

## AMPS 2015 REWEIGHTED DATAFILE

### WHAT COMPRISES THIS DATAFILE?

- The Marketing Research Foundation (MRF) commissioned Nielsen to update the AMPS 2015 datafile with new population estimates.
- The population estimates were sourced from IHS.
- The basic survey data is identical to the AMPS 2015 Jan-Dec datafile.
- The AMPS 2015 universe now reflects end-2016 population estimates.
- There is an 18-month time difference, compared to the previous mid-2015 estimates applied.
- ***Changes in market shares therefore only reflect the updated population, and are not real brand movements, as the base survey data is unchanged.***

### IMPACT OF THE UNIVERSE UPDATE:

The resulted population update from this reweighting exercise, shows a 4.0% increase  
The population of adults 15+ years old changed from:

38 259 000 to 39 778 000 (+ 1 519 000 adults)

### IMPACT BY PROVINCE:

Province	Previous Population	Current Population	Population Difference	Change
	000s	000s	000s	%
Western Cape	4 508	4 880	+ 372	+ 8.3
Northern Cape	787	878	+ 91	+ 11.6
Free State	1 972	2 038	+ 66	+ 3.3
Eastern Cape	4 621	4 796	+ 175	+ 3.8
KwaZulu-Natal	7 178	7 603	+ 425	+ 5.9
Mpumalanga	2 923	2 959	+ 36	+ 1.2
Limpopo	3 656	3 839	+ 183	+ 5.0
Gauteng	10 060	10 117	+ 57	+ 0.6
North-West	2 554	2 667	+ 113	+ 4.4

### IMPACT BY POPULATION GROUP:

Population Group	Previous Population	Current Population	Population Difference	Change
	000s	000s	000s	%
Black	29 899	31 361	+ 1 462	+ 4.9
Coloured	3 482	3 645	+ 163	+ 4,7
Indian	1 041	1 075	+ 34	+ 3.3
White	3 838	3 696	- 142	- 3.7

**IMPACT BY AGE:**

Age	Previous Population	Current Population	Population Difference	Change
	000s	000s	000s	%
15 – 24	9 528	9 509	- 19	- 0.2
25 – 34	9 381	10 961	+ 1 580	+ 16.8
35 – 49	9 436	10 105	+ 669	+ 7.1
50+	9 914	9 202	- 712	- 7.2

**IMPACT BY GENDER:**

Gender	Previous Population	Current Population	Population Difference	Change
	000s	000s	000s	%
Male	18 487	19 238	+ 751	+ 4.1
Female	19 771	20 540	+ 769	+ 3.9