THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

JULY 2021 OVERVIEW

askafrika | decisioneering through facts

CELEBRATING 25 YEARS
1995 – 2020
OF RESEARCH EXCELLENCE

Contents

1. BRC Interim Radio Data methodology and execution
2. Quality assurance
3. Weighting efficiency
4. Questionnaire coverage
5. Demographics
6. Radio listenership

BRC INTERIM RADIO DATA METHODOLOGY AND EXECUTION

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika
decisioneering through facts

BRC interim radio data methodology and execution
In-field period:

	Jan 2021	Feb 2021	March 2021	April 2021	May 2021
Q1	Fieldwork				
Q2				Fieldwork	Submit data
National representative sample Q1	8,714 Interviews face-to-face interviews – 98% online proportion – 2%			Represent 42,571,395 population	
National representative sample Q2	9,004 Interviews face-to-face interviews – 94% online proportion – 6%			Represent 42,571,395 population	
Number of stations included (312)	PBS and Commercial 39			Community station 273	

BRC interim radio data methodology and execution

The BRC Interim Radio data was collected of Ask Afrika's TGI Products and Brands project and the following design was followed:

Universe

The defined universe is the South African population, aged 15+ years **including smaller urban non-metro and traditional/farm areas All 52 District Municipalities are included in footprint**

Sample size

In Q2, of **the17 718 interviews, 96% was done face-to-face and 4% was done online**

Sample design

Stratified multistage probability sampling

Probability Proportion to size (PPS) with number of households as measure of size (MOS)

Stratification and allocation

Explicit Stratification variables: Geo-type (Metro-Urban, Non-Metro-Urban and **Traditional/Farms** by Province and **Language** by Population group

Implicit Stratification variables: District Municipalities, local municipality, EA Type, main-place, sub-place and EA

Sampling frame

Enumerated Area (EA) sampling frame is used to draw the sample

Weighting

Province, **Language** by Population group , Age group, Gender, and Geo Type (Metro-Urban, Non-Metro-Urban and **Traditional/farms**)

BRC interim radio data methodology and execution
- continue

- ***One interview*** per household was conducted, no household flooding was implemented
- ***Randomness*** in the design is ensured up to selecting the respondent, which was selected by using a ***kish grid*** (a method for randomly choosing household survey respondents)
- Substitution took place to the ***left/right of the original sampling point*** after 3 unsuccessful visits over a spread of 3 different time periods
- ***Non-radio listenership respondents*** form part of the overall sample total and weighting
- Data was ***weighted back*** to the ***Enumerated Area sampling frame*** reflecting the ***mid-year population estimates as published by Statistics SA 2020***
- Weighting included a **2 step approach**, first calculating the ***design effect*** (correct the unequal inclusion probability of respondents) followed by the demographics to Stats SA's midyear population estimates of 2020 (to resemble the SA adult population aged 15+ totals)
- Interviews were conducted by making use of ***computer aided person interviews (CAPI)*** methodology. Thus interviews were completed ***immediate*** after contact was made on ***tablet devises***
- ***No leave behind diaries*** were placed

BRC interim radio data methodology and execution
- continue

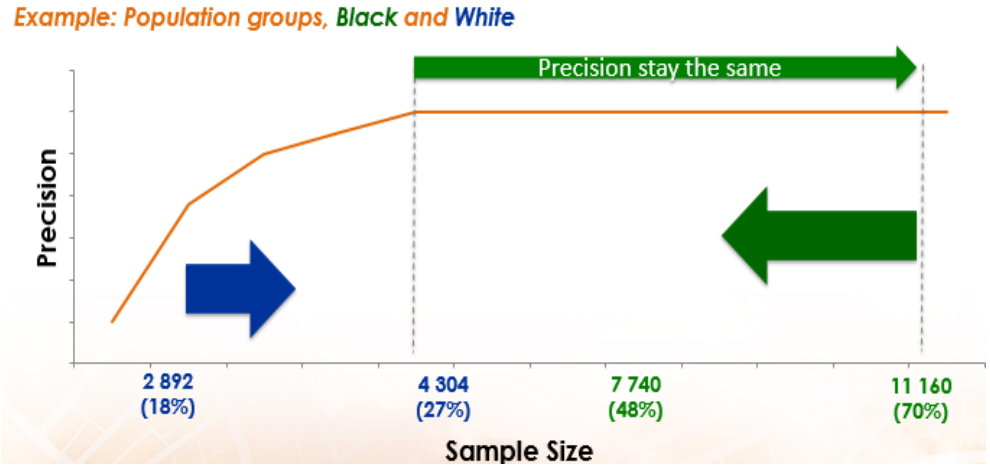
Disproportionate sampling and power allocation

Due to the ***significant differences*** in the population sizes between the strata, it is meaningful to deviate from proportional allocation. The ***power allocation rule is used to determine the number of EAs*** to be drawn per strata. The power allocation thus determine the ***optimum sample size*** per province, geo-type and population group, in each of the primary stratification split, ***without sacrificing the precision***.

The aim of using the power allocation rule is to ***decrease the allocation of EAs to the larger strata*** and to ***increase the allocation to the smaller strata***. Hence, with this technique one can ensure, as far as the overall sample size allows, that the ***sample sizes are large enough in each stratum representing the different provinces and population groups within the sample frame.***

Ask Afrika employed a ***disproportionate sample for population groups***. A disproportionate sample is drawn to ensure a ***more optimal allocation when the strata differ in size***. One need to ensure ***optimal sample sizes to ensure better precision for the smaller strata***. Thus, Ask Afrika boost smaller groups to get a ***better precision***.

Proportional allocation does not necessarily give optimal allocation.

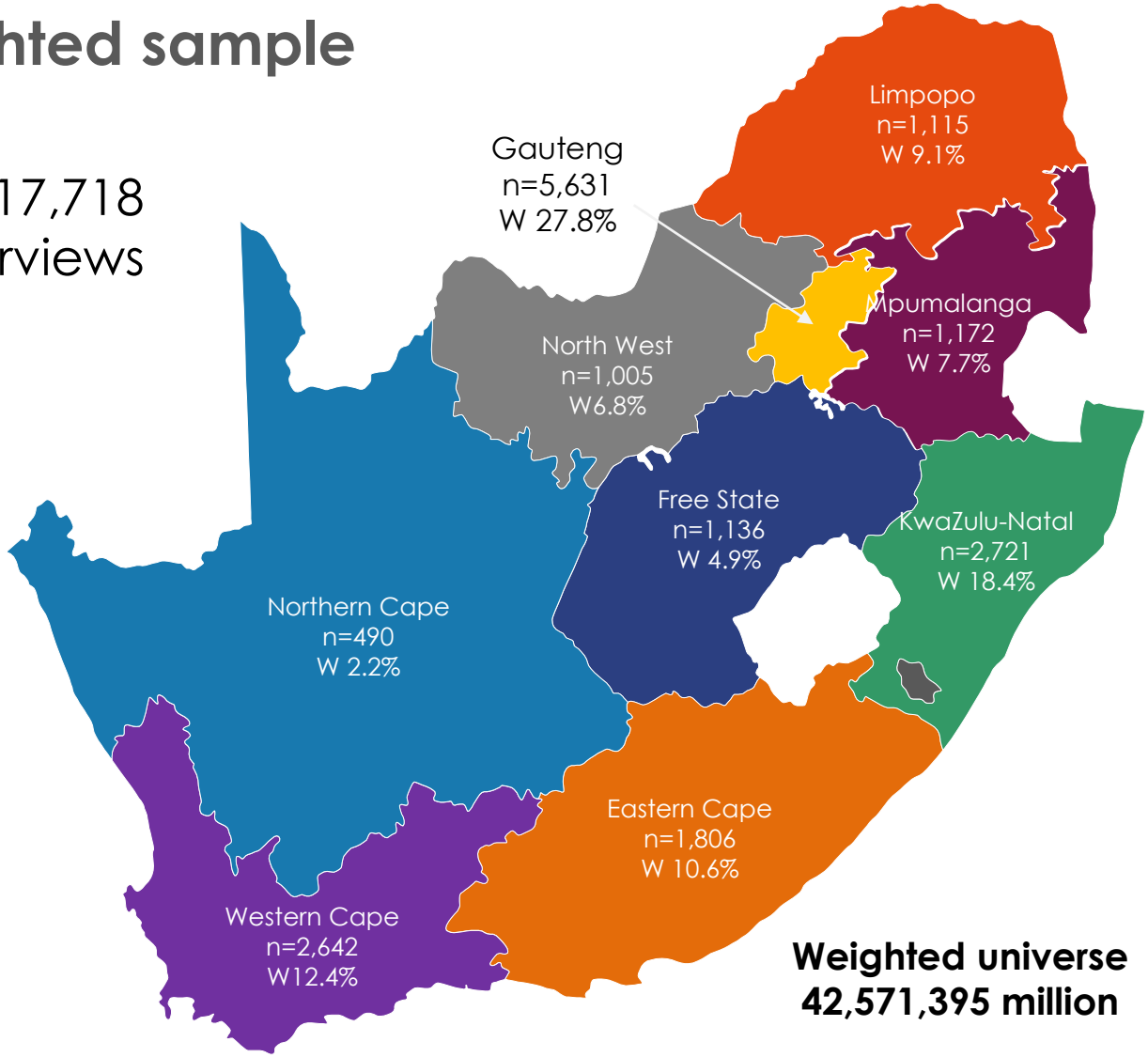


Achieved and weighted sample

Total: 17,718
face-to-face/online interviews

Unweighted	Total 2021	
	n	%
Metro-Urban	9,455	53
Urban Non-Metro	4,076	23
Traditional/farms	4,187	24

Weighted	Total 2021	
	n	%
Metro-Urban	19mill	44
Urban Non-Metro	12mill	28
Traditional/farms	12mill	28



Weighted universe
42,571,395 million

QUALITY ASSURANCE

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika decisioneering through facts

Quality assurance

Each step of the way

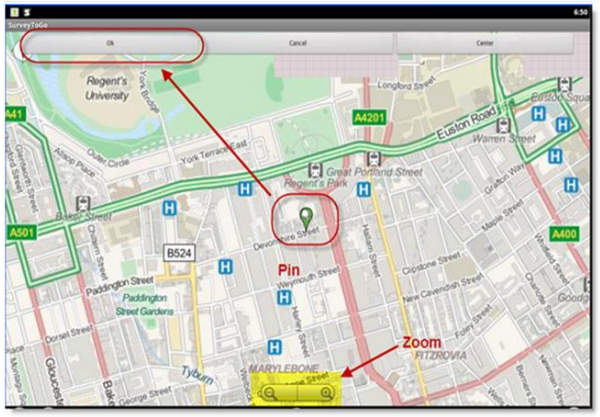
Quality Control

1

Geofencing

Benefits of Geofencing:

- Ensure the interview is taking place at the correct location
- No interview will be able to activate if the interviewer is not within the boundary of the interviewing point
- Assurance that the whole interview is taking place within the selected area
- **We control that high income areas are only targeted after 16:00 in the afternoon and over weekends.**



GPS points are captured during the interview to ensure that the interview takes place at the identified location

Quality Control

1

Covert recordings

Another technology you get on CAPI devices is covert recordings, similar to Call Centre studies where the interview is recorder for quality control purposes the same can be done on CAPI devices. The respondent off course is notified upfront that the interview will be recorded for QC purposes. You can record the whole interview or pre-determined questions can be selected and this can be changed at any given time in the survey.

Main Advantages:

- **Fraudulent interviews**
- **Investigate problematic/ unexplained answers**

The respondent off course are notified upfront that the interview will be recorder for quality control purposes

WEIGHTING EFFICIENCY

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika decisioneering through facts

Weighting efficiency

Weighting efficiency is an indication of the amount of skewing that had to be done to get the weights aligned to the universe

Weighting variables: Province, Geo-Type, Language, Population Group, Age and Gender

Weighting efficiency: It is important to control the range of the weights since extreme weights can significantly increase the variance of estimates. A golden rule implemented in practice is that the ratio between the minimum/maximum with the mean weight should not differ with more than a factor of 2 to 3

	Fieldwork Period	Total	EC	FS	GP	KZN	LP	MP	NW	NC	WC
Q1Q2' 2021	Jan–May'21	95%	96%	96%	94%	95%	96%	96%	97%	975	94%

Industry Norm: Weight efficiency percentage between 77.8% and 100%

QUESTIONNAIRE COVERAGE

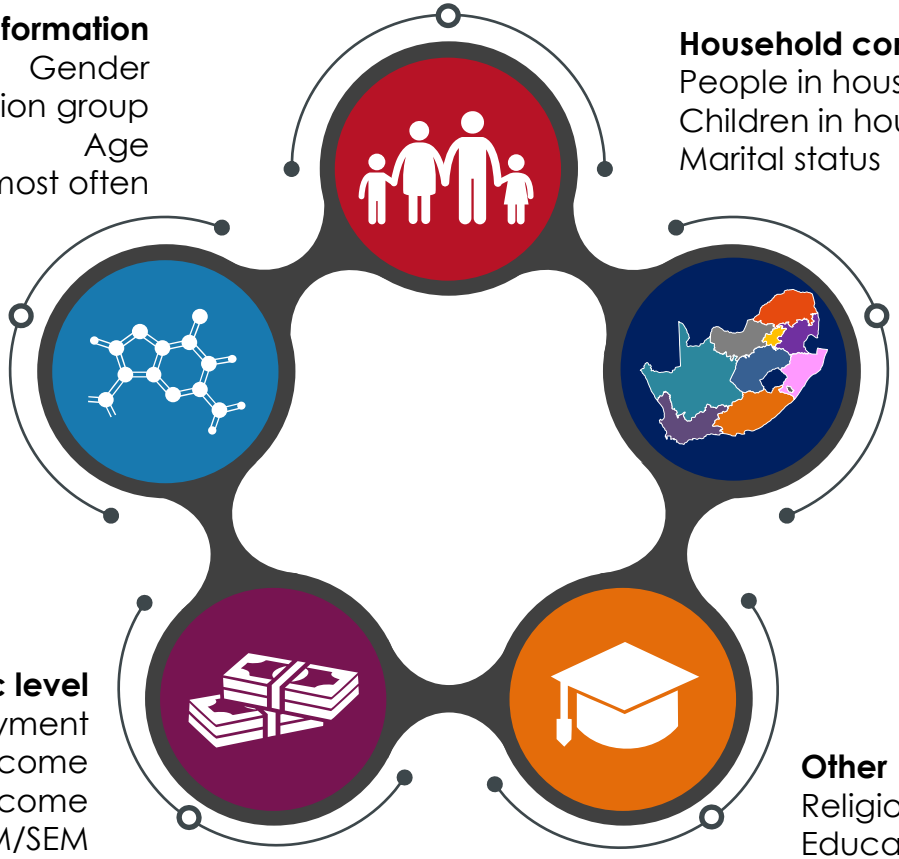
brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika decisioneering through facts

Questions covered - demographics

Personal information
Gender
Population group
Age
Language spoke most often

Household composition
People in household
Children in household
Marital status



Geography
Province
Metro-Urban, Urban Non-Metro, Rural

Socio-Economic level
Employment
Personal monthly income
Household monthly income
LSM/SEM

Other
Religion
Education

Questions covered – radio specific

Radio overall

- **Listen to radio**
- Yesterday, Past 7 days, Past 4 weeks, Ever, Never

Reasons and content

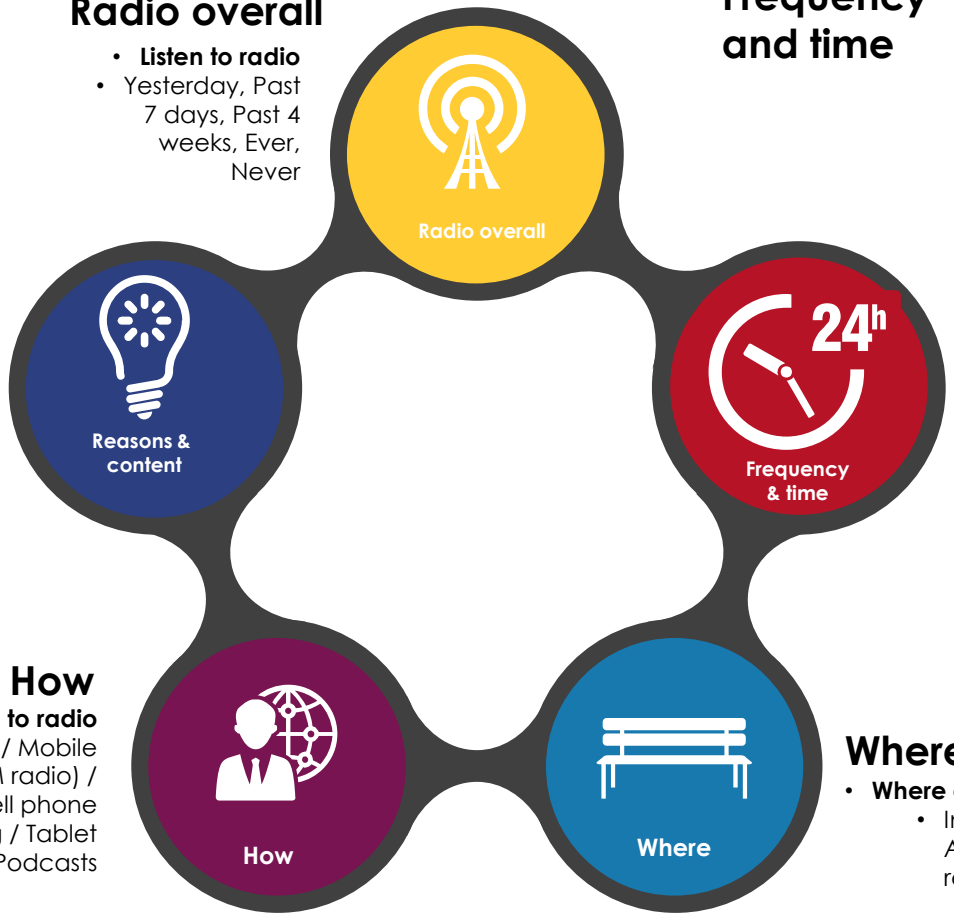
- **Reason for listening**
- Content

The latest music / Old music from other decades / Competitions / Traffic / Sports / Weather updates / Traffic updates / Debates and discussions / News / DJs and presenters

How

- **How listen to radio**

AM / FM Radio / Digital Radio / Mobile phone/Cell phone (AM / FM radio) / Mobile phone / Cell phone streaming / Online streaming / Tablet streaming / Satellite TV / Podcasts



Frequency and time

- For how many hours a day do you listen to the radio on average from Mon-Fri, Sat and Sun
  - None- do not listen on this, Under ½ an hour, ½ hour – 59 minutes, 1 hours – 1 hour 59 minutes, 2 hours – 2 hours 59 minutes, 3 hours – 3 hours 59 minutes, 4 hours – 4 hours 59 minutes, 5 hours – 6 hours 59 minutes, 7 hours – 8 hours 59 minutes, 9 hours or more
- At what time on Mon-Fri, Sat and Sun
  - 06:00 to 08:59am, 09:00 to 11:59, 12:00 to14:59, 15:00 to17:59, 18:00 to 20:59, 21:00 to 23:59, 0:00 to 02:59am, 03:00 to 05:59am
- On average, on a weekly basis, how many hours do you spend listening to the radio from Monday to Sunday?
  - None- do not listen on this, Under ½ an hour, ½ hour – 59 minutes, 1 hours – 1 hour 59 minutes, 2 hours – 2 hours 59 minutes, 3 hours – 3 hours 59 minutes, 4 hours – 4 hours 59 minutes, 5 hours – 6 hours 59 minutes, 7 hours – 8 hours 59 minutes, 9 hours or more

Where

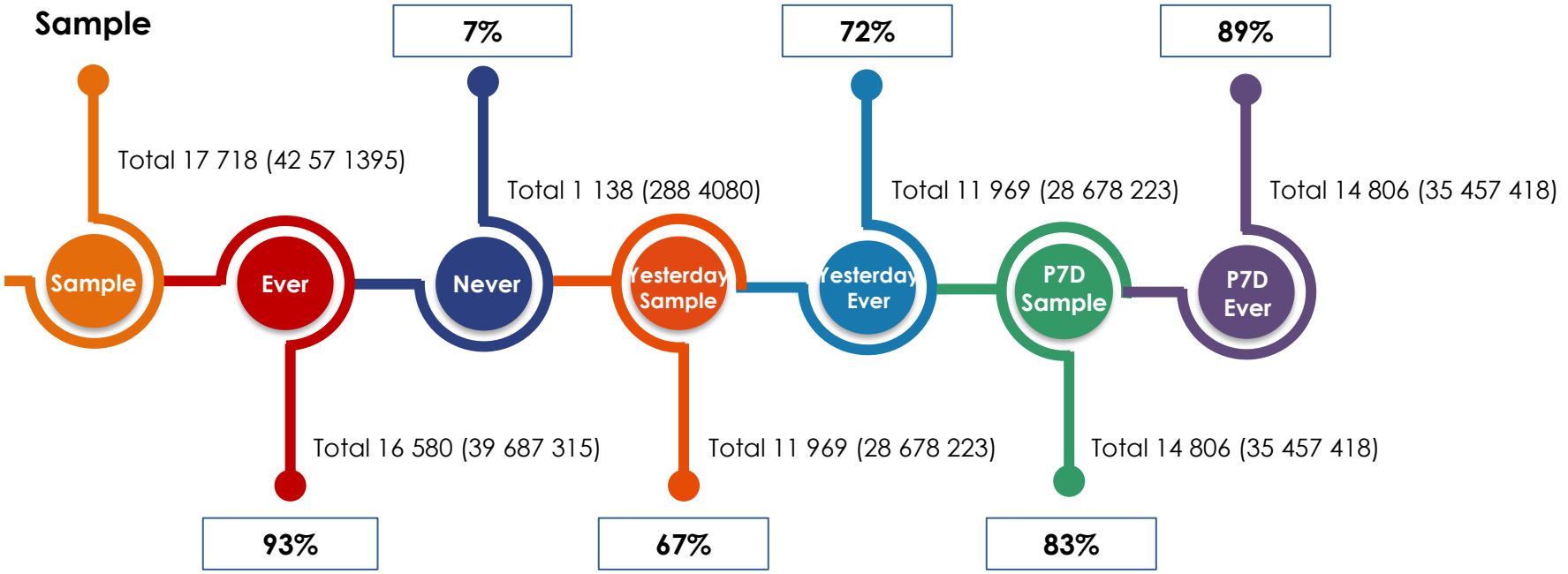
- **Where do you listen to radio**
  - In a car / At my own home / At a friend's home / At work / At a pub/shebeen/club / At a restaurant / Train stations / Taxi ranks / Elsewhere

RADIO LISTENERSHIP

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

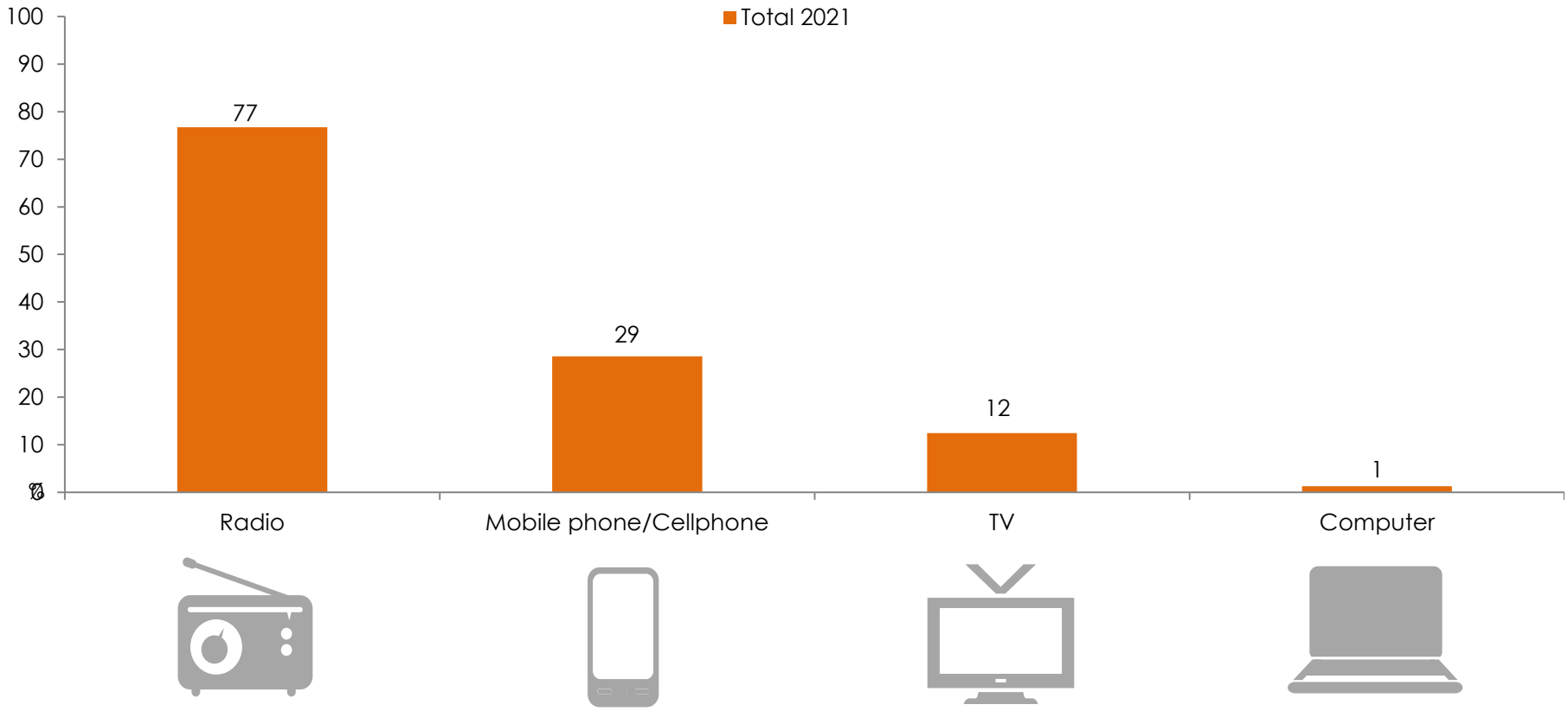
askafrika decisioneering through facts

Radio listenership - Overall



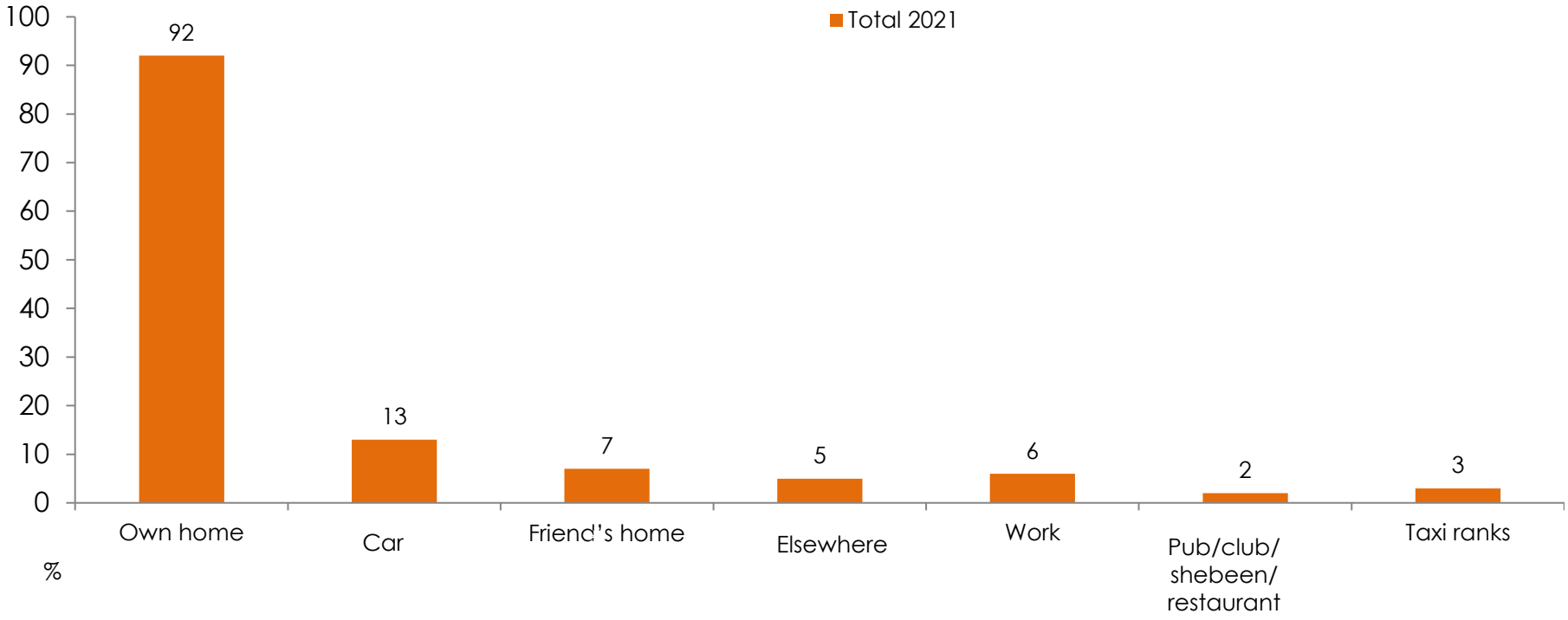
Radio listenership

How do you listen to radio?



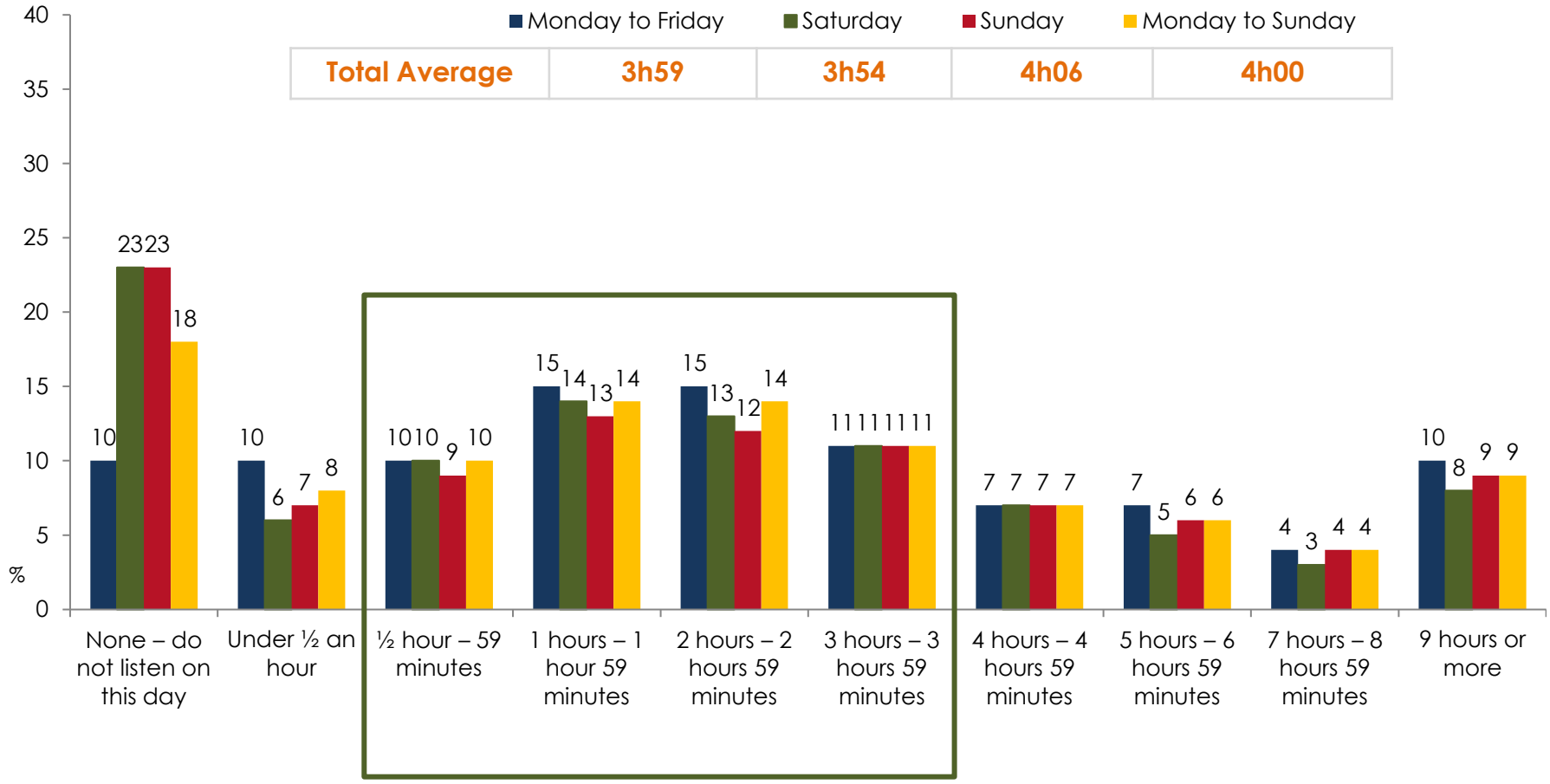
Radio listenership

Where do you listen to radio?



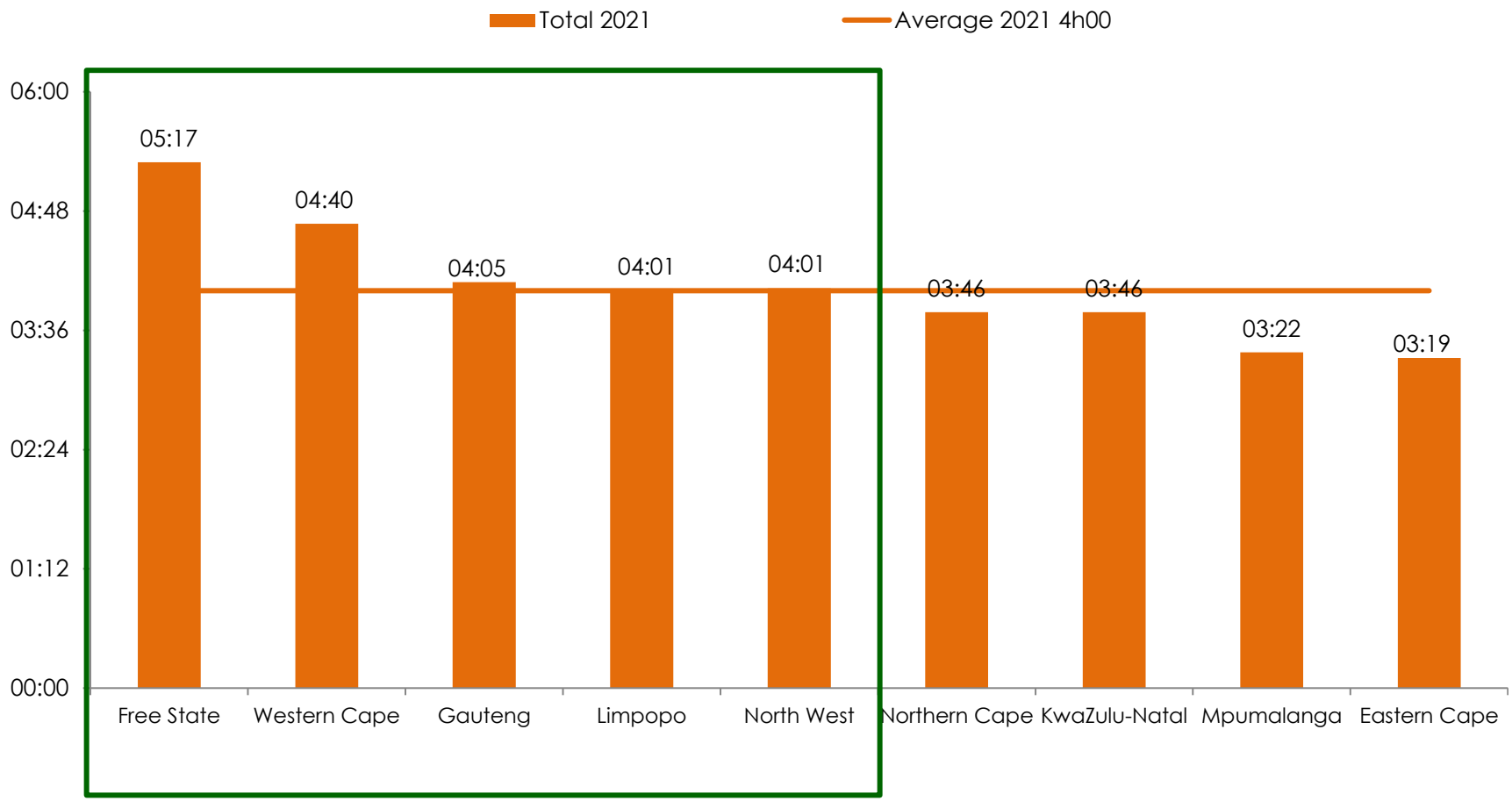
Radio listenership

How **many hours** a day do you listen to radio on average?



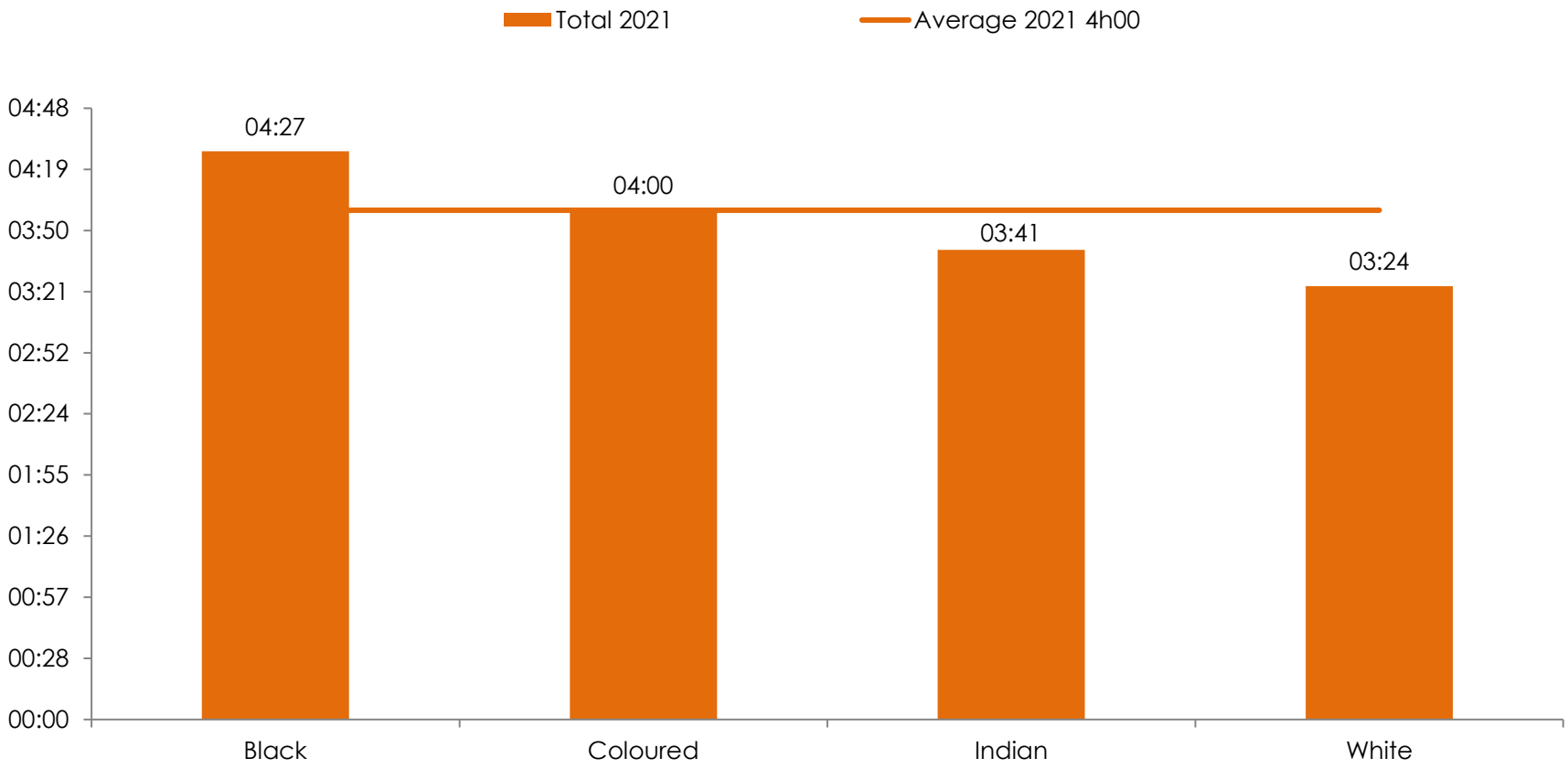
Radio listenership

How **many hours** a day do you listen to the radio on average by Province?



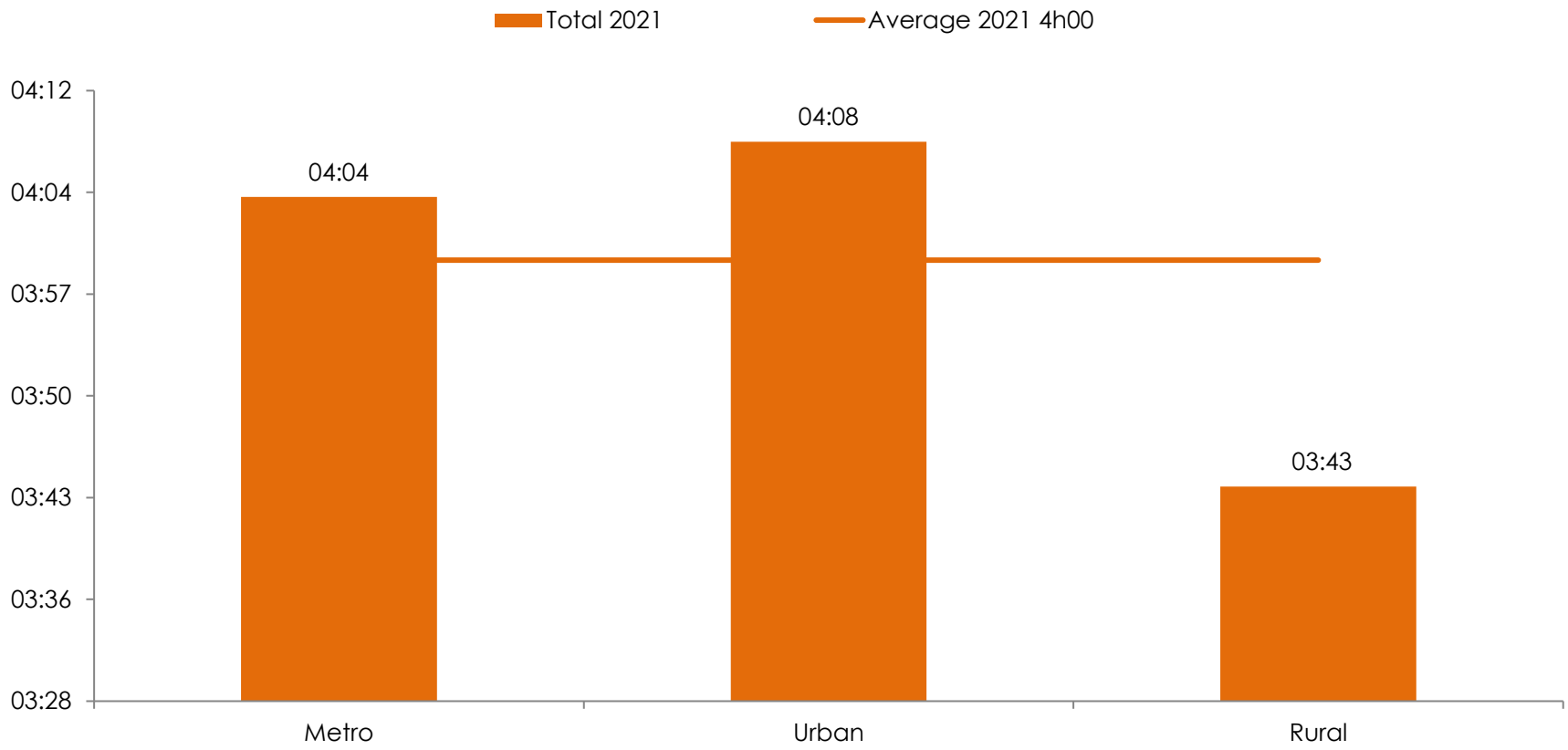
Radio listenership

How **many hours** a day do you listen to the radio on average by Population Group?



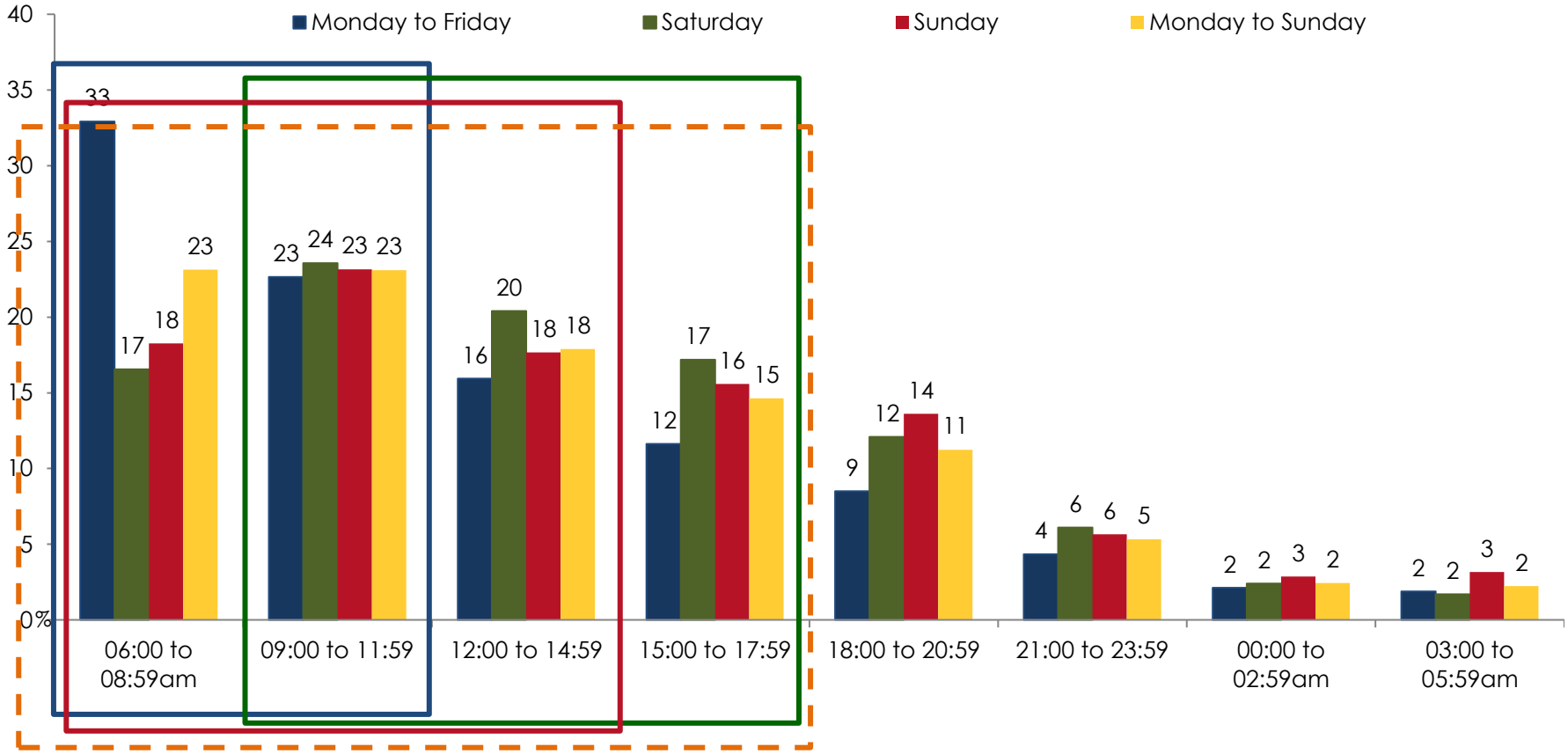
Radio listenership

How **many hours** a day do you listen to the radio on average by Geo-Type?



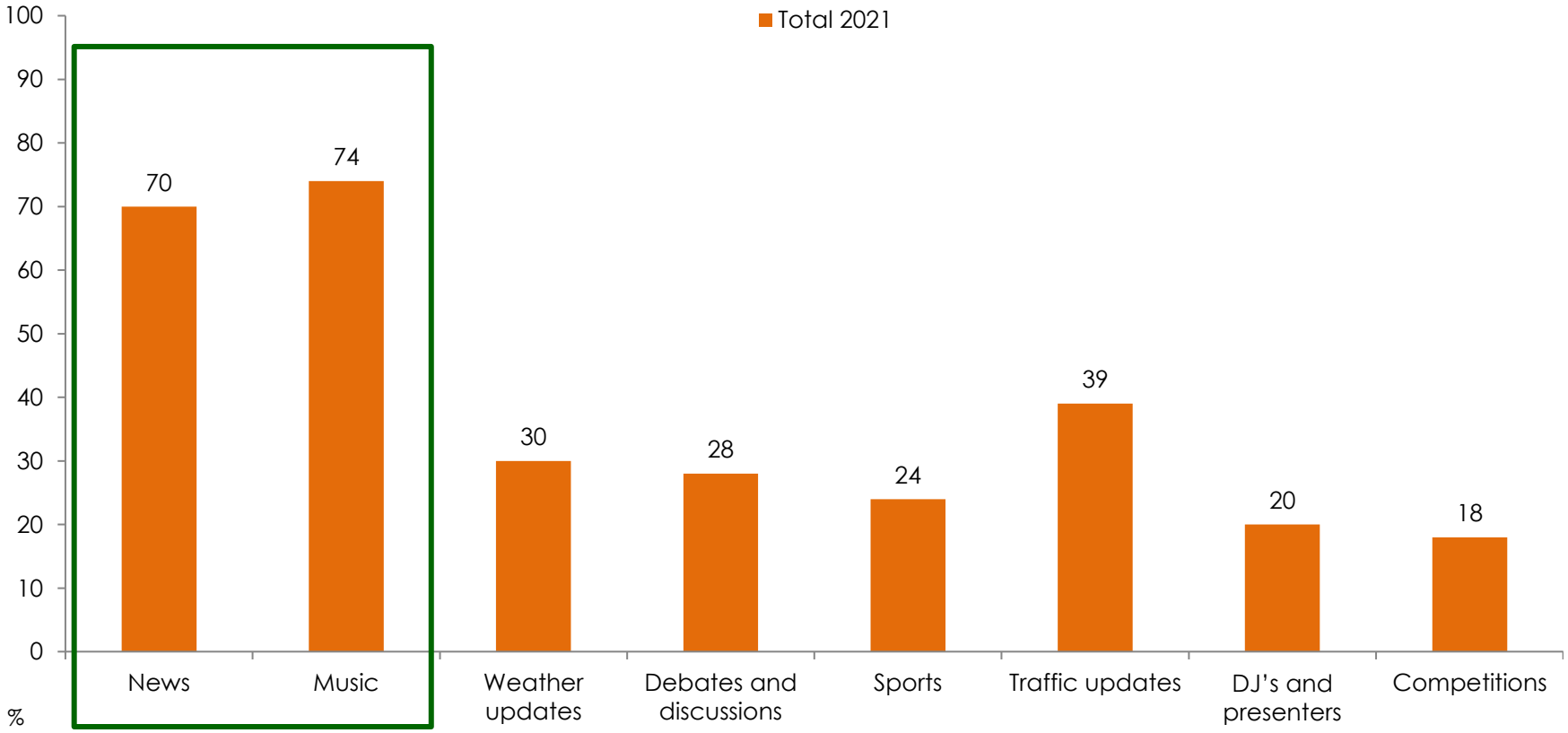
Radio listenership

What **time of day** do you mostly listen to the radio?



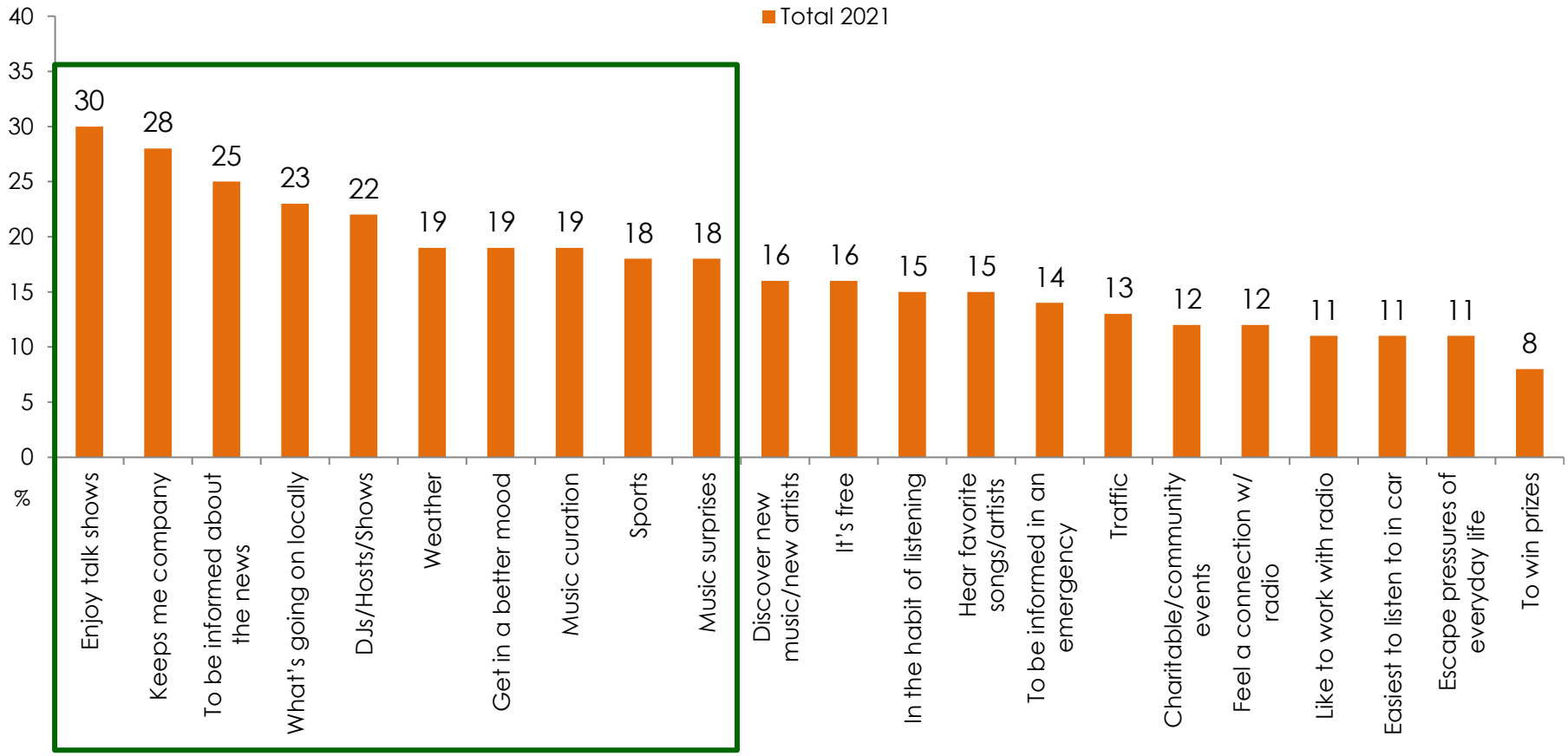
Radio listenership

Content listened to?



Radio listenership

Reasons for listening to radio?



May your **choices reflect your hopes**, not your fears.

- Nelson Mandela

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika
decisioneering through facts

THANK YOU

brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

askafrika | decisioneering through facts