Using the All Media and Products Survey (AMPS) data

Introduction

The All Media and Products Survey (AMPS) is conducted by the South African Advertising Research Foundation (SAARF) to collect data on media usage of South Africans, as well as their ownership or usage of certain products and services.

The original AMPS data acquired by DataFirst from SAARF was in column-binary (multipunch) format that was converted to various formats (SAS, Stata and SPSS) via a SAS program. A description of the original data format can be found in the document "amps-2011-description-format-example.pdf", downloadable with each of the AMPS datasets.

Data files

AMPS data files available from DataFirst contain data from separate sections of the AMPS questionnaire. These files are:

amps-yyyy-attitudes-v1.1
amps-yyyy-cellphone-internet-v1.1
amps-yyyy-clothing-shoes-v1.1
amps-yyyy-cosmetics-v1.1
amps-yyyy-demographics-v1.1
amps-yyyy-durables-v1.1
amps-yyyy-electronic-media-v1.1
amps-yyyy-financial-services-v1.1
amps-yyyy-food-groceries-v1.1
amps-yyyy-furniture-appliances-v1.1
amps-yyyy-household-v1.1
amps-yyyy-lifestage-v1.1
amps-yyyy-lsm-saarf-segmentations-v1.1
amps-yyyy-motor-vehicle-v1.1
amps-yyyy-newspaper-magazine-readership-v1.1
amps-yyyy-out-of-home-advertising-v1.1
amps-yyyy-personal-v1.1
amps-yyyy-products-grouped-v1.1
amps-yyyy-products-v1.1
amps-yyyy-sports-entertainment-leisure-v1.1
amps-yyyy-travel-v1.1

where *yyyy* is the survey year and *v1.1* is the data file version. In file versioning, we take the original data file deposited with DataFirst as version 1 (v1). Version 1.1 (v1.1) is the data converted by DataFirst to statistical analysis software for research usage. Subsequent revisions of the data files will be indicated by new version numbers. Changes to the data are documented in the metadata accessible on DataFirst's data portal.

Variable names

Variable names are constructed as follows:

ca#co# for card*number*coulmn*number*

OR

ca#co#_# for card*number*coulmn*number_punchcode*

Example 1: Home language with code 9175 in the questionnaire (see also *amps-yyyy-demographics-v1.1* data file)

Final variable name is: ca91co75
- "ca91" – card91
- "co75" – column 75

Example 2: Bulk shopping with code 5322 in the questionnaire (see *amps-yyyy-food-and-groceries-v1.1* data file)
Variable names are: ca53co22_1, ca53co22_2, ca53co22_3, ca53co22_4, ca53co22_5, ca53co22_6, ca53co22_7, ca53co22_8, ca53co22_9.

Similarly, as mentioned in the document "amps-2011-description-format-example.pdf", a respondent could do their bulk shopping at more than one of these shops. All variables with naming convention ca#co#_# are in binary format with a 1 if the option was selected, 0 otherwise.

Merging

The separate data files for each of the AMPS datasets can be merged together using *"qn"* as the unique identifier

Weighting

AMPS datasets have the following weight variables:

"pwgt" – Adult Population Weights.
"hhwgt" – Household Weights (not to be used with personal demographics).
"hhdwgt" – Household Decision Maker Weights - to be used with personal demographics. These must be used for personal analyses on household items – only on a filtered of male heads of household and female housewives.
"hhpwgt" – Purchaser Weights – These must be used for the household products only on a filtered base of those wholly or partly responsible for household purchases.

Should you require any further clarification or information on the AMPS datasets, please contact us at
support@data1st.org