

South Africa - All Media and Products Survey 1995

South African Advertising Research Foundation (SAARF)

Report generated on: May 5, 2014

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Sampling

Sampling Procedure

The universe from which the AMPS sample is drawn, comprises adults aged 16 years or older in South Africa. In the case of each racial group, certain areas were excluded from consideration, as containing no persons or a negligible number of persons in a given group. A multistage, stratified, quasi-probability design was employed. This study is based on a full annual sample. The data were collected by personal, in-home interviews.

Weighting

The AMPS95 dataset has the following weight variables:

- 1) Population Weights - "popwght".
- 2) Household Weights (not to be used with personal demographics) - "hhwght".
- 3) Household Decision Maker Weights - to be used with personal demographics. These must be used for personal analyses on household items - only on a filtered of male heads of household and female housewives - "hdmwght".
- 4) Purchaser Weights - These must be used for the household products only on a filtered base of those wholly or partly responsible for household purchases - "purwght".

Questionnaires

No content available

Data Collection

Data Collection Dates

Start	End	Cycle
1995-01	1995-06	N/A

Data Collection Mode

Face-to-face [f2f]

Data Processing

No content available

Data Appraisal

No content available

Related Materials

Technical documents

The 1995 All Media and Products Survey

Title	The 1995 All Media and Products Survey
Date	1998-01-01
Country	South Africa
Publisher(s)	South African Data Archive (SADA)
Description	This is the codebook for the survey and includes the survey questionnaire
Filename	AMPS 1995 Codebook.pdf
