

MAPS DATA OVERVIEW:

# Waves 1 & 2

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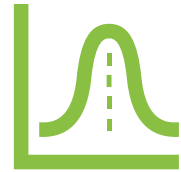
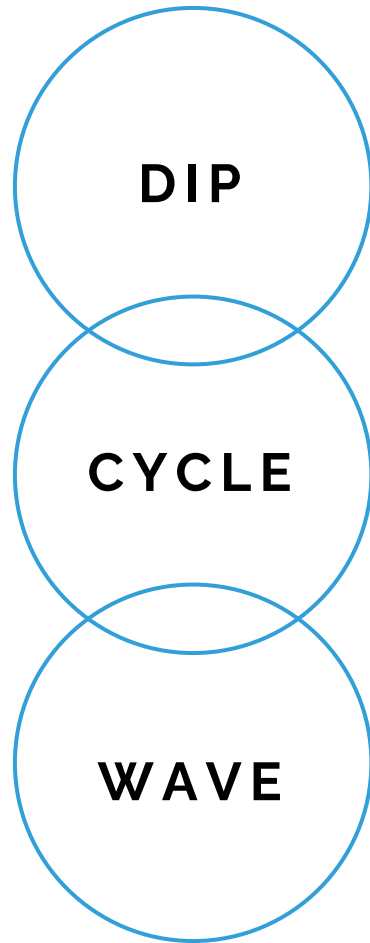
JULY 2020 – JUNE 2021



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# Important Definitions



Dip = 1 month = 1 667 interviews



Cycle = a quarter = 5 001 interviews



Wave = 6 months = 10 002 interviews  
2 Waves = full year = 20 004 interviews

# Data Disclaimer

Cycles one, two, three and four of MAPS fieldwork were conducted and a sample of **20 049 face-to-face interviews and 10 672 leave behind questionnaires (diaries)** were administered.

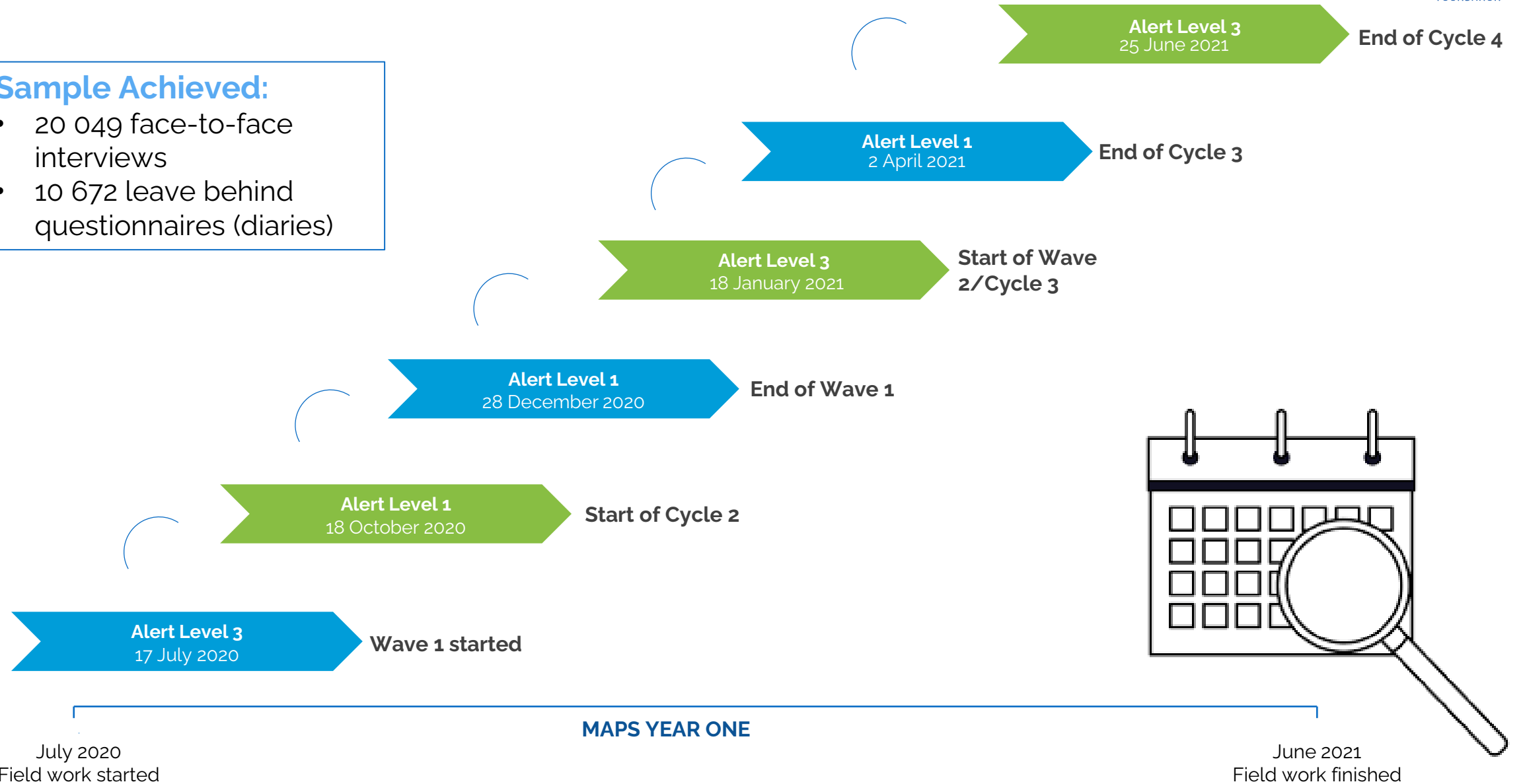
Given the unpredictable nature of the trajectory of Lockdowns some dips had fewer fieldwork days than others. There is no doubt that the different phases of lockdown that the country went through have changed and had a profound impact on the behavioural dynamics of consumers.



# Fieldwork Timeline

## Sample Achieved:

- 20 049 face-to-face interviews
- 10 672 leave behind questionnaires (diaries)



## MAPS YEAR ONE

July 2020  
Field work started

June 2021  
Field work finished

# What MAPS Covers

## Life Stages and Life Style

- Demographics
- Income
- Employment
- Property Ownership
- Pet Ownership
- Interests and Hobbies
- Attitudes surrounding current affairs

## Financials

- SASSA government grants
- Commercial banks
- Banking products and facilities
- Money transfer services
- Loyalty/rewards retail store programmes
- Medical aid schemes
- Investments (shares, unit trusts, burial societies, stokvels)
- Short-term and long-term insurance policies
- Purchase of items on credit and personal loans
- Behaviour (saving and loans)

## Media Consumption

- **Television**
  - Linear/live TV watching
  - Viewed TV channels (past 4 weeks, past 7 days and yesterday)
  - Location of TV viewing
  - Satellite services/packages used
  - Type of TV decoder used
- **Radio**
  - Radio stations listened to (past 4 weeks, past 7 days and yesterday)
  - Average number of days/hours spent radio listening per week
- **Print**
  - Newspapers
  - Newspaper Inserts
  - Magazines
  - Store Magazines
- **Cinema**
- **Outdoor Advertising**
- **Social Media**

## Purchasing Behaviour

- Online vs. retail shopping
- Grocery purchasing behaviours – bulk vs. daily
- Clothing purchasing behaviour
- House hold appliances
- Vehicles
- Fast-food consumption

## Product Purchasing Behaviour

- Household groceries
- Snacks, biscuits and chips
- Household cleaning products
- Pet food
- Personal care items
- Clothing
- Alcohol and non-alcoholic beverages

# HEALTH CHECK

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# Sampling

Area stratified, multi-stage probability sample.  
Enumerator Areas (EA) as the unit of sampling.

An independent, representative sample of EAs randomly drawn for each Dip (month) with additional substitution EAs provided:

- All provinces sampled
- All Metros sampled
- All Cities & Large towns sampled
- Distribution: 50% Metro | 30% Urban | 20% Rural

Weighted to population

Use of GIS mapping to validate EAs upfront.

GIS mapping is used to randomly select 8 visitation points (homesteads) and 4 possible substitution points in each EA.

Upfront use of GIS mapping for validation and verification greatly reduces the need for substitution.



# Substitutions and Backchecks

## Household Substitutions

Overall  
Substitution  
rate **12%**

### Substitutions required due to:

- Refusals
- House inaccessible
- Nobody home after 2 call-backs
- EA inaccessible
- No residents in EA

## Backchecks

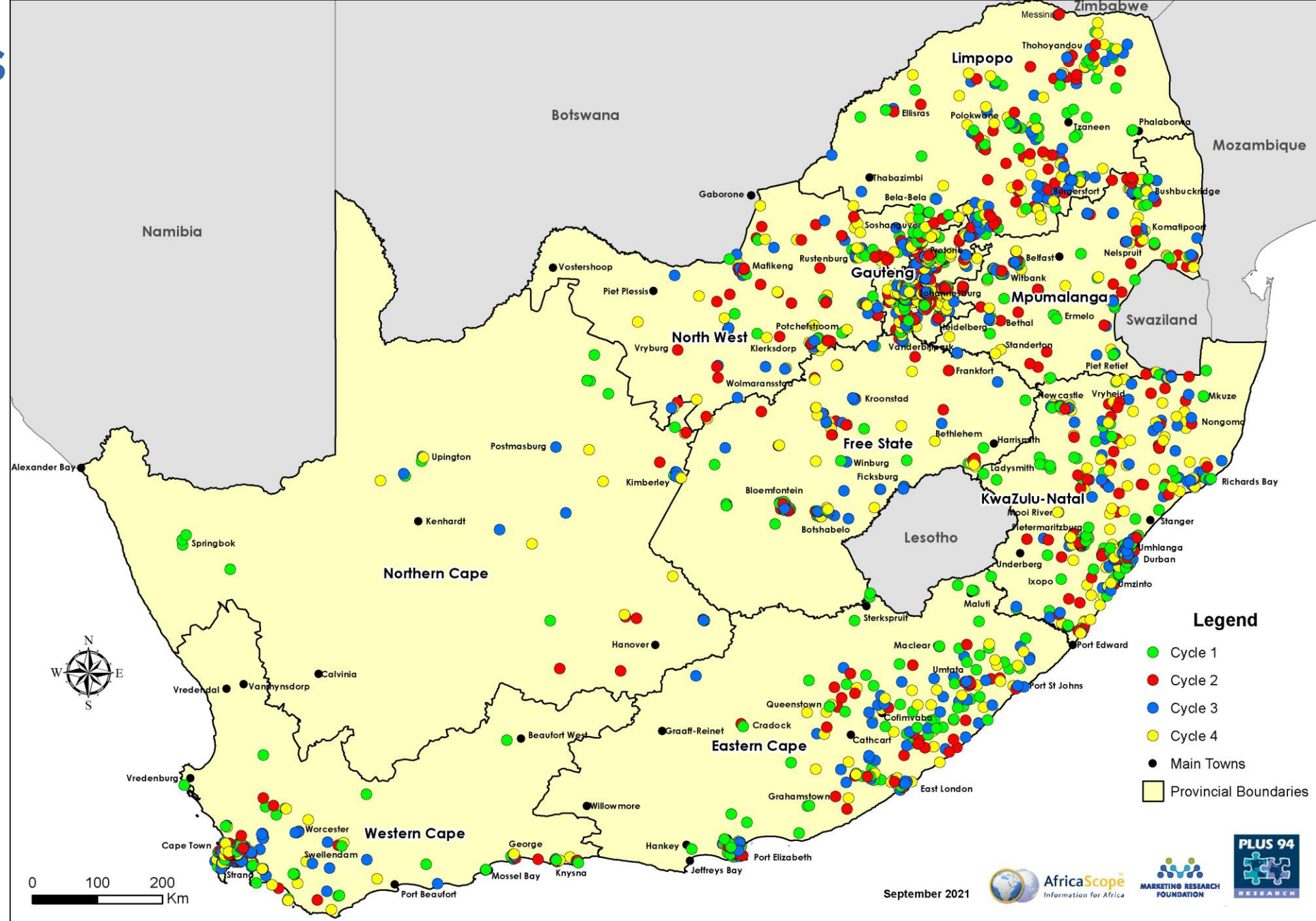
**25%**  
MAPS

**15%**  
Industry





# Dwellings Visited



## Legend

- Cycle 1
- Cycle 2
- Cycle 3
- Cycle 4
- Main Towns
- Provincial Boundaries



September 2021

# SAMPLE REPRESENTATIVENESS

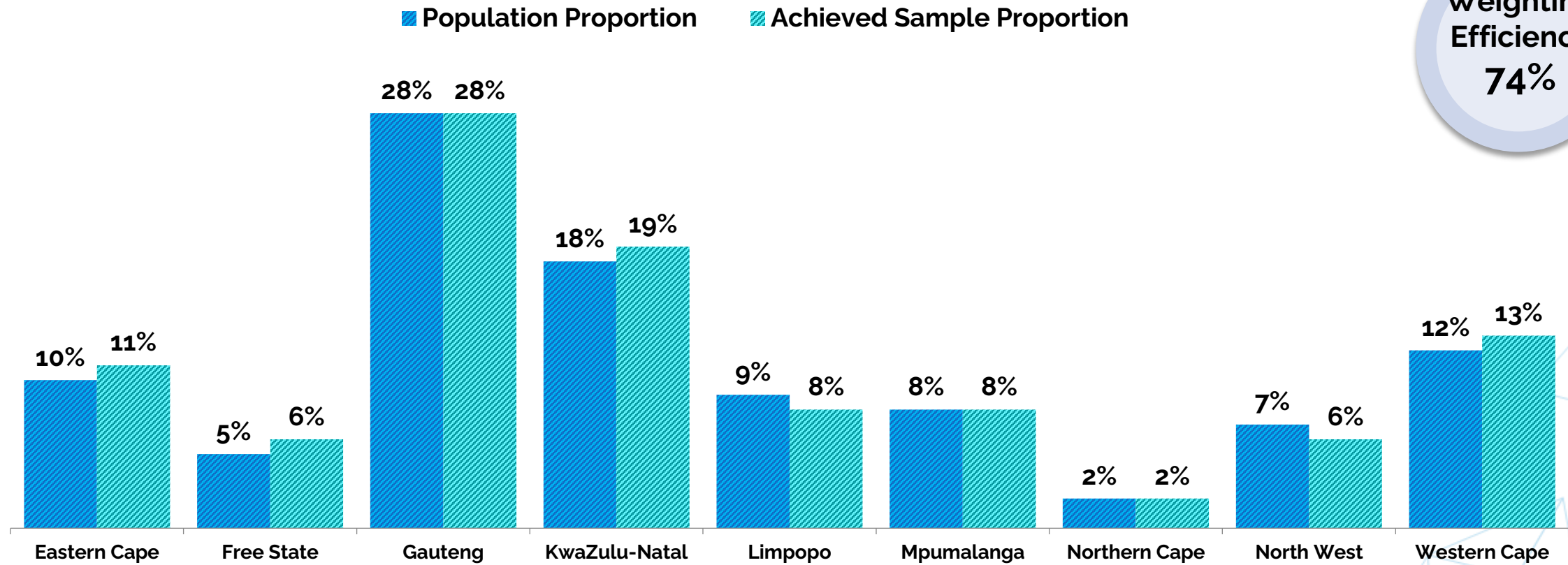
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# Population vs. Achieved Weighted Proportions



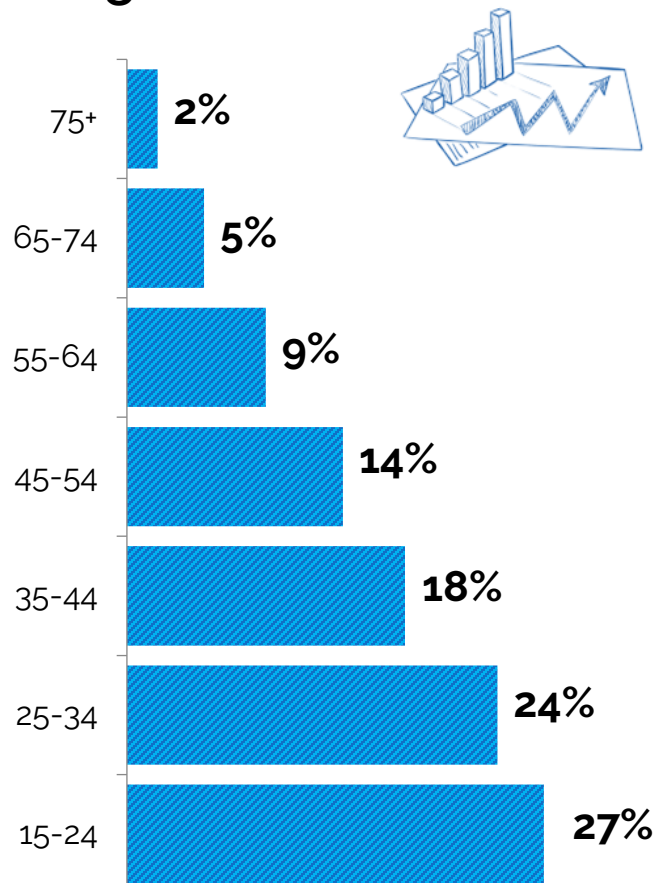
**Weighting Efficiency**  
**74%**

Weighting is a process by which data is adjusted to be characteristic of the population profile. The amount of correction needed to match the population profile is measured inversely using the weighting efficiency score which ranges from 0 to 100%. A low efficiency score indicates a sample that poorly represents the population. A weighting efficiency of at least 70% indicates that the sample design is balanced and safe to apply.



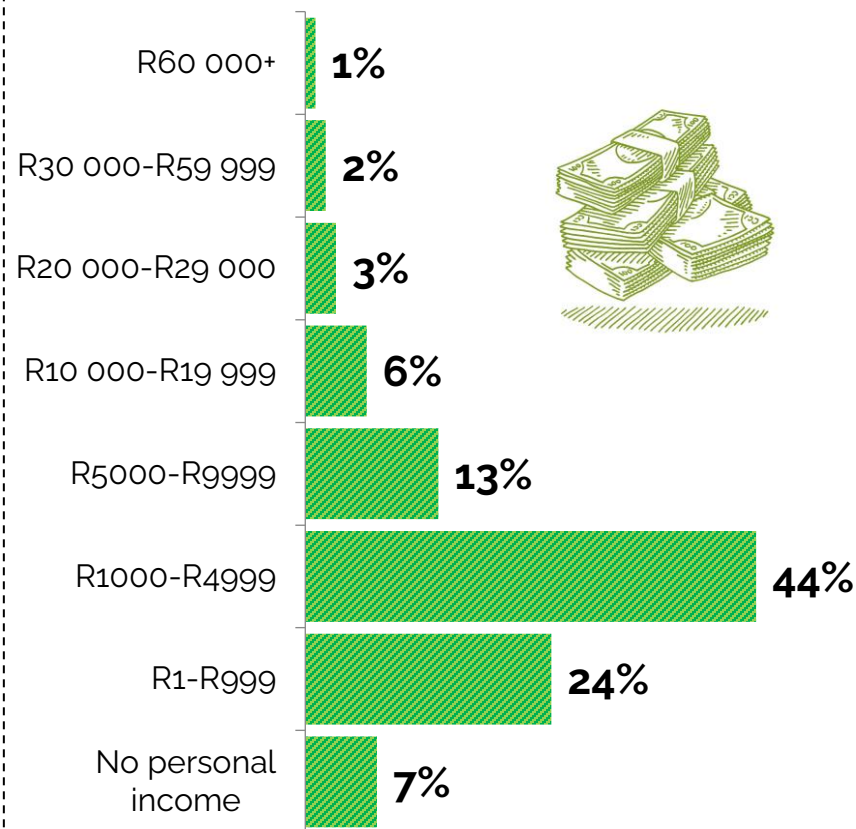
# Demographic Profile

## Age\*



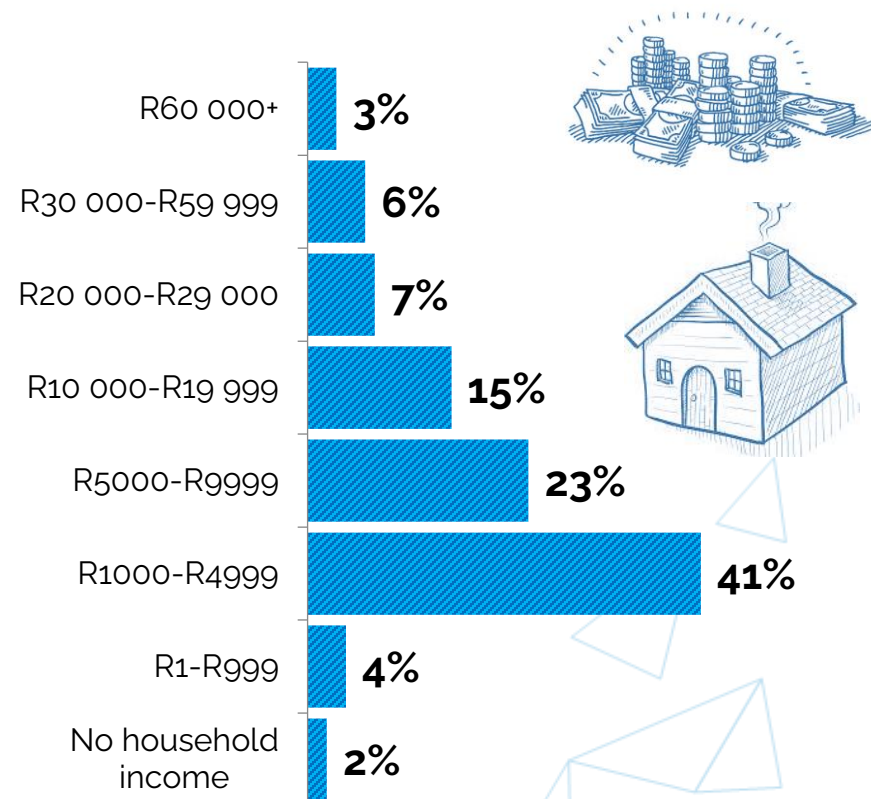
\*Weighted according to Stats SA 2020 population update

## Personal Income



Average personal income: **R4,732**

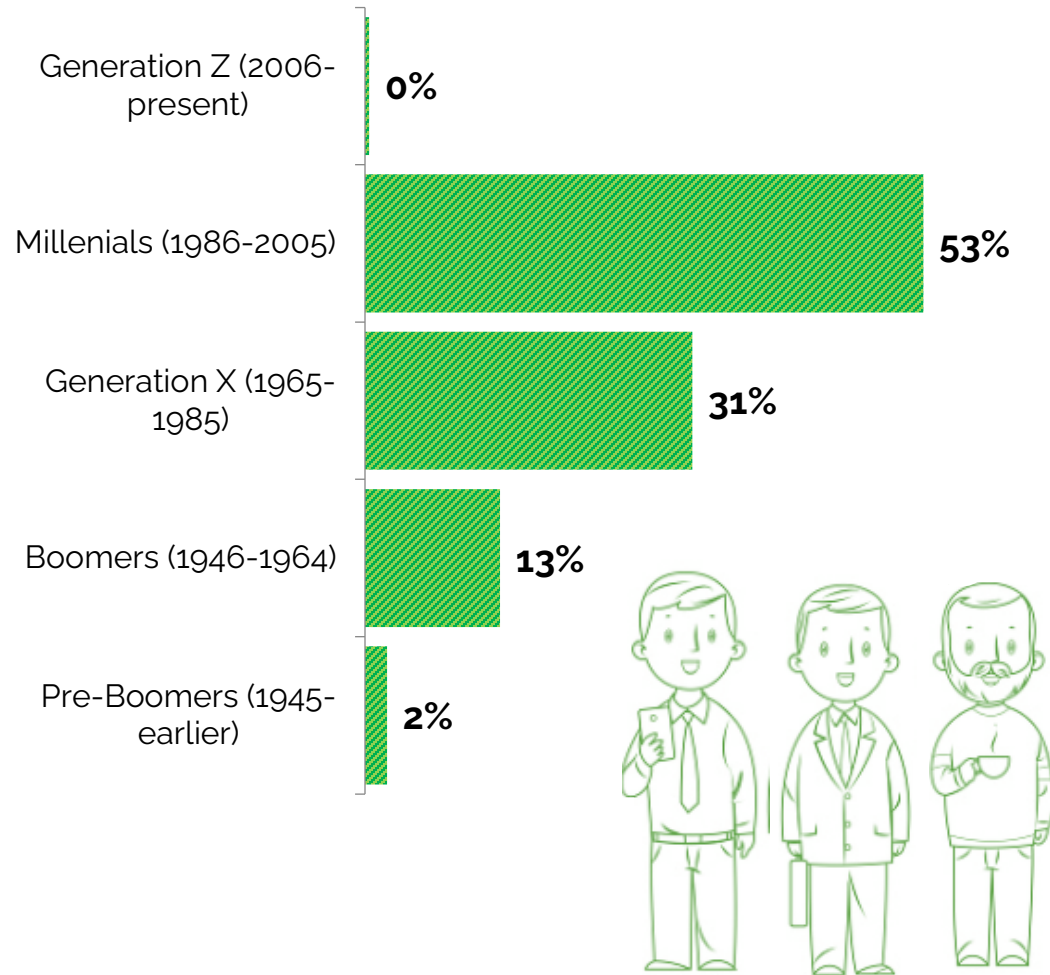
## Household Income



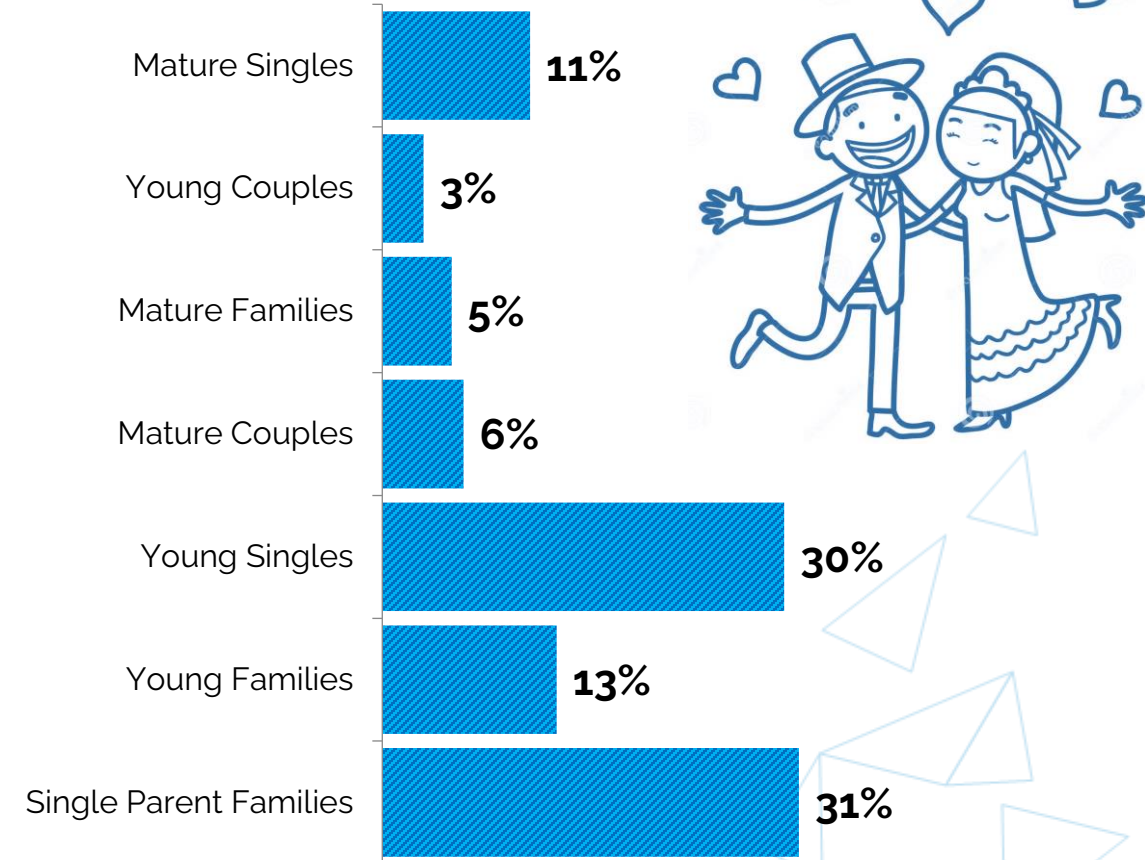
Average household income: **R11,714**

# Demographic Profile

## \*Generations

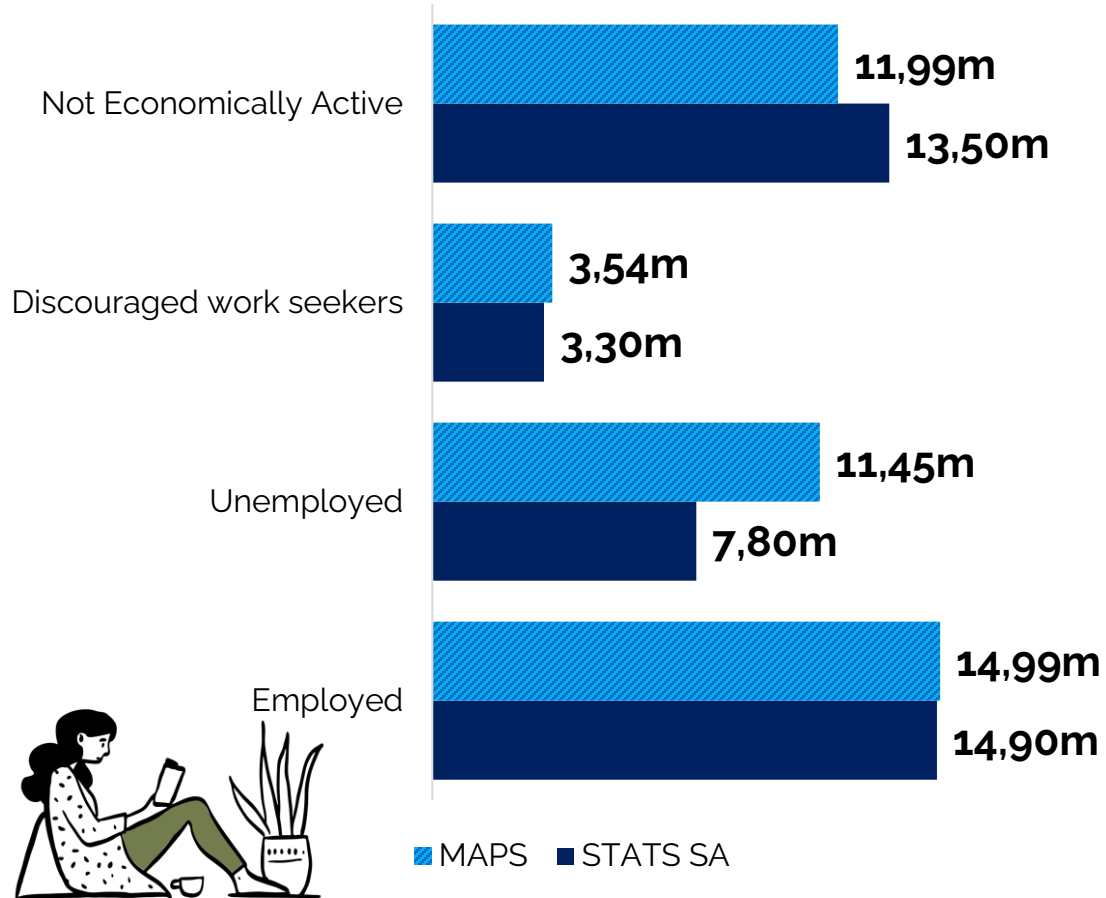


## \*Life Stages



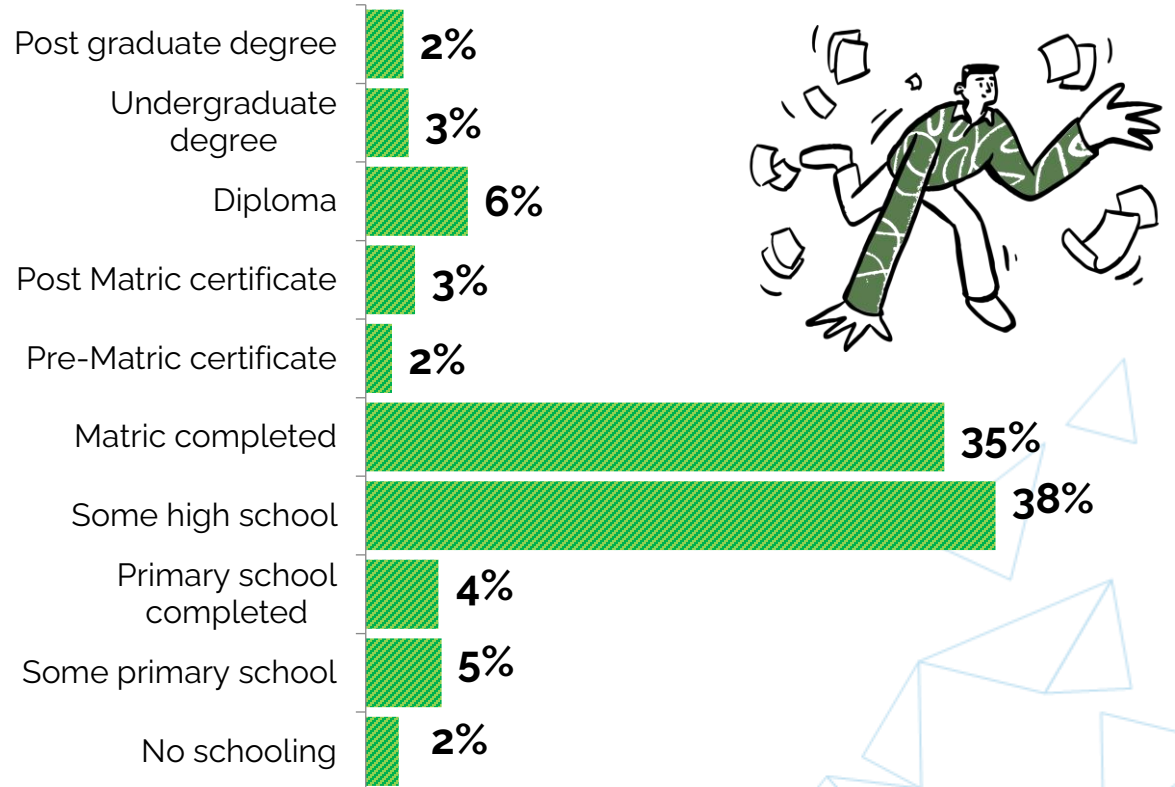
# Demographic Profile

## Employment Status: \*MAPS vs. STATS SA



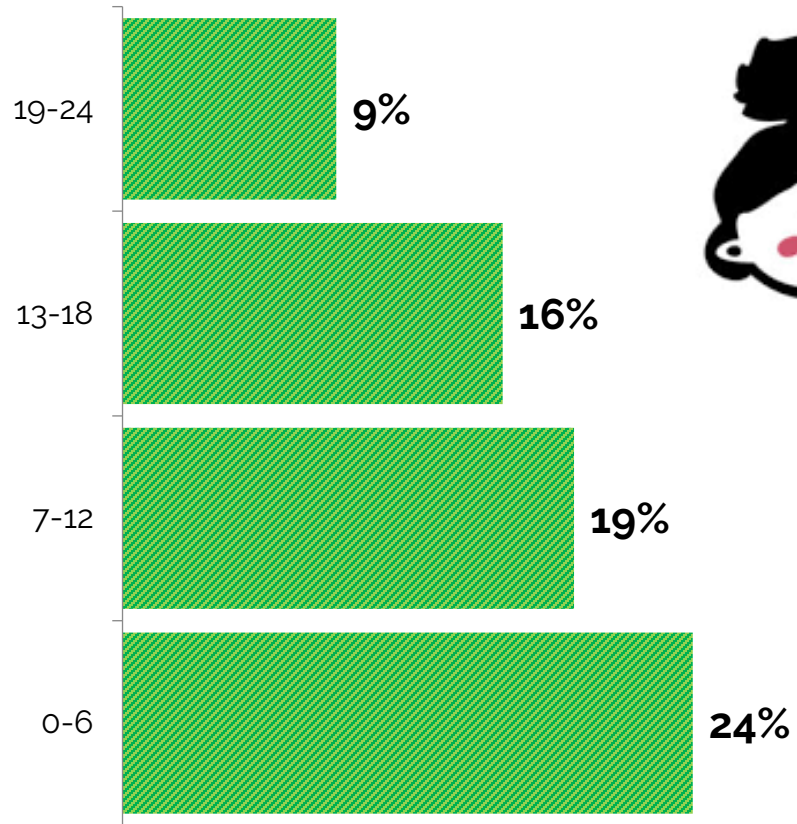
\*Comparing MAPS Cycle 4 vs Q2 2021 StatsSA figures

## Highest Level of Education Achieved



# Demographic Profile

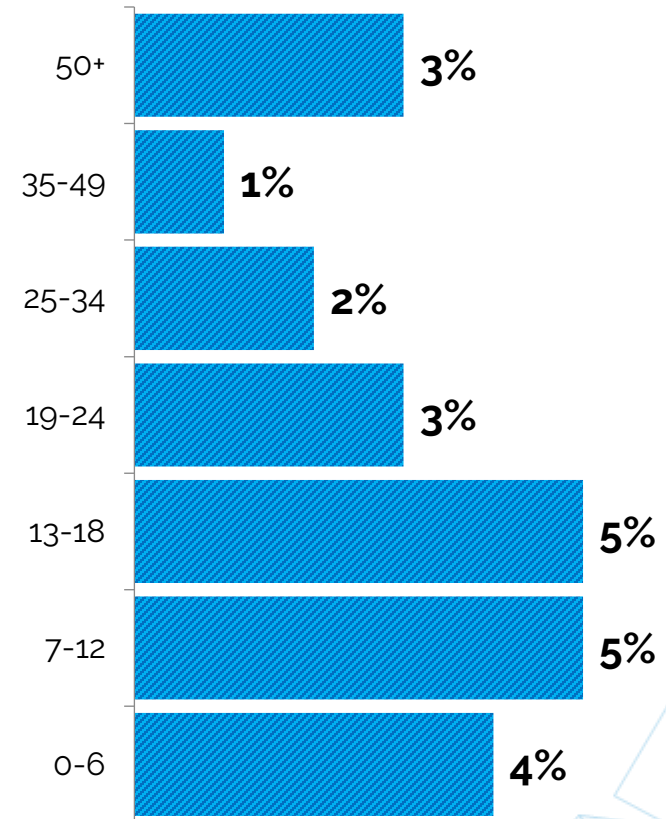
Age: Dependents (own children)



**45%** of respondents have dependents who are their own children.

In total, about have **51%** of all respondents have dependents.

Age: Other dependents (not own children)



**17%** of respondents have dependents who are **not** their own children.



# SEGMENTATION

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# Segmentation

## LSM Segmentation

- Living Standards Measure 1 levels 1 - 10

## SEM Segmentation

- Socio-Economic Measure levels 1 - 10
- Super Groups

## Self Perceptions

- Self-perception of the consumer
  - Health Status
  - Parenting Scores

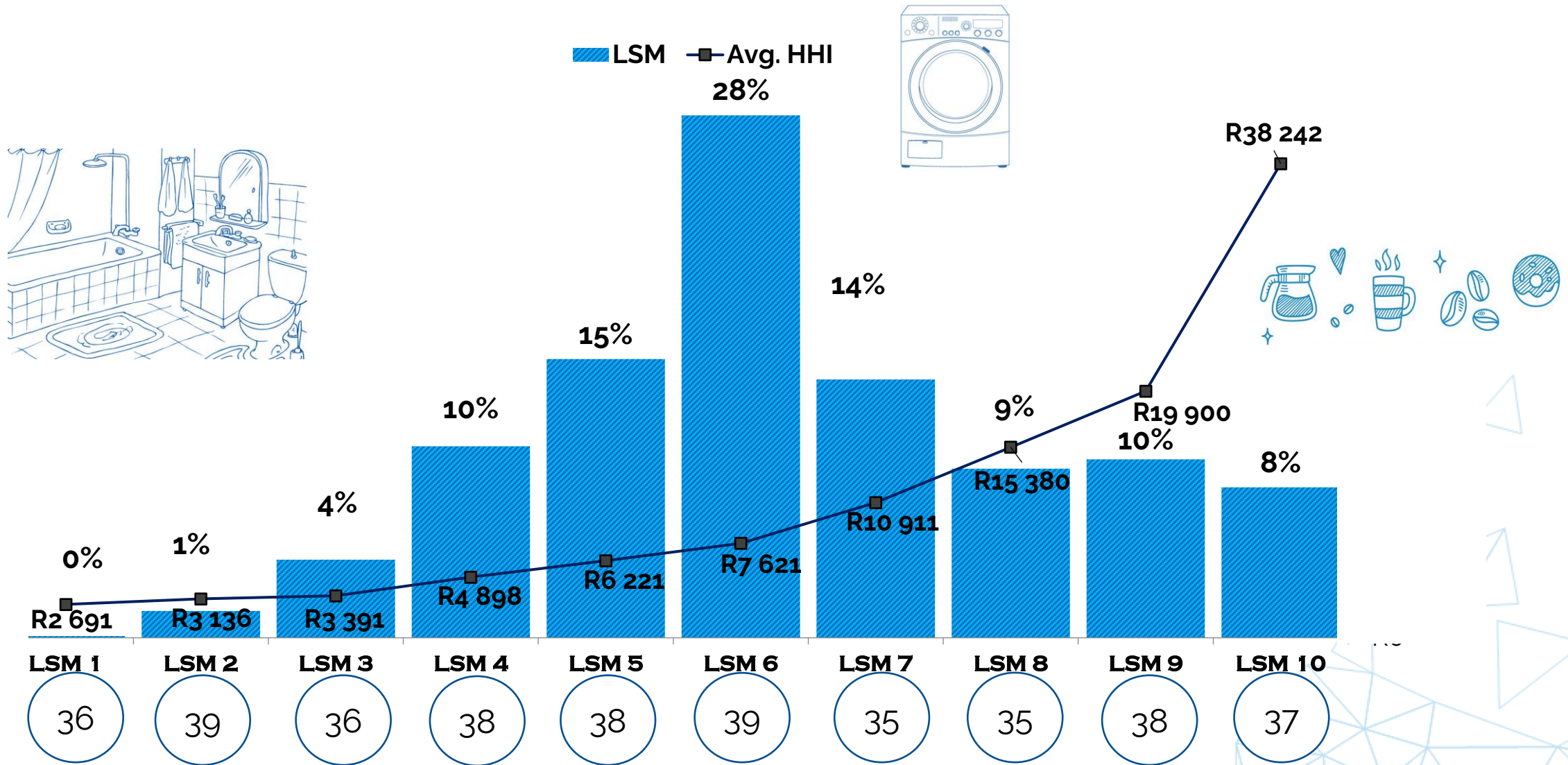
## Demographics

- Average number of households in South Africa
- Average age of respondents
- Racial profiles of respondents
- Gender profiles of respondents
- Most spoken languages
- Marital status of respondents
- Highest level of education
- Dependents living in the household – own children
- Dependents living in the household – not own children
- Generation
- Life Stages

## Income

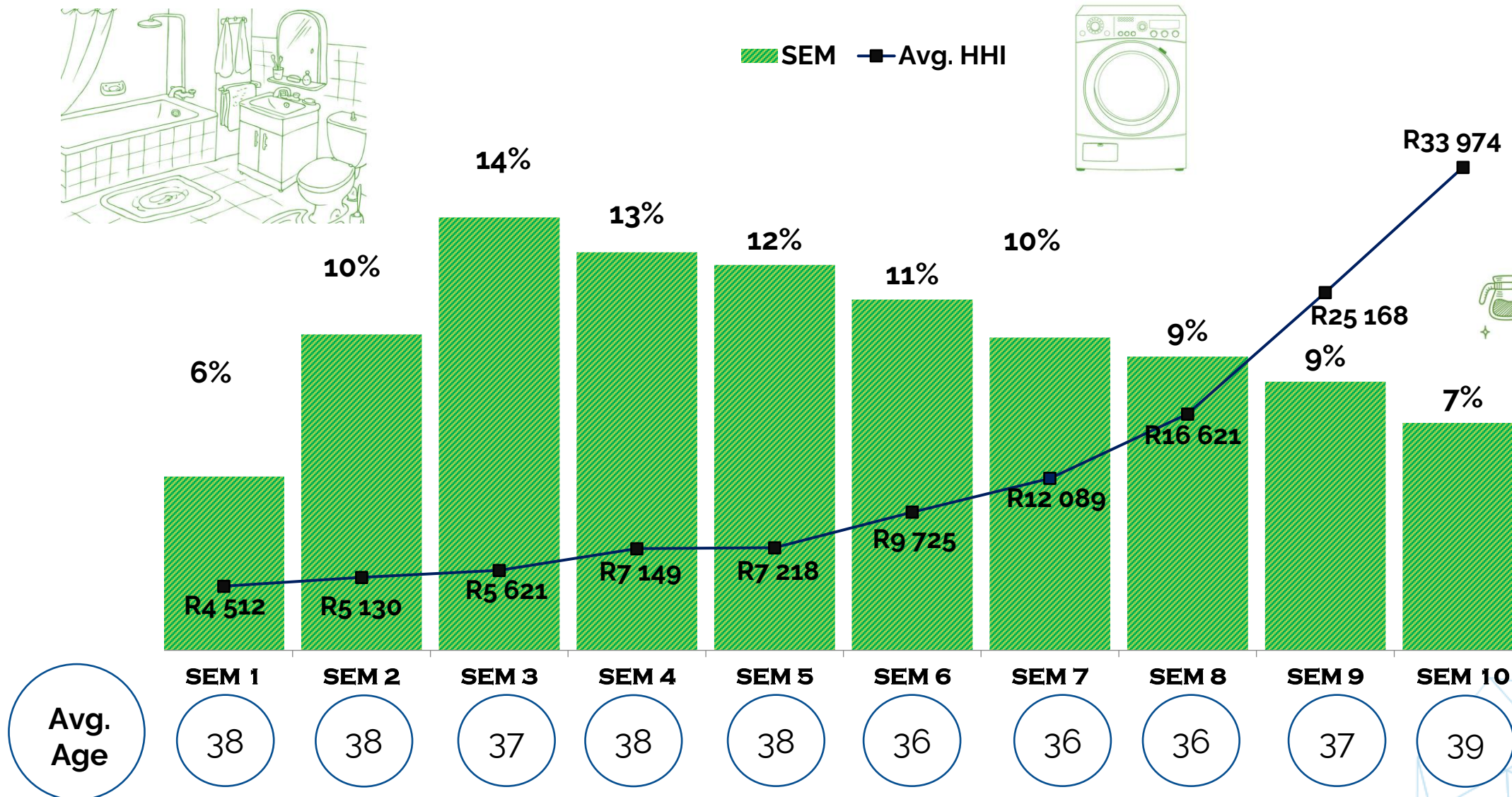
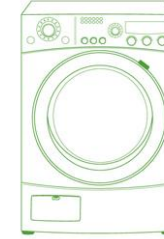
- Personal income
- Household income
- Employment status

# Living Standards Measure (LSM)



Avg.  
Age

# Socio-Economic Measure (SEM)

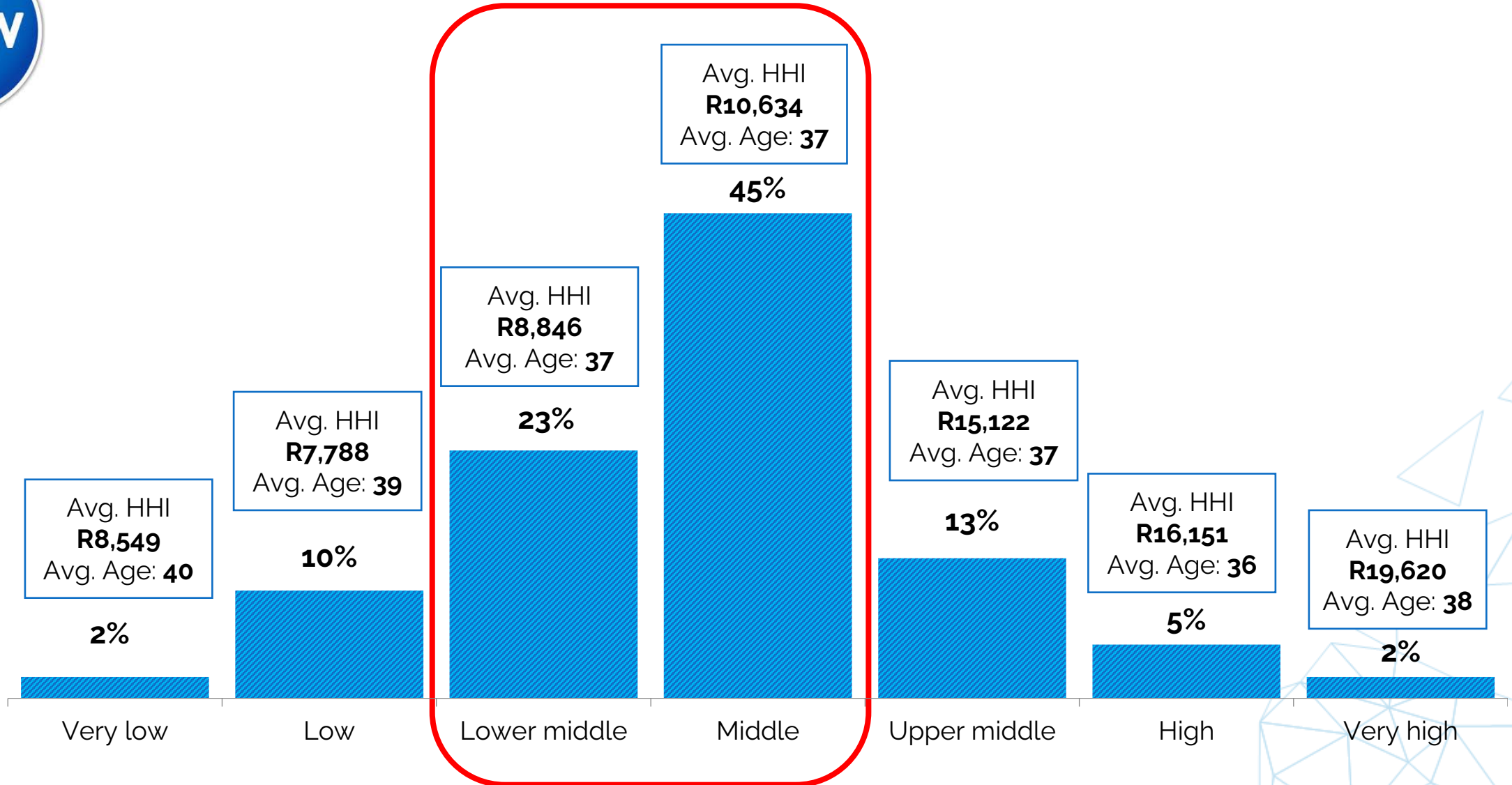


Avg.  
Age

# Self Perception of the Consumer

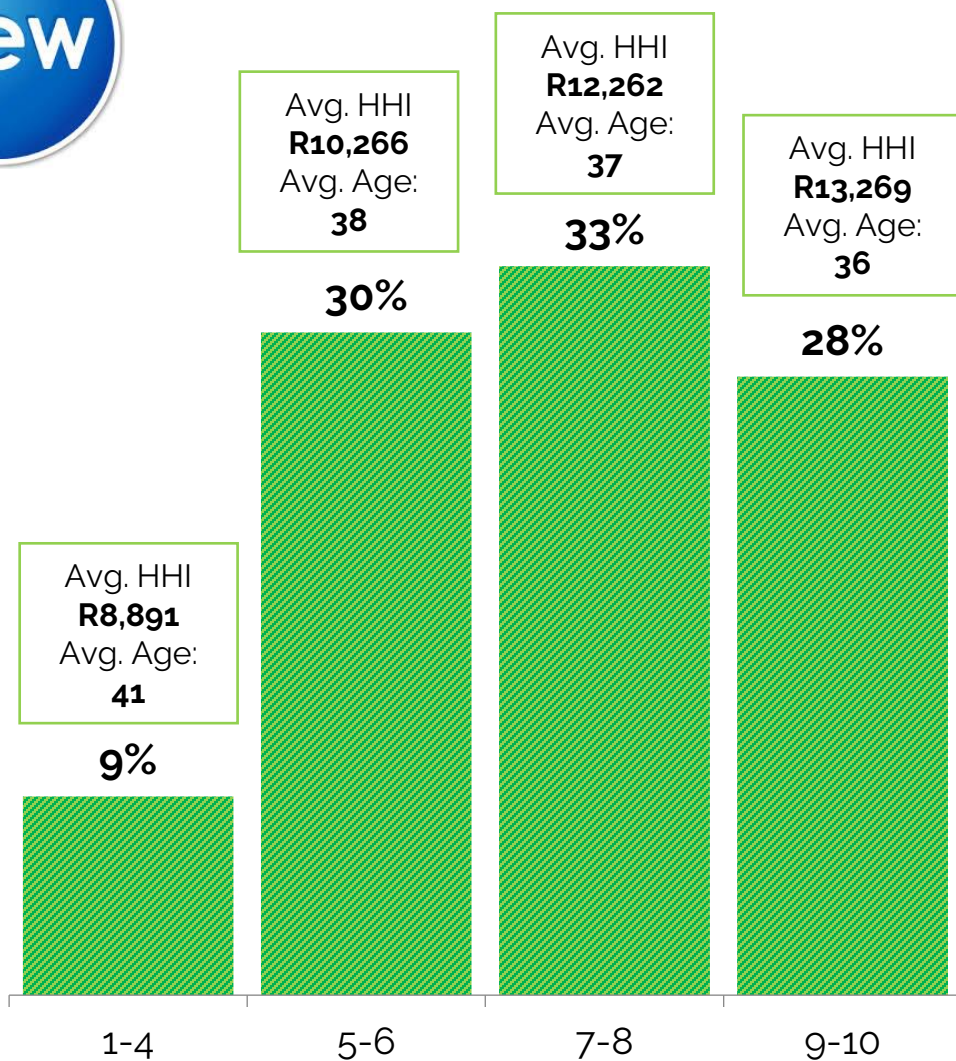
new

Which socio-economic class or group would you associate yourself with?

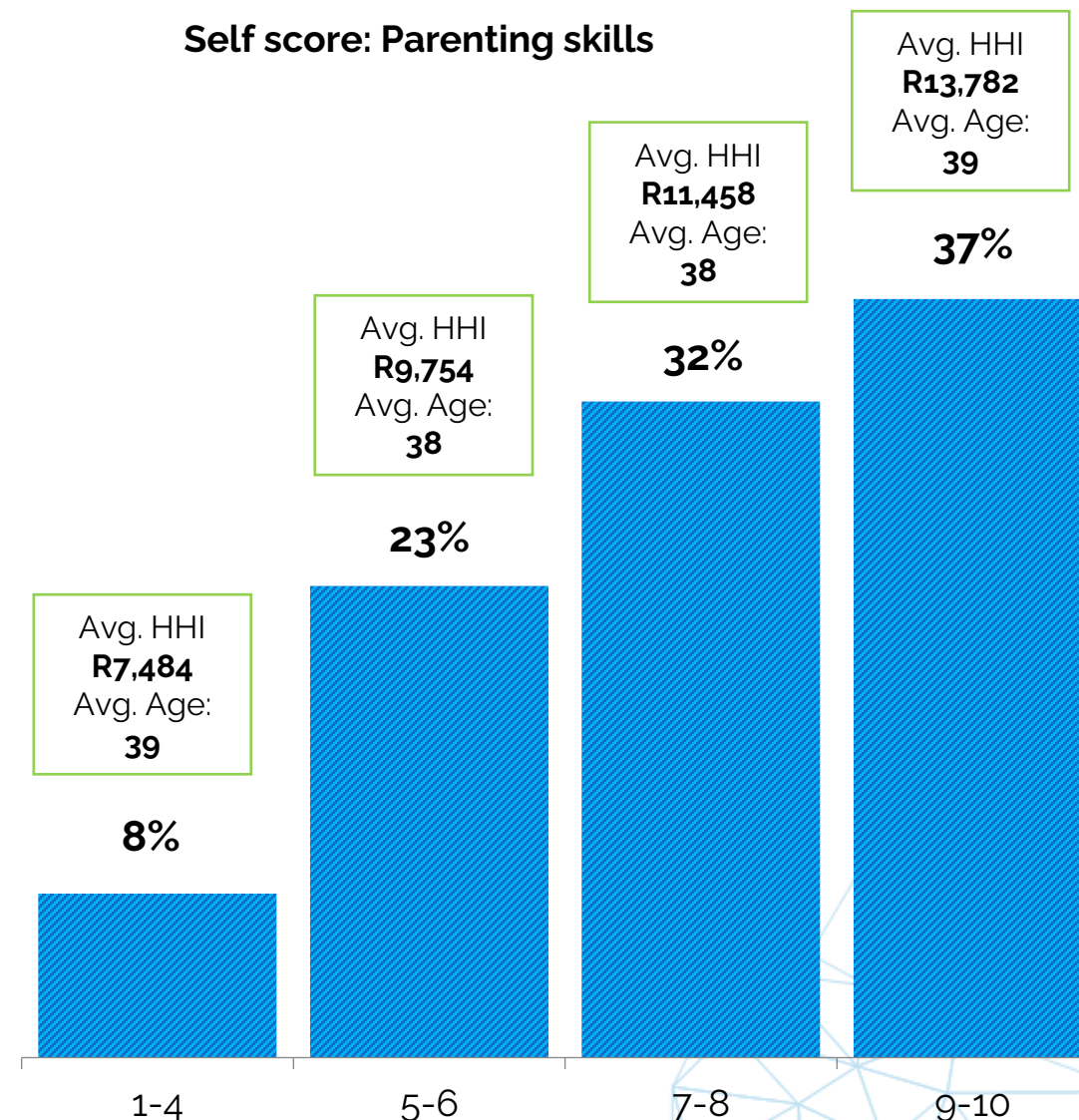


# Self Perception of the Consumer

Self score: Health status

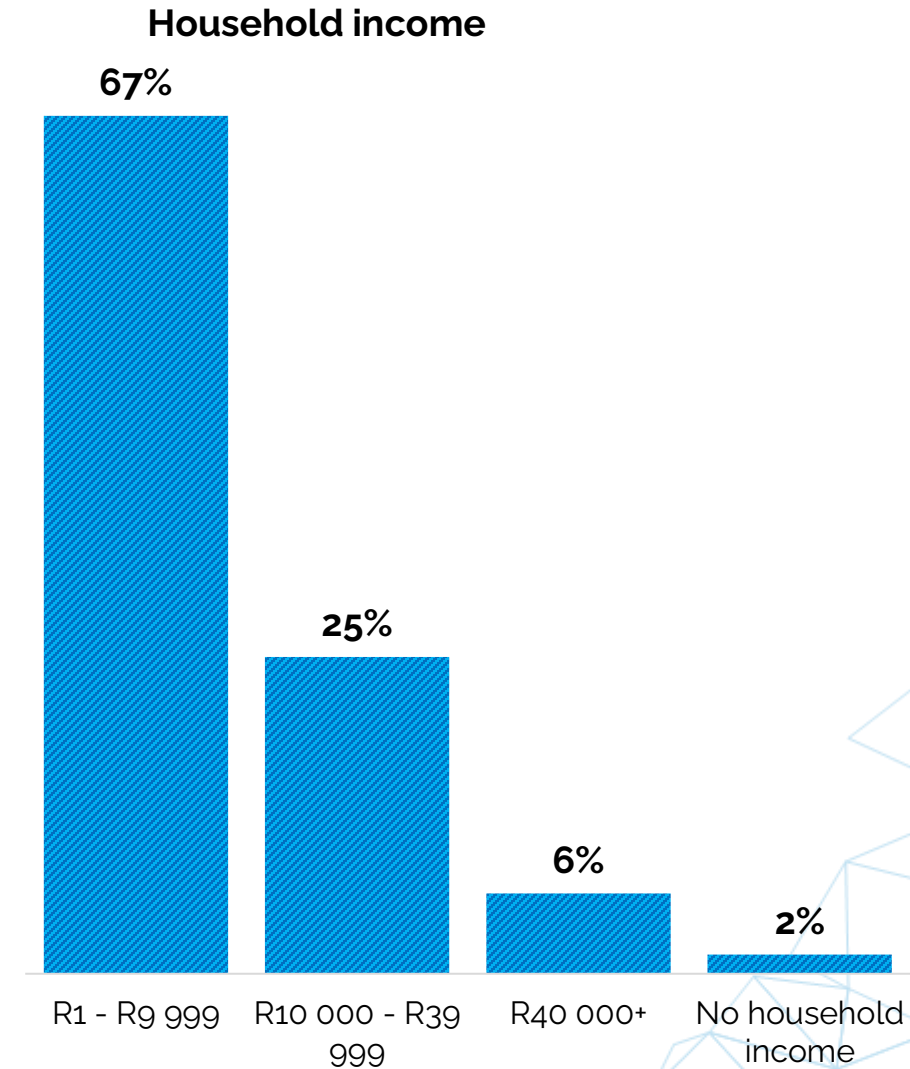
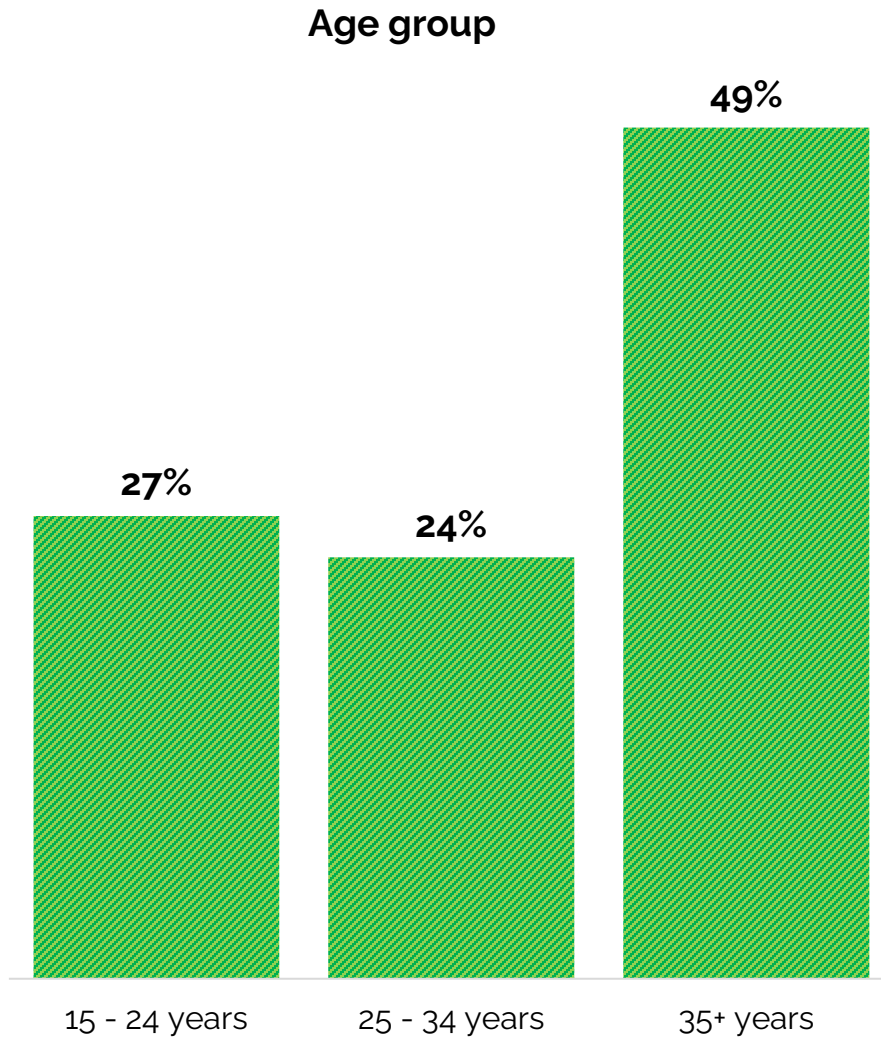


Self score: Parenting skills





# Age and Household Income Bands





# MEDIA

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## Print media

- Newspapers
- Magazines
- Store magazines
- Newspaper inserts
- Platform used

## Radio

- Radio stations listened to (past 4 weeks, past 7 days and yesterday)
- Average number of days/hours spent radio listening per week
- Radio devices
- Location of radio listening

## Cinema

- Cinema attendance
- Cinema chains
- Average amount spent per cinema outing
- Cinema benefit programmes

## Television

- Linear/live TV watching
- Viewed TV channels (past 4 weeks, past 7 days and yesterday)
- Location of TV viewing
- Satellite services/packages used
- Type of TV decoder used
- TV audience during weekends
- TV catch-up viewing behaviour
- Streaming services

## Online

- Social media
- Online content
- Streaming

## Out of Home Advertising

- Time spent travelling on average day
- Places of travel
- Method of transport used
- Outdoor advertising signs
- Shopping malls visited

# Media Population Penetration



Newspapers  
Past 4 weeks **43%**



Newspaper  
Inserts  
Past 4 weeks **19%**



Magazines  
Past 4 weeks **12%**



Store Magazines  
Past 4 weeks **20%**



Television  
[linear/live]  
Past 4 weeks **76%**



Cinema  
Past 4 weeks **1%**



Radio  
Past 4 weeks **75%**



Out of Home  
Advertising  
Past 4 weeks **62%**



Streaming Content  
Past 4 weeks **15%**



\*Social Media  
Past 4 weeks **54%**

\*54% excluding WhatsApp

57% including WhatsApp

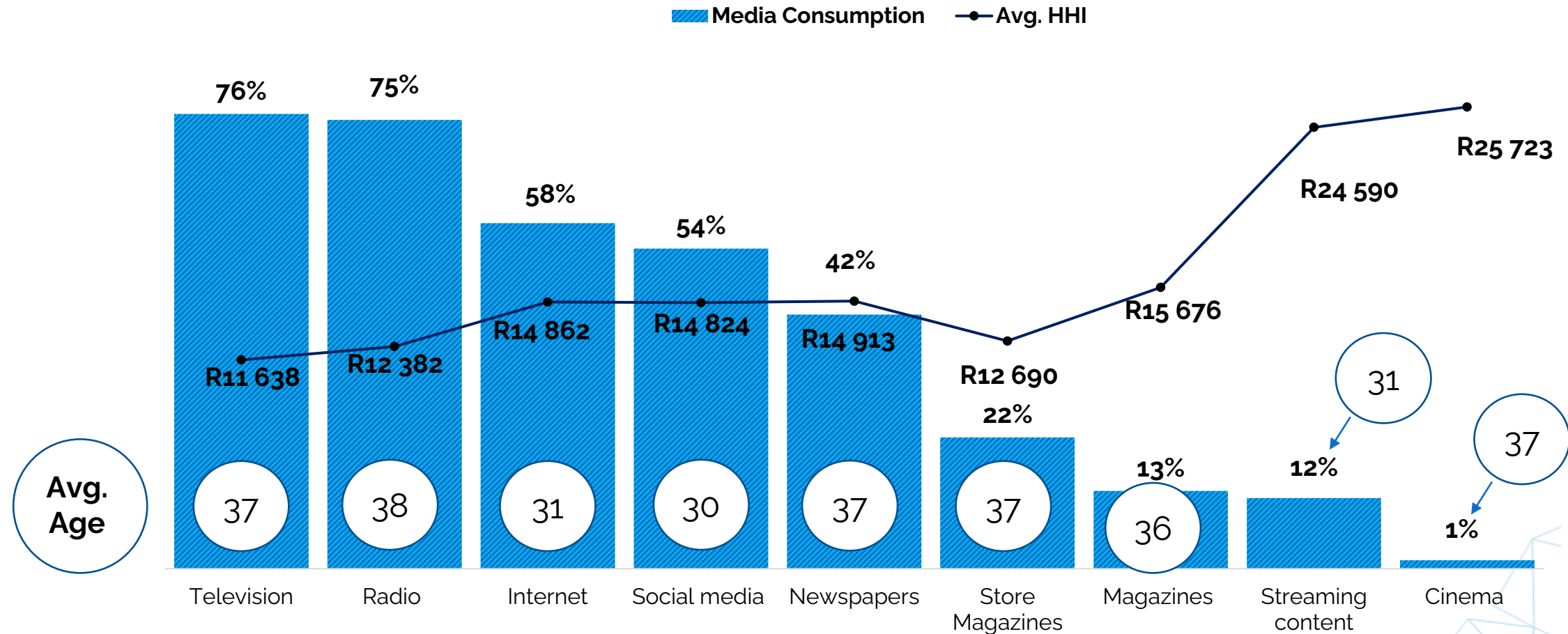
Various timelines available

- 3 months
- 4 weeks
- 7 days
- yesterday



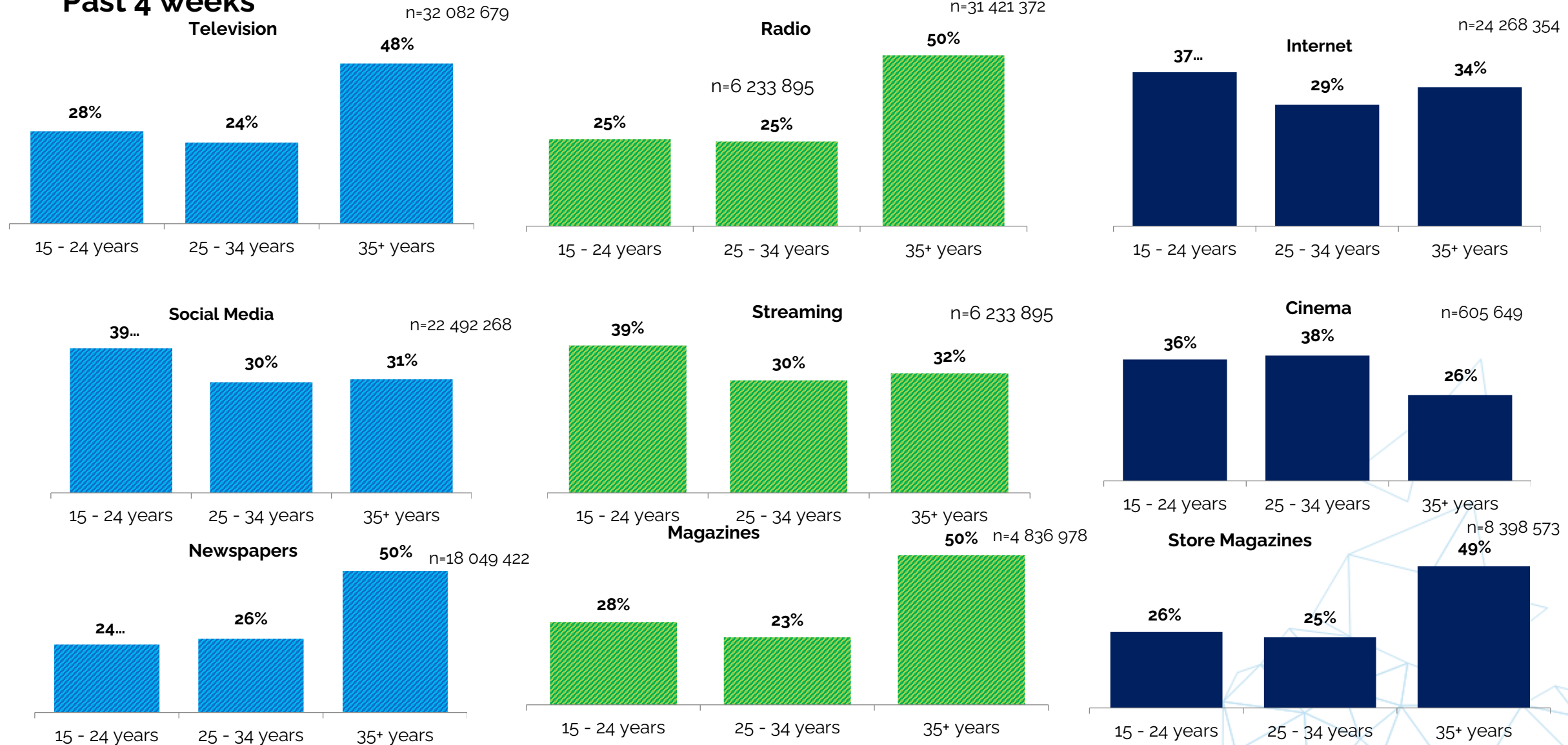
# Media Consumption [All platforms]

Past 4 weeks

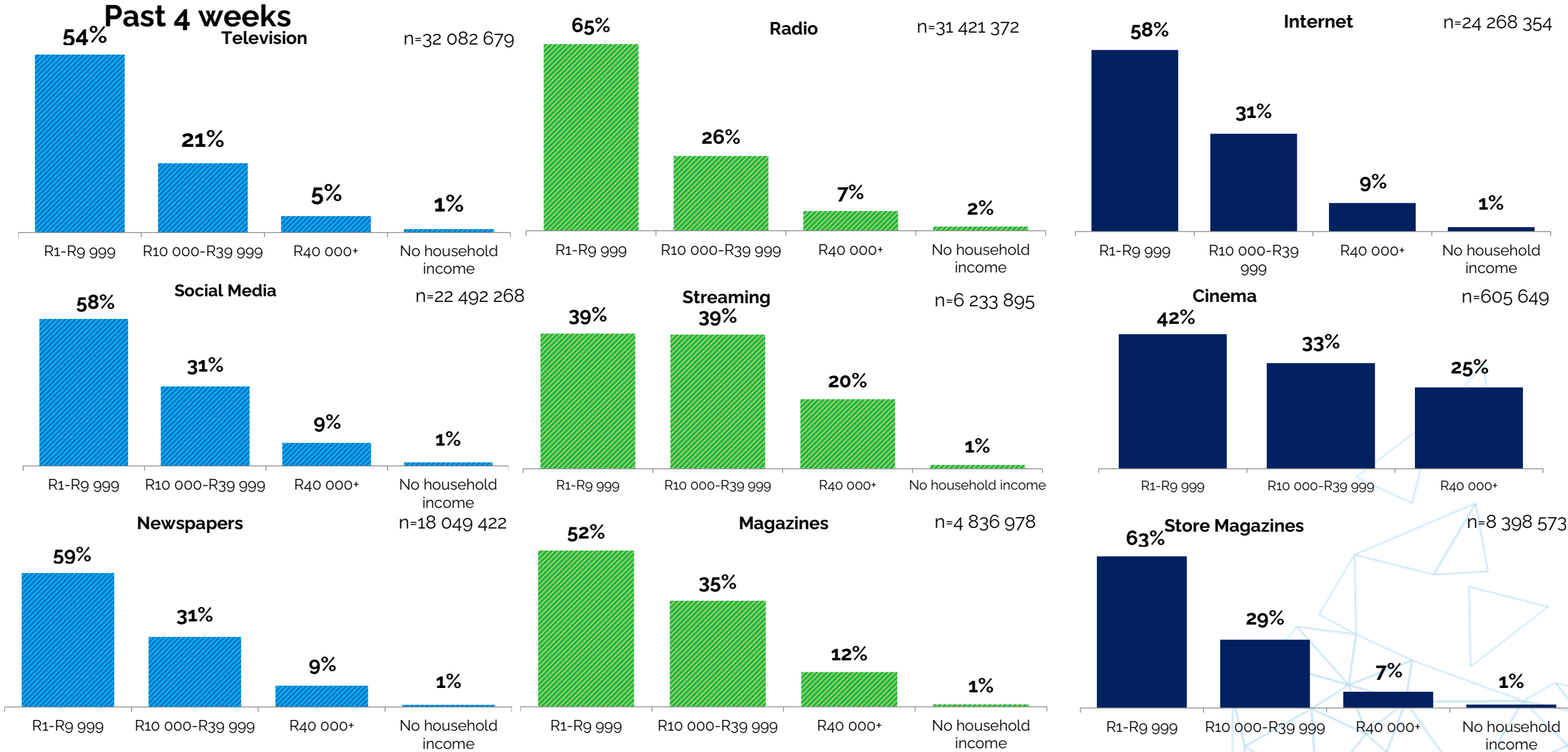


# Media Consumption by Age Groups

Past 4 weeks



# Media Consumption by HH Income



# TELEVISION

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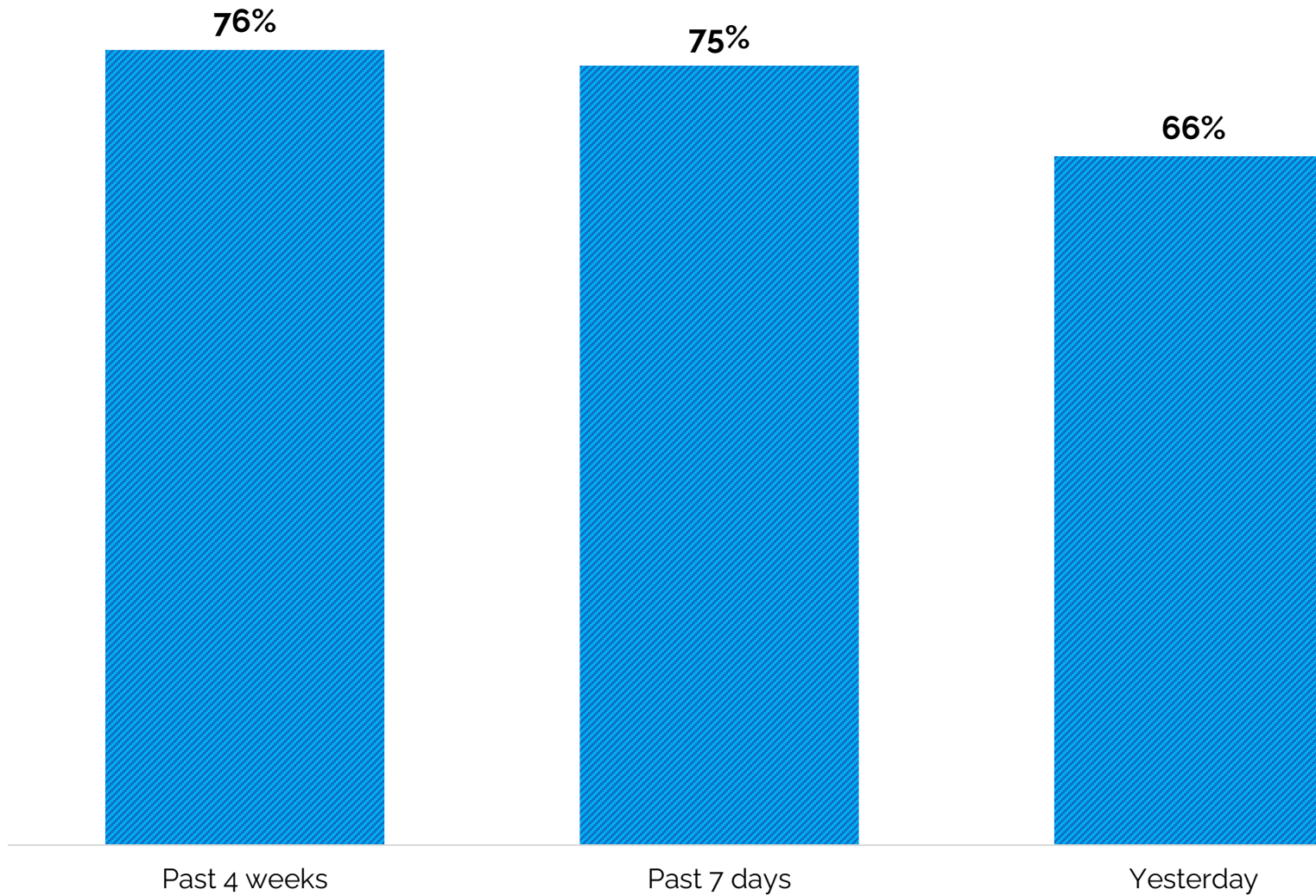
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# Television Audience

Television audience [Yesterday, P7D, P4W]



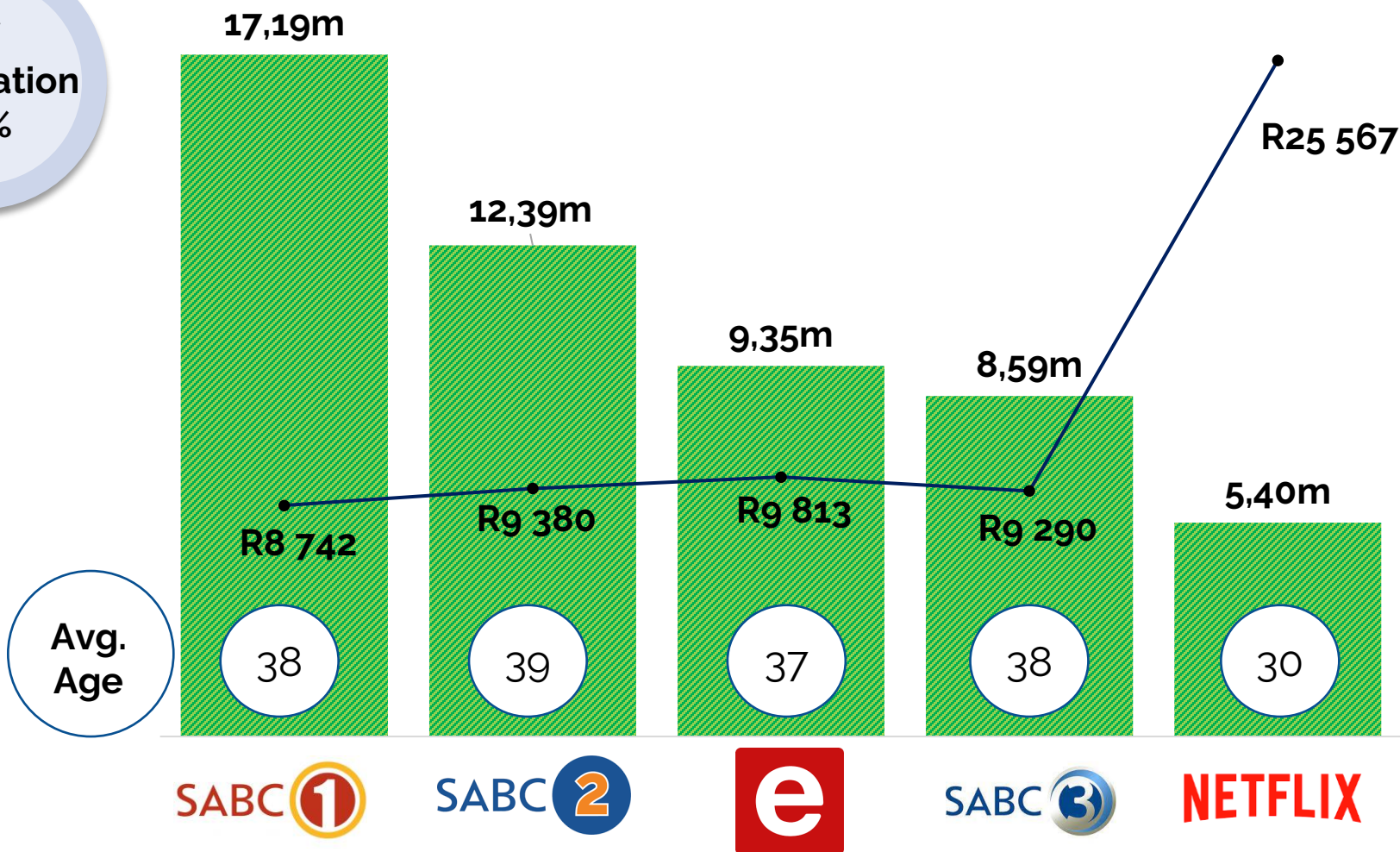
# Top Television Viewing



Past 4 weeks

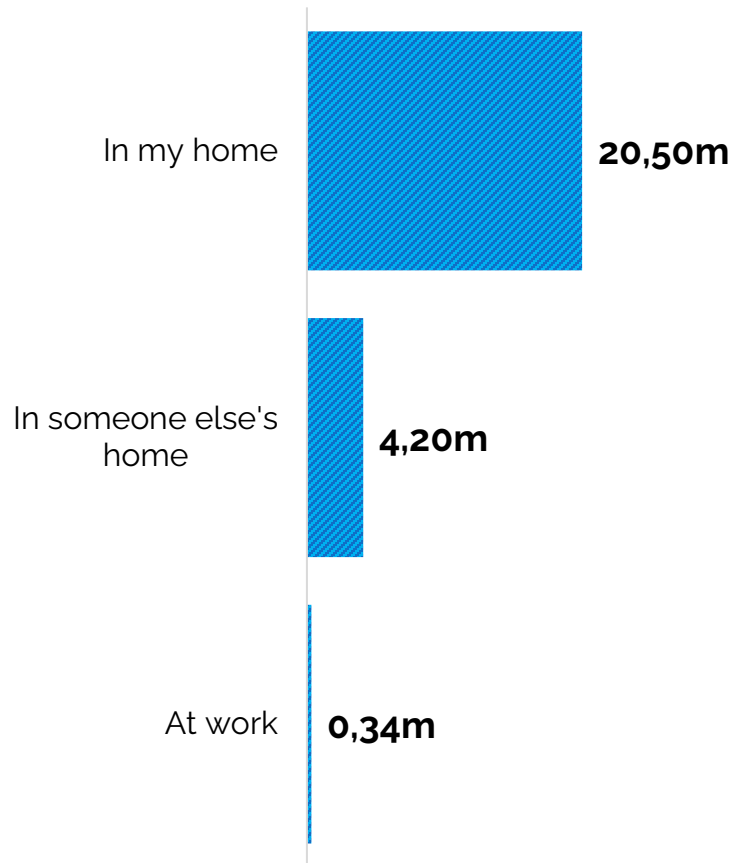
TV  
Penetration  
76%

Top TV Channels    Avg. HHI

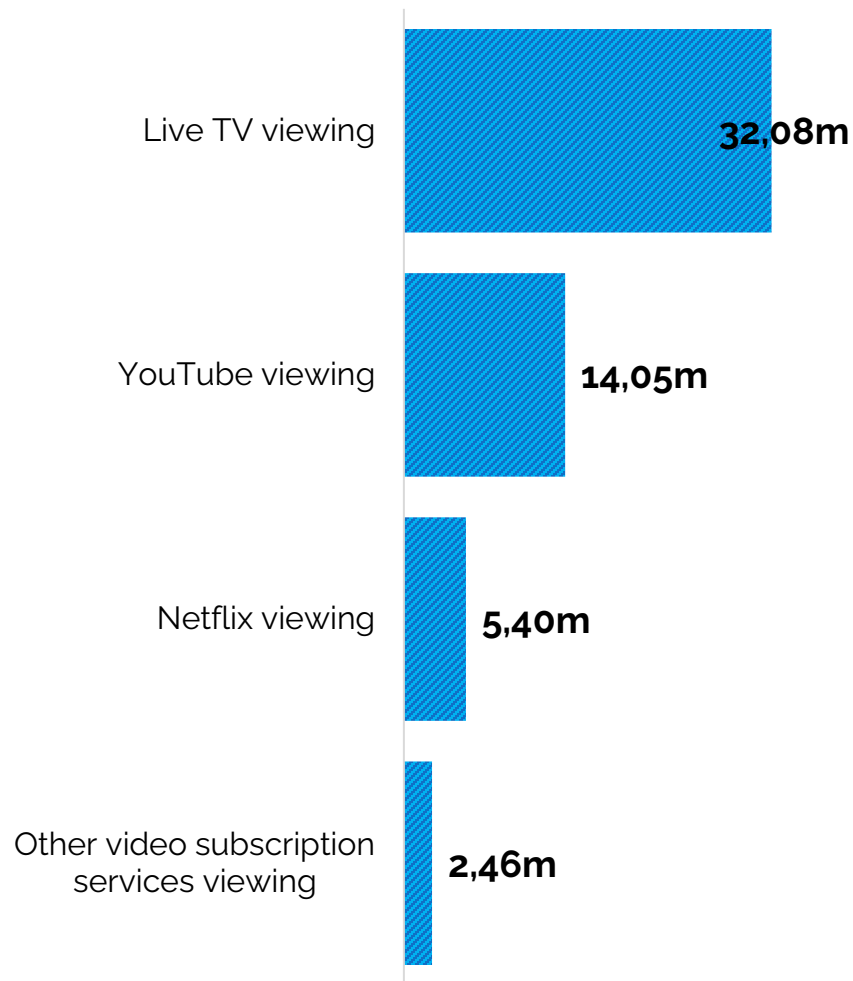


# Behaviour: Television

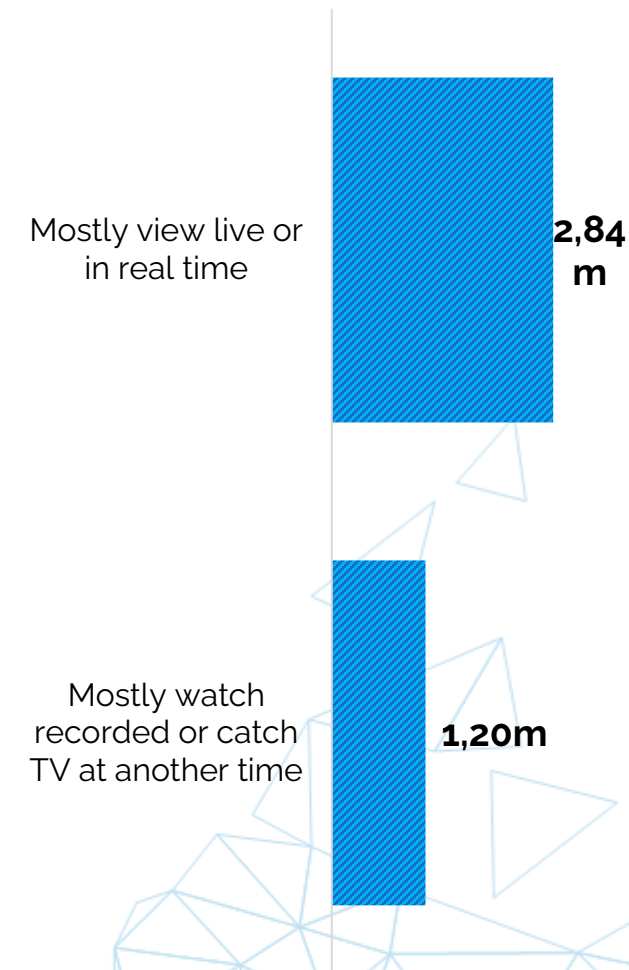
Top TV viewing location: Past 7 days



Live TV vs. Streaming Services: P4W



PVR: Usual mode for watching TV programmes



# RADIO

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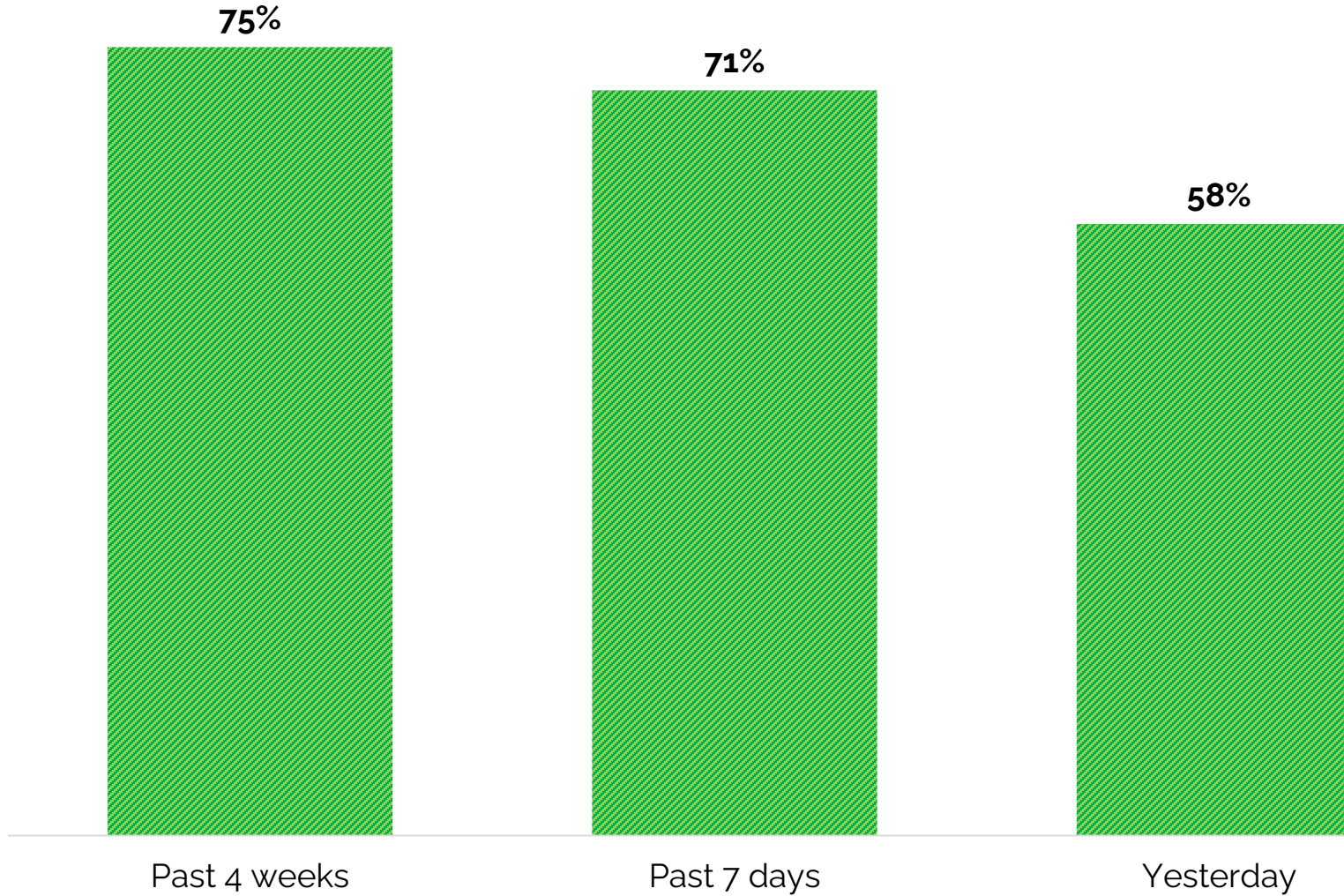


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# Radio Listenership

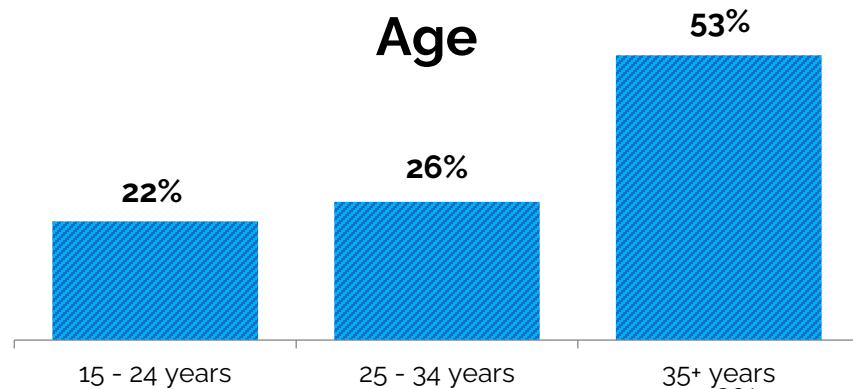
Radio Listenership [Yesterday, P7D, P4W]



# Radio Reach [Yesterday]

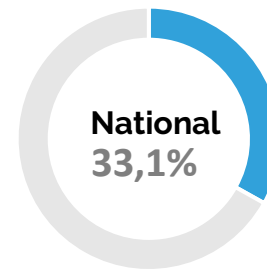
n=13 926 005

## Age

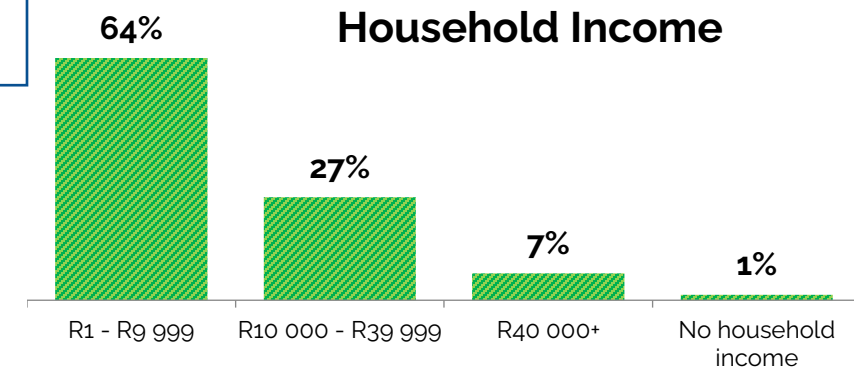


Total Radio Reach [Yesterday]

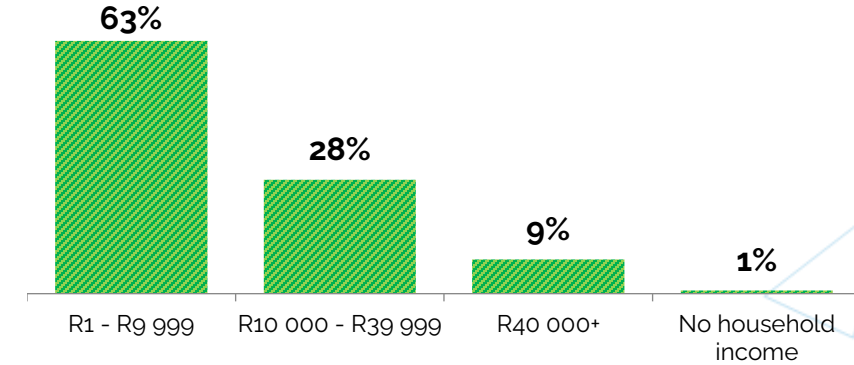
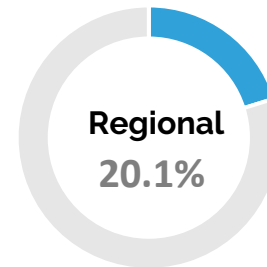
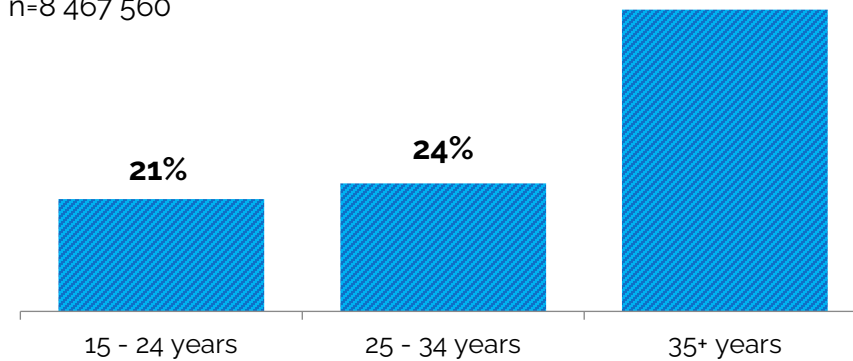
**58%**



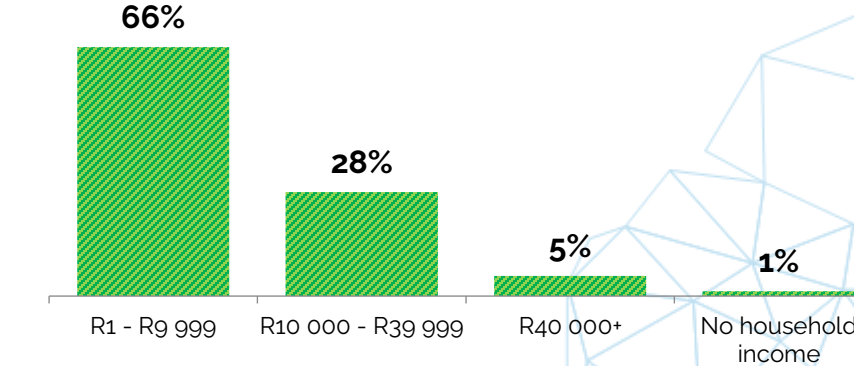
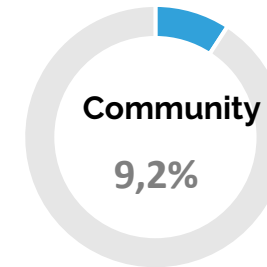
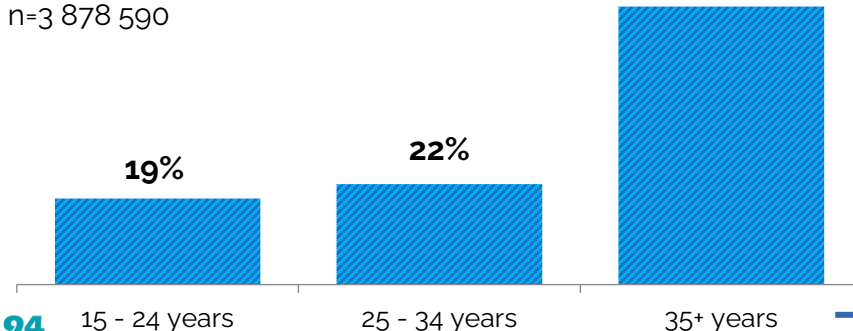
## Household Income



n=8 467 560



n=3 878 590



Source: MAPS 2020/2021 (Jul '20 – June '21)

Note: \*Percentages not adding up to 100% due to rounding off

Population 15+: 42 025 645

# Top Radio Stations Listened to

Past 4 weeks

## Radio [Over All]

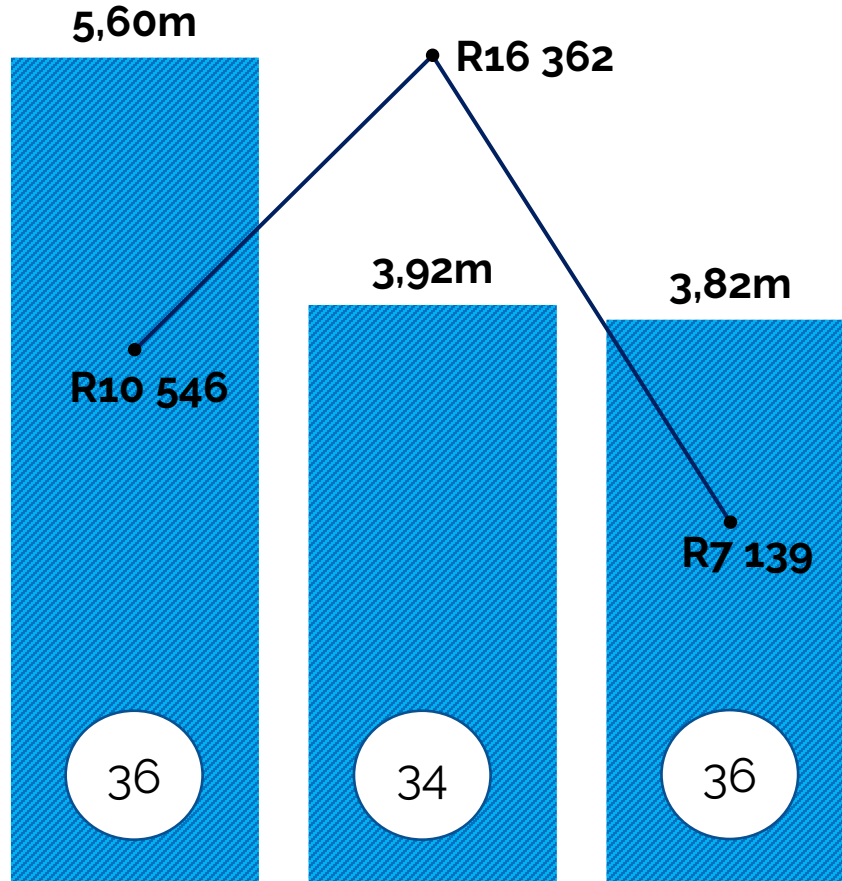
Radio Over All Avg. HHI



## COMMUNITY

Community Radio Stations Avg. HHI

Avg.  
Age

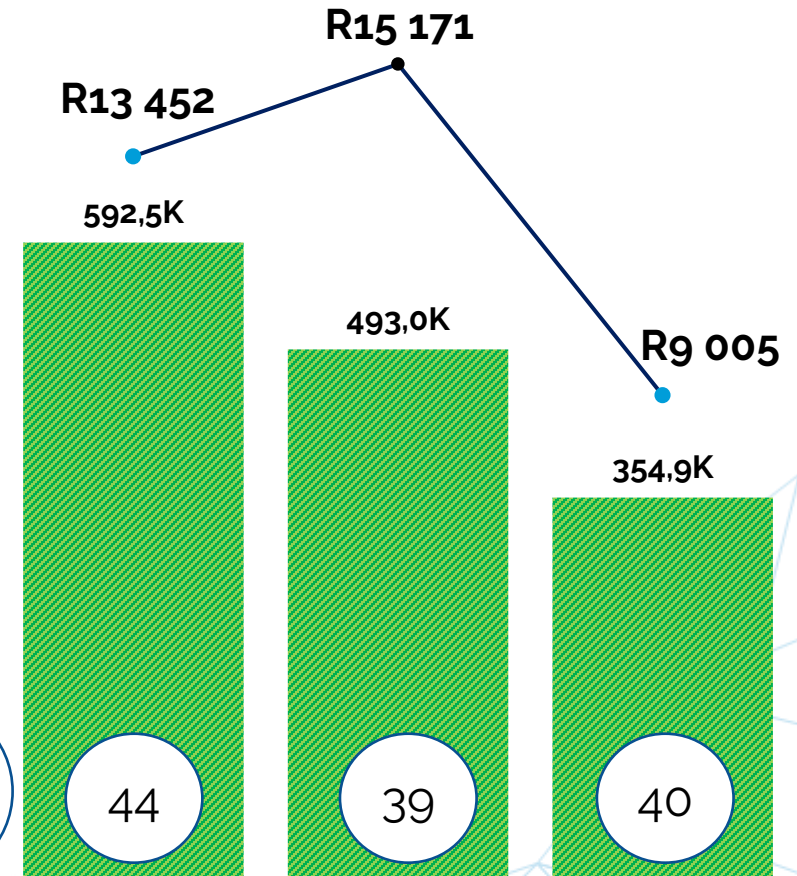


ukhozi

METRO FM

uMhlobo  
Wenene fm

Avg.  
Age



JOZI  
FM 105.9  
More Than Just Radio

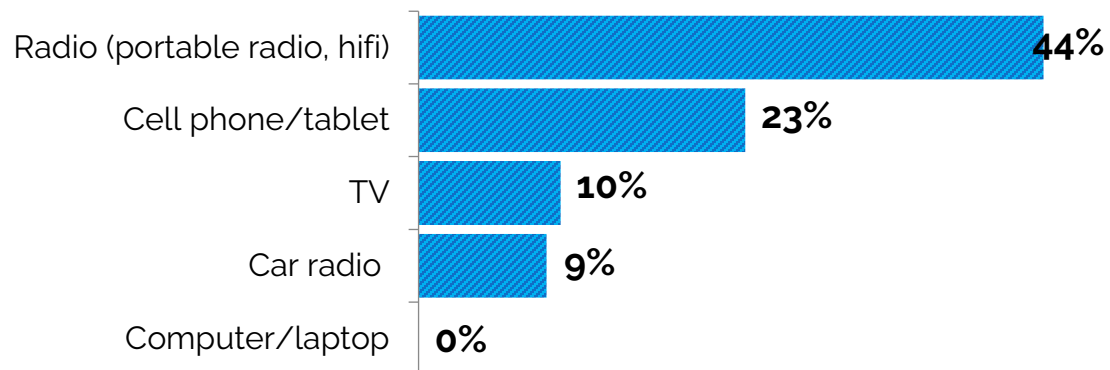
Beat  
103.5 fm

IZWI  
LOMZANSI  
98.0FM  
Feel the difference!

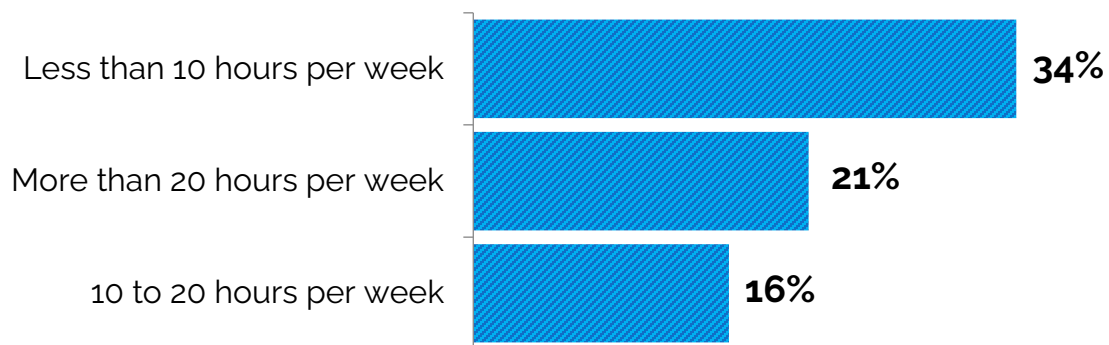


# Behaviour: Radio

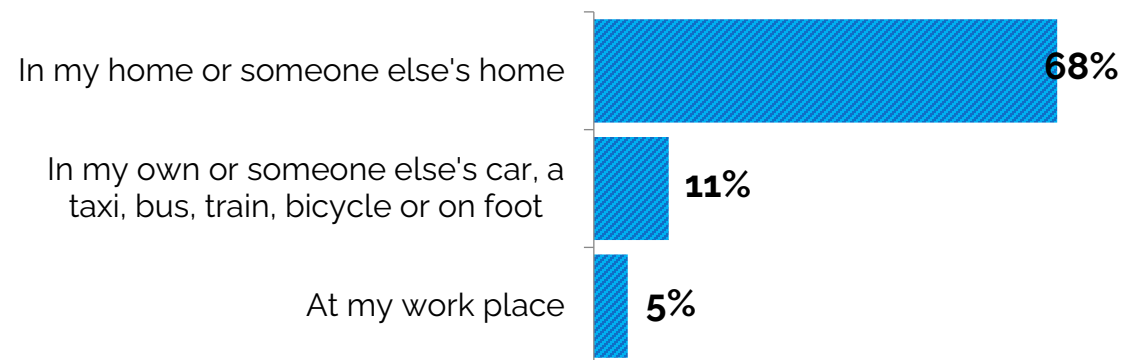
## Usual radio device



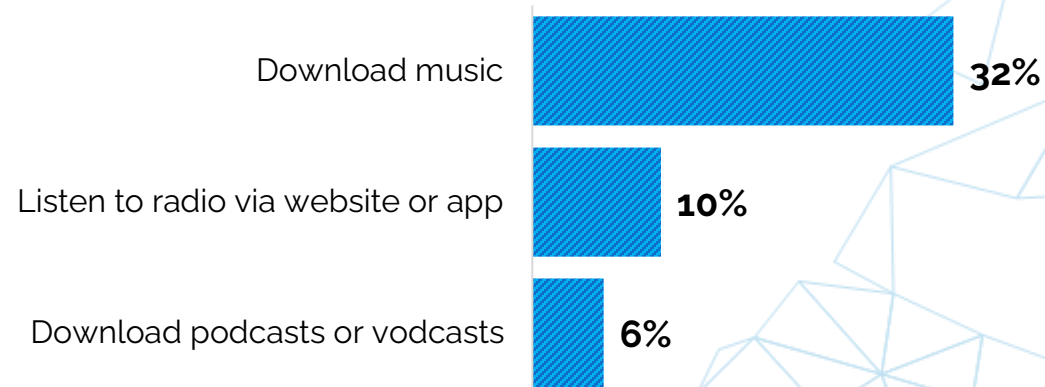
## Time spent on radio listening



## Usual location for radio listening



## Radio related internet activities: Past 4 weeks



# PRINT MEDIA

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# NEWSPAPERS

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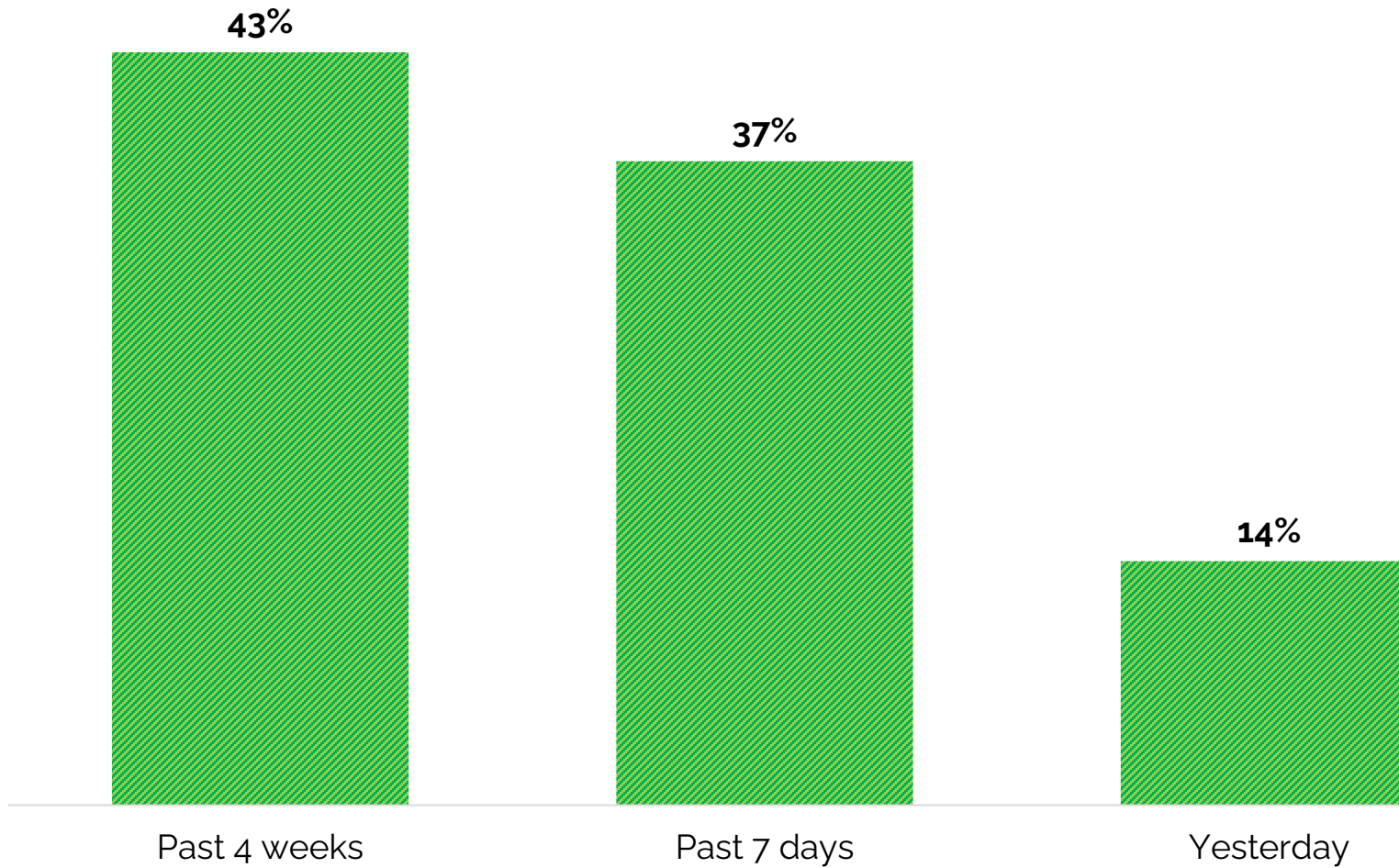


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# Newspaper Readership

Newspaper Readership [Yesterday, P7D, P4W]



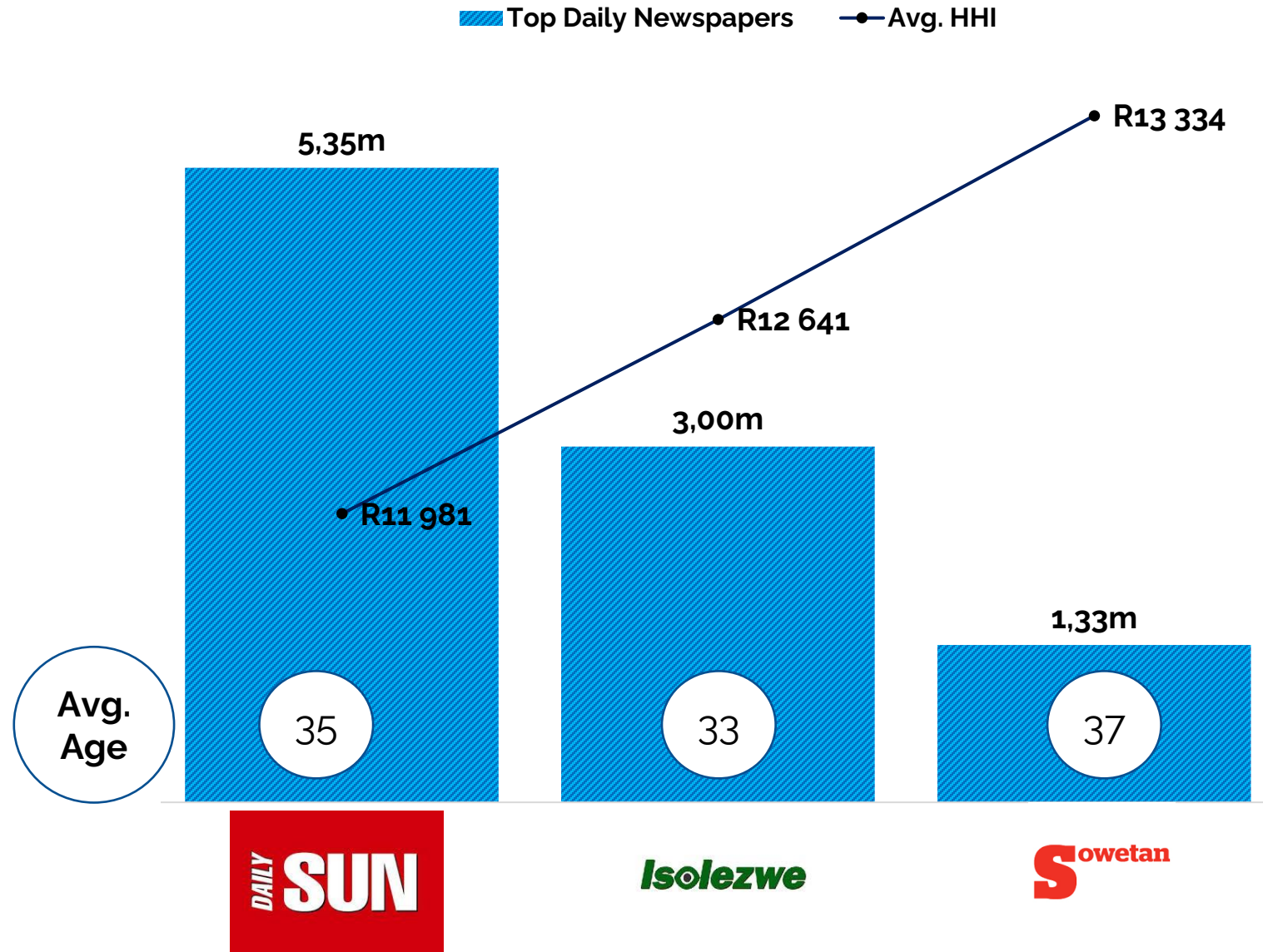
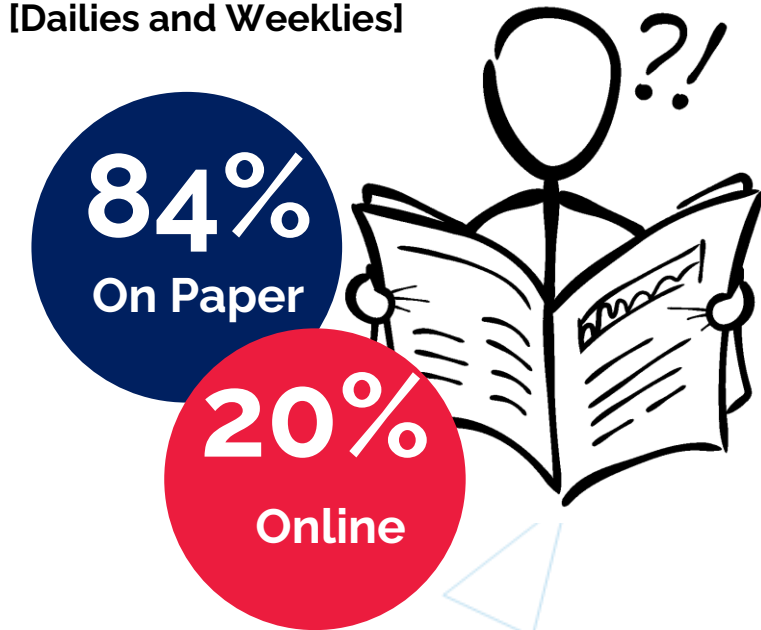


# Top 3 Newspapers [Dailies] Read

Past 3 months

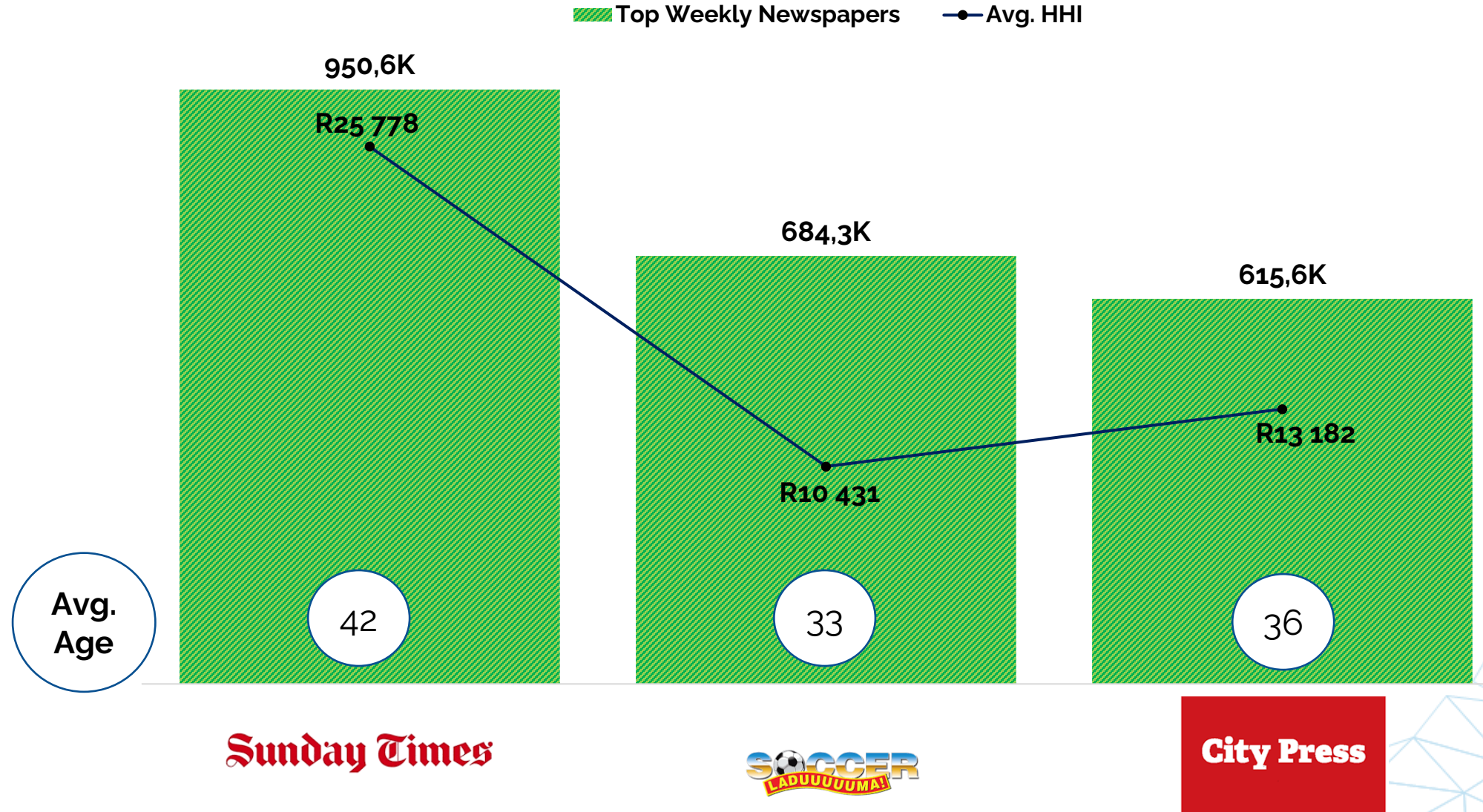
46% respondents have read newspapers in the past 3 months.

Platforms used to read newspapers  
[Dailies and Weeklies]





# Top 3 Newspapers [Weeklies] Read



# MAGAZINES

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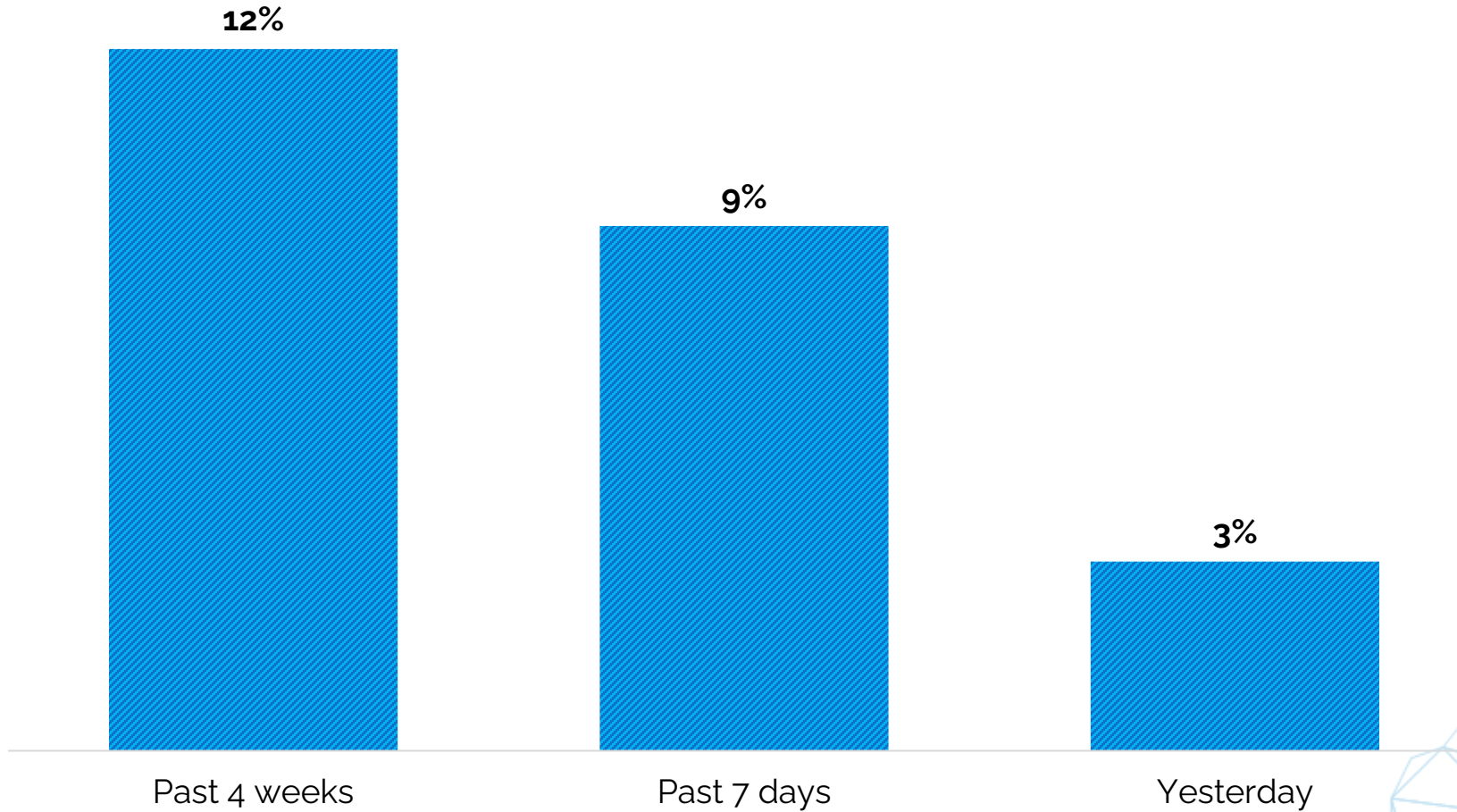


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# Magazine Readership

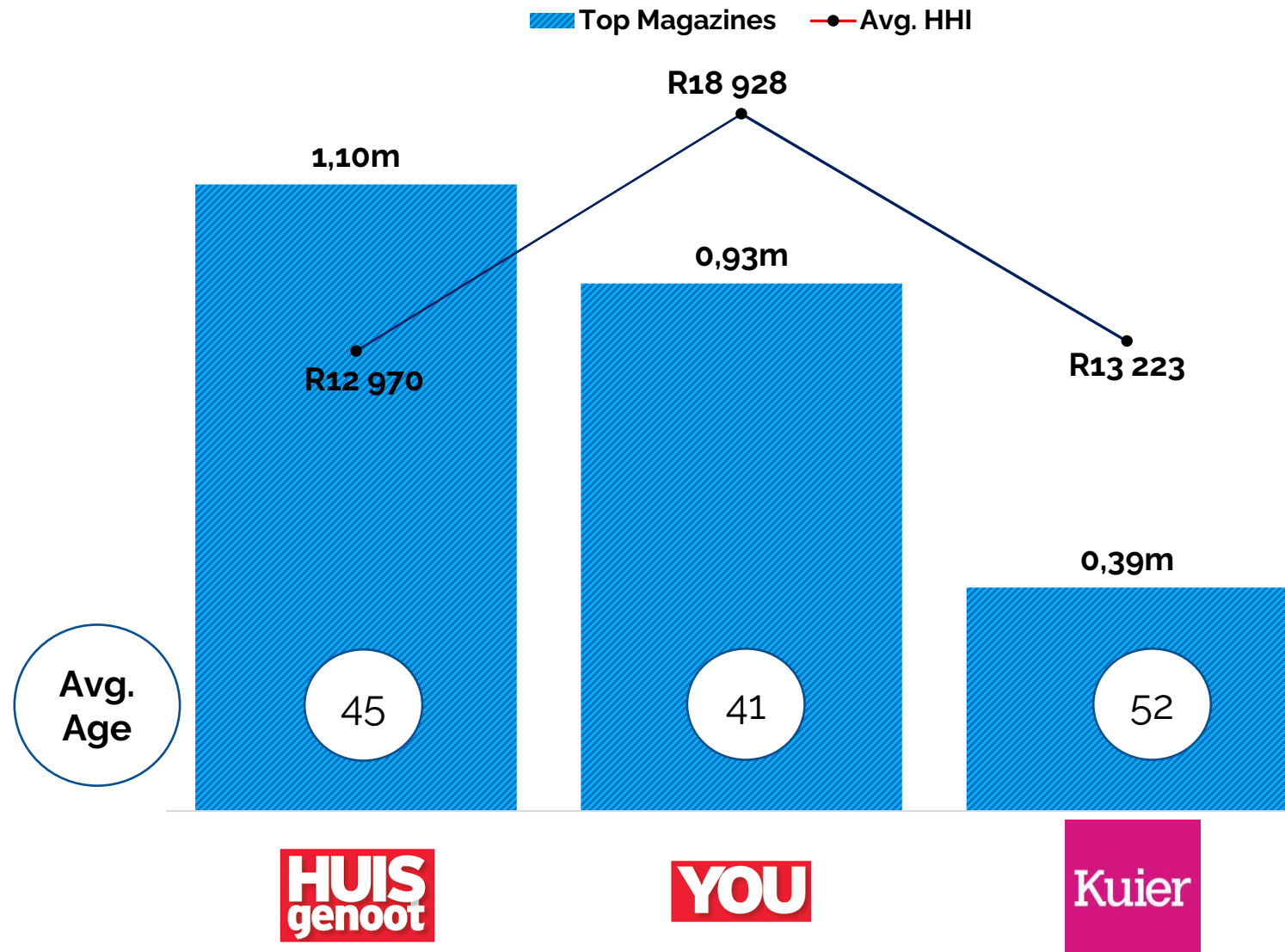
Magazine Readership [Yesterday, P7D, P4W]



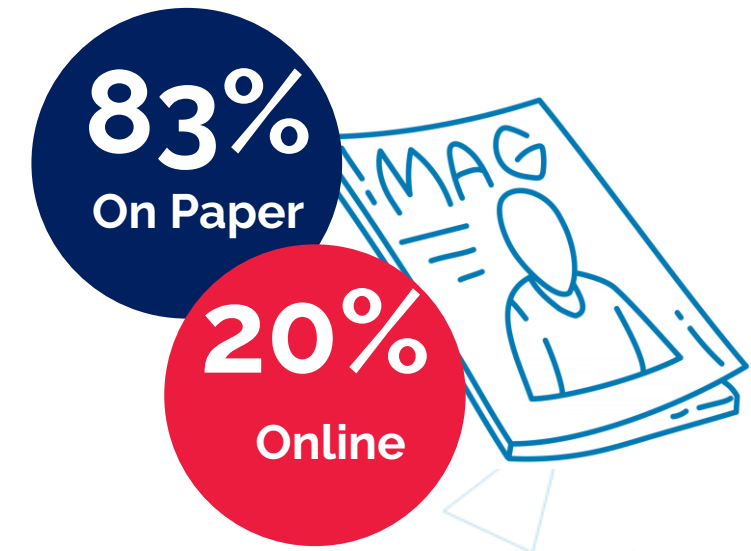
# Top 3 Magazines Read

Past 3 months

**13%** respondents have read magazines in the past 3 months.



Platforms used to read magazines



# STORE MAGAZINES

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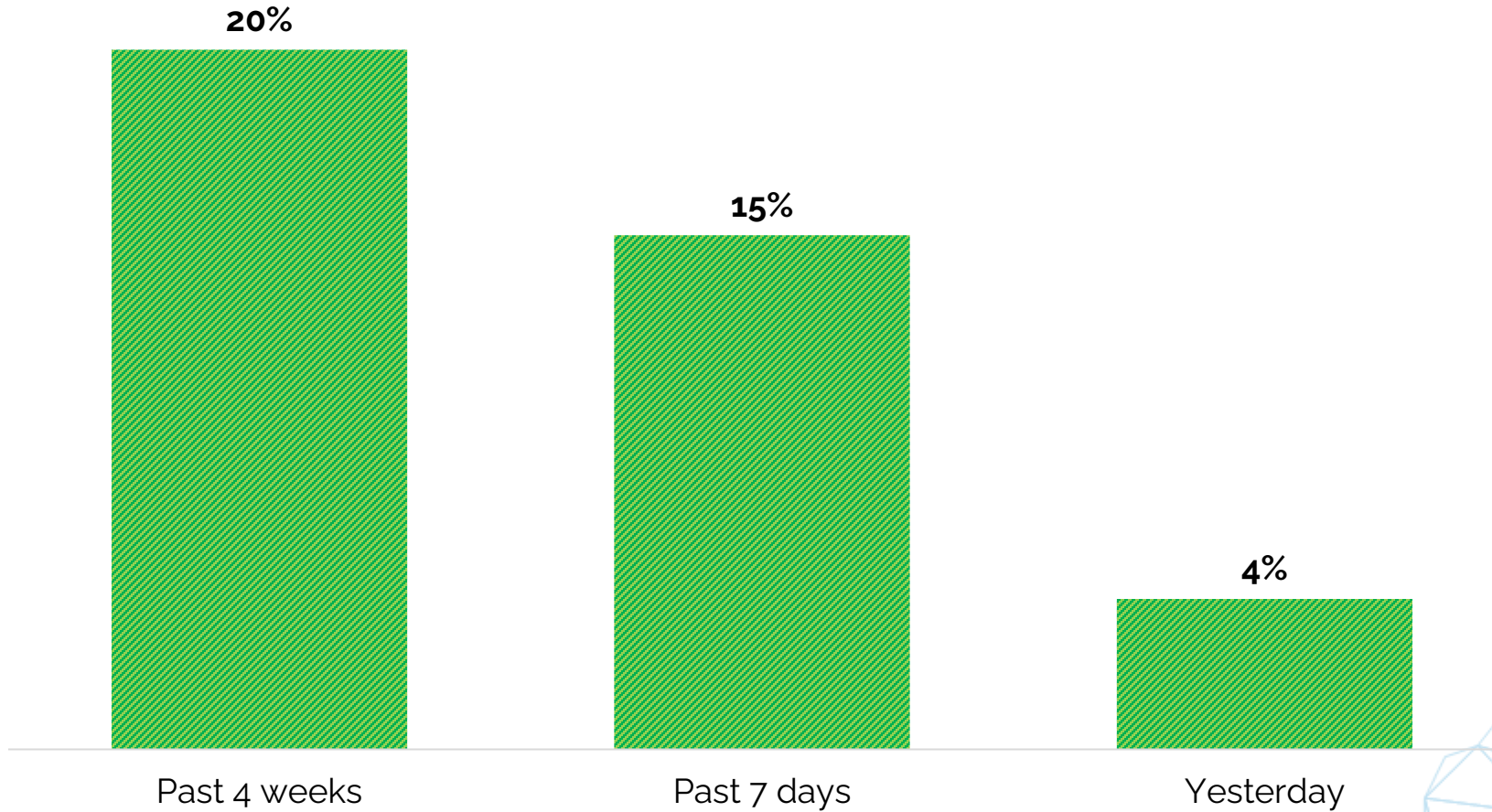
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# Store Magazine Readership

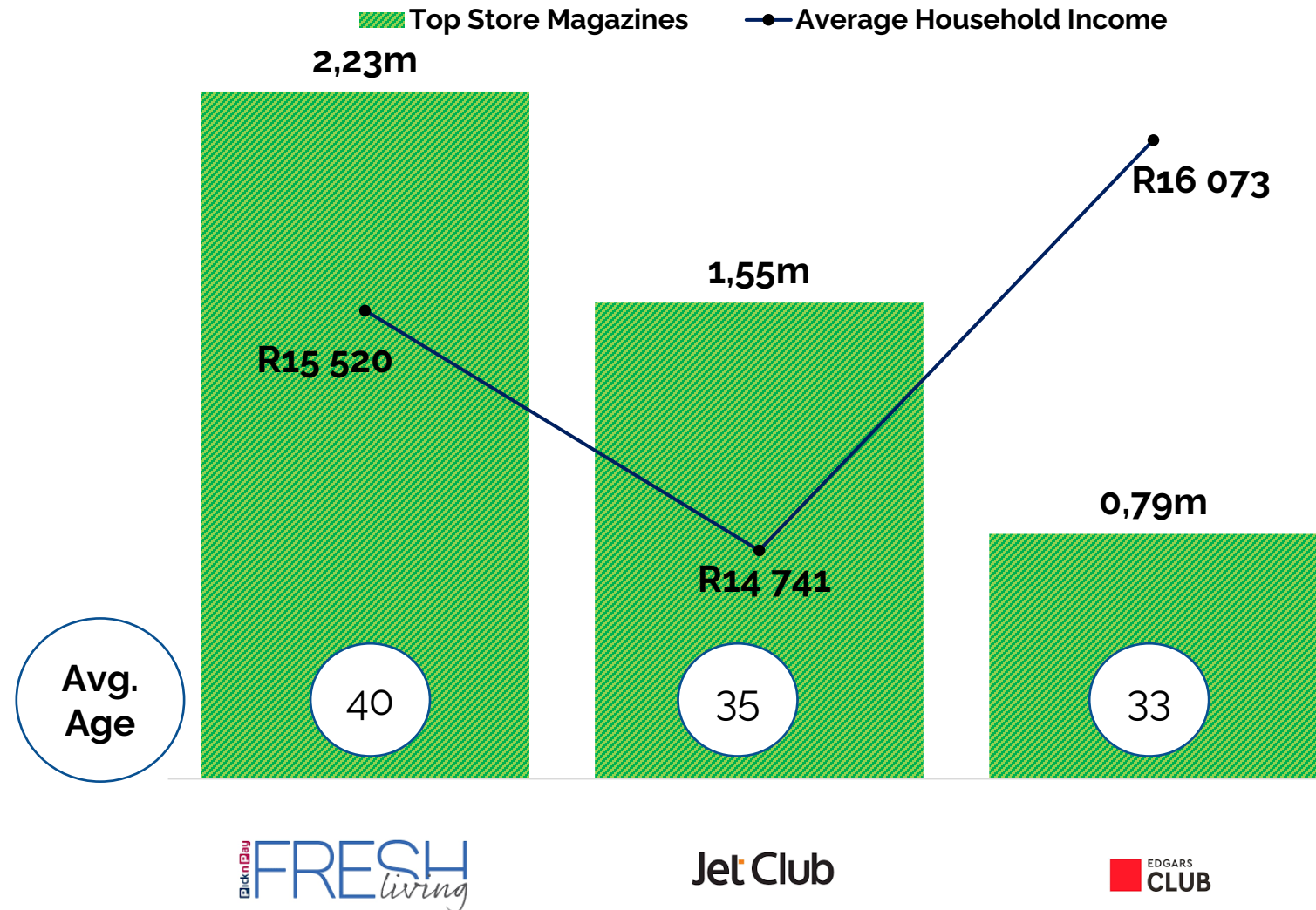
Store Magazine Readership [Yesterday, P7D, P4W]



# Top 3 Store Magazines Read

Past 3 months

**22%** respondents have read store magazines in the past 3 months.



Platforms used to read store magazines



# NEWSPAPER INSERTS

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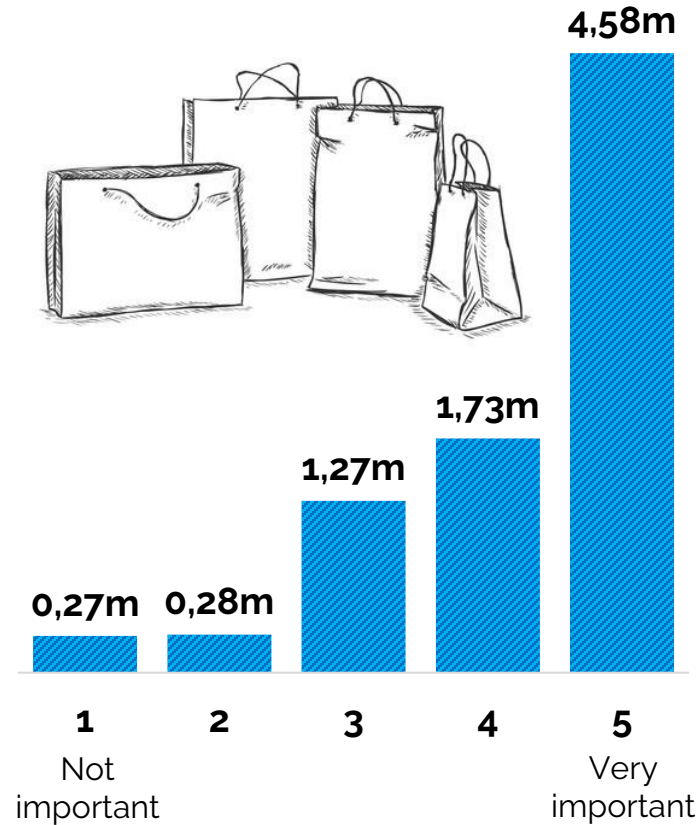
# NEWSPAPER INSERTS READ

In the past 4 weeks, did you read newspaper inserts?



**19%**  
YES

Importance of the information in inserts in defining your shopping list?



Is there another method of finding the information that you prefer?





# CINEMA

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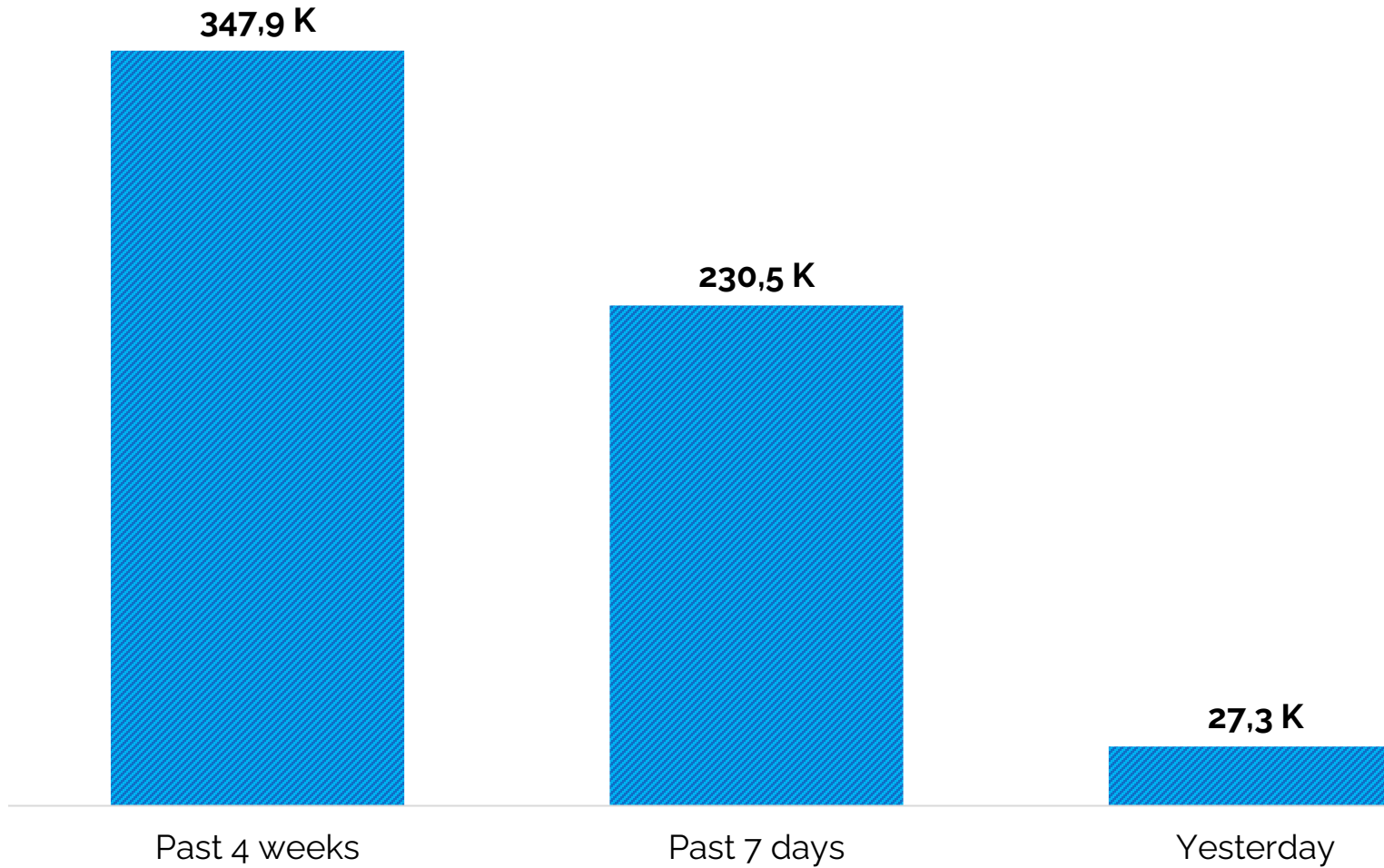
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# Cinema Audience

Cinema Audience [Yesterday, P7D, P4W]



# Cinema Visits



Average number of people that  
go out on each cinema outing:

3

3% respondents have gone out to  
the cinema in the past 6 months

196K

247K

303K

236K

200K

158K

**Very frequently:**  
At least twice a  
month

**Frequently:**  
Every month

**Regularly:**  
Once every 2  
to 3 months

**Occasionally:**  
Once every 4  
to 6 months

**Seldom:**  
Around once  
a year

**Less often**



Average  
cinema  
outing cost:

**R367** for **3** people

# OUT OF HOME ADVERTISING

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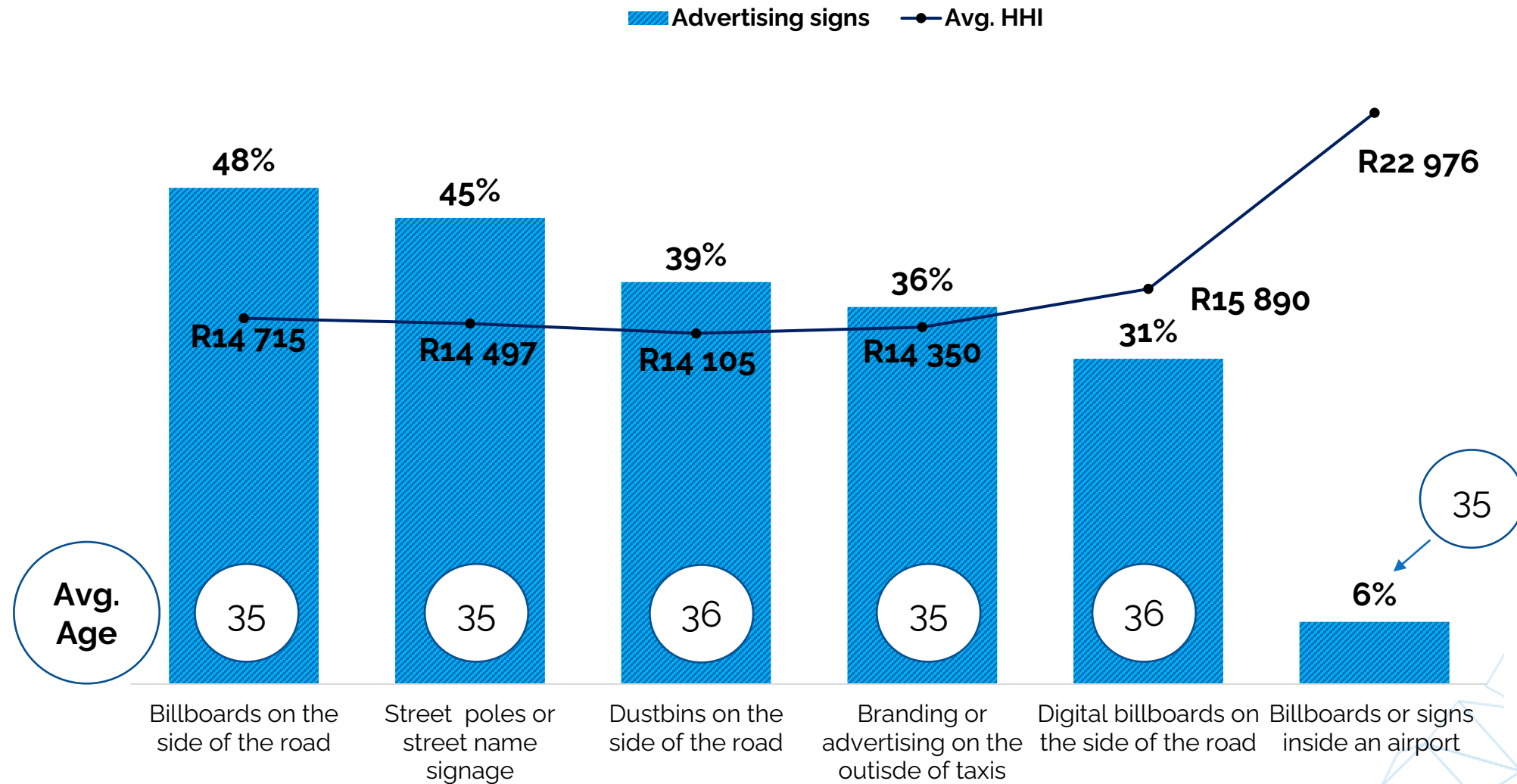


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# Most Viewed Advertising Signs

Past 4 weeks





# SOCIAL MEDIA

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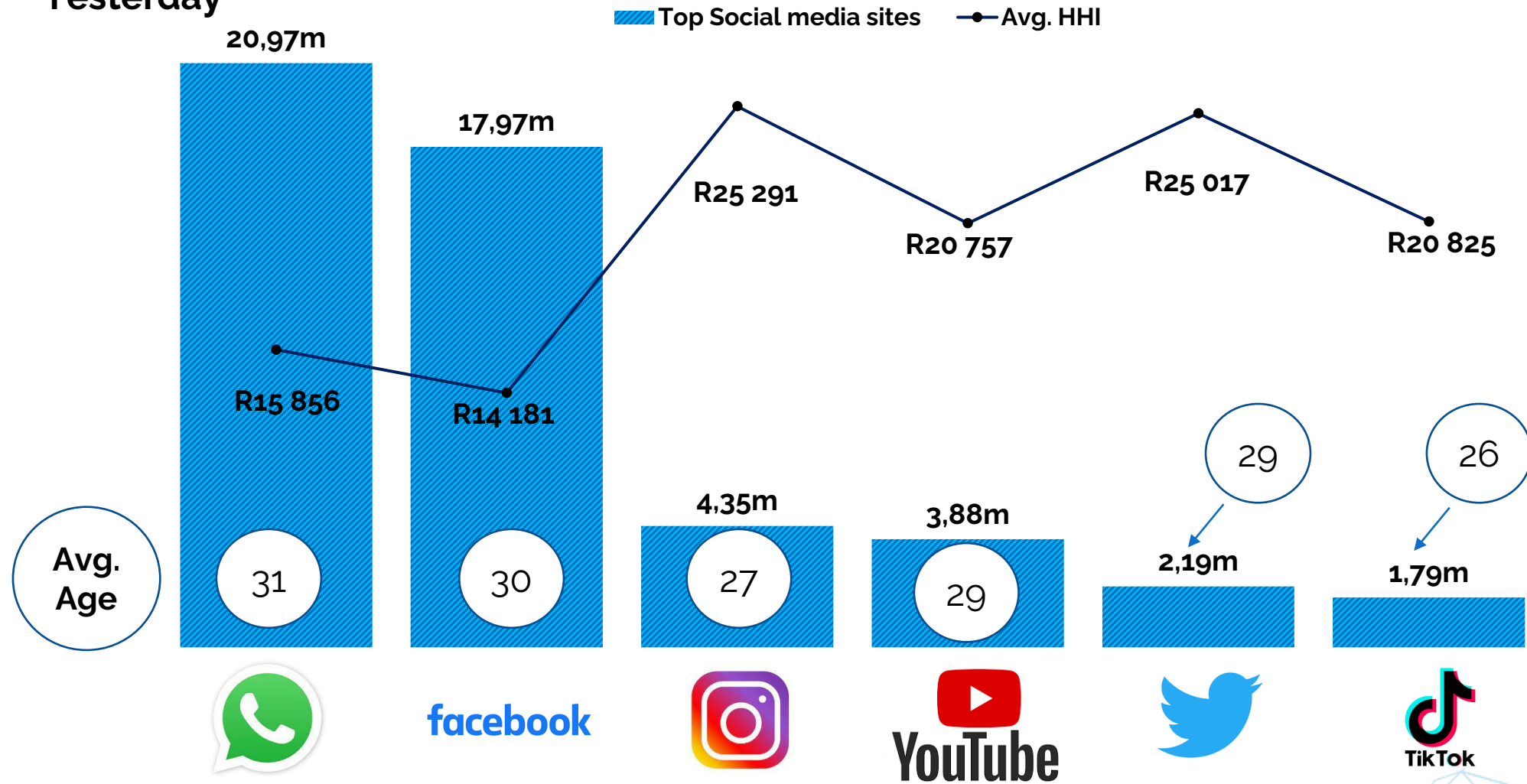
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# Top 5 Social Media Sites Visited

Yesterday



# MULTIPLATFORM BEHAVIOUR

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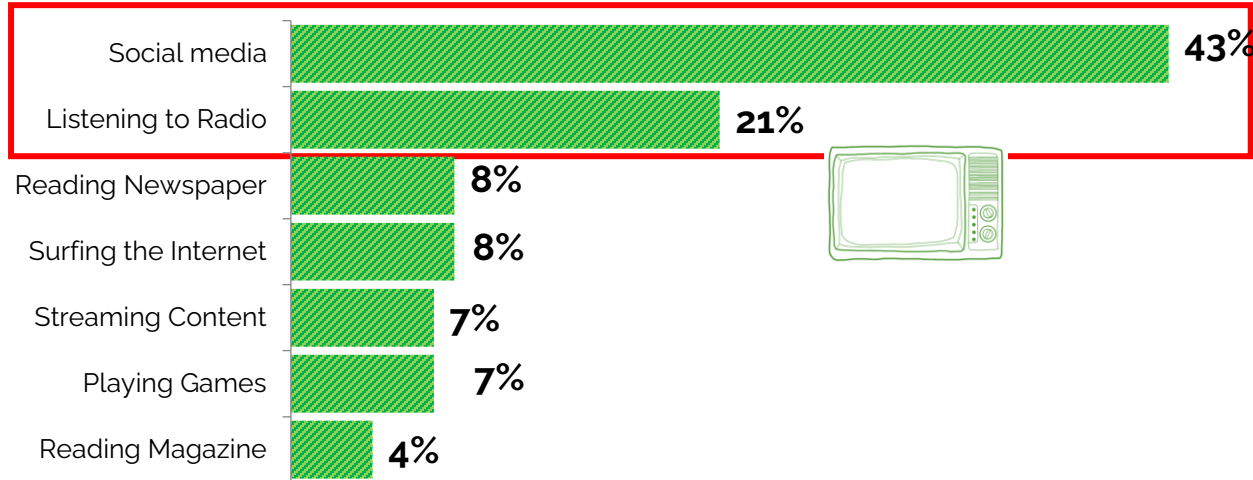


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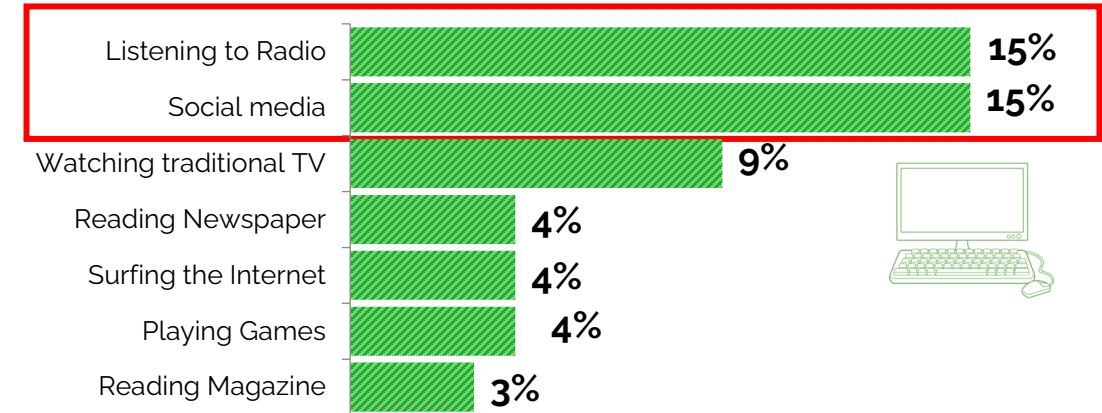
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# Multplatform Behaviour

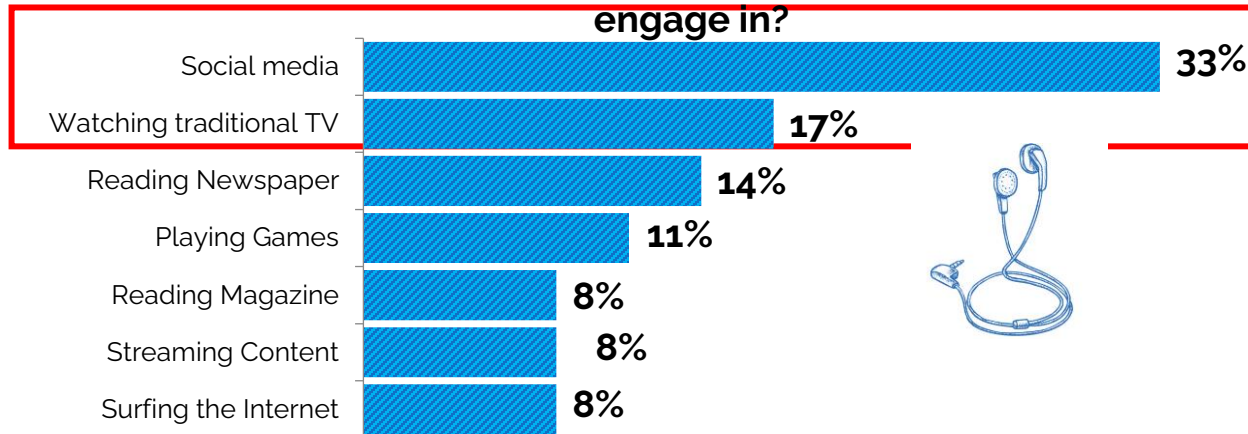
**While watching live TV, which secondary activity do you engage in?**



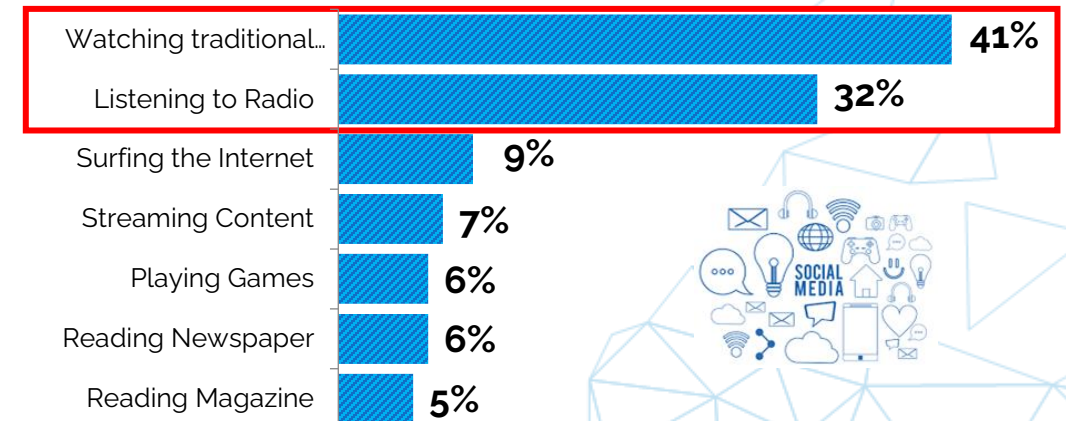
**While streaming content, which secondary activity do you engage in?**



**While listening to radio, which secondary activity do you engage in?**

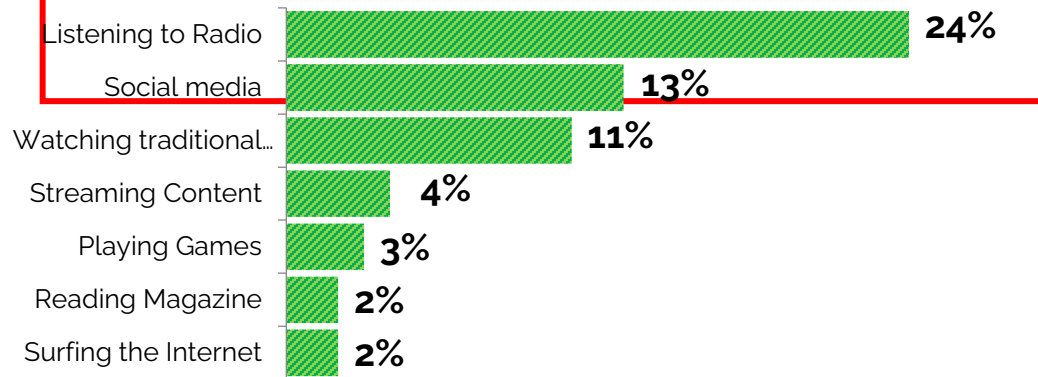


**While on social media, which secondary activity do you engage in?**

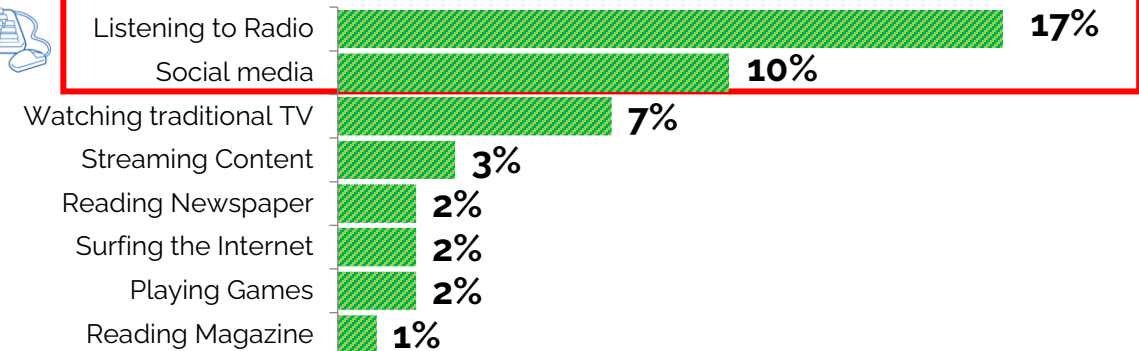


# Multiplatform Behaviour

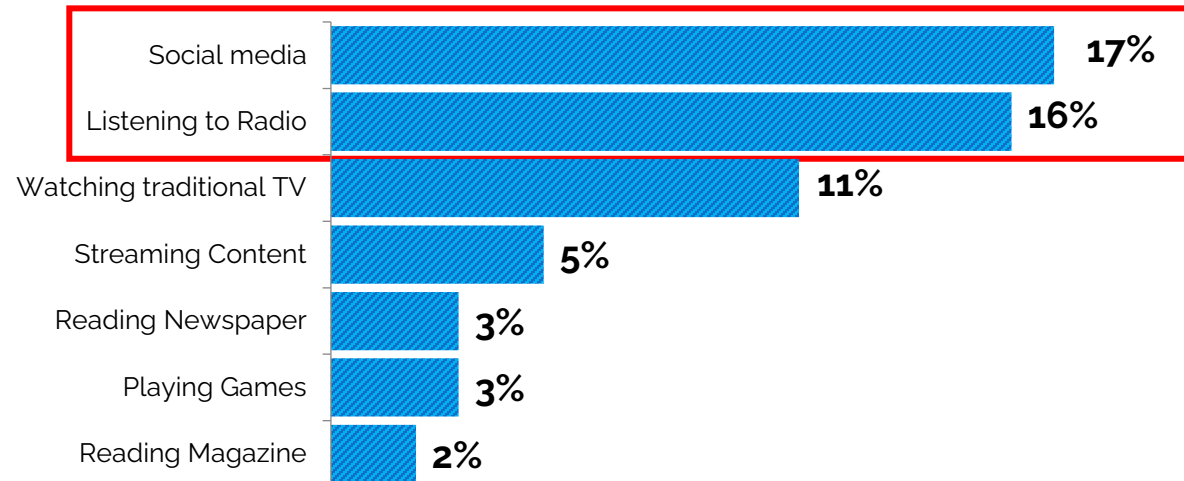
While reading a newspaper, which secondary activity do you engage in?



While reading a book, which secondary activity do you engage in?



While surfing the internet, which secondary activity do you engage in?





# CELLPHONES

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# Cellphones and Household Entertainment

## Cellphone Purchasing Behaviour

- How many Cellphones are there in the household
- Are these devices currently in use
- What is the preferred method for purchasing these devices, i.e. on a contract, cash etc.

## Top Cellphone Brands

- What is the preferred cellphone brand purchased by the respondents
  - Primary Device
  - Secondary Device

## Top Cellular Networks

- What is the preferred network used by the respondents
  - For the primary device
  - For the secondary device

## Average Monthly Spend

- Contract vs. prepaid
- Data and internet charges
- Subscription services
- Do they have to top up on data or minutes during the month.

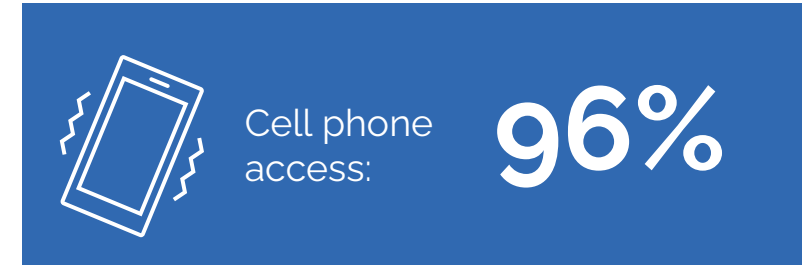
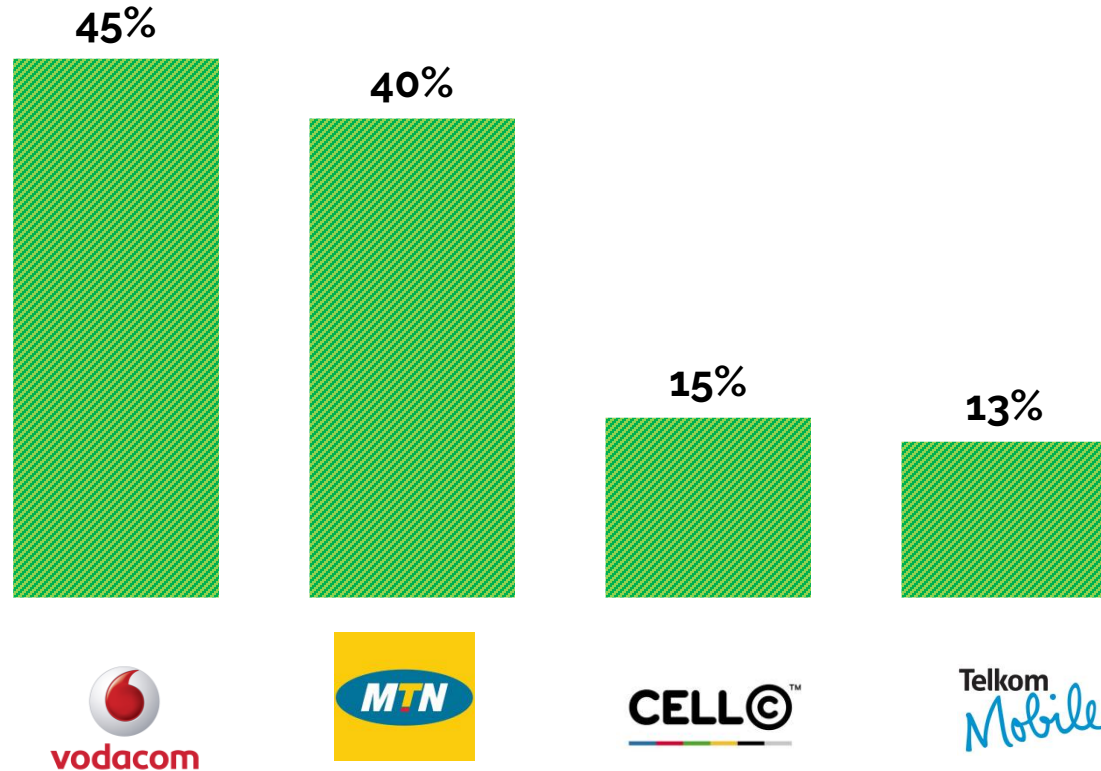
## Household Entertainment

- Internet Access in the Home
- Interests, hobbies and activities
- Streaming

## Top Internet Service Provider

- What is the preferred ISP used by respondents
- Do they have fibre or WiFi in their homes
- How do they access the internet on devices other than their cellphone

# Top 4 Cellular Networks



Average number of cell phones in household:

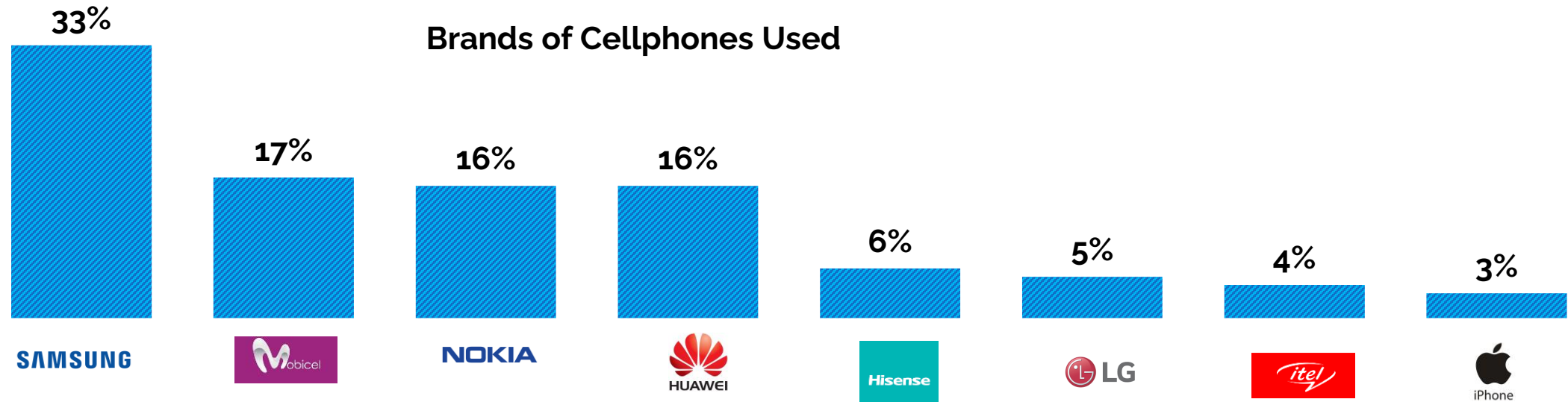
3.8



Average number of cell phones used by an individual:

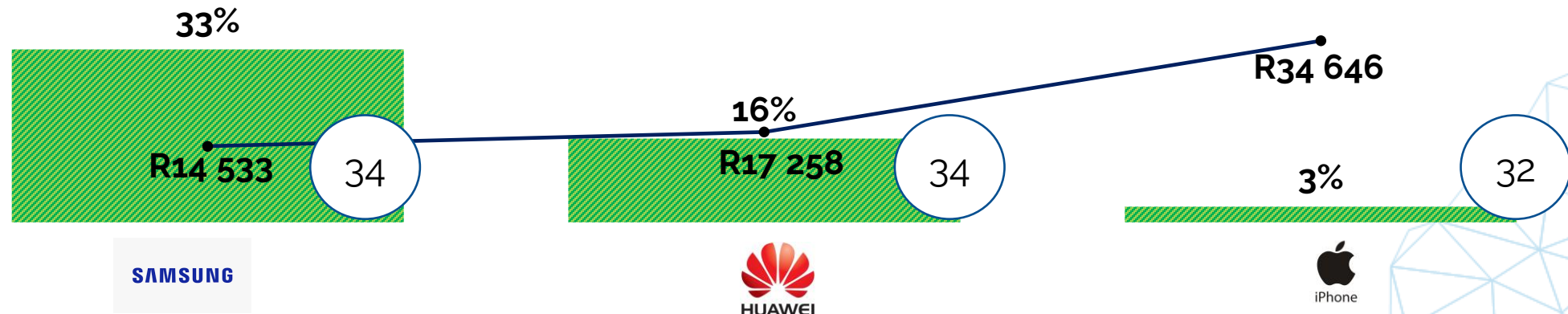
1.2

# Top Cellphone Brands Used








## Samsung vs. Huawei vs iPhone Users

■ Samsung vs. Huawei vs. iPhone Users
 —●— Avg. HHI



Avg. Age

# Phone brand vs. Network Preference

		Cellphone Brand				
		SAMSUNG	 mobicel	NOKIA	 HUAWEI	Apple iPhone
Network provider	 vodacom	35%	36%	47%	32%	35%
	 MTN	34%	44%	38%	29%	21%
	 CELL <sup>©</sup>	14%	13%	9%	17%	13%
	Telkom <i>Mobile</i>	16%	6%	5%	21%	31 %
	TOTAL	13.9mil	7.3mil	6.6mil	6.5mil	1.3mil

# FINANCIAL SERVICES

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# Financial Services

## Commercial Banking

- Banking products and facilities
- What kinds of traditional banking products do consumers make use of
  - Number of cheque, transactional, saving accounts etc.
- Do consumers make use of additional services offered by their banks
  - Loans, insurance, loyalty programmes, etc.
- Who is the preferred bank used by the respondents

## Stokvels

- Do respondents belong to a stokvel
- How many stokvels do respondents belong to
- What is the purpose of the stokvel:
  - Savings
  - Groceries
  - Burial

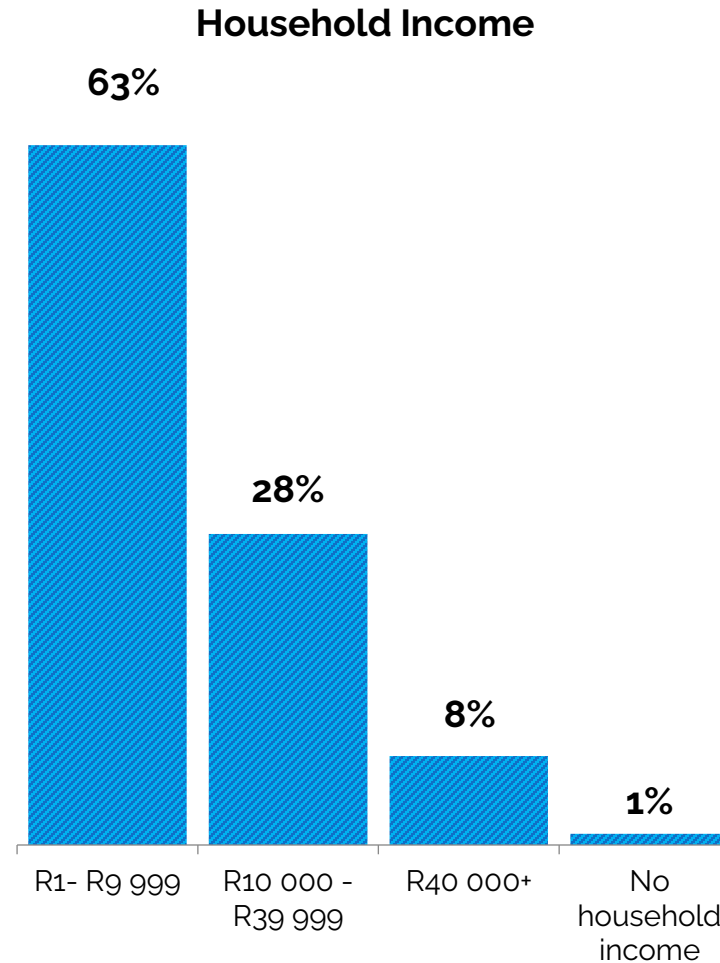
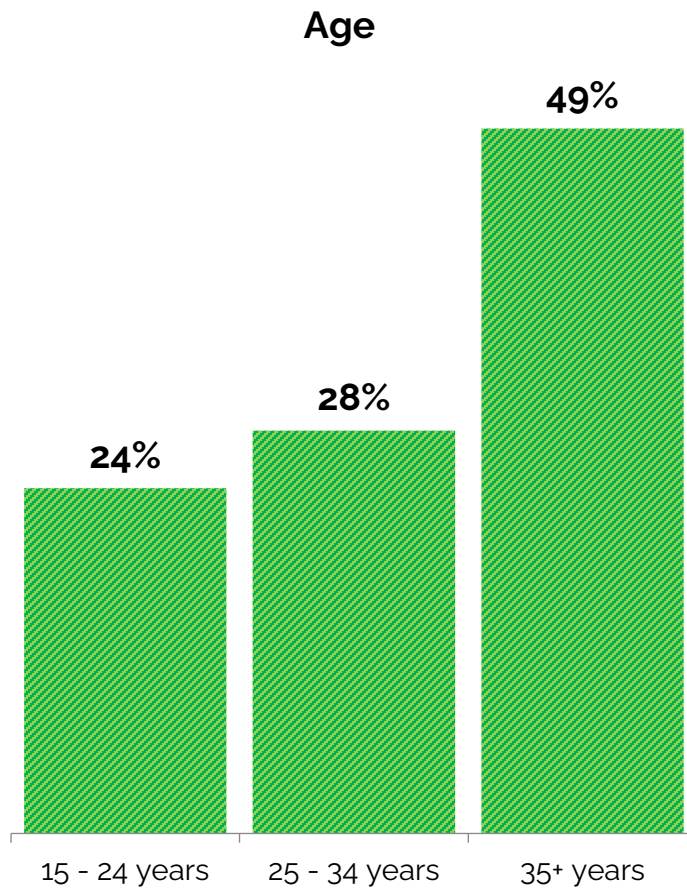
## Financial Services

- Do respondents make use of services such as eWallet, CashSend, mpesa etc.
- Do respondents make use of loyalty programmes
- Store accounts
- Medical aid schemes
- Insurance
  - Who is the preferred provider for:
    - Long-term policies
    - Short-term policies
- Saving behaviour:
  - What do respondents save money towards
- Investment
- Unit trusts and stocks
- Credit purchasing on durable items
- Loans
  - What are the reasons consumers take out loans

## SASSA Government Grants

- How many of the respondents are SASSA beneficiaries
- What type of grants are they receiving

# Banked Population



Note: Percentages may not add up to 100% due to rounding off

## Banked Population

- Excluding SASSA grants

**69.2%**

- Including SASSA grants

**79.4%**



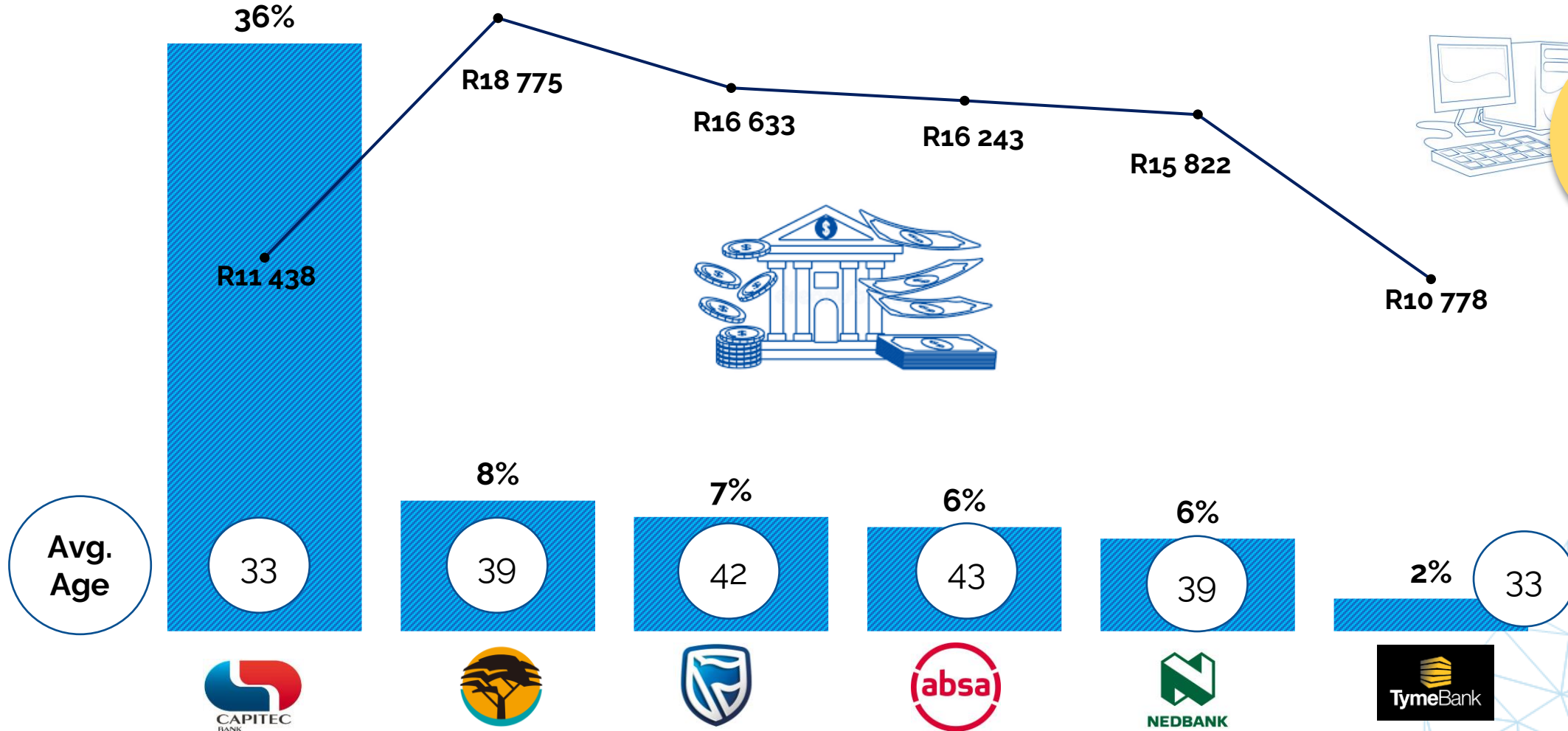
# Top Primary Banks Used

Bank into which salary or most income is paid      Avg. HHI

Online banking users  
past 4 weeks:



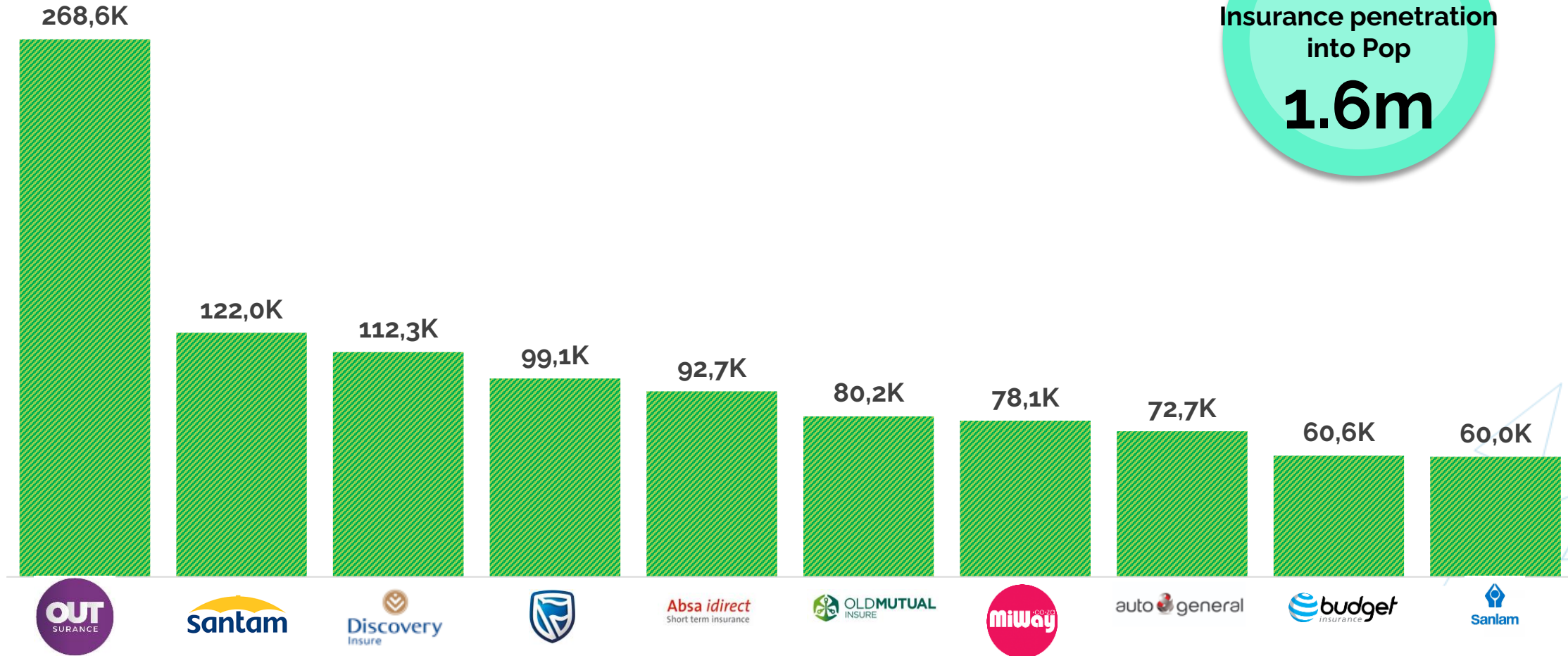
YES  
**24%**



# Short-Term Insurance: Top Providers

Short-term insurance providers

Short Term  
Insurance penetration  
into Pop  
**1.6m**



# Stokvel Participation

Do you belong to a Stokvel?

**YES**  
**4.6m**

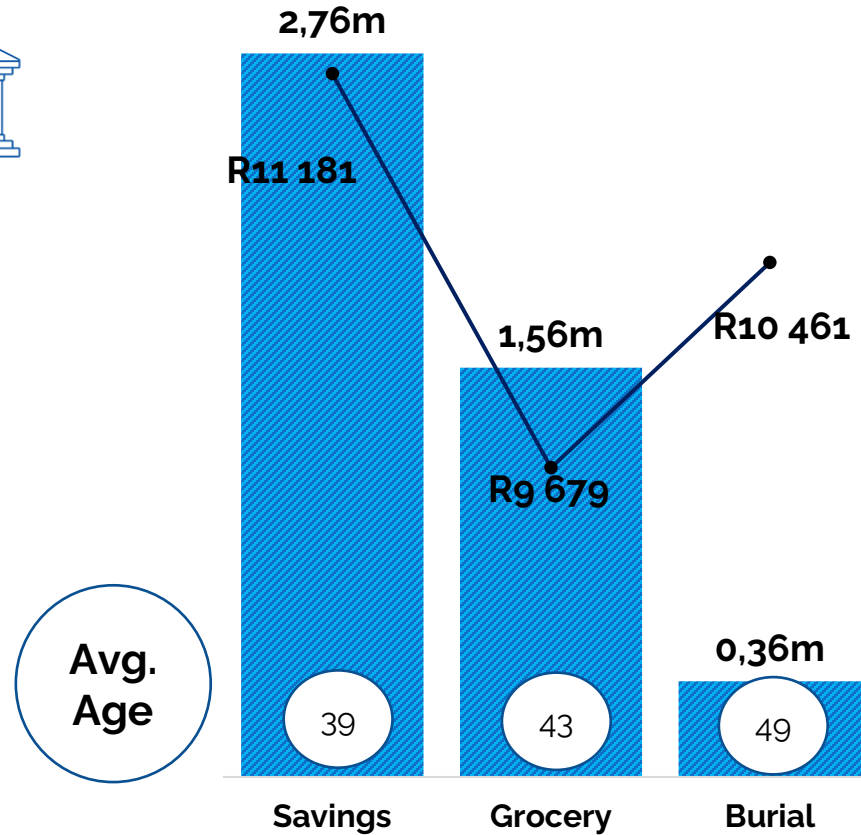


Average  
contribution per  
month

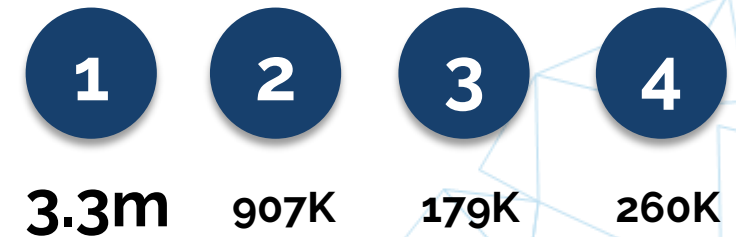
**R710**

Most common type of stokvel

■ Type of stokvel    ● Avg. HHI









How many stokvels do you belong to?










# Access to Financial Services

Financial Services	Average Age	Average Monthly HH Income	Population size
 Loyalty/rewards retail store cards	39	R14 105	19.5mil
 Funeral insurance	43	R12 168	16.3mil
 SASSA government grant	43	R7 185	14.2mil
 Money transfer service	36	R15 592	8.0mil
 Retail store cards for credit purchase	37	R14 135	8.0mil
 Medical aid schemes	40	R29 657	4.2mil

# Access to Financial Services Cont.

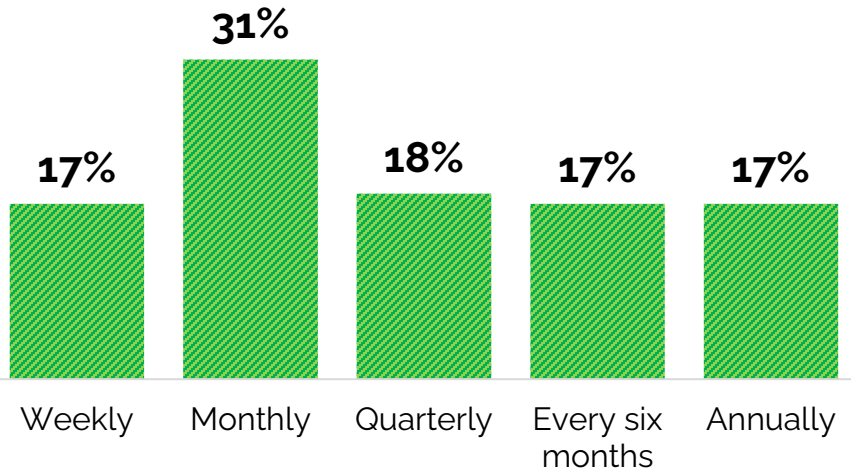
Financial Services	Average Age	Average Monthly Household Income	Population size
 Credit purchase on durable items e.g., furniture, household appliances (past 12 months)	38	R17 331	3.4mil
 Life insurance	43	R25 787	2.9mil
 Personal loans (past 12 months)	42	R16 585	1.4mil
 Investment in the stock exchange	35	R27 938	1.0mil
 Investment in unit trusts	41	R36 109	882k

# Behaviour: Saving and Personal loans

Do you invest or save money?



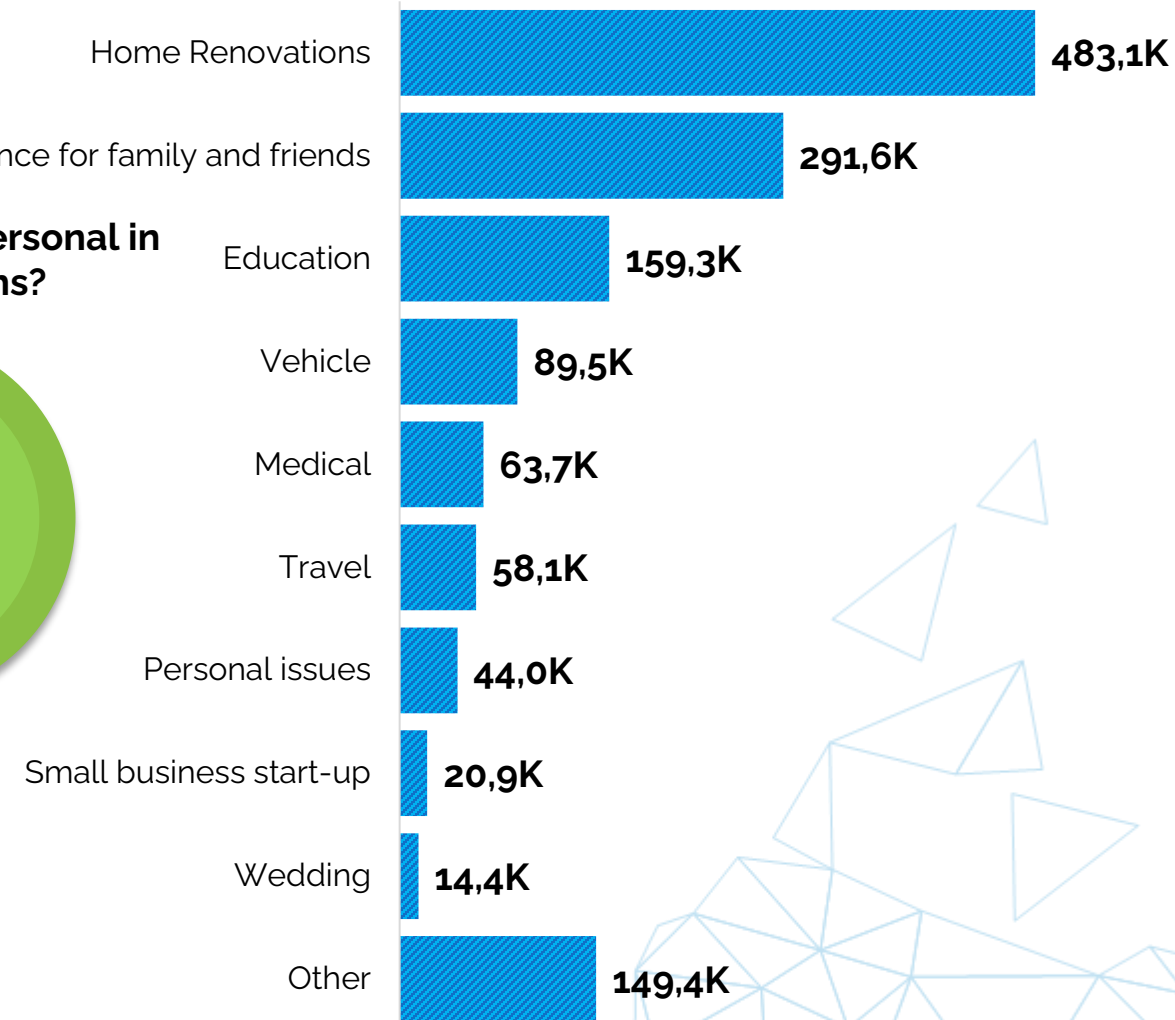
How often do you invest or save?



Have you taken out a personal in the past 12 months?



Purpose for loan (past 12 months)



# AUTOMOTIVE

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# Automotive

## Automotive Purchasing Behaviour

- How many vehicles are there in the household
- Are these vehicles currently in use
- Are these vehicles used for business or personal reasons
- How many vehicles does the respondent personally own
- Purchasing of new vehicles
  - What are the brand preferences
  - The types of vehicles that are preferred i.e. hatchbacks, sedans, bakkies, etc.
- Purchasing of second-hand vehicles
  - What are the brand preferences
  - The types of vehicles that are preferred i.e. hatchbacks, sedans, bakkies, etc.

## Automotive Driving Behaviour

- What is the average monthly spend on:
  - Fuel
  - Insurance
- Who pays for the vehicles fuel and insurance
- What is the average monthly km driven
- Does the car have a security tracking device installed
- Who is the service provider of the security tracking device

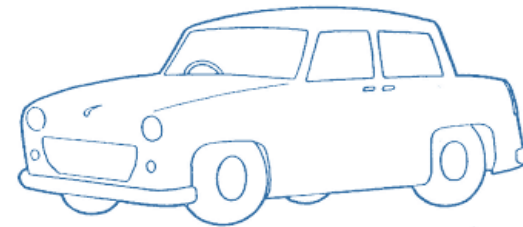


# Motor Vehicles Per Household

**37%** of households have motor vehicles

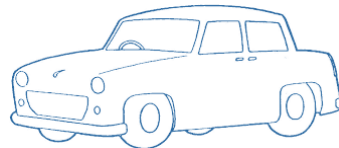
**24%**

Own 1 car



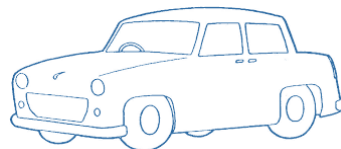
**7%**

Owns 2 cars



**5%**

Owns 3 or more  
cars

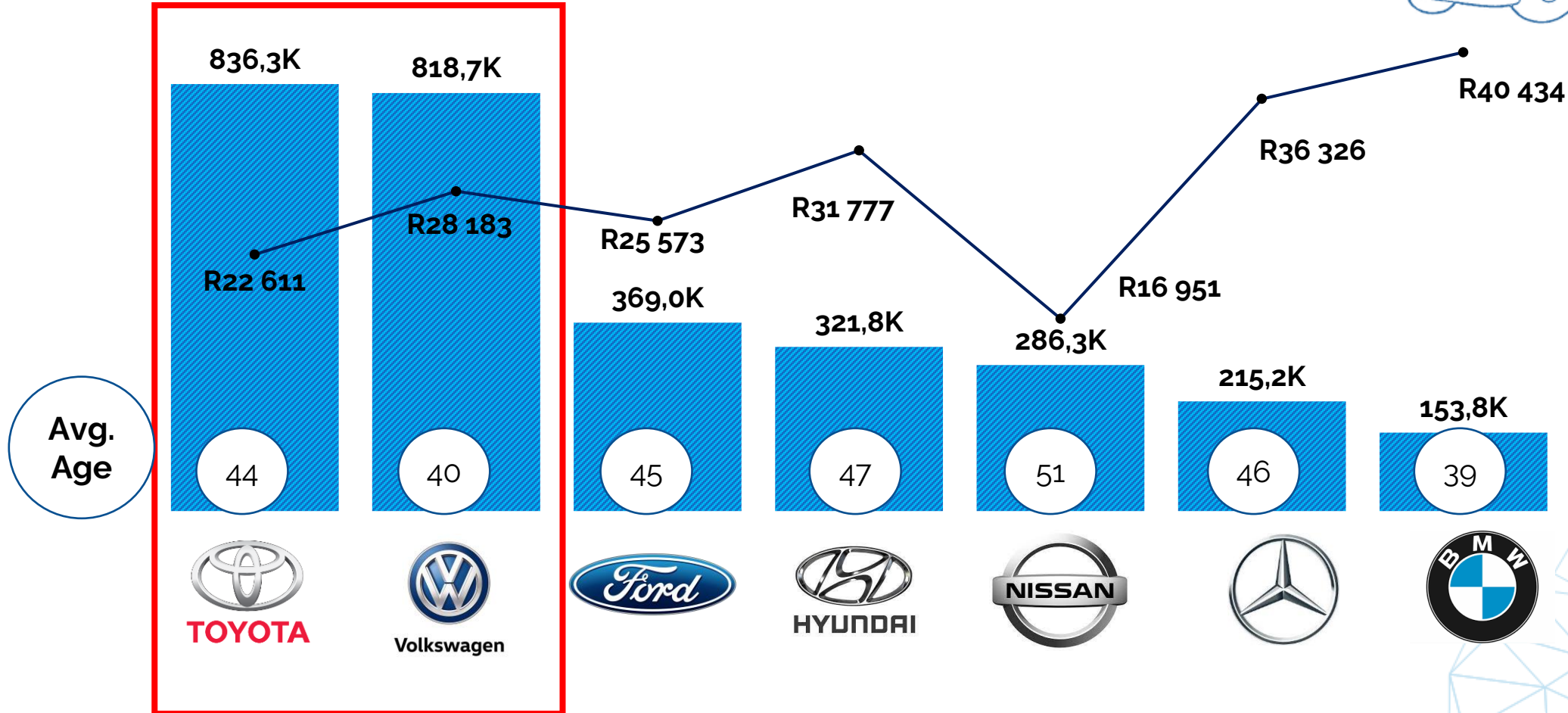
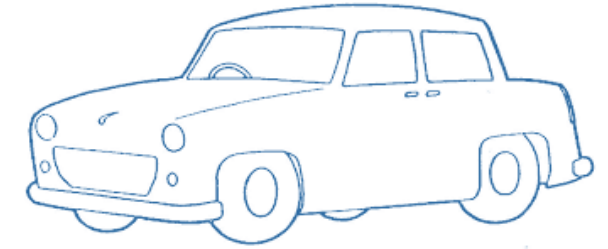


SA Household Population: **17,159million households**

# Top Car Brands Driven

What is the make of the vehicle that you personally drive the most?

■ Make of vehicle —●— Avg. HHI



# RETAIL

---



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# Retail

## Household Purchasing Behaviour

- Who is responsible for the purchasing of goods for the household
- Do they purchase groceries in:
  - Bulk with fill ups
  - Twice monthly
  - Do a bulk shop annually
  - On a daily or weekly basis
- Do they have a preferred mall or shopping centre
- Do respondents have a preference for ecommerce outlets
- Who is the preferred retailer for:
  - Groceries
  - Cosmetics and toiletries
  - Liquor
  - Appliances and large items

## Products and Brands

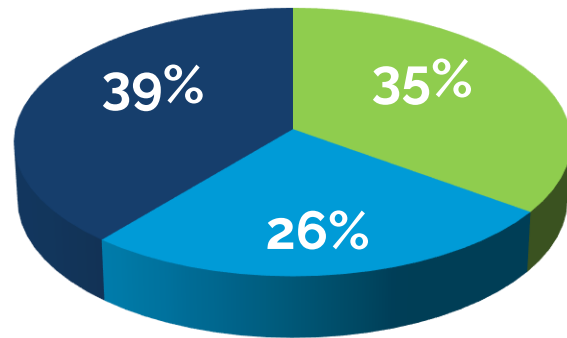
- Household groceries
- Snacks, biscuits and chips
- Household cleaning products
- Pet food
- Personal care items
- Cosmetics
- Clothing and shoes
  - Do respondents shop for themselves, their partner or their children
- Alcohol and non-alcoholic beverages
- Do respondents maintain brand loyalty or differ from usual brands due to specials

## Fast Food Purchasing Behaviour

- How often do they consume fast food
- What is the purchasing behaviour associated with fast food i.e. delivery, dine-in, order at the counter etc.
- Who is the preferred outlet for fast food consumption

# Household Purchase Behaviour

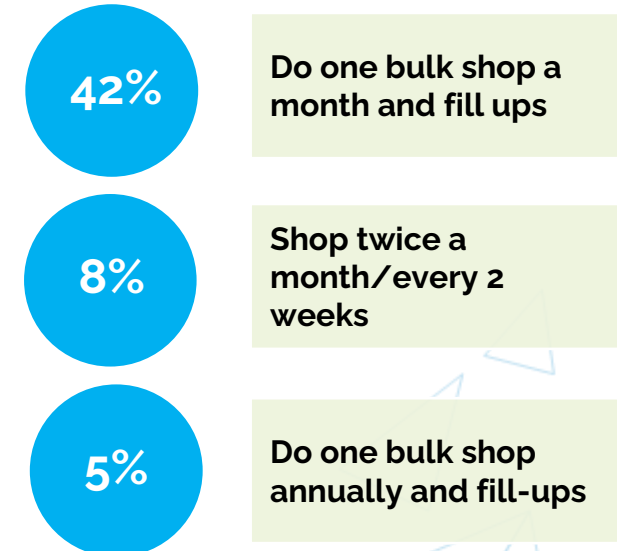
**Purchase Responsibility**



■ Wholly ■ Partly ■ Not

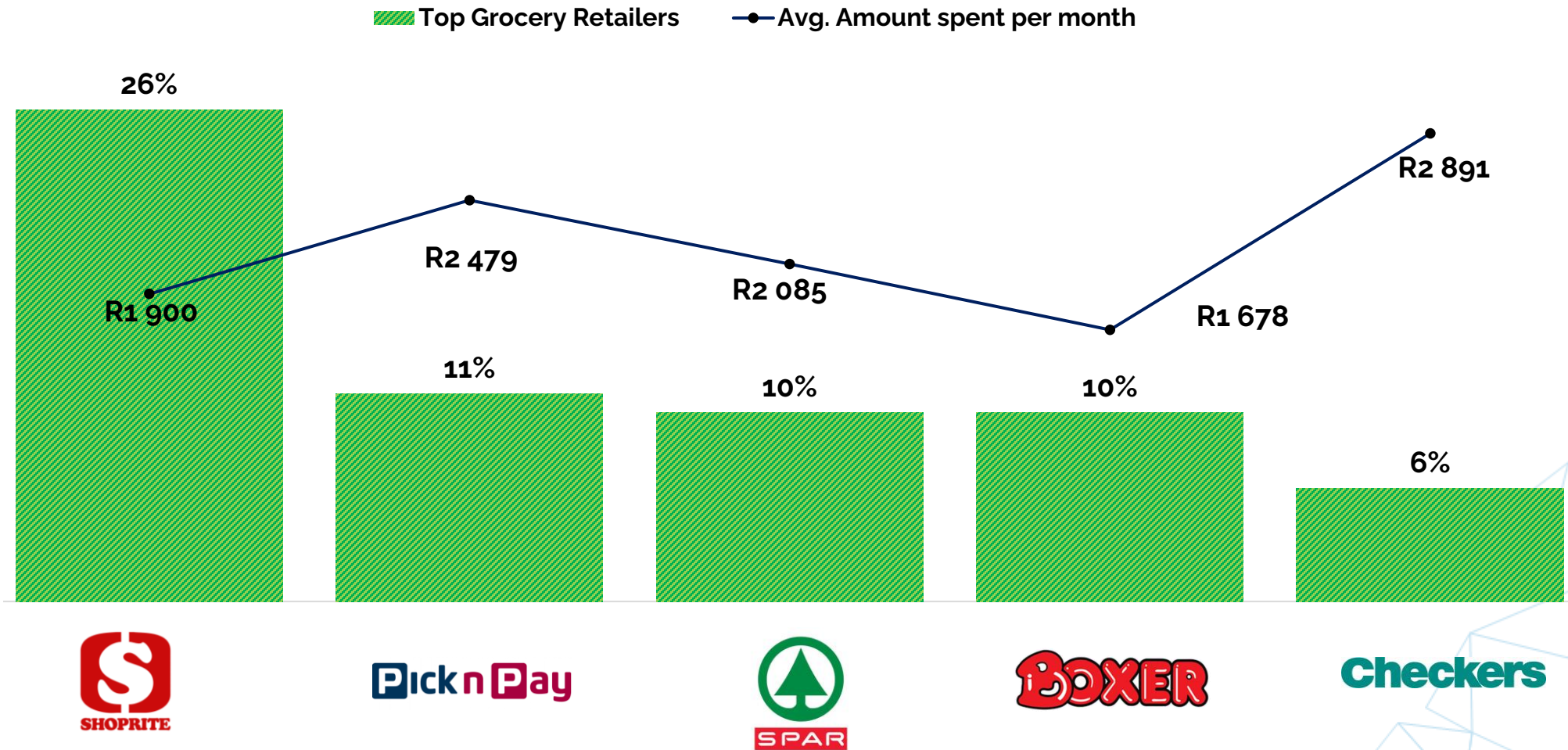


**Frequency of Purchase**



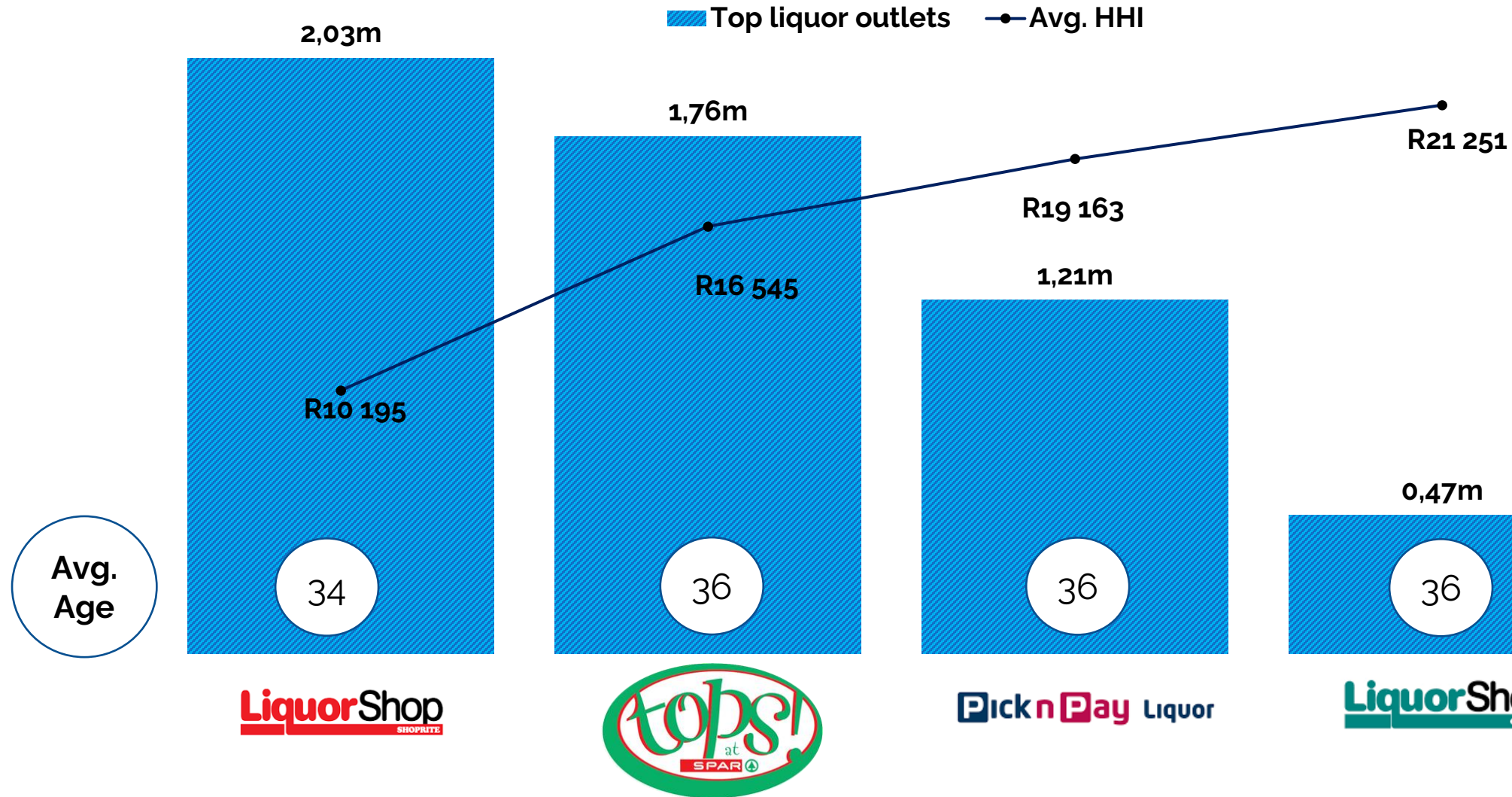


# Top Grocery Retailers



# Top Liquor Stores

Past 4 weeks



# CLOTHING AND SHOES

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# Clothing Purchases

Past 3 months

Have you bought any of the following items in the past 3 months?

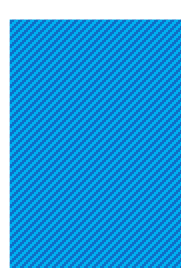
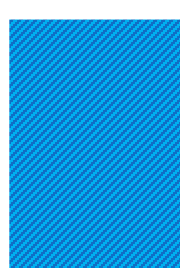
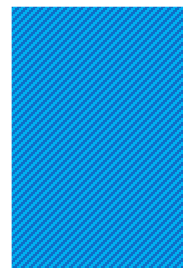


52%

21%

20%

20%



None

Children's clothing

Women's clothing

Men's clothing

ACKERMANS

Mr Price

Mr Price

When you buy clothing, for yourself/husband/wife/partner or children, do you....?



16%

21%

6%

3%

4%

1%

13%

23%

5%

Yourself

Partner

Children

Only buy branded clothes

Shop around for bargains

Buy clothing online



# COSMETICS

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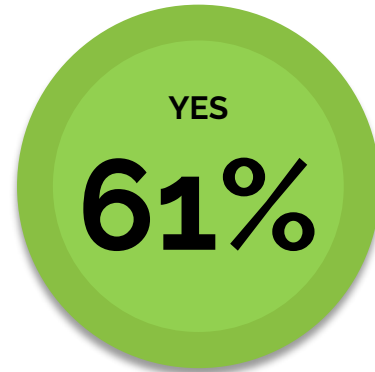
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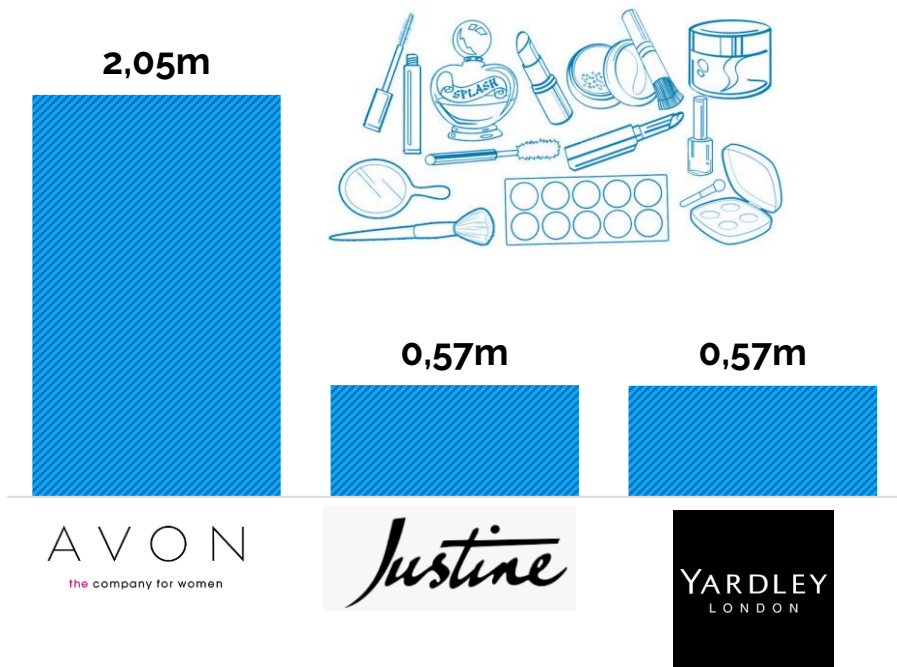


# Cosmetics Purchases

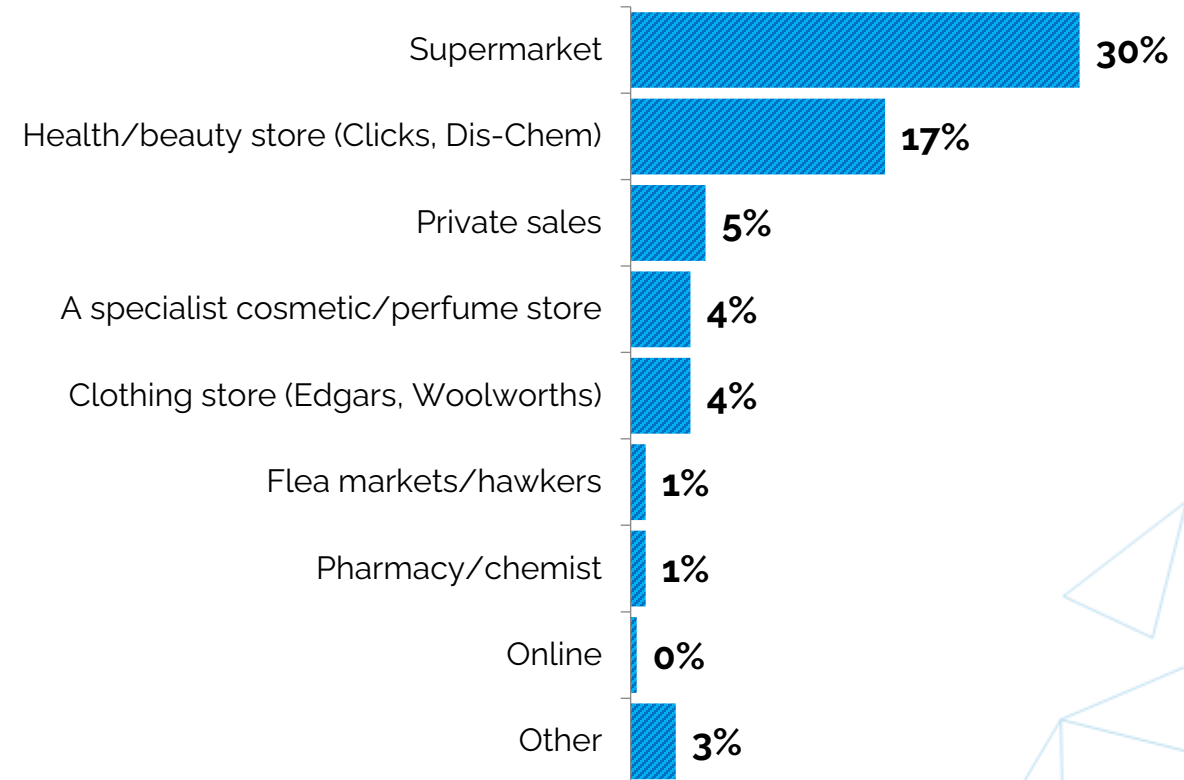
Do you ever purchase cosmetics?



Cosmetics: Top 3 brands purchased past 4 weeks



Where do you usually buy these cosmetic products?



# ALCOHOL PENETRATION

---

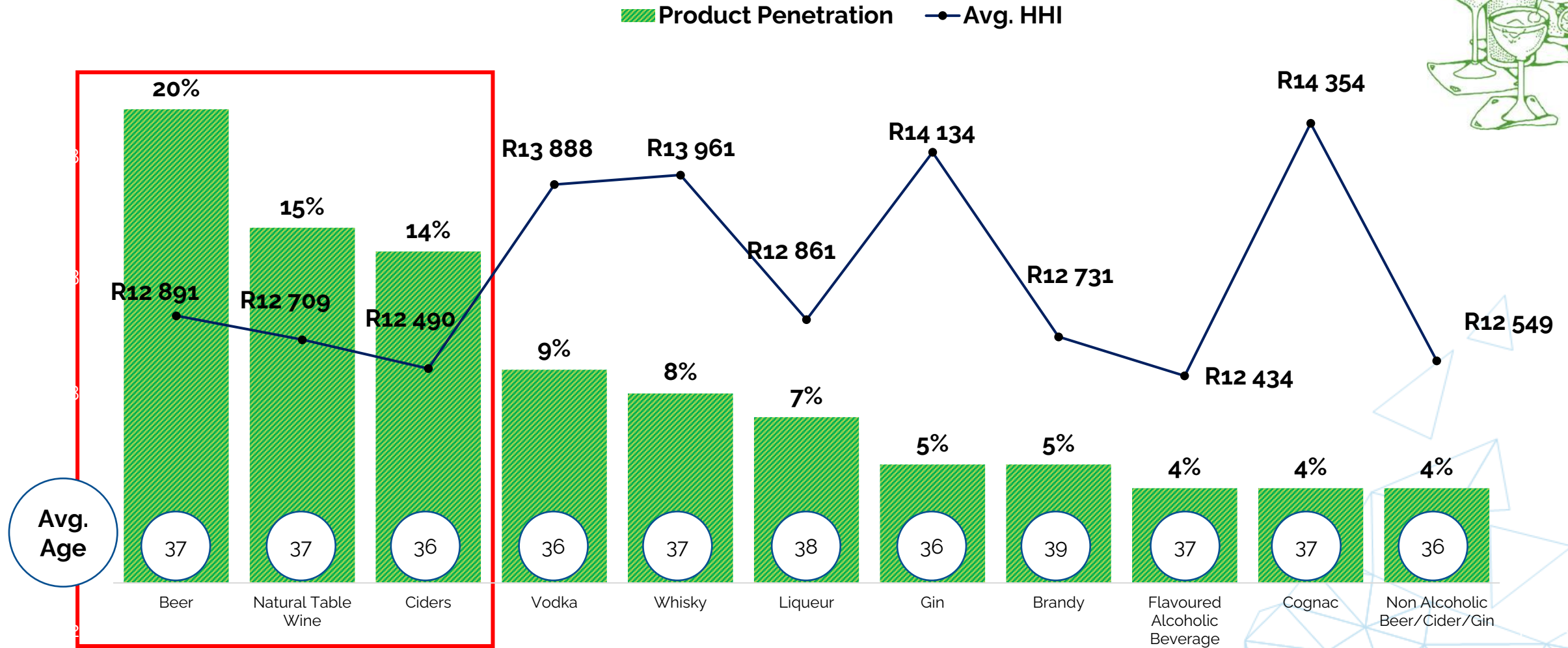


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# Alcohol Penetration

Past 7 days



Products chosen at random



# MALLS

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# Top Malls Visited

## Top Malls Per Province in the Past 4 Weeks



### Gauteng

1. Maponya Mall
2. Menlyn Park
3. East Rand Mall

### KwaZulu-Natal

1. Gateway
2. The Pavilion
3. Bridge City Shopping Centre

### Western Cape

1. Canal Walk
2. Liberty Promenade
3. Blue Route Mall

### Mpumalanga

1. Riverside Mall
2. Tonga Mall

### Eastern Cape

1. Nonesi Mall
2. Greenacres Shopping Centre
3. Hemingways

### Free State

1. Mimosa Mall
2. Loch Logan Waterfront

### Limpopo

1. Thavhani Mall
2. Mall of the North

### North West

1. Waterfall Mall
2. Mega City Centre

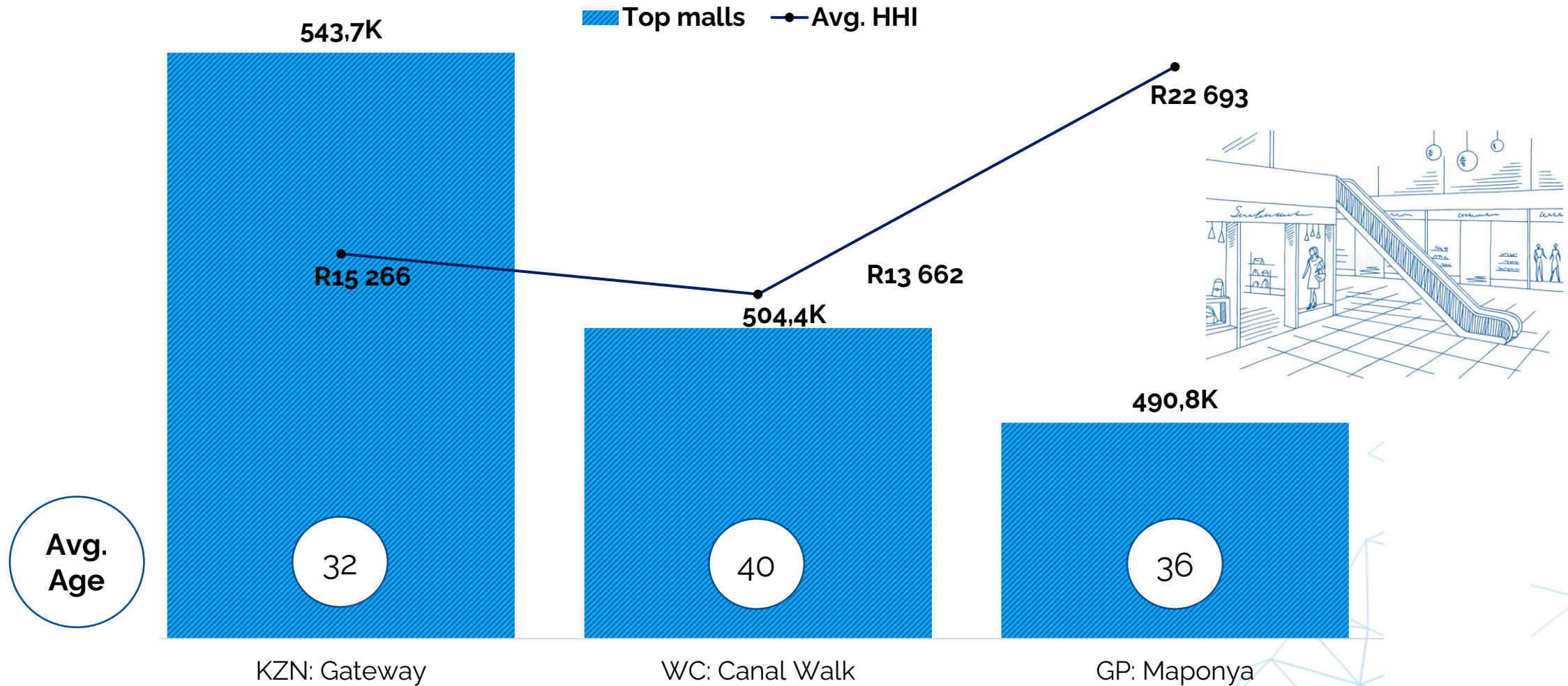
### Northern Cape

1. Diamond Pavillion Shopping Centre



# Top Malls Visited

Top Malls Visited in the Past 4 Weeks from Selected Provinces



# FAST FOOD

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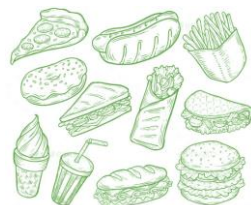


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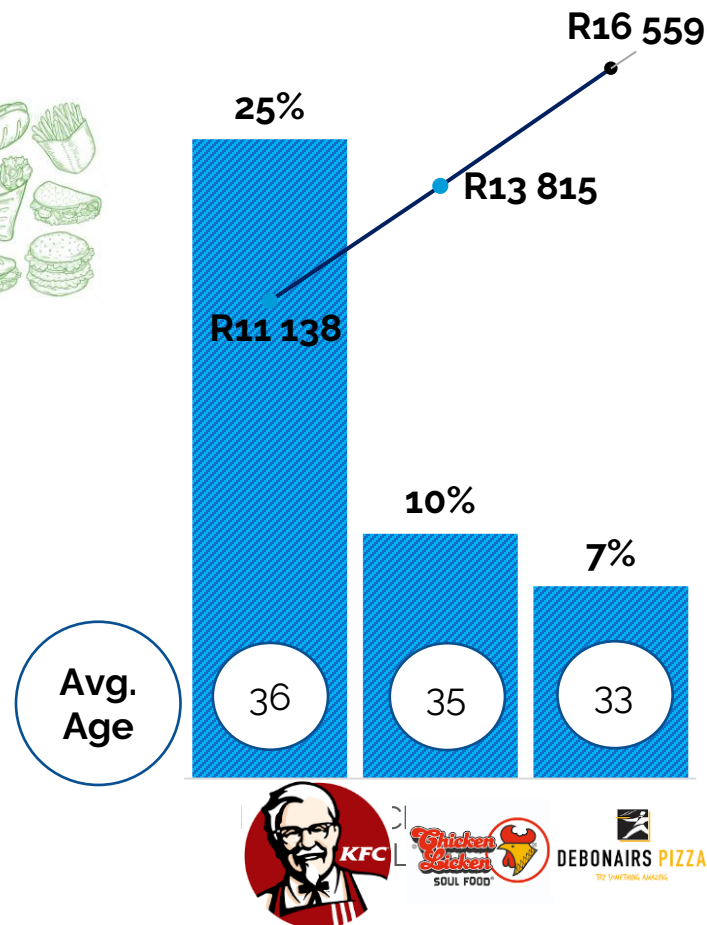
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# Behaviour: Fast Food

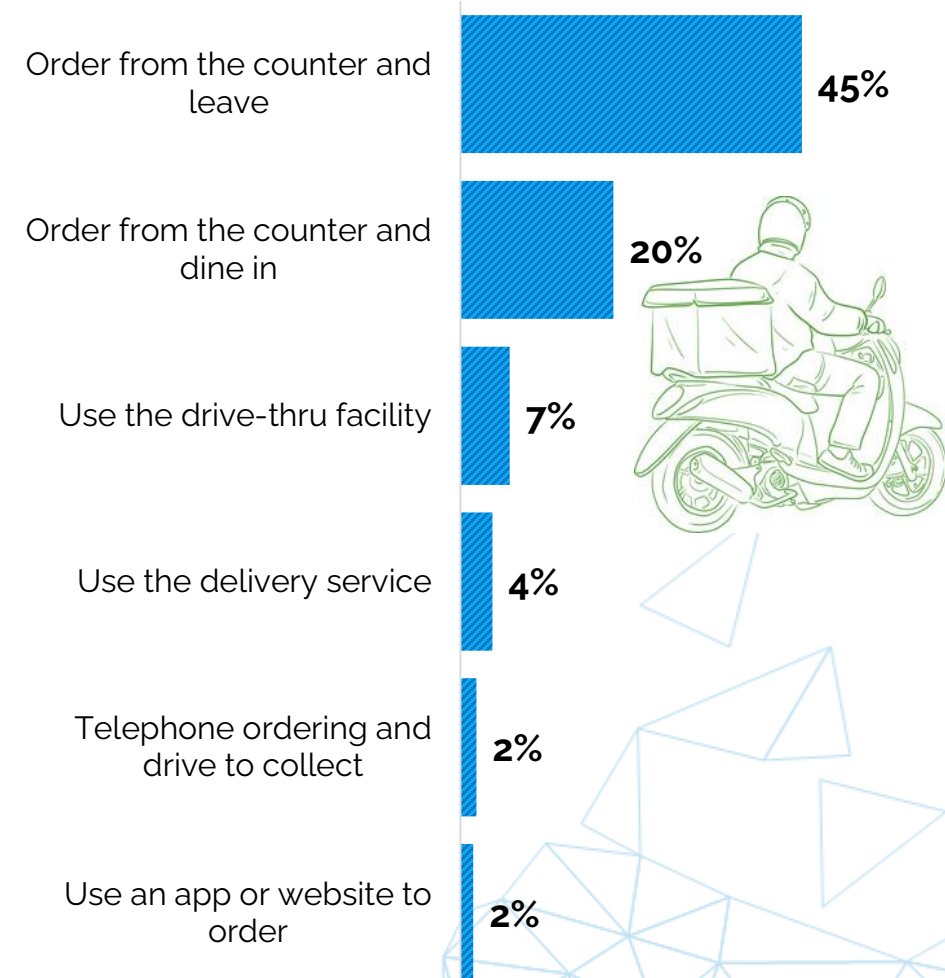
How often do you usually buy food from a fast food/casual dining outlet?



Fast food outlet purchased from:  
Past 4 weeks



How do you purchase take-aways?





# BRAND LOYALTY

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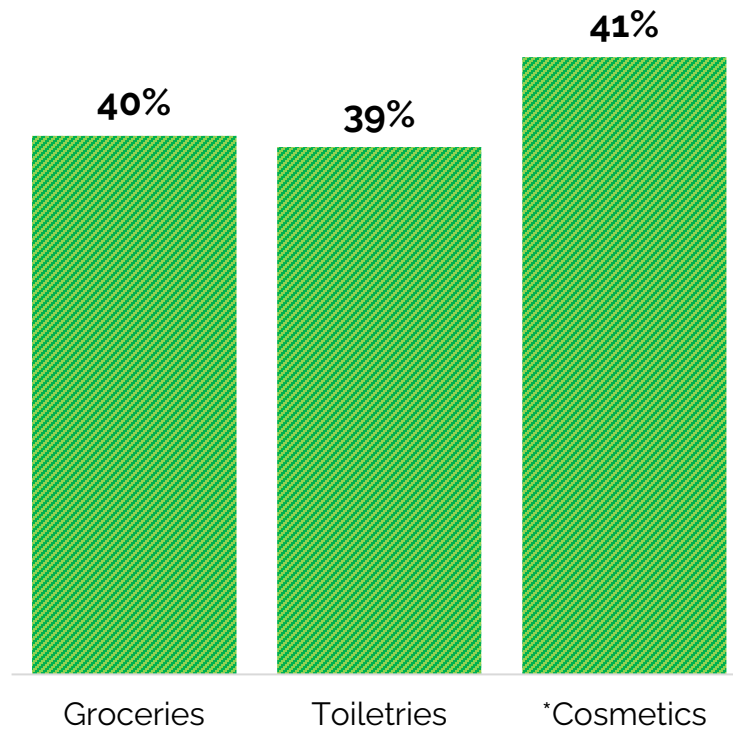


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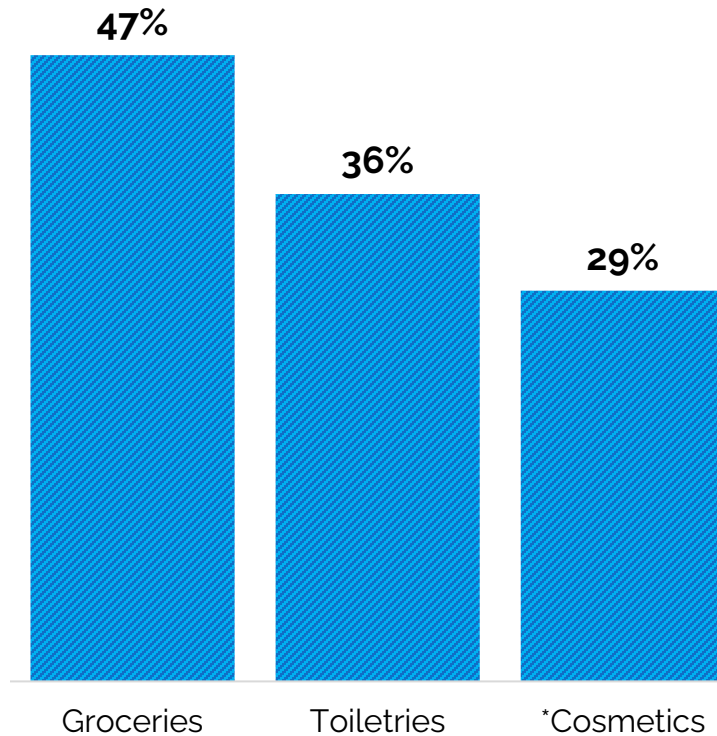
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# Brand Loyalty

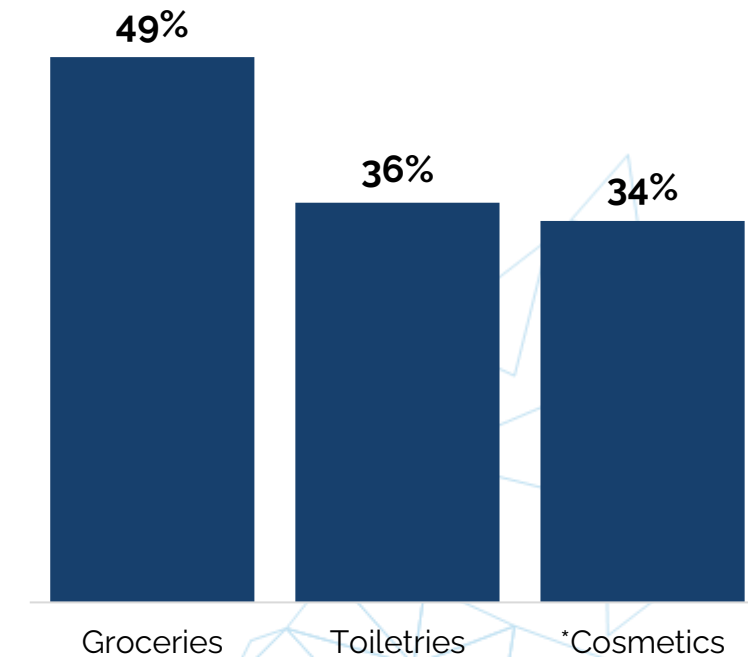
Do you always buy the same brands?



Would you buy another brand if they were on special/at a reduced price?



If your brand is not on the shelf, would you buy another brand because it costs less than the brand you usually buy?



\*Analysis based on rebased numbers



# THANK YOU!



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# Appendices



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# TECHNICAL ASPECTS

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# Data Disclaimer

This could have impacted the insights in the following sections:

## Media Consumption



- Newspapers
- Magazines
- Television
- Radio
- Social Media

## Activities Outside the Home



- Transport
- Mall and Cinema visits

## Household and Personal Income



## Retail Purchases



- Groceries
- Toiletries
- Liquor
- Cosmetics
- Appliances





# Research Universe & Methodology

## Universe:

Age:  
Gender:  
Race:  
Area:

**15 years and older**  
**Males and females**  
**All racial groups**  
**National, all 9 provinces**

Target:

**20 004 face-to-face interviews & 10 002 diaries**

Achieved sample:

**20 049 face-to-face interviews & 10 672 diaries**

Two research instruments were used for the MAPS study:

- ❖ face-to-face questionnaire
- ❖ the leave behind questionnaire (diary).

The average interview length is between 45 and 60 minutes to complete. Respondents were given between 3 and 5 days to complete the diary.

Type of research:

Quantitative

Interviewing method:

Tablet-Assisted Personal Interviewing (TAPI) for the face-to-face questionnaire  
Self-administered paper & pencil and online interviews for the leave behind questionnaire

The **data fusion** technique was considered for half of the sample that did not fill in leave behind questionnaires.



# Substitution Process

## Identification of replacement points

- In every enumeration area (EA) to be visited, 8 primary and 4 substitution points are preidentified [along with the exact GPS coordinates for each point] through a random sampling process
- Extra EAs are sampled to be used as substitution EAs

## Impact of replacements

- All household replacement point are selected like for like
- All EA replacement points are selected like for like
- Replacements are chosen so as not to deviate from the initial sampling plan



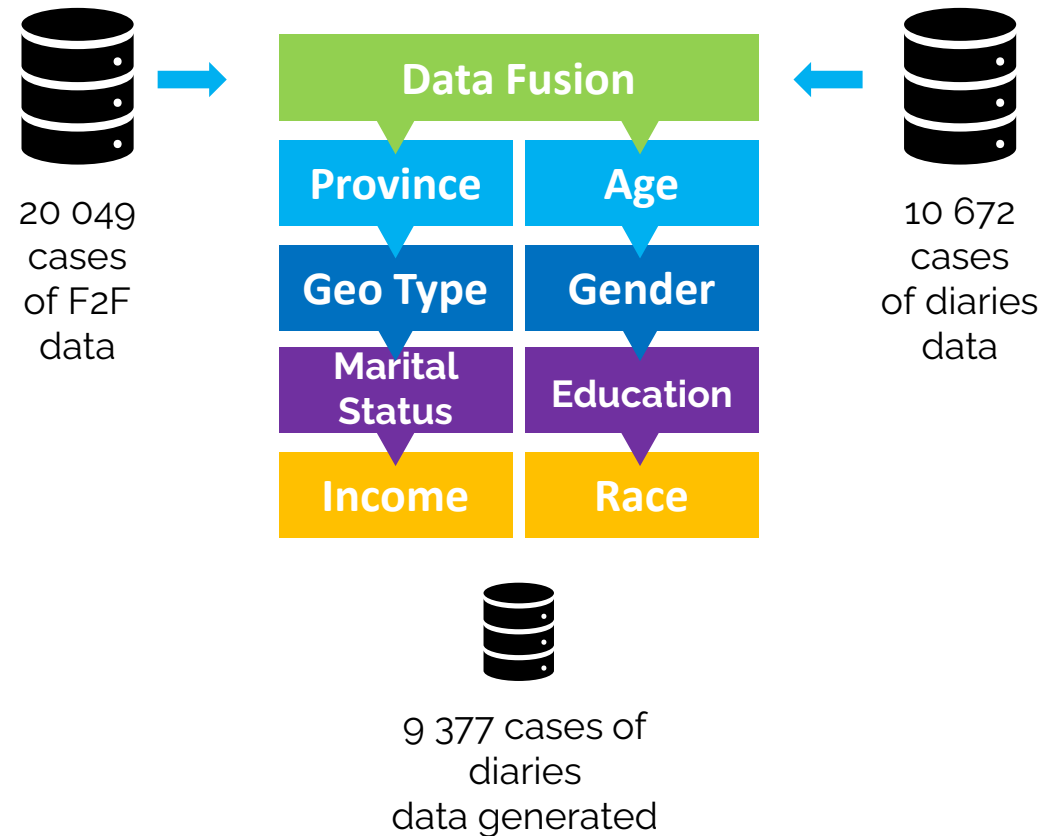
## Need for substitution

- Refusal to participate
- House inaccessible
- Nobody at the dwelling
- Denied access to gated residences

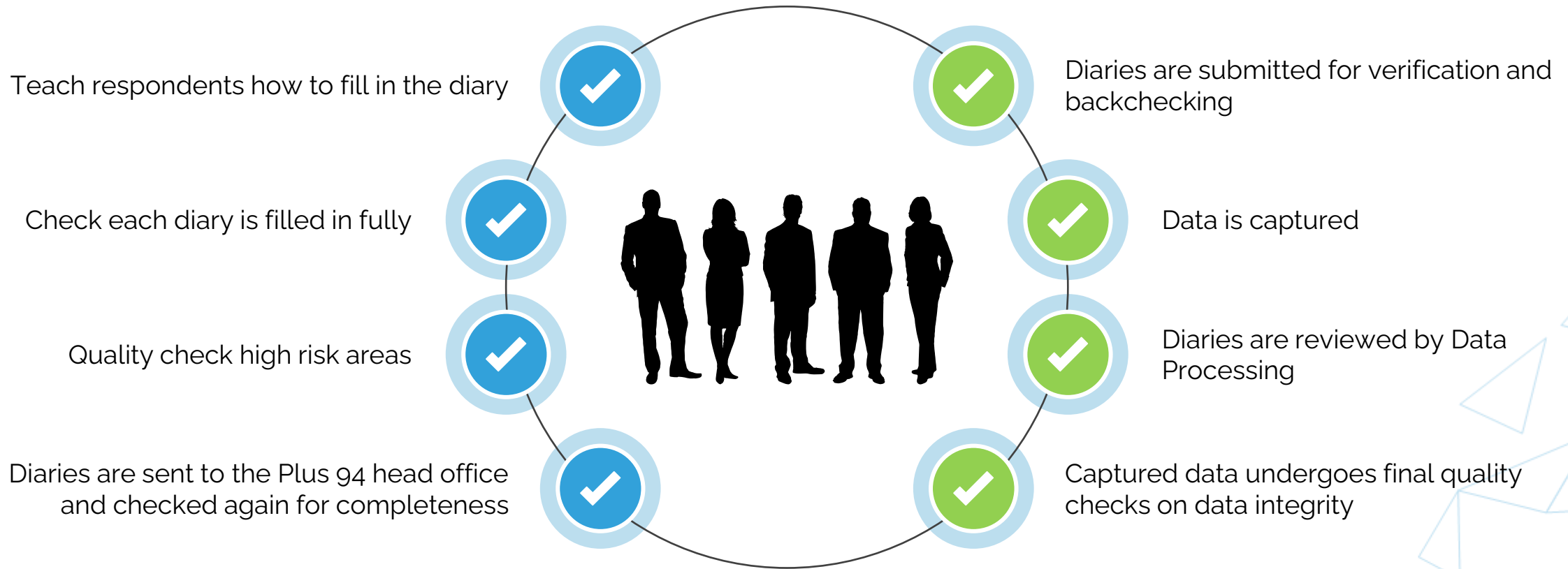
## Authorisation to replace

- The need to replace is confirmed by a supervisor
- Substitution points in the EA are then used.
- Where the whole EA needs to be replaced, the project manager provides the EAs

- 20 049 respondents completed a face-to-face questionnaire. Half were expected to complete the leave behind questionnaire.
- 10 672 respondents successfully completed the diaries.
- For the remaining respondents who did not complete the diaries, data was obtained through integrating the face-to-face interviews data with the leave behind questionnaire data.
- Several hooks were considered in fusing data including behavioural and demographic variables.

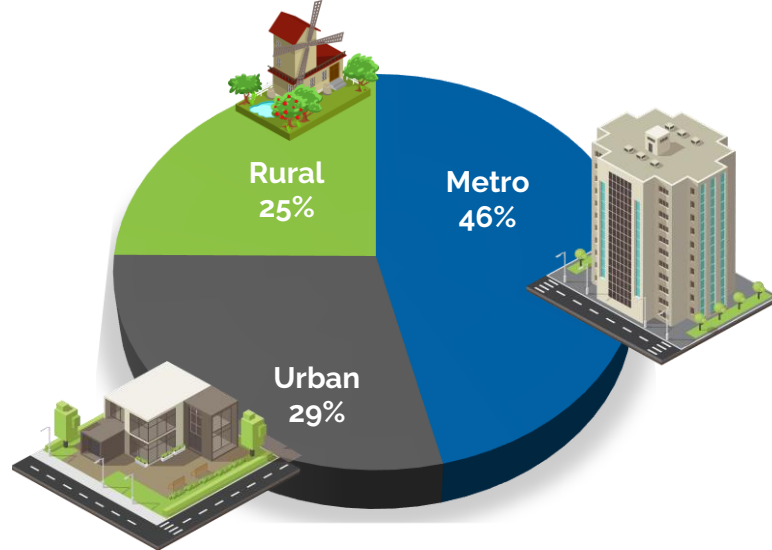


# Field Quality Controls



# Demographic Profile

## Area Distribution



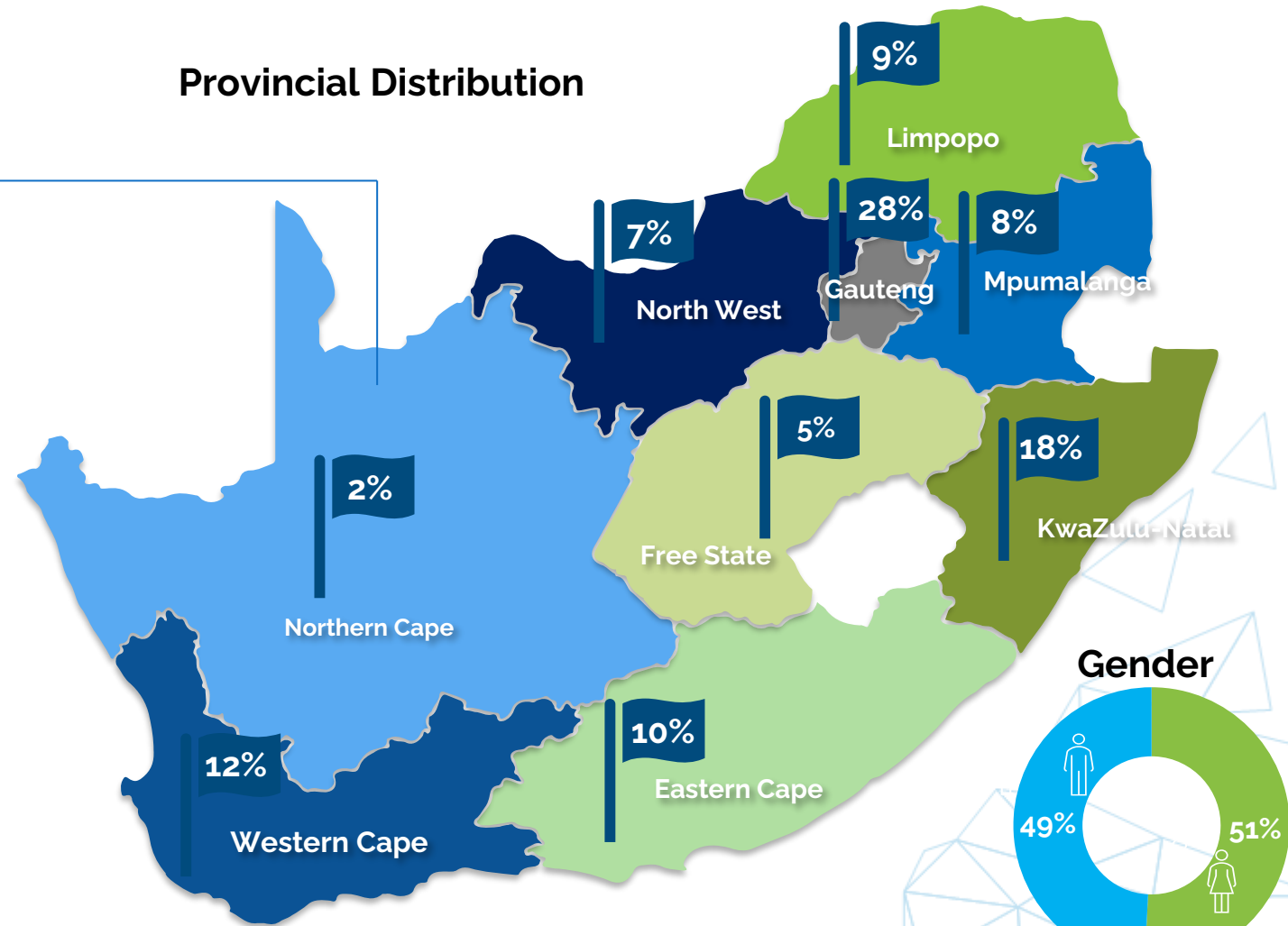
## Households

**17.16m**

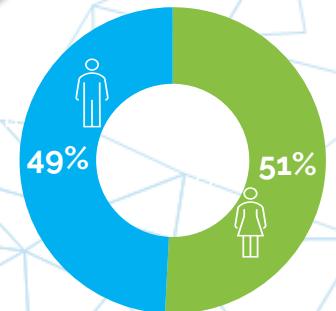
## People per household

**3.5**

## Provincial Distribution

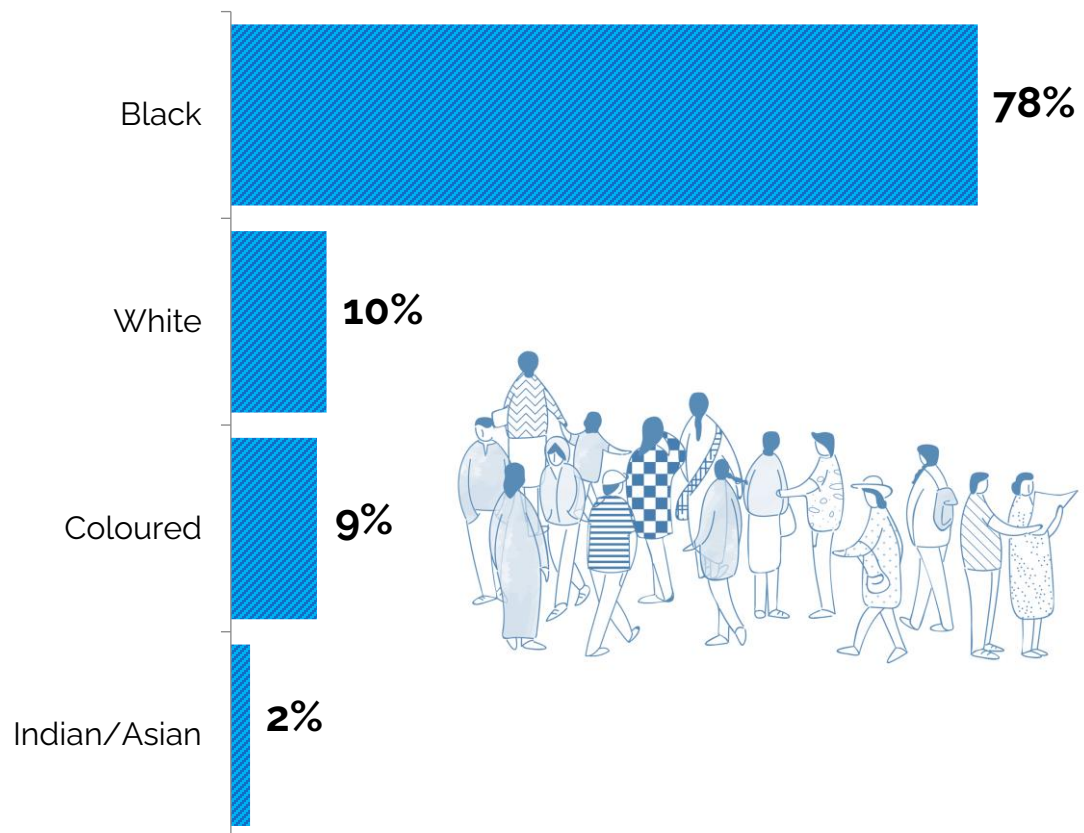


## Gender

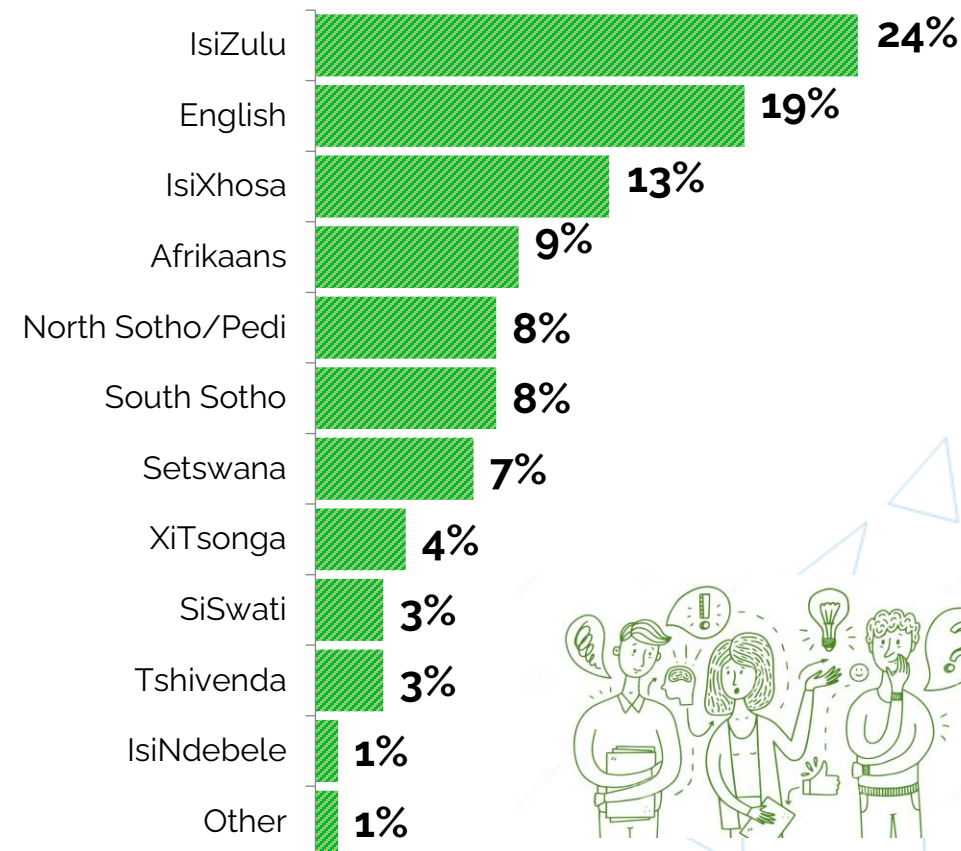


# Demographic Profile

## Race



## Most Spoken Language





# THANK YOU



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