in the general South African population, since this universe is impacted by unique factors such as electrification, disposable income and the purchase of durables.

TV Household and Individual Universes

- The ES TV household universe remained fairly stable with a 0.57% increase (79 436 households), and the individuals' universe showed a similar level of change with a 0.65% increase (291 851 individuals).

	ES TV Universe Jan-Jun 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
Households	14 006 143	14 085 579	79 436	0.57
Individuals	45 062 118	45 353 968	291 850	0.65

TV Individuals

- The total children universe increased by 1.12% (114 744 children). The total adult universe increased by 0.51% (177 106 adults), with growth seen in the adult age group of 50-64 year olds of 5.31% (280 112 adults 50-64). In comparison, we see the most noticeable decline in the adult age group of 65+, with a decline of 10.72% (290 581 adults 65+).

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
Total Male	21 927 320	22 077 732	150 412	0.69
Total Female	23 134 798	23 276 236	141 438	0.61
Total Individuals	45 062 118	45 353 968	291 850	0.65
Age 04 - 06	3 052 875	3 072 749	19 874	0.65
Age 07 - 10	3 826 799	3 861 260	34 461	0.90
Age 11 - 14	3 381 739	3 442 148	60 409	1.79
Total Children	10 261 413	10 376 157	114 744	1.12
Age 15 - 24	8 476 106	8 589 762	113 656	1.34
Age 25 - 34	9 587 464	9 588 450	986	0.01
Age 35 - 49	8 753 245	8 826 178	72 933	0.83
Age 50 - 64	5 272 885	5 552 997	280 112	5.31
Age 65+	2 711 005	2 420 424	-290 581	-10.72
Total Adults	34 800 705	34 977 811	177 106	0.51
Total Individuals	45 062 118	45 353 968	291 850	0.65

- The new ES TV universe shows the most noticeable increase in NWP of 5.12% (145 463 individuals) and WC of 4.03% (214 357 individuals). The most noticeable decline is seen in FS of -5.68% (-132 422 individuals).

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
WC	5 324 614	5 538 971	214 357	4.03
NC	923 496	926 181	2 685	0.29
FS	2 329 924	2 197 502	-132 422	-5.68
EC	4 990 647	5 125 244	134 597	2.70
KZN	9 026 082	8 944 870	-81 212	-0.90
MPU	3 479 838	3 516 460	36 622	1.05
LIM	4 687 091	4 664 232	-22 859	-0.49
GAU	11 456 853	11 451 472	-5 381	-0.05
NWP	2 843 573	2 989 036	145 463	5.12
Total Individuals	45 062 118	45 353 968	291 850	0.65

- The ES makes use of 3 area types (metro, urban and rural). A slight increase is seen across the rural areas of 1.56% (220 625 individuals) as well as the urban areas of 1.15% (147 734 individuals). The metro areas show a slight decrease of -0.42% (-76 509 individuals).

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
Metro	18 173 011	18 096 502	-76 509	-0.42
Rural	14 098 207	14 318 832	220 625	1.56
Urban	12 790 900	12 938 634	147 734	1.15
Total Individuals	45 062 118	45 353 968	291 850	0.65

- The ES TV universe shows a decrease in the white population group of -2.84% (-110 041 individuals) and a decline in the Indian population group of -7.15% (-87 641 individuals). The most noticeable increase is seen in the coloured population group of 5.57% (226 071 individuals) and a small increase for the African black group of 0.73% (263,461 individuals).

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
African Black	35 902 682	36 166 143	263 461	0.73
White	3 873 286	3 763 245	-110 041	-2.84
Indian	1 225 684	1 138 043	-87 641	-7.15
Coloured	4 060 466	4 286 537	226 071	5.57
Total Individuals	45 062 118	45 353 968	291 850	0.65

- DStv universes are updated using audited DStv subscriber figures, at the mid-point of the ES fieldwork period; that being September 2017 for the April 2018 universe update.
- At this point, with DStv being the only Pay-TV operator at critical mass in South Africa, the DStv subscriber figures are adopted for the Total Pay group.
- As alternative Pay-TV operator's increase in size, their audited subscriber figures will be added to the Total Pay group.
- DStv penetration at a household level continues to grow, at 4.61%, while growth on an individual level is now 5.39%.

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
Pay TV	18 102 032	19 077 247	975 215	5.39
No Pay TV	26 960 086	26 276 721	-683 365	-2.53
Total Individuals	45 062 118	45 353 968	291 850	0.65

	ES TV Universe Jan-June 2017	ES TV Universe Jul-Dec 2017	Difference #	Difference %
Pay TV	5 885 555	6 156 745	271 190	4.61
No Pay TV	8 120 588	7 928 834	-191 754	-2.36
Total Households	14 006 143	14 085 579	79 436	0.57

TESTING METHODOLOGY AND PERIOD (TAMS DATA)

Testing Methodology

- The test data includes the new universe update.

- The new universe update is based on the Establishment Survey July – December 2017 and is compared to the current live data which uses the Establishment Survey January – June 2017 universe estimates.

- The test period (off TAMS data) covers the 29th January to the 11th February 2018; which is 2 full weeks, Monday to Sunday.

- Two day-parts (off TAMS data) are examined: Full Day: 02h00 to 26h00 and Prime Time: 17h00 to 22h00.

- Tests include several target markets. (The sample sizes and the universe sizes of these target markets are at the end of the document.)

RIM Weighting Structure and Efficiency (off TAMS data)

- Weighting efficiency is a statistical measure that shows how closely the panel sample matches the population which it represents. The higher the efficiency, the more representative the sample.

Household RIM Weighting Structure and Efficiency

RIM Household New	Categories
Province	9
Race	4
Area (new)	3
Pay TV vs No Pay TV	2
Household Size	2
Total number of categories	20

Min Factor	AVG Factor	Max Factor	Efficiency %
1 034	5 317	15 022	73.11

Individual Weighting Structure and Efficiency

RIM Individuals New	Categories
Age groups	8
Kids/adults x Pay TV vs No Pay TV	4
Kids/adults x Gender	4
Kids/adults x Province	18
Kids/adults x Race	8
Kids/adults x Area (new)	6
Total number of categories	48

Min Factor	AVG Factor	Max Factor	Efficiency %
1 736	4 263	20 289	91.67

VIEWING TEST DATA (OFF TAMS DATA)

Total TV

TVR %

Target\Day Part	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	12.71	25.92	12.76	25.93	0.05	0.01	0.39	0.04
Adults Age 15+	13.71	27.68	13.76	27.68	0.05	0.00	0.36	0.00
Kids Age 4-14	9.32	19.96	9.38	20.05	0.06	0.09	0.64	0.45
Adults Age 15-24	10.35	21.42	10.43	21.51	0.08	0.09	0.77	0.42
Adults Age 25-34	12.96	25.09	13.07	25.21	0.11	0.12	0.85	0.48
Adults Age 35-49	13.92	27.93	13.98	28.00	0.06	0.07	0.43	0.25
Adults Age 50-64	17.21	35.16	17.27	35.08	0.06	-0.08	0.35	-0.23
Adults Age 65+	19.40	41.03	19.53	41.16	0.13	0.13	0.67	0.32
Women 15+	14.32	29.56	14.37	29.56	0.05	0.00	0.35	0.00
Men 15+	13.06	25.67	13.11	25.65	0.05	-0.02	0.38	-0.08
Housewives	14.77	30.57	14.83	30.56	0.06	-0.01	0.41	-0.03
Indiv: White	14.13	30.47	14.04	30.10	-0.09	-0.37	-0.64	-1.21
Indiv: Black	12.49	25.57	12.56	25.63	0.07	0.06	0.56	0.23
Indiv: Indian	9.83	21.75	9.88	21.83	0.05	0.08	0.51	0.37
Indiv: Coloured	14.14	25.99	14.13	25.92	-0.01	-0.07	-0.07	-0.27
Adults: LSM 5-7	13.43	27.15	13.50	27.20	0.07	0.05	0.52	0.18
Adults: LSM 8-10	15.50	30.74	15.48	30.50	-0.02	-0.24	-0.13	-0.78

TVR

Target\Day Part	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	5 726 814	11 680 827	5 787 538	11 760 708	60 724	79 881	1.06	0.68
Adults Age 15+	4 770 744	9 632 697	4 814 648	9 680 592	43 904	47 895	0.92	0.50
Kids Age 4-14	956 070	2 048 130	972 890	2 080 116	16 820	31 986	1.76	1.56
Adults Age 15-24	877 094	1 815 303	895 635	1 847 248	18 541	31 945	2.11	1.76
Adults Age 25-34	1 242 282	2 405 923	1 253 074	2 417 674	10 792	11 751	0.87	0.49
Adults Age 35-49	1 218 024	2 444 865	1 234 311	2 471 534	16 287	26 669	1.34	1.09
Adults Age 50-64	907 494	1 854 184	959 033	1 947 813	51 539	93 629	5.68	5.05
Adults Age 65+	525 850	1 112 422	472 595	996 323	-53 255	-116 099	-10.13	-10.44
Women 15+	2 577 695	5 322 053	2 605 458	5 358 558	27 763	36 505	1.08	0.69
Men 15+	2 193 049	4 310 644	2 209 190	4 322 034	16 141	11 390	0.74	0.26
Housewives	1 830 701	3 789 140	1 844 736	3 801 064	14 035	11 924	0.77	0.31
Indiv: White	547 225	1 180 243	528 245	1 132 586	-18 980	-47 657	-3.47	-4.04
Indiv: Black	4 484 821	9 178 883	4 540 992	9 268 592	56 171	89 709	1.25	0.98
Indiv: Indian	120 545	266 560	112 415	248 426	-8 130	-18 134	-6.74	-6.80
Indiv: Coloured	574 223	1 055 140	605 885	1 111 104	31 662	55 964	5.51	5.30
Adults: LSM 5-7	3 290 052	6 650 907	3 319 705	6 688 451	29 653	37 544	0.90	0.56
Adults: LSM 8-10	1 264 450	2 507 882	1 279 873	2 520 972	15 423	13 090	1.22	0.52

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Target\Day Part	TVR % ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA) 02:00 - 25:59	17:00 - 21:59	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA) 02:00 - 25:59	17:00 - 21:59	Difference # 02:00 - 25:59	17:00 - 21:59	Difference % 02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	3.16	8.70	3.13	8.62	-0.03	-0.08	-0.95	-0.92
Adults Age 15+	3.38	9.15	3.33	9.06	-0.05	-0.09	-1.48	-0.98
Kids Age 4-14	2.45	7.17	2.42	7.11	-0.03	-0.06	-1.22	-0.84
Adults Age 15-24	2.83	7.96	2.80	7.87	-0.03	-0.09	-1.06	-1.13
Adults Age 25-34	3.29	8.73	3.25	8.65	-0.04	-0.08	-1.22	-0.92
Adults Age 35-49	3.53	9.58	3.48	9.47	-0.05	-0.11	-1.42	-1.15
Adults Age 50-64	3.95	10.69	3.90	10.56	-0.05	-0.13	-1.27	-1.22
Adults Age 65+	3.78	10.02	3.77	10.03	-0.01	0.01	-0.26	0.10
Women 15+	3.60	9.90	3.55	9.80	-0.05	-0.10	-1.39	-1.01
Men 15+	3.14	8.35	3.10	8.27	-0.04	-0.08	-1.27	-0.96
Housewives	3.60	9.86	3.55	9.77	-0.05	-0.09	-1.39	-0.91
Indiv: White	0.10	0.17	0.10	0.18	0.00	0.01	0.00	5.88
Indiv: Black	3.82	10.57	3.77	10.47	-0.05	-0.10	-1.31	-0.95
Indiv: Indian	0.93	2.61	0.91	2.56	-0.02	-0.05	-2.15	-1.92
Indiv: Coloured	0.95	2.10	0.92	2.03	-0.03	-0.07	-3.16	-3.33
Adults: LSM 5-7	3.85	10.38	3.80	10.28	-0.05	-0.10	-1.30	-0.96
Adults: LSM 8-10	1.49	4.30	1.49	4.31	0.00	0.01	0.00	0.23

Target\Day Part	TVR ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA) 02:00 - 25:59	17:00 - 21:59	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA) 02:00 - 25:59	17:00 - 21:59	Difference # 02:00 - 25:59	17:00 - 21:59	Difference % 02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1 425 982	3 920 104	1 417 369	3 908 402	-8 613	-11 702	-0.60	-0.30
Adults Age 15+	1 174 717	3 184 739	1 165 904	3 170 324	-8 813	-14 415	-0.75	-0.45
Kids Age 4-14	251 266	735 366	251 465	738 078	199	2 712	0.08	0.37
Adults Age 15-24	240 286	674 646	240 234	676 023	-52	1 377	-0.02	0.20
Adults Age 25-34	315 023	836 804	311 424	829 269	-3 599	-7 535	-1.14	-0.90
Adults Age 35-49	308 797	838 167	306 741	835 681	-2 056	-2 486	-0.67	-0.30
Adults Age 50-64	208 246	563 517	216 304	586 617	8 058	23 100	3.87	4.10
Adults Age 65+	102 365	271 604	91 201	242 734	-11 164	-28 870	-10.91	-10.63
Women 15+	647 453	1 782 756	643 657	1 777 475	-3 796	-5 281	-0.59	-0.30
Men 15+	527 263	1 401 983	522 247	1 392 849	-5 016	-9 134	-0.95	-0.65
Housewives	445 837	1 222 136	441 976	1 214 981	-3 861	-7 155	-0.87	-0.59
Indiv: White	3 870	6 751	3 703	6 644	-167	-107	-4.32	-1.58
Indiv: Black	1 372 076	3 796 195	1 363 737	3 785 700	-8 339	-10 495	-0.61	-0.28
Indiv: Indian	11 358	31 973	10 336	29 130	-1 022	-2 843	-9.00	-8.89
Indiv: Coloured	38 678	85 185	39 593	86 928	915	1 743	2.37	2.05
Adults: LSM 5-7	942 295	2 543 915	933 379	2 526 433	-8 916	-17 482	-0.95	-0.69
Adults: LSM 8-10	121 411	350 431	123 040	356 419	1 629	5 988	1.34	1.71

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Target\Day Part	TVR %							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1.47	3.18	1.44	3.13	-0.03	-0.05	-2.04	-1.57
Adults Age 15+	1.59	3.43	1.56	3.37	-0.03	-0.06	-1.89	-1.75
Kids Age 4-14	1.06	2.34	1.05	2.34	-0.01	0.00	-0.94	0.00
Adults Age 15-24	1.09	2.38	1.07	2.35	-0.02	-0.03	-1.83	-1.26
Adults Age 25-34	1.34	2.75	1.33	2.72	-0.01	-0.03	-0.75	-1.09
Adults Age 35-49	1.66	3.38	1.63	3.35	-0.03	-0.03	-1.81	-0.89
Adults Age 50-64	2.15	4.81	2.11	4.71	-0.04	-0.10	-1.86	-2.08
Adults Age 65+	2.74	6.63	2.71	6.56	-0.03	-0.07	-1.09	-1.06
Women 15+	1.75	3.88	1.72	3.81	-0.03	-0.07	-1.71	-1.80
Men 15+	1.42	2.96	1.39	2.89	-0.03	-0.07	-2.11	-2.36
Housewives	1.85	4.12	1.82	4.05	-0.03	-0.07	-1.62	-1.70
Indiv: White	1.39	4.75	1.33	4.54	-0.06	-0.21	-4.32	-4.42
Indiv: Black	1.40	2.79	1.37	2.74	-0.03	-0.05	-2.14	-1.79
Indiv: Indian	0.69	1.00	0.68	0.98	-0.01	-0.02	-1.45	-2.00
Indiv: Coloured	2.39	5.86	2.34	5.75	-0.05	-0.11	-2.09	-1.88
Adults: LSM 5-7	1.77	3.73	1.74	3.68	-0.03	-0.05	-1.69	-1.34
Adults: LSM 8-10	1.02	2.58	0.99	2.47	-0.03	-0.11	-2.94	-4.26

Target\Day Part	TVR							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	662 393	1 434 700	654 697	1 420 339	-7 696	-14 361	-1.16	-1.00
Adults Age 15+	553 913	1 194 391	546 103	1 177 919	-7 810	-16 472	-1.41	-1.38
Kids Age 4-14	108 480	240 309	108 594	242 420	114	2 111	0.11	0.88
Adults Age 15-24	92 501	201 880	92 131	201 529	-370	-351	-0.40	-0.17
Adults Age 25-34	128 925	263 387	127 093	260 332	-1 832	-3 055	-1.42	-1.16
Adults Age 35-49	144 902	295 938	144 145	295 599	-757	-339	-0.52	-0.11
Adults Age 50-64	113 300	253 414	117 040	261 665	3 740	8 251	3.30	3.26
Adults Age 65+	74 286	179 772	65 694	158 794	-8 592	-20 978	-11.57	-11.67
Women 15+	314 744	697 755	311 468	690 876	-3 276	-6 879	-1.04	-0.99
Men 15+	239 170	496 636	234 635	487 043	-4 535	-9 593	-1.90	-1.93
Housewives	229 319	511 253	225 800	503 390	-3 519	-7 863	-1.53	-1.54
Indiv: White	53 992	184 020	50 154	170 887	-3 838	-13 133	-7.11	-7.14
Indiv: Black	502 881	1 000 668	496 430	991 869	-6 451	-8 799	-1.28	-0.88
Indiv: Indian	8 478	12 266	7 692	11 125	-786	-1 141	-9.27	-9.30
Indiv: Coloured	97 042	237 746	100 421	246 457	3 379	8 711	3.48	3.66
Adults: LSM 5-7	434 241	914 017	428 807	904 885	-5 434	-9 132	-1.25	-1.00
Adults: LSM 8-10	83 548	210 520	81 786	204 089	-1 762	-6 431	-2.11	-3.05

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	TVR %							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		**ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)**		**Difference #**		**Difference %**	
Target\Day Part	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	0.63	1.01	0.61	0.99	-0.02	-0.02	-3.17	-1.98
Adults Age 15+	0.72	1.17	0.70	1.14	-0.02	-0.03	-2.78	-2.56
Kids Age 4-14	0.31	0.50	0.31	0.50	0.00	0.00	0.00	0.00
Adults Age 15-24	0.46	0.68	0.46	0.67	0.00	-0.01	0.00	-1.47
Adults Age 25-34	0.61	0.98	0.61	0.97	0.00	-0.01	0.00	-1.02
Adults Age 35-49	0.69	1.07	0.68	1.06	-0.01	-0.01	-1.45	-0.93
Adults Age 50-64	0.95	1.63	0.92	1.58	-0.03	-0.05	-3.16	-3.07
Adults Age 65+	1.53	2.76	1.50	2.70	-0.03	-0.06	-1.96	-2.17
Women 15+	0.72	1.15	0.70	1.12	-0.02	-0.03	-2.78	-2.61
Men 15+	0.72	1.18	0.70	1.15	-0.02	-0.03	-2.78	-2.54
Housewives	0.77	1.24	0.75	1.21	-0.02	-0.03	-2.60	-2.42
Indiv: White	0.94	1.84	0.87	1.72	-0.07	-0.12	-7.45	-6.52
Indiv: Black	0.48	0.74	0.47	0.73	-0.01	-0.01	-2.08	-1.35
Indiv: Indian	0.87	1.67	0.85	1.62	-0.02	-0.05	-2.30	-2.99
Indiv: Coloured	1.52	2.48	1.48	2.41	-0.04	-0.07	-2.63	-2.82
Adults: LSM 5-7	0.72	1.12	0.71	1.10	-0.01	-0.02	-1.39	-1.79
Adults: LSM 8-10	0.78	1.46	0.74	1.38	-0.04	-0.08	-5.13	-5.48

	TVR							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		**ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)**		**Difference #**		**Difference %**	
Target\Day Part	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	282 392	457 368	277 301	448 458	-5 091	-8 910	-1.80	-1.95
Adults Age 15+	250 244	405 648	245 327	397 021	-4 917	-8 627	-1.96	-2.13
Kids Age 4-14	32 148	51 721	31 974	51 437	-174	-284	-0.54	-0.55
Adults Age 15-24	39 341	57 603	39 192	57 545	-149	-58	-0.38	-0.10
Adults Age 25-34	58 744	93 526	58 114	92 945	-630	-581	-1.07	-0.62
Adults Age 35-49	60 762	93 888	60 342	93 251	-420	-637	-0.69	-0.68
Adults Age 50-64	49 909	85 698	51 340	87 868	1 431	2 170	2.87	2.53
Adults Age 65+	41 487	74 933	36 339	65 413	-5 148	-9 520	-12.41	-12.70
Women 15+	129 163	207 811	126 890	203 714	-2 273	-4 097	-1.76	-1.97
Men 15+	121 081	197 837	118 437	193 306	-2 644	-4 531	-2.18	-2.29
Housewives	95 302	154 262	93 020	150 093	-2 282	-4 169	-2.39	-2.70
Indiv: White	36 290	71 401	32 896	64 608	-3 394	-6 793	-9.35	-9.51
Indiv: Black	173 592	264 884	171 463	262 249	-2 129	-2 635	-1.23	-0.99
Indiv: Indian	10 626	20 495	9 638	18 384	-988	-2 111	-9.30	-10.30
Indiv: Coloured	61 884	100 589	63 305	103 216	1 421	2 627	2.30	2.61
Adults: LSM 5-7	177 435	274 419	175 046	270 909	-2 389	-3 510	-1.35	-1.28
Adults: LSM 8-10	63 909	118 911	61 479	113 808	-2 430	-5 103	-3.80	-4.29

eTV

Target\Day Part	TVR %							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1.65	3.53	1.61	3.46	-0.04	-0.07	-2.42	-1.98
Adults Age 15+	1.77	3.75	1.73	3.67	-0.04	-0.08	-2.26	-2.13
Kids Age 4-14	1.24	2.78	1.22	2.74	-0.02	-0.04	-1.61	-1.44
Adults Age 15-24	1.45	3.13	1.42	3.07	-0.03	-0.06	-2.07	-1.92
Adults Age 25-34	1.73	3.67	1.70	3.61	-0.03	-0.06	-1.73	-1.63
Adults Age 35-49	1.78	3.65	1.74	3.57	-0.04	-0.08	-2.25	-2.19
Adults Age 50-64	2.09	4.52	2.04	4.40	-0.05	-0.12	-2.39	-2.65
Adults Age 65+	2.23	4.79	2.19	4.68	-0.04	-0.11	-1.79	-2.30
Women 15+	1.85	4.08	1.81	4.00	-0.04	-0.08	-2.16	-1.96
Men 15+	1.69	3.39	1.65	3.31	-0.04	-0.08	-2.37	-2.36
Housewives	1.90	4.22	1.86	4.13	-0.04	-0.09	-2.11	-2.13
Indiv: White	1.09	2.73	1.02	2.54	-0.07	-0.19	-6.42	-6.96
Indiv: Black	1.61	3.50	1.58	3.44	-0.03	-0.06	-1.86	-1.71
Indiv: Indian	1.71	3.81	1.68	3.75	-0.03	-0.06	-1.75	-1.57
Indiv: Coloured	2.48	4.45	2.40	4.30	-0.08	-0.15	-3.23	-3.37
Adults: LSM 5-7	1.98	4.12	1.94	4.06	-0.04	-0.06	-2.02	-1.46
Adults: LSM 8-10	1.26	2.91	1.21	2.76	-0.05	-0.15	-3.97	-5.15

Target\Day Part	TVR							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	742 930	1 589 529	731 938	1 567 384	-10 992	-22 145	-1.48	-1.39
Adults Age 15+	615 637	1 304 679	605 186	1 282 997	-10 451	-21 682	-1.70	-1.66
Kids Age 4-14	127 294	284 850	126 752	284 388	-542	-462	-0.43	-0.16
Adults Age 15-24	122 943	264 948	122 284	263 971	-659	-977	-0.54	-0.37
Adults Age 25-34	165 780	351 783	162 914	346 177	-2 866	-5 606	-1.73	-1.59
Adults Age 35-49	156 079	319 625	153 649	315 321	-2 430	-4 304	-1.56	-1.35
Adults Age 50-64	110 367	238 494	113 318	244 260	2 951	5 766	2.67	2.42
Adults Age 65+	60 468	129 830	53 020	113 267	-7 448	-16 563	-12.32	-12.76
Women 15+	332 523	734 694	327 458	724 650	-5 065	-10 044	-1.52	-1.37
Men 15+	283 114	569 985	277 728	558 347	-5 386	-11 638	-1.90	-2.04
Housewives	235 941	523 290	231 089	513 249	-4 852	-10 041	-2.06	-1.92
Indiv: White	42 107	105 598	38 272	95 771	-3 835	-9 827	-9.11	-9.31
Indiv: Black	579 218	1 256 546	571 813	1 244 732	-7 405	-11 814	-1.28	-0.94
Indiv: Indian	20 983	46 730	19 128	42 660	-1 855	-4 070	-8.84	-8.71
Indiv: Coloured	100 622	180 654	102 725	184 221	2 103	3 567	2.09	1.97
Adults: LSM 5-7	484 294	1 009 881	477 675	997 707	-6 619	-12 174	-1.37	-1.21
Adults: LSM 8-10	103 129	237 033	99 689	228 394	-3 440	-8 639	-3.34	-3.64

DStv Commercial Total

Target\Day Part	TVR %							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	2.96	5.04	3.08	5.24	0.12	0.20	4.05	3.97
Adults Age 15+	3.13	5.32	3.27	5.53	0.14	0.21	4.47	3.95
Kids Age 4-14	2.36	4.11	2.46	4.27	0.10	0.16	4.24	3.89
Adults Age 15-24	2.46	4.17	2.58	4.37	0.12	0.20	4.88	4.80
Adults Age 25-34	3.27	5.20	3.41	5.43	0.14	0.23	4.28	4.42
Adults Age 35-49	3.05	5.26	3.18	5.49	0.13	0.23	4.26	4.37
Adults Age 50-64	3.76	6.53	3.91	6.77	0.15	0.24	3.99	3.68
Adults Age 65+	3.82	7.15	3.96	7.40	0.14	0.25	3.66	3.50
Women 15+	3.16	5.42	3.30	5.65	0.14	0.23	4.43	4.24
Men 15+	3.11	5.21	3.23	5.41	0.12	0.20	3.86	3.84
Housewives	3.16	5.48	3.32	5.74	0.16	0.26	5.06	4.74
Indiv: White	5.35	9.54	5.45	9.68	0.10	0.14	1.87	1.47
Indiv: Black	2.76	4.63	2.88	4.84	0.12	0.21	4.35	4.54
Indiv: Indian	1.83	3.73	1.94	3.97	0.11	0.24	6.01	6.43
Indiv: Coloured	2.82	4.80	2.97	5.06	0.15	0.26	5.32	5.42
Adults: LSM 5-7	2.49	4.03	2.63	4.26	0.14	0.23	5.62	5.71
Adults: LSM 8-10	5.77	10.38	5.87	10.54	0.10	0.16	1.73	1.54

Target\Day Part	TVR							
	ES TV UNIVERSE JAN-JUN 2017 (OFF TAMS DATA)		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1 333 250	2 272 397	1 397 168	2 378 435	63 918	106 038	4.79	4.67
Adults Age 15+	1 090 589	1 850 438	1 142 187	1 935 373	51 598	84 935	4.73	4.59
Kids Age 4-14	242 661	421 960	254 982	443 062	12 321	21 102	5.08	5.00
Adults Age 15-24	208 746	353 218	221 670	375 228	12 924	22 010	6.19	6.23
Adults Age 25-34	313 365	498 690	327 255	520 468	13 890	21 778	4.43	4.37
Adults Age 35-49	266 650	460 690	280 429	484 701	13 779	24 011	5.17	5.21
Adults Age 50-64	198 357	344 128	217 080	375 778	18 723	31 650	9.44	9.20
Adults Age 65+	103 471	193 712	95 753	179 198	-7 718	-14 514	-7.46	-7.49
Women 15+	568 494	975 655	597 640	1 024 479	29 146	48 824	5.13	5.00
Men 15+	522 096	874 782	544 547	910 894	22 451	36 112	4.30	4.13
Housewives	391 917	679 623	412 610	713 898	20 693	34 275	5.28	5.04
Indiv: White	207 154	369 515	204 970	364 124	-2 184	-5 391	-1.05	-1.46
Indiv: Black	989 328	1 662 180	1 042 981	1 752 055	53 653	89 875	5.42	5.41
Indiv: Indian	22 417	45 764	22 087	45 216	-330	-548	-1.47	-1.20
Indiv: Coloured	114 351	194 939	127 131	217 040	12 780	22 101	11.18	11.34
Adults: LSM 5-7	610 452	987 050	646 974	1 046 445	36 522	59 395	5.98	6.02
Adults: LSM 8-10	470 867	847 051	485 128	871 225	14 261	24 174	3.03	2.85

SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Target \ Variable	ES TV Universe Jan-Jun 2017 (OFF TAMS DATA)		ES TV Universe Jul-Dec 2017 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	45 062 118	10 697	45 353 967	10 697
Adults Age 15+	34 800 704	8 222	34 977 809	8 222
Kids Age 4-14	10 261 413	2 475	10 376 158	2 475
Adults Age 15-24	8 476 105	2 145	8 589 761	2 145
Adults Age 25-34	9 587 463	1 761	9 588 450	1 761
Adults Age 35-49	8 753 245	1 802	8 826 177	1 802
Adults Age 50-64	5 272 885	1 551	5 552 997	1 551
Adults Age 65+	2 711 005	963	2 420 424	963
Women 15+	18 005 168	4 694	18 130 051	4 694
Men 15+	16 795 536	3 528	16 847 758	3 528
Housewives	12 415 980	3 259	12 455 772	3 259
Indiv: White	3 873 286	756	3 763 245	756
Indiv: Black	35 902 681	8 842	36 166 142	8 842
Indiv: Indian	1 225 684	241	1 138 043	241
Indiv: Coloured	4 060 466	858	4 286 537	858
Adults: LSM 5-7	24 482 270	5 790	24 570 783	5 790
Adults: LSM 8-10	8 113 669	1 942	8 222 592	1 942
Adults: Nguni	15 526 686	3 777	15 684 189	3 777
Adults: Sotho	11 492 860	2 827	11 499 004	2 827
Adults: Afr/Both	4 954 751	1 014	5 027 529	1 014
Adults: Eng/Other	2 826 407	604	2 767 087	604

CONCLUSION

- For April 2018 TAMS universe update, data shows overall stability in both weighting efficiencies and TV ratings. The observed changes in TV ratings reflect the movements in population estimates in the latest ES. The industry can look forward to stable and accurate TAMS data going forward.