

Our AMPS and RAMS files are currently released in two formats: -

- Column binary - with multi-punch/multi-coding (.ufl)
- Quantum format (ASCII) – with multi-punch/multi-coding (.dta)

Both formats have what we call multi-punch / multi-coding. By this we mean that there are columns that may have more than one punch. Attached below is an example page from the data-base layout, to explain better.

Example: -

Code 5323 is card 53 column 23. Looking at question M3, a respondent could do their bulk shopping at Makro (card 53 column 23 punch 6) and at OK Foods (card 53 column 23 punch 9). Therefore card 53 column 23 has two punches - one on the 6 and one on the 9.

The formats with multi-punch / coding are the most compact to store the vast number of codes on the AMPS databases. (Currently on the AMPS Dec 2011 rolling ave. database, each respondent has 188 cards with the AMPS & Product data: 25160 respondents x 188 cards = 4,730,080 cards in total. Each card has 80 columns and each column could have up to 12 punches.)

The column binary format is the one the computer bureaux require, and is considered by a number of them to be the best format for the database.

Anyone wanting the database must be able to read this multi punch / coding.

	M3	M4	M5	M6	M7	M9	M10
STORES/WINKELS	USUAL BULK	USUAL FILL-UP	USUAL NON-BULK	SPEND MOST	HOUSEHOLD	TOILETRIES	CONVENIENCE SHOPPING
7 Eleven / Friendly 7 Eleven	5322-1	5327-1	5332-1	5337-1	5342-1	5347-1	5352-1
Boxer Superstores	-2	-2	-2	-2	-2	-2	-2
BP Express	-3	-3	-3	-3	-3	-3	-3
Buy Rite	-4	-4	-4	-4	-4	-4	-4
Caltex Star Mart / Star Shop / Fresh Stop	-5	-5	-5	-5	-5	-5	-5
Checkers	-6	-6	-6	-6	-6	-6	-6
Checkers Hyper	-7	-7	-7	-7	-7	-7	-7
Clicks	-8	-8	-8	-8	-8	-8	-8
Dis-Chem	-9	-9	-9	-9	-9	-9	-9
Discom	5323-0	5328-0	5333-0	5338-0	5343-0	5348-0	5353-0
Engen Quick Shop	-1	-1	-1	-1	-1	-1	-1
Friendly Everyday	-2	-2	-2	-2	-2	-2	-2
Friendly Supermarket	-3	-3	-3	-3	-3	-3	-3
KwikSpar	-4	-4	-4	-4	-4	-4	-4
Lucky Seven	-5	-5	-5	-5	-5	-5	-5
Makro	-6	-6	-6	-6	-6	-6	-6
Metro Cash & Carry	-7	-7	-7	-7	-7	-7	-7
Multisave	-8	-8	-8	-8	-8	-8	-8
OK Foods	-9	-9	-9	-9	-9	-9	-9
OK Grocer	5324-0	5329-0	5334-0	5339-0	5344-0	5349-0	5354-0
OK MiniMark	-1	-1	-1	-1	-1	-1	-1
Pick 'n Pay Family Store	-2	-2	-2	-2	-2	-2	-2
Pick 'n Pay Hypermarket	-3	-3	-3	-3	-3	-3	-3
Pick 'n Pay Mini Market	-4	-4	-4	-4	-4	-4	-4
Pick 'n Pay Supermarket	-5	-5	-5	-5	-5	-5	-5
Pop-In	-6	-6	-6	-6	-6	-6	-6
Price Club / Friendly Price Club	-7	-7	-7	-7	-7	-7	-7
Sasol Delight	-8	-8	-8	-8	-8	-8	-8
Score Supermarket	-9	-9	-9	-9	-9	-9	-9
Sentra Stores	5325-0	5330-0	5335-0	5340-0	5345-0	5350-0	5355-0
Shell Select	-1	-1	-1	-1	-1	-1	-1
Shoprite	-2	-2	-2	-2	-2	-2	-2
Spar	-3	-3	-3	-3	-3	-3	-3
SuperSpar	-4	-4	-4	-4	-4	-4	-4
Super Value	-5	-5	-5	-5	-5	-5	-5
Total La Boutique	-6	-6	-6	-6	-6	-6	-6
Trade Centre	-7	-7	-7	-7	-7	-7	-7
Trador	-8	-8	-8	-8	-8	-8	-8
U Save	-9	-9	-9	-9	-9	-9	-9
Woolworths	5326-0	5331-0	5336-0	5341-0	5346-0	5351-0	5356-0
Chemist / Pharmacy//Aptek	-1	-1	-1	-1	-1	-1	-1
Spaza Shop/Spaza Winkel	-2	-2	-2	-2	-2	-2	-2
Township Supermarket/ Supermark in Stadsgemeenskap	-3	-3	-3	-3	-3	-3	-3
Other Local / Neighbourhood Supermarket//Ander Plaaslike/Naby geleë Supermark	-4	-4	-4	-4	-4	-4	-4
Any other outlet/Enige ander afsetplek	-5	-5	-5	-5	-5	-5	-5
NONE/GEEN		-6		-6			-6