

**MEDIA USAGE AND PREFERENCE
OF CONSUMERS
IN THE TRANSKEI**

by

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SUMMARY

The objective of this study is to establish the media usage and preference of consumers in the Transkei. The results are of special significance to media planners and advertisers in so far as they will assist in the media selection process. This in turn will form the basis of improved marketing communication between media planners and advertisers on the one hand and Transkeian consumers on the other.

The media types investigated were newspapers, magazines, television and radio. The results indicated that three newspapers (Daily Dispatch, Intsimbi and Imvo), three magazines (Ibona, Pace and Drum), one television channel (TV 2 - now CCV-TV) and one radio station (Radio Transkei) are extremely popular among the majority of Transkeians. The research results also indicated that the following topics are very popular in all the media types: local news, sport, education and arts/cultural articles. The results further indicated that Transkeians are generally favourably inclined towards advertisements.

I declare that Media Usage And Preference Of Consumers In The Transkei is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

J.J. Smit

A handwritten signature in black ink, appearing to be 'J.J. Smit', written over the typed name.

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CHAPTER ONE

INTRODUCTION

1.1 THE IMPORTANCE OF UNDERTAKING THE STUDY

This study investigates the media usage and preference of consumers in the Transkei. A study of this nature has never been conducted for the particular target group. Knowledge of the said target group's media habits, may serve as the basis for improved media communication with Transkeians. The study is of special significance to media planners and advertisers in so far as it may assist with the media selection process which in turn may improve marketing communication with Transkeian consumers.

The objective of this chapter is to serve as an introduction to the study and to indicate the importance of undertaking such a study in the Transkei. It is important because there is a general lack of knowledge of the so-called Black market among advertisers and marketers (Harmse, 1988, p. 25). As the Transkei is predominantly inhabited by Blacks, it is found to be an ideal place for conducting this study.

The Black market in general and the Black market of Transkei in particular is important to advertisers and marketers because it represents a substantial portion of the total southern African population and an ever increasing share of total spending. These statements are supported by the following statistics. The total population of South Africa was 29 025 000 in 1987 (Central Statistical Service, RSA, 1988). This figure excludes the populations of the Republics of Transkei, Bophuthatswana, Venda and Ciskei (hereafter referred to as the TBVC states). Van Zyl (1988, p. 15) indicates that a total of 6 232 473 people lived in these so-called TBVC states in 1988. This implies that the total

population of southern Africa, which consists of South Africa and the TBVC states, was more or less 35 million in 1988. This figure has increased and will continue to do so as we approach the next century. It is especially the Black population that will increase at a higher rate vis-a-vis the White population. This is indicated in Table 1.1.

**TABLE 1.1: ESTIMATED POPULATION OF SOUTHERN AFRICA BY
POPULATION GROUP, 1970 TO 2000**

'000

Year		Whites	Coloureds	Asians	Blacks	Total
1970	No.	3 862	2 130	654	16 022	22 668
	%	17,0	9,4	2,9	70,7	100,0
1980	No.	4 526	2 687	818	21 079	29 110
	%	15,6	9,2	2,8	72,4	100,0
1990	No.	5 052	3 244	978	28 258	47 590
	%	13,5	8,6	2,6	75,3	100,0
2000	No.	5 427	3 782	1 122	37 259	47 590
	%	11,4	7,9	2,4	78,3	100,0
% Growth per annum from 1970						
to 2000		1,4	1,8	1,7	2,3	2,1

SOURCE: J.L. Sadie, A reconstruction and projection of demographic movements in the RSA and TBVC countries, Research Report No. 148, Bureau of Market Research, Pretoria, 1988, p. 7.

In Table 1.1 it can be seen that the Black population will increase at a higher rate than the other population groups. This is evidenced by the fact that in 1970 Blacks comprised 70,7 percent of the total population of southern Africa as opposed to the 17,0 percent Whites, while it is projected that the Black population of

southern Africa will comprise 78,3 percent as opposed to the 11,4 percent Whites in the year 2000.

In Table 1.2 the total southern African population is subdivided to indicate Blacks living in South Africa and those living in the so-called TBVC states. This is of special importance to this study because it is conducted in one of these TBVC states, namely Transkei.

TABLE 1.2: ESTIMATED POPULATION OF THE RSA AND TBVC COUNTRIES
'000

Year	Whites	RSA Blacks	TBVC Blacks	Total Blacks	Total s/Africa
1970 no.	3 862	16 022	-	16 022	22 668
%	17,0	70,7	-	70,7	100
1980 no.	4 526	21 079	-	21 079	29 110
%	15,5	72,5	-	72,5	100
1985 no.	4 853	18 218	6 193	24 411	33 121
%	14,7	55,0	18,7	73,7	100
1990 no.	5 052	21 104	7 154	28 258	37 532
%	13,5	56,2	19,1	75,3	100
1995 no.	5 249	24 283	8 232	32 515	42 344
%	12,4	57,4	19,4	76,8	100
2000 no.	5 427	27 827	9 433	37 260	47 591
%	11,4	58,5	19,8	78,3	100

SOURCE: H.A. Steenkamp, Demographic segmentation of the population of the RSA and TBVC countries, 1970-2000, Research Report No. 160, Bureau of Market Research, 1989, p. 13.

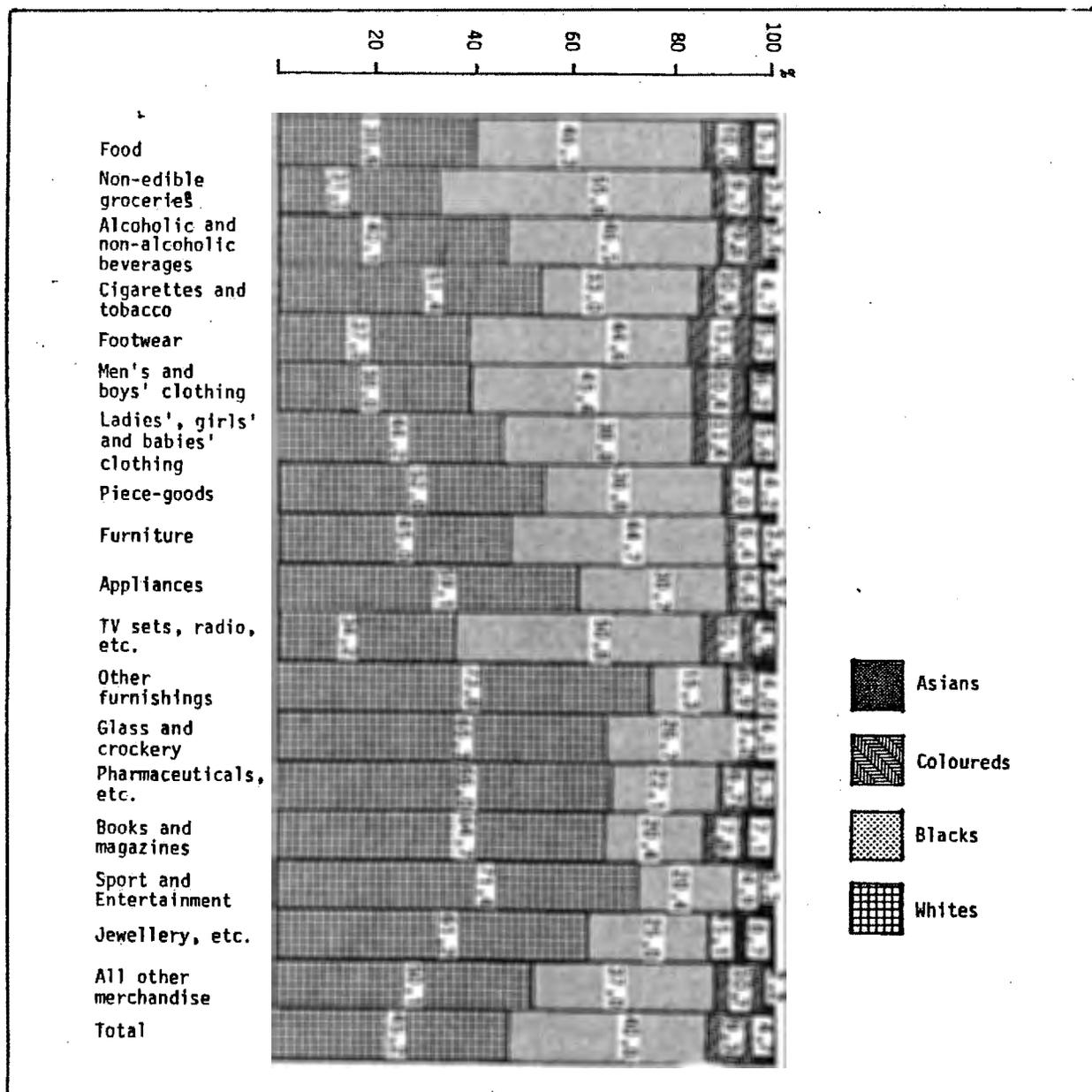
The fact that Table 1.2 indicates TBVC Blacks to be nil in 1970 and 1980, is because Blacks living in these areas were still included in the total Black population of South Africa in those years. It is only since 1985 that Blacks living in the TBVC states are taken as a separate group. It must also be noted that Coloureds and Asians are not included in Table 1.2 as they are not relevant to this study. In Table 1.2 it can be seen that nearly one fifth (19,8 percent) of the total southern African population will be Black people living in the TBVC states by the turn of the century.

The population figures indicated in Tables 1.1 and 1.2 offer tremendous challenges to producers and marketers of consumer goods in southern Africa. It is especially the producers and marketers of commodities used traditionally by Black consumers that stand to gain substantially by this population growth. This is so because statistics of the Central Statistical Service (1988, p. 1) indicate that the Black population will grow at a higher compounded growth rate (2,40%) than the White population (1,42%).

The Black population is not only important to marketers because of its size, but it also represents a sizeable share of the retail sales expenditure in South Africa. The White population accounted for 45,2 percent of total retail sales in 1986, while the Black population accounted for 40,8 percent (Bureau of Market Research, 1986, Report no. 132, p. 45). In later studies on retail sales conducted by the Bureau of Market Research, the share of different population groups is no longer indicated separately. The 1986 figures, although they are dated, are accordingly used to illustrate the substantial portion of retail sales that can be apportioned to Black people as it can be assumed that the Black population's share of retail sales has increased rather than decreased vis-a-vis the other population groups since 1986 and that it will continue to do so (Strydom, 1985, p. 6). In Figure 1.1 the share of retail sales for 1986 of the different population groups

is indicated. The breakdown for individual products are also indicated in Figure 1.1.

FIGURE 1.1: SHARE OF THE FOUR POPULATION GROUPS IN RETAIL SALES



SOURCE: P.A. Nel, Forecast of retail sales for 1986, Research Report no. 132, Bureau of Market Research, 1986, p. 45.

In monetary terms, the percentage shares of total retail sales of the different population groups according to Figure 1.1 are as follow: Whites - R14 174 million; Blacks - R12 634 million; Coloureds - R2 881 million and Asians - R1 467 million (Bureau of Market Research, 1986, p. 44). For some consumer goods, the Black population represents a larger percentage of retail sales than the White population. These are indicated in Table 1.3.

TABLE 1.3: RETAIL SALES OF SELECTED PRODUCTS BY POPULATION GROUP FOR THE YEAR 1986

Merchandise group	Whites (R million)	Blacks (R million)	Total (R million)
Food (meat, dairy products, vegetables, etc.)	4 146	4 985	10 757
Non-edible groceries (cleaning agents, polishes, etc.)	623	1 116	1 999
Alcoholic and non-alcoholic beverages	706	818	1 760
Footwear for men, ladies and children	358	429	963
Men's and boy's clothing and accessories	593	708	1 561

SOURCE: Adapted from Radel, F.E., Forecast of Retail Sales for 1986, Report 132, Bureau of Market Research, 1986, p. 44.

Although the above statistics indicate the importance of the Black market in southern Africa, it has thus far not been widely acknowledged by advertisers and marketers. This statement is supported by the Director-General of the South African Broadcasting Corporation, Wynand

Harmse. Harmse (De Kat, February 1988, p. 25) indicates that the advertising industry of South Africa has relatively little knowledge of the Black consumer market. From the above it is evident that more attention should be devoted to establishing the usage and preference of Blacks of the communication media to which they are exposed.

One way of determining such usage and preference is to conduct research among Black people. This dissertation strives to achieve that by conducting research to establish the media usage and preference of a certain portion of the Black market. The portion of the Black market selected for this study, is the Transkeian population.

The importance of conducting a study like this in the Transkei, is because the Transkei is inhabited by a large concentration of Black people. This is reflected by the following statistics. The total population of the Transkei in 1985 was 2 876 122 of which 1 192 853 were male and a total of 1 683 269 female (Transkei Yearbook, 1989, p. 127). This was equal to 11,78% of the total Black population of southern Africa in 1985. The Gross Domestic Product (GDP) of the Transkei for 1985 was R3 112 250 000 (Transkei Yearbook, 1989, p. 123), which is an indication of the money in circulation in the Transkei.

In summary of this section it can be stated that it is extremely important for media planners and advertisers to know the media usage and preference of consumers in the Transkei as so far as it may assist in the media selection process, which in turn may ensure improved marketing communication. The reasons for selecting Transkeian consumers, were indicated in the above discussion. From the above discussion about the importance of undertaking this study, it is clear that various problems can be identified relating to consumers in the Transkei. It is the purpose of this study to

address and hopefully resolve these problems. Not all these problems are however addressed in this study. It is only the problems that relate to insufficient knowledge of the media habits of Transkeians, that are addressed. These problems are indicated in section 1.2. Section 1.2 is followed by sections dealing with the objectives of the study, the scope of the study, the research methodology and the contents of the study.

1.2 THE PROBLEMS INVESTIGATED IN THE STUDY

Two separate problems are addressed in this study. The first problem is that there is insufficient knowledge about the media usage of Transkeians. The second problem is that there is insufficient knowledge about the media preference of Transkeians, which include preference of topics in available media as well as preference of advertisements in available media. As a result of these problems, marketers and advertisers do not communicate effectively with consumers in the Transkei. Each of these two problems is further discussed in the subsections that follow.

1.2.1 Insufficient knowledge of the media usage of Transkeians

A comprehensive profile containing the media usage of Transkeians has never been compiled. This study aims to rectify the situation as it hopes to supply comprehensive information about the media usage of Transkeians. There are various media research studies, most of which are conducted regularly. The most important of these is the All Media And Products Survey (hereafter referred to as the AMPS study) conducted regularly by the South African Advertising Research Foundation. Other studies are Sociomonitor, Adindex, Black Data Library and Panel Data. All these studies are important to this study, but none of them represents a comprehensive report of the media usage and preference of consumers in the Transkei. Each one of these studies is discussed briefly below.

The AMPS study is conducted regularly by the South African Advertising Research Foundation. One of the objectives written into the South African Advertising Research Foundation's constitution is to establish comprehensive and continuous media audience and product usage surveys, to provide comparable multi-media, multiracial and multi-product information reports on research on marketing and advertising (Leahy, 1992, p. 45). Conducted annually since 1975, the AMPS study has provided one of the world's largest ongoing multi-product and media survey. The South African Advertising Research Foundation is funded by a contribution of up to 0,5% on gross advertising rates collected by media owners (Leahy, 1992, p. 45). The shortcomings of the AMPS study in respect of media usage and preference of consumers in the Transkei is indicated further down. Before this is done, the other media studies referred to above, are also briefly discussed.

Sociomonitor is conducted by Market Research Africa. It uses psychographic instead of demographic segmentation to subdivide consumers in southern Africa. Work on Sociomonitor began in 1975 and it has been developed for both the White and Black markets (Leahy, 1992, p. 61). Although Sociomonitor may be a valuable study to media planners, it does not specifically investigate the media usage and preference of consumers in the Transkei.

Adindex, which is also conducted regularly by Market Research Africa, is South Africa's authoritative source of media expenditure data (Leahy, 1992, p. 82). Adindex was started in 1967, but in the early days only print and South African Broadcasting Corporation (SABC) radio were monitored (Leahy, 1992, p. 82). This has been extended to include a very wide range of media types and media vehicles. Although reference is made on a few occasions in this study to Adindex, it does not specifically investigate media usage and preference of consumers in the Transkei.

The Black Data Library, sponsored by the Argus Group, was conducted in 1987 among 2 000 Black respondents in Soweto (Leahy, 1992, p. 86). The study investigated media consumption (usage), leisure time activities, purchases, activities and demographics. It was however a one time study and the fact that only people in Soweto were interviewed, makes it of little importance to this study.

Panel Data, funded by Republican Press, is a consumer panel and database that allows marketers to segment their markets in terms of a wide range of factors, and compile in-depth profiles of target consumer groups (Leahy, 1992, p. 87). Based on a panel of 3 000 Black and White households, it covers not only their demographics but also their product and media usage, their values, interests, habits, hobbies and sporting activities, worries and ambitions, political and religious affiliations and shopping habits (Leahy, 1992, p. 87). The sample for Panel Data was drawn from urban households, which limits its value to this study because the Transkei is predominantly inhabited by people living in rural areas.

From the above it can be seen that only the AMPS study is similar to this study. This is so because it consist of sections in which the Transkeian consumers are specifically investigated. The AMPS study however only investigates certain aspects of media usage and then neglects to investigate other aspects of media usage which are of crucial importance to this study and the advertiser, as indicated below.

In the AMPS study media usage is categorised into different National Press Union zones (N.P.U. zones), the various provinces, different community sizes, different household income groups, different age groups, different home languages, between literacy and illiteracy, between radio/TV in home (yes or no), between male and female, between housewives and non-housewives as well as women

with babies and women with children.

The AMPS study does not investigate different types of occupation, levels of education, writing skills and reading skills. These aspects not investigated by AMPS, are of specific importance to this study. Firstly, as far as types of occupation are concerned, there exist no official statistics indicating the breakdown of occupations by different types for the Transkei (Transkei Yearbook, 1989, p. 127). With this study it is hoped to obtain such a breakdown as well as indicating the media usage and preference of different occupation groups.

The second aspect not investigated by the AMPS study, namely level of education, is also important to this study because there exists a suspicion that the media usage of higher educated people may differ substantially from those of lower and uneducated people. Such a suspicion can only be substantiated or rejected by means of empirical research and statistical techniques such as crosstabulation, which are to be used in this study.

The aspect of literacy is indeed used in the AMPS study. It however uses only the two categories of literate and illiterate. In this study the term literacy is divided into writing and reading skills, while each one in turn is subdivided into three categories in the questionnaire, namely no writing/reading skills, poor writing/reading skills and good writing/reading skills.

There is however some form of overlapping between this study and the AMPS study in so far as the categorisations of age, sex and family income are concerned. These categorisations are included to ensure that this study is as comprehensive as possible. In the case of each of these categories, some modifications are however necessary for this study. In the case of age, the four categories used by AMPS, are not sufficient. It is decided to use six

different age categories for this study instead of four to ensure the usage and preference of more age groups in the Transkei are represented. Regarding family income, there is a substantial difference between this study and the AMPS study. The AMPS study only uses four categories namely R1 000 and more per month, R500 to R999, R100 to R499 and less than R99. In this study individual earnings instead of family income are investigated. Family income is however used in chapter three where secondary sources are referred to. A total of nine different earning categories are used ranging from the first category of R0 to R100 for the last month to the highest category of R6 000 and over for the last month. This is done because this study represents a more in-depth approach of a relatively small section of the total southern African population with quite a low average income, whereas the AMPS study looks at the overall southern African scenario.

Another very important limitation of the AMPS study is that the universe from which it draws its sample comprises only persons aged 16 years and older. This is not acceptable for a media study of the Transkei because of the fact that 49,9 percent of the Transkeian population are 14 years and younger (Nel, 1988, p. 62).

1.2.2 Insufficient knowledge of media preference of Transkeians

The second problem addressed in this study, is that the opinions of Transkeians have never been investigated in respect of their preference of topics that appear in available media as well as their (Transkeians) preference of advertisements that appear in these media. The effect of this is that marketers and advertisers may not be able to select the most appropriate advertisements to feature during the best liked programmes, while it may be impossible for marketers and advertisers to design the most appropriate advertisements if they do not know the type of advertisements that are preferred by Transkeians.

This study strives to alleviate the above problem by investigating both the preference of Transkeians of topics that appear on the available media and the opinions of Transkeians in respect of advertisements that appear on available media. The results of this study may therefore not only alleviate the above problem, but in the process it may enable institutions to communicate more effectively with Transkeians by means of available media.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Main objective

The main objective of this study is to establish the media usage and preferences of consumers in the Transkei.

1.3.2 Secondary objectives

There are various secondary objectives that directly support the main objective stated above. The first of these secondary objectives is to investigate media selection. This objective is addressed in chapter two. The reason for investigating media selection is because the results of this study in respect of the media habits of Transkeians may indicate the most appropriate media to select for effective media communication with Transkeian consumers.

The second secondary objective of this study is to obtain as much demographic information about Transkeian consumers from existing sources as is possible. This secondary objective is addressed in chapter three. Such an investigation from secondary sources is necessary because the study of demographics is an important component of any media study.

The third secondary objective of this study is to develop a research methodology most suitable for establishing the media habits of Transkeian consumers. This objective is addressed in chapter four.

The following two secondary objectives deal specifically with advertisements in the available media. The first of these is to establish to what extent Transkeians pay attention to advertisements that appear in the available media. The second is to ascertain the opinion of Transkeians in respect of advertisements that appear in available media. Both these objectives are addressed in chapter five.

A further secondary objective is to establish whether the media usage of different demographic groups in the Transkei will differ significantly from group to group. For instance, whether the media usage of males in the Transkei will differ from that of females, whether the media usage of young people will differ from that of older people, etc. In this respect the media usage of the various age groups, sex (gender) groups, earning level groups, education groups and rural and urban groups are to be compared to one another. This secondary objective is addressed in chapter six where the media usage results obtained from the total sample are broken down to indicate the media usage of separate categories of particular demographic groups. This is achieved by means of the statistical technique of crosstabulation.

A last secondary objective of this study is to make recommendations to advertisers, media planners and other interested parties based on the results of this study in respect of the media habits of the group studied. This objective is addressed in chapter seven.

1.4 SCOPE OF THE STUDY

The population investigated in this study is the total Black population of the Transkei. The reason for restricting the investigation to above group, has already been indicated briefly in section 1.1. It is because Transkeians represent a substantial portion of the total southern African Black population, which in turn represents a substantial portion of total southern African spending. The Transkei also forms one of the unique areas where the Black consumer can be studied in his own traditional environment relatively free from the influences of the more Westernised White population. In the Transkei a more homogeneous Black population also exist than in the Republic of South Africa.

The information required is the Transkeian population's media usage and preferences in respect of the different communication media. These are broken down into specific information needs, each dealing with a particular aspect of media usage and preference. The information needs are further categorised to distinguish the various types of media communication available in the Transkei. These are radio, TV, newspapers, magazines, outdoor advertisements and point-of-purchase displays. Only the first four, namely radio, TV, newspapers and magazines are used in this study. The reasons why these are included in the scope and other communication types, like outdoor advertising and point-of-purchase displays are excluded from the scope, are explained below where each of these communication types is discussed individually.

1.4.1 Reason for including radio in the study

The reason for using radio is because it is the most widely observed medium of marketing communication in the Transkei. In other words, more Transkeians receive marketing communication messages by means of radio than by any other form of marketing

communication. This statement is supported by the fact that there are fourteen radio stations that are used by Transkeians (AMPS 91, Volume 4, 1991, p. 3) with substantial total listenership. These radio stations are Radio South Africa, Radio 5, RPN Stereo, Capital Radio, Radio Bop, Radio 2000 (including Radio Pulpit and Kinsel), Radio Metro, Radio Zulu, Radio Xhosa, Radio Lebowa, Radio Sesotho, Radio Thohoyandou, Radio Transkei and Radio Ciskei. The respective listenerships of these radio stations in the Transkei can be seen in Table 1.4. It must be noted that Table 1.4 refers only to people of 16 years and older. This is so because the AMPS study does not include people under the age of 16 in their investigations.

TABLE 1.4: TRANSKEI RADIO LISTENING FOR THE PAST FOUR WEEKS

Radio Station	Frequency	% of total listenership per station
Radio South Africa	5 000	0,4
Radio 5	1 000	0,0
RPN Stereo	2 000	0,2
Capital Radio	32 000	2,2
Radio Bop	3 000	0,2
Radio 2000/Kinsel/Pulpit	1 000	0,1
Radio Metro	24 000	1,7
Radio Zulu	192 000	13,1
Radio Xhosa	465 000	31,8
Radio Lebowa	5 000	0,3
Radio Sesotho	131 000	8,9
Radio Thohoyandou	3 000	0,2
Radio Transkei	1 009 000	68,9
Radio Ciskei	28 000	1,9

SOURCE: Adapted from AMPS 91, Blacks: Broadcast Media, South African Advertising Research Foundation, Volume 4, 1991, p. 3.

In Table 1.4 it can be seen that Radio Transkei is listened to by almost 70% of Transkeians that are 16 years and older. It is the most widely used radio station in the Transkei if compared to other radio stations. Radio itself is also the most widely used media type if compared to all other media types. This can be seen from the statistics to follow where the usage of the other media types in the Transkei is indicated.

1.4.2 Reasons for including newspapers and magazines in the study

There is only one newspaper, the Daily Dispatch, that circulates daily in the Transkei. In terms of the circulation figures of the Newspaper Press Union for July 1988 to December 1988, the daily circulation of the Daily Dispatch in Transkei was 6 463 (See Appendices 1 and 2 attached for NPU circulation figures). A variety of other newspapers do circulate in the Transkei, but on a very irregular basis. The Sunday Times, Sunday Express and Rapport circulate once a week, on Sundays, in the Transkei. These newspapers are however restricted to the bigger urban centres such as Umtata and Butterworth. Their exposure is accordingly limited in the Transkei.

Most of the magazines that circulate throughout southern Africa, can be found in the Transkei. They are however mainly sold in the urban areas due to insufficient road and postal infrastructure, while illiteracy is also a restricting factor (Black, 1987, p. 2).

Although limited in its exposure in the Transkei, the press (which consists of all newspapers and magazines) accounts for such a high level of advertising expenditure nationwide that it cannot be ignored for this study. A total of R1 283 100 000 was expended on press advertising in 1989 (Leahy, 1992, p. 11). Another reason for including press (newspapers and magazines) in the scope of this study, is because advertising expenditure in Black newspapers and

magazines has increased from R13,9 million in 1980 to R60,7 million in 1990. The fact that some of these Black newspapers and magazines circulate in the Transkei, makes it essential to include newspapers and magazines in the scope of this study. In Table 1.5 the money expended on Black press from 1980 to 1990 as well as the share of Black press as a percentage of total press advertising expenditure during the abovementioned period, are indicated.

TABLE 1.5: MONEY SPENT ON BLACK PRESS FROM 1980 TO 1990

Year	Newspapers R'000	Magazines R'000	Total R'000	Share of all press %
1980	-	-	13883	6,3
1981	-	-	17099	5,6
1982	-	-	23679	6,2
1983	-	-	25843	6,0
1984	-	-	26535	5,7
1985	14095	11794	25889	5,6
1986	16108	13298	29405	6,1
1987	18381	15802	34182	6,1
1988	26371	20176	46546	6,7
1989	33897	21138	55035	6,5
1990	35576	25124	60700	6,4

SOURCE: Market Research Africa's Adindex from *The Media Book*, 1991/92, p. 99.

In Table 1.5 two aspects can be highlighted. The first is that advertising expenditure in Black press increased by a massive 337% from 1980 to 1990. The second is that, although there has been a substantial increase in advertising expenditure in Black press, it still accounts for a relatively small percentage (6,4%) of total advertising expenditure in all press in southern Africa.

1.4.3 Reasons for including television in the study

Television sets are mainly restricted to the larger towns. This is due to the fact that electricity and reception are mainly restricted to the larger towns, while funds are also a restricting factor. Although limited in its exposure in the Transkei, television has become such a powerful medium for marketers and advertisers wishing to reach the total southern African Black market, that it cannot be ignored for this study. This is reflected by Table 1.6 which indicates the total TV advertising expenditure from 1985 to 1990.

TABLE 1.6: MONEY SPENT ON TV ADVERTISING FROM 1985 TO 1990

Year	TV 1/4 R'000	TV2/3 R'000	Independants R'000	Total TV R'000	Share of all media %
1985	196725	28630	4205	229560	28,6
1986	206088	28789	7248	242125	28,1
1987	244247	40288	25084	309619	30,1
1988	293371	53383	53679	400433	30,8
1989	350254	70458	57909	478622	30,9
1990	429497	86094	95923	611514	33,1

SOURCE: Market Research Africa's Adindex from The Media Book, 1991/92, p. 116.

Some very interesting observations can be made from Table 1.6. The most important of these is that more money has been expended on advertising on the independant television channels than on TV 2/3 since 1988. This is especially relevant to this study because the audience of TV 2/3 was mainly Black. The fact that TV 2/3 was surpassed by the independants as advertising medium is possibly the reason why TV 2/3 was replaced by CCV-TV in 1992. Advertising

expenditure on CCV-TV was not available at the time of writing this dissertation. Another interesting observation from Table 1.6 is that the share of television advertising expenditure as a share of total advertising expenditure has gradually increased from 28,6% in 1985 to 33,1 in 1990.

1.4.4 Reasons for excluding outdoor advertising from the study

Outdoor advertising is sometimes called "...the largest advertising medium in existence (in terms of physical structure)" (Wright, 1982, p. 204). In the Transkei it is however only restricted to the larger towns and therefore limited in its exposure. For this reason it is found to be not suitable for this investigation.

1.4.5 Reasons for excluding point-of-purchase displays from the study

The potential communication value of display space in retail stores can hardly be overestimated, according to Dunn, Barban, Krugman and Reid (1990, p. 470). The actual exposure of this form of marketing communication cannot easily be established in the Transkei because of the informal nature of many of the small retail outlets scattered all over the country. This effectively means that marketers and advertisers may have tremendous problems in continuously updating store displays. For these reasons it is found to be not suitable for this investigation.

1.4.6 Reasons for investigating Black people living in the Transkei

One of the reasons for selecting the Transkei and more specifically Black people living in the Transkei for this study, is because the Transkei forms one of the unique areas where the Black consumer can

be studied in his own traditional environment relatively free from the influence of the more Westernised White population. Secondly, it is because the Black people of Transkei are a fairly homogeneous group relative to the Black population in South Africa. Thirdly, the Transkei consists of a sizeable geographical area. It is approximately 70 000 square kilometre in size (Refer to Appendix 3, which is a map of southern Africa). Fourthly, the Transkeians comprise a substantial portion of the total Black population of southern Africa, which in turn represents a substantial amount of consumer expenditure. The importance of an ever growing Black consumer market has also been discussed in section 1.4.

1.4.7 Reasons for investigating media usage and preferences

By investigating the media usage and preferences of Black people living in the Transkei, it is hoped to learn something about at least a portion of the Black population of southern Africa. Ideally one should investigate the usage and preference of Transkeians on a wide ranging scope of social and other issues. This is however not practical. Instead it is only their usage and preferences for the communication media that they are exposed to, as well as their opinions and preferences for the advertisements that appear on these media, that are investigated. The next step is to indicate the research methodology to be used in this study.

1.5 RESEARCH METHODOLOGY

The sampling method selected is a non-probability method of quota sampling. In terms of this method, quotas of respondents based on representative age and sex groups are drawn in direct proportion to their respective percentage of the total Transkeian population. The actual field work is conducted in Xhosa by Xhosa speaking field workers under the direct guidance and supervision of the researcher. The actual development of research methodology suitable

for this study, is discussed comprehensively in chapter four.

The sample drawn consists of 200 scientifically selected respondents. The interviews are conducted in Umtata, Mount Frere and Flagstaff. A questionnaire consisting of 32 structured and four unstructured questions is used in the interviews. A copy of the questionnaire is attached as Appendix 5 to this manuscript. The 36 questions of the questionnaire is further subdivided into five sections. The first eleven questions require demographic information, while the next four sections of more or less six questions each, deal with usage of, opinions and preferences for newspapers, magazines, television and radio respectively. The information obtained in terms of the research method is then properly edited and reported. Subsequent to this, an investigative analysis of these findings is conducted and compared to similar other studies. Based on these, certain recommendations are made. In the section that follows, the contents of the study is discussed.

1.6 CONTENTS OF THE STUDY

The study comprises eight chapters. Chapter one is an introduction to the study. In this chapter (chapter one) the research problem is identified, the objectives in order to solve the problem stated and the scope of the study indicated. Chapter two deals with media selection. In this chapter the factors that influence media selection, are discussed. In chapter three all relevant information about the group studied, namely the Transkeians, that could be obtained from secondary resources, are indicated. This serves as a practical guideline to conduct meaningful primary media research of consumers in the Transkei. In chapter four the actual research methodology for conducting the study, is developed. In chapter five the results of the empirical research, are indicated and analysed. In chapter six, meaningful crosstabulations are constructed to

supply additional results for different categories within selected demographic groups. In chapter seven, recommendations based on the results of the study, are indicated. In chapter eight, the study is briefly summarised. In the section that follows, this chapter is summarised.

1.7 SUMMARY

In this chapter the topic is introduced and the importance of undertaking the study is indicated. It is important because it deals with the Black consumer market, be it only a portion of the Black market, namely the Transkeian market. The Black market is important because of its growing size and growing share of consumer spending. And yet it is a known fact among marketing men that the Black market has been neglected. This is reflected by the fact that a media profile of Transkeians, which represents a substantial portion of the total Black market, has never been compiled.

The absence of such a media profile may have created the problem of ineffective marketing communication. This study strives to minimise that problem by compiling such a media profile, which may serve as the basis for improved marketing communication in future. In other words, the study strives to establish the media usage and preferences of Transkeians in order to compile a media profile of Transkeians.

The chapter comprises various sections, each dealing with a particular issue. In the first of these, the importance of undertaking the study, is indicated. In the second section, the problems investigated, are discussed. These problems are insufficient knowledge of the media usage and preference of Transkeians, which make it difficult to communicate effectively by means of available media with the said group. In the third section of this chapter, objectives are stated the achievement of which

will resolve the problems mentioned above. The main objective is to ascertain the media usage and preference of Transkeians and the secondary objectives being to investigate media selection, to present demographic information obtained from secondary sources, to develop a research methodology for conducting a media study in the Transkei, to establish the level of attention that Transkeians pay to advertisements on the media and to ascertain the opinions of Transkeians in respect of advertisements that appear on available media, and lastly, to establish the media usage of different demographic groups

In the last section, the scope of the study is indicated. In this section it is indicated why Transkeians are selected for the study and also why certain media types are selected and others not. The reason why Transkeians are selected, is because they represent a fairly homogeneous group of the total Black consumer market. The reason why the media types of radio, television, newspapers and magazines are selected and other media types excluded, is because these are the media types that enjoy the highest usage levels in terms of secondary research undertaken.

This concludes a summary of chapter one. In chapter two the factors that influence media selection are discussed.

CHAPTER TWO

MEDIA SELECTION

2.1 INTRODUCTION

The **objective** of this chapter is to investigate media selection. The purpose of media selection is to match the target audience to the media audience (Cohen, 1988, p. 343). Such a matching can only be done if one has sufficient knowledge of the media habits of the target audience. The next four chapters of this study are devoted to establishing who the target audience are and what their media habits are. This is in line with both the primary and secondary objectives of the study, stated in chapter one.

Before this is done, it is however necessary to investigate certain aspects of media selection, especially the factors that influence media selection. This is so because media selection is the one function that stands to benefit the most from the results of this study. As part of this investigation, media selection is defined and described, the factors that influence media selection discussed and the strengths and weaknesses of the different media types compared.

2.2 DEFINING AND DESCRIBING MEDIA SELECTION

Media is the path through which a message reaches its destination. According to Leahy (1992, p. 1) the basic structure of media communication is simple. On the one side there is an audience and on the other there are various media and joining the two together are messages. Leahy (1992, p. 1) states that the complexity arises when one begins to consider the different audiences that can be reached and the many types of media available that can be used.

Each medium has certain attributes relative to its own communication values, its comparative values to other media and its usefulness in various situations (Koekemoer, 1988, p. 157). Media selection is the evaluation of the effectiveness of different media types in order to achieve stated objectives (Koekemoer, 1988, p. 157). Media types refer to the different types of media such as television, radio, newspapers and magazines (Aaker, Batra, Myers and Day, 1992, p. 498).

Once a decision is made on media types, specific media vehicles within each media type must be selected and units of each vehicle must be chosen (Dunn, Barban, Krugman and Reid, 1990, p. 375). Media vehicles are specific carriers and refer to the various television channels, the different radio stations and the various newspapers and magazines available (Aaker, Batra, Myers and Day, 1992, p. 498). These vehicles and unit decisions are generally made on the same objective and subjective bases as those for selecting media types (Dunn, Barban, Krugman and Reid, 1990, p. 375). The goal of the media planner should be to find as much factual information as possible and to make the selection decision accordingly (Dunn, Barban, Krugman and Reid, 1990, p. 375).

Russell (1988, p. 141) states that media selection has become more difficult in recent years because of the proliferation of media vehicles from which to choose. Media planners must evaluate media on the basis of how they maximise target audience exposure (Russell, 1988, p. 414). In this respect the results of this study can benefit media planners interested in the Transkeian consumer market very much because the results of this study may indicate how Transkeians use and prefer the different media types and vehicles available in the Transkei.

King (1983, p. 95) indicates that the task of media selection has become highly specialised. He indicates that media selection requires the utmost in professional skills because of significant

technological advances and because consumers are undergoing substantial changes in their reception to advertising. Examples of these technological advances are pay television channels (like M-Net) which screen far fewer advertisements than national networks (King, 1983, p. 95) and gadgets such as remote control devices which can be used by viewers to switch over to other television channels the moment advertisements are screened. An example of the changes that consumers are undergoing, is the increase in Black workers' salaries and the accompanying decrease in the gap between White and Black salaries (Strydom, 1985, p. 6). This has lead many Blacks to buy products that were traditionally only purchased by Whites (Strydom, 1985, p. 7).

2.3 FACTORS TO CONSIDER WHEN CONDUCTING MEDIA SELECTION

There are various factors that have to be considered when conducting media selection. According to Marx and Van der Walt (1989, p. 340) these factors can be divided into internal business factors, external factors and media factors.

2.3.1 Internal business factors

2.3.1.1 Media costs

Media costs is one of the most important factors to consider when selecting appropriate media. The cost-efficiency of the different media must be compared to one another (Russell, 1988, p. 141). Cost-efficiency means reaching the largest number of prospects at the lowest cost in an environment suitable for the product (Russell, 1988, p. 141). Total media costs have increased substantially in recent years. In South Africa total advertising expenditure has reached a level which is approximately 1% of Gross National Product (Reekie, 1988, p. 15). This increase is however not due to more advertisements being placed, but because of increased media rates. Koekemoer (1988, p. 148) states that

the annual South African advertising expenditure growth of 2,7% represents a drop in advertising volumes overall of some 14% when an average media inflation factor of 16 to 17% per year is taken into account.

Walsh (1990, p. 4) states that because media costs are rising at a higher rate than inflation, media planners are unable to afford both high reach and continuity in a media plan. Reach is the number of different persons or households exposed to a particular media vehicle or media schedule at least once during a specified time period, while continuity has to do with how the advertising is scheduled over the planning period (Dunn and Barban, 1990, p. 371). Walsh (1990, p. 4) goes on to say that the media planner of the 1990's has the unenviable task of choosing between media strategies that emphasize high reach and media strategies that emphasize continuity. Rarely does the media planner's budget allow for the luxury of achieving both. Walsh (1990, p. 4) concludes by stating that today's media plan must define success not in terms of reach or continuity, but in terms of effectiveness.

2.3.1.2 The financial liquidity of the media planner

If a media planner has limited or insufficient funds, he may be limited in his choice of advertising media. In such a case the media planner should not reach beyond the target audience. Rothschild (1987, p. 470) however suggests that even if the budget is low, media planners must ensure enough frequency of the message to create and maintain awareness. If the communicator cannot do that, the money spent is wasted. Frequency is the number of times within a four-week period that a prospect or portion of the population is exposed to the message (Dunn and Barban, 1990, p. 370). Rothschild (1987, p. 470) suggests that insufficient frequency is analogous to going halfway to Europe by plane.

2.3.1.3 The nature of the product

The nature of the product itself may sometimes dictate to media planners which media to select. Some products for instance need to be demonstrated, in which case television advertising will be most appropriate if it reaches the target audience and if it is affordable (Marx and Van der Walt, 1989, p. 340)

2.3.1.4 The nature of the channels of distribution

A product that is distributed intensively countrywide, may for instance require different advertising messages to a product that is distributed exclusively by one or a few retailers only in one or a few districts. Products that are distributed intensively normally require high reach and frequency of its communication messages, whereas products distributed exclusively normally require more exclusive messages on selected media (Marx and Van der Walt, 1989, p. 340).

2.3.2 External factors

2.3.2.1 Economic environment

The economic environment cannot be ignored by media planners. Strydom (1985, p. 47) indicates that media planners are part of the economic environment which means that they must be aware of such forces as inflation and recession and how these may influence the demand for their products and services. These forces may have an influence on media selection because it may persuade media planners to reduce advertising budgets which will result in cheaper media types and vehicles being selected as well as reducing the frequency and reach of media messages.

2.3.2.2 Social environment

Human behaviour is influenced by the social and cultural groups that people belong to. Culture is group behaviour that stems from the values and norms which are inherent to a particular group (Roelofse, 1984, p. 91). This is especially relevant to this study because the group studied, the Transkeians, all belong to the same cultural group. The Transkeians all speak the same language, have the same history and traditions and they all live in the same geographical area. Media planners must take great care to fully understand the traditions and habits of the group studied when they select the media messages for the particular group.

2.3.2.3 Political environment

The political environment refers to the laws and regulations that govern marketers and other communicators (Strydom, 1985, p. 48). It is essential that media planners have a basic knowledge of the relevant laws and regulations. Examples are the laws governing value added tax (VAT), the regulations of price control and the regulations of hire purchase.

Also part of the political environment are the drastic political changes that are taking place in South Africa. Although the Transkei is constitutionally independent from South Africa, these political changes are also relevant to the Transkeian market because it is generally believed that the Transkei will soon be re-incorporated into South Africa.

The influence that the political environment has on media selection, cannot be ignored. Firstly it is necessary for media planners to fully understand the laws and regulations of all the different media types and vehicles before the actual selection can be done. Media planners must also consider the political situation that prevails when media messages are designed for a specific

target audience.

2.3.2.4 Technological environment

The technological environment is largely stimulated by the competitive nature of the free market system (Strydom, 1985, p. 48). Many of the large enterprises are continuously involved in research and development to improve product offerings. If there are technological innovations that may influence media communication, it must be considered in the media selection process.

2.3.2.5 Competition

The media planner must be totally aware of the media strategies employed by its competitors. Rothschild (1987, p. 480) states that the media planner must consider strategic issues such as whether to be reactive or proactive concerning competition.

2.3.2.6 Reading, listening, viewing and buying habits

In this respect it is important to know who the target audience are, where they are, why they buy products, how they buy products, when they buy products and where they buy products. The buying habits are however not investigated as this is primarily a media study.

This is the one group of factors of media selection that stands to benefit the most from the secondary information presented in chapter three and especially the primary information presented in chapters five and six. This is so because the results of this study in respect of media usage and preference of Transkeian consumers, both from secondary and primary resources, may indicate to media planners how, when and where to advertise their products in order to establish the best possible communication with such consumers.

The results of this study may for instance indicate that Tanskeians under the age of 20 are avid readers of Drum, Pace and Ibona magazines, but not of other magazines or newspapers. The results may also indicate that Transkeians under the age of 20 only watch TV 2 (now CCV-TV) and no other TV channels, with the highest number watching between 18h00 and 21h00. The results may further indicate that Transkeians under the age of 20 listen mainly to one radio station, namely Radio Transkei and that they prefer to listen to it early in the morning and late in the evening. Based on this information, advertisers and other media planners who are directing their advertisements or other communication messages at this particular age category, should then select their media messages only in the media indicated in order to achieve the best possible communication.

From the above example, it must be clear how important the findings of this study are to this particular factor of media selection. In fact this factor was considered continuously when the results were gathered from secondary resources and was also considered when the questionnaire for the primary investigation was designed.

2.3.3 Media factors

2.3.3.1 Frequency versus reach

The media planner, along with the creative department, must consider the question of frequency versus reach. Reach is the total audience which sees (hears or reads) a message like an advertisement on a one time basis, whereas frequency is the number of times a member of the audience sees (hears or reads) the same message (King, 1983, p. 104). It is more feasible to concentrate on reach when the message conveyed is an advertisement of a new product in the market, while another product may require a repetitive message "to get the job done" (King, 1983, p. 104).

Two additional factors that may influence media selection also require attention. The first one only applies to the electronic media, while the second only applies to newspapers and magazines. The first one is length of advertisements and the second is position of advertisements.

2.3.3.2 Length of advertisements

This issue deals with 30-second advertisements versus 60-second advertisements on radio and especially on television. Rothschild (1987, p. 478) indicates the following results of research conducted by McCollum and Spielman in this regard:

- * 30-second advertisements yield marginally lower awareness than 60-second efforts
- * Two viewings of a 30-second advertisement yield substantially higher levels of awareness and communication than one viewing of a 60-second advertisement

Since 30-second advertisements cost about half that of 60-second advertisements, it would seem that greater awareness would be achieved through the use of more 30-second advertisements. Rothschild (1987, p. 478) states that there are cases where 10-second advertisements will be sufficient. An example of such a case is where the goal of the media planner is merely to create awareness of a brand name. Ogilvy & Mather (Rothschild, 1987, p. 478) conducted similar studies and their researchers found that four 10-second advertisements led to greater awareness and brand preference than two 30-second advertisements.

McCollum and Spielman (Rothschild, 1987, p. 478) report that 60-second advertisements are disliked because they tend to repeat material too much within the one spot and that 60-second advertisements have too much extraneous and unproductive copy. If

there is a value to 60-second advertisements, it lies in being the opening spot for a new campaign or product, i.e. it serves as an introduction to a series of 30-seconds advertisements that will follow (Rothschild, 1987, p. 478).

2.3.3.3 Position

Certain positions in newspapers and magazines are more advantageous than others. Advertising rates are more expensive for such prime positions as the back page or centrefold of a magazine (King, 1983, p. 104). Special positions can cost from 10% to 40% more than the regular rates (King, 1983, p. 104). The position of advertisements in newspapers and magazines therefore also deserves special attention in the media selection process.

It must be pointed out that the above factors do not represent an exhaustive list. There may be as many factors that influence media selection as there are media messages. The ones discussed are however the most important ones.

Another very important aspect of media selection is the comparison between the strengths and weaknesses of the different media types. These are discussed in the section that follows.

2.4 STRENGTHS AND WEAKNESSES OF THE DIFFERENT MEDIA TYPES

Every type of advertising medium has its unique characteristics. There is not one type of advertising medium which is best for all circumstances. Some will have advantages for particular circumstances, while others will have advantages in other circumstances. In Table 2.1 some strengths and weaknesses of selected media types are indicated. Only the media types of newspapers, magazines, television and radio are used in Table 2.1. The reason why these media types are used, is because they are included in the scope of this study, while other media types like billboards, bioscope and point-of-purchase displays, are excluded from the scope.

In Table 2.1 it can be seen that all the different media types have some strengths and some weaknesses. These characteristics of the different media types form a valuable guideline in media selection. They must be considered in collaboration with the factors that influence media selection discussed above.

TABLE 2.1: STRENGTHS AND WEAKNESSES OF DIFFERENT ADVERTISING MEDIA

Media types	Strengths	Weaknesses
NEWSPAPERS	<ul style="list-style-type: none"> * Supply illustrations and explanations * Suitable for high frequency * Adaptable to change 	<ul style="list-style-type: none"> * Bad reproduction * Short lifespan * Is read quickly * Reach a general audience
MAGAZINES	<ul style="list-style-type: none"> * Good reproduction * Longer lifespan * Reach specific market segment * Normally loyal readers 	<ul style="list-style-type: none"> * Limited adaptability due to long placing time * Many advertisers and little chance to dominate
RADIO	<ul style="list-style-type: none"> * Is a personal medium * Geographically selective by regional serices * National coverage of some transmitters * No literacy required 	<ul style="list-style-type: none"> * Limited availability * No reference back to message * No illustration possible * Only short message
TELEVISION	<ul style="list-style-type: none"> * Involves the most senses * Viewer transfixed and cannot ignore message * Good with demonstrations * Wide coverage * Prestige value 	<ul style="list-style-type: none"> * Limited availability * No reference back to message * Relatively expensive medium * Reach general audience

SOURCE: Adapted from S. Marx and A. van der Walt, Marketing Management, 1989, p. 351.

Some strengths and weaknesses of the selected media types deserve special mention because of their importance to media selection. These are discussed individually below.

2.4.1 Television

The major strength of television as an advertising medium is its intrusiveness (Rothschild, 1987, p. 406). It imposes itself on the household and is hard to avoid. Television is in virtually every home, while the average household has a set in use for almost 50 hours per week or over a seven day period (Rothschild, 1987, p. 406). It is assumed that there are much fewer television sets in the Transkei than in developed countries. This assumption can only be confirmed by means of media research in the Transkei in which respondents are asked to indicate the number of television sets in use and the amount of time these respondents watch television. These two questions are both addressed in the empirical section of this study.

Another strength of television is its unique combination of sight, sound and motion which gives it tremendous delivery potential and as such it becomes the closest representation of an actual salesperson in the home (Rothschild, 1987, p. 408). A weakness of television is the high costs of television time. In the Transkei scenario it may also have the further weakness that there are not as many television sets which may accordingly limit its effectiveness as an advertising medium.

2.4.2 Radio

The strengths of radio as a medium are low cost, wide audience, selectivity and flexibility (Dirksen, 1983, p. 409-410). Radio advertising is much less costly than most of the other advertising media. As a result, the advertiser can for instance reach a target market with a budget much smaller than is needed for television

(Dirksen, 1983, p. 410). The wide audience refers to the fact that radio can and does reach almost everybody. Whether this is also true for the Transkei, is not known. It is however addressed as part of the empirical section of this study. Irrespective of the situation in the Transkei, it is a known fact that people listen to the radio at almost any time and any place, regardless of their other activities (Dirksen, 1983, p. 409). This means that the potential audience of radio is greater than that of television, all magazines combined and all newspapers combined (Dirksen, 1983, p. 409). Radio is also a selective medium in the sense that advertisers can limit advertising to the desired markets. The advertiser can vary the messages and the intensity of coverage of different markets to meet local conditions. One can also obtain proper selection of programmes, of time of day, of stations and selectivity of types of listenership (Dirksen, 1983, p. 409).

The most important weakness of radio is its lack of a visual element (Russell, 1988, p. 208). In this age of self-service retailing in which package identification is so important, many advertisers shun the medium of radio. Russell (1988, p. 208) states that although the lack of a visual element makes radio unacceptable for some advertisers and less than ideal for others, most advertisers have developed creative techniques over the years to compensate for this missing visual appeal. Another weakness of radio is its transient quality (Dunn and Barban, 1990, p. 487). This means that radio, like any time medium, is fleeting. The message is not available for reference or for rereading (Dunn and Barban 1990, p. 487).

2.4.3 Newspapers

Newspapers also have certain strengths and weaknesses that need to be highlighted. The most important strength of a newspaper is that it has all the advantages of local media for national advertisers (Russell, 1988, p. 242). This means that it offers the freedom to

advertise to a widespread audience when and where desired and the ability to conduct a national campaign in which the headline or indeed the whole message is adapted for each geographical area (Russel, 1988, p. 242). Another advantage according to Russell (1988, p. 243) is that newspaper reading is a daily ritual in most homes. Whether this is also the case in the Transkei, is not sure. The results of this study may however indicate whether this is the case or not.

The major weaknesses of newspapers are short life and mediocre reproduction of photographs. Newspapers have a relatively short life, generally a day or two, while mediocre reproduction of photographs is the result of porous paper and high-speed printing (Dunn and Barban, 1990, p. 437).

2.4.4 Magazines

The most important strengths of magazines are that they require the reader's attention and that they have a long life. Rothschild (1987, p. 427) indicates that magazines are normally designed in such a way that they require a higher level of attention from the reader than for instance radio and television, which consumers normally attend to in a casual way. This higher level of attention normally aids the learning process. Rothschild (1987, p. 427) also states that magazines offer a long life to advertisements. When magazines appeal to specific interests, they may be kept for many months or even years. This is especially so for industrial and farm publications. At the very least, though, a magazine normally stays in the home until the next issue replaces it (Rothschild, 1987, p. 427).

The most important weaknesses of magazines are inflexibility of closing dates and relatively high costs. King (1983 p. 204) indicates that the closing dates of most magazines are normally 20 to 50 days ahead of the cover date. The costs of producing high

quality colour magazine advertisements are relatively high. King (1983, p. 204) indicates that these high costs are preventing smaller advertisers from using magazines to promote the sale of their products.

This concludes a discussion of the factors that influence media selection and the strengths and weaknesses of the different media types. It is however obvious that substantial media information about the group studied must first be gathered before proper media selection can be conducted. This gathering of media information for the purpose of media selection is conducted in the next four chapters of this study.

2.6 SUMMARY

This chapter is a critical analysis of media selection. As this study is essentially a media study, it is important to analyse the factors that influence media selection. The factors that influence media selection can be divided into internal business factors, external factors and media factors.

The most important business factors discussed are the media costs, the financial liquidity of the media planner, the nature of the product and the nature of the channels of distribution. The most important external factors discussed are the economic environment, the social environment, the political environment, the technological environment, competition and reading, listening, viewing and buying habits of the consumers. It is especially the reading, listening, viewing habits of consumers which are extremely important factors to this study because the results of this study, both from secondary and primary sources, may influence these particular factors of media selection the most. The most important media factors discussed are frequency versus reach, length of advertisements and position of advertisements.

Another critical element of media selection is an analysis of the different media types. In this chapter some of the most important strengths and weaknesses of the different media types investigated, namely television, radio, newspapers and magazines, are indicated. These will allow the media planner to select the most appropriate media type for a particular situation after the media habits of the group studied, have been obtained.

In the next chapter, the group studied, namely the Transkeian consumers, is discussed.

CHAPTER THREE

THE TRANSKEIAN CONSUMER MARKET

3.1 INTRODUCTION

In chapter two it was indicated that proper media selection can only be conducted with sufficient knowledge of the group studied. This chapter as well as the next three chapters are accordingly devoted to establishing sufficient knowledge about the group studied, namely the Transkeian consumers. The **objective** of this chapter is to present and discuss information obtained from secondary sources, while the next three chapters are devoted to establishing primary information about the group studied.

As this is essentially a media study, all information gathered must in some way be directly or indirectly linked to the media usage and preference of consumers in the Transkei. The criterion in gathering information about the group studied therefore is whether the information so gathered can in any way assist in creating a better picture of the media usage and preference of Transkeian consumers. This applies to the gathering of secondary information in this chapter as well as the gathering of primary information in the next three chapters.

The following features of Transkeian consumers are discussed in this chapter: relevant constitutional issues; the ratio of rural versus urban dwellers; proportional income and expenditure distribution; the level of education; proportional distribution of occupations and proportional age distribution.

3.2 RELEVANT CONSTITUTIONAL ISSUES

Transkeians consist of those people that live in a country called the Transkei, which gained its independence from South Africa on 26 October 1976 (Multilateral Decentralisation Manual, 1985, p. 3). The country is approximately 70 000 square kilometer in size and is situated on the south east coast of Africa (See Appendix 4, which is a map of Transkei).

Although it is widely accepted that the Transkei will again be re-incorporated into the Republic of South Africa, it was still an independant state at the time of writing this dissertation. The total population of Transkei is 2 876 122 (Transkei Yearbook, 1989, p. 127). The country is predominantly inhabited by Black people and more specifically Black people belonging to the Xhosa speaking ethnic group.

3.3 THE RATIO OF RURAL VERSUS URBAN DWELLERS

The Transkeians are predominantly a rural nation. This is evidenced by the fact that a total of 2 748 741 people out of the total population of 2 876 122 live in the rural areas of Transkei (Transkei Government Yearbook, 1989, p. 127. In terms of the above statistics, there are only 127 382 people that live in urban centres in the Transkei.

3.4 PROPORTIONAL INCOME AND EXPENDITURE DISTRIBUTION

This section is divided into two subsections. In the first, proportional income distribution is discussed, while proportional expenditure distribution is discussed in the second subsection.

3.4.1 Proportional income distribution

In this subsection income refers to average annual income per household. In Table 3.1 the average annual income per household of Transkeians are indicated.

TABLE 3.1: AVERAGE ANNUAL INCOME OF TRANSKEIANS PER HOUSEHOLD

Category	Amount
Total	5 069
Urban	13 362
Semi-urban	20 645
Rural	4 640

SOURCE: Adapted from the Transkei Government Yearbook, Income and Expenditure of households, 1989, p. 131.

In Table 3.1 it can be seen that the average annual income per household of the total population (R5 069) is substantially lower than the average annual income of the urban and especially the semi-urban households and is very close to the R4 640 of the rural households. This is due to the fact that 95% of all Transkeians live in the rural areas of Transkei (Transkei Government Yearbook, 1989, p. 127). According to the same source, 81,1% of total household income is earned by rural households, while 9,3% is earned by the urban households and 9,6% by the semi-urban households. In terms of the above it can thus be deduced that the urban people earn substantially more than their rural counterparts. The urban and semi-urban communities are however so small that more than 80% of total household income is earned by people living in the rural areas.

The reasons for the relatively high household income of urban and semi-urban dwellers are indicated below. Firstly it is because of the multilateral policy of decentralisation that was initiated jointly by South Africa, Transkei, Bophuthatswana, Venda and Ciskei in 1980 (Multilateral Decentralisation Manual, 1985, p. 7). In terms of this joint policy, growth areas were identified throughout southern Africa. Four growth areas were identified in the Transkei. They are Umtata, Butterworth, Ezibeleni and Lusikisiki (Multilateral Manual, 1985, p. 18). The latter two districts have thus far not yet attracted many industrialists. Umtata and Butterworth have thus far attracted 146 industries that have created 43 599 jobs in the process (Transkei Development Corporation, March 1989). This has substantially increased average income in these two districts, which have large urban and semi-urban sections.

Another reason why the average income of Transkeians is proportionally higher in urban and semi-urban areas than in the rural areas, is because of the large number of government officials that live and work in Umtata, the capital of Transkei. According to statistics of the Transkei Government (Transkei Government Yearbook, 1989, p. 127) almost 40% of all the urban dwellers of Transkei live in Umtata. A substantial number of these people are employed by the Government. These government servants are generally better qualified than the rural people and accordingly are paid relatively high wages compared to their counterparts in the rural areas.

Another interesting feature of average annual household income in the Transkei is that a mere 28,4% of total household income is earned by means of salaries and wages. This can be seen in Table 3.2 which indicates the percentage distribution of average annual household income according to source of income.

TABLE 3.2: PERCENTAGE DISTRIBUTION OF AVERAGE ANNUAL HOUSEHOLD INCOME ACCORDING TO SOURCE OF INCOME

Salaries and wages	28,4%
Agriculture	19,3%
Domestic production	4,1%
Own business	6,0%
Pensions	6,5%
Contributions received	25,9%
Income from boarders and lodgers	1,8%
Other	8,0%

SOURCE: Adapted from the Transkei Government Yearbook, Income and expenditures of households, 1989, p. 131

It is interesting to note from Table 3.2 that the second highest category of household income (25,9%) comes from contributions received. The abovementioned source (Transkei Government Yearbook, 1989, p. 131) does not specify where the contributions come from, but it is believed to be from migrant workers in South Africa that send money home to their families in the Transkei.

3.4.2 Proportional expenditure distribution

In this subsection reference is only made to cash household expenditure. Table 3.3 indicates the cash household expenditure of Transkeians according to item as a percentage of total expenditure.

TABLE 3.3: CASH HOUSEHOLD EXPENDITURE ACCORDING TO ITEM AS PERCENTAGE OF TOTAL EXPENDITURE

Food, beverages and tobacco	45,4%
Clothing and footwear	8,5%
Rent, fuel and household operations	15,6%
Furniture and household equipment	10,3%
Medical care and health services	4,6%
Education	2,7%
Transport and communication	6,2%
Insurance and funds	2,9%
Recreation, entertainment and culture	0,9%
Miscellaneous	2,9%

SOURCE: Adapted from the Transkei Government Yearbook, Income and expenditure of households, 1989, p. 131.

In Table 3.3 it can be seen that almost half (45,4%) of total household cash expenditure is expended on food, beverages and tobacco. A relatively small percentage (8,5%) is expended on clothing and footwear, which is in contrast to expenditure patterns of Blacks in the rest of southern Africa (Radel, Bureau of Market Research, 1986, p. 44). According to the Bureau of Market Research (Radel, 1986, p. 44) a total of 15,8% of total Black retail sales was expended on clothing and footwear in 1986.

3.5 LEVEL OF EDUCATION

According to Black (1987, p. 3) the average literacy rate of the Black population in Region D (which consists of Transkei, Ciskei and the Border region) compares favourably with that of the rest of southern Africa. Within Region D itself, Whites are substantially better educated than the other population groups, while Asians appear to be much better off educationally than

Coloureds and Blacks. On the other hand, Blacks in Region D generally exhibit higher educational profiles than Blacks elsewhere in the sub-continent. However, although the average standard of education and training among Blacks in Region D appears to be relatively high, Black (1987, p. 3) suggests that many of these people are either unemployed or poorly paid relative to their counterparts in the rest of southern Africa. Although the above refers to region D as a whole, there is every indication that the situation will be the same for the Transkei itself. The statistics in Table 3.4 support this statement. Table 3.4 indicates that there are over 23 000 teachers in the Transkei, while the total number of students is in excess of one million (Transkei Government Yearbook, 1989, p. 63).

TABLE 3.4: EDUCATION STATISTICS OF THE TRANSKEI

Type of school	No. of schools	No. of students	Teachers
Junior primary	430	508 270	6 925
Senior primary	957	270 555	5 692
Junior secondary	1 508	150 366	7 726
Senior secondary	246	67 476	2 519
Colleges of education	10	4 202	237
Vocational	3	356	54
Technical	4	2 011	96
Special schools	6	777	108
Private colleges	1	146	28
GRAND TOTAL	3 165	1 004 181	23 385

SOURCE: Adapted from the Transkei Yearbook, Educational statistics, 1989, p. 67.

Table 3.5 also offers relevant statistics about education in the Transkei. For every category that appear in Table 3.5, the value indicated represents a percentage of the total population for the specific category.

TABLE 3.5: EDUCATION STATISTICS FOR THE TRANSKEI

Various Educational indicators **% of population**

Number of primary school pupils as percentage of the population in the age-group 5 to 14 years, 1987 and 1985:.....	76,2	73,2
Average annual growth rate of candidates attaining a Higher Primary Certificate, 1980 to 1986	n/c	
Percentage of candidates attaining a standard 8 certificate 1986 and 1980:	62,0	52,1
Average annual growth rate of candidates attaining a Standard 8 Certificate, 1980 to 1986:	7,9	
Percentage of candidates attaining:		
Senior Certificate, 1986 and 1980	47,0	45,8
Senior Certificate with Matriculation Exemption, 1986 and 1980	17,1	6,6
Average annual growth rate of candidates attaining:		
Senior Certificate, 1980 to 1986:	7,8	
Senior Certificate with Matriculation Exemption, 1980 to 1986.....	25,7	
Number of technical training students as percentage of the population in the age group 20 to 24 years, 1987 and 1980:	1,2	n/c
Average annual growth rate of technical training students, 1980 to 1987:	22,8	
Number of teacher training students as percentage of the population in the age-group 20 to 24 years, 1987 and 1980:.....	2,0	n/c
Average annual growth rate of teacher training students, 1984 to 1987:	16,7	
Percentage of teacher training candidates attaining a:		
Primary Teacher's Diploma, 1986 and 1985:	63,8	52,8
Secondary Teacher's Diploma, 1986 and 1985.....	65,1	60,0
Number of students at university as percentage of the population in the age group 20 to 24 years, 1987 and 1980:	2,0	n/c
Average annual growth rate of students at university, 1983 to 1987:	15,1	
Average number of pupils per classroom in primary schools:	48,7	53,4
Average number of pupils per teacher in primary schools:.....	61,7	64,8
Average annual improvement in the pupil/teacher ratio applicable in primary schools, 1985 to 1987:.....	2,3	
Number of secondary school pupils as percentage of the population in the age-group 15 to 19 years:.....	67,2	62,4
Average number of pupils per classroom in secondary schools:.....	48,7	53,4
Average number of pupils per teacher in secondary schools:	21,3	21,7
Percentage of candidates attaining a Higher Primary Certificate	n/c	n/c

SOURCE: Transkei Yearbook, Educational statistics, 1989, p. 134.

The following can be seen in Table 3.5. The number of primary school pupils in the five to fourteen year age category as a percentage of total population in that age category, increased from 73,2 percent in 1985 to 76,2 percent in 1987. The percentage of candidates that attained a Standard Eight Certificate increased from 52,1 percent in 1980 to 62,0 percent in 1986.

It can also be seen in Table 3.5 that the percentage of candidates that obtained Senior Certificates with matriculation exemption, increased from 6,6 percent in 1980 to 17,1 percent in 1986. This is a 25,7 percent annual growth in candidates finishing school with matriculation exemption. Table 3.5 also indicates that the number of technical training students as well as teachers training students has also increased substantially in recent years. The average annual growth rate of technical training students is 22,8 percent from 1980 to 1987. The average annual growth rate of teacher training students from 1984 to 1987 is 16,7 percent.

From the above it can be concluded that not only are the Transkeians better educated than other Blacks in the rest of southern Africa (Black, 1987, p. 3), but their level of education has also increased substantially in recent years.

3.6 OCCUPATION CLASSIFICATION

There are no official statistics available indicating the proportional distribution of occupation categories in the Transkei. This statement is supported by the Transkei Government Yearbook (1989, p. 127) which states that there is a lack of registering institutions regarding the employment situation generally. The Transkei Government Yearbook (1989, p. 127) also states that the Statistical Branch of the Transkei Government cannot conduct population surveys indicating employment data and important socio-economic indicators. This is due to a lack of financial

resources. The results of this study may therefore assist in this respect because it specifically investigates employment and occupation categories in the Transkei in conjunction with the media usage and preference of these groups.

There are however some employment statistics available. These refer to total employment figures and not to individual sectors of the economy. According to the 1985 census the total population employed in the Transkei amounted to about 160 000. This does not include those involved with subsistence farming. The Transkeian population employed outside Transkei is about 600 000, according to the 1985 census (Transkei Yearbook, 1989, p. 127-129).

3.7 PROPORTIONAL AGE DISTRIBUTION

Two very interesting features can be recognised from statistics of proportional age distribution, which were prepared by the Bureau of Market Research (1989, p. 61). They are firstly that 34,74 percent of the total population of Transkei is under the age of ten years. The second feature is that there is a substantial decrease in numbers per age group as the groups increase in age. Both these features can be seen in Table 3.6, which is indicated below.

TABLE 3.6: ENUMERATED DE FACTO POPULATION OF TRANSKEI IN 1985

Age	Male	Female	Total
0-4	254 623	261 759	516 382
5-9	249 843	252 688	502 531
10-14	218 703	226 864	445 567
15-19	135 982	176 597	312 579
20-24	60 575	143 604	204 179
25-29	42 691	115 706	158 397
30-34	34 066	90 712	124 778
35-39	30 623	78 340	108 963
40-44	27 773	67 682	95 455
45-49	30 515	64 644	95 159
50-54	26 161	49 912	76 073
55-59	23 767	40 475	64 242
60-64	23 727	50 825	74 552
65-69	28 999	44 089	73 088
70-74	16 214	24 615	40 829
75-79	11 006	15 138	26 144
80-84	2 327	4 600	6 927
85+	2 519	4 842	7 361
TOTAL	1 220 114	1 713 092	2 933 206

SOURCE: H.A. Steenkamp, Demographic segmentation of the population of the RSA and TBVC countries, 1970-2000, Research Report no. 160, Bureau of Market Research, 1989, p. 61.

In the empirical portion of this study, some of these demographic features of the Transkeian consumers like income levels and levels of education are again investigated. The results obtained can then be compared to the results of the secondary sources discussed above. Various other demographic features of Transkeian consumers,

which could not be obtained from secondary sources, are however also investigated as part of the empirical portion of this study. These are reading skills, writing skills, home language and other languages understood. This should provide advertisers and marketers active in the Transkei with substantial knowledge of Transkeian consumers. Such demographic knowledge, together with knowledge of the media usage and preference of the Transkeians, will stand prospective advertisers and marketers in good stead when they intend launching the most appropriate advertising campaigns for the Transkeian market.

3.8 SUMMARY

In this chapter attention has been focussed on known demographic features of consumers in the Transkei. Such information is important to this study for the following reasons. Firstly demographic features of the group studied per se are criteria to consider in the media selection process. Secondly demographics is an important component of any media study, including this one, because it is the media usage and preference of specific demographic groups that are investigated. In this study for instance it may be the primary objective to investigate the media usage and preference of the total Transkeian consumers, but one of the secondary objectives is to investigate whether categories within specific demographic groups use media differently and have different media preferences to the total Transkeian population. For these reasons it is therefore important to investigate demographic features of the target audience from secondary sources before commencing with the primary research.

The discussion of Transkeian consumers is presented in various sections. These sections investigate relevant constitutional issues, the ratio of rural and urban dwellers, proportional income and expenditure distribution, level of education, proportional

distribution of occupation categories and proportional age distribution.

In a summary of the discussion of the Transkeian consumers, it can be stated that the abovementioned information together with the results of the empirical portion of this study, may provide advertisers and marketers active in the Transkei with valuable information when selecting the most appropriate media types, media vehicles and media messages for the Transkeian consumers.

In chapter four the research methodology to establish the media usage and preference of Transkeians as well as establishing some additional demographic information about the group studied, is discussed.

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

4.1. INTRODUCTION

The **objective** of this chapter is to develop a research methodology most suitable for a media study in the Transkei. The purpose of the research methodology is to conduct primary research to establish the media usage and preference of consumers in the Transkei.

The first step in developing a research methodology is to identify specific information needs to accomplish the research objectives (Ruddick, 1983, p. 8). The information needs of this study are to establish the media usage and preference of consumers in the Transkei. These refer to media usage and media preference of newspapers, magazines, television, radio and advertisements. Once these information needs have been addressed, the stated objectives of the study, namely to acquire information about the media usage and preference of Transkeians, which include information about advertisements on the mentioned media types, may be achieved.

Care must however be taken to develop the most appropriate research design for the particular circumstances that prevail in the Transkei. Throughout the course of this chapter, there will be numerous references to these particular circumstances as the research methodology is developed step by step.

4.2 THE RESEARCH METHOD

4.2.1 General

In this section the actual research method for this study is developed. The section consists of various subsections, each

dealing with a particular step of the research method. These are selecting a representative sample, designing the questionnaire, conducting the interviews and analysing the data. Each of these steps are discussed separately below. In each step the particular circumstances of the Transkei are indicated.

4.2.2 Selecting a representative sample

The selection of a representative sample consists of two separate steps. These are selection of the sample design and selection of the sample size.

4.2.2.1 Selection of the sample design

In most cases it is not practical to question all potential respondents in the population. A more feasible approach is to select a smaller group with the same characteristics as the target population. The process of selecting a smaller group with the same characteristics as the total group from which it is drawn, is called sampling and this smaller group is referred to as the sample.

Leedy (1985, p. 147) comments as follows:-

"The sample should be so carefully chosen, that through it, the researcher is able to see all characteristics of the total population in the same relationship that he would see them were he actually to inspect the totality of the population in fact."

A sample is said to be representative if the analysis made on its sampling elements produce results equivalent to those that would have been obtained had the entire population been analysed. The purpose of sampling, then, is to reach conclusions regarding the population as a whole, (at a lower costs and in a shorter time), on the basis of the information obtained from the elements of the

sample.

There are various different methods of sampling that can be conducted. The sample design selected for this study is a non-probability method of quota sampling. The reasons for selecting this sample design, are indicated below. A probability sample is one in which the sample units are selected by chance and for which there is a known chance of each unit being selected (Tull and Hawkins, 1984, p. 392). A non-probability sample is where the chance of any particular element being selected, is unknown. Churchill (1983, p. 343) indicates that while non-probability samples may yield good estimates of the population characteristics, there is no way to objectively evaluate the adequacy of the sample. It is only when the elements have been selected with a known probability, as is the case with probability samples, that one is able to evaluate the precision of the sample result.

Notwithstanding the above, non-probability sampling is found to be best suited to this study because it is quicker, more convenient and cheaper to apply in practice than probability sampling (Stoker, 1989, p. 103). According to the same author, it is particularly used in marketing research and opinion surveys, where speed is of the utmost importance. Another reason for selecting a non-probability sampling method for this study is the cost versus value principle, which is explained below. In terms of this principle one must ask the question whether it can be estimated with a reasonable degree of confidence that a probability sampling method will give more or give less value for its cost than a non-probability method (Tull and Hawkins, 1984, p. 392). In this study, a probability method may only be possible if exhaustive lists of all the elements are available. Examples of these would be street maps indicating each family. These however are only available for the urban centres, which only represent 4,5 percent of the total Transkeian population (Transkei Government Yearbook,

1989, p. 127). Residential maps of the rural areas do not exist. They can only be obtained by means of aerial maps. In the absence of such residential maps, probability sampling is not possible. The costs of having such aerial photos taken specially for this study, does not justify the value of information required.

In view of the above explanation, non-probability sampling is therefore the most suitable method for this study because such methods are typically used for opinion surveys, which this is, and because the value of the information required does not justify the expenditure of huge sums of money in order to make it a probability sampling method.

There are however various types of non-probability sampling methods that can be used. In the discussion below it is indicated why quota sampling is the most suitable type of non-probability sampling method for this study.

It has been indicated previously that non-probability sampling has a distinct disadvantage in so far as bias and error bounds cannot be accurately shown as in the case of probability sampling. Against this background, every effort must be made to ensure that the sample drawn, is representative of the total population. One way of ensuring a representative sample when using non-probability sampling, is to use quota sampling. Quota sampling tries to ensure that the sample is representative by selecting sample elements in such a way that the proportion of the sample elements possessing a certain characteristic is approximately the same as the proportion of the elements with the characteristics in the target population (Churchill, 1983, p. 346).

The following example suggested by Churchill (1983, p. 346), illustrates this method. An attempt is made to select a representative sample of undergraduate students on the campus of

a university. If the eventual sample of 500 contains no seniors, one would have serious reservations about the representativeness of the sample and the generalisability of the conclusion beyond the immediate sample group. With a quota sample, the researcher can ensure that seniors are included and in the same proportion as they occur in the entire undergraduate student body. Churchill (1983, p. 346) continues and uses the following example to illustrate how the quota sampling method is used in practice. Consider that a researcher was interested in sampling the undergraduate student body in such a way that the sample would reflect the composition of the student body by class and sex. Suppose further that there are 10 000 undergraduate students in total and that 3 200 are freshmen, 2 600 sophomores, 2 200 juniors and 2 000 seniors, and further that 7 000 are males and 3 000 females. In a sample of 1 000, the quota sampling plan would require that 320 sample elements be freshmen, 260 sophomores, 220 juniors and 200 seniors, and further that 700 of the sample be males and 300 females. The researcher would accomplish this by giving each field worker a quota - thus the name quota sampling - specifying the types of graduates he/she is to contact. Thus, one field worker assigned 20 interviews might be instructed to find and collect data from:

- * 6 freshmen - 5 male and 1 female
- * 6 sophomores - 4 male and 2 female
- * 4 juniors - 3 male and 1 female
- * 4 seniors - 2 male and 2 female

The reason why the above example is explained in detail, is because such a method of quota sampling is found to be the most suitable sampling method for this study. Due to the fact that a probability method cannot be used, quota sampling is the only method by which a representative sample can be ensured. It is also possible in

theory to draw a probability sample which may not be representative of the target population because a certain group may be excluded by chance, while this can never be the case with quota sampling. For quota sampling to be successful, there are certain preconditions that must exist. Firstly, there must be statistics available to divide the total population into meaningful groups. These will then serve as parameters to establish quotas for the purpose of sampling. In the Transkei there are statistics available breaking the total population down into 18 age categories as well as further splitting the 18 age categories into male and female groups (Steenkamp, Bureau of Market Research, 1989, p. 61).

There are also statistics available subdividing the total population into 30 districts, indicating the rural and urban component of each district, as well as splitting it proportionally into the two sex groups (Transkei Government Yearbook, 1989, p. 127). From the above the following characteristics are identified as parameters for establishing quotas. These are age, sex, district and rural/urban. The question whether or not all of these must be used in this study, can only be answered after a discussion of the second precondition, which follows below. The second precondition for quota sampling to be successful, is that each opinion group identified by means of the different parameters, should be of an acceptable size. If all the parameters listed above are used for say a sample of 200 respondents, it may lead to the ridiculous situation where certain groups are so small that they may only have one or even less respondents. The question in such a case would then be whether that one person's opinion can be accepted to be representative of the total age group.

From the above it is obvious that all the characteristics listed, could not be used as it would have made the size of certain groups

extremely small. Two characteristics, namely age and sex, are however so important to this study, that they cannot be omitted. The reason why these characteristics are important, is because they are perhaps the most commonly used demographical criteria for meaningful market segmentation.

The statistics of the Bureau of Market Research (Steenkamp, 1989, p. 61) are used as the basis for establishing the quotas. The way in which this is done, is discussed in subsection 4.2.2.2 under the heading selection of the sample size. Before this is done, it is firstly necessary to indicate briefly why the other types of non-probability sampling method could not be used. The ones discussed are convenience sampling, haphazard sampling and judgement sampling.

Convenience sampling is where a sample is conveniently confined to a part of the population that is reasonably accessible (Stoker, 1989, p. 121). Examples of this type is when a questionnaire is included in a magazine and the respondents to the questionnaire are taken as the sample elements or when the children of a conveniently located nursery school are taken as the sample elements. In the Transkei there may be many convenient ways of drawing a sample. For example all the students in any local school or all the officials working in a selected government department. Such a conveniently selected sample will however not be truly representative of the total Transkei population.

A haphazard sampling method is where the sample elements are selected in a haphazard way. Examples are the haphazard selection of students sitting or walking on a university campus or persons passing by a street corner (man in the street approach). A clear cut distinction between convenience and haphazard sampling is not possible. The haphazard method is not suitable for this study because interviewers tend to pick out the most affluent respondents

moving around the selected street corner. This means that the selected sample would not be representative of the population studied.

Judgement sampling is where the sample elements are selected subjectively and deliberately by an expert on the topic to be "representative" of the population (Stoker, 1989, p. 121). Examples of such samples are when the researcher selects a "representative" group of businessmen, opinion leaders of a community or a number of schools to obtain a cross section of the total population. A serious deficiency of this method is that different "experts" will have different views on which population elements to choose.

From the above discussion, it is evident that quota sampling is the most suitable type for this study. This is so because of its distinct advantages and because of the disadvantages of other types of non-probability sampling. As far as probability sampling is concerned, it is also not suitable for this study.

Having indicated the sample design selected for this study, the next step is to indicate the selection of the sample size.

4.2.2.2 Selection of the sample size

The selection of a suitable sample size is a very difficult decision. Three recognized authorities on the topic of marketing research are considered in determining a suitable sample size for this study. These are Stoker (1989), Ruddick (1983) and Lucas (1986). According to Stoker (1989, p. 130) the main determinant of sample size is the need to consider different subgroups of the total sample separately (such as age groups and socio-economic groups). The same author indicates that survey samples of fewer than 1 000 persons are consequently of limited use for exploring variations within a total population.

Ruddick (1983, p. 79) indicates that if consumer responses or attitudes are tested for a total national population, at least ten people should be tested out of every 2 500 people in the population. The total Transkeian population, which is also the group studied, is 2 876 122 (Transkei Government Yearbook, 1989, p. 127). In terms of these authors, at least 1 200 elements should accordingly be interviewed in this study.

Lucas (1986, p. 104) indicates that to be statistically reliable, the sample should be large enough to be truly representative of the universe. He further states that the statistical reliability of the sample lies less in its actual size than in the guarantee that the sample reflects the composition of the total universe. Thus, to be representative, the sample should be composed as far as possible according to the universe. Alternatively, the units must be represented in more or less the same relationship (proportion) in the sample as in the universe.

Lucas (1986, p. 104) further states that the size of the sample is by no means the main source of sample errors and that large increases in the sample size are necessary to have small increases in statistical reliability. Lucas further states that in the determination of the statistical reliability, the universe size is not a factor to be considered and that the sample size is often determined by such practical considerations as time, costs, administrative work, the reliability and accuracy of the information, the number of crosstabulations desired, and the method of sampling.

The crux of the recommendation by Lucas (1986, p. 104) is therefore that the size of a sample does not necessarily have to be a required minimum number, as suggested by Ruddick and Stoker. According to Lucas there must merely be a "...guarantee that the sample reflects the composition of the total universe". In the

discussion that follows, it is indicated why a substantially smaller sample than suggested by Ruddick and Stoker, is selected for this study. This selection is based on guarantees that the sample size reflects the composition of the total universe.

The first of these guarantees is the fact that the Transkei is a very homogeneous community. This is reflected by the fact that, with minor variations, the whole population speak the same language and belong to the Xhosa cultural group (Bureau of Market Research, 1983, p. 97). In terms of this, it can safely be assumed that each of the thirty separate districts of the Transkei will be almost like a microcosm of the total Transkei. A second guarantee that the sample reflects the composition of the total population, can be achieved by ensuring that all age groups and both sex groups are represented in the sample in direct proportion to their respective percentages of the total population.

The above guarantees point to the fact that a much smaller sample size than suggested by Ruddick and Stoker, would be sufficient for this study. The actual sample size for this study is dictated by the amount of funds available. According to the Transkei based government sponsored research institution, the Bureau for Research and Development, the minimum fee for opinion surveys of this nature is R10 per questionnaire. In terms of the funds provided for this research project and using the fee structure of the said Bureau, the sample size must not exceed 200 respondents. This is so because R2 000 was approved for the funding of this project.

Having established that the sample size must not exceed 200, the next step is to establish the elements to be included in the actual sample drawn. Firstly, a number of districts must be selected in which the quotas are to be established. The Transkei consists of 30 districts, which can be evidenced by Table 4.1 below.

TABLE 4.1: TRANSKEI POPULATION AS PER 1985 CENSUS

DISTRICT	RURAL			URBAN			TOTAL Population for rural and urban
	Males	Females	Total	Males	Females	Total	
Bizana.....	59 268	80 751	140 019	232	389	621	140 540
Butterworth....	20 973	28 461	49 434	11 503	14 491	25 994	75 428
Cala.....	18 198	25 291	43 484	1 222	1 691	2 919	46 403
Centane.....	32 281	48 726	81 007	117	129	246	81 253
Cofimvaba.....	35 123	56 084	91 207	358	568	926	92 133
Elliotdale.....	23 925	33 129	57 054	164	281	445	57 499
Engcobo.....	58 271	85 814	144 085	451	595	1 046	145 131
Ezibeleni.....	-	-	-	8 809	11 795	20 604	20 504
Flagstaff.....	32 916	44 908	77 824	360	488	848	78 672
Herschel.....	47 431	65 177	112 608	327	420	747	113 355
Idutywa.....	31 042	44 719	75 761	651	841	1 492	77 253
Ilinge.....	-	-	-	3 655	4 607	8 262	8 262
Lady Frere.....	65 213	88 316	153 529	699	771	1 470	154 999
Libode.....	39 600	51 817	91 417	221	283	504	91 921
Lusikisiki.....	69 557	98 136	167 693	328	391	719	168 412
Maluti.....	52 999	76 871	129 870	-	-	-	129 870
Mqanduli.....	47 674	63 993	101 739	241	263	504	112 171
Mt. Ayliff.....	24 636	35 198	59 834	465	645	1 100	60 934
Mt. Fletcher....	41 074	60 665	101 739	173	242	415	102 154
Mt. Frere.....	43 625	60 945	104 570	607	741	1 348	105 918
Nqamakwe.....	34 503	48 252	82 755	154	181	335	83 090
Ngqeleni.....	46 545	64 109	110 654	279	354	633	111 287
Qumbu.....	37 863	55 767	93 630	335	404	739	94 369
Tabankulu.....	35 216	52 326	87 542	227	344	571	88 113
Tsolo.....	32 649	49 456	82 105	753	1 077	1 830	83 935
Tsomo.....	29 585	40 372	69 957	209	208	417	70 374
Umtata.....	68 711	96 424	165 135	22 475	27 606	50 081	215 216
Umzimkulu....	49 609	73 014	122 623	390	507	897	123 520
Umzimvubu....	19 462	25 096	44 558	567	697	1 264	45 822
Willowvalle....	38 767	58 213	96 980	180	224	404	97 384
TOTAL.....	1 136 711	1 612 030	2 748 741	56 142	71 239	127 381	2 876 122

SOURCE: The Transkei Government Yearbook, Population census, 1989, p. 127.

To conduct the survey in all 30 the districts of Transkei indicated in Table 4.1, would be extremely costly and time consuming. An alternative method is to conduct the survey only in a number of selected districts. This is done with a high degree of confidence due to the homogeneous nature of Transkeians.

A random decision is taken to conduct the survey in three districts out of a total of 30. This selection is done as follows: The 30 districts of the Transkei are listed in order of population size. Every tenth districts is selected, starting with the biggest district, namely that of Umtata. The following districts are accordingly selected from Table 4.1:

1
 1+10=11
 11+10=21

These districts are Umtata, Mount Frere and Flagstaff. The identified districts with each one's total population as well as their respective percentage of the total population, is indicated in Table 4.2.

TABLE 4.2: POPULATION FIGURES OF SELECTED DISTRICTS

District	Population	% of total population
Umtata	215 216	7,48
Mount Frere	105 918	3,68
Flagstaff	78 672	2,74
TOTAL	399 805	13,90

SOURCE: Extracted from Table 4.1

In Table 4.2 it can be seen that the three districts selected, represent a sizeable portion of the total population of Transkei (13,9 percent). The selected districts are also well spread out geographically over the whole of Transkei. This can be observed from the map of Transkei in which all the districts are indicated (See Appendix 4). A further narrowing down process is however

required as it would be impossible to use all the people in the three selected districts (399 805) as a sample. After considering such factors as time, costs and the homogeneous nature of the population, a decision is taken to restrict the sample size to 200. This sample size is obtained by dividing the combined population of the three selected districts, namely 399 805, by 2 000 to ensure the biggest possible sample not exceeding 200, as only R2 000 was approved for this project which means that no more than 200 persons can be interviewed at a standard cost of R10 per questionnaire. If 399 805 is divided by 2 000, one gets 199,90. This becomes 200 when rounded off. It is also the limit in terms of funds provided, as was stated previously.

The sample size of 200 is further proportionally subdivided according to the size of the three districts. This is done in the following way:

District	Population	% of total	Sample size
Umtata	215 216	53,83	108
Mount Frere	105 918	26,49	53
Flagstaff	78 672	19,68	39
TOTAL	399 805	100,00	200

To avoid the interviewers from only interviewing respondents with similar demographic characteristics, it is further decided to subdivide the sample in such a way that various demographic groups are represented. The parameters used to subdivide the sample, are sex and age groups. In terms of the figures in Table 4.1, the ratio of males vis-a-vis females in the Transkei is 41 percent as apposed to 59 percent (Transkei Government Yearbook, 1989, p. 127). This ratio is accordingly used as the parameter to establish the subgroups of males and females to be interviewed in each of the

selected districts. In terms of this, the sample is subdivided as follows:

District	Total to be sampled	Males	Females
Umtata	108	44	64
Mount Frere	53	22	31
Flagstaff	39	16	23
TOTAL	200	82	118

A second parameter, namely that of age, is used to ensure that the opinion of all age groups is represented proportionally in the sample. The population figures prepared by the Bureau of Market Research (1989, p. 61) as used in Table 3.6 in chapter three, are used to establish these quotas. The reason for using Table 3.6 (in chapter three) instead of Table 4.1, is because Table 3.6 subdivides the total Transkeian population into various age groups, while age categorisation is not used in Table 4.1. It must however be noted that the total population in Table 3.6 varies slightly from that of Table 4.1. In terms of Table 4.1 the total population is 2 876 122, while Table 3.6 indicates the total population to be 2 933 206. The reason for the difference is because Table 4.1 is based on the 1985 census, while Table 3.6 is based on a survey conducted by the Bureau of Market Research in 1985. The variance is however so small that it is negligible. It must be pointed out that this study is based on the actual situation as per Table 4.1. Table 3.6 is only used in this one instance to obtain parameters for age classification.

A further problem is that there are 18 different age categories mentioned in Table 3.6. If all are used as parameters, it would mean that some of the subgroups would be extremely small in size. Another problem associated with the Transkei population figures as

per Table 3.6, is that 1 018 913 people out of the total of 2 933 206 are under the age of ten. This represents 34,74 percent of the total population. It is debatable whether these juveniles can express an opinion in respect of usage of the different media types or whether they can form an independant opinion regarding their media preferences. Rather than to debate this, a decision is taken to restrict the sample only to persons of ten years and older.

The first problem mentioned in the previous paragraph, namely that 18 categories of age groups is excessive, is resolved by reducing it to six meaningful age groups. These are 10-19, 20-29, 30-39, 40-49, 50-64 and 65 and older. The percentages that these groups represent of the total population as per Table 3.6, are indicated in Table 4.3. The same table also indicates the proportional number of respondents to be interviewed in each age category.

TABLE 4.3: SAMPLE SIZE PER AGE GROUP

Age groups	Number	% of total	Sample size
10 TO 19	758 146	39,6	79
20 TO 29	362 576	18,9	38
30 TO 39	233 741	12,2	24
40 TO 49	190 614	10,0	20
50 TO 64	214 867	11,2	22
65 & OLDER	154 349	8,1	17
TOTAL	1 914 293	100,0	200

From Table 4.3 above, the following subgroups are established for the purpose of quota sampling:

Subgroups	Umtata	Mount Frere	Flagstaff	Total
10 TO 19 M	17	9	6	32
10 TO 19 F	27	12	8	47
20 TO 29 M	9	4	3	16
20 TO 29 F	13	6	3	22
30 TO 39 M	5	3	2	10
30 TO 39 F	7	4	3	14
40 TO 49 M	4	2	2	8
40 TO 49 F	6	3	3	12
50 TO 64 M	5	2	2	9
50 TO 64 F	7	3	3	13
65 & Older M	3	2	2	7
65 & Older F	5	3	2	10
Total	108	53	39	200

To summarise this section, it can be stated that a sample size of 200 elements is drawn from the group studied. These respondents are interviewed in three selected districts, namely Umtata, Mount Frere and Flagstaff. In each district the sample is divided into meaningful age groups and sex groups in direct proportion to their respective percentages of the total population. In the next subsection it is indicated how the questionnaire used during the interviews, is designed.

4.2.3 Designing the questionnaire

4.2.3.1 General remarks

A questionnaire is a formalised set of questions used to obtain the necessary information from the selected sample (Tull, 1984, p. 252). The questionnaire must be designed in such a way that it

contains all the appropriate questions in order to solve specific information needs. When designing a questionnaire, the following steps must be adhered to: firstly, the information required (needs) must be stated; secondly, the types of questions to be used, must be indicated; thirdly, the sequence of the questions must be stated; fourthly, the wording of the questions must be indicated; fifthly, the utility and translation of the questionnaire must be indicated; sixthly, the pretesting of the questionnaire must be indicated; and lastly, the content of the questionnaire must be stated.

4.2.3.2 Information required

The information required to achieve the objectives of this study, is the media usage and preference of consumers in the Transkei. This includes specific demographic information needs about the group studied as well as specific information needs about the usage and preference of Transkeians in respect of each of the four media types investigated, namely newspapers, magazines, television and radio. In the case of each of the mentioned media types, information is required about the usage of the particular media type, the preference of respondents in respect of topics that appear on these media types, the level of attention paid to advertisements on the various media and the types of advertisements that are preferred by the respondents on the various media types. The specific questions asked, are indicated in subsection 4.2.3.8 and also in the questionnaire (appendix 5).

4.2.3.3 Types of questions

Once the information required has been stated, a decision must be taken about the types of questions to be used in order to obtain the information required. According to Stoker (1989, p. 47) there are essentially two basic types of questions that can be used.

These are the open ended questions (also called free response or unstructured questions) and closed questions (also called structured questions). There are also various combinations of these question types that can be used.

In an open ended question the respondent is encouraged to formulate and express his response freely, since this form of question does not contain any fixed response categories. Open ended questions are sometimes more appropriate than closed questions since they impose no restrictions on the respondent's response. The researcher can thus determine exactly how the respondent has interpreted the question (Stoker, 1989, p. 48).

A disadvantage of open ended questions is that they do not produce specific responses. In fact, they sometimes lead to such a wide variety of responses (some of which are vague) that the responses lose their statistical and analytical significance. Stoker (1989, p. 49) indicates that such responses could contaminate the data, if they are grouped together.

A structured question contains specific, mutually exclusive categories of responses, from which the respondent selects the one category that best suits his/her opinion. Advantages of structured questions are that they are easy to administer, since they are coded beforehand. Data processing and analysing are also facilitated by prior encoding. They are more economical and less time-consuming to administer (Stoker, 1989, p. 49).

A disadvantage of structured questions is that they can lead to a loss of rapport and to frustration when respondents feel that the response options do not accommodate their personal options. They are thus forced to make artificial choices which they would not make if given freedom to answer the questions any way they like.

Opinions vary on whether to use structured or unstructured questions. Converse (1984, p. 124) found little empirical evidence that responses to structured and unstructured questions differ. According to Schuman and Presser (1981, p. 68) both question formats restrict the respondent. These authors found that the confusion about relative suitability of the formats could be ascribed to the fact that the categories of the structured questions are not always properly deduced from the responses to the unstructured questions. They conclude that a properly developed structured question is preferable to an open one.

Based on the findings of Converse (1984, p. 124) and Schuman and Presser (1981, p. 68), structured questions are found to be the most suitable for this study. All the questions, except four, are accordingly structured. The exceptions are questions 12, 14, 18 and 20 which are open ended questions (Refer to questionnaire - Appendix 5 in English and Appendix 6 in Xhosa). In questions 12 and 18 respondents are requested to indicate the newspapers and magazines respectively that they have read during the last month. In questions 14 and 20 respondents are requested to indicate additional newspapers and magazines respectively that they would like to circulate in the Transkei. Obviously it would be impossible to structure these questions, while such information may be extremely valuable to advertisers, publishers and prospective publishers of newspapers and magazines in the Transkei.

There are a variety of structured questions available to researchers. The following types are used in this study, namely dichotomous, multiple-choice as well as filtering and follow up questions. Each type is discussed below.

Dichotomous questions allow for only one of two responses (Smit, 1987, p. 21). A total of eight dichotomous questions are used in this study. They are questions 2, 8, 13, 19, 24, 25, 31 and 32.

They deal with sex (male or female), if respondents stay in rural or urban areas, if respondents want other newspapers to circulate in the Transkei (yes/no), if respondents want other magazines to circulate in the Transkei (yes/no), if there is a television in the home (yes/no), if respondents watch television (yes/no), if there is a radio in the home (yes/no) and whether respondents listen to the radio (yes/no).

A multiple-choice question makes provision for three or more response categories (Stoker, 1989, p. 51). These types of questions are most frequently used in this questionnaire. This is so because these type of questions are ideal for such information needs as age categorisation, occupation categorisation, to establish level of education, earning levels and the degree of usage of the various media.

A total of 14 multiple choice questions are used. These questions, with the topics that they deal with in brackets, are questions 1 (age category), 3 (occupation), 4 (level of education), 5 (which language is spoken), 6 (which language respondent can understand), 7 (earning level), 10 (writing skills), 11 (reading skills), 16 (level of attention paid to newspaper advertisements), 22 (level of attention paid to magazine advertisements), 28 (level of attention paid to TV advertisements) and 35 (level of attention paid to radio advertisements).

A total of twelve advanced multiple choice questions are also used. These are questions 9, 15, 17, 21, 23, 26, 27, 29, 30, 33, 34 and 36. In question 9 certain areas of interests are posed to respondents and they are then requested to indicate to what extent are these his or her areas of interest given the options of very much, medium or little. In questions 15, 21, 27 and 34 the respondents are given exhaustive lists of topics and are then requested to indicate their liking of these topics in newspapers,

in magazines, on TV and on radio respectively, given the options of like a lot, like somewhat or neutral/do not like for each of the topics.

In questions 17, 23, 29 and 36 respondents are given exhaustive lists of statements and are then requested to indicate to what extent they agree with these statements in newspapers, in magazines, on TV and on radio respectively, given the options of strongly disagree, agree, strongly agree or don't know for each of the statements. An additional rank order question is used in question 30. In this question the respondents are requested to indicate what they think of the number of advertisements on TV, given the options of too little, sufficient, too many or don't know.

Question 26 deals with TV and question 33 with radio. In question 26 respondents are given the options of various TV channels and time slots for each day of the week. They are then requested to indicate which time slots they watch on which television channels for each day. In question 33 respondents are given the options of various radio stations and time slots for each day of the week. They are then requested to indicate during which time slots they listen to particular radio stations.

Some filtering and follow up questions are also used in this study. According to Stoker (1989, p. 54) filtering questions are used to divide the sample into subclasses relevant to the subject under investigation. After sub-classification has taken place, further information is obtained through follow up questions. These type of questions are used in questions 11, 25 and 32. The field workers who conducted the personal interviews, were specially trained in how to deal with these follow up questions, which is indicated in the next paragraph.

Question 11 refers to reading skills. If respondents can read, they are requested by the field workers who conduct the personal interviews to indicate so in question 11 and then continue with question 12. If respondents cannot read, the field workers are requested to ignore questions 12 through to 23 and to continue with question 24. This is so because all the questions from 12 through to 23 require reading skills. It would be senseless for respondents without reading skills to answer those questions.

Question 25 deals with the issue of whether respondents watch television or not. If the answer is yes, field workers are requested to continue with question 26. If the answer is no, field workers are requested to ignore questions 26 through to 30 and to continue with question 31. This is so because all the questions 26 through to 30 deal with television. Question 32 deals with the issue of whether respondents listen to the radio. If the answer is yes, field workers are requested to continue and complete the balance of the questionnaire (33 to 36). If the answer is no, field workers are requested to stop with the interview. This is so because all the questions 33 through to 36 deal with radio.

4.2.3.4 Sequencing of the questions

Once the types of questions to be used have been indicated, a decision must be taken about the sequence in which these questions are to appear in the questionnaire. Tull (1984, p. 283) states that the overall questionnaire should move from topic to topic in a logical manner with all the questions on one topic being completed before moving to the next. The questionnaire design of this study is based on the above recommendation by Tull in so much it consists of five separate topics each dealing with its own questions. These topics are demographics, newspapers, magazines, television and radio. All the questions relating to one topic are completed first before the next topic commences.

4.2.3.5 Wording of the questions

Once the types of questions to be used and the sequence in which they are to be used have been indicated, a decision must be taken in respect of the wording of these questions. Tull (1984, p. 271) states that questions should be worded as simple and straightforward as possible so that they can be easily and clearly understood by the respondents. Tull (1984, p. 271) further states that the primary objective in wording questions must be to ensure that the respondents and the researcher assign exactly the same meaning to the questions. The wording of questions is of special significance to this study because of the fact that the questionnaire is translated into Xhosa, a language not spoken by the researcher. Special care accordingly has to be taken with the wording of questions to ensure that all the respondents easily and clearly understand the questions and further that the respondents and the researcher assign the same meaning to questions. The manner in which this is achieved is indicated under the next step.

4.2.3.6 Utility and translation of the questionnaire

The only way in which maximum utility can be achieved with the questionnaire of this study, is to translate the questionnaire into Xhosa. This is so because the home language of the group studied, the Transkeians, is Xhosa. Maximum utility in this respect means that all questions must be easily and clearly understood by respondents and that both the respondents and the researcher must assign the same meaning to questions. The questionnaire was translated into Xhosa by a graduate student of the University of Transkei, who is currently employed by the Transkei Government. After the translation thereof, the questionnaire was checked by another graduate student in the presence of the researcher to ensure that all the questions are easily and clearly understood in the same way that the researcher intended the graduate student to

understand them.

4.2.3.7 Pretesting of the questionnaire

The real test of a questionnaire is how it performs under actual conditions of data collection. For this assessment, a questionnaire pretest is vital. Churchill (1983, p. 234) indicates that the questionnaire pretest serves the same role in questionnaire design that test marketing serves in new product development. Test marketing provides the real test of customer reaction to the product. Similarly the pretest provides the real test of the questionnaire and the mode of administration.

A pretest can be used to assess both the individual questions in the questionnaire and their sequence. The pretest for this study is conducted among a group of ten first year Business Economics students of the University of Transkei. These students were selected at random from the total class list of 1991. These selected students all indicated that they clearly understood each question and that they had no difficulty in answering each of the questions. Based on the above, it is accordingly decided to accept the questionnaire in total (Refer to English and Xhosa questionnaires - Appendices 5 and 6 respectively). In the next step, the content of the questionnaire is indicated.

4.2.3.8 Content of the questionnaire

In this discussion the nature and purpose of each question of the questionnaire and the way in which each will be measured, is indicated. One way of doing this, is to split the questionnaire into five meaningful components. These are demographics, newspapers, magazines, television and radio.

Questions 1 to 11 - Demographics

As has previously been indicated, the questionnaire is initiated by some demographic questions. This is done to establish whether media usage and preferences would vary significantly when using different demographic criteria and also to improve the demographic data bank of Transkeians. The demographic questions used refer to age (question 1), sex (question 2), occupation (question 3), level of education (question 4), language spoken (question 5), language understood (question 6), level of earnings (question 7), whether respondent lives in a rural or urban area (question 8), areas of interest (question 9), writing skills (question 10) and reading skills (question 11). In each question respondents are given various options to choose from. This ensures that the results may be measured with relative ease.

The balance of the questionnaire, that is from question 12 to 36, is devoted to usage and preference of Transkeians of the various communication media. Questions 12 to 17 deal with newspapers, questions 18 to 23 with magazines, questions 24 to 30 with TV and questions 31 to 36 with radio. There are therefore more or less six questions per communication media. The questions concerning each media type, are discussed separately, starting with newspapers.

Questions 12 to 17 - Questions regarding newspapers

There are six questions in the questionnaire dealing with newspapers. The first three of these questions hope to ascertain the respondents' usage of newspapers. They are question 12, which asks respondents to indicate the newspapers that they have read and bought during the last month. From the answer given to this question, it would be possible to assess the usage by respondents of newspapers. Question 13 asks respondents whether they would like any other newspapers to circulate in the Transkei. If the answer is yes, respondents are further requested to list such newspapers

in question 14. With this question, the intention is for Transkeians to indicate themselves whether they want additional newspapers in the Transkei and which ones.

Question 15 deals with preferences of Transkeians for topics in newspapers. Respondents are given a list of topics that normally appear and are asked to indicate whether they like these topics a lot, whether they like it somewhat, or whether they do not like it. The topics are local news, politics, overseas news, cultural/arts news and educational news. By expressing an opinions in respect of their preferences, respondents are to give some indication of the topics they like to see in newspapers.

Questions 16 and 17 both deal with newspaper advertisements. Questions 16 asks respondents to indicate the level of attention that they pay to newspaper advertisements. In question 17 a list of statements relevant to advertising is given to respondents and they are then requested to indicate whether they strongly disagree with the given statements, whether they agree, whether they strongly agree or whether they do not know. The statements are: supply valuable information, interesting, irritating, not aimed at Transkeians, facilitates product choice, creates desires and too complicated. By expressing an opinion in respect of their preferences in these categories, respondents are to give some indication how they generally feel about newspaper advertising.

Questions 18 to 23 - Questions regarding magazines

The next six questions of the questionnaire deal with magazines. The questions are exactly the same as the questions asked for newspapers and are accordingly not repeated. The reasons for including specific questions for newspapers, apply in the same way to magazines.

Questions 24 to 30 - Questions regarding television

The next seven questions of the questionnaire deal with television. The first three questions hope to establish the usage of Transkeians of television. Questions 24 asks respondents whether or not there is a television set in the home where they live. Question 25 asks respondents whether or not they watch television, while in question 26 respondents are requested to indicate the times of each day of the week that they watch television, while at the same time indicating on which channel they watch television from the four that are broadcasting in the Transkei, namely TV 1, TV 2, TV 4 and Trinity (TV 2 and TV 4 is now part of CCV-TV).

In question 27 the preferences of respondents on topics that appear on TV, is asked. The topics are local news, politics, sport, overseas news, cultural/arts items, educational programmes, music, entertainment and movies. Note that three additional items, namely, music, entertainment and movies, are added to the list of topics in newspapers and magazines. These topics are added because they do not apply to newspapers and magazines. Respondents are requested to indicate next to each of these topics whether they like it a lot, like it somewhat or whether they do not like it. By expressing an opinion in respect of their preferences, respondents are to give some indication of the topics which they like to see on television.

Questions 28, 29 and 30 all deal with advertisements on television. Question 28 hopes to ascertain the level of attention paid to advertisements on TV by asking respondents to make a choice between the following options: watch most advertisements; watch most advertisements, but do not listen; listen to most, but do not watch; watch only ads which concerns me; try not to listen or to look at ads; and avoid looking at TV ads. Questions 29 is similar to questions 17 (newspapers) and 23 (magazines) in that certain relevant statements are made regarding TV advertisements and respondents are then required to indicate whether they strongly

disagree with these statements, whether they agree, whether they strongly agree or whether they do not know. The statements are: supply valuable information; interesting; irritating; not aimed at Transkeians; facilitates product choices; creates desires; too complicated; too modern (contemporary); boring; and noisy. Note that the first seven statements are also used for newspapers and magazines. An additional three, namely too modern (contemporary), boring and noisy, are added. They apply only to the audio and audiovisual media. By expressing opinion in respect of their preferences regarding these statements, respondents are to give some indication how they generally feel about TV advertisements.

In question 30 respondents are asked to indicate what they think about the number of advertisements that appear on television. The TV channels TV 1, TV 2, TV 4 and Trinity are listed and respondents are then given the following options regarding each channel: whether they think there are too little advertisements on TV; whether they think the number of advertisements are sufficient; whether they think there are too many advertisements on TV; or whether they do not know.

Questions 31 to 36 - Questions regarding radio

There are six questions in the questionnaire that deal with radio. The first three deal with usage of radio and are similar to questions 24, 25 and 25 dealing with TV usage. Question 31 asks respondents whether there is a radio in the house and is the same as question 24, which asks whether there is a TV in the house. Question 32 asks respondents whether they listen to the radio or not and is the same as question 25, which asks respondents whether they watch TV or not. In question 33 respondents are given a list of the radio stations that transmit in the Transkei and they are then requested to indicate the times that they listen to these on the different days of the week. From the above, it is hoped to establish the usage of Transkeians of radio. In question 34 the

preferences of respondents for topics on radio, is asked. The topics given are local news, politics, overseas news, cultural/arts items, educational programmes, music, entertainment and stories. These topics are exactly the same as the items for TV, except that stories replace movies. The concepts are however the same, except that movies refer to the visual presentation of stories. Respondents are given the option to express whether they like each of these topics a lot on radio, whether they like it somewhat or whether they do not like it. By expressing an opinion in respect of their preferences, respondents are to give some idea of the topics they want to listen to on radio.

The objective of question 35 is to ascertain the level of attention paid by respondents to advertisements on radio. Respondents are asked to indicate whether they listen to most advertisements on radio, whether they listen to some or whether they do not listen to radio advertisements. In question 36 a list of relevant statements to radio advertisements is given to respondents. These statements are: supply valuable information; interesting; irritating; not aimed at Transkeians; facilitates product choices; creates desires; too complicated; too modern (contemporary; boring; and noisy. Respondents are then requested to indicate in the space next to each of these statements whether they strongly disagree, agree, strongly agree or whether they do not know. By expressing an opinion in respect of their preferences regarding these statements, respondents are to give some idea how they generally feel about radio advertising.

Once the questionnaire has been designed, the next step is to conduct the interviews.

4.2.4 Conducting the interviews

4.2.4.1 The interview method

Ruddick (1983, p. 10) indicates that the researcher has the following two choices to make when deciding on a method of data collection. The first choice is between observation and interrogation, and the second choice is which specific observation or interrogation technique to be used. Observation involves viewing market situations either in the field or in a laboratory setting. Interrogation includes various ways to ask questions directly of respondents by personal interviews, telephone survey, or mail questionnaire. In this study the observation method is not feasible. This is so because it is impossible to observe the preferences of people of media types. The interrogation method is the more feasible method for this study because it allows respondents the opportunity to express their own opinion in respect of their media preferences to the interviewers.

The personal interview method is the most suitable for this study. Both mail and telephone surveys have certain limitations. These limitations are contained in the fact that the Transkei is essentially a rural community (Transkei Government Yearbook, 1989, p. 127). In terms of this Government Yearbook, 95,5 percent of the population live in rural areas. The postal system does not cover the rural areas extensively, while illiteracy is also rife (Black, 1987, p. 3). This rules out the mail survey. A telephone survey is also not suitable because telephones are mainly restricted to urban dwellers, who only account for 4,5 percent of the total population. If a telephone survey is used, the sample would not be representative of the total population.

The personal interview is found to be the most suitable method for this study. This is so not only because of the shortcomings of

other methods, but also because of the following positive features. The interviewer is at hand to explain anything that is not clear to the respondent, while the physical presence of the interviewer may encourage the interviewee to complete all questions. This is something which may not happen with a mail or telephone interview.

4.2.4.2 The steps followed in the interview process

In this study the interviews were conducted by Xhosa speaking interviewers specially selected and trained for the purpose. The interviewers were selected from student assistants of the University of Transkei in Umtata. All the interviewers acted under the direct guidance and supervision of the researcher. Each interviewer was trained on how to present himself/herself to respective respondents and how to present the relevant questions to respondents in such a way that it was clearly understood and also to avoid bias from playing a role. Three interviewers were selected for this research project. Interviews were first conducted in Flagstaff, then in Mount Frere and finally in Umtata. All three interviewers were involved in all the selected districts. The interviewers were each given the following quotas of respondents in the selected districts:

<u>FLAGSTAFF</u>			
<u>Subgroups</u>	<u>Researcher A</u>	<u>Researcher B</u>	<u>Researcher C</u>
10 to 19 M	6		
10 to 19 F	8		
20 to 29 M		3	
20 to 29 F		3	
30 to 39 M		2	
30 to 39 F		3	
40 to 49 M		2	
40 to 49 F			3
50 to 64 M			2
50 to 64 F			3
65 plus M			2
65 plus F			2
TOTAL	14	13	12

<u>MOUNT FRERE</u>			
10 to 19 M			9
10 to 19 F		3	9
20 to 29 M		4	
29 to 29 F		6	
30 to 39 M		3	
30 to 39 F	4		
40 to 49 M		2	
40 to 49 F	3		
50 to 64 M	2		
50 to 64 F	3		
65 plus M	2		
65 plus F	3		
TOTAL	17	18	18

UMTATA			
10 to 19 M	17		
10 to 19 F	19	8	
20 to 29 M		9	
20 to 29 F		13	
30 to 39 M		5	
30 to 39 F			7
40 to 49 M			4
40 to 49 F			6
50 to 64 M			5
50 to 64 F			7
65 plus M			3
65 plus F			5
TOTAL	36	35	37

From the above it can be evidenced that a total of 66 interviews were conducted by Researcher B, while Researcher A and C each conducted 67 interviews. The interviews were conducted over a period of five days to ensure that each interviewer was not involved in more than 13 interviews per day.

In the subsection that follows it is indicated how the data obtained by means of the interviews, is analysed.

4.2.5 Analysis of the data

4.2.5.1 General

The purpose of data analysis is the reduction of data to intelligible and interpretable form so that relationships between variables relating to the research questions can be identified,

studied and tested (Ruddick, 1983, p. 82). The form of data analysis developed for each study will be unique, to ensure the best fit for the specific purposes of the individual study (Ruddick, 1983, p. 84). Once the data has been collected, whether by interviews or by other means, it is edited and coded. The responses to questions are then tabulated. The steps of editing, coding and tabulation and how they were applied in this study, are explained below.

4.2.5.2 Editing

Editing means reviewing the data collection instruments to ensure maximum accuracy and unambiguity (Kinnear and Taylor, 1987, p. 460). These authors state that it should be conducted in the field as well as just prior to data analysis. In this study the researcher personally supervised all the interviewers in the field to ensure maximum accuracy and unambiguity. Notwithstanding this personal supervision by the researcher in the field, there were however numerous omissions detected in respect of some questions. On closer scrutiny, it was established that these omissions were in order. This is explained below.

Firstly, a minority group of respondents did not respond to questions asking their opinion about newspapers and magazines. On closer inspection it was established that these were the responses of people that cannot read. Secondly, a substantial group of respondents did not answer questions relating to television. On closer inspection it was established that these are the people that indicated they do not have a television set in the home. Although the researcher had in mind that all respondents should answer all questions irrespective of these obvious limitations, the researcher finally decided to accept these non-responses because it cannot really be expected that such respondents have sufficient knowledge of something to which they are not exposed. No further omissions,

ambiguities or errors could be detected during the editing stage.

4.2.5.3 Coding

Coding refer to the steps involved in establishing categories and assigning data to them (Tull, 1984, p. 437). Kinnear and Taylor (1987, p. 461) state that it is fairly straightforward to code structured (closed ended) questions. According to Kinnear and Taylor (1987, p. 462) open ended questions are much more difficult to code. In the discussion below, it is indicated how both the structured and the open ended questions of this study were coded.

It was indicated in subsection 4.2.3.3 that all but four of the questions of this study are structured. The exceptions are questions 12, 14, 18 and 20 which are open ended questions. The structured questions were coded as follows: Each option of a question was given a numerical value depending on the number of options per question. This afforded the computer (SAS programme) with the straightforward task of merely adding together all the similar values per question for each question of the questionnaire.

The coding of the open ended questions for this study was done by paging through each of the 200 responses individually and writing down all the responses that were obtained per question for each of the four open ended questions mentioned above. The total number of responses received per question were then listed and a numerical value given to each. From there on the procedure was the same as for the structured questions inasfar as the computer could merely add together all the similar values per question for each of the four questions.

4.2.5.4 Tabulation

Once the data has been edited and properly coded, it must be tabulated for each variable. In terms of this, the options of individual questions are listed in tabular form and the number of responses to each option indicated. In this study the computer (SAS programme) was used to tabulate separate questions. The way in which these questions were tabulated, is indicated in the next step.

4.2.5.5 Statistical analysis of the data

At the heart of the analysis are the statistical procedures used (Ruddick, 1983, p. 83). Ruddick further states that there are many kinds of statistical methods. These include frequency distributions, graphic analyses, measures of central tendency and variability, measures and relations and analyses of differences. This study used frequency distributions, but the results are eventually presented graphically.

The statistical procedure followed in this study is to programme the computer (SAS) to establish the frequency, percentage, cumulative frequency and cumulative percentage of each of the responses for each of the questions. A decision is however taken to present these tables graphically in order to present a clearer picture of the results obtained. These graphs appear in chapter five where the responses to each of the questions are indicated and discussed. The results of selected questions are then crosstabulated in relation to other selected questions. These crosstabulations are further discussed in chapter six.

4.3 EVALUATION OF THE RESEARCH METHOD

In this section every aspect of the research method of this study is critically evaluated. This evaluation consists of a careful evaluation of each step of the research method developed for this study.

The sample design selected for this study, is a non-probability sampling method of quota sampling. The fact that the error bounds cannot be statistically determined in the case of non-probability sampling, is a serious shortcoming of this study. The only other alternative is to use quota sampling to at least ensure that all the demographic groups are represented in the sample.

The sample size of 200 respondents, may be criticised by some to be too small for testing the response of a total population. The researcher was however restricted by limited funds and limited time. On the positive side it can be stated that the small sample is justified because of the homogeneous nature of the target group.

When evaluating the questionnaire design, the following must be stated. The information needs of this study are simple and straightforward. They are to obtain the media usage and preference of Transkeians in respect of newspapers, magazines, television and radio. Due to the simple nature of these information needs, they could easily be transformed into proper questions. The sequence of questions is also not a problematic issue for this particular study because the questionnaire consists of five easily distinguishable topics.

The wording of these questions may be subject to criticism because the questionnaire had to be translated into Xhosa. The result of this is that an English speaking observer may always doubt whether the wording of questions is in order. The researcher

addressed this issue by asking a Xhosa-speaking graduate student to go through each question in the presence of the researcher to establish whether the graduate understood the questions in exactly the same as the researcher intended. This exercise was also repeated as part of the pretest where ten first year university students were asked to go through the questionnaire in the presence of the researcher.

The interview method selected, namely the personal interview, is the best for the particular circumstances. This is so because the interviewers were properly trained to ensure that all respondents clearly understood each question well. It also ensured that the full compliment of 200 respondents were interviewed in terms of the stated quotas.

When evaluating the analysis of the data obtained by means of the interviews discussed above, the following can be observed. As far as editing the data, one can never be sure that all the omissions, ambiguities and errors have been identified. The precaution taken by this researcher to ensure the non-occurrence of these problems, is however sufficient in the circumstances. The precaution mentioned is to personally supervise each interviewer in the field to ensure that no questions were answered incorrectly.

The coding of questions is also a straightforward exercise for this study because all but four were structured questions. These questions were easy to code as numerical values were given to each option of the different questions. The four open ended questions were more difficult to code. The only method available to the researcher was to list all responses indicated by all respondents per question for all four the questions and to code it accordingly. The way in which the results were then tabulated per question using only frequencies and precentages, may be subject to criticism. Some may argue that more advanced statistical techniques should have

been used. As this study essentially requires the number of Transkeians that use and prefer the various media types and topics on these media types, it is found that straightforward frequencies and percentages are sufficient. Some selected crosstabulations are however used, as was indicated previously. In the section that follows, the chapter is summarised.

4.4 SUMMARY

This chapter sought to highlight the basic considerations that are involved in choosing the most appropriate method of research. Developing a research method consists of five steps. These are discussed briefly below.

The first is to select a representative sample. The sample selected for this study is 200 respondents to be interviewed in Umtata, Mount Frere and Flagstaff. The second step is to design a questionnaire most suitable for the study. For the questionnaire of this study, special care had to be taken to ensure a proper design because the questionnaire was translated into Xhosa. The questionnaire was successfully pretested using ten students of the University of Transkei.

The interviews were conducted personally by three field workers specially selected and trained. Each field worker was given a quota of respondents to interview in the three districts mentioned. As part of the analysis of the data received from these personal interviews, the following steps were adhered to, namely editing, coding, tabulation and statistical analysis. The researcher conducted proper editing inasfar as he ensured that omissions, ambiguities and errors did not materialise. The coding of data was done by means of numerical values that were given to each option of each question. The data was then tabulated. The only statistical methods used in the tabulation, were frequencies and percentages.

The final step was evaluation of the research method. As part of this evaluation each step of the research method developed, was critically evaluated.

In chapter five the results of the empirical research conducted, is indicated.

CHAPTER FIVE

RESULTS OF THE SURVEY

5.1 INTRODUCTION

The **objective** of this chapter is to present and analyse the results of the survey. The chapter is presented in various sections, each dealing with a particular aspect of the research. These are demographics, newspapers, magazines, television and radio. This is followed by a section in which problems experienced with the research, are indicated. The first section accordingly deals with the demographic results obtained from this research project.

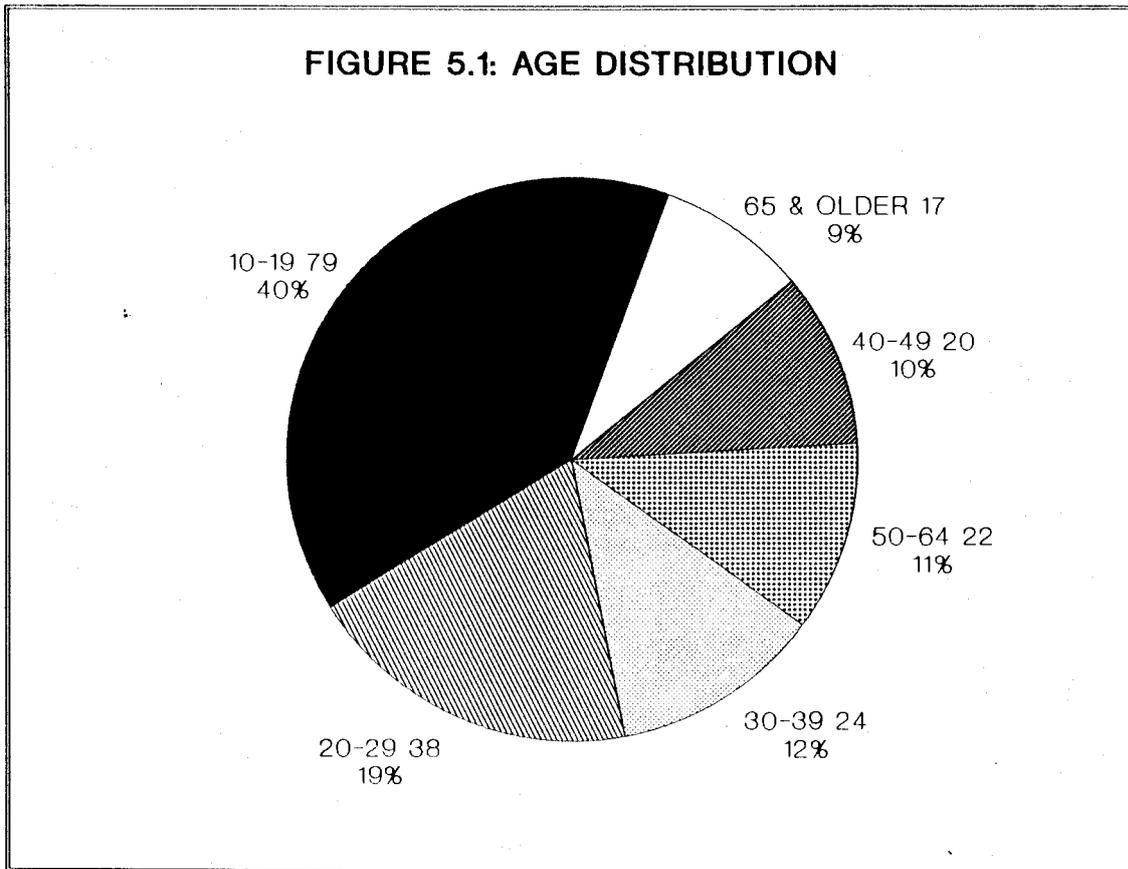
5.2 DEMOGRAPHICS

The first eleven questions of the questionnaire addresses demographic issues. The results of these questions are presented individually in the subsections that follows.

5.2.1 Age and sex

Questions 1 and 2 deal with age and sex respectively. Both the age and the sex distributions are however exactly the same as was anticipated. This is so because a quota sampling method was used whereby respondents were selected according to a predetermined quota based on age and sex. The different age and sex categories are nevertheless indicated graphically along with the other demographic criteria because age and sex are both extremely important demographic criteria to any media study. The age and sex distributions for this study are accordingly indicated in Figure 5.1 and 5.2 respectively.

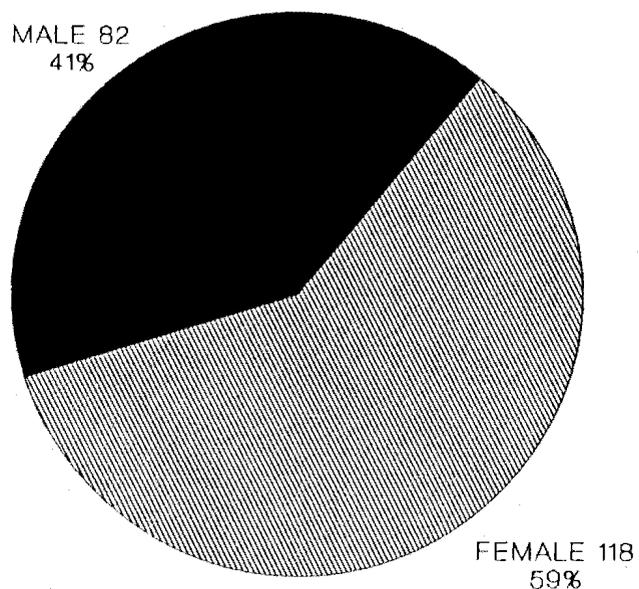
FIGURE 5.1: AGE DISTRIBUTION



In Figure 5.1 it can be seen that the teenage group constitutes the largest group of people interviewed in this study. As the groups increase in age, they decrease in size.

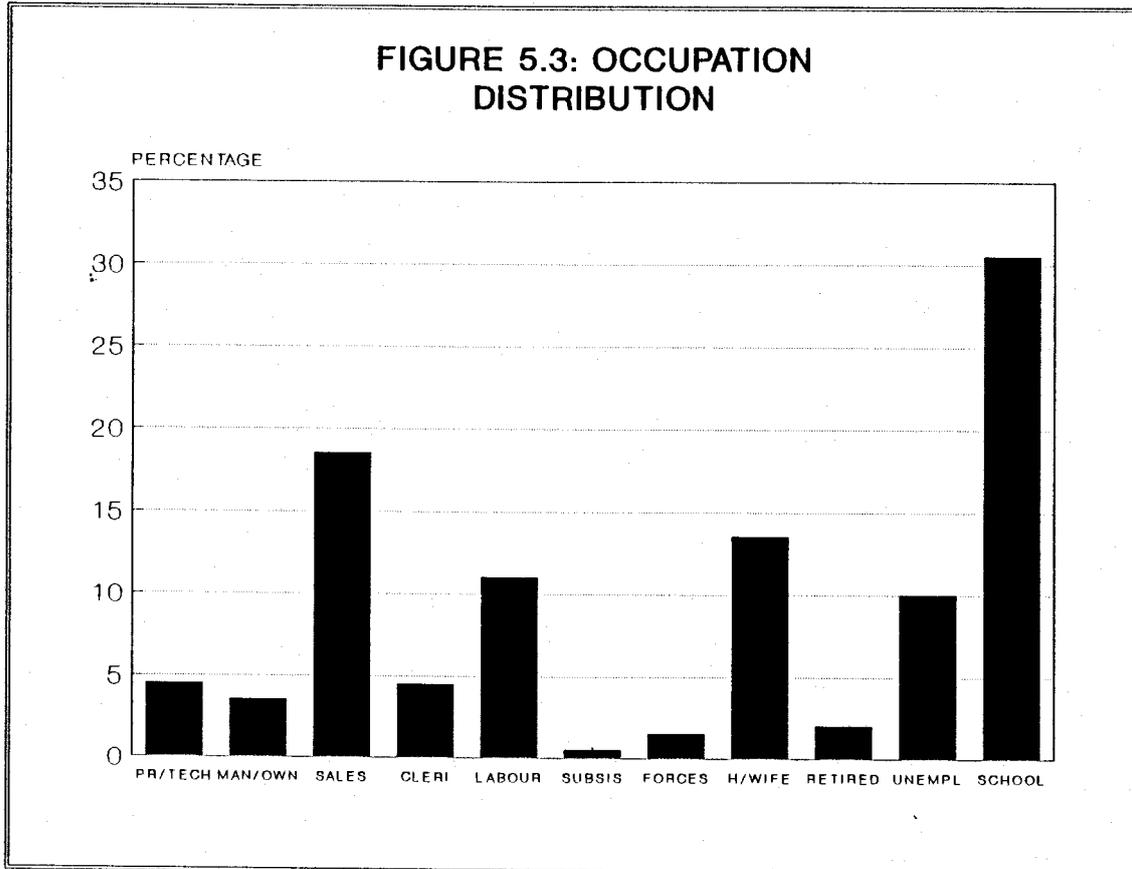
In Figure 5.2 below it can be seen that females constitute 59% of respondents as opposed to 41% males. This means that three women were interviewed for every two men.

FIGURE 5.2: SEX DISTRIBUTION



5.2.2 Occupation

Question 3 deals with the occupations of respondents interviewed. The results obtained from this question, are presented in Figure 5.3.



PR/TECH=Professional/Technical

MAN/OWN=Manager/Owner

SALES=Salesperson

CLERI=Clerical

LABOUR=Labourer

SUBSIS=Subsistence Farming

FORCES=Armed Forces

H/WIFE=Housewife

RETIRED=Retired

UNEMPL=Unemployed

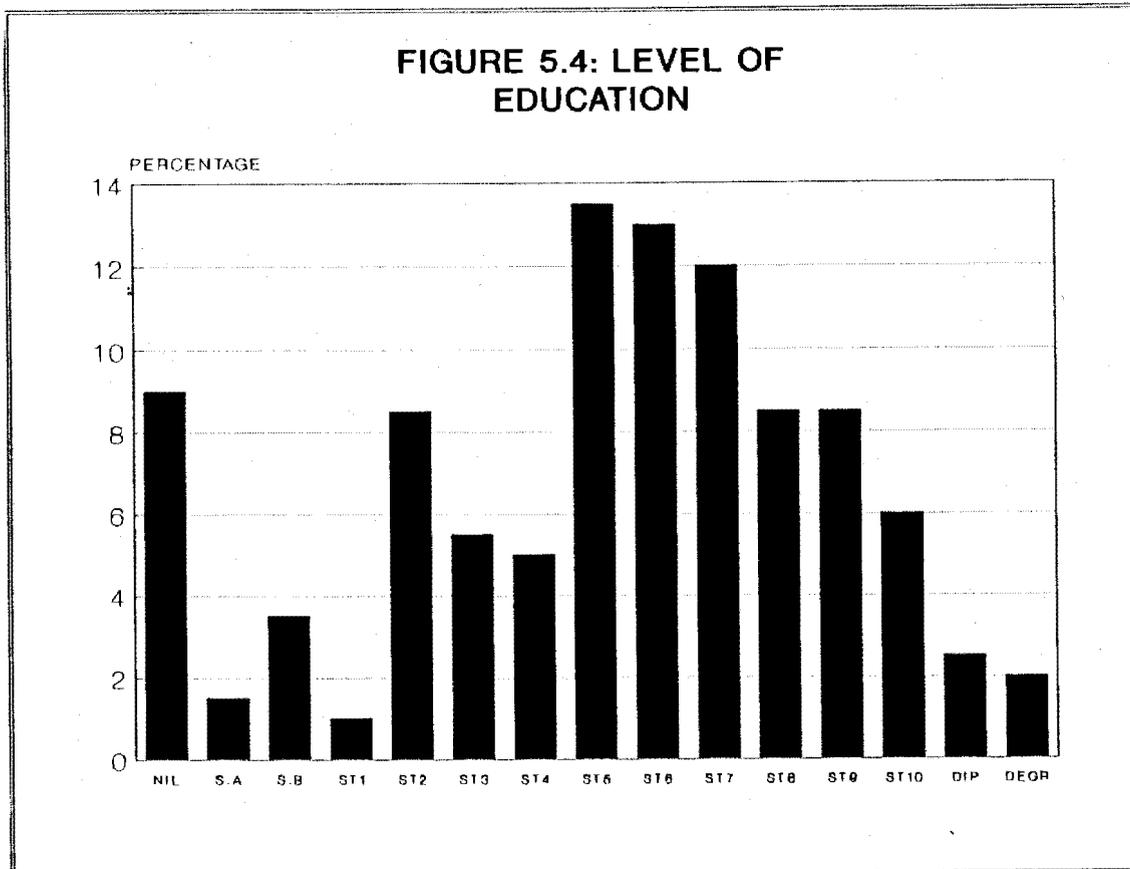
SCHOOL=At School

The following can be seen in Figure 5.3 dealing with occupation of respondents. Firstly, the highest percentage of respondents (30,5%) are still at school. This high percentage is however understandable if one considers that 60,5% of the total Transkeian population are under the age of 19 (Bureau of Market Research, 1989, p. 61).

A second observation from Figure 5.3 is the low level of unemployment (10%) indicated by respondents. This may be due to any one of the following reasons. Firstly people may be shy to indicate to a stranger that they are out of work and then indicate any profession that comes to mind or which they have done previously. Secondly the rise of the hawker trade may also be a contributing factor. Unemployed people can become hawkers with relative ease, which may be the reason why a relatively high percentage (18.5%) have indicated that they are in "sales". Thirdly the categories of labourers (11%) and housewives (13,5%) may also account for some unemployed respondents. This may be so because some respondents that live with relatives and perform odd jobs in and around the house for no remuneration, may have indicated that they are labourers or housewives whereas they are theoretically unemployed.

5.2.3 Levels of education

Question 4 of the questionnaire deals with levels of education in the Transkei. The results obtained, are presented in Figure 5.4.



In Figure 5.4 it can be seen that nearly 80% of respondents have achieved an education level of standard seven or lower, with a majority having completed standards five, six and seven. These results differ from the results of a study by Carstens and Du Plessis (1988, p. 11) in which they investigated the educational profiles of the total Black population of southern Africa. In terms of their results, Blacks generally exhibit a pyramid like profile for education. This means that a vast majority do not have any education. The second biggest group is the group that have passed the low standards. As the standards increase, the number of Black people that have passed them, decrease.

If one therefore compares the results of this study to those of Carstens and Du Plessis, it can be seen that respondents are generally better educated than other Blacks in the rest of southern Africa.

5.2.4 Languages

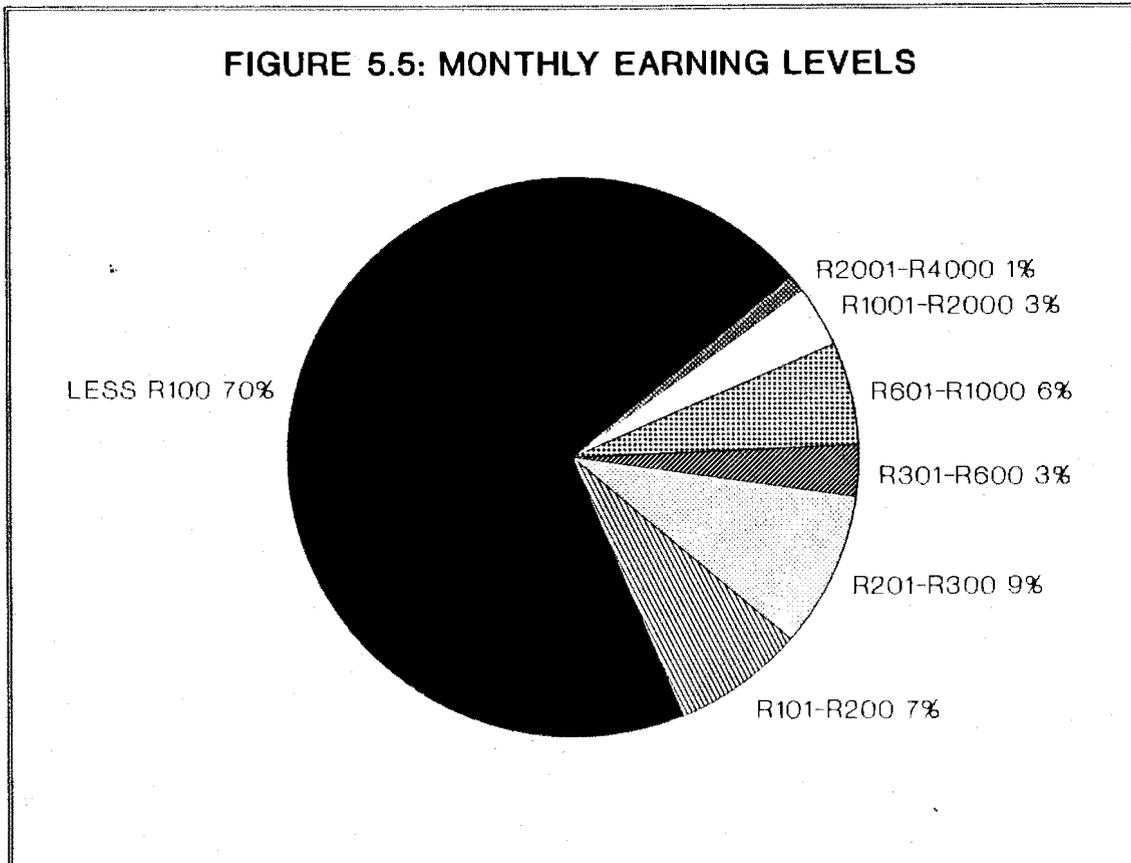
The next two questions of the questionnaire, namely questions 5 and 6, deal with home language and languages understood respectively. In question 5 respondents were asked to indicate their home language. Of the 200 respondents interviewed, only three indicated a home language other than Xhosa. Two (2) indicated Zulu as their home language, while one (1) indicated Sotho to be his/her home language. No other home languages were indicated.

In question 6 respondents were asked to indicate languages that they understand. All 200 respondents indicated that they understand and speak Xhosa. A total of 75 indicated they understand and speak English, 46 indicated they understand and speak Zulu and 9 indicated they understand and speak Sotho. No other languages were indicated by the selected respondents.

5.2.5 Monthly earnings

Question 7 of the questionnaire deals with monthly earning levels. The results indicate that respondents are generally very poor. This can be evidenced from Figure 5.5.

FIGURE 5.5: MONTHLY EARNING LEVELS



In terms of Figure 5.5, which is based on the results of this research, 70,5% of all respondents earn less than R100 per month. Another interesting observation is that only 4,5% earn more than R1 000 per month.

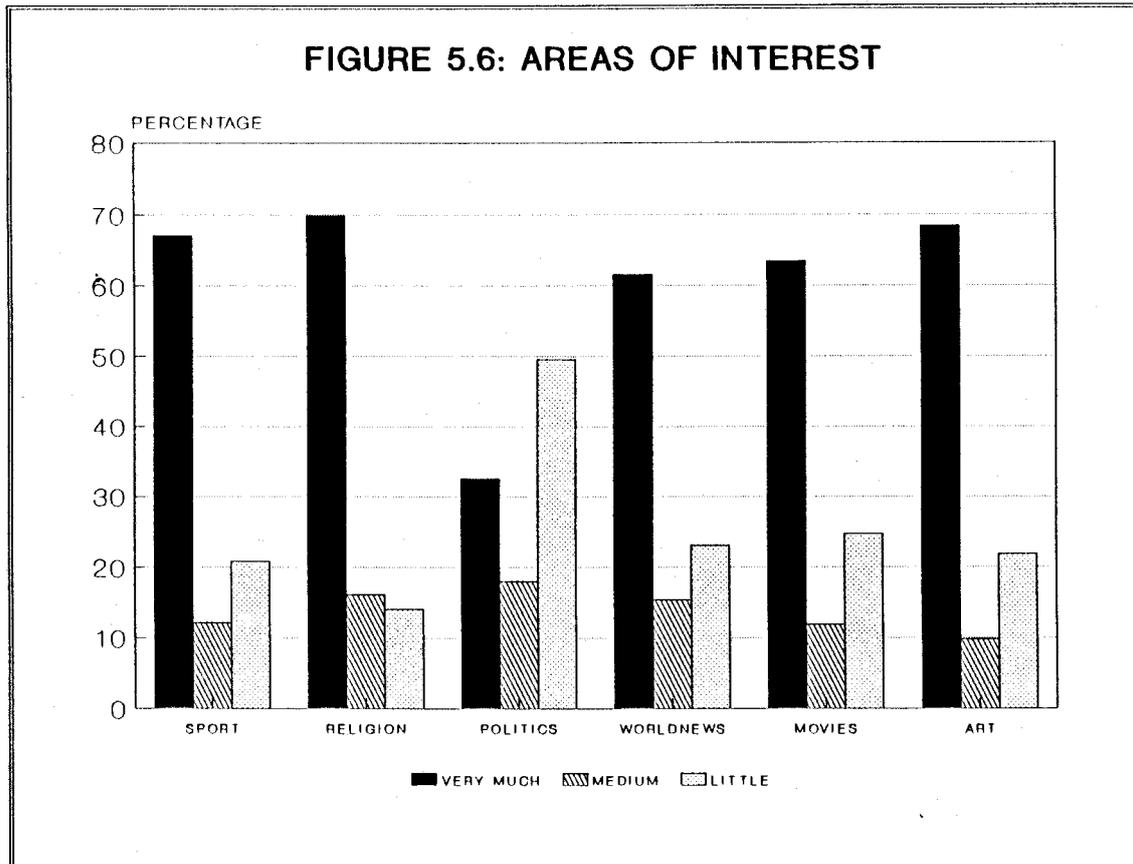
The extremely low earning levels expressed by a majority of respondents, must be of grave concern. Respondents may just not have the means to respond to communication messages such as advertisements, even though these communication messages are correctly and scientifically designed. Respondents may also not even afford some of the media on a regular basis.

5.2.6 Domicilium

Question 8 of the questionnaire deals with domicilium or place of habitation. In terms of the results obtained, 71,5% of respondents live in the rural areas. There is however a strong suspicion that the rural component may even be higher due to the fact that some respondents that live in lali's (communal farms) very close to urban centres, have indicated that they live in urban centres, whereas they are theoretically outside the municipal boundaries of the towns. The important feature to note is that the vast majority of respondents live in rural areas.

5.2.7 Areas of interest

Question 9 deals with areas of interest. In this question certain selected topics were given to respondents to which they were then requested to respond as to whether they like the topic a lot, whether they like the topics to a medium extend, or whether they like it a little. The topics selected under areas of interest were sport, religion, politics, world news, movies and art. The responses obtained are indicated in Figure 5.6.



In Figure 5.6 it can be seen that respondents generally exhibit a high level of interest in all of the selected topics, except for politics. Politics is the only area of interest where a higher percentage of respondents indicated they like it only a little (49,5%) as apposed to only 32,5% which indicated that they like it a lot. A total of 18% responded in the medium category.

This is in strong contrast to the commonly held and much publicised belief that the southern African community is over politicised. This may be true for the total southern African community as a whole, but this study illustrates that it is definitely not true for these respondents, of which the majority live in rural areas.

5.2.8 Writing and reading skills

Question 10 deals with writing skills, while question 11 deals with reading skills. In most research projects of this nature, a respondent is asked to indicate whether he/she can write and read, expecting an answer of yes or no. For this study it is not only necessary to distinguish between write and read, it is also necessary to break it up into three categories, namely cannot write/read, writes/reads poorly and good writing/reading skills. Two separate questions were accordingly necessary.

It is necessary to distinguish between writing and reading because of a suspicion that there are people that can read but cannot write, and vica versa. This suspicion was however proved wrong by the findings of this study as reflected by Tables 5.1 showing the results of question 10 and 5.2 showing the results of question 11.

TABLE 5.1: WRITING SKILLS

	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Cannot write	22	11.0	22	11.0
Writes poorly	26	13.0	48	24.0
Good writing skills	152	76.0	200	100.0

TABLE 5.2: READING SKILLS

	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Cannot read	23	11.5	23	11.5
Reads poorly	25	12.5	48	24.0
Good reading skills	152	76.0	200	100.0

If these tables are compared to one another, one finds that exactly the same number of respondents (76%) indicated good writing as well as reading skills. It is only the categories cannot write/writes poorly that vary by one respondent from the cannot read/reads poorly categories, therefore disproving an earlier suspicion that there may be a large variance.

It is also interesting to note from the same tables that a relatively high percentage (13 and 12,5%) indicated they have poor writing and reading skills respectively. It can merely be speculated how these people would have responded if there were only two options.

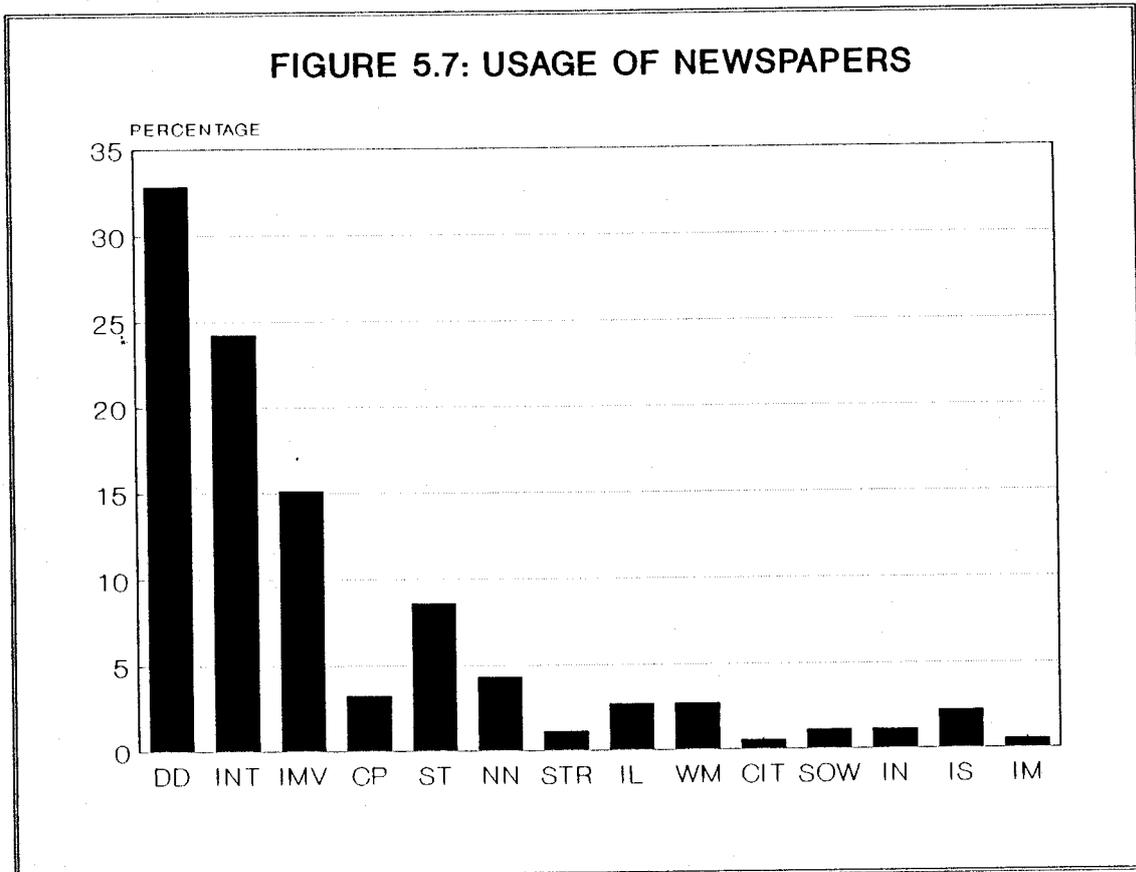
In the section that follows, the responses for each media type are presented separately. This is initiated by the presentation of the results pertaining to newspapers.

5.3 NEWSPAPERS

Newspapers are dealt with from questions 12 to 17 of the questionnaire. The results of these questions are presented under the subheadings of usage of newspapers, opinions of topics in newspapers and opinions of advertisements in newspapers.

5.3.1 Usage of newspapers

Three questions, namely 12, 13 and 14 deal with different aspects of usage of newspapers. In question 12 respondents were asked to indicate the newspapers they have read during the last month. The results obtained from this question, are presented in Figure 5.7.



DD=Daily Dispatch

INT=Intsimbi

IMV=Imvo

CP=City Press

ST=Sunday Times

NN=New Nation

STR=Sunday Tribune

IL=Ilanga

WM=Weekly Mail

CIT=Citizen

SOW=Sowetan

IN=Indaba

IS=Isigidimi

IM=Imbomisela

In terms of Figure 5.7, a large majority of 32.8% of respondents read the Daily Dispatch, a daily newspaper published and printed in East London. Only two other circulations, Intsimbi (24,2%) and Imvo (15,1%) have circulation figures of higher than ten percent of respondents. A total of 14 newspapers was indicated by all respondents. The balance of which are City Press, Sunday Times, New

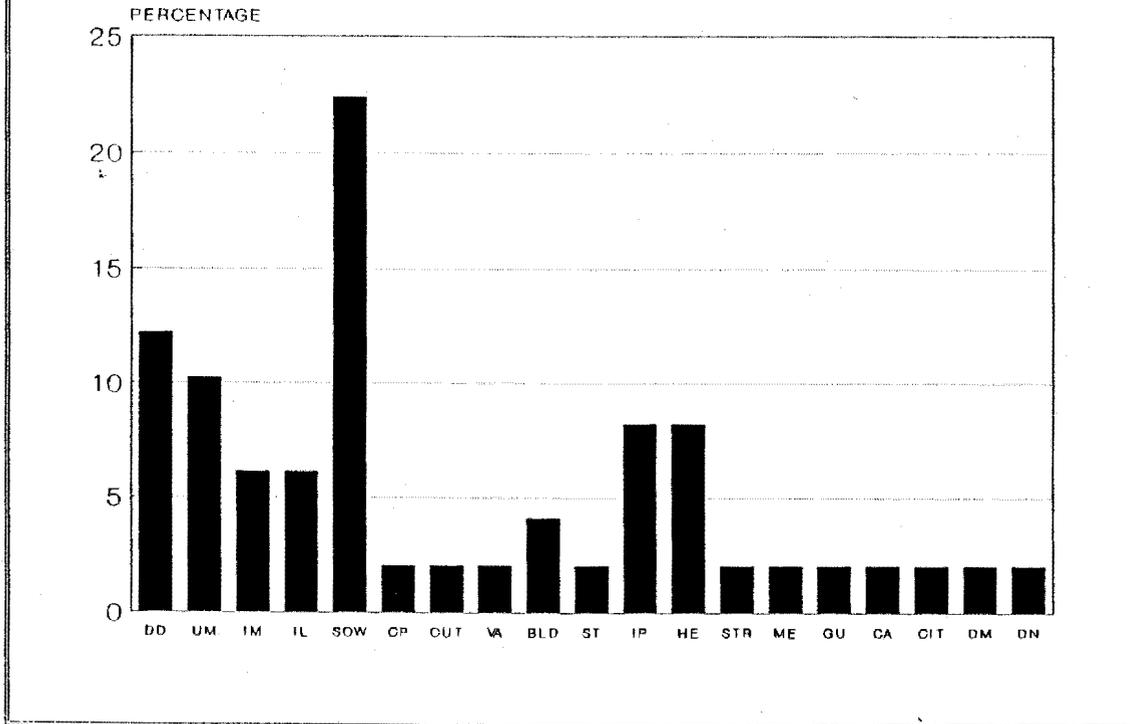
Nation, Sunday Tribune, Ilanga, Weekly Mail, Citizen, Sowetan, Indaba, Isigidimi and Imbomisela.

From the above the following can be deduced. Firstly, institutions wishing to communicate to respondents by means of newspapers, should not do so by means of any of the other newspapers mentioned like City Press, Sunday Times, New Nation and others. Communication with respondents should only be conducted by means of the Daily Dispatch, Intsimbi and Imvo. It is interesting to note that all three of these newspapers are local publications, which means that respondents have a definite preference for local newspapers over national newspapers.

In question 13 respondents were asked whether or not they wanted other newspapers to circulate in their region that were not currently being circulated there. Only 16,5% indicated that they want additional newspapers to circulate in their region. A total of 83,5 % are accordingly satisfied with current circulations.

Question 14 of the questionnaire was linked to question 13 in so much that respondents who want additional newspapers to circulate in the Transkei, had to indicate the names of such newspapers in response to this question. The 16,5% respondents who indicated in question 13 that they want additional newspapers to circulate in their region, indicated a total of 19 newspapers that they want to circulate in their region. These additional newspapers and the number of respondents that voted for their circulation, appear in Figure 5.8.

**FIGURE 5.8: ADDITIONAL
NEWSPAPERS REQUIRED**



DD=Daily Dispatch

UM=Umthunywa

IM=Imvo

IL=Ilanga

SOW=Sowetan

CP=City Press

OUT=Outlook

VA=Vaderland

BLD=Beeld

ST=Sunday Times

IP=Evening Post

HE=Herald

STR=Star

ME=Mercury

GU=Guardian

CA=Cape Argus

CIT=Citizen

DM=Daily Mail

DN=Daily News

From Figure 5.8 two aspects are highlighted. The first is that Sowetan (SOW), which circulates mainly in the Transvaal Reef area, is required by the highest level of respondents, namely 22,4%. This

result is however misleading because it is not 22,4% of the total sample that wants Sowetan to circulate in the Transkei, but 22,4% of only those respondents that indicated in questions 13 they want additional newspapers to circulate. In fact only 5,5% of the total sample (11 respondents out of 200) indicated they want Sowetan to circulate in the Transkei.

The above figure may be too low for Sowetan to consider expanding its circulation to the Transkei. A trial circulation may however increase the interest in Sowetan substantially, if there is already an interest in the paper without it circulating in the Transkei.

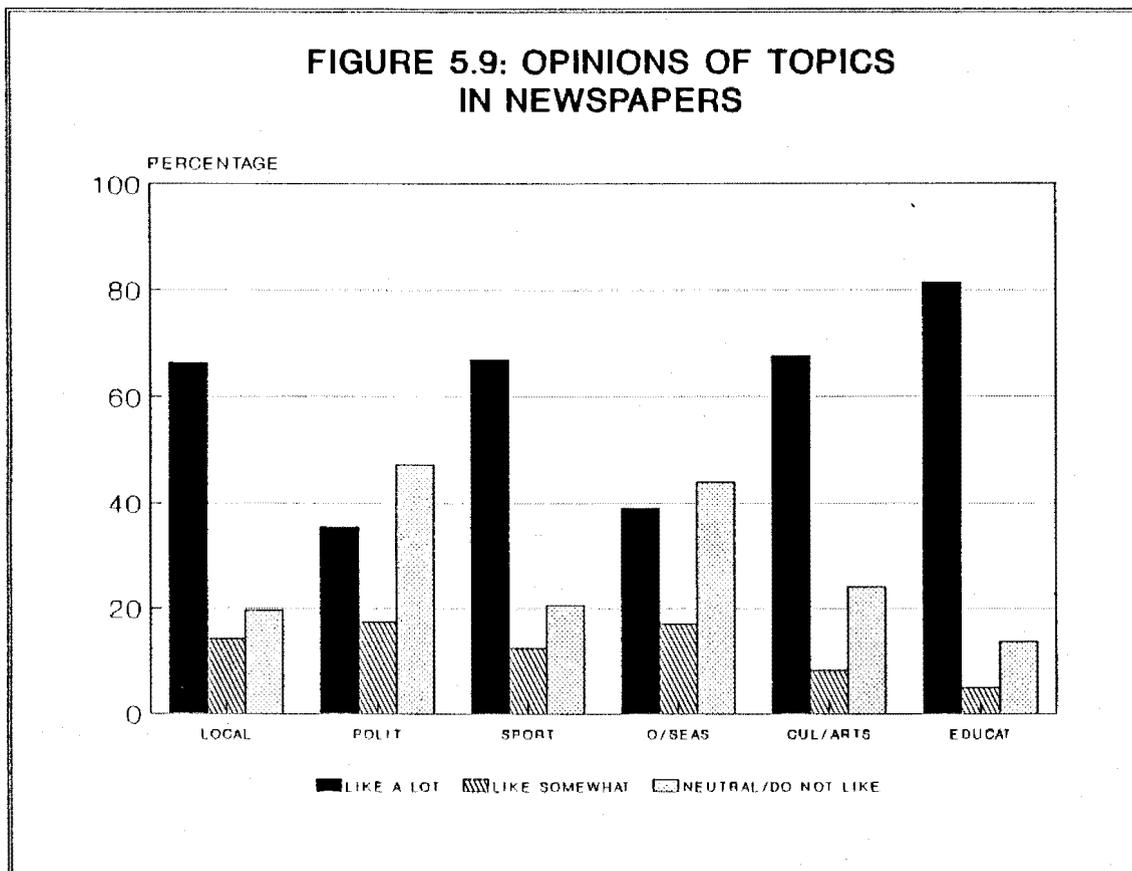
The second notable aspect from Table 5.8 is that certain publications listed to circulate in the Transkei (in response to question 12), are again listed in response to question 14 as if these newspapers do not circulate in the Transkei. These are Daily Dispatch, Imvo, Ilanga, City Press, Sunday Times and Citizen. Various reasons may be responsible for this. Firstly the Transkei is a huge country and it must be assumed that the Daily Dispatch and other papers cannot reach every outlying little town on a daily basis. This will especially be the case in the northern part of Transkei as the Daily Dispatch comes from East London, which is 100 km south of the Transkei's southern border.

Secondly some respondents may have travelled during the month before they were interviewed. Question 12 asked the question which newspapers have you read during the last month without specifying only in the Transkei. This means that various newspapers were indicated in question 12 which do not circulate in the Transkei. In question 14 respondents may therefore correctly have indicated that they would like to see these newspapers circulate in the Transkei, as they do not circulate there as yet. Other newspapers required by Transkeians not mentioned above are Umthunywa, Outlook, Vaderland, Beeld, Sunday Times, Evening Post, Herald, Star,

Mercury, Guardian, Cape Argus, Citizen, Daily Mail and Daily News. These are however required by an insignificant group of respondents.

5.3.2 Opinions on topics that appear in newspapers

In question 15 respondents were given six topics that generally appear in newspapers and were then asked to indicate whether they like these topics a lot, whether they like the topics somewhat or whether they do not like or feel neutral about the identified topics. The topics are local news, politics, sport, overseas news, cultural/arts and education. The responses obtained are indicated in Figure 5.9.



In Figure 5.9 it can be seen that respondents are generally very positive in respect of all the listed topics, except for politics and overseas news. This is reflected by positive responses of 81,4% for education, 67,7% for arts/cultural topics, 66% for sport and 65% for local news. The results for politics and overseas news differ from the above in so far as the respondents that do not like these topics, are actually more than those respondents that like it a lot. If one however adds together the "like a lot" and the "like somewhat" responses, the results show that respondents are indeed also positive towards politics and overseas news, but to a lesser degree than for the other topics.

From these findings it can be deduced that newspapers circulating in the Transkei, should not concentrate their efforts on political and overseas news stories as respondents may not respond that favourably to these topics. Efforts should rather be concentrated on such topics as education, culture/arts, sport and local news in newspapers.

5.3.3 Opinions on advertisements in newspapers

This aspect of the questionnaire is covered by two questions. In question 16 it was hoped to establish to what extent respondents pay attention to newspaper advertisements, while question 17 hoped to establish the opinions of respondents on newspaper advertisements. The results in respect of question 16 are indicated in Table 5.3 and those in respect of question 17, in Figure 5.10.

TABLE 5.3: INTEREST SHOWN IN NEWSPAPER ADVERTISEMENTS

	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Read most adverts	71	41.5	71	41.5
Read only largest	32	18.7	103	60.2
Do not read adverts	68	39.8	171	100.0

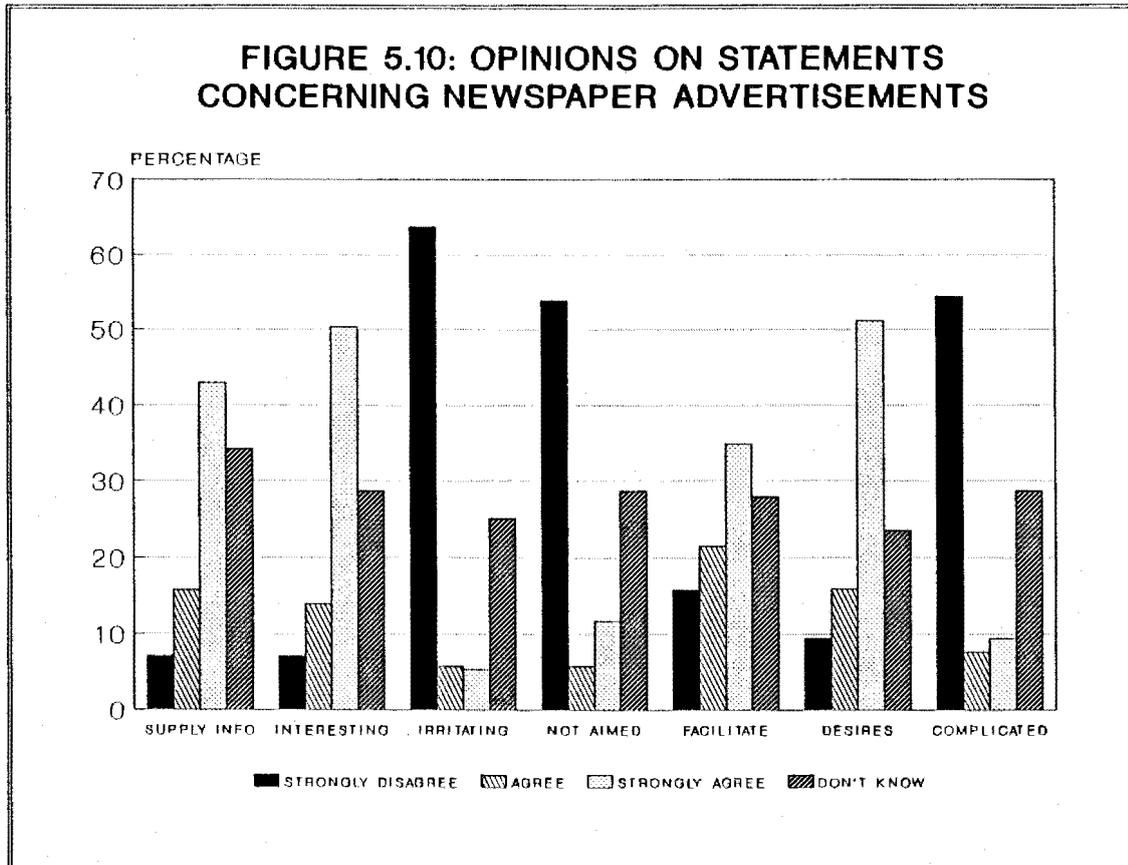
Frequency missing = 29

The item of Frequency Missing in Table 5.3 needs explanation. It refers to those respondents that did not respond to this question. The reason for the non-response of 29 people, may be due to any of the following reasons. Firstly it may be due to the fact that some respondents cannot read, and secondly it may be due to the fact that some respondents with adequate reading skills, do not read newspapers and accordingly did not want to express a opinion on advertisements in newspapers.

Another aspect that can be observed from Table 5.3, is the fact that slightly over 40% of respondents read most advertisements in newspapers, while more or less the same number of respondents do not read advertisements in newspapers, with 18,7% indicating they read only the largest advertisements. This relatively low interest in advertisements must be a major concern to institutions that currently advertise in newspapers circulating in the Transkei. One way of improving the interest in newspaper advertisements, is to increase the size of advertisements because an additional 18,7% of respondents indicated they read only the largest advertisements.

In a further question dealing with newspaper advertisements, question 17 hoped to ascertain more about respondents' preferences and opinions regarding newspaper advertisements by posing selected

statements to respondents and asking them to indicate whether they strongly disagree with the statements, whether they agree, whether they strongly agree or whether they do not know. The statements are that advertisements supply valuable information, that they are interesting, that they are irritating, that they are not aimed at Transkeians, that they facilitate product choices, that they create desires and that they are complicated. The results are indicated in Figure 5.10.



SUPPLY INFO=They supply valuable information

INTERESTING=They are interesting

IRRITATE=They are irritating

NOT AIMED=They are not aimed at Transkeians

FACILITATE=They facilitate product choices

DESIRES=They create desires

COMPLICATED=They are complicated

In Figure 5.10 it can be seen that the respondents were positive about all positive statements. These are that advertisements supply valuable information (43% strongly agree), that they are interesting (50,3% strongly agree), that they facilitate product choices (34,9% strongly agree) and that they create desires (51,2% strongly agree). The respondents in turn responded negatively (strongly disagree) to all negative statements like advertisements are irritating (63,7% strongly disagree), adverts are not aimed at Transkeians (53,8% strongly disagree) and advertisements are complicated (54,4% strongly disagree). If one however adds together the "agree" and "strongly agree" responses and compares it to the "strongly disagree" responses, the situation does not change in any way. The only change is an increased response of agreement, but it is still less than the "disagree" response for the negative statements, whereas the joint response of agreement then becomes substantially higher for the positive statements.

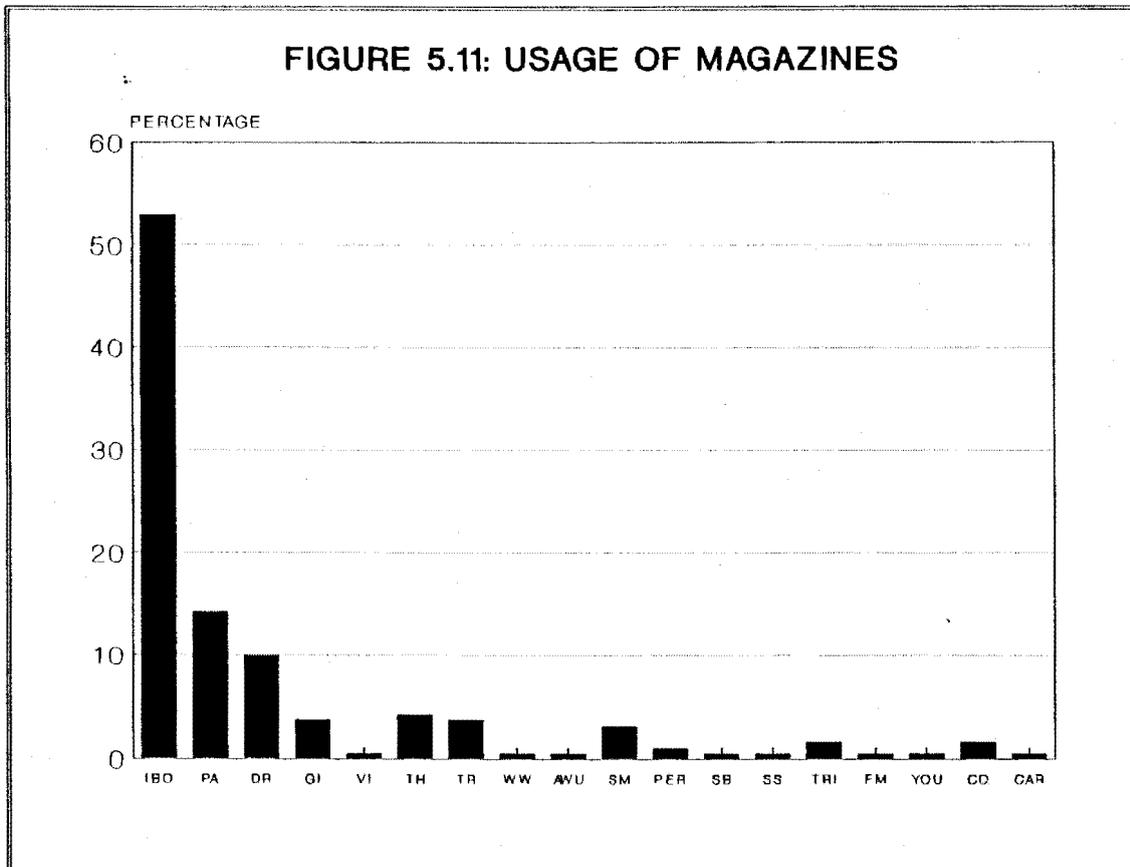
From the above it can be seen that respondents are generally satisfied with the format and contents of newspaper advertisements. Increasing the size of advertisements may however add to a higher interest in these advertisements.

5.4 MAGAZINES

Questions 18 to 23 of the questionnaire deal with magazines. The first three of these questions (18 to 20) deal with usage of magazines, while the last three (21 to 23) deal with preferences and opinions on selected topics and on advertisements in magazines. The results obtained are accordingly presented in three subsections below, one dealing with usage of magazines, one with preferences and opinions on selected statements in magazines and one dealing with advertisements in magazines.

5.4.1 Usage of magazines

Question 18 was designed to establish the usage of respondents of magazines that circulate in their region. The results obtained from this question, are indicated in Figure 5.11.



IBO=Ibona

PA=Pace

DR=Drum

GI=Jive

VI=Viva

TH=Thandi

TR=True Love

WW=Womens Weekly

AWU=Awu

SM=Soccer Mirror

PER=Personality

SB=SA Boxing

SS=SA Sport

TRI=Tribute

FM=Financial Mail

YOU=You

CO=Cosmopolitan

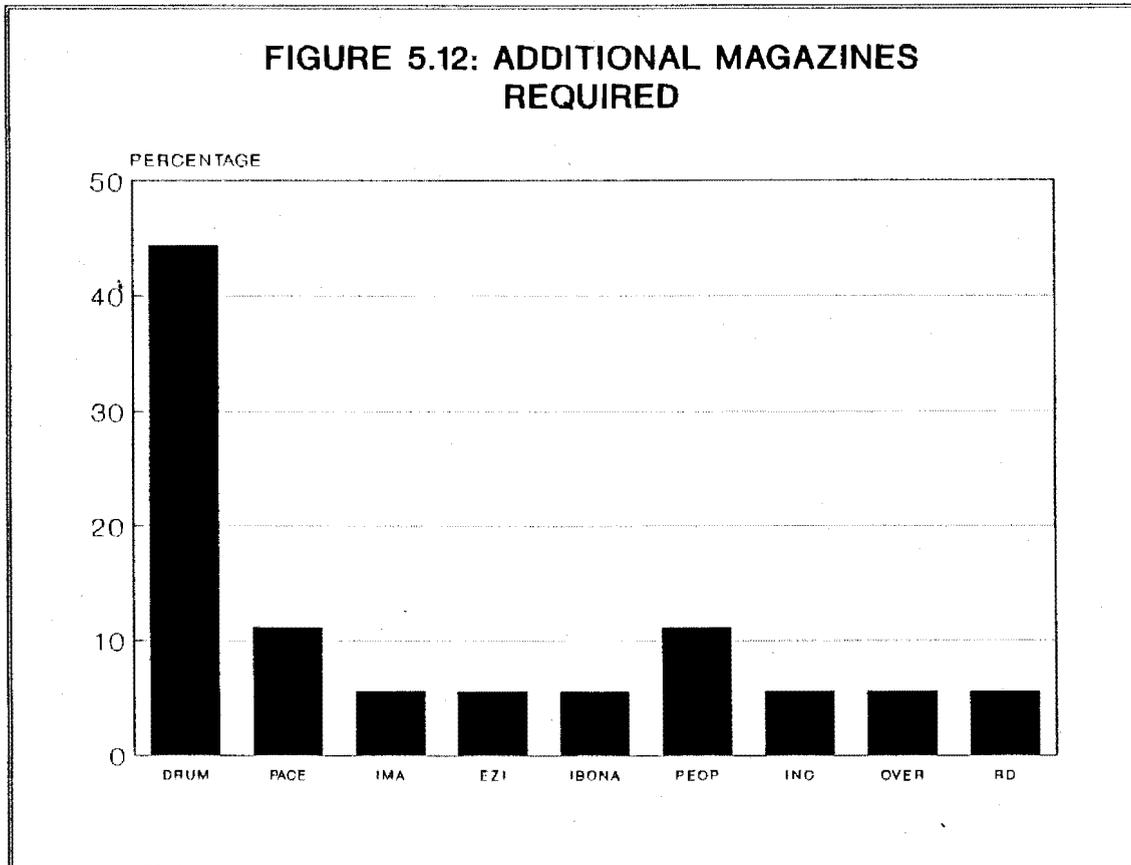
CAR=Car

In terms of Figure 5.11, an overwhelming majority of 52,9% of respondents read Ibona. Only two other publications, Pace (14,1%) and Drum (9,9 %) are worth noting for readership by respondents. A total of eighteen magazines were indicated by all respondents. The balance of these are Jive, Viva, Thandi, True Love, Womens Weekly, Awu, Soccer Mirror, Personality, S.A.Boxing, S.A. Sport, Tribute, Financial Mail, You, Cosmopolitan and Car.

None of these are read by a substantial portion of respondents. The vast popularity of Ibona cannot be underestimated. This is especially true if one considers that more than half the respondents of this survey (101 out of 200) indicated they read Ibona. From this it can be deduced that although Ibona is a national circulation, it is so popular with respondents that institutions wishing to communicate to these respondents by means of magazines, should definitely use Ibona.

In question 19 respondents were asked whether or not they want other magazines to circulate in their region. Only 7,5% indicated that they want additional magazines to circulate in their region. A total of 92,5% are accordingly satisfied with current circulations.

Question 20 was linked to question 19 in so much as respondents who want additional magazines, had to indicate in this question (question 20) the names of additional magazines they want to circulate in their region. The 7,5% respondents that indicated they want additional magazines, indicated a total of nine magazines that they want to circulate in their region (question 20). These additional magazines and the respondents that voted for their circulation, appear in Figure 5.12.



DRUM=Drum

PACE=Pace

IMA=Imagazini Zomlo

EZI=Ezinentengiso

IBONA=Ibona

PEOP=People

INC=Incwadi Yomdyarh

OVER=Overseas magazines

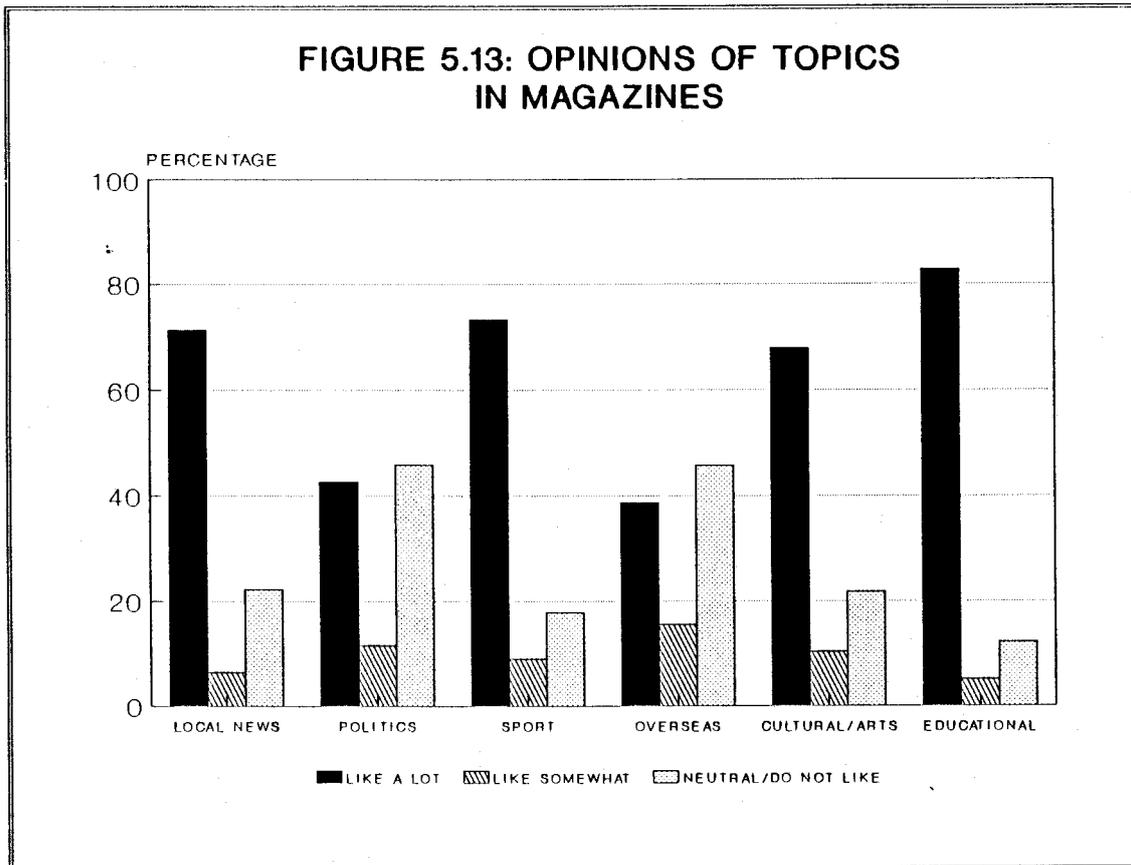
RD=Readers Digest

From Figure 5.12 two aspects can be highlighted. The first is that only one magazine, namely Drum, is required by a substantial group. The fact that only 7,5% of respondents indicated they want additional magazines in the first place and that Drum represents 45% of that group, means that Drum was in fact only required by seven respondents out of 200. It must be pointed out that Drum already circulates in the Transkei in any event.

The second notable aspect from Figure 5.12 is that certain publications listed to circulate in the Transkei (question 18), are again listed in question 20 as if these magazines do not circulate in the Transkei. These are Drum, Pace and Ibona. The truth is that virtually all magazines listed in response to question 18 and 20 are indeed circulated in some outlets in the Transkei. The publications may however not always be the latest ones and may only be obtained from one or two selected bookstores in the larger centres like Umtata. People in rural areas may therefore correctly indicate that certain well known publications are not available in their areas. This may point to the fact that the distribution of some magazines are not done very successfully in the rural areas. This must be rectified by the guilty parties as it was already indicated earlier that the majority of Transkeians live in the rural areas.

5.4.2 Opinions on topics in magazines

In question 21 respondents were given six topics that generally appear in magazines and were then asked to indicate whether they like these topics a lot, whether they like the topics somewhat or whether they do not like or feel neutral about the identified topics. The topics (same as newspapers) are local news, politics, sport, overseas news, cultural/arts and education. The responses obtained are indicated in Figure 5.13



In Figure 5.13 it can be seen that respondents are generally very positive in respect of all the listed topics in magazines, except for politics and overseas news. This is reflected by positive responses of 82,8% for education, 73,2% for sport, 72% for local news and 68% for cultural/arts topics. Only in the case of politics and overseas news are the percentage of respondents that do not like these topics, actually higher than the percentage who like these topics. If one however adds together the "like a lot" and the "like somewhat" responses, the results show that respondents are indeed also positive towards politics and overseas news, but to a lesser degree than for the other topics.

From the above results it can be deduced that magazines circulating in the Transkei, should not concentrate their efforts on political and overseas news stories as respondents may not respond favourably to them. Efforts should rather be concentrated on such topics as education, culture/arts, sport and local news as respondents will generally respond favourably to them.

5.4.3 Opinions on advertisements in magazines

This aspect of the questionnaire is covered by two questions. In question 22 it was hoped to established to what extent respondents pay attention to advertisements that appear in magazines, while question 23 hoped to establish the opinions of respondents on magazine advertisements. The results of question 22 are shown in Table 5.4 and of question 23 in Figure 5.14.

TABLE 5.4: INTEREST SHOWN IN MAGAZINE ADVERTISEMENTS

	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Read most adverts	71	43.3	71	43.3
Read only largest	30	18.3	101	61.6
Do not read adverts	63	38.4	164	100.0

Frequency missing = 36

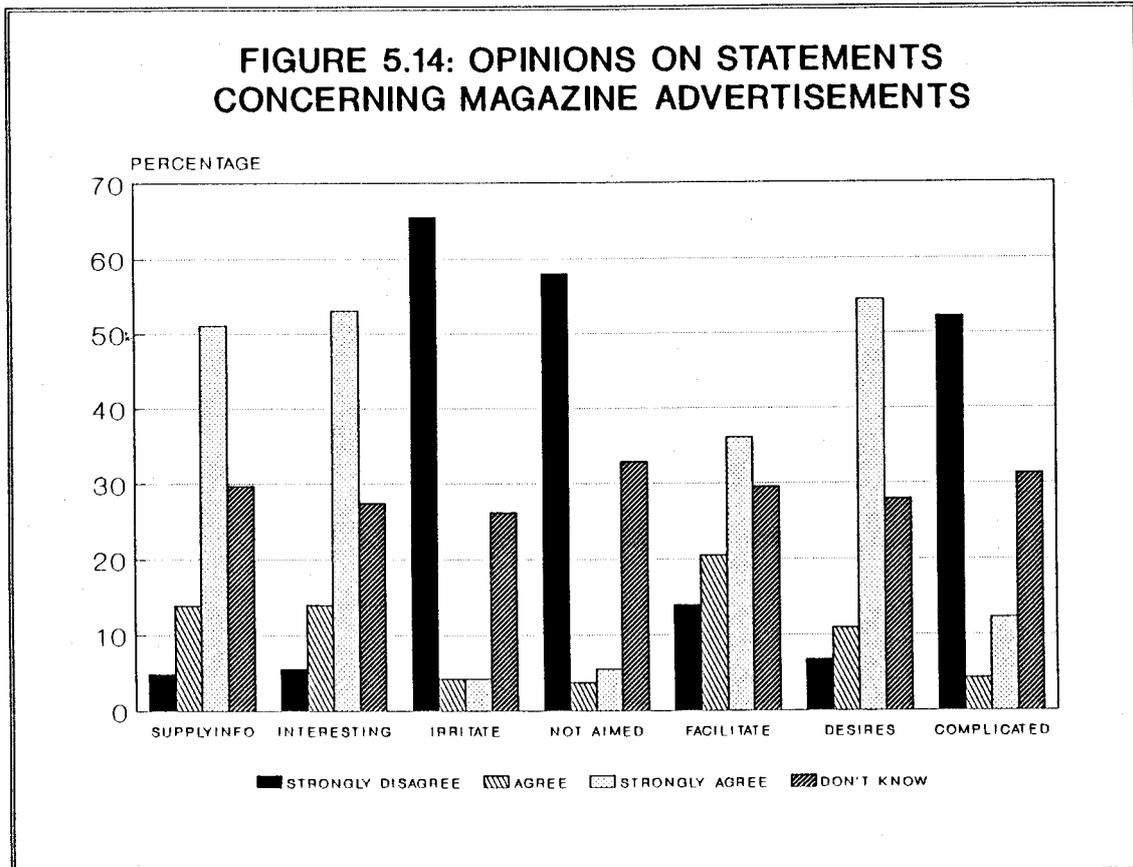
The item Frequency Missing in Table 5.4 needs explanation. It refers to respondents who did not respond to this question. This may be due to any one of the following reasons. Firstly, it may be the response of people who cannot read and accordingly did not want to express an opinion on magazine advertisements. Secondly, it may be the response of people that may have adequate reading skills, but do not read magazines and accordingly did not want to express an opinion on magazine advertisements.

Another aspect of Table 5.4 worth noting is the fact that slightly over 40% of respondents read most advertisements in magazines, while more or less the same number of respondents do not read advertisements in magazines, with 20% indicating that they read only the largest advertisements. The fact that almost 40% of respondents indicated they do not read advertisements, must be a major concern to institutions that currently advertise in magazines circulating in the Transkei.

From the above results it can be deduced that institutions wishing to advertise successfully to respondents by means of magazines, should consider increasing the size of advertisements, as it may increase the interest respondents will afford it.

In another question dealing with magazine advertisements, question 23 hoped to ascertain more about respondents' opinions regarding magazine advertising by posing selected statements to respondents and asking them to indicate whether they strongly disagree with the statements, whether they agree, whether they strongly agree or whether they do not know. The statements (same as for newspapers) are that advertisements supply valuable information, that they are interesting, that they are irritating, that they are not aimed at Transkeians, that they facilitate product choices, that they create desires and that they are complicated. The results to this question are indicated in Figure 5.14.

FIGURE 5.14: OPINIONS ON STATEMENTS CONCERNING MAGAZINE ADVERTISEMENTS



SUPPLY INFO=They supply valuable information

INTERESTING=They are interesting

IRRITATE=They are irritating

NOT AIMED=They are not aimed at Transkeians

FACILITATE=They facilitate product choices

DESIRES=They create desires

COMPLICATED=They are complicated

In Figure 5.14 it can be seen that the respondents were positive about all positive statements. These are that advertisements supply valuable information (51,5% strongly agree), that they are interesting (53% strongly agree), that they facilitate product choices (36,1% strongly agree) and that they create desires (54,5% strongly agree).

The respondents in turn responded negatively (strongly disagree) to all negative statements like advertisements are irritating (65,5% strongly disagree), adverts are not aimed at Transkeians (57,9% strongly disagree) and advertisements are complicated (52,1% strongly disagree). If one however adds together the "agree" and "strongly agree" responses and compare it to the "strongly disagree" responses, the situation does not change in any way. The only change is an increased response of agreement, but it is still less than the "disagree" response for the negative statements, whereas the joint response of agreement then becomes substantially higher for the positive statements.

From the above the assumption can thus be made that respondents are generally fairly satisfied with the advertisements that appear in magazines in the Transkei. Interest in magazine advertisements may however be further stimulated if the size of such advertisements is increased.

5.5 TELEVISION

5.5.1 Introduction

Television is dealt with by questions 24 to 30 of the questionnaire. The results of each of these questions are indicated individually. This section comprises three subsections. In the first, the results in respect of television usage, are indicated. In the second, the results in respect of preferences and opinions of respondents for selected topics on television, are indicated and in the third, the preferences and opinions on television advertisements, are indicated.

5.5.2 Usage of television

Question 24 of the questionnaire asked respondents to indicate whether they have a television set in their home or not. The results to this question show that only 38,5% of respondents do have a television set in the home, with 61,5% indicating they do not have a television in the home.

In question 25 respondents were asked whether they watch television or not. The results to this question show that 59% of respondents do in fact watch television as apposed to 41% that do not watch it. From these results it can be deduced that a substantial portion of respondents (almost 20%) will go and watch television at their neighbour's home, in a public place or at the home of relatives.

In question 26 respondents were asked to indicate which television channels they watch and during which time slots they watch these channels on each day of the week. This is an elaborate question for which the results could not all be indicated in one figure. It is therefore decided to show the results to this question in two figures. Figure 5.15 indicates the popularity of the different television channels for each day of the week, while Figure 5.16 indicates the popularity of the different time slots (all TV channels jointly) for each day of the week.

The most popular TV channel among respondents is undoubtedly TV 2 (now CCV-TV). This is reflected by Figure 5.15 indicating the number of TV watchers in Transkei for each day of the week.

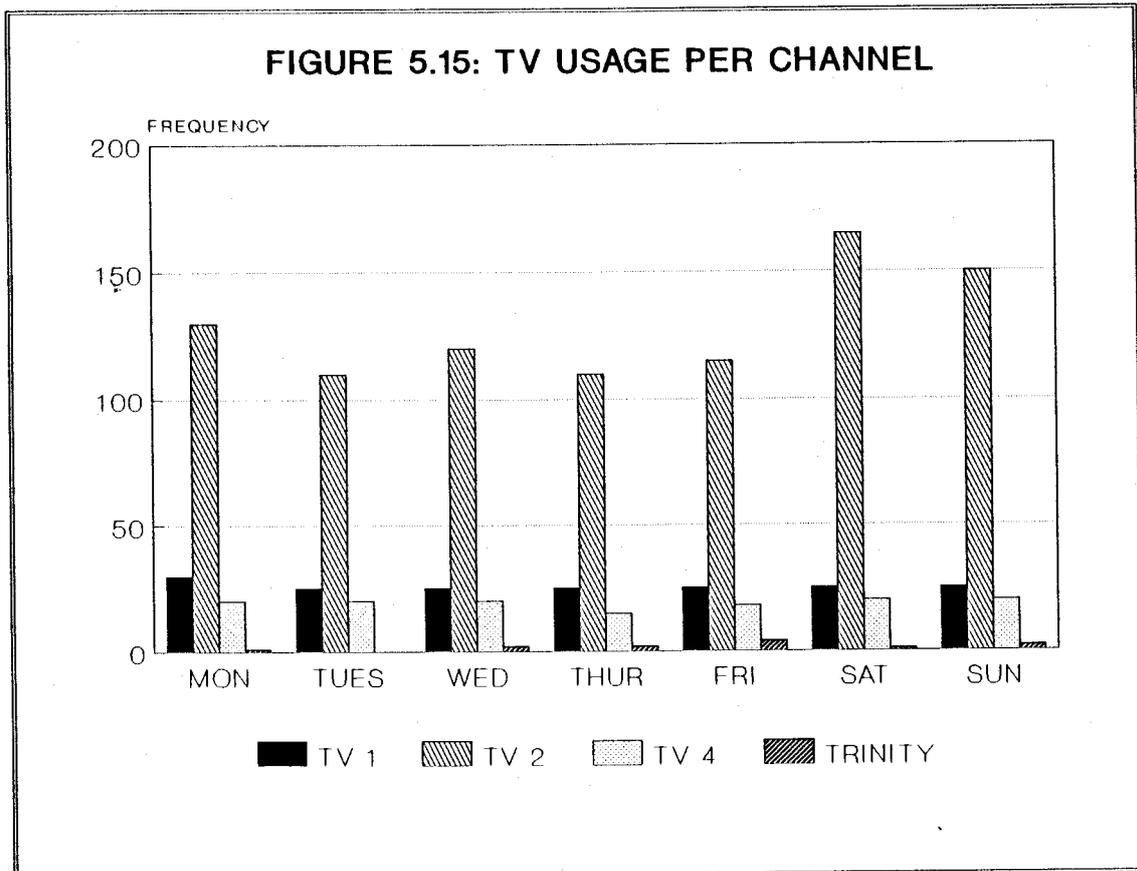
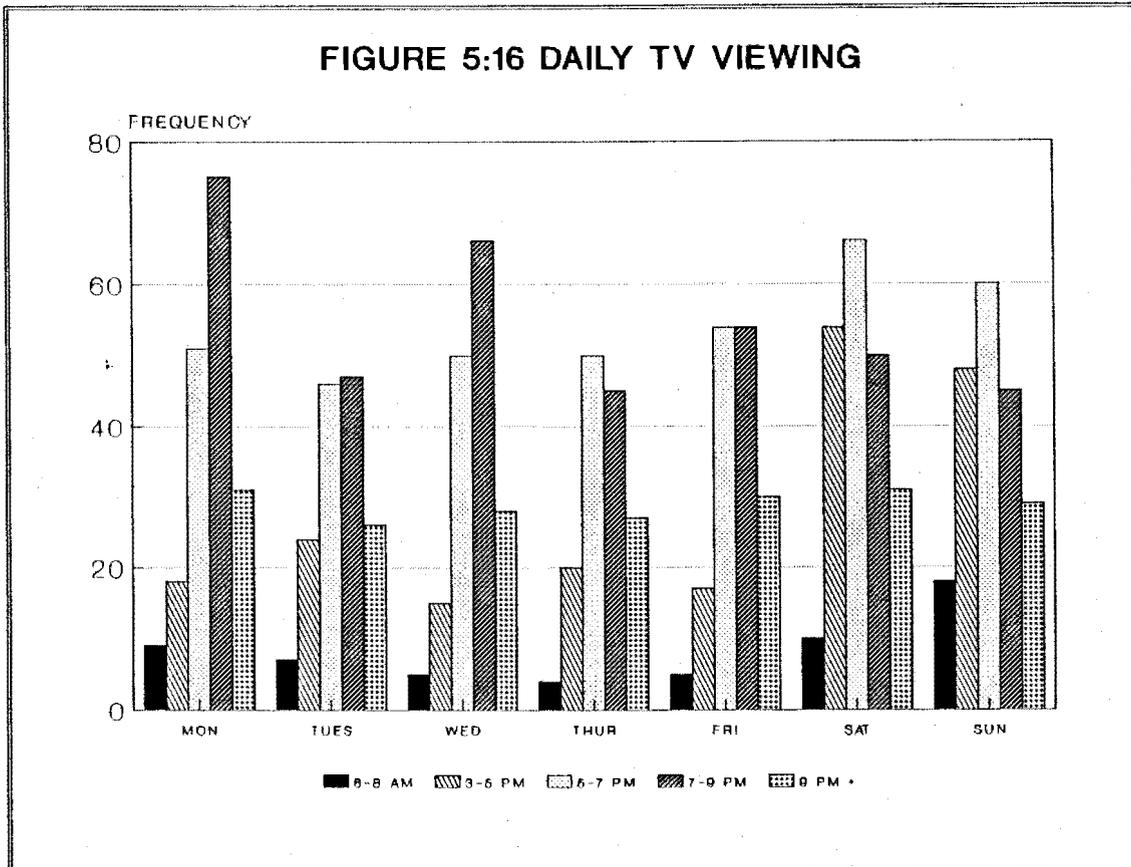


Figure 5.16 indicates the results in respect of popular time slots for watching television. An interesting feature of Figure 5.16 is the fact that very few people watch television in the morning. There is a gradual increase in TV watchers in the afternoon. This increase continues even further towards the 5-7pm slot and then reaches a peak in the 7-9pm slot when more respondents watch TV than during any other time. After 9pm, there is a gradual decrease of respondents watching TV. The above applies to Mondays, Tuesdays and Wednesdays. From Thursdays through to Sundays, the 5-7pm slot is the most popular.

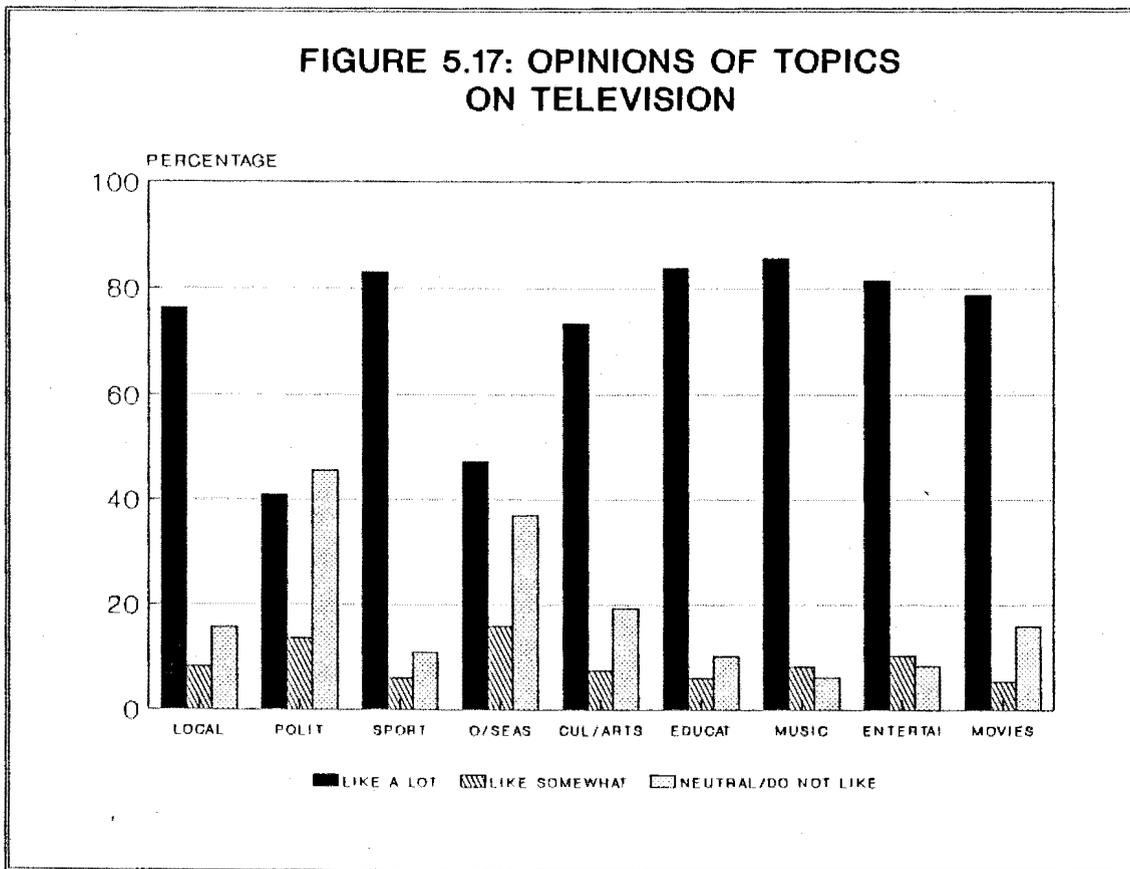


If one views the results of Tables 5.15 and 5.16 jointly, it can be seen that institutions wishing to communicate with respondents by means of television, should do so on TV 2 (now CCV-TV). Secondly such institutions should direct their communication messages on the above channel during five and nine o'clock in the evenings on weekdays and in the afternoons over weekends, as these times were indicated to be the most popular to watch television. These submissions may however be adapted after considering the consumer profile of people watching at the different times.

5.5.3 Opinions on topics that appear on television

Question 27 of the questionnaire dealt with opinions on selected topics that appear on television. Respondents were given selected topics and they were then asked to indicate whether they like the

topics a lot, whether they like it somewhat or whether they do not like it or feel neutral about it. The topics given are local news, politics, sport, overseas news, cultural/arts, educational, music, entertainment and movies. The last three topics were not given for newspapers and magazines. The responses obtained are indicated in Figure 5.17.



LOCAL=Local News

POLIT=Politics

SPORT=Sport

O/SEAS=Overseas news

CUL/ARTS=Cultural/arts

EDUCAT=Education

MUSIC=Music

ENTERTAI=Entertainment

MOVIES=Movies

It is interesting to note that respondents were positive about all the topics listed, except for politics where most respondents (45,6%) indicated that they do not like it or feel neutral about it. Only 40,8% indicated they like politics a lot on television. If one however adds together the "like a lot" and the "like somewhat" responses, the results show that respondents are indeed also positive towards politics, but to a lesser degree than for the other topics.

5.5.4 Advertising on television

This section comprises three questions. In question 28 respondents were requested to indicate the level of attention that they generally pay to advertisements on television. In question 29 respondents were requested to express their opinions about television advertisements and in question 30, respondents were asked to indicate their opinions about the number of advertisements on television. The results obtained from these three questions, are indicated in Table 5.5, Figure 5.18 and Figure 5.19 respectively.

In Table 5.5 it can be seen that the majority of respondents (53,4%) indicated that they watch most television advertisements. This is in contrast to newspapers and magazines where respondents were not that positive towards advertisements.

TABLE 5.5: INTEREST IN TV ADVERTISEMENTS

	<u>Frequency</u>	<u>Percentage</u>	<u>Cumulative Frequency</u>	<u>Cumulative Percentage</u>
Watch most adverts	78	53.4	78	53.4
Watch most, do not listen	0	0.0	78	53.4
Listen to most, do not watch	2	1.4	80	54.8
Watch only which concerns me	34	23.3	114	78.1
Try not to listen or look	1	0.7	115	78.8
Avoid looking at TV ads	31	21.2	146	100.0

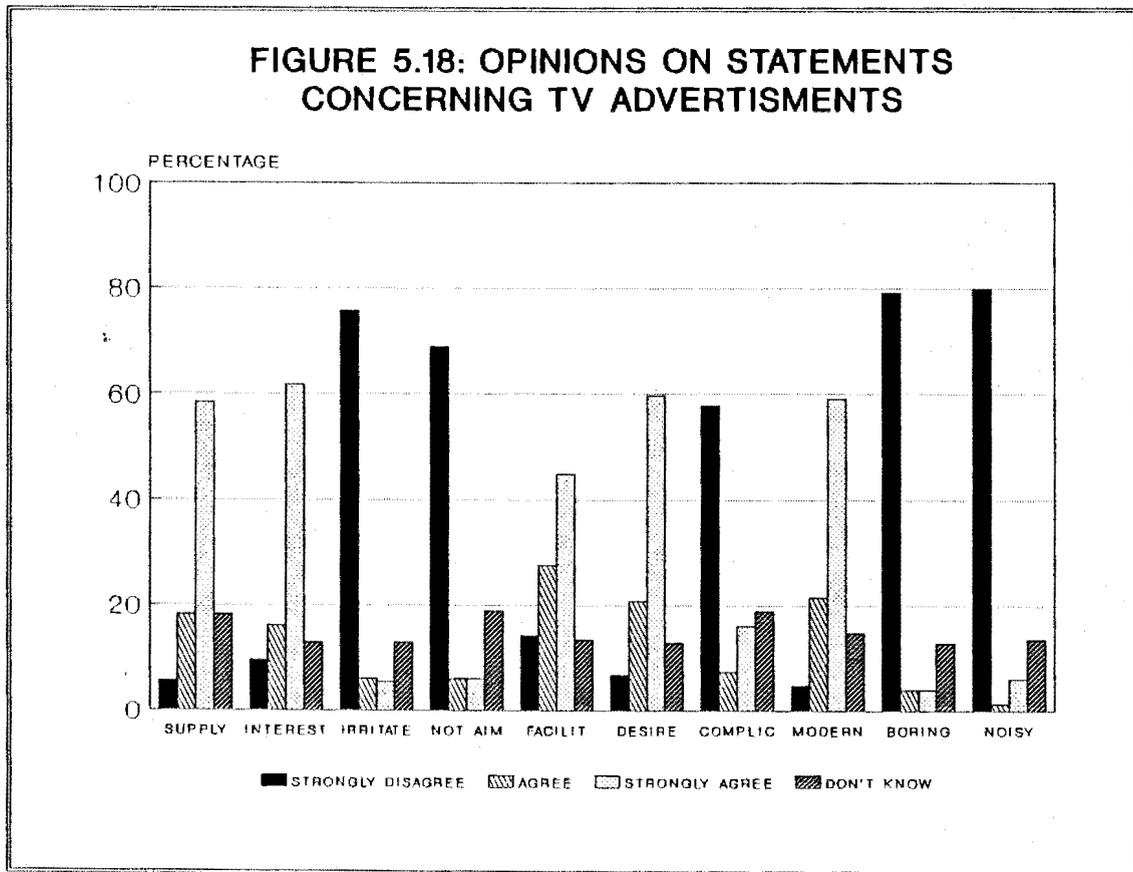
Frequency missing = 54

The first point to note from Table 5.5 is the large group of respondents that did not respond to this question (Frequency Missing = 54). This high non-response is probably due to the fact that 41% of the respondents indicated to an earlier question that they do not watch television and accordingly did not want to express an opinion about advertisements on television. The second point to note from Table 5.5 is that none of the respondents indicated that they watch most television advertisements, but do not listen to them. Another very interesting observation from Table 5.5 is that 53,4% of respondents watch most TV advertisements, while only 21,2% indicated that they avoid looking at TV advertisements. There were also a total of 25,4% that indicated some limited interest in TV advertisements. These persons with limited interest responded as follows: "Listen to most TV adverts, but do not watch them" (1,4%), " watch only those TV adverts that concern me" (23,3%) and "try not to listen to TV adverts" (0,7%).

This is in strong contrast to newspapers and magazines where respondents were generally negative towards advertisements. From the above it can be deduced that advertising on television is an extremely powerful tool to convey marketing communication messages. Advertisers wishing to communicate with respondents by means of television, should accordingly take note of the peak viewing hours indicated above and launch their advertisements during those time slots if successful communication is to be established.

In question 29 respondents were requested to express their opinions about selected statements relevant to television advertisements. The statements are: that they supply valuable information, that they are interesting, that they are irritating, that they are not aimed at Transkeians, that they facilitate product choices, that they create desires, that they are too complicated, that they are too modern, that they are boring and that they are noisy. The statements are the same used for newspapers and magazines, but have been extended with the last three namely, too modern, boring and noisy. The responses obtained for these statements are indicated in Figure 5.18.

FIGURE 5.18: OPINIONS ON STATEMENTS CONCERNING TV ADVERTISEMENTS



SUPPLY=They supply valuable information

INTEREST=They are interesting

IRRITATE=They are irritating

NOT AIMED=They are not aimed at Transkeians

DESIRE=They create desires

COMPLIC=They are too complicated

MODERN=They are too modern

BORING=They are boring

NOISY=They are noisy

In Figure 5.18 it can be seen that responses were positive to all positive statements in the same way as they were for newspaper and magazine advertisements. These are that they are interesting (61% strongly agree), they create desires (60% strongly agree), they

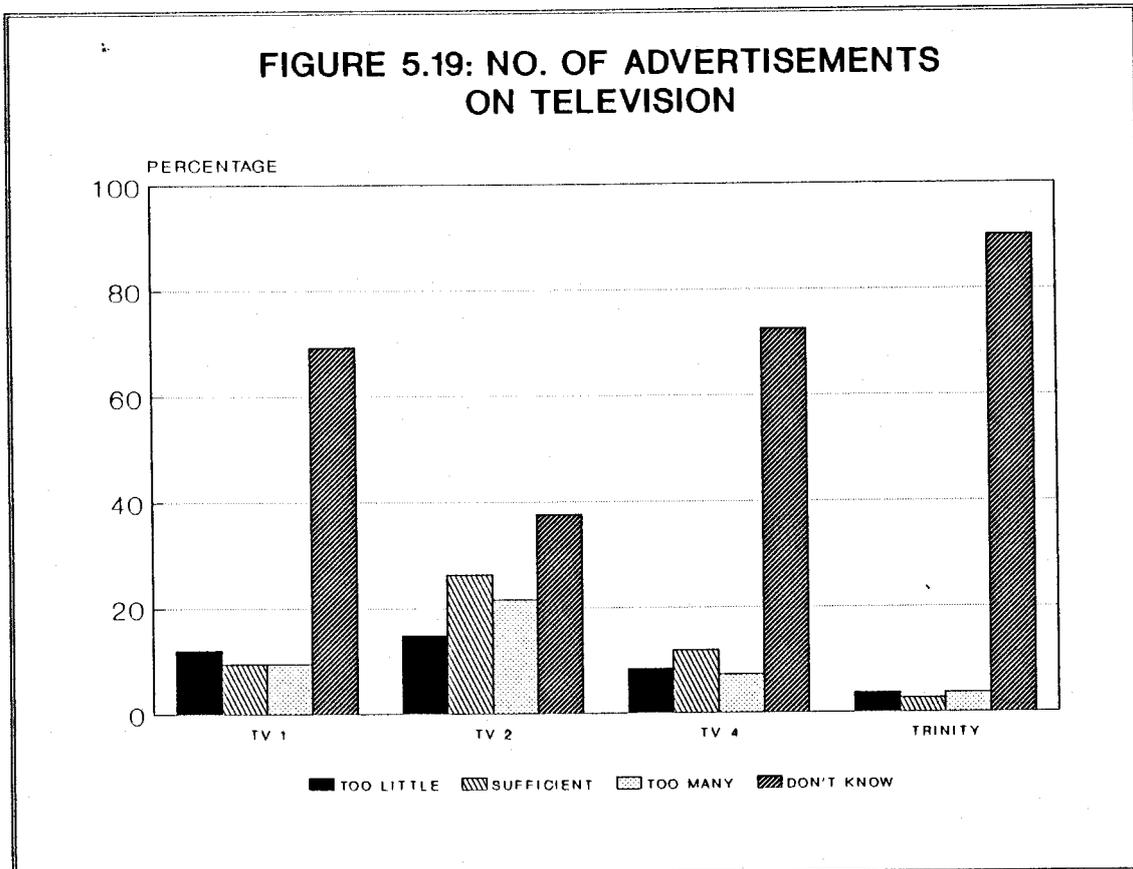
supply valuable information (59% strongly agree) and that they facilitate product choices (47% strongly agree).

Responses were also negative to all the negative statements such as they are irritating (75,7% strongly disagree), not aimed at Transkeians (68,9% strongly disagree), too complicated (57,7% strongly disagree), boring (79,2% strongly disagree) and noisy (78,9% strongly disagree). If one however adds together the "agree" and "strongly agree" responses and compare it to the "strongly disagree" responses, the situation does not change in any way. The only change is an increased response of agreement, but it is still less than the "disagree" response for the negative statements, whereas the joint response of agreement then becomes substantially higher for the positive statements. It can thus be reasonably assumed that respondents are very favourably inclined towards television advertisements.

The responses obtained for the statement "television advertisements are too modern", needs to be explained. A majority of respondents (59,1%) indicated that they strongly agree with the statement, while another 21,5% indicated that they agree with the statement. A mere 4,7% of respondents indicated that they strongly disagree with the statement.

The implication of this response is that television advertisements may not always yield the required reaction due to the fact that they are too modern. Especially if one considers that Transkeians are essentially a rural population and that it can be assumed that old traditions will still prevail to a large extent. To expose such an audience to modern advertisements to which Transkeians may not identify, may not only be silly, but it may be cost ineffective as well. This particular aspect however needs a more intensive study before substantive conclusions may be drawn from it.

In question 30 respondents were asked to indicate whether they thought there were too many advertisements on television, whether they thought there were a sufficient number of advertisements, whether they thought there were too little or whether they did not know. The responses obtained appear in Figure 5.19.



In Figure 5.19 it can be seen that respondents were not really sure how to respond to this question. This is evidenced by the fact that the "don't know" option attracted the highest percentage in the case of each of the four television channels. It would perhaps be best to concentrate on the response towards TV 2 because it was indicated earlier that TV 2 is by far the most popular television channel.

If one only looks at the responses obtained for TV 2 and disregards the other TV channels, it can be seen that the "don't know" response is still higher than the other responses in respect of TV 2 only. The category indicating a sufficient level of advertisements on TV 2 however came second at 26,2%. This may indicate to a sufficient number of advertisements on at least TV 2.

5.6 RADIO

5.6.1 Introduction

This section consists of three subsections. The first deals with usage of radio, the second with the opinions and preferences of respondents towards selected topics on the radio and the third deals with respondents' opinions towards advertisements on radio. A total of three questions, 31, 32 and 33, hoped to establish usage of radio. Question 34 hoped to establish the opinions of respondents towards selected topics that appear on radio, while questions 35 and 36 hoped to establish the opinions of respondents towards advertisements that appear on radio.

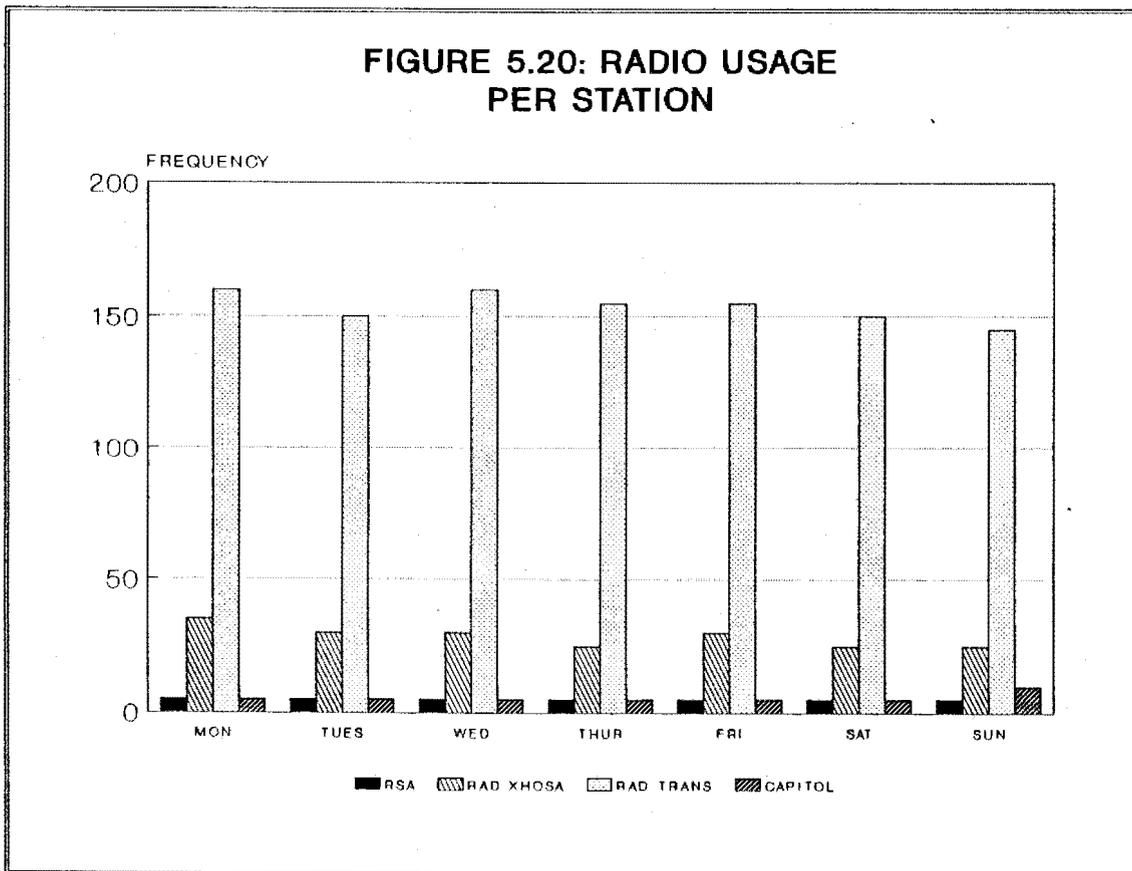
5.6.2 Usage of radio

Three questions of the questionnaire deal with usages of radio. Question 31 asked respondents whether they have a radio in the home or not, question 32 asked respondents whether they listen to the radio or not, while question 33 hoped to ascertain the radio stations and time slots that respondents listen to on the radio. The responses to these questions are presented below.

The results of question 31 indicate that 78% of all respondents have a radio in the home, with only 22% indicating otherwise to this question. The results of question 32 is even more astounding because 87,5% of respondents indicated that they regularly listen to the radio, with only 12,5% indicating they do not listen to the

radio. This proves that radio is definitely the most powerful communication medium in the Transkei. The fact that the positive response to question 32 is higher than to question 31, must be ascribed to the fact that people who do not own radios, listen to the radio at the homes of friends or family.

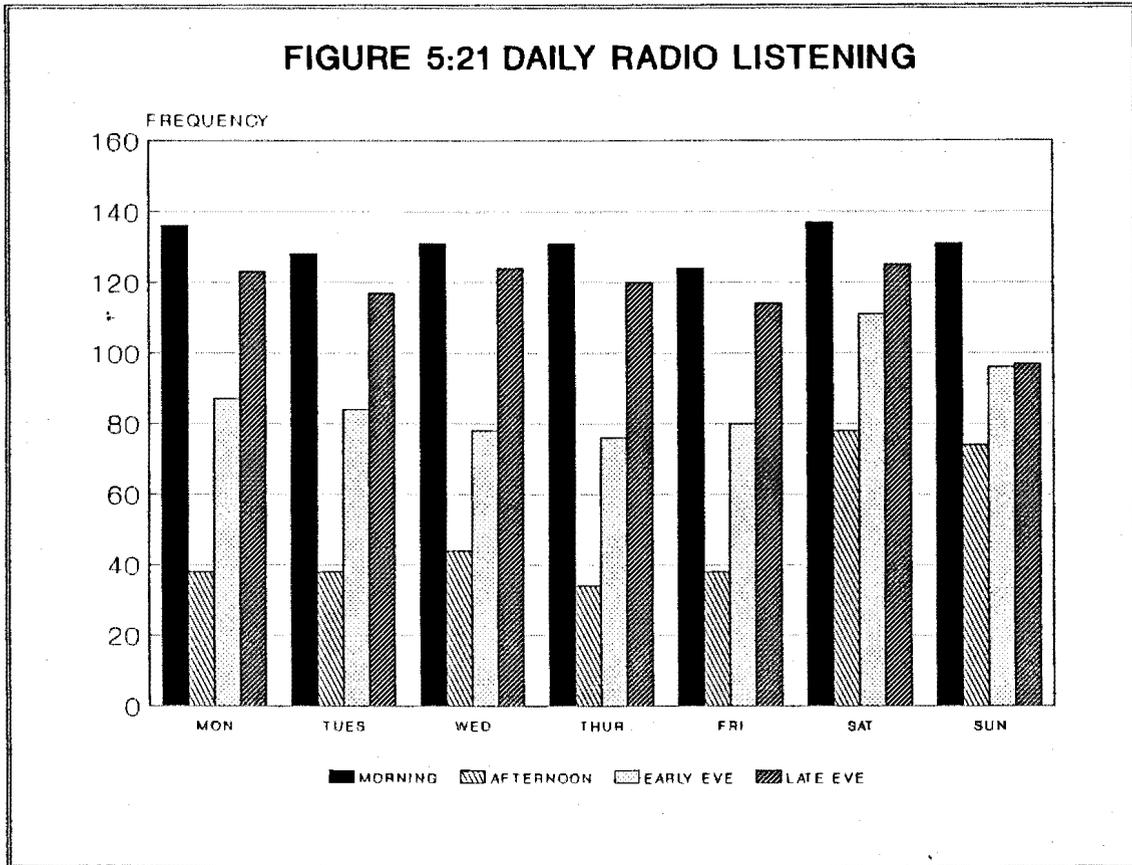
In question 33 respondents were asked to indicate which radio stations they listen to and during which time slots do they listen to these stations for each day of the week. This is an elaborate question for which the results could not all be indicated in one figure. It was therefore decided to show the results to this question in two figures. Figure 5.20 indicates the popularity of the different radio stations for each day of the week, while Figure 5.21 indicates the popularity of the different time slots (all radio stations jointly) for each day of the week.



In Figure 5.20 it can be seen that Radio Transkei is the overwhelming favourite for each day of the week. Only three other radio stations are listened to by respondents. These are Radio Xhosa, Capitol Radio and Radio RSA. Their popularity is however insignificant if compared to Radio Transkei. It must be pointed out that all the radio stations that broadcast in the Transkei were included in the questionnaire. No interest was however shown for Radio Allegro, Radio Suid-Afrika, Radio Orion, Radio Algoa, Radio Ciskei, Radio Pulpit and Radio 5.

From the above results it can be seen that Radio Transkei is by far the most popular radio station with listenership ranging from between 72,5% (145 respondents) on Sundays to a high of 80% (160 respondents) on Wednesdays out of a possible 200 sample size. This means that radio in general, but Radio Transkei in particular, is more popular during weekdays than over weekends. This is in contrast to television where weekend viewing is more popular than midweek viewing.

The results pertaining to the popularity of time slots, are indicated in Figure 5.21 below.

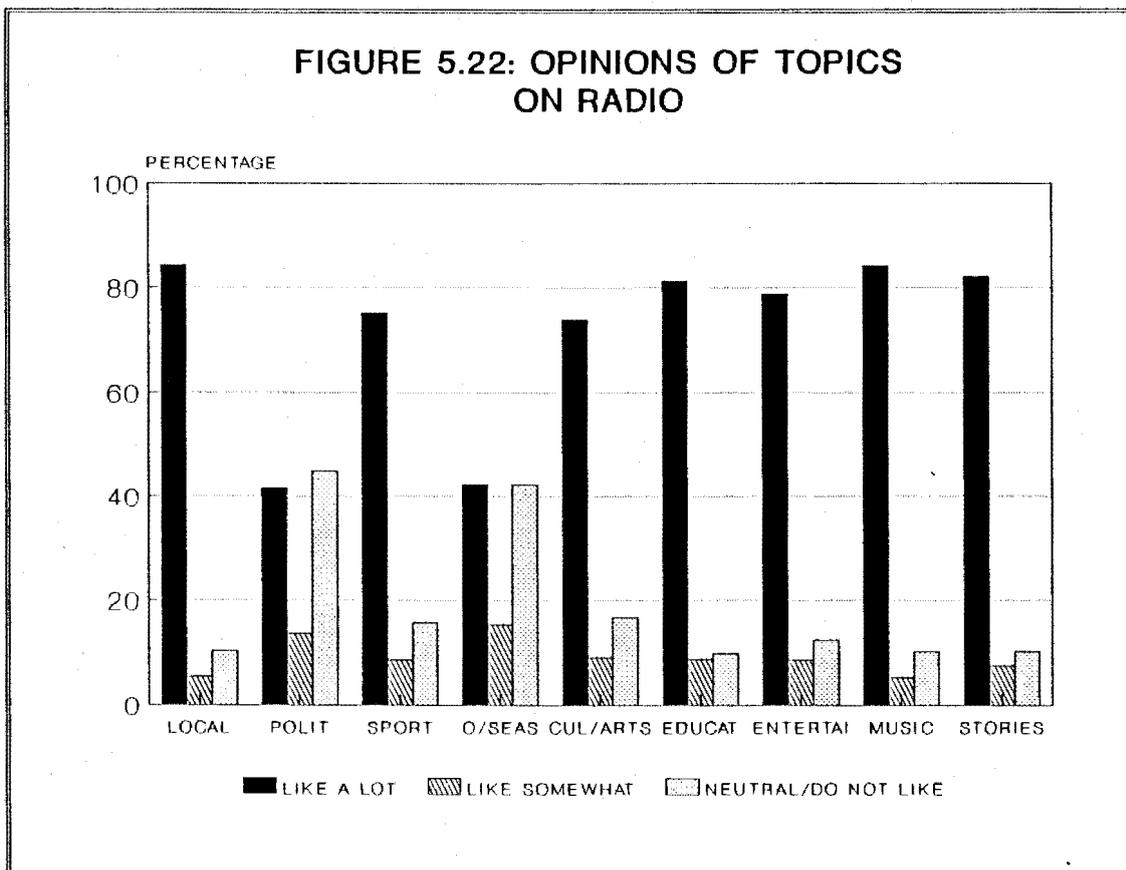


In Figure 5.21 it can be seen that radio is most extensively listened to during the morning, while it is fairly popular during late evenings. This is in contrast to the results obtained for TV, which indicated a low usage in the morning as well as a low usage late in the evening. From the above it can be deduced that institutions wishing to communicate with respondents on the radio, should use the morning and late evening time slots in order to achieve maximum levels of communication.

5.6.3 Opinions on topics that appear on radio

In question 34 respondents were asked to express their preferences and opinions for selected topics that appear on the radio.

Respondents had to indicate whether they like the topics a lot, whether they like it somewhat or whether they do not like it or feel neutral about it. The topics given are local news, politics, sport, overseas news, cultural/arts, educational, music, entertainment and stories. These are the same as used for television except that movies in television was replaced with "stories" for radio. The responses obtained are indicated in Figure 5.22.



LOCAL=Local news

POLIT=Politics

SPORT=Sport

O/SEAS=Overseas news

CUL/ARTS=Cultural/arts

EDUCAT=Educational

MUSIC=Music

ENTERTAI=Entertainment

STORIES=Stories

It is interesting to note from Figure 5.22 that respondents were positive about all the topics listed, except for politics where most respondents (44,8%) indicated that they do not like it or feel neutral about it. Only 41,5% indicated they like politics a lot on radio. An interesting change compared to television expressed itself in the overseas news category. For radio exactly the same number of respondents (42,3%) indicated that they like overseas a lot as the group that indicated that they do not like overseas news or feel neutral about it. This is in contrast to television where a majority indicated they like overseas news a lot. If one however adds together the "like a lot" and the "like somewhat" responses, the results show that respondents are indeed also positive towards politics and overseas news, but to a lesser degree than for the other topics.

From the above it can be seen that the most popular topics for respondents on radio are local news, music, stories, educational programmes, entertainment, sport and arts/cultural programmes. This implies that these topics should be placed in the prime time slots indicated above, instead of politics and overseas news.

5.6.4 Opinions on advertisements on radio

In this subsection the results of two questions of the questionnaire are indicated. In question 35 respondents were requested to indicate the level of attention that they generally pay to advertisements on radio, while question 36 wanted to establish the opinions of respondents on radio advertisements. The results of question 35 are presented in Table 5.6 and the results of question 36, in Figure 5.23.

In Table 5.6 it can be seen that a majority of respondents (47,6%) listen to most radio advertisements. This is similar to responses obtained for television, but in contrast to newspapers and

magazines where respondents were not that positive towards advertisements.

TABLE 5.6: INTEREST IN RADIO ADVERTISEMENTS

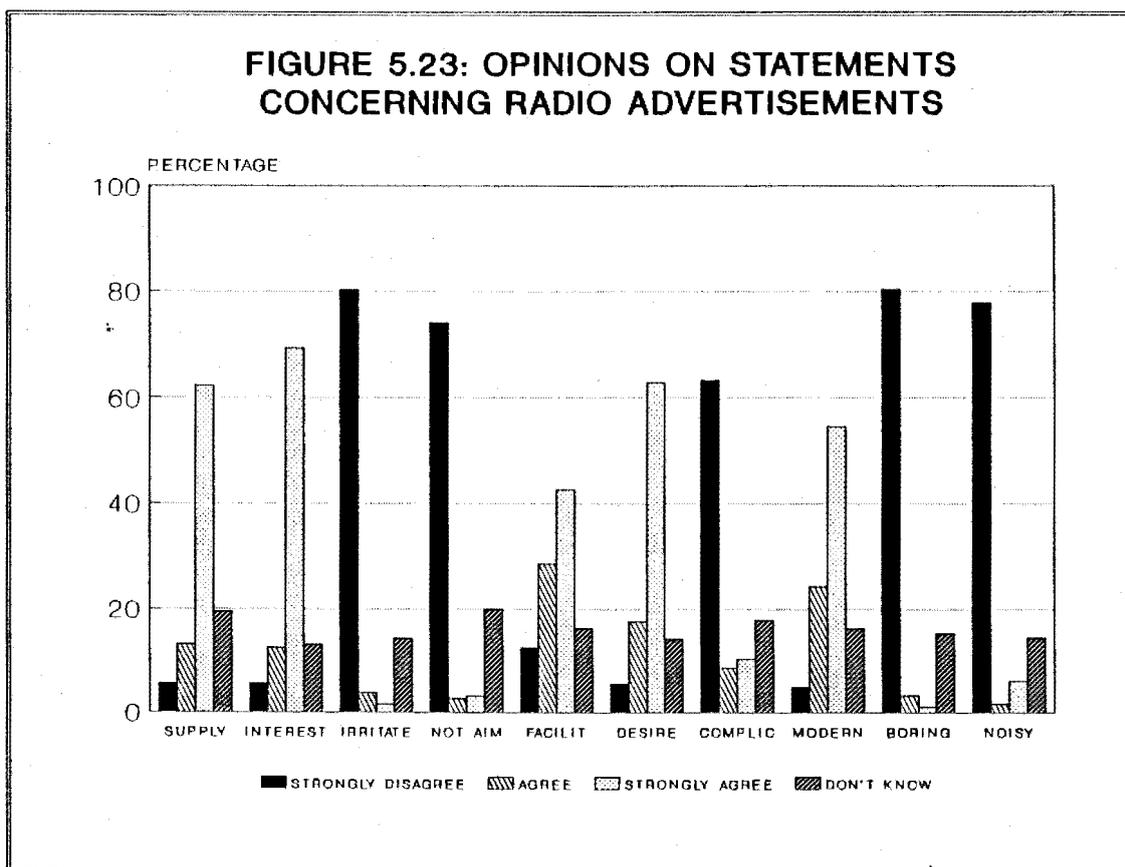
	Frequency	Percentage	Cumulative Frequency	Cumulative Percentage
Listen most adverts	88	47.6	88	47.6
Listen some adverts	56	30.3	144	77.8
Do not listen ads	41	22.2	185	100.0

Frequency missing = 15

The Frequency Missing of 15 refers to those respondents that did not express any opinion on this question. These probably refer to those respondents who do not listen to the radio and accordingly did not want to express an opinion on radio advertisements.

In question 36 respondents were requested to express their opinions on selected statements relevant to radio advertisements. The statements are: that they supply valuable information, that they are interesting, that they are irritating, that they are not aimed at Transkeians, that they facilitate product choices, that they create desires, that they are too complicated, that they are too modern, that they are boring and that they are noisy. Respondents then had to indicate whether they strongly disagree, whether they agree, whether they strongly agree or whether they do not know. The statements are the same as the ones used for television. The responses obtained for these statements are indicated in Figure 5.23.

FIGURE 5.23: OPINIONS ON STATEMENTS CONCERNING RADIO ADVERTISEMENTS



SUPPLY=They supply valuable information

INTEREST=They are interesting

IRRITATE=They are irritating

NOT AIMED=They are not aimed at Transkeians

FACILIT=They facilitate product choices

COMPLIC=They are too complicated

MODERN=They are too modern

BORING=They are boring

NOISY=They are noisy

In Figure 5.23 the following can be seen. Respondents responded positively towards all positive statements in the same way as they did for newspaper, magazine and television advertisements. The respondents also responded negatively towards all negative

statements such as that it is irritating (80,2% strongly disagree), not aimed at Transkeians (74,1% strongly disagree), too complicated (63,2% strongly disagree), boring (80,4% strongly disagree) and noisy (77,8% strongly disagree). If one however adds together the "agree" and "strongly agree" responses and compare it to the "strongly disagree" responses, the situation does not change in any way. The only change is an increased response of agreement, but it is still less than the "disagree" response for the negative statements, whereas the joint response of agreement then becomes substantially higher for the positive statements.

It is interesting to note the responses towards the statement "radio advertisements are too modern". A majority of respondents (54,6%) indicated that they strongly agree with the statement, while another 21,5% indicated that they agree with the statement. A mere 4,9% of respondents indicated that they strongly disagree with the statement. The implication of this response is that radio advertisements, in the same way as television advertisements, may not always yield the required reception due to the fact that it is too modern.

This is especially true if one considers that Transkeians are essentially a rural population and that it can be assumed that old traditions will still prevail to a large extent. To expose such an audience to modern advertisements to which Transkeians may not identify, may not only be silly, but it may be cost ineffective as well. This particular aspect however needs a more intensive study before substantive conclusions may be drawn from it.

In the section that follows, some problems experienced with this research, are indicated.

5.7 PROBLEMS EXPERIENCED WITH RESEARCH

Various different problems were experienced during the course of this research project. These are split into two categories, namely problems associated with the questionnaire itself and problems not associated with the questionnaire. The most pertinent of these and the steps taken to minimise their effect, are discussed individually below.

5.7.1 Problems associated with the questionnaire

One of the most disturbing aspects of this research, is the fact that so many missing responses were indicated for certain questions. The researcher initially had in mind that respondents must be encouraged by the field workers to respond to all questions. On closer scrutiny, it however became apparent that it was not always possible for respondents to respond to certain questions. For example, if a respondent cannot read or write, it cannot really be expected of him/her to indicate an opinion regarding advertisements in newspapers and magazines. The same applies to people who do not watch television. Certainly it cannot be expected of such people to express an opinion regarding advertisements on television. This explains the high level of missing responses that were indicated for some questions.

A specific problem presented itself with question three of the questionnaire requiring the type of occupation of respondents. The problem is that a lot of respondents wanted to indicate an occupation that did not appear in the exhaustive list. An open ended question would have resolved this problem. Previous research have however indicated that if an open ended question is used for occupation, one may get as many occupations as responses back. It was therefore decided beforehand to restrict the respondents only to eleven groups of occupations, but to ensure that all forms of

employment are included in the option list. This however proved to be restrictive for some respondents. The problem was however addressed and minimised in the following way. Field workers were instructed to treat the question as a free response (open ended) question. After being given an answer by respondent, field workers were then requested to enter the responses in the most relevant category.

5.7.2 Problems not associated with the questionnaire

A linguistic problem presented itself with questions 29 and 36. These questions posed various statements regarding television and radio advertisements respectively and respondents then had to indicate whether they strongly disagree, whether they agree, whether they strongly agree or whether they don't know. One of these statements posed both for television and radio was that "advertisements are too modern". The problem is that the Xhosa way of talking may vary from the English way. For example, if one makes the statement "hey, that car is too modern, man", Xhosas may interpret it as meaning it is a very nice and modern car in the same way as they sometimes say "it is too much, man". In English it will be interpreted as meaning the car is not nice because it is TOO modern. For both these statements the majority response was that Transkeians strongly agree with the statement that television and radio advertising are too modern. Does this mean that they are happy with the advertisements for being modern or does it mean that they do not like the advertisements because they are too modern?

This problem is resolved by comparing the two stated questions above to questions 29.7 and 36.7 where the statement is posed that advertisements are too complicated. The fact that the overwhelming majority of respondents expressed an opinion that they strongly disagree with the statement that advertisements are too complicated, indicate that their (Transkeians) interpretation of

the phrase "too" is the same as the English interpretation. It was therefore decided to accept the responses obtained for the questions referring to "too modern" in the same way as the responses referring to "too complicated" were accepted.

In the next section, the chapter is briefly summarised.

5.8 SUMMARY

In this chapter the results of the empirical research conducted, have been presented. The results are presented in five subgroups, namely demographics, newspapers, magazines, television and radio. In the case of each media type, the results are presented under the headings of usage of the particular media type, preferences and opinions of respondents for selected topics on the particular media type and preferences and opinions of the respondents for advertisements that appear on the particular media type, which may be of benefit to media planners when conducting media selection.

Various interesting demographic results came to the fore. The first of these worth mentioning is that there are three women in the Transkei for every two men. The second is that 70% of all respondents earn less than R100 per month. Thirdly, the largest portion of respondents have achieved education levels of standard seven and lower. Fourthly, more or less 20% of respondents indicated they have poor reading and writing skills. This transpired because respondents were given three categories to indicate their reading and writing skills, namely cannot read/write, poor reading/writing skills and lastly good reading/writing skills. One can merely speculate how the 20% with poor reading/writing skills would have responded were they given only the two options of can read/write and cannot read/write.

The responses to questions dealing with newspapers, can be summarised as follows. Firstly only three newspapers, namely Daily Dispatch, Intsimbi and Imvo, are read by a substantial portion of respondents. Secondly, only one newspaper, namely Sowetan, that do not circulate in the Transkei, is required to circulate in the Transkei by a meaningful group of people. Thirdly the topics of local news, sport, culture/arts and education are extremely popular in newspapers. The topics of politics and overseas news are not that popular. The first four topics should accordingly be emphasized more and the last two topics emphasized less in newspapers. Fourthly, respondents do not pay a lot of attention to newspapers advertisements, but this can be overcome if the size of newspaper advertisements are increased. Lastly, the results indicated that respondents are very positive about the contents of newspaper advertisements.

The responses to questions dealing with magazines, can be summarised as follows. Firstly only three, namely Ibona, Pace and Drum, are read by a substantial portion of respondents. Of these it is especially Ibona which is extremely popular among respondents as 52% of all respondents indicated they read Ibona. Secondly the topics of local news, sport, culture/arts and education are extremely popular in magazines. The topics of politics and overseas news are not that popular. The first four topics should accordingly be emphasized more and the last two topics emphasized less in magazines. Thirdly, respondents do not pay a lot of attention to magazine advertisements, but this can be overcome if the size of magazine advertisements are increased. Lastly, the results indicated that respondents are very positive about the contents of magazine advertisements.

The responses to questions dealing with television can be summarised as follows. Only 39% of respondents have television sets in their homes, but a total of 59% watch television, meaning that an additional 20% of respondents will go and watch television at the home of someone else. The channel, TV 2, is by far the most popular television channel. The most popular time slots to watch television, is between five and seven in the evening during weekdays and in the afternoons on Saturdays and Sundays. Topics such as local news, sport, overseas news, education, arts/culture, music and movies are very popular on television. Politics is not very popular among respondents on television. The first mentioned topics should accordingly be emphasized more and politics emphasized less on television. Respondents generally pay a lot of attention to television advertisements, while they are also satisfied with the contents of television advertisements.

The responses to questions dealing with radio, can be summarised as follows. Radio Transkei is by far the most popular radio station among respondents, with only three other radio stations being listened to. These are Radio Xhosa, Capital Radio and Radio RSA. The most popular time slots for radio is early in the morning and late in the evening. The most popular topics on radio are local news, sport, arts/culture, education and stories. Politics and overseas are not very popular. The first four should accordingly be emphasized more and the last two emphasized less in radio broadcasts. Respondents generally do not pay a lot of attention to radio advertisements. They however indicated that they are satisfied with the contents of radio advertisements.

The discussion of the various media types, is followed by a section in which problems experienced with the research are indicated. These problems are a relatively high frequency missing response, insufficient occupation categories given and a linguistic problem experienced with the concept "television and radio advertisements

are TOO modern". The high level of frequency missing is due to people that did not want to respond to questions about newspaper and magazine advertisements if they do not read newspapers and magazines and similarly people did not want to respond to questions dealing with radio and television advertisements if they do not listen to the radio or watch television.

The problem of insufficient occupation categories was overcome as follows. Fieldworkers were asked to treat this question as a free response question and then to fill in the answer given in the most appropriate space. The linguistic problem of "TOO modern" is overcome by treating it the same way as all other questions were treated. In other words, not to read something else into the responses obtained.

In the next chapter, selected crosstabulations are constructed to establish the media usage of various demographic groups in the Transkei.

CHAPTER SIX**MEANINGFUL CROSSTABULATIONS****6.1 INTRODUCTION**

The media usage and preference of the total group of Transkeian consumers was indicated in chapter five. Media planners and advertisers would however also be interested to know whether young people differed in their media usage and preference from older people, whether males differed from females, whether rural people differed from urban people, whether uneducated and little educated people differed from higher educated people and whether low monthly earners differed from higher monthly earners. This is one of the secondary objectives stated in chapter one.

The reason why media planners and advertisers may want to know the media habits of specific demographic groups, is because they may sometimes only be interested in presenting a media message to such a specific group and not to the total population. One way of achieving the above is to use the statistical technique of crosstabulation. In terms of this technique the total response towards a question can be subdivided to indicate the various responses of categories of people in respect of the same question. In this chapter media usage is crosstabulated with the demographic criteria of age, sex (gender), domicilium (rural or urban), education and earning groups. Another aspect which is of particular interest to media planners and advertisers, is the opinion of Transkeians in respect of advertisements that appear in the media. Opinions about advertisements are accordingly crosstabulated with the criteria of age, education and earning levels.

Before these crosstabulations are however presented and discussed, it is firstly necessary to define, explain and to investigate the aim of crosstabulation. These aspects are discussed in the sections that follow. Thereafter each of the

crosstabulations are presented individually.

6.2 CROSSTABULATION DEFINED AND EXPLAINED

According to Tull and Hawkins (1984, p. 443) crosstabulation involves the construction of a table so that one can see how respondents with a given value on one variable responded to one or more other variables. Tull and Hawkins (1984, p. 443) suggests that crosstabulation involves the following steps:

- * On the horizontal axis list the value or name for each category of the first variable.
- * On the vertical axis list the value or name for each category of the second variable
- * For each respondent, locate the category on the horizontal axis that corresponds to his or her response.
- * Then find the value on the vertical axis that corresponds to his or her response on the second variable.
- * Record the responses in the cell where the two values intersect.
- * Count the responses in each cell.

Crosstabulation is explained by Luck (1982, p. 356) as an extension of a one-dimensional tabulation which merely shows a distribution of variables. It is therefore two-dimensional in so much as two tables are interacted with one another. In the section that follows, the aim of crosstabulation is indicated.

6.3 THE AIM OF CROSSTABULATION

The aim of crosstabulation is to repeat the analysis of a single question for various subgroups (Aaker, Batra, Myers and Day, 1980, p. 339). In other words, to establish whether subgroups varied in their responses to a question as opposed the total group. In this study there were various responses to the questions of the questionnaire. In each case it was only the total response to the mentioned questions that was given. The

question arises whether the responses to some of these questions may not be different for the subgroups.

The aim of crosstabulation in this study is accordingly to investigate whether age, gender, monthly earnings, education and domicilium played a significant role in the way that people responded to given questions. This is in line with one of the secondary objectives of this study mentioned earlier.

In the section that follows, the various age categories are crosstabulated with the different media types of newspapers, magazines, television and radio.

6.4 AGE AND MEDIA USAGE

This section consists of four subsections. In each subsection the criterium of age is crosstabulated with one media type. The results of each crosstabulation are then compared to the usage of the total group for the particular media type. This is done in the following way. The percentages in the first column next to the age groups, refer to the actual breakdown of the total Transkeian population, which has already been reported in chapter five. This breakdown is: 10-19=40%, 20-29=19%, 30-39=12%, 40-49=10%, 50-64=11% and 65 and older=8%. All the other columns (vertical) refer to the usage of the various age groups in respect of the media type crosstabulated. The vertical percentages per age group for each media type should accordingly be compared to the percentages in the first column, representing the actual population. If there are deviations, it would indicate to more or less usage by the particular age group in respect of the media type investigated. It must however be pointed out that in some cases the deviations are not substantial or in other cases too many cells were used in crosstabulations. Although observations are also made from these crosstabulations, it is too risky to make any recommendations from them or extrapolate these observations to other Transkeians. The first media type used, is newspapers.

6.4.1 Age and newspaper usage

The crosstabulation of age groups with newspaper usage is indicated in Table 6.1. It must however be indicated that a total of 14 newspapers were indicated by all respondents. The usage of 11 of these newspapers are however minimal. A decision is taken to crosstabulate only the three most widely used newspapers as the usage of the others in the Transkei is negligible.

TABLE 6.1: AGE AND NEWSPAPER USAGE

Age groups	Daily Dispatch	Intsimbi	Imvo
10-19 (40%)	28 (46%)	21 (47%)	13 (46%)
20-29 (19%)	13 (21%)	5 (11%)	5 (18%)
30-39 (12%)	5 (8%)	8 (18%)	3 (11%)
40-49 (10%)	6 (10%)	4 (9%)	2 (7%)
50-64 (11%)	6 (10%)	6 (13%)	2 (7%)
65 & 0 (8%)	3 (5%)	1 (2%)	3 (11%)
Total (100%)	61 (100%)	45 (100%)	28 (100%)

In Table 6.1 it can be seen that all three newspapers investigated are widely used by the 10-19 age group. That is if usage per age group is compared to the percentage of people in that age group. The fact that the 10-19 group indicated a high usage of all three newspapers, must be regarded positively by media planners and advertisers because the 10-19 age group also constitutes the biggest age group investigated. The Daily Dispatch and Intsimbi has a relatively low usage by the very old group (65 and older), while Imvo enjoys a relatively high usage with the 65 and older group. There are no substantial variances in respect of the other groups if one compares each age group's usage with its' percentage of the total population.

6.4.2 Age and magazine usage

The crosstabulation of age groups with magazine usage is indicated in Table 6.2. It must however be indicated that a total of 18 magazines were indicated by all respondents. The usage of 15 of these magazines are however minimal. A decision is taken to crosstabulate only the three most widely used magazines as the usage of the others in the Transkei are negligible.

TABLE 6.2: AGE AND MAGAZINE USAGE

Age groups	Ibona	Pace	Drum
10-19 (40%)	45 (45%)	13 (48%)	5 (26%)
20-29 (19%)	22 (21%)	3 (11%)	6 (32%)
30-39 (12%)	10 (10%)	4 (15%)	2 (10%)
40-49 (10%)	10 (10%)	4 (15%)	3 (16%)
50-64 (11%)	7 (7%)	2 (7%)	3 (16%)
65 & O (8%)	7 (7%)	1 (4%)	0 (0%)
Total (100%)	101 (100%)	27 (100%)	19 (100%)

In Table 6.2 it can be seen that Ibona and Pace are widely used by the 10-19 age group and that Drum is not widely used by this group. That is if usage per age group is compared to the percentage of people in that age group. In the case of the 20-29 group Drum is widely used, while Pace has a relatively low usage. Drum is also widely used by the 50-64 group, while this group does not have a high usage of Ibona and Pace.

6.4.3 Age and television usage

Television usage has two components. The first is usage of the different television channels and the second is usage of the different time slots. In this chapter the emphasis is on the latter, namely usage of the different time slots. This is so

because it is vital for media planners and advertisers to know which time slots are used more frequently than others by the different demographic groups. It is not necessary to use the different television channels in the crosstabulation because the results indicated in chapter five show such a vast popularity for TV 2 (now CCV-TV) that further investigation of the other TV channels is unnecessary. The crosstabulation of age groups with time slots on television, is accordingly indicated in Table 6.3.

TABLE 6.3: AGE AND TV WATCHING

Age	Morning	Afternoon	Early eve	Mid-eve	Late eve
0-19 (40%)	20 (42%)	35 (40%)	49 (36%)	63 (41%)	70 (40%)
20-29 (19)	4 (8%)	13 (15%)	25 (18%)	21 (14%)	35 (20%)
30-39 (12)	9 (19%)	13 (15%)	17 (13%)	18 (12%)	22 (12%)
40-49 (10)	0 (0%)	5 (6%)	15 (11%)	17 (11%)	16 (9%)
50-64 (11)	8 (17%)	12 (14%)	19 (13%)	21 (13%)	18 (10%)
65 & 0 (8)	7 (14%)	9 (10%)	11 (9%)	14 (9%)	16 (9%)
Total (100%)	8 (100%)	87 (100%)	136 (100%)	154 (100%)	177 (100%)

The following observations can be made about Table 6.3. Firstly, as far as the youngest group is concerned, there is no definite time slot that enjoys a higher usage compared to other time slots. That is if usage per age group is compared to the percentage of people in that age group.

Although there are some variances in the other age groups, these variances are mostly so small that they cannot be extrapolated to other Transkeians. They are nevertheless reported here, but only in so far as they refer to this sample. The 20-29 age group of this sample has a relatively high usage of television late at night. In fact, this group has a low usage in the morning (8% of total morning viewing). Their usage then increase for the different time slots as the day matures culminating in their highest viewing level of 20% for the late evening. The usage of

the 30-39 group is exactly opposite to that of the 20-29 group. The morning slot enjoys a high usage by this group (19%) and then there is a gradual decrease in usage as the day matures, culminating in a low usage of 12% for the late evening slot. The 40-49 group has a high usage in the early evening and mid-evening time slots and a low usage of the morning and late evening slots, while the 50-64 and 65 and older groups also indicated high usage in the morning and then a gradual decrease in usage as the day matures, culminating in the lowest usage late in the evening.

6.4.4 Age and radio usage

Radio usage has two components. The first is usage of the different radio stations and the second is usage of the different time slots. In this chapter the emphasis is on the latter, namely usage of the different time slots. This is so because it is vital for media planners and advertisers to know which time slots are used more frequently than others by the different demographic groups. It is not necessary to use the different radio stations in the crosstabulation because the results indicated in chapter five show such a vast popularity for Radio Transkei that further investigation of the other radio stations is unnecessary. The crosstabulation of age groups with time slots on radio, is accordingly indicated in Table 6.4.

TABLE 6.4: AGE AND RADIO USAGE

Age	Morning	Afternoon	Early eve	Late eve
10-19 (40%)	50 (38%)	13 (27%)	34 (39%)	40 (34%)
20-29 (19%)	24 (18%)	6 (12%)	17 (20%)	19 (16%)
30-39 (12%)	14 (11%)	4 (8%)	10 (11%)	14 (12%)
40-49 (10%)	14 (11%)	7 (14%)	10 (11%)	15 (13%)
50-64 (11%)	15 (11%)	10 (20%)	10 (11%)	14 (12%)
65 & O (8%)	14 (11%)	9 (18%)	6 (7%)	15 (13%)
Total(100%)	131(100%)	49(100%)	87(100%)	117(100%)

In Table 6.4 the following can be observed. Firstly, as far as the morning time slot is concerned, it is more or less equal in popularity among all age groups. That is if usage per age group is compared to the percentage of people in that age group. The afternoon slot is used more widely by the older groups than the young ones. This is evidenced by the fact that the 50-64 group and the 65 and older group indicated usage of 20% and 18% respectively, while they comprise only 11% and 8% respectively of the total population. The younger groups, on the other hand, do not have a high usage of radio in the afternoon. This can be evidenced from Table 6.4 indicating usage of 27% and 12% for the 10-19 and 20-29 groups respectively, as apposed to 40% and 19% that they respectively represent of the total population. The early evening time slot is more or less equally used by all age groups. No other meaningful observations can be made about this crosstabulation.

6.5 SEX AND THE DIFFERENT MEDIA TYPES

This section consists of four subsections. In each subsection the criterium of sex is crosstabulated with one media type. The results of each crosstabulation are then compared to the usage of the total group for the particular media type. This is done in the following way. The percentages in the first column next to the sex groups refer to the actual breakdown of the total Transkeian population, which has already been reported in chapter five. This breakdown is 59% females and 41% males. All the other columns (vertical) refer to usage by the two sex groups in respect of the media type crosstabulated. The vertical percentages per sex group for each media type should accordingly be compared to the percentages in the first column, representing the actual population. If there are deviations, it would indicate to more or less usage by the particular sex group in respect of the media type investigated. The first media type used, is newspapers.

6.5.1 Sex and newspaper usage

The crosstabulation of sex groups with newspaper usage is indicated in Table 6.5. It is decided to use only three newspapers in the crosstabulation as the usage of others in the Transkei is negligible.

TABLE 6.5: SEX AND NEWSPAPER USAGE

Sex groups	Daily Dispatch	Intsimbi	Imvo
Male (41%)	21 (34%)	22 (49%)	15 (54%)
Female (59%)	40 (66%)	23 (51%)	13 (46%)
Total (100%)	61 (100%)	45 (100%)	28 (100%)

In Table 6.5 it can be seen that the Daily Dispatch is more widely used by females than males. This is reflected by a 66% female readership of Daily Dispatch as apposed to a 34% male readership. That is if usage per sex group is compared to the percentage of people in that sex group. Intsimbi, on the other hand, is used more widely by males than females. This is reflected by a 49% male readership as apposed to a 51% female readership, bearing in mind that females constitute a far larger portion of the total population. Imvo is also more widely read among male readers. This is evidenced by a 54% male readership as apposed a 46% female readership.

6.5.2 Sex and magazine usage

The crosstabulation of sex groups with magazine usage is indicated in Table 6.6. It is decided to use only three magazines in the crosstabulation as the usage of others in the Transkei are negligible.

TABLE 6.6: SEX AND MAGAZINE USAGE

Sex groups	Ibona	Pace	Drum
Male (41%)	42 (42%)	16 (59%)	7 (37%)
Female (59%)	59 (58%)	11 (41%)	12 (63%)
Total (100%)	101 (100%)	27 (100%)	19 (100%)

In Table 6.6 it can be seen that the magazine Ibona is used equally by male and female readers. That is if usage per sex group is compared to the percentage of people in that sex group. Pace is however more widely used by males than females. This is reflected by a 59% male readership of Pace as apposed to 41% female readership. Drum on the other hand, is more widely used by females. This is reflected by a 63% female readership as apposed to a 37% male readership.

6.5.3 Sex and television usage

In Table 6.7 the different sex groups are crosstabulated with the various time slots on television.

TABLE 6.7: SEX AND TELEVISION USAGE

Sex	Morning	Afternoon	Early eve	Mid-eve	Late eve
Male (41%)	21 (44%)	37 (43%)	62 (46%)	64 (42%)	69 (39%)
Female (59%)	27 (56%)	50 (57%)	74 (54%)	90 (58%)	108 (61%)
Total (100%)	48 (100%)	87 (100%)	136 (100%)	154 (100%)	177 (100%)

The variances in Table 6.7 are mostly so small that they cannot be extrapolated to other Transkeians. They are nevertheless reported here, but only in so far as they refer to this sample. In Table 6.7 it can be seen that males have a higher usage of television during all time slots, except for the very late time

slot, of which total viewers consist of 61% females as apposed to 39% males. That is if usage per sex group is compared to the percentage of people in that sex group.

6.5.4 Sex and radio usage

In Table 6.8 the different sex groups are crosstabulated with the various time slots on radio.

TABLE 6.8: SEX AND RADIO USAGE

Sex	Morning	Afternoon	Early eve	Late eve
Male (41%)	46 (35%)	20 (41%)	44 (51%)	65 (56%)
Female(59%)	85 (65%)	29 (59%)	43 (49%)	52 (44%)
Total(100%)	131(100%)	49(100%)	87(100%)	117(100%)

In Table 6.8 it can be seen that the morning time slot is used more widely by females than males. This is evidenced by the fact that 65% of the total morning listeners are females, while females represent 59% of the total population. The afternoon time slot is used equally by males and females, while the early evening as well as the late evening slots are used more widely by males than by females. This is evidenced by the fact that 51% of the early evening listeners are males, while they only comprise 41% of the total population. The late evening time slot is even more widely used by males, because 56% of the late evening listeners are males, while they (males) only represent 41% of the total population.

6.6 MONTHLY EARNINGS AND MEDIA USAGE

This section consists of four subsections. In each subsection the criterium of monthly earnings is crosstabulated with one media type. The results of each crosstabulation are then compared to the usage of the total group for the particular media type. It

must however be pointed out that in some cases the deviations are not substantial or in other cases too many cells were used in crosstabulations. Although observations are also made from these crosstabulations, it is too risky to make any recommendations from them or extrapolate these observations to other Transkeians. In the first of these subsections, monthly earning levels are crosstabulated with newspaper usage.

6.6.1 Monthly earnings and newspaper usage

The crosstabulation of the different monthly earning levels with newspaper usage is indicated in Table 6.9. It is decided to use only three newspapers in the crosstabulation as the usage of others in the Transkei is negligible.

TABLE 6.9: MONTHLY EARNINGS AND NEWSPAPER USAGE

Earning levels	Daily Dispatch	Intsimbi	Imvo
Less R100 (70%)	46 (75%)	29 (64%)	19 (68%)
R101-R200 (7%)	5 (8%)	3 (7%)	0 (0%)
R201-R300 (9%)	1 (2%)	8 (18%)	5 (18%)
R301-R600 (4%)	1 (2%)	0 (0%)	2 (6%)
R601-R1000 (6%)	6 (10%)	3 (7%)	1 (4%)
R1001-R2000 (3%)	2 (3%)	0 (0%)	1 (4%)
R2001&Over (1%)	0 (0%)	2 (4%)	0 (0%)
Total (100%)	61 (100%)	45 (100%)	28 (100%)

In Table 6.9 it can be seen that the group earning less than R100 per month has a relatively high usage of the Daily Dispatch. This is reflected by the fact that they account for 75% of Daily Dispatch readership in the Transkei while they comprise 70% of the total population. It is also the largest monthly earning group. Although Intsimbi and Imvo are also widely used by the lowest monthly earning group, these newspapers are not as widely used by this group as the Daily Dispatch. That is if usage per

monthly earning group is compared to the percentage of people in that monthly earning group. The rest of the monthly earning groups are so small that variances within these groups cannot be extrapolated to other Transkeians. In fact, the number of cells is so high that it will be risky to make any meaningful recommendations from this crosstabulation.

6.6.2 Monthly earning levels and magazine usage

The crosstabulation of earning levels with magazine usage is indicated in Table 6.10. It is decided to use only three magazines in the crosstabulation as the usage of others in the Transkei is negligible.

TABLE 6.10: MONTHLY EARNINGS AND MAGAZINE USAGE

Earning levels	Ibona	Pace	Drum
Less R100 (70%)	72 (72%)	19 (70%)	13 (68%)
R101-R200 (7%)	7 (7%)	1 (4%)	1 (5%)
R201-R300 (9%)	9 (9%)	2 (7%)	3 (17%)
R301-R600 (4%)	1 (1%)	3 (11%)	1 (5%)
R601-R1000 (6%)	8 (8%)	1 (4%)	0 (0%)
R1001-R2000 (3%)	3 (2%)	0 (0%)	1 (5%)
R2001&Over (1%)	1 (1%)	1 (4%)	0 (0%)
Total (100%)	101 (100%)	27 (100%)	19 (100%)

In Table 6.10 it can be seen that there is no substantial deviation in the usage of the group earning less than R100 per month in respect of all three magazines. That is if usage per monthly earning group is compared to the percentage of people in that monthly earning group. This is the largest monthly earning group, comprising 70% of the total population. The rest of the monthly earning groups are so small that variances within these groups cannot be extrapolated to other Transkeians. In fact, the number of cells is so high that it will be risky to make any

meaningful recommendations from this crosstabulation.

6.6.3 Monthly earning levels and television usage

In Table 6.11 the different monthly earning levels are crosstabulated with the various time slots on television.

TABLE 6.11: MONTHLY EARNINGS AND TELEVISION USAGE

Earnings	Morning	Af/noon	Early eve	Mid-eve	Late eve
Under R100 (70)	35 (72%)	62 (71%)	91 (67%)	109 (71%)	125 (71%)
R101-R200 (7%)	6 (13%)	6 (9%)	11 (8%)	11 (7%)	13 (7%)
R201-R300 (9%)	6 (13%)	10 (11%)	15 (11%)	15 (9%)	16 (9%)
R301-R600 (4%)	0 (0%)	2 (2%)	4 (3%)	5 (4%)	5 (3%)
R601-R1000 (6%)	0 (0%)	5 (5%)	7 (6%)	7 (5%)	10 (6%)
R1001-R2000 (3)	1 (2%)	2 (2%)	6 (4%)	5 (3%)	7 (3%)
R2001 Over (1%)	0 (0%)	0 (0%)	2 (1%)	1 (1%)	1 (1%)
Total (100%)	48 (100)	87 (100)	136 (100)	154 (100)	177 (100)

In Table 6.11 it can be seen that there is no substantial deviation in the usage of the group earning less than R100 per month in respect of all the different time slots. That is if usage per monthly earning group is compared to the percentage of people in that monthly earning group. The rest of the monthly earning groups are so small that variances within these groups cannot be extrapolated to other Transkeians. In fact, the number of cells is so high that it will be risky to make any meaningful recommendations from this crosstabulation.

6.6.4 Monthly earning levels and radio usage

In Table 6.12 the different monthly earning levels are crosstabulated with the various time slots on radio.

TABLE 6.12: MONTHLY EARNINGS AND RADIO USAGE

Earnings	Morning	Afternoon	Early eve	Late eve
Under R100 (70%)	96 (73%)	36 (73%)	61 (70%)	79 (68%)
R101-R200 (7%)	6 (5%)	4 (8%)	4 (5%)	9 (8%)
R201-R300 (9%)	9 (7%)	0 (0%)	5 (6%)	4 (3%)
R301-R600 (4%)	6 (5%)	3 (6%)	3 (3%)	5 (4%)
R601-R1000 (6%)	5 (4%)	0 (0%)	1 (1%)	8 (7%)
R1001-R2000 (3%)	4 (3%)	4 (8%)	6 (7%)	9 (8%)
Over R2000 (1%)	5 (4%)	2 (4%)	7 (8%)	3 (3%)
Total (100%)	131(100%)	49(100%)	87(100%)	117(100%)

In Table 6.12 it can be seen that there is no substantial deviation in the usage of the group earning less than R100 per month in respect of all the different time slots. That is if usage per monthly earning group is compared to the percentage of people in that monthly earning group. The rest of the monthly earning groups are so small that variances within these groups cannot be extrapolated to other Transkeians. In fact, the number of cells is so high that it will be risky to make any meaningful recommendations from this crosstabulation.

6.7 DOMICILIUM (RURAL OR URBAN) AND THE DIFFERENT MEDIA TYPES

This section consists of four subsections. In each subsection the criterium of domicilium is crosstabulated with one media type. The results of each crosstabulation are then compared to the usage of the total group for the particular media type. In the first subsection, domicilium is crosstabulated with newspaper usage.

6.7.1 Domicilium and newspaper usage

The crosstabulation of domicilium with newspaper usage is indicated in Table 6.13. It is decided to use only three

newspapers in the crosstabulation as the usage of others in the Transkei is negligible.

TABLE 6.13: DOMICILIUM AND NEWSPAPER USAGE

Domicilium	Daily Dispatch	Intsimbi	Imvo
Rural (72%)	46 (75%)	33 (73%)	23 (82%)
Urban (28%)	15 (25%)	12 (27%)	5 (18%)
Total (100%)	61 (100%)	45 (100%)	28 (100%)

In Table 6.13 it can be seen that the rural component of the population has an extremely high readership in respect of all three newspapers. That is if their percentage of readership is compared to their percentage of the total population. The urban component, on the other hand, has a low percentage readership in respect of all three newspapers. This is an interesting result as it was thought that urban people will have a higher usage of newspapers than rural people because they have more access to newspapers. A possible explanation for this is that urban people may have a much higher usage of all the other newspapers not used in this crosstabulation like Sunday Times, Sunday Tribute, City Press and others.

6.7.2 Domicilium and magazine usage

The crosstabulation of domicilium with magazine usage is indicated in Table 6.14. It is decided to use only three magazines in the crosstabulation as the usage of others in the Transkei is negligible.

TABLE 6.14: DOMICILIUM AND MAGAZINE USAGE

Domicilium	Ibona	Pace	Drum
Rural (72%)	79 (78%)	15 (55%)	14 (74%)
Urban (28%)	22 (22%)	12 (45%)	5 (26%)
Total (100%)	101 (100%)	27 (100%)	19 (100%)

In Table 6.14 it can be seen that Ibona and Drum are both widely used by rural people, while Pace has a relatively low usage among rural people. That is if usage per domicilium group is compared to the percentage of people in that domicilium group. The urban people, on the other hand, have a relatively high usage of Pace.

6.7.3 Domicilium and television usage

In Table 6.15 the rural and urban groups are crosstabulated with the various time slots on television.

TABLE 6.15: DOMICILIUM AND TELEVISION USAGE

Domicilium	Morning	Af/noon	Early eve	Mid-eve	Late eve
Rural (72%)	39(81%)	61(70%)	98(72%)	112(73%)	124(70%)
Urban (28%)	9(19%)	26(30%)	38(28%)	42(27%)	53(30%)
Total (100)	48(100%)	87(100%)	136(100%)	154(100%)	177(100%)

In Table 6.15 it can be seen that rural people have the highest usage of television in the morning if compared to the urban people. That is if usage per domicilium group is compared to the percentage of people in that domicilium group. This is reflected by the fact that 81% of all television watchers in the morning are from rural areas as apposed to 19% from urban areas. For all the other time slots, urban people account for more or less 30% of the total viewing.

6.7.4 Domicilium (rural or urban) and radio usage

In Table 6.16 the rural and urban groups are crosstabulated with the various time slots on radio.

TABLE 6.16: DOMICILIUM AND RADIO USAGE

Domicilium	Morning	Afternoon	Early eve	Late eve
Rural (72%)	100 (76%)	36 (74%)	63 (72%)	82 (70%)
Urban (28%)	31 (24%)	13 (27%)	24 (28%)	35 (30%)
Total (100%)	131 (100%)	49 (100%)	87 (100%)	117 (100%)

In Table 6.16 it can be seen that the rural component of the Transkeian population has a relatively high usage for radio in the morning. That is if usage per domicilium group is compared to the percentage of people in that domicilium group. As the day matures, there is a gradual decrease in the rural group's usage. This is exactly contrary to the urban component. They have a relatively low usage of radio in the morning. This usage then increases as the day matures.

This concludes the crosstabulations dealing with usage of the different media types. The section that follows investigates opinions in respect of and attention paid to media advertisements.

6.8 OPINIONS ABOUT AND ATTENTION PAID TO MEDIA ADVERTISEMENTS BY DEMOGRAPHIC GROUPS

The emphasis in this section is on advertisements. The objective is to establish whether young people felt differently about advertisements than older people, whether uneducated and lower educated people felt differently about advertisements than higher educated people and whether people with low monthly earnings felt

differently about advertisements than people with higher monthly earnings. This is a secondary objective of this study, as was indicated in chapter one. The information would be extremely valuable to media planners when selecting the most appropriate media to communicate with certain categories of consumers in the Transkei.

The following crosstabulations are presented: Age and the opinion that radio advertisements are interesting, age and attention paid to radio advertisements, education and the opinion that newspaper advertisements are interesting, education and attention paid to newspaper advertisements, earnings and the opinion that television advertisements are interesting, as well as earnings and attention paid to television advertisements. The rationale for using each of these crosstabulations is indicated in the subsections that follow.

6.8.1 Age and radio advertisements

Radio has already been indicated previously as the most popular medium in the Transkei. It would accordingly be extremely valuable to media planners and advertisers to know how the different age groups felt about advertisements in this medium. Two aspects are investigated. The first is to establish whether the opinions of different age groups varied significantly in respect of the statement that radio advertisements are interesting and the second is to establish if there is a significant variance in the way different age groups pay attention to radio advertisements. The first is presented in Table 6.17 and the second in Table 6.18.

TABLE 6.17: AGE AND THE OPINION THAT RADIO ADVERTISEMENTS ARE INTERESTING

Age groups	Strongly disagree	Agree	Strongly agree	Don't know
10-19 (40%)	7 (41%)	12 (40%)	48 (42%)	10 (43%)
20-29 (19%)	4 (23%)	7 (23%)	25 (22%)	5 (22%)
30-39 (12%)	2 (12%)	3 (10%)	11 (9%)	2 (9%)
40-49 (10%)	1 (6%)	2 (7%)	9 (8%)	3 (13%)
50-64 (11%)	2 (12%)	5 (17%)	12 (10%)	1 (4%)
65 & O (8%)	1 (6%)	1 (3%)	10 (9%)	2 (9%)
Total (100%)	17 (100%)	30 (100%)	115 (100%)	23 (100%)

In Table 6.17 it can be seen that the Don't Know response is relatively high in respect of the 10-19 age group. That is if the opinion per age group is compared to the percentage of people in that particular age group. This must be of some concern to media planners and advertisers because the 10-19 group is the largest age group. All the responses in respect of the 20-29 group are higher than their percentage of the total population. Nothing meaningful can be reported about the other age groups. The only exception perhaps is the the 50-64 group of which 17% indicated a response of Agree to the statement that advertisements are interesting, while they only comprise 11% of the population. Their response of Strongly Agree for the statement is however relatively low. This means that their joint response of agreement is probably similar to the response of other groups, except that they may not feel that strongly about the statement that radio advertisements are interesting. The number of cells in this crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

TABLE 6.18: AGE AND ATTENTION PAID TO RADIO ADVERTISEMENTS

Age groups	Listen to most	Listen to some	Do not listen
10-19 (40%)	32 (36%)	27 (48%)	18 (44%)
20-29 (19%)	10 (11%)	13 (23%)	12 (29%)
30-39 (12%)	14 (16%)	5 (9%)	3 (7%)
40-49 (10%)	8 (10%)	5 (9%)	4 (10%)
50-64 (11%)	14 (16%)	5 (9%)	0 (0%)
65 & 0 (8%)	10 (11%)	1 (2%)	4 (10%)
Total (100%)	90 (100%)	56 (100%)	41 (100%)

In Table 6.18 a definite trend can be identified. The youngest group (10-19) indicated a relatively low response of 36% in respect of the statement that they Listen To Most Advertisements and a relatively high response of 48% in respect of the statement that they Listen To Some Advertisements. The same applies to the 20-29 group. That is if the opinion per age group is compared to the percentage of people in that particular age group. The responses of the older groups were exactly the opposite. They all indicated with relatively high responses that they Listen To Most Advertisements and relatively low responses that they Listen To Some Advertisements. The number of cells in this crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

6.8.2 Education and newspaper advertisements

According to the results of this study and indeed other studies, Transkeians are generally better educated than other Black people in southern Africa. This means that potentially there may be a large number of Transkeians capable of reading newspapers and magazines. A disturbing result of the study however is that the monthly earning levels of Transkeians are extremely low. Media planners and advertisers wishing to establish whether uneducated

or lower educated people felt differently about press advertising (which includes newspapers and magazines) than higher educated people are accordingly faced with the dilemma that most people in the Transkei may not be able to afford magazines, although they are adequately educated to read them. This statement is made irrespective of the fact that more than 50% of respondents indicated they read the magazine Ibona. It is felt that many respondents may read Ibona very irregularly causing an overrated usage. It is for this reason that newspaper reading is used in the crosstabulation because it is easily affordable to most Transkeians irrespective of level of education.

Two aspects are investigated. The first is to establish whether the opinions of different education groups varied significantly in respect of the statement that newspaper advertisements are interesting and the second is to establish if there is a significant variance in the way different education groups pay attention to newspaper advertisements. The first is presented in Table 6.19 and the second in Table 6.20.

TABLE 6.19: EDUCATION AND THE OPINION THAT NEWSPAPER ADVERTISEMENTS ARE INTERESTING

Education categories	Strongly disagree	Agree	Strongly agree	Don't Know
None (9%)	1 (8%)	0 (0%)	3 (3%)	8 (16%)
Sub A&B (4%)	0 (0%)	1 (4%)	4 (5%)	4 (8%)
St 1-4 (20%)	5 (42%)	4 (17%)	11 (13%)	12 (24%)
St 5-8 (47%)	4 (33%)	8 (33%)	53 (61%)	18 (37%)
St 9-10 (15%)	2 (17%)	6 (25%)	12 (15%)	6 (13%)
Diploma (3%)	0 (0%)	4 (17%)	1 (1%)	0 (0%)
Degree (2%)	0 (0%)	1 (4%)	2 (2%)	1 (2%)
Total (100%)	12 (100%)	24 (100%)	86 (100%)	49 (100%)

It has already been indicated that the group that has passed standards 5-8 is the largest education group representing 47% of the total population. In Table 6.19 it can be seen that the above group feels very positive about newspaper advertisements. This is reflected by a 61% response of Strongly Agree while the group represents 47% of the population. That is if the opinion per education group is compared to the percentage of people in that particular education group. The second biggest education group, namely the group that has passed standards 1-4, on the other hand, do not feel that positive about newspaper advertisements. This group accounts for 42% of all respondents that Strongly Disagree with the statement that newspaper advertisements are interesting, while they only comprise 20% of the population.

It must be encouraging for media planners to note that the most positive responses were indicated by respondents who have passed standards 5-8 as this is the biggest education group. The relatively high responses of Don't Know indicated by the group with no education and to a lesser degree the group with education ranging from standards 1-4, can be attributed to the fact that people with little or no education may not read newspapers and accordingly did not want to express an opinion about newspaper advertisements. The number of cells in this crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

**TABLE 6.20: EDUCATION AND ATTENTION PAID TO NEWSPAPER
ADVERTISEMENTS**

Education categories	Read most ads	Read only largest ads	Do not read ads
None (9%)	2 (3%)	1 (3%)	8 (12%)
Sub A&B (4%)	4 (6%)	1 (3%)	5 (7%)
St 1-4 (20%)	9 (12%)	6 (19%)	16 (24%)
St 5-8 (47%)	37 (52%)	17 (53%)	30 (44%)
St 9-10 (15%)	12 (17%)	7 (22%)	7 (10%)
Diploma (3%)	5 (7%)	0 (0%)	0 (0%)
Degree (2%)	2 (3%)	0 (0%)	2 (3%)
Total (100%)	71 (100%)	32 (100%)	68 (100%)

As was already indicated in the previous crosstabulation, the response of the group that has passed standards 5-8 is the most important because they represent the largest percentage of the total population. The results in Table 6.20 must accordingly be very encouraging to media planners and advertisers because the abovementioned group indicated with a relatively high percentage that they Read Most Advertisements, while they also have a relatively high response to the statement that they Read Some Advertisements. That is if the opinion per education group is compared to the percentage of people in that particular education group. The response of the second largest group (standards 1-4) is exactly the opposite because they account for 24% of respondents that indicated they Do Not Read Newspaper Advertisements, while they comprise 20% of the population. The number of cells in this crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

6.8.3 Monthly earnings and television advertising

The results of this study indicate that a mere 38,5% of respondents have a television set in the home. It can be assumed that most of these television sets will belong to the middle and higher monthly earners and not to the low monthly earners. Media planners and advertisers would accordingly be very interested to know if middle and higher monthly earners felt differently about television advertising than lower month earners as it may also assist in the media selection process.

Two aspects are investigated. The first is to establish whether the opinions of different monthly earning groups varied significantly in respect of the statement that television advertisements are interesting and the second is to establish if there is a significant variance in the way different monthly earning levels pay attention to television advertisements. The first is presented in Table 6.21 and the second in Table 6.22.

TABLE 6.21: MONTHLY EARNINGS AND THE OPINION THAT TELEVISION ADVERTISEMENTS ARE INTERESTING

Earning levels	Strongly disagree	Agree	Strongly agree	Don't know
Less R100 (70%)	6 (74%)	15 (56%)	68 (78%)	21 (76%)
R101-R600 (20%)	1 (13%)	6 (23%)	13 (15%)	3 (12%)
R601-R2000 (9%)	1 (13%)	6 (23%)	4 (5%)	3 (12%)
Over R2000 (1%)	0 (0%)	0 (0%)	2 (2%)	0 (0%)
Total (100%)	8(100%)	27(100%)	87(100%)	27(100%)

In Table 6.21 it can be seen that the group earning less than R100 per month accounts for 76% of the Don't Know responses, while they comprise 70% of the total population. This relatively high Don't Know response can be attributed to the fact that people with such low earnings may not afford television sets and

accordingly were not in a position to express an opinion about television advertisements. Although there are some variances in the other monthly earning groups, these groups are however so small that variances within them cannot be extrapolated to other Transkeians. The number of cells in this crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

TABLE 6.22: MONTHLY EARNINGS AND ATTENTION PAID TO TELEVISION ADVERTISEMENTS

Earning levels	Watch most ads	Watch, but do not listen	Listen most, but do not look	Watch only ads which concern me	Try not to listen or look at ads	Avoid looking at ads
Less R100(70)	53(68%)	0(0%)	2(100)	29(85%)	1(100)	23(74%)
R101-R600(20)	15(19%)	0(0%)	0(0%)	3(9%)	0(0%)	4(13%)
R601-R2000(9)	9(12%)	0(0%)	0(0%)	1(3%)	0(0%)	4(13%)
Over R2000(1)	1(1%)	0(0%)	0(0%)	1(3%)	0(0%)	0(0%)
Total (100)	78(100)	0(100)	2(100)	34(100)	1(100)	31(100)

The fact that the groups earning R600 and less per month account for 90% of the total population, means that the responses of the groups earning more than R601 cannot be taken seriously. It is interesting to note from Table 6.22 that the group earning less than R100 per month accounts for 85% of the respondents that indicated they Watch Only The Advertisements That Concerns Me, while they comprise 70% of the total population. This is in contrast to the group earning R101-600 because the latter group accounts for only 9% of respondents that indicated they Watch Only The Television Advertisements That Concerns Me, while they comprise 20% of the total population. No other meaningful results can be reported from Table 6.22. The number of cells in this

crosstabulation is however so high that it will be risky to make any meaningful recommendations from this crosstabulation.

In the section that follows, the chapter is briefly summarised.

6.8 SUMMARY

This objective of this chapter is to establish whether demographic criteria such as age, sex, earnings, education and domicilium influence the media usage and preference of Transkeians. The technique of crosstabulation is used to establish this objective.

A total of 22 crosstabulations are used. These comprise the demographic criteria of age, sex, earnings, education and domicilium, which are all crosstabulated separately with newspaper usage, magazine usage, television usage and radio usage. This is followed by a section in which the opinions about advertisements are crosstabulated with the criteria of age, education and monthly earnings.

The results of these crosstabulations are summarised below. It must be noted that in some cases the variances are so minimal or the groups itself so small, that these results cannot be extrapolated to other Transkeians and are accordingly only applicable to this sample. The results of the crosstabulation of age and newspaper usage indicate that the Daily Dispatch is equally used by all the different age groups. Intsimbi is more widely used by younger people, while Imvo is more widely used by older people. The magazine Ibona is more widely used by younger people. The magazine Pace is most widely used by the middle age groups, with the older and younger groups indicating lower usages. Drum is more widely used by older people. The television usage differ for all the age groups. The 10-19 group watches all the time slots equally, while the 20-29 group prefer the late evening time slot to the other time slots. The 30-39 group has a relatively high usage in the morning, while the 40-49 group

prefers the late evening time slot. The two groups 50-64 and 65 and older have relatively high usages in the morning. There usages then gradually decrease as the day matures. As far as radio usage is concerned, the morning time slot is equally popular with all age groups. The afternoon time slot is used more widely by the older groups, while the early evening time slot is also equally used by all age groups. The late evening time slot is used more widely by the older groups.

The results of the crosstabulation of sex groups and newspaper usage indicate that the Daily Disptach is used more widely by females, while both Intsimbi and Imvo are used more widely by males. The magazine Ibona, is equally used by both sexes, while Pace is more widely used by males and Drum more widely used by females. As far as television usage is concerned, all time slots are used more widely by males than females. The only exception is the late evening time slot, which is more popular with females. For radio, the morning time slot is used more widely by females, while the afternoon slot is used equally by males and females. Both the early evening and late evening slots are more widely used by males.

The results of the crosstabulation of earning levels and newspaper usage indicate that the low earners (less than R100 per month) have an exceptionally high usage of the Daily Dispatch, Intsimbi and Imvo. The groups that earn more than R101 per month, are so small that their usage of these newspapers cannot be accepted with a high degree of confidence. For magazines, the low earners (less than R100 per month) also indicated an exceptionally high usage for Ibona, Pace and Drum. As was the case with newspapers, the group that earn more than R101 per month, is so small that its usage of these magazines cannot be accepted with a high degree of confidence. As far as television usage is concerned, the low monthly earners expressed a relatively high usage for all the different time slots. For radio, the low monthly earners have a relatively high usage for all the different time slots, while the other monthly earning

groups are so small that their usage of the different time slots cannot be accepted with a high degree of confidence.

The results of the crosstabulation of domicilium (rural or urban) and newspapers indicate that the Daily Dispatch is used more widely by rural people than urban people. The Intsimbi newspaper is used similarly by both groups, while Imvo is also more widely used by rural than urban people. In the case of magazines, Ibona is more widely used by rural people, while Pace is more widely used by urban people. Drum is equally used by both groups. As far as television is concerned, the urban group has a higher usage of all the time slots. For radio, the rural group has a relatively high usage in the morning, which usage then gradually decreases as the day matures. The usage of the urban people is exactly opposite in so much as their usage in the morning is relatively low, which usage then increases as the day matures.

From the crosstabulations dealing with the statement that advertisements are interesting, the results indicate that older people feel more strongly about this statement than young people. As far as education levels are concerned, the group that has passed standards 5-8, which is also the largest education group, feels the most positive about the statement that advertisements are interesting, while the majority of second largest group (standards 1-4) also agrees with the statement but do not feel that strongly about it.

From the crosstabulations dealing with attention paid to advertisements, the results indicate that the older groups generally pay more attention to advertisements than the young groups. As far as education is concerned, the group that has passed standards 5-8 pays a relatively high level of attention to advertisements, while the group that has passed standards 1-4, pays a relatively low level of attention to advertisements. As far as monthly earning levels are concerned, a relatively high percentage of the group with earnings of less than R100 per month indicated they pay attention only to the advertisements that

concern them, while a relatively low percentage of people that earn from R101-R600 indicated they pay attention only to advertisements that concern them.

In the next chapter, recommendations based on the results of chapters five and six, are made.

CHAPTER SEVEN**RECOMMENDATIONS OF THIS STUDY****7.1 INTRODUCTION**

The objective of this chapter is to make various recommendations based on the findings of this study. The chapter consists of six sections. The first is an introduction. In the second section, recommendations dealing with newspapers are made. In the third section, recommendations dealing with magazines are made. In the fourth section, a recommendation dealing with television is made. In the fifth section, recommendations dealing with radio are made. In the sixth section the chapter is briefly summarised.

7.2 NEWSPAPERS

A total of three recommendations are made in respect of newspapers. These are the following:

* The newspaper, Daily Dispatch, with a substantial circulation in the Transkei, must consider increasing such topics as local news, sport, cultural/arts articles and educational articles in their daily circulation, as Transkeians have indicated that they are generally favourably inclined towards these topics in newspapers.

* Advertisers wishing to communicate with the Transkeian market by means of newspapers, should use the Daily Dispatch because 32,8% of respondents to this study indicated that they read the Daily Dispatch. No other newspapers are read by a substantial portion of the Transkeian population, with the possible exception of Intsimbi and Imvo, which enjoy limited exposure in and around the capital city of Umtata.

* The Sowetan newspaper should consider a trial circulation in the Transkei or at least conduct further research in this regard because 5,5% all of Transkeians interviewed, indicated they want Sowetan to circulate in the Transkei.

7.3 MAGAZINES

Only two recommendations are made in respect of magazines. These are the following:

* Distributors of Ibona should ensure that the magazine is thoroughly distributed throughout the Transkei. It is especially the rural areas that must be reached. This is so because of the high number of rural respondents that indicated they read Ibona, while in response to another question some respondents indicated they want Ibona to circulate in the Transkei as if it does not circulate there as yet.

* Advertisers wishing to communicate with the Transkeian market by means of magazines, should consider using Ibona because of the high usage of the magazine expressed by respondents. This recommendation is however addressed to larger advertisers rather than smaller advertisers because it is a national rather than a regional magazine.

7.4 TELEVISION

Only one recommendation is made in respect of television:

* It is recommended that an intensive study of TV 2 (now CCV-TV) be conducted because the previous recommendation only applies to the Transkeian component of the TV 2 (now CCV-TV) viewers. By means of such a study, the opinions of all TV 2 (now CCV-TV) viewers, and not only Transkeians, will be established.

7.5 RADIO

Two recommendations are made in respect of radio. These are the following:

* It is recommended that Radio Transkei, which is very popular among Transkeians, increase the exposure of the following topics on radio: local news, sport, overseas news, cultural/arts programmes, educational programmes, music, entertainment and stories. At the same time it is recommended that less political articles be featured on radio.

* It is also recommended that advertisers wishing to communicate with the majority of Transkeians on radio, select the mornings from 7 to 10am and the evenings from 6 to 10pm on Radio Transkei, as these time slots were indicated to be the most popular to listen to the radio.

The above recommendations are not only aimed at one particular institution. They are aimed at the producers and distributors of selected media types, as well as media planners and advertisers wishing to communicate on the different media types with Transkeians. For detailed information of the usage and preference of the various categories of demographic groups, reference should be made to the previous chapter.

In the section that follows, the chapter is summarised.

7.6 SUMMARY

In this chapter, recommendations based on the results of this study, are indicated. These recommendations may be of interest to various different institutions.

The recommendations in respect of newspapers, are aimed at the following interested parties, namely the Daily Disptach, Sowetan, Intsimbi, Imvo and also those institutions wishing to advertise

in newspapers to the Transkeian market. The recommendations in respect of magazines, are aimed at the publishers and distributors of Ibona, while it is also aimed at institutions wishing to advertise in magazines to the Transkeian market.

The recommendation in respect of television is aimed at the South African Broadcasting Corporation, which is responsible for the selection of programmes for TV 2 (now CCV-TV), which was proved to be the most popular television channel among Transkeians. The recommendations in respect of radio are aimed at two interested parties. The first is Radio Transkei, to whom some programme changes are suggested. The second recommendation is to institutions wishing to advertise on radio to the Transkeian market.

In the chapter that follows, the study is summarised.

CHAPTER EIGHT**SUMMARY****8.1 INTRODUCTION**

The **objective** of this chapter is to summarise the study conducted. The summary comprises eight sections. Each section deals with a particular aspect of the study. In the first section the reasons for conducting the study and the importance of conducting the study, are summarised. In the second section, media selection and the factors that influence media selection, are indicated. In the third section, known demographic features of the group studied, namely the Transkeians, are indicated. In the fourth section the research methodology developed for this study, is summarised. In the fifth section the findings of the actual empirical research and interesting observations associated with it, are summarised. In section six various crosstabulations constructed to enhance the results of the study, are summarised. In section seven the recommendations based on the results of this study, are summarised. This is followed by a brief conclusion.

The discussion is accordingly initiated by the first section, in which the reason for conducting the study and the importance of the study, are summarised.

8.2 THE REASON FOR AND IMPORTANCE OF THE STUDY

The reason for conducting this study is to ascertain the media usage and preference of consumers in the Transkei. This will assist the media selection process of media planners and advertisers interested in the Transkeian consumer market. The rationale behind this is the fact that such a study has never been conducted and that by conducting such a study, marketing communication between marketers and consumers in the Transkei could be improved.

The study is important because the majority of people that live in southern Africa are Black and yet little has been done to study the media habits of Black consumers. There is a general tendency among marketing researchers and consumer behavioural scientists to study only the media habits of Whites and to some extent urban Blacks. Blacks that live in rural areas, which represent a majority of all Blacks, have thus far been largely ignored by marketing researchers and consumer behavioural scientists. Blacks do not only represent a majority, but their compounded growth rate is also substantially higher than their White counterparts, which effectively means that increased marketing force in the years to come.

This study is therefore of special significance because it investigates the rural Blacks, be it only a portion of the total rural Blacks of southern Africa, namely the Transkeians. It is important to study the Transkeians because they represent a sizeable percentage of the total Black population and also because the Transkei is one of the unique areas of southern Africa where the Black consumer can be studied in his own traditional environment.

8.3 MEDIA SELECTION

Media selection is important to this study because the findings of the study may indicate the most appropriate media to select. Although the findings of this study may indicate to media planners which media types and messages to select, these may not be the only factors to consider when conducting media selection in the Transkei. There are also other factors to consider. These factors are media costs, the financial liquidity of the media planner, the nature of the product, the nature of channels of distribution, the economic environment, the social environment, the political environment, the technological environment, competition, reading, listening, viewing and buying habits of the target audience,

frequency versus reach, length of advertisements and position of advertisements. The strengths and weaknesses of the various media types are also factors to consider in the media selection process.

8.4 KNOWN DEMOGRAPHIC FEATURES OF CONSUMERS IN THE TRANSKEI

This section investigates demographic features the group studied, namely the Transkeians. These demographics are obtained from secondary sources. Transkeians refer to those people that live in the Republic of Transkei. The Transkei is primarily a rural community with more than 95% of the total population living in rural areas of the Transkei.

It is interesting to note that the household income of urban and semi-urban Transkeian households are almost five times as high as the household income of rural households. More than 80% of all household income is however generated in the rural areas, which is a strong indication of the large number of people that live in the rural areas. Almost half of the household income is expended on food, beverages and tobacco.

A further interesting feature that was obtained from secondary sources is that Transkeians are generally better educated than other Blacks in the rest of southern Africa. The education levels of Transkeians have also increased substantially in recent years.

No figures could be obtained from secondary sources in respect of occupation distribution of Transkeians. A total of 160 000 Transkeians were however active in the Transkeian labour market in 1985, while an additional 600 000 were employed outside the Transkei in 1985.

As far as age categorisation of Transkeians are concerned, secondary sources indicate that 34,74% of the total population is under the age of ten years. Another interesting feature is that

there is a substantial decrease in the numbers per age groups as the groups increase in age.

8.5 RESEARCH METHODOLOGY

In this study a non-probability sampling method of quota sampling is selected to be the most suitable. The selection is based on the fact that probability sampling would not have been possible for the rural portion of Transkei, although it would have been possible for the urban portion of Transkei. The urban portion of the Transkeian population is 4,5%, which is so small that it would have been ridiculous to study only the urban portion of the population. Probability sampling is not feasible for the rural areas because there exist no fixed residential addresses and very few formal towns. If aerial maps are taken of the rural areas of Transkei, probability sampling would be possible. The cost of such aerial maps would not however justify the results that would be achieved by a probability study.

The non-probability method of quota sampling however have distinct advantages for research in the Transkei. These are that all significant groups are assured of proportional representation in the sample selected, while it also assures that all the respondents selected, will participate. The second advantage, namely that all respondents selected will participate, is hardly ever achieved if probability sampling is used.

In this study two parameters are used in order to establish the quotas. These are age and sex. The total population of Transkei is subdivided proportionally into six age categories and the two sex groups in terms of statistics which was indicated in chapter four. A random decision is taken to conduct the research only in three districts, which are drawn systematically from the list indicating all the districts of the Transkei.

The total sample so selected was 200. This number was established by subdividing the total population per available statistics of the three selected districts, namely Umtata, Mount Frere and Flagstaff by 2 000. Three field workers were chosen to conduct the actual research under the direct supervision of the researcher. Each were given quotas of respondents to interview in terms of abovementioned quota method. The field workers were student assistants from the University of Transkei. They were all Xhosa speaking because the questionnaires were translated into Xhosa. The field workers were properly selected and trained to conduct the interviews.

The questionnaire used consisted of 36 questions. The first eleven questions were demographic questions, while the balance consisted of more or less six questions for newspapers, magazines, television and radio respectively. The actual field work was conducted during February 1991. The results obtained from this field work, are summarised in the next section.

8.6 RESULTS OF THE STUDY

Some interesting results were obtained from this study. These are summarised under the subheadings of demographic results, newspapers, magazines, television and radio.

8.6.1 Demographic results

The study selected respondents from predetermined sex and age groups in terms of the quota sampling method. No surprises were therefore obtained in these categories. In terms of previous research, on which the quotas were based, the Transkeian population consists of 59% women and 41% men. In terms of the same statistics, there are also substantially more young people than old, with a gradual decrease in numbers as the age categories increase in age.

As far as occupation is concerned, the highest percentage (30,5%)

of respondents are still at school, which is a result of the relatively high number of young people in the Transkei. An alarming result was the low level of unemployment (10%), which contrasts with other statistics. The researcher feels that this may however not be a true reflection of the status quo in the Transkei. This is so because of the low level of income, which is referred to below and also because some respondents may have given an occupation like housewife or labourer whilst they are in fact unemployed.

The level of education of Transkeians is fairly good if compared to other Black groups in southern Africa. The results of this study indicated that a majority of respondents have completed standards five, six and seven. A total of 80% have however achieved an education of standard seven or lower.

As far as languages are concerned, all respondents indicated that they can speak Xhosa, with only three indicating a home language other than Xhosa. This is an indication of the homogeneous nature of Transkeians. A total of 75 respondents indicated they understand English, 46 indicated they understand Zulu, while 9 indicated they understand Sotho.

As far as earnings are concerned, it can be stated that Transkeians are extremely poor if the findings of this study are accepted. A total of 70,5% of all respondents indicated a monthly earning of less than R100.

As far as domicilium is concerned, a total of 71,5% of respondents indicated that they live in the rural areas. This is similar to other statistics, although the other statistics indicated an even higher rural and lower urban component.

As far as areas of interest are concerned, the respondents indicated a high level of interest for all the listed topics, namely sport, religion, world news, movies and art. It was only for

politics where the level of interest is not that high. As far as reading and writing skills as concerned, the respondents indicated a 76% level of good reading and writing skills.

8.6.2 Newspapers

As far as usage of newspapers are concerned, only three newspapers are read fairly widely by respondents. These are the Daily Dispatch (32,8%), Intsimbi (24,2%) and Imvo (15,1%). All other newspapers indicated in an open ended question, are read by less than 10% of respondents. In the section asking respondents to indicate others publications that they would like to circulate in the Transkei, only one, namely Sowetan (22,4%) were indicated by a substantial portion of the respondents.

As far as opinions about topics in newspapers are concerned, respondents indicated a high preference of local news, sport, cultural/arts and education. Respondents indicated that they are not very fond of the topics politics and overseas news in newspapers.

As far as advertisements in newspapers are concerned, a total of 41,5% of respondents indicated that they read most advertisements, while 18,7% indicated that they read only the largest advertisements. As far as opinions about newspaper advertisements are concerned, the majority indicated that advertisements supply valuable information, that it is interesting, that it facilitates product choices and that it creates desires. The majority responded negatively to statements like advertisements are irritating, that adverts are not aimed at Transkeians and that adverts are too complicated.

8.6.3 Magazines

As far as usage of magazines are concerned, only three

publications are read fairly widely by respondents. These are Ibona (52,9%), Pace (14,1%) and Drum (9,9%). All other magazines indicated in an open ended question, are read by an insignificant percentage of respondents. In the section asking respondents to indicate others publications that they would like to circulate in the Transkei, none were indicated by a substantial portion of the respondents.

As far as opinions about topics in magazines are concerned, respondents indicated a high preference to local news, sport, cultural/arts and education. Respondents indicated that they are not very fond of the topics politics and overseas news in magazines.

As far as advertisements in magazines are concerned, a total of 43,3% of respondents indicated that they read most advertisements, while 18,3% indicated that they read only the largest advertisements. As far as opinions about magazine advertisements are concerned, the majority indicated that advertisements supply valuable information, that it is interesting, that it facilitates product choices and that it creates desires. A majority responded negatively to statements like advertisements are irritating, that adverts are not aimed at Transkeians and that adverts are too complicated.

8.6.4 Television

In terms of the responses obtained from this study, only 38,5% of respondents have TV sets in their home, but a total of 59% however watch television. Television is watched by the majority of respondents between 7 and 9pm during the week, while the 5 to 7pm time slot is most popular during the weekends. The channel, TV 2 (now CCV-TV), is by far the most popular.

As far as opinions about topics on TV are concerned, a majority indicated that they like to watch local news, overseas news,

cultural/arts, education, music, entertainment and movies on TV. Only one of the listed topics, namely politics, was not indicated to be very popular to watch on TV.

As far as opinions about advertisements on TV are concerned, a majority (53,4%) indicated they watch most advertisements on TV. A majority also indicated that TV advertisements supplied valuable information, that it is interesting, that it facilitates product choices and that it creates desires. A majority responded negatively to the statements that TV advertisements are irritating, that it is not aimed at Transkeians, that it is too complicated, modern and boring.

8.6.5 Radio

A total of 78% of respondents indicated that they have a radio in the home, while an even higher 87,5% indicated that they listen to the radio. Radio Transkei is the most popular radio station, with minor of Radio Xhosa and Radio RSA indicated. The radio is listened to most avidly by respondents in the early morning and late evenings, with low usage during the day time. This applies to all days of the week, with minor variations.

As far as opinions about topics on radio are concerned, a majority indicated that they like to listen to local news, overseas news, cultural/arts, education, music, entertainment and stories on radio. Only one of the listed topics, namely politics, was not indicated to be very popular to listen to on radio.

As far as opinions about advertisements on radio are concerned, a majority (77,9%) indicated they listen to either most or some advertisements on the radio. A majority also indicated that radio advertisements supplied valuable information, that it is interesting, that it facilitates product choices and that it creates desires. A majority responded negatively to the statements

that radio advertisements are irritating, that it is not aimed at Transkeians, that it is too complicated, modern and boring.

In the section that follows, the various crosstabulations constructed, are summarised.

8.7 CROSSTABULATIONS

The objective of crosstabulations is to establish whether demographic subgroups responded differently to media usage and preference. In chapter six it was indicated that there are significant differences in the way different age groups responded to usage of newspapers, magazines, television and radio. Chapter six also indicated significant differences in the way different sex (gender) groups responded to usage of newspapers, magazines, television and radio. Chapter six also indicated significant differences in the way different earning level groups responded to usage of newspapers, magazines and radio. Chapter six also indicated significant differences in the way rural and urban people responded to usage of newspapers, magazines, television and radio. Chapter six also indicated significant differences in respect of the statement that advertisements are interesting. Chapter six also indicated significant differences in respect of attention that the various groups pay to advertisements. It must however be pointed out that in some cases the deviations indicated in selected crosstabulations were too small or the number of cells used too many. The result of this is that it will be too risky to make meaningful recommendations from these crosstabulations or to extrapolate observations from them to other Transkeians.

8.8 RECOMMENDATIONS

The recommendations of the study are summarised as follows. The Daily Dispatch, Ibona, TV 2 and Radio Transkei should concentrate more on topics that are preferred by Transkeians for their Transkei

circulation. These topics are local news, sport, education and culture/arts for newspapers and magazines and the same plus movies/stories and music for television and radio.

Advertisers wishing to communicate with Transkeians by means of newspapers should use the Daily Dispatch, Intsimbi and Imvo and those that want to communicate by means of radio, should use Radio Transkei. The Sowetan newspaper should consider extending the circulation of its newspaper to the Transkei.

8.9 CONCLUSION

Some very interesting facts regarding the media habits of Transkeian consumers were obtained by this study. More extensive research of the media habits of consumers in the Transkei is however necessary if media communication is to be improved in a meaningful way.

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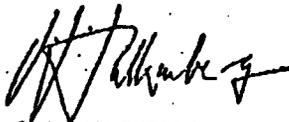
15 June 1989

TO : MR J. J. SMIT
UNITRA

FAX : 0471- 26829

1. DAILY DISPATCH CIRCULATION
ABC - PERIOD JULY-DEC 1988 WAS 32 946 DAILY.
2. DAILY DISPATCH TRANSKEI CIRCULATION
FOR JULY-DEC 1988 WAS 6 463 DAILY.
3. THE CIRCULATION FIGURES FOR THURSDAYS (INDABA PUBLICATION DAY)
REMAINED AVERAGE.

REGARDS



T. J. FALKENBERG
MANAGER ADVERTISEMENT MANAGER



22003. "Nepum"

339-8344/7

6-26760 SA

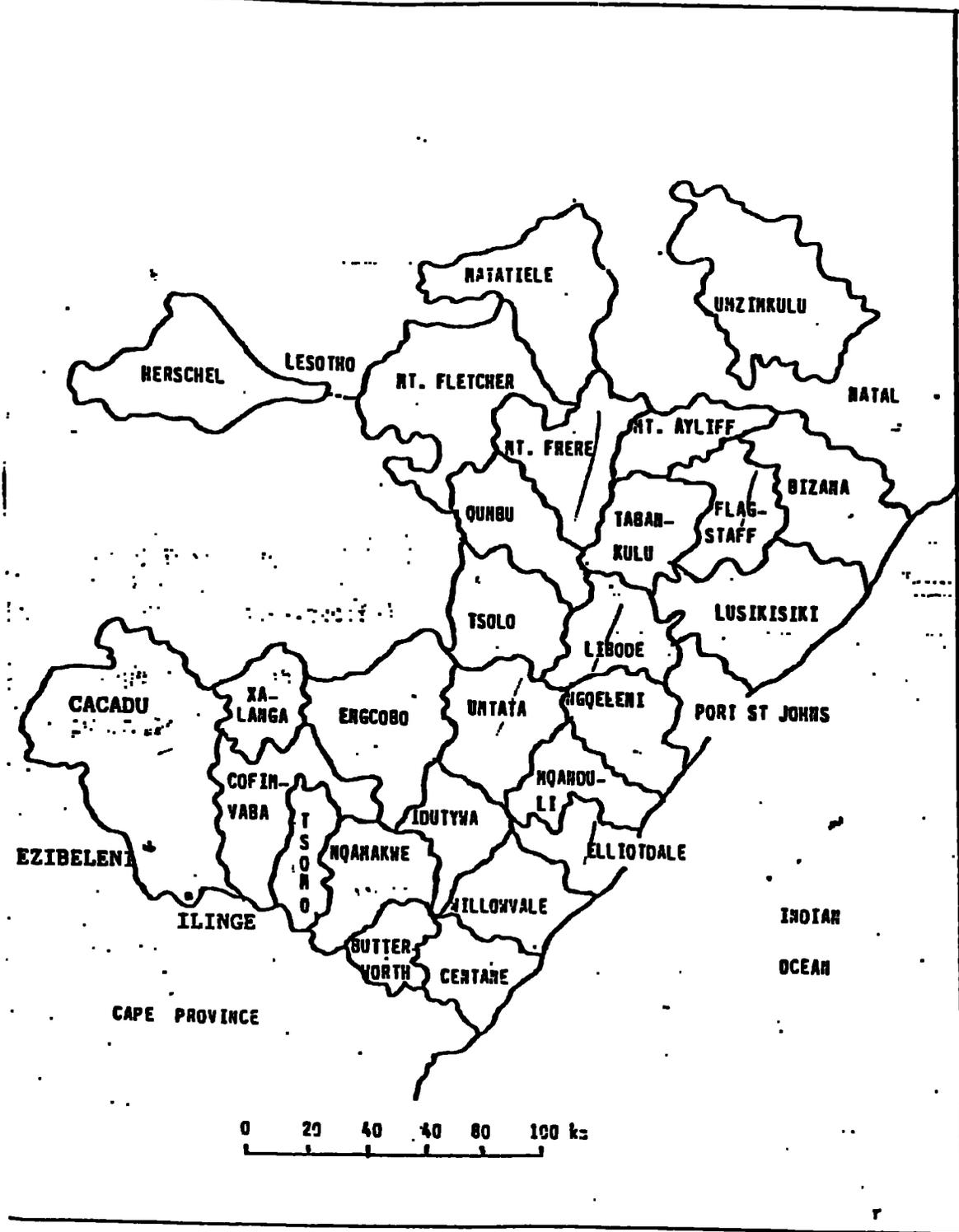
DAILY DISPATCH

Name of Publication Naam van publikasie
Breakdown Circulation Period JULY 1988 DECEMBER 1988
Sirkulasie-ontleding vir Tydperk

Area	N.P.U. Zone Persoonlikestreek	Statistical Regions. Stat. Streke.	Total Totaal	%	Area	N.P.U. Zone Persoonlikestreek	Statistical Regions. Stat. Streke.	Total Totaal	%
A 1	Vitwatersrand	72 73 74 75 77	27 1 1 1 1	.082 .003 .003 .003 .003	D 1	Durban	48	13	.040
A 2	Proteris	71	15	.046	D 2	Natal South Coast Natal Suidkus	52 53	3	.009
B 1	S/E Transvaal S/O Transvaal	64 65	1 1	.003 .003	D 3	North Coast/Noordkus	48 53	1	.003
B 2	S/W Transvaal	24	5	.015	D 4	Natal Midlands Natal Middellande	52 58 55 58 59 60 50 51	1	.003
B 3	W Transvaal	25 70	1	.003	D 5	N/W Natal	52	260	.789
B 4	Central Transvaal/ Sentraal Transvaal	78 88	1	.003	D 6	S Natal	54	768	2.332
B 5	N/E Transvaal	67	1	.003	E 1	S/E Cape/S/O Kaap	45 43 38	18435	55.942
B 6	N. Transvaal	68 68	1	.003	E 2	East London	38	2822	8.568
C 1	N/E Cape/N/O Kaap	20 18 19	2 1	.006 .003	E 3	E. Central Cape Oos-Sentraal Kaap	38 37 38 40	202	.613
C 2	W. Free State W. Vrystaat	21 32	1	.003	E 4	E. Cape Midlands	41 42 44 45	25	.076
C 3	Central Free State Sentraal Vrystaat	31 30	6	.018	E 5	Port Elizabeth	47	113	.343
C 4	S. Free State S. Vrystaat	33 34	1	.003	F 1	N/W Cape/N/W Kaap (Wabie Bay)	08 10 11	1	.003
C 5	O.F.S. Goldfields O.V.S. Goudvelde	27	1	.003	F 2	N Cape N. Kaap	17 18 22 23	1	.003
C 6	N/W Free State N/W Vrystaat	28	1	.003	F 3	W. Cape Sentraal	12 13 14 15	18	.055
C 7	N. Central Free State/ N. Sentraal Vrystaat	29	1	.003	G 1	Peninsula/Skierland	01	18	.055
C 8	Eastburg	73	1	.003	G 2	S/W Cape/S/W Kaap	05	02 03 04 06 07	19.523
<p>PLEASE NOTE that the total circulation figure has been audited and is correct as at the end of the period. The breakdown figures have NOT been audited and are estimates.</p>					H 1	Transkei	101	6463	19.523
<p>WAGERS: Die totale sirkulasie vir gesondte is aan op ons rekening. Die sirkulasie vir die Skerpeberg verskyn. Die ont- leding vir die Skerpeberg is nie gesondte nie.</p>					H 2	Lesotho	102		
<p>N.W. 6822</p>					H 3	Swaziland	103		
					H 4	Botswana	104		
					H 5	Zimbabwe	105		
					H 6	Mozambique	106		
					H 7	Namibia/SWA	107	1	.003
					H 8	Bophuthatwe	89		
					H 9	Cote d'Ivoire	100	3751	11.389
					H 10	Ghana	83		
					H 11	Kangwani	88		
					H 12	Kwazulu	37		
					H 13	Kwazulu	31, 82	2	.003
					H 14	Lesotho	94		
					H 15	Oswego	95		
					H 16	Yvande	30		
					H 17	Other/Foreign	108	3	.003
								32946	100%

APPENDIX 4

POSITION OF THE VARIOUS TOWNS WITHIN TRANSKEI



Source : Robinson, P. : Spatial Implications of a Development Strategy for Transkei (Durban : University of Natal, 1978), p. 21.

QUESTIONNAIRE

INSTRUCTIONS TO THE INTERVIEWERS

The interviewer must first ask the respondent whether he/she would be willing to assist with the study.

Secondly the interviewer must ask the respondent two qualifying questions in terms of the quota required. These questions are questions 1 and 2 below dealing with age and sex respectively.

If the respondent is eligible in terms of the quota, the interviewer must do the following:

- A. Thank the respondent for his/her co-operation.
- B. Inform the respondent that the study is conducted for the University of Transkei.
- C. Explain to respondent that his/her response will remain confidential, that his or her name is not required as it is the response of the total group, rather than the individual, that is required.

Having done this, the interviewer must proceed with question 3 of the questionnaire.

1. To which of the following age categories do you belong?

- 10-19 | |
- 20-29 | |
- 30-39 | |
- 40-49 | |
- 50-64 | |
- 65 & Older | |

2. Sex:

- Male | |
- Female | |

3. What is your occupation?

- Professional-technical | |
- Manager or owner | |
- Sales | |
- Clerical | |
- Labourer | |
- Subsistence farming | |
- Armed forces | |
- Housewife | |
- Retired | |
- Not in labour force | |
- At school | |

4. What is the highest level of education you have reached?

None	_____	
Std	_____	(Fill in which standard you have passed)
Diploma	_____	
Degree	_____	

5. Which language is spoken in your home?

Xhosa		

English		

Zulu		

Sotho		

Other		

Specify		

6. Which of the following languages do you understand?

Xhosa		

English		

Zulu		

Sotho		

Other		

7. How much have you earned during the last month?

Less than R100	_____
R101-R200	_____
R201-R300	_____
R301-R600	_____
R601-R1000	_____
R1001-R2000	_____
R2001-R4000	_____
R4001-R6000	_____
More than R6000	_____

8. Do you stay in a rural or urban part of the Transkei?

Rural
 Urban

9. What are your areas of interest?

	Very much	Medium	Little
Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How are your writing skills?

Cannot write
 Writes poorly
 Good writing skills

11. How are your reading skills?

Cannot read
 Reads poorly
 Good reading skills

12. Name the newspapers that you have read or paged through during the last month and then indicate how frequently you read/page through and buy each of these newspapers?

NEWSPAPER	READ/PAGE THROUGH			BUY		
	Seldom	Often	Every Issue	Seldom	Often	Every Issue
<input type="text"/>	<input type="checkbox"/>					
<input type="text"/>	<input type="checkbox"/>					
<input type="text"/>	<input type="checkbox"/>					
<input type="text"/>	<input type="checkbox"/>					

13. Are there any other newspapers that you would like to read, which are not available in your area?

Yes
 No

14. If your answer to the above is "yes", list not more than four such newspapers that you would like to circulate in your area.

15. How much do you like to read/look at the following items in newspapers?

ITEM	Like a lot	Like somewhat	Neutral Do not like to read
Local news			
Politics			
Sport			
Overseas			
Cultural/arts			
Educational			

16. To what extent do you pay attention to advertisements in newspapers?

Read most advertisements

Read only the largest advertisements

Do not read advertisements

17. What do you think of the following statements related to newspaper advertisements?

	STRONGLY DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW
Supply valuable info				
Interesting				
Irritating				
Not aimed at Transkeians				
Facilitates product choice				
Creates desires				
Too complicated				

18. Name the magazines that you have read during the last month and then indicate how frequently you read and buy each of these magazines?

MAGAZINES	READ			BUY		
	Seldom	Often	Every Issue	Seldom	Often	Every Issue

19. Are there magazines which you would like to read that are not available in your area?

Yes
 No

20. If your answer to the above is "yes", indicate not more than four such magazines that you would like to circulate in your area.

21. How much do you like to read/look at the following items in magazines?

ITEMS	Like a lot	Like somewhat	Neutral Do not like
Local news			
Politics			
Sport			
Overseas news			
Cultural/arts			
Educational			

22. To what extent do you pay attention to advertisements in magazines?

Read most advertisements
 Read only the largest advertisements
 Do not read advertisements

23. What do you think of the following statements related to magazine advertisements?

	STRONGLY DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW
Supply valuable info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irritating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not aimed at Transkeians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitates product choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creates desires	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too complicated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. Is there a television set in the home where you live?

Yes
 No

25. Do you watch television? Yes No

(If response is yes, proceed, if not go to question 31)

26. Which of the following times do you normally watch TV and on which channel?

		TV 1	TV 2	TV 4	TRINITY
MON	6-8AM 3-5PM 5-7 7-9 9 >				
TUES	6-8AM 3-5PM 5-7 7-9 9 >				
WED	6-8AM 3-5PM 5-7 7-9 9 >				
THUR	6-8AM 3-5PM 5-7 7-9 9 >				
FRI	6-8AM 3-5PM 5-7 7-9 9 >				
SAT	7-9AM 2-5PM 5-7 7-9 9 >				
SUN	2-5PM 5-7 7-9 9 >				

27. How much do you like watching the following items on TV?

	Like a lot	Like somewhat	Neutral Do not like
Local news			
Politics			
Sport			
Overseas news			
Cultural/arts items			
Educational			
Music			
Entertainment			
Movies			

28. To what extent do you get involved with TV advertisements?

Watch most advertisements	
Watch most advertisements, but do not listen	
Listen to most, but do not look	
Watch only ads which concern me	
Try not to listen or look at ads	
Avoid looking at TV ads.	

29. What do you think of the following statements related to TV advertisements?

	STRONGLY DISAGREE	AGREE	STRONGLY DON'T AGREE	KNOW
Supply valuable information				
Interesting				
Irritating				
Not aimed at Transkeians				
Facilitates product choices				
Creates desires				
Too complicated				
Too modern (contemporary)				
Boring				
Noisy				

30. What do you think about the number of advertisements on TV?

	Too Little	Sufficient	Too Many	Don't Know
TV 1				
TV 2				
TV 4				
TRINITY				

31. Is there a radio in the home where you live?

Yes
No

32. Do you listen to the radio? Yes No

(If response is yes, proceed, if not the interview is completed.)

33. Which of the following times do you normally listen to the respective stations?

	MONDAY			
	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

	TUESDAY			
	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

WEDNESDAY

	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

THURSDAY

	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

FRIDAY

	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

SATURDAY

	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

SUNDAY

	Morning	Afternoon	Early evening	Late
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei				
Radio Ciskei				
Capital Radio				
Radio Pulpit				
Radio 5				

34. How much do you enjoy listening on the radio to the following topics?

Like a lot Like somewhat Neutral
Do not like

Local news			
Politics			
Sport			
Overseas news			
Cultural/arts items			
Educational			
Entertainment			
Music			
Stories (fictional/fact)			

35. To what extent do you listen to advertisements on the radio?

- Listen to most radio advertisements
- Listen to some advertisements
- Do not listen to radio advertisements

36. What do you think of the following statements related to radio advertisements?

	STRONGLY DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW
Supply valuable information				
Interesting				
Irritating				
Not aimed at Transkeians				
Facilitates product choices				
Creates desires				
Too complicated				
Too modern (contemporary)				
Boring				
Noisy				

T3

APPENDIX 6
F H

University of Transkei



Private Bag X1
UNITRA
UMTATA
Rep. of Transkei
Southern Africa

Tel: (0471) 26811
Tel. Add: UNITRA
Telex: 734TT

Reference No.

THIS STUDY IS SUPPORTED BY THE UNIVERSITY OF TRANSKEI

QUESTIONNAIRE

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Having done this, the interviewer must proceed with question 3 of the questionnaire.

1. Ingaba ukoluphi uluhlu lweminyaka kule ilandelayo?

- | | |
|-----------------|-------------------------------------|
| 10-19 | <input type="checkbox"/> |
| 20-29 | <input type="checkbox"/> |
| 30-39 | <input type="checkbox"/> |
| 40-49 | <input checked="" type="checkbox"/> |
| 50-64 | <input type="checkbox"/> |
| 65 nangaphezulu | <input type="checkbox"/> |

2. Isini:.

- | | |
|----------|-------------------------------------|
| Indoda | <input type="checkbox"/> |
| Ibhingqa | <input checked="" type="checkbox"/> |

3. Yintoni umsebenzi wakho?

Ucwephesha
Umanenjali okanye umphathi
Kwezentengiso
Umabhalana
Umncendisi
Umlimi
Ijoni
Umhlali-khaya
Umhlala-phantsi
Awungomphangeli
Ungumfundi

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

4. Leliphi elona banga liphezulu olifikeleleyo lemfundo?

Alikho
Ibanga
Idiploma
Imfundo enomsila

<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>

(Faka ibanga opase lona apha)

5. Luluphi ulwimi oluthethwayo ekhayeni lakho?

Isixhosa
Isingesi
Isizulu
Isisuthu
Olunye
Calisa

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

6. Luluphi olunye ulwimi olwaziyo kula alandelayo?

Isixhosa
Isingesi
Isizulu
Isisuthu
Olunye

<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

7. Wamkele malini kwinyanga edlulileyo?

Ngaphantsi kwe-R100
R101 -R200
R201-R300
R301-R600
R601-R1000
R1001-R2000
R2001-R4000
R4001-R6000
Ngaphezulu kwe R6000

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

8. Uhlala ezilalini na noba edolophini?

Lalini
Dolophini

<input checked="" type="checkbox"/>
<input type="checkbox"/>

9. Ziziphi iindawo onomdla kuzo?

	Uyithanda kakhulu	Phakathi	Kancinci
Umdlalo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ezenkolo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ezopolitiko	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Iindaba zelizwe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Umboniso bhanya-bhanya	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Umsebenzi wezandla	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Bunjani' ubuchule bokubhala bakho?

Awukwazi ukubhala	<input type="checkbox"/>
Uyazama ukubhala	<input type="checkbox"/>
Uyakwazi ukubhala	<input checked="" type="checkbox"/>

11. Bunjani ubuchule bokufunda bakho?

Awukwazi ukufunda	<input type="checkbox"/>
Uyazama ukufunda	<input type="checkbox"/>
Uyakwazi ukufunda	<input checked="" type="checkbox"/>

12. Xela iphepha-ndaba obulifundile kwinyanga edlulileyo okanye obe ukhe walityhila, emva koko bonisa ukuba ulithenga kangakanani kwaye ulifunda kangakanani okanye ulityhila kangaphi?

Iphepha-ndaba	Ukufunda / ukutyhila			Ukuthenga		
	Mangapha-nqapha	Kakhulu	Njalo-njalo	Mangapha-nqapha	Kakhulu	Njalo-njalo
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Angaba akhona na amanye amaphepha onomdla okuwafunda angekhoyo kwindawo ohlala kuyo?

Ewe	<input checked="" type="checkbox"/>
Hayi	<input type="checkbox"/>

14. Ukuba impendulo yakho kumbuzo ongentla ngu-ewe, dwelisa emaphepha-ndaba ofuna asasazwe kwindawo yakho angabi ngaphezulu kwesine.

Sowetan
City Press

15. Uthanda kangakanani ukufunda ezi zihloko kwiphepha-ndaba?

Izihloko	Uyithanda kakhulu	Uyithanda ngamanye amaxesha	Phakathi Andithandi kufunda
Iindaba zekhaya	<input checked="" type="checkbox"/>		
Ezopolitiko			<input checked="" type="checkbox"/>
Ezemidlalo	<input checked="" type="checkbox"/>		
Ezaphesheya			<input checked="" type="checkbox"/>
Ezakwantu/ Umsebenzi wezandla	<input checked="" type="checkbox"/>		
Ezemfundo	<input checked="" type="checkbox"/>		

16. Uyihoze kangakanani intengiso kumaphepha-ndaba?

Uyifunda kakhulu intengiso
 Ufunda intengiso enkulu yodwa
 Awuyifundi intengiso

17. Ucinga ntoni ngale nkcazo ilandelayo enxulumene nentengiso kwiphepha-ndaba?

	Awuvumelani kakhulu	Uyavumelana	Uvumelana kakhulu	Awazi
* Inikeza ngolwazi oluxabisekileyo			<input checked="" type="checkbox"/>	
* Inomdla			<input checked="" type="checkbox"/>	
* Ayonwabisi	<input checked="" type="checkbox"/>			
* Ayibhekisi kumaTranskei	<input checked="" type="checkbox"/>			
* Ikhawulezisa ukhetho lwesithengisi	<input checked="" type="checkbox"/>			
* Ivusa umdla			<input checked="" type="checkbox"/>	
* Inobunzima obuninzi	<input checked="" type="checkbox"/>			

18. Sicela usinike ulwazi ngee-magazini ezilandelayo ozifunde kwiinyanga ezintandathu ezidlulileyo.

Igama lemagazini	Ukufunda			Ukuthenga		
	Mangapha- ngapha	Kakhulu	Njalo- njalo	Mangapha- ngapha	Kakhulu	Njalo
Bona Women's Weekly	X			X		
		X			X	

19. Ingaba zikhona iimagazini ofuna ukuzifunda ezingekhoyo endaweni ohlala kuyo?

Ewe
Hayi

20. Ukuba impendulo yakho kumbuzo ongentla ngu Ewe, dwelisa iimagazini ofuna zisasazwe kwindawo yakho zingedluli kwisine.

Deum

21. Uthanda kangakanani ukufunda/ukujonga ezi zihloko kwimagazini?

Izihloko	Uyithanda kakhulu	Uyithanda ngamanye amaxesha	Phakathi Andiyithandi
Iindaba zekhaya	X		
Ezopolitiko			X
Ezemidlalo	X		
Ezaphesheya			X
Ezakwantu/ Umsebenzi wezandla	X		
Ezemfundo	X		

22. Uyihoya kangakanani intengiso kwimagazini?

Uyifunda kakhulu intengiso
Ufunda intengiso enkulu yodwa
Awuyifundi intengiso

23. Ucinga ntoni ngale nkcazo ilandelayo enxulumene nentengiso yemagazini?

	Awuvumelani kakhulu	Uyavumelana	Uvumelana kakhulu	Awazi
* Inikeza ngolwazi oluxabisekileyo		X		
* Inomdla		X		
* Ayonwabisi	X			
* Ayibhekisi kumaTranskei	X			
* Ikhawulezisa ukhetho lwesithengisi		X		
* Ivusa umdla		X		
* Ihobunzima obuninzi	X			

24. Ingaba ukhona umabonakude apho uhlala khona?

Ewe Hayi

25. Uyambukela na umabonakude?

Ewe Hayi

(Ukubo impendulo nguEwe, ghubeka, ukuba akunjalo dlulela kumbuzo 31.)

26. Ngawaphi kula maxesha alandelayo obukela ngawo umabonakude u-TV 1, u-TV 2, no-TV 4, no-Trinity?

	TV 1	TV 2	TV 4	Trinity
Umvulo 6-8 am				
3-5 pm				
5-7		X		
7-9		X		
9 >				
	TV 1	TV 2	TV 4	Trinity
Ulwesibini 6-8 am				
3-5 pm				
5-7		X		
7-9		X		
9 >				

		TV 1	TV 2	TV 4	Trinity
Ulwesithathu	6-8 am				
	3-5 pm				
	5-7		X		
	7-9		X		
	9 >				

		TV 1	TV 2	TV 4	Trinity
Ulwesine	6-8 am				
	3-5 pm				
	5-7		X		
	7-9		X		
	9 >				

		TV 1	TV 2	TV 4	Trinity
Ulwesihlanu	6-8 am				
	3-5 pm				
	5-7		X		
	7-9		X		
	9 >				

		TV 1	TV 2	TV 4	Trinity
Umgqibelo	6-8 am				
	3-5 pm				
	5-7		X		
	7-9		X		
	9 >				

		TV 1	TV 2	TV 4	Trinity
Icawe	6-8 am				
	3-5 pm				
	5-7		X		
	7-9		X		
	9 >				

27. Uthanda kangakanani ukubukela umabonakude kwezizihloko zilandelayo?

	Uyithanda kakhulu	Uyithanda ngamanye amaxesha	Phakathi Andithandi
Iindaba zekhaya	X		
Ezopolitiko			X
Ezemidlalo	X		
Iindaba zaphesheya			X
Ezakwantu /Umsebenzi wezandla	X		
Ezemfundo	X		
Ezomculo	X		
Ezolonwabo	X		
Umboniso bhanya-bhanya	X		

28. Uyihoya kangakanani intengiso kumabonakude?

Ubukela intengiso eninzi	X
Ubukela intengiso eninzi, kodwa awumameli	
Umamela eninzi, kodwa awubukeli	
Ubukela intengiso enxulumene nawe	
Uyazama ukungayibukeli okanye ukuyimamela intengiso	
Uzama ukungayibukeli intengiso kumabonakude	

29. Ucinga ntoni ngale nkcazo ilandelayo inxulumene nentengiso kumabonakude?

	Awuvumelani kakhulu	Uyavumelana	Uvumelana kakhulu	Awazi
* Inikeza ngolwazi oluxabisekileyo		X		
* Inomdla		X		
* Ayonwabisi	X			
* Ayibhekisi kumaTranskei	X			
* Ikhawulezisa ukhetho lwesithengisi		X		
* Ivusa umdla		X		
* Inobunzima obuninzi	X			
* Yinkqubela phambili			X	
* Iyatyhafisa	X			
* Iyangxola	X			

30. Ucinga ntoni ngenani lentengiso kumabonakude?

	Lincinci kakhulu	Yonele	Lininzi kakhulu	Awazi
TV 1				X
TV 2		X		
TV 4				X
Trinity				X

31. Ngaba ukhona na umabonakude ekhayeni apho uhlala?

Ewe
Hayi

32. Uyamphulaphula unomathotholo? Ewe Hayi

(Ukuba impendulo ngu-ewe, qhubeka, ukuba akunjalo imibuzo igqityiwe).

33. Ngawaphi kulamaxesha alandelayo ophulaphula ngawo ezi zikhululo zilandelayo?

	Umvulo			
	Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
Radio South Africa				
Allegro				
Radio Suid-Afrika				
Radio Orion				
Radio Algoa				
Radio Xhosa				
Radio Transkei	X		X	X
Radio Ciskei				
Capital Radio				
Radio Pulpit	X			
Radio 5				

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Ulwesibini			
Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
X		X	X
X			

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Ulwesithathu			
Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
X		X	X
X			

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Ulwesine			
Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
X		X	X
X			

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Ulwesihlanu			
Kusasa	Emwa kwemini	Emwa kwanadina	Ebusuku
X		X	X
Y			

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Umgqibelo			
Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
X	X	X	X
X			

Radio South Africa
 Allegro
 Radio Suid-Afrika
 Radio Orion
 Radio Algoa
 Radio Xhosa
 Radio Transkei
 Radio Ciskei
 Capital Radio
 Radio Pulpit
 Radio 5

Icawe			
Kusasa	Emwa kwemini	Emwa kwamadina	Ebusuku
X	X	X	X

34. Uthanda kangakanani ukuphulaphula unomathotholo kwezizihloko zilandelayo?

	Uyithanda kakhulu	Uyithanda ngamanye amaxesha	Phakathi Andithandi
Uindaba zekhaya	X		
Ezopolitiko			X
Ezemidlalo	X		
Uindaba zaphesheya			X
Ezakwantu/Umsebenzi wezandla	X		
Ezemfundo	X		
Ezolonwabo	X		
Ezomculo	X		
Amabali	X		

35. Uyihoye kangakanani intengiso kunomathotholo?

Uphulaphula intengiso eninzi kunomathotholo	X
Uphulaphula intengiso ethile	
Awuyiphulaphuli intengiso kunomathotholo	

36. Ucinga ntoni ngale nkcazo elandelayo enxulumene nentengiso kunomathotholo?

	Awuvumelani kakhulu	Uyavumelana	Uvumelana kakhulu	Awazi
* Inikeza ngolwazi oluxabisekileyo		X		
* Inomdla		X		
* Ayonwabisi	X			
* Ayibhekisi kumaTranskei	X			
* Ikhawulezisa ukhetho lwesithengisi		X		
* Ivusa umdla		X		
* Inobunzima obuninzi	X		X	
* Yinkqubela phambili				
* Iyatyhafisa	X			
* Iyangxola	X			
