

1967 BANTU
MARKET
DATA
bmd

ISSUED BY THE **WORLD**

INTRODUCTION

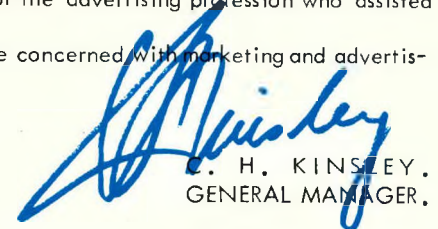
While the economic development of the Bantu in the post war era has been phenomenal, it is only comparatively recently that commerce and industry has become acutely conscious of the Bantus' mounting wealth and his emergence as a sophisticated consumer.

It was on this tidal wave of expansion that the World was launched as a daily newspaper in 1962 and so acknowledged the stature of the Transvaal urban Bantu as a consumer force. It was the first publication of its kind which was specifically designed to serve what was a submerged and relatively unknown market. It remains alone in its field as an effective and successful means of reaching a complex and discriminating urban community. It soon became apparant that a powerful means of communication with the Bantu was in itself not sufficient. The appearance of the World as a daily had excited interest in a market of which little was known. Our duty as pioneers was clear and it has been in an attempt to bridge this gap in marketing knowledge that we have issued this booklet.

It contains information compiled from various surveys conducted among the Bantu in South Africa, Municipal Statistics and a readership survey by ourselves under the direction of D.J. Hume Schönfeldt during this year.

On behalf of the World Printing and Publishing Co., we would like to thank the Johannesburg Non-European Affairs Department and those members of the advertising profession who assisted us in our task.

We trust that this booklet will be of value to all those concerned with marketing and advertising in South Africa.



C. H. KINSLEY,
GENERAL MANAGER.

In producing this Bantu Market Data booklet we have concentrated on the Transvaal urban market and in particular SOWETO. This market is at present the most viable and acts as a trend setter to the Bantu of South Africa.

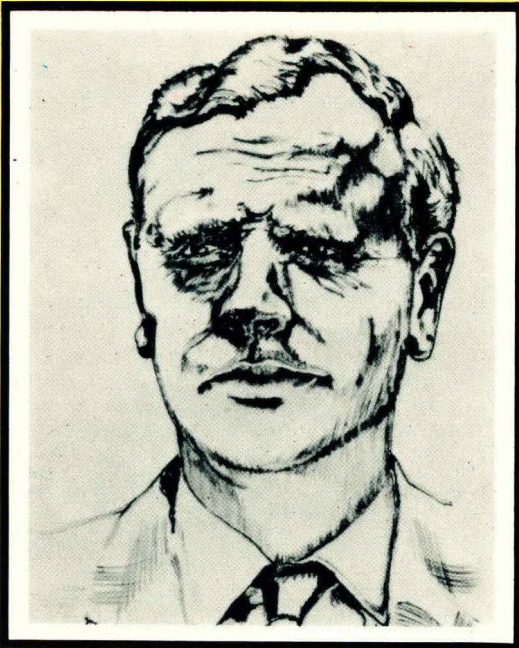
As can be seen by some of the facts in this booklet, SOWETO, is one of the largest towns in the country. It is here where the most sophisticated urban Bantu live and it is in this area that the World dominates.

In preparing this booklet we would like to express our thanks to Mr W. Langschmidt, the Managing Director of Market Research Africa, for his valuable advice and suggestions on the presentation of the results. We would also like to express our thanks to IBM, who assisted with the setting of this booklet on an IBM electric typewriter and the analysis of the results on the IBM 1440.

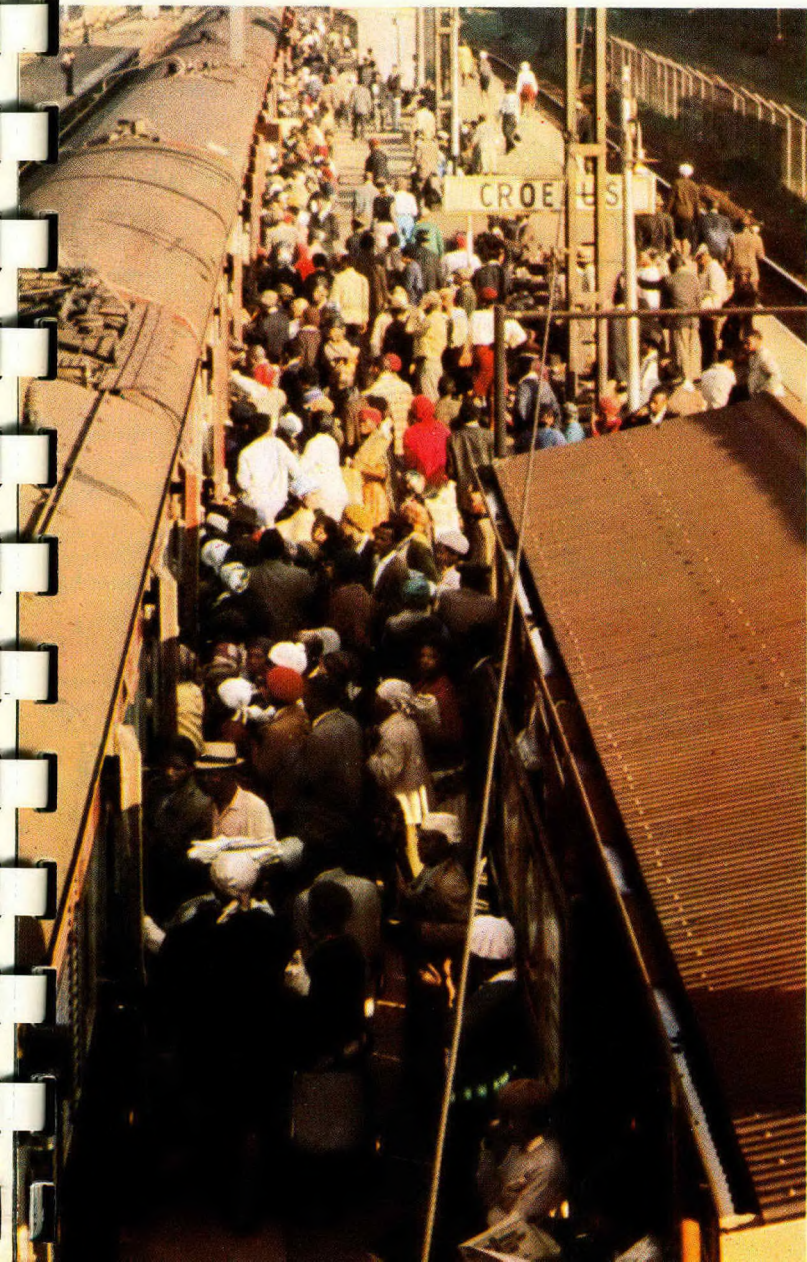
If you require further details or explanations please contact us.



A. S. TILEY,
GROUP ADVERTISEMENT MANAGER.



SOWETO AND ITS PEOPLE



JOHANNESBURG, the largest city in the Republic of South Africa has also the largest Bantu urban population.

Johannesburg is 94 square miles in area and SOWETO, the home of the Johannesburg Bantu, is 26 square miles in area.

SOWETO, as it was known from April 1963, is an abbreviation of South Western Bantu Townships and is the home of over half a million Bantu who are at present accredited with a purchasing power of R50,000,000 per annum.

Since World War II Bantu have converged on the cities to undertake the tasks created by the expansion of commerce and industry. This period was marked by the emergence of squatter camps and shanty towns.

The year 1954 is known as the period of Bantu housing break-through and the disappearance of shanty towns.

Today the urban Bantu enjoy comfort, health and a happy family life. In SOWETO they have been provided with well-built houses and hostels with running water, electricity, sanitation, roads, clinics, schools, churches, creches, recreation centres and shops.

The nominal rentals for housing in SOWETO include Water, Electricity, Sanitary and Refuse Services, Street Lighting, Medical Aid, School fees, etc.

The residents of SOWETO are considered the most sophisticated and socially advanced Bantu in the Republic - an achievement of which the Johannesburg City Council may well be proud.

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SOWETO

SOWETO is the third largest town in the Republic of South Africa. It is composed of 21 townships and has the dimensions and population of any widespread city. The individual townships (similar to suburbs) have picturesque and typically euphonious Bantu names which are:

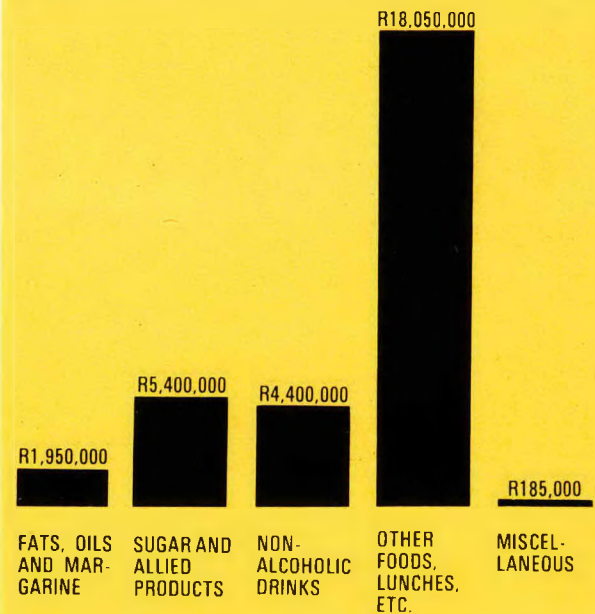
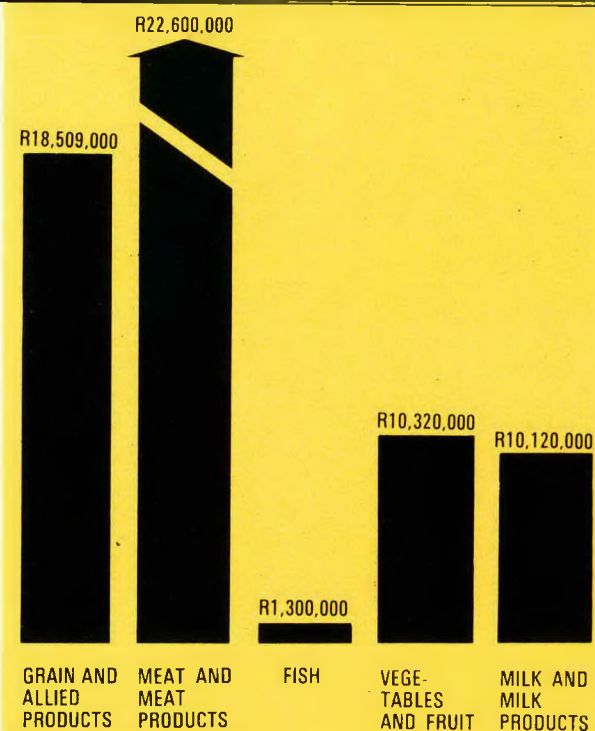
Central Western Jabavu
Chiawelo
Chlamini
Dube
Emdeni
Jabavu
Jabulani
Mapetla
Mafolo
Molapo
Moletsane
Moroka
Naledi
Orlando
Orlando East
Phiri
Pimville
Senaoane
Tladi
Zola
Zondi

N.B.
Diepkloof and Meadowlands fall under the jurisdiction of the Bantu Resettlement Board.



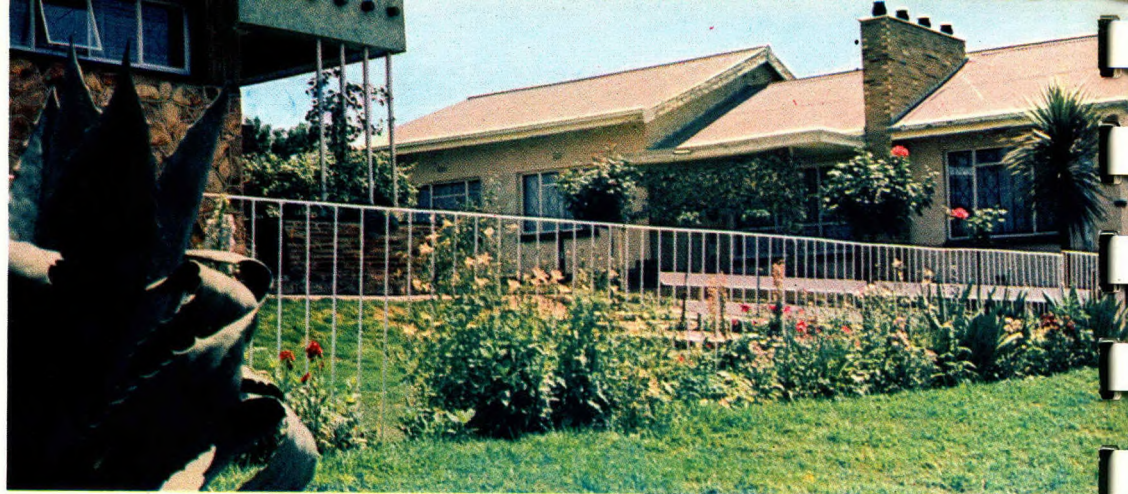
BREAKDOWN OF THE R221,000,000 TRANSVAAL URBAN BANTU

PURCHASING POWER



HOUSING

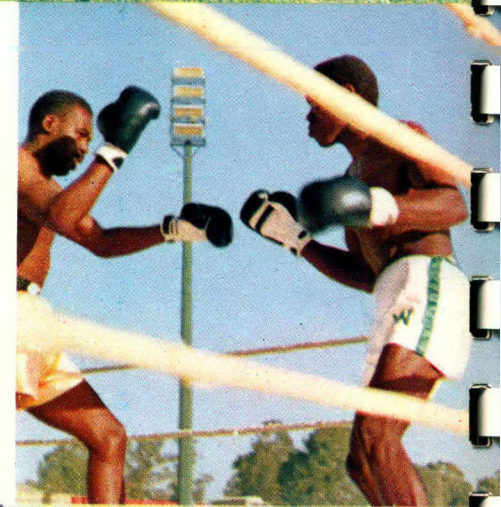
The first Urban Bantu Township in Johannesburg was established in 1906, now known as Pimville. Western native Townships started in 1920. Good brick, 2 to 5 roomed houses were built. The movement of Bantu from appalling slum conditions proved these townships inadequate, and the new Orlando Township was planned in 1930. In 1956, Sir Ernest Oppenheimer visited Moroka, a shanty town development he was so appalled at what he saw that he arranged with the mining industry for a loan of R6 million. This was the incentive needed and with the proceeds of this loan 14,000 homes were built. Since then SOWETO was developed to embrace a total of 20 townships, which by June 1964 provided accommodation for 351,329 residents in 60,275 well built and comfortable houses. In addition, the Council has financed from its own resources a ten year plan for the installation of electricity in all the houses in SOWETO.



RECREATION FACILITIES

The recreational facilities in SOWETO are indeed very good. There are 76 sports fields, 3 sports stadia, 58 basketball courts, 31 tennis courts, a magnificent swimming bath, 35 childrens' playgrounds (24 with small halls are used as clubs) and a golf course.

There is no house in SOWETO further than half a mile from at least one childrens' playground, football field or basketball court.



EDUCATION

Education in any society is the measure of its advance. In SOWETO the Department of Bantu Education caters for the schooling of children up to matriculation. School attendance is not compulsory but the demand of the people for education appears to be insatiable. About 70% of the children in SOWETO are of school going age and of these 76,000 attend school. The numbers are growing rapidly and more schools will undoubtedly be built in the future. Of the 120 schools at present in use in SOWETO five cater for Standard Seven to Matriculation. The City Council provides for lower primary schools of which 72 have already been built and are in full use. It is the endeavour of the Johannesburg Council to build one lower primary school for every 800 houses. An amount of 18c is included in the monthly rental as a direct contribution to the capital cost of the building of such schools.





TRANSPORT

RAILWAY TRANSPORTATION.

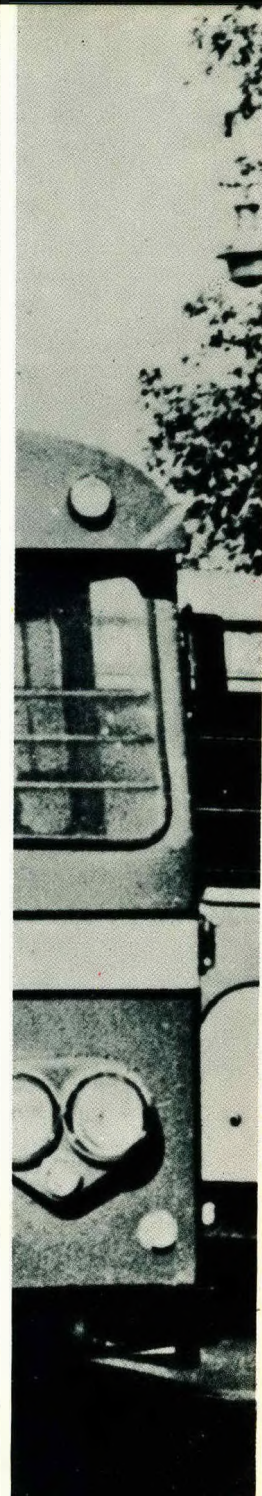
Two railway lines provide transport for nearly 154,000 daily commuters. Monthly tickets cost between R1.72 and R2.50. During peak periods trains run every 4 minutes.

ROADS.

Since the establishment of the Bantu Transport Services Fund in 1953 some 600 miles of major roads have been built in SOWETO. In order to provide for the safety of the inhabitants, street lighting on bus routes and every second street has been provided.

BUS SERVICES.

Internal feeder bus services operate within SOWETO and between SOWETO and Baragwanath Hospital (the Bantu hospital on the southern fringe of SOWETO).



OCCUPATIONS



2% Executive

15% White Collar

2% Blue Collar

20% Semi-skilled

21% Labourer

5% Not stated

35% Unemployed

(the above figure includes housewives, pensioners and students.)

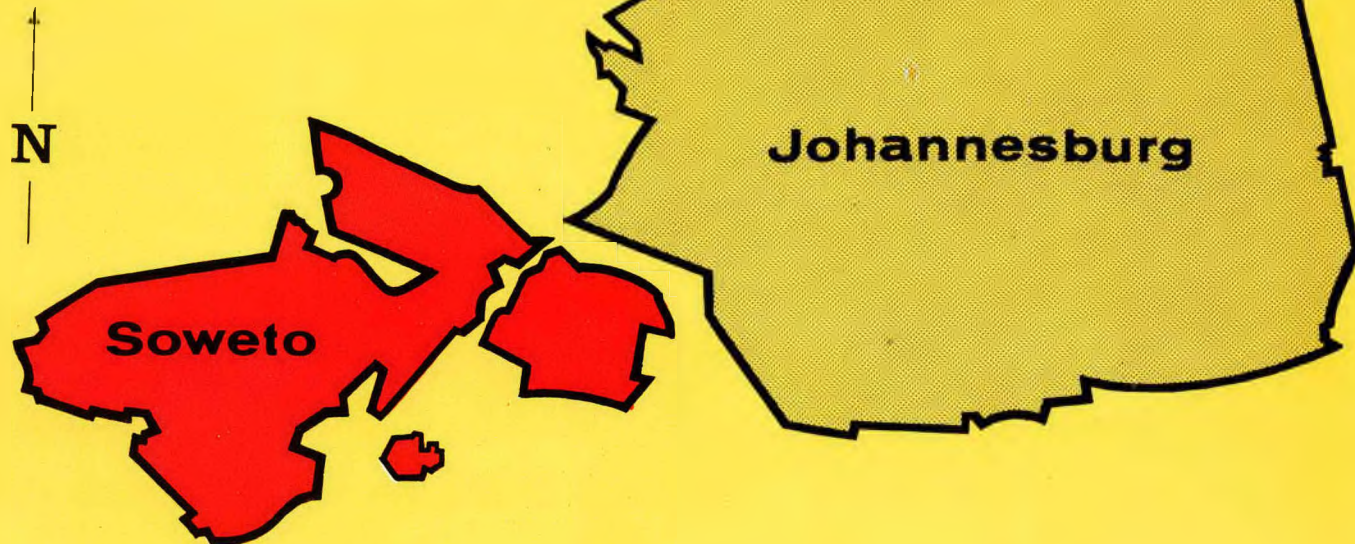
EXECUTIVES: Professional people i.e. doctors, teachers, traders, etc.

WHITE COLLAR: Clerks, storemen, policemen, waiters, shop assistants, etc.

BLUE COLLAR: Electricians, fitters, carpenters, artisans, etc.

SEMI-SKILLED: Petrol attendants, drivers, machine operator messengers, watchmen, dressmakers, etc.

LABOURERS: Under the classification of labourers the following types of occupations have been included:- domestic servants, gardeners, packers and cleaners.



BANTU LIVING IN CITY AREA.

Living in houses at Eastern Native Townships....	3,260
Municipal hostels.....	12,400
Municipal compounds....	8,863
Flats, offices, hostels, boarding houses, schools, hospitals, commercial buildings, etc.....	33,702
Domestic servants in private homes.....	60,300
	<u>118,525</u>

Bantu in Council controlled areas in SOWETO:

Living in houses	363,087
Living in hostels	14,162
	<u>377,249</u>
Bantu in Bantu Resettlement Board areas:	
Living in houses	116,212
Living in hostels	2,649
	<u>118,861</u>

Bantu housed in Mines: 21,973

Bantu living in Peri-urban areas:

Alexandra	52,000
North of Johannesburg	14,000
South of Johannesburg	11,200
	<u>77,200</u>

TOTAL 713,808



TRADERS IN SOWETO

In the survey section of this booklet there is a guide to where the Bantu do their shopping.

SOWETO is serviced by 1,480 various types of shops. Many of the traders are very progressive and keep themselves well informed on the latest merchandising techniques.

SUMMARY OF TRADING FACILITIES AVAILABLE IN SOWETO.

TYPE OF TRADER	SHOPS
Butcher	247
Funeral Parlour	18
General Dealer	429
Green Grocer	204
Coal Dealer	----
Cobbler	23
Dry Cleaners & Tailors	63
Fish & Chips, Fish Monger	80
Herbalist	47
Dairy	60
Motor Mechanics & Garages	20
Eating Houses, Restaurants	103
Offal Dealers	----
Goat Sellers	35
OTHERS - Hairdressers	35
Bicycle Repairs	6
Drapers	26
Miscellaneous	119

TOTAL 1,480

If you require any further details or would like to know the names and addresses of these traders, please contact:

ALAN S. TILEY
World Printing & Publishing Co.,
P.O. Box 6663,
JOHANNESBURG.

INTRODUCTION TO READERSHIP SURVEY

OBJECTIVES OF SURVEY.

The objectives of the survey were as follows:-

1. To determine readership of selected magazines and newspapers among urban Bantu in the Johannesburg Complex.
2. Opinion of selected magazines and newspapers.
3. Ownership of certain appliances.
4. Purchasing habits.

SAMPLE AND COVERAGE.

The survey covered the Adult Bantu Population of Soweto and Alexandra Township.

An area stratified random sample of households were drawn. The informant interviewed within the household was selected by means of the Politz Grid. The sampling procedure is thus comparable to the 1962 National Readership Survey procedure. The sample realised was 600 which 326 interviews were conducted with men and with women 274.

In the analysis the sample was mathematically weighted by computer. The weighting was done against the 1960 Census and latest Municipal Native Affairs Department figures. The factors considered in weighting were:-

1. Size of population in each township.
2. Male/female proportions.
3. Age proportions.
4. Day of interview. In this respect it should be noted that an equal number of reading days Monday through Sunday was allowed for daily newspapers.

Details of the sample is appended.

INTERVIEWING.

50% of the interviewing was conducted by senior Bantu employees of the World and 50% was done by specially employed interviews. A cross tabulation was worked out from both groups to ensure there was no bias.

Interviewers were fully briefed and trained and worked under the supervision of four World circulation inspectors who were also responsible for back checking.

In total 10 interviewers worked on the survey of whom the questionnaires of 2 had to be totally discarded. The 82 discarded interviews were redone by other members of the interviewing team

The percentage checkback on interviewing was 60%. About 97% of interviews was conducted at the informants home. Substitution took place in 5% of cases, after 6 call backs.

QUESTIONNAIRE.

A copy of the questionnaire is given at the back of the report.

TIMING.

Interviewing took place from the 15th August to 31st October, 1966.

During this period two major events happened that could have affected readership.

- a. The Croesus train disaster.
- b. The assassination of the late Dr H.F. Verwoerd.



MARGIN OF ERROR.

All surveys are subject to a statistical margin of error.

The following table applies to this survey. (This is margin of error at the 2 sigma levels).

Number of Interviews in Sample	PERCENTAGE REPLY									
	95 or 5%	90 or 10%	85 or 15%	80 or 20%	75 or 25%	70 or 30%	65 or 35%	60 or 40%	55 or 45%	50 or 50%
100	4.4	6.0	7.2	8.0	8.6	9.2	9.6	9.8	10.0	10.0
150	3.6	4.8	5.8	6.6	7.0	7.4	7.8	8.0	8.2	8.2
200	3.0	4.2	5.0	5.6	6.2	6.4	6.8	7.0	7.0	7.0
300	2.6	3.4	4.2	4.6	5.0	5.2	5.4	5.6	5.8	5.8
400	2.2	3.0	3.6	4.0	4.4	4.6	4.8	4.8	5.0	5.0
500	2.0	2.6	3.2	3.6	3.8	4.0	4.2	4.4	4.4	4.4

The above should be taken into consideration when interpreting the survey results.

ANALYSIS.

Coding, editing and analysis was done by Mr C.A. Oosthuizen of Mechanised Marketing (Pty) Ltd.

Analysis was done on a 1440 IBM computer.

GENERAL.

"It will also be appreciated that the survey was restricted to a certain area and that it related to a number of different types of publications. For example it is only to be expected that daily newspapers which are distributed mainly for the benefit of the White population will not compare as favourably as advertising media in Soweto and Alexandra as newspapers which are produced mainly with the object of achieving circulation among the Bantu population. Again certain of the publications covered are magazines and not newspapers and will thus be in a different position in regard to a number of aspects of the survey. The survey was conducted purely with a view to assisting advertisers to decide which of the publications covered by the survey is likely to be the best advertising medium in the area covered by it.

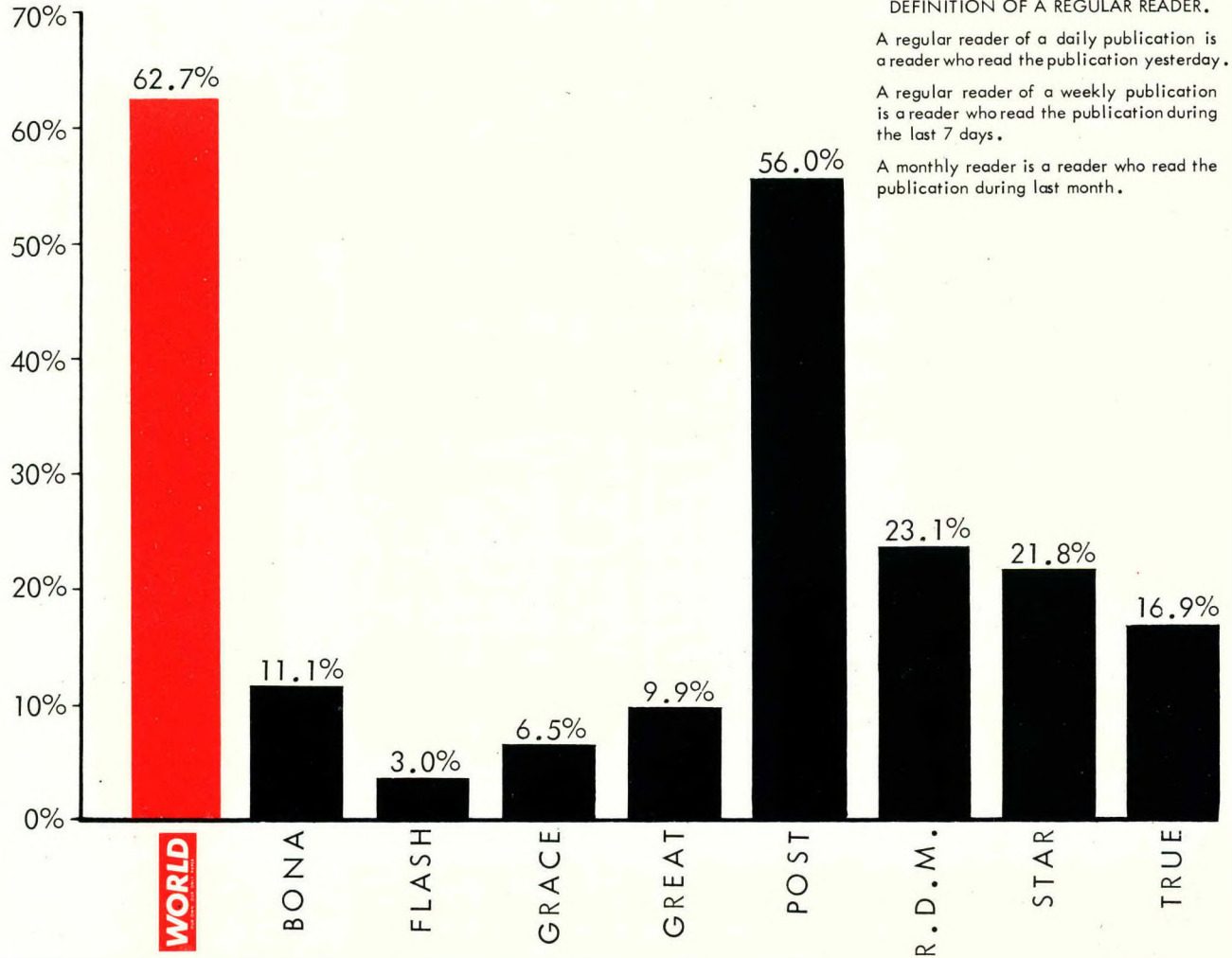
D. J. Schöpl

READERSHIP OF PUBLICATIONS

REGULAR READERS - AS A PERCENTAGE OF TOTAL POPULATION.*

80%

* Population is only in the survey areas of Soweto Alexandra and Johannesburg.



READERSHIP OF PUBLICATIONS

EXPRESSED AS A PERCENTAGE OF INFORMANTS IN SURVEY AREA.

PUBLICATIONS	TOTAL	AGE				SEX		INCOME		
		16 - 24	25 - 34	35 - 49	50+	MALE	FE MALE	NONE	R1 - R10	R11+
B A S E	2051	495	616	690	250	1120	930	761	716	573
	%	%	%	%	%	%	%	%	%	%
WORLD <small>OUR OWN, OUR ONLY PAPER</small>	62.7	68	63	63	52	70	54	50	59	84
BONA	11.1	15	9	12	7	10	12	15	8	11
FLASH	3.0	8	3	1	+	3	3	1	6	2
GRACE	9.9	14	12	5	12	10	10	16	7	6
GREAT	6.5	16	6	2	3	9	4	7	6	7
POST	56.0	62	69	49	30	61	50	49	48	75
R.D.M.	23.1	24	29	19	17	38	5	9	14	52
STAR	21.8	18	25	21	22	28	15	14	14	42
TRUE	16.9	24	25	9	5	18	16	13	23	14


+ Number of informants too small to permit breakdown.

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READERSHIP OF PUBLICATIONS

EXPRESSED AS THOUSANDS OF READERS IN SURVEY AREA.

PUBLICATIONS	TOTAL	AGE				SEX		INCOME		
		16 - 24	25 - 34	35 - 49	50 +	MALE	FEMALE	NONE	R1 - R10	R11+
BASE	2051	495	616	690	250	1120	930	761	716	573
	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000
	265	69	79	89	27	161	103	78	87	99
BONA	47	15	11	16	4	23	23	23	11	12
FLASH	13	7	4	+	+	7	5	2	8	2
GRACE	42	14	15	6	6	22	19	24	10	7
GREAT	27	16	7	3	1	20	7	10	9	8
POST	236	63	87	70	16	140	96	77	71	88
R.D.M.	98	24	37	27	9	87	10	14	21	62
STAR	92	18	32	30	12	64	28	21	21	50
TRUE	71	24	32	13	2	40	31	21	34	16

+ Number of informants too small to permit breakdown.

DUPLICATION OF READERSHIP


REGULAR READERS OF	WHO ALSO REGULARLY READ								
	WORLD	BONA	FLASH	GRACE	GREAT	POST	RDM	STAR	TRUE
	%	%	%	%	%	%	%	%	%
WORLD <small>OUR OWN, OUR ONLY PAPER</small>	100.0	11.5	3.3	10.4	7.7	69.0	33.6	32.1	15.3
BONA	65.2	100.0	16.3	30.0	24.2	71.8	27.8	19.4	37.0
FLASH	67.7	59.7	100.0	77.4	51.6	88.7	51.6	51.6	69.5
GRACE	66.0	33.5	23.7	100.0	43.4	86.2	53.2	39.4	27.6
GREAT	73.9	41.0	23.9	65.7	100.0	90.3	67.9	47.8	32.1
POST	77.4	14.2	4.8	15.2	10.5	100.0	33.6	31.7	23.6
R.D.M.	91.3	13.3	6.8	22.8	19.2	81.6	100.0	61.7	13.7
STAR	92.4	9.8	7.2	17.9	14.3	81.2	65.3	100.0	16.1
TRUE	56.9	24.3	11.6	16.2	12.4	78.3	18.8	20.8	100.0

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PROFILE OF



READERS

BASE:	TOTAL SAMPLE 2051		 READERS 1286	
	100	2051	62.7	247.7
	%	000's	%	000's
AGE GROUP				
16 - 24	24.1	102	26.3	70
25 - 34	30.0	127	30.0	79
35 - 49	33.7	142	33.5	89
50 +	12.2	52	10.2	27
SEX				
MALE	54.6	231	60.9	161
FEMALE	45.4	192	39.1	104
INCOME PER WEEK				
NONE	37.1	157	29.8	79
R1 - R10	34.9	147	32.8	87
R11 +	28.0	118	37.4	99
LITERACY				
LITERATE	84.0	355	94.3	250
ILLITERATE	16.0	68	5.7	15

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COST PER THOUSAND IN SURVEY AREA

	WORLD	BONA	FLASH	GRACE	GREAT	POST	R.D.M.	STAR	TRUE
	'000	'000	'000	'000	'000	'000	'000	'000	'000
Estimated readership '000's in Soweto only	265	47	13	42	27	236	98	92	71
Column inch rate (Rands)	3.50	5.42	5.00	3.34	2.00	3.50	3.40	4.75	5.00
Number of persons per copy	5.9	READERS PER COPY CAN BE CALCULATED IF CIRCULATION OF THESE PUBLICATIONS IS KNOWN IN SURVEY AREA.							

		cents	cents	cents	cents	cents	cents	cents	cents	cents
All readers cost per thousand (cents)		1.32	11.56	39.48	7.99	7.29	1.48	3.49	5.16	7.01
Age Group	16/24	5.30	35.42	64.10	24.20	12.58	5.52	13.99	26.24	20.58
	25/34	4.22	47.96	128.21	22.12	27.78	4.00	9.19	14.84	15.67
	35/49	4.02	32.85	625.00	49.11	64.52	5.02	12.50	17.46	40.00
	50 +	12.50	146.49	250.00	53.87	142.86	22.43	21.79	53.37	20.00
SEX	MALE	2.12	23.06	70.42	14.91	9.85	2.50	3.91	7.43	12.41
	FEMALE	3.53	23.16	90.91	17.22	27.40	3.64	34.00	16.73	16.08
Income Group	NONE	4.43	23.57	263.16	13.74	18.87	4.52	23.28	21.99	24.04
	R1 - R10	4.02	48.39	56.82	31.81	22.99	4.95	16.04	22.84	14.62
	R11 +	3.75	43.36	250.00	47.71	24.10	3.97	5.52	7.71	30.68

N.B. Where single column inch rate is not quoted equivalent proportional rates have been calculated

CINEMA ATTENDANCE.	
BASE:	TOTAL
All informants	2051
	%
Visited Cinema in last month	17
Visited Cinema in last week	8
Have not visited a Cinema in last month	83

CLAIMED OWNERSHIP OF CERTAIN APPLIANCES	TOTAL SAMPLE	WORLD READERS
BASE:	2051	
	%	%
IRON	98.2	97
STOVE	83	99
SEWING MACHINE	41	42
RADIO	15	15
RECORD PLAYER	10	10
ELECTRIC KETTLE	2	3
MOTOR VEHICLE	9	12
REFRIGERATORS	6	9

IMAGE OF PUBLICATIONS

STATEMENTS	WORLD <small>OUR OWN, OUR ONLY PAPER</small>		POST	R.D.M.	STAR	TRUE
	WORLD Readers	ALL INFORMANTS				
	%	%	%	%		
CATERS BEST FOR FEMALES	21	19	20	4	2	2
MOST MODERN	24	21	18	8	13	3
MOST INTERESTING ADVERTISING	29	25	8	6	18	1
MOST ENTERTAINING	35	27	22	2	5	12
MOST UP-TO-DATE NEWS	49	43	12	9	13	1
BEST SPORTS COVERAGE	64	51	16	3	+	+
HAS TYPICAL AFRICAN SPIRIT	78	62	9	+	+	2
BEST FOR AFRICANS	84	69	3	1	+	2
FOR ME	59	46	10	1	+	+
PUBLISHED BY EUROPEANS	1	1	3	17	37	+
PUBLISHED BY AFRICANS	58	49	8	+	+	4
BEST VALUE FOR MONEY	36	30	10	4	2	+

+ Number of informants too small to permit breakdown.

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PURCHASING HABITS OF THE BANTU

USUAL PLACE OF PURCHASE OF CERTAIN CONSUMER PRODUCTS CLAIMED.

BASE: ALL THOSE WHO BUY THE FOLLOWING ITEMS.	TOTAL	Township Trader	City Trader	City Store	City Bazaar	Super- market Self Service
	%	%	%	%	%	%
Groceries	100	58	3	5	24	9
Clothing	100	2	- 26	68	4	+
Liquor (Incl.BantuBeer)	100	87	2	11	+	+
Hardware	100	12	36	29	21	2
Furniture	100	2	28	68	2	+
Medicines	100	61	14	21	4	+
Cosmetics	100	56	14	22	8	+

CLAIMED PURCHASING PATTERNS.

BASE: ALL WHO BOUGHT	HOW ITEMS PAID FOR - LAST PURCHASE OF ITEM.				
	TOTAL	Cash	Account	Hire Purchase	Not stated
ITEMS PURCHASED	%	%	%	%	%
Groceries	100	97	3	+	+
Clothing	100	75	24	+	1
Liquor	100	96	4	+	+
Hardware	100	92	6	*	2
Furniture	100	2	10	87	1
Medicines	100	99	1	+	+
Cosmetics	100	99	*	+	1

* Less than 0.5%

+ Number of informants too small to permit breakdown.

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Questionnaire No. _____

READERSHIP SURVEY.

I am assisting in a readership survey and you have been chosen as a representative member of the public and we will greatly appreciate hearing your views.

POLITZ GRID TEST.

ADULT HOUSEHOLD MEMBERS (Over 16 years)	LAST DIGIT OF QUESTIONNAIRE NUMBER									
No.	1	2	3	4	5	6	7	8	9	0
Oldest	1	1	1	1	1	1	1	1	1	1
2nd oldest	2	2	1	1	2	1	1	2	1	2
3rd oldest	1	2	3	2	1	2	3	1	3	3
4th oldest	3	1	2	4	1	4	3	2	1	2
5th oldest	4	2	3	1	5	5	3	1	4	2
6th oldest	2	5	4	6	6	3	1	4	2	6
7th oldest	6	7	5	4	2	1	7	3	2	5
8th oldest	7	1	4	6	5	3	2	8	1	7
9th oldest	4	8	5	9	7	1	2	3	6	9
10th oldest	8	10	1	6	7	5	3	9	4	2
11th oldest	10	3	9	7	6	4	2	8	11	1
12th oldest	11	7	12	5	10	2	6	1	9	3

1a. Name of Respondent: _____
 Address: _____

1b. Do you rent your home? YES NO
 4-Y -X

1c. Have you bought your home? YES NO
 4-0 -1

2. Number in family _____ 5

3a. Number in household _____ 6

3b. How many people in your household earn wages? _____ 7-

4. Standard of education of respondents _____ 8-

5. Conduct literacy test. YES NO
 8-6 - -7

6a. Do you work? YES NO
 8-8 - -9

6b. Where do you work? _____ 9-

6c. What do you do there? _____

6d. What time do you usually leave home in the morning? _____ 10-

6e. What time do you usually get home after work in the evening? _____ 11-

7. Age Group: 16-24 25-34 35-49 50 and over
 12-Y -X -0 -1

B. Economic Group (earnings per week) or respondents only:
 Nothing R1-R5 R6-R10 R11-R19 R20-R29 R30-R39 R40 and over
 12-2 -3 -4 -5 -6 -7

9. Male 12-8 Female 12-9

10. Home language: _____ 13-

11. Mark language in which questionnaire was conducted:
 ENGLISH -Y ZITHO -1
 XHOSA -X ZULU -2
 SHANGAAN -0 TSWANA -3
 OTHERS -4

12. Have you ever read or looked through any of these newspapers and/or magazines? (Show all cards) (Put aside those that have NOT been read.)

	YES	NO
BONA	14-Y	-4
FLASH	-X	-5
GRACE	-0	-6
GREAT	-1	-7
POST	-2	-8
RAND DAILY MAIL	-3	-9
STAR	15-Y	-1
TRUE	-X	-2
WORLD	-0	-3

13a. Have you read or looked through any of these publications during..... (Only show cards of publications that respondent has read.)

	LAST MONTH	LAST WEEK	YESTERDAY
	17-Y	18-Y	19-Y
BONA	-X	-X	-X
FLASH	-0	-0	-0
GRACE	-1	-1	-1
GREAT	-2	-2	-2
POST	-3	-3	-3
RAND DAILY MAIL	-4	-4	-4
STAR	-5	-5	-5
TRUE	-6	-6	-6
WORLD	-6	-6	-6

13b. If World, Star or Rand Daily Mail not read or looked through yesterday, ask: How many days ago did you read or look through.....?

	WORLD	STAR	RAND DAILY MAIL
	20-	21-	22-

14. Have you personally bought any of these publications during the..... (Only show cards of publications that respondent has read or looked through)

	LAST MONTH	LAST WEEK	YESTERDAY	NOT AT ALL
	23-Y	23-7	24-4	25-1
BONA	-X	-8	-5	-2
FLASH	-0	-9	-6	-3
GRACE	-1	24-Y	-7	-4
GREAT	-2	-X	-8	-5
POST	-3	-0	-9	-6
RAND DAILY MAIL	-4	-1	25-Y	-7
STAR	-5	-3	-X	-8
TRUE	-6	-4	-0	-9
WORLD	-6	-4	-0	-9

15. Where did you get or buy (ask about publication in question 14 only), these publications from?

	BONA	FLASH	GRACE	GREAT	POST	RDM	STAR	TRUE	WORLD
a. A street vendor in townships?	26-Y	27-Y	28-Y	29-Y	30-Y	31-Y	32-Y	33-Y	34-Y
b. Cafe in township?	-X	-X	-X	-X	-X	-X	-X	-X	-X
c. News Agency in townships?	-0	-0	-0	-0	-0	-0	-0	-0	-0
d. Street vendor in City?	-1	-1	-1	-1	-1	-1	-1	-1	-1
e. Cafe in City?	-2	-2	-2	-2	-2	-2	-2	-2	-2
f. News Agency in City?	-3	-3	-3	-3	-3	-3	-3	-3	-3
g. By subscription?	-4	-4	-4	-4	-4	-4	-4	-4	-4
h. From a friend/family member?	-5	-5	-5	-5	-5	-5	-5	-5	-5
i. Work?	-6	-6	-6	-6	-6	-6	-6	-6	-6
j. Other?	-7	-7	-7	-7	-7	-7	-7	-7	-7

WHERE DID YOU READ THESE PUBLICATIONS? (Question 14 publications):

	BONA	FLASH	GRACE	GREAT	POST	RDM	STAR	TRUE	WORLD
k. At home?	-8	-8	-8	-8	-8	-8	-8	-8	-8
l. On train/bus?	-9	-9	-9	-9	-9	-9	-9	-9	-9
m. At work?	35-1	-2	-3	-4	-5	-6	-7	-8	-9
n. In cafe/shop?	36-1	-2	-3	-4	-5	-6	-7	-8	-9
o. Elsewhere?	37-1	-2	-3	-4	-5	-6	-7	-8	-9

16. Here is a card with the names of certain publications on it. (Show card.)

I am now going to read a list of statements to you. Please tell me for each statement I read which publication, if any, best fits the statement. There are no correct or incorrect answers. We are only interested in what you personally think. Please try and answer every question even if you think you are guessing

STATEMENT	PUBLICATIONS												
	BONA	FLASH	GREAT	GREAT	POST	R.D. MAIL	STAR	TRUE	WORLD	DON'T KNOW			
a. Gives you the most up-to-date news?	38	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
b. Has the typical African spirit?	39	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
c. Gives the best value for money?	40	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
d. Is the most modern?	41	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
e. Is the most entertaining?	42	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
f. Gives best sports coverage?	43	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
g. Caters best for Africans?	44	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
h. Caters best for Females?	45	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
i. Has the most interesting advertising?	46	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
j. Is published by Europeans?	47	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
k. Is published by Africans?	48	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
l. Is for me?	49	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9
m. Is not for me?	50	-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7	-8	-9

17a. Which newspaper or magazine do you consider least value for money? 51-

17b. Why do you say that?

18a. Do you have any difficulty in buying any of these publications?
 YES NO
 BONA 53 - 1
 FLASH - 2
 GRACE - 3
 GREAT - 4
 POST - 5
 RAND DAILY MAIL - 6
 STAR - 7
 TRUE - 8
 WORLD - 9

18b. If problem with World, what problem?

18c. What do you enjoy reading most in The World?

18d. What do you dislike most in the World?

19a. Do you ever go to a cinema or bioscope? YES NO
54 - Y - X
 19b. Have you been to a cinema or bioscope in the last month? - 0 - 1
 19c. Have you been to a cinema or bioscope in the last seven days? - 2 - 3

20a. Do you have a radio in your home? YES NO
54 - 4 - 5
 20b. If yes, what make? 55-
 20c. Is it in working order? YES NO
56 - Y - X
 20d. Have you listened to the radio in the past seven days? - 0 - 1
 20e. Did you listen to the radio yesterday? - 2 - 3
 20f. Where did you listen?

At home?	56 - 4
At work?	- 5
At friends?	- 6
Elsewhere?	- 7

20g. Mark which station respondent listened to yesterday and what time?

	Don't Know	Radio Bantu	Springbok	A	B	L.M.	Radio Highveld	Redifusion Service	Others	None
	Morning 6 a.m. - 12 noon	57-Y	-X	-0	-1	-2	-3	-4	-5	-6
Afternoon 12 noon - 6 p.m.	58-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7
Evening 6 p.m. - midnight	59-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7
Midnight - 6 a.m.	60-Y	-X	-0	-1	-2	-3	-4	-5	-6	-7

21a. Do you own any record playing equipment? YES NO
61 - Y - X
 21b. What kind of record playing equipment is it?

Batteries	61 - 0
Mains	- 1
Portable	- 2
Manual	- 3

22. What make of batteries do you buy? MAKE:

23. Is your home provided with:-

Electricity	62 - Y
Running Water	- X
Neither	- 0

24. Is there a telephone in your house? YES NO
62 - 1 - 2

25a. Do you own an electric kettle? YES NO
62 - 3 - 4
 MAKE:

25b. Do you own an iron? YES NO
63 - Y - X
 TYPE:

Electric	63 - 0
Paraffin	- 1
Ordinary	- 2

 MAKE:

26a. If house has electric light, what make of light bulb do you buy?
 MAKE SIZE BULB
 PRICE

26b. Where did you buy your bulb?

Township	Electric Shop (Town)	Bazaar (Town)
64 - Y	- X	- 0

27a. Do you have an electric stove in your household? YES NO
65 - Y - X
 MAKE
 No. OF RINGS
 OVENS
 YES NO
- 0 - 1

27b. If not, do you have a coal, paraffin or gas stove in your household? YES NO
66 - Y - X

Coal	- 0
Paraffin	- 1
Gas	- 2
No. of Rings	- 3
Oven or not	- 4

 Make:

28a. Do you have a fridge in your household? YES NO
67 - Y - X

Paraffin	- 0
Electric	- 1
Gas	- 2

 MAKE:

28b. Does your fridge have a deep freeze compartment? YES NO
67 - 3 - 4

29. Do you own a motor vehicle which is registered in your name? YES NO
- 5 - 6
 MAKE
 MODEL

30a. Where do you mostly buy the following items?

	Trader in Township	Trader in City	Chemist in Township	Store in City	Bazaar in City	Super market Self Service
Groceries	68 - Y	69 - Y	70 - Y	71 - Y	72 - Y	73 - Y
Clothing	- X	- X	- X	- X	- X	- X
Liquor	- 0	- 0	- 0	- 0	- 0	- 0
Hardware	- 1	- 1	- 1	- 1	- 1	- 1
Furniture	- 2	- 2	- 2	- 2	- 2	- 2
Medicine	- 3	- 3	- 3	- 3	- 3	- 3
Cosmetics	- 4	- 4	- 4	- 4	- 4	- 4

30b. The last time you bought the following items did you buy for:

	Cash	Account	H.P.	Don't remember
Groceries	- 5	- 5	- 5	- 5
Clothing	- 6	- 6	- 6	- 6
Liquor	- 7	- 7	- 7	- 7
Hardware	- 8	- 8	- 8	- 8
Furniture	- 9	- 9	- 9	- 9
Medicine	75 - Y	- X	- 0	- 1
Cosmetics	- 2	- 3	- 4	- 5

31a. Do you smoke? YES NO
76 - Y - X

31b. If yes, what do you smoke?

Cigarettes	76 - 0
Pipe	- 1
Cigars	- 2
Others	- 3

31c. If cigarettes, what brand do you smoke at present?

32a. Do you own a sewing machine? YES NO
76 - 4 - 5

32b. If yes, what make and model?
 Make:
 Model:

NAME OF RESEARCHER, CHECKED,

DAY OF INTERVIEW:

Manday	77 - 1
Tuesday	- 2
Wednesday	- 3
Thursday	- 4
Friday	- 5
Saturday	- 6
Sunday	- 7

FOR OFFICE USE ONLY:

	Reader	Occasional Reader	No Reader
BONA	78 - Y	79 - Y	80 - Y
FLASH	- X	- X	- X
GREAT	- 0	- 0	- 0
GRACE	- 1	- 1	- 1
POST	- 2	- 2	- 2
R.D.M.	- 3	- 3	- 3
STAR	- 4	- 4	- 4
TRUE	- 5	- 5	- 5
WORLD	- 6	- 6	- 6
SUMMARY	- 7	- 7	- 7



WORLD
OUR OWN, OUR ONLY PAPER

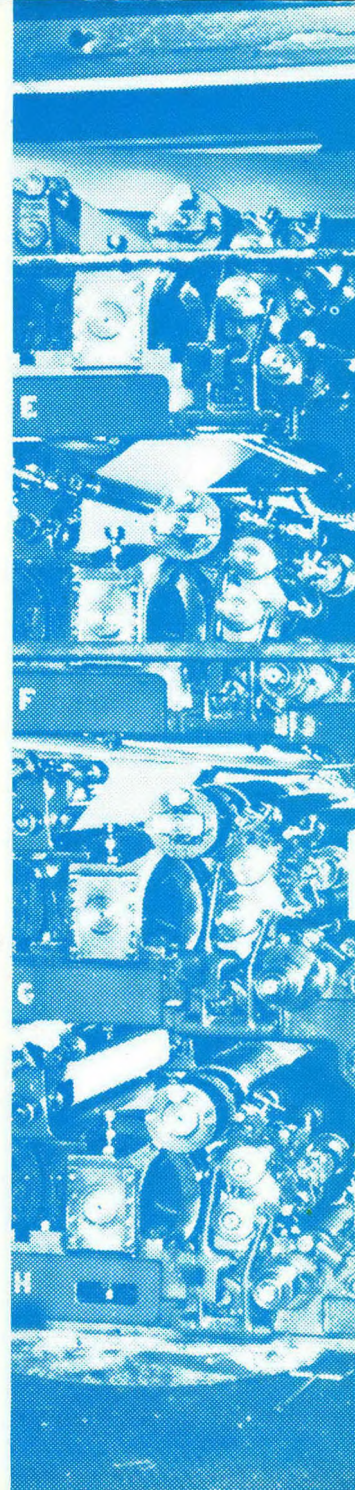
AND ITS PEOPLE

In this survey we have attempted to illustrate graphically and statistically the strong position of The World in Soweto and Alexandra. The figures also provide irrefutable evidence of The World's penetration into the market it serves. It is clear from this report that The World reaches that market more effectively than any other publication.

What the figures do not, however, reveal is the story behind the success of The World. The World, now the only English language daily for Bantu, came into existence as a vernacular weekly in 1932. In the years that followed it acquired a reputation for honest and objective reporting of the local scene. It is respected and trusted. It is regarded as a friend of the people. It is written in English in an idiom they can understand. It is produced by their own people, for their own people. It does not attempt to serve any other sectional interest and is not, therefore, inhibited.

These are the qualities which make The World unique. These are qualities which have encouraged readers to refer to The World as Our Own Our Only Paper. It is these sentiments, frequently expressed in letters which no survey could uncover. The World is a cherished property of the people and on of which they are extremely proud. They trust it, they know it is dependable. They know it as a symbol of their own responsibility and respectability. It provides the topic of daily conversation in trains, on buses, in thousands of homes and factories.

It is this trust by the people in the integrity of The World that provides advertisers with the only really effective tool of communication with the Bantu.



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