

Establishment Survey TAMS Universe Update 2020

TV Universe Update: Planned for May 2020

- On examination of the new ES data there appears to be a **contracting** TV universe between the ES 2018 and the ES 2019 which is a concern.
 - PAMS TV universe is **10% higher** than the ES.
- We compared the ES 2019 TV universe compared with PAMS 2019 TV universe.

	2018		2017		2019		2019	
Field Period	ES	PAMS	ES/PAMS %		ES	PAMS	ES/PAMS %	
Pop estimates	IHS	IHS			IHS	GTI		
UE Period	2018A	2017			2018	mid 19		
Total Pop 15+	40,073.00	40,070.00	100.01		40,716.00	41,874.00	97.23	
Total HH 15+	16,164.00	16,164.00	100.00		16,422.00	17,315.00	94.84	
TV universe Pop	35,679.00	36,617.00	97.44		35,495.00	38,913.00	91.22	
TV universe HH	14,411.00	14,665.00	98.27		14,391.00	15,989.00	90.01	
TV Universe % HH	89.15	90.73			87.63	92.34		
TV Universe % Pop	89.04	91.38			87.18	92.93		

PAMS 2019 Audit:

“I have audited TAMS over the past few years as well as specific parts of the Establishment Survey in South Africa. I can confirm that the PAMS 2019 sample design as developed by Dr Ariane Neethling seems to be well adapted to the particular socio-economic landscape of the South Africa market.

The innovations adopted in terms of appointing a new demographic data partner GTI to provide accurate population movements into metro areas, combined with the inclusion of income sampling and weighting sampling and weighting should result in a well-balanced and efficient sample is in line with global best practice.’

Robert Ruud
Consultant
3M3A

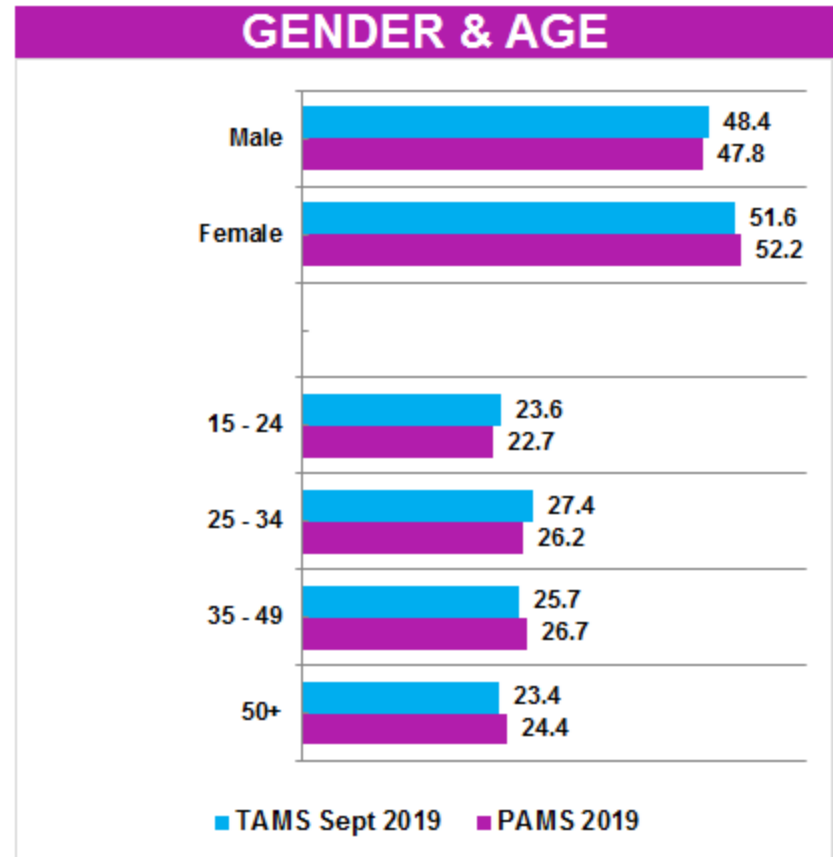
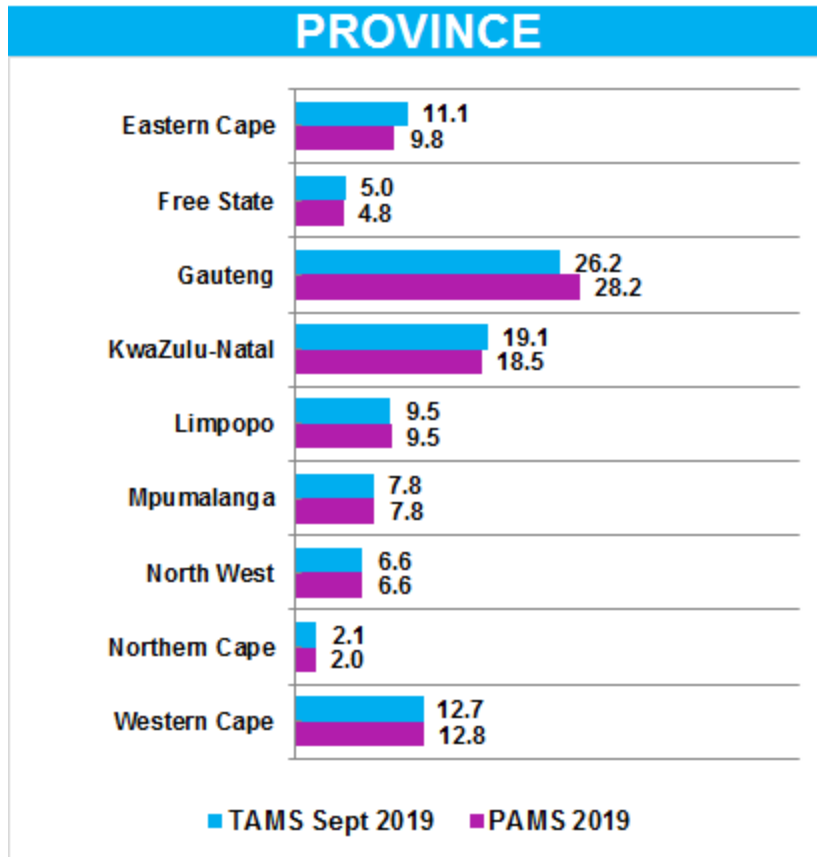
TV Universe from PAMS

PAMS:

- Full National representative sample for All Media
- Sample design was pre-audited by Robert Ruud
- Income is used in the sample design
- Fieldwork is 100% forensically controlled
 - Tighter quality control procedures conducted daily using geo-fencing controls
- Uses currency research practices vs consumer insights practices

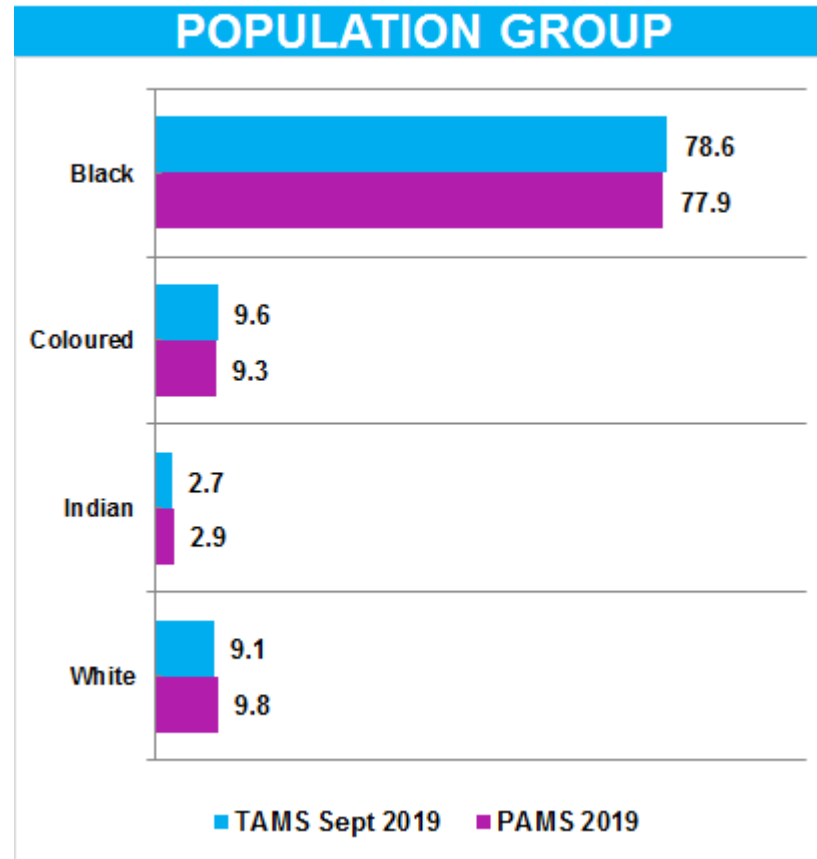
TV Universe Profile: TAMS and PAMS

PAMS 2019 TV universe profile is very comparable with TAMS' profile.



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Income Used As New Variable For Sample Design

Using GTI's NLI income data, income was introduced as a new sampling variable for PAMS 2019:

NLI	Monthly HH Income	%
1-3	R1 – R11 159	50
4-6	R11 160 – R39 941	30
7-10	R39 942 +	20

NLI EA average income: R13 181

PAMS weighted average income: R13 230