

APPENDIX A

NATIONAL LSM GROUPS AND MEDIA USAGE

LSM Group	Population	% of National Population	Average Monthly Household Income	Main Media
LSM 1	1 895 000	6.1	R 1 003	Radio: Commercial, mainly African Language Services (ALS)
LSM 2	3 784 000	12.2	R 1 210	Radio: Commercial, mainly ALS
LSM 3	3 878 000	12.6	R 1 509	Radio: Commercial mainly ALS stations, Ukhozi FM, Umhlobo Wenene FM; TV: SABC 1; Outdoor
LSM 4	4 603 000	14.9	R 1 924	Radio: Commercial mainly ALS stations, Metro fm; TV: SABC 1,2, ETV; Outdoor
LSM 5	4 176 000	13.5	R 2 674	Radio: Commercial mainly ALS stations, Metro fm; TV: SABC 1,2,3, e.tv; Daily/Weekly Newspapers, Magazines; Outdoor
LSM 6	4 454 000	14.4	R 4 400	Wide range of commercial/community radio TV: SABC, e.tv; Daily/Weekly Newspapers, Magazines; Cinema & Outdoor
LSM 7	2 413 000	7.8	R 6 880	Wide range of commercial/community radio; TV: SABC 1,2,3, e.tv, M-Net; Daily/Weekly Newspapers, Magazines; Accessed internet 4 weeks; Cinema & Outdoor
LSM 8	1 759 000	5.7	R 9 304	Wide range of commercial/community radio; TV: SABC 1,2,3, e.tv, M-Net, DStv; Daily/Weekly Newspapers, Magazines; Accessed internet 4 weeks; Cinema & Outdoor
LSM 9	2 085 000	6.7	R 12 647	Wide range of commercial/community radio; TV: SABC 2,3, e.tv, M-Net, DStv; Daily/Weekly Newspapers, Magazines; Accessed internet 4 weeks; Cinema & Outdoor
LSM 10	1 857 000	6.0	R 19 974	Wide range of commercial/community radio; TV: SABC 2,3, e.tv, M-Net, DStv; Daily/Weekly Newspapers, Magazines; Accessed internet 4 weeks; Cinema & Outdoor

Source: SAARF (www.saarf.co.za)

APPENDIX B

ADVERTISING CONTENT ANALYSIS OF URBAN NEWS COMMUNITY NEWSPAPERS – 10 NOVEMBER 2006

		<i>10 November issues and (number of pages)</i>									
Category	Sector	Dobsonville (12)	Zola (8)	Pimville (8)	Chiawelo (12)	Protea (12)	Diepkloof (12)	Eldorado (8)	Meadowlands (8)	Orlando (12)	Jabavu (12)
Display Advertisements	Clothing/Textile	1	1	1	1	2	1	1	1	1	1
	Vehicle Sales/Motoring	2	1	2	1	3	3	1	1	2	1
	Recruitment/Training	1	1	1	1	1	-	1	1	2	2
	Education	1	1	1	1	-	-	1	1	1	1
	Property	2	2	2	2	2	2	2	2	2	2
	Supermarket/Wholesale	1	2	1	1	1	1	1	2	2	2
	Media	1	1	1	1	-	1	1	1	1	1
	Construction	1	1	1	2	1	1	1	-	-	-
	Microfinance	1	-	1	-	1	1	2	1	-	-
	Recreational	-	-	-	1	1	-	-	-	-	-
	Gifts	-	-	-	1	-	-	-	-	-	-
	Home Industry	-	-	-	-	-	-	-	-	-	-
	Insurance	1	-	-	-	1	-	-	-	1	1
	Steel Manufacturing	-	-	-	-	1	-	-	-	-	-
	Fast Food	-	-	-	-	-	-	1	-	-	-
Health/Beauty	-	-	1	-	2	1	1	1	-	-	
	Total	12	10	12	12	16	11	13	11	12	11
	Advertising Ratio %	75	87.5	87.5	73	62.5	67	87.5	87.5	83	83

APPENDIX C

ADVERTISING CONTENT ANALYSIS OF DOBSONVILLE URBAN NEWS – 9 JUNE – 25 AUGUST 2006

		<i>Dobsonville Urban News Issues and (number of pages)</i>										
Category	Sector	June 9 (8)	June 23 (8)	June 30 (16)	July 7 (8)	July 14 (8)	July 21 (12)	July 28 (16)	August 4 (8)	August 11 (8)	August 18 (8)	August 25 (12)
Display Advertisements	Clothing/Textile	1	1	1	2	1	2	3	1	1	2	1
	Vehicle Sales/Motoring	1	1	9	2	1	4	8	1	-	-	6
	Recruitment/Training	-	-	-	-	-	-	-	1	1	-	-
	Education	-	-	7*	-	-	-	-	-	-	1	-
	Real Estate/Property	1	1	-	2	1	1	-	1	1	2	1
	Supermarket/Wholesale	1	1	1	1	1	2	2	1	1	1	1
	Media	-	-	1	1	-	-	-	-	-	1	-
	Construction	1	-	1	-	1	1	5	3	4	-	2
	Microfinance	2	1	-	-	-	1	1	2	1	2	3
	Municipal	-	1	1	-	-	-	1	-	-	-	-
	Furniture/Home Decor	2	1	2	1	1	1	-	-	-	-	-
	Money Transfer	-	1	-	-	-	-	-	-	-	-	-
	Communications	-	-	-	-	-	1	-	-	1	-	-
	Funeral Services	-	-	-	-	1	1	2	1	1	-	1
	Fast Food	-	-	-	-	-	-	1	-	-	-	1
	Medical/Health	-	1	-	1	-	-	1	-	1	-	1
	Beauty Products	-	-	-	-	-	-	-	-	-	1	-
	Sports/Sporting goods	-	-	-	1	1	1	-	-	-	-	-
	Food Processing	-	-	-	-	-	-	-	1	1	-	-
Chemicals	-	-	-	-	-	-	1	-	-	-	-	
	Total	9	9	23	11	8	15	25	12	13	10	17
	Advertising Ratio %	75	87.5	69	87.5	75	75	81	62.5	75	62.5	67

*Education Supplement

APPENDIX D

ADVERTORIALS IN DOBSONVILLE URBAN NEWS 9 JUNE – 25 AUGUST 2006

		<i>Dobsonville Urban News Issues and (number of pages)</i>										
Category	Sector	June 9 (8)	June 23 (8)	June 30 (16)	July 7 (8)	July 14 (8)	July 21 (12)	July 28 (16)	August 4 (8)	August 11 (8)	August 18 (8)	August 25 (12)
Advertorials	Motoring/Vehicle Sales			1				1				1
	Health & Beauty Products		1									
	Total		1	1								
	Advertising Ratio %		12.5	6				6				8

APPENDIX E

ADVERTORIALS IN URBAN NEWS COMMUNITY NEWSPAPERS – 10 NOVEMBER 2006

		<i>10 November issues and (number of pages)</i>									
Category	Sector	Dobsonville (12)	Zola (8)	Pimville (8)	Chiawelo (12)	Protea (12)	Diepkloof (12)	Eldorado (8)	Meadowlands (8)	Orlando (12)	Jabavu (12)
Advertorials	Motoring/Vehicle Sales	1	-	-	-	1	1	-	-	-	1
	Total	1	-	-	-	1	1	-	-	-	1
	Advertising Ratio%	8.3				8.3	8.3				8.3

APPENDIX F

EDITORIAL CONTENT ANALYSIS OF URBAN NEWS COMMUNITY NEWSPAPERS – 10 NOVEMBER 2006

		<i>10 November issues and (number of pages)</i>									
Category	Themes	Dobsonville (12)	Zola (8)	Pimville (8)	Chiawelo (12)	Protea (12)	Diepkloof (12)	Eldorado (8)	Meadowlands (8)	Orlando (12)	Jabavu (12)
Editorial Content	Crime	3	2	1	2	2	1	-	1	1	2
	Health	-	1	-	-	-	-	-	1	-	-
	Municipal Service issues	2	-	-	2	2	1	1	-	2	2
	Education	-	-	-	1	-	-	-	-	-	-
	Social Responsibility	1	-	1	-	2	3	2	-	2	2
	General News	2	-	2	2	2	2	-	1	2	
	Entertainment	1	1	-	1	2	2	1	1	2	2
	Sport	2	1	2	3	2	1	3	2	3	3
Business/Investment	-	-	-	-	-	-	-	-	-	-	
	Total	11	5	6	11	12	10	7	6	12	11

APPENDIX G

EDITORIAL CONTENT ANALYSIS OF DOBSONVILLE URBAN NEWS – 9 JUNE – 25 AUGUST 2006

		<i>Dobsonville Urban News Issues and (number of pages)</i>										
Category	Themes	June 9 (8)	June 23 (8)	June 30 (16)	July 7 (8)	July 14 (8)	July 21 (12)	July 28 (16)	August 4 (8)	August 11 (8)	August 18 (8)	August 25 (12)
Editorial Content	Crime	-	-	1	-	-	1	3	-	-	-	-
	Health	-	-	1	-	1	2	-	1	-	-	1
	Municipal /Service issues	-	-	-	-	-	-	-	1	-	-	-
	Education	-	-	1	-	-	-	-	-	-	-	3
	Social Responsibility	1	1	1	3	1	3	2	-	1	2	-
	General News	3	2	7	4	3	4	5	3	2	4	3
	Entertainment	-	2	-	-	1	-	1	2	1	1	-
	Sport	4	3	4	3	3	5	5	3	2	4	4
	Business/Investment	-	-	1	-	-	-	-	-	-	-	-
	Total	8	8	16	10	9	15	17	10	6	11	11