

# BRC TAMS UNIVERSE UPDATE

## FROM THE (2016 ES) TO THE (2017 ES) 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 2<sup>nd</sup> October 2017
- The last TAMS universe update occurred on Monday the 5<sup>th</sup> June 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	2015	2016	2016	2017	2017
Implemented	2-Feb-2015	31-Aug-2015	4-Apr-2016	5-Sep-2016	5-Jun-2017	2-Oct-2017
Source	AMPS TV Universe 2014A	AMPS TV Universe 2014B	AMPS TV Universe 2015A	AMPS TV Universe 2015B	ES TV Universe 2016	ES TV Universe 2017
Households	13 029 789	13 318 186	13 422 570	13 651 164	13 996 480	14 006 143
Individuals	43 271 453	44 624 907	44 266 250	44 998 436	44 068 935	45 062 117
Growth in Individuals		1 353 454	-358 657	732 186	-929 501	993 182

### REVIEW OF POPULATION CHANGES FOR THE 2017 UNIVERSE

#### 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 Households

- The ES TV Household Universe remained fairly stable with a 0.07% change (9663 Households), while the Individuals Universe shows a growth of 2.25% (993,182 Individuals).

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
Households	13 996 480	14 006 143	9 663	0.07
Individuals	44 068 935	45 062 117	993 182	2.25

### TV Individuals (Ages 4+)

- The Total Adults Universe (Ages 15 to 65+ years) increased by 3.28% (1,106,279 Adults), with growth seen in the Adult age group of 25-34 year olds 16.35% (1,347,422 Adults 25-34). In comparison, we see the most noticeable decline in the Adult age group of 50-64 year olds, with a decline of 10.36% (609,187 Adults 50-64).

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
Total Male	21 363 329	21 927 320	563 991	2.64
Total Female	22 705 606	23 134 798	429 192	1.89
Total Individuals	44 068 935	45 062 117	993 182	2.25
Age 04 - 06	3 064 611	3 052 875	-11 736	-0.38
Age 07 - 10	3 857 619	3 826 799	-30 820	-0.80
Age 11 - 14	3 452 278	3 381 739	-70 539	-2.04
Total Children	10 374 509	10 261 413	-113 096	-1.09
Age 15 - 24	8 414 778	8 476 106	61 328	0.73
Age 25 - 34	8 240 042	9 587 464	1 347 422	16.35
Age 35 - 49	8 448 716	8 753 245	304 529	3.60
Age 50 - 64	5 882 072	5 272 885	-609 187	-10.36
Age 65+	2 708 817	2 711 005	2 188	0.08
Total Adults	33 694 426	34 800 705	1 106 279	3.28
Total Individuals	44 068 935	45 062 117	993 182	2.25

- The new ES TV Universe shows higher populations in 5 provinces (NC, FS, EC, KZN, LIM) and lower populations in Mpumalanga and Gauteng.

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
WC	5 340 188	5 324 614	-15 574	-0.29
NC	895 647	923 496	27 849	3.11
FS	2 197 717	2 329 924	132 207	6.02
EC	4 681 447	4 990 647	309 200	6.60
KZN	8 414 082	9 026 082	612 000	7.27
MPU	3 582 762	3 479 838	-102 924	-2.87
LIM	4 520 869	4 687 091	166 222	3.68
GAU	11 600 183	11 456 853	-143 330	-1.24
NWP	2 836 040	2 843 573	7 533	0.27
<b>Total Individuals</b>	<b>44 068 935</b>	<b>45 062 117</b>	<b>993 182</b>	<b>2.25</b>

- The ES makes use of 3 Area types (Metro, Urban and Rural). Increases are seen across these areas with the biggest increase seen for Rural 3.92% (532,005 Rural).

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
Metro	17 959 916	18 173 011	213 095	1.19
Rural	13 566 202	14 098 207	532 005	3.92
Urban	12 542 817	12 790 900	248 083	1.98
<b>Total Individuals</b>	<b>44 068 935</b>	<b>45 062 117</b>	<b>993 182</b>	<b>2.25</b>

- The ES TV Universe shows a lower Coloured population 1.12% decline (45,969 Coloured), while the most noticeable increase is seen for Indian 9.54% (106,715 Indian) and African Black 2.66% (931,630 African Black).

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
African Black	34 971 052	35 902 682	931 630	2.66
White	3 872 479	3 873 286	807	0.02
Indian	1 118 969	1 225 684	106 715	9.54
Coloured	4 106 435	4 060 466	-45 969	-1.12
<b>Total Individuals</b>	<b>44 068 935</b>	<b>45 062 117</b>	<b>993 182</b>	<b>2.25</b>

- DStv Universes are updated using audited DStv subscriber figures, at the mid-point of the ES fieldwork period; that being March 2017 for the October 2017 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 7.12% in 2017. While growth on individual level is now 9.45%

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
Pay TV	16 538 488	18 102 032	1 563 544	9.45
No Pay TV	27 530 447	26 960 086	-570 361	-2.07
Total Individuals	44 068 935	45 062 117	993 182	2.25

	ES TV Universe 2016	ES TV Universe 2017	Difference #	Difference %
Pay TV	5 494 540	5 885 555	391 015	7.12
No Pay TV	8 501 940	8 120 588	-381 352	-4.49
Total Households	13 996 480	14 006 143	9 663	0.07

## TESTING METHOD AND PERIOD (TAMS DATA)

### Testing Methodology

- The test data includes a new universe update.
- The new universe update is based on the 2017 Establishment Survey (2017 ES) and is compared to the current live data which uses the 2016 Establishment Survey (2016 ES) universe estimates.
- The test period (of TAMS data) covers the 17<sup>th</sup> to the 30<sup>th</sup> July 2017; which is 2 full weeks, Monday to Sunday.
- Two day parts (of TAMS data) are examined: Full Day: 2h00 to 26h00 and Prime Time: 17h00 – 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 %
1 173	5 342	14 746	75.68

## 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 %
2 005	4 097	19 042	93.19

## VIEWING TEST DATA (OFF TAMS DATA)

### Total TV

Target \ Day Part	TVR %							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	13.67	29.14	13.70	29.06	0.03	-0.08	0.22	-0.27
Adults Age 15+	14.19	30.15	14.17	29.97	-0.02	-0.18	-0.14	-0.60
Kids Age 4-14	12.00	25.86	12.08	25.96	0.08	0.10	0.67	0.39
Adults Age 15-24	11.23	24.28	11.30	24.36	0.07	0.08	0.62	0.33
Adults Age 25-34	13.19	26.62	13.26	26.71	0.07	0.09	0.53	0.34
Adults Age 35-49	14.95	31.43	15.05	31.53	0.10	0.10	0.67	0.32
Adults Age 50-64	16.79	36.74	16.82	36.73	0.03	-0.01	0.18	-0.03
Adults Age 65+	18.36	40.77	18.42	40.84	0.06	0.07	0.33	0.17
Women 15+	15.00	32.43	14.98	32.22	-0.02	-0.21	-0.13	-0.65
Men 15+	13.31	27.69	13.31	27.56	0.00	-0.13	0.00	-0.47
Housewives	15.30	33.09	15.26	32.83	-0.04	-0.26	-0.26	-0.79
Indiv: White	14.28	30.98	14.17	30.62	-0.11	-0.36	-0.77	-1.16
Indiv: Black	13.63	29.30	13.68	29.27	0.05	-0.03	0.37	-0.10
Indiv: Indian	10.37	23.45	10.18	22.89	-0.19	-0.56	-1.83	-2.39
Indiv: Coloured	14.37	27.56	14.47	27.54	0.10	-0.02	0.70	-0.07
Adults: LSM 5-7	13.91	29.85	13.90	29.69	-0.01	-0.16	-0.07	-0.54
Adults: LSM 8-10	15.99	32.79	15.92	32.46	-0.07	-0.33	-0.44	-1.01

Target \ Day Part	TVR							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	6,024,455	12,840,919	6,172,360	13,093,515	147,905	252,596	2.46	1.97
Adults Age 15+	4,779,790	10,158,047	4,932,341	10,429,553	152,551	271,506	3.19	2.67
Kids Age 4-14	1,244,665	2,682,873	1,240,019	2,663,962	-4,646	-18,911	-0.37	-0.70
Adults Age 15-24	945,245	2,043,172	957,759	2,064,750	12,514	21,578	1.32	1.06
Adults Age 25-34	1,086,692	2,193,905	1,271,154	2,560,770	184,462	366,865	16.97	16.72
Adults Age 35-49	1,263,198	2,655,700	1,317,378	2,760,265	54,180	104,565	4.29	3.94
Adults Age 50-64	987,338	2,160,798	886,768	1,936,576	-100,570	-224,222	-10.19	-10.38
Adults Age 65+	497,317	1,104,472	499,282	1,107,191	1,965	2,719	0.40	0.25
Women 15+	2,622,021	5,668,361	2,697,666	5,800,718	75,645	132,357	2.88	2.34
Men 15+	2,157,769	4,489,686	2,234,674	4,628,835	76,905	139,149	3.56	3.10
Housewives	1,866,985	4,038,443	1,904,936	4,098,589	37,951	60,146	2.03	1.49
Indiv: White	552,885	1,199,764	548,985	1,185,858	-3,900	-13,906	-0.71	-1.16
Indiv: Black	4,765,421	10,246,958	4,910,883	10,508,826	145,462	261,868	3.05	2.56
Indiv: Indian	116,025	262,417	124,825	280,506	8,800	18,089	7.58	6.89
Indiv: Coloured	590,123	1,131,780	587,667	1,118,325	-2,456	-13,455	-0.42	-1.19
Adults: LSM 5-7	3,277,357	7,033,531	3,369,204	7,194,402	91,847	160,871	2.80	2.29
Adults: LSM 8-10	1,231,469	2,524,615	1,287,366	2,625,382	55,897	100,767	4.54	3.99

# SABC 1

Target \ Day Part	TVR %							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	3.71	10.52	3.65	10.38	-0.06	-0.14	-1.62	-1.33
Adults Age 15+	3.79	10.65	3.73	10.49	-0.06	-0.16	-1.58	-1.50
Kids Age 4-14	3.45	10.09	3.39	10.02	-0.06	-0.07	-1.74	-0.69
Adults Age 15-24	3.20	9.34	3.15	9.25	-0.05	-0.09	-1.56	-0.96
Adults Age 25-34	3.74	10.04	3.69	9.95	-0.05	-0.09	-1.34	-0.90
Adults Age 35-49	4.03	11.35	3.98	11.24	-0.05	-0.11	-1.24	-0.97
Adults Age 50-64	4.25	12.18	4.17	12.01	-0.08	-0.17	-1.88	-1.40
Adults Age 65+	4.08	11.01	4.02	10.88	-0.06	-0.13	-1.47	-1.18
Women 15+	4.17	11.71	4.10	11.52	-0.07	-0.19	-1.68	-1.62
Men 15+	3.39	9.50	3.34	9.38	-0.05	-0.12	-1.47	-1.26
Housewives	4.14	11.49	4.06	11.27	-0.08	-0.22	-1.93	-1.91
Indiv: White	0.12	0.22	0.11	0.21	-0.01	-0.01	-8.33	-4.55
Indiv: Black	4.54	12.95	4.46	12.75	-0.08	-0.20	-1.76	-1.54
Indiv: Indian	0.28	0.64	0.26	0.59	-0.02	-0.05	-7.14	-7.81
Indiv: Coloured	0.98	2.18	0.96	2.16	-0.02	-0.02	-2.04	-0.92
Adults: LSM 5-7	4.33	12.23	4.26	12.06	-0.07	-0.17	-1.62	-1.39
Adults: LSM 8-10	1.68	4.87	1.67	4.86	-0.01	-0.01	-0.60	-0.21

Target \ Day Part	TVR							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	1,635,950	4,634,513	1,646,217	4,679,051	10,267	44,538	0.63	0.96
Adults Age 15+	1,278,464	3,587,876	1,297,890	3,650,869	19,426	62,993	1.52	1.76
Kids Age 4-14	357,486	1,046,637	348,327	1,028,182	-9,159	-18,455	-2.56	-1.76
Adults Age 15-24	268,899	786,331	266,604	784,309	-2,295	-2,022	-0.85	-0.26
Adults Age 25-34	308,253	827,526	353,997	954,429	45,744	126,903	14.84	15.34
Adults Age 35-49	340,728	959,267	348,444	984,093	7,716	24,826	2.26	2.59
Adults Age 50-64	249,955	716,431	219,937	633,089	-30,018	-83,342	-12.01	-11.63
Adults Age 65+	110,629	298,322	108,909	294,949	-1,720	-3,373	-1.55	-1.13
Women 15+	728,742	2,046,866	737,703	2,075,079	8,961	28,213	1.23	1.38
Men 15+	549,722	1,541,010	560,187	1,575,791	10,465	34,781	1.90	2.26
Housewives	505,481	1,401,802	506,487	1,406,748	1,006	4,946	0.20	0.35
Indiv: White	4,593	8,608	4,344	8,281	-249	-327	-5.42	-3.80
Indiv: Black	1,587,782	4,529,205	1,599,579	4,575,915	11,797	46,710	0.74	1.03
Indiv: Indian	3,169	7,195	3,176	7,211	7	16	0.22	0.22
Indiv: Coloured	40,406	89,506	39,118	87,644	-1,288	-1,862	-3.19	-2.08
Adults: LSM 5-7	1,020,523	2,881,166	1,033,112	2,921,518	12,589	40,352	1.23	1.40
Adults: LSM 8-10	129,570	374,861	134,880	393,146	5,310	18,285	4.10	4.88

## SABC 2

Target \ Day Part	TVR %							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	1.60	3.84	1.54	3.71	-0.06	-0.13	-3.75	-3.39
Adults Age 15+	1.67	3.99	1.61	3.84	-0.06	-0.15	-3.59	-3.76
Kids Age 4-14	1.36	3.36	1.30	3.24	-0.06	-0.12	-4.41	-3.57
Adults Age 15-24	1.16	2.87	1.13	2.81	-0.03	-0.06	-2.59	-2.09
Adults Age 25-34	1.38	3.11	1.35	3.06	-0.03	-0.05	-2.17	-1.61
Adults Age 35-49	1.73	3.95	1.69	3.87	-0.04	-0.08	-2.31	-2.03
Adults Age 50-64	2.25	5.50	2.19	5.37	-0.06	-0.13	-2.67	-2.36
Adults Age 65+	2.72	6.95	2.64	6.79	-0.08	-0.16	-2.94	-2.30
Women 15+	1.85	4.48	1.78	4.33	-0.07	-0.15	-3.78	-3.35
Men 15+	1.48	3.45	1.42	3.32	-0.06	-0.13	-4.05	-3.77
Housewives	1.96	4.75	1.88	4.57	-0.08	-0.18	-4.08	-3.79
Indiv: White	1.54	5.19	1.45	4.91	-0.09	-0.28	-5.84	-5.39
Indiv: Black	1.52	3.41	1.48	3.32	-0.04	-0.09	-2.63	-2.64
Indiv: Indian	0.70	1.41	0.64	1.29	-0.06	-0.12	-8.57	-8.51
Indiv: Coloured	2.53	6.91	2.45	6.72	-0.08	-0.19	-3.16	-2.75
Adults: LSM 5-7	1.82	4.27	1.76	4.13	-0.06	-0.14	-3.30	-3.28
Adults: LSM 8-10	1.16	3.18	1.09	3.00	-0.07	-0.18	-6.03	-5.66

Target \ Day Part	TVR							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	704,024	1,692,503	693,688	1,669,954	-10,336	-22,549	-1.47	-1.33
Adults Age 15+	563,102	1,343,732	560,109	1,337,516	-2,993	-6,216	-0.53	-0.46
Kids Age 4-14	140,922	348,771	133,579	332,438	-7,343	-16,333	-5.21	-4.68
Adults Age 15-24	97,693	241,558	96,085	238,482	-1,608	-3,076	-1.65	-1.27
Adults Age 25-34	113,509	256,640	129,081	293,415	15,572	36,775	13.72	14.33
Adults Age 35-49	145,904	333,872	147,610	338,451	1,706	4,579	1.17	1.37
Adults Age 50-64	132,397	323,338	115,657	283,122	-16,740	-40,216	-12.64	-12.44
Adults Age 65+	73,599	188,323	71,676	184,047	-1,923	-4,276	-2.61	-2.27
Women 15+	323,041	783,859	321,042	779,247	-1,999	-4,612	-0.62	-0.59
Men 15+	240,061	559,873	239,067	558,269	-994	-1,604	-0.41	-0.29
Housewives	238,704	579,317	234,719	570,070	-3,985	-9,247	-1.67	-1.60
Indiv: White	59,523	201,072	56,232	190,222	-3,291	-10,850	-5.53	-5.40
Indiv: Black	532,939	1,191,818	530,237	1,191,092	-2,702	-726	-0.51	-0.06
Indiv: Indian	7,826	15,757	7,806	15,776	-20	19	-0.26	0.12
Indiv: Coloured	103,736	283,856	99,413	272,864	-4,323	-10,992	-4.17	-3.87
Adults: LSM 5-7	428,843	1,005,250	426,367	1,000,987	-2,476	-4,263	-0.58	-0.42
Adults: LSM 8-10	89,127	244,705	88,499	242,673	-628	-2,032	-0.70	-0.83



# SABC 3

Target \ Day Part	TVR %							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	0.61	1.12	0.58	1.07	-0.03	-0.05	-4.92	-4.46
Adults Age 15+	0.66	1.20	0.63	1.16	-0.03	-0.04	-4.55	-3.33
Kids Age 4-14	0.45	0.84	0.42	0.80	-0.03	-0.04	-6.67	-4.76
Adults Age 15-24	0.44	0.79	0.42	0.77	-0.02	-0.02	-4.55	-2.53
Adults Age 25-34	0.58	1.01	0.57	0.98	-0.01	-0.03	-1.72	-2.97
Adults Age 35-49	0.67	1.16	0.65	1.12	-0.02	-0.04	-2.99	-3.45
Adults Age 50-64	0.81	1.54	0.78	1.49	-0.03	-0.05	-3.70	-3.25
Adults Age 65+	1.18	2.48	1.15	2.42	-0.03	-0.06	-2.54	-2.42
Women 15+	0.73	1.32	0.70	1.26	-0.03	-0.06	-4.11	-4.55
Men 15+	0.57	1.08	0.56	1.04	-0.01	-0.04	-1.75	-3.70
Housewives	0.80	1.44	0.75	1.37	-0.05	-0.07	-6.25	-4.86
Indiv: White	0.87	1.82	0.81	1.70	-0.06	-0.12	-6.90	-6.59
Indiv: Black	0.50	0.89	0.48	0.86	-0.02	-0.03	-4.00	-3.37
Indiv: Indian	0.78	1.89	0.72	1.74	-0.06	-0.15	-7.69	-7.94
Indiv: Coloured	1.24	2.22	1.20	2.16	-0.04	-0.06	-3.23	-2.70
Adults: LSM 5-7	0.67	1.16	0.65	1.12	-0.02	-0.04	-2.99	-3.45
Adults: LSM 8-10	0.67	1.47	0.63	1.38	-0.04	-0.09	-5.97	-6.12

Target \ Day Part	TVR							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	267,767	492,853	262,483	483,647	-5,284	-9,206	-1.97	-1.87
Adults Age 15+	221,172	405,803	219,139	401,980	-2,033	-3,823	-0.92	-0.94
Kids Age 4-14	46,595	87,050	43,344	81,667	-3,251	-5,383	-6.98	-6.18
Adults Age 15-24	36,679	66,413	35,732	64,912	-947	-1,501	-2.58	-2.26
Adults Age 25-34	48,073	82,985	54,405	94,151	6,332	11,166	13.17	13.46
Adults Age 35-49	56,606	98,402	56,557	98,382	-49	-20	-0.09	-0.02
Adults Age 50-64	47,751	90,814	41,354	78,824	-6,397	-11,990	-13.40	-13.20
Adults Age 65+	32,064	67,190	31,091	65,711	-973	-1,479	-3.03	-2.20
Women 15+	128,123	231,216	125,756	226,704	-2,367	-4,512	-1.85	-1.95
Men 15+	93,049	174,587	93,383	175,276	334	689	0.36	0.39
Housewives	97,153	176,119	94,221	170,552	-2,932	-5,567	-3.02	-3.16
Indiv: White	33,652	70,669	31,386	65,721	-2,266	-4,948	-6.73	-7.00
Indiv: Black	174,653	309,925	173,458	308,763	-1,195	-1,162	-0.68	-0.37
Indiv: Indian	8,721	21,168	8,778	21,324	57	156	0.65	0.74
Indiv: Coloured	50,741	91,092	48,861	87,839	-1,880	-3,253	-3.71	-3.57
Adults: LSM 5-7	157,825	272,749	156,462	270,386	-1,363	-2,363	-0.86	-0.87
Adults: LSM 8-10	51,560	113,076	50,835	111,466	-725	-1,610	-1.41	-1.42

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Target \ Day Part	TVR %							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	2.13	4.50	2.06	4.38	-0.07	-0.12	-3.29	-2.67
Adults Age 15+	2.17	4.57	2.10	4.45	-0.07	-0.12	-3.23	-2.63
Kids Age 4-14	2.01	4.27	1.91	4.12	-0.10	-0.15	-4.98	-3.51
Adults Age 15-24	1.90	4.05	1.85	3.97	-0.05	-0.08	-2.63	-1.98
Adults Age 25-34	2.13	4.27	2.08	4.19	-0.05	-0.08	-2.35	-1.87
Adults Age 35-49	2.25	4.79	2.19	4.68	-0.06	-0.11	-2.67	-2.30
Adults Age 50-64	2.41	5.22	2.35	5.10	-0.06	-0.12	-2.49	-2.30
Adults Age 65+	2.31	5.07	2.23	4.93	-0.08	-0.14	-3.46	-2.76
Women 15+	2.23	4.87	2.16	4.73	-0.07	-0.14	-3.14	-2.87
Men 15+	2.09	4.25	2.04	4.15	-0.05	-0.10	-2.39	-2.35
Housewives	2.22	4.87	2.14	4.71	-0.08	-0.16	-3.60	-3.29
Indiv: White	1.13	2.54	1.05	2.35	-0.08	-0.19	-7.08	-7.48
Indiv: Black	2.18	4.60	2.12	4.49	-0.06	-0.11	-2.75	-2.39
Indiv: Indian	1.41	3.98	1.28	3.62	-0.13	-0.36	-9.22	-9.05
Indiv: Coloured	2.88	5.72	2.76	5.49	-0.12	-0.23	-4.17	-4.02
Adults: LSM 5-7	2.44	5.08	2.38	4.96	-0.06	-0.12	-2.46	-2.36
Adults: LSM 8-10	1.38	3.21	1.32	3.09	-0.06	-0.12	-4.35	-3.74

Target \ Day Part	TVR							
	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	938,876	1,984,708	928,391	1,972,051	-10,485	-12,657	-1.12	-0.64
Adults Age 15+	730,031	1,541,348	732,361	1,549,385	2,330	8,037	0.32	0.52
Kids Age 4-14	208,846	443,360	196,030	422,666	-12,816	-20,694	-6.14	-4.67
Adults Age 15-24	159,891	340,583	156,912	336,190	-2,979	-4,393	-1.86	-1.29
Adults Age 25-34	175,515	351,641	199,398	401,356	23,883	49,715	13.61	14.14
Adults Age 35-49	190,275	405,019	191,721	409,647	1,446	4,628	0.76	1.14
Adults Age 50-64	141,853	306,868	123,817	268,659	-18,036	-38,209	-12.71	-12.45
Adults Age 65+	62,496	137,237	60,513	133,532	-1,983	-3,705	-3.17	-2.70
Women 15+	390,683	852,103	389,770	851,848	-913	-255	-0.23	-0.03
Men 15+	339,348	689,245	342,592	697,537	3,244	8,292	0.96	1.20
Housewives	270,406	594,071	266,798	587,467	-3,608	-6,604	-1.33	-1.11
Indiv: White	43,613	98,179	40,525	91,167	-3,088	-7,012	-7.08	-7.14
Indiv: Black	761,344	1,606,958	759,995	1,613,358	-1,349	6,400	-0.18	0.40
Indiv: Indian	15,738	44,529	15,749	44,414	11	-115	0.07	-0.26
Indiv: Coloured	118,182	235,042	112,123	223,112	-6,059	-11,930	-5.13	-5.08
Adults: LSM 5-7	575,792	1,197,785	577,027	1,201,819	1,235	4,034	0.21	0.34
Adults: LSM 8-10	106,613	247,458	107,039	250,086	426	2,628	0.40	1.06

## DStv Commercial Total

Target \ Day Part	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	2.87	4.85	3.04	5.14	0.17	0.29	5.92	5.98
Adults Age 15+	2.99	5.14	3.14	5.39	0.15	0.25	5.02	4.86
Kids Age 4-14	2.48	3.94	2.71	4.31	0.23	0.37	9.27	9.39
Adults Age 15-24	2.50	4.15	2.64	4.39	0.14	0.24	5.60	5.78
Adults Age 25-34	2.76	4.49	2.92	4.75	0.16	0.26	5.80	5.79
Adults Age 35-49	3.12	5.43	3.31	5.77	0.19	0.34	6.09	6.26
Adults Age 50-64	3.43	6.02	3.60	6.33	0.17	0.31	4.96	5.15
Adults Age 65+	3.81	7.30	4.01	7.67	0.20	0.37	5.25	5.07
Women 15+	3.05	5.26	3.21	5.54	0.16	0.28	5.25	5.32
Men 15+	2.92	5.00	3.06	5.22	0.14	0.22	4.79	4.40
Housewives	3.02	5.31	3.19	5.62	0.17	0.31	5.63	5.84
Indiv: White	5.37	10.06	5.51	10.33	0.14	0.27	2.61	2.68
Indiv: Black	2.63	4.34	2.81	4.64	0.18	0.30	6.84	6.91
Indiv: Indian	3.18	6.03	3.29	6.23	0.11	0.20	3.46	3.32
Indiv: Coloured	2.46	4.04	2.63	4.32	0.17	0.28	6.91	6.93
Adults: LSM 5-7	2.17	3.53	2.33	3.79	0.16	0.26	7.37	7.37
Adults: LSM 8-10	6.25	11.38	6.35	11.53	0.10	0.15	1.60	1.32

Target \ Day Part	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 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)	1,263,580	2,139,535	1,370,399	2,316,820	106,819	177,285	8.45	8.29
Adults Age 15+	1,006,263	1,730,442	1,092,345	1,874,550	86,082	144,108	8.55	8.33
Kids Age 4-14	257,317	409,092	278,054	442,269	20,737	33,177	8.06	8.11
Adults Age 15-24	210,146	349,016	224,115	372,287	13,969	23,271	6.65	6.67
Adults Age 25-34	227,486	370,298	279,768	455,422	52,282	85,124	22.98	22.99
Adults Age 35-49	263,518	458,952	289,631	504,811	26,113	45,859	9.91	9.99
Adults Age 50-64	201,918	354,340	190,029	334,003	-11,889	-20,337	-5.89	-5.74
Adults Age 65+	103,196	197,836	108,802	208,027	5,606	10,191	5.43	5.15
Women 15+	532,337	919,370	578,110	997,199	45,773	77,829	8.60	8.47
Men 15+	473,926	811,073	514,235	877,351	40,309	66,278	8.51	8.17
Housewives	368,315	648,562	398,713	701,298	30,398	52,736	8.25	8.13
Indiv: White	207,824	389,695	213,235	400,161	5,411	10,466	2.60	2.69
Indiv: Black	919,209	1,516,293	1,010,215	1,664,833	91,006	148,540	9.90	9.80
Indiv: Indian	35,566	67,523	40,308	76,418	4,742	8,895	13.33	13.17
Indiv: Coloured	100,981	166,024	106,641	175,408	5,660	9,384	5.61	5.65
Adults: LSM 5-7	512,371	832,800	565,161	917,954	52,790	85,154	10.30	10.23
Adults: LSM 8-10	481,618	875,999	513,704	932,525	32,086	56,526	6.66	6.45

## SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Variable	ES TV Universe 2016 (OFF TAMS DATA)		ES TV Universe 2017 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	44 068 935	11 076	45 062 117	11 076
Adults Age 15+	33 694 427	8 574	34 800 704	8 574
Kids Age 4-14	10 374 508	2 502	10 261 413	2 502
Adults Age 15-24	8 414 778	2 276	8 476 107	2 276
Adults Age 25-34	8 240 044	1 890	9 587 464	1 890
Adults Age 35-49	8 448 716	1 889	8 753 244	1 889
Adults Age 50-64	5 882 071	1 561	5 272 885	1 561
Adults Age 65+	2 708 818	958	2 711 005	958
Women 15+	17 480 682	4 831	18 005 168	4 831
Men 15+	16 213 745	3 743	16 795 535	3 743
Housewives	12 216 616	3 352	12 495 741	3 352
Indiv. White	3 872 479	889	3 873 286	889
Indiv. Black	34 971 052	9 078	35 902 681	9 078
Indiv. Indian	1 118 969	228	1 225 684	228
Indiv. Coloured	4 106 435	881	4 060 466	881
Adults: LSM 5-7	23 485 407	5 975	24 149 099	5 975
Adults: LSM 8-10	7 721 734	2 031	8 112 133	2 031
Adults: Nguni	15 060 233	3 913	15 727 158	3 913
Adults: Sotho	10 975 566	2 907	11 300 040	2 907
Adults: Afr/Both	4 815 593	1 095	4 841 739	1 095
Adults: Eng/Other	2 843 035	659	2 931 766	659

## CONCLUSION

- For October 2017 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.